



ARCHITECTURE COMPETITION WORKS
建筑竞标方案

凤凰空间·上海 编

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创意的世界 世界各级建筑竞赛及竞标方案集成

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本书精选了世界各地在方案竞标中涌现出的一些优秀的规划、建筑设计作品，包括文化、体育、办公、商业、公共设施、住宅与城市综合体等类别。这些方案立意新颖，极富开创性，将现代建筑技术和区域文化相融合，以多元化的手法创造出丰富多彩的建筑形象，给人以深刻的印象，见证了当前城市建筑规划设计发展的进程，可作为建筑规划设计领域的借鉴范本。

This book collects excellent planning and architecture competition works all over the world, including cultural, sport, commercial, office, public facilities, residential architecture and urban planning etc. These innovative and creative proposals, which leave deep impressions on people, combine architectural technologies and local culture together, creating colorful building image through diversified skills. They see the development process of urban architecture design and planning, setting an excellent example to designers.

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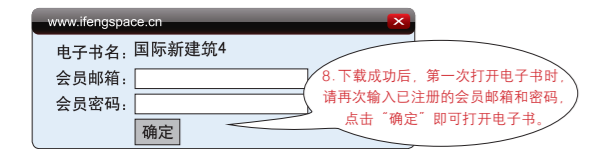
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Mandarina Duck

