

新中式



Neo-Chinese STYLE CLUBS



辛有理之人享出版社

深圳市艺力文化发展有限公司编



深圳市共力文化发展着限公司 編

#### 图书在版编目(CIP)数据

新中式会所 = Neo-Chinese style clubs: 汉英对照 / 深圳市艺力文化发展有限公司编 . 一广州: 华南理工大学出版社, 2013.7

ISBN 978-7-5623-3964-9

I.①新··· Ⅱ.①深··· Ⅲ.①服务建筑 - 建筑设计 - 世界 - 图集 Ⅳ.① TU247-64

中国版本图书馆 CIP 数据核字(2013)第 140153 号

#### 新中式会所

深圳市艺力文化发展有限公司 编

出版人: 韩中伟

出版发行: 华南理工大学出版社

(广州五山华南理工大学17号楼,邮编510640)

http://www.scutpress.com.cn E-mail: scutc13@scut.edu.cn

营销部电话: 020-87113487 87111048 (传真)

策划编辑: 赖淑华

责任编辑: 黄薇赖淑华

**印刷者**: 利丰雅高印刷(深圳)有限公司 **开** 本: 1016 mm×690mm 1/8 **印张**: 40

成品尺寸: 245mm×330mm

版 次: 2013年7月第1版 2013年7月第1次印刷

定 价: 358.00元

版权所有 盗版必究 印装差错 负责调换

### **PREFACE**

字言

细数陈列,一幅水墨氤氲的卷轴山水,一篇挥毫泼 墨的书法佳作,一个精心勾勒的青花瓷,浓缩着一段段 情韵,在时空中缓缓荡漾,摇曳生姿。

这许多的艺术衍生,无不是华夏干年给予众生的精神依托,如今的我们也可以从中生得昔日雅俗文明的种种情愫。

时光如梭,滑落指尖,列往世兴衰已成过去,先人留下如此雅致的读赏生活,让后世的我们在安宁淡泊的生活中,或是花前月下、或是修身养性,从善如流。亦有太多的形色艺术古韵风姿,容易让我们产生彼时情怀;对比今日,即便科技工业遥遥领先于前,但心境思忖大抵敌不过对那时的憧憬与臆想。

借中华传统艺术做论调引文,无关其形。只让我们 学会用怀古的眼光看待众生,希望用古时古韵的点滴风 采来勾起大众对古典文明的向往,恰如此时,用独特的 艺术风貌将华夏古典文明的衍生物与异邦邻国风情一同 纳入机体来彰显东方精神,引入思量。不品中式意境, 不知它积淀厚重的文化底蕴,中式风格就是给这样一群 尊贵典雅并深切领悟着中国文化的人们再一次追溯历史 的机会。

伴随民族意识的复苏,"新中式"应运而生。中式风格被赋予了浓重的人文色彩加以渲染,装饰元素层出不穷,不乏动物、人物,也似从某种层面上勾勒出古往今来的禅宗思想,亦是一种态度!"新中式"同样不是纯粹的元素堆砌,亦并非完全意义上的复古明清,而是通过中式风格的特征,表达对清雅含蓄、端庄丰华的东方式精神境界的追求,重视以现代人的审美需求来打造富有传统韵味的事物,让传统艺术令后世熟于心,之于设计,之于东方。

attractive manner to all places and times.

None of these numerous art descendants aren't the spiritual support bequeathed by the Chinese civilization with a long long history. Nowadays they also bring us the feelings of the highbrow or vulgar culture at that time.

When it comes to the furnishings, either the Chinese scroll landscape painting,

the great calligraphy works, or the artfully-outlined blue and white porcelain

has brought the implicit and sophisticated charm which gently undulates in an

As time goes by, the rise and fall of various dynasties have gone with the wind. Our forefathers have bequeathed such an elegant life full of reading and appreciation of art, allowing us to enjoy romantic love, or cultivate ourselves and hereby become better in our quiet life far from fame and fortune. There is also a great deal of ancient artistic charm, making us easily feel the same as what was in the past. Even though the science and technology have made huge progress today, our state of mind and thoughts can't match our forefathers' vision and imagination in the old days.

