

样板房设计精粹

品格

Character
Design } 设计

周文胜 / 编著

岭南美术出版社

+Character Design
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作者简介

周文胜 先生

品格设计创始人、源创品格（香港）设计有限公司董事长、设计总监
清华大学建筑工程设计专业，资深室内设计师房地产市场营销专家
中国建筑学会室内设计分会会员
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中国十大样板房设计师
羊城十大设计新势力
羊城十大优秀室内设计师
中国国际品牌与设计大赛获奖者
中国软装协会专家讲师

周文胜先生，资深室内设计师，在国内设计界享有盛誉，作品曾多次在《都市元素》《现代装饰》《欧式田园》等多个权威杂志上刊发，作品“金沙湾B3栋02、03户型合并样板房”被选入《广东室内设计三十年》。他拥有丰富的生活阅历和脱俗的审美品位，更凭借精到的市场剖析能力、深厚的创意设计功力以及执着的专业精神而获得地产业界极高的赞誉，他名为职业设计师，实则是“房地产一分子”。他主张“所有设计工作的本质都是为解决各种销售而服务，设计的价值最终会体现在商品的附加值上”；“设计师应努力做到艺术性、功能性与商业性的完美结合，创造令人精神愉悦的各种使用空间”。

周文胜先生多年来一直专注于房地产设计服务，对此类设计的诸要素有独到的见解。行内戏称他是专业地产设计师、样板房设计师，他对此非但不介意，而且乐在其中，不遗余力地推动房地产走向精品化。正是因为这种执着的精神，他在引导房地产标准化装修设计方面一直走在市场的前沿，并被业内人士及地产界同行尊称为“精装设计教父”。十年来，他所领导的设计团队已积累了丰富的住宅标准化设计经验，并且尤其擅长把“效果”、“造价”以及“市场销售”之间的关系理性地揉合在一起，达到一种商业的平衡。

周文胜先生一直倡导“为房地产决策设计全程化服务”，并坚持“生活引导设计，设计升华生活”的观点。为了适应蓬勃发展的房地产业，使最终的产品能够一步到位，他主张室内设计须由被动调整转为主动渗透，提前进入建筑设计领域，参与到房地产户型定位和市场销售的环节中去。为了让甲方更深入地认识他们自己的产品，全力支持乙方的设计，他站在专业的角度，坚持不懈地说服发展商，并不断地给房产销售团队上课，期待与他们的互动能够创造出更多的精彩。

周文胜先生坚信设计具有创造美的力量。在设计师的眼中，美无国界，设计亦无疆。为了寻求自然与人文、环境与建筑、传统与时尚之间的和谐之美，并将这种美引入设计，引入生活，他遍走世界各地，拓宽视野，体验生活，力求寻找更新更好的元素来表达设计理念、丰富设计语言。作为一个优秀的设计大师，他以独到的审美观、开阔的眼界和深厚的文化积淀引领人们迈进设计艺术的殿堂；作为中国室内设计行业的中坚力量，他以强烈的责任感和使命感在设计中将中国的文化精神和文化力量发挥至极！

A Brief Introduction to the Author

Wensheng Zhou:

Founder of "PG Design", President and design director of PG (HK) Design Limited;

Graduated from Architectural Design and Research Institute of Tsinghua University;

A senior interior designer;

A marketing expert of real estate;

A member of Interior Design Branch, Architectural Society of China;

A member of Guangdong Environmental Art Design Association

One of the Top 10 Show House Designers in China;

One of the Top 10 New Designers in Guangzhou

A winner in China International Brand & Design Competition;

A professional lecturer of China Interior Soft Decoration Association.

Wensheng Zhou, a senior interior designer, enjoys high reputation among domestic designers. His reputation comes from diversified life experience, unique taste, in-depth market analysis, creative design, and professional ethics. As a professional designer, he is actually "a member of the real estate market". He holds that, "all design works are to settle problems in sales and services", "the value of design should be revealed by value-added products in the end", and "a designer had better try all means to realize perfect combination of artistry, functionality and commerciality, so as to create various kinds of joyful space."