鸳鸯品牌店

Arch. Pierluigi Piu

Credits

Year: 2008

Project Description: Concept for Renewal of the Brand's Shops Image

Images: Arch. Antonio Cuccu

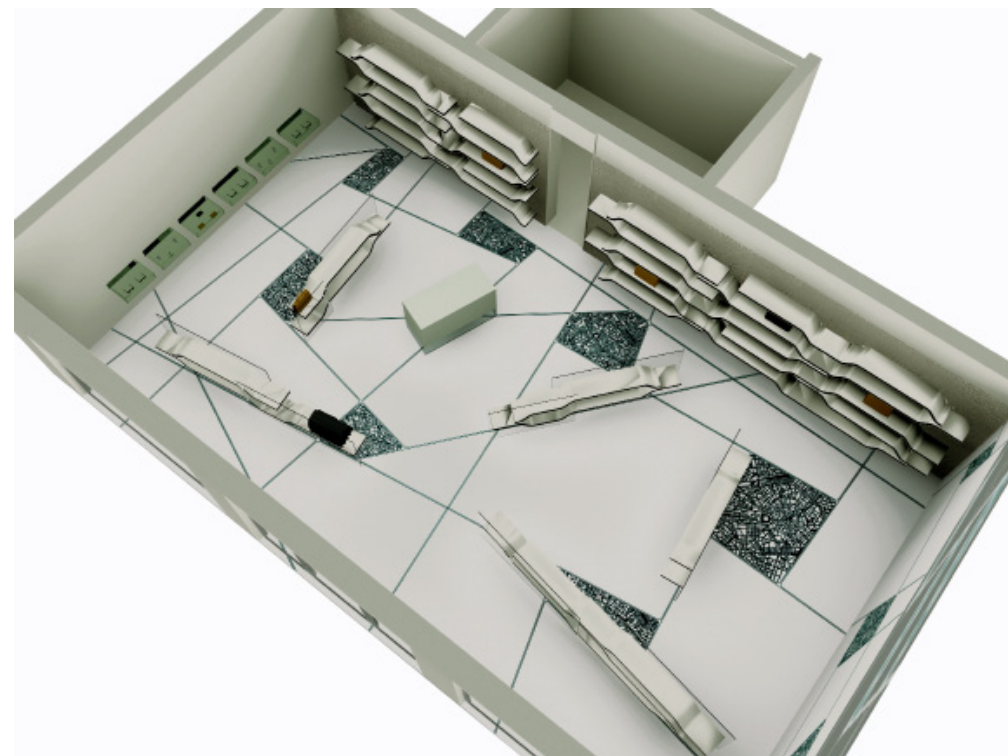
