Project name: Zhongmeishan self-service BBQ PLUS

Location: Beijing Linao CITY PARK Shopping Center

Staring time: 2022.1

Completion time: 2022.9

Design company: FUNUN LAB（www.fununlab.com）

Chief designer: Fan Jie

Design team: Liu Zhaoping ,Liu Najun

Project area: 1039㎡

Photographer: Song Yuming

FUNUN LAB｜Reshape Zhongmeishan

Zhongmeishan, originating from Wudaokou in Beijing, has opened its first upgraded brand store in Olympic North, which is a high-end living area in Beijing. In order to meet the needs of the high-end customer group in this area,the brand invited FUNUN LAB, an interior design brand which has been deeply involved in the catering space in Beijing for many years, to design its first branch.

FUNUN LAB analyzed the users near the site and conducted a deep research of the space design. They decided to break the monotony of the square space by incorporating blocks so there are more details and readability from the match between light and shadow.

**Shape of Clouds and Mountains**

A white staircase that soars upward becomes the visual focal point in this regular space. Its freely flowing curves resembling a continuous mountain range,which softens the space's linear construction and also echoes the brand concept.

The sculpture-like staircase not only enhances the aesthetics of the space, but also provides the space with clear and bright flow lines. The clear and reasonable line design that links up various corners of the space provides detailed guidance for meal-taking paths.

**Reshaping Relationships**

Behind the category is the cuisine itself, while behind the brand is humane care. Interactivity is an important part of modern restaurant brand management. Therefore, the designer has particularly set up an interactive area on the first floor of the space, reconstructing the relationship between the space and the diners, enriching the dining experience, and stimulating the diverse sensual pleasures of enjoying delicious food.

When you are standing on the first floor and looking far into the distance, a transparent private room shows up on the other side of the mountain, creating a reminiscent scene described in the poem, “As you are enjoying the scenery on a bridge, upstairs on a tower people are watching you.”

**Light and Shadow Construction**

The dining tables on the first floor are arranged in a staggered manner in the open space, making good use of light and shadow to create different atmospheres for different functional areas, achieving a balance between space utilization and dining experience. The staircase that connects the first and second floors is embedded with backlight to soften the toughness of the space. All the lines are arranged freely and in a whole depict a balance between rigidity and softness, light and dark, square and flowing lines, bringing a dynamic energy to the grand dining space.

The design and lighting on the second floor are more private, creating an ideal atmosphere for intimate conversations over a drink. Private rooms are suitable for small gatherings, banquets, and team building activities with friends, greatly enriching the possible functions of the restaurant.

Aesthetic creativity ignites commercial logic. FUNUN LAB deduces the operation of commercial space from the perspective of the client. By using the technique of macro shaping and micro interpretation, an exquisite feeling was integrated into the whole space that is full of strength and roughness. It interprets the modern inspiration of cuisine and environment, making the grand space lively, interesting, and everywhere is fully functioned. It naturally helps the brand achieve the core upgrade of vision and category.

Cuisine and environment, freedom and high-end feeling, aesthetics and commercial logic are not in the opposite positions. FUNUN LAB will continue to reshape the design of commercial space to enable more possible functions in the space.

项目信息

项目名称｜仲美山自助烤肉PLUS

项目地点｜北京林奥CITY PARK购物中心

设计时间｜2022年1月

完工时间｜2022年9月

设计公司｜FUNUN LAB设计研究室（www.fununlab.com）

主案设计｜范杰

设计团队 | 柳兆平、刘娜君

项目面积 | 1039㎡

项目摄影：锐景摄影（宋昱明）

FUNUN LAB｜重塑仲美山

起源于北京五道口的仲美山将首家品牌升级店开到了北京奥北高端生活圈，由此为了满足奥北高端生活圈的客群就餐需求，品牌方仲美山邀约到深耕北京餐饮空间设计的FUNUN LAB为其进行首家分店的空间设计打造。

FUNUN LAB对场地附近的人群进行用户分析，对场地的空间设计进行调研。决定通过置入体块的方式打破方正空间的单一叙事，以光影搭配赋予空间更多细节与可读性。

**形意云山**

规整的空间内，一道扶摇而上的白色楼梯成为空间中的视觉重点，自由流畅的曲线好似连绵的山脉。软化了空间单一的直线构成的同时也呼应了品牌理念。

如雕塑般存在的楼梯除了有提升空间美学上的作用，还赋予了空间明朗的动线。清晰合理的动线设计为食客的取餐路径提供了详细的指引，串联起空间各个角落。

**重塑关联**

品类的背后是美食本身，品牌的背后则是人本的关怀。互动性是现代餐饮品牌管理中重要的一环，为此，设计师特别在空间一层设置了明厨互动区域，重构空间、食客的关系，丰富就餐体验，激发享用佳肴时的多元化感官乐趣。

站在空间一层举目而望，一个透明的包间出现在云山彼端，颇有“你站在桥上看风景， 看风景的人在楼上看你 ”的意境。

**光影构筑**

整体区域一层在开阔中错落有致地排布餐位，善用光影，为不同的功能区块特别设置了不同的光影氛围，将空间利用率和就餐体验达至平衡。串联空间一层和二层的楼梯嵌入背光灯柔化空间的硬朗感，整体线条写意勾勒，刚与柔、明与暗、方正与流线并举，也让大气的餐饮空间定格了一抹灵动生机。

二层的设计和光线更为私密，更宜把盏诉说衷情；包间也适合三五好友欢聚和宴请、团建，极大丰富了餐厅经营场景的可能性。

美学创意点亮商业逻辑，FUNUN LAB以甲方思维推演商业空间的运营，通过宏观塑造和微观演绎手法，将整个空间的力量与精致、粗犷与精致圆融组合，演绎了食与境的现代灵感，让宏大空间也能灵动有趣、质感饱满，举重若轻，自然而然地帮助品牌完成了视觉与品类的核心升级。

食与境，自由与高级感，美学与商业逻辑，并非是互斥的对立面，FUNUN LAB将继续以设计的巧思探索和重塑商业空间的更多可能性。