

最佳样板房空间
BEST SHOW FLAT SPACE



9th

第九届金盘奖 获奖作品集 空间类

THE 9TH
KINPAN
AWARD FILES
SPACE DESIGN
品质/艺术/人居/价值
QUALITY, ART, HABITAT, VALUE

最佳酒店空间
BEST HOTEL SPACE



最佳售楼会所空间
BEST SALES CENTER SPACE

金盘地产传媒有限公司 策划
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中国林业出版社
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年度最佳样板房空间

The Best Show Flat Space 2014

样板房的品质体现在好的品味和好的材质以及好的施工工艺所营造的整体优越感；艺术层面，无论是硬装还是软装上，整体营造一种家居式的情境体验，具有引领性；人居方面，人性化的空间布局和设计，营造出舒适的生活体验；在价值的角度，产品既是一个优秀的设计，又让消费者有购买的欲望。

The quality of a show flat embodies in the overall superiority feeling created by good taste, wonderful materials and superior construction crafts; in the aspect of art, to create a household-like experience through hard and soft furnishing is a steering design; the humanized space layout and design bring comfortable habitat experience; and the value of a show flat lies in that it not only is a preeminent design but can stimulate purchasing desire.

别墅户型 VILLA

苏州仁恒棠北浅山别墅E户型样板房

Tang Island Type E Showroom, Suzhou

18

——高贵品位融于清净空间，时尚气息展露于细节之处

—Infuses noble taste into peaceful and tranquil space; Exuberate fashionable flair by delicate details

苏州新鸿基湖滨四季G户型样板房

Lake Genève G Show Flat, Suzhou

28

——现代简约的空间肌理中点缀丰富的精致细节，米色与深咖色带来平和愉悦心境

—Modern and concise space interspersing with exquisite details, beige and dark-coffee colors bringing peaceful and pleasant mood

北京万通天竺新新家园样板间

Legacy Homes Vantone Casa Villa, Beijing

36

——空间通透，功能布局合理，少量东方元素起到了画龙点睛的作用

—The space is transparent in a reasonable function layout, and a small amount of oriental elements bring out the crucial points

大户型 LARGE HOUSE TYPE

成都中德英伦联邦A区12#顶楼复式

British Ville A-12 Duplex Penthouse, Chengdu

50

——解构主义设计风格，充满前卫感和视觉冲击力

—Deconstruction design style, full of avant-garde sense and visual impact

北京万科北河沿甲77号样板房

Vanke Beiheyang Palace 77 Show Flat, Beijing

62

——气势磅礴，空间区隔得当

—Great momentum, with appropriate space partition



宁波财富中心示范单位

Financial Center Show Flat, Ningbo

72

——扇形空间形态、合理的灯光照明、流动的线条设计形成了极富艺术魅力的互动空间

—Circular sector space, rational lighting and fluid lines comprise a charming interactive space

中户型 MEDIUM HOUSE TYPE

佛山怡翠宏璟样板间

Emerald Collection Show Flat, Foshan

86

——现代主义的建筑形体理念在空间内的完美应用

—Modernism architectural form concept perfectly applied in space

中山时代倾城四期04户型样板间

Times King City Phase IV 04 Show Flat, Zhongshan

96

——传统与现代、雅致与奢华并存的居住空间

—A coexistence of tradition and modernity, elegance and luxury living space



济南建邦原香溪谷二期D5户型样板间

Toscana Holiday Phase II D5 Show Flat, Jinan

106

——将样板间展示与接地气的生活化场景相结合，呈现别致现代生活

—The display of the show flat combines with life scenes, presenting a unique contemporary life

小户型 SMALL HOUSE TYPE

佛山保利西雅图8栋A3样板房

Poly Seattle 8-A3 Show Flat, Foshan

118

——直线、直角与三原色的空间组合，向抽象艺术家蒙德里安致敬

—A space of straight lines, right angles and three-primary colors, it pays our respects to abstract artist Mondrian



