

IDEA MODEL

思想样板

TOP SALES OFFICES
RESIDENTIAL SHOW FLATS
顶级售楼处 & 住宅样板

赵胜华 等主编

IDEA

RESIDENTIAL SHOW FLATS
TOP SALES OFFICES

MODEL

顶级售楼处 & 住宅样板

思想样板
IDEA MODEL

赵胜华 等主编

前言/PREFACE

进入21世纪，中国的房地产业已经蓬勃的发展起来并且成为国家的支柱产业。售楼处和样板房在房地产的销售过程中起着重要的作用，随着人们行业竞争加剧和国外楼盘的包装概念的引入，相关的资料书籍也日益丰富。

1990年，万科地产策划制作了中国本土的第一套样板房——深圳天景花园，引领了房地产业的潮流，为万科树立品牌、促进销售起到了良好作用。随后，国内各个楼盘，都非常重视售楼处和样板房的设计，售楼处和样板房在房产销售中的重要地位和作用已经被业界广泛认可。

售楼处是展示房地产项目整体形象的一个重要场所，也是一个重要的、独特广告载体。因此做好售楼处接待中心的设计并给客户留下深刻的印象，是争取客户达成意向并走向成交的重要前提。售楼处是销售活动的中心，产品展示、销售谈判、成交签约等一系列活动都集中在此处完成，随着房地产市场的发展，越来越多的开发商已认识到销售现场的重要性。因为具有鲜明特色的设计包装左右着消费者对房地产项目的信心，对楼盘的销售起着显著的促进作用。售楼处还可以营造一种氛围，使客户在进入售楼部的第一时刻就能直观的体会到项目的价值内涵以及独特性。

样板房是开发商为了促进销售而进行展示的理想居住空间模板。每个开发商都希望自己的样板房能表现出自己楼盘的特质，并营造出独特的视觉和居住体验，从而吸引消费者的注意力，以促进销售。因此设计师的角色变得愈发重要起来，设计师直接参与整个楼盘的开发过程成为一种可能。样板房的设计很大程度上是一种策划，它以设计为起点并以营销为最终目标。

本书遴选了近年来中国大陆和港台地区最优秀的售楼处和住宅样板房的作品，分别从建筑、环境、装饰和陈设等角度深度呈现，所选取的图片均很精美，内容翔实，是一本极具参考与收藏价值的设计资料书。

顶级售楼处 TOP SALES OFFICES

- 01-Yuanxiong Xindu Reception Center / 006
- 02-Future World House-selling Center / 014
- 03-Shang Linyuan Reception Center / 022
- 04-Zhonghai Sales Center / 032
- 05-Zhongxin Wanshang Liuzuo Sales Center / 040
- 06-Taiyang Xingcheng Sales Center / 046
- 07-Shou Cang Sales Center / 056
- 08-Pro Stroke Sales Center / 064
- 09-Natural-day City of Xiangshan Sales Center / 070
- 10-Farglory Fortuna Sales Center / 080
- 11-Qinmei Puzhen Sales Center / 088
- 12-Rhine East Sales Center / 094
- 13-Yale Reception Center in Yuanxiong University / 100
- 14-Zhong Jun Wealth Center / 112
- 15-Bi An Cheng Sales Center / 120
- 16-Orchard Residences Sales Office / 126
- 17-City Garden Sales Office / 132
- 18-Tianmu Fubang II Reception Center / 138
- 19-Vanke Sales Pavilion / 144
- 20-China Resources Land Limited's Sales Center / 150
- 21-Shengshi Yipin Sales Center / 158
- 22-The Creative City Sales Center / 164
- 23-Changhong City Sales Office / 172
- 24-Public Space in Residential Areas / 180

