

Cast in Shadow

造影式

設計者」雲邑室內設計 / 李中霖

參與者」游琦君

攝影者」狐色影像製作 / 徐詠倫

空間性質」服飾店

主要材料」舊木料、進口環保藝術漆、鐵件、岩板

面積」26 坪

Designer」YUN-YIH Design Company / Ray Lee

Participant」Chi Chun Yu

Photographer」WHOSE IMAGE STUDIO / HSU YUNG-LUN

Category」Fashion Boutique

Materials」Reclaimed timber, imported eco-friendly artistic paint, steel, sintered stone

Size」86 m²

本案坐落於一間新落成的大樓，以一至二樓複層商空作為品牌展示舞台，坐擁長矩形格局與臨路大面開窗的優勢，使空間得以在有限尺度中發展豐富層次。業主代理多項來自日韓的服飾品牌，希望跳脫傳統零售空間的陳列邏輯，透過鮮明而具記憶點的場域設計，賦予商品更高的價值感與敘事性。

設計團隊從建築條件出發，將一樓規劃為男裝展示區，二樓則留給女裝及配件系列，並藉由截然不同的空間氛圍塑造兩種性格鮮明的購物體驗，來訪者不只是進入一家服飾店，更像步入一場關於材質、光線與風格的展演，在移動與停留之間，逐步感受品牌所欲傳遞的生活美學。

量體堆砌的構圖

原建築擁有兩處出入口，設計團隊選擇保留短軸側入口，並捨棄長軸側直接進出的可能，當顧客自街道步入店內，首先經歷的是略帶壓縮感的入口過渡區，以此刻意保留幾分神祕與期待，待穿越入口後，挑高的天花與縱深尺度隨即映入眼簾，形成豁然開朗的感受。

另一方面，長軸側則轉化為大型櫥窗界面，寬幅落地玻

璃讓街景與室內相互滲透，成為全天候吸引目光的展示舞台，懸掛於鐵件結構上的服飾因不同時段的光影展現不同姿態，模糊商店與城市之間的邊界。室內動線結合展示櫃體與陳列平台逐步推進，引導顧客在觀看商品時，自然沿展示節點移動。

突出用材肌理的戲劇性

一樓肩負吸引來賓目光與建立識別度的重要任務，因應業主的期待，男裝區須展現強烈個性，以俐落線條與用材衝突為核心，構築豐富的戲劇張力。整體構圖以線性元素貫穿，透過展示架、鐵件吊掛系統與量體切割，建立清晰秩序，空間中央的展示櫃體不僅承擔商品陳列功能，也成為整體動線與視線的核心節點。

櫃台採用回收木材，深淺不一的燒痕鮮明了木質原有紋理，搭配框盒式結構形成深邃陰影，灰階為一樓設色主題，牆面以塗料油畫般的筆觸呈現，反襯鐵件細節，冷冽且理性的材質特性，與炙木的自然粗獷形成鮮明對話，配合高挑天花進一步放大空間視覺尺度，也強化男裝區所欲呈現的率性與力量感。

1. 店面入口採用玻璃門板，在有限空間內創造多元視角，依循房樑和其餘量體的指向，以及空間底部的鏡面牆延展景深。

1. The entrance features glazed doors that create multiple perspectives within a limited footprint. Structural beams, architectural volumes, and a mirrored wall at the far end work together to extend visual depth.



富有包容力的低彩度基調，將視覺聚焦於服飾與光影的展演，
打造吸睛與質感並存的情境，隨日夜交替，輪換溫潤與迷幻兩種個性。

天然光影的運筆

相較於一樓的冷冽與張力，二樓轉而呈現緩和節奏，此區主要展示女裝與相關配件，因此設計更著重於舒適感與細節層次。香氛展示區、洗手台與更衣間則完整構成顧客停留與體驗所需的機能場景，提升購物過程的沉浸感。木質地坪鋪展溫潤基底，搭配更衣室岩石鑿面質感及細膩特殊塗料牆面，形成粗糙與光滑並存的豐富對比。

