

国际新建筑

December 2012

12

I A A

International New Architecture

Feature 专题

2012 AIA Awards Recipients

2012 AIA 获奖作品精选

江苏人民出版社



| Stefano Tordiglione Design |

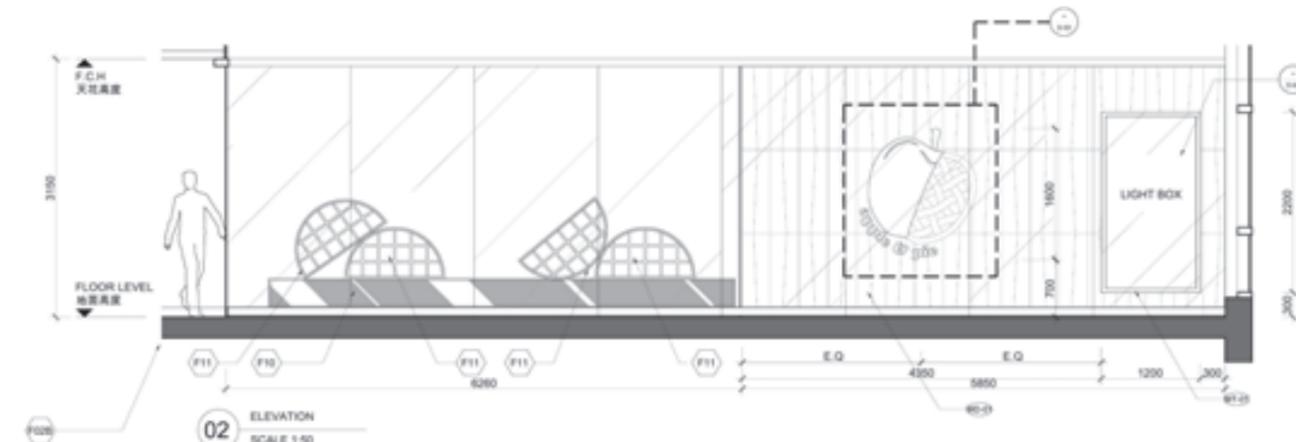
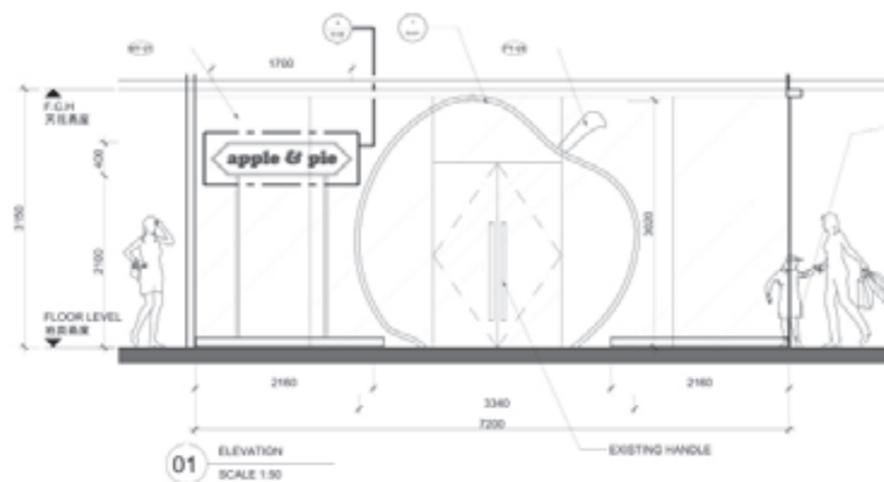
apple & pie Children-shoe Boutique

apple & pie 童鞋专卖店

童趣、典雅、实用是意大利室内设计事务所Stefano Tordiglione Design为童鞋品牌apple & pie于香港One Island South新专卖店营造的三个截然不同的感觉。

走进apple & pie童鞋专卖店就像走进了另外一个世界——贯穿门口的巨型红苹果隐约地暗示了店内的许多趣味。受到品牌名字以及其半苹果半馅饼商标的启发，Stefano Tordiglione Design的空间概念融合了苹果代表的健康