For years, Wensheng Zhou has been engaged in real estate design. With unique and profound understanding of such design, he is considered a great designer of professional real estate and show houses. He cares little about this, but he's happy to exert himself to provide elaborate real estate design. Because of this perseverance, he has been playing a leading role in standardized real estate design & decoration. He's respectfully considered a "godfather of creative interior design". Over the past 10 years, his team has accumulated diversified experience in standardized house design. In particular, he is good at skillful integration of "effects" with "construction cost" and "marketing".

Wensheng Zhou always strives to provide "considerate services for decision making in real estate". He sticks to the principle of "life-based design for a better life". To adapt to prosperous development of the real estate industry, he advocates that, interior design had better be changed from passive adjustment to active adjustment, and that interior designers should participate in architectural design, house positioning and marketing. To let owners understand his team's products deeply, he has a determined mind to convince the developers and provides lectures for real estate sales teams, so as to bring better results by means of interaction.

Wensheng Zhou firmly believes that, designers have the power to create beauty. In his mind, beauty is boundless, so is design. To pursuit harmony between man and nature, between environment and architecture, between tradition and fashion, he brings such beauty into design and life. He used to travel around the world, looking for new and better elements to enrich his design. As an outstanding designer, he always leads people into a world of art by means of unique taste, broad vision and profound culture. His mission and high consciousness of responsibility enable him to make the best of Chinese culture in design!

Sequence序

在过去的30年，中国用GDP的增长速度和总量向世界证明了实力之后，未来30年的中国梦更需要的是核心技术与创意设计带来的推动力量和价值。

在经济的突飞猛进中人们对美的追寻也从不会停止和磨灭，只是在当下，我们身处的环境是需要去教育和建立的，而在这样一个艰苦磨砺同时又蕴涵无限创造的过程中，其实我们并不会孤单，总可以找到共同并肩前行的人。

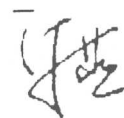
期待你更多美妙的空间创意设计之旅！

In the past 30 years, China proved his strength with the increasing speed and the amount of GDP. In the coming 30 years, China needs more pushing power and value that come from the core technology and the creative design.

During the rapid growth of economy, human never stop pursuing the good and beauty. While at present, we still need to build the environment. In such a suffering and, at the same time, an unlimited creative process, we won't feel lonely actually. Because we can always find someone who can go along with us side-by-side.

Expecting your more and more wonderful creative idea about the space designs !

中国资深地产品牌及市场营销专家 星河湾地产副总裁
Senior expert of real estate brand and marketing in China
Vice-president of Star River Property



Liang Shang-yan

2009.8

求索设计之路

十年磨剑刃渐锋，露角新荷犹待展。

一切皆缘于对艺术的追寻，对美的敬畏，对品质的苛求和对作品的负责……

曾几何时，年少的我便对艺术之美有了一种朦胧的向往。它缘于我内心对各种艺术形式的强烈感受——怀素手下如骤雨旋风般率性颠逸的狂草；颜真卿笔法的浑厚宽博、气势宏大；张艺谋在镜头里对中国红大胆肆意的泼洒运用；吴冠中在画中将点、线、面独特结合而表现出的细腻生动的意境；还有二泉映月那婉转流畅的旋律所流露出的伤感怆凉、大气、宽广、深邃、久远，点燃我对生活的热情和追求，更加深我对设计的钟爱。

设计，是一门理性与感性相结合的艺术，它用色彩、灯光、材质编织空间，缔造人类对生活 and 美的向往。然而，“室内设计师”这个创造灵性之美的摇篮却湮没在人们对美的肤浅认识中。在急功近利的商人眼里，室内设计仅仅是用以招徕客户的“免费午餐”，因此，先前那个设计免费的大环境已经让人们渐渐忽略了我们这群美的缔造者。我鄙视无知者的浅薄，痛恨牟利者对它的亵渎，我焦虑不安，我想竖起大旗去呐喊，去捍卫。为了实现心中的信念，我放下了手中的工程项目，放弃了已经拥有的一切，毅然去证明设计的价值。