年度最佳酒店空间

The Best Hotel Space 2014

酒店的品质需要优质选材与精湛的工艺，更需要好的设计与规划，以及提供的有形与无形的服务；通过科学与艺术的结合获得酒店空间的灵魂与生命，设计有创新并能给人带来愉悦与舒适，都属于艺术层面；人居方面，合理的空间布局、齐全的功能配套、充满人性化的设计，处处体现出酒店的细心与用心；能让消费者有再次想住的欲望和宾至如归的感觉，就是酒店的价值所在。

The quality of a hotel needs refined materials and skilled craftsmanship, while splendid design, planning and tangible and intangible services are more crucial; the soul and life of a hotel are created by the combination of science and art, and an innovative design can bring pleasure and comfort; as for habitat, rational spatial layout, complete supporting facilities and humanized design express carefulness and attentiveness; to induce customers to reside again and have a feeling that it is a home away from home is the value of a hotel.

度假酒店 RESORT HOTEL

厦门乐雅无垠酒店

Hotel WIND, Xiamen

130

——一个现代村落式的度假酒店，可沟通的居住氛围

—A village-pattern resort hotel, a communicative residing atmosphere

精品酒店 BOUTIQUE HOTEL

成都钓鱼台精品酒店

The Diaoyutai Boutique, Chengdu

140

——宽窄巷子里的精致下榻，最具中国元素的别样风情

—An exquisite hotel in Kuan Alley and Zhai Alley, special amorous feelings of Chinese elements

商务型酒店 BUSINESS HOTEL

深圳四季酒店

Four Seasons Hotel, Shenzhen

150

——现代艺术与传统元素完美融合，缔造典雅艺术空间

—A perfect integration of modern art and traditional elements, creating an elegant artistic space

曲阜香格里拉大酒店

Shangri-La Hotel, Qufu

160

——新中式古典空间格调，承载浓郁的儒家情怀

—New Chinese classic space, bearing profound Confucian feelings



年度最佳售楼会所空间

The Best Sales Center Space 2014

售楼会所的品质体现在能够让客户对项目的品味以及档次产生最直观的感受，为楼盘代言，充当一种信息沟通使者的角色；艺术层面，强烈的视觉和示范作用，用艺术的方式营造“代入感”；人居方面，成熟的功能布局和配置，使顾客拥有良好的体验氛围；价值上则体现在产品的完整性、商业模式以及功能均经得起推敲，示范性设计能够刺激消费欲望。

The quality of a sales center lies in its intuitive feelings on taste and level, and it translates itself as an information communicator; intense visual impacts and demonstration bring people in the design in an art way; as for habitat, mature functional layout offers good experience ambience; the value exists in the liable product completeness, commercial mode and functions, and its demonstration design stimulates purchasing desire.

黄山悦榕庄度假别墅区展示中心

Banyan Tree Resort Villa Show Center, Huangshan

174

——清、雅、朴、华，古代徽派美学融入现代生活

—Feature in clear, refined, plain and unadorned, ancient Hui-style aesthetics blend in contemporary life



海南清澜半岛示范区

PE ninsula Demonstration Zone, Hainan

186

——尊重自然，崇尚人文的“木屋”

—A wooden house, respecting nature and admiring humanity

广州萝岗绿地中央广场售楼处

Guangzhou Greenland Central Plaza Sales Center

200

——独特的空间一体化设计、错层式功能布置，非常具有时代代表性

—Unique space integrated design and split-level function layout boast representativeness of the times



年度最佳商业空间

The Best Commercial Space 2014

商业空间的品质需要好的材质以及好的施工工艺，更需要在符合市场需求的条件下做出创新，塑造有价值感的空间；艺术方面，在体验的情境设计上有创新和引领性，营造出生活场所感；人居层面需要好的空间规划、业态组合和商业人流动线，整体营造一个好的购物体验，让顾客得到物质和精神上的双重享受；在价值层面不再仅仅局限于设计，意在打造有主题、有价值的空间。

The quality of a commercial space needs refined materials and skilled craftsmanship, and it also needs innovation under appropriate market conditions to create valuable space; use art technology to design innovative and steering experience scenario and life arena feelings; as for habitat, good spatial planning, formats combination and commercial pedestrian circulation bring user-friendly shopping experiences and meet material and spiritual double enjoyment; the value no longer limits in design, but in its themes and valuable spaces.