Borrow the Chinese traditional art as a clue for the design, but it is not about the form of it. It only makes us to treat the nature in a view referring to the tradition, hoping to trigger people's longing for the classic civilization by applying the traditional and antique beauties. Just like this time, there is a very unique style which combine the ramification of Chinese traditional civilization with the exotic style, uniting them in an organic whole so as to further highlight the oriental spirit and make the people thinking more. No tasting of a Chinese atmosphere, no knowledge about it's profound culture accumulation. Chinese style is a chance for those who are graceful and who deeply comprehend the Chinese culture, to trace back the history.

Along with the ethnic consciousness revival, neo-Chinese style appears. Chinese style is endowed with a strong humanistic color that decorative elements emerge in endlessly, including animals, figures... or to draw the religious ideology of all ages in a certain aspect; it is also an attitude! Neo-Chinese is not an elements pile-up, and it is also not a completed ancient style restoring, but by using features of Chinese style to express a pursuit for the graceful, elegant and abundant oriental spirit. According to the modern requirement for aesthetics, the creation of the projects with traditional style lets the traditional art keep in the later generation's mind, for the design, for the east.

Gao Xiong

Dao He Design Studio

高雄 道和设计



# CONTENTS <sub>目录</sub>



006	Tang Qian Moon Clubhouse 唐乾明月接待会所
016	Ji Pin Hui 吉品汇
026	Beijing Whampoa Club 北京黄浦会餐厅
034	The Club of Joy <sup>悦府会</sup>
062	Tender Luxury 低调的奢华
070	Zen Spa Club <sup>禅 Spa</sup> 会所
078	Hefei Humble-home Senior Club 合肥寒舍高级会所
084	Sales Center of Xing Fu Li 幸福里售楼处
092	Zi Yue Ya Zhu Business Club <sub>紫月雅筑商务会所</sub>
102	Show Upper River Town Club 世欧上江城会所
116	Enterprise Club of COSCO cosco 企业会所
122	Yuanxiong Jinhuayuan Sales Center 远雄金华苑售楼处
132	Pavilion 2012 2012 展示馆
140	Xinjiang Nanshan Club 新疆南山会所
152	Panjin Oriental Ginza Center City Club <sup>盘锦东方银座中心城会所</sup>
160	Shenyang Oriental Ginza Center City Club 沈阳东方银座中心城会所
168	The Villa Club of Sun Golden Town 阳光金城别墅会所

			,	-
	-	4	r	-
	◂		•	J
			>	
	-	4	•	
-	4		•	7
			u	

176	Jincheng Club <sup>锦城会所</sup>
182	Sanya Peninsula Blue Bay Reception Club <sub>三亚半岛蓝湾接待会所</sub>
192	Chao Huang Ge Club 潮皇阁会所
196	Lake Clubhouse <sup>湖会所</sup>
202	SocietyM SocietyM
212	Bingo Billiard Club <sub>宾格台球会所</sub>
224	Rizon Jet at Biggin Hill airport 比金山机场贵宾休息室
234	Ru Yi Club — Hidden Luxury 如意会所——隐秘中的奢华
240	U-PARK Sales Center 海德公园售楼处
250	Sales Center of Nanning Ronghe MOCO Community 南宁荣和 MOCO 社区销售中心
256	Longhu Shi Ji Feng Jing Club <sup>龙湖世纪峰景销售会所</sup>
260	Zhengzhou Postal VIP Club <sup>郑州邮政 VIP 会所</sup>
266	Green Park Club 晴翠园别墅小区会所
274	Harbin Bincai Group Sales Center 哈尔滨滨才集团售楼处
286	Fuzhou Show Property Beyond Club <sup>福州世欧王庄俱乐部</sup>
294	Maple Country Club (MCC) 中冶枫郡会所
304	Green Weaving Club House 高尔夫会所

新中式



深圳市艺力文化发展有限公司 编

#### 图书在版编目(CIP)数据

新中式会所 = Neo-Chinese style clubs: 汉英对照 / 深圳市艺力文化发展有限公司编 . 一广州: 华南理工大学出版社, 2013.7

ISBN 978-7-5623-3964-9

I.①新··· II.①深··· III.①服务建筑 – 建筑设计 – 世界 – 图集 IV.① TU247-64

中国版本图书馆 CIP 数据核字 (2013) 第 140153 号

#### 新中式会所

深圳市艺力文化发展有限公司 编

出版人: 韩中伟

出版发行: 华南理工大学出版社

(广州五山华南理工大学17号楼,邮编510640)

http://www.scutpress.com.cn E-mail: scutc13@scut.edu.cn

营销部电话: 020-87113487 87111048 (传真)