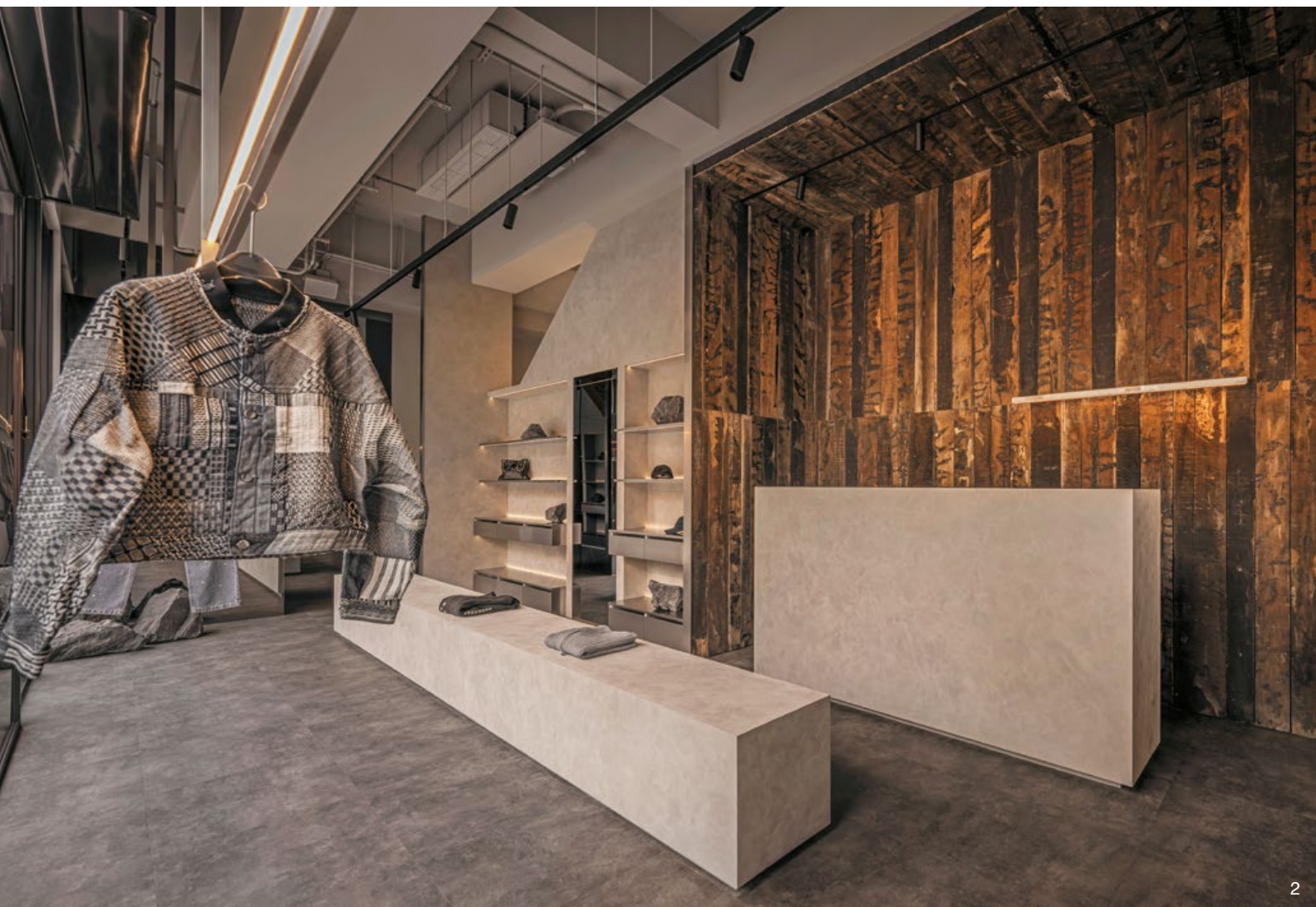
落地窗捨棄簾幔，採抗 UV 玻璃處理外窗，在維持舒適

度的同時保留充足採光。白日樹景透過大片玻璃被引入空間，營造出彷彿森林映照於室內的虛實景象，入夜後燈光接續自然光的角色，枝葉投影與牆面紋理交錯重疊，形成如藝術裝置般的奇幻光景。

從一樓到二樓，顧客彷彿經歷了一場完整的感官旅程：從率性鮮明的都市風景，逐步走入溫暖靜謐的自然展場。不同樓層所塑造的儀式感，不僅深化了品牌形象，也讓商品與空間產生更深層的情感連結。撰文」江瑜

2. 一樓櫃台背牆採用回收木板拼貼，以其不修邊幅的粗糙質地呈現工業化的粗獷感，回應室外的光源和自然綠意。3. 櫃台區以挖空手法和其餘展示商品的平面做出區隔，並以金屬包邊，讓量體輪廓更顯俐落，與一樓展示男裝的英挺彼此呼應。4. 大幅落地窗側設置綿延的鐵件，向店面內外兩側流動的人群展示懸掛的商品，層架間嵌入纖細燈條，在夜間點亮不同於白日的觀看角度。

2. The backdrop behind the first-floor counter is clad in reclaimed timber panels. Their raw texture introduces an industrial character while echoing the natural light and greenery outside. 3. Recessed detailing distinguishes the counter area from surrounding display surfaces. Metal edging sharpens the volumes, echoing the tailored character of the menswear collection. 4. Continuous steel structures run alongside the floor-to-ceiling windows, presenting suspended garments to both interior visitors and passersby outside. Slim integrated lighting reveals a different visual character after dark.







