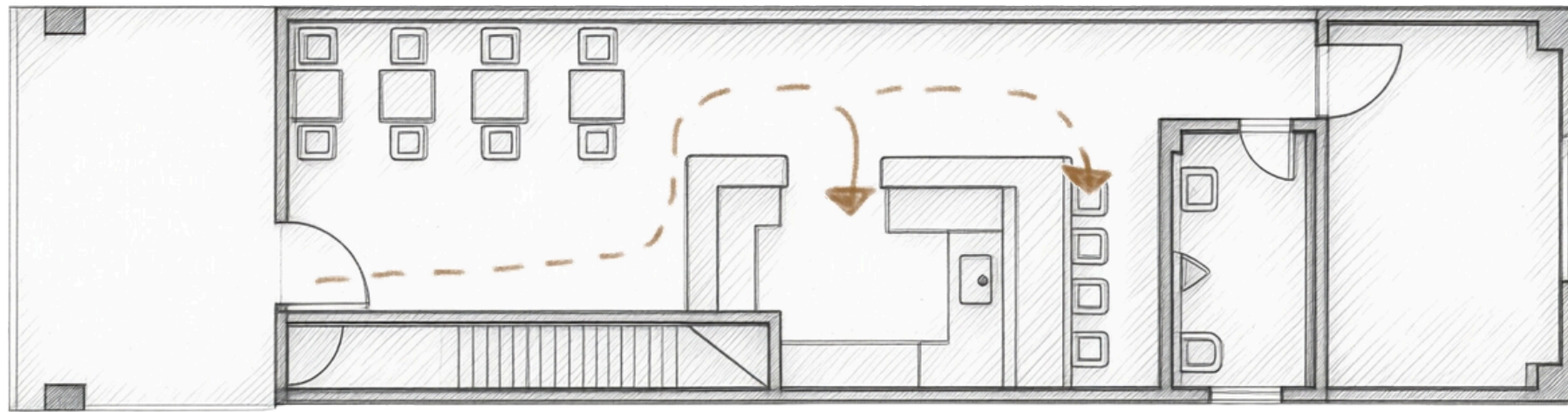


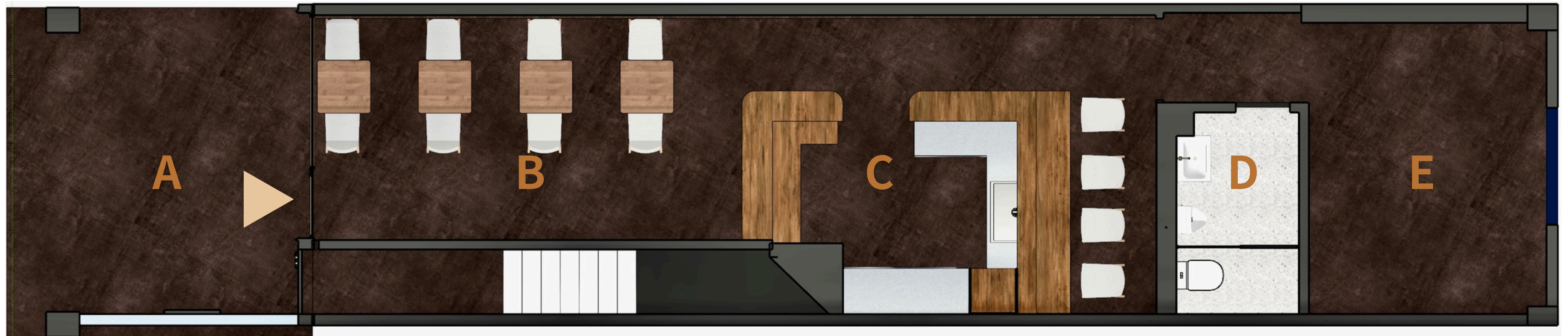


MONEY TALKS |  
Chinese hamburger

台灣典型街屋之線性縱深問題，透過動線採「ㄣ字型迴遊系統」處理，  
並以東方風水中「藏風聚氣」的空間原則，使營運機能與視覺焦點重疊，形成人流、視線與金流的交會點，有效延長顧客停留時間。



The linear depth problem of typical Taiwanese street houses is addressed by adopting a "U-shaped circulation system" for the circulation route. In accordance with the spatial principle of "gathering and storing energy" in Eastern Feng Shui, the operational functions and visual focal points overlap, forming a meeting point of pedestrian flow, line of sight and cash flow, effectively extending the time customers spend there.



