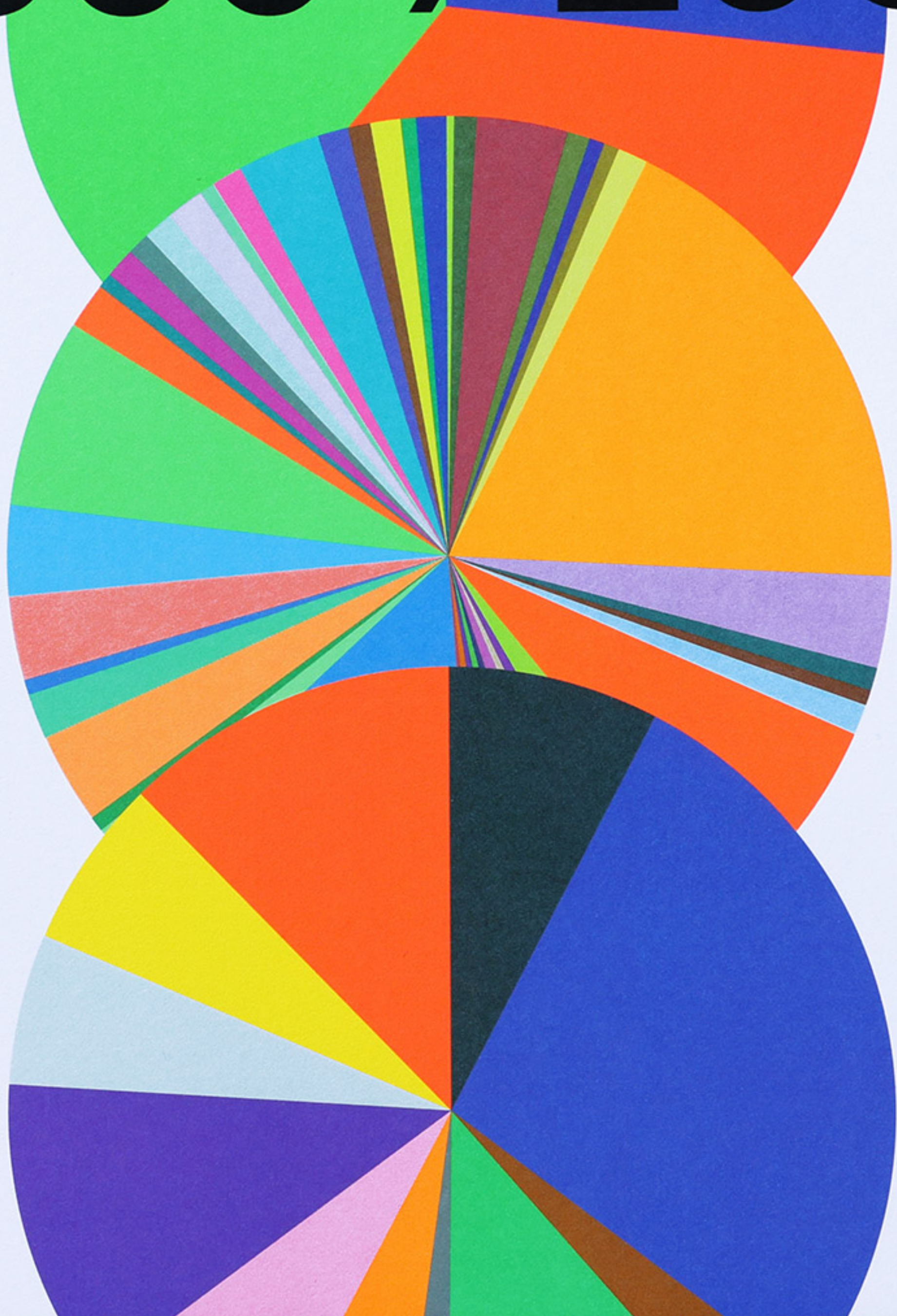


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瑞士卡姆磚廠博物館展覽

Exhibitions in the Ofenturm of the Brickworks Museum in Cham/CH



設計公司：Atelier Andrea Gassner
與 Roger Boltshauser 合作
設計師：Andrea Gassner、Marcel
Bachmann (執行)
建築師：Roger Boltshauser 與
LEHMAG AG 及蘇黎世聯邦理工學院
合作

