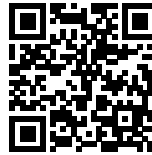




MOLECURE PHARMACY

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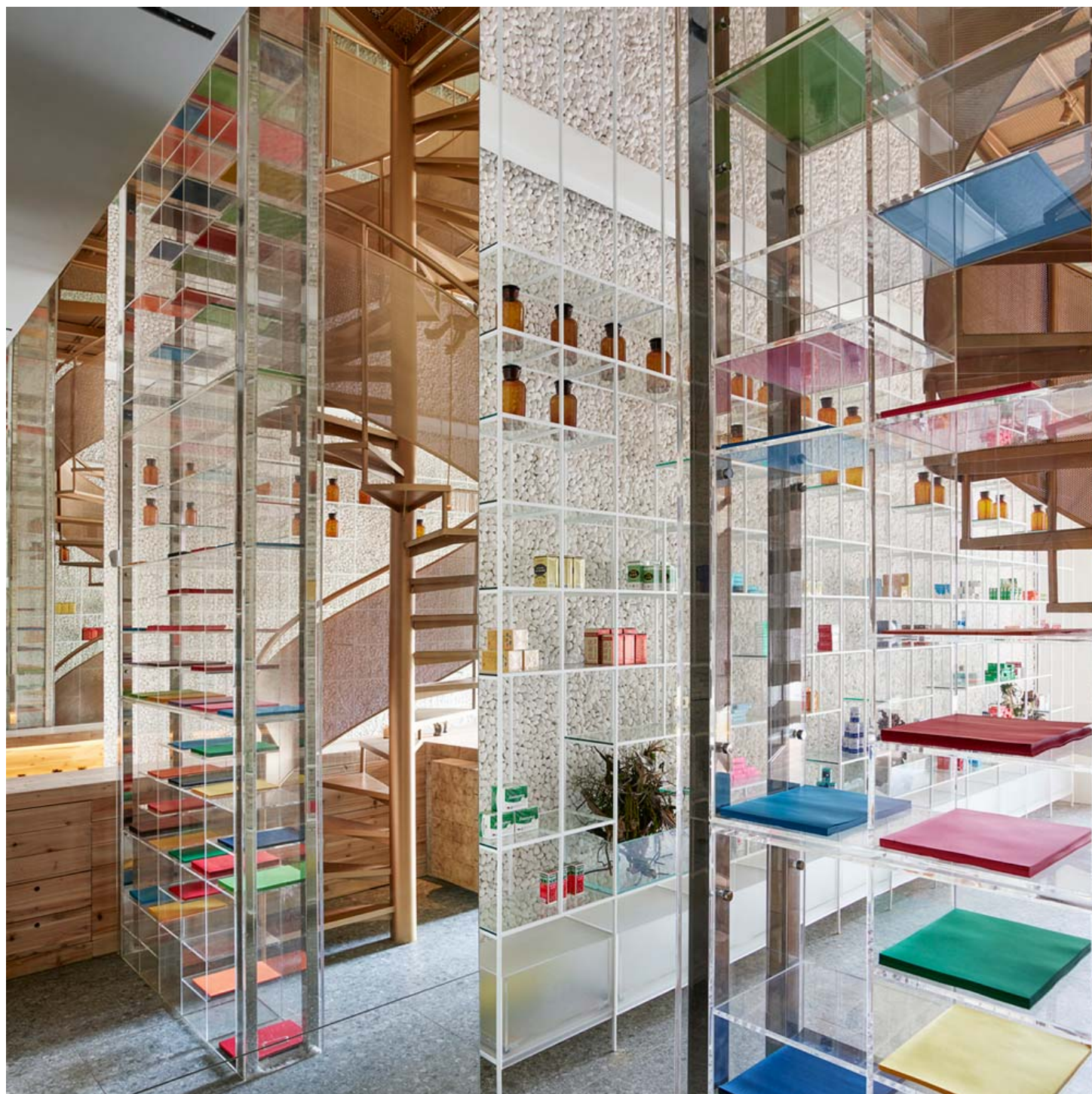
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The owner of this project is a post 80s member of a pharmacy family. As the third generation, he hopes to subvert the traditional image of a pharmacy and melt it into the diversified modern environment. Just like MOLECURE is split and reorganized from words "Molecule" and "Cure", while approaching to the design, we returns to the original purpose of pharmacy: extracting molecules from nature to synthesize healing drugs. Thus we get the idea of building a space which we named "green in the lab", combining the seemingly conflicting qualities of "primitive" with "technology", just like new compounds formed through molecular bombardment.