策划编辑: 赖淑华

责任编辑: 黄薇赖淑华

**印刷者**: 利丰雅高印刷(深圳)有限公司 **开本**: 1016 mm×690mm 1/8 **印张**: 40

成品尺寸: 245mm×330mm

版 次: 2013年7月第1版 2013年7月第1次印刷

定 价: 358.00元

版权所有 盗版必究 印装差错 负责调换

### **PREFACE**

序言

细数陈列,一幅水墨氤氲的卷轴山水,一篇挥毫泼 墨的书法佳作,一个精心勾勒的青花瓷,浓缩着一段段 情韵,在时空中缓缓荡漾,摇曳生姿。

这许多的艺术衍生,无不是华夏千年给予众生的精神依托,如今的我们也可以从中生得昔日雅俗文明的种种情愫。

时光如梭,滑落指尖,列往世兴衰已成过去,先人留下如此雅致的读赏生活,让后世的我们在安宁淡泊的生活中,或是花前月下、或是修身养性,从善如流。亦有太多的形色艺术古韵风姿,容易让我们产生彼时情怀;对比今日,即便科技工业遥遥领先于前,但心境思忖大抵敌不过对那时的憧憬与臆想。

借中华传统艺术做论调引文,无关其形。只让我们 学会用怀古的眼光看待众生,希望用古时古韵的点滴风 采来勾起大众对古典文明的向往,恰如此时,用独特的 艺术风貌将华夏古典文明的衍生物与异邦邻国风情一同 纳入机体来彰显东方精神,引入思量。不品中式意境, 不知它积淀厚重的文化底蕴,中式风格就是给这样一群 尊贵典雅并深切领悟着中国文化的人们再一次追溯历史 的机会

伴随民族意识的复苏,"新中式"应运而生。中式风格被赋予了浓重的人文色彩加以渲染,装饰元素层出不穷,不乏动物、人物,也似从某种层面上勾勒出古往今来的禅宗思想,亦是一种态度!"新中式"同样不是纯粹的元素堆砌,亦并非完全意义上的复古明清,而是通过中式风格的特征,表达对清雅含蓄、端庄丰华的东方式精神境界的追求,重视以现代人的审美需求来打造富有传统韵味的事物,让传统艺术令后世熟于心,之于设计,之于东方。

高雄 道和设计 When it comes to the furnishings, either the Chinese scroll landscape painting, the great calligraphy works, or the artfully-outlined blue and white porcelain has brought the implicit and sophisticated charm which gently undulates in an attractive manner to all places and times.

None of these numerous art descendants aren't the spiritual support bequeathed by the Chinese civilization with a long long history. Nowadays they also bring us the feelings of the highbrow or vulgar culture at that time.

As time goes by, the rise and fall of various dynasties have gone with the wind. Our forefathers have bequeathed such an elegant life full of reading and appreciation of art, allowing us to enjoy romantic love, or cultivate ourselves and hereby become better in our quiet life far from fame and fortune. There is also a great deal of ancient artistic charm, making us easily feel the same as what was in the past. Even though the science and technology have made huge progress today, our state of mind and thoughts can't match our forefathers' vision and imagination in the old days.

Borrow the Chinese traditional art as a clue for the design, but it is not about the form of it. It only makes us to treat the nature in a view referring to the tradition, hoping to trigger people's longing for the classic civilization by applying the traditional and antique beauties. Just like this time, there is a very unique style which combine the ramification of Chinese traditional civilization with the exotic style, uniting them in an organic whole so as to further highlight the oriental spirit and make the people thinking more. No tasting of a Chinese atmosphere, no knowledge about it's profound culture accumulation. Chinese style is a chance for those who are graceful and who deeply comprehend the Chinese culture, to trace back the history.

