

ARCHITECTURE\_INTERIORS\_DESIGN

# PERSPECTIVE

# 透視

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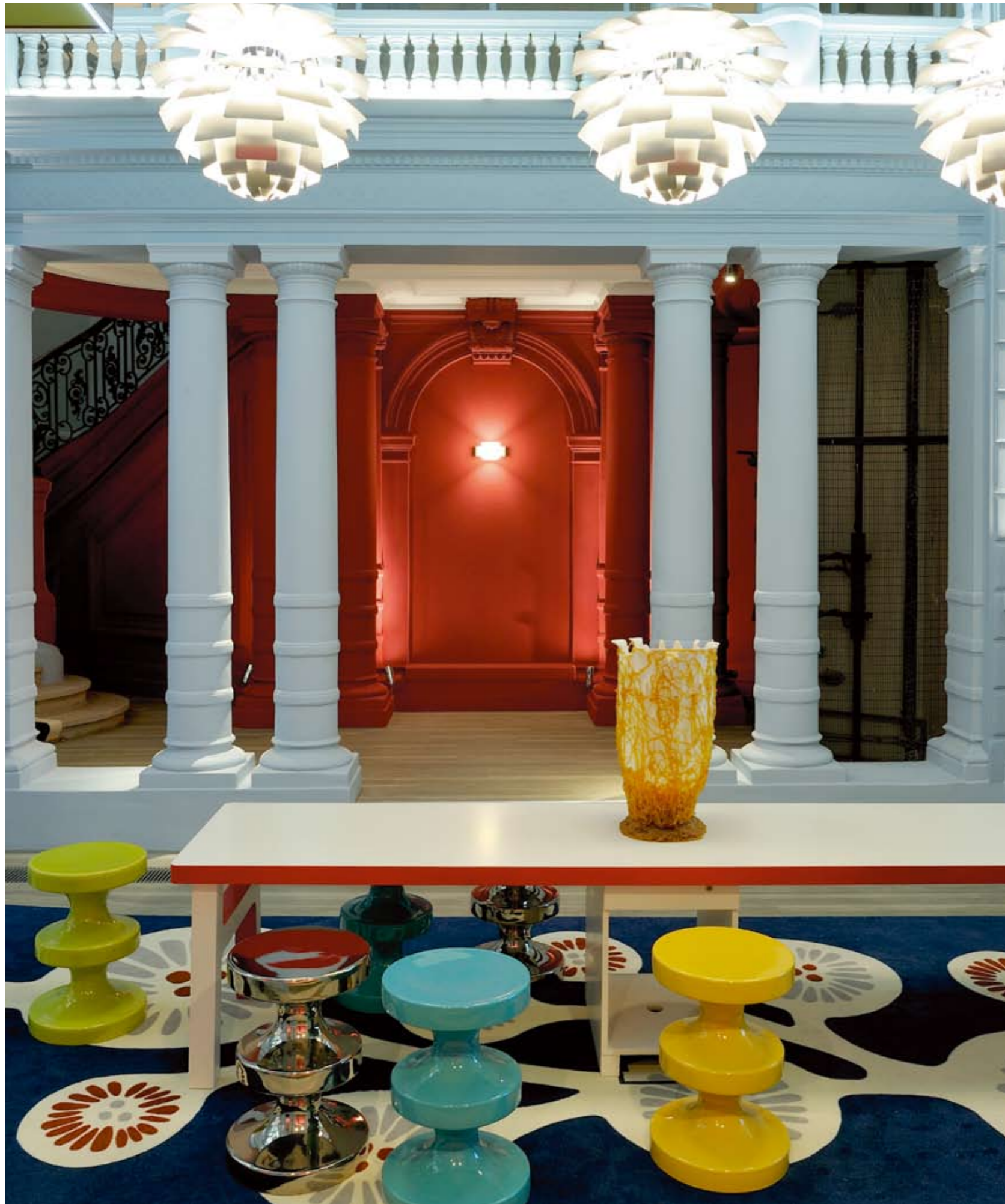
## The 商業特集 BUSINESS ISSUE

