

# 從建築美學體驗到美術館品牌形塑 以亞洲現代美術館「宿砦」為例

## **Branding Museum through Experiencing Architectural Aesthetics : The Case 'Lodge-with-Concrete' in Asian Museum of Modern Art**

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# 建築作為品牌

## Architecture as a Brand

- Museum architecture is currently becoming major asset of museum's brand.
- Asia Museum of Modern Art (AMMA) designed by Tadao Ando.
- Established benchmark of qualified construction and aesthetics in Taiwan.



# AMMA建築美學

## Aesthetics of AMMA's Architecture

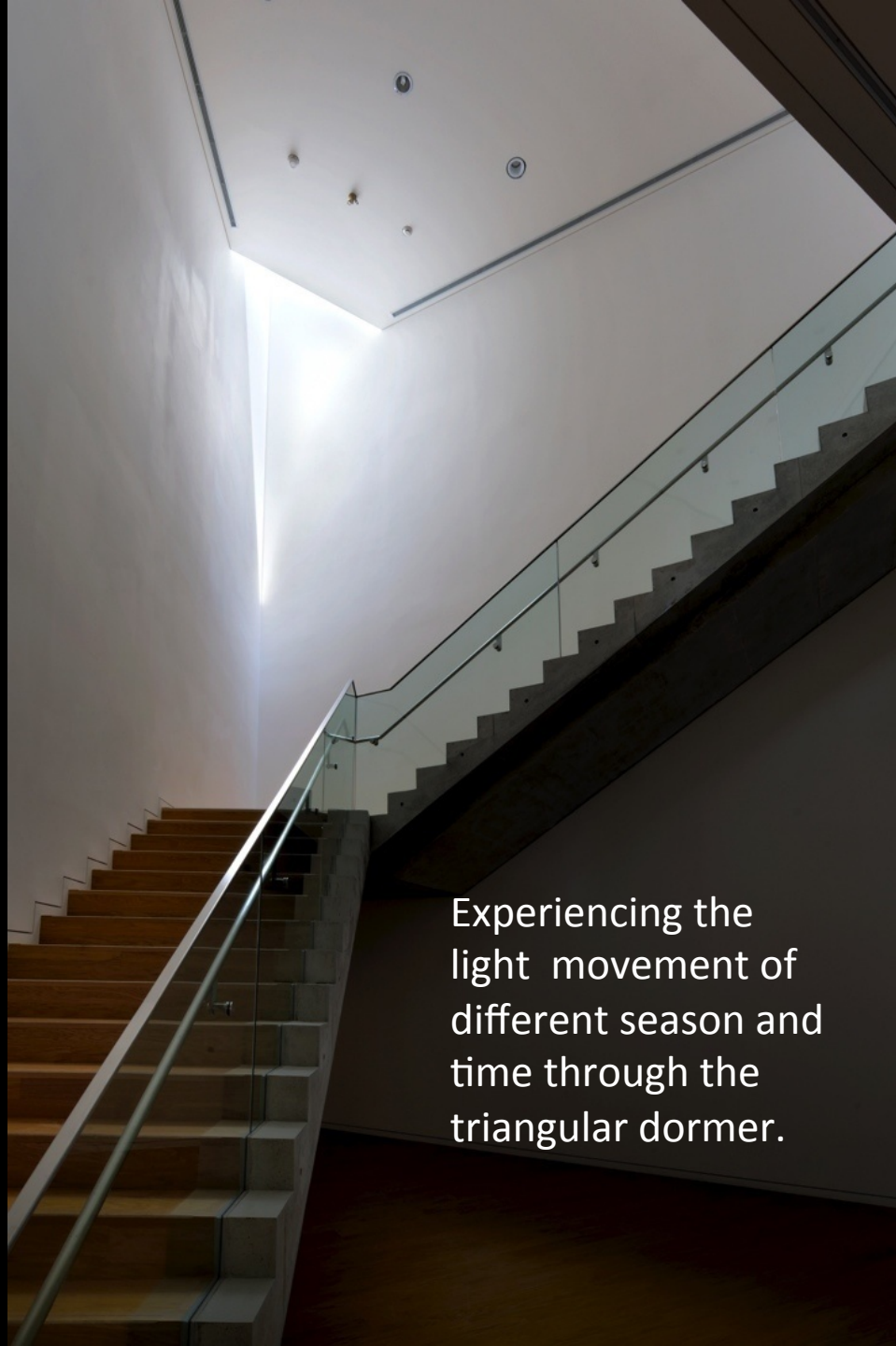
- Ando's Architecture :  
Tranquil, Reflective, Pure, Poetic.
- The Combination of Three Triangles :  
the conversation between  
architecture, art and nature.
- Supreme spatial experience to its  
visitors through their five senses.



