

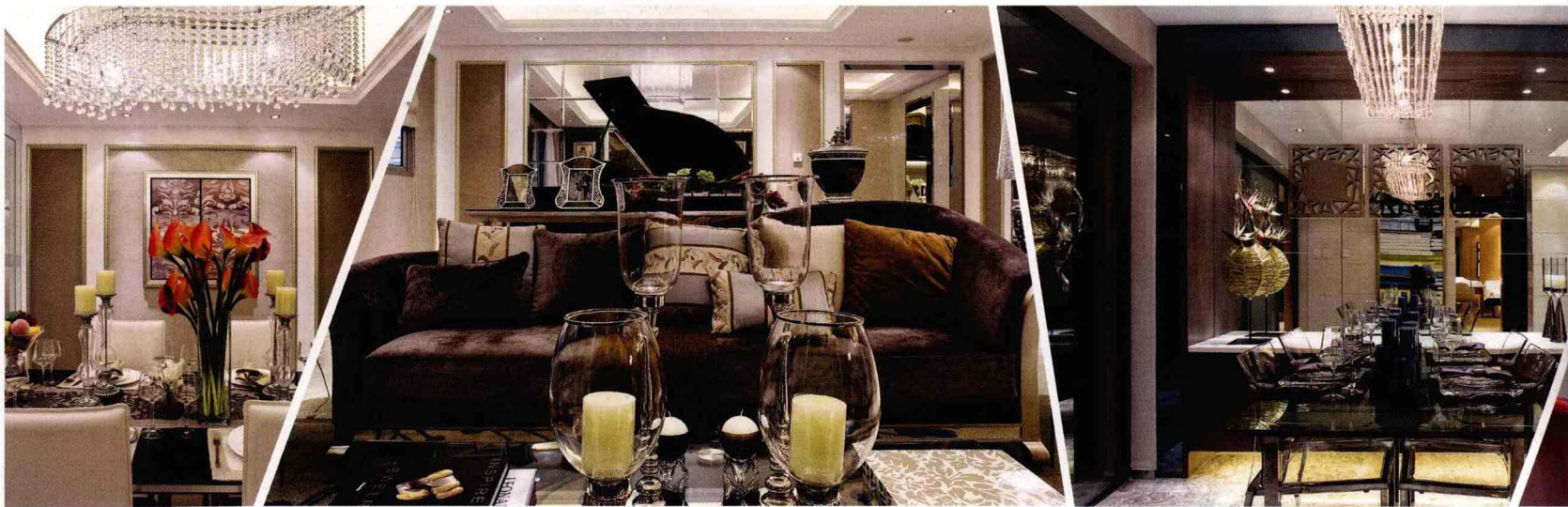
Modern Luxe

*Inspired Design
for Residential Space*

现代奢华(下)

(香港) 设计国际出版有限公司 编
Design Vision International Publishing Co., Ltd(HK)





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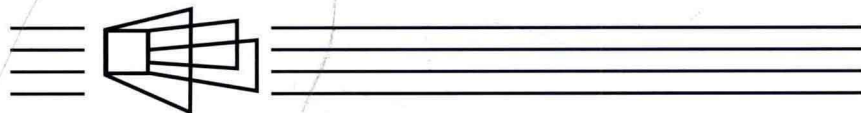


