迷上

PRADA 荣宅

招牌鸡尾酒

SIGNATURE COCKTAIL

TÊTE-BÊCHE

迷上的鸡尾酒单并非仅从荣宅深厚的历史底蕴中汲取灵感，更将其化作为创作的架构、语言与视角。该项目以过去与当下、东方与西方、经典留存与创新重塑之间的对话为线索展开。基于二元性的构思，酒单呈现出两条互为镜像，却始终无法分割的叙事脉络。

荣宅的历史积淀构筑起创作的参考体系：从宅邸原主荣宗敬，到参与修缮的意大利匠人，再到王家卫式的电影意象，以多重感官视角赋予这座建筑全新的解读。

宅邸的材质肌理、几何线条与装饰细节，被转化为杯中的风味表达。十六款鸡尾酒通过风味、质地与配比的对立与平衡，重现荣宅的层层意蕴。

“对倒（Tête-bêche）”源自邮学术语，指同款邮票以倒置的方式印制，这一概念构筑起酒单的叙事结构：对立元素互为镜像，共生共存，最终达成平衡。迷上正是这一平衡美学的汇聚之处，东西方美学在此交织融合，而非简单并置，共同构建当代语境下的酒饮体验。

酒单分为四大篇章：

1 ***溯源****——缘起、根基、初印象*

2 ***匠造****——修缮、焕新、外来印记*

3 ***探索****——演绎交融，对话共生*

4 ***新生****——传承延续，当代表达*

四大篇章串联起流动的叙事脉络，恰如“对倒”（tête-bêche）的理念，邀宾客在荣宅与迷上走进一场生生不息的对话。

对倒

Mi Shang’s cocktail menu draws from the layered history of Rong Zhai — not as inspiration alone, but as structure, language, and perspective. The project unfolds as a dialogue between past and present, East and West, preservation and reinterpretation. Built on duality, the menu reflects two narratives inverted yet inseparable.

The history of Rong Zhai becomes a field of reference: from Rong Zong Jin, its original owner, to the Italian craftsmen who restored it, to cinematic associations such as Wong Kar Wai. Each offers a sensorial lens through which the space is reinterpreted.

Its materials, geometries, and ornamentation are translated into liquid form. Through 16 drinks, the building’s story is retold as a sequence of reflections — flavors, textures, and compositions shaped by contrast and harmony.

Tête-bêche, a term from philately describing identical stamps printed in opposite orientations, defines the narrative structure: a mirrored duality where opposing forces coexist and find balance.Mi Shang emerges as a point of equilibrium, where Eastern and Western influences are interwoven rather than juxtaposed, shaping a contemporary drinking experience.

The journey unfolds across four chapters:

1 ***Introduction*** *— origins, foundations, first impressions*

2 ***Intervention*** *— restoration, transformation, external influence*

3 ***Exploration*** *— reinterpretation, exchange*

4 ***Revival*** *— continuity, modern expression*

Together, these chapters form a shifting narrative — like tête-bêche itself — inviting guests to experience Rong Zhai and Mi Shang as a living dialogue.



溯源
INTRODUCTION

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匠造
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溯源
INTRODUCTION



溯源引出两条并行展开的源起线索：米兰与上海。

彼时上海，荣宗敬安居荣宅，这座私邸在风云变迁中，成为维系日常秩序与生活节奏的私密居所。

在米兰，Prada于伊曼纽尔二世长廊（Galleria Vittorio Emanuele II）开设首店，奠定了早期工艺与现代性的设计语言。两条源自不同文化语境的发展路径，各自独立成形，又彼此遥相呼应。

溯源以意大利与中国传统饮酒文化为基础参照，奠定对话的出发点。

Introduction reflects two parallel origins: Milano and Shanghai.

In Shanghai, Rong Zong Jin lived in Rong Zhai, a private refuge shaped by continuity and domestic rhythm during a period of rapid change.

In Milano, Prada opened its first store in the Galleria Vittorio Emanuele II, defining an early language of craftsmanship and modernity. Two independent paths emerge from distinct cultural contexts, forming separate yet resonant identities.

Introduction presents foundational references from Italian and Chinese drinking traditions as origin points before any dialogue begins.






溯源
INTRODUCTION

柠檬气泡饮 | LIMONATA (无酒精 Non-Alcoholic) ¥ 88

源自意大利南部炎夏的经典柠檬饮，在此以更为精致的方式呈现。
An elevated lemonade emerging from the hot summers of Southern Italy.