亞洲大學  
亞洲現代美術館  
Asia Museum of Modern Art







Experiencing the  
light movement of  
different season and  
time through the  
triangular dormer.





The V-shaped columns and the long-aisle gallery.





The triangular lecture-room constructed by warmly-textured oak.



The triangular  
exhibition space.



「體驗一棟建築最好的方法，就是在裡面睡一晚。」

建築師評論家 中村好文

*“The best way to experience one architecture is to stay overnight inside it.”*

Nakamura Yoshifumi  
Architecture Critic

# Sleepover in the Museum

- 清水混凝土的純淨與手工質感，引出東方的禪意哲思，對訪客而言是一種精神性的轉換。
- 利用開館前的空場邀請觀眾前來睡一晚，親身體驗安藤建築的獨特詩意。
- The pureness and hand-made texture of the fair-faced concrete introduces the eastern philosophy of “Zen”, a spiritual transformation.
- AMMA utilized the venue before its grand open to invite the visitors to lodge in the museum and experience the specifically poetics of Ando’s architecture.

# 宿砦 Lodge-with-Concrete

- 夜宿活動「宿砦」 (lodge-with-concrete)，音似日文「素顏」，源於「清水模」的別稱「素顏美人」。
- 清水模於施工現場澆灌拆模後便不再施加塗裝，高超精確的工法體現了純粹素樸與材料本質。
- 與繁忙社會中人心愈益追求平靜、渴求回歸原初的禪境呼應。
- *Lodge-with-Concrete* (“Su-Bin”, the homonym of without-any-makeup in Japanese) is an alias of Ando’s fair-faced concrete.
- Without any polishing after removing the moulds, the purity of the concrete is incarnated through the explicit techniques during construction, which faithfully reflects the serenity in the space – an affinity to original desire of equilibrium in “Zen”.