- 01-远雄新都接待中心 / 006
- 02-明日世界售楼中心 / 014
- 03-上林苑接待中心 / 022
- 04-中海·国际社区销售中心 / 032
- 05-中信湾上六座售楼中心 / 040
- 06-太阳星城售楼中心 / 046
- 07-首藏接待中心 / 056
- 08-正中风临国际中心售楼中心 / 064
- 09-象山自然天城售楼中心 / 070
- 10-远雄富都售楼中心 / 080
- 11-勤美璞真接待中心 / 088
- 12-莱茵东郡售楼中心 / 094
- 13-远雄大学耶鲁接待中心 / 100
- 14-中骏·财富中心 / 112
- 15-彼岸城售楼中心 / 120
- 16-Orchard公寓售楼中心 / 126
- 17-花园城5期销售中心 / 132
- 18-天母富邦I接待中心 / 138
- 19-万科房产公司售楼中心 / 144
- 20-华润·海中国 / 150
- 21-圣世一品接待中心 / 158
- 22-绿地至尊售楼中心 / 164
- 23-长虹售楼中心 / 172
- 24-某公共空间设计 / 180

住宅样板 RESIDENTIAL SHOW FLATS

- 25-The Whiteness in Neoclassicism / 190
- 26-The Mandarin Palace C4 Show Flat / 196
- 27-Ming Jin Show Flat in Shen Zhen / 202
- 28-Ming Jin Show Flat in Shen Zhen / 206
- 29-Guomao Lanhai H-Show Flat / 210
- 30-The Colorful Space, a Show Flat Case / 216
- 31-Shengshi Yipin B3 Show Flat / 222
- 32-Shengshi Yipin B4 Show Flat / 228
- 33-WB-type Show Flat / 234
- 34-EA-type Show Flat / 238
- 35-Fashion Show Flat / 242
- 36-New Baroque Style a Show Flat / 250
- 37-Small Units of a Show Flat / 256
- 38-Dragon Light Classical / 264
- 39-Yi Fung Ge Private Housing / 270
- 40-Guomao Lanhai F-Show Flat / 276
- 41-Xiangbin Castle Show Flat / 280
- 42-Le Bleu Deux19a Show Flat / 286
- 43-NO.1 Forest Show Flat / 290
- 44-Cite 33 Show Flat / 294
- 45-Baguio Garden Silver / 298
- 46-Small Units of a Show Flat / 304
- 47-Bali Style a Show Flat / 310
- 48-Linhai Landun Show Flat / 316

- 25-九号街区样板房 / 190
- 26-九间堂C4样板房 / 196
- 27-名津商业型公寓之一 / 202
- 28-名津商业型公寓之二 / 206
- 29-国贸蓝海样板房H型 / 210
- 30-建业美茵湖T彩样板房 / 216
- 31-圣世一品B3样板房 / 222
- 32-圣世一品B4样板房 / 228
- 33-某公寓WB型样板房 / 234
- 34-某公寓EA型样板房 / 238
- 35-某现代简约样板房 / 242
- 36-时尚风格样板间 / 250
- 37-某现代简约风格样板间 / 256
- 38-君临轻古典主义风格 / 264
- 39-颐丰阁私人住宅 / 270
- 40-国贸蓝海样板房F型 / 276
- 41-香槟城某样板房 / 280
- 42-水蓝天岸19A样板房 / 286
- 43-森林一号样板房 / 290
- 44-百汇轩示范单位 / 294
- 45-碧瑶花园之银致 / 298
- 46-某复式样板间 / 304
- 47-风情巴厘岛 / 310
- 48-临海蓝盾花园 / 316

顶级售楼处

TOP SALES OFFICES

售楼处是展示房地产项目整体形象的一个重要场所，也是一个重要的、独特广告载体。因此做好接待中心的设计并给客户留下深刻的印象，是争取客户达成意向并走向成交的重要前提。售楼处是销售活动的中心，产品展示、销售谈判、成交签约等一系列活动都集中在此处完成。随着房地产市场的发展，越来越多的开发商已认识到销售现场的重要性。

此为试读，需要完整PDF请访问：www.ertongb.com

TOP SALES OFFICES

01-24

DI YUANXIONG XINDU RECEPTION CENTER 远雄新都接待中心



工程名称：远雄新都接待中心
坐落地点：中国台湾台北内湖区行善路
面积：2830 m²
设计公司：玄武设计 Sherwood Design
设计：黄书恒
参与设计：欧阳毅 陈新强 蔡明宪
主要建材：塑铝板、矿纤水泥板
大理石、型钢
摄影：王基守