元素以及馅饼的玩味。苹果的健康意味在环保物料和有益儿童的物料体现出来。店中运用了大量的木质材料，并尽量减少塑料材料的使用。馅饼的趣味就在空间的异想天开设计展示出来，包括了苹果形状大红沙发和充满想象力的墙面展示。另外，每个设计元素都充分发挥实用功效。红苹果沙发内含收纳空间。生动的苹果树上长满红色和白色的果实，可爱的馅饼造型货架放在孩子手手可及的地方，这些元素都充分发挥展示产品的功





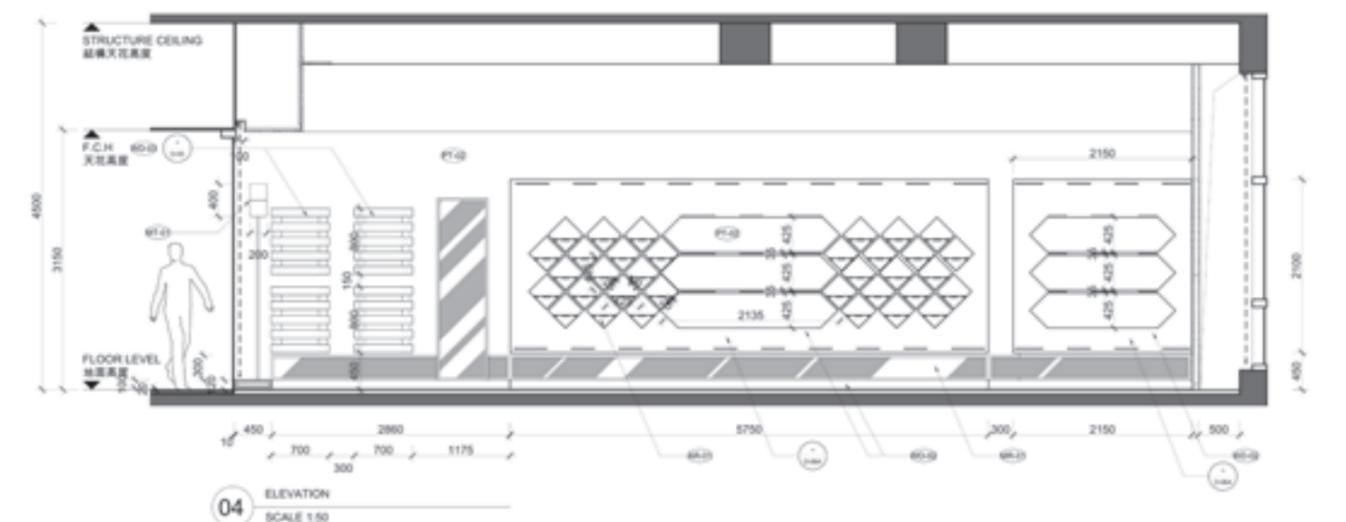
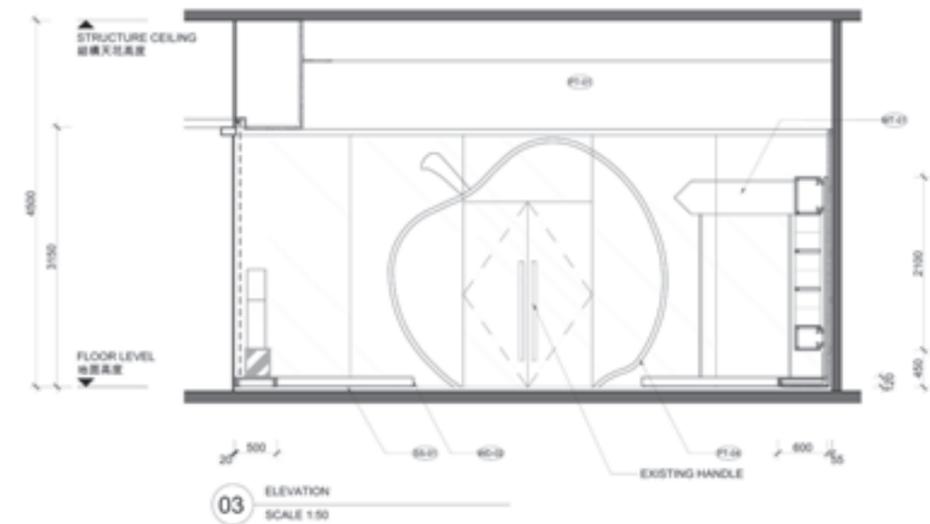
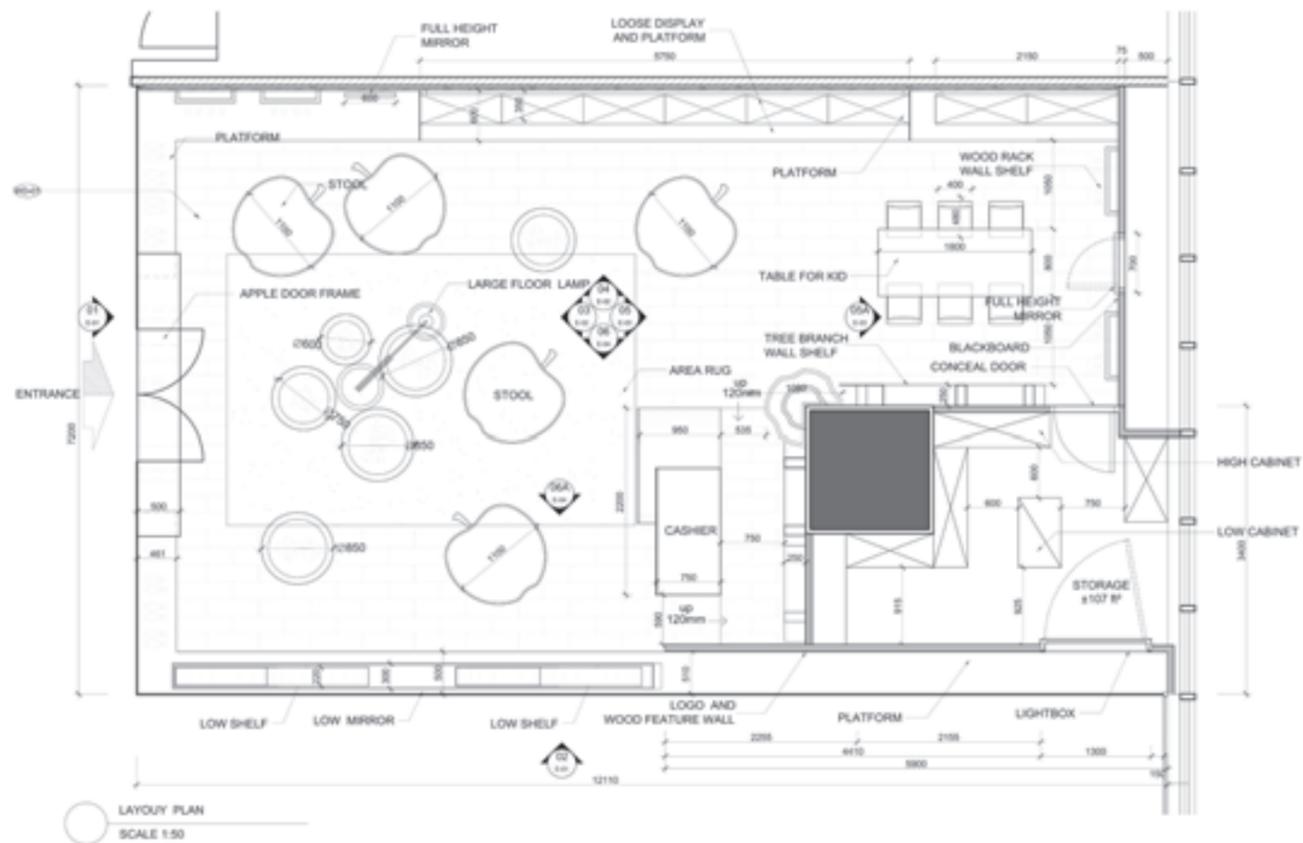
能。橱窗里，馅饼造型货架让品牌的名字和商标融会结合，游人在店外已能观赏到欧洲各个品牌的鞋子。