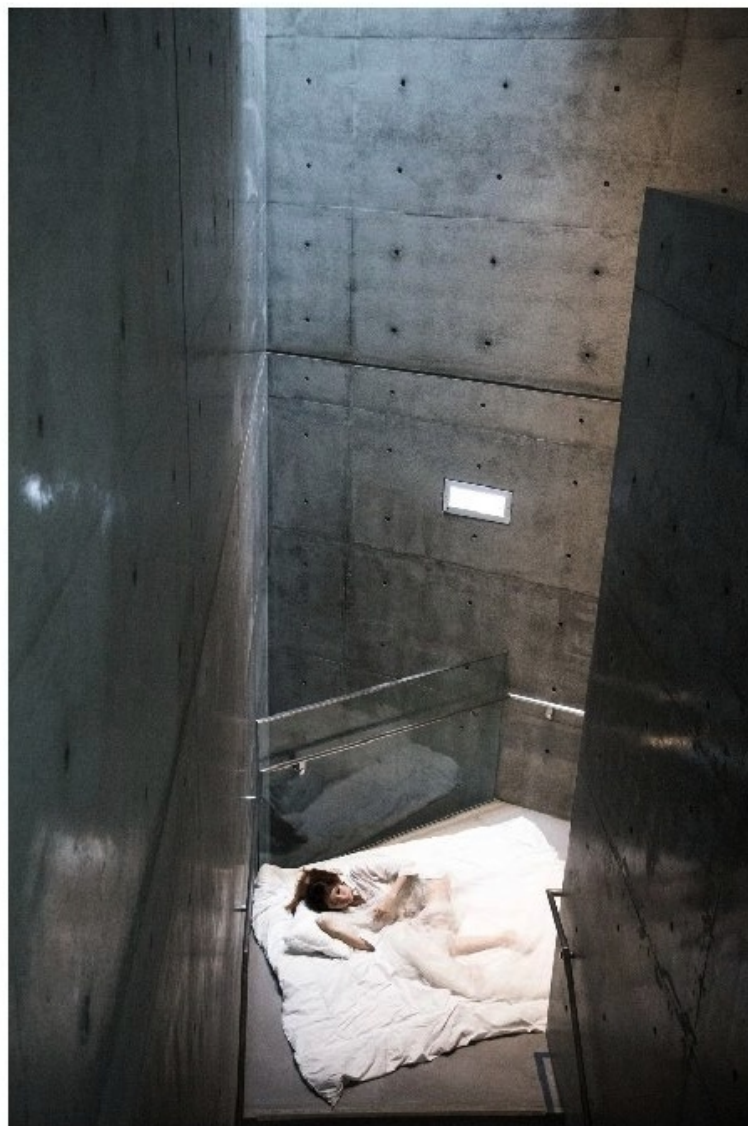


安藤天窗席

坐擁三角框出星夜天光，  
細品光線推移出內蘊力量。

## The Dormer Berth

Savor the light from the  
triangular dormer.



