

# HOTEL

## 设计速递 酒店设计

精品文化工作室 / 编



大连理工大学出版社  
Dalian University of Technology Press

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王连双 张海云 康琪 / 译

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# Contents 目录

006-017	<b>Wongtee V Hotel</b>	皇庭V酒店
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078-085	<b>Hotel Centurion Palace</b>	百夫长宫廷酒店
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096-101	<b>Zhaoqing M Hotel</b>	肇庆万仕酒店
102-107	<b>Smart Hotel (Shaoxing)</b>	时尚旅酒店(绍兴店)

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120-127	<b>Nanjing Han Seng Hotel Express</b>	南京汉之森商务酒店
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152-163	<b>Suzhou Wuyue Ducheng Ecological Grand Hotel</b>	苏州吴越都城生态大酒店
164-169	<b>Homyip Hotel</b>	红叶坊精品酒店
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## Thoughts on the Design of Boutique Hotels

Hotels today are not only a lodging place where travelling guests have to stay. The emergence of boutique hotels represents the pursuit of fine life and personal interests by the elites to find a private space for relaxation and enjoyment. This concept originates from the Europe in 1970s and its specialty lies in the unusual choice of locations, the characteristic and fashionable decorations and furnishings and the detailed and human-oriented services, which provides the clients with private, fashionable and high-quality enjoyment. Boutique hotels of various styles emerge in cities of fashions all over the world, including styles of luxury, fashion, business, holiday, Southeast Asia, hydrotherapy, etc. Some of the boutique hotels with local characteristics have become local tourist sites. In Italy, one of the fashion capitals of the world, some boutique hotels are rebuilt out of ancient relics. With the nostalgic exterior appearance and the comfortable and modern interior design, sense of revival coexists with sense of the times, making the hotels a tourist spot that no travelers will miss. Except for the ornamental value, boutique hotels possess another functional value among others which helps to wipe out worries. Some of the hydrotherapy-themed boutique hotels provide the guests with all kinds of body and mind relaxing images. Surrounded by romantic, elegant and honored atmosphere, it is like staying far from the metropolitan hustle and bustle and entering into a fairyland as arcadia, forgetting about the worries and enjoying the wonderful experience brought by hydrotherapy. The delightful surprise that a boutique hotel can provide may beyond common expectations, therefore, a fine boutique hotel can invite people to linger on and leave a deep impression on them. Through the designers' different designs, the boutique hotels in different cultures have their own souls. In the past, the boutique hotels I've done, such as Renaissance Beijing

Chaoyang Hotel, possesses a traceless elegance and the prime quality of luxury which touches you deeply. My design focuses on the unique, profound culture heritage and solemn royal demeanor of the Beijing city. The architecture style is featured by a simple exterior appearance and for the interior, classical romance and French style luxury are adopted which makes it one of the scenic spots worth seeing in Beijing. However, Renaissance Shanghai Pudong Hotel takes the theme of "seeking for Shanghai". By combining the Chinese ornamental style, the design endows the hotel with rich cultural connotations and behind the simple and fashionable design, it's full of humanistic expressions from the architecture appearance to the indoor space. The setting art of the furnishings of the hotel plays a decisive role, which displays cultural connotations of the hotel with fashion; in the level of art, it promotes the commercial and ornamental values which provide the high-end boutique hotel with more connotations.

Entering 21 century, the future quality products will hopefully be an investment and business proposition. The boutique hotels have become a fashion and top fashion brands such as ARMANI, BVLGARI and MISSONI have already built boutique hotels and the display of fashion and luxury has become more and more skillful. Most of the boutique hotels are located in Italy, the capital of global luxury and New York and Dubai are also hot places of fashion. Hopefully, China will become the target location of the next batch of boutique hotels of fashion. We believe in the near future, with the efforts of the designers, China will also have top boutique hotels with characteristics.