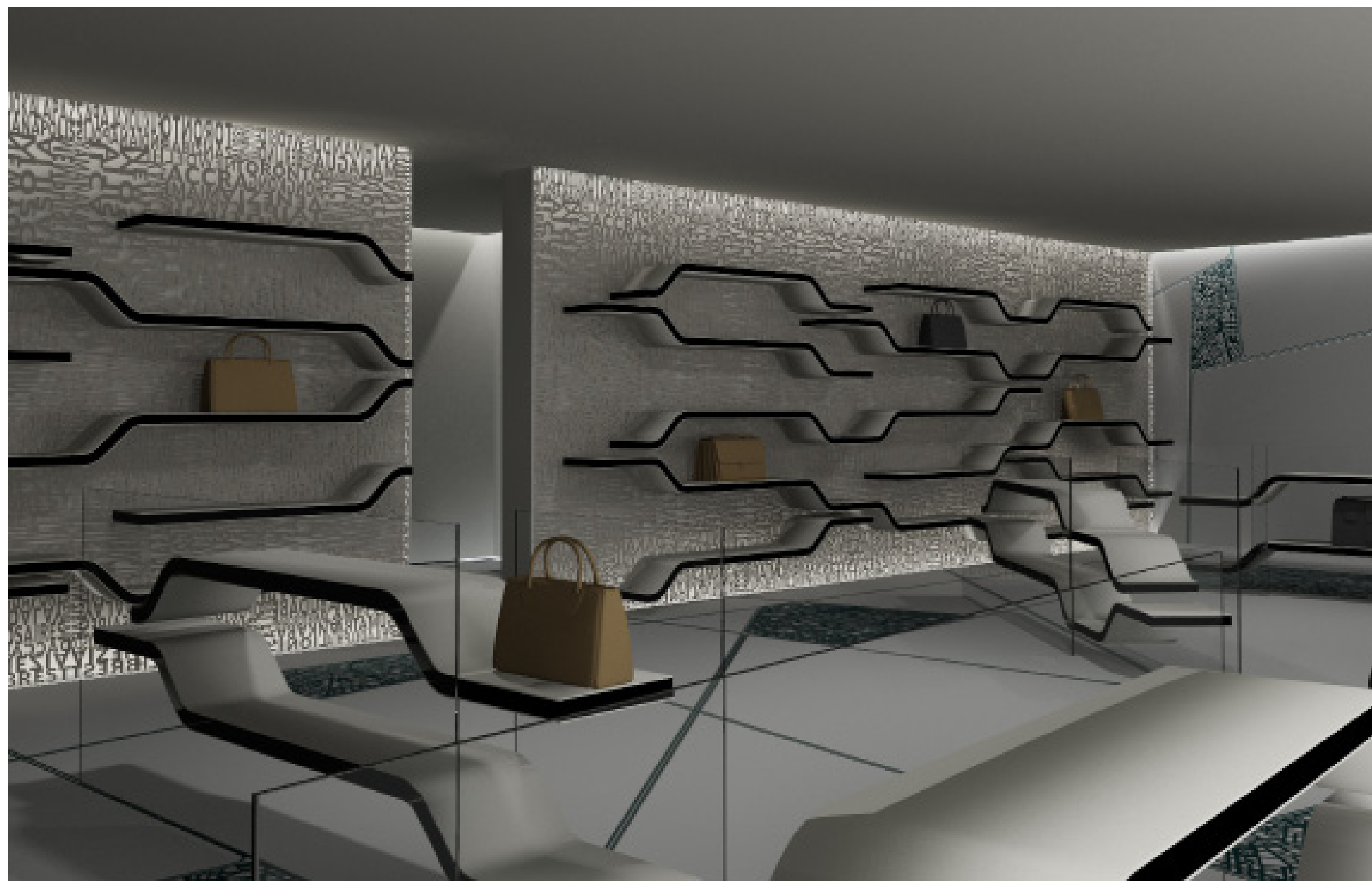
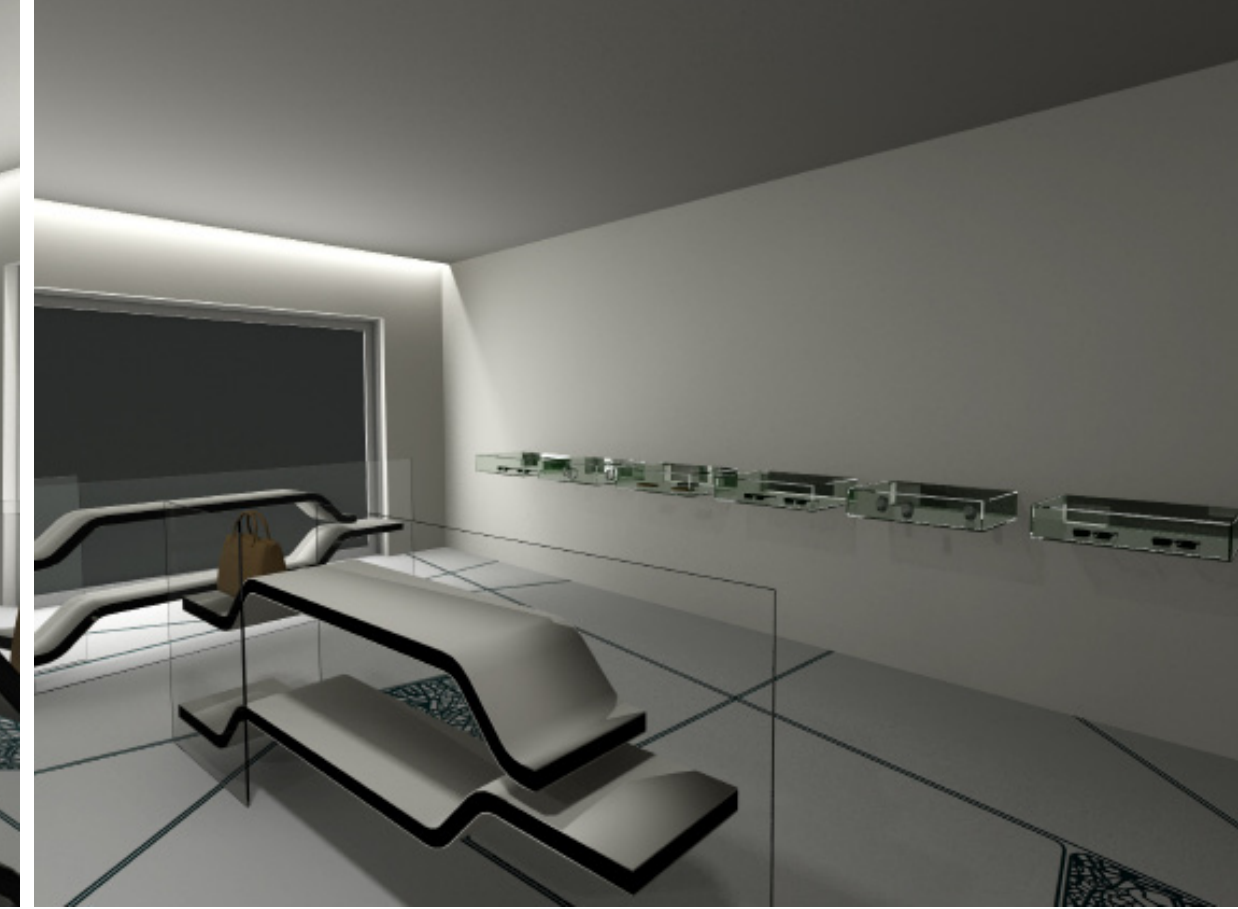
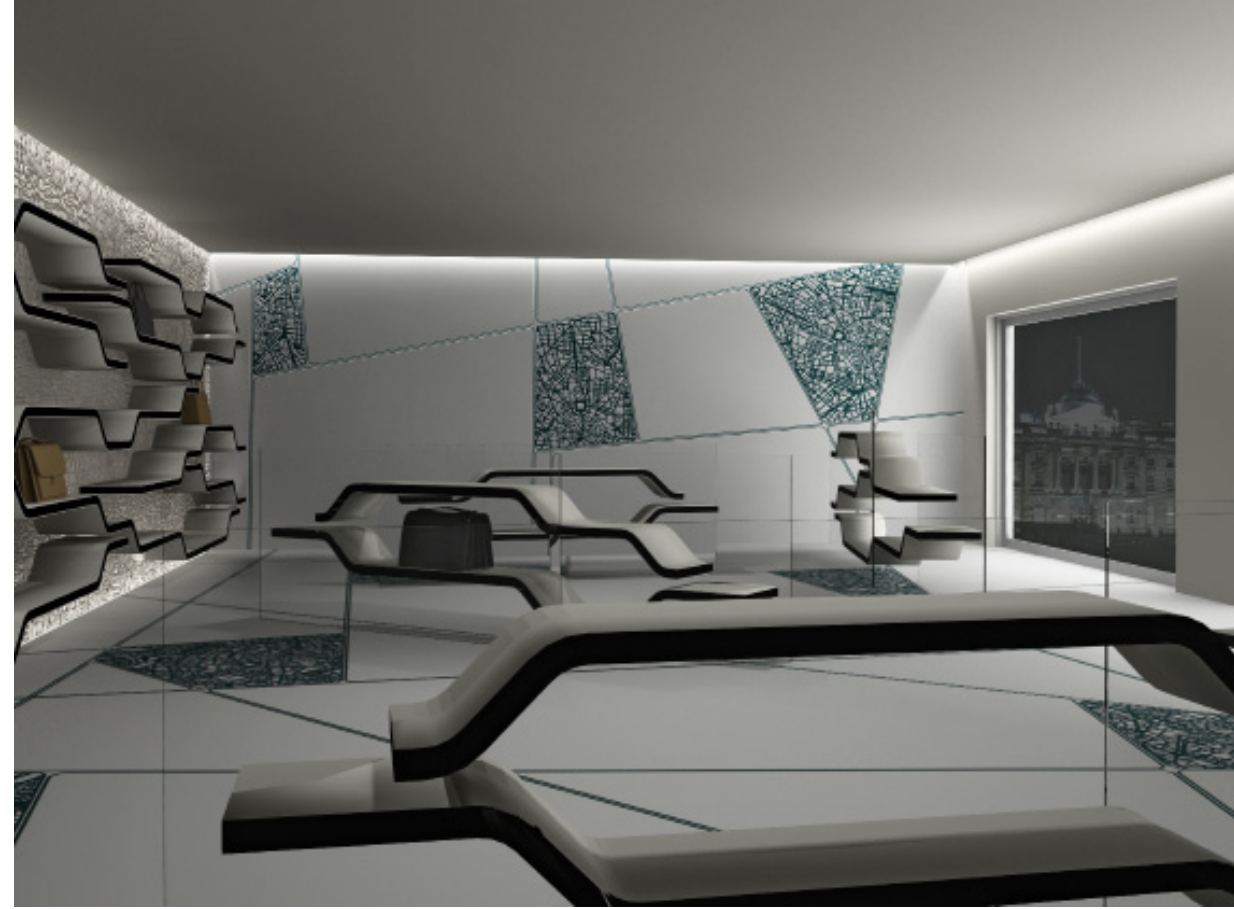
意大利鸳鸯——国际知名品牌，1977年成立，主要做箱包与服装配件——产品定位于都市年轻人，设计热情有活力，关注不断变化的新产品，创造旅行的梦想。

