

透視雜誌

perspective

ARCHITECTURE
INTERIORS
DESIGN

APRIL 2013

www.perspectiveglobal.com



**SPOTLIGHT
LEISURE**
文娛設施專題特輯



FROM THE TOP 局裡局外

Thomas Heatherwick tells us what he loves about Hong Kong
細說他的香港故事

COUNCIL ON CHINESE DESIGN 中國設計協會

Moving from 'Made in China' to 'Designed in China'
從「中國製造」走向「中國設計」



HK\$48
US\$18
€15



A sliding wooden door conceals a hidden bar

THE PRIME APPROACH

Text : Mavis Wong
Photography : Derryck Menere / Courtesy of Dariel Studio

In the heart of Shanghai's French Concession, a new fitness club goes back to basics and hits a brand new high

This is a fitness centre with a difference. A step away from the training methodology of most commercial gyms that mainly rely on advanced machines, the recipe here gets back to basics — Prime Fitness focuses on one-to-one customised training with primal movement patterns. And naturally, such an unusual approach calls for not-so-ordinary interiors.

Undertaking the challenge to create an out-of-the-box backdrop for Prime, located in the heart of Shanghai's French Concession, is Dariel Studio, a locally-based firm led by founder Thomas Dariel. Previously known as Lime 388, the studio has a strong portfolio of more than 50 projects in major Chinese cities like Shanghai and Beijing since its establishment in 2006, including the award-winning Blossom Hill Hotel (as featured in *Perspective* in November 2012).

Here at Prime, Dariel and his team have created an interior that truly lives up to the brand concept. The 'five-star environment' is minimalistically elegant and warm, yet with an edgy touch. "The design has been conceived to reflect the simple scheme, conveying natural feelings while paying homage to the human body," says Dariel.

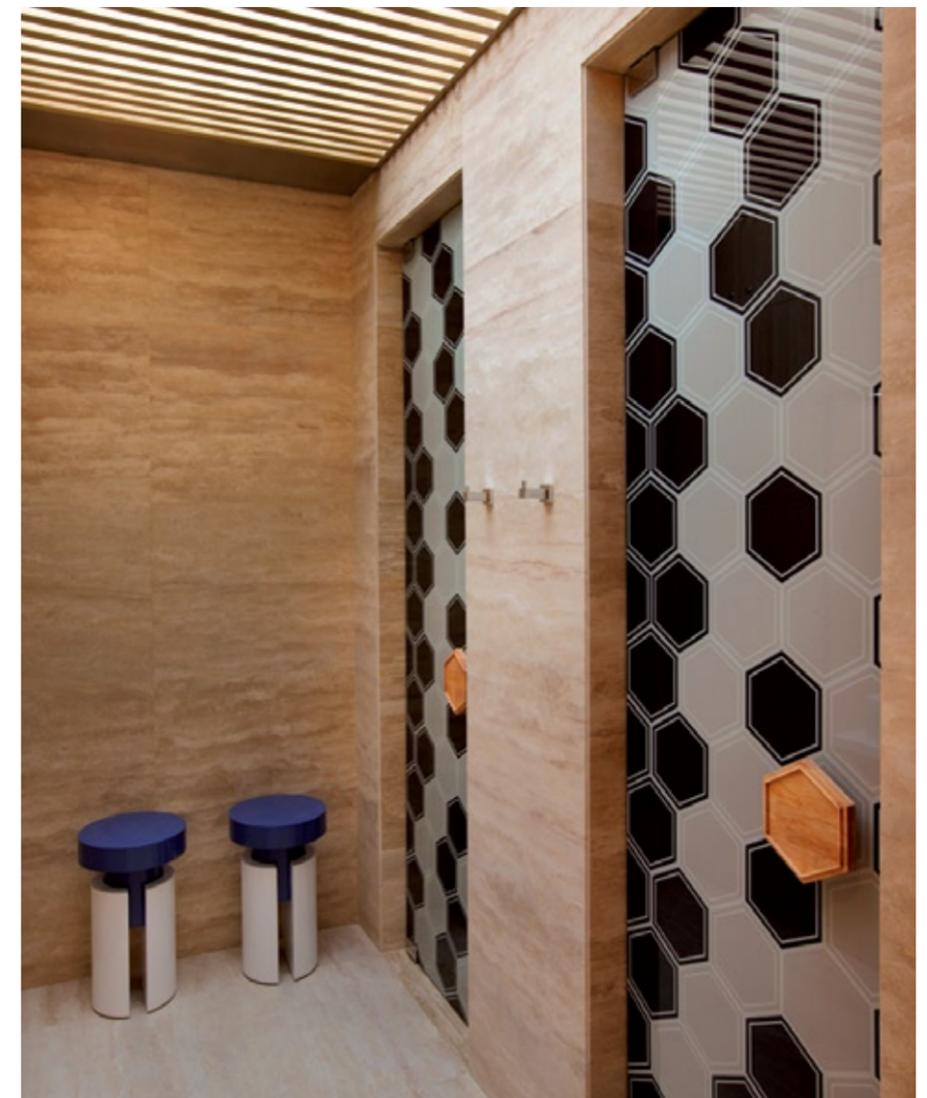
The 170 sq-m L-shaped plan is divided into three parts: the reception, training area and changing rooms. All are strongly linked by the extensive use of natural materials — wood, marble and stone included — resulting in an overall organic, soft look. Branding, meanwhile, is also key. From the door handles to the bar and customised carpet, the letter 'P' cleverly blends in and becomes a design highlight itself.

