

ROCA LONDON GALLERY

Roca 伦敦画廊



项目名称: Roca 伦敦画廊

设计者: 扎哈·哈迪德建筑事务所

总设计师: 扎哈·哈迪德, 帕特里克·舒马赫

项目总导演: Woody Yao, Maha Kutay

项目建筑师: Margarita Yordanova Valova

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Mireia Sala Font, Erhan Patat, Yuxi Fu, Michal Treder, Torsten

Broeder

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Maria Araya

结构和立面工程: Buro Happold

MEP 和声学顾问: Max Fordham Consulting Engineers

照明顾问: ISOMETRIX Lighting + Design

AV 顾问: Sono

成本控制经理: Bettinski

建造经理: Empty, S.L.

项目地点: 英国 伦敦

建筑面积: 1 100m²

委托人: Roca Ltd

建设时间: 2009—2011 年





平面图

Roca 伦敦画廊

与事务所在世界各地做的很多项目一样，Roca 项目依然延续使用充满活力的建筑语言，但又是专属于 Roca 品牌功能需要的设计，并按照预定的步骤实现各项目标。项目采用最先进的技术以确保画廊建筑的精确性和功能性的实现，并带有美学的敏感性和持续性。

扎哈·哈迪德建筑事务所设计了一套精确的程序，在一个亲切友好的设计环境中，通过与 Roca 独特的卫浴产品之间的积极互动来刺激参观者的感官。Roca 画廊的设计理念是，不仅仅使参观者研究和选择各种产品，还要创造一种独特的感官体验，使他们享受到品牌的品质服务。画廊突破传统的展览设计手法，对于广大的社区居民来说，画廊是一个令人陶醉的空间，通过教学游戏体验品味品牌的精髓所在。

Roca 伦敦画廊是一个 1100m² 的简单空间，包括供展示产品之用的相互连通但半封闭的区域和一个讨论交流区，配有最先进的人机交互技术和丰富的视频资源。画廊是一个多功能的空间，能够满足 Roca 多种社会和文化活动的需求，既可以展示产品也可以对外举办各种会议和报告来进行讨论和接受来访。扎哈·哈迪德建筑事务所完全满足了空间设计需求，在形式和功能之间创造了和谐，在这里参观者可以充分认识到 Roca 的本质。

建筑内部有流动的水体，并在穿越画廊的过程中幻化成水滴，这个设计在建筑和卫浴产品之间搭建了一座交流的桥梁。GRG 石膏面板材料构成的一个流动的白色空间是整个画廊的中轴线，轴线两边的墙面都有开口设计，通过这些孔洞参观者可以看见一系列小型的、相互连通又半封闭的空间，所以参观者不会有

单调空间的封闭感，透过重叠和切割设计都能看到旁边相连的其他空间，从而为画廊创造了愉悦的视感。

Roca 伦敦画廊外立面的设计也采用流动水体的设计主题，在参观者逐步走近画廊的过程中，建筑的地面像是一圈圈的涟漪扩散开。灰色的建筑立面上有大型的入口和窗口设计，呈现一种可触感，从而吸引路过经过的行人进入建筑一探究竟。

画廊还包括一系列浴室用具的组合设计，为满足 GRG 材料的洞穴式展示空间、吧台和接待前台的设计需要，建筑内部调整了 6 处墙体，讨论交流区的空间设计像一个蚕茧，也有一面 GRG 墙体作为画廊中轴线的延伸。画廊的一个独特之处表现在用于展示产品的地面设计上，各种瓷砖铺砌的马赛克地面是专为扎哈·哈迪德建筑事务所设计空间所用的，每一个独立切割的单体设计也呼应了水流的设计主题，创造了一种类似的视觉效果。

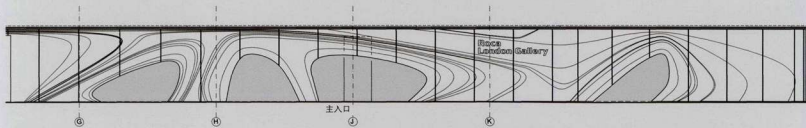
建筑内部空间采用水景设计，创造了一种流动的水体景观。设计者同时设计了一系列正在下落的“水滴”，在灯光照射下，各种拉长的形态加强了这种动感。这些流动的水滴，流到天花板便成为各种灯具的底座；流到墙面便成为书架，还能放置各种媒体设备和产品；流到地板上便成为桌椅。水流的汇合点成为各个空间独特的标识特征，在连通空间的同时也加强了流动之感。

所有的面板都采用 GRG 材料或经混凝土加固，高达 2.20m，已事先预制好并运到工地进行组装。建筑立面使用 2m×4m 的面板材料，每块重达 800kg，这些面板构成的内部墙体厚 6m，外面是两块空心混凝土砖，中间夹有一个蜂窝网。