湖州东吴银泰城

Dongwu Intime City, Huzhou

212

——立足于小城市的消费心理需求，丰富美陈装置营造活泼商业氛围

—Basing on consumer psychology in small city, rich art decoration creates a lively commercial atmosphere

郑州锦艺城购物中心

Jinyi City Shopping Mall, Zhengzhou

222

——简洁设计打造华丽视觉效果，大气空间释放流畅时尚律动

—Concise design creates luxury visual effect, graceful space diffuses fluent and vogue rhythm

大连高新万达广场室内步行街

Wanda Plaza Indoor Pedestrian Street, Dalian

232

——多种设计手法穿插，细节把控合理，树立了A级店内装品质的新标杆

—Multiple design methods and rational grasping details establish a new benchmark of grade-A interior decoration quality

品质

与建筑外形完美吻合的空间形态，好的材质以及好的施工工艺营造出具有优质感的品质项目；根据空间特色进行功能区域划分，配以最适合的照明与装饰，更能够大幅度提升空间品质感，而好品质样板房的主要着力点是挖掘楼盘的文化内涵和购房者的居住需求。

艺术

充满新意的、具有艺术气息的样板房，总是能讨巧地运用色彩。在艺术方面，样板房需要针对目标受众，在硬装和软装上整体营造一种情境式的体验，设计完美的视觉效果与艺术氛围，产生一定的引领作用。

人居

从人居的角度来讲，样板房整体的完成度和完整度较高，给人以舒适感，不必过于讲求奢华，搭配协调，再加上完美的空间流线，合理的空间布局，舒服的软装搭配，人性化的设计，仿佛天成般地塑造出完美的样板房空间。

价值

一个优秀的样板房所展现出来的价值是既能把设计者的想法、理念展示给大家，很好地帮客户控制造价，还能让购房者产生多停留一下，多看一点的意愿，有购买和居住的欲望。

Quality

High profile projects rely on quality materials, superior construction crafts as well as spatial forms echoing architectural appearance. To further improve a space needs accurate functional divisions by space features and appropriate lighting and adornments. Great show flats will highlight the exploration of property cultural connotation and the habitat requirements from buyers.

Art

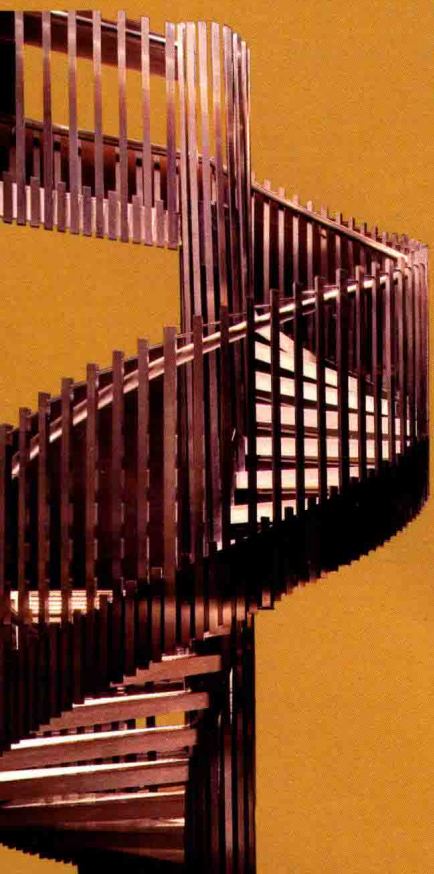
Novel and artistic show flats invariably exert colors. Show flats should create a scenario experience through hard and soft furnishing aiming at intended buyers, meanwhile, guarantee perfect visual effect and artistic ambiance so as to guide the market.

