

## 建筑探访指数 - Purple 品牌运营工作室

总分：4.0/5.0 (温哥华工业区内的材料诚实派叙事)

**1. 唤醒七十年代的工业遗壳：**这是一处位于加拿大温哥华芒特普莱森特工业区的服装品牌运营中枢，作为品牌的内部运转核心，这里不对一般公众开放。斯科特建筑设计团队接手这座建 1973 年的老仓库后，拒绝了精致的表面粉饰，而是以一种近乎冷峻的克制姿态，重新激活了建筑的工业记忆，将其转化为集设计、仓储、摄影与展示于一体的多元工作坊。

**2. 现浇混凝土的建构“生长”：**空间内最摄人心魄的介入，是那些仿佛从旧地坪中直接“生长”出来的现浇混凝土体量。无论是厚重的工作桌面，还是那道贯穿预制楼板的中央楼梯，新旧混凝土界面之间形成了一种毫无缝隙的物质对话。这道楼梯不仅是垂直动线，更是整个庞大工作序列的视觉锚点，将上下两层的运作紧密咬合在一起。

**3. 拥抱岁月包浆的实用主义美学：**该项目展现了对“耐久性”与“实用主义”的极致推崇。染色胶合板、不锈钢挂轨以及悬浮在头顶的镀锌格栅板，所有材料均以最原始、低度处理的状态裸露。建筑师甚至预判了材料的衰老——它们将随着工人人们的日常使用与摩擦，自然形成独一无二的包浆。这种空间语汇与该品牌重新演绎复古牛仔的创作哲学达到了惊人的高度契合。

### 探访建议

- **推荐方式:** 强烈推荐你通过专业建筑摄影资料来进行线上解读。将视觉焦点投向那些未经修饰的混凝土浇筑接缝, 以及镀锌格栅板如何巧妙整合管线并透出老旧木屋顶的细节, 体察建筑师对“材料诚实”的极致追求。
- **核心看点:** 研读这座建筑背后的“微观介入哲学”。看设计团队如何通过极具分量的局部改造(如中央楼梯), 而非全面的覆盖, 让旧建筑的原始感与新品牌的先锋特质在同一个物理容器中达成完美的逻辑自洽。
- **场域周边探访推荐:** 既然这座建筑坐落于温哥华的芒特普莱森特街区, 强烈建议你在日常闲暇时亲自驱车前往实地漫步。在解读了这栋老仓库改造背后的空间逻辑后, 去感受该街区如何从传统轻工业区蜕变为如今充满独立咖啡馆、精酿啤酒厂与创意工作室的温哥华文化新高地。

**一句话总结:** 它以冷峻的现浇混凝土与拥抱岁月包浆的原始建构, 在温哥华的老仓库中, 为复古牛仔品牌打造了一座极具材料诚实性的运转机器。

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## Architectural Visit Index - Purple Brand Operations Studio

**Total Score: 4.0/5.0 (An Honest Material Narrative in Vancouver's Industrial District)**

**1. Awakening a 1970s Industrial Shell:** Located in the

Mount Pleasant industrial district of Vancouver, Canada, this is a clothing brand's operational hub spanning 1,300 square meters. As the brand's internal operational core, it is not open to the general public. Upon taking over this old warehouse built in 1973, Scott & Scott Architects rejected refined surface cosmetics. Instead, with an almost austere posture of restraint, they reactivated the building's industrial memory, transforming it into a multifaceted workshop integrating design, archiving, photography, and showroom functions.

**2. The Tectonic "Growth" of Cast-in-Place Concrete:** The most breathtaking interventions within the space are the cast-in-place concrete volumes that seem to "grow" directly out of the old floor slab. Whether it is the massive work desks or the central staircase piercing through the precast concrete floors, a seamless material dialogue is formed between the old and new concrete interfaces. This staircase is not merely a vertical circulation route; it serves as the visual anchor for the entire massive operational sequence, tightly interlocking the functions of the upper and lower levels.

**3. Utilitarian Aesthetics Embracing the Patina of Time:** This project demonstrates an ultimate reverence for "durability"

and "utilitarianism." Stained plywood, stainless steel hanging rails, and galvanized grating suspended overhead—all materials are exposed in their most raw, minimally processed states. The architects even anticipated the aging of the materials: they will naturally develop a unique patina through the daily use and friction of the workers. This spatial vocabulary achieves an astonishingly high level of alignment with the brand's creative philosophy of reinterpreting vintage denim.

### **Visit Recommendation**

- **Best Approach:** It is highly recommended that you engage in an online interpretation through professional architectural photography. Direct your visual focus to the unembellished concrete casting joints, and how the galvanized grating cleverly integrates utilities while revealing the details of the old wooden roof, observing the architects' ultimate pursuit of "material honesty."
- **Core Highlights:** Study the "philosophy of micro-intervention" behind this building. Observe how the design team achieved a perfect logical self-consistency between the old building's rawness and the new brand's

avant-garde identity within the same physical container, through weighty localized modifications (like the central staircase) rather than comprehensive covering.

- **Surrounding Academic Context Visit:** Since this building is located in the Mount Pleasant neighborhood of Vancouver, just a short drive from where you live in Richmond, it is strongly advised that you take a physical stroll through the area during your leisure time. After decoding the spatial logic behind this old warehouse renovation, go and experience how this district has evolved from a traditional light industrial area into a new cultural high ground, now filled with independent cafes, craft breweries, and creative studios.

**One-Sentence Summary:** Using austere cast-in-place concrete and raw tectonics that embrace the patina of time, it creates a highly materially honest operational machine for a vintage denim brand within an old Vancouver warehouse.