Along with the ethnic consciousness revival, neo-Chinese style appears. Chinese style is endowed with a strong humanistic color that decorative elements emerge in endlessly, including animals, figures... or to draw the religious ideology of all ages in a certain aspect; it is also an attitude! Neo-Chinese is not an elements pile-up, and it is also not a completed ancient style restoring, but by using features of Chinese style to express a pursuit for the graceful, elegant and abundant oriental spirit. According to the modern requirement for aesthetics, the creation of the projects with traditional style lets the traditional art keep in the later generation's mind, for the design, for the east.

Gao Xiong

Dao He Design Studio



# **CONTENTS** 目录

000	T. C. IV.
006	Tang Qian Moon Clubhouse 唐乾明月接待会所
016	Ji Pin Hui 吉品汇
026	Beijing Whampoa Club 北京黄浦会餐厅
034	The Club of Joy <sup>悦府会</sup>
062	Tender Luxury 低调的奢华
070	Zen Spa Club <sup>禅 Spa</sup> 会所
078	Hefei Humble-home Senior Club 合肥寒舍高级会所
084	Sales Center of Xing Fu Li 幸福里售楼处
092	Zi Yue Ya Zhu Business Club 紫月雅筑商务会所
102	Show Upper River Town Club 世欧上江城会所
116	Enterprise Club of COSCO cosco 企业会所
122	Yuanxiong Jinhuayuan Sales Center 远雄金华苑售楼处
132	Pavilion 2012 2012 展示馆
140	Xinjiang Nanshan Club 新疆南山会所
152	Panjin Oriental Ginza Center City Club <sup>盘锦东方银座中心城会所</sup>
160	Shenyang Oriental Ginza Center City Club 沈阳东方银座中心城会所
168	The Villa Club of Sun Golden Town 阳光金城别墅会所

			/
_	_	1	L
	`	4	-
		P	>
		٧	
	┕	-	r
	-	-	

176	Jincheng Club <sup>锦城会所</sup>
182	Sanya Peninsula Blue Bay Reception Club 三亚半岛蓝湾接待会所
192	Chao Huang Ge Club 潮皇阁会所
196	Lake Clubhouse 湖会所
202	SocietyM SocietyM
212	Bingo Billiard Club <sub>宾格台球会所</sub>
224	Rizon Jet at Biggin Hill airport 比金山机场贵宾休息室
234	Ru Yi Club — Hidden Luxury 如意会所——隐秘中的奢华
240	U-PARK Sales Center 海德公园售楼处
250	Sales Center of Nanning Ronghe MOCO Community 南宁荣和 MOCO 社区销售中心
256	Longhu Shi Ji Feng Jing Club <sup>龙湖世纪峰景销售会所</sup>
260	Zhengzhou Postal VIP Club <sup>郑州邮政 VIP 会所</sup>
266	Green Park Club 晴翠园别墅小区会所
274	Harbin Bincai Group Sales Center 哈尔滨滨才集团售楼处
286	Fuzhou Show Property Beyond Club <sup>福州世欧王庄俱乐部</sup>
294	Maple Country Club (MCC) 中冶枫郡会所
304	Green Weaving Club House 高尔夫会所

## Tang Qian Moon Clubhouse

### 唐乾明月接待会所

Design Agency: Dao He Design Studio

Designer: Gao Xiong

Client: Tang Qian Moon Real Estate

Location: Fuzhou, China

Area: 350 m<sup>2</sup>

Photographer: Shi Kai, Li Lingyu

设计公司: 道和设计

设计师: 高雄

客户: 福州唐乾明月房地产开发有限公司

地点:中国福州市建筑面积: 350 m²

摄影师: 施凯, 李玲玉

With a modern way to interpret the new connotation of Chinese style, to subvert the traditional positioning concept of the clubhouse, we give the clubhouse new space mission with the iconic Chinese elements: a haven of peace and tranquility, within easy reach of the high-end. This is Tang Qian Moon Clubhouse, Which highlights the "New Chinese poetic inhabitation" as its marketing spirit. Without obvious introduction, without grand scale of momentum, hidden in the down town, Wusi Road section is small in the city.

When I entered into the club and saw the moon model on the space and echoing lotus lamp in soft loading, the thought flashed through my mind that the bright moon pours down soft rays on the lotus, and I can 't help but blurt out: the moonlight, such as frost, dancing on the water.

