

④ 国际室内设计年鉴 2009

INTERNATIONAL INTERIOR DESIGN 2009

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设计网
OFFICE

ADAC WURTTENBERG- GESCHAFTSSTELLE WAIBLINGEN

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项目资料
 设计单位: 斯图加特 Ippolito Fleitz Group
 合作者: HEIKAU Raumgestaltung GmbH
 设计团队: Peter Ippolito, Gunter Fleitz, Tim Lessmann, Fabian Greiner
 摄影: Uwe Spoering, Zoëy Braun
 客户: ADAC WURTTENBERG
 项目位置: Franckerstrasse 16, 71332 Waiblingen, Germany
 面积: 270平方米

Project Information
 Design Unit: Ippolito Fleitz Group, Stuttgart
 Partners: HEIKAU Raumgestaltung GmbH
 Design Team: Peter Ippolito, Gunter Fleitz, Tim Lessmann, Fabian Greiner
 Photography: Uwe Spoering, Zoëy Braun
 Client: ADAC WURTTENBERG
 Project Address: Franckerstrasse 16, 71332 Waiblingen, Germany
 Area: 270 m²



项目说明:

ADAC是德国最大的汽车俱乐部和协会中心,代表了德国汽车司机的利益。该机构拥有超过145万的成员和差不多200座子办公室,是欧洲第一大、世界第三大的汽车俱乐部。

其位于德国巴登州魏廷的分支办公楼希望重新设计和装修办公室。迁往新址的Waiblingen分部其面积扩展至接近270平方米,将作为此次的试验模式。该分部每年有超过25 000名客户到访,是ADAC在德国南部地区巴登州规模最大的分支机构。

设计的目标是建造一个带有现代感和整洁感的现代化内部系统,该系统设计时考虑如何清楚划分空间的不同功能,同时要便于各个区域功能的实施。设计的新概念还要求展示ADAC高层次的价值和形象,并指出其定位是一个历史悠久而自傲历史的现代化俱乐部。

为了达到这些要求,设计时使用了清晰的标准材料、轻量元素的对比和整体的空间方案。

Waiblingen分支的销售楼其地面近乎完美,由三面墙包围。这样分布空间是为了让设计地容易理解。两个重点区域——会员服务区和旅游部,分别位于两端墙边的显著位置,而柜台和中心区域则作为产品展示区。

沿着边缘,连接的储存系统从地面延伸至天花,给人紧致空间以及相同材质结构的印象。与视线同高的水平架使人对浅灰和叠层内隔有不同的感受,并且以一种相当时尚的展示方式为顾客提供了相关的信息,如旅游目录和旅行地图。出于儿童安全座椅和后备箱车辆装饰品的考虑,将架子延伸至展示区域。

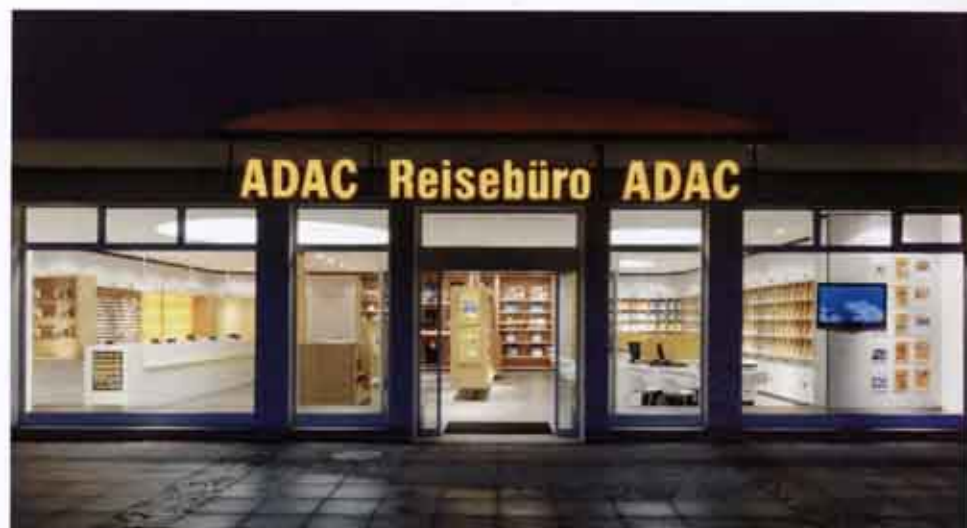
桌子的中部特别增加了两个独立展示架用以摆放地图和书籍。这些元素通过另外两个紧凑的展示单元得到了提升。从整体上看,这些不同高度和长度的元素创造了起伏的风景,引导了游客的视线,分隔了空间并产生了不同的视觉景观。