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PREFACE

序言



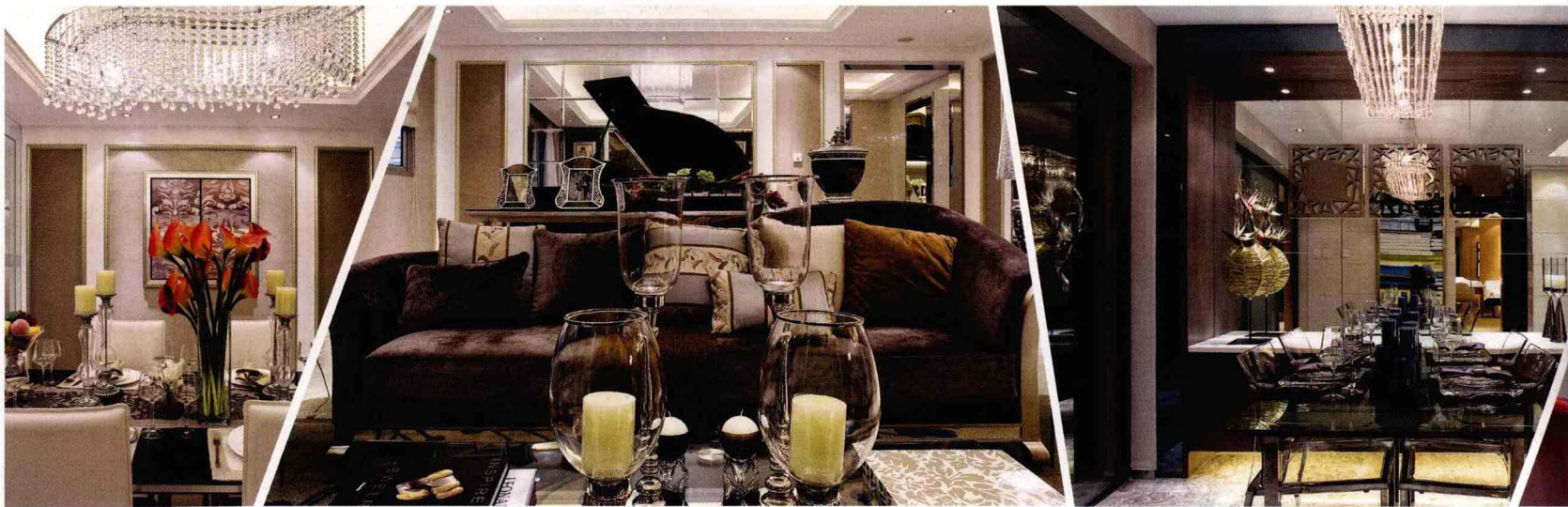
In Taiwan, show flat is also called sample house or real house. In terms of planning and design of sample house and real house, though I already have many years of experience, I still happily welcome this exciting challenge each time when I contact with new plans. In the design concept of sample house, we need to consider the plan of plane configuration, positioning of spatial products, how to satisfy the marketing requirements of this project and other elements. Whether in the positioning of the main sales group's preferences, the tone of different areas' style or the design characteristics and selling points of the functional planning or the other aspects, the design of spatial atmosphere should have different innovative techniques of expression and should show and enlarge the sense of value in this space. At the same time, the advantages and characteristics of this space should be combined to outline the blueprint of happy life in the future and attract the consumers' attention so as to raise their desire to buy, which is the builders' biggest purpose of building sample houses. Therefore we should carefully plan and consider every case, making them show the beauty of space as well as making them touching. The design perspective of real house is different from that of sample house, because real house is the actual living space that consumers can truly experience. Thus in the direction of design, besides the shaping of spatial style, the important thing is to use wise design techniques to skillfully eliminate the defects of the original layout or the relatively cramped space scales and at the same time pay attention to the taboo generally about fengshui or folk-custom. Moreover, we should be well-rounded and fully consider every function and requirement in the consumers' life, such as storage space for seasonal electric appliances, luggage for traveling, golf equipments and so on. When the consumers are in the space of real house, they'll inspect the usage degree of this space directly and see whether it can meet the requirements of daily life. Without a good storage plan, the splendid life can not be maintained. Thus, in the focus of sample house planning, spatial structure and abundant storage space will be the principal axis of consideration. A designer who always plans sample house or real house should have sufficient aesthetic background, enthusiasm for continuous creation about spatial design, delicate observation about different groups' life requirements and some general ideas about marketing psychology, so as to continuously archive the characteristics and sense of value in every unique space. Each work which is introduced in this book is the successful case that is created after the designers' constant brainstorming, deep research and analysis as well as repeated consideration. Readers can carefully taste the details of the modeling, the creativity of design as well as the careful decoration and collocation, and I believe that many different surprises and touch will be found among them.