Habitat

Show flats are generally of high completeness and completion, throwing off comfortable sensation. A perfect show flat needs no luxury decoration, but appropriate arrangement, fluent spatial circulation, cozy soft furnishing and humanized design.

Value

The value of an outstanding show flat should express the ideas and concepts of its designers, meanwhile help clients control cost and absorb buyers stay for a longer while and raise purchasing desire or even living desire.



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品质 通过好的材质和施工技艺所呈现出来的质感；

艺术 在开发层面有新的理念和模式；在产品
设计层面有创新，契合时代发展需求；

人居 与环境完美结合，空间规划合理化、人性
化，非常适宜居住；

价值 从产品本身讲，是一个时代的标杆；从商
业角度讲，具有投资价值和升值空间。

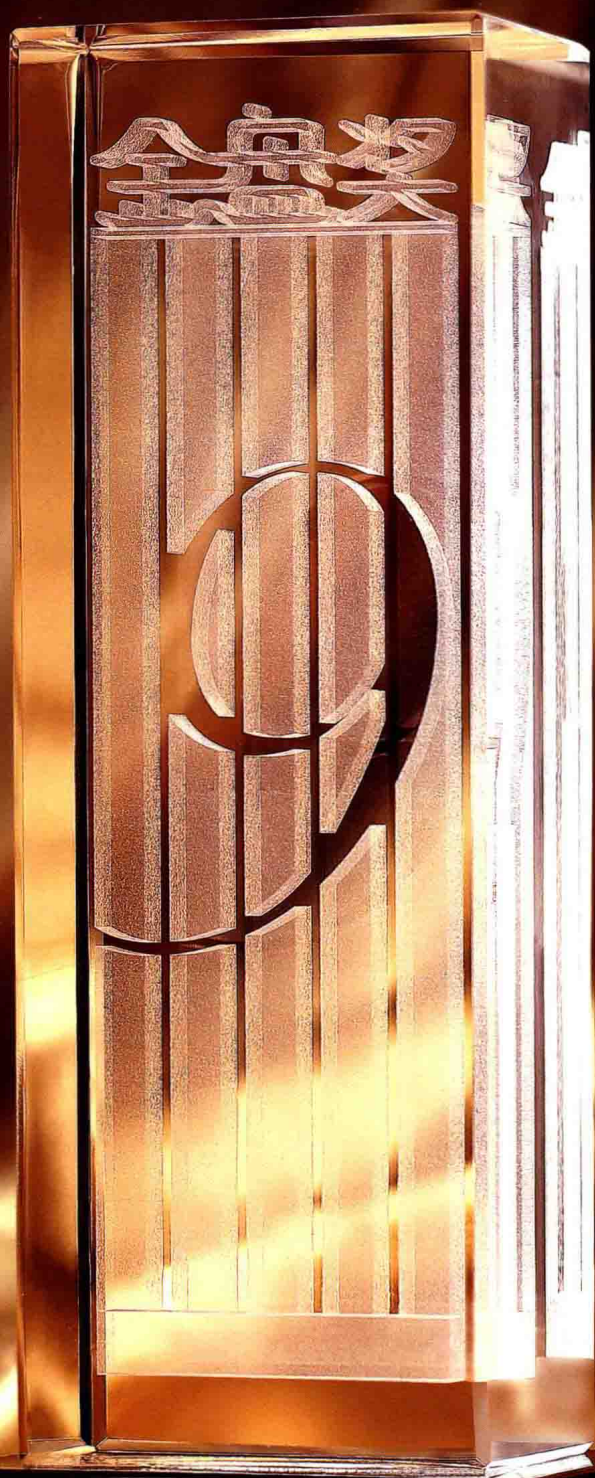
QUALITY high quality presented by good materials and
technique;

ART new concept and mode of development, and innovation of
design according with the times;

HABITAT good combination with environment, and rational and
human-orientated space, fit for living;

VALUE a benchmark of times from the view of product, and of investment
value and appreciation space from the view of commerce.