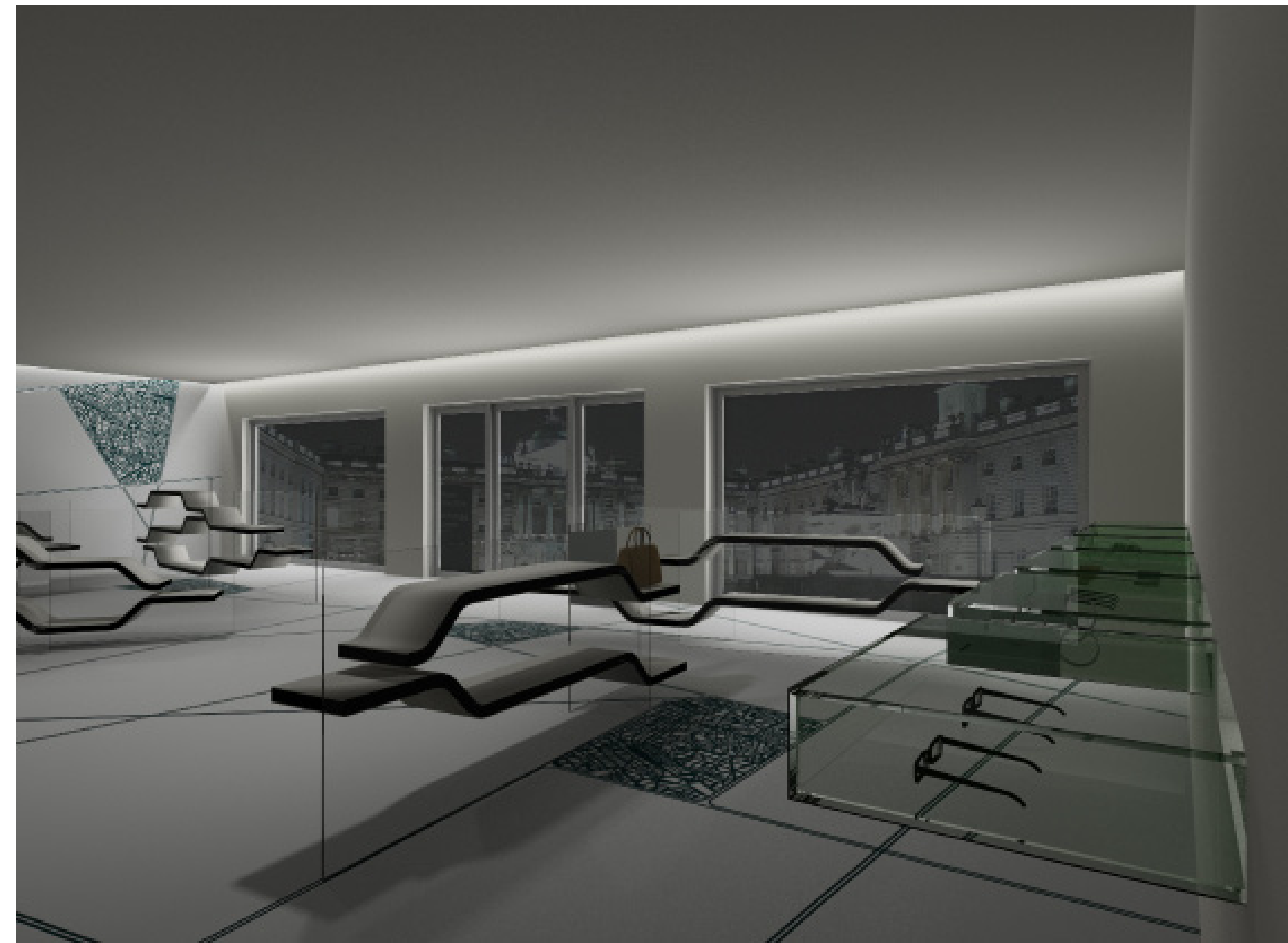
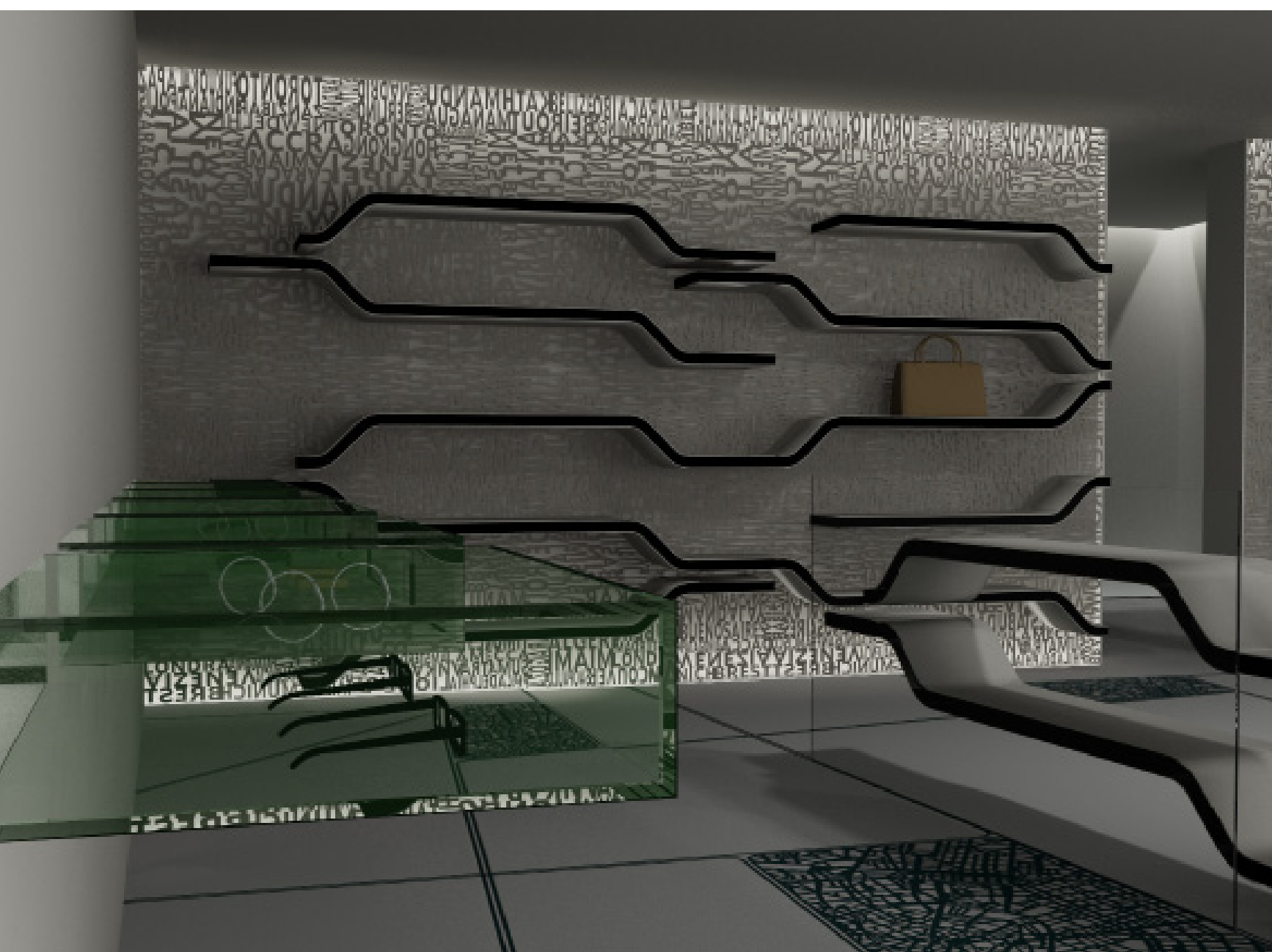
