

# 时代空间

引领空间趋势

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专题 Topic

## 餐厅

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# 轻松游走

## 香港apple & pie 童鞋专卖店

### apple & pie Store, Hong Kong

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摄影 > Stefano Tordiglione Design Ltd



地点: 香港One Island South  
设计公司: Stefano Tordiglione Design Ltd  
设计总监: Stefano Tordiglione  
项目面积: 85 平方米  
完工日期: 2012年8月  
灯光: Ethel, Anglepoise  
施工: Anzac

Location: One Island South, Hong Kong  
Design Company: Stefano Tordiglione Design Ltd  
Design Director: Stefano Tordiglione  
Area: 85 m<sup>2</sup>  
Completion Time: August, 2012  
Light: Ethel, Anglepoise  
Construction: Anzac





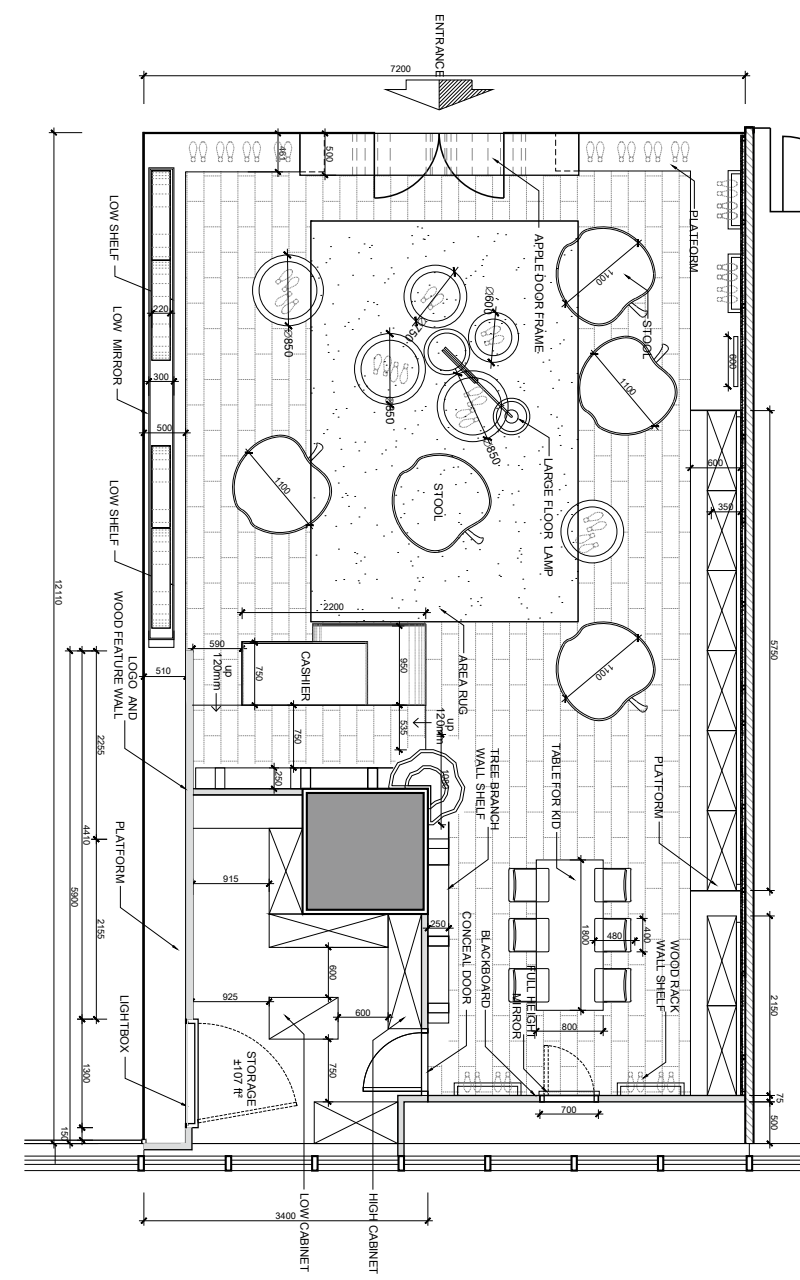


童趣，典雅，实用是设计公司为童鞋品牌apple & pie新专卖店塑造的三种截然不同的感觉。

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，该专卖店的空间概念融合了苹果代表的健康元素及馅饼的玩味。苹果的健康意味在环保物料和有益儿童的物料中得到体现。店中运用了大量的木质材料，并尽量减少塑料材料的使用。馅饼的趣味通过空间异想天开的设计展示出来，包括了苹果形状大红沙发和充满想象力的墙身展示。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触手可及的地方，这些元素都充分发挥着展示产品的功能。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各个欧洲品牌的鞋子。



不论客户的年龄如何，本案的设计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，店面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。整个店面由柔顺的曲线和简洁的直线组合而成，地板也用上了柔和色调的木板，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。



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 colour 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.