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從基本生活的滿足，進展到文化及娛樂產業的興起，循序成長的城市已經有了完整的輪廓，電影院的籌設就是一個發展進程的指標。火速發展的中國在這環節上同樣展現大城市該有的氣度，由香港壹正企劃設計的「上海百麗宮戲院」、「北京 Palace 電影院」及「武漢武商摩爾城電影院」，讓解構影像後的元素成為影音世界的引導者，創造中國不容小覷的第八藝術娛樂空間。

The growing city already has a complete silhouette from the basic satisfactions in life to the rise of cultural and entertaining industries, and the preparation of cinema is an index of the development progress. The rapidly developing China also demonstrated the same imposing manner of a metropolitan, and the "Shanghai The Palace Cinema", "Beijing The Palace Cinema" and "Wushang Mall City Cinema" designed by Hong Kong One Plus Partnership Limited allowed elements after deconstructed images to become the leader in the audio and visual world, thereby creating eighth art and entertaining space of China not to be overlooked.

Feast of lights and shadows Cinema design for three major cities in

China

光影盛宴 中國三大城劇院設計

採訪撰文／陳佳欣 英語／陳怡霖 圖片提供／壹正企劃

武漢 Wuhan

武商摩爾城電影院 Wushang Mall City Cinema

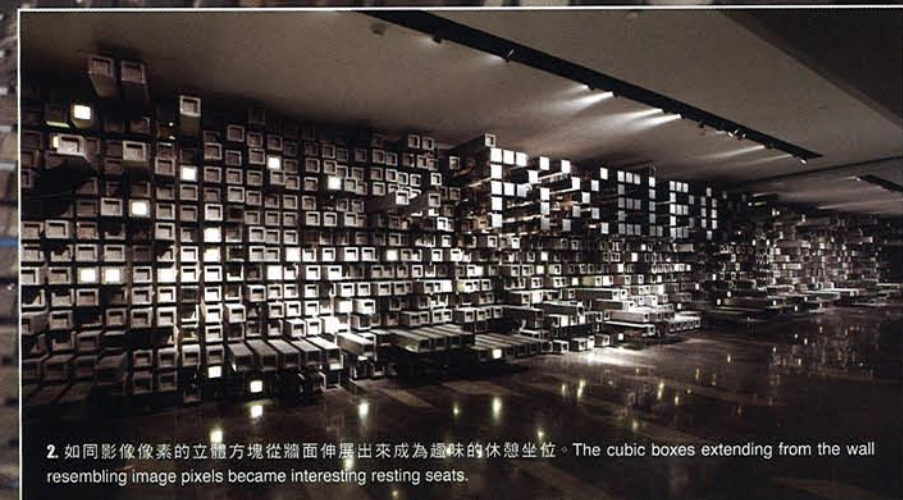
壹正企劃像是身經百戰的調查員般，精闢的剖析電影的結構，「像素」就是構成影像的最小單位。「武漢武商摩爾城電影院」依循著單一元素的概念發展設計，並加上 3D 手法，使電影院本身就充滿戲劇張力。首先登場的是販賣部區域從天花板及地面延伸的銅金色盒子，緊接著，數百個方形立體盒子從另一側展示牆爭先竄出，創造令人震撼視覺效果。而牆面在裝飾的功能之外也考量到商業空間功能性，立體盒子凸出較低的部分，則成為休憩的坐位。最後來到開演前等候的影視大廳，全區以一片片鏡面鋼及髮絲鋼片包圍，圍塑一個弧形立體空間。鋼片在燈光的反射下，展現無窮的氣勢及炫目的空間感。進入放映大廳仍可以看到設計師的用心之處。牆面上連綿的小方盒，其實是山形折板利用燈光投創造成錯視立體效果，觀眾身處於此，感受到如同「像素」細節般凝聚而成的電影感觀世界。

One Plus Partnership Limited offers incisive analysis on movie structure as an experienced investigator, with "resolution" being the smallest unit in the construction of images. "Wushang Mall City Cinema" was designed and developed according to the concept of single element, and allowed the cinema to be filled with dramatic tension together with the 3D techniques. First is the copper-colored box extending from the ceiling to the floor at the store, followed by hundreds of cubical boxes coming out from the display wall on the other side, offering an astonishing visual effect. Besides the decorative feature, the walls also took into consideration the functions of a business space, with the lower parts of the protruding boxes acting as seats for resting. Arriving at the waiting hall, the entire area is surrounded by mirror-polished steel and hairline steel to form an isolated 3D space. The steel plates demonstrated infinite imposing manner and dazzling spatial sentiment under the refractions of lights. One may still feel the designer's ingenuity when entering the show room. The continuous small boxes on the walls are actually illusionary effects of lights projecting on folded plates, such that the audience will experience the movie world composed of "pixels".