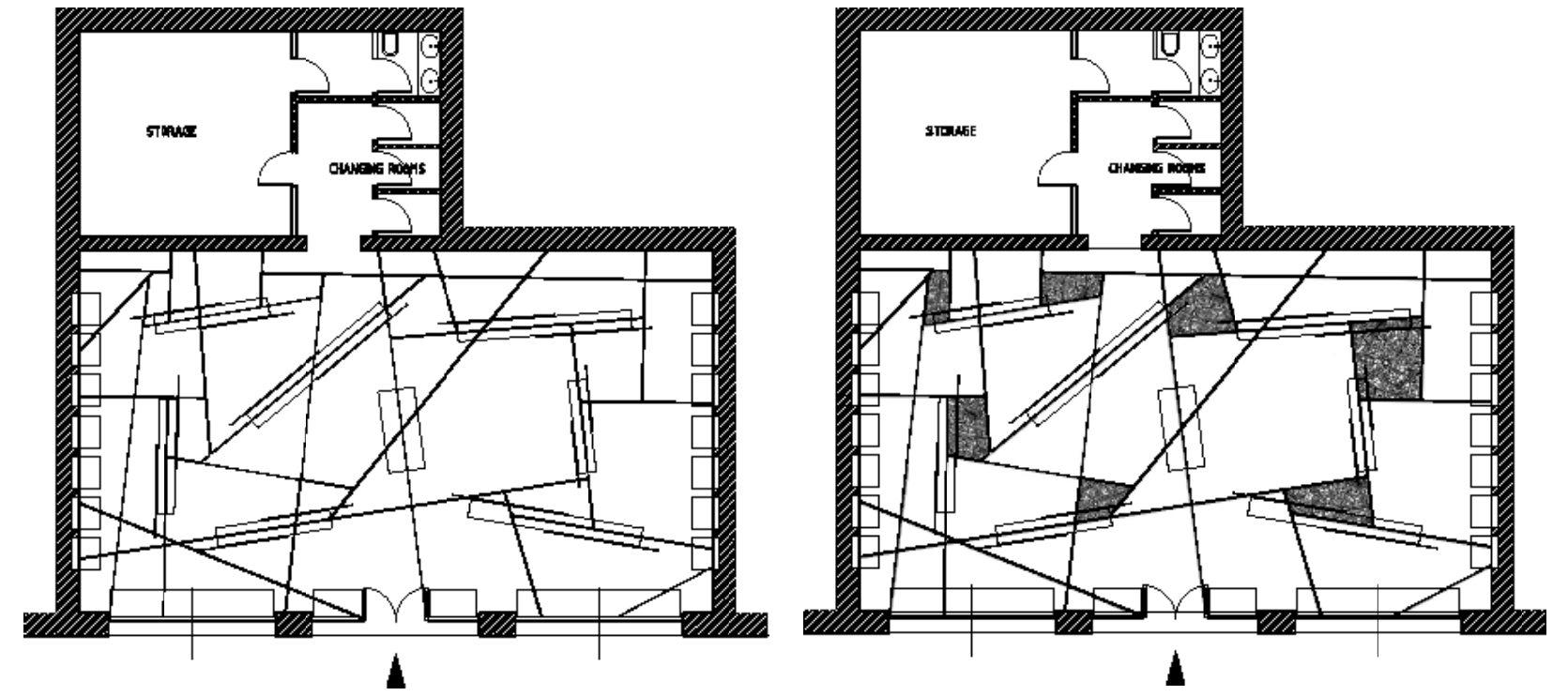
