



Hong Kong based MAP Architecture and Planning (MAP) has for many years been heavily involved in designing hospitality spaces, in fact it's in their blood. Current projects see the firm working in China, Dubai, Vietnam, Cambodia and Thailand. Recently they completed work at

- Macau's newest leisure and entertainment resort, City of Dreams.

MAP Adding Value by Design

MAP was approached to join the project team in March 2007 to assist in the completion of the design development and construction drawings of the Podium Shell & Core. This expanded to include the concept design for the retail street, (The Boulevard), including the portals and the 'Bubble', and interior design for public areas and suites in the Hard Rock Hotel. MAP's work involved the full design services for the Level 27 Rock Star suites and the Level 28 suites. We produced design development and construction drawings and site office support for the ground floor spaces, entry, lobby, lounge, and 'drum museum'.

Coming on to the team mid project – as it were - we had relatively 'fresh eyes' and were able to bring some lateral solutions to certain issues as well, of course, being a mature and experienced architectural 'swat' team.

Initially MAP started with the design development and construction documentation of an earlier concept design before the Owner and the Principal Tenant felt that a new idea was called for. "We are pleased that the Owner gave us the opportunity to respond with this high concept design. We were interested in exploring a system that would accommodate the numerous non-shop front walls and at the same time convey a strong spatial concept.

The designs were continually developed – in line with the original concept architect's and the Owner's vision and in response to evolving project parameters. The inspiration derived initially from Christo's wrapping of the Pont Neuf and has become a system of billowing curtains that reveal the shop fronts as a series of stage fronts.

Early concept designs for the lobby had been approved when MAP was appointed to develop these designs into detailed drawings and to oversee their construction on site. In the end MAP produced whole new designs for the entrance portal, memento wall, reception counters, the bar, toilets, and the lobby retail shop.

MAP introduced a number of unique materials to the project which aren't to be found elsewhere. The entrance portal employs patterned glass with a combination of mirror, etched and clear leaf motifs. The drum museum employs thousands of real drum sticks installed in varying lengths to create a contoured relief sculpture resembling the Hard Rock tattoo. In the Boulevard, the bowed 'curtains' are formed in GRG - finished in a pearlescent white.

The Hard Rock escalator is actually called the Drum Museum. One side is the drum stick sculpture referred to before. The other side is a series of stepped metallic platforms meant for the display of memento drums. Some of the columns appear to be finished in river stones, MAP originally hoped to install split natural stone – ultimately a 'cultured' artificial river stone has been installed.

Other exclusive materials used include leathers, employed on furniture particularly – but can also be seen on the reception counter fronts and in a wide variety of uses in the Rock Star Suites – including on the main doors! Additionally Grey Travertine has been used in the lobby and Roman Classic Travertine in the suites. With few exceptions it is safe to say that virtually all materials and systems for any quality of project are available in China today and this was certainly the case at COD. The Owner employed specialist procurement agents for the most part however MAP also sourced special lighting from The Czech Republic.

It is obvious that the luxury shopping arcade, known as the Boulevard, offers a new type of shopping experience in Macau. "Over the years MAP has been involved in numerous retail projects where the emphasis had always been to maximise the glass shop front with the exposure of the merchandise - logically being the prime motivator. The balance of the retail interior becomes a study of flooring and ceiling materials and lighting. In the case of the Boulevard – as part of the City of Dreams – there was a mandate to create a richer experience for visitors, the aim has been to build excitement and we hope our contributions help.

"One way of looking at the project is that there was a plan with no straight walls supported on a square structural grid – this brings many challenges in understanding the 3-dimensional complexity of the project and the huge coordination efforts required for success. Despite the many ambitious design ideas we were determined to produce these cost effectively every time.

In this regard we had to design the detail of the Boulevard's 'curtains' so that all the cladding could be produced from a limited number of forms. There were numerous challenges in detailing and finishing out the portals and the Bubble.

Fitting out works commenced on average 12 months before the project's completion and from commencement the project grew in scope for MAP. In the beginning they had deployed a small team of 6 to the owner's project office in Hong Kong which grew to a maximum of about 30 staff with half this number stationed in the Project Office. From the project office MAP's personnel worked daily with the owner's design managers and the contractors.

Of overcoming the logistical challenges that such a vast project inevitably brings when fitting out works are ongoing amidst continuing construction works. "The contractors planning was exemplary in this regard. Areas were completed such that other works were enabled to proceed. Much of the Boulevard was completed in advance for a clean handover to the anchor tenant. We are extremely pleased to have been part of this landmark development and are confident that MAP has added its unique signature to the developer's bold vision." says Karl Grebstad, Director.

