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2019 德國法蘭克福衛浴展

老屋風華再現

Focus On Heritage

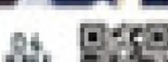
2019 年
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A Theme of Track

路軌－幸福藍海國際影城

幸福藍海國際影城位於南通金鷹店地處 CBD 商區核心地段，周邊時尚消費非常活躍，以年輕目標群基數顯著。電影作為現代藝術形式，已成為我們生活中不可或缺的一部分，而影院作為藝術表現平臺，則為人們提供了豐富趣味的情境體驗。

空間設計暨圖片提供 | 壹正企劃有限公司 整理撰文 | 楊奈奈

DATA 座落位置 | 上海
個案形式 | 商業空間
空間坪數 | 3,345 平方米

以攝錄路軌為主題

在電影的拍攝過程當中往往用到很多工具，攝錄路軌就是其中一樣不可或缺的儀器，攝錄機沿著路軌拍攝了無數動人心弦的經典畫面。設計師為幸福藍海國際影城選擇了攝錄路軌作為設計的主題，攝錄路軌化身為一條條蜿蜒的古銅色圓管，穿梭著整間影院的每一個角落。

1 電影院作為藝術表現平臺，提供了豐富趣味的情境體驗。



1



2

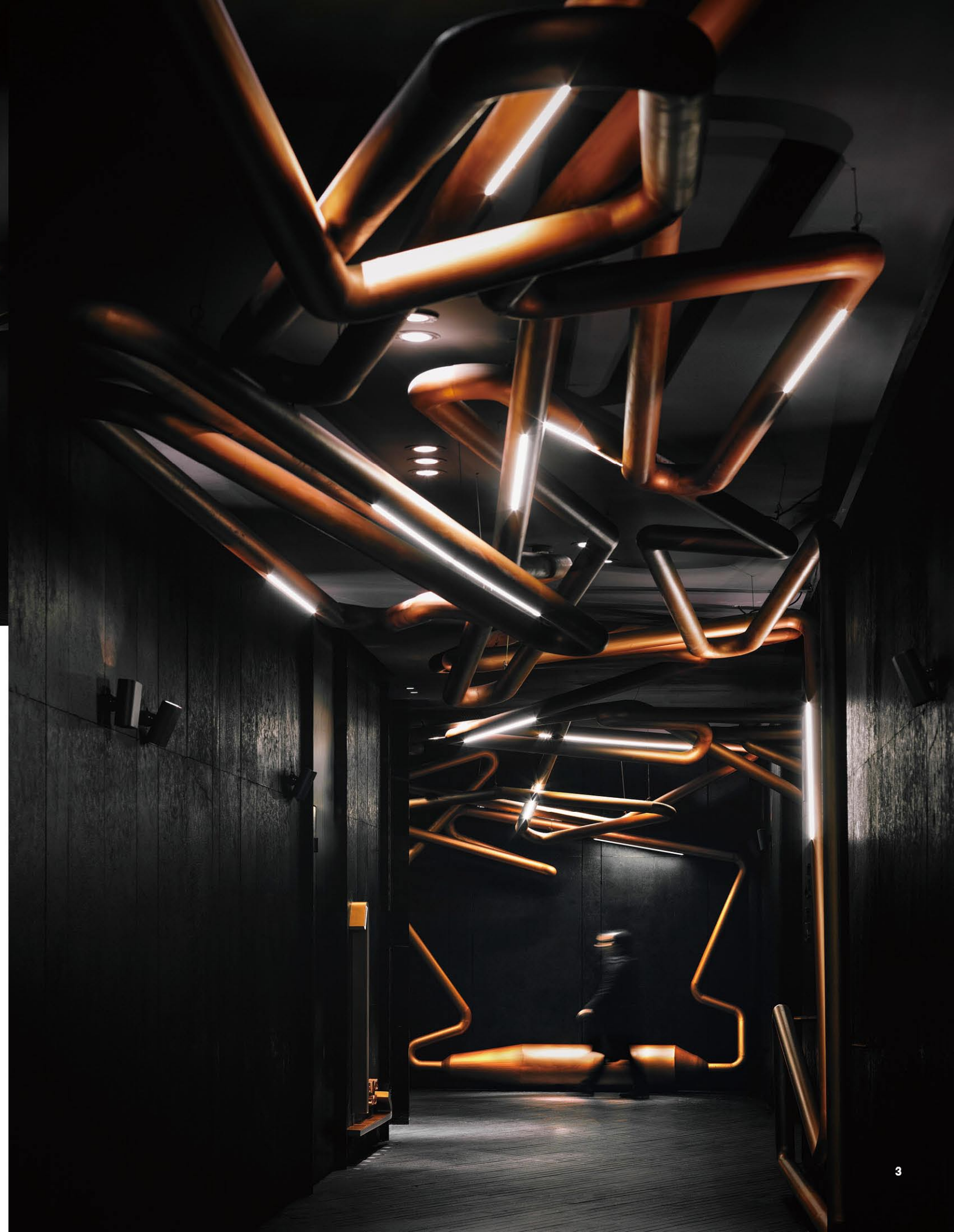
走進大堂，你會看到整個天花都是這些呈古銅色的圓管，有的垂到地面變成座椅給客人休息，有的變粗、變寬成為票務處的櫃檯。這些筆直的圓管在不同的位置突然屈曲成大大小小的角度，抽象地模仿路軌的形態。圓管上安裝了長條形的燈，這些發光的位置除了能點綴這些圓管裝飾，也有照明的作用。這些圓管裝飾其實是金屬棒，經氟炭漆加工成飾面，跟黑色的燒面黑麻石牆身和地面形成鮮明的對比。

