

室內

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震盪・茫然・設計世代

設計 Maxime Dautresme 黃懷德 崔樹 申強 陳鴻文
特訊 荷蘭 Valkenburg 莊園 北美托菲諾鎮度假中心與小港
報導 設計憲上 金點設計獎系列報導 / 三星四季 Jaime Hayon
居家 2017 台北建材展特輯

The Fleming Hotel

芬名酒店

設計單位」 A Work of Substance
創意總監」 Maxime Dautresme
業 主」 China Gain Investments
(項目主管 / John Hui and Jason Cohen)
攝 影 者」 Dennis Lo
空間性質」 精品飯店
坐落位置」 香港
主要材料」 柚木家具、竹子、黃銅、上蠟帆布、布料織品、橡木地板、波隆編織乙烯地墊、綠色手工上釉瓷磚、鐵件
建築面積」 1023 坪
建設時間」 2016 年 9 月至 2017 年 9 月

Design agency」 A Work of Substance
Creative Director」 Maxime Dautresme
Client」 China Gain Investments (project led by John Hui and Jason Cohen)
Photographer」 Dennis Lo
Category」 Boutique hotel
Location」 Hong Kong
Materials」 teak wood furniture, bamboo, brass details, waxed canvas for curtains, nautical textiles, fumed oak, Bolon woven vinyl flooring, green hand-glazed ceramic tiles, cast iron meta
Size」 3382m²
Construction period」 September 2016 – September 2017



天星小輪自 1898 年啟航迄今，已逾一世紀載乘人們橫渡香港與九龍間的灝灝海灣，它不僅是經濟漕運工具，亦是連繫在地港人集體記憶的紐帶，於是設計團隊將之作為飯店風格語彙基礎，鉅微間，能多方翫索以小渡輪為藍本的意趣。

2006 年開幕的香港芬名酒店（The Fleming Hotel），十年韶光荏苒後，2016 再委由 A Work of Substance 團隊統籌空間翻修與品牌形象再造。整體計劃範疇囊括了建築、室內、產品與品牌識別，將芬名酒店重塑成一配有 66 間房、鑄鎔香港在地丰韻的精品旅館。芬名酒店所在處為一幢 70 年代舊建築，量體矗立於人車輻輳灣仔市中心，且毗連著維多利亞港埠以及氣象灝灝滌滌的瀛海。飯店所輻輳的場域調性賦予團隊靈感，他們擷取香港傳統水運與 70 年代工業時期作為敘事軸線，並為此當代飯店勾摹一種文化、社會與效率的空間特質，藉此史地元素之挪用來垛疊出多層次設計概念，

當中銘鑄這三項元素的象徵性地標——「天星小輪」（Star Ferry），自 1898 年啟航迄今，已逾一世紀載乘著人們橫渡香港與九龍間的海灣。它不僅作為經濟便利的漕運工具，亦是連繫在地港人集體記憶與認同的紐帶。天星小輪是香港今昔以來一個風雅雋永的存在，因此 A Work of Substance 將之作為飯店風格語彙的基礎，從訂製家具直至燈飾等細節，皆能多方翫索以小渡輪為藍本的意趣。不僅如此，漫漶空間內之顏色與氣味同樣撩撥一股懷舊之情，如那胭脂紅和翡翠綠，前述色韻溫藹樸美，散見於香港渡輪、漁船、貨運車以及寺廟外觀皮層，於是設計便蘸抹土地風情來漫塗飯店四隅；至於馥馥氤氳營造上，則可賞觀盥洗用品外包裝以中國神農氏為設計語彙，而乳液、沐浴乳等內容物氣味則取檀香、琥珀此東方調為基礎，藉著嗅覺感官遞送一種真實的場所情雰。



A Work of Substance



A Work of Substance
進駐香港設計革命的核心地帶，公司在 22 人組成的團隊運作下，以設計作為復興文化和在地社區的工具，並於創造本質的工作中，使香港成為人們尋求靈感啟蒙的重鎮。A Work of Substance 始終保持大膽與好奇心，他們持續投入新項目與產業，當中也包括自有家具與燈飾品牌的推出。與客戶合作的過程，讓團隊得以跨全球展開夢寐以求的設計工作。目前 A Work of Substance 活躍於香港、首爾、會安（越南）、新加坡、峇里島、曼谷、梅傑夫（法國）以及里約熱內盧。

