

Di Leonardo International Inc

迪里奥纳多国际有限公司

大师酒店系列 Hotel Design Monograph Series

Between Imagination and Experience 梦想的实践

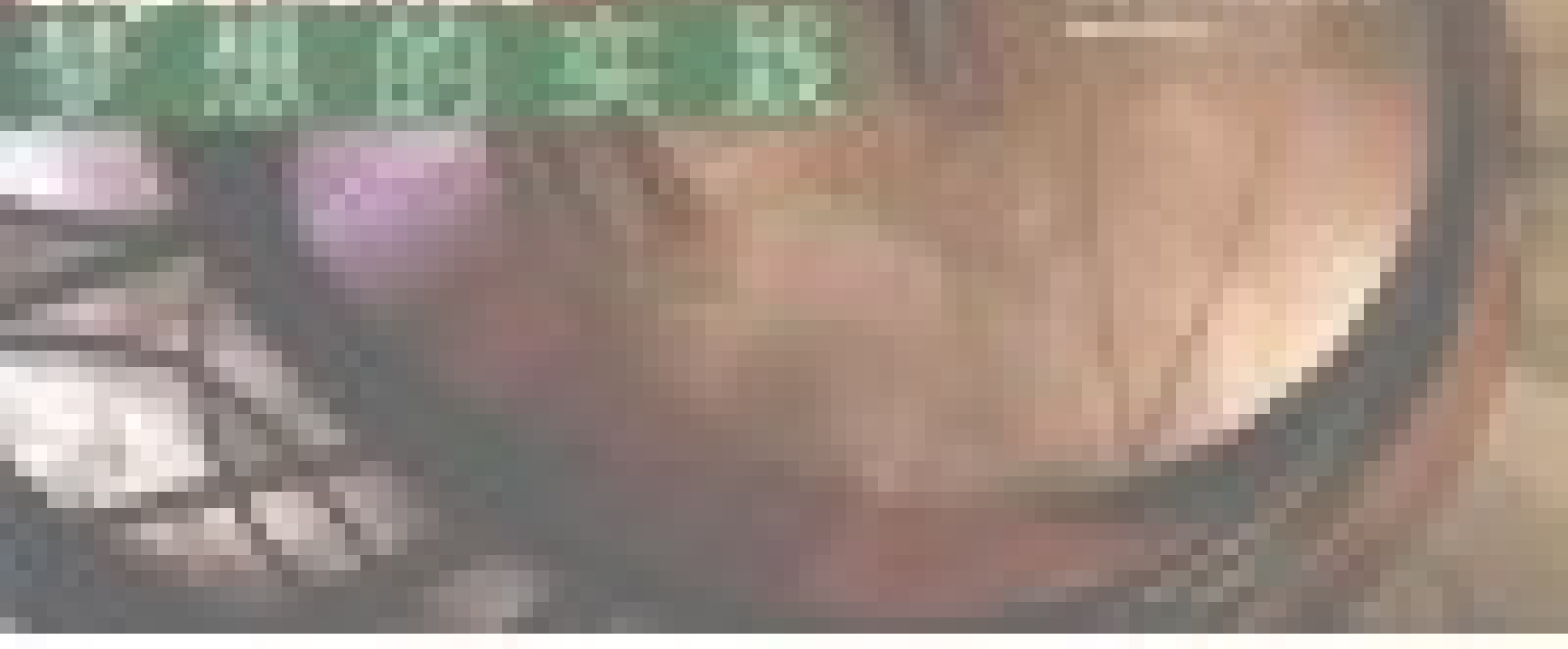
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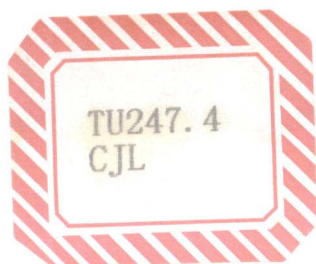
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Hotel Design Monograph

Hotel Design Monograph series features a collection of top internationally reputable interior design firms specialized in the hospitality industry. Each monograph is dedicated to one firm illustrated with the most recently completed projects.