以個性趣味為元素

影院的影廳設計都貫徹攝錄路軌的主題，在各個影廳都有獨特的表達手法。在普通影廳裏，設計師以路軌的圖案裝飾了牆身的大吸音板，就好像掛上了一幅幅畫。在 IMAX 影廳裏，大堂彎彎曲曲的圓管被分拆成不同的組件，成為了影廳牆上的裝飾。大堂圓管彎曲的部分被改裝成為兩端都會發光的牆燈，設計師讓這些牆身的圓管指向不同方向，做成不同的燈光效果。影廳座椅主要都是橙色的，中間隨意加入了一些灰色的座椅，呼應大堂古銅和黑色的色調。影廳的地毯是度身定做的，上面的圖案和大堂天花的圓管有著相似的形態，低調地帶出攝錄路軌的主題。影院的主題在洗手間裏面也有體現出來。除了有跟大堂一樣的古銅圓管天花裝飾，設計師也特別設計了形態相同的水龍頭，讓客人不需要抬頭都可以看到優雅的裝飾。

在幸福藍海國際影城，攝錄路軌的主題貫通整個影院。設計師希望觀眾從踏入影院的一刻，就已經進入以攝錄路軌為主題的空間，直到離開才重新返回現實，讓他們有一個完整的觀影體驗。

- 1 這些筆直的圓管在不同的位置突然屈曲成大大小小的角度，變粗、變寬成為票務處的櫃檯。
- 2 古銅色的圓管，有的垂到地面變成座椅給客人休息。
- 3 攝錄路軌化身為一條條蜿蜒的古銅色圓管，穿梭著整間影院的每一個角落。



3



Omnijoi International Cinema is located in the prime location of Central Business District (CBD), Golden Eagle Shopping Mall, Nantong City, China; the demand of the fashion consumption in surroundings is picking up, especially the customer base of the young generation. Movies, a form of Modern Art, have already been part of our daily life; cinemas, a platform of artistic expression, provide interesting and varied scenario experiences to people.

The track under the camera dolly is the theme of the design

There are always lots equipment and tools in the process of making a film; the camera is mounted on the camera dolly and moved along the track to produce numberless classical images. The designer selects the track under camera dolly as the design theme for Omnijoi International Cinema; the track becomes numerous round tubes in bronze color, appearing at every corner in the entire cinema.

When entering the lobby, you will see these bronze round tubes are decorated on the ceiling; some of the tubes extends down to the ground and transforms into the seats for customers to take a rest, some of the tubes turns thicker and wider and transforms into the ticketing counter. These straight tubes bent with various large or small angles at different location are adopted to imitate the shape of tracks in an abstract style. Some long-shape tubes are mounted on these tubes, which not just decorate the tubes but also have the function of lighting. These decorative tubes are actually metal rods, and their finishes had been processed by the fluorocarbon coating, creating a distinct contrast with the wall of black flamed granite tiles and the flooring.

The characteristic and interesting design composes the elements of the decoration

The design for all auditoriums in the cinema implements the theme of track and there are different expressions in each auditorium. In the standard auditoriums, the designer decorates the large acoustic panels placed on the wall with tracks, looking like the walls are covered in paintings. In the IMAX auditoriums, these curved tubes in the lobby are split into varied components for the decorations on the walls. The curved part of the tubes is modified to be the wall lamps that light at both ends; the designer arranges these tubes towards different directions to create various lighting effects. Most seats in the auditoriums are in the color of orange and the rest is in the color of grey, which these two colors echo with the bronze and black colors in the lobby. The customized pattern on the carpets in the auditoriums is similar to the winding tubes on the ceiling in the lobby, presenting the design theme of track in a low-key style. The decoration theme of the cinema can also be found in the bathrooms, which the bronze tubes are not just decorated on the ceiling, but also modified particularly to be the faucets, which the customers can actually use the elegant decorations.

The design theme of track appears every corner in the Omnijoi International Cinema. The designer hopes to have the customers a complete experience of seeing movies; when they step into the cinema, they enter a space decorated with the theme of track; when they step out the cinema, they are back to the real world.

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1 座椅主要都是橙色的，中間隨意加入了一些灰色的座椅，呼應大堂古銅和黑色的色調。
2 大堂彎彎曲曲的圓管被分成不同的組件，成為了影廳牆上的裝飾。
3 以路軌的圖案裝飾了牆身的大吸音板，就好像掛上了一幅幅畫。