



MEDITERRANEAN IN GENTLE WOMEN'S FANTASY

Octium Jewelry Shop

淑女梦中的地中海

Octium 珠宝店

设计师: Jaime Hayon

设计公司: Camper & Jaime Hayon

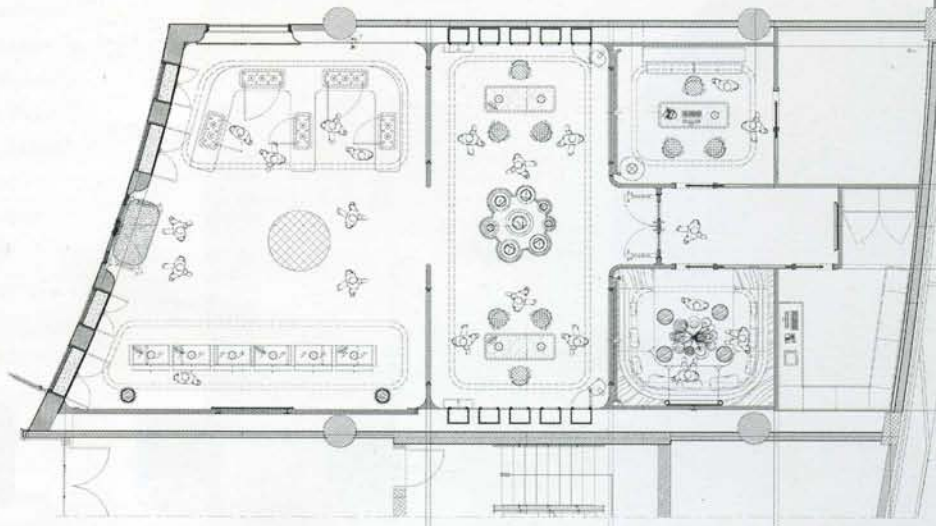
主要材料: 漆木、原木、陶瓷、长窗帘

Octium是一家奢华珠宝店，以聚集众多艺术家和设计师的设计精品而著称。Hayon在项目中运用了一种新的室内设计风格，呈现了一个与众不同、前所未有的奢华世界。传统和现代风格的融合、贵重材料和高新技术的运用，都和谐匹配在这个如梦如幻的空间中。

Jaime Hayon

1974年生于马德里，是西班牙最年轻国际著名设计师和艺术家。2004年，Jaime搬到巴塞罗那，开始像ArtQuitect, Metalarte 和 Bd Barcelona Design这样的西班牙公司设计包括玩具、家具在内的多种产品。也曾与Lladró、Bosa、Piper、Bisazza、Swarovski这些制造商合作。目前Jaime Hayon的设计已经走出伦敦，遍布世界各地。2006年他与Camper品牌第一次合作，创立了“Together”概念，运用到他的店铺设计之中。





项目平面

此项目中最重要和最具创意的亮点便是它的分区方式，或者说是珠宝展示手法，用许多不同的方法和途径将珠宝直接地展示给客户。整个空间散发着强烈的视觉吸引力，顾客徜徉其中时绝不会感到单调。

穿过店铺正面那颇显阳刚的圣劳伦黑色大理石和令人印象深刻的黄铜大门，你就进入了它令人惊讶的内部，井然有序，如出水芙蓉般，与外表形成巨大反差。

女性化的设计贯穿使用在整个项目中。受传统的地中海建筑方式的启发，内表面的石灰涂层营造出一种朴素的感觉，店铺四周的棱角也被取消了。

创意和细节是项目构思的关键。几乎每个元素都是专门为该案项目设计定制的。舞台布景的大型家具和陶瓷灯垂吊在展示台簇拥的空间中，似乎即将开演一场魔术表演。其中每处微观世界仿佛都出自一位设计师经典作品的一部分。蜈蚣一样的7米展示台使用了自然核桃木，黄铜支架就像蜈蚣的腿，这种设计是受到了达利超现实主义派的影响。

一张多脚的圆桌放置在房间中心的显眼区域，上面耸立着几个圆柱体的珠宝展示台，台上方悬挂着一些大小不一的圆柱体造型灯，从天花板上垂下来，好似钟乳石。

还有两张桌子让客人能够更舒适地体验到探索传统珠宝的乐趣。

家具上的一切，包括椅面、灯饰、手把，都是为Octium特别设计订制的。空间使用了一些反差的表面材料，如光漆木、天然胡桃木、闪亮的陶瓷品和奢华的材料，让造访者感到传统、科技在此得到了平衡配置。Octium是Hayon众多独特的室内设计中的又一经典案例，梦幻、想像、功能、品质都糅合其中。





Octium is a luxury jewelry shop that features the works of a very exclusive selection of artists and designers.