This series gives a comprehensive account of the diverse approaches in terms of style against different types of hotels to include urban business hotels, boutique hotels, resorts and mega-hotels.

大师酒店系列

《大师酒店系列》是由享誉世界的室内设计公司设计的酒店作品汇编而成。每册书分别为一间公司的作品专集，集齐了其最近完成的酒店工程项目。

本系列丛书收录了大量不同类型酒店的设计风格各异的作品，从商务酒店、时尚酒店到度假酒店、豪华酒店……不一而足，应有尽有。

Foreword

前言



Donald G. Denihan
Managing Director
Manhattan East Suite Hotels

Donald G. Denihan
董事经理
曼哈顿东方酒店

当客人入住酒店时，他们并不单单为了租用一个床位、一间浴室、一具电话或是一台电视机。而是希望能同时购得某种体验，某个环境。他们所获得物品的短暂使用权将很快流为记忆。而成功的酒店经营者则深深懂得惟有酒店的设计能令客人留下深刻的印象。设计能流露出一所酒店的个性，使其显得与别不同。

一项完美的酒店设计应取决于客人的观感。酒店应该为客人提供一个怎样的氛围？如何从不同角度给予客人印象？房间应以“舒适”为主还是以“实用”为主？还是可以两者并存？

对一个酒店经营者而言，这些问题则全数交由设计师去发挥。根据光滑、现代、新鲜、冷硬、稀少、线条清晰、富几何感等抽象的形容词，也可营造出温暖、舒适、豪华、丰富、优雅的迷人氛围。一位优秀的酒店设计师往往能将各种概念、感觉与描述都转化为业主心目中的理想效果。一项成功的设计必须精心糅合各种元素，并能体现设计师与业主间细腻的和諧。

我们选择了迪里奥纳多国际有限公司为曼哈顿东方酒店进行价值三千万美元的本杰明酒店(位于比华利山，1927年由Emery Roth设计)翻新项目。设计小组很快便理解了整体概念和要求，并使之成为设计的动力。其意念是使此30层的纽约大厦保存原有的20年代古典优雅与欧式情调，并掺入高科技元素，迎合商务旅行者的需求。这绝非雕虫小技，而是需要技巧地把看来相互矛盾的元素调和在一起，如实用与美感，繁复与简约，尖端科技与古旧风格。

When people make reservations at a hotel, they're not just renting a bed, a bathroom, a phone, and a television. They're purchasing an experience. They're buying an environment. They're paying for the use of a collection of tangible items that will - for them - soon become an intangible memory. And successful hoteliers know that the quality of a hotel's design has a powerful impact on that memory. The very essence of a hotel's personality is captured in its design, and that personality is what makes each hotel unique.

The perfect hotel design begins with a vision of the total guest experience. What mood should this hotel evoke in its guests? What impression should be made on guests when they assess the hotel from any perspective? Should the rooms be "comfortable" or "functional?" And can the two coexist?

As a hotelier, the answers to these questions and more are the challenges I bring to a designer. Visions that include words like sleek, modern, clean lines, geometric, fresh, cool, and sparse will result in dramatically different designs from visions that are comprised of words such as warm, comfortable, luxurious, richly textured, and cosmopolitan elegance. A good hotel designer knows how to transform a jumble of words, emotions, and descriptions into a masterpiece that reflects the personality the hotelier is trying to create. And the successful achievement of this transformation involves the deliberate intertwining of an extensive array of design elements, as well as the evolution of a carefully balanced relationship between designer and hotelier.

When Manhattan East Suite Hotels needed an interior designer to craft our \$30 million renovation of The Benjamin (originally The Beverly, built in 1927 and designed by Emery Roth), we selected DiLeonardo International to bring our vision to life. The team at DiLeonardo immediately grasped the concept we were striving to create and became the driving force behind the execution of the vision. Our intent was to restore the 30-story NYC building to the classic elegance and European style embodied by the 20s era, yet update it to accommodate the high-tech needs and user-friendly requirements of today's business traveler. This was no small feat. It required the strategic blending of seemingly conflicting elements, such as functionality and ultra-comfort, sophistication and classic simplicity, and state-of-the-art technology that does not look out of place among Old World charm.

