

摩登样板间 IV

美式情怀

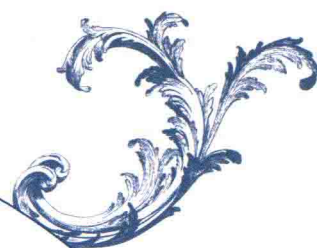
Modern Show Flat IV American Mood



华中科技大学出版社

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中国·武汉

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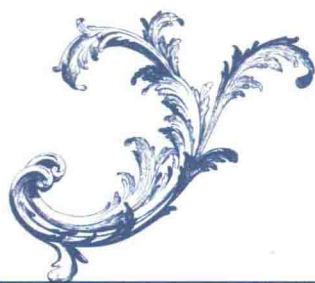
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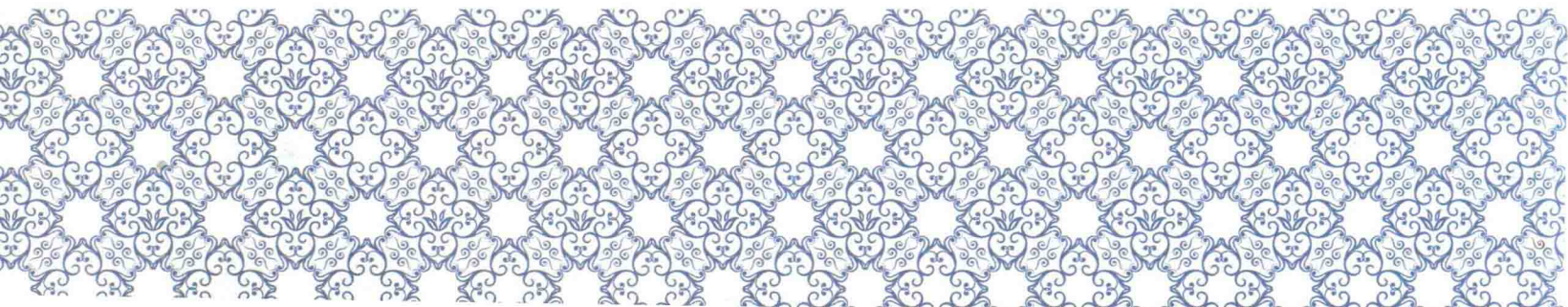


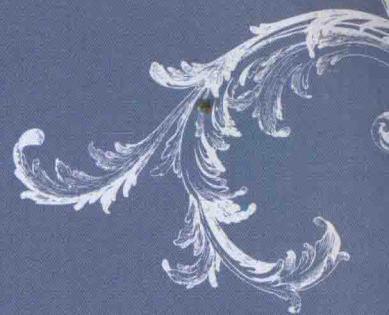
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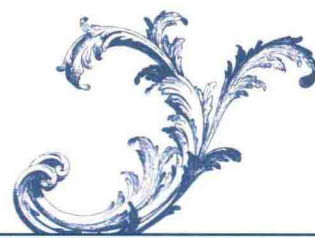
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A BRIEF TALK ABOUT SHOW APARTMENT DESIGN

Show apartment is an ideal home space created by property developer to attract target customers. The designer focuses on creating a spectacular visual effect, emphasizing on expressing the characteristics of real estate and the target customers' ideal life.

In the process of determining the design theme, we will first communicate with the real estate agency to know more about the real estate's characteristics, the local cultures background and the needs of the target customers. And then we focus on the case's price as well as the community the developer wants to sell. After that we mine the requirements and interest of the target customers, and think about the impressive scenes that may be move them, etc..

