

亚太设计·视界之席卷港台

# 豪宅大赏

香港视界国际出版有限公司 编

## ASIA-PACIFIC DESIGN · VISION — SWEEPING TAIWAN AND HONG KONG

# MANSION COLLECTION



华中科技大学出版社

<http://www.hustpas.com>

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# PREFACE | 序 | 1

Patrick Fong 方振华  
方振华设计(香港)有限公司 董事  
方振华设计(上海)有限公司 董事

ASIA-PACIFIC DESIGN · VISION — SWEEPING  
TAIWAN AND HONG KONG  
亚太设计 · 视界之席卷港台



三十多年的设计生涯，做过设计，做过设计评委，也参与过设计教育及推广，现在也有幸给设计大作写序。

从本次设计集中的多元化项目，可以感受到很多精彩的创意，见识到很多优秀的作品。在我看来，设计就是要拥有对初恋情人般的热情！

我们每天在过的生活，在做的事情，就应像牛顿看到那个烂熟苹果落在他头上的联想一样，事实上很多的灵感来源于思考的转变。因为我们每个人所看到的世界其实都是一模一样的。然而视角不一，聚焦点也不相同，所以看到的结果也就完全个性化了，所思所想的也不一样。做设计源于灵感，灵感对于做设计的人来说无比地重要。它就是设计的生命线，所有的后续都是随着它来延伸。灵感必须有来源，这来源就是自己经年累月在心中的累积，心所感受到的一切。就像一行法师说的：“如果我们非常仔细地观看任何东西，它就会揭露自己。”大胆的联想、勤奋的思考、无边际的幻想……这些不都是来自于一股对设计的热情吗？

在快节奏的时代生活中，设计师都说创作需要时间，设计师需要沉淀，但老是觉得时间就是不够用，没有一片净土可以安静地去思考。我们都忘记了尼采曾经说过：“灵魂必须充满混乱，才生得出一颗舞动的星。”这就提醒了我们要爱上设计首先要爱上生活。

保持对生活的热情和对设计的激情，才是做好设计最为重要的前提，今天就让我们跟设计一起跳探戈吧，把热情当做裙摆，把激情当做音乐，尽情地跳跃吧！

During the design life for over thirty years, I engaged in design and acted as a design judge as well as involved in design education and promotion, and now I also have the honor to write preface for the design masterpiece.

This design collects diversified projects, and people can feel a lot of wonderful ideas as well as read many excellent works. In my opinion, the designers should have the passion for the design as much as for the first love!

The life we live and things we do every day should be seen as Newton's association when the overripe apple fell on his head, and in fact, a lot of inspiration is from the changes of thinking, because the world that everyone sees, actually, is exactly the same. However, as the perspectives are different and the focal points are not the same, the results what people see are fully personalized, and thus what people think is different. Design originates from inspiration and the inspiration is extremely important for people who engage in design. It is the lifeline of the design, and all follow-ups are extended according to it. The inspiration must have a source which is their own accumulation cumulated in the hearts for many years, and it is everything that the heart can see and feel. As Master Yixing said, "If we see anything very carefully, it will reveal itself." Bold association, hard thinking, boundless imagination, ect, all these derive from the enthusiasm for design, don't them?

Living in the fast-paced times, all designers say that creation needs time and sedimentation, but they always feel that time is not enough and there is no quiet place which can let designers think quietly. We have forgotten what Nietzsche once said, "Soul must be filled with chaos, and then it can possess a dancing star." This reminds us if we want to love the design, we must love life first.

The most important prerequisite for good design is to maintain the enthusiasm for life and the passion for design, thus, today let us dance tango together with the design, regard enthusiasm as a skirt, take passion as music and enjoy jumping!





# PREFACE | 序 | 2

Huang Shuheng 黄书恒  
玄武室内装修有限公司 主持建筑师



Asia-Pacific Design Vision - Sweeping Taiwan and Hong Kong

## 众声喧哗，绚华重生

建筑，应该蕴涵直指人心的力量。——建筑大师 丹下健三 (Kenzo Tange)

空间的设计，跟人有密切的关系，它能跟人和人性产生微妙的情感上的连接。身为一位建筑师与设计师，笔者曾接受严谨的美学洗礼与扎实的技术训练，至今仍然在专业的场域中，不断探索人与空间互动的无限可能。近年来，除了在实体的建筑设计中加强自己的实力，更拓展另一片意象活跃的空间表演舞台，即样板房与售楼处的建筑与设计。这几年来，由于我国房地产业的兴盛，样板房与售楼处也因此拥有了更宽广的发挥空间。样板房的兴起，从某个角度而言，提升了设计师的品位；而售楼处的推陈出新，也或多或少地刺激且丰富了建筑的创意展现。