Walking every corner of the clubhouse, I only find the spatial pattern of division adopts semi-enclosed partition. It is not only to achieve a visual rich, but also to get a little more relaxed atmosphere to interact. Unconventional adjustment of the details takes both privacy and sociability of the clubhouse into account.

The habit is something striking into marrow that freely dispose of your behavior and thinking, and unconsciously become a part of life. In the clubhouse, semi-enclosed partition can be seen everywhere. Through the yarn mill material of glass, vague figure like soft yarn overlying the bright moon surface in the clear and scant-started night, appears ethereal and distant. I think this is an intelligent design, with the logo of a situation and the integration of the space aesthetic feeling, creating an immersed sense. It seems near but not, far but not, and you personally experience an imaginary beautiful scene, which seems to be out of reach, but just a turn around, you are there. Being in some green plants, petals sway, full of lightness and loveliness when figure walks. When you open the curtain, rings on the round-backed armchairs are clearly visible. Dust under the sun is that paradoxical precipitate. The cold restrained Lotus hand seat undoes Zen, and what it scattered is the enlightenment of life.

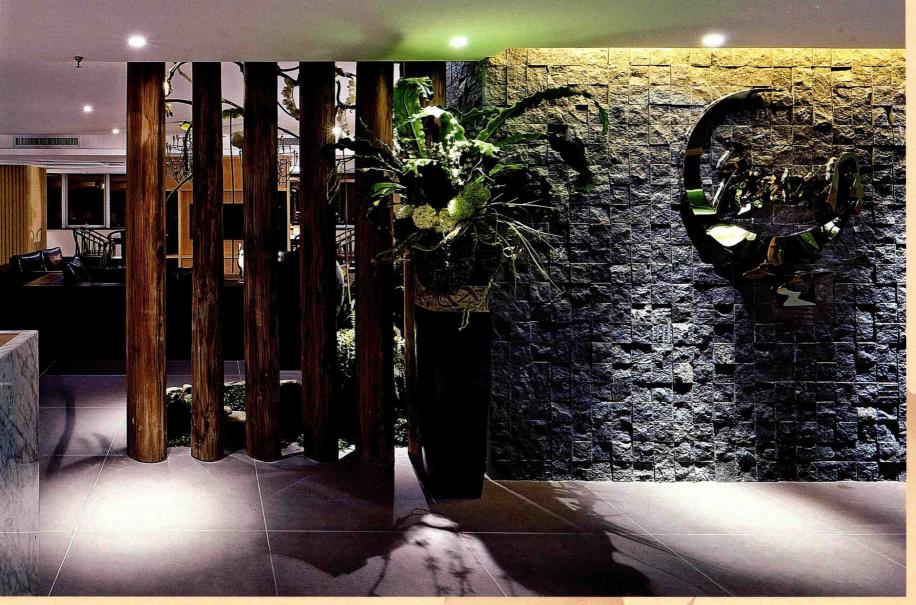
In departure, I reviewed the article "I love lotus" on the wall again. Design even so uses its style to be right for different people in the competitive market. Good design can speak. It is not contaminated even growing in the muddy pond, and does not seem seductive even been washing off in clear water for years. It can be both appreciated distantly and touched blasphemously.