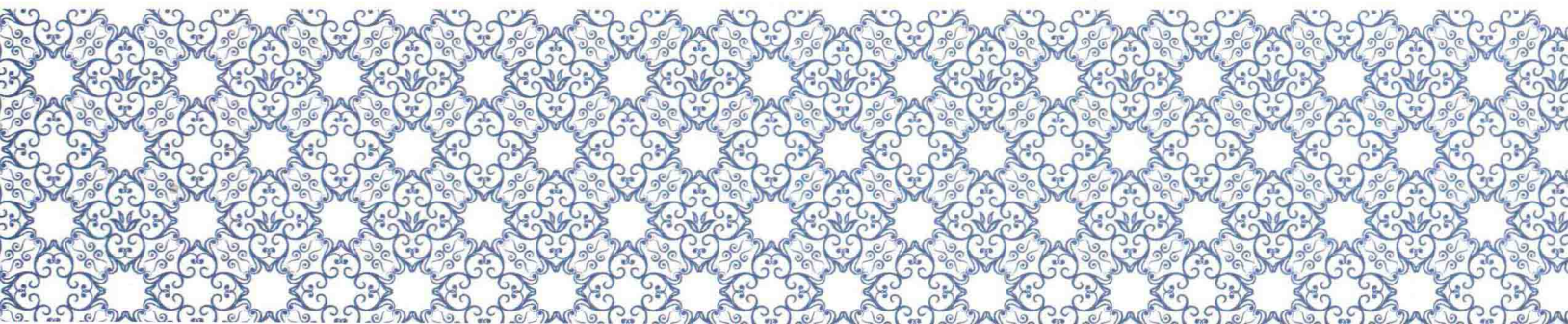
The design process's order is building exterior, interior architecture and spatial design. The first two parts are finished by the architects, the latter part is completed by an interior designer. But the architect does not have the experience on space design, which would lead to unreasonable spatial structure of the layout. Therefore, at the beginning of the design, we will get into the design of the building, making the building surface and spatial structure more reasonable, after which we are more handy in the interior design.



Comparing the facade with the plane, we pay more attention to the plane. We think the plane is more important than the facade, because we have think about the latter when we do the plane. Therefore, when we pull up the facade it is really a very good work. We often use "gray space" approach, and use the transitional space between the interior and external environment to achieve the indoor and outdoor integration. We use "gray space" to increase the level of space, coordinating different functional building to be perfect. We change the space ratio to make up the architectural layout design and enrich the interior space.

All in all, we have three principles on the design of show apartment. Firstly, use the advantages. Secondly, avoid the shortness. Houses always have defect, what we should do is to find a way to make up the shortcomings. Thirdly, the theme; a show apartment must has a clear idea or theme style, so that people can have a deep memory.

DaE Design / Raynon Chiu Designer Studio (Taiwan)
Qiu Chun Rui



浅谈样板间设计

样板间是地产开发商为吸引目标客户而精心打造出来的理想家居空间。设计师的设计重点在于营造引人入胜的视觉效果，注重表现楼盘的特质及展现目标客户理想的生活品位。

在确定设计主题的过程中，我们首先会与房产商沟通，了解楼盘的特质、当地的文化背景及目标客户群的需求。关注案子本身的售价，以及开发商想要销售的群体。挖掘这一类目标客户群的使用要求及兴趣爱好，并思考可能会打动他们的生活场景等。

设计的先后次序分别是建筑外观、内部结构、空间设计，前两部分由建筑师完成，后一部分则由室内设计师完成。但建筑师并非就具备空间设计的经验，这会导致空间结构布局的不合理，因此在设计之初我们也会介入建筑的设计，使建筑外观与空间结构布局都更加合理。使得我们在之后的室内设计中更加得心应手。

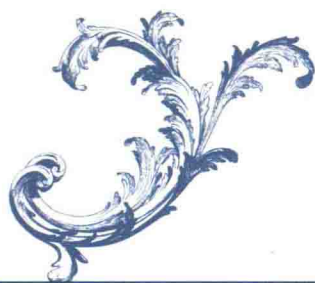
相比而言，我们更注重平面，认为平面比立面更重要，因为我们在做平面的时候就把立面考虑到了，这样当我们把立面拉起来后就已经是很好的作品了。我们常使用“灰空间”的手法。利用室内与其外部环境之间的过渡空间，来达到室内、外融和的目的。用“灰空间”来增加空间的层次，协调不同功能的建筑单体，使其完美统一。改变空间的比例，弥补建筑户型设计的不足，丰富室内空间。

总的来看，我们对于样板间的设计有三个原则。扬长，充分展示自己的优点。避短，通过设计的手法来弥补户型的缺憾，房子或多或少都存在某些缺憾，需要通过设计给予弥补或掩饰。主题风格，样板间设计必须有明显的主题思路或风格，让人们记忆深刻。