迪里奥纳多国际有限公司的设计功力实在不可小觑。本杰明酒店的209间套房设计将我们的想象完全付诸现实。独一无二的建筑，与别不同的设计元素，细致的装饰，都是其设计成功的要素。DiLeonardo根据我们提供的模糊概念，制造出具体而确切的效果。而这便是其过人之处。

本杰明酒店的成功只是我们与迪里奥纳多国际有限公司建立长期良好关系的第一步。能觅得如此出色优秀的设计伙伴殊为不易。我们在纽约杜蒙特广场酒店的280间套房翻新工程，与其他进行中的计划，都交由迪里奥纳多国际有限公司负责。我们相信其他的项目在保持个性的同时，也能达到相同的高标准。

在曼哈顿东方酒店的项目中，我们懂得了要让顾客满意，就必须掌握“期待”的艺术。与迪里奥纳多国际有限公司的合作确是乐事一桩，设计的效果甚至超越了顾客的期待。

The results of our collaboration with DiLeonardo were astounding. The 209-room Benjamin is the perfect execution of the vision we were trying to achieve. Unique architectural features, unusual combinations of interior design elements, and precise attention to decor and aesthetics all contributed strongly to the achievement of the ultimate goal: the design of a hotel that subtly appeals to each of the five senses. DiLeonardo was able to look beyond the limited and constricting definition of concepts we supplied and capture the elusive emotions we wanted those concepts to evoke. And THAT is the hallmark of an exceptional design firm.

Our success with the renovation of The Benjamin was just the start of our winning relationship with DiLeonardo. Finding a design partner who can articulate our ideas with flair and precision has been an addictive experience. Together we have gone on to renovate the 280-room Dumont Plaza in NYC, and have further plans in progress on several of our other properties. We are confident that we can achieve the same high level of design results with each of our properties, while still maintaining each one's distinctive personality.

At Manhattan East Suite Hotels, we understand that the key to guest satisfaction is managing expectations. It has truly been a pleasure working with such a talented design firm as DiLeonardo to ensure that from the curb to the roof, our guests' expectations are exceeded on all fronts.

Corporate Profile

公司简介

DiLeonardo International建筑室内设计公司以其成就及创意享誉世界。公司总部在美国，世界各地均设有办事处，以确保其灵敏的文化触觉及有效的管理。文化触觉来源于当地的独特氛围，是帮助游客融入当地特色体验的桥梁。DiLeonardo的专业素质、良好商誉与合作无间，每每令客人、业主与经营者交口称赞。公司承接的项目所涉范围十分广泛，包括全球各地超过1000个的度假区、酒店、娱乐场、会议中心与餐馆。在创始人Robert DiLeonardo博士的带领下，其超前的思路与独特的创意为公司赢得了无数奖项。DiLeonardo能善用资金，充满美感与个性的设计完全迎合了顾客的需求。成功的定义或有多个标准，但单凭DiLeonardo的许多项目均由充满信心的老客户委托这一点看来，它的成功是毋庸置疑的。DiLeonardo International一群出色的年轻设计师，以超越顾客期望为目标，怀抱激情与灵感，必将其事业带往另一高峰。

The architectural interior design firm of DiLeonardo International is recognized worldwide for achievements and innovations in the hospitality industry. Headquartered in the United States of America, the firm manages offices throughout the world to assure the most culturally sensitive designs and the most effective administration of its projects. Cultural sensitivity is more than respect. It is the creation of a strong sense of place. It is the bridge that connects travelers to the special character and experience of their destination. With each assignment, DiLeonardo's specialized experience, integrity and collaborative skills combine to expand the definition of hospitality to the greater benefit and satisfaction of guests, owners and operators, alike. The firm's portfolio of completed projects is a visionary collection of more than 1000 resorts, hotels, casinos, conference centers and restaurants located around the globe. Under the leadership of its founder, Robert DiLeonardo, PhD, the forward-thinking, creative concepts of the firm's designers and architects have earned DiLeonardo International the industry's most prestigious awards. The beauty and distinctive character of each DiLeonardo design is always in seamless balance with the client's objectives, assuring both the aesthetic and financial success of each project. While success may be measured by many standards, it is testimony to the firm's unique abilities that much of their work is based on repeat assignments awarded by satisfied clients. Today, DiLeonardo International's global prominence is enhanced by a new generation of designers committed to exceeding client expectations with the industry's most inspiring and influential interiors.

