Panoramic view 全景图

LV Taipei

台北LV专卖店

Since Taipei is in the subtropical zone, the city is filled with lots of trees. The designers tried to use the landscape of trees for the motif of the façade. Tree does never relate to the brand image of Louis Vuitton, however they thought it was important. The main material of the façade is perforated stone. The designers used half-artificial stone, and made square holes with water jet machine. Then they filled up holes with synthetic resins. The pattern of the hole was based on Louis Vuitton's checker flag pattern called DAMIER pattern. Even though DAMIER pattern usually is homogeneous, the designers made each square in different sizes. There are more than thirty sizes. The smallest is seven millimetres, and the biggest is thirty-five millimetres. Using such difference of sizes, they made another pattern in bigger scale which is also the checker flag pattern. The bigger pattern is not homogeneous. The size of each square is different. Using such difference of sizes, they made one more pattern which is the silhouette of trees. What the designers really wanted to do is to weaken the symbolised image of the brand. Usually symbol does not relate to the context, which the designers really do not like. They want to make something linked to the surroundings delicately. If the designers can refine the commercial façade architecturally, this is one way to do it.
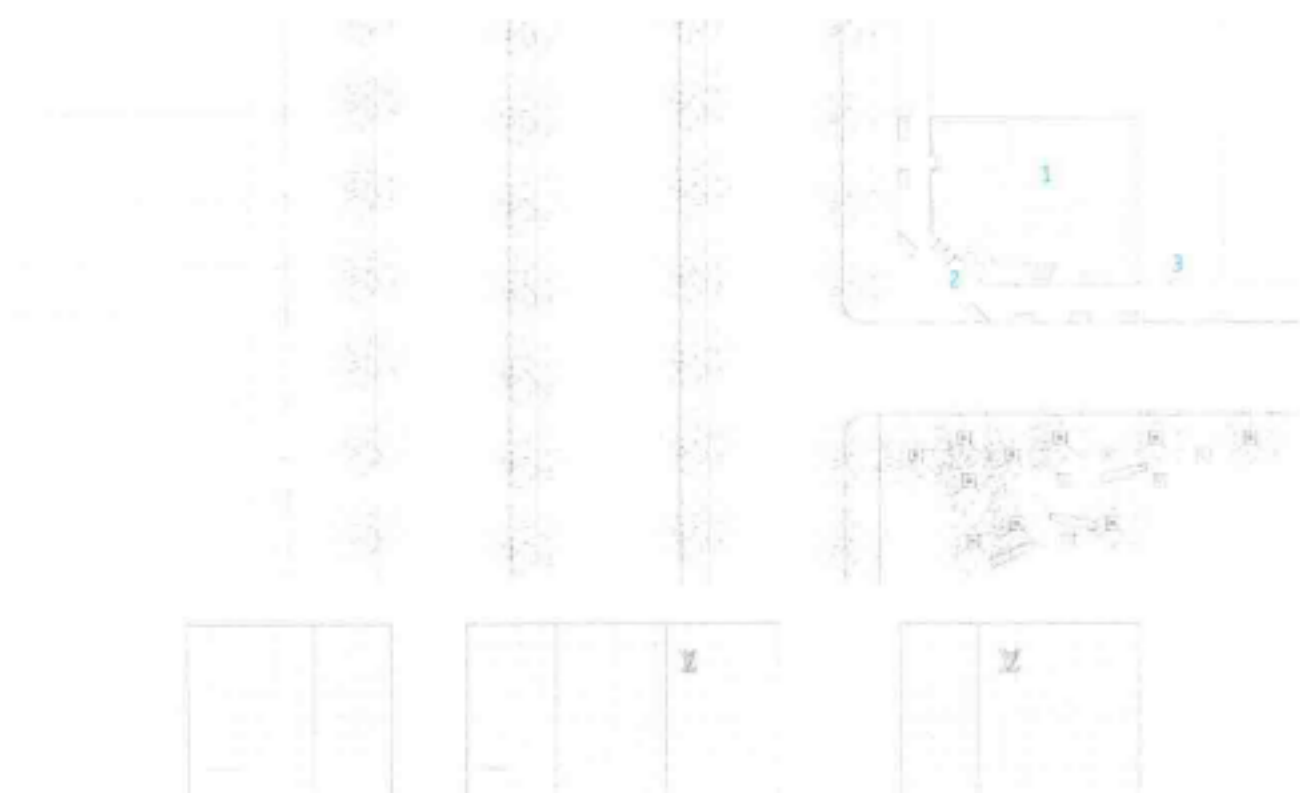
由于地处亚热带地区，台北市里遍布各种各样的树木。设计师试图将树木景观融入建筑外墙的设计中。尽管□的品牌形象与树木无关，设计师还是认为这很重要。□墙的主要材料穿孔石材。设计师在半人造石上通过□枪打出方形的孔，然后在孔内注入合成树脂。方孔形成的图案以LV经典的DAMIER方格图案为基础。虽□DAMIER方格图案是均匀结构，设计师将每个方块赋予30种不同的尺寸，最小的7毫米，最大的35毫米。设计□随后又用这些大小不一的方格拼成了大规模的DAMIER□格图案。大方格的尺寸也大小不一。设计师用这些方□拼成了树木的轮廓。设计师真正的意图是削弱品牌的□定形象。品牌形象通常与环境无关，但是设计师并不□欢这种方式。他们想要刻意将品牌和周边的环境联系□一起。如果设计师能够从建筑上改善商店的外墙，这□设计就是一种可行的方式。
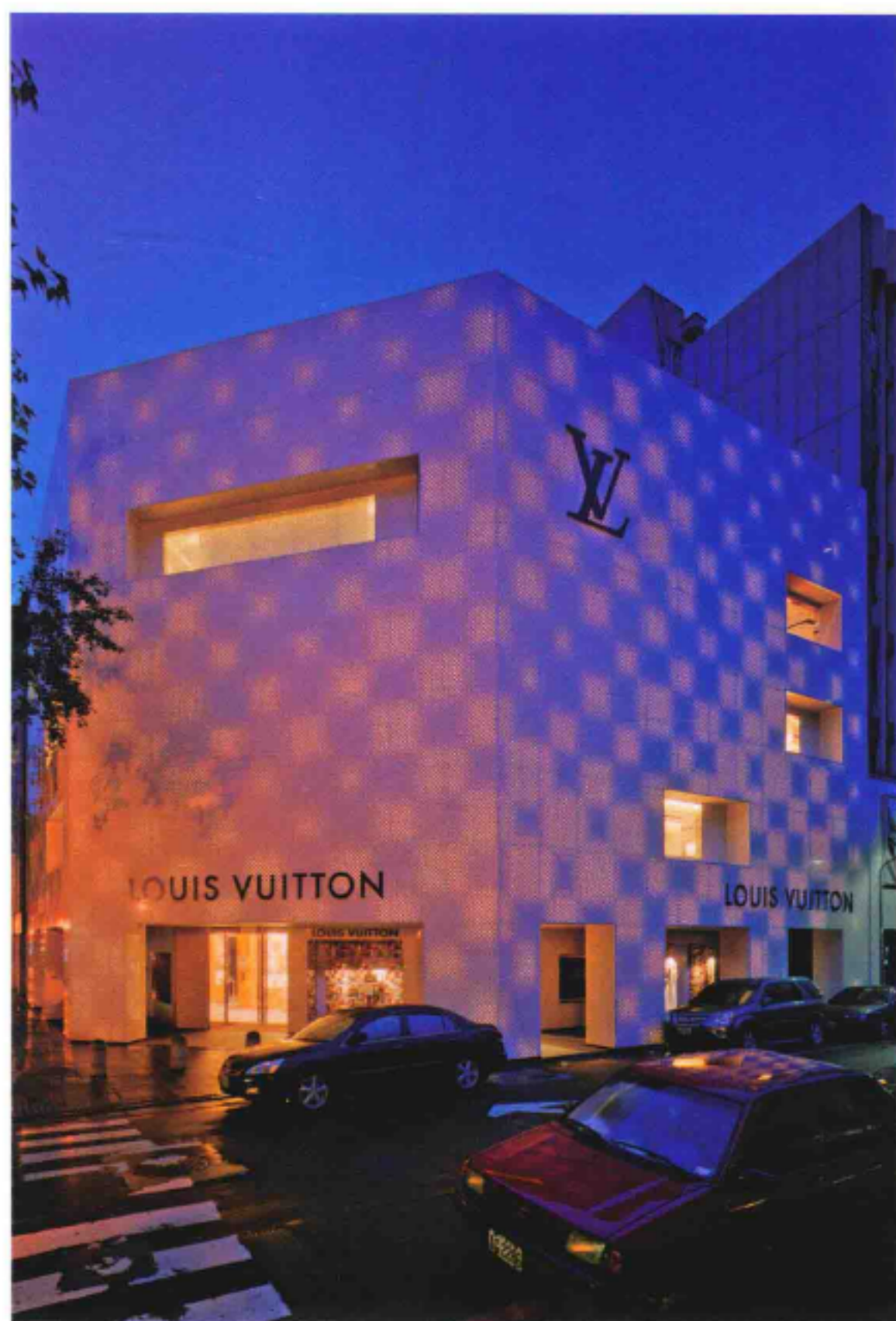