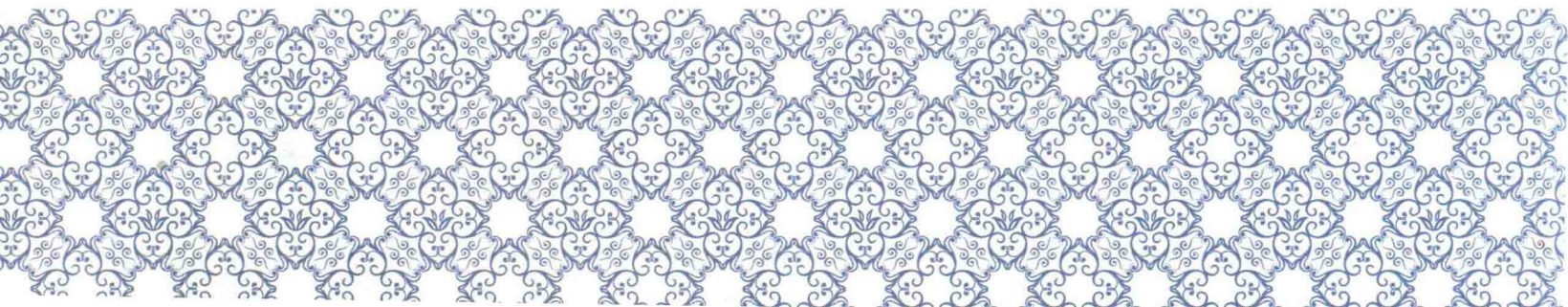
台湾大易国际设计事业有限公司·邱春瑞设计师事务所

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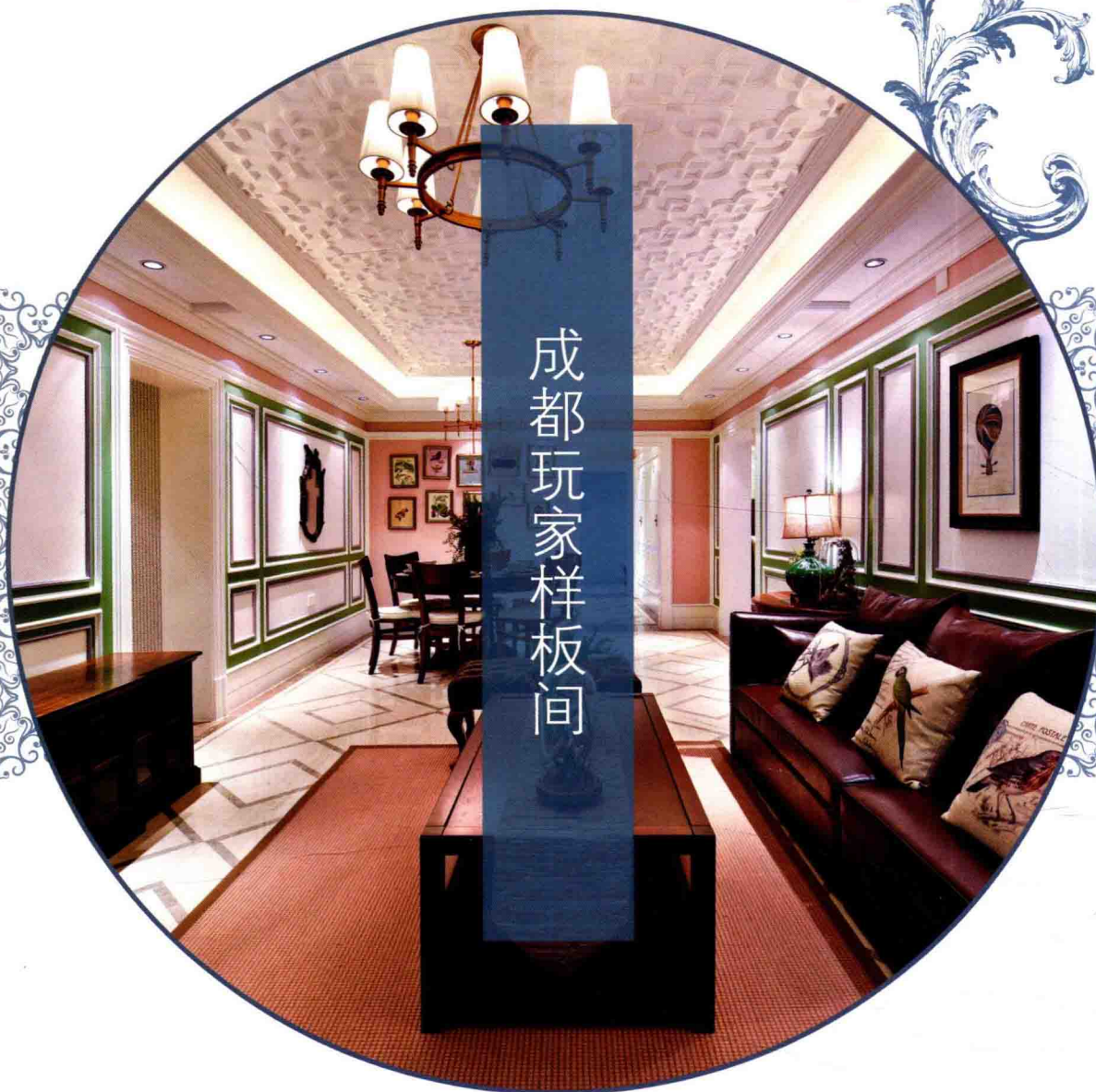


