

華人生創獎
TAIWAN GOOD DESIGN AWARD

椰小鸡餐厅
CHICKEN INSIDE COCONUT



作品資訊

Work Information

項目地點: 中国三亚市

項目類型: 餐飲空間類

項目規模: 280平方米

主要建材: 灰綠色灰泥、紅磚

Site location: Sanya City, China

Type of construction: Restaurant

Construction of size: 280 square meters

Main building materials: Gray green plaster,
Red bricks



項目定位

Design Proposition



提到椰子雞，我們立刻會想到海南和三亞、想到去旅行、想到三亞的美食。現在旅行已經成為當下年輕人的一種生活方式，可以是三亞、可以是全國各地，也可以是全世界。

在空間元素提煉過程中，我們希望保留本土文化和元素，並結合椰小雞的品牌IP形象。

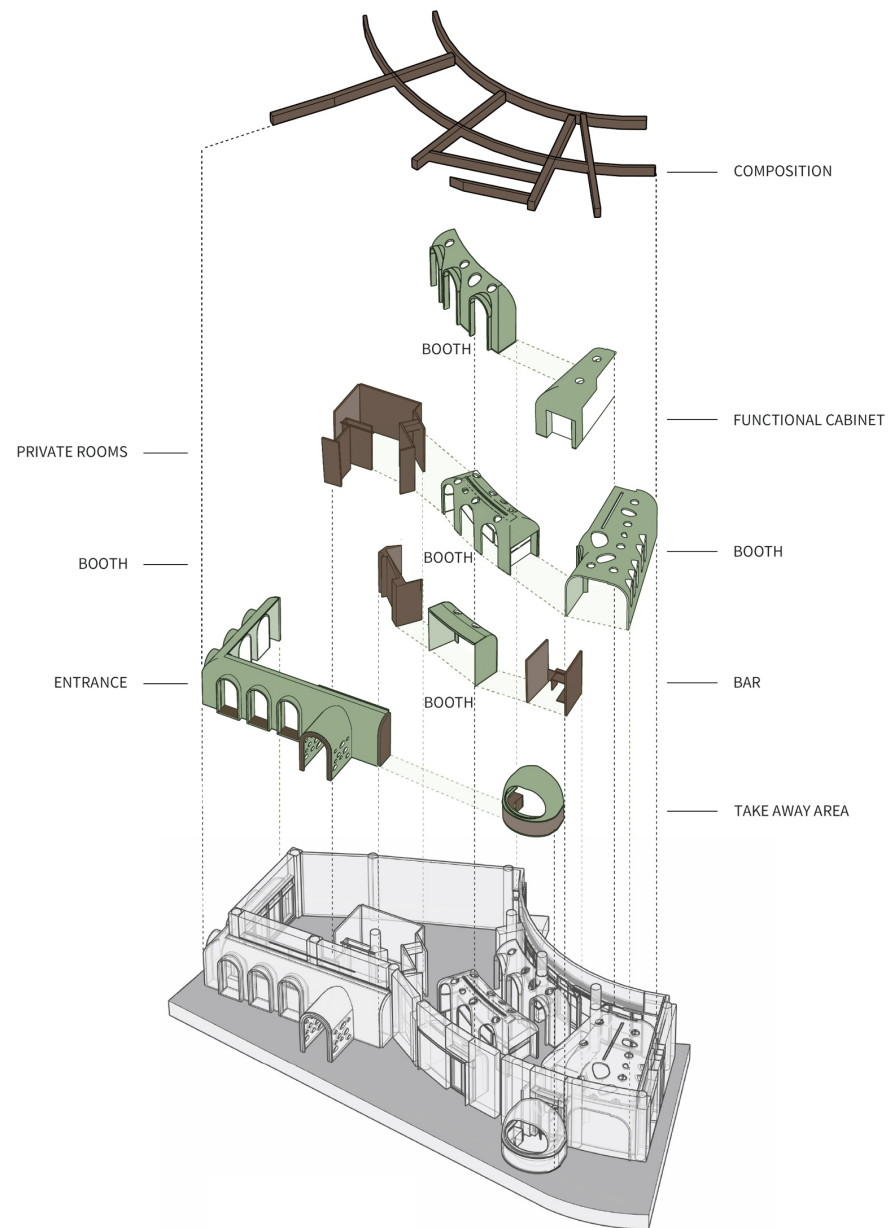
海南的黎苗文化體現在椰小雞服飾上，海南、三亞甚至是全世界著名的旅遊景點成為椰小雞旅行故事裡場景，椰小雞去到哪裡，就在講著哪裡的故事。

我們希望在表達本土文化的同時，用更為現代和精簡的設計語言來闡述旅行中的故事，讓消費者容易理解和接受椰小雞品牌在傳達的生活態度，成為受年輕人喜愛的海南椰子雞品牌。

Remove the old and cumbersome design techniques of the traditional coconut chicken brand, and refine to a more concise and natural spatial form, thereby making the space more clean, simple and pure.

We have developed three main design languages: gray-green arched door and room in a house, red brick wall, and a hole in the shape of a coconut chicken's face.

As an important physical element that forms the entire space structure, the arch shape runs through the door from the outside to the inside, and connects and wraps the entire store space. As customers walk through the entrance passage, it is as if they are crossing into a fairy tale land and entering the coconut chick's home.



