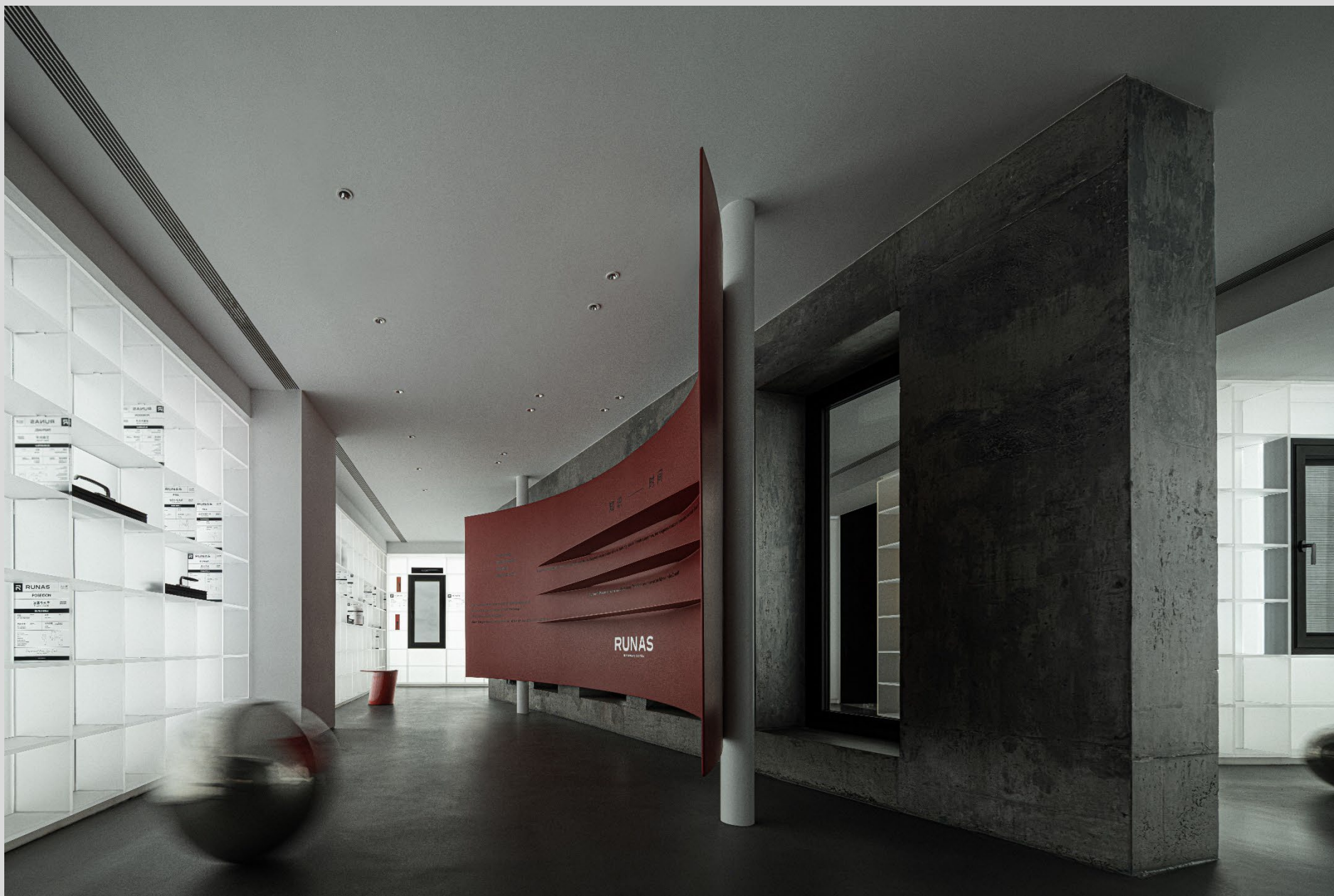


裝置咬合下的

時間自然敘事



項目地址：廣東 佛山

項目面積：550m²

完工時間：2023年8月

主要材料/Main materials

環氧地坪、亞克力、氧化鋁板、耐候鋼板

Epoxy flooring, acrylic, aluminum oxide plate, weather resistant steel plate

時間與品牌：自然的敘事

Time and Brand: A Natural Narrative



RUNAS
HARDWARE SYSTEM

瑞納斯，集高品質門窗五金系統研發供應商、門窗五金系統製造商、門窗五金系統安裝商於一身，是中國門窗五金系統行業的領軍企業。瑞納斯與德國Jumetal 集團深度合作，由德國技術專家駐中國負責，專注研發高品質、精緻、安全、耐用的五金系統，不斷提升產品競爭力。

電子化，是瑞納斯追求的研發設計。瑞納斯，採用最先進的電腦輔助設計，每個五金系統都經過嚴格的測試與驗證。瑞納斯，秉承「人體工學和功能性主義原則」，將五金系統與建築美學完美融合。

電子化，是瑞納斯追求的研發設計。瑞納斯，秉承「人體工學和功能性主義原則」，將五金系統與建築美學完美融合。瑞納斯，秉承「人體工學和功能性主義原則」，將五金系統與建築美學完美融合。瑞納斯，秉承「人體工學和功能性主義原則」，將五金系統與建築美學完美融合。

瑞納斯，集高品質門窗五金系統研發供應商、門窗五金系統製造商、門窗五金系統安裝商於一身，是中國門窗五金系統行業的領軍企業。瑞納斯與德國Jumetal 集團深度合作，由德國技術專家駐中國負責，專注研發高品質、精緻、安全、耐用的五金系統，不斷提升產品競爭力。

让生活更簡單

400-9698-002 / www.runas.cn

RUNAS瑞納斯是立足于佛山的高品質門窗五金系統優選供應商。區域環境的老舊樓宇成為宏觀而抽象的背景，日復一日地展開迭代與更新的自然敘事。

RUNAS is a preferred supplier of high-quality door and window hardware systems based in Foshan. The old buildings in the regional environment become a macro and abstract background, unfolding a natural narrative of iteration and renewal day after day.

遠景與近景，模糊與清晰，製造新與舊的映襯。成為一個時間的通透界面，成為潛在的品牌背景表達——從時代中走來，走向新、未來。時間的願景，亦是品牌的願景。

(入戶前廳空間)



(入戶前廳空間)

前廳由曲面的延伸開啓空間基調，呈簡潔而開放包容的形態，樹立品牌初印象。

The front hall opens up the spatial tone with the extension of curved surfaces, presenting a simple and open inclusive form, establishing the brand's initial impression.

前臺的參差造型模擬著千葉岩堆疊層積的生石，塑造由地質景觀帶來的空間感官，以室內的“風景”創造與品牌的邂逅。品牌名字則後退，透明的立體亚克力字採用壁龕的形式嵌入背牆，低調隱藏。