Upon arrival, slide open the wooden front door and a bar instantly pops out. The contemporary white bar — mix-and-matched with metallic globe light fixtures overhead and wooden bar stools — makes a strong visual statement. But what truly sets the arrival experience apart are the two huge portraits on each side of the bar. Delineating the ideal body shape, these form the backdrop for the intimate alcove below.

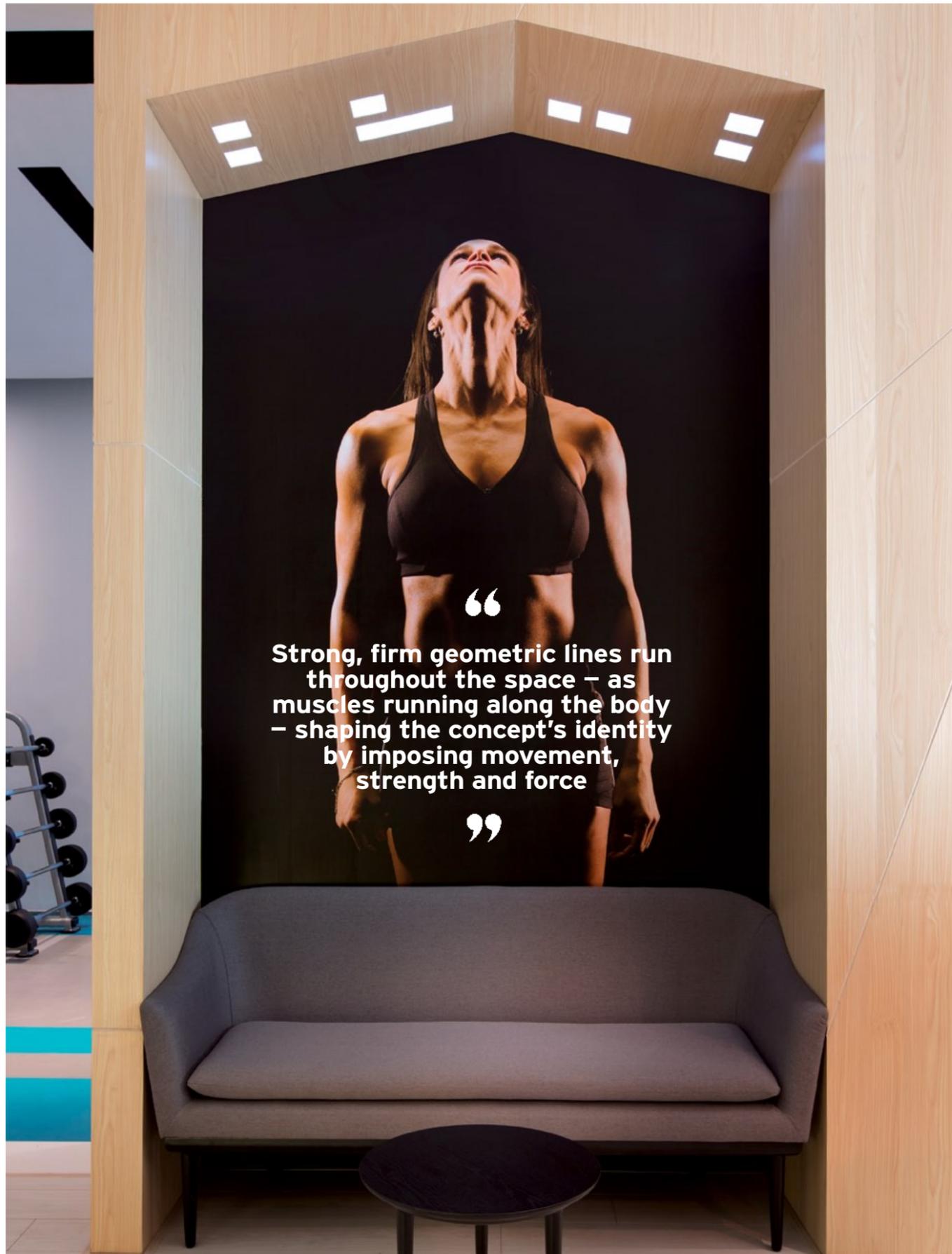
The walls surrounding the bar feature irregular geometric lines and, together with the lighting, create an intriguing three-dimensional illusion to the façades. These 'lines', in fact, are a metaphor for muscles and appear as a recurring theme in the changing rooms, where geometrical shapes define the locker corridor and doors feature honeycomb-like patterns.

"Strong, firm geometric lines run throughout the space — as muscles running along the body — shaping the concept's identity by imposing movement, strength and force," explains the designer.