1. 零售空间
2. 入口
3. 拱廊

1. retail space
2. entrance
3. arcade
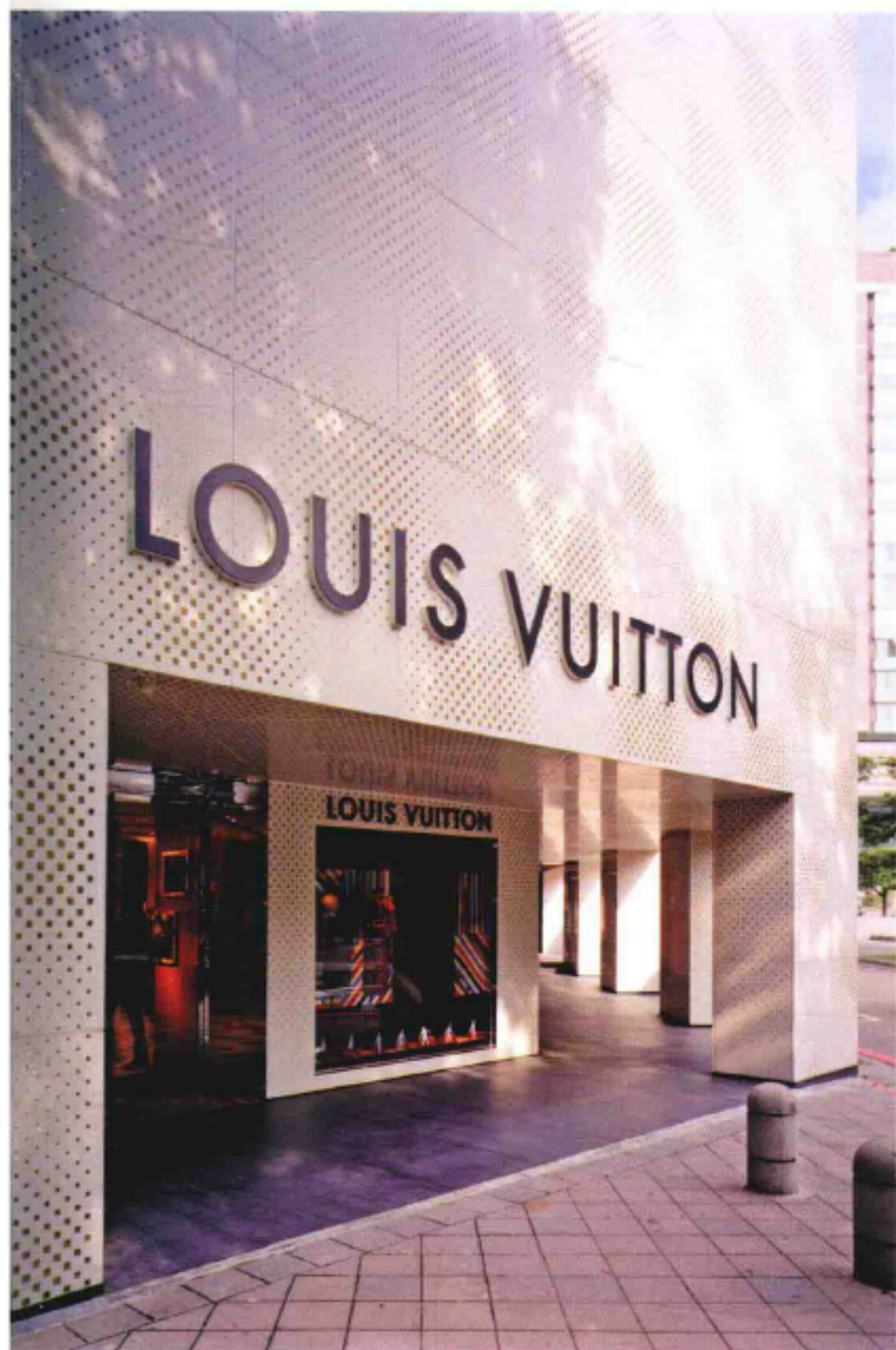
入口 Entrance

建筑外墙 Exterior façade

前厅 Lobby