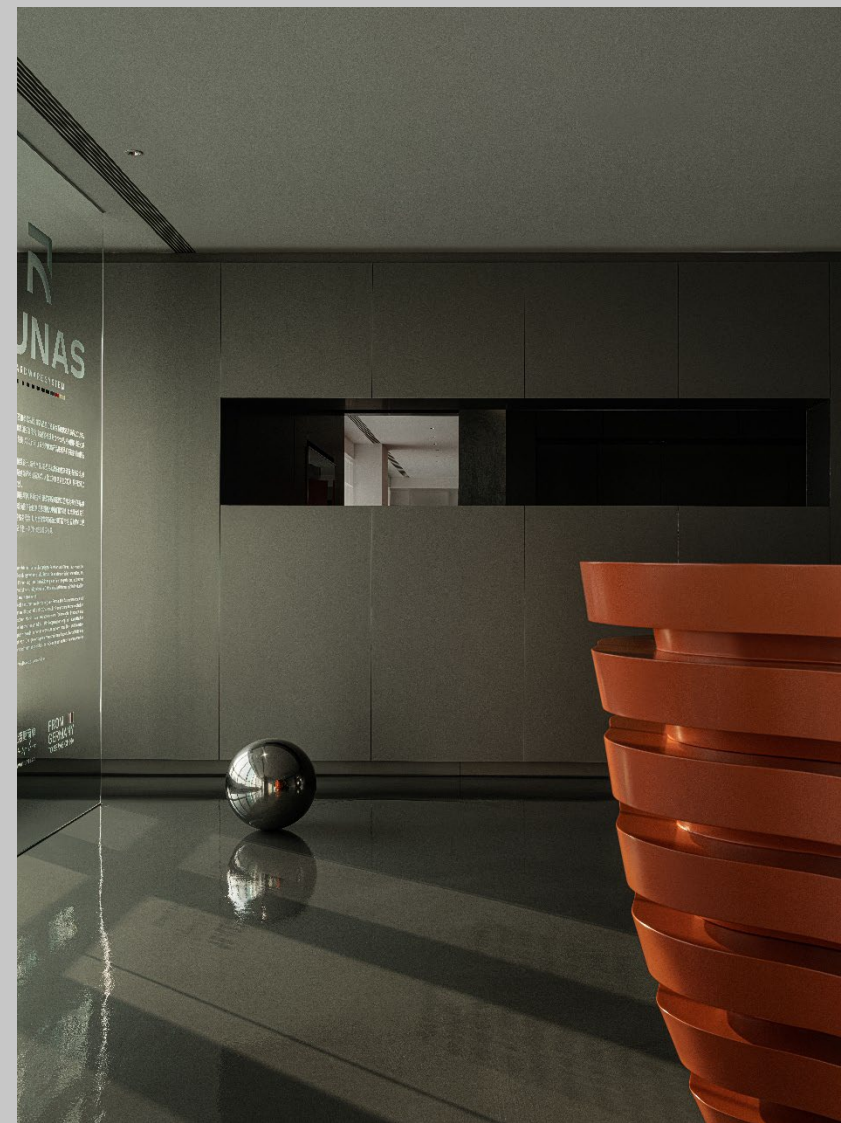
The front hall opens up the spatial tone with the extension of curved surfaces, presenting a simple and open inclusive form, establishing the brand's initial impression. The uneven shape of the front desk simulates the stacked and layered raw stones of Chiba Rock, creating a spatial sensory experience brought by geological landscapes, and creating an encounter with the brand through indoor "scenery". The brand name is stepped back, and transparent three-dimensional acrylic characters are embedded in the back wall in the form of niches, hidden in a low-key manner.

“隨機”生成的金屬球帶來不同金屬材質的應用，鏡面映射空間的行走動態，增加空間的活躍度，帶來時而凝聚，時而幻變的感受，成為潛在的線索。

The “random” generation of metal balls brings applications of different metal materials, and the mirror reflects the walking dynamics of space, increasing the activity of space and bringing a feeling of sometimes cohesion and sometimes illusion, becoming potential clues.