Hayon's design for this project is a new approach to interior design: very different from what has been seen in the luxury world before.

Tradition, modernity, the use of noble materials and technology are all harmoniously combined in this fantastical space.

One of the most important and innovative characteristics of this project is the division of areas and the ways of displaying the jewelry. There are many different approaches and ways to visualize and offer jewelry to the clients.

This creates a strong appeal for the viewers as the journey through the interior is anything but monotonous.

After passing through a very masculine façade in St. Laurent dark marble and an impressive brass door, one enters a surprisingly contrasting interior that is completely organic and very soft, like a beautiful female.

The use of feminine shapes is a constant all throughout the project. Inspired by traditional Mediterranean constructions, where lime is used for finishes to give an organic feel to interiors, there are no corners inside the shop. Innovation and detail are keys to the project's conception. Almost every single element was

custom designed and made for the project. From a very theatrical large furniture where ceramic lamps fall inside the display elements like an act of magic - where each micro-world is used to present a selection of works from a particular designer, to a 7 meter centipede-like display element made in natural walnut and brass crutch-like legs that honor Dali's influence.

There is a striking central area with a very complex multi-legged rounded table that has springing cylinders to exhibit jewelry and a light installation on top of this element where cylinders of different diameters hang from the ceiling like stalactites.

There are also two desks that allow a more traditional jewelry exploration experience in comfort.

Everything of furniture, including chair finishes, lamps, handles, was custom designed and made especially for Octium. The use of contrasting finishes like glossy lacquered woods, natural walnut, shiny ceramics and luxurious fabrics, gives a general feel of tradition and technology joined in a balanced proportion. Octium is yet another one of these special Hayon's interiors where fantasy and imagination meet functionality and quality.

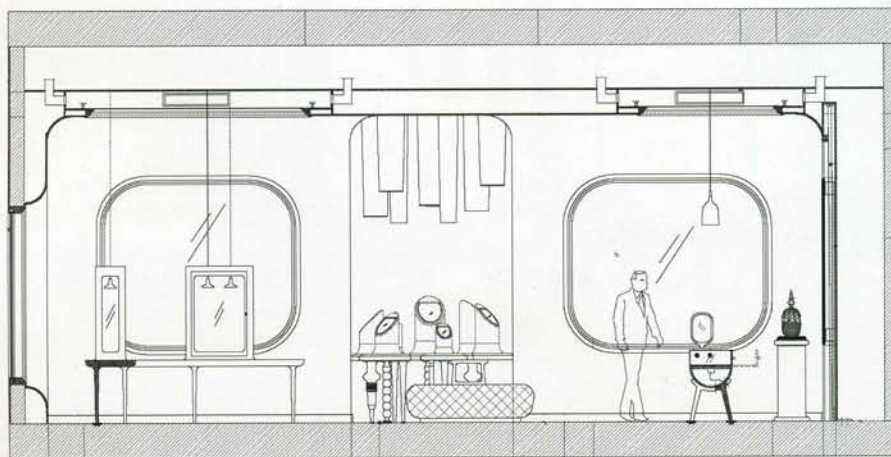


- 1.2. 蓝色的地毯和浅蓝的坐垫是“海”，淡紫的镜框是浮游的“生物”，这是一个关于海
3. 紫色的镜框流露出温柔的气息，这便是为女性专门设计的
4. 铜金色的门丝毫不显俗气，反倒透露出些许温柔
5. 白色的流线型坐椅配合同样线条柔和的桌子、镜子，流露出人性化的设计主题
6. 紫色的“根桩”其实是高低不同的镜子，如此别出心裁的设计很是吸引人的眼球
7. 铜金色的小灯就像是一件件精致的艺术品，为空间添上优雅的一笔
8. 众多大小不一的镜子在一起形成“镜中镜”，亦真亦幻，妙趣横生





- 9. 紫色的“桩”在灯光和镜面反射的条件下形成一圈圈流动
- 10. 蓝色的地毯是海，白色的椅是浪，金色的灯则是梦幻般的
- 11. 众多的灯饰集合在一起，形成亮丽的花束



项目剖面图