



## Shine 时装店

### Shine Fashion Store

设计公司：Laboratory for Explorative Architecture & Design (LEAD),  
NC Design & Architecture (NCDA) 设计师：Kristof Crolla (LEAD),  
Nelson Chow (NCDA) 地点：Hong Kong (中国香港)  
面积：98 m<sup>2</sup> 摄影：Dennis Lo Designs

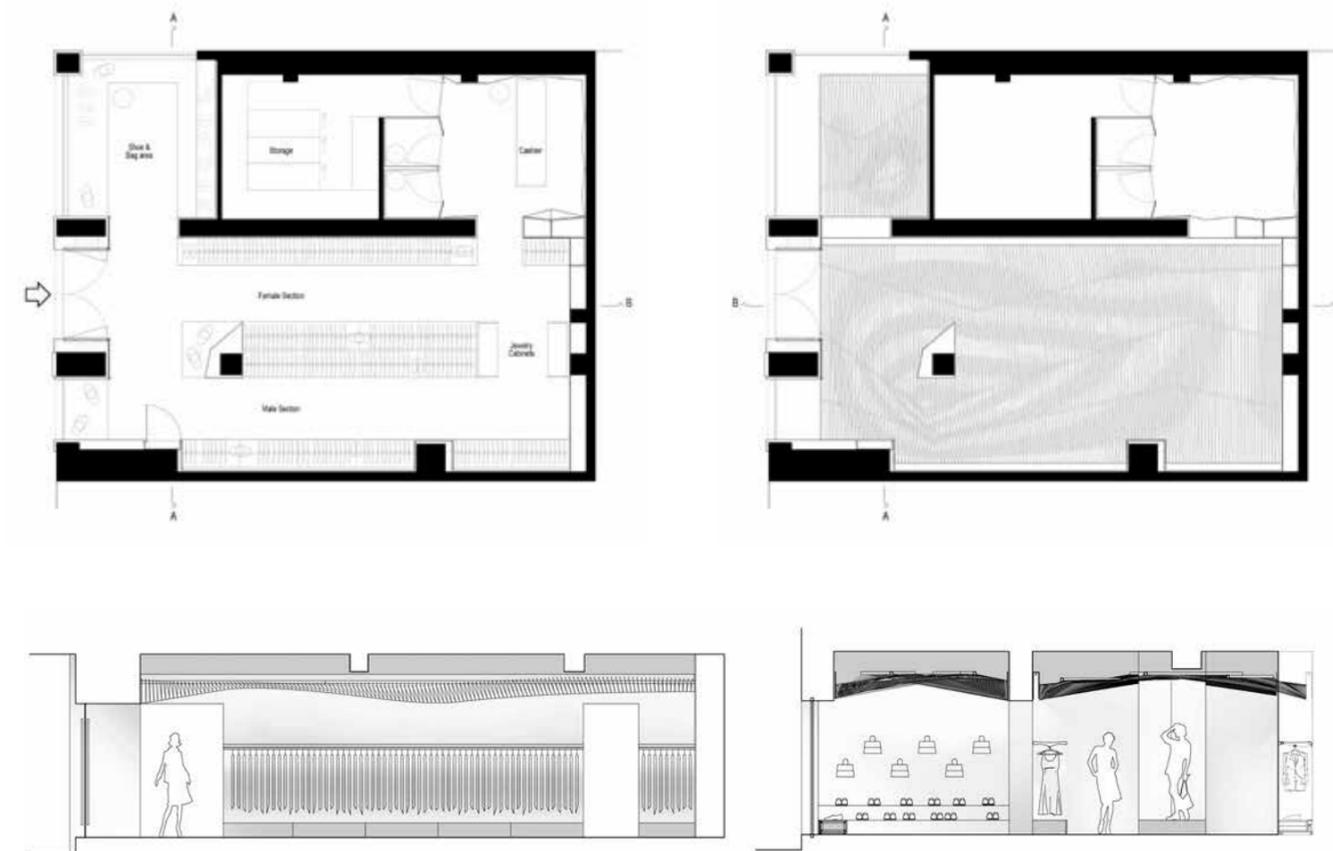


The Shine Flagship Fashion Store in Causeway Bay, designed by NC Design & Architecture Ltd. (NCDA) and the Laboratory for Explorative Architecture & Design Ltd. (LEAD), showcases how an architectural reinterpretation of contemporary textile patterns & accessories can be seamlessly integrated into fashion retail, creating a fascinating yet highly functional contemporary store.

Located in the Fashion Walk, the Shine Corner Store optimises its relation to the street through an open façade, visually doubling the space through a fully mirrored back wall. In the main room, pieces

from various designers are presented against a monochromatic background into a flexible open shelving system. The shelves' design is based on a folding luggage rack and its leather surface with integrated lighting has leather belts strapped around it to reveal the names of the designer brands below. The cashier area in the back of the store conceals the fitting rooms and storage entrance behind a continuously folded black steel wall that resembles long folded dressing partitions and forms the most intimate and private area within the overall shop.





The most distinct feature of the store is its ceiling. Over 900 shimmering white cords are woven into undulating overlapping planes that create Moiré patterns against the dark ceiling backdrop. The design questions and explores the dematerialisation of surfaces through the weaving of thread – an element commonly found in contemporary textile patterns and fabrics – and alludes to principles of Op Art by directly referring to graphical experimentation in the grisaille paintings of artists like Victor Vasarely and others. The ceiling plays on the shopper's perception as walking underneath it suggest the illusion of movement as hidden images appear to be flashing and vibrating in the ceiling and swelling, warping patterns emerge.

The Shine Fashion Store shows how unique large-scale effects that emerge from the creative use of material and detailing can effectively be combined with programmatic functionality and spatial efficiency.

全新的 Shine 时装店位于香港铜锣湾加宁街名店街，由两大著名建筑设计公司 Laboratory for Explorative Architecture & Design (LEAD) 和 NC Design & Architecture (NCDA) 精心策划。

一件时装除了需要服装设计师的设计，精准的纺织技术也是关键。建筑设计师在室内设计中完美地融入纺织原理，将光效应艺术重新演绎，创造了既别具一格又极富功能性的时尚概念店。

设计采用落地橱窗，加强了店铺跟街道的互动性，也将室内陈设通透地展示给人们。主空间内各式各样的时装产品展示在灵活的陈列架上，与店内单色调的背景形成强烈对比。陈列架的灵感来自于折叠式的行李架，架上钉裱了特制的皮带，用以显示品牌名称，付款处附近有一道隐藏式的折合门，门后隐藏着试衣间及储物室，保证了店内的私人空间。

店铺的最大特色在于顶棚的设计。建筑设计师引用光效应艺术的原理，参照艺术家的图形创作，尝试刺激顾客的视觉观感。多达 900 根的白色线条交织于不同的平面上，在黑色顶棚背景的衬托下构成莫列波纹。你只要置身其中，抬头细看线条的纵横交错，便能隐约看见纹理在顶棚上闪耀及跃动，千变万化。建筑设计师尝试运用编织技术探索如何将物质表面非实物化，以解构的方法展现纺织技术，是一件极具创意的艺术装置。

Shine 时装店将创新的物料融入室内设计中，展现出独特而又强烈的效果。