



IDL

商业空间设计

意汇设计专辑

Shopping Mall Design

Innovation Design

唐婉玲 编著

Compiled by Angela Wanling Tang

design

innovation design

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序 PREFACE



杭州大厦有限公司总经理楼金炎

从“人性化”的角度出发，精心营造商场的购物环境，已经成为现代商业的取胜之道。

和意汇设计交往已经有3年了，那个时候杭州大厦刚刚在作拓展，要对杭州大厦A、B座与华贸鞋城进行改造，为杭州大厦购物城商界注入“购物城”的新概念，我们去国外考察，也在国内找一些大型购物城作对比，其中，上海正大广场的改造让我们眼前一亮，一下子就被它创新的空间格局所吸引，一开始以为是国外的设计公司设计的，让我们惊讶的是，这是一个香港的团队打造的，而这个团队恰恰就在杭州。相比较而言，大陆的室内设计，起步较晚，设计师队伍相对国际水平来说，还不够成熟，但相当一批国内的业主已经去过国外很多地方考察，看到过很多国外好的设计，这种反差，使得很多业主的想法，在大陆很多设计师那里得不到很好的理解，来自港台地区的设计师，具备了大陆设计师所没有的优势。意汇设计的出现，恰好弥补了这块市场的空白。首先，与国外的设计公司相比，他们更能理解大陆市场，所以在与业主沟通上比较方便；其次，香港设计公司在商业设计方面经验比较丰富，既有国外设计师的理念，又能切合国情，再者，香港有得天独厚的地理优势，使得当地的设计师眼界开阔，而且很国际化。

这让我第一次认识了意汇设计。接下来，我们邀请了意汇设计来参与我们的邀请招标，他们也并没有让我们失望，他们根据目前国际商业发展的趋势，注入全新概念，把项目从单一百货变成为一个“购物城”，将休闲和购物结合在一起。成功取得了我们整个购物城的商业空间设计权。

而且，从策划、设计到完工，他们总共才花了5个多月的时间。商场有两个黄金时间，一个是五一，一个是十一，赶不上五一就必须要在十一之前完工，所以这种项目的时间节点是很紧张的。那个时候他们配合我们的招商团队和施工团队，提前完成整个项目，顺利赶上两个黄金时间节点，华浙店4月份开张，坤和店10月份开张。

改造后，全新的改头换面对于杭州大厦购物城的繁荣发展起到了积极的作用，同样也取得了很好的业绩，比如8月份兰蔻品牌举办为期两天的VIP专场，销售额达到565万元，这个数字实现了全球单店销量第一。此外，资生堂、LA MER、SISLEY等品牌全部实现了单店销量全国第一，雅诗兰黛、阿玛尼、香奈儿取得了全国第二的成绩。钟表商场取得的成绩也很不错，欧米茄全国第一、浪琴全国第二、劳力士全国第三。名品商场的表现更是不俗，BALLY、CANALI、HUGO BOSS、克莱利亚尼等品牌销量全国第一。改造后的第二年，在上半年百货业业绩普遍下滑的情况下，杭州大厦购物城却是零售额增长25%，利润增长43%。这也是意汇给我们创造的价值。

这几年，随着现代经济发展和人民生活水平的提高，传统商业形态逐渐向现代化的一站式全方位服务形态转化。现代购物环境所呈现的不只是单一的购物功能，而是在一个大型的现代化城市商业空间内集购物、观光、休闲、娱乐于一体，集合从物质到精神的全方位消费功能。

所以我认为，在我接触过的设计团队里面，意汇设计应该算是最好的一个。跟我们合作的这几年来，看着他们忙忙碌碌地变成空中飞人，穿梭在一个又一个城市，成就了一个又一个项目，如杭州大厦购物城、贵阳鸿通城、南京龙江新城市广场等，随着一个又一个的项目建成亮相，意汇设计已经是名利双收，项目一个又一个接踵而至，公司规模不断增加，人员不断扩充，每个工作人员忙得不亦乐乎……

楼金炎

2010年11月23日

From a humanized perspective, defining the shopping environment of a mall meticulously has become a winning strategy in modern business.