A Work of Substance
At the very epicenter of Hong Kong' s design revolution, our 22-person shop uses design as a tool to rejuvenate culture and local neighbourhoods, creating works of substance that make Hong Kong a place people look to for inspiration. Ever daring and ever curious, we are constantly venturing into new projects and industries, including the launch of our exclusive line of furniture and lighting. We work for clients that allow us to do things we could have only dreamed of—with commissions spanning the globe, we are now active in Hong Kong, Seoul, Hoi An, Singapore, Bali, Bangkok, Megeve, and Rio de Janeiro.

1. 飯店建築正立面。外牆一盞盞復古燈具高懸，柔化了街區往昔工業化調性。
 2. 坐落於香港灣仔區的芬名酒店，開幕十年後以一種懷舊風情進行翻新。
1. Main façade has a visual focus on the antique style lighting fixture.
 2. Located in Wan Chai District, The Fleming Hotel changed its appearance ten years after its inauguration.



3. 立面以竹子為材料，覆上白漆後其紋理輪廓清晰可見，優雅亦深富工藝性。4. 餐廳廚房區，食材與酒都成了一種情境點綴。5. 餐廳吧檯處，木頭桁架與懸掛式酒櫃洋溢結構美。



3. Bamboo, painted in white, is used as major material for skin cladding. 4. Kitchen view - food ingredients and wine bottles mingle into a surreal beauty. 5. Wood system and suspended wine cabinet shows a dynamic beauty.

以切中目標群眾需求見長的 **A Work of Substance**，在空間裡精準摹繪出某種香港氣質，為舊雨新知形塑一份永誌難忘的美學印象。今日，襲上新風華的芬明酒店已淡去灣仔工業感氣息，絡繹遊人相繼造訪此地之餘，周邊街區亦濡染了酒店那豫人美感和復甦後的文化底蘊。事實上 **A Work of Substance** 秉承之創意策略，乃根據全球與在地飯店景觀、芬明酒店商務客層的深度研究結果。在水郵山驛時光，設計團隊觀察到特定商務旅客對投宿歷程的期盼，並非傳統上如此看重商業貿易的服務，相對地，卻對藝術及文化之情感體驗愈顯講究。

為回應這種遞衍中的旅人需求，**A Work of Substance** 擬定了效率、社交性以及文化作為芬明酒店新體驗的架構。舉凡實用

的儲藏櫃系統、人性化配置的照明開關與電源座、滿足多樣使用需求的精巧空間分區，至於沿牆所設壁架與軌道桿，讓在地藝術品得以盡情展示與配置，前述種種規劃，充分支援著流暢的空間使用。再者，團隊展開平面擊劃以及家具訂製時，皆回歸了社交互動性此精神本質，這不僅能於賓客間起一種聯繫作用，個體亦可與全體互動；就像接待區，裡頭幾張可做椅背調整的休閒椅，即讓空間頓生變化與社交性。滿足商務旅客需求之餘，**A Work of Substance** 還籌劃了一場多感官的文化體驗，飯店裡種種如駐往昔時歲的寧穆靜好，無不是冀盼旅人離港時，心頭總有一份懷舊情味纏繞縈繞。編譯」劉芝君



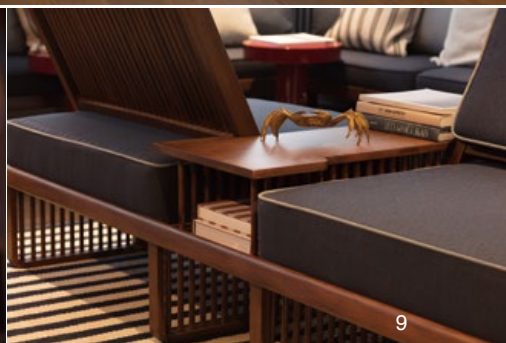
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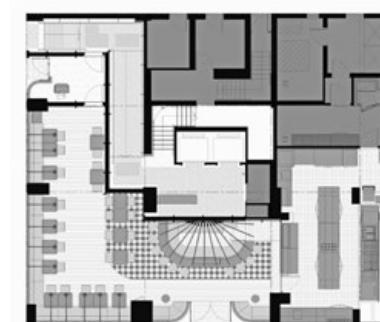
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6. 飯店接待大廳，溫潤質美的木頭語彙廣泛應用於公共空間。7. 木頭以及濃醇的紅綠顏色，共同醞釀一股懷舊氣息。8. 接待櫃檯上方的燈具細節。9. 大廳休閒椅創造一種慵懶自在的場域味道。10. 以海洋與小渡輪為藍本的大廳，黃銅構件增添了清鑠之美與精工手感。11. 主入口與餐廳平面圖。12. 接待大廳平面圖。13. 住房手繪稿。

