

Urban Revivo Sanlitun Flagship Store / MVRDV

探访指数：4.8 / 5.0 | 从变色城市表皮进入一条由传统走向当代的四层零售路径

空间故事

- **先绕立面走一段：**二向色铝瓦不会停留在一种颜色。建议先从三里屯西街斜向接近，再移动到正立面中央，观察表皮如何在蓝、紫、阴影和高光之间变化。
- **把上楼当作时间轴：**首层是完整月洞门，向上逐渐转为圆角矩形和倒曲线。不要只停在入口层；四层之间的形态渐变，才是项目区别于普通旗舰店的核心体验。
- **寻找六次节奏变化：**soft、playful、urban、daring、unexpected 与 avant-garde 六组 Bold Rooms 分散在常规陈列之间。它们改变材料、光线和尺度，像途中六次短暂停顿。

旅行者工具箱

- **最佳时段：**日间更容易看清瓦片阵列、灰砖与门洞轮廓；傍晚至入夜则能看到圆形橱窗和背光立面如何接管街道。时间允许时，可在日落前后各观察一次。
- **行家看点：**留意门洞并非简单复制传统符号：它在楼层之间逐渐抽象。再比较镜面天花、蓝色家具、深色材料和钴蓝地毯如何标记不同楼层。
- **顺道路线：**项目位于三里屯西街、太古里南北区之间，可与三里屯太古里的公共街区、Apple 三里屯及 MVRDV 设计的 Tiffany 北京旗舰店立面安排在同一条步行线路中。

交通与访问建议

- **到达：**可乘地铁到工人体育场站后步行进入三里屯片区。
- **开放信息：**这是正常营业的服装旗舰店，可以进入体验。门店时间可能随活动和季节调整，出发前应通过 Urban Revivo 官方账号或地图平台核对当日营业状态。

- **参观礼仪：**以普通顾客身份进入，不阻挡入口、扶梯、收银及试衣动线；拍摄室内、商品、顾客或 Bold Rooms 前先询问店员。使用三脚架或进行商业拍摄应提前取得许可。

一句话总结：这座旗舰店的价值不只在会变色的立面，而在于一次完整的上楼过程，熟悉的月洞门被逐层抽象，零售空间由此成为可以边走边读的建筑叙事。

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Architectural Visit Index: 4.8 / 5.0 | From a colour-shifting urban skin into a four-storey journey from tradition to abstraction

Spatial Story

- **Walk the facade first:** The dichroic aluminium tiles never settle into one colour. Approach obliquely from Sanlitun West Street, then move towards the centre to watch blue, purple, shadow and highlight change with your position.
- **Treat the ascent as a timeline:** Complete moon gates on the ground floor gradually become rounded rectangles and inverted curves above. The project only becomes fully legible when all four levels are experienced.
- **Find six changes of pace:** The soft, playful, urban, daring, unexpected and avant-garde Bold Rooms interrupt the regular displays with different materials, light and scale.

Traveler's Toolkit

- **Best Time:** Daylight makes the tile array, grey brick and portal geometry easier to read. Around dusk, circular windows and backlighting take over the street. Seeing the facade on both sides of sunset is worthwhile.
- **Expert Focus:** The portals are not repeated historical motifs; they become progressively abstract. Compare this shift with mirrored ceilings, bright-blue furniture, darker upper materials and cobalt carpet.

- **Nearby Route:** The store lies between the South and North Villages of Taikoo Li Sanlitun and can be combined with the public streets, Apple Sanlitun and MVRDV's Tiffany facade in one walk.

Getting There & Visiting

- **Arrival:** Workers' Stadium metro station provides a practical approach to the Sanlitun district. Published architectural material places the project on the main pedestrian route of Sanlitun West Street but does not provide a stable standalone street number.
- **Opening Information:** This is an operating fashion flagship that can be entered. Hours may change for events or seasons, so check Urban Revivo's official channels or a current map listing before travelling.
- **Visitor Etiquette:** Visit as a customer, keep entrances, escalators, tills and fitting-room routes clear, and ask staff before photographing interiors, merchandise, customers or Bold Rooms. Tripods and commercial shoots require prior permission.

In a Nutshell: The store's value lies not only in its colour-shifting facade, but in the complete ascent through the building, where the familiar moon gate is gradually abstracted into an architectural narrative that can be read while walking.