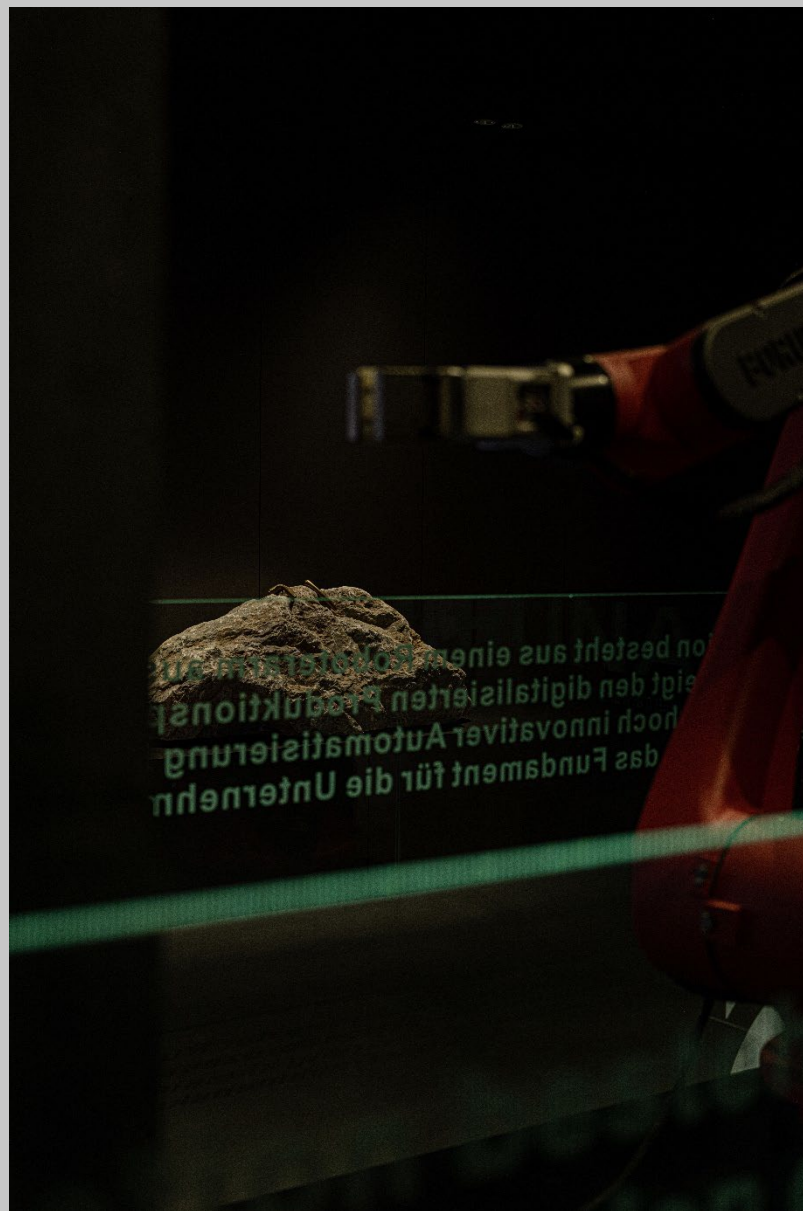
(入戶前廳空間)



(入戶前廳空間)



(文化展覽空間)



(文化展覽空間)

探索過去：現代盒子的歷程

Exploring the Past: The Journey of Modern Boxes

氧化鋁板構成的金屬盒子空間宛如天降，將對金屬的感受具象化——在一個巨型的金屬盒子內，機械臂裝置從工業的視角，觸向斑駁的石頭。從初始狀態循序漸進，挖掘的動態潛藏探索的狀態——探索金屬的歷史。從金屬盒子鑿開景窗，製造通透的空間關係與探索視角。

The metal box space composed of aluminum oxide plates is like descending from the sky, concretizing the feeling of metal - inside a giant metal box, the robotic arm device touches the mottled stones from an industrial perspective. Gradual progress from the initial state, exploring the dynamic hidden state of exploration - exploring the history of metals. Chisel open the window from the metal box to create a transparent spatial relationship and exploration perspective.



金屬盒子的現代風格與五金的歷史背景導覽，產生一種抽象的反差。牆面由五種不同的金屬材質，塑造豐富的空間層次，也回應著企業的行業屬性；玻璃圍合的透明層次，使文字產生交疊，結合多媒體形式，多維、動態地演繹五金的發展歷程。

The modern style of metal boxes and the historical background of hardware create an abstract contrast. The wall is made of five different metal materials, creating rich spatial layers and responding to the industry attributes of the enterprise; The transparent layers enclosed by glass create overlapping text, combined with multimedia forms, to dynamically and multi-dimensional interpret the development history of hardware.



聚焦現在：產品的想像與體驗

Focus on the present: product imagination and experience

主展廳以單品展陳為主，磨砂亞克力材質的櫃體，結合靈活的榫卯結構方式，創造模塊化的展示單元，靈活可變，使窗口規格不斷適應產品的調整需求，可持續更新。

The main exhibition hall focuses on single item display, with frosted acrylic cabinets and flexible mortise and tenon structures to create modular display units that are flexible and adaptable, allowing window specifications to continuously adapt to product adjustment needs and be continuously updated.