## 意象隐字书

没有单一特定答案的建筑是有趣的，也因此感受到建筑中有无限的可能性。——建筑史家 铃木博之 (Hiroyuki Suzuki)

具体来说，有人将样板房与售楼处视为实体建筑的意象模型或是微型建筑。事实上，如果要用更大的想象空间来诠释，以创意为经，建材为纬，样板房与售楼处的呈现更像是一本充满意象的隐字书。

举例来说，玄武曾在得到公共建筑奖肯定的“台北远雄新都售楼处”个案中，尝试将极古典或神圣的元素放置在极现代的商业空间架构中：从历史建筑里面找到一些空间的原型或是具有张力的元素，用新的手法与材料让它们再生，令参观者产生如若时空交错的奇趣对比。

## 愿景真先知

人的生活，就是不断将自身产生的种种精神意象，反映在我们生命的品格上。——比尔·盖茨 (Bill Gates)

建筑，不只是肉体所寄居的房舍，更是设计者与居住者，思想与灵魂对话的空间。样板房和售楼处作为一种特殊的建筑形式，似乎是实与虚的交界处，介乎梦想与现实之间。过去许多人以为，售楼处不过是未来建筑实体的复制品。但笔者却期许自己能在这样的商业空间中，大胆地实践原创精神，却又能准确把握住业主期望营造的效果。

优秀的设计者必须有能力为未来居住者提出超越现况的愿景。从广义来说，样板房与售楼处的设计者就像先知一样，必须拥有超乎时空的远见与洞察力，从建筑体与未来居住者的深层互动中，挖掘并擘画未来的生活与潜能。

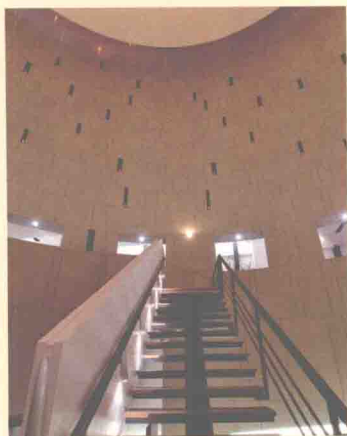
## 梦想萌剧场

我把我的梦铺在你的脚下；请轻柔些，因为你踏着我的梦。——英国诗人 叶慈 (William Butler Yeats)

对笔者而言，建筑是以元素、质感和材料来表达的空间剧场学。笔者理想中的空间，必须外表简洁犀利，优雅迷人；却在必须执行任务时，精准，利落地呼应所有功能上的需求。在内隐与外显、收迭与张放、静止与行动之间，塑造戏剧性的张力关系。

举例来说，我们在“台北上林苑售楼处”一案中，创造了方圆互蕴、虚实相生的水中玻璃屋，象征生命循环的DNA结构搭建的双螺旋楼梯，以及光影变化如管风琴的雕塑白墙、前后倒置的建筑立面，不断延展展出剧场的强烈空间感。我们所设计的建筑就像一座座小型的特色主题馆。

以“远雄新都售楼处”为例，无论是由外而内的探寻，自下仰望的拾级而上，空间如圣堂气势磅礴，相对于空间所塑造的沉静氛围，都让人嗅出一丝宗教殿堂或哲学剧场的意味。另外在过去所设计的“大学耶鲁售楼处”一案中，笔者更尝试运用中国的五行元素、材质与色彩，打造圆顶剧场般的新人文能量建筑。透过这一幕幕空间戏剧的上演，引导出参观者与设计师心灵的感动对话，激荡出彼此梦想的萌发。



## 故事影响力

建筑，只有在产生诗意的时刻才存在。——建筑大师 柯布西耶（Le Corbusier）

高桥朗在《五感行销》一书中提到：任何商业行为，其实就是一种沟通的道理。我们要带给客户一种惊喜，才是一种有心灵交流的沟通。也因此，故事与感性在沟通上的重要性将与日俱增。

因此，在初构样板房与售楼处的设计时，我们希望能够透过故事轴(story-line)把所有的元素串联在一起。于是在设定空间时大多采取以人为主角，配合行进动线铺陈叙事策略。

比方说，在上海新豪宅“远中风华样板房”一案中，我们会看到空间中新旧元素的结合，时间轴把一些历史的跟未来的物件连接在一起，让人不得不去思考时间或者生命的含义。又或者，东方的建筑元素和室内西方装饰收藏品的混搭，会让参观者思考主人的身份与背景，可能是富而好礼的书香门第，抑或曾周游各国的退休使节。而在这样的空间设计里，正充满了故事和想象的动力。

