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瑞典 Stylt Trampoli 工作室在品牌定位与设计上
大有誓不惊艳死不休的势头，为设计平添一份真正的乐趣。
*A multi-disciplinary design firm, Stylt Trampoli brands
and designs a fun time.*
Text: Jeffrey Ying Photos: Stylt Trampoli





瑞典哥德堡 Stylt Trampoli 设计工作室常常交出异想天开的室内设计作品，从 Le Pain Francais 面包店到 Le Rouge 餐厅，无一不是奢华且充满玩味儿，大有誓不惊艳死不休的势头。

二十多年来，创办人埃里克·尼森将 Stylt Trampoli 打造成为设计与品牌定位兼顾的综合设计工作室。在这里，设计不光是分析工具那么简单。作为一个整合传播平台，工作室懂得向客户传达整体设计观念时整合所有视觉要素的意义所在。在他们看来，企业品牌故事是极具价值和身份认同感的资产，甚至是最具价值的品牌资源。有了好故事作支撑，一个强有力的、给人真实触感的品牌就建立了。好的故事是品牌理念形成的基础，不仅可使品牌理念具有很强的吸引力，并且非常清晰和准确。根据项目需要，每个设计过程可能涉及一人或多人或集体的努力，包括建筑师、室内设计师、艺术家和其他专业人士。难怪 Stylt Trampoli 在品牌定位与设计上出类拔萃，尤擅长餐厅、潮地和酒店的设计及品牌定位。

优化定位特色，创立品牌风格，对企业可持续性发展具有很大的推动作用。拿 Le Rouge 餐厅来说，它采用了王公帐篷的主题，总让人想到奢华的私人游猎或是 18 世纪女子的深闺。餐厅擅于重新诠释经典意大利餐和法国料理，营造一个有说服力的视觉空间的初衷已经成功实现。

Le Pain Francais 面包店更为大众化，但依然奢华，内饰采用了大量的天鹅绒、雕塑及其他装饰品。哪怕只是买个三明治或者法式长棍面包，这个四层楼的面包店无疑是一次令人五感皆愉悦的美妙体验。

国内外四百多家餐厅，250 家酒店以及各式潮地设计作品就足以让 Stylt Trampoli 工作室熠熠生辉。



Founded by Erik Nissen Johansen, and based in Gotheberg Sweden, Stylt Trampoli is a multi-disciplinary branding and designer agency responsible for some of the more lavishly whimsical interiors out there. From French bakeries such as Le Pain Francais to a restaurant called Le Rouge, the design schemes are completely unexpected, lavish and fun.

Existing for more than 20 years, Stylt Trampoli goes a few steps further than just using design as a profiling tool. As a communication agency, they also see the value of integrating overall visual themes in order to convey a cohesive whole for

the client. Stylt's work is based on the idea that the story of the company is a valuable identity asset and the most valuable brand resource. With storytelling as its base, a powerful resource in the form of a tactile brand is created. The whole project may involve architects, interior designers, artists and other specialists. A good story becomes the foundation for clear, attractive and highly distinctive concepts. Indeed it's no surprise that Stylt's strengths lay in the experience, destination and hospitality industry.

The commercial viability has made the concepts persistent, profitable and brand conscious. For example, Le Rouge restaurant incorporates a red tented theme that could bring to mind a luxury safari or an 18th century boudoir. Clearly the aim for a cogent visual whole has succeeded since the restaurant specializes in reinterpretations of classic French and Italian food.

The Le Pain Francais bakery caters to a more democratic idea but it is lavish nonetheless. The slightly madcap look of the interior is compounded with lush textures of velvet and a multitude of sculptures and artworks. This makes the four-story restaurant a sensory experience for anyone simply wandering in to buy a baguette or sandwich.

Stylt have, nationally and internationally, been involved in more than 400 restaurants, 250 hotels and a variety of destinations during their time in the business. ■