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## 270° Exchange: Design for Catering

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# Linehouse

*Linehouse is an architecture and interior design practice established in 2013 by Alex Mok (Chinese-Swedish) and Briar Hickling (from New Zealand). Both have completed extensive work in Asia, Pacific and abroad. The studio works on projects of varying scales and typologies that allow explorations of both the poetic idea and pragmatic solution. In 2015, Linehouse was awarded Emerging Interior Practice of the Year by World Interior News.*

*聯圖 (Linehouse) 建築與室內設計事務所，在 2013 年由中國與瑞典混血的 Alex Mok 和來自新西蘭的 Briar Hickling 聯合創辦。兩人在亞太地區及全球範圍均有著豐富的工作經驗。聯圖致力於不同規模和類型的項目，探索詩意的理念和務實的解決方案。2015 年，聯圖榮獲 World Interior News 網站評選的“年度新事務所獎”。*

## 聯圖

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*"We really enjoy working on restaurant spaces because you can be very playful and yet thoughtful. In the short time that a customer spends in the space you have to impress them with every detail."*

我們很喜歡為餐廳做設計，因為既要有意思，也要考慮周全。在客戶短暫停留的時間內，你必須在每個細節上打動他們。

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360° — 甘其食 (BAOBAO) 是 2009 年始於杭州的中國傳統街頭美食包子品牌 (在美國，為了更國際化的形象，它命名為 Tom's BaoBao)。2015 年，聯圖 (Linehouse) 受到了甘其食的委託，為其開發品牌並設計第三代門店。你們是怎麼著手設計的？

L — 最初，Tom (童啟華) 來找我們的時候，他在杭州和蘇州已經建立起很成功的包子連鎖店。他十分興奮地分享了多年來吸收到的經驗，譬如，從當地農場採購品質最好的蔬菜、用最好的技術為顧客提供最新鮮美味的蒸包子，還有，他是如何努力用對完美的熱切追求感染著所有員工。他缺少的，是一個能傳遞包子店故事的視覺形象。剛開始這個項目時，我們首先花了一天在甘其食的包子學校，大略知道了包子的製作；之後還參觀了採購蔬菜的農場和部分門店，了解有哪些地方做得好、有哪些需要改善。

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360° — 最終效果很讓人驚喜——門店明亮、清新、有品質感，與固有印象相去甚遠。設計上有什麼亮點？

L — “從菜園到餐桌”的理念概括了對甘其食品牌重要的一切——謙虛、新鮮、可持續與透明化。所設計的

“玻璃溫室”工作隔間，讓所有顧客都看到包子的製作過程；選用像木質框架、綠色手工上釉的瓷磚等材料，進一步喚起了人們對菜園的聯想；而收銀區的設計，則參考了像手推車那樣的園藝工具。甘其食很喜歡這個概念，已經在中國範圍內全面實施。甘其食的新標誌，也融入了溫室的概念。我們和 Tom 以及他的團隊緊密合作，設計出所有的門店物料、員工制服和產品包裝。

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360° — 在品牌與空間設計方面，對比其他行業，為餐飲業設計有什麼特點和困難？

L — 我們很喜歡為餐廳做設計，因為既要有趣，也要考慮周全。在客戶短暫停留的時間內，你必須在每個細節上打動他們。而最大的挑戰，我覺得是結合環境構思一個原創概念。不管我們是從店主、空間還是食物本身尋求靈感，闡述清楚原因都是非常重要的。

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360° — 聯圖堅持為每個客戶構想一個詩意的理念，這是為什麼？可以舉一個其他的餐飲客戶例子嗎？

L — 我們希望為每個項目創作出獨特的設計，並嘗試新的想法和材料。譬如，我們所設計的另一家包子

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店——包主義。他們的包子是混合了東西方特色風味的現代割包（也寫作刈包）。於是，我們參考了蒸包子常用的竹製蒸籠，特別是竹篾的編織方式，用網狀的金屬“編織”了門店的部分空間。最終呈現出一個非常現代，堅固，工業風的包子店。