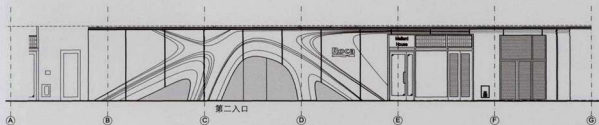








东立面图



东南立面图

这样便可以承受来自各个方向的压力，是一种稳固的复合材料。家具，包括一个凹形的接待前台，都使用 GRP 材料或强化塑料。Isometrix 设计的照明系统既有创新又与整体呼应，有其独特之处，如被灯光洗刷的墙面设计以及混合直射光和散射光的灯具。

扎哈·哈迪德建筑事务所致力于参数化设计的应用，并在制造工艺和技术不断进步的过程中创造各种可能性。该项目流动和自然运动的理念也源于上述设计主张。通过 3D 建模可以创造各种面板和形状，并按次序生产，以确保它们彼此兼容。

建筑师采用接近自然形态的几何肌理，使空间中没有一个可以垂直投射的点。他们喜欢接受这种挑战，乐于建造模型和进行试验。因为根据特定的社会需求，将设计完全付诸实践的过程有其独特的复杂性。

目前，新技术和大众媒体已成为主要的交流工具，而且对于到 Rocca 伦敦画廊来的参观者来说，它们的作用更加突出。通过这些先进的媒体资源，参观者在娱乐中了解到 Rocca 的品牌价值和历史，以及在社会、环境保护和水资源可持续利用等方面的杰出成就。在扎哈·哈迪德建筑事务所的设计中，入口处采用的触屏技术是画廊内部整体中不可或缺的组成元素。

关于 Rocca

Rocca 致力于卫浴产品以及建筑和装修所用的墙面贴砖和地面瓷砖的设计、生产、销售和市场策划。公司共有 20 200 名员工，72 家工厂，活跃在五大洲的 135 个国家。

作为浴室空间设计领域的世界领跑者，Rocca 与著名的设计师、建筑师和室内设计师密切合作。在此列举一二，如拉斐尔·莫尼奥、大卫·奇普菲尔德、赫

尔佐格和德·梅隆、Benedito, Giugiaro 和 Schmidt & Lackner 等。通过持续不断的研究和发展，Rocca 在环境保护领域独树一帜。他们坚持研发节水新产品，这便是环保意识最好的体现。

Rocca 卫浴产品高级主管 Miguel Angel Munar 评价道：“对于 Rocca 而言，在全球类似伦敦这样的城市中建造展览建筑是十分重要的，它将成为设计和创新的标杆。在我们未来的商业发展计划中，伦敦具有战略性地位，在这里我们可以以最近世界顶级的零售商和客户。扎哈·哈迪德在 Rocca 伦敦画廊的设计中充分阐释了我们的品牌价值，以一种令人不可思议的和可触摸的方式表达了我们的理念。”

Rocca 伦敦画廊独一无二的立面成为建筑的标识，这也是 Rocca 致力于设计和创新的最好体现。仿生设计的 3 扇大门似经水流的侵蚀，将这个空间与城市联系起来。Rocca 伦敦画廊采用的水流设计是整个项目最主要的主题，水在流动和交汇的过程中将内外空间联系起来。内部采用白色混凝土装饰，灯光设计将各个不同的区域串联起来，同时也成为画廊内部空间的中心轴线。

开敞的内部空间具有极强的功能性和灵活性，以前沿、现代、音像和声光设备为主要特色。技术为参观者与 Rocca 品牌之间架构起桥梁，使参观者有机会了解公司的历史、杰出的成就和 Rocca 的价值观，即致力于可持续发展、创新、设计、健康和节约水资源。

Rocca 伦敦画廊不只是一个展示空间。它将服务更多领域的参观者，从著名的建筑师到渴望学习设计的学生中的每一个人。它将成为伦敦的一个集聚中心并承办各类活动，如展览室内外产品以及为会议、报告、研讨会和讨论会提供服务等。设计的方方面面都与 Rocca 的品牌效应和公司的价值取向保持一致。



ROCA LONDON GALLERY

The dynamic language is characteristic of the practice's many projects globally, yet specific to the functional needs of Roca as a brand, and evolved in a bespoke manner for its purpose. With utmost precision and functionality, it integrates the latest communications technology the Gallery is equipped with in an aesthetically responsive and seamless manner.

Zaha Hadid Architects have created a precisely ordered, intimate and enjoyable sensory design environment which stimulates the visitor through its active and engaged relationship with Roca's exceptional bathroom products. The concept defining each of the Roca Galleries is to take the visitor far beyond simply researching and choosing products in order to create a uniquely enjoyable sensory experience, enabling visitors to enjoy all the qualities of the brand. Instead of a conventional showroom, the Gallery is an immersive reference space of 'edutainment' for the wider community capturing the essence of the brand.

The Roca London Gallery is a single space of 1 100m² including connected, semi-open zones for product displays and a meeting room space seamlessly incorporating a range of state-of-the-art interactive technologies and audio visual resources. Designed as a versatile multi-purpose environment, the Gallery will host a wide range of social and cultural events of interest to Roca, including exhibitions produced in-house and externally, meetings, presentations, debates and receptions. Zaha Hadid Architects has fully addressed this need for a place defining harmony between form and function in which visitors experience the very essence of Roca.