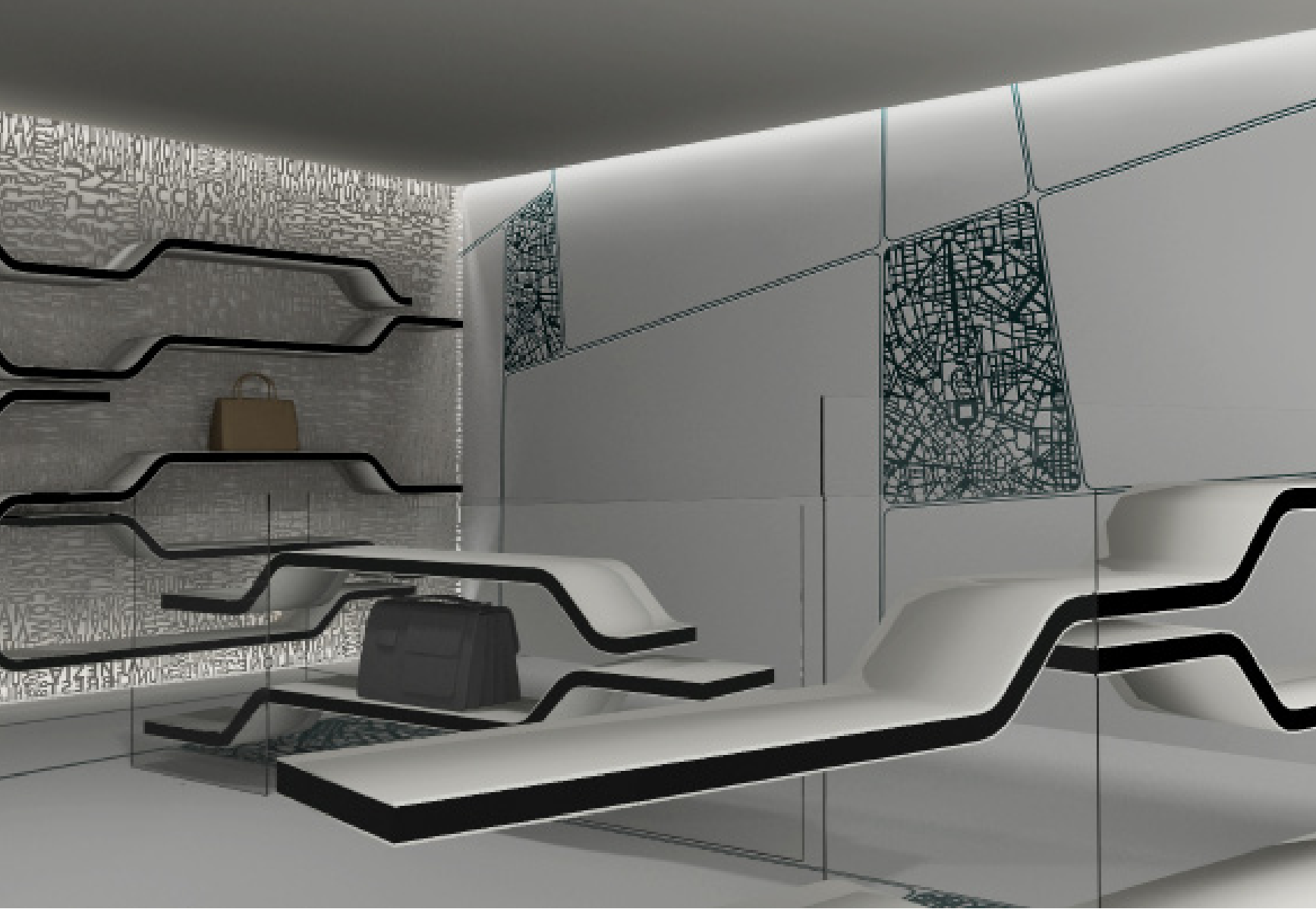
“旅行梦想”这个观念，引导着该品牌在世界各地店面的翻新设计理念——与品牌层层涌现的休闲设计相符。