It has been three years since I came to know IDL when Hangzhou Tower Shopping Center began its development to transform Block A and B, as well as Hangzhou Huamao Shoe and Leather Market, in order to inject the Hangzhou business district with a shopping city concept. We have investigated overseas and also benchmarked with various large scale China shopping cities. Among them, the Super Brand Mall in Shanghai gave us a stunning impression with its innovative space settings attracting our immediate attention, and to our surprise, this seemingly foreign-style design is actually built by a Hong Kong team which happens to base in Hangzhou. Comparatively speaking, interior design in China started relatively late and its designers are immature when compared with the international ones, especially for those property owners who have performed many overseas site investigations and seen many great overseas designs, and such a contrast leads many owners to perceive that they cannot have a good understanding of the designs from domestic designers. However, Hong Kong and Taiwan designers possess the advantages lacked by domestic designers. The rise of IDL has exactly filled the gaps in this market. Firstly, IDL can understand the domestic market better when compared with foreign design companies, thereby better facilitating communications; Hong Kong design companies are relatively more commercially experienced; and they possess overseas design concept that are suited to the Chinese national conditions. Also, Hong Kong has a unique advantage that provides their designers with many a wider internationalized experience.

Shanghai is where I first knew of IDL. Thereafter, I invited them to bid for our tender, and they did not disappoint us by winning our entire Center commercial design. They injected a brand new concept accordingly to currently international commercial development trends, transform a plain field into a shopping city, and merge leisure with shopping.

IDL spent a total of more than five months from planning, design to completion, which overlapped two golden periods of Labor Day and National Day, making it particularly stressful. However, IDL coordinated with our sales team and construction team, completing earlier than schedule with the Huazhe Complex opening in April followed by Kunhe Complex opening in October.

After its reconstruction, the new and transformed face lift played a leading role in the prosperity of the Hangzhou Tower Shopping Center. Also, it has since obtained many achievements, such as sales amount reaching 5.65 million RMB over two days of Lancôme Event at the VIP area in August, which is No. 1 global sales record for a single store. Furthermore, brands such as Shiseido, La Mer and Sisley all ranked first for domestic single stores, while Estee Lauder, Armani and Chanel ranked second for domestic single stores. The Watch and Accessories Section also attained triumph: Omega, Longines, and Rolex recorded first, second and third respectively in China. Successes were especially seen in the Branded Section as Bally, Canali, Hugo Boss, Corneliani, etc. topped the list in China. During the second year after the reconstruction, when the results from the industry was generally on a downward trend, the Center, nevertheless, recorded 25% increase in retail sales, with profits rising by 43%. This is also a value created by IDL for us. Currently when consumers visit the Center for shopping, I believe that they will leave with a lasting and memorable impression on its beautiful environment.

As a compliment, IDL should be one of the best design teams that I have seen. During the past few years when they worked with us, I saw them becoming frequent flyers travelling between cities to complete different projects. Projects such as the Hangzhou Tower Shopping Center, Guiyang Hongtong Mansion, Nanjing Longjiang New Town Plaza, etc. rose one by one, providing IDL with reward and recognition. A project is followed by another; the company's floor area is increasing continuously and its staffs are expanding, with each staff working hard but happily.



前言 FORWARD

2005年我曾经编著了《世界室内设计师丛书 亚洲篇·香港辑》，那套丛书介绍了9位设计师，其中没有商业空间设计专家。去年认识了欧镇江先生，让我有机会将他们成功的商业空间设计经验与大家分享。他和合伙人邓启邦在2000年创立了意汇设计，2003年他们从香港移师杭州。7年多的时间，意汇设计发展成为一家主要从事综合商业空间设计的专业室内设计公司，7年也使他们传奇地成为了商业空间设计专家。

意汇设计的商业空间大多数是大面积的。商业空间不同于私宅或样板房，它是一个供许多人分享和使用的场所，所以设计师除了要懂设计外，还需要了解其他方面：诸如业态分析，商铺布局，消费群分析等。在自然资源越来越缺乏的都市，百货商场成为许多民众假日休闲的好去处。人们不是一定需要购物才去逛商场，而是将其变成生活的一部分。他们选择在百货公司内的电影院看电影、书店购书、健身俱乐部运动、咖啡馆约会等。因而，现代都市的商业空间变为城市的娱乐场所，更成为人们生活的加油站。

在本书中所介绍的20个项目中，有高端的美美百货，杭州大厦，也有大众的正大广场，奥特莱斯等。意汇设计赋予这些空间无限的生命力。人们流连在这里，分享设计师对美好生活的诠释。

感谢麦伟权先生对本书的赞助，感谢童轶伦小姐的支持！

I once compiled a book "HongKong's World Interior Designers" that featured nine designers, none of which are professional commercial designers. Last year I met Antony. Antony and Keith established IDL in 2000 and moved to Hangzhou from HongKong in 2003. IDL has developed itself as a professional interior design company that mainly deals with integrated commercial design.