亞洲大學  
亞洲現代美術館

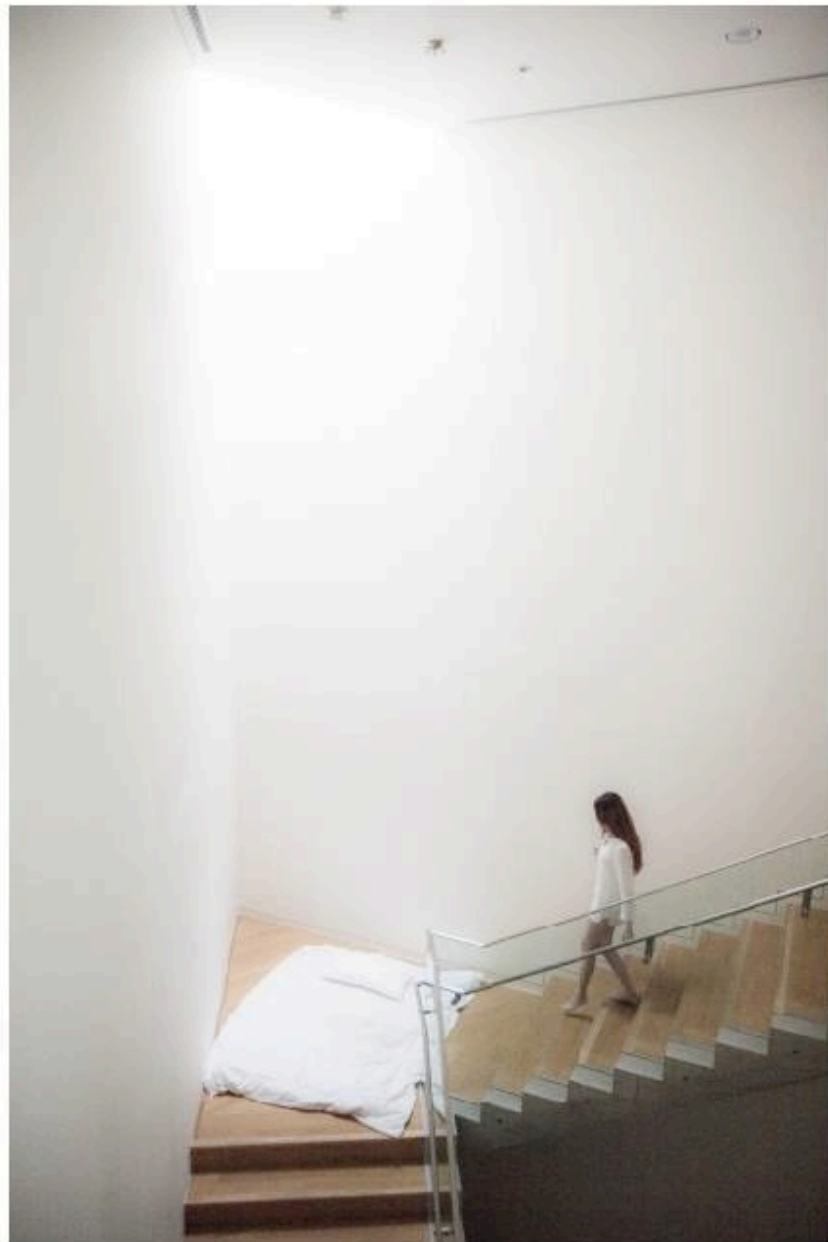


## 天光大戲席

獨一無二僅此一席，  
看整夜星夜呢喃，  
體第一道晨曦溫柔。

## The Skylight Berth

The unique berth  
for admiring the starry night  
and the first light from the  
largest museum dormer.







A romantic, unique, wonderful  
night.

# 參加者輪廓 Participants

- 年齡：集中在30與40多歲，最小的14歲、最大的66歲。
- Mostly 30-to-40-year-old; 14 the Youngest and 66 the Oldest.
- 背景：學生、教育界最多；設計界、營造業 其次；科技業、服務業再次。
- Students and educational professionals the most; design and construction industries are in second; technology and service industries are the last.

# 活動內容 **Activities**

- 活動包括建築導覽、空間體驗、點燈、禪修、內觀、瑜伽、藝術早課。
- Activities include architecture guidance, candle-lightening, meditation, yoga and the morning session of art.





Architecture guide-tour by AMMA Director, Dr. Yu-Tung Liu.

















Candle-lighting  
ceremony.