風格情境

Creativity & Aesthetics



去掉傳統椰子雞品牌老舊而繁瑣的設計手法，提煉更為簡潔和自然的空間形態，讓空間呈現更為乾淨、樸實和純粹。

我們提煉三種主要設計語言：灰綠色的拱形門洞和房中房，紅磚拼砌的牆體、椰小雞臉形洞口。

“拱形”作為形成整個空間構造的重要形體元素，從門頭外部到室內始終貫穿、串聯和包裹整個店面空間，當顧客走進入口通道時，仿佛穿越到一個童話空間，進入到椰小雞的家。

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風格情境

Creativity & Aesthetics



灰綠色是除了海藍色之外我們對於海南和三亞的色彩印象，也像椰子未成熟時的顏色。不同于橄欖綠、不同於翠綠或草綠，它在保持一定灰度和飽和度的同時，擁有較強的色彩識別度和時尚感，而灰泥材料的顆粒感結合灰綠色彩，形成了一種樸實和自然的氛圍，整個空間似乎縈繞在一陣陣海風吹過來的清新椰子的芬芳中，沉浸在海南度假的慵懶和放鬆環境裡。

外立面陣列排布的一個一個拱形門洞，與椰小雞家族雕塑裝置形成有趣的櫥窗組合；延伸出來的拱形隧道洞口是餐廳的主入口；條形橢圓形視窗使外部的自然光被輕巧的引入，灑進地面和桌面上；空間內的拱形房中房在開合收放中不斷切換，使空間形成不同的功能分區，也形成不同的用餐體驗，既滿足了運營需求，也滿足了顧客用餐私密性的社交需求。

In addition to the sea blue color, gray-green is another color of Hainan and Sanya, as it also resembles the color of an unripe coconut. Unlike olive green, emerald green or the green in fresh grass, gray-green is a very distinguished and modern color with a maintained level of grayness and opaqueness. The grainy texture of the plaster material combined with gray-green color creates a down to earth and natural vibe. It feels like you are in a relaxing and lazy vacation environment immersed in the smell of fresh coconuts blown by the sea breeze. The arched doorway in the façade array along with the coconut chick's family sculpture installation creates an interesting window display combination; the extended arched tunnel opening is the main entrance of the restaurant; the strip-shaped oval window draws in natural light, spilling onto the floor and the tables; the arched rooms in the space constantly switches between opening and closing, forming various functional divisions in the space, while also creating unique dining experiences. This not only meets operational needs, but also satisfies the customers' needs for privacy.





空間配置

Space planning



椰小雞臉型的洞口巧妙的融入在拱形介面上。這種不規則的形態似乎自然生長在空間中，成為空間中一個個透氣和對景的視窗，在看向某一個小洞口時就會發現設計師特意創造的小驚喜。

The hole in the shape of the coconut chick face is cleverly integrated into the arched interface. This irregular shape appears to have formed naturally, becoming a window of ventilation and contrast in the space. This small opening represents a small surprise created by the designer.



選材效用

Materials & Cost Effectiveness



紅磚作為空間中的另外一種主材，與灰綠色的灰泥形成了有趣的色彩互補和肌理碰撞。紅磚敦厚的粗糙質感與綠色灰泥的清爽和細膩在空間中不斷轉換搭配，給空間中增添了一抹文化沉澱的底蘊。紅磚的前後堆砌和拼接，變成實與虛的空間介面，光從磚洞中輕鬆穿過，落到牆壁上，灑到地面上。

除了引入自然光源外，我們在燈光的光源和色溫上也增加了設計細節。利用點光源來營造用餐的私密性，利用投射到桌面上的燈光色溫和亮度增添顧客對產品的食欲。

As another main material in space, red bricks forms interesting color complements and texture contrasts with gray-green plaster. The rough texture of the red brick and the refreshing and delicate green plaster are constantly changing and matching in the space, adding a touch of cultural precipitation to the space. The red bricks are piled up and spliced back and forth, turning into a real and virtual space interface. Light is able to pass through the brick cracks easily, falling onto the wall and spilling onto the ground. In addition to utilizing natural light sources, we have added design details to the light source and color temperature of the light. The light source is used to increase the privacy of the meal, and the color temperature and brightness of the light projected onto the tabletop increases appetites of customers.



軟裝陳設

Decoration



在軟裝設計上，我們使用了竹編的座椅和燈具，天然的淳樸手工質感與旅遊度假主題非常契合。半圓形的深綠色座椅軟包靠背除了沿用整個空間造型特點外，更增添了可愛的童趣。

椰小雞圖騰臉被醒目的放在拱形牆體上，成為空間的一大亮點。椰小雞家族的成員變成一個一個肖像相框掛在不同的用餐區，就如同他們日常的生活場景，而顧客就在他們家裡做客用餐。

In the decoration design we use bamboo-made seats and lamps, as the natural and simple hand-made texture fits well with the theme of travel and vacation. The dark green semi-circular seat with the soft bag backrest utilizes the entire space while also adding a cute childlike charm.

The coconut chick totem face is striking on the arched wall and becomes a highlight of the space. Portraits of the Coconut Chick family members showing scenes from their daily lives are hung in different dining areas, and customers are dining in their home.



文化表達

Cultural Expression



你會發現，代表世界各地不同時間的圓形鐘錶提醒著“椰小雞去旅行”行走世界各地的主題，而牆面上的黎苗文化塗鴉也再次點題海南的本土民族文化。我們希望椰小雞可以成為當地傳統文化的傳播大使，將本土文化帶出三亞、帶出海南、走出中國、走向世界。

You will find that the round clocks representing different times zones around the world reminds the "Coconut Chicken Travels" to walk around the world, and the Li Miao cultural graffiti on the wall once again highlights the local culture of Hainan. We hope that Coconut Chicks can become a cultural ambassador, bringing the local culture outside of Sanya, outside of Hainan, outside of China and go global.



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Thank You