亞克力材料的簡潔材質，結合展示功能，虛化的背景引導視覺向展品對焦。商品呈現一種懸空狀態，樹立精湛卓越的前瞻形象，創造性地轉變五金產品的傳統形象。

The simple material of acrylic, combined with its display function and blurred background, guides the visual focus towards the exhibits. The product presents a suspended state, establishing a forward-looking image of exquisite excellence and creatively transforming the traditional image of hardware products.

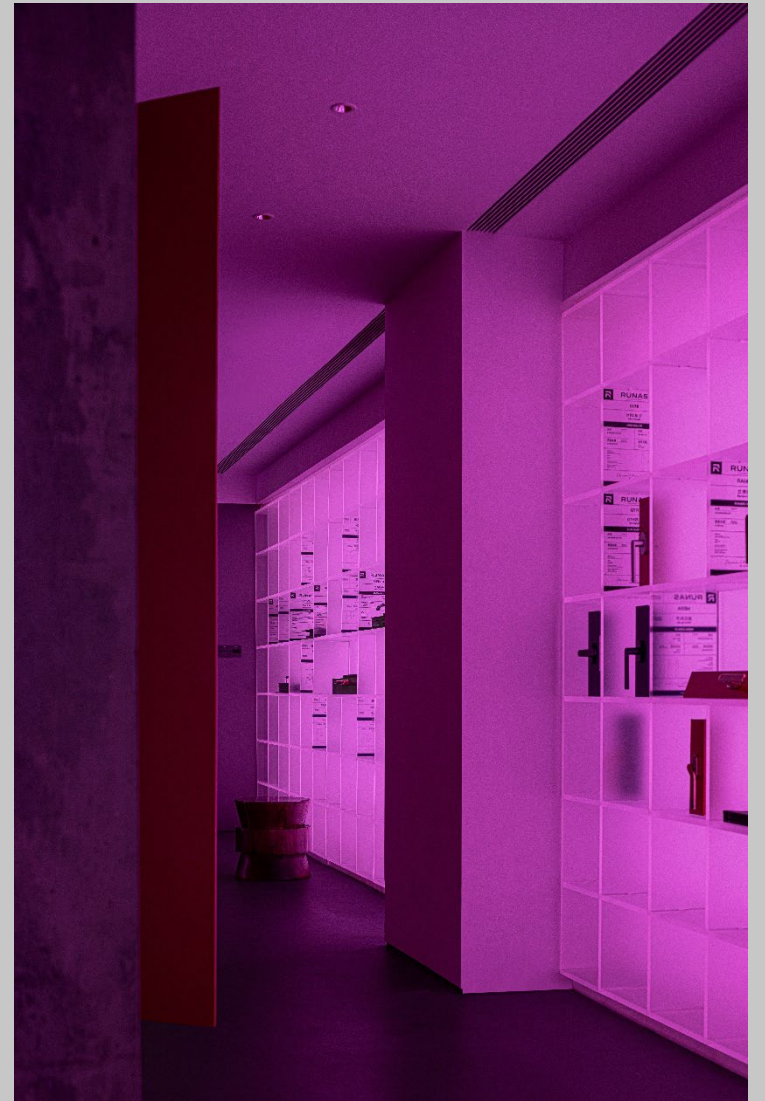
(產品展覽空間)

配合可變RGB的LED燈光，調動不同的情緒，適應不同展示狀態，創造沉浸氛圍的展示與體驗。整體的視覺展現著品牌面向未來的創新敘事，無形之中傳達品牌方的產品理念——獨特的美學享受和高品質的生活理念。