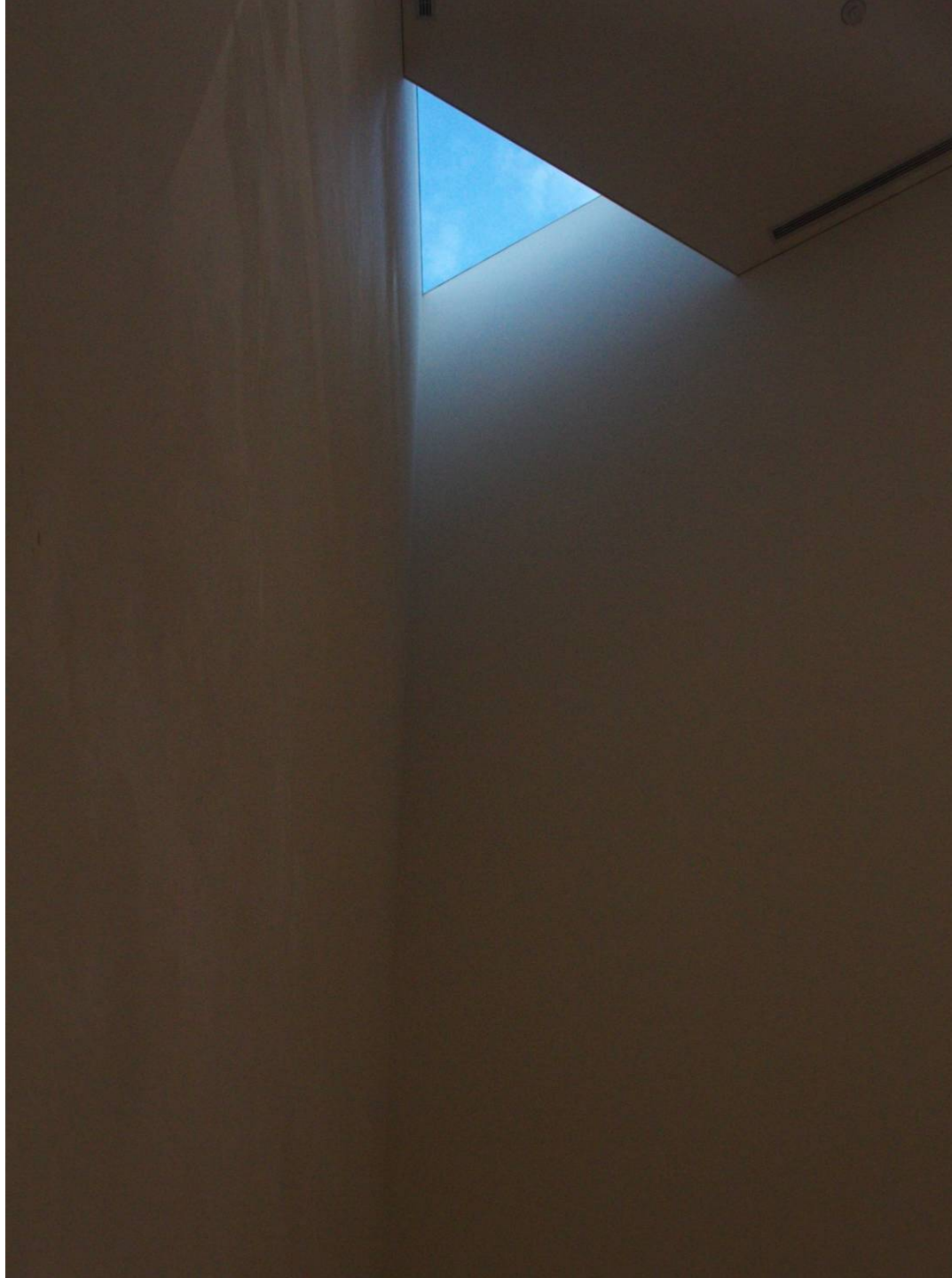






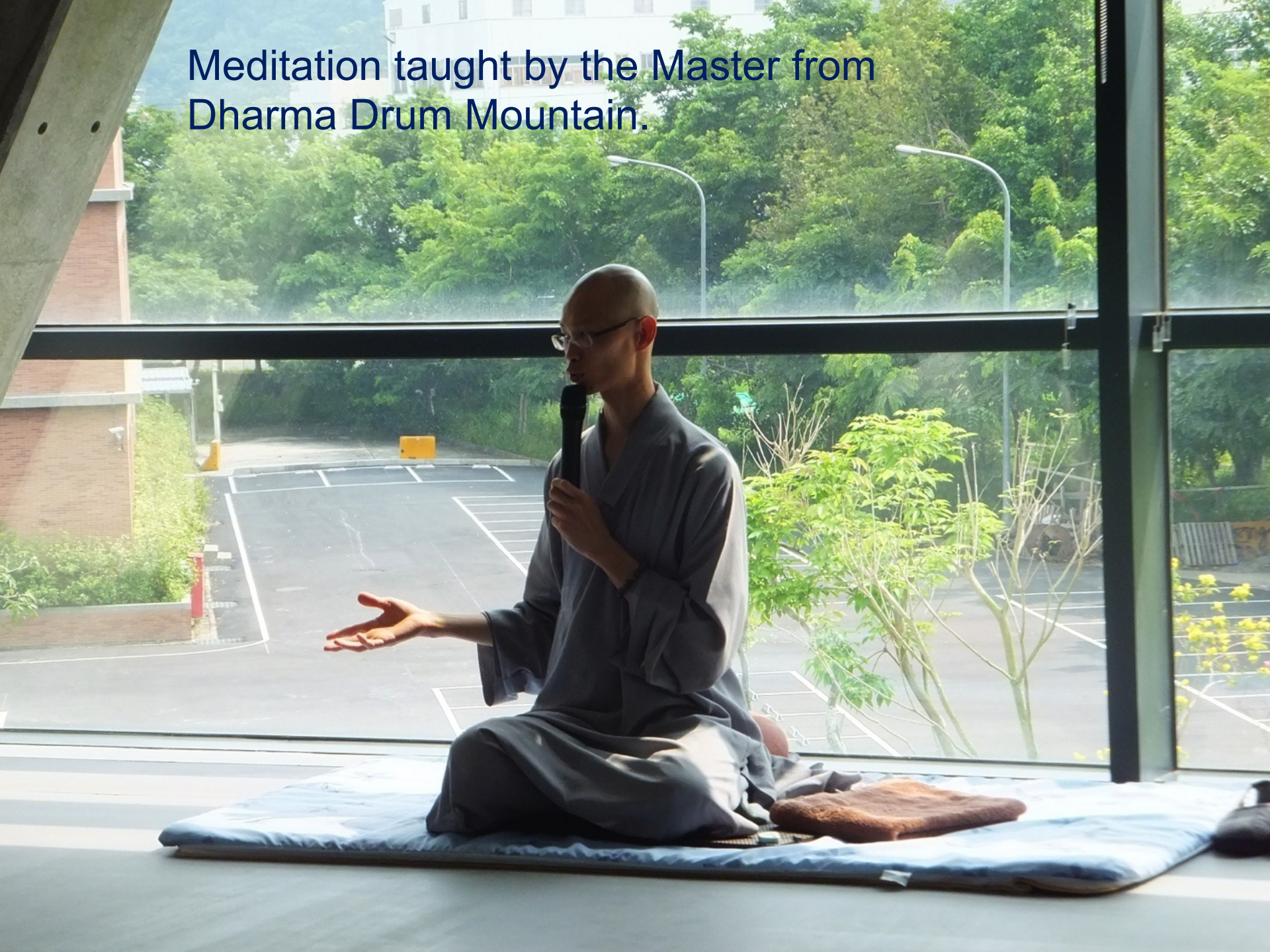








Meditation taught by the Master from  
Dharma Drum Mountain.











Walking-Zen.





Feel the breathing, feel the moment.





The yoga session in the triangular gallery.





Free your body, free your mind.











# 深度的體驗

## **Build Profound Experiences**

- 以五感親身體會極簡主義的純粹，以及沈靜內省的生活美學。
- The audience sensed the purity of the minimalist space and the introspective aesthetics of living.





# 觀眾回饋 Feedback

「和清水模一起呼吸，一起在清晨醒來，非常酷！」

“ It is SO COOL to breath and awake in the early morning with fare-faced concrete ! “

「早上的瑜伽課是初體驗，一直抖抖抖，過程真是那般猙獰，在美術館睡過、吃過、踏過、滾過，有種物我合一，整個精神都昇華起來了。」

“ Firstly experienced the morning yoga session, couldn't stop shivering.. so fierce. After sleeping, eating, stepping on and threshing in the the art museum, I kind of feel merged with the substance – the sublimation of my spirit.”

# 觀眾回饋 Feedback

「整個空間到細節都有安藤堅持的秩序與美感。睡在安藤的美術館中，感受到光影在不同時間的變化，很難得的體驗。」

“The whole space is insisted in Ando’s order and aesthetics. A very precious experience of the light and shadow in the art museum.designed by Ando.”

