

# Luce

# 灯光与

# design 设计

护肤品旗舰店  
Skin care product flagship store  
海水的灯光与故事  
Light and stories of sea water

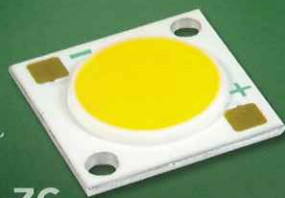
光氛围的营造  
Ambient lighting creation  
光释酒魂  
Light express the spirit of the wine

珠宝店  
Jewelry store  
寻找宝藏  
Seeking the golden mine

酒店  
Hotel  
小桥 流水 人家  
Bridge, river and home-like hotel



SEOUL SEMICONDUCTOR



**ZC**  
COB 系列

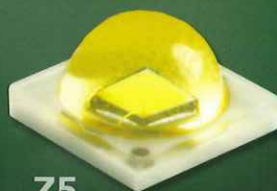


**3030**  
中功率 STW 系列



**MJT**  
Acrich 多结技术

**Acrich2**



**Z5**  
大功率 LED

## 创新由此开始

- 适合一般照明品种多样的LED
- 使用安全的专利及技术
- 业界领先的制造能力和研发能力
- 高 CRI, LM-80 数据, ANSI 分Bin



顶部的射灯着重强调了墙上镶嵌的金色网格铆钉

The spotlights of the ceiling emphasize the embedded mesh studs scattered across the wall

上海, 中国

Shanghai, China

# 摩登时代的 闺房

# Modern times' boudoir



灯光结合别样的旋转式设计思路，  
带给大众一个不一样的购物空间

A new boutique space is achieved via  
the whimsical twist design concept  
combined with lighting







上方的重点照明将展示框突出，  
The accent lighting on the above is used to highlight the showcase

展示框内优雅的射灯将手袋精品的材质真实呈现  
The spotlight inside focus on showing the quality of the bags

2



古典吊灯的应用渲染了店内的奇幻风格  
Classic ceiling lighting is used to highlight the fantastic feeling

图1：角落处独特私密的闺房设计

图2、3、4：店铺一角

Picture 1: Exclusive boudoir nested in the corner of the store

Picture 2, 3, 4: The corner of the store

创新式的梦幻与现实结合的设计在延续了品牌概念的同时，更完成了惊艳转身，在满足时尚的购物氛围的同时也迎合了购物者的心理方面的需求，这便是艾儿珑上海店的特色。

### 奇幻与现实的结合

由 Dariel 设计事务所设计的艾儿珑 (Heirloom) 品牌在上海新天地购物中心为上海的狂热的购物者以及钟爱时尚的人士开启了新的概念性零售店。该零售店的设计为此类商铺设计中的典范，充分展现了该品牌的经典皮革饰品。意图将其打造成首家以全系列皮革配饰为主打的品牌零售店。该店的设计理念反映出超现代的奇幻世界和经典零售空间的现实主义间的完美融合。灯光在此扮演绿叶的角色，配合内饰的风格以及烘托整体的氛围，明暗的变

The innovative design concept which combine with fantasy and realism not only extending its brand concept, but also made an amazing transformation, meeting customers' psychological demand when satisfy fashionable shopping atmosphere, all of this contributes to the characters of Shanghai Heirloom store.

### Combination of fantasy and realism

Designed by Dariel Studio, Heirloom revealed its new concept store to the avid shoppers and fashion-goers of Shanghai, in the heart of Xintiandi Style mall. The design concept is a first of its kind, which highlights the brand's full collection of leather accessories. The concept reflects the fusion between a modern fantasy world and the realism of a classic retail space. By

combining with the trim style, the associate role the light reflects the whole ambience of the store, at the same time, the change of the light and shadow and the natural transition of the light strength made a re-design for the 60 square meters in terms of space concept. The concept behind the store is to re-create a space where the customers feel like they have entered a contemporary yet elegant boudoir. It is an intimate space where they can experience a refined and comfortable shopping environment and to escape reality for a split moment.

Upon crossing the classic metallic gold entrance, the visitor is instantly drawn into a fantasy world with the classical ceiling lamp as the decoration. Immediately, the black and white striped marble flooring reflecting into

the reception desk creates a new perspective to enlarge the space. The Art deco grey colored walls showcases a selection of exclusive handbags that are recessed in white lacquered cloud shaped frames and the spotlight on the top highlight the texture of the wall. These frames, which are highlighted by the above accent lighting, embedded with elegant spotlight inside present the true nature of the bag boutiques and give life to these bags.

