



Knowing is believing

Facing a challenging site with non-movable structures, Siemens looked no further than loyal customer Vanessa Ng when looking to create its new 'experience centre'

TEXT: TERESA CHOW
PHOTOGRAPHY: DICKY LIU

There are showrooms, and then there are 'experience centres'. The former simply display products to their best advantage, but the latter adds something special: the creation of an exceptional space to allow customers to feel at home.

This is what Siemens set out to do with the space situated right above its showroom in Central. Intended as a one-stop showcase where innovative built-in and free-standing kitchen solutions are offered to both private clients and professionals working in the kitchens interior design field, the experience centre is crafted to reflect Siemens' core values.

"There were three things to be realised in the design in respect of Siemens' values," says Jeffina Yeung, brand marketing assistant

manager of Siemens Home Appliances. "As a German brand, the simple approach needed to be emphasised. We also aimed to reveal the eco-consciousness and intelligent sides of Siemens."

It pretty much goes without saying, then, that finding the right interior designer for the task was important. "We looked no further than a loyal customer, Vanessa Ng, who also happens to be an interior designer. She has long been introducing Siemens appliances into her residential projects, so she understands and recognises the performance of our appliances well," says Yeung.

When it came to the spatial design, Ng approached with her typical problem-solving skills. Numerous columns, an irregular layout, low ceilings and extra service doors all needed

to be tackled. "Understanding Siemens' brief was not a challenge, but the space needed some cover-up work," she says. "What inspired me most were Siemens' seamless, built-in home appliances, which pushed me to create a continuous flow for the space."

Upon arriving in the lift lobby of the Siemens Experience Centre, the dark space is subtly lightened with a bright yellow wall (the shade was adopted from that used in the showroom). "It is important for customers to perceive the centre as a home right from their first impression," Ng notes.

The centre is divided into five zones, including a lounge on the far left from the entrance, then a cooking area, dining space, beverage and training area on the far right.

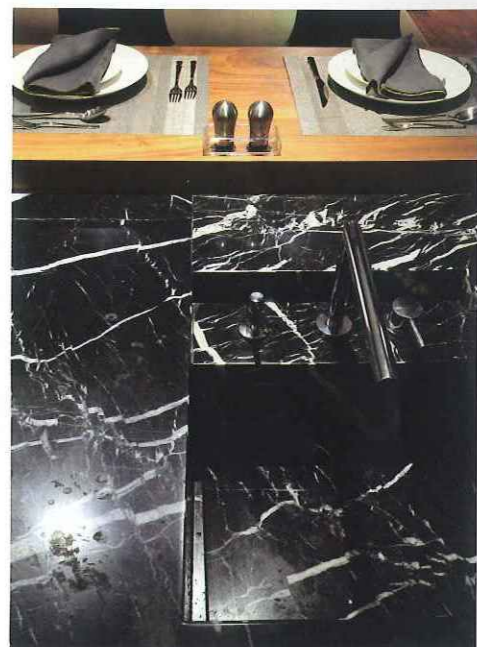
"There are numerous columns which help to divide the space easily," says Ng. "The ceiling is low but by adding faux ceilings, they also act as zone dividers and create a pattern for the space."

A European flair imbues the lounge area in a salute to Siemens' German heritage, and to create a warm, friendly space for mingling. "A modern fireplace was built in the middle of the lounge, with Siemens' built-in appliance and wine cellar on the sides. Two brick columns were erected next to the fireplace to act as a response to the structural columns of the centre," Ng says.

The counter which was built in the cooking area is exceptional, too. Black and white Nero Marina marble creates a contrast against the warmth of the walnut wood, which also

disguises multiple hidden compartments. Each of these leads to different areas designated for various usage, such as path that leads into the washroom near the entrance. "The walnut wood strips of varying widths not only adds warmth to the monotonous black-and-white environment, but also gives texture to the space," Ng explains.

To invite guests to fully appreciate the 'at home' experience, iPads are provided to allow them to customise various elements of the space. "We wanted flexibility; guests can choose pre-set lighting levels, and also control the Venetian blinds as well as the projectors as they wish – all elements which a modern intelligent home now has," concludes Yeung.





實事求是

面對挑戰重重的格局與不能拆卸的結構，西門子不往外他求，反而邀請其忠實客戶 Vanessa Ng 解開疑難，為品牌設計全新的西門子體驗中心

撰文：TERESA CHOW
攝影：DICKY LU

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是陳列室，繼而是體驗中心；前者落落大方地展示產品的優越用途，後者則多添一份熟絡，讓顧客感受家一般的暖意。

這是西門子為位於其中環陳列室樓上的全新體驗中心定下的設計方針。西門子體驗中心為尊尚客戶及從事廚房室內設計的专业人士提供一站式服務，體驗西門子嵌入式及獨立式廚房解決方案，佈局設計處處流露與西門子品牌的一脈相承。

西門子家電市場推廣部助理經理 Jetina Yeung 說：「設計上為尊崇西門子的品牌價值，希望能體現三大特點。德國品牌西門子重視簡約風格，同時展現智能綠色生活的一面。」

有見及此，西門子在不辭地物色合適的室內設計師。Jetina 續說：「我們不往外他求，反而邀請我們的忠實顧客兼室內設計師 Vanessa Ng 為我們打造新的體驗中心。Vanessa 一直以來在她的住宅設計項目中，都會為她的客戶推介西門子的家電用品，證明她不但明白產品的用途，更認同產品的優越功能。」

Vanessa 擅長以解難的技巧排解空間上的挑戰，例如體驗中心內有數條不許拆卸的柱子、不規則的格局、樓底低兼且有多餘的通道門，得靠 Vanessa 巧妙的設計來解決這些格局上的問題。Vanessa 說：「明白西門子的設計要求並不難，設計的難度其實在於如何為空間作好遮擋。靈感方面，西門子無縫的嵌入式廚房家電設計，讓我於體驗中心內延續這份無瑕的感覺。」

一幅鮮黃牆壁點綴了深沉的西門子體驗中心電梯大堂，這種色調是跟樓下陳列室所用的黃色調子同出一轍。Vanessa 說：「打從人口處起便讓顧客一種家的感覺，是整個設計的重點之處。」

體驗中心分為五個特色區，入口處最左面的是會客區，繼而是煮食區、用餐及會議區、飲料區及培訓區。Vanessa 說：「多條結構柱子反而有助把格局分區；樓底雖然低，但安上裝飾天花後同樣有效地分區，為空間添上圖案。」

富歐陸情懷的會客區，特別是向西門子的德國傳統致敬的；同時為這個用作聯誼的空間加添暖意，讓人感到友善。Vanessa 說：「會客區中興建了一個現代化的暖火爐，周圍是西門子的嵌入式廚房家電及酒櫃。火爐兩旁是以磚砌成的柱子，乎應中心內的結構柱子。」

煮食區的工作枱設計獨特，黑白根雲石煮食枱跟入口處用作遮蔽的胡桃木組合牆身形成冷暖對比。每幅胡桃木組合有不同用途，例如作通往洗手間的大門。Vanessa 解釋道：「胡桃木條板的闊度不一，為周遭黑白的色調增添溫暖和質感。」

為了讓顧客全面體驗「在家」的感覺，他們可使用 PoL 去選取已預先調較好的燈光音效，配合用餐或會議場景。Jetina 說：「為了加強的靈活性，訪客可自行選取已預先調較好的燈光、窗前的百葉簾及投影機及螢幕，符合現代智能家居生活的模式。」