## 记忆栖游居

住宅，是建筑的原点。——建筑大师 安藤忠雄（Tadao Ando）

家有一个很重要的元素，未必是纯粹物质层面的，而是在心灵层面可以提供一个休息的地方。样板房是居住者未来家居的雏型，因此，我们在样板房的设计中费心安排，让心灵可以畅游，记忆可以栖息。

我们希望这样的空间是有深度的，就像在品酒或是试香，它的香味不是一下子释放的，有所谓的前奏、中调以及基调，或是醒酒、观色、嗅香、啜味等程序，继而循序渐进。通过样板房的精心安排，在丝绒与玉石之间，在鎏金与浮雕之隙，解放所有参观者的遐想与记忆。

## 生命新空间

蕨花可以邀蝶，垒石可以邀云，栽松可以邀风，贮水可以邀萍，种蕉可以邀雨，植柳可以邀蝉。——清 张潮《幽梦影》

日本建筑学者石山修武曾说：建筑是需要他者的。本人深有同感。因此，空间之所以动人，原因就在人的本身，生命的本身充满着丰富而不可预测的变化。

设计师当然可以设定一些基本的架构，但是我们的设计会保持一定比例的留白。因为空间中最重要的主角，是人与人、人与自然间的互动。

## 笔者结语

如果建筑与设计者的雄心是追求卓越，那么样板房与售楼处的设计，绝对可以是另一种超越后续实体建筑的先知性建筑。以诗人陶渊明的《桃花源记》为例，自古以来，我们赞叹《桃花源记》文字起伏动人，惊艳其转折有力，却鲜少有人知道：《桃花源记》其实不过是陶氏《桃花源诗》的前序。然而，这篇序言的文采与张力，在灵性、美学、哲学上的启迪意义与价值，已经远远超过了《桃花源诗》的本身。序言的重要性取代了诗的本体，正如样板房与售楼处的创新设计精神，可以超越后续的实体建筑一样，值得我们乐见期待与自我期许。

众声喧哗，绚华重生——在此中国人文荟萃之地，值此风云际会之时，各式建筑与设计正不断创新，从设计的精神层面迈向建筑的生命深度。而笔者深深相信，对所有投身浩瀚学海、无涯创意中的建筑行者而言：这一番壮志，这一程壮游——才正要开始！





# PREFACE | 序 | 2

Huang Shuheng 黄书恒  
玄武室内装饰有限公司 主持建筑师

## Voices of Different People, Rebirth of Gorgeousness

Architecture must have something that appeals to the human heart. — Kenzo Tange

The design of space is closely related to people and it can produce subtle emotional connection with human and human nature. As an architect and designer, the author underwent the strict aesthetic baptism as well as the solid technical training and until now the author still continues to explore the infinite possibility of the interaction between human and space in the professional field. In recent years, the author not only enhances his strength in the architectural design of the entities, but also develops another stage for space performance of active images, that is, the architecture and design of show flat and sales office. In recent years, because of the prosperity of real estate in the Mainland, Taiwan and Hong Kong, there is wider space of show flat and sales office to play for the architects and designers. The rise of show flat enhances the taste of the designers in some sense while the innovation of sales office stimulates and enriches the creative display of architecture more or less.

## A Book with Hidden Words like Imagery

Architecture without one single specific answer is interesting and thus infinite possibilities in architecture can be touched. — Hiroyuki Suzuki  
Specifically, someone regards show flat and sales office as image model of physical architecture or mini architecture. Actually, if the designers want to use larger imagined space to interpret them, regarding creativity as longitude and building materials as latitude, the presentation of show flats and sales offices is more like a book with hidden words full of imagery.

For example, in the case "Sales Office of Farglory New City, Taipei" which won Public Building Award, Sherwood Design tried to place the extremely classical or holy elements in the extremely modern commercial space structure: the designer found some prototypes of space or elements with tension in the historical building and then made them rebirth, using new techniques and materials to let the visitors have interesting comparison as if time and space crisscrossed.

## Predicting the Visions like a Prophet

The life of people is to continuously translate various mental images that are self-generated into our characters of life. — Bill Gates

Architecture is not only a house for physical dwelling but also a space for the dialogue between designer and dweller, thought and soul. As a special kind of architectural form, show flat and sales office seem to be the juncture of actuality and virtuality and exist between dream and reality. In the past, many people thought that sales office was only a copy of future architectural entity; however, the author hopes that he can boldly practice the spirit of originality and also accurately master the effects that the owner expects to create in such commercial space.