From Slovenia's Copova Devetka and iconic casinos in the UK to Tibet's Niyang River Visitor Centre and Hong Kong's Hysan Place, it's all about commercial space this month

都市從商篇：斯洛文尼亞Copova Devetka購物也瘋狂·英國三大賭場俱樂部重出生天·西藏尼洋河游客中心鄉土之情·香港希慎廣場由「綠」開始

*"We require from buildings two kinds of goodness: first, the doing of their practical duty well. Then, that they be graceful and pleasing in doing it"*

– John Ruskin



## Defying the norms

*The discreet, classical exterior of the historic 2 Place de l'Opera in Paris gives little indication of the ground-breaking office of BNP Paribas — dubbed a 'concept store' — within*

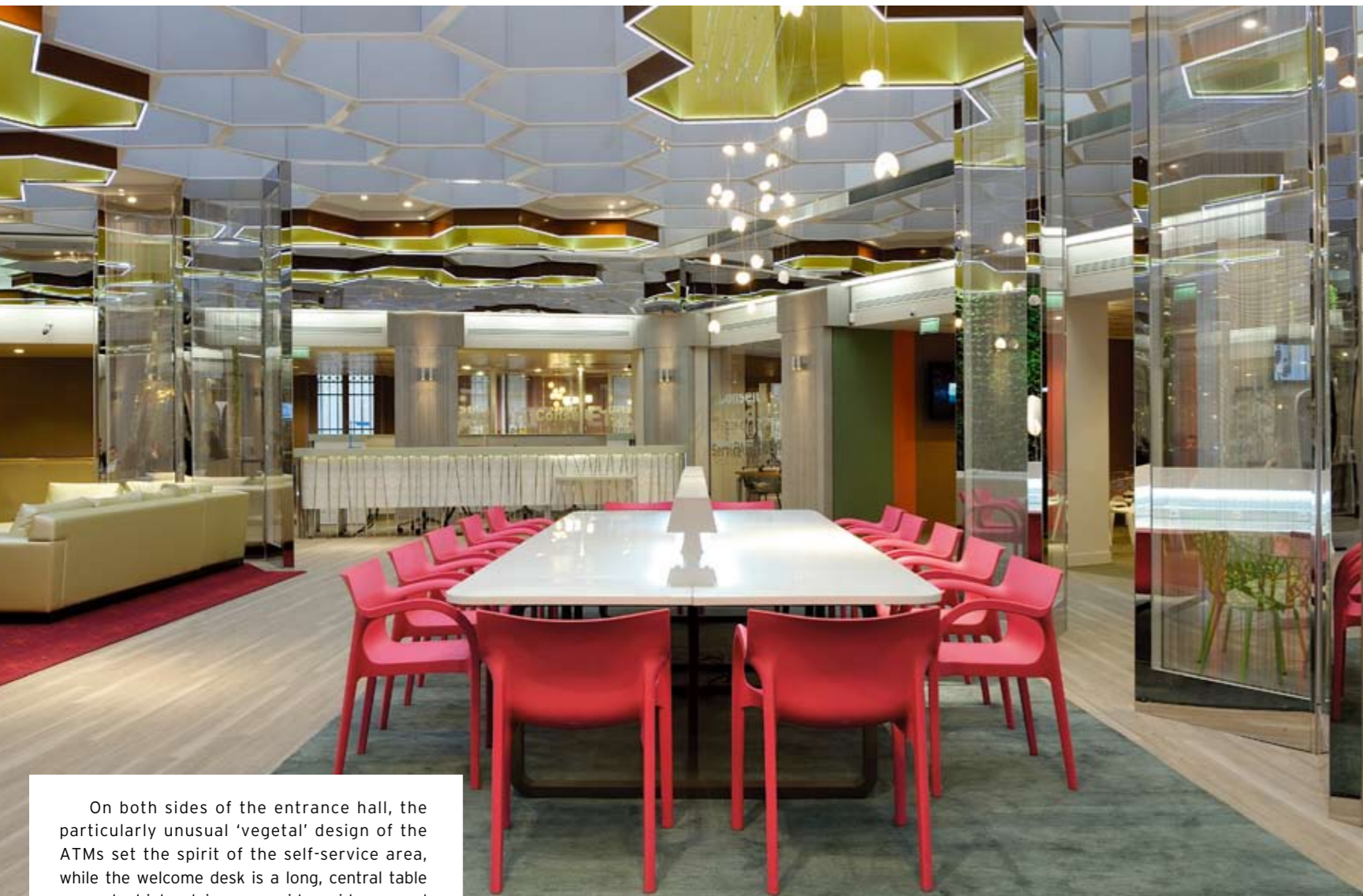
TEXT: SUZANNE MIAO  
PHOTOGRAPHY: COURTESY OF ZOEVOX