1. 影視大廳全以鏡鋼及髮絲鋼片包圍，在燈光的反射下展現無窮的氣勢。The waiting hall is surrounded by mirror-polished steel and hairline steel, which demonstrated an infinite imposing manner under the refractions of lights.

壹正企劃 One Plus Partnership Limited

來自香港的壹正企劃由龍慧祺及羅靈傑共同組成，自2004年創辦至今已獲得45項海外、54項亞洲獎項，是近年來最受矚目的華人設計師搭檔。其中北京、武漢戲院獲得IIDA 國際室內設計協會大獎及台灣TID大獎。One Plus Partnership Limited from Hong Kong is a team consisting of Virginia Lung and Law Ling-Kit, and it has won 45 overseas and 54 Asian awards since its establishment in 2004, thus is the most well known Chinese designer team during the recent years. Amongst all, Beijing and Wuhan cinemas won the IIDA and TID awards.



2. 如同影像像素的立體方塊從牆面伸展出來成為趣味的休憩坐位。The cubic boxes extending from the wall resembling image pixels became interesting resting seats.



上海 Shanghai 百麗宮戲院 The Palace Cinema

電影迷人之處正是在於闡述故事的無限自由度，再透過觀者的不同解讀，交錯出千千萬萬種屬於自己內心的真正結局，這樣無窮的可能性成為「上海百麗宮戲院」的設計概念——「天空與白雲」。變化萬千的悠悠白雲，串連起壹正企劃對電影世界天馬行空的印象，他們試圖將天空的廣闊具體表達，於是「白」想當然爾的成了鋪陳主題色，同時亦反應出「光」這個對電影世界的重要元素。

壹正企劃在挑高的戲院大廳裡，以一片片雲石砌出簾幕般的起伏波浪牆面，創造出無窮邊境的空間感，穿插其中的銅色金屬，微微透出如薄暮晨光般的晶瑩華麗。除了大廳及影院走廊，白色雲石波浪也推向售票處。特別之處在於天花，壹正企劃特別選用鏡面鋼材鋪滿，透過反射讓空間向上延伸，而「光」與「影」加強了漂浮效果，與概念主題有著強烈的牽引。同時雲石所砌成的「白雲」與金屬質感交乘出清晰的空間氣息，讓設計師企圖營造空中之境的感受更為貼切。白色場域裡看似突兀的八盞大型的圓型燈，使販賣部成為空間主角，輕易的引起眾人的目光，也讓人誤以為走進電影場景，到底是現實還是虛構世界，一時之間竟無法釐清。

The charm of movies is the unrestrained freedom to tell stories, and the different endings within people's hearts through the comprehension of different viewers. Such infinite possibility became the design concept for Shanghai "The Palace Cinema" "Sky and White Cloud". The varying white clouds connect the wild imaginations that One Plus Partnership Limited has towards the movie world, they attempted to express the vastness of the sky concretely, thus "white" became the main thematic color, which also reflected the important element of "light" to the movie world.

One Plus Partnership Limited created wavy walls with marbles in the elevated hall of the cinema, offering a vast spatial sentiment, and the copper metals in between give out a radiance resembling the misty daylight. The waves of marbles also extend to the ticket booth other than the hall and the passage. One Plus Partnership Limited specially selected mirror-polished steel for the ceiling, creating the floating effect through "light" and "shadow" with the reflections allowing the space to extend upwards, thereby corresponding to the theme. The clear spatial sentiment created from the "white cloud" and metals allowed the designer to create more adequate state of being in the air. The eight gigantic round lights in the white space made the store as the leading role in the space, easily attracting people's attention, as well as allowing people to thought that they have entered a movie scene with the ambiguity of reality and illusion.