IVAN C. DESIGN LIMITED  
Ivan Cheng

## 精品酒店设计的感想

现在的酒店已不仅仅是客人旅行时不得不住的地方，精品酒店的出现代表了精英阶层对于精致生活、个人趣味的追求，让人拥有放松心情、享受生活的私密空间。这一概念源于20世纪70年代的欧洲，其特色在于特别的选址、个性时尚的装饰陈设、注重细节的人性化服务，能够提供给客户私密、时尚的高品质享受。各种风格的精品酒店出现于世界时尚之都，风格包括奢华、时尚、商务、度假、东南亚、水疗等类型。有些富有地方特色的精品酒店已成为当地的旅游景点。在时尚之都意大利，部分精品酒店由古迹改建而来，怀旧的外表以及舒适现代的内装，复古感与时代感并存，让酒店成为旅行家必去的景点。除了欣赏价值，精品酒店最值得一提的便是让人忘却烦恼的功能价值。有些以水疗为主题的精品酒店，会让宾客体验到各种可以放松身心的意境，浪漫、优雅、尊贵的感受环绕四周，让人仿佛远离城市的喧嚣，进入了一个世外桃源般的仙境，忘却生活的烦恼，体会水疗带来的美妙感觉。精品酒店可以做到的，也许是想象之外的惊喜，因此，一家好的精品酒店可以让人流连忘返、记忆深刻。

处于不同文化之中的精品酒店通过设计者不同的表达，有自己的灵魂。过去，我完成的精品酒店，如北京国航万丽酒店，便有着不露痕迹的优雅、深彻入骨的顶级奢华品质。我在设计时

抓住了北京这个城市所独有的深厚文化底蕴和大气的皇家风范，外表简约的建筑风格，而内在则采用了古典的浪漫和法式的奢华，成为当地值得欣赏的景点之一；而上海淳大万丽酒店则是以“寻找上海”为主题，结合中式的装饰主义风格，赋予了酒店丰富的文化内涵，在简约和时尚设计的背后，从建筑外观到室内环境都充满着浓厚的人文风情。酒店陈设艺术起着举足轻重的作用，让酒店在时尚之中尽显文化内涵；在艺术的层面上，提升商业及欣赏价值，使高端精品酒店更具内涵。

进入21世纪，未来的精品产品很有希望作为一个投资和商业命题。精品酒店已变成潮流时尚的酒店，ARMANI, BVLGARI, MISSONI等顶级时尚品牌已纷纷打造精品酒店，人们对时尚与奢华的演绎也越来越纯熟。大部分的时尚精品酒店都位于世界奢侈品之都意大利，纽约和迪拜也是热点，中国有望成为下一批时尚精品酒店落户的目标。相信在设计师们的努力下，不久的将来，中国也会拥有富有特色的顶级精品酒店。

IVAN C. DESIGN LIMITED  
郑仕樑



# Contents 目录

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# Wongtee V Hotel

## — 皇庭V酒店

Wongtee V Hotel is financed and built by the well-known real estate enterprise, the Wongtee Group in Shenzhen. It is a five-star hotel and is the first one to create the theme of uniqueness, fashion and art concepts. With the theme of fashion and avant-garde decorative style, the hotel combines both nature and art together in design, with aura throughout. The use of large quantities of post modern design elements and abstract elements create blurred fantasy and distinctive atmosphere for the hotel.

The hotel is located on Jintian Road in Futian downtown area. It dominates the rare estate in Shenzhen CBD business circle with superb location, convenient transportation and an access to the central supreme equipment. Located in the main building of Huanggang Business center, the hotel covers the area from 26th

floor to 54th floor. It is a typical air hotel with almost 300 fashionable guest rooms. The rooms are comfortable and elegant with perfect privacy. More than half of its guest rooms offer the panoramic view of Shenzhen Bay, leaving people quite a different feeling.

The distinctive Chinese and western restaurants and bars offer a blend of Chinese and foreign food, leaving people good flavor and long-lasting aftertaste. Meanwhile, there are the highest air club in the city, multi-functional banquet hall and well-equipped fitness center. When entering the hotel, you may feel you were wandering in the air with blue sky and cloud around. You may feel dignified to overlook the beautiful scenery of this prosperous metropolis. It is in this central section of the city that people enjoy the unforgettable experience.