由于这些大型展示架脱离地面,因此减轻了地面的承重。所有的展示架及展示元素都由橡木单板完成,并设计为捕捉产品和信息的框架。这样,即使是不同类别的产品,其展示也显得整洁而有序。

顾客可以获得个人服务的信息服务台非常出众,是白色的,接近雕塑样式。旅游部及会员服务区则采用不同形式的构件从中区分。旅游部设有几张大型的邀请桌,每张桌子两边各有两个座位。桌子的形状让人想起飞行的感觉,是突出的亮点,在此可为顾客提供参考和在公共空间提供贴心帮助。

相比之下,会员服务区的特色在于那张长柜台。在这里,高峰期时能够快速地完成商务交易是非常重要的。顾问坐在较高的位置上可以让他们与顾客之间的隔阂尽可能减少,所以是必要的。添加的服务台可以让顾客在合适的条件下进行非正式或机密的高谈。

房间的清晰性则由大格的灰色瓷砖地板强调突出。不同的功能区由家具相配衬,并由天花上大型、圆形的小岛区分。轻盈的形式是与物质化安装材料的一种迷人对比。其材料和颜色源自汽车俱乐部公司的设计,是对ADAC公司传统元素黄橙色的优化。这个颜色被用做重点色彩。它除了是企业标识外,同样也作为额外的水平空间指导。



Project Description:

The ADAC is Germany's largest automobile club and assists, informing and representing the interests of the German car drivers. With more than 14.5 million members and around 200 branch offices, the ADAC is the largest automobile club in Europe and the third largest in the world.

The Baden-Württemberg division of the ADAC wished to modernise and redesign its branch offices. The Waiblingen branch, which recently moved to new premises and expanded to fit an approximately 270-square-metre space, was chosen as a test model. This branch is visited by more than 25,000 customers a year and is one of the largest ADAC branch offices in the southern German state of Baden-Württemberg.

The aim was to design a contemporary interior system with a modern and uncluttered feel. The system is designed in a way that takes the clearly defined functions of the space into account, and at the same time enables its implementation in different spaces. The new concept also needed to display a high degree of identification with the ADAC's values and look, and position the club as a modern service provider with a long and proud tradition.

The design concept translated these requirements using a disciplined and lucid canon of materials, deliberate contrast between heavier and lighter elements and an integrated spatial solution.

The sales floor of the Waiblingen branch is almost a perfect square and is contained on three sides by walls. The space is divided up in such a way as to make the layout easily comprehensible: the two main focal points, the members' service area and the travel bureau, are in prominent position along the two side walls, while the back wall and central area are reserved for product presentation.

Along the side walls, a continuous storage system stretching from floor to ceiling supports the impression of a compact space and gives it a homogenous frame. A horizontal band of shelving running at eye level gives an additional accent to the pale grey, laminated cabinets, and affords customer-relevant information such as travel catalogues or touring maps a stylish means of presentation. The band broadens towards the presentation area for child safety seats and vehicle accessories on the rear wall.

The centre of the room is characterised by two freestanding shelving units, designed to hold maps and books. These elements are enhanced by two additional compact display units. Taken in their entirety, the different heights and lengths of these elements create a topographical landscape, thereby directing the viewer's gaze, separating areas and generating different vistas.

The heaviness inherent in the massive shelving units is lightened by their detachment from



the ground. All shelving and display elements have been given an oak veneer finish, and are designed as a frame to capture the products and information on display. In this way, product presentation always appears tidy and ordered, even with such a heterogeneous range of products.

The information desks, at which customers can receive individual help, are striking, white, almost sculptural forms. The travel bureau and member service area are differentiated by the different forms of the fitted elements. The travel area comprises of large, inviting desks with seating for two customers at each position. The desks, whose shape is reminiscent of flying, are prominent points of reference for the customer and offer sufficient space for providing confidential help within the public space.

The member service area, in contrast, features a long counter. Here, it is crucial that many transactions can be handled quickly at peak times. Customer advisors sit at an elevated level to as to make the barrier to the customer as small as possible, yet as clear as necessary. An additional service table for informal and confidential consultations completes the range of fitted elements.

The clarity of the room is further accentuated by a large-format, grey ceramic tile floor. Complementing the furniture, the different functional areas are marked by large, circular light fixtures executed in the ceiling. Their lightness forms an alluring contrast to the physicality of the fitted units. The materials and colour palette, which is strongly derived from the automobile club's Corporate Design, is rounded off by elements in the traditional, yellow-orange ADAC corporate colour. This colour is only used as an accent colour and, in addition to its function as an identity carrier, also provides an additional level of spatial guidance.