IDL's commercial designs are mainly large. Commercial space is different to that of residential space or office space, because it is a space shared and used by many people. Besides designing, a designer must also understand other aspects such as environmental impact analysis, retail space distribution, and consumer group analysis. With natural resources becoming scarce in cities, shopping centers have become a place of leisure for many people during the holidays. People do not just go shopping to shop. They go to the cinema for a movie, a bookstore to read, the gym for exercise, a café for a chat, all of which are within the shopping centers. As such, the commercial space in the modern city has become a city's entertainment complex, energizing people's life.

Amongst the twenty projects introduced by this book, there are the luxuries centers such as MeiMei Shopping Mall and the Hangzhou Tower, as well as those for the general public such as the Zhengda Plaza and outlets. IDL sparked life in these spaces. People stay in these spaces to share the enlightenment of life created by designers.

Thanks for Mr.Mai Weiquan's sponsorship & Miss Emily Tong support to this book.



Angela Wanling Tang

设计如何创造商业价值 —— 访意汇设计

Designs Create Commercial Value —— Interview with IDL

随着中国大规模城市化进程的发展，越来越多的综合性商业开发项目启动，这些项目体量大，投资高，但建设却很快，商业空间是这些项目非常重要的组成部分。因为它首先为投资者带来回报，并体现出商业价值。意汇设计用创意将他们在商业上的独特经验传递给业主，并用设计为投资者创造了无限的商业价值。

意汇设计创始人欧镇江1993年开始涉足设计领域，分别在香港恒基兆业及香港新世界（中国）任职。经过10年的磨练及积累，使得他在强化了室内设计专业知识的同时，更具备了在商业策划、销售推广、工程监理、售后服务等各个地产相关领域系统的理论知识和丰富的实际操作经验。自2003年开始，欧镇江以自身的商业品牌渠道、商业地产专业知识及敏锐的市场观察力，带领他的团队在中国的商业百货设计市场上逐渐树立了自己的风格和独特的设计理念。

合伙人邓启邦毕业于英国索尔福德大学（University of Salford），获得室内空间设计学位。他已有近15年的设计工作经验，曾参与香港多项住宅、办公等设计项目。他相信每个客户都有其与众不同的特殊要求，因此，每一件设计作品都应有它独一无二的特色。他的目标是将新的设计理念、新的产品引入到每个设计项目中，并通过自己的设计使之和谐地融合在一起，获得相得益彰的不凡效果。

从2003年开始，在短短7年的时间里，意汇设计全面打造了中国大陆15个城市的近30个大型综合商业项目，他们用自己的专业知识很好地诠释了设计是如何创造商业价值的。他们的成功有偶然的成分，但是更多的是必然。

在20世纪90年代初中国大陆还没有成熟开发房地产经验时，欧镇江已跟随公司的建筑师有机会到广州参与二沙岛开发项目。建筑师给他很多发展方向，从那时起他立志做一名室内设计师。后来在香港恒基兆业房地产开发有限公司成立中国部时，他是第一批被录用的年轻人，这一做就是7年。当时恒基有十多个大陆的项目，分布在不同城市。欧镇江在那7年的时间内，在不同的部门任职，包括推广部、市场部等。

他逐渐深入地了解房产项目开发的每一个流程细节，学习到了对房产楼盘的开发、规划、销售各环节的经验。1996年欧镇江参与北京恒基中心项目开发，这是他独立做的第一个综合商业开发项目，对于商业零售经验有了一个全面的实践，恒基在北京也成为成功的案例。后来欧镇江还参与公司主题公园的策划和规划，虽然这个项目最后没有实现，但令欧镇江体会到对综合商业开发项目而言，不仅仅讲财力、能力，市场是非常现实的一杆秤。这些成功或不成功的案例，让欧镇江体会到这个过程强调参与人员的综合能力要强过专业能力，各方面的条件再加上好的品牌，才能在中胜出。至此，欧镇江开始并不仅仅将自己看成是设计师，而是希望能独立运作整个商业项目的开发。