「在安藤建築中禪修和瑜珈，是體驗空間的極致。當身體呈現三角形，眼觀空間的三角形，那種身體與建築融合的奇妙經驗，讓人無限感動。」

“ Going through Zen and Yoga in the architecture of Ando is the summit of spatial experience. As making triangle both in posing and seeing, the intriguing combination of my body and the architecture is limitlessly touching.”



# 觀眾回饋 Feedback

「親臨大師作品，完美的行程。」

“An actual visit of a master’s work. An impeccable journey.”

「台灣有特色的建築不少，有生命的建築非常少，很高興台灣也有一座可以和環境、和自己、和時間對話的建築。」

“There are many special building in Taiwan, but vividly living ones are very few. Glad for my country to possessing one architecture which can having dialogue with the environment, time and oneself.”

「身心靈舒暢、愉快，希望有機會參與美術更多活動。」

‘Feeling so comfortable and happy with my body, mind and soul. Looking forward to participating more activities of AMMA.’

# 結論 Conclusion

- 將安藤建築的空間美學體驗與精神性的轉換，注入美術館品牌精神並深植參與者心中。
- Strengthen the spiritual traits of AMMA and at the same time solidifies the brand.



觀眾  
Participants

品牌認同  
Brand  
Identity

關係  
Relationship

經驗  
Experience

歡迎指教  
Thank You!