



New Top Restaurant

深圳市创扬文化传播有限公司 编

中国最新顶尖餐厅

大连理工大学出版社

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赵欣译

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E-mail: dutp@dutp.cn

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Preface I

序一

Wang Yanmin

House Decoration Design Co., Ltd
in Jiamusi, Heilongjiang Province

王严民

黑龙江省佳木斯市豪思环境艺术
顾问设计公司



The Design of Space Serves Environmental Management of Dining

During the process of planning and designing a dining environment, first of all, we need to think over how to manage this dining environment in the design step rather than how to build a spatial environment. In view of this aspect, the following questions need to be considered:

(1) The first question is the design of dining space filled with theme and individuation. In order to reach the harmonious and meaningful effect, the manager has to design the environmental modeling of restaurant and the interior decorating style according to the specific characteristics of dining environment, the name of restaurant, the positional circumstances and the regional culture.

(2) The second question is the market orientation of source of clients of restaurant. Sufficient market researches have to be done before designing the environment. It is necessary to make sure that which kind of clients will be appealed; what consumption demands need to be satisfied; how the potential consumption awareness of the group of source of clients is; how the counterparts are going. After understanding these questions fully, come to the design of the size of restaurant and the style positioning, the functional layout of restaurant, the price of dishes, wine and other drinks, the exhibition of cuisines and the short-term investment returns.

(3) The third question, which will impact the future operational efficiency and convenience, is the rationality of functional layout of dining. There are several aspects to be considered. They are the fluency of three flown lines-the flown line between employees and clients, the flown line between people and dishes and the flown line between kitchen and business area, fast speed of dish delivering and the visual delivering of the shopping hall and the exhibition of dishes. In this phase, we need to consult dining experts frequently.

(4) The fourth question is the definite dining function. Only rational functions can guarantee the success rate of the management of a

restaurant. From the perspective of aesthetics, the design and functional layout both have to submit to the management. Only if we often take measures from the management of dining space can the consumption psychology of clients be satisfied.

(5) The fifth question is the specialty of dining space. At present, because of the variety of dining environment, how to make a restaurant out of the usual has become one of the important challenges facing designers, which is also the difference between a plain designer and an excellent one. However, the maintenance of specialty, individuality, interest and initiation of original idea determines whether the management of the restaurant succeeds or not. Like other business designs, the ultimate purpose of restaurant management is profits. Thus, the responsibility of interior designers is to help investors to create maximum value, meanwhile, to embody the personal value of designers, which is also a way of increasing in value for the project.

(6) The sixth question is that the rational use of resources must be considered when comes to the artistic quality of the design of dining space. Depending on their own professional experience, designers make their best to create the most enjoyable works with minimum input. The interior design of restaurants in any grade has to follow this basic principle: employ the most reasonable way to achieve the best effect as well as ensure the investment returns of the design. In the sound rebuilding period, the design effect must serve the management of restaurant and keep ahead of the counterparts so as to make the design of restaurant ahead of the time and reduce the operating cost of restaurant.

I have just simply generalized about what I have learned about the design of dining space. In practice, interior designers must rely on self-accumulated designing experience and often summarize works in the course of designing restaurants to make every project perfect.

空间的设计服务于餐饮环境经营

在规划设计餐饮环境时,首先要想到的不是如何营造一个空间环境,而是要想到如何通过设计环节来经营这个餐饮环境,这方面要考虑以下几个问题:

(1) 第一个问题是餐饮空间的主题化、个性化设计。经营者根据自身的餐饮环境特点、酒楼的名称、所处位置的环境及区域文化来设计酒楼的环境造型、室内装饰的风格,要做到和谐且有内涵。

(2) 第二个问题是酒楼的客源市场定位。在设计环境之前,要做充分的市场调研,明确会吸引哪些顾客,要满足他们什么样的消费需求,客源群体潜在的消费意识如何,同类餐饮竞争对手的发展状况如何。弄清这些问题后,再来设计酒楼的规模和风格定位,再考虑酒楼的功能怎么布局,出品菜肴、酒水的价定在多少,菜系的编排展示,投资金额中短期回效等。

