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ALLAN ZEMAN

The renowned entrepreneur and Hong Kong's 'Father of Lan Kwai Fong' talks to *Perspective* about joining the West Kowloon Cultural District Authority and what lies ahead for the Kai Tak Fantasy

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WHERE PRECISION AND SIMPLICITY MEET

Text: Adrian Ho Photography: Courtesy of Plot Architecture Office

At Schüller's first showroom in Hong Kong, a streamlined design concept by Plot Architecture Office is held together by a multifunctional folding metal strip



In recent years, the kitchen design market in Hong Kong has experienced enormous growth, seeing the introduction of countless beautiful galleys and kitchen innovations. Joining the party is Schüller, a German brand founded in 1965 which excels in both design simplicity and fine craftsmanship, which opened its first Hong Kong showroom last August.

Introducing its products to the local market for the first time, the Schüller showroom was designed by Hong Kong-based practice Plot Architecture Office, which tackles spatial design challenge via a direct and precise approach. In this 1,300 sq-ft

diamond-shaped space, the practice envisaged an interior design scheme that aligns with the brand's philosophy for functionality and design.

The showroom comprises five kitchen zones, each having a distinct environment to display the brand's exquisite creations. The kitchen zones are connected via a metal folding piece, which dictates the zoning sequence and conceals the back-of-house area.

The dark metal not only reflects the brand's sharpness and simplicity, it also integrates into the showroom setting and simultaneously contrasts with the

products. Meanwhile, each fold on the piece presents a function in relation to the kitchen zone it serves.

The metal piece begins at the showroom entrance and morphs into a large reception counter, where the darkness is complemented by subtlety of veneers. The piece then folds into a signage wall at the focal zone, the primary area that displays the brand's top-notch built-in products. Beside the signage wall is the video wall, which brightens up the open setting of the meeting zone. The metal then folds again and transforms into a transition portal, through which customers can learn of the brand's second product line. ●



Clockwise, from top left The metal piece begins at the entrance and morphs into the reception counter • A video wall in the meeting zone • The showroom features five distinct kitchen zones • The metal piece folds into a portal which leads customers to see the second product line