Located within a newly completed building, the project occupies a two-level retail space that serves as a stage for the brand. Benefiting from an elongated floor plan and expansive street-facing windows, the interior develops rich spatial layers within a limited footprint. Representing several fashion brands from Japan and Korea, the owner sought to move beyond conventional retail display strategies, using a distinctive and memorable environment to enhance both the value and narrative quality of the merchandise.

Responding to the building's existing conditions, the design team designated the first floor for menswear and the second floor for womenswear and accessories. Through two distinct spatial languages, each level offers a unique shopping experience. Visitors are not simply entering a clothing store, but stepping into an immersive presentation of materials, light, and style, gradually discovering the lifestyle aesthetic embodied by the brand.

Composition Through Layered Volumes

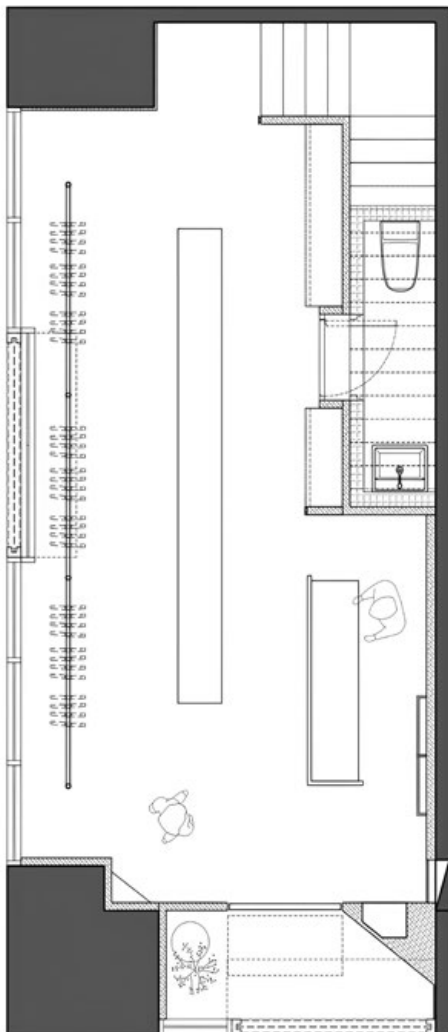
The original building featured two entrances. The design team retained the entrance along the shorter axis while eliminating direct access from the longer side. Upon

entering from the street, visitors first pass through a compressed transitional zone that intentionally creates a sense of anticipation and intrigue. Beyond this threshold, the double-height ceiling and elongated spatial depth unfold dramatically, generating a strong feeling of openness.

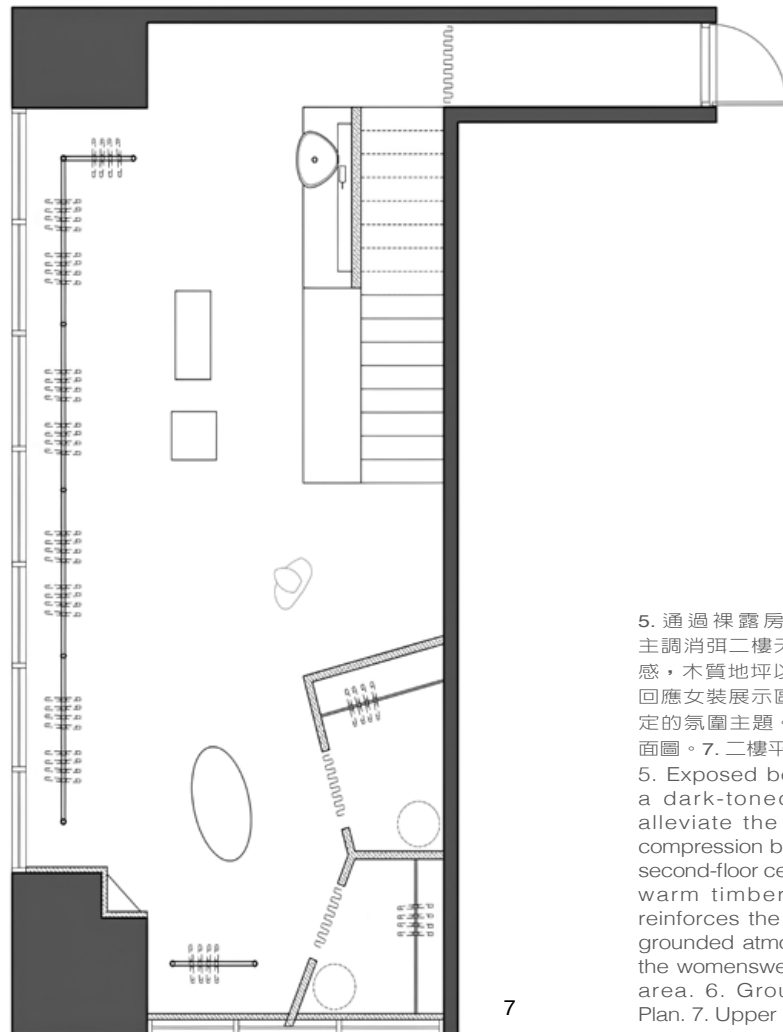
The long-axis façade was transformed into an expansive display window, where floor-to-ceiling glazing blurs the boundary between street and interior, creating an ever-changing stage visible throughout the day. Garments suspended from the steel framework take on different appearances as light conditions shift, softening the distinction between store and city. Display fixtures and presentation platforms are integrated into the circulation path, guiding visitors naturally from one focal point to the next.