项目在外观上，设计师大胆地将此一商业建筑，塑造成为当地不可忽视的独立存在。顺着停车场，沿着缓慢向上的坡道拾级而上，设计师巧妙运用每一细节，为参访者揭开这程剧场之旅的序幕。外观看似长方形的接待中心，其内部却被打造出挑高达14m、如圣堂般的圆形建筑。

刻意压低入口，让访客在一进入圆顶主建筑时顿觉堂皇开阔。此外，设计师更特意将打造圆顶的板块以特殊比例切割，使整个挑高空间更显高耸庄严。访客仿佛来到一座圆顶剧场，剧场中更有一方兼具舞台效果的黑色阶梯，似乎随时等待着主角现身降临。

在这个圆形结构中，设计师让访客体验到前所未有的美感与宗教感的强烈冲击。如瞻仰众神的万神殿，如为生命奋战的竞技场，更加淬炼灵魂的圣堂——每一位访客在参观时，仿佛成为剧场经验的一部分——在参观的同时，咀嚼着自己生命的挣扎顾盼，以及心灵的吞吐升华。

相对于一楼的剧场体验，二楼具备了商业空间必备的所有功能。平凡洽谈空间、销控柜台、多间贵宾室，以及风格各异的数间样品屋等，设计团队也都以玻璃的澄澈与木材的温润，创造业主与顾客安心双赢的环境。

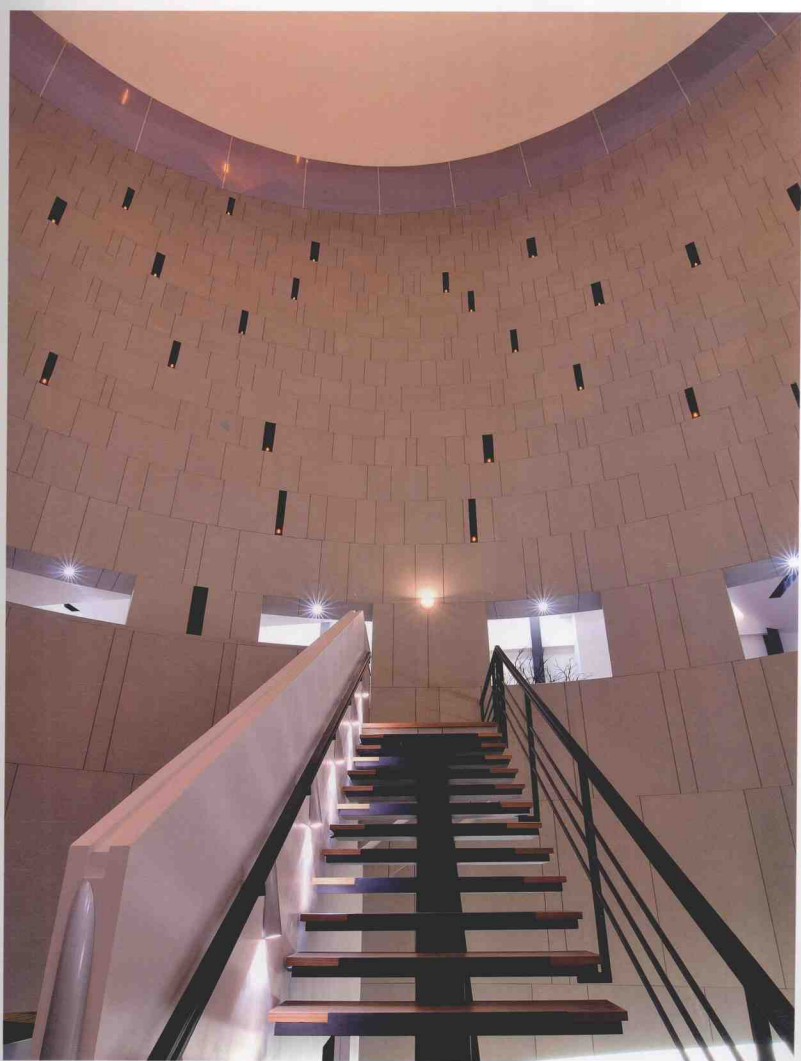
From the appearance of the project, this commercial building is made to become a separate part by the designers.

Walking along the parking, the designers make good use of each detail to start the trip to the theater. The reception centre looks like a rectangle, but it is designed as a church with 14-metre-high dome.

