

SHOW FLAT DESIGN EXPRESS

European-Style Rurality

设计速递 · 样板房 **欧式田园**

深圳市创扬文化传播有限公司 / 编



大连理工大学出版社



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赵欣 刘慧敏 / 译

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电 话: 0411-84708842

传 真: 0411-84701466

邮 购: 0411-84703636

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Flawless—Show Flat

Having been working on design of the show flat for decades, I am confronted with opportunities as well as challenges. Just as time never waits, so the design of the show flat never stops developing.

In retrospect of the projects of the interior design, it mainly rests on the European or the American grand houses, which demonstrates their luxurious mode and fine quality, such as Florence—the city of arts in Italy, or Paris—the romantic city of France, or the Manhattan—the American metropolis.

Several years ago, the idea of “returning to the nature” used to overwhelm the whole society, which is followed by the style of concision in designing, which emphasizes the balance between the color and the light. Meanwhile the emergence of top designers makes the North—European furniture prevailing, which focuses much on the quality of the material and the application of colors. This trend has been unprecedentedly popular among the filed of designing. Another issue is how to create a peaceful atmosphere of the space. Thus the outdoor garden is brought to the indoor, and the atrium is applied as the centre of the room, which can create a sense of Zen.

As the small-sized room emerges, the designers gradually shift their attention to pursue delicate designing. The Japanese-style oddments used to be popular for quite a long period of time. Its stylistic mode is refresh and unique, which varies greatly from others. Thus it is rather challenging for designers to achieve functional living space in a very limited small room. I used to design an apartment with two rooms based on the idea of outer-space atmosphere, in which the artificial stones are applied to cover the walls without boundaries and used as floral patterns on the ceiling, which have turned the limited space into an infinite one.

As the living standard improves in our country, the criterion of the interior design becomes higher. The area of the newly updated show flat is no longer confined to 100 to 200 square meters, but has extended to 400 to 500 square meters of superb mansions. In dealing with this type of villa, I will plan the designing carefully and place much emphasis on the application of the personal space, which means each member of the family is able to enjoy his/her personal space for activities. In addition, the leisure area will also be arranged to create the harmonious environment of a family.

Meanwhile, the ornament, which is by no means less important than the interior design, plays an indispensable role in interior designing and is the soul of the space as it was. If there are few ornaments or display in the space, it cannot be popular though it is spectacular. While too many ornaments or decorations will make the space vulgar and conventional. Thus great efforts will be made to give proper decorations to the space. These years, besides the project of interior design, my ornaments project has always been developing very well with promising prospect.

The fine-decorated show flat becomes the most popular project in the field of the contemporary interior design. In view of the property owner's real demands, the complete designing in

addition to the installation of the cupboard, furniture in the washroom, oak floor and the painted walls has become the major trend. The Hong Kong developers have used those elements as the selling points for several years, which has proved to be quite popular among the consumers. The flexible designing of the show flat that emerges as the mobile furniture is used as the model display in the room.

To make the show flat luxurious and graceful, what matters is to create a family atmosphere, which can be called an excellent show flat.

Flora Lau

Flora Lau Design Co., Ltd.

粹——样板房

从事样板房的设计工作已数十个年头，时间没有停顿，样板房的设计亦一样不断转变，给我无限的发挥及挑战！

回望过去的室内设计项目，通常以欧洲及美国的不同的豪宅元素为主，展示豪门瑰丽的风姿，如意大利艺术之城佛罗伦萨，法国浪漫之都巴黎，美国大都会曼哈顿等，经典新贵。

数年前，社会吹起一股返璞归真之风，简约风格随之崛起，简约中强调平衡颜色及光线明亮感，同时顶尖设计师出现，重视材料质地及颜色运用的北欧家具大行其道，追捧程度遥不可及。另一个学问是如何将空间营造出宁静的效果。就是把外面的园林景致引入室内，中庭设计成为室内空间的中心点，带出“禅”味感觉。

由于斗室的出现，追求精巧设计，日本小品曾经流行一时，格调截然不同，风格清新，在有限的空间里设计出具有功能性的居室，挑战难度极高。我曾经设计了一个太空感重的两房单层户型，利用了人造石设计成无边界的墙身及天花，将有限空间变为无限的延续。