In the training area, floor-to-ceiling windows bring in both scenery and light. The blue carpet stands out with the 'P' logo, huge framed mirrors casually lean against the walls to create an illusion of depth, and an elegantly-designed contemporary armchair sits in the corner. The outcome is a playful, quirky and almost whimsical setting, quite unlike any other gym.



From Top The training area and changing rooms are located on each side of the reception area • The geometric theme recurs in the changing rooms



“
Strong, firm geometric lines run throughout the space – as muscles running along the body – shaping the concept's identity by imposing movement, strength and force
”

A contemporary portrait in the alcove

走出基本步

撰文：Mavis Wong
攝影：Derryck Menere 及由 Dariel Studio 提供

上海法租界的中心地段最近開了間私人健身會所，概念回歸基本的同時亦開拓出新境界

這間健身中心不大一樣，不同與一般商業化健身室的鍛練模式，Prime Fitness 回歸原始，通過度身設計的一對一鍛練，以最基本的運動模式來健身。而很自然，經營方針如此獨特的地方，室內設計亦要同樣不甘平凡。

Prime 位於上海法租界的中心地段，負責為其操刀創作別具一格的室內設計的是上海事務所 Dariel Studio。設計師 Thomas Dariel 在 2006 年創立 Lime 388，後來易名為 Dariel Studio，先後在北京及上海等中國主要城市處理過 50 多個項目，包括獲過獎的周莊花間堂精品酒店（見《透視》2012 年 11 月號）。

在 Prime 私人健身會所，Thomas 及其團隊所設計的室內裝潢貫徹品牌概念，「五星級」的環境簡約得來別具雅緻窩心的氛圍，而且還帶點前衛的味道。Thomas 說：「設計反映出品牌原始簡約的概念，體現自然舒適的氣息，並向強健體格致敬。」