The entrance is lowered down intentionally to make visitors feel spacious when they go into the dome space. In addition, the dome is separated in a special scale to make the whole space more towering and solemn, so that visitors feel as if they come into a dome theatre, in which there is a black stage waiting for its own actors.

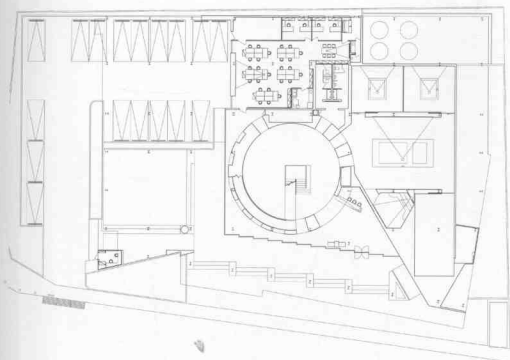
In this round structure, the designers let the visitors experience an unprecedented feeling of beauty and religion, such as pantheon, arena and church. Trying to let every visitor become a part of the theatre when they come in, and let them feel the struggling of their own lives and the distillation of their spirit. Different from the first floor, the second floor is equipped with all the functions that commercial space should have, such as discussing space, sales space, many VIP rooms and several different style sample rooms. The designing team also uses glass and wood to make relaxing and win-win environment for both the house owners and customers.

右图 兼具舞台效果的黑色阶梯将访客引领到圣殿之上 / Right Black ladder with stage effects, the guide visitors, the administrative route.



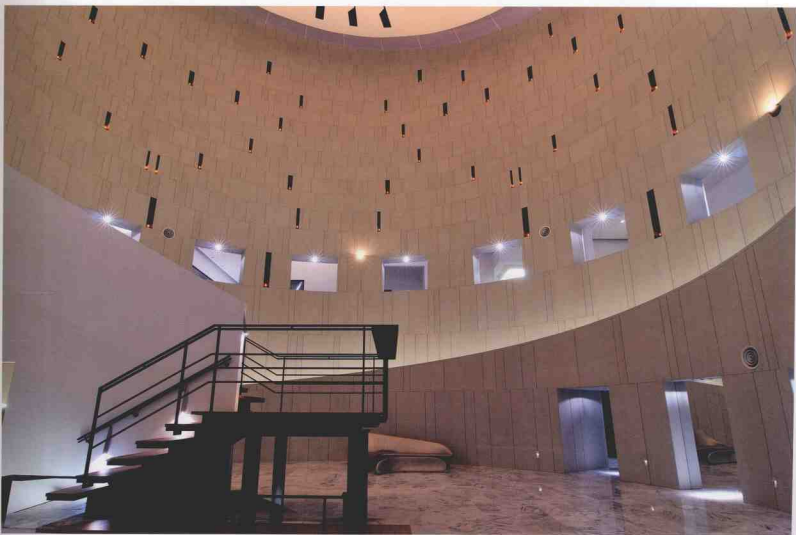


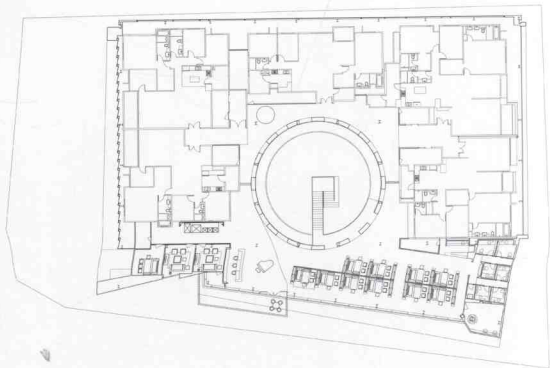
细节的处理都彰显设计师的独具匠心 /
Details of the deal reveals the designer's thinking.



上图 一层平面图 / Up_1st floor plan.

下图 圆形空间极具剧场感，14 m的挑高空间更显高耸庄严 /
Down_Circular space a sense of great theater, 14 m of high ceiling space is more tall solemn.





上图_二层平面图 / Up_Building exterior, surrounding rape is very gratifying.
下图_从二层俯视一层圆形空间 / Down_Circular space overlooking the floor.





