

项目名称：LADOR 首尔旗舰店

设计团队：Indiesalon

面积：室内 109 m²+室外 66 m²

地点：韩国，首尔城东区圣水洞



设计特色：

项目 - 在首尔城东区充满活力的街道上，一处原本普通的零售空间经过翻天覆地的改造，化身为一处沉浸式护发场所，颠覆了传统产品陈列的理念。这巧夺天工的杰作出自 Indiesalon 设计工作室的匠心独具，LADOR 首尔旗舰店邀请顾客步入一场多感官的体验之旅，将简单的护发升华为一门精致艺术。这绝妙建筑的核心是那醒目的"浴池魔方"——一座颇具雕塑感的空间装置，致敬了 LADOR 品牌的独特气质。这魔方仿佛一潭湛蓝池水，内里铺设着芬芳的泡沫浴缸，诱人沉浸其中，享受品牌的缤纷香氛世界。除了这抢眼的焦点装置，整个空间沿袭着一系列精心编织的空间小品。标志性的"绿洲之桌"以流畅的曲线和嵌入式产品陈列，引导顾客遨游探索的旅程。与此同时，豪华的休闲包厢则散发着欧洲风情，将顾客拥入无上体贴的放松殿堂。但这里的非凡之处在于内外空间的巧妙融合。室外的露天淋浴区撩拨着过路人的好奇，将目光引入室内，吸引他们踏上这场化妆品与体验空间交相辉映的护发奇遇。

团队 - Indiesalon 于 2013 年在首尔创立，是一家空间设计工作室，其设计理念源自两大支柱——"独立精神"蕴含着创造力和自主性，而"沙龙"则是文化交流与思想碰撞的平台。两者交融孕育了他们的设计手法，倡导自由思考与开放交流作为空间诠释和实践的媒介。在创始人兼首席建筑师장석준（张锡骏）的领导下，Indiesalon 的跨领域团队

精心编织沉浸式的空间体验，超越了单纯的物理空间。他们的设计诉求在打造建筑环境与多元文化之间建立共生交互。无论是零售、酒店还是住宅项目，Indiesalon 非凡造诣在于塑造出激发对话、维系社群、倡导文化共享探索的空间，他们协作有加的方式和对设计审美的执着，奠定了其在韩国建筑界的先锋地位。

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Project: LADOR Flagship Store

Design Team: Indiesalon

Size: 175 m²

Location: Seongdong-gu, South Korea



Feature:

Project - In the vibrant Seongdong district of Seoul, a former retail space has undergone a transformative metamorphosis into an immersive haircare sanctuary that transcends conventional notions of product merchandising. Envisioned by the ingenious minds at Indiesalon, the LADOR Seongsu Store beckons customers into a multisensory experience that elevates haircare into an indulgent art form. The heart of this architectural marvel is the striking "bath cube" – a sculptural centerpiece that pays homage to LADOR's brand identity. Clad in a soothing sky blue hue, this striking installation houses an inviting bathtub brimming with scented bubbles, enticing visitors to immerse themselves in the brand's aromatic world. Beyond this captivating focal point, the space unfurls into a series of thoughtfully curated vignettes. The signature "oasis table," with its sinuous curves and integrated product displays, guides customers on a seamless journey of discovery. Meanwhile, opulent lounge booths exude an air of European sophistication, transporting patrons into a realm of indulgent pampering. But the true genius lies in the subtle yet ingenious interplay between indoor and outdoor realms. An alfresco shower area tantalizes passersby, drawing their gaze inward and enticing them to embark on a transformative haircare

odyssey that blurs the boundaries between retail and experiential refuge.

Design Team - Founded in 2013, Indiesalon is a Seoul-based spatial design studio that derives its ethos from the convergence of two philosophical cornerstones – the 'Indie Spirit' rooted in creativity and autonomy, and the 'Salon,' a forum for cultural discourse. This duality manifests in their approach, which champions free thinking and open communication as conduits to insightful spatial interpretations and implementations. Under the guidance of founder and principal architect Seokjoon Jang, Indiesalon's multidisciplinary team, comprising designers Wona Kim, Seonghyun Hong, and Jisu Kang, alongside management support lead Sayup Kwon, orchestrates immersive spatial experiences that transcend mere physicality. Their design narratives foster a symbiotic exchange between built environments and the multifaceted cultures they aim to celebrate. With a portfolio spanning retail, hospitality, and residential realms, Indiesalon's prowess lies in crafting spaces that ignite dialogue, nurture communities, and serve as catalysts for shared cultural explorations. Their collaborative approach and commitment to design integrity have solidified their reputation as vanguards in Korea's architectural landscape.

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