

QTC

錢塘潮

設計者」 PANORAMA泛納設計事務所
設計團隊」 潘鴻彬 謝健生 黃卓榮 洪金源
空間性質」 中餐廳
坐落位置」 中國深圳
攝影者」 吳濤峰
面積」 600平方米
完工日期」 2013年8月

Designer」 PANORAMA
Design Team」 Horace Pan, Alan Tse, Nick Wong, Kenny Hung
Client」 QTC Restaurant Ltd.
Location」 Shenzhen, China
Area」 600 sq.m
Completion Date」 Aug. 2013
Photographer」 Ng Siu Fung



潘鴻彬

潘鴻彬於香港理工大學設計學院分別取得室內設計學榮譽學士及設計學碩士，於2003年創立室內及品牌設計公司PANORAMA泛納設計事務所。公司業務包括室內設計、品牌策略及環境平面設計。作品在各地設計大賽中榮獲超過50個殊榮，包括美國IDA設計大獎，日本JCD設計大賞100強，荷蘭FRAME Great Indoors Awards提名，iF中國設計大獎等。

Horace Pan, one of the most renowned Hong Kong interior designers in the recent decade. He obtained his Bachelor of Arts degree in Interior Design and Master of Arts degree in Design from School of Design, The Hong Kong Polytechnic University. In 2003, he established his own interior & branding design practice PANORAMA. The company provides consultancy services in Interior Architecture & Branding Solution and receives over 50 international awards including US's IDA Design Awards, JCD Design Awards Best 100, FRAME Great Indoors Awards Nominee, iF Design Awards China, China's Most Successful Design Awards etc..

謝健生

謝健生先生為一位充滿熱誠的室內設計師，致力推動室內及品牌設計的抱負。他於香港理工大學設計學院取得美術及設計學榮譽學士，亦是香港室內設計協會專業會員。謝氏熟悉品牌設計、空間與管理的關係，充份在他的設計項目中發揮及運用。為及使室內設計師之角色得到更多社會人士的認識，謝氏擔任香港生產力培訓學院講師。於2005加盟PANORAMA International Ltd.

Alan Tse, one of the devoted Hong Kong interior designers who has the vision to promote interior and branding design in the industry. He obtained his Bachelor of Arts and Design degree from School of Design, The Hong Kong Polytechnic University. He is also the Professional Member of Hong Kong Interior Design Association. From his education to his practice, Alan has developed expertise in the relationship between branding design and, space and management. With the heart to promote growing professional recognition of the role of interior designers, Alan takes up the post of the lecturer in Productivity Training institute, Hong Kong Productivity Council. In 2005, Alan joined the Hong Kong-based interior and branding design practice Panorama International Ltd in 2005.



「錢塘潮」是一間新開設提供新派杭州美食的中餐廳，位處中國深圳市一間商場的頂樓。餐廳以玻璃和鋼為主要結構，日照吸熱問題不少。此外三角形的基地平面比一般的標準餐廳佈局更具挑戰性，但也為空間的特色設計提供了獨特的機會。

「蝴蝶園」的設計靈感來自舉世聞名的中國杭州西湖美景所具有的優雅美生態。主要設計元素有以下幾點：

開放式餐區由多種款式，包括2人、4人、6人、8人和12人餐座組成，可打通的包廂也按顧客的不同需求而設。

三個互通的開放式餐區設有各種形式的餐座。中間的白色彎形主題牆就像振翅飛舞的蝴蝶，其優美線條使三角形樓面堅硬的建材質感變得柔和，也給顧客帶來多角度的視覺享受。

巨型蝴蝶翅膀圖案發生在主題尾牆及靠窗卡座的半透明間隔上，創造了空間的動感。

餐廳的蝴蝶形商標圖案以鏤射切割的黃銅製成，造成一道弧形屏風間隔出貴賓席空間。同時亦變為包廂餐檯上方懸掛著的白色吊燈。前者被大小不同的圓形座椅圍繞，成為此餐區的焦點。

假天花上開設有大小不一的三角形天窗，在白天由不同的方向將更多自然光引入室內，使用餐環境更為舒適。

兩種米黃色餐椅的交替擺設與木地板及白色天花和牆壁形成對比，使暖色調為主的用餐環境洋溢著親切和寫意的氣氛。

本案的設計結果是將傳統的中式用餐體驗提升到一個更時尚的層次。撰文 | 潘鴻彬(PANORAMA香港泛納設計事務所創始人)

1. 互通的開放式用餐區內有各種形式的座椅。2. 不同圖案形式的半透明隔屏。

1. Chairs of many kinds are scattered around the main dining area 2. Opaque panels printed in rich motifs



“Butterfly Garden”

QTC is a Chinese restaurant serving modern Hangzhou cuisine and is located on the top floor of a shopping mall situated in Shenzhen, China. The triangular-shaped site, constructed mainly by glass and steel structure, imposed a challenge of any standardized restaurant layout provision and high heat gain. These spatial constraints were subsequently turned into design opportunities and set up a strong brand identity.