Architect Fabrice Ausset of Zoevox is remarkably understated when asked about the design for the first BNP Paribas 'concept store', which unquestionably breaks established norms and challenges accepted thinking about exactly how bank interiors should look. Are there any other banks in Paris (or, indeed, France as a whole) which are using this type of concept to make a place of business more aesthetic, appealing and welcoming even for children, we asked. "To my knowledge, no – but I'm sure that this is the kind of initiative that will become common in the future, as this shows a concern in building quality relationships with clients," Ausset replies.

The user-friendly BNP Paribas space is set around a vast lounge dedicated to 'active

waiting' or leisure time – this immediately defies the usual aesthetic codes of the banking world. "The main concern of the client was the desire for innovation, as well as to include the use of new technologies," says Ausset. "The idea was to create a friendly atmosphere, where everyone could feel at ease and quickly find assistance in using the (technological) devices. We chose to evolve around the idea of transparency, and we translated it into architecture."

Zoevox selected a number of historical references, such as the honeycombed ceiling and sophisticated mirror work, to create an elegant link between past and future. At about 1,000 sq-m, living areas with contrasting colours and furniture are designed to enhance the relationship between the bank and its clients, while stimulating a proactive attitude in the latter.



On both sides of the entrance hall, the particularly unusual 'vegetal' design of the ATMs set the spirit of the self-service area, while the welcome desk is a long, central table around which advisors provide guidance and directions for customers. On the left is the exhibition area bordered by red walls, and on the right lies the monumental staircase leading to the management offices.

"The main lounge is in the centre, under a dome made of glass cobblestones that rises over 11m above the ground. In order to create a friendlier space with a more human scale, and to solve acoustic problems, a tri-dimensional sheet with large honeycombed cells made of aluminium and noise-proof coating spreads 4m from the ground over the welcome area and the whole lounge," says Ausset. "Here and there, some lower honeycombed cells, lacquered in gold and brown, and lined by a band of LED lights, underline the key areas of the lounge and offer a clearer view of the dome."

The main layer weighs six tonnes and rests on steel tubes hidden in the buffered stainless steel wrapping of the kinetic glass inner walls. In the welcome area, the celadon Corian-shelved desk conceived by Zovox presents another poetic digital creation: its front side is a built-in stainless steel mirror, creating an impression of 'floating'.

Beyond the welcome space, various zones are set around 25 kinetic glass inner walls manufactured by the Ateliers Pictet. Christian Liaigre, India Mahdavi and Philippe Hurel sofas

mark the boundaries of various areas. Small, delicate ceramic ceiling-lights soften the atmosphere of working spaces, while a plant-covered wall of 25 sq-m at the rear of the lounge features plants with de-polluting properties.

In the Playground zone, children can play, draw, or watch TV. Furnished with a Zovox table and a round sofa by Paola Lenti, the space is bound by a wavy wall covered with slate paint that can be drawn on.

Close to the large collaborative lounge table, the info-business area welcomes clients interested in stock market activity. A sculpted Corian Marotte sandblasted glass wall presents screens that flow information in both French and English, while iPads are available for stock transactions to be made directly on the bank's website. The see-through walls of the different lounges open onto a view of the main space, with privacy preserved via a variety of graphic designs on plastic vinyl and set on the glass.

Conceiving a design which could combine modern, contemporary expectations with the grandeur of the building's structure, involves numerous concerns. The most pressing, Ausset says, were "creating new energies and new perspective" - aims which were undoubtedly achieved.





