

Restaurant · 「Hot」 四川吳抄手「辛東」

文字：Join 空間設計：近境制作



Design: DA Design Apartment / Chung-Han, Tang
Design Team: Edge Design / Yung-Chieh, Tseng
Category: Restaurant

Material: Wood Veneer, Black Terrazzo, Carved White,
Aluminium Grill, Brown mirror, Hand-Brushed Copper
Malay Paint, Leather

Area: 99 sqm

Project Year: February, 2018

設計：近境制作 遠域生活 設計總監 唐忠漢

團隊設計：遠域生活 曾勇傑

形式：商業空間 餐廳

材料：木皮、黑色水磨石、雕刻白、
鋁格柵、茶鏡、手刷銅、
馬來漆、皮革

面積：室內 30 坪

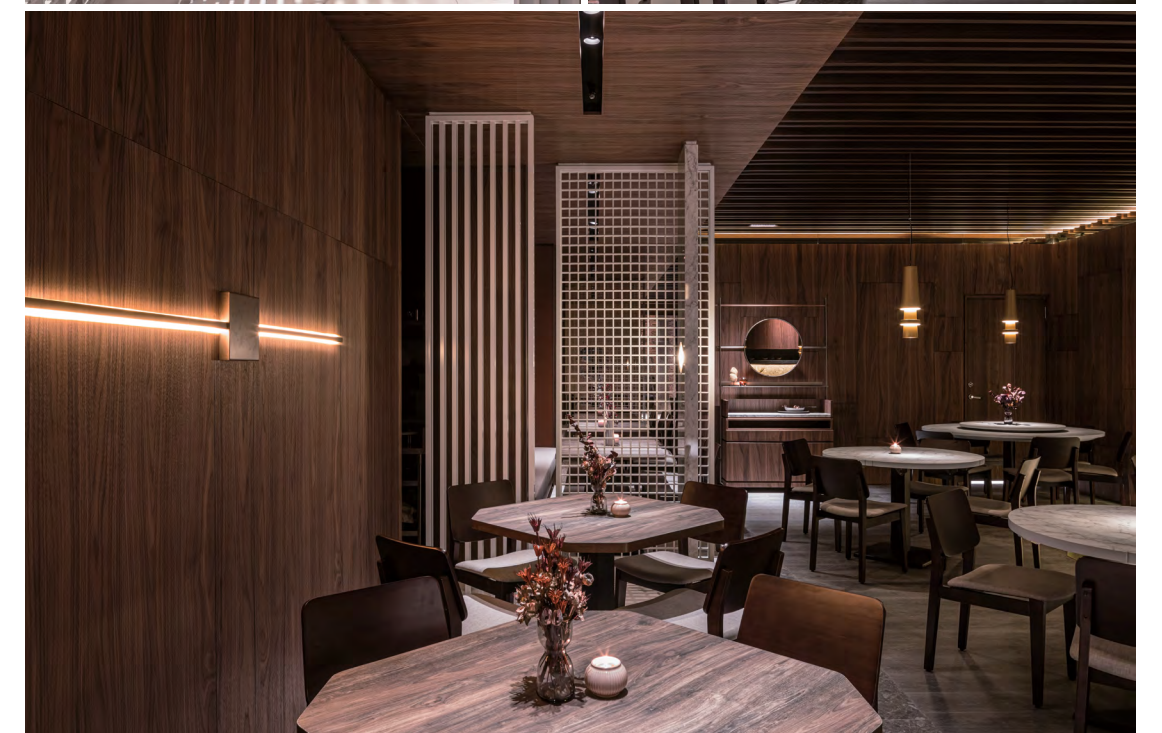
時間：2018.02



空間因使用目的不同，在設計過程中也會隨著所使用因素而呈現不同的樣貌。住宅和商業空間的思考點不同，如何凸顯主題屬性並吸引路人的目光，成為商業空間在設計上一個重要的因素。除此之外，在質感上亦為人們注重，不僅是主題要鮮明吸睛，若能將歷史典故置入，那給人的印象更深刻，對於品牌行銷有莫大的助益。

此案位於台北，來自於各地的美食齊聚於此，可以說是百家爭鳴之地，如何凸顯以川菜為主的餐廳，是一項挑戰。川菜的精髓在於辣的調理，如何表現於空間中成為首要思考點。「辣」字是由辛和東所組構，辛：辣的味道；東：光流動在空間行進的線。將辣一字分為兩字，把辣椒的味道透過光影之間產生新的空間感受。歷經長年在地的演化，辛中帶甘潤、自成一格的「台灣風四川菜」，將川菜的味道帶進到室內，結合現代的元素將新舊融合，大量運用的穩重木皮色調加入白底的元素，利用鏡子和隔柵透過光影中的變化，灑落在每個角落之間，使空間產生不同的表情，再以金屬的手刷銅點綴，透露出傳承多年的老味道並不失其精緻感。由此設計手法讓空間充分地瀰漫來自於四川的味道，在飢腸轆轆之餘大快朵頤之際，舌尖的麻與辣的香久久不散，除了道地麻辣的香味之外，這更是味蕾的記憶、印象的記憶。

而辣椒構成的藝術品置入在此室內空間，成為此餐飲空間的亮點之一，也讓到此的用餐饕客們多了一種視覺上的感受及記憶點，成功地將品牌留在客人的腦海。





Given its various usage purposes, space would exhibit different outlooks based on its usage factor throughout the design process. As the design discourse for residential and commercial spaces varies, how to highlight the thematic element to attract eyeballs has become an important factor in the design of commercial spaces. Furthermore, the design quality has also been given a high premium by people as the theme needs to be refreshingly attractive, and if historical context and content can be imbued, it would be even more impressive in helping its brand marketing effort enormously.

As this project is situated in Taipei where cuisines from all over the world come to congregate, a very competitive market indeed, so it was a definite challenge for Sichuan cuisine restaurant. As the essence of Sichuan cuisine is in the art of refining spiciness as both the culinary element as well as a spatial thematic element. As the written character of spiciness composes of spice and ray of light, denoting the spicy taste and path projected by the ray of light respectively. When deconstructing the spiciness into two characters, it simply articulates the spatiality formed by the taste of spiciness carving through the interior space through light and shadow. Through a long history of culinary and cultural evolution, the Taiwan-style Sichuan cuisine of spiciness with natural sweetness has helped to inundate the interior with the essential quality of Sichuan cuisine by the fusion of the old and the new through modern elements such as the main theme of stern timber-veneer color tone on white while embellished by the change of light and shadow through mirror and grille so as to render different spatial expressions in every corner, which were then complemented by metallic hand-brushed brass, an exquisite spatial gesture paying homage to tradition. As the design has allowed the Sichuan cuisine ambiance to permeate throughout the interior, the ever-hovering aroma of the authentic spiciness of Sichuan cuisine has converged on the patrons' palate and made a very memorable impression.

With the piece of installation art made from chili was placed in this interior space, it has become a centerpiece of this culinary space making a great visual impression and memory for the patrons which has been a success feat in carving a top-of-mind branding effort.