扎根香港的建筑师事务所 MAP Architecture and Planning (MAP) 一直致力为餐饮顾客业的客户提供空间设计的专业服务，自成立至今多年来一脉相传。正在进行的项目遍布世界各地，包括中国、杜拜、越南、柬埔寨和泰国；而最近，他们更完成了澳门最新的休闲及娱乐度假项目 - 「新濠天地」。

该项目代表于2007年3月找 MAP 加入项目发展团队，协助完成内部核心工程的设计规划和施工图的绘制工作；而这同时延伸至购物大街「新濠大道」- 包括进出地方和圆形剧场「天幕」，以及「Hard Rock 酒店」的公共空间和套房的室内设计。酒店第二十七层的 Rock Star 套房和第二十八层的特色套房的整全设计服务同样是 MAP 的工作。我们为该项目的地面楼层空间、入口、大堂、酒吧和「鼓乐馆」多个范围提供设计规划、施工图绘制，以及工地办公室后勤支持等工作。」

「谈到负责项目的团队，相比其它竞争对手，我们有更清晰敏锐的眼光和独一无二的设计点子与技艺，可以说是一支成熟老练的建筑师团队，能够为问题带来多角度分析的解决方法。」

最初，在发展商暨资产拥有者新濠博亚娱乐及主租户都认为需要全新意念之前，MAP 委实已经为该项目的早期设计概念提供设计规划服务及施工文件事宜。「很高兴新濠给予我们机会为这个超新的设计概念继续努力。对于可以探索一个令很多非店铺前围外墙相融，并同时表达强烈空间概念的系统方法，我们很感兴趣。」

项目的设计从环境艺术家克里斯多以锦纶织料包裹巴黎新桥一事取得灵感，并根据原建筑师的概念、发展商的远见和发展时所遇到的因素而不断演进，最终以波涛状帷幕的形式展现店前和主要室内空间的设计。

大堂的早期设计概念在 MAP 上马之前已获批准，MAP 则主要获聘把这些设计发展成仔细的施工图，以及监督工地的施工进展。然而最后，MAP 为项目的正门、主设计墙壁、接待前台、酒吧、洗手间和大堂零售店予以全新的设计。

MAP 特别为项目注入一众别处难求的独特建材：正门以压花玻璃配上反光、镭刻及清雕的树叶图案；鼓乐馆则利用数以万计长短不一的真鼓棍创制一个轮廓分明、尤如 Hard Rock 图案花纹的浮雕；而新濠大道的「帷幕」则以珠白色饰面的玻璃纤维增强石膏建构而成。

鼓乐馆其实就是 Hard Rock 酒店自动扶梯的四周；一边是上文提到的真鼓棍浮雕，另一边则是原意展示特色鼓类的金属踏板。MAP 原属意某些梁柱缀以天然碎石，最终则以河石粉饰表面，形成一道人工石河。

其它专属材料包括皮革 - 当然主要用于家具方面，可是在接待前台柜台前面和酒店 Rock Star 套房的各种细节，甚至于正门上都派上用场。另外，大堂则用上灰洞石，而套房方面则可察看到罗马经典式洞石作为建材。除了个别一些细节，可以说大致上用在新濠天地这个项目上的几乎所有建材和建材组合，如今都可在中国大陆找得到。发展商雇用物料专家，为项目的大部份细节搜寻最有特色的建材，而 MAP 从捷克找来的特色照明装设，亦为项目再建亮丽一功。

开宗明义，豪华购物大街「新濠大道」为澳门展现崭新的购物体验。「多年来，MAP 所参与的零售店面设计项目，总是尽量把店前玻璃扩至最大，让商品表露无遗，理论上造就一个刺激消费的画面；而店铺内部设计则以地板和天花的建材加上照明装设搭配，与店前设计取得平衡。谈到新濠大道，我们接收到的讯息是要为顾客营造更奢华的体验，目标是建立访客的兴奋度，而我们也希望我们的付出有助达取目标。」

「发展项目之时，我们曾经计划以一个没有直墙支撑的方形结构框架作为基本设计概念，然而这在了解项目的立体空间复杂性上存在很多困难，而也为整个项目取得成功的目标带来巨大的协调工夫。尽管想到了很多雄心勃勃的设计，我们最后决定以成本效益为基础的设计完成这个项目。」

「有鉴于此，我们必须设计新濠大道「帷幕」的每个细节，以便所有装饰都能由一定的形式复制出来。尤其在进出地方和「天幕」的设计细节和最终粉饰方面，都是我们的挑战。」

装置的工作在项目完成日期前平均12个月的时间开始，而项目也跟 MAP 的团队一起增长。MAP 最初只是指派一6人小队到发展商位于香港的项目办公室展开工作，其后工作团队增至约30人，其中一半职员更长驻项目办公室。MAP 的职员就是这样每天在项目办公室与发展商的设计经理及承包商一同工作。

一个如此浩大的项目，出现装设运作上的挑战在所难免。在建筑工程进行时依然能够继续内部设计装置的工作 「承包商的施工规划很有启导性。每完成一地方的工程才能继续其它工序上的发展。例如新濠大道的工程必须于较早的时间完成并清洁妥当，让众多零售品牌巨擘入主。我们非常高兴能够成为此地标发展的一部份，并确信 MAP 为新濠博亚娱乐的前瞻性视野添上独一无二的元素。」

设计创造价值



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