这时他有机会去香港新世界发展，被公司派驻到广东顺德作驻场经理，他有机会将在恒基兆业学习到的地产综合开发经验运用到实践中，包括前期定位，销售方向，设计规划等。经过一段时间，欧镇江更明白中国大陆像北京这样的一线城市和顺德这样的二线城市在运作上的不同，当他全面具备了地产开发的综合能力后，开始自己在香港开设事务所，专注于室内设计。一个偶然的机会，一位在杭州做房地产销售的朋友，邀请欧镇江一起策划包装西湖边的一个项目，从此由一个人都不认识到今天立足于杭州市场，中间的过程有困难、有友情、有波折、有支持。

欧镇江在创业过程中幸运地得到好友邓启邦的鼎力支持，他们成为多年不散的合作伙伴。邓启邦是一个热爱设计的年轻人，因为在英国接受设计教育，使他有了解西方设计理念。最初在香港他参与设计专卖店，办公室等，喜欢做一些可以供更多人分享的设计，而不是仅供个人使用的私宅，由此，选择商业空间设计无疑令他满足。相对于大陆，香港设计市场已是相当成熟与饱和，邓启邦觉得自己伸展不出拳脚，而大陆刚开放，可以发挥自己设计创意的空间非常大。当受欧镇江之邀来杭州发展时，欣然接受，他们两人组成了黄金拍档。欧镇江主外，注重项目的策划，商业定位；而邓启邦则把关设计，他们通力合作，将意汇设计打造成了一家在综合商业空间设计领域有一定影响力的室内设计公司。

意汇设计的成功，不仅仅是设计本身，他们强调设计的商业价值，因为欧镇江有房地产综合开发的经验，所以他有商业意识，注重通过综合分析来给出一个好的空间规划，而不是光凭好的设计。他们强调从数据分析至运用好的设计来创造出一个成功的商业空间。他们认为：商业设计不是艺术设计，不是以设计引领市场潮流，而是以市场潮流引导设计，如此才能创造出好的商业空间。

意汇设计从客户和消费者立场考虑，在动线规划、空间划分上迎合市场，并分析出明确的方向，令业主对其有信心，这就是意汇设计立足市场的优势。

意汇设计重视设计本身高于同时代的审美标准，平衡设计的主观性和设计高度之间的差异。绝不照搬照抄，不重复自己的设计。他们意识到每一个项目的表面和内涵是截然不同的，每个城市的文化也有本质的区别，商业始终是服务于大众的，迎合消费者的消费习惯、购物方式，营造温馨的购物环境与气氛也被他们视为商业空间设计的一部分。

意汇设计宣扬设计师尊重人文，尊重人的共性，他们明白社会各阶层人都有自己的文化，就如欧镇江所说：农民也有自己的文化。所以他们认为如果一个商业设计迎合了消费者的消费模式，达到了共性，就是成功了。有特别之处的商业空间，才会吸引消费者，那么这个设计就为投资者创造了商业价值。

意汇设计的目标是在中国大陆设计出属于中国人的生活模式和购物方式的商业空间，让更多的人将购物变成生活的享受！

As I write, more and more integrated commercial projects are in progress. Commercial space has become an integral part of these projects, which are massive in size, huge on investment, and quick to build, because it realizes high rates of returns for investors. IDL provides a unique commercial experience to tenants due to its innovative approach, and creates unlimited commercial value to investors through its designs.

Mr. Antony Au, the creator of IDL first stepped into the design area in 1993. After a decade of hard work and constant learning he strengthened his interior design skills, and equipped himself with property development management related theories, knowledge, and practical experiences. Since 2003, Antony began leading his team to gradually establish a presence in the Chinese commercial design market.

Antony's partner, Mr. Keith Tang graduated from the University of Salford with an interior space design degree. He has nearly fifteen years of work experience, and participated in many Hong Kong residential and commercial design projects.

Using their professional knowledge to fully understand how to create commercial values with design, IDL has been involved in nearly 30 large integrated commercial projects over fifteen cities across China within a short span of seven years since 2003.

In the beginning of the 1990's when China's property development experience was immature, Antony had an opportunity to apprentice on a development project in Guangzhou. Back then, Antony rotated in different departments including sales and marketing.

Antony gradually mastered the details for the process flow of a development project, and also gained experience in developing, planning, and selling an estate. Antony worked on his first independently managed integrated commercial development project in 1996. After that, Antony also had opportunities to participate in a theme park strategy planning project.