第九届金盘奖
年度最佳空间

二〇一四年·金盘奖组委会




随着第九届金盘奖的圆满结束，2014年度的“中国好楼盘”榜单也已尘埃落定。作为金盘奖建筑类奖项的延伸，金盘奖空间类奖项同样立足于市场，着眼于设计，发起行业多方对话，力求为“中国好空间”寻找标杆项目。

金盘奖空间类奖项评选同样以“公平、公正、公开”为原则，经过严格筛选与权威论证，从全国300多个优秀项目中选出77个入围年度“最佳样板房、最佳商业空间、最佳酒店空间、最佳售楼会所”，最终选出20个项目作为“中国好空间”的年度标杆，让金盘奖所提倡的“品质、艺术、人居、价值”得到空间设计层面的解读，也让“中国好楼盘”的概念延伸至整个地产开发链中，进而能够更全面地总结地产设计方向与开发趋势，更深层次地探讨当代建筑、空间与人之间相互依存的关系。

作为第九届金盘奖空间类奖项的获奖作品集，本书在综合类作品集的编排风格基础上，根据空间项目的特点进行了相应调整，以实景图、设计图和设计说明为主要内容，用多元手法剖析优秀空间案例的设计理念、空间布局、材质应用、细部节点等，并附带现场嘉宾点评、设计师简介等内容，另外，书的编排以空间设计为核心，却并不局限在空间设计的范畴，涵盖建筑、景观实景图与楼盘介绍，让读者能够更全面地了解案例，更立体地感受一个好的空间所传达的内涵。

金盘奖空间类奖项关注的不仅仅是空间设计本身，更是把空间设计放在房地产开发的大链条中去讨论。在评选的过程中和这一本作品集当中，我们力图搭建起设计师、开发商与消费者之间的桥梁，让设计产生的价值更贴近市场需求，更符合时代潮流，进而孕育出更美好的生活。





As the 9th Kinpan Award came

to a successful conclusion, the

“China’s best property” list in 2014 was turned out. The Kinpan Award Space category, after Kinpan Award Architecture category, bases on market, focuses on design and initiates intra-industry multilateral talks to seek benchmark projects for “China’s best space”.

The Kinpan Award Space regards just, fair and open as evaluation principles. Having experienced strict selection and authoritative appraisal, 77 projects were elected among over 300 nationwide into four types: the Best Show Flat Space, the Best Commercial Space, the Best Hotel Space and the Best Sales Center Space; Ultimately, 20 projects win the honorary title of “The Benchmark of ‘China’s best space’ 2014”. The 9th Kinpan Award Files Space Design is conducive to deeper understand the “quality, art, habitat and value” evaluation purpose, meanwhile it brings “China’s best property” concept into the whole developing links of real estate industry, and further to combine the design direction and development trend as well as to make a deeper discussion of the interdependent relations of architecture, space and human beings.

The 9th Kinpan Award Files Space Design inherits the compiling style of its prequel comprehensive category and adjusts with the features of space project. Real scene picture, design drawing and design specification play a dominant role in the book. In the same time it adopts multivariate technique to analyze design ideas, spatial layout, materials and details to display various spaces, and honored guests comments and designer’s profiles are added as well to enrich contents. This book mainly concerns space design, while it break out the space scope to embrace architecture, real scene picture and property introduction so that readers can know more about every project and have an all-round view of the connotation of those preeminent spaces.

The Kinpan Award space category not only emphasizes space design, but takes the space design into real estate development links for discussion. During the Kinpan Award appraisal process and in this book likewise, we contribute to build a communication bridge for designers, developers and consumers, making the design value get close to market requirement and align with the times, and eventually breed a prosperous life.