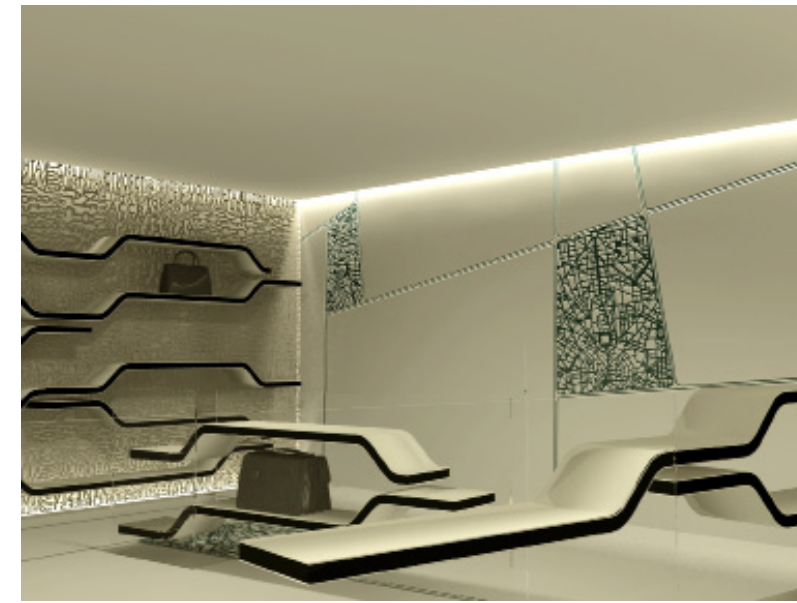
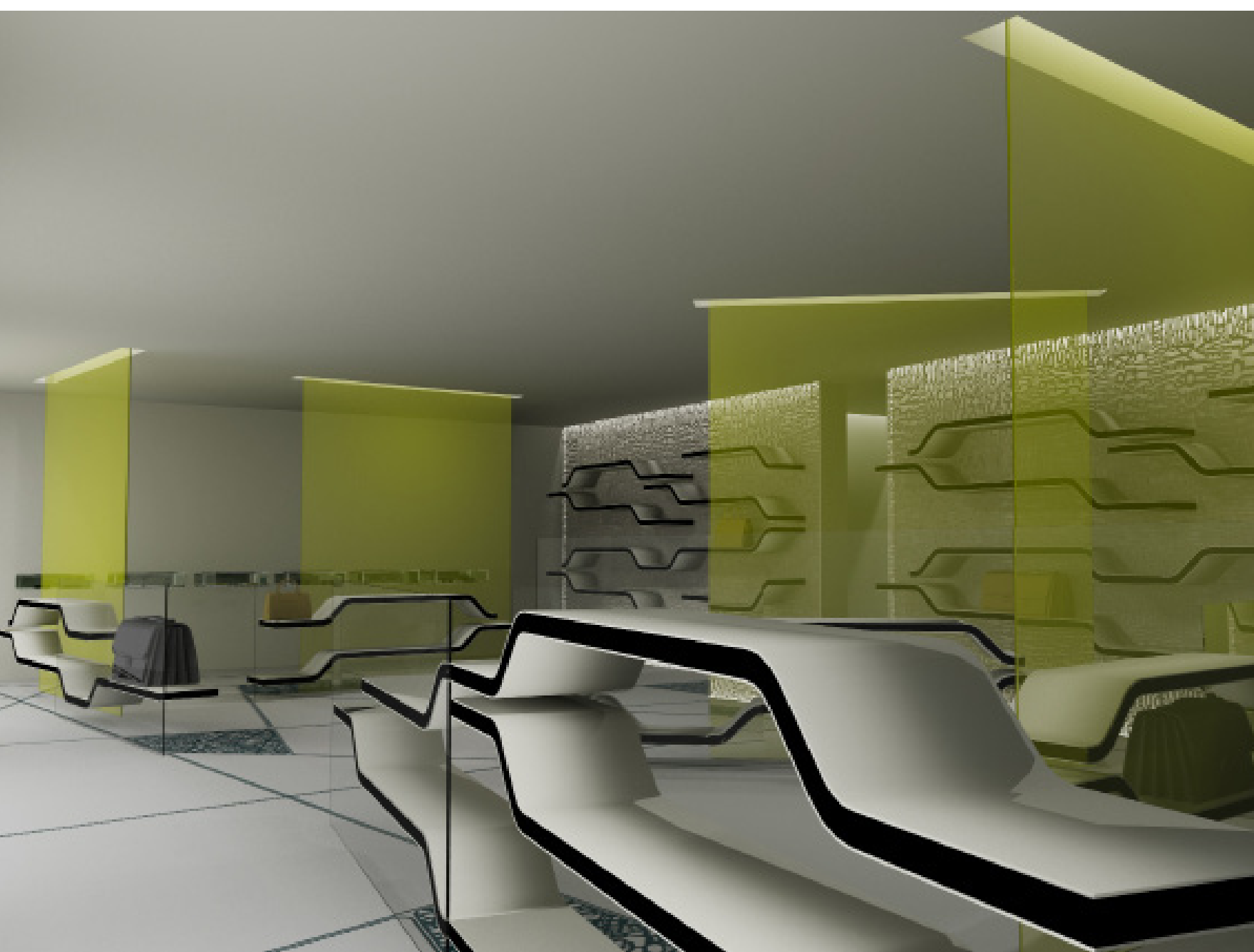
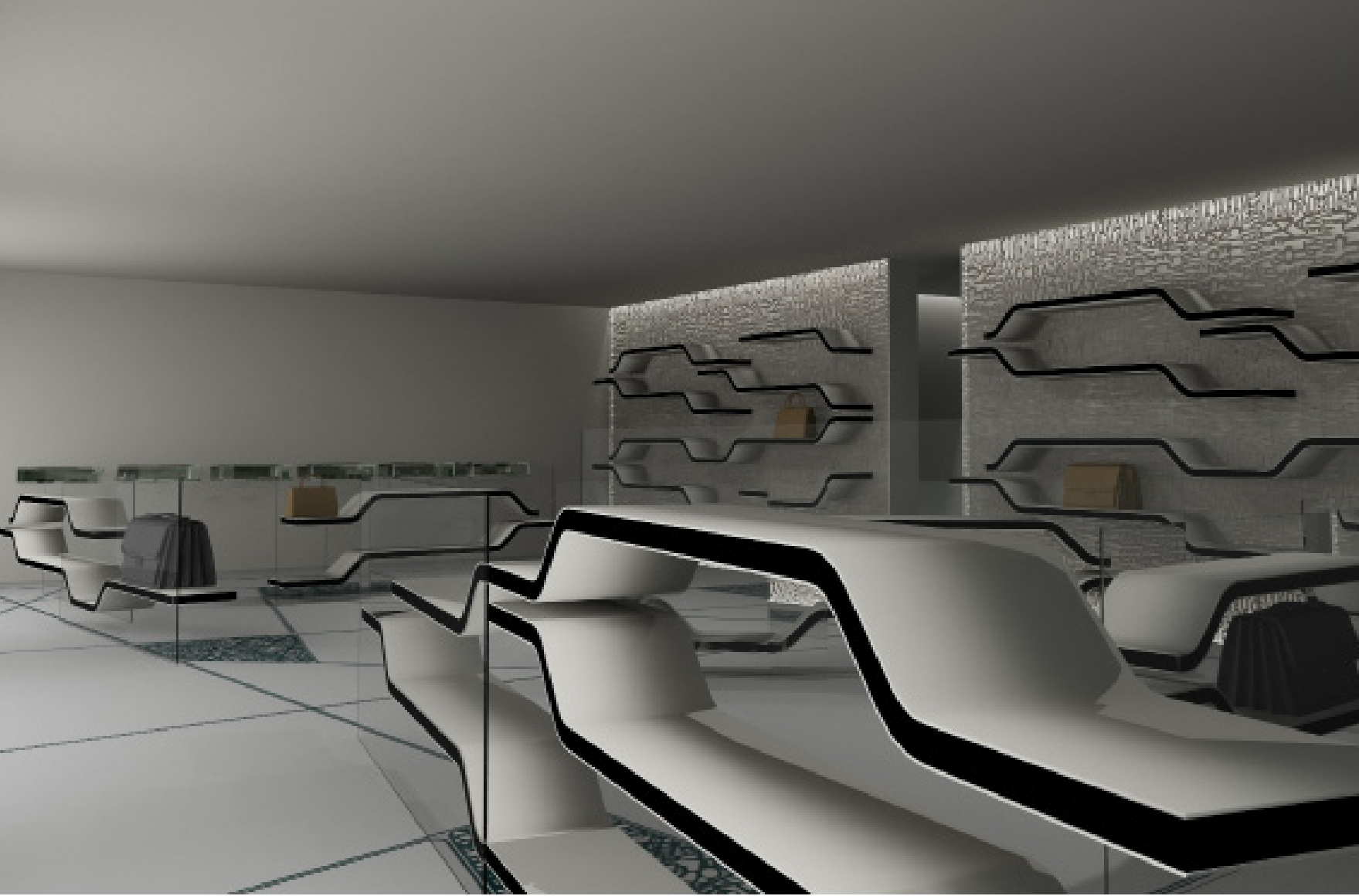
在设计主题众多的旅行选项中（如冒险、航海、工作等），我们选择了朴实的方式——火车或者高速公路——带领旅行者游遍全世界各大城市。最终，我们设计了一个高速公路网；在网络交叉的结点处是世界各地理想的大都市。该设计创造出一种室内低浮雕的效果，又像是放置了无数宽大的格子。而地面上则用透明的树脂，宣扬“意大利鸳鸯”在世界范围内无休止的旅行。