Antony then had an opportunity to prosper as a field manager in Shunde of Guangdong. After he grasped the comprehensive skill set regarding integrated property development, Antony then began his quest as a professional interior designer, establishing an office in Hong Kong. And with an invitation opportunity to package a West Lakes project, he began the path from an unknown to today where he stands firm in the Hangzhou.

Antony's entrepreneurship was fortunately supported by Keith, who became a long time partner with Antony. When Anthony invited Keith to work in Hangzhou, Keith accepted his role as the creativity brain and Antony dealt with external chores, project strategy and commercial positioning.

IDL succeeded not because of its design alone, but also by emphasizing the commercial value of design. This is because Antony is experienced in integrated property development, and with his related commercial knowledge, defines a strategy after an extensive analysis and not by considering the design aspect alone.

IDL is considered from perspectives of clients and consumers. The company makes designs that are in line with market trends and diagnoses a clear direction giving confidence to property owners. This is a market survival advantage of IDL.

IDL goes beyond the conventional standards of beauty and achieve a balance between subjective and objective design ideology. Its designs are always original and not repetitive.

As Antony says, every class of society has its own cultural perspective. Therefore, they see a successful design as one that can harmonize with different consumer behaviors. Only a commercial space with special attributes will attract consumer attention.

The aim of IDL is to devise commercial space designs in China with Chinese lifestyle and shopping characteristics, prompting more people to convert shopping into lifestyle leisure.

