

## ABOUT | 關於五條線設計

「一華開五葉，結果自然成。」

五條線設計(GOJOSEN Design)，名字承載著日系美學的雅致與祝福。GOJOSEN 在中文直譯為「五條線」，代表著從點到線、從線到面最純粹的設計原點，也是我們為您構築專屬生活空間的設計理念與開端。

關於GOJOSEN的命名取自達磨禪師詩中一節的禪語「一華開五葉」，象徵著當一朵新的花蕾綻放出五片花瓣後，將會自然結出豐碩的果實。

品牌名「GOJOSEN」巧妙地與設計總監 李穰璿 的名字連結：

- Go: 日文的「五」，象徵「五穀豐收」綿延不絕的生命力。
- JO (穰): 寓意果實纍纍、稻穀充實的樣貌。
- SEN (璿): 代表如同寶玉般晶瑩、純淨的光譜。

我們深信，好的設計就如同順暢的循環。透過適當的燈光設計與空間設計規劃的結合，我們在繁冗的世界中提煉純粹，讓優雅澄淨的氣息與空間相互融合，構築出柔和舒適、如花綻放般的雅緻生活品質與場域。

Go! JO-SEN! 讓我們一起展開一場與空間場域同行的獨特旅程。

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## ABOUT | GOJOSEN Design

"A single flower opens with five petals, and the fruit ripens naturally."

GOJOSEN Design carries the elegance and blessings of Japanese aesthetics. The name "Gojosen" literally translates to "Five Lines," representing the purest origins of design—from point to line, and line to plane. It marks the beginning of our philosophy in constructing a bespoke living space for you.

### The Origin of GOJOSEN

Our name is inspired by a verse from the Zen poetry of Bodhidharma: "One flower opens five petals." This symbolizes the natural progression of life—when a bud blooms into five petals, it will naturally yield abundant fruit.

The brand name "GOJOSEN" is artfully linked to the name of our Design Director, Lee Jang-Sen (李穰璿):

- GO (五): The Japanese word for "five," symbolizing the enduring vitality of a bountiful harvest.
- JO (穰): Representing abundance, like stalks of grain heavy with ripe fruit.
- SEN (璿): Signifying a pure, crystalline spectrum, as radiant as fine jade.

We believe that exceptional design functions like a seamless cycle. By integrating thoughtful lighting design with spatial planning, we extract purity from a complex world. We allow an aura of elegance and clarity to merge with the environment, creating a refined quality of life that is as soft, comfortable, and breathtaking as a flower in full bloom.

Go! JO-SEN! Join us on a unique journey where we walk hand-in-hand with the essence of your space.

## PHILOSOPHY | 日系質感與光影美學

「在留白中，見微光。」

五條線設計立足於台灣與日本，我們推崇日式設計中對「留白」與「陰翳(yīn yì)」的極致追求。空間不應被填滿，而應保留屬於呼吸的節奏。

正如日本唯美主義大師谷崎潤一郎在《陰翳禮讚》中所描述，因光的節制，方能展現出美學的深度；我們學會在克制中提煉純粹，透過世界級的燈光視角，讓場域在白晝展現素雅，在黑夜綻放深邃，賦予空間動人的生命質感。

憑藉多年跨國團隊的合作經驗，我們以日本職人的嚴謹精神(こだわりの精神)，確保每一項計畫都能精準落地，實現機能與美感的高度融合。

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## PHILOSOPHY | Japanese Texture & the Aesthetics of Light and Shadow

"Finding glimmer within the void."

Based in both Taiwan and Japan, GOJOSEN Design advocates for the ultimate pursuit of "Yohaku" (negative space) and "In'ei" (shadows) found in Japanese design. We believe a space should never be cluttered; instead, it should maintain a rhythm that allows it to breathe.

As described by the master of Japanese aestheticism, Jun'ichirō Tanizaki, in his classic work *In Praise of Shadows*, it is through the restraint of light that the profound depth of beauty is revealed. We have learned to refine purity through self-control. Utilizing a world-class perspective on lighting, we allow a space to exhibit elegant simplicity by day and bloom with deep, soulful resonance by night—endowing every environment with a moving, living texture.

With years of experience in cross-border collaborations, we uphold the rigorous "Kodawari" spirit of Japanese craftsmanship. This ensures that every project is executed with precision, achieving a seamless fusion of functionality and aesthetic beauty.

## DIRECTOR | 設計總監 李穰璿 Oscar Lee

「以光為筆，勾勒豐饒生活的五種維度。」

設計總監 李穰璿 (Oscar Lee) 出身於美國設計名校 Art Center College of Design。他將美式的創新視角與日系的細膩工藝完美結合，並將自身名字中「豐盛(穰)」與「純淨(璿)」的意涵注入每一件作品中。

身為 Japandi 風格的實踐者，Oscar 擅長利用純粹雅緻的材質與豐富的燈光層次，在留白美學中創造出讓人沉靜、充滿溫度的空間能量。在燈光設計領域，他擁有超過十年的深厚資歷，曾與日本知名燈光設計公司 Worktecht 長期合作方案戰略管理。從頂級飯店的優雅氣度，到米其林餐廳的細膩光環境，他經手的每一處細節，皆是專業與品味的代名詞。

### 【代表作品 Selected Works】

- 國際酒店：台北 Capella、日本日光 Ritz Carlton、日本北海道 Sky Niseko
  - 精緻餐飲：日本米其林一星燒鳥「鳥しき Ichimon」台北分店、潮流咖啡廳 APG
  - 專業核心：住宅設計、商業空間規劃、台日兩地燈光及實施設計
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## DIRECTOR | Design Director: Oscar Lee (李穰璿)

"Using light as a pen to outline the five dimensions of an abundant life."

Design Director Oscar Lee is an alumnus of the prestigious Art Center College of Design in the United States. He seamlessly integrates innovative American perspectives with the delicate craftsmanship of Japan, infusing each of his works with the essence of his name: "Abundance" (Jo/穰) and "Purity" (Sen/璿).

As a practitioner of the Japandi style, Oscar excels at using pure, refined materials and rich layers of lighting to create tranquil, warm spatial energy within the aesthetics of negative space. With over a decade of profound expertise in lighting design, he has a long-standing history of strategic project management with the renowned Japanese lighting design firm, WORKTECHT LIGHTING DESIGN & CONSULTANT. From the elegant grandeur of luxury hotels to the delicate luminous environments of Michelin-starred restaurants, every detail he touches becomes a synonym for professionalism and exquisite taste.

### 【 Selected Works 】

- International Hotels: Capella Taipei, The Ritz-Carlton Nikko (Japan), Sky Niseko (Hokkaido, Japan).
- Fine Dining: "Torishiki Ichimon" (Michelin 1-star Yakitori) Taipei Branch, APG Trendy Coffee Shop.
- Core Expertise: Residential Design, Commercial Space Planning, Lighting and Implementation Design in Taiwan and Japan.