# 破格之旅

巴黎歌劇院廣場道10號的歷史建築外型經典穩重，內裡居然是法國巴黎銀行的破格辦公室，又被喻為「概念店」的棲身之所

撰文：SUZANNE MIAO  
攝影：@ZOEVOX提供

**銀**行的室內裝潢向來中規中矩，Zoevox這次為法國巴黎銀行設計首間「概念店」卻打破常規挑戰傳統的旗號，為銀行室內設計掀起革命。Zoevox設計大膽，建築師Fabrice Ausset談及設計卻反而相當低調。究竟在巴黎（甚至是法國全國），有沒有銀行同樣採用如室內設計概念，為這種商業味濃的空間帶來更美、更吸引、更親切的氣氛，甚至連小朋友也被吸引到呢？Fabrice說：「據我所知就沒有了。這種設計反映銀行致力與客戶建立良好關係，所以我敢肯定我們已創出先河，將來定會有人跟隨，這種潮流定會普及的。」

法國巴黎銀行的空間親切，照顧客戶的需要。中央設置寬敞的休憩廳區，挑戰銀行界的美學標準，打破客人只能被動等待的常理，讓客人能在等待時自娛自樂。Fabrice說：「客戶最關心就是新穎的事物及能享用創新的電子科技。設計概念是要營造親切的氣氛，讓所有人都能感到自在，並透過電子設備盡快為客人服務。我們選擇以開放透明的概念來主導設計，將之融入建築設計之中。」

Zoevox的設計團隊精心加添了一些歷史元素，如蜂巢天花與精緻鏡面飾牆，把過去與未來緊緊連在一起。廳區約一千平方米，色彩及傢具的對比強烈，特意加強銀行與客戶的關係，特意鼓勵客戶主動使用銀行設施。

入口大堂兩側設獨特「植物」設計的提款機，營造自助服務區域；而接待櫃檯則是張狹長中央桌，設服務員提供查詢服務。接待櫃檯左邊是展示區，由紅牆分隔；而右邊則是古老樓梯，通往管理層辦公室。

Fabrice說：「主廳設於中央，正正就在十米高的玻璃圓拱屋頂之下。我們為了使空間更

親切人性化並解決聲響問題，便在接待區與整個廳區離地四米的空間，鋪上大片覆有隔音塗層的立體蜂巢中空鋁假天花。部分蜂巢假天花會貼近地面一點，而且塗上金漆與啡漆，沿外框鋪有LED燈，突顯出廳區的重點區域之餘，亦讓客人能更清晰望見圓拱屋頂。」

蜂巢主層重六公噸，由隱藏於玻璃內牆不鋼緩衝層內的鋼管支撐。Zoevox還為接待區設計另一詩意滿溢的科技傑作：一張桌子以灰綠可麗耐無縫石作為檯面，而正面的豎板則鋪有不鋼鏡子，使檯面宛如懸浮空中。

越過接待區，便發現在二十五幅由Ateliers Pictet生產的玻璃內牆之間設有各個不同區域，並由Christian Liaigre、India Mandavi與Philippe Turlet設計的沙發分隔開來。工作區內掛有精緻小巧的陶製吊燈，氣氛更見柔和；而廳區後方設面積達二十五平方米的植物綠牆，有助淨化空氣。

銀行內還設有遊樂區，小朋友可在內玩樂、畫畫或看電視。遊樂區擺有Zoevox設計的桌子與Paola Lenti設計的圓桌，而牆身則設計成波浪起伏、塗上石板質漆料，可任意塗鴉。

資訊商務區就設於大型廳區桌子旁，服務股票投資客戶。區域內一幅Marot可麗耐磨沙玻璃牆設有多個螢幕，以英/法雙語顯示資訊，另外亦設有多部iPad讓客戶直接登入銀行網頁買賣股票。各個廳區設透明玻璃牆，讓在內的客人可透視主廳區；而玻璃牆上亦鋪有繪上各種平面圖案的透明膠，為廳區保留點點隱私。

要構想融和當代時尚風格與偉宏建築結構的設計並非易事，需要周詳的考慮；而Fabrice則指出當中最重要考慮，就是要創造新活力與新觀點。環觀四周，Zoevox的設計成功顯然不言而喻。