(3) 第三个问题是餐饮的功能布局要合理。这是影响到今后运行的效率和方便程度的问题。要考虑到员工与食客的流线、人与菜品的流线、后厨与营业区域的出品流线的通畅,快捷有效的传菜速度,及营业厅、菜品展示的视觉传递。这个阶段需要多咨询餐饮专家的意见。

(4) 第四个问题是餐饮功能要明确。因为只有合理的功能,才能保证一家酒楼经营时的成功率。从美学角度上来说,规划设计、功能布局等都必须服从于经营,只有多

从餐饮空间的经营着手,才能满足餐客的消费心理。

(5) 第五个问题是餐饮空间的独特性。目前餐饮环境多种多样,如何将一个酒楼设计得与众不同是室内设计师所面临的重要挑战之一,也是设计师与优秀设计师的区别所在。保持创意的独特性、个性、趣味性及原创性,是该餐饮环境经营是否成功的关键所在。跟其他商业设计一样,酒楼经营最终目的是为了营利,室内设计师是在帮助投资者创造最大的价值,与此同时,也体现出设计师自身的价值,是给项目增值。

(6) 第六个问题是餐饮空间的设计艺术性必须考虑资源的合理利用。设计师用自身的专业经验,以最少的投入创造出最高欣赏性的作品。任何档次酒楼的室内设计都必须遵循这一最基本的原则,以最合理的方式达到最恰当的效果,同时保证设计投资回效性。在合理的翻新周期之内,设计效果服务于餐饮经营,领先于同类地段的餐饮空间,从而使酒楼的设计具有超前性,来降低餐饮环境的经营成本。

以上粗浅地谈了一些餐饮环境设计的心得,在实际运用中,作为一个室内设计师,必须依靠自身积累的设计经验,在设计酒楼项目时多总结工作心得,以求每个设计项目尽善尽美。

Preface II

序二

Wei Wensheng

Guangzhou WS Design Group

韦文生

广州文智设计组



The social development promotes the pluralistic development of catering industry and many designers engage in this industry. How to design successful space that is acknowledged by the owner and consumers is a topic which needs to be discussed by designers. Nowadays, a lot of design works have various emphases. As far as I'm concerned, first of all, a designer must understand the purpose of the accepted project, in other words, the investor's management objective or business orientation. The designer's ideas and the technique of design have to closely relate to the commercial activities. The task we get to make done is composition of commercial activities and the design is only a component. However, if we design a dining space into a pure artistic space, or an exhibition of materials, or a restaurant like a museum, that's too much and lost. Remember that dining is the most important thing and design is just a commercial activity.

The design is closely connected with the investment, management and budget. For example, the business of a restaurant is growing but the return period is too long. This is indeed the mistake of design as well as the mistake of investment. Like a dish with the same total cost, 50 yuan, the most reasonable time to recover cost is a year or so (simply from the aspect of storefront, other purposes are considered

社会的发展带来了饮食行业的多样发展，很多设计师都参与此行业的设计。如何做到设计出被业主和消费者都接受的成功的空间，是设计师需要探讨的课题。

目前的很多设计作品侧重点都不大相同，我个人认为，作为一名设计师，首先要明白自己所接受的设计项目的目的，也就是要明白投资者的经营目的，也就是商业定位。设计师的理念、设计手法要与商业行为密切相连。我们要完成的是一种商业行为组合，设计是一个组成部分，把一个餐饮空间做成一个纯艺术空间，或是一个材料的展示设计，或是博物馆式的餐厅，那就过头了，迷失了方向。记住吃饭才是最重要的，是一种商业设计行为。