毕业于中原大学室内设计学系，擅长精致住宅空间、样品屋及办公室空间设计。黄庭芝认为：做设计时，必须先考量客户在生活上对空间的需求及期待，再借由自己的专业提供建议和设计。唯有让客户拥有愉快及满意的心情，以及良好的沟通和互动，才能让整个设计案的成果趋近完美，并价值和意义。

主要荣誉：
2010亚太室内设计大奖赛/最佳样板房空间设计大奖
2006年度室内设计作品评选/住宅空间类/佳作奖
2006年度名家室内设计/入选奖

在台湾，样板房又称样品屋，实品屋。在样品屋和实品屋的规划设计上，虽然已经有很多年的经验，但每次在接触到新的规划建案时，依然是兴致勃勃地迎接这令人期待的挑战。在样品屋的设计概念上，需要考虑平面配置的规划、空间产品的定位、如何去满足这个建案的行销要求等因素。无论是在主力销售族群的喜好定位及不同面积的风格定调上，还是在机能规划的设计特色及卖点等方面，空间氛围的设计都要有不同的创新表现手法，还要能够展现及放大这个空间的价值感。同时要结合这个空间的优势及特点，勾勒出未来美好生活的蓝图，以此来吸引消费者的目光，让消费者产生购买的欲望，这才是建筑商搭建样品屋的最大目的。因此要非常用心去规划及考量每一个案子，既要能表现空间美感，更要能够打动人心。实品屋和样品屋的设计角度不相同，因为实品屋是消费者能真真实实体验到的实际生活空间，所以在设计的方向上，除了空间风格的塑造之外，更要以高明设计手法，巧妙地剔除原有格局中的缺陷或比较局促的空间尺度，同时还要注意一些风水民俗上的忌讳等；并且必须面面俱到，充分考虑到消费者生活上的各项机能及需求，例如：季节性电器的收纳空间、旅行用行李箱的收纳、高尔夫球具的储藏……消费者在实品屋的空间时，会直接检视这个空间的利用度，是否足以符合日常生活所需。有好的收纳计划，才能维持美仑美奂的生活环境，因此，在实品屋规划的着眼点上，会以修饰空间架构及充裕的收纳空间为考量的主轴。一个经常规划样品屋或实品屋的设计师，一定要有足够的美学背景，要对空间设计有不断创新思维的热忱，要对不同族群的生活需求有细腻的观察，并且对行销心里学有概念性的了解，才能不断地成就每一个独特空间的特色及价值感。本书所介绍的每一个作品，都是经过设计师不断脑力激荡，深入研究及分析，百般反覆思量而呈现的成功案例。读者可细细品尝其中造型的细部、设计的创意及精心的布置搭配，相信一定会在其中发现很多不同的惊喜及感。

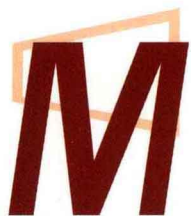


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Modern Nobility · Taste of Art

现代尊贵 · 品味艺术

设计公司：尚邦室内设计装饰工程有限公司 设计师：潘旭强 地点：四川成都 面积：156 m² 主要材料：大理石、墙纸、涂料等



The design idea throughout this case can be described as "transparent" and penetrates elegant artistic taste, and moreover, the details bit by bit contain fashionable elements. In the living room, Swarovski crystal chandeliers, the coffee table with unique shape and lamp accessories with different styles all reveal strong art taste. After being carefully matched by the designers, richer visual effects are shown. Furniture and accessories in the dining room are shown by elegant and beautiful gesture. Beautiful and delicate style fully passes rich and flourishing happy atmosphere, which makes the whole space more warm and lovely and describes the master's peaceful charm full of connotation. Black glass coffee table with unique shape is also narrating its difference. The randomness in the delicacy and the beauty in the leisure are given to people who know how to taste life.

贯穿本案的设计理念可以用“通透”来形容，渗透了典雅的艺术品味，点滴的细节中蕴含了时尚元素。客厅中，施华洛世奇的水晶吊灯、造型别致的茶几、风格各异的台灯饰品无不透露出浓厚的艺术气息。经过设计师的精心搭配，呈现出更丰富的视觉效果。餐厅中的家具和配饰均以其优雅、唯美的姿态呈现。华美细腻的风格充分传递富裕繁华的欢乐气息，令整个空间更显温馨柔媚，描述出居室主人平和而富有内涵的气韵。造型别致的黑玻璃茶几也在诉说着它的不同。精致中的随意，休闲中的优美，赋予懂得品味生活之人。