A 騎樓空間

B 用餐區

C 櫃台/餐廚區

D 洗手間

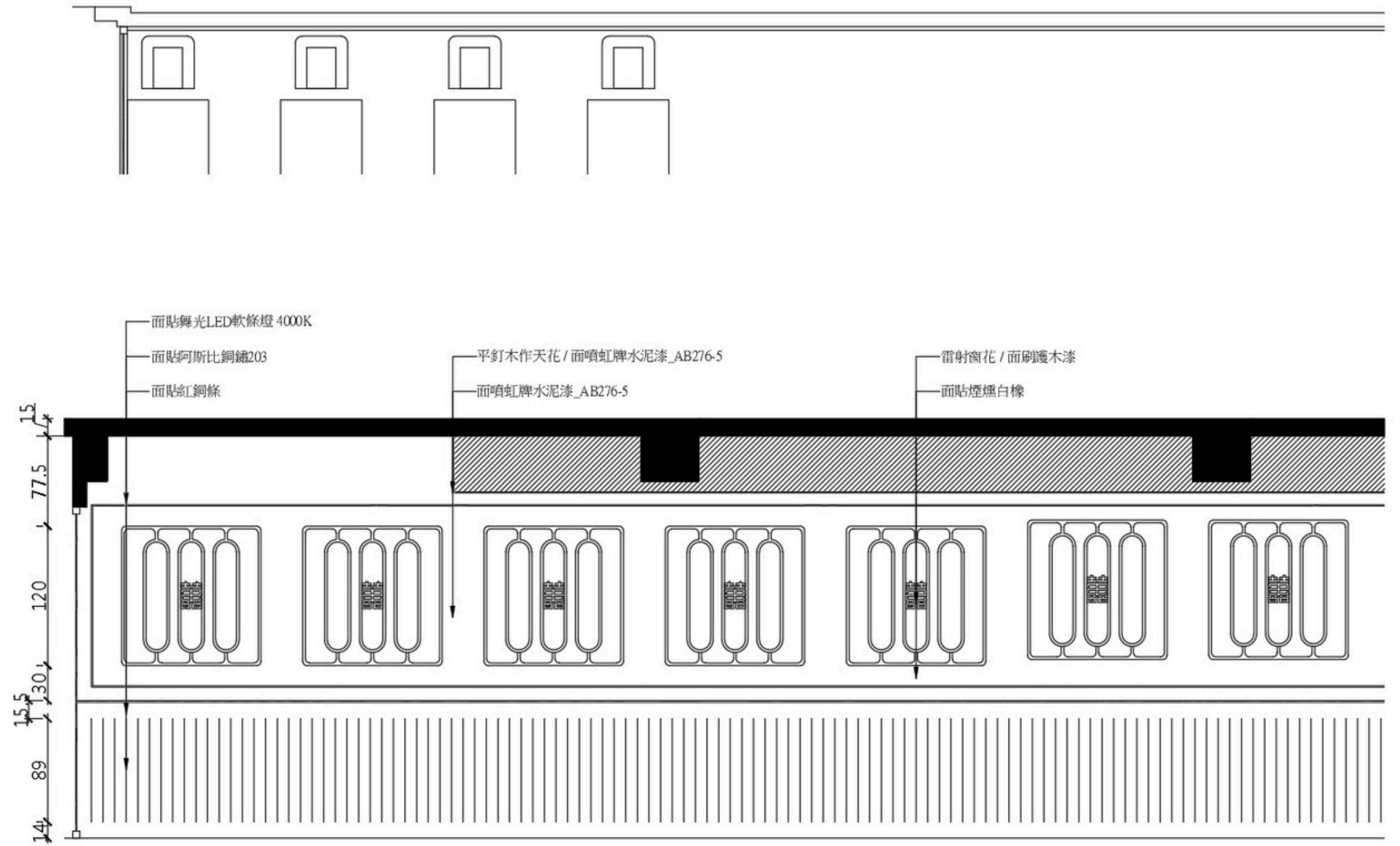
E 儲藏區



整體色彩以深墨藍為背景，搭配暖色光軸由入口延伸至櫃檯區，透過光的導引性，完成空間敘事由「引入 → 過渡 → 聚焦」的三段式消費體驗。

The overall color scheme uses a deep ink blue background, paired with a warm-toned light axis that extends from the entrance to the counter area.

Through the guiding nature of light, the spatial narrative completes a three-stage consumer experience: "introduction → transition → focus".



將傳統中式窗花進行幾何解構與比例重組，

並透過雷射雕刻工藝，將品牌 Logo 嵌入其結構之中，提升品牌記憶點與辨識度。

The traditional Chinese window lattice is geometrically deconstructed and proportionally reorganized, and the brand logo is embedded into its structure through laser engraving, enhancing brand memorability and recognition.