6. Lobby reception table featured in warm color wood piece. 7. Strong colors in red and green feature a nostalgia ambience. 8. Lighting fixture right above the reception table. 9. Furniture pieces provide relaxing comfort for the travelers. 10. Details in lobby hall are reminiscent of the Star Ferry. 11. Entry and restaurant plan. 12. Lobby plan. 13. Guest room sketch.

A Work of Substance was tasked to redesign and rebrand The Fleming Hotel, originally opened in 2006. A new take on the architecture, interior, products, and identity transformed The Fleming into a 66-room boutique hotel that is a true reflection of Hong Kong. Occupying a building from the 70s', the hotel stands in Wan Chai close to Victoria Harbour front. The multilayered design concept draws inspiration from the location and history, leveraging Hong Kong's maritime heritage and 70s' industrial era to create a cultural, social and efficient character.

One landmark that embodies these three elements is the Star Ferry — having connected people across the harbour for over a century, it is a piece of Hong Kong's collective memory and identity. The Star Ferry, a unique and elegant icon of Hong Kong's past and present, became the foundation for every design detail, including the custom designed furniture and lighting. Nostalgia is further evoked by colours and scents: Carmine reds and bottle greens — hues seen on the hull of Hong Kong's ferries, fishing boats, delivery trucks, and temples —and apothecary-inspired toiletries and custom aroma of sandalwood and amber notes, to deliver an authentic sense of place.



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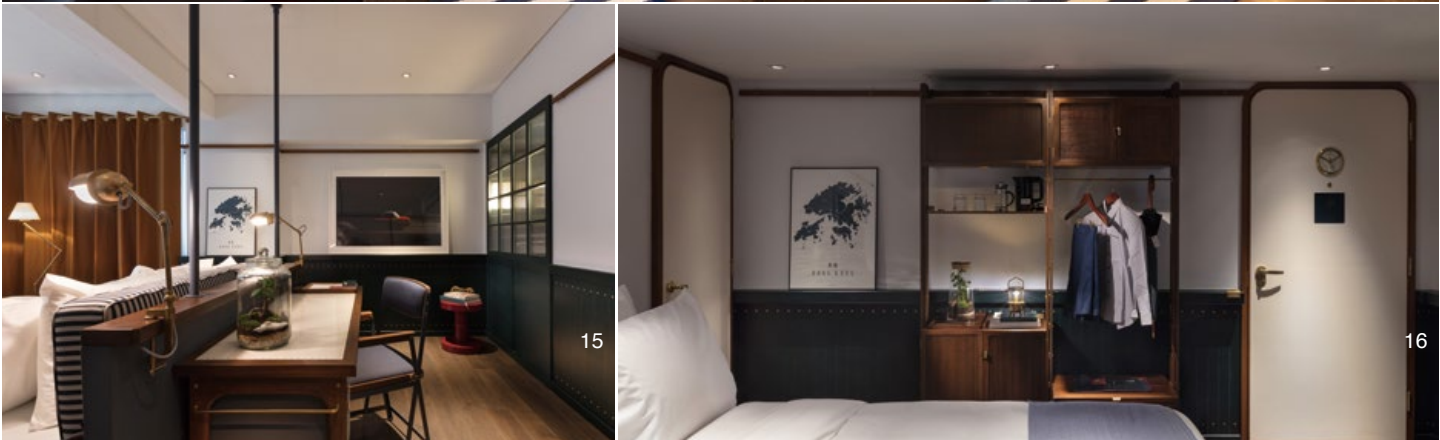
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We are most proud of meeting the needs of our target audience, and creating a memorable aesthetic impression that captures what Hong Kong feels like. The Fleming now drives foot traffic to the industrial Wan Chai, uplifting aesthetics and rejuvenating culture in the neighbourhood. Our creative strategy was informed by an in-depth research process on international and local hospitality landscape and The Fleming's clientele — business travellers. We found that in particular future business travellers expect increasing emotional experience with art and culture, as opposed to traditionally commercial trade-focused. Responding to this demand, efficiency, sociability, and culture became the backbone of The Fleming's new experience. Practical systems of storage, conveniently placed light switches and power points, thoughtfully zoned rooms that satisfy different usage, ledges and tracks along the walls that allow for unlimited configuration of the local artwork all support a smooth operation. Sociability is the essence of the layout design and custom made furniture, creating interfaces among guests as well as one to interact with the staff. The reception, for instance, has lounge chairs with movable backrests, creating a flexible and social space. Going beyond meeting the needs of the business travellers, we've curated a multi-sensory cultural experience, hoping each guest leaves Hong Kong feeling nostalgic. Text by A Work of Substance