A spatial concept of "Butterfly Garden" was adopted to reflect the aesthetics and elegance of the famous West Lake in Hangzhou, key design elements include:

Open dining areas with various seating patterns of booth, bench, table of 2 / 4 / 6 / 8 / 12 and VIP rooms are introduced to cater for different customer's needs. Three inter-connected open-dining areas with different sitting patterns were defined by a central white feature wall in curvy shape, it also signifies the sense of movement of flying butterfly and in turn breaks the rigidity of the triangular site and provide multiple sight-lines for the customers.



Super-sized patterns of butterfly's wing were introduced at the end wall and suspended translucent dividers at the window seating area to provide vividness to the space.

Butterfly-shaped restaurant logo was also re-configured to become the laser-cut brass screen to give privacy the VIP table and white pendent lamps above private dining room's table. The former surrounded by various sized circular booths has also become the focal point of the open dining area.

Triangular skylights in different orientations and sizes were introduced on the false ceiling to bring in extra natural light during day-time and generate a comfortable dining experience.

2 Beige-toned dining chairs in alternate arrangement set up subtle contrast to the timber floor Text by Horacand offset from the white ceiling / walls and provide casualness to the general warm-tone dining environment.

QTC aims to move the traditional Chinese dining experience to a new level of trendiness. Text by Pan (Founder, PARONAMA)

3.4. 蝴蝶是本案的主題，設計師企圖將中國杭州西湖的優美生態，濃縮在此空間中。

3.4. The butterfly is the main theme of the project and that signifies the best effort for environmental protection in Sihua area





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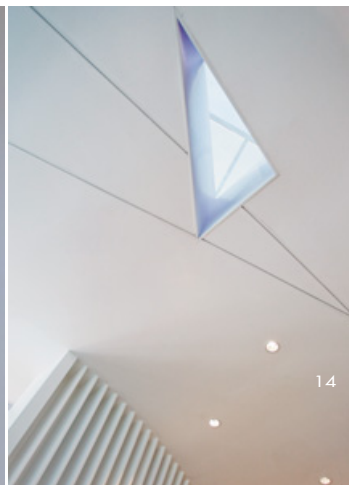
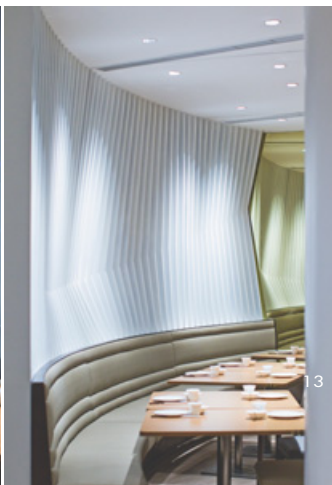
5. 互通的開放式用餐區內有各種形式的座椅。6. 隔屏設計細部。7. 用隔屏圍塑出的包廂區。8. 不同圖案形式的半透明隔屏。

5. Chairs of many kinds are scattered around the main dining area 6. Detail, screen panel 7. Preservation seats fenced in by screens 8. Opaque panels printed in rich motifs



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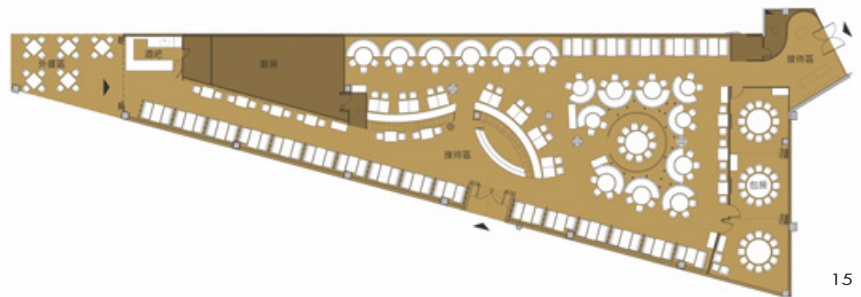
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9.10. 這是另一個開放式用餐區，主牆像巨型蝴蝶在飛舞。11.12. 喜愛素雅氛圍的客人可選擇此區用餐，親切溫馨。13. 折疊式牆面設計細部。14. 利用三角形的天窗引進陽光。15. 平面配置圖。
9.10. Main partition displays a visually dominated butterfly motif 11.12. A quiet and cozy dining quarter 13. Detail, folding partition 14. A skylight in a triangular shape 15. Plan