The Drama of Material Expression

The first floor plays a critical role in attracting attention and establishing the store's identity. In response to the owner's vision, the menswear area was designed with a bold character, combining crisp lines and contrasting materials to create dramatic tension.



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5. 通過裸露房樑和深色主調消弭二樓天花的壓迫感，木質地坪以溫潤質地回應女裝展示區沉靜且安定的氛圍主題。6. 一樓平面圖。7. 二樓平面圖。

5. Exposed beams and a dark-toned palette alleviate the sense of compression beneath the second-floor ceiling, while warm timber flooring reinforces the calm and grounded atmosphere of the womenswear display area. 6. Ground Floor Plan. 7. Upper Floor Plan.



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8. 梯間採開放式處理，以展示櫃和深色玻璃共構護牆，讓光影在上下樓層間自由流動，建立通透視感。9. 二樓的中島量體不同於一樓低矮且修長的型態，採用深色塊體，拉低視覺重心，並以此變化場景節奏。10. 夜間的室內氛圍因為從外面投入的樹影顯得迷離，虛幻的枝桠與月光在建材平面的肌理間搖曳生姿。11. 更衣間因應顧客在短時間內更換大量衣物的需求，將門邊的畸零角落化為置放衣物的空間，配合舞台聚光燈般的照明設計，優化使用體感。

8. The staircase is designed as an open element, with display units and dark glass forming the balustrade. Light and shadow move freely between floors, enhancing visual transparency. 9. Unlike the low and elongated display elements on the first floor, the second-floor island takes the form of a dark monolithic volume that lowers the visual center of gravity and introduces a different spatial rhythm. 10. At night, shadows cast by surrounding trees create an ethereal atmosphere. Branches and moonlight dance across textured surfaces, producing a dreamlike scene. 11. Responding to the need for frequent outfit changes, the fitting room transforms residual corner space beside the entrance into a practical storage area. Spotlight-inspired lighting further enhances comfort and usability.

Linear elements run throughout the composition, while display systems, suspended steel structures, and carefully defined volumes establish a clear sense of order. At the center, the main display fixture functions not only as merchandise presentation but also as the focal point for circulation and visual orientation.

The service counter is crafted from charred timber, preserving the natural grain beneath layers of burn marks. Combined with box-like framing elements, it creates deep shadow effects throughout the space. A grayscale palette defines the first floor, while walls finished with painterly textures provide a backdrop for refined steel details. The cool precision of metal contrasts with the rugged warmth of charred wood, creating a compelling dialogue. Together with the lofty ceiling height, these elements reinforce the sense of scale, confidence, and strength that characterizes the menswear environment.

Drawing with Natural Light

In contrast to the cool intensity of the first floor, the second floor unfolds at a gentler pace. Dedicated to womenswear and accessories, the design emphasizes comfort and

layered detail. A fragrance display area, wash basin, and fitting rooms create a complete experiential environment that encourages visitors to linger. Warm timber flooring establishes a welcoming foundation, while textured stone-like surfaces in the fitting rooms and delicately finished walls create a rich contrast between roughness and refinement.

The floor-to-ceiling windows remain free of curtains, using UV-protective glazing to maintain comfort while maximizing daylight. During the day, surrounding trees are visually drawn into the interior through expansive glazing, creating the impression of a forest reflected within the space. At night, artificial lighting continues the role of natural light, as shadows of branches and textured wall surfaces overlap to produce an atmosphere reminiscent of an immersive art installation.

Moving from the first floor to the second becomes a complete sensory journey, transitioning from a bold urban landscape to a calm and nature-inspired environment. The distinct atmosphere of each level not only strengthens the brand identity but also fosters a deeper emotional connection between the products, the space, and its visitors.



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