随着国内的生活水平日渐提升，居室设计要求更严格。最新的样板房项目面积不再局限于100~200平方米，而是400~500平方米的顶级名门官邸。这类别墅，必须周密设计，不能掉以轻心，我会注重于个人空间的运用，每个家庭成员都可以拥有各自的活动空间。另外，设置休闲娱乐区，营造家人共聚的欢乐气氛。

与此同时，配饰在室内设计范围内是不可缺少的环节，可以说它是空间的“灵魂”，其重要性不低於室内设计。一个美轮美奂的室内空间，如果没有任何配饰或摆设品太少，空间就完全没有“人气”；相反，太多配饰品却又让人感觉俗套，配饰得宜需下功夫。近年除了室内设计工程外，我的配饰项目也发展理想，前景不错。

精装修的样板房是现时国内最流行的室内设计工程，主要是顾及业主的真正需要，户型的完善设计是大趋势，附送优质品牌的橱柜、卫浴洁具、橡木地板及墙身油漆，香港发展商沿用这些作楼盘卖点已多年，亦广受客户欢迎。只是活动家具作示范布置，灵活变通的样板房设计就应运而生了。

样板房设计得美观奢华，最重要的元素是有家的感觉，这样的样板房才可称为优秀的样板房。

刘伟婷

刘伟婷设计有限公司



Arts & Taste

Recently the designing of the show flat has increasingly drawn the attention from the developers and property owners. Various styles of designing, such as neo-classical, neo-baroque, neo-oriental, idyllic and modern, the Mediterranean styles, have had a constant effect on people's life, which is not only closely linked with the improvement of the life quality, living taste and standard of beauty, but also with the promotion of the designers' proper quality and the product positioning.

For a long time the designers have been researching the world of hexahedron. In other words, they have been designing for designing's sake rather than taking the scenario of life into consideration, which has caused the space empty in both forms and contents without cultural background, failing to assimilate arts with civilizations. However, what we can see and feel today is to give the customer a different concept and living status based on the project positioning and consumer's taste and mentality, rather than a mixture of simple signs. At the same time, the hexahedral space is no longer all that the designers are pursuing. Instead, the atmospheric interior designing has become a shared aim that everyone is looking forward to. The art of contemporary interior design has pervasively permeated every corner of the field of the interior design, which is of great help to the atmosphere, the taste, the tune and the artistic conception of the space. Allowing for the color, the quality and the form, the designers have included aesthetic standard in each aspect, which can both enhance the spatial effect and reinforce individuality of the living environment and sense of flexibility. The expression of the inner thoughts and civilization has gilded the lily in terms of the creation of the image of the space and the demonstration of the atmosphere and environment. To put it more vividly, the combination of the elements above seems to react chemically, which means the difference can be caused by the shortage of very little amount of the material.

In the interior environment, the display serves as the media of the expression of mentality mainly through the furniture, window tracery, cloth, crafty, carving, micro-landscape, flower arrangement and the positioning of the handicrafts. We are convinced that people can live a chic life only if the art and taste can be combined perfectly and interacted properly in the hexahedral space.

Danfu Liu

Pinky Interior Design Consultancy LTD CO.
& USA IARI Danfu Liu Architects.

艺术与品位

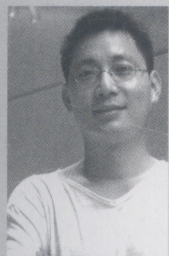
近年来, 样板房的设计越来越受到开发商和业主的青睐及重视, 无论是新古典风格、新巴洛克主义、新中式风格、乡村风格还是现代简约风格、地中海风格等等, 都在不断地影响着人们的生活, 这与人们的生活品位、品质以及审美的提高密切相关, 更与设计师自身素质的提高以及产品的定位息息相关。