14. 豪華套房全景，深色木地板搭配復古窗框和床板，緬懷舊時光的心緒蔓延其中。15. 豪華套房空間一景。寫字檯以木頭搭配黃銅構件。16. 中型套房一景，門體設計儼如船艙門。
14. Luxury room — nostalgia style. 15. Luxury room view towards a fine craftwork wood table. 16. Door to a standard room looks like a ship cabinet door.



17. 大套房內的沙發座椅，木頭框架襯以局部藤編，流露著中式韻味。18. 客房內的衛浴空間，洗手檯以開放型態配置。黃銅盆面與框架十分典雅工緻。
19. 從廊道朝電梯廳看，設計將香港運輸工具與建築常見的紅色語彙延續於內。20. 接待大廳內的洗手間。紅色烤漆與黃銅為材料的洗手檯儼如藝術品。
17. Sofa chair and wood screen in grand style room. 18. Bathroom for a standard room. 19. A view from the lobby towards the staircase hall. 20. Lavatory and its artistic featured details.

建材分析 Material Analysis

1. 細節處用上黃銅來展現精緻韻味。
 2. 窗簾為防水的上蠟帆布。
 3. 織品軟件為表達船屋意象，特地用上深藍、藍白條紋的海洋風情布料。
 4. 橡木地板為獨特的訂製色澤，表面再以 OSMO 環保天然油塗覆。
 5. 地面鋪覆波隆編織乙烯地毯。
 6. 客房內的浴室立面為翠綠色釉磚，創造復古典雅的氣韻。
 7. 浴室隔間為鑄鐵金屬。
1. Bronze appears in some details. 2. Drapery uses a water-proof waxed canvas. 3. Fabric used in the furniture pieces shows an Ocean style elegance. 4. Oak wood floor shows a particular color and is coated with an OSMO natural protection layer. 5. The floor is covered in an imported carpet. 6. Emerald green tiles cover the guest bathroom. 7. Cast metal partition used to cover the bedroom and bathroom.

溝通重點 Communication Note

1. 本案為飯店空間的翻新，如何重定位，掌握日後住宿旅客的喜好是重點。
 2. 為在全球旅館業保持競爭力，考量住宿舒適度之餘，更需考量空間獨特性與精緻度，因此設計團隊從香港在地文化來擷取風格語彙。
 3. 飯店所在區域濃濃工業氣息，重塑飯店時必須有效淡化這種街區意象。
 4. 飯店目標客層為商務行旅客。
 5. 根據目標客層調查，現今商務旅客非追求商業貿易的服務，更期待住宿上有豐富的藝術與人文體驗。
1. The program was to renovate the old structure and make it attractive. 2. To clinch a niche in Hong Kong's highly competitive market, the design provides not just comfort for travelers but also redefines the space with a unique local language. 3. Surrounded by an industrial zone, the hotel offer a fresh and self-identified language. 4. Marketing strategy locks on the guests for business purpose. 5. Research shows that business guests demand more of a leisure living experience in their stays.