

室內

Interior

Wolfgang Puck American Grill, Atlantic
Mission Hills Spa. Spring Valley, Shenzhen
WTC More Demo Parlour, Hongkong
JAMEI CHEN. Dialogue, Taipei
ICEHOTEL, ROOM 606, Jukkasjärvi

H\$ppy consumption

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快樂消費

設計/tonychi and associates 何宗憲 湯兆榮 陳季敏 Jehs+Laub Design Studio
趨勢/2007米蘭新銳設計秀 鹿特丹國際建築雙年展
人物/Jehs+Laub 文化/安藤忠雄與21_21 DESIGN SIGHT

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WTC More Demo Parlour

WTC More, formerly known as the World Trade Centre, is one of the most popular shopping malls in the Causeway Bay. In June, SHKP announced commencement of an expansion and enhancement plan to enable customers to experience a brand new retail and entertainment concept. The 5,000sq.ft. WTC More Demo Parlour pioneers these efforts and gives the public a glimpse of what to expect. The Parlour, which took 18 months to complete from the planning stages, is estimated to have cost HK\$ 8 million.

Hosting the opening ceremony of that, Miss Fiona Chung, Deputy General Manager, Leasing Department, SHKP said, "SHKP has adopted the quest for innovation and change for the future as an important component of the operational strategy of its shopping malls. That's why we decided to invest HK\$200 million to fully refurbish wtcmore with the introduction of our innovative cross-over concept that provides the visitors with exciting new shopping and entertainment experiences."

"The WTC More Demo Parlour will introduce the visitors to the concepts of "more" and "cross-over" and stimulate their imagination with new "cross-over" experiences. The visitors are now able to experience the distinctive features and shop design offered by WTC More."

5 Big Cross-over Zones Fully Demonstrate Cross-over Concept

Pleasing to the eyes and equipped with state-of-the-art AV technology, the wtc more Demo Parlour comprises 5 cross-over zones:

AV and Noodle Express Zone - A crossover of AV entertainment and catering services.

Beauty and Jewellery Zone- A crossover of Spa and Salon services and accessory retail.

Audio Visual Products and Shoes Zone- A crossover of music and video disc retail plus sportswear products retail.

Bar and Video Entertainment Zone- A crossover of video entertainment and bar services.

Trendy Jeans and Art Zone- A crossover of jeans retail and Graffiti as well as crystal arts.

"The main theme of the Demo Parlour is the crossover of retail and products; two or more entertainment or retail services are combined into a single display area. During a visit of a thematic zone, visitors can enjoy the excitement of different sensations and derive a total experience through this innovative consumption model," said Mr. Andy Tong, a renowned designer responsible for the design and planning of the WTC More Demo Parlour.

The WTC More Demo Parlour, located on 13th floor, will be open for viewing to interested parties. It will also be the venue of regular workshops on the theme "more", such as personal image building, social etiquette, household floral decoration, flower arrangement, household Christmas decoration design, tea arts exchange, and appreciation and production of chocolates and coffee. These events are expected to provide opportunities for participants to enjoy and improve their quality of life.

The first phase of the WTC More refurbishment plan will commence at the end of this month and will see the addition of nine more shopping floors to the existing six. The second phase, scheduled to commence in early 2008, will see the refurbishment of the exterior of the building that faces Jaffe Road. The entire project is scheduled for completion at the end of 2008. Text by Andy Tong

8.9. 「潮打"Wine"Game」區，將酒吧與電玩娛樂結合，一邊品嘗飲料同時透過桌面感入的電玩把玩遊戲。10. 「穿上藝術」區。11.12. 「佩戴悠閒」區內的飾品零售區，以如旋轉壽司般的展示手法，再次呼應設計者「一個空間、多重享受」的新新消費模式。

8.9. Bar and Video Entertainment Zone. 10. Trendy Jeans and Art Zone. 11.12. Beauty and Jewellery Zone





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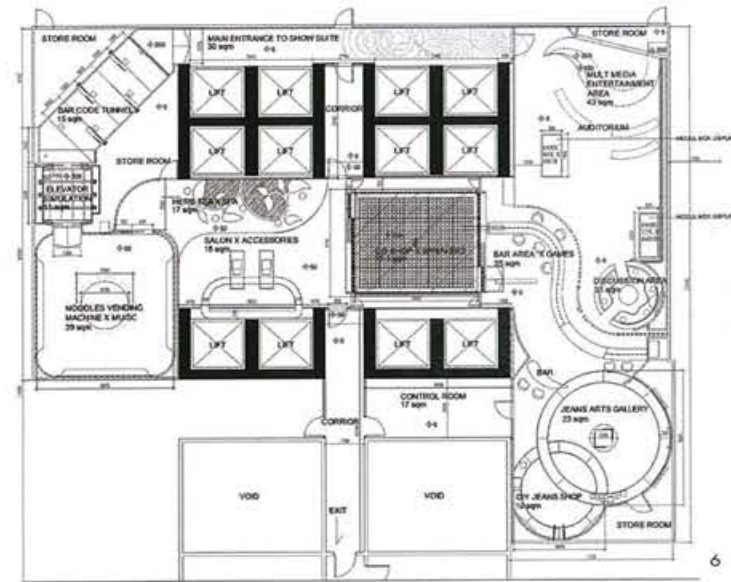
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3.4. 「佩戴悠閒」區內的Spa空間。5. 「細味音樂」區，以充滿未來感的白淨空間，打造結合影音娛樂與飲食服務的體驗空間。6. 平面配置圖。7. 「影音全盒」區，將光碟影像構成整個空間的主體，並結合流行鞋款的展示，誰說跨界不能這麼操作！
3.4. Beauty and Jewellery Zone. 5. AV and Noodle Express Zone. 6. Plan 7. Audio Visual Products and Shoes Zone is a crossover of music and video disc retail plus sportswear products retail.