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360° — 你們完成設計項目的過程是怎樣的？有什麼想和我們分享的嗎？

L — 項目設計過程中最重要的一環是概念的構想。一旦我們捕捉到試圖訴說的故事時，其他所有元素自然而然就會隨之湧現，從材料的選擇，到最終的空間佈局。所有的建築施工圖都是我們自己繪製的，而且在施工過程中親力親為，甚至有時候一天會去建築工地幾次。



6

360° — 聯圖所在的城市，上海，是怎樣影響著你們的設計和創作的？

L — 我們不斷受到上海的生活和周遭環境的影響。我們喜歡這座城市的“表演性”，日常生活當中有很多“儀式”，像是在大街上經常能看到有人洗髮或理髮的場景。這種公共和私人之間界限的模糊，常常激發我們的靈感。

我們希望所有項目都能與它所在的城市或環境融為一體。所以，每當開始一個新項目，我們通常會調查它所在地點的歷史以及四周的環境，繼而從中獲得建築靈感。

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360° — 豐富的文化體驗給你們的設計帶來了什麼好處？

BH — 我們有著非常國際化的背景：我來自新西蘭，而Alex是中國和瑞典的混血兒。我們在中國都生活了8年多。從文化角度而言，新西蘭人容易接納不同的事物，勇於冒險。毋庸置疑，我是帶著這種精神和態度搬來上海的。

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360° — 您覺得設計給餐飲業帶來了怎樣的變化？未來有什麼趨勢？

L — 在我們最初來到上海時，大部分的西餐都是高級餐廳；但現在，我們看到有更多休閒餐飲店出現，而且它們的店主也意識到餐廳需要獨特的設計。我們也有和許多年輕的企業家合作，他們正在把世界各地不同的餐飲概念帶到中國。而城市中，事物的瞬息萬變，讓設計變得有趣且具有實驗性。



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The new logo of  
BAOBAO.

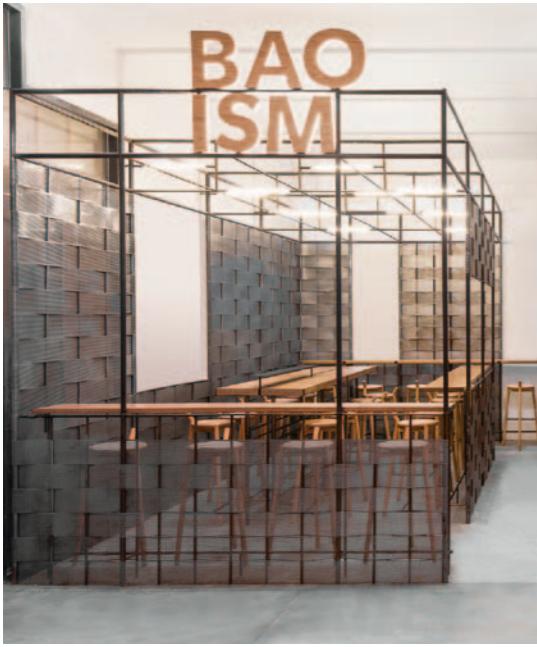
Design:  
Linehouse  
Photography:  
Dirk Weiblen

甘其食的新標誌  
設計：  
聯圖  
攝影：  
Dirk Weiblen

2-5.  
BAOBAO in  
Chifeng Road  
and Tongji  
University,  
Shanghai.

Design:  
Linehouse  
Photography:  
Dirk Weiblen





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360° — BAOBAO, a brand of a traditional Chinese street food called baozi in Hangzhou, was established in 2009 (it's entitled Tom's BaoBao in America for a more internationalized image). In 2015, Linehouse was commissioned to develop the branding for BAOBAO, and design the 3rd generation shops. How did you get the design started?