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成都玩家样板间

Chengdu Player Show Apartment

设计单位：多维设计

设计师：张晓莹

项目地点：四川成都

主要材料：壁纸、墙板、石材、仿古砖

Design Company: Duo Wei Design

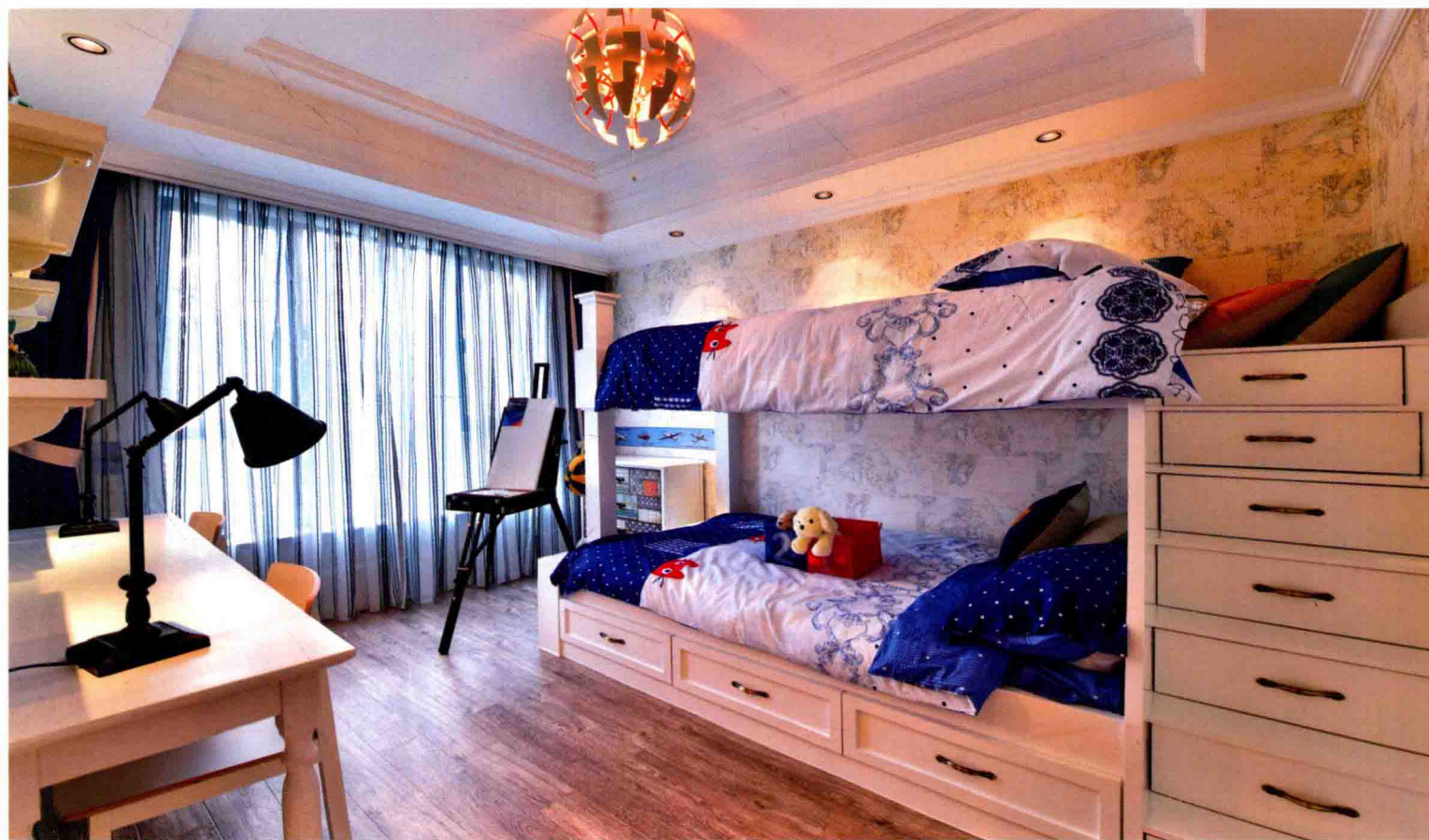
Designer: Zhang Xiaoying

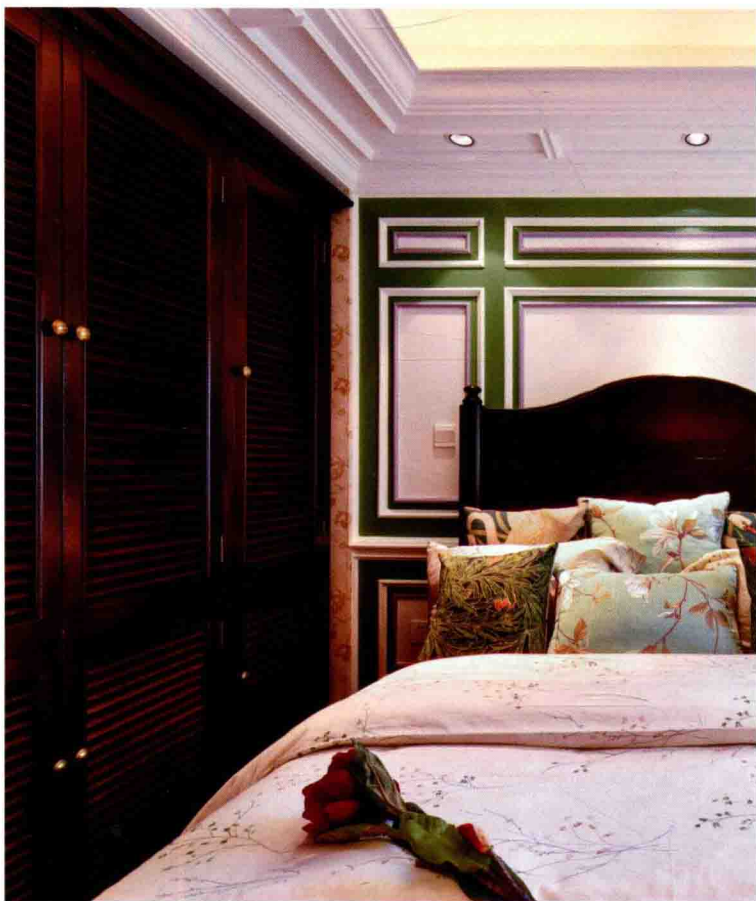
Project Location: Chengdu Sichuan

Major Materials: Wallpaper, Wall, Stone, Antique tiles









常见的法式风格应用在标层空间里有天生的缺陷，因为空间尺度和气势往往难以达到传统法式风格对空间尺度的要求。本案将轻法式风格与美式风格家具的舒适感融合在一起，不走宫廷化的路子，绿色的点缀和家具的变化使得样板房拥有怡人的亲切感。

美式风格的外貌特征，搭配上田园绿色调的大自然气息，是这个样板间给人的第一视觉感受。客厅沙发墙面上白绿相间的装饰墙，除了具备装饰主义的特征，还给人以干净、清新、充满活力的感受。深色的皮质沙发搭配亮色调的花鸟图案抱枕，与墙面上的装饰画相得益彰。吊顶的反复纹理图样为空间增添了一丝奢华感。

Common French style has inherent defect when used in standard level space, because space's scale and momentum is often difficult to achieve the requirement of the traditional French style. The case combines comfort light French style and American style furniture together while does not take the road of palace. Green ornament and furniture change make the model room has a pleasant intimacy.

American-style physical characteristics and the idyllic green tones of natural flavor is the first visual experience of the model. The white and green decorative wall behind the living room sofa gives people a sense of clean, fresh and vibrant except its characteristics of Art Deco. Dark leather sofa and bright color flowers and birds pattern pillow forms good match with the decoration picture on the wall. Repeated patterns on the ceiling add a feel of luxury to the space.



曲池东岸二期 D 户型

Quchi East Coast, House Type D, Phase 2

设计单位: SCD(香港)郑树芬设计事务所

主案设计: 郑树芬

参与设计: 杜恒、黄永京

项目面积: 280 m²

撰文: 张显梅

Design Company: Simon Chong Design Consultants Ltd.

Leading Designer: Simon Chong

Associate Designers: Amy Du, Jimmy Huang

Project Area: 280 m²

Composer: Emma Zhang