室内设计了许多竖直的展示架，这些展示架沿“旅行路线”布置，由三个简单模型按不同组合设计而成。展示架短短的，但因沿旅行路线摆放，反而显得绵延不断。每个架子都有两块对立平行的玻璃滑板支撑，线条流畅，外形稳固，体态轻盈，视觉上透明化。另外，墙壁上也设计了悬挂式的展示架；墙壁呈白色，背光铝制的方格，交叉点处刻着全世界各大城市的名字。造型像三明治一样，两面白色，中间夹杂着黑色——很容易让人想起地下交通图的样子，这也是该项目的特点，设计如绘图一样的感觉。

除了上面的那些立架，我们在墙壁上清晰地雕刻了一些壁龛，上面置入上釉的无框匣子，可以展示鸳鸯新品——眼镜、钱包、香水等小物件及服饰配件。







Mandarina Duck – the renown brand since 34 years present and, nowadays, well-established on the market of bags and accessories production – aims at a clientele young and cosmopolitan, open minded, attentive to new products, always on the move, whether that means travelling thousands of miles or simply going from A to B in the city. And on the idea of evoking the dream of travelling was in fact based the briefing of this project of renewal of the brand's shops in the world; a renewal that should coincide with the strong increment of production given by Mandarina to its leisure devoted products. Among all different possible ways of travelling (adventure, cruise, work...) the chosen option was to put on stage the metropolitan kind of journey, which – by plain, train or speedway - takes us around the big cities of the world. And is, in fact, an intricate net of speedways – at the junctions of which are the maps of ideal metropolis of our planet – the feature characterizing the surfaces of the spatial container, engraving them with a bas-relief effect (which – on the floor - will then be filled with a transparent resin) and suggesting the idea of an uninterrupted movement along the roads of the

world. Along such routes are displayed a number of assembling standing shelves, generated by different combinations of three simple modules: a long and a short shelf, and a double curve. Thanks to the two parallel and reciprocally slid sheets of glass supporting each shelf, they appear like they're freely fluctuating in the space, so giving an impression of great lightness and granting a maximum visual transparency. The same shelving system is hung to the walls too, standing out against the background of a white lacquered and backlit aluminum trellis, out of which has been laser cut a mass of interlaced names of big cities of all countries. The particular sandwich-like construction of the shelves (two white faces with an interposed dark core), while emphasizing the graphic character of this project, also strongly evokes the classic iconography of underground public transports maps. All the above is complemented by a series of glazed and frameless caskets – overhanging out of some alcoves expressly carved into the walls - that allow to display small objects and accessories (spectacles, wallets, scents...) recently included within the brand's range of products.