设计与投资、经营、预算的关系很密切。例如，一个餐厅生意好，但回收期过长，其实就是设计上的失误，同时也是投资失误，就像是一碟菜50元，合计成本等同，通常一个餐厅的回收成本时间，最好是控制在一年左右是最

合理地。). From the perspective of design, the designer must obey the rule of behavior of commercial investment when controlling cost. The catering is a typical trade of comprehensive behavior, and then the design itself consists in the commercial behavior. One designer asks that: "I want to make a good design but lack of money, and then what can I do?" In fact, good and bad is a pair of relative concept. Art itself has no difference between good or bad. What the most important thing is whether your design can satisfy consumers and meet the investment purpose of investors or not. If the design is reasonable and can lead consumption behavior, the design is successful.

Consumption cultural behavior: a piece of water and soil raises a group of people. Owing to the differences of consumption culture in varying places, the designer has to possess the ability of observing life. Both the location and management manner have close relations with the design, so for designers, there is a high requirement in comprehensive factors. All in all, the dining design relates to lots of aspects, such as artistic opinions, the planning for investment, regional location and the state of local humanity. Be sure to keep in mind that a successful dining design must have its own special vital force.

合理的（单从店面来看，其他目的另论）。从设计角度来讲，设计师控制成本要遵从商业投资的行为，餐饮是一个典型的综合行为商业，那么设计本身也就存在于商业行为里。有设计师问：“我想做好的设计，但是钱不够，怎么办？”其实好与不好是相对而言，艺术本身没有好与差之分，最重要的是你所承受的设计是否能够做到消费者满意和达到投资者所想要的投资目的，如果能做到设计合理同时又能引领消费行为，那就是成功的设计了。

消费文化行为：一方水土养一方人。各地消费文化不同，设计师要有观察生活的洞察能力。场所位置与经营方式都与设计密切相关，所以综合因素对于设计师来讲，都是很高的要求。总而言之，餐饮设计要考虑许多方面，例如艺术观点、投资规划、地域区域位置、当地人文状况等方面。切记成功的餐饮设计，是有其特别的生命力的。

Preface III

序三

Zhang Yingjun

Dashidai Design & Consulting Ltd

张迎军

大石代设计咨询有限公司



The history of Chinese food culture has run a long course from a remote source. From the old, Chinese cuisine emphasizes "color", "smell", "taste", "meaning" and "appearance", so Chinese cuisine is known as "the art which is appreciated by mouth". The eight styles of cooking in China, each has his own strong points and each achieves the height of his ability. As a result, Chinese cooking is developing with Chinese culture and the culture of Chinese cooking not only adds many characteristics to Chinese culture but also drives the development of the whole culture. In Shang Dynasty, there was a famous cook, Prime Minister Yin Yi; in Song Dynasty, there was a scholar-official gourmet, Su Shi; in Qing Dynasty, there was a choice food theorist, Yuan Mu, who wrote the book "Suiyuan Menu". The development of food culture always relates to Chinese culture, such as literature, art, music, philosophy, and etiquette.

Nowadays, the development of food and beverage is much broader. In the past, the success of restaurant depends on the taste of dishes. However, now it is relied on the brand culture of the restaurant, which is a comprehensive cultural system, consisted of environmental features, quality of service, management idea, management ability,

team spirit and image connotation. This offers clients a three-dimensional feeling which is perceived by taste, smell, seeing, hearing and feeling. If a restaurant can satisfy the five senses of clients at the same time, clients will be moved out of question. Then a well-known brand is built. Thus, it is necessary for an outstanding designer of a Chinese restaurant to understand "eating" greatly, be extremely familiar with management and procedure of a restaurant, be proficient in Chinese culture of local customs, be fully acquainted with human geography of different regions, have a good command of Chinese literature and know about Chinese culture of etiquette. Additionally, an excellent design of Chinese restaurant must correspond to the taste of dishes, the brand culture of enterprises, the consumption characteristics of the local special group, the working ability of teams and the price level of dishes. Besides, it also needs to solve these problems: functional flow, reducing the investment and management cost, promoting sales and so on. Some one visualized the management process of restaurants as "during the whole year, it runs in a slope forever". However, the comprehensive design ability of a restaurant designer decides the angle of this slope.