鲜榨柑橘、气泡水、碳酸氢盐
Freshly squeezed citrus, sparkling water, bicarbonate

中国茶 | CHINESE TEA (无酒精 Non-Alcoholic) ¥ 88

取意于亲近之人围坐品茗的日常仪式，营造如“家”一般亲密的氛围。
A ritual of sharing Chinese tea among close community.

陈皮、姜、米
Tangerine peel, ginger, rice

米兰-都灵 | MILANO TORINO ¥ 118

诞生于米兰核心的经典之作，以苦甜交织呈现简约优雅的风格。
A classic born in the heart of Milano, bittersweet and elegant simplicity.

金巴利、陶土陈年红味美思、芝麻橄榄油
Campari, clay aged vermouth rosso, sesame and olive oil

白酒品鉴 | BAIJIU FLIGHT ¥ 118

一场穿梭古今的白酒风味之旅。
A flight of baijiu traversing a spectrum of modernity and antiquity.

红西凤、汾酒 20、Tabb
Red Xifeng, Fenjiu 20, Tabb

匠造
INTERVENTION



匠造标志着Prada与荣宅的首次结缘，也拉开了这座宅邸蜕变为中国旗舰空间的序幕。

一众意大利匠人为这座建筑注入更精准的工艺尺度与对材质的细腻感知，他们将修缮视作循序渐进的精雕细琢，而非破坏性的重塑。七年间，修缮以克制而持续的方式推进，让多重材质语言得以在同一空间内并置共存。

鸡尾酒沿用经典调配架构，融入中式食材赋予风味层次变化——并非全新再造，而是在鸡尾酒结构与地域风味表达之间寻找新的平衡。

Intervention marks Prada's first involvement with Rong Zhai and the beginning of its transformation into a flagship space in China.

A constellation of Italian artisans brings new precision and material sensitivity into the building, treating restoration as gradual refinement rather than disruption. Over seven years, interventions accumulate as subtle inscriptions, allowing different material languages to coexist within the same space.

Classical cocktail structures become the base, while Chinese ingredients introduce variation — not reinvention, but a shift in balance between structure and context.






匠造
INTERVENTION

上海特快 | SHANGHAI EXPRESS (无酒精 Non-Alcoholic) ¥ 88

以绿茶为核心演绎的意式气泡饮，质感轻盈明快、如特快般灵动而至。
A classic Italian spritzer with green tea at its center, served on express.

茎茶、Seedlip Spice、未熟葡萄汁、气泡
Kukicha, Seedlip Spice, verjus, bubbles

酸梅酸 | SOUR PLUM SOUR ¥ 118

对经典杏仁酸的一次灵动演绎，以酸梅为核心。
A playful take on the Amaretto sour, featuring sour plum.

杏仁利口酒、马爹利干邑、酸梅、柑橘
Amaretto, Martell cognac, sour plum, citrus

BLOODY MARY | 血腥玛丽 ¥ 118

以鲜明旨味为核心，牛心番茄成为这场风味叙事的主角。
A bold, umami-driven take on the classic cocktail.

伏特加、牛心番茄、山葵、柚子醋
Vodka, oxheart tomato, wasabi, ponzu

花影尼格罗尼 | BLOSSOM NEGRONI ¥ 118

以辛香与花香重新演绎米兰经典尼格罗尼。
A Milanese icon, the Negroni, reimagined with a spiced, floral twist.

金酒、玉兰花、白胡椒、红味美思
Gin, magnolia, white pepper, vermouth rosso

探索
EXPLORATION



探索叙述了荣宅在修缮过程中，其材质肌理与空间格局愈发清晰可辨。

运用关键修缮工艺让各空间独具特色：掐丝珐琅、彩绘玻璃、雕刻木作与建筑原始结构相互呼应。每一层工艺细节都丰富了质感、光影与材质反差的表达，修缮也由此成为一种对空间的全新诠释。历史与当代元素交织共存，空间呈现出层次丰富的特质。

“对倒”（tête-bêche）化作差异之间的平衡美学。这一阶段的鸡尾酒通过在意式经典与中式食材的结合中，逐渐发展出更为独立鲜明的表达。

Exploration marks a phase in which Rong Zhai develops increasing material and spatial definition through restoration.