人居空间：生活与家

金盘奖是立足于房地产领域且做得很精、很专业的一个设计奖项，该奖项从“品质、艺术、人居、价值”四个核心价值观上去研究及传播房地产开发与设计的相关资讯，并得到行业众多专家人士、设计师和开发商的认同与参与。每年的金盘奖评奖都秉着公平、公开、公正的原则，这个奖项对房地产乃至整个行业有着巨大的影响，对项目品质的提升也起到了毋庸置疑的推动作用。

在这个奖项中，我们强调房地产市场及产品设计的关联性，重视房地产住宅产品的设计功能性、系统性及可持续性，因为它是人们居住的空间。任何一个好项目，如果脱离了设计，都不可能更完美地呈现，我们强调设计，本身就是关注“人居”这个主题目标。

2014至2015年，是房地产市场极不确定的两年，房地产地块价格从高位开始下行，甚至部分地块流拍。同时政府对房地产市场起着微妙的影响，房产交易量也从巅峰下滑至新低；市场低迷，越来越显现出地产产品的优劣。在同等的促销条件下，品质较高的产品市场中显现出较强的竞争力，一直处于卖方产品格局的状况有望在逆市中得以改善。越来越多的发展商在前期规划、建筑设计、景观设计及室内装修设计、施工质量、成本控制、产品营销等领域加大深化力度，力求以优势产品改变市场状况。

现今的很多地产产品过于注重高大上的形象，更着力于产品的形式及风格，甚至赋予项目艺术及文化范畴的属性；而当代艺术也对处于资本运营热点的房地产业表达了充分的热情，似乎追求艺术与高尚生活成了品味及身份的代名词。艺术介入人居空间并以此为营销手段，提升人居的文化形象及价值，在人居产品中体现了系统及专业化的美学经验，市场中大量出现所谓“新东方主义风格、现代风格、南加州风格”等人居产品。美学被过度的经验化，这个观点并不是否定美学的影响力，也并非质疑商业与艺术文化的共生环境，可是当美学被过分的操作和利用时，人居产品也就失去了作为人生存环境的初衷和内涵。其实我们应该更多地把精力用于思考人居层面的东西，思考怎样让空间照顾人的生活。日本住宅的空间设计虽然朴实，但胜在实用，人们居住在这样的空间里会觉得被空间所照顾，这应该是值得我们学习并且努力的方向。从人性化的居住角度来讲，我们的空间有太多的细节可以完善。例如，入口的空间虽小，但需要承载的功能很多：它要阻止外面的尘土被带进屋内；人们要在这里换鞋、放包；往深一层里说，这也是我们从社会回归家庭之后心情转化、行为转换的一个空间，可以在这里放下很多应该放下的东西。但在现在的很多产品中，门厅就只是一个窄窄的通道，不能满足实用功能以及用户的心理需求。

居住空间，从企业角度讲是产品，从居住者的角度则是具有情感归宿的“家”。从后者来讲，人居空间更应“产品化、工业化”，最好打造一个可以变化、生长的空间，而不只是一个固定化的空间。设计者应尽量在提供完善的厨卫及储藏等设施配套标准的前提下，让业主可以进行一些个性需求上的改造，自行去完善更多的功能，让业主的生活因此而更加便利和温馨，让家变得可以生长。除此之外，中国人还有家的情结，里面包含了很多情感因素。一个房子，一个家，里面住着爸爸、妈妈、小孩，可能还有爷爷、奶奶，怎样既保留家庭中的人情味儿，又让每个成员各得其所，是设计需要解决的首要问题。

除了居住空间，在商业空间、酒店空间、售楼会所等这些专业地产的板块，我希望金盘奖可以在房地产设计的细分领域做得更加专业，多抛出更多对行业对社会积极的观点。对于楼盘和空间的报道，多呈现发展商用功且未被人们关注的专业领域，也可以从消费者的体验角度，或者邀请专业设计师具体阐释开发商人性化的精细化设计。