L — Tom first came to meet Linehouse after already having set up a successful chain of baozi restaurants in Hangzhou and Suzhou. He spoke very passionately about all the things they had learnt through the years, from sourcing the best vegetables from local farms, the best techniques to serving his customers with the most delicious and freshly steamed baozi, and how he strived to effuse his passion for perfection to all his staff. The one thing that was lacking was an identity for the baozi stores that also told this story. When we first started the project we spent a day at Ganqishi's baozi school where we had a glimpse into baozi-making, visited the farm where the vegetables came from and visited a number of stores to understand what was working and what wasn't.

2

360° — The result is very surprising: the shops look bright, refreshing and with good quality, far away from the inherent



6.

impression. What's the highlight of your design?

L — The concept "From Garden to Plate" encapsulated all that was important to Ganqishi as a brand; humbleness, freshness, sustainability, and transparency. A "greenhouse" was created in which the baozi making process from start to finish was visible to all the customers. The materials such as timber framing and green handmade glazed tiles further evoke the feeling of the garden, and the cashier took reference from garden tools such as the wheelbarrow. Ganqishi loved this concept and has now rolled it out across China. The new logo for Ganqishi Baobao also incorporates the greenhouse. We worked very closely with Tom and his team to develop all the store collaterals, uniforms and packaging.

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360° — In the fields of branding and spatial design, what are the features and difficulties of design for food and beverage industry compared with design for other industries?

L — We really enjoy working on restaurant spaces because you can be very playful and yet thoughtful. In the short time that a customer spends in the space you have to impress them with every detail. However, the biggest challenge I think is to come up with an idea that is original and also relevant to the context. Whether we are taking inspiration from the owner, the space

or the food itself, the narrative for why you do something is very important.

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360° — Linehouse insists on creating a poetic concept for each client, why? Would you please give another example about one of your F&B clients?

L — We want to give each project its own unique design and test new ideas and materials. For example we worked on another baozi restaurant called Baoism which was a more modern "gua bao" fusing Western and Asian cooking. For that we took reference from the bamboo steamers themselves, specifically the way the bamboo is woven. We used the weaving technique and applied it in perforated metal. The result was a much more modern, hard and industrial interpretation of a baozi store.

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360° — How about the process of completing a design project? Do you have anything you would like to share with us?

L — The most important part of the project is coming up with the concept itself. Once we have captured the story that we are trying to tell, all the other elements come together naturally, from choices of material to the layout. We do all our own construction drawings and are very hands on during the construction process, sometimes even visiting the construction sites a few times a day.

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360° — How had Shanghai, the city where Linehouse is located in, influenced your design and creation?

L — We are constantly influenced by our surroundings and living in the context of Shanghai. We love the performative

6. Baoism 包主義

Design: Linehouse 設計：聯圖

Photography: Dirk Weiblen 攝影：Dirk Weiblen

nature of the city: many daily rituals such as washing ones hair or even having a haircut are often performed on the streetscape. This blurring between the public and private really inspires us.

We want all our projects to be contextual to the city or environment that they are built in. Whenever we start a project we research the history of the site, and its surrounding context. This gathered information often informs the architectural concepts we develop.

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360° — What had your rich cultural experience brought to your design?

BH — We come from a very international background. I am from New Zealand, and Alex is half Chinese and half Swedish. Both of us have lived in China for more than 8 years each. Culturally, New Zealanders like to embrace different things and take on big adventures and I definitely took that attitude on board when I moved to Shanghai.

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360° — What do you think design had influenced F&B industry? What will be the trend in the future?

L — When we first arrived in Shanghai the majority of western restaurants were fine dining, but now we're seeing more casual eateries opening up, and these owners recognize the need to have a unique design. We're also working with a lot of young entrepreneurs that are introducing different food concepts from all around the world to China. The sense of impermanence with things constantly changing in the cityscape allows for the design to be playful and experimental.