選用煙燻白橡搭配仿鐵鏽美耐板，加上紅銅條點綴，透過不同反射率的材質交錯，使空間在低照度環境中仍具層次表現。

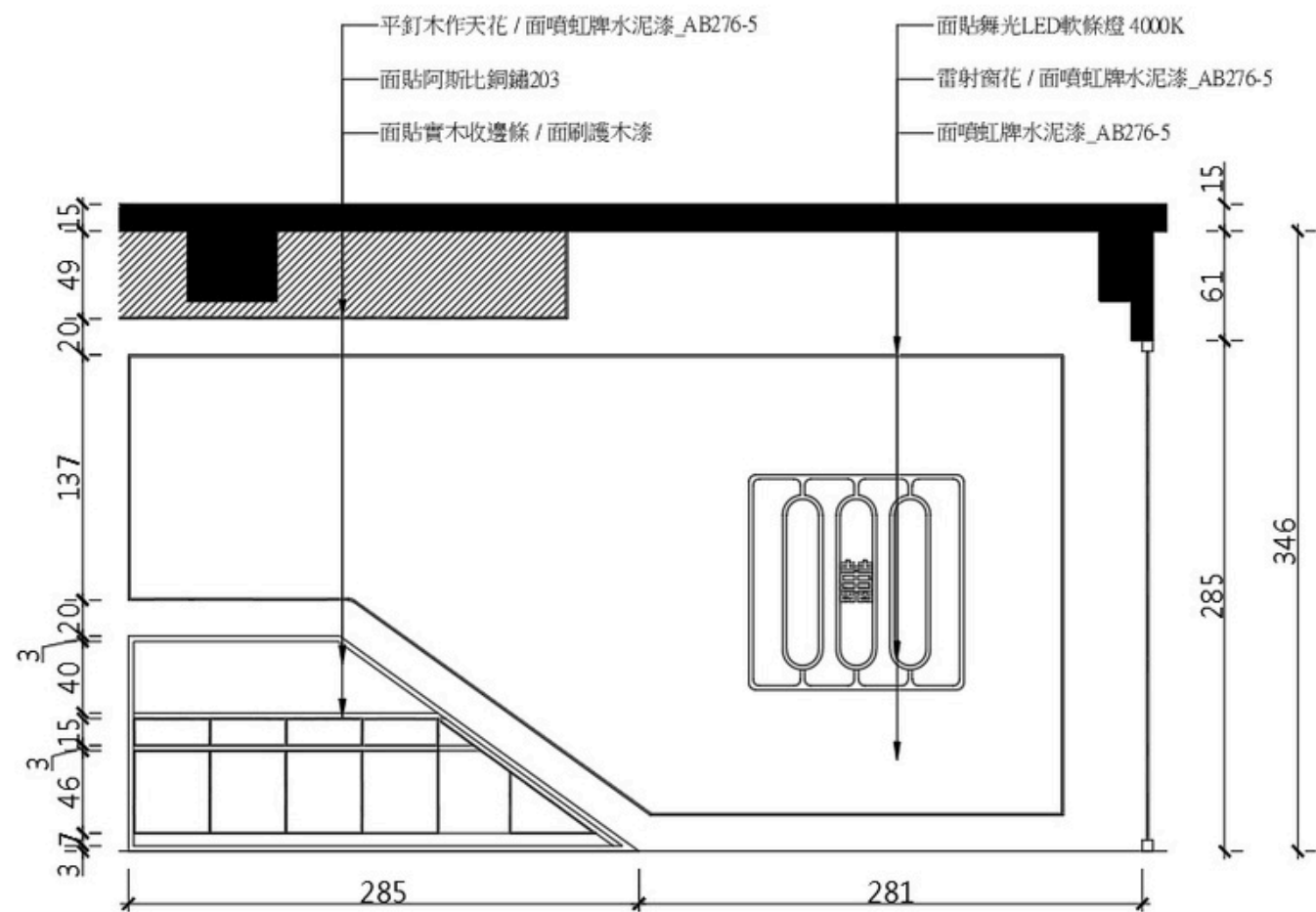
櫃台立面貼紅銅條細節，結合間接光源產生「微反射光暈」，強化精緻度。

The design utilizes smoked white oak paired with faux rust melamine board, accented with copper strips. The interplay of materials with varying reflectivities creates a sense of depth and dimension even in low-light conditions. Copper strip details are embedded in the countertop, creating a subtle halo effect when combined with indirect lighting, enhancing the overall sophistication.



針對畸零梯下空間，整合為自助區與設備集中區，透過配置萬向輪之活動櫃體，使設備維修不再依賴固定維修孔，提升維護彈性與效率。

The space under the staircase in the awkward location is integrated into a self-service area and a centralized equipment area. By using movable cabinets equipped with casters, equipment maintenance no longer relies on fixed maintenance holes, improving maintenance flexibility and efficiency.





華美



照明系統全面採用高效率LED燈具，並透過間接照明降低眩光與視覺疲勞，同時以暖色溫提升食物色澤表現，強化用餐體驗。

The lighting system uses high-efficiency LED lights throughout, and reduces glare and visual fatigue through indirect lighting, while using warm color temperatures to enhance the color of food and improve the dining experience.

環境心理層面，透過深色包覆與暖光對比，創造具有安全感與包覆性的空間氛圍，使顧客在高壓都市節奏中快速轉換情緒，進入放鬆狀態。

From an environmental and psychological perspective, the contrast between dark cladding and warm lighting creates a sense of security and envelopment, allowing customers to quickly shift their emotions and enter a relaxed state amidst the high-pressure pace of city life.