攝影師：Luca Ferrario
策展人：Andrea Gassner、Roger
Boltshauser
客戶：瑞士卡姆磚廠博物館；蘇黎世
Boltshauser 建築工作室
製作：Schlosserei Kalb、多伯恩；
Mader Werbetechnik、勞特阿赫

Design Agency: Atelier Andrea
Gassner in collaboration with
Roger Boltshauser
Designer: Andrea Gassner, Marcel
Bachmann (Producing)
Architect: Roger Boltshauser in col-
laboration with LEHMAG AG and
ETH Zürich

Photographer: Luca Ferrario
Curator: Andrea Gassner, Roger
Boltshauser
Client: Brickworks Museum, Cham;
Boltshauser Architekten, Zurich
Producer: Schlosserei Kalb,
Dornbirn; Mader Werbetechnik,
Lauterach

本年度的品牌空間設計金獎由一個展覽空間作品摘得。該展覽在由 Roger Boltshauser 為瑞士卡姆的磚廠博物館所設計的塔裡舉行，而展覽內容則是由攝影師 Luca Ferrario 為這座建築拍攝的圖片。展覽的策展人兼設計師利用空間與展品的聯繫構建出了令人震撼的空間體驗。

該建築因其狹窄而深邃的空間構成本身就可被視為一件展品。設計師旨在將展覽元素戲劇性地置入空間，使展品與空間成為一個整體。考慮到這是一個短期展覽，設計師使用纖薄的面板作為三張圖像堆疊呈現的媒介。根據空間的高度，三塊疊加向上的面板有三米甚至六米高。設計師三塊面板設置了不同的斜度設計，更好地呈現圖像。圖像的解釋性文字被置於圖像的對面，並使用更小但形狀相似的面板呈現。面板不同的傾斜角度不僅有助於提高文字的可讀性，也與圖像部分尺度更大的面板產生呼應。最終，展覽內容不僅展現了其自身的特質和內容傳播的目的，也成為空間內場景的一部分。

無論是為品牌還是展覽設計空間，設計的目的都是凸顯並放大它們的特點和理念，給前來的人留下深刻的印象。這件作品所構建的視覺張力讓人難以忘懷。展品已經與空間合二為一，不分彼此。結合空間窄且高的內部空間，設計師也大膽地將展覽內容往高處延伸，讓整個展覽的尺度感契合建築的氛圍。由於圖像即是該建築和空間本身，平面的圖像與立體的空间如同鏡子一般相互映射，創造出空間之外的視覺效果。設計師的創作手法並不複雜，但他們對於空間的深入理解，讓簡單的展陳方式得以構建統一而強大的視覺和體驗。

The Gold Award of Spatial Design for Brand of this year was won by an exhibition space project. The exhibition took place in the vault tower designed by Roger Boltshauser for the Brickworks Museum in Cham/CH, and the content of the exhibition consisted of photographs taken by photographer Luca Ferrario of this building. The curator and designer of the exhibition created a stunning spatial experience by establishing a connection between the space and the exhibits.

The architecture itself, with its narrow and deep spatial composition, can be seen as an exhibit. The designers aim to dramatically incorporate the exhibits into the space, making them as a whole. Since it was a temporary exhibition, the designers used thin panels as the medium for presenting three stacked images. Depending on the height of the space, the three upward-stacked panels are three meters or even six meters tall. The designers set different inclinations for the three panels to better present the images. Explanatory texts for the images are placed on the opposite and presented on smaller but similarly shaped panels. The varying angles of the panels not only improve the readability of the text but also echo the larger-scale panels of the image portion. Ultimately, the exhibition content not only showcases its own characteristics and the purpose of content dissemination but also becomes a part of the interior space.

Whether designing spaces for brands or exhibitions, the aim of the design is to highlight and amplify their features and concepts, leaving a profound impression on visitors. The visual tension created by this project is unforgettable. The exhibits have merged with the space, becoming inseparable. Combining the narrow and tall interior space, the designers boldly extend the exhibition content upwards, aligning the scale of the entire exhibition with the ambiance of the architecture. As the images are both representations of the building and the space itself, the two-dimensional images and the three-dimensional space mirror each other, creating visual effects beyond the physical space. The designers' creative approach is not complex, but their deep understanding of space allows for a unified and powerful visual and experiential presentation through simple exhibition methods.