在此后很长的一段时间内，我将自己的全部生活都浓缩为资源的积累、视

野的拓宽和专业的钻研，竭尽全力去缩小与洋势力的差距。这个过程是疲惫和辛苦的，但我仍甘之如饴。哪怕看到一丝丝曙光，那对于我来说也是莫大的安慰和鼓舞。

做设计靠的就是激情与创意，为此，我不断地努力，我要搭建一个平台，让我的团队每天都能够看到新的希望，如同初升的太阳般充满朝气与活力。我所营造的氛围与其说是公司，更像是一所大学，一所研究所，从理论归结到实践，再从实践上升到理论，对美的诉求和创造就在这样一个反复升华的过程中得以实现。

我们就是播种机，为客户播下美的种子，长成丰硕的果实。在这个过程中，我们得到了肯定和赞美，也领教了专横和挑剔，这对我们而言都是宝贵的财富，我们没有因溢美之辞而陶醉，更没有因观念的冲突而动摇，我们一直坚信实践是检验真理的唯一标准，在这个鱼龙混杂的设计行业，在这个国际间文化交流碰撞的信息时代，我们有魄力、有毅力、更有实力经受住市场的考验。

我曾自喻为医生，专治空间的疑难杂症，我为每一位“患者”重新焕发光

彩而欢欣雀跃，内心的自豪不言而喻。我们曾无数次痛恨中国生产了这么多垃圾的建筑空间，却也因此给我们提供了更大的发挥空间，考验了我们变废为宝、化腐朽为神奇的能力。专业的对撞可以撞出激情，撞出火花，我喜欢这种撞击，喜欢向“不可能的任务”挑战，集合团队的智慧，将“山穷水尽疑无路”的困窘境地扭转为“柳暗花明又一村”的明朗局面。

设计行业如同汪洋大海，我们的作品只是其中的几朵浪花，但因我始终追求完美，故而一直忽略了对点点滴滴的浪花的采撷和集取，但近年来我蓦地发现，原来翻看成长的历史是如此有趣。有人说过，书籍就是用来让人参考并加以否定的，存良弃莠，去伪存真，逐渐淘汰和替换，这才是书籍的真正作用，看来这也许是真的。如果不对过去的作品加以收集，就不会反映出我们如今的进步；如果不对上游同行者观察学习，就不能了解人家制胜的法宝。在我们与客户合作的过程中，我们看到了星河湾的专注、锦江的谋变、中海的规范、建华的团队整合、招商的专业……这不仅让我们认识了一大批行业枭雄，也拓宽了我们的视野，认识了自身的不足，激发了创作的热情。

尽管我们的设计仍有种种不足，图片的质量也有限，但老子曾说过：“天

下有始，以为天下母。”那么，就让这本书作为我们的一个新起点，激励我们日臻完善，一步步走向美的极致。我们今后的作品不但要做得更加细致、独特，还要品出底蕴，品出格调，就像一壶陈酿，日益醇厚和芬芳。

在此，更要感谢我们一路走来的同事和战友，没有他们默默的耕耘和付出，就没有品格设计今天的成就。他们的努力和敬业一直在鞭策着我，使我满怀激情地经营好每一天，在学而时习、寻故探新的行进中孜孜不倦地求索一条专注、专一、专业的设计之路！



二〇〇九年九月于广州

The Way to Great Design

**Ten-year practices make me grow.
I'm eager to work and show.**

All originate from a thirst for art, a respect to beauty, a pursuit of higher quality, a responsibility for my works.

When I was young, a seed towards artistic beauty was growing in my heart. It came from my strong feeling in various kinds of art form, including the storm-like cursive of Huai Su (a calligrapher of the Tang Dynasty), the profound and magnificent style of Yan Zhen-qing (a calligrapher of the Tang Dynasty), the bold and flexible applications of Chinese red in Zhang Yi-mou's movies, the unique integration of points lines and planes in Wu Guan-zhong's paintings, and the sentiment revealed from tactful and smooth rhythm of "The Moon Reflected in Er-quan Spring". All of these inspire my passion and pursuit of life, and deepen my love in design.

