



# Show Flat II

## Modern Vogue

样板间 II —— 现代时尚

深圳市创扬文化传播有限公司 编  
室内公共空间杂志社



华中科技大学出版社

<http://www.hustpas.com>

# Show Flat II

## Modern Vogue

样板间 II —— 现代时尚

深圳市创扬文化传播有限公司 编  
室内公共空间杂志社



华中科技大学出版社

<http://www.hustpas.com>



## 图书在版编目 (CIP) 数据

样板间II: 现代时尚 / 深圳市创扬文化传播有限公司 编.  
—武汉: 华中科技大学出版社, 2010. 7  
ISBN 978-7-5609-6412-6

I. ①样… II. ①深… III. ①住宅—室内装饰—建筑设计—图集 IV. ①TU241-64

中国版本图书馆CIP数据核字(2010)第136359号

## 样板间 II——现代时尚

深圳市创扬文化传播有限公司 编  
室内公共空间杂志社

---

出版发行: 华中科技大学出版社 (中国·武汉)  
地 址: 武汉市珞喻路1037号 (邮编: 430074)  
出 版 人: 阮海洪  
责任编辑: 张 蕊  
文字编辑: 王 琪  
书籍设计: 刘 丹 肖 婧  
封面设计: 刘 丹  
责任监印: 马 琳  
印 刷: 利丰雅高印刷 (深圳) 有限公司  
开 本: 965 mm×1270 mm 1/16  
印 张: 20  
字 数: 160千字  
版 次: 2010年7月第1版  
印 次: 2010年7月第1次印刷  
书 号: 978-7-5609-6412-6 / TU·902  
定 价: 268.00 (USD 68.00)

---

销售电话: (010)64155566 (兼传真), (022)60266199 (兼传真)  
邮购电话: (010)64155588-8825  
网 址: [www.hustpas.com](http://www.hustpas.com)

(本书若有印装质量问题, 请向出版社发行科调换)

# Preface



Recently, developers take too much effort on the exhibition of show flat, and the show flat is the result of commercial residential building. According to different owners and their different ages, different family structures, different hobbies of the design, such show flats can be seen as examples, models and standards. The owner could choose different house according to different styles of the show flat. The experienced and professional developers may take the show flat as his delicate products, just to imagine, under the fierce competition of the real estate, any commercial residential buildings without show flat couldn't have good record of the selling.

The designs of the show flat cover some design styles as follows: the modern and contracted style, the modern Chinese style, the European style, the Southeast Asia style, etc. As for the region, because of the history and the humanity at Heilongjiang, the classical design style is just an orientation and it's not the main design style, most developers choose modern design style. After all, we're living in the modern city and the modern design style is welcomed by most of the owners, in the meantime, the developers could easily control the cost and the quality, in order to match up with the selling, the developers offer the costumers series of design styles as well.

The designer should consider the show flat whether matched with the market of the commercial residential building firstly, the standard of the design is according to the price of the flat selling, the scale of the building, and the characteristic of the flat type. Generally speaking, the middle class and high class flat type with large scale building could be designed as top grade show flat, while other small flats type are based on contracted, economical and comfortable design style. In the microcosmic view, the designer needs different owners to exchange their ideas with him, so that he could catch their minds and understand their needs. After the designer's delicate design and integration, the designer could use the professional perspective to guide the owner's home life style. To consider the market orientation and the life needs of the owner that means the designer has caught the market, so he could design some good selling and economically affordable housing, in the meantime, bringing some extra added value to the developers, and the designer could make some good selling and economically affordable housing as well, all these need the designers to strive for and realize.

Wang Yanmin  
House Decorate Design Co.,Ltd.

## 序

在当下,楼盘开发商对样板房的展示是越来越下功夫,样板房是商品房销售包装下的产物,根据不同业主身份、年龄、家庭结构、喜好等因素进行针对性设计,以此达到榜样、典范、标准的“样品房”。业主可以根据不同风格的样板房来选择适合自己的房子,有资历、专业的开发商会把房子作为精美的商品来制作,想象一下,在房地产日益竞争的市场下,任何商品在没有样品的情况下是很难实现良好销售的。

目前样板房的设计主要流行以下几种风格:现代简约风格、现代中式风格、欧式风格、东南亚风格等。就地域而言,在黑龙江地区,由于历史人文的因素,古典风格只是一种取向,并非主流,开发商展示样板房多以现代风格为主,毕竟我们生活在现代都市里,现代风格也受到了大部分业主的喜欢。同时,开发商也比较容易控制成本和质量,为了更好地配合销售,开发商还是会提供几种不同风格的样板房供客户选择。