中国餐饮源远流长，不单是吃的食品，自古以来，中国菜就讲究“色”“香”“味”“意”“形”，中国菜被称之为“用嘴巴鉴赏的艺术”，八大菜系，各有特色，各领千秋，所以中国的饮食一直和中国文化并存发展，饮食文化为中国文化增添了很多色彩，又带动了整体文化的发展。商汤有名厨丞相伊尹，宋代有士大夫美食家苏轼，清代有美食理论家袁牧，并著有《随园食单》，饮食文化的发展始终是同中国的文学、艺术、音乐、哲学、礼仪等文化息息相通。

时下的餐饮发展更广泛，由传统的菜品制胜扩展到环境特征、服务质量、经营理念、管理水平、团队精神、形象内涵等要素构成的综合文化体系，即餐饮品牌文化，给客人提供的是立体的感受，感知于味觉，感知于嗅觉，感

知于视觉，感知于听觉，感知于触觉，五觉齐动，则感之于心，动之于情，久而久之，则成就了品牌，所以一位优秀的中餐厅设计师，要很懂“吃”，要深知餐饮的经营和流程，要通晓中国民俗文化，通晓各地的人文地理，通晓中国的文学艺术，了解中国的礼仪文化，而一个优秀的中餐厅设计必定要同餐厅的菜品特征契合，同企业的品牌文化契合，同地域特定群体的消费特征契合，同餐饮团队的工作水平契合，同餐厅菜品的价位水平契合，还要解决功能流程、降低投资和经营成本、促进营业销售等问题。餐饮的经营过程，有人形象地描述为“一年365天在一个永远没有休息平台的斜坡上奔跑”，而餐厅设计师的综合设计水平则决定了这个斜坡的倾斜角度。

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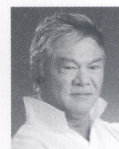




地点/广州 面积/3300平方米 设计师/高文安 设计单位/高文安设计有限公司

Guangzhou East China Sea Food Restaurant

广州东海海鲜酒家



Guangzhou East China Sea Food Restaurant absorbs the unique Paris pattern into the east ocean of Guangzhou with the perfect integration of French luxury charms and Chinese traditional choice food. The restaurant, full of French fashionable flavor, provides the clients with an incomparable experience of choice food and exhibits a pluralistic idea.

Guangzhou East China Sea Food Restaurant works out the idea of French noble style to not only pursue the old pure European palace style but also strive to present the natural and graceful French charms in the uproar of the city by adding peculiar design elements in the interior design. In the restaurant, the encounter of the