欧镇江商业空间设计语录

COMMERCIAL SPACE DESIGN PHILOSOPHY OF ANTONY AU

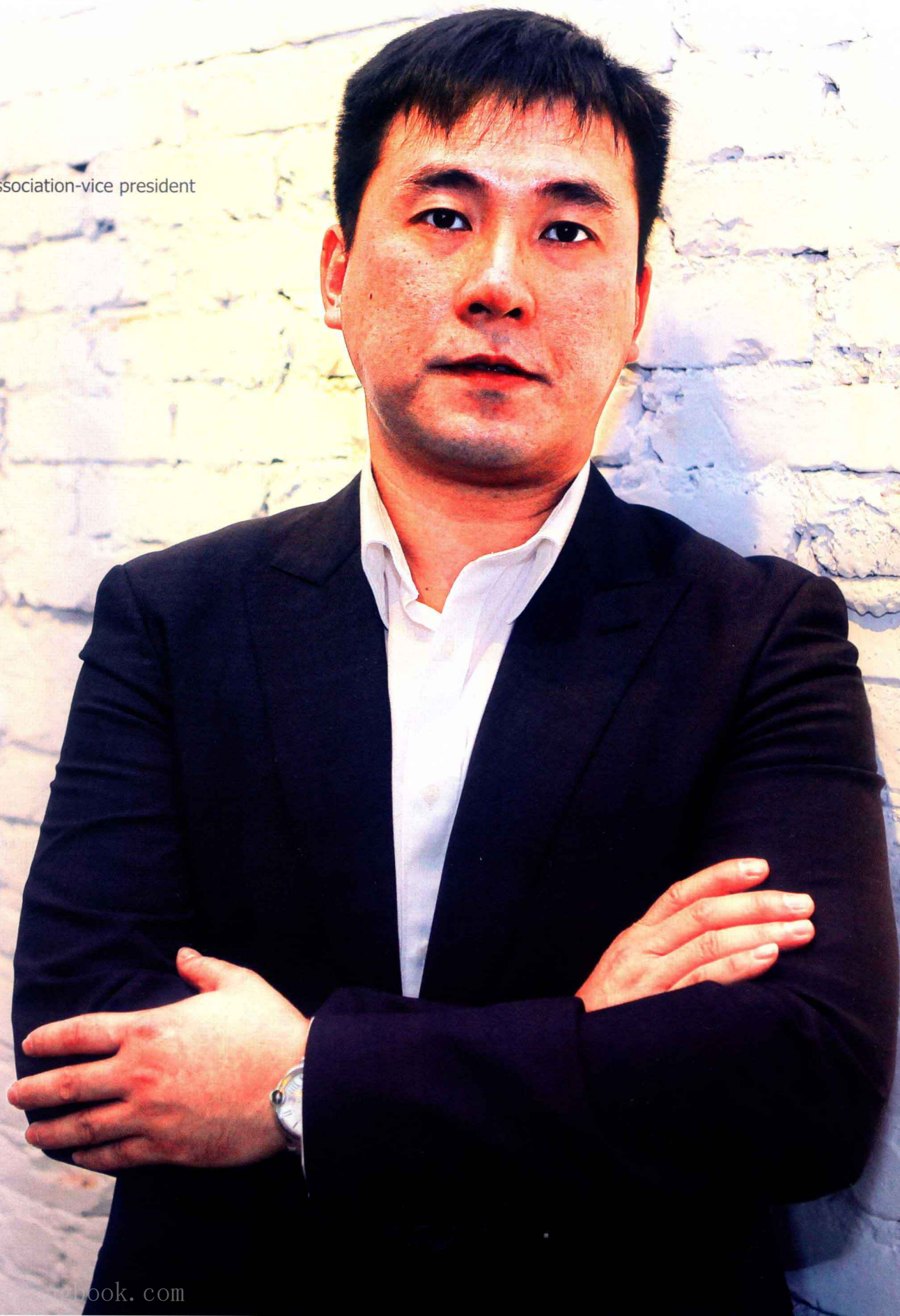
- 商业空间设计是空间设计与商业策划的综合体。精美的各色商品，舒适的购物环境，新颖的商业广告，精美的橱窗展示，华丽考究富有个性化的店面设计，会使消费者对商业空间留下较深刻的印象，使其能满足人们对一个现代商场购物乐趣的期望。商业空间设计的目标是营造精彩纷呈的购物环境，创造一个崭新的、焕发时尚魅力的消费空间，让购物这一现代城市生活中最主要的休闲方式得到时尚与品位的诠释。
- 室内设计、建筑设计、景观设计一起组成了空间设计。现代新颖的空间室内设计注重新材料的使用，自然环境与人文环境的有机结合，对传统建筑、环艺概念的改变与创新，而商业空间设计更应兼顾顾客的功能和美学要求。
- 室内设计在现代商业专案中扮演关键角色。设计内容包括中庭、走廊、休闲区、销售区等。设计效果必须能够准确表达整体的商业定位，成为良好的消费向导，还应同时考虑到今后的实际功能使用和商业主题文化的宣传与推广。
- 一个好的商业形象是品牌资源的驻扎基础，对开发商吸引知名品牌、提升物业形象质量及增值，也将有进一步的推动作用。
- 一个成功的商场建筑外立面设计可以直接反映商场的主题、定位和质量。它使人们从外观视觉开始即可享受到购物所带来的欢乐与激情，从而激发人们的购物意识与行为，达到吸引客户的目的。外立面设计应与商场景观、灯光效果的设计充分结合，打造完美的极具吸引力的商业性地标色彩。
- 标示系统是商业空间公共环境的指示，是整个商业空间的指引目录，是商业空间设计中的重要组成部分。主要包括室内室外的全局介绍、楼层业种简介、功能区导引、品牌文化的宣传等。
- 一个成功的现代商业空间的标示系统包含了整体商业空间对消费者与经营者消费理念的提升，应在满足基本传统功能性要求的前提下，使其自然融合于整体设计风格中。在表现形式上以简洁、明确、美观为主，颜色搭配上，主色调要鲜明，要与周边环境相协调，材质、字体、图案与整体环境统一，同时兼顾与照明设计、广告系统设计的结合。
- 商业空间是一个流动的环境，动线是其中不可欠缺的一个重要组成部分。它关系到空间与空间的连续及对人流的控制，是现代大型综合商业环境设计能否成功的前提。成功的动线规划，可以起到良好的疏导人流的作用，给进入商场的消费者舒适的行动路线，使其渐进地感受商业文化氛围，消除因购物而容易产生疲劳，自觉调节消费者的购物密度，利用被动动线的力量避免和削弱死角和盲区的影响，将相对死角的部位在动线中灵活运用起来，减少经营者在招租过程中的压力。
- Commercial design is the integration of space design and business planning. Exquisite products, comfortable environment, innovative advertisement, wonderful display, and gorgeous shop design will generate a deep impression on consumers. The aim of commercial design is to provide a vibrant shopping environment and to create an innovative and appealing space that will attribute fashion and taste to shopping.
- Space design comprises interior design, architectural design, and landscape design. Modern and unconventional interior design focuses on the use of new material; a harmony between a natural and human environment; and a transformation and innovation towards traditional architecture and environmental art concepts. Commercial design considers both the functional and aesthetic requirement of clients.
- Interior design plays a key role in a modern business project. The interior design includes the atrium, corridor, leisure area, and sales area. The design should properly orient and direct the shoppers, and simultaneously take into account the future use of the space.
- A good business image is foundational for a company's brand, which in turn further improvises the brand image and value of a property for developers.
- A successful appearance of a shopping centre can directly reflect its theme, positioning, and quality. An appearance can provide people with an enjoyable and passionate shopping experience immediately upon visual contact, which will stimulate the shopping consciousness and behavior of individuals, achieving the aim of attracting clients. An appearance should be adequately designed to combine the landscape design and lighting effect of a shopping centre, creating a commercialized landmark with unique attractiveness.
- A signage system orients shoppers in the commercial space; it is the directory of the entire commercial space; and is an important component within commercial design. It indicates the total indoor and outdoor space, the floor plan, the location of the stores, and the culture of the brands.
- A successful commercial design signage system should orient the shopper and promote consumerism. Its appearance should mainly be simple, clear, and pleasing; color combinations should be vivid and blend into the surrounding environment; material, typography, and graphics should be in uniform with the overall environment; and at the same should integrate with lighting design and advertisement design.
- Traffic flow design is an indispensable and important component in commercial space. It is the linkage between spaces and the control of crowds. A successful traffic flow plan directs crowds effectively; provides a comfortable routine for shoppers entering the shopping centre to gradually feel the commercial culture mood and relieve shopping fatigue; self-adjusts the shopping density of consumers; and exploits the power of passive traffic flow to avoid and reduce the influence of blind spots and to alleviate the pressure of tenants.