样板房设计首先要考虑是否与楼盘的市场定位相平衡,设计的标准要根据销售价格、楼盘规模、户型特点来制定。常规来说,对于中高档户型和面积较大的楼盘,样板房的设计就可以高档些,相对而言,一些以中小型户型为主的楼盘在设计中以简洁、经济、舒适为宜。微观上来说,需要与不同的业主进行很好的交流,捕捉心理,熟知他们的需求。通过精心把握、整合,设计师以专业视角引领业主未来的家居生活方式。考虑到市场的定位、顾及到业主的生活需求,就是抓住了市场,因此就会设计出好卖、实用的房子,同时为开发商带来很好的利益附加值。当然,能做出开发商更好卖、业主更实用的样板房,还需要设计师朋友们加倍努力来实现。

王严民  
佳木斯市豪思环境艺术顾问设计公司





## contents 目录

- 006 The World – renowned Show Flat 御墅天下
- 014 Jingang Bay 金港湾
- 024 Banqiao Li Residence 板桥李公馆
- 032 Zhaoqing Xinghu Aoyuan Model House – The Third One 肇庆星湖奥园样板房之三
- 038 Zhaoqing Xinghu Aoyuan Model House – The Second One 肇庆星湖奥园样板房之二
- 046 The Lake Dale 湖景湾
- 052 Xiao's Residence, Zhong Xiao Dong Lu 忠孝东路萧宅
- 056 San Xiang Hai Shang 三湘海尚
- 060 Changsha Guanghui Lanting Fengjing – The First Phase, 1-G Model House 长沙广汇兰亭峰景1期1-G样板间
- 068 Palm Fountain International Garden 棕榈泉国际花园
- 076 The Black Musical Note 黑色音符
- 082 Talega 托乐嘉
- 090 Zhengxiang Top New Flat 正祥一品新筑
- 096 Sandi xiangSong fengdan 三迪香颂枫丹
- 102 Yonghe Ye Residence 永和叶邸
- 108 Cozy and Elegant – Zhongyuan Mingdu 中源名都温馨典雅
- 114 Modern and Fashionable – Zhongyuan Mingdu 中源名都时尚前卫
- 120 Thematic Style – Zhongyuan Mingdu 中源名都主题式
- 128 Love Fashion 爱·尚
- 136 City on the Other Side 世欧彼岸城
- 142 Backing to Wooden Year 木色回首





- 146 Dreamer House – Hello Kitty Theme 梦想家之Hello Kitty主题屋
- 152 Shimao Bund 世茂外滩
- 158 Hanlin Xiyuan 翰林西苑
- 166 Pink Romantic Villa 粉红浪漫
- 170 Excellent Victoria Modern and Relaxing Harbor 卓越维港现代休闲
- 178 Jingji · Eastern Beautiful Scenery 京基·御景东方
- 188 Rongyu Model House No.302 榕御样板间302
- 196 Beautiful Sea and River 海润滨江
- 204 Show Flat No.5, Zhaoqing Hongjing Jinyuan 肇庆鸿景锦园公寓样板间(五)
- 208 Show Flat No.3, Zhaoqing Hongjing Jinyuan 肇庆鸿景锦园公寓样板间(三)
- 214 Show Flat No.302 Building B28 Denghai Huijing Garden 澄海汇璟花园B28幢302样板间
- 218 Room 701 Building No.9, Xinghe Wan 星河湾9幢701样板间
- 226 Ningbo Golden Area International Garden 宁波金地国际花园
- 232 Flower Language Shore Show Flat – Modern Style 花语岸样板间——现代风格
- 238 Taste of Life 尚品生活
- 246 Show Flat A8-T10-1803 样板间A8-T10-1803
- 252 The Blossomy Age 花样年华
- 258 Contracted and Luxurious 简奢主义
- 270 Charming Mocha 魅力摩卡
- 278 Hangzhou Rainbow City 杭州彩虹城
- 286 Red and White Fashion – Chongqing Caixin City International Show flat 红白时尚——重庆财信城市国际样板间
- 292 Liyang Huafu Shanghai – Hong Kong Style Show Flat No.4 上海溧阳华府4号样板房之港式风格
- 298 Liyang Huafu in Shanghai – Modern Style Show Flat No.5 上海溧阳华府5号样板房之现代风格
- 304 Phylase I, Shimao Show Flat 世茂一期
- 312 Beautiful Sky and Lakeside 天正湖滨





## 御墅天下



设计单位 | 刘伟婷设计师有限公司

设计师 | 刘伟婷

项目地点 | 东莞樟木头

建筑面积 | 145平方米

The enthusiasm, strong culture and art atmosphere from Spain are widely used in LOEWE, this villa is based on LOEWE which creates a honorable and luxurious living space.