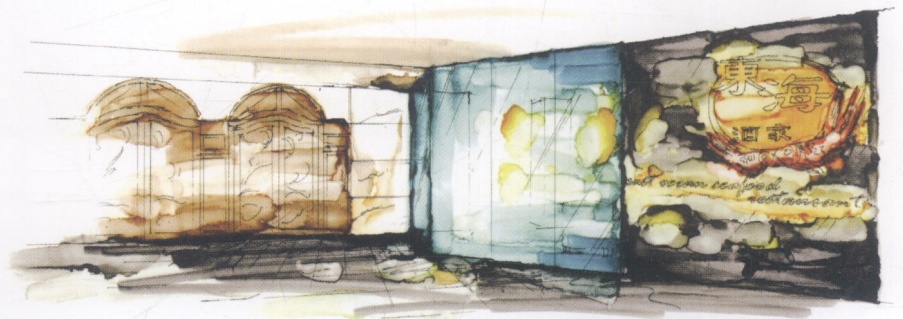
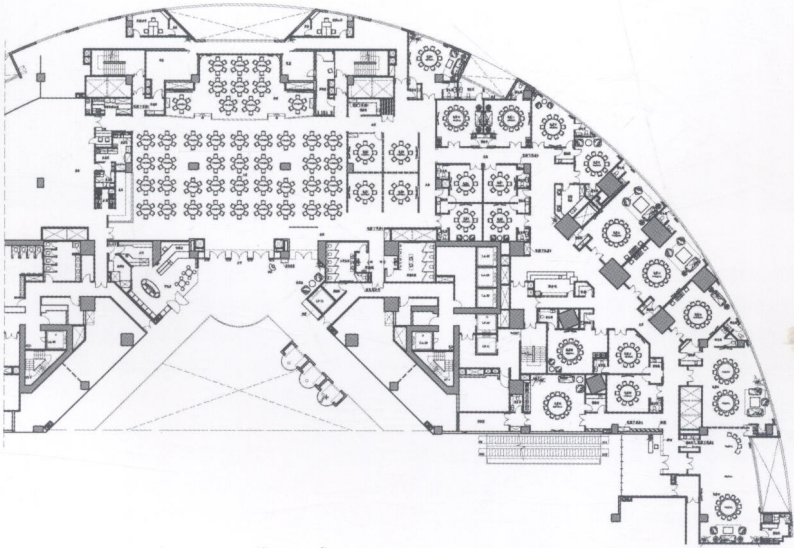
gigantic architectural French landscape of remarkable presence and French fashionable elements produces a special elegant and noble sentiment as well as remains the baroque style in seventeen or eighteen century. Getting across the quiet and zigzag corridor full of strong French atmosphere, beautiful and magnificent decorating doorplate, together with the exquisite carving, and entering the room, you will find out surprisingly that the mysterious atmosphere and connotation originated from every main wall surface, the intense color or the effect by magnifying one detail, these characteristics all embody the European culture incisively and vividly.



广州东海海鲜酒家潜心将法式奢华风姿与中国传统美食完美融合，将独特的巴黎格调带到了广州东海。餐厅内充满了法国时尚气息，为客人提供了一个无与伦比的美食体验，为大家展现了一个多元化的理念。

广州东海海鲜酒家拟定法式贵族风格的理念，并不只是追求以往单纯的欧洲宫廷式风格，而是在其室内设计中添加了别具一格的设计元素，力求在都市的喧嚣中完美呈现雍容的法兰西风情。餐厅内，气宇轩昂的巨幅

法式建筑风景画与法式摩登风格元素邂逅，营造出优雅高贵的独特情怀，另外，还保留了17、18世纪的巴洛克风格。通过幽静曲折的带有浓郁法式气氛的走廊、富丽的装饰门牌和精湛的雕刻，走入房间，会惊喜地发现，每一个主墙面带来的神秘气氛和内涵，强烈的色彩，或者是夸大某一细节而产生的效果这些特点，都淋漓尽致地体现了欧洲文化。











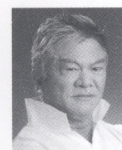




地点/上海 面积/300平方米 设计师/高文安 设计单位/高文安设计有限公司

Japanese Restaurant in Shanghai

上海日本餐厅



The design of the restaurant is very exquisite. The designer makes best of the Japanese style. The wooden window lattice and the decorative lamp in the shape of the lantern suspended from the ceiling are all full of Japanese flavor. And the red candles on the tables can add romantic atmosphere to dinners. The arrangement of each table has its own feature. Besides the traditional bar shape, the designer breaks through the traditional constraints to skillfully use two tables inclosed by a round sofa to form a big heart shape.

The designer's carefulness can be seen from some small details. Even the chairs beside the tables are all different. The light purple lamplight irradiates from the top of the restaurant, like the waterfall pouring straight down, and gives people an indistinct aesthetic feeling. Do you occur to the moonlight on the locus pool? Will you have a good appetite when facing simple but elegant white lotus, the green plants full of vigour and the rippling water wave?