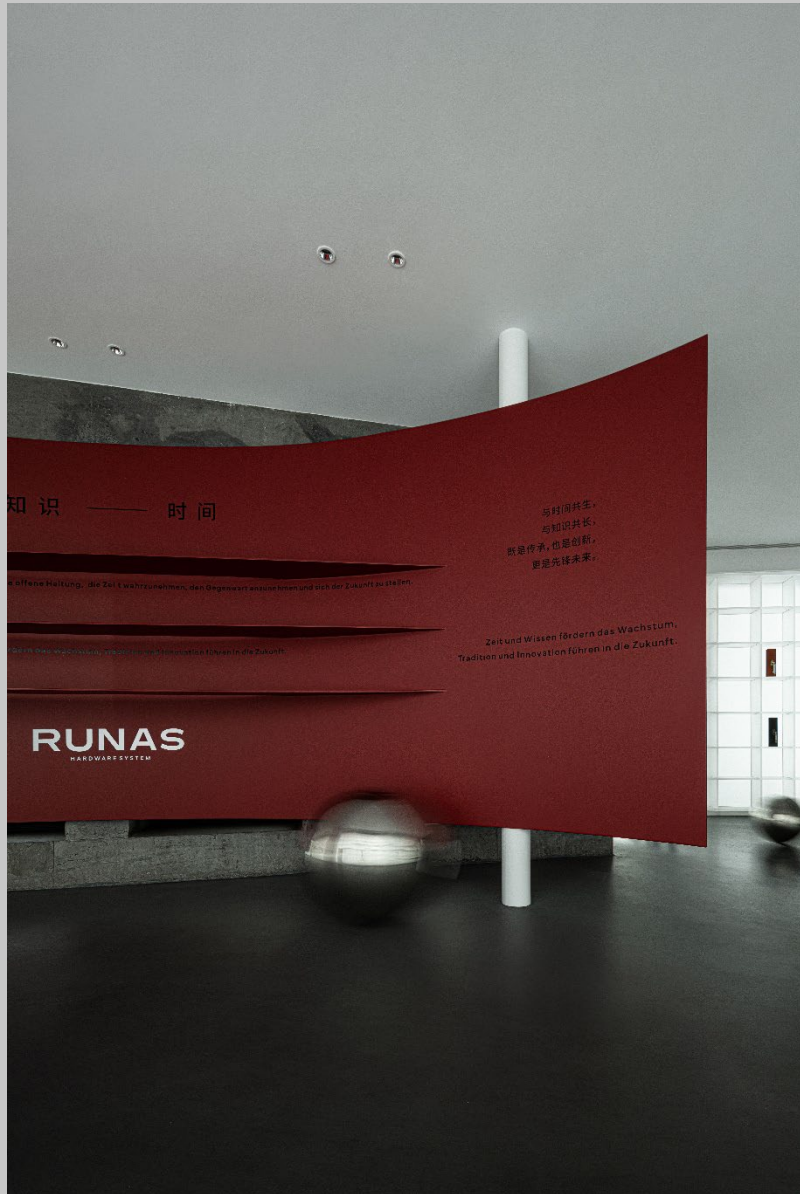
Combined with variable RGB LED lighting, it can evoke different emotions, adapt to different display states, and create an immersive atmosphere for display and experience. The overall visual presentation showcases the brand's innovative narrative for the future, conveying the brand's product philosophy - unique aesthetic enjoyment and high-quality lifestyle concept - invisibly.



(產品展覽空間)



(產品展覽空間)



（產品展覽空間）



（產品展覽空間）

以斜綫懸落的混凝土牆體，帶來空間的變奏，也帶來空間路徑的導向，引導窄入寬出的動綫。混凝土與亞克力的材質產生虛實對比，同時，水泥的粗曠也以向後退的設計表達，突顯金屬的精緻——紅色金屬展板輕盈懸立，里程碑式的抽象篇章——從過去、現在到未來，在曲綫中娓娓道來，也回應著五金產品的綫條語言。

The concrete wall suspended by diagonal lines brings spatial variations and guides the spatial path, guiding the narrow in and wide out flow. The materials of concrete and acrylic create a contrast between reality and virtuality. At the same time, the roughness of cement is expressed through a backward design, highlighting the delicacy of metal - the red metal display board hangs lightly, and the milestone abstract chapter is narrated in curves from the past, present to the future, responding to the line language of hardware products.