Introduction

序言



Robert DiLeonardo
Founder and CEO of
DiLeonardo International
Inc.

Robert DiLeonardo 是迪里奥纳多国际有限公司的创建人及首席执行官。



Lia DiLeonardo
Principal / Architectural
Designer of DiLeonardo
International Inc.

Lia DiLeonardo 是迪里奥纳多国际有限公司的负责人及首席设计师。

陈晋略访问Robert DiLeonardo 与 Lia DiLeonardo

问：请容许我问一个简单的问题，请问在30年前公司是如何创立的呢？

答：公司创立的目标是承传能与文艺复兴时期媲美的艺术与技艺。艺术是我的一部分，努力与专注地工作可证明这一点。在热心的顾问、耐心的客人与辛勤的员工的协助下，集合了全体的心血结晶，公司开始慢慢成长。公司的形式类似于家庭企业，毫无疑问，如果缺少了他们的支持，我们绝对不会有今天的业绩。公司的创立就如同一个家庭的承诺与梦想，今后也将往这方面持续发展。

问：公司成功的原因是什么？你们又是如何改革酒店设计的呢？

答：我们的员工乐于倾听与尊重别人的想法与经验，而且酒店设计的改革其实一直也在不断进行中。DiLeonardo International已经发展为业内拥有最丰富文化与最多样化设计的公司之一，包容了来自各地员工的20多种不同语言与文化。公司开放与宽容的特质更促进了这种环境。我们拥有优秀的设计小组，随时准备迎接任何高要求项目的挑战，并随时为公司与行业设立新目标。

问：能令贵公司保持市场地位的最重要因素是什么呢？

答：热诚与永不满足的精神。

Interview with Robert DiLeonardo and Lia DiLeonardo by Bernard Chan

Q: By starting with a very simple question, how did it all begin some 30 years ago?

A: It started as a great desire to develop a talent equal to the great artists and craftsmen of the Renaissance. My heritage instilled in me a seed of knowing that artistry was part of my culture - to work hard and devote yourself to it would prove this theory out. Being blessed with incredible mentors, patient clients and tolerant employees and staff have allowed collectively our talent as a company to grow. Ours is a family business and it goes without saying, that without them in my corner to begin with, none of this was possible. This was started as a family commitment and dream and continues to evolve this way.

Q: What made your firm successful and in what way has it revolutionized the practice of hotel design?

A: My staff's ability to listen and respect other's ideas and experience, along with the natural evolution of design continues to revolutionize the practice of hotel design. DiLeonardo International has evolved to become one of the industry's most culturally rich and diverse design firms in the world, where over 20 different languages and cultures are shared amongst staff members. It is the openness of the studio and the process that has fostered this environment. With our inspired team we are ready to meet the challenges of the most demanding assignments and set new goals for both our firm and the industry.

Q: What are the most essential factors to help your firm to maintain its market position?

A: A passion that is never satisfied.

问：你认为贵公司有何独特之处？

答：热诚，改变的必要性和不断进步。

问：谈谈设计方法，影响设计最基本方面有哪些呢？

答：设计在力求舒适的同时，也要求内外统一。我们公司所承接的大部分是酒店项目，而房间就是主要对象，因为它是一间酒店的心脏和灵魂。我们是公共区域的空间大师。客人对房间的印象能提升他们的体验。

问：在你看来，一项工程的成功与否应如何界定呢？

答：整体感觉和谐并能产生积极的回应。

问：设计对提高酒店营业额有多大帮助？你认为原因是什么呢？

答：设计能为客人提供不一样的体验，并吸引更多客人。优秀的设计能形成良好的口碑，并提供远超出单为住宿的体验。原因则是提高了入住率及其他预期外的收入。

问：在过去二十年，酒店个性化需求大量增加，各地出现了许多时尚酒店，你认为这种趋势将持续吗？装饰的品牌形象会因此而模糊吗？

答：我们一直注视着正在进行的改变。这是一件好事。品牌将会更多地趋向于服务。科技与设计会持续发展，品牌形象将更多地建立于其服务文化上。

Q: How do you distinguish your firm from the others?