五大展區演繹Cross-over概念

「WTC More」概念展示館運用先進的影音科技和材料建構，共劃分成5個Cross-over展區，每個展區均有截然不同的互動元素，包括：「細味音樂」區：以充滿未來感的白淨空間，打造結合影音娛樂與飲食服務的體驗空間。「佩戴悠閒」區：Spa及Salon休閒服務與飾品零售cross-over。「影音全盒」區：音樂與視像光碟零售及與球鞋服飾銷售cross-over。「潮打"Wine"Game」區：電玩娛樂與酒吧cross-over。「穿上藝術」區：演繹牛仔褲與Graffiti及水晶藝術

整個「WTC More」翻新工程將於2008年底完成，負責設計及規劃概念展示館的設計師湯兆榮表示，展示館的設計主要是以配合客戶Cross-over零售及產品概念作為題材，每一展區將兩種以上的休閒或零售服務元素融合一體，讓每位參觀者在遊覽各主題展區的時候，可獲得多重感官刺激，體驗一個空間、多重享受的「Cross-over」嶄新消費模式。編輯：周興莉



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WTC More Demo Parlour, Hongkong

| Happy Consumption |



湯兆榮
土生土長的香港設計師，於2000年成立Andy Tong Creations Co., Ltd.，一直致力於商業空間設計，數年來為多個大型購物商場創作節日裝飾及佈置，定下穩固的基礎。近年憑藉其優秀作品——《海港城農曆新年設計與裝飾2005》，榮獲香港設計師協會之優異展覽設計獎項。目前亦被香港多個大型上市地產發展商誠邀參與商場概念館的設計項目，以突破性的意念為未來新建商場增加推廣效益，期望未來開拓更多元化的設計業務。

Andy Tong
Andy Tong is a homegrown designer of Hong Kong and he has established Andy Tong Creations Co., Ltd in 2000. All along, he devotes to commercial space design and experienced in shopping mall festive decoration for years. With 6 consecutive years collaboration, Andy started the Christmas and festive decoration in Harbour City since 2001 and he was awarded "Hong Kong Designers Association - Excellent Award for Exhibition & Event Design" by means of "Chinese New Year Decoration of Harbour City 2005". Andy also works with local real estate developers for designing ingenious show suite and concept store in order to expand and diversify his design and creations business.



設計者」湯兆榮
參與者」Hei Chung/Designer, Lois Kwok/Sound Designer, Psyche Chui./Lighting Designer, Media-Go Engineering Ltd/Technical Support Team, Dino Technology Ltd/Audio-visual Consultant
攝影者」Garrige Ho
空間性質」商場示範單位
坐落位置」香港銅鑼灣WTC More 13樓
主要材料」強化玻璃、鋼材、石膏板、玻璃纖維
面積」140坪(5000平方呎)
設計時間」2006年1月至4月
施工時間」2006年7月至10月
展出時間」2006年10月至2007年9月

Designer」 Andy Tong
Participants」 Hei Chung/Designer, Lois Kwok/Sound Designer, Psyche Chui./Lighting Designer, Media-Go Engineering Ltd/Technical Support Team, Dino Technology Ltd/Audio-visual Consultant
Photographer」 Garrige Ho
Category」 showroom
Location」 13th floor of WTC More in Causeway Bay, Hongkong
Size」 5,000 sq.ft.
Materials」 tempered glass ,metal, plasterboard, FRP
Design period」 July-October, 2006
Construction period」 October, 2006-September, 2007



1. wtc more概念展示館由先進的影音科技和材料所建構。2. 每一展區均結合兩種以上的消閒或零售服務元素。此為「細味音樂」區走道。
1. Pleasing to the eyes and equipped with state-of-the-art AV technology, the wtc more Demo Parlour comprises 5 cross-over zones. 2. Two or more entertainment or retail services are combined into a single display area.

未來休閒消費新模式：在「WTC More」購物中心裡頭，可以先來到名為「細味音樂」的跨界概念餐廳用餐，再到「影音全金」選購剛才用餐時所聽見的最近CD及新款運動鞋。之後，還可以到「潮打 Wine Game」，坐下來喝杯飲料，邊玩著最新的電玩遊戲...

這是由「WTC More」所提出的嶄新「Cross-over」購物休閒概念，未來，在「WTC More」商場內的所有商店將會同時為顧客提供兩種或以上的商品及服務。

前身為世貿中心的「WTC More」，一直是香港銅鑼灣區最受歡迎的商場之一，為了帶給顧客更多驚喜及嶄新的購物體驗，今年開始投入一項嶄新的擴展計劃。其中，位於「WTC More」13樓，佔地140坪的「WTC More」概念展示館，則是整個拓展工程的第一部分。未來，「WTC More」將耗資港幣二億元翻新，同時，引進嶄新的「Cross-over」購物休閒概念，給予顧客耳目一新的嶄新消費觀念。

到底什麼是「More」及「Cross-over」概念？Cross-over的中文是“交叉”的意思，最常被解讀為「跨界」，意指兩個或不同領域的合作。近年來，Cross-over風氣從音樂界開始吹起，包括電影、時尚界皆流行此一概念，透過不同領域工作者的跨界合作，企圖在既有領域裡創造更多可能性，讓生活變得無限可能...透過「WTC More」概念展示館的成立，將未來的商場面貌濃縮於其中，也將“More”概念——See more, Listen more, Smell more, Dress more, Play more，濃縮於其中，引發眾人的想像力，體驗WTC More變身後的特色及面貌。