

上海玻璃博物馆 Shanghai Museum of Glass

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上海玻璃博物馆的多功能设计方案囊括了展览空间、热玻璃演示、DIY 工坊、演讲空间、图书馆、咖啡馆、活动空间、商店、公共空间等等。这个可持续的改造设计，将新旧特色融于一体，赋予项目现代感，是中国“第二类”博物馆的先驱。

项目名称：上海玻璃博物馆
设计公司：罗昂建筑设计咨询有限公司
项目地点：上海
竣工时间：2011年5月
主设计师：柯复南
摄影：塞风（德国）& diephotodesigner.de
Project Name: Shanghai Museum of Glass
Design By: logon | urban.architecture.design
Location: Shanghai
Completion Date: May 2011
Designer: Frank Krueger
Photographer: Jan Siefke & diephotodesigner.de, Berlin/Germany

上海玻璃博物馆是中国为数不多几家玻璃博物馆之一，但它的独特之处不局限于此。罗昂建筑为园区制定了G+玻璃主题园区发展策略及关键的项目定位决策：那就是把一期园区打造成“第二类”多功能玻璃博物馆。这种新型博物馆和普通的“第一类”博物馆有很大区别。普通博物馆交通便利，人们一般用很短的时间完成参观。而这个项目位置远离市中心，地铁等交通方式也不够便利，人们不太愿意在路上花1到2个小时去参观一个只能呆半个小时的博物馆。

“第二类”博物馆的另一特点是其多功能性，它能提供丰富的娱乐活动，吸引游客前往参观，在这里逗留2个小时甚至更久。除了玻璃主题展览以外，上海玻璃博物馆拥有热玻璃演示中心，DIY 工坊，演讲空间，小型图书馆以及其他丰富精彩的活动，使不同人群都能在此寓教于乐。

入口广场是博物馆的门面，具有高识别度，引导游客进入博物馆、热玻璃演示中心及园区其他地方。矗立于入口广场上的全新建筑迎接来往的游客。明亮的博物馆大堂与黑色外立面形成鲜明对比，给游客以耳目一新的感受，令人印象深刻。外立面采用德国进口的U型玻璃，经过



喷沙和涂层处理勾勒出和玻璃有关的多国文字。玻璃立面背后的LED灯管点亮了黑色背景上的文字，营造出令人炫目的效果。上海玻璃博物馆将为游客提供集娱乐教育于一体的体验场所，也将为宝山区政府和人民也带来更多福祉。





Located in Shanghai's Baoshan District, this former glass manufacturing site covers a total area of 29,612sqm including thirty existing buildings varying in age and scale. The logon developed the entire 20 year strategic development plan renaming the site to G+ Glass Theme Park (Glass, Art, Research and Technology Park). Phase one includes the Shanghai Museum of Glass and a hot glass show covering a total site area of 5,785sqm.

The decision was made to design a glass museum in phase one. As the site location is not well known due to the

projects' inconvenient location, a "Loss Leader" status for the first phase was decided. This business concept was chosen as the entire site needed a way to build brand awareness of the site and value of the surrounding land; at the same time add value to the Baoshan district and community, thus the Shanghai Glass of Museum concept was realized. Following phases of G+ Glass Theme Park include, a sculpture yard in phase two, a science park in phase three and a business park in phase four all supported by commercial facilities planned to be complete by 2018.

The Shanghai Museum of Glass is one of the only glass museums in China; but this is not what makes it unique. After the logon lab developed the G+ Glass Theme Park development strategy, a key project positioning decision was made; to develop phase one into a "Type Two" multifunctional glass museum. Type Two museums differ from regular (Type One) museums as in this case where the site is not located downtown or near convenient public transportation for easy access. People are happy to visit a regular museum for short periods of time due to convenience; however, it would









be challenging to expect someone invest over two hours by car or bus to visit a museum for only an hour. Another key feature of type two museums is that they are multifunctional; they must provide enough activities and entertainment to attract people to spend at least two hours or longer. In addition to its glass themed exhibition, the Shanghai Museum of Glass does this through its' hot glass shows, DIY workshops, lectures, libraries, and other interactive activities all designed to attract and educate a variety of target groups creating value and incentive for people to visit.

The Entrance Plaza is the face of the museum enabling immediate recognition and recall for visitors where it guides people into the museum, hot glass

show and surrounding areas. The new entrance building stands on the Entrance Plaza acting as a welcoming platform for the museum. Contrasting the dark facade with the bright lobby interior creates a unique first impression for visitors to the museum. The facade is made from U shaped glass imported from Germany, sand blasted and enameled to reveal transparent glass-related words in various languages. Behind the glass facade is a LED backlight that allows light to glow through each word on its black background; the final effect is breathtaking by night. The Shanghai Museum of Glass will educate and entertain thousands of visitors whilst adding value to the local district government and people for years to come.



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