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129

INTERIOR WORLD

EXHIBITION

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NEW PROJECT
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SPECIAL : EXHIBITION vol.

129

»» EXHIBITION : ZOOM-IN

bulthaup showroom

Design Pitsou Kedem Architects · Pitsou Kedem (www.pitsou.com) Design Team Raz Melamed,
Irene Goldberg Location Tel Aviv, Israel Built Area 450m² Photographs Amit Geron
Editor Kim Eun-ji

설계 피츠 키데미 아키텍츠 · 피츠 키데미 위치 이스라엘 텔 아비브 면적 450m² 사진 아밋 게론 에디터 김은지





Viewed from the entrance



Rest area

An abandoned, derelict building in Tel Aviv Port I was asked to design the new showroom for the German kitchen company bulthaup. In order to put together a design concept, I went to the company's factory in Munich. Whilst in the factory's courtyard, I suddenly came across a row of white containers, all with the company's logo. The picture of the white containers all leaving a lasting and strong impression on my mind.

Around this meeting I designed a showroom that expresses the activities and the actions of the person behind the machine. The 500 square meter showroom is divided into three sections where, on one side, designers sit in an open studio exposed to the showroom's visitors with, on the other side, we designed a series of working kitchen islands for cooking classes to be held in the showroom. Thus we created an interesting and engaging dialogue and contrast between the company's accuracy and design restraints and the human factor that is involved in their design or use afterwards.

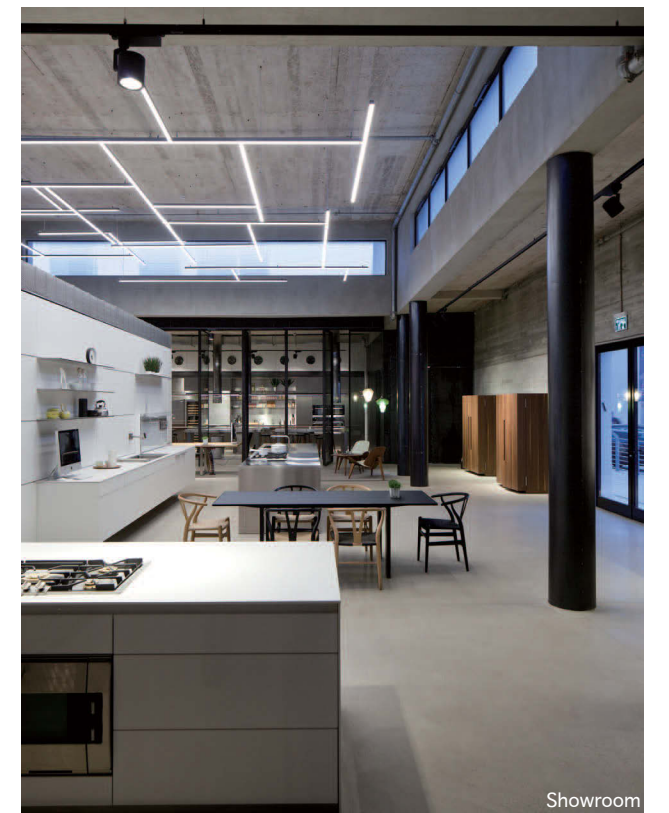
In order to emphasize the spirit of the company behind these expertly designed and built kitchens, the space was designed to resemble an industrial loft with the use design elements in their raw, unprocessed state (such as an exposed concrete wall, a system of doors with exposed, rusting metal

and industrial screens and a concrete floor). One internal facade of the space is constructed entirely from doors taken from the containers used to transport the kitchens for display. Through these entry to the service and storage areas is facilitated. In effect, the display space is an expression of all stages in the process; the kitchen designer, its construction, its shipment and its use.

이스라엘 텔 아비브의 항구 근처에 위치한 오래된 건물이 독일 주방 기업인 불탑 (bulthaup)의 전시장으로 탈바꿈했다. 디자이너는 불탑의 제조공장을 방문하여 전문가들의 주방 설계 및 제작 과정을 살펴보던 중 공장 마당 한켠에 줄지어 있는 백색 컨테이너들에서 영감을 받아 디자인되었다.

약 5백 평방미터 규모의 전시장은 가운데 쇼룸을 중심으로 좌측에는 요리 강좌를 배울 수 있는 강의실을, 우측에는 디자이너 사무실이 배치되었다. 세개의 구역은 모두 오픈 형태로 설계되어 사용자들 간에 원활한 소통이 이루어지도록 했다. 또한 콘크리트 벽과 바닥, 녹슨 금속, 컨테이너 문, 공업용 가리개 등 비가공 재료들을 사용하여 각각의 물성을 그대로 드러내며 마치 산업 아파트와 같은 공간을 연출하고 있다.

이곳은 디자인, 제조, 포장, 발송 등 회사의 업무 시스템을 공간에 모두 담아내며 독특한 전시 공간을 완성하고 있다.