未來情境：多場景&多形態

Future scenarios: multiple scenarios&forms

基于展示+接待銷售的需求，適應以銷售為主的OEM品牌商業模式。多功能廳的設計，創造著自由、可持續的新價值，展望未來。水吧提供社交交流的休閒，活動的座椅強調現場的靈活性，適應休閒/專業/分享的不同情境，演變不同的空間狀態。頂部天花以簡潔的線條集成燈光系統，嚴謹，保持空間的純粹。

Based on the needs of display and reception sales, adapt to the OEM brand business model that focuses on sales. The design of the multifunctional hall creates new values of freedom and sustainability, and looks forward to the future. The water bar provides leisure for social communication, and the activity seats emphasize the flexibility of the site, adapting to different situations of leisure/professional/sharing, and evolving into different spatial states. The top ceiling integrates a lighting system with simple lines, rigorously maintaining the purity of the space.

(多功能廳)



(導視系統設計)



(導視系統設計)



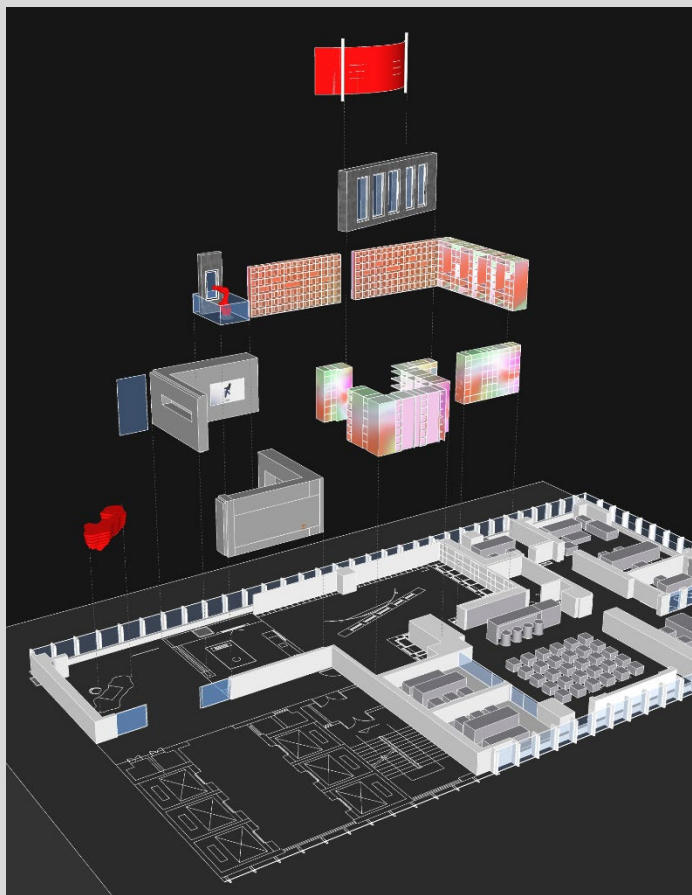
(德系三原色椅和RGB展示單元)

不同功能空間的標識，使用德文與圖形的結合，紅色捕捉自獨特、卓越、敢于領先的現代主義風格，嚴謹線條，優雅形式，表現著品牌的德國產品基因——精湛的工藝細節。品牌，產品與空間，輸出著獨樹一幟而統一完整的品牌形象。