A: This passion and the need to create change and “push, push, push”, while never being callous.

Q: Let's talk about the design approach, what are the key essential aspects that influence the design?

A: Design needs to be cohesive outside to inside, while always being comfortable. The most common challenge facing our studio is the hotel. With each project we must confront the challenge of the room. For this is the heart and soul of a hotel. We are crafters of space for the public realm. The guest experience grows and develops from the impression of the room.

Q: In your opinion, what determines a scheme to be a good and successful one?

A: When all the senses come together and respond positively to the experiences you are in.

Q: How far can a design affect the success of a hotel financially? Do you think this added value can be accounted for?

A: Design shapes the guest experience and causes repeat clientele. It stirs word of mouth and makes the experiences more than a place to sleep. This added value can be accounted for in higher room rates and unexpected added revenue.

Q: Over past decade, there is a strong demand on hotels to be individualistic, hence boutique hotels have been mushrooming everywhere, and do you think this will continue? And are we seeing a softening of brand images in terms of expected decor?

A: We will continue to see change. This is good. Brands will be more about service. Technology and design will evolve and the brands image shall be based upon their service culture.

问：由于这是一个以市场为导向的行业，你认为城市商业酒店和度假村的方向在哪里呢？你又是怎样看中国酒店业的发展呢？

答：在不同的地点针对不同的顾客层都有不同类型的酒店，在中国亦是如此。优秀的设计能巧妙融合大都市或度假胜地各自的文化差异。

问：你认为市场正逐渐倾向于现代而非传统风格吗？

答：风格是很主观的东西，优秀的设计是永不过时的，而市场也会证明这点。设计的成功并非建立于风格之上，而是取决于本身的质量与空间的规划。

问：在进行商务旅行时，你会以什么为标准选择酒店呢？

答：首要条件是舒适/服务，然后是地点，再来才是可否订到房间。

问：对于那些希望投身于此行业的人，除了相应的教育背景以外，你认为他们还必须具备哪些条件呢？

答：热诚，还是热诚，要对你做的事充满热诚，要有从失败中吸取经验的勇气，不断探求、聆听、创新与永不满足的精神。

Q: Since this is a market-driven industry, how do you see the directions for the urban business hotels and resorts are heading? In particular, how do you see the development of the hotel industry in China?

A: As Hospitality has different approaches for different locations and different client bases. It is the same approach in China as with other locations around the world. Good design incorporates cultural nuances for destinations be it urban or resort.

Q: Do you think there is a tendency of the market moving more towards contemporary hip style over the traditional?

A: Style is subjective, good design is enduring and this is how the market should respond. The success of the process should not be based on style but on design and space planning solutions.

Q: When you are traveling on business, what make you choose to stay in one particular hotel?

A: First for comfort/service, second would be location, and third would be availability.

Q: As a piece of advice for someone contemplating of joining this industry as a career, what would you say to this person that he or she must be equipped with beside the necessary academic qualifications?

A: Passion, passion, passion for what you do along with integrity and honesty. The courage to pick yourself up after learning from mistakes and continue on exploring, listening, creating and never being satisfied.

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Nashville Marriott at Vanderbilt University

Nashville, Tennessee, USA

纳什维尔万豪酒店

美国田纳西州纳什维尔

Hotel Company 酒店公司 | Marriott Hotels, Resorts & Suites
Client 客户 | Hardin Capital
Architect 建筑师 | Smallwood, Reynolds, Stewart, Stewart & Assoc.