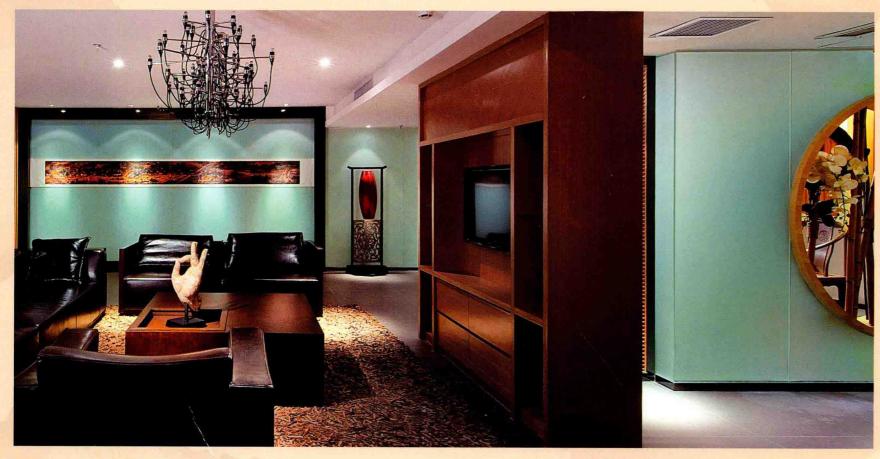


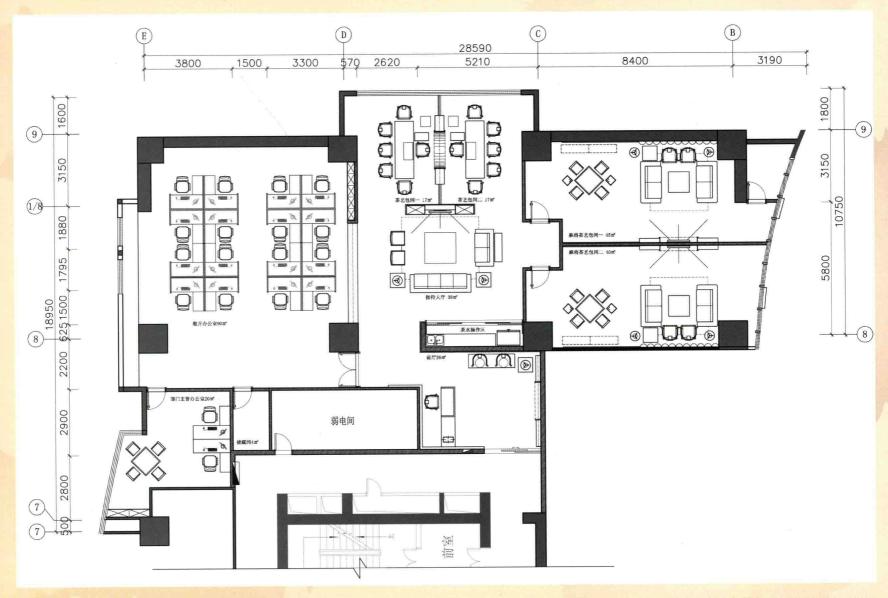


用现代手法演绎中式风格的新内涵,颠覆会所的传统概念定位,用标志性的中式元素赋予会所新的空间使命:宁静致远的环境,触<mark>手可及的高端。这就是以"新中式主义诗意栖居"为销售亮点的唐乾明月会所。没有醒目的介绍,看不到大张旗鼓的气势,藏身于市中心的五四路段,可谓是大隐于市。</mark>

初入会所,见着空间上的明月造型和软装上相呼应的莲花灯时,脑海中忽然浮现出"明月耀清莲"的画面,不<mark>禁脱口而出;明月如霜,轻妆照水,纤裳玉立,飘</mark>飘似舞。

行走于会所内的各个角落,才发现空间格局划分上采用半封闭的隔断。不仅实现了视觉上的丰满,而且气氛上多了点<u>互动的轻松。独具一格的细节调整,兼顾了</u>会所的私密与社交。





习惯是那种浸入骨髓,自由地支配着你的行为和思想的方式,不自觉中就成为了生活的部分。会所里,半封闭的隔断造型就如习惯般如影随形。透过磨纱材质的玻璃,来往的人影宛若月朗星稀的夜空里,轻覆于皓月表面的那抹柔纱,显得空灵而悠远。我想,这才是设计的高明,用一种情境的标志,融合在空间的存在美感,造就身临其境的真实。似远非远,似近非近,切身感受着想象的美好,貌似遥不可及,一个转身却又在灯火阑珊处。夹杂在其间的若干绿植陪衬,随人影走动带起的花瓣摇摆,轻灵得可爱。掀开垂帘,圈椅上的年轮清晰可见。阳光下的尘埃,就是那似是而非的沉淀。清冷内敛的莲花手座,将禅化解,散落的,是对生活的领悟。

离开时,再次浏览了墙上的《爱莲说》。设计何尝不是在百花争艳的市场中,用它的格调对味着不同的有识之士。好的设计,会说话。它出淤泥而不染,濯清莲而不妖,既可远观也可亵玩。