墙壁上隐藏星光形的LED灯，让人恍若置身希腊神庙教堂。
LED lights hidden on the wall, people the impression that the Greek church.



上图_接待前台和贵宾室外部 / Up_Reception and VIP reception room outside.

下图_开敞的洽谈空间 / Down_Open the discussion space.

右图_贵宾接待室 / Right_VIP reception.





DZ FUTURE WORLD HOUSE-SELLING CENTER 明日世界售楼中心

本案设计师所采用的“叶片”这一意象贯穿了整个设计，这与本案所处的环境有密不可分的关系。该都市计划区靠近台北市的边缘，围绕在起伏变化的群山环抱之中，环城高架上不时有汽车呼啸而过，可以说周围环境中充满着“动”的因子。设计师企图让此建筑成为一个与基地环境对话的“独特对象”——使之生根固定又能流注漂浮的叶片——而通过此流线漂浮的物件来形成与地面的一种“紧张性平衡”，进而寻找不同的空间场域的经验感知。

建筑的入口是几道曲面的墙扯开的一个缝，人从整个叶片的中心点钻进来，一个流线型的展示空间出现在眼前。与外墙面耀眼的白色相比，一层的内墙面全部是黑色，不规则的墙面不断变化起伏，每个空间都是开放的，自由形成的走道将空间连成一气。灯光藏在天花板与墙面裂开的那些曲线或折线的缝中，整个空间中的光线除了顶部的叶片之外，大部分都是线性的，光洒下来，黑色墙面上流动感的曲线表达更为充分和具象。

通往二层的楼梯充满场景感，外部的风景通过叶片状的窗户映入室内，让人感觉与自然的接触是那么美妙，又那么轻而易举。与一层又不同，二层的展示空间以白色为主，中间以一个异形的黑色接待台作点缀。其实，黑与白并非两个对立面，白色扯开来可以看见黑色，黑色扯开来也能看见白色，空间像一个艺术博物馆，任凭人们在其中自由穿梭，从不同的视角去领会其所蕴涵的丰富意象，并与有机的空间进行对话。

The designers of this case make good use of the image of "leaf" throughout the whole design because of its surroundings. The region of the case, surrounded by rolling hills, is near the edge of Taipei. The cars whizzed past on the viaduct nearby. That is to say, its surroundings are full of "movement" factors. The designers try to make the work become a special object, which can be related to the surroundings. This special object is imagined to be a leaf, rooting in the ground and floating in the sky. Such a floating object, together with the ground, forms the balance of relaxation and tenseness so that different perceptible experience of space can be found in it.

The entrance of the building is a crack, which is ripped by winding walls. It feels as if people make their way from the centre of a leaf. Streamlined space is demonstrated perfectly. Comparing with bright white exposed walls, the interior walls of the first floor are all black. The irregular walls change undulatingly. Moreover each open space is linked by the corridor. The lights are hid in the winding cracks between the ceilings and the walls. Most of the light of the whole space is linear, except for the light of top "leaf". Therefore, when the light sprinkles on the black walls, moving curves are expressed sufficiently and imaginatively.

The staircase to the second floor is full of scene, which came in through leaf-shaped windows from outside. This wonderful connection of people and nature is so easy to feel. To be different from the first floor, the main color of the second floor is white, ornamented with irregular-shaped reception table at the centre. Actually, black and white are not against each other. Black can be seen after pushing white aside. Similarly, white can be seen after pushing black aside. Space is like a museum, in which people could shuttle back and forth freely to grasp its abundant imagination and talk with the organic space.

右图 独特的建筑语言，全新的都市场景概念 /
Right Unique architectural language, a new concept of urban scenes.



工程名称：明日世界接待中心
坐落地点：中国台湾台北市南港
空间面积：1800 m²
建筑面积：1550 m²
基地面积：9300 m²
主要建材：塑铝板/黑玻璃
设计单位：原铝联合建筑师事务所
设计：龚书章/吴建森
参与设计：谢文智/苏郁婷/童尚仁
摄影：邹昌铭





上图 一个巨大的白色雕塑体矗立在空旷的基地上 / Up_A huge white sculpture stands in the empty body bases.
下图 建筑特立独行，却与自然形成紧张的平衡 / Down_Unique in design, but with the natural balance of tension.