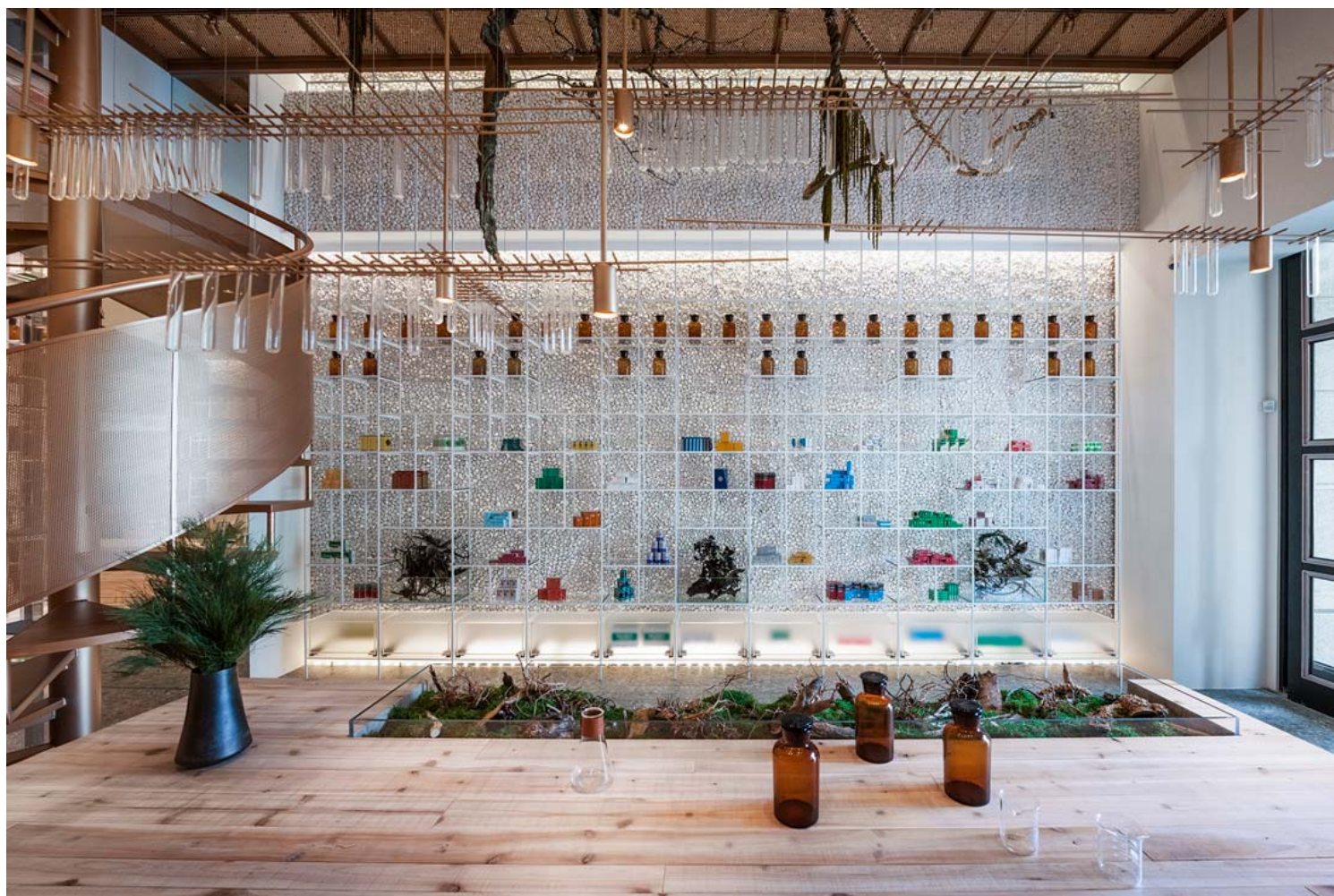




The methods of molecular aggregation vary from triangular to polygonal, spherical to conical, and the changes in shape due to different types of aggregation can be amazing. We extracted the two characteristics of molecules – connectivity and aggregation – into our design. For example, we used cement to stick cobblestones onto the two towering walls on the left and right sides, whose rough texture gives people a sense of being real. The metal, lightweight glass and transparent acrylics are crisscrossing, and straight lines are adopted to build the display racks horizontally and vertically. Like the repeated expanding of a molecule – when they are stocked with drugs, the display racks seem to disappear from the space, while the colorful drugs act as paintings to color the walls. The space is thus floating with a breathtaking abstract art atmosphere.







The one-way mode of traditional pharmacy counter service is avoided here; the core of the space is a laboratory table, where pharmacists interact with customers. Through the open dispensing area and an iPad-embedded consulting service system, an interactive information aggregation function and innovative customer experience are created.



The laboratory table is stacked with solid wood, and a tree trunk over a hundred years old is used as the base of the table. Together with the hanging green plants that grow profusely, it all looks like an original forest. This subverts the boring atmosphere of a traditional pharmacy, and also associates medicine and health care with a healthier lifestyle.  

In an unprecedented integration of three business types – drug display, dispensing experiments, and life experience – what connects them is a curvy copper corkscrew staircase, which makes people think of the DNA double helix structure in molecular biology. Countless molecule-like triangular holes are cut by laser into the stairs to create shadows that look like scattered leaves. This acts as a salute to nature.  



Plans

Sections

Just as the owner desired, Molecure Pharmacy not only gets rid of the fixed stereotype of pharmacies, it also gives the traditional pharmacy, with its history over three generations, a totally different look. It improves the value of Taiwan's stagnant pharmacy industry, while redefining the value of health from four aspects: drugs, health food, diet and exercise. Moreover, it offers people who are paying increasing attention to their health a new space which integrates function, aesthetics, and an experimental spirit.