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杭州大厦购物城

Hangzhou Tower Shopping Center

杭州大厦购物城包括杭州大厦A座、B座、C座坤和店、D座华浙店，总建筑面积近14万平方米。购物城雄踞于杭城商业核心区块——武林广场，呈“Z”字形形态分布，坐拥得天独厚的地理条件和商业氛围。购物城集购物、美食、休闲娱乐、会议展览、住宿、办公写字楼为一体。汇聚了LV、HERMES、CARTIER、CHLOE、VALENTINO等国际顶级奢侈品品牌及国内众多知名品牌，强大的品牌阵容，完善的生活配套，引领着高端质量、时尚生活。

Hangzhou Tower Shopping Center, with a total 140,000 square meters, mainly comprises Building A and B, the Kunhe Arena of Building C, and the Huazhe Complex of Building D. The magnificence of the shopping center rises within Wulin Square, the heart of Hangzhou City, providing the site with geographic advantage and a commercial atmosphere. The shopping center provides food, entertainment, exhibits, Chinese luxury goods, and international iconic brands such as LV, Hermes, Cartier, Chloe, Valentino as well as residential and commercial floors. The shopper city is characterized by its transcendence, comprehensive facilities, and quality lifestyle.





A 座

Building A

A座是杭州大厦历史最悠久的一座物业，从1993年开始，一段百货业的传奇便诞生了。如今的A座，香气四溢。一楼的化妆品大牌们根基甚深，很多品牌在这里创下单店、单日销售国内纪录，就连远在欧洲巴黎的化妆品公司全球总监都要每天监视这家店铺的销售，很多化妆品进入中国，不首选北京、上海、香港等大城市，却首选在这里开出第一家店。

A座四楼精品男装区的设计简洁大方、用材统一。主通道采用黑色铝合金格栅吊顶，感觉大气也不失空间感。地面则采用白色港石，强化入驻店铺的视觉效果。A座五楼休闲潮流品牌区以轻松、明快的设计效果，配合白色及米色的搭配作为设计元素。

A merchandising legend was born in 1993. Building A is a historic block within Hangzhou Tower. Fragrances fill the building due to many of the cosmetic brands on Level One having a long history, many of which made single store sales records and single day China sales records. As such, global sales directors of cosmetic companies from as far as Europe's Paris monitor store sales daily. Also, many cosmetic brands select this store as priority instead of sites in big cities such as Beijing, Shanghai, and Hong Kong when entering the China market.

Using uniform building materials, the design of the Men's Area at Building A's Level Four is simple and elegant. The main passage uses a black golden grided aluminum pendant, providing style while remaining spacious. White port stones cover the floor, attracting the eye when entering. The trendy leisure brand area on Level Five of Building A gives a sprightly design effect that is supplemented by white and beige colors and picture frame design elements.