The design brings about a connective language between the architecture and the bathroom products, with the movement of water 'carving out' the interior and moving through the Gallery as individual drops. A flowing, all-white space made of faceted GRG (gypsum) panels serves as a central axis of the Gallery. Around this a number of smaller connected semi-enclosed spaces can be viewed through openings in walls. As a result, the visitor never feels enclosed in one space, but can always see beyond it into the space through overlapping and cutaway forms that enable a pleasing permeability to the Gallery.

The design theme of water movement extends to the dynamic facade of the Roca London Gallery, which appears initially to the visitor approaching the architecture like a set of ripples in movement across the exterior of the ground level space. The grey facade has large apertures for the main entrance and windows and an appearance of tactility, creating a sense

of intrigue on the street as the visitor approaches.

The language of fluidity and natural movement is driven by ZHA's commitment to parametric design tools and to the creative possibilities arising from the constant evolution of manufacturing processes and techniques. Both panels and the moulds used to create them were realised via 3D modelling, and produced in a sequence so that they would be fully compatible.

Water defines the landscape of the interior space, creating a sense of mobile liquidity reinforced by a series of elongated, illuminated water drops. These cascade around the ceiling as a set of lighting fixtures, down the walls as shelves for books, media and small products, and onto the floor as tables and seating. Their fluid lines of convergence both lend each area of the space an individual identity and connect them by the way they define a feeling of movement.

All the panels, which are made of GRG, or fibre reinforced concrete and extend up to 2.20 metres in height, have been pre-fabricated in moulds and constructed on-site. The facade is made of 2 x 4 metre panels of 800kg each. The panels creating the interior walls are 6cm thick and made of two waffled concrete layers sandwiching a honeycomb mesh that can stress in different directions and is very robust as a composite material. The furniture is made from GRP, or reinforced plastic, including the cave-shaped reception desk. The lighting scheme created by Isometrix is also innovative in a complementary way, with special features including washing the walls in light and a mix of direct and dispersed mood lights.

Part of the brief was to include a series of bathroom product ensembles integrated in the space, and the Gallery's walls give way in six locations to semi-enclosed, cave-like spaces of GRG panels for the product displays, as well as to the bar and reception area. The cocoon-like meeting space has a wall of GRG, a continuation of the Gallery's central axis. A special feature of the Gallery is the floor of the product exhibition areas, which has a mosaic of porcelain tiles designed exclusively for the space by Zaha Hadid Architects. With each one cut and laid individually, the design creates an optical effect inspired by a water current.

The architects' geometry is akin to natural forms, with no one point in the space being projected vertically. They enjoy being challenged by this and the innate complexity of the process of bringing the design to respond fully, through modelling and testing, to very specific social functions.



New technologies and social media have become the primary communication tool today and for the visitor to the Roca London Gallery they play a key role. These new media resources enable visitors to be entertained as well as to learn about the values, history and special achievements of the brand, including its social responsibility and commitment to the environment and to water sustainability. Touch-screen interactive technology sited at the entrance is treated by Zaha Hadid Architects' design as an integral and complementary element within the Gallery.

ABOUT ROCA

Roca is dedicated to the design, production, sales and marketing of bathroom products as well as ceramic wall and floor tiles for the architecture, building and interior design sectors. The company employs over 20 200 people, has 72 production plants and is active in more than 135 countries spread across 5 continents.

As world leader in the definition of the bathroom space, Roca works closely with prestigious designers, architects and interior designers such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro and Schmidt & Lackner, to name just a few. Through constant research and development, Roca promotes initiatives which help protect the environment. This commitment is reflected in the continuous development of new products designed to reduce water consumption.

Miguel Angel Munar, Senior Managing Director, Roca Bathroom Products Division commented: For Roca it is essential to have a presence in a city like London which is a benchmark for design and innovation on a global level. London is also of strategic importance to our future business development since it allows us to be close to our top

international distributors and clients. At the Roca London Gallery, Zaha Hadid has perfectly interpreted all our brand values as well as our company philosophy in a singularly exciting and tangible way.

Roca London Gallery appears that water has sculptured and defined each and every detail of the space. Roca's commitment to design and innovation is clearly visible in the exterior of the building with its distinctive and unique facade which gives the Roca London Gallery its identity. Three almost organic portals which appear to have been shaped by water erosion open up this space to the city. The movement of water is the overriding theme in the Roca London Gallery – flowing and merging exterior and interior spaces. The interior is sculptured white concrete and its state of the art lighting connects each of the different areas whilst serving as a central axis around which the Roca London Gallery revolves.

The interior is fabulous, functional and flexible, featuring cutting-edge, modern, audiovisual, sound and lighting equipment. This technology provides interaction with the brand and the opportunity to discover the company's history, its landmark achievements and the values on which all of Roca's work is based: the commitment to sustainability and particularly to innovation, design, wellness and saving water.

The Roca London Gallery is intended to be much more than just a display space. Available to an extensive audience that will include everyone from design-savvy architects to design-hungry students, it will become a London hub hosting a wide range of activities such as exhibitions produced in-house or externally, meetings, presentations, seminars and debates, the criteria being a celebration of design in keeping with the Roca brand and company values.



万方数据