The delicate furniture is decorated with high quality leather and that makes LOEWE appear elegant and fashionable, like a magnificent art for people to enjoy. In the kitchen, the designer changes the Bauhaus colored door into shadow embroidery glass partition and that highlights the sense of the space. Walking

into the dining room, your sight would be caught by the steel mirror-like wall, and this break through the typical type of the wall which makes the living room and the dining room link together and appears modern yet creative. In the master room, the bed uses the square suede as its setting wall's decorative materials which emphasizes the spirit of LOEWE, as 'L' on its logo. Walking into the locker room, you could easily find a miniature Loewe shop, transparent glass with steel mirror frame makes the owner feel like

going shopping in a Loewe shop. The master bedroom with Roman Travertino well expresses LOEWE's elegant and delicate design which makes the owner addicted to the art design. The overall design concept spreads into the parent's bedroom, the elaborate and comfortable opalescent crocodile brings us a simple and honorable feeling which makes parent feel cozy and thoughtful. In the end, the designer uses the basic skill, namely, the quadrate design is used on the door, and that embodies the eternal simplicity.







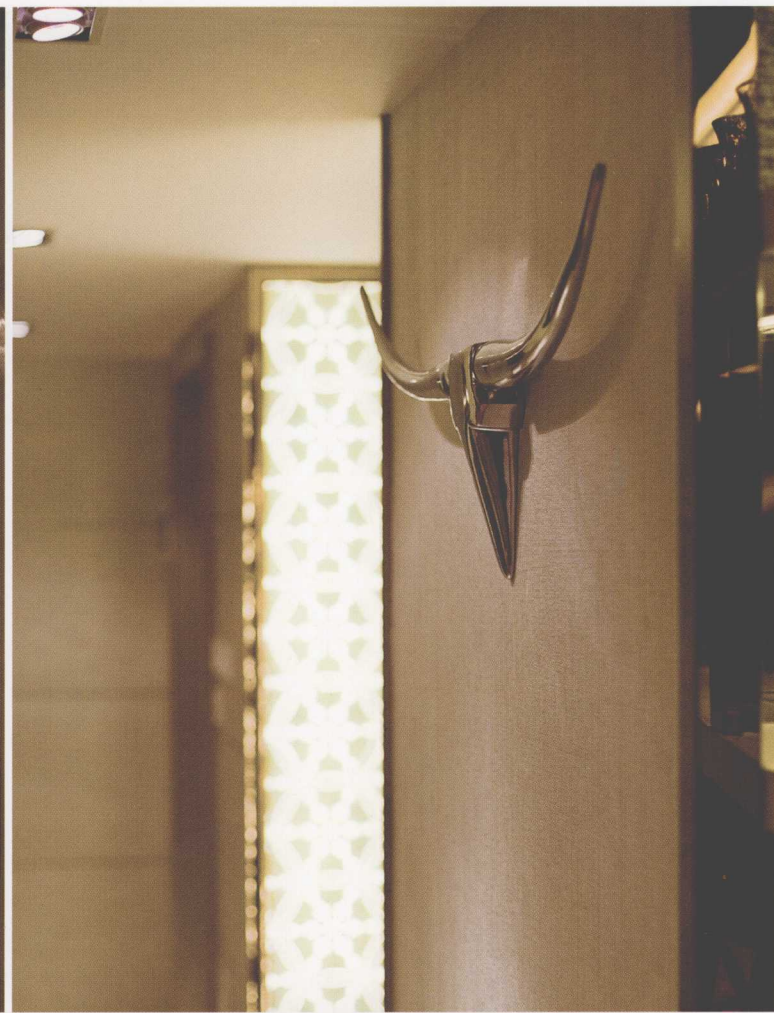




西班牙的热情奔放、浓厚的文化与艺术色彩，深深地刻画于Loewe品牌内，本案以Loewe为主导，打造出尊贵奢华的生活空间。

客厅中，精致细腻的家具剪裁，用上优质皮革包边，带出Loewe尊贵时尚的情感，犹如一件华贵的艺术品供人欣赏；厨房内，设计师将充满包豪斯色彩的厨房门改造成暗花玻璃间隔，令空间感大大提升。走进餐厅，视线被一个镜钢式墙身深深吸引，此举打破墙身的限制，使客厅与餐厅有效地联系在一起，显得充满现代感与新意。主卧室中，床背上方用正方体绒面作墙身，延伸Loewe的精神，如标志上的花体L字样。走进衣帽间，不难发现Loewe店中的陈列摇身一变成家中的缩影，透明玻璃配上镜钢框边令主人仿佛游历于店中。主卫生间的罗马 Travertino洞石柜面，精彩地表现出Loewe优雅精细的设计，令屋主更醉心于艺术的铺排。整体的设计意念继续延伸至父母房，细致舒服的蛋白白色鳄鱼皮，带出纯朴、充满敬意的情感，令父母产生温馨、体贴的感觉。最后，设计师亦运用Loewe的基础剪裁——方体设计，套用于门扇上，标志着永恒的简洁。