健身中心面積 170 平方米，L 型的平面佈局分為三個部分：接待處、健身區及更衣室。整間健身中心都廣泛應用自然物料，如木材、雲石和石材，連貫空間之餘亦營造出天然又柔和的空間造型。另一方面，品牌形象亦是關鍵之一。從正門的把手到吧 和特製的

地毯，店名中的「P」字巧妙滲透設計，成為設計的又一矚目焦點。

當客人來到 Prime 拉開木大門時，目光便會瞬間被前方的吧 吸引。全白的吧 設計當代，混搭球形金屬吊燈和木吧 椅，視覺效果相當震撼。不過，說到接待處最迷人的地方一定是吧 兩邊牆身的大型人像畫，各自映照出完美的強健身體線條，為凹位的小沙發塑造出攝人的背景。

吧 三邊的牆壁刻上不規則的幾何線條，加上燈光的配合，牆身仿如立體一般，相當有趣。事實上，這些線條象徵肌肉線條，而且主題一直延伸到更衣室，儲物櫃走廊上同樣以幾何線條貫穿空間，而更衣室的門上即有蜂巢般的圖案。

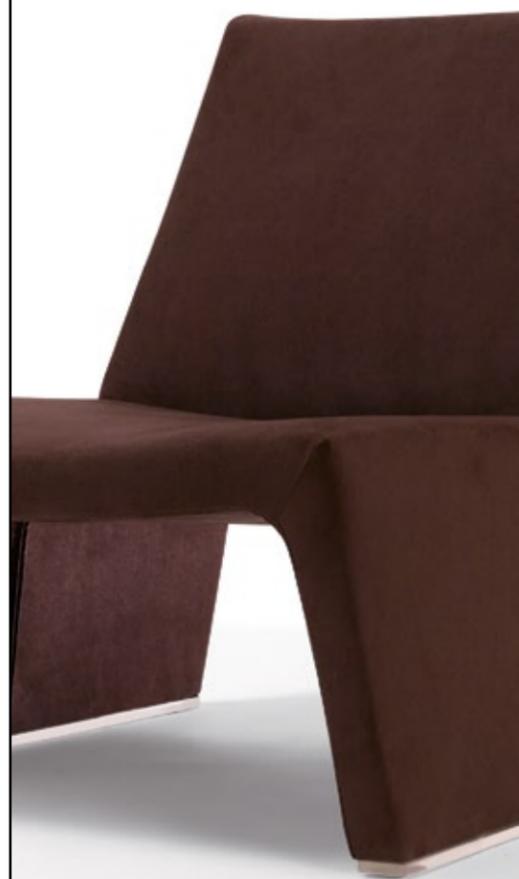
Thomas 解釋：「強而有力的幾何線條貫穿整個空間，讓人聯想到身體肌肉的線條，並且強化了整體設計概念中的運動感與力量。」

在健身區，落地玻璃窗把天然光和戶外景色帶進室內。藍色地毯上大大的「P」字圖案非常突出，鑲框的大鏡子隨意靠在牆上為空間添上深度，而角落則放著一張設計當代雅緻的扶手椅。整個效果玩味十足，儼如夢幻國度裡的場景，是個非一般的健身室。●



Mirrors casually lean against the walls in the training area

The art of innovation
Lamous™
artificial suede
High Class Artificial Suede



Sponsored by
SIMPLY CASA
POWERED BY K'S GROUP LIMITED

Distribution by
ITOCHU TEXTILE (CHINA) CO., LTD.
T: 86-20-3806-0120 F: 86-20-3806-0157
E: j.li@gzits.itochu.com.hk

Product by
ASAHI KASEI FIBERS CORPORATION
Lamous Sales Dept.

Nakanoshima-Daibiru, 3-23 Nakanoshima,
3-chome, Kita-ku, Osaka 530-8205 JAPAN
T: 81-6-7636-3595 F: 81-6-7636-3387
www.lamous.com