第九届金盘奖空间作品集无论是对空间还是对楼盘的展示都远远超出了图片本身，在专业和技术上较有深度。项目展示擅于挖掘发展商产品的亮点，完美呈现吻合市场的卖点，对整个项目的设计理念、人性化的关注等进行了更深入地探索和阐述，承载了更多的东西，具有很强的专业性。我期待第十届金盘奖空间作品集更具学术性和可研性，向读者呈现更丰富的空间素材，引发必要的行业思考。

Living Space: Life at Home

Kinpan Award, basing on real estate industry, is a professional property design award, which regards quality, art, habitat and value as core values, and relies on these values to research the development and designing in real estate. The award has gained recognition and supporting from the industry experts, designers and developers. Because every Kinpan Award strictly abides by just, fair and open as evaluation principles, it has imposed huge influence on all over the real estate industry.

The Kinpan Award regards highly of the relation between real estate market and product design, and it also cares residence function, systematicness and sustainability since it is our living space. No excellent project exists without design, and the reason why design becomes the focus is that we care about human habitation.

The real estate market has been undulating in 2014 and 2015. The plot price has descended sharply, some plots auction even failed. Government anti-corruption measures play a subtle effect on real estate market in the process, which affects the property transaction volume to slump to a fresh low. Under such a background, the property quality appears to be more pivotal. Under the same conditions of sales promotion, higher quality properties show stronger competitiveness in the market, meanwhile seller controlling market situation is improved. More developers start to concern planning, architecture design, landscape design, interior decoration, construction quality, cost control and product marketing so as to adapt the market.

Nowadays, too much attention is paid on imposing image, property form and style, or even draws artistic and cultural features in. Modern art shows its enthusiasm on real estate, which becomes the focus of capital operation. Art and noble life seem to identify taste and status. Art is introduced in habitation space and acts as a marketing method to elevate habitat image and value, reflecting systematic and professional aesthetics experiences. Aesthetics is utilized empirically, which does not deny the influence of aesthetics or the coexisting environment of business and artistic culture. However, when aesthetics is overdone, habitation property loses its original intension and connotation as living carrier. In fact, we should transfer our insight to habitation and how to make a better space for inhabitants. Although Japanese living space design is plain and ungarnished, they care practicality. People live in such a place would feel being taken care of by the space, which is a correct direction we should learn and exert effort. From the aspect of human-orientation, there are many details we should improve in our space design. For instance, entrance is a small space, but it bears many functions: preventing dust in, changing shoes, unloading belongings, etc. Into a deeper meaning, it is an exchange space where we come home from outside. Here, we adjust our emotion and temporarily forget those complications. However in China, the fact is that the entrance is just a narrow vestibule without humanistic care.

For real estate companies, living space is a product while it is a home for every inhabitant. Because they need a living space that can be altered and developed instead of a fixed space. Residents can change their living space according to their own ideas. As designers we should lower decoration requirements while improve basic facilities so that customers can make simple decoration alteration and complement functions at ease. Beyond that, every Chinese regards home as a love knot which contains so much affection in. In a house, there is a papa, a mom, kids, and maybe a grandpa and a grandma living together. So how to keep the human touch while guarantee a proper private space for every member is the prerequisite of an excellent design.

Except living space, we hope the Kinpan Award could do more professional researches on sub-segments, such as commercial space, hotel space and sales center space. Meanwhile, it could introduce design details developers may neglect, or invite professional designers to interpret human-oriented design details.

The 9th Kinpan Award File Space Design introduced properties and space design. This is not just a display for architectural pictures. The book made deeper research in professional angles and technical aspects. It excavated highlights of every project and found their selling points matching the real estate market. Meanwhile it made intensive study on design concept, human-orientation, etc. I have an expectation that the coming 10th Kinpan Award Files Space Design could do more in academic and sci-tech aspects to bring readers rich space design ideas, and let them feel that they are exposing in those real scenes when they read the book.

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