一直以来, 设计师们都在研究六面体里的世界, 或者说是为了设计而设计, 没有考虑过多生活意境的问题, 空洞、没有内容、没有背景、没有文化的设计将无法让人文与艺术相融合。但是现在, 我们所能看到的、感受到的, 绝不再是简单的符号的堆积, 而是根据项目的定位、消费者的喜好、消费者的心态等, 带给消费者不同的理念和生活形态。与此同时, 六面体里的空间已经不再是设计师们所追求的最终目标, 室内艺术氛围的营造即陈设艺术设计成为了大家所向往和追求的。当代的室内陈设艺术设计已渗透到室内设计的各个方面, 其对烘托室内设计的气氛、品位、格调、意境等起到很大作用。它从色彩、质感、形式等专业角度去考虑, 每一项都包含了一定的审美观, 不但加强室内的空间效果, 还能强化生活环境的性格和灵活意志, 表达一定的思想内涵和精神文化, 对室内空间形象的塑造、气氛的表达和环境的渲染起到锦上添花、画龙点睛的作用。用形象一点儿的话说, 它们的组合起了一种化学反应, 多一点与少一点反差出来的结果都是不同的。

在室内环境中, 陈设品成为了表达精神功能的媒介, 主要通过家具、窗饰、布料、艺术品、雕刻、景观、插花、工艺品的定位等形式来表现, 体现出更深的文化层次, 以获得增光添彩的艺术效果和文化品位。相信只有艺术与品位在六面体的空间中相互交融、相互影响的时候, 生活其中的人才会更加舒适、享受。

刘卫军

品伊创意机构 & 美国IARI刘卫军设计师事务所



Peeping Life & Imitating Show Flats

The reasons for the popularity of the show flats lie in the idea that the house owners expect to take a confidential peep at others' "perfect" private room by looking the show flat as the reference of their lives, hence the heated designing imitation of the show flat.

In China, a country featuring farming civilization, there has always been the rush to the city where people see numerous new buildings come up but can hardly be adapted to the unfamiliarity. Thus they have to visit others' houses to learn how to make full use of the room. And for those who have been in town, they also would like to consult other people's life style and scenario. Thus they need to visit others as well. Inspired by all these demands, the developers call on the designers to tell them "you may design the house in such a way" that the community should be eye-catching; the show flat should be designed delicately and the buyers should be attracted... The developers are indeed eager to build up popular houses so as to sell them out at a higher price.

People come to visit the show flat, in which not only the merits of the structure of the house are demonstrated, but also some private accessories are displayed such as commodities, books and collections, all of which have aroused people's imagination of the trace of the owner's life.

Therefore the show flat acts as the showcase of one's private life, satisfying the city dwellers' desire to take a peep of their peers' life.

In fact the process of the designing itself is an act of directing, which is just like the directing of the Spring Festival Gala Evening or of the latest opening ceremony of 2008 Beijing Olympics.

Usually the designer regards the show flat as a golden opportunity for bringing their creative ideas into full play. Whether the creative idea is successful? What is the standard of the success of a show flat? How many people like and want to buy it? How many people have been aroused to imitate it? All of the above factors will exert an immediate influence on the statistics in the developer's trading statement.

We are very pleased that last year in the project of designing a certain building group, 80% of the property owners whose houses are in the similar structure copied our show flats, which signifies our design is accredited and influential in the market.

For all the designers working on the show flat, you will surpass the concept and lead the fashion as long as you can gain a real insight into the human nature.

Chen Wing

UCSGROUP Interior Design Architects Co., Ltd.

偷窥生活，模仿样板

样板房之所以被关注是因为人们希望通过偷窥别人的“完美”私生活而把样板房情景作为他们的生活参照，然后涌起模仿的冲动。

在农耕文明为主的中国，进城的人很多，他们眼前一下子出现了好多的新房子，面对这个不熟悉的城市，觉得不太适应，想了解一下别人是如何使用这些房子的，于是他们就要去参观别人的房子；而那些已经在城里住的人，想要看看别人是怎么过的，有没有新的生活场景方式，也需要看房子。这些需求推动着发展商，于是发展商就去找来设计师，告诉他“你要给我设计怎么样的房子”，比如说社区要诱人，样板房要经过精心设计，买家的要深受吸引……发展商当然希望盖出大家都喜欢的房子，好把房子卖到更好的价钱。

穿过一层层的墙，人们进入样板房，样板房除了在人们面前展示房子本身格局的优势以外，甚至还有一些隐私的细小物件，如日用品、书籍、收藏品等，让人从这些细节中想象出房子主人的生活痕迹。