Rooms acquire distinct identities through key interventions: cloisonné enamel, stained glass, and carved wood in dialogue with the original structure. Each layer contributes to a vocabulary of texture, light, and material contrast, where restoration becomes interpretation. A layered identity emerges, where historical and contemporary elements coexist.

Tête-bêche appears as a condition of balance between differences. The cocktails reflect this phase through Italian classics and Chinese ingredients, evolving into more autonomous expressions.






探索
EXPLORATION

会客室 | MEETING ROOM (无酒精 Non-Alcoholic) ¥ 88

微带辛香、酒体饱满，呈现出令人联想到社交欢聚的温暖气息。
A slightly spicy, full-bodied sour that invokes the spirit of social gatherings.

陈皮普洱茶、粉红胡椒、苹果、火水
Tangerine pu’er tea, pink peppercorn, apple, fire water

藤语 | THE GRAPEVINE ¥ 118

一款沐浴阳光的嗨棒，以层层成熟果香铺陈出宅邸般的盛大气韵。
A sunlit highball layered with fruit reminiscent of the grandeur of the villa.

伏特加、水蜜桃、覆盆子、气泡
Vodka, honey peach, raspberry, bubbles

日晖 | SUNBURST ¥ 118

以中国柑橘与黄酒，明快重释意式雪芭鸡尾酒。
A bright reinterpretation of Sgroppino with Chinese citrus and yellow wine.

柑橘冰淇淋、Franciacorta 起泡酒、龙山黄酒、柑橘皮屑
Citrus gelato, Franciacorta, Longshan yellow wine, zest

凹口 | THE INLET ¥ 118

一款马天尼变奏，致意宅邸恒久而隽永的优雅。
A twist on the Martini inspired by the villa’s timeless elegance.

伏特加、干味美思、杏子生命之水、橄榄盐水
Vodka, dry vermouth, apricot eau de vie, olive brine

新生
REVIVAL



新生宣告荣宅修缮工程圆满竣工，正式向上海乃至世界开放。

这座跨越百年的地标建筑重焕新生，秉持对传统的敬畏，以焕新视角重新亮相，当代生命力正悄然绽放。“对倒”（tête-bêche）的平衡内核在此得到全然呈现，空间特质源于多元元素的张力联结，而非单一的历史本源。

酒单以打破经典调配结构的鸡尾酒收尾，糅合意式、中式与精选全球食材，创作出全新风味。新生篇章所体现的是一种自信而开放的状态——已然臻于完整，却仍在迭代新生，酒单也以数款作品为这一视角作结。

Revival marks the completion of the Rong Zhai restoration and its opening to Shanghai and the world.

A landmark returns after more than a century of history, reintroduced through a lens that respects tradition while expressing a renewed perspective — still early in its contemporary life. Here, tête-bêche is fully expressed as a condition of balance, where identity emerges through relationships held in tension rather than origin alone.

The menu concludes with cocktails that move beyond classical structure, combining Italian, Chinese, and selected international ingredients into new compositions. Revival reflects a confident yet open identity — fully formed, yet still evolving — closing the menu with cocktails expression of this perspective.






新生
REVIVAL

游廊 | VERANDA (无酒精 Non-Alcoholic) ¥ 88

云南咖啡与提拉米苏风味交织，呈现层次细腻的杯中体验。
Yunnan coffee meets tiramisu flavors in a layered serve.

云南咖啡、奶油、Seedlip Grove、可可粉
Yunnan coffee, cream, Seedlip Grove, cocoa powder

春光乍泄 | HAPPY TOGETHER ¥ 118

一款融入本土风味的龙舌兰鸡尾酒，让苦与酸在杯中展开对话。
A locally inspired tequila cocktail putting bitter and sour into conversation.

白色龙舌兰、苦瓜、黄瓜、龙舌兰糖浆
Tequila blanca, bittergourd, cucumber, agave

星辰 | CONSTELLATION ¥ 118

澄清处理的干邑牛奶潘趣，伴随细微的茴香气息。
Clarified cognac milk punch with a subtle anise note.

马爹利干邑、杏仁利口酒、茴香利口酒、新鲜牛奶
Martell cognac, amaretto, sambuca, fresh milk

欲言又止 | LEFT UNSAID ¥ 118

以古典鸡尾酒为基底，以枫糖收束并平衡整体口感。
An Old Fashioned with local ginger and maple for balance.

波本威士忌、黄油、山姜油、枫糖
Bourbon, butter, wood ginger oil, maple

迷上

PRADA 荣宅