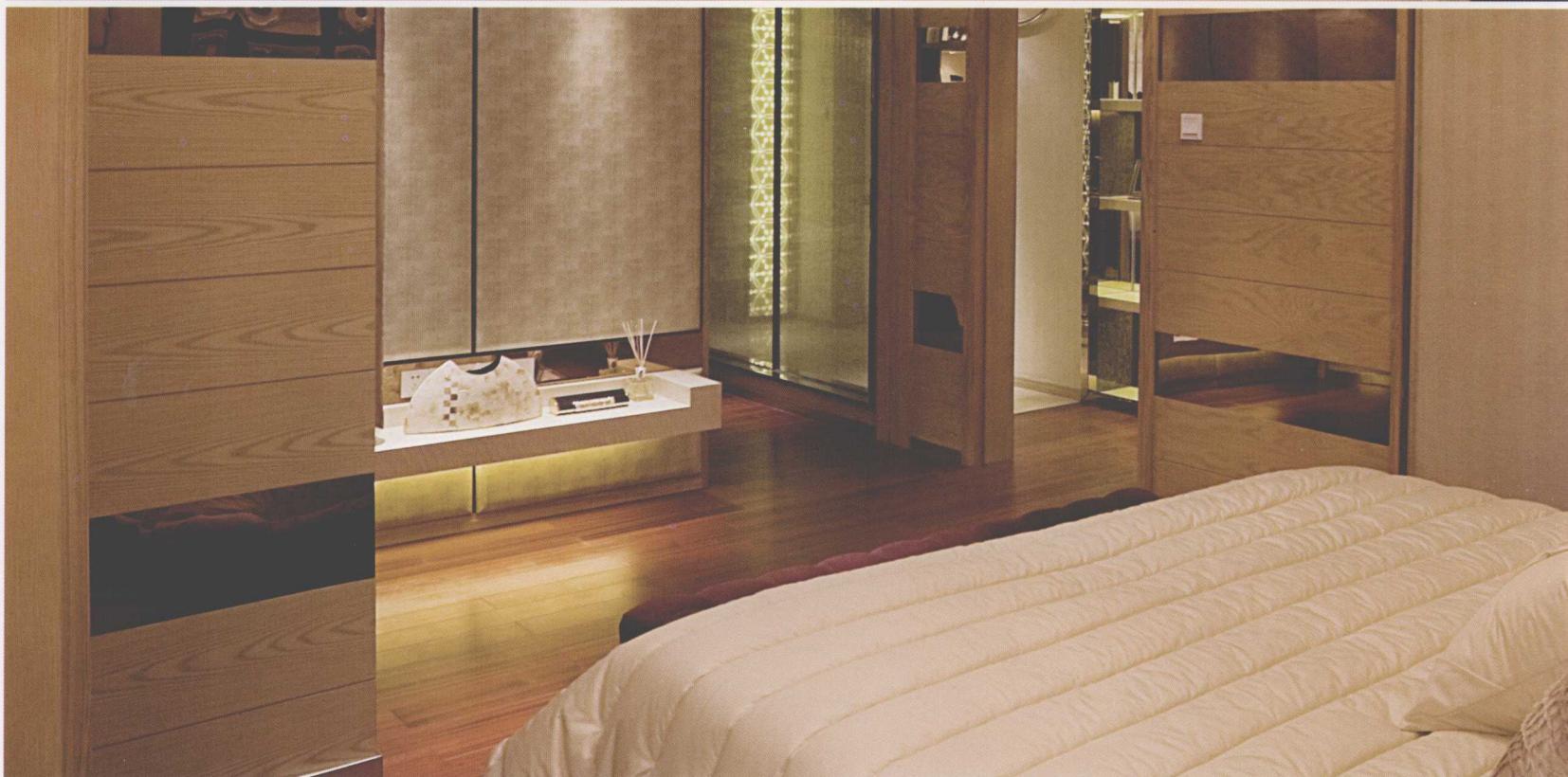
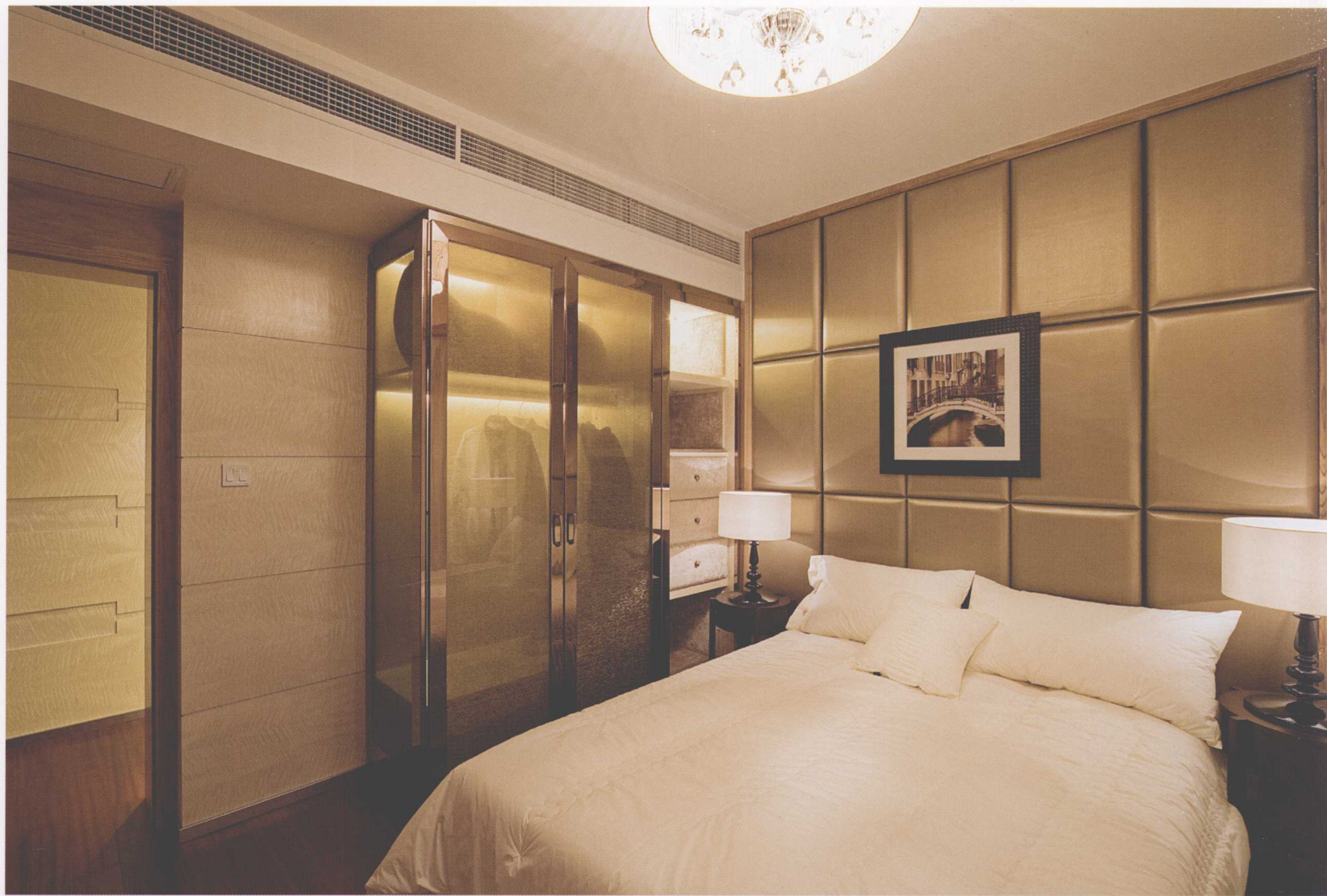




















设计单位 | 佳木斯市豪思环境艺术顾问设计公司

设计师 | 王严民

项目地点 | 佳木斯市长安路中段

建筑面积 | 190平方米

主要材料 | 黑胡桃板材、瓷砖、马赛克、工艺玻璃、  
布艺、涂料

摄影师 | 王严民

The design for this project adopts minimalist style. The contracted atmosphere reflects the owner's easy life attitude, and complex modeling is rejected to show the beauty of the space. The designer strives to make a harmonious match of the colors and materials, and the modern classical furniture together with

ornaments in the space make this home alive and suitable for daily life. White is the dominated color, and it's matched with dark brown, besides, a little black is used, they allow the space to be mysterious and pure. Those colors and the simple lines create a fashionable and noble living space successfully. Each bedroom is

designed to have a unique subject, and they present different life pictures. The use of glass and mirror help the space to be transparent and bright. A living space like this would make the residents to feel extremely easy and peaceful.