Great design is an art integrated with rationality and sensibility. It shows people's pursuit of beauty and a better life by means of colors, light and materials. Yet, "interior designer" a seedbed that brings creative beauty has been drowned in people's superficial understanding of beauty. To many traders eager for quick success and instant benefit, interior design is only a "free lunch" to attract clients. Therefore, in a community where design is considered free, people begin to lose sight of us, a group of beauty creator. I belittle superficiality of the ignorant. I hate those that seek profits but smirch beauty. I want to raise my flag to cry out, to defend and realize my belief. I lay down ongoing projects, give up everything I have, and turn to prove the value of design determinedly.

Over a long period of time after that, I dedicated all my life to accumulation of resources, broadening of vision, and improvement of expertise. To the utmost of ability, I tried to catch up with foreign designers. The process was painful and exhausting. But I enjoyed it. Even a little success could refresh my mind and brighten my days.

In my eye, a designer lives on passion and creativity. So I keep working hard. I want to build a platform, where my team can see new hopes every day, just like the rising sun alive with vigor. The platform I create is more like a university or research institute than company. From theory to practice, and from practice to higher theory, the pursuit and creation of beauty is realized in such a constant sublimated process.

We're a seeder that sow seeds of beauty and bring fruit of art to clients. In this process, we used to gain applause and recognition and encounter picky and peremptory clients - good for us. We're never complacent because of commendation; we're never weak-minded due to different ideas. We also believe that, practice is the sole criterion for testing truth. The information age features globally cultural shock and communication. Among designers in the field, we're confident, assiduous and strong enough to face all market challenges.

I used to consider myself as a doctor that treats “miscellaneous diseases” of space. I used to take pride in revitalizing each “patient”. We used to have a deep hatred for many Chinese architects that created so much rubbish. But on the other hand, we’re given huge space to show our creativity, to transform rubbish into magic. Professional communication may inspire passion and great thinking. I love this kind of communication. I like “mission impossible”. Together with my team, I strive to make the impossible possible.

The industry of design is like a sea. Our works are tiny waves merely. Since I always pursue perfection, I neglect collecting to collect different waves. In recent years, I suddenly realized that, it’s so interesting to go over my path of growth. Someone said that, books are for reference and to be denied. It seems to be true that, the purpose of books is to eliminate the false and retain the true gradually. Our improvement would be invisible if no former works are collected and reviewed. If we fail to observe and study other designers in the field, we would be unable to learn their ways to success. During cooperation with clients, we saw perseverance of the Star River, changes of Jinjiang Realty, standards of China Overseas Property, team integration of Kenward, and the profession of CMPD. We have acquaintance with a number of giants of the industry. This helps us broaden our range of vision, understand our own shortages, and

inspire our passion in design.

Our design and drawings are not perfect. But Laozi said, “The world had a beginning, which we call the Great Mother.” Let’s take this book as our beginning. It will drive our way to perfection step by step. In the future, our works will be not only refined and unique, but also profound and classic, like a bottle of good wine that is more and more fragrant as time goes by.

Here, I want to thank all colleagues and partners that have been with me. Without their constant support, the success of PG Design would be impossible. Their efforts and dedication have been motivating me to run the company with passion every day. It is practice plus review that makes perfect. We strive to be a passionate and professional design company!

Zhou Wen-sheng

2009.9

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Sales ▶ 售楼部 Center





顺德兆辉博澳城售楼中心外景
Exterior of Shunde Zhao Hui Bo Ao City Sales Center

发展商：佛山市顺德区兆辉投资置业有限公司

项目类型：售楼中心

设计风格：城市现代豪华风格

建筑面积：1162m²

完成时间：2009年4月

主材：卡佛涂料、巴黎米黄、玻玛仿古金银箔、云石透光片、古木纹王云石、镜钢、斑马木饰面、黑、灰镜、地毯、冠军瓷砖

Development company: Foshan Shunde Zhaohui Investment&Real Estate Co., LTD

Type of project: Sales Center

Style of the design: Urban modern luxury style

Building area: 1162m²

Time of completion: April, 2009

Main building materials: painting, paris beige, archaistic gold foil and silver foil, transparent marble, ancient wood grain marble, mirror steel, zebra wood veneer, black mirror and gray mirror, carpet, ceramic tile