酒店设计的大纲有多重标准：它必须提供学校社会活动的集会场地、范德比尔特校园的会议设施，以及为毕业校友、来访学生、学院教员和当地客户提供膳宿。所有这一切都必须有这样的一种方案中体现出来：既要很好地继承范德比尔特大学的传统，又要符合万豪集团品牌的标准和快速的项目进度表。

通过全体工程队伍不断的专题研究与对话使得这一目的得以实现。对范德比尔特大学历史、文化和学生生活的深入研究最终完成了与其社会架构和谐相融的、建筑学上的巧妙空间造詣。酒店从校园内完美的建筑物中吸取了大量的细节设计手法，其中一个例子便是与具有当代风格的螺旋型楼梯中柱相结合的哥特式扶手细节。而且创造了灵感源自档案文献的原始艺术品，它们展示于每间客房并且带给人们一种范德比尔特大学特有的氛围与环境。

大厅规模虽小，但却可通过高质量的粉饰与细节设计来弥补，空间中主要的设计元素是有型的木制顶篷，用于大型区域的空间流通与焦点部分。这可为客人指明方位并为其其他较小型的空间营造出生动的背景。

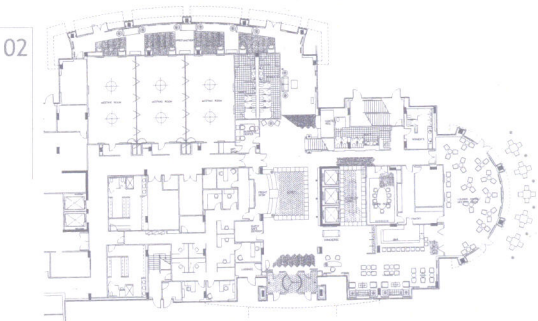
The brief of the design had multiple criteria. The hotel has to provide a gathering place for the social events of the university; a meeting facility for the Vanderbilt campus and housing for alumni, visiting students, visiting faculty and a local clientele. All of this had to be done in a design style that was sensitive to the heritage of the university, fit Marriott brand standards and meet a fast track schedule.

This was made possible through workshop sessions with the entire project team. Extensive research on the history, culture and student life of the university resulted in a clean and architectural approach to the space that is in harmony with the social fabric of Vanderbilt. This was achieved with detailing taken from the fine collection of buildings on campus. An example of this is the gothic rail detail combined with the contemporary lit newel post. Original artwork has been created from archival documents researched with the help of the University. These are present in each guestroom and evoke a sense of place unique to Vanderbilt University.

The small scale of the lobby was offset by the high quality of finish and detailing. Major design elements in the space are the shaped wood canopies, which were used over major circulation and focal points. These help to orient the guest as well as create a dramatic backdrop for the otherwise minimal space.

01 大堂
Lobby

02 大堂平面图
Lobby Plan







建筑计划中的革新诸如“即取即离”概念（这是在万豪国际集团所发展形成的），有助于使大厅的次要空间充分调动与利用起来。学生与客人一样，都喜欢这里所提供的非正式座椅和自行挑选食物，营造出一种大学校园中轻松活跃的氛围。

活跃的色彩如自行调制的大比例的蓝色、金黄色长椅、钴蓝色螺旋型楼梯中柱等都为空间增添了一种艺术品味。它与借助范德比尔特大学文献所设计出的艺术品的结合，创造出了一种特有的空间真实感，很好地继承了范德比尔特大学的遗产与传统。

Innovations in planning such as the Grab and Go concept, developed with Marriott International, help to activate the secondary spaces of the lobby. Students and guests alike enjoy the informal seating and food selections offered here and create an active environment one expects to find on a university campus.

Splashes of color such as the over scaled custom designed blue and gold bench and the cobalt blue newel post help to add an artistic flavor to the space. This in combination with a custom designed artwork package which was developed with the Vanderbilt University archives creates a real sense of place and appropriateness in line with the great heritage and traditions of Vanderbilt University.

04



05





06 大堂吧
Lobby Bar

07 “即取即离”店
Grab and Go

08 “即取即离”店外的休息区
Sitting area outside “Grab and Go”