所以说，样板房其实就是一个私生活的秀场，满足着都市人的偷窥欲望。

这个设计过程本身就是一个完美的导演行为，就像是春晚，或者是刚刚过去的奥运会开幕式。

设计师常常视样板房是一个挥霍创意的绝好机会，创意是否成功？检验一个样板房是否成功的标准是什么？有多少人喜欢它并想据为己有？它引起了多少人仿效？这些因素，将直接影响发展商销售表上的数据。

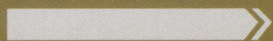
去年设计的某楼盘中，有80%相似户型的业主绝大部分地拷贝了我们设计过的样板房的做法，大家觉得很开心，因为那意味着我们在做着市场认可的、有影响力的设计。

正在做样板房设计的设计师们，只要充分洞悉人性，定能超越概念，引领时尚。

陈颖

深圳秀城设计

SHOW FLAT DESIGN EXPRESS
European-Style Rurality



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Hualian·City Forest Building 7 Floor 7 Unit K3 Combination Show Flat
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Qingyuan Mainland Lake
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Happiness Coast Type B1
Happiness Coast Type B03
Huaren Apartment Building
Southern Green Garden
Shanghai Garden Show Flat
Chongqing Haobo World Show Flat A1
All Directions Villa
Fenglin Yazhai
Villa Fiori
Huayang Show Flat

Hualian · City Forest Building 7 Floor 7 Unit K3 Combination Show Flat



| 华联·城市山林7栋7层K3单元合并样板房 |

> The graceful decorative lines on the wall body and on the ceiling are everywhere. The Rome—Pantheon—pillar wall body in the dining room and the resplendent and magnificent antique gold platform board increase the diamond patterns in rainforest, and they are the models of the royalty. The exquisite living room is designed to be the most luxurious hall for feast. The nostalgic snap-in chandeliers and oblong dining table

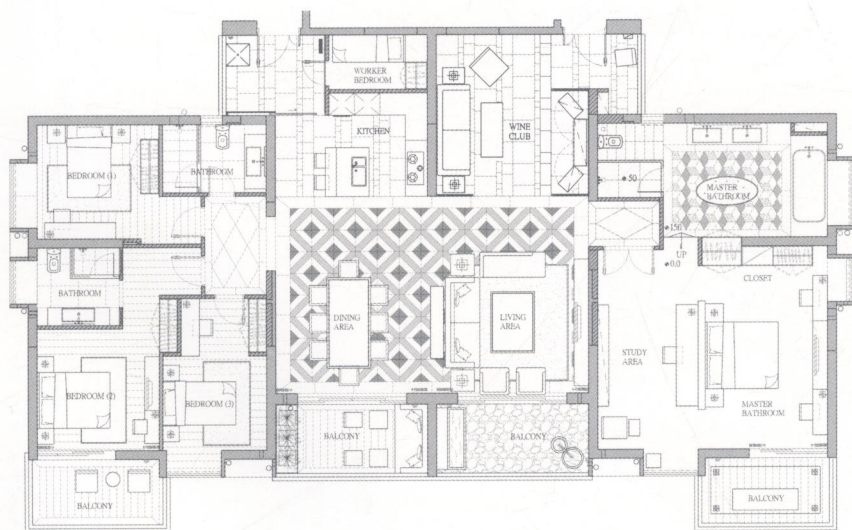
for eight people reveal the England style lightly. A set of imposing—looking hero portraits in the master bedroom show the master's high taste in lordly way. The simple, clear—outlined and soft—color furniture embellish into the room, just as exquisite emotions enhance each other's beauty and disclose light romance and peace. The right use of mirrors extends the space beyond imagination...

设计师 | 刘伟婷

设计单位 | 刘伟婷设计有限公司







优雅的墙身装饰线及天花装饰线，处处皆是。餐厅的罗马神殿柱墙身，金碧辉煌的贝沙金地台，增添雨林棕菱形图案，极具皇室典范。精致的客厅是极尽奢华的盛宴厅，怀旧的卡式吊灯，以及八人长形餐桌，透露出淡淡的英伦格调。主人卧室，一副气宇轩昂的英雄肖像，彰显主人的高贵品味，气派十足。简洁、轮廓鲜明、色彩柔和的家具点缀其中，似细腻的情感交相辉映，透出丝丝的浪漫与安宁。镜面的合理使用，让空间在想象之外延伸……