4. 設計師刻意使用鏡鋼製作天花，加強了天空漂浮的感覺，完美串連主題。The designer deliberately used mirror-polished steel for the ceiling to enhance the sentiment of floating sky, perfectly connecting to the theme.

3. 「天空與白雲」串連起壹正企劃對電影世界的多變、無拘，大廳牆壁以一片片雲石砌出簾幕般的起伏波浪，創造出無窮空間，讓人有如置身於天空中。"Sky and White Cloud" connects One Plus Partnership Limited's variation and freedom towards the movie world, the wavy walls in the hall are made of marbles to create infinite space, and allow people to feel as if in the sky.

5. 壹正企劃將單一元素營造出量體的序列美感與律動，表達出獨一無二的設計語彙。One Plus created the orderly beauty and rhythm for the massive quantity of single element to demonstrate the unique design.

北京 Beijing PALACE 電影院 The Palace Cinema

縱使發展迅速，北京仍難掩其濃厚的中國文化色彩。「北京 Palace 電影院」座落於目前中國規模最大，高級綜合性商業設施中。壹正企劃並不拘泥於傳統的中式風格，注入當代新穎的設計語彙，為空間著墨出淡淡的東方調性，也營造出磅礴氣勢的建築意境。

電影與「底片」緊密相扣的關係，成為「北京 Palace 電影院」的設計靈感，刻劃出空間的濃淡層次。現代東方意味從迎接顧客的售票處馬上感受到，內凹的弧型牆面由雲石拼砌而成，上面隱約透出蝕刻的貔貅圖案。貔貅是中國三大招財的瑞獸之一，也有忠心護主的象徵意義，藉著中國神獸圖案增加中式味道外，深褐色雲石製成的售票台顯現出電影院非凡的氣派。懸掛於售票台正上方的黑色金屬管，鏤刻出電影院的名字，使整個售票區在完美的比例中顯得平整而協調。

緊接著引導顧客動線的是不同寬度的長柱圍欄，整齊而有秩序的排列於走道兩旁，與天花上水平並排伸展的飾燈相呼應，金屬材料則突顯了新穎現代感。同時，在走廊區連同休憩長椅都延續售票處的石材，使整體質感更為完整一致。壹正企劃勇於嘗試材質的極致表現，並將單一元素營造出量體的序列美感與律動，表達出獨一無二的設計語彙，儼然成為室內設計領域可以被辨識的當代指標。

Even though with rapid development, Beijing still features strong Chinese cultural sentiment. Beijing "The Palace Cinema" is located in the biggest premium complex business facility in China. One Plus Partnership Limited introduced contemporary innovative designs instead of traditional Chinese style to offer an Eastern sentiment for the space, and also created the imposing architectural state.

The close relationship between movie and "negative" became the design inspiration for "Cinema Palace in Beijing". The modern Eastern sentiment may be sensed at the ticket booth, where the dented arc marble wall faintly demonstrate etched pattern of Pixiu. Pixiu is one of the three auspicious beasts in China that brings in wealth, and also features the meaning of guarding the owner. The Chinese sentiment is enhanced through the patterns of Chinese deity beast, and the ticket booth of dark brown marble also demonstrated the imposing manner of the cinema. The black metallic tube above the ticket booth is engraved with the name of the cinema, allowing the ticket booth to appear neat and harmonious in perfect proportion.

The following circulation guiding the customers are the long post fence with different widths placed orderly on both sides of the passage, which corresponds to the lights on the ceiling, and the metallic material embellished the innovative modern sentiment. At the same time, the resting bench in the passage also applied stone material as the ticket booth to allow for consistency. One Plus Partnership Limited boldly attempted the ultimate presentation of materials, and further created the orderly beauty and rhythm for the massive quantity of single element to demonstrate the unique design, thus it is obviously the contemporary index for the interior design field.



6. 售票處牆面蝕刻出中國招財瑞獸—貔貅的圖案，隱約透出東方意味。The walls of the ticket booth are etched with Pixiu patterns, It's a auspicious beast in China that brings in wealth, thereby faintly demonstrating the Eastern sentiment.