不论客户的年龄如何，Stefano Tordiglione Design都充分考虑到空间的布局。对于年轻的小客人，店的后面设计了一面巨形的黑板，让孩子觉得熟悉舒服。黑板旁边放了一张小桌子，小孩子可以在试鞋的同时休息和玩游戏。但是，店的设计并不只针对孩子。小桌子旁边的Kartell椅子、天花挂下来的Ethel吊灯，以及Anglepoise设计的巨型红台灯，通通都体现了店铺典雅高贵的气质。整个店由柔顺的曲线和简洁的直线组合而成，板也用了柔和色调的木板，再加上相似和对比颜色的交替使用，例如薄荷绿和米白色的柔和，相对于艳红和翠绿的对比，都让店铺轻松地游走于小孩和大人的世界。

apple & pie童鞋专卖店创造了设计的先河：这是一个孩子可以自由挑选属于自己鞋子的世界，整体的环境开心欢乐，玩味十足。通过默默的耕耘，Stefano Tordiglione Design创造了美好的环境，让孩子的购鞋需要得到充分满足。



小桌子旁边的Kartell椅子、天花挂下来的Ethel吊灯，以及Anglepoise设计的巨型红台灯，通通都体现了店铺典雅高贵的气质。
The iconic Kartell chairs surrounding the low table, the Ethel lighting hanging from the ceiling above, and the Giant Red Lamp designed by Anglepoise are design features which lend a sophisticated and elegant air to the store.





店中运用了大量的木质材料，并尽量减少塑料材料的使用。
Child-friendly materials are focused on wood as opposed to plastic for the furnishings.



Playfulness, elegance and practicality come together at One Island South's new apple & pie boutique, the latest creation from Hong Kong-based Italian interior design and architecture firm Stefano Tordiglione Design.

Walking into children's shoe store apple & pie is like entering another world – the giant apple that crowns the doorway hinting at the many delights that lie within. Inspired by the ethos behind the brand's name and its half apple-half pie logo, Stefano Tordiglione Design's concept combines the wellbeing elements represented by the apple with the more playful pie. The former is reflected in the use of environmentally- and child-friendly materials with a focus on wood as opposed to plastic for the furnishings, while the latter can be seen in the whimsical interior design which ranges from bright red apple-shaped sofas to imaginative wall displays. There is also practicality behind each well-thought out element. The seating hides storage space, while a lively tree design on one wall with white and red apples hanging from its branches, and elsewhere pie-shaped lattices and mounted fruit palettes, offer ideal shelving opportunities. In the windows, semi-circular pie-like features bring the logo and brand name full circle while providing window-shoppers with a taste of the various European shoe brands that can be found within.

Throughout the space Stefano Tordiglione Design has considered the experience of its clientele, young and old. For children coming to try and buy shoes, the back of the store offers a table at which they can sit and play between fittings, not far from a wall that provides familiarity through its giant blackboard design. Yet the focus is not solely on a positive experience for children. The iconic Kartell chairs surrounding the low table, the Ethel lighting hanging from the ceiling above, and the Giant Red Lamp designed by Anglepoise are design features which lend a sophisticated and elegant air to the store. Coupled with a combination of smooth curves and clean lines, above a warm wood-lined floor and with a color palette that blends bold reds and vivid greens with a calming mint and light beige, the store effectively and effortlessly moves between the distinct worlds of parents and children.

The flagship apple & pie store sets a precedent – it is a place where children can enjoy choosing shoes that are displayed in a fun and enticing way in cheerful, relaxed surroundings. Through the fruits of its labor, Stefano Tordiglione Design has created the ideal environment in which children's shoe shopping needs can be met.

Credits

Location: One Island South, Hong Kong, China
Area: 85 m²
Completion Date: August 2012
Lighting: Ethel, Anglepoise
Furniture: Kartell
Construction: Anzac
Text: Rachel Duffell
Shop Design Studio: Stefano Tordiglione Design Ltd
Logo Design Studio: Stefano Tordiglione Design Ltd
Chief Designer: Stefano Tordiglione
Photos: Stefano Tordiglione Design Ltd