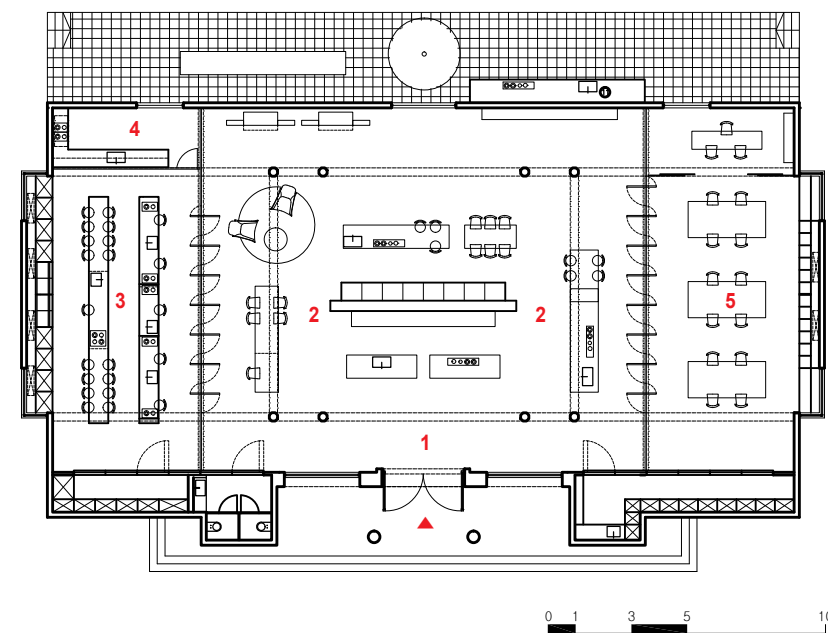
Showroom



Cooking class viewed from rest area



Cooking class

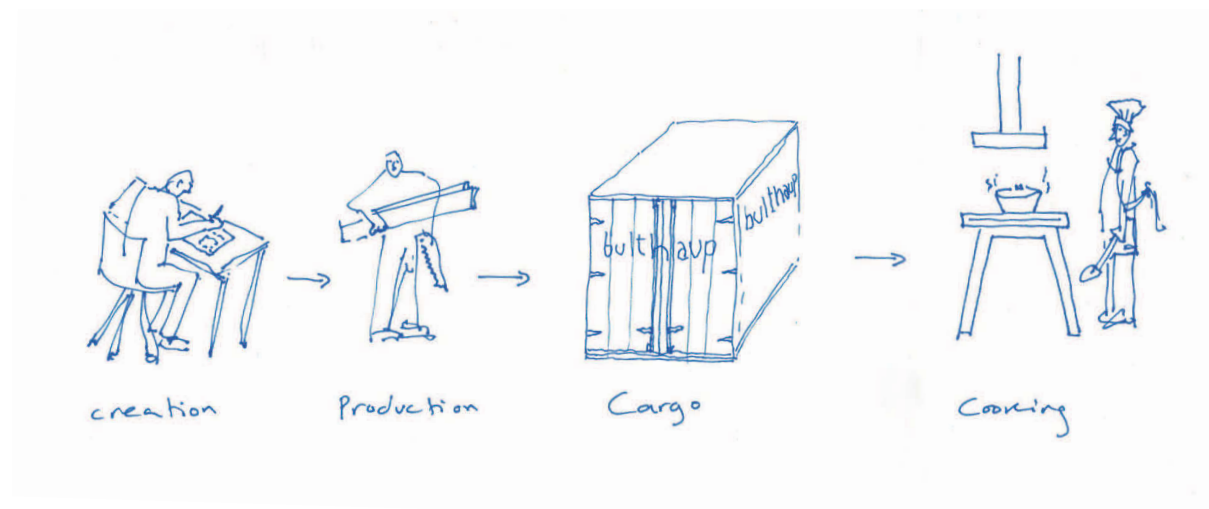


- 1. Entrance
- 2. Showroom
- 3. Cooking class
- 4. Kitchen
- 5. Designer studio

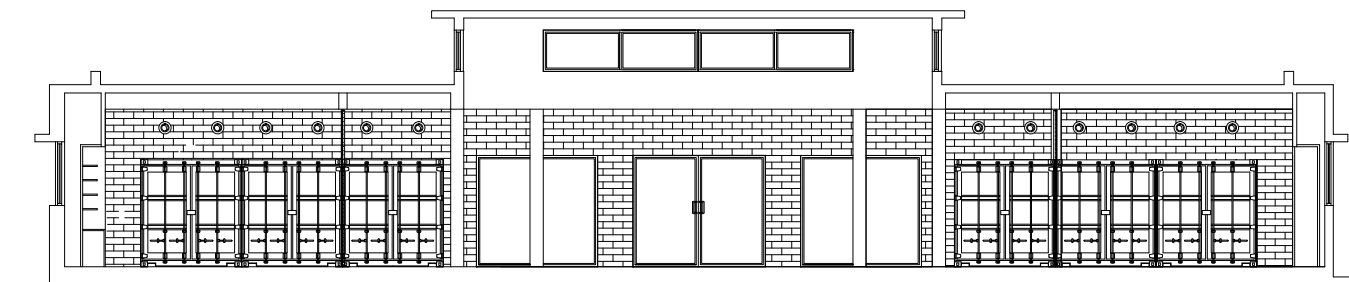
Floor plan



Facade



Process



Section