### Boudoir type design

The highlight of the new store is the exclusive boudoir nested in the corner of the space, quietly tucked behind a stainless steel gold dome. This exclusive space is the quintessence of refinement with its embedded Heirloom signature mesh studs scattered



化及光的强弱自然过渡，将占地60平方米的店铺空间的概念重新定义，带给消费者一种身处充满现代感却不失优雅的闺房的感觉，能够完全沉浸于舒适有趣的购物环境中，以期能暂时远离现实生活的喧嚣。

穿过古典的金属色大门，搭配古典的吊灯，顾客象是瞬间掉进了一个幻想的世界。从接待台延伸出去的黑白条纹相间的大理石地板，通过接待台的反射，为空间创造了一个全新的透视图角。运用具有装饰艺术（Art Deco）感觉的灰色作为墙面，顶部的射灯突出了墙面的材质，配以云朵状花边的白色漆框，来展示一系列独特的手袋精品。设计师将 Heirloom 具有代表性的展示框重新演绎，上方的重点照明将展示框突出，展示框内优雅的射灯将手袋精品的材质真实呈现，赋予了手袋灵动的生命力。

### 闺房式设计

新店的亮点是隐于空间角落，静静地被金色不锈钢围拢成一个圆柱型的空间，意为独特而私密的闺房设计。墙上随意的镶嵌着一个个 Heirloom 经典的金色网格铆钉，远望貌似是被吹起的风粉散落在墙上，在光的映衬下又似繁星点点，这使得这个独特的闺房设计更加优雅梦幻。深色的橡木定制挂包架，灵感来源于女士的衣架，不仅是手袋展示的一种创意变化，而且也重新定义了私密的《更衣间》概念。

“闺房式”设计为顾客营造了一个舒适、温馨的购物环境，恰如其分的光将优雅与梦幻自然地延伸到空间的每一处，让顾客享受一个亲密而愉悦的购物体验。

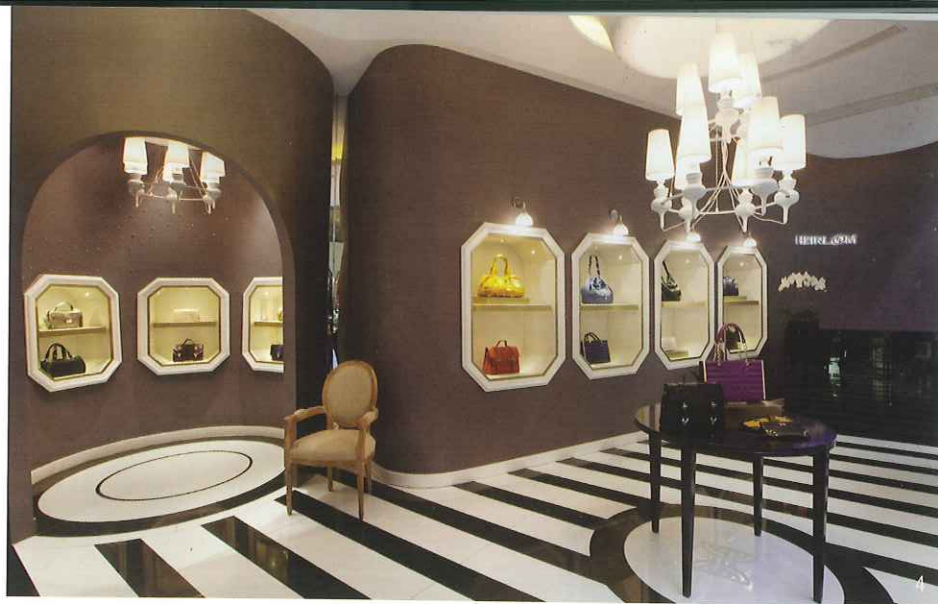


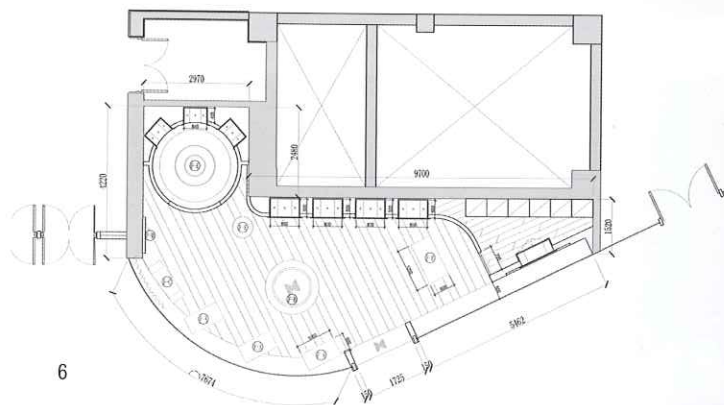
图5：店铺中展示的皮革手袋

图6：设计草图

Picture 5: The leather bags showed in the store

Picture 6: Design Sketch

材料及图片提供  
Materials and Pictures  
Courtesy: Dariel 设计事务  
所 Dariel Studio



### 项目信息

### PROJECT INFORMATION

项目名称 Project Name:	艾儿珑品牌店, 中国 Heirloom, China
照明设计事务所 Lighting Design Studio:	Dariel 设计事务所 Dariel Studio
主案设计师 Director Designer:	Thomas Dariel
摄影 Photographer:	Derryck Menere
面积 Area:	60-square-meter

across the wall. The dark oak custom made bag hangers, inspired by a woman's clothing hanger, is a creative variation in showcasing the bags, but also re-instantiates the intimate « boudoir» concept.

Boudoir type design provides a comfortable and cozy shopping ambience and the appropriate light bring elegant and dreamy atmosphere to each corner of the store, creating a closing and joyful shopping experience for the customers.