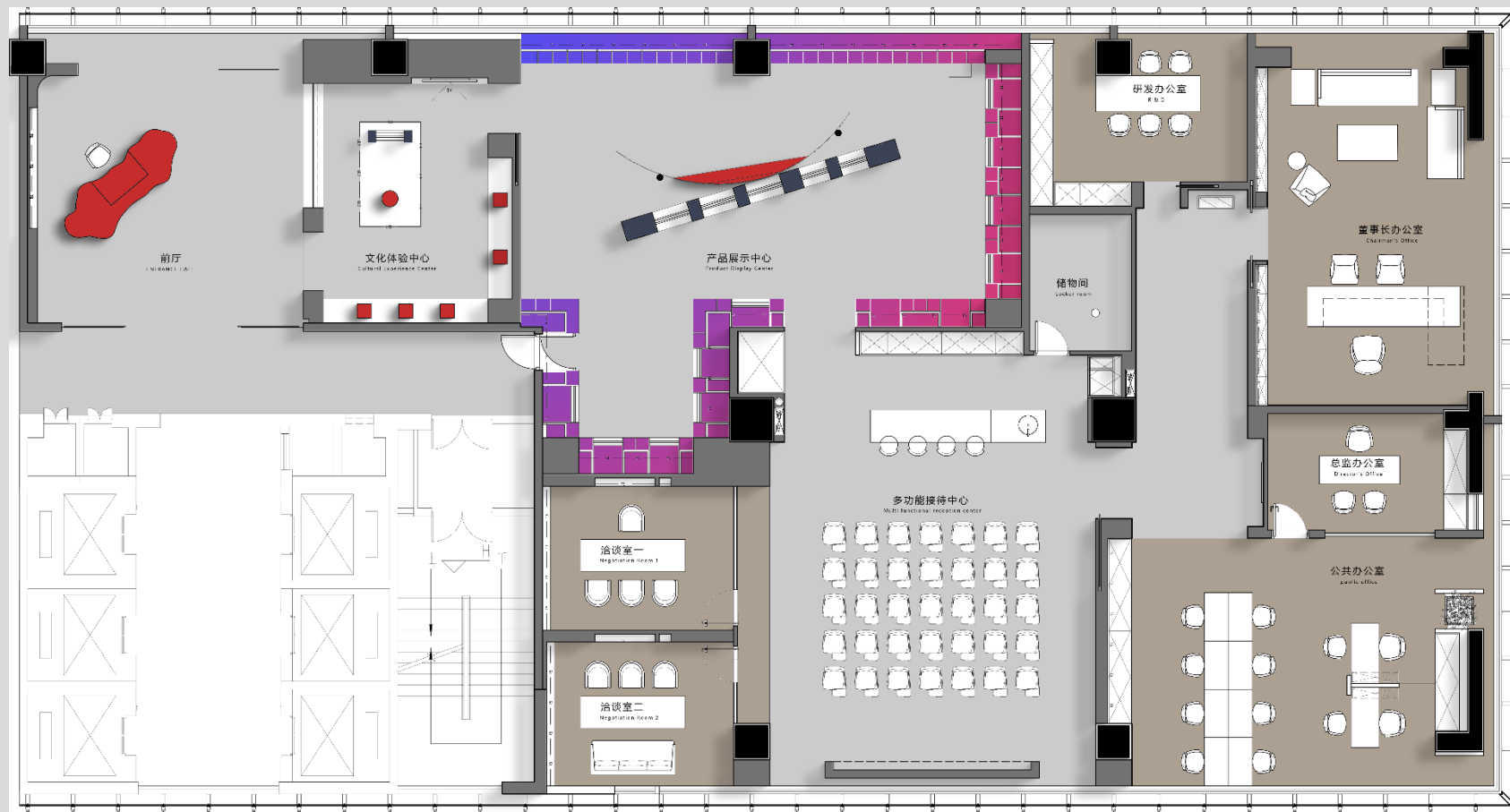
The identification of different functional spaces, using a combination of German and graphics, captures the unique, outstanding, and daring modernist style in red, with rigorous lines and elegant forms, expressing the brand's German product genes - exquisite craftsmanship details. Brand, product, and space output a unique and unified brand image.

設計過程文件

Design process documents



(三維軸測圖)



(平面布置圖)

值此之際回顧項目，不論是作為設計的項目，亦是從商業的里程，都有其意義。空間，如有生命的有機體，融入獨特的品牌語言和時間的自然敘事，呈現一個具有當代性與未來感的展示空間，歷經外部市場迭代與更新，依舊煥發著魅力。

On this occasion, reviewing the project, whether as a design project or as a commercial milestone, has its significance. Space, like living organisms, integrates unique brand language and natural narrative of time, presenting a contemporary and futuristic display space that has undergone external market iteration and updates, still radiating charm.

THANKS

謝謝觀看