An excellent designer must possess the ability to put forward the vision beyond

the current situation for the future residents. In the broad sense, the designer of show flat and sales office like the prophet must possess foresight and insight beyond time and space, and dig as well as plan the life and potential of future from the deep interaction between the building and the future residents.

## Theatre Germinated by Dreams

I have spread my dreams under your feet; tread softly because you tread on my dreams. — William Butler Yeats

To the author, architecture is space theatre that is expressed by elements, textures and materials. The ideal space of the author must be elegant and charming with concise and sharp outward appearance; but when being carried out the tasks, it precisely and neatly echoes with the needs of all functions. Among the implicit and explicit, close and open, static and dynamic, the dramatic tension relation is created.

For example, in the case "Sales Office of Serenade Garden, Taipei", we created the glass house in the water in which square and circle included each other while virtuality and actuality engendered each other. Double spiral staircase built by DNA structure which symbolizes life cycle, white wall with sculpture whose



changes of lights and shadows are like a pipe organ, and building façade which is backward-forward inverted and all continuously extend the strong sense of space in the theatre. The buildings we designed are like small characteristic theme galleries.

Taking "Sales Office of Farglory New City, Taipei" as an example, whether exploring from outside to inside or looking up from below to ascend the stairs, space with overpowering momentum like a shrine and the quiet atmosphere



that is shaped relative to space, all make people smell a meaning of religious temple or philosophical theatre. Moreover, in the previous design, "Sales Office of Yale University", the author tried to use the five elements of Chinese philosophy, materials and colors to create a building with new human energy like a dome theatre. Through the performance of scenes of space drama, it leads out the touching spiritual dialogue between the visitors and the designers, bringing out the germination of mutual dreams.

### Influence of Stories

Architecture exists only when poetry emerges. — Le Corbusier

In his book *Five Senses of Marketing* Ron Takahashi mentioned that any commercial activity actually is a principle of communication. We give our clients a kind of surprise, which is a kind of communication in spiritual exchange. Therefore, the importance of communication between stories and perception will be steadily on the increase. Hence, when first making the design of show flat and sales office, we hope that all elements can be linked together through story-line. Then when setting space, the designer mostly regards people as the leading character, coordinating with the moving lines to elaborate narrative strategy.

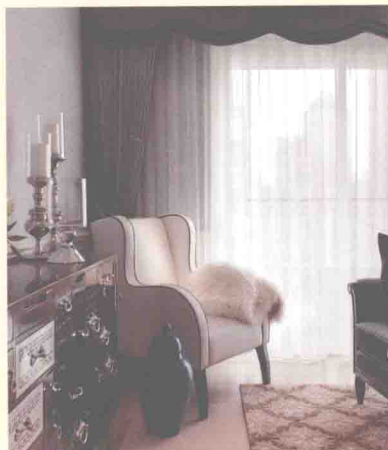
For example, in the case "City Castle Show Flat" of Shanghai New Mansion, we can see the combination of old and new elements in space, and the time-line links some historical and future things together, which makes people think the meanings of time or life. Or the mix and match of oriental architectural elements and interior western decorative collections make the visitors ponder over the identity and background of the owner which may be a rich but good-mannered literary family or retired ambassador who traveled to countries. While in such space design, it is full of stories and motivity of imagination.

### Memories Perching in the House

House is the origin of architecture. — Tadao Ando

There is an important element for home; it may not be the pure material level but it can provide a place for rest at the spiritual level. Show flat is the miniature of future home for residents, so we make the arrangement with a lot of care in the design of show flat, in which the soul is carefree and memory can perch.

We hope that such space has depth just as we taste or smell wine whose fragrance will not release all of a sudden; however, there is so-called prelude, middle note and key note, or other procedures such



as sobering, observing, smelling and sipping, and then it is continued step by step. Through the careful arrangement of show flat, the reverie and memories of all visitors are liberated between the velvet and jade and in the gap of gliding and relief.

### New Space of Life

Planting flowers serves to invite butterflies, piling up rocks serves to invite clouds, planting pine trees serves to invite the wind, storing water serves to invite duckweeds, building platforms serves to invite the moon, planting banana trees serves to invite the rain, and planting willow trees serves to invite the cicada. — "Quiet Dream Shadows" Zhang Chao, Qing Dynasty

The Japanese Architect Osamu Ishiyama said, "Architecture needs the others." The author feels the same. Hence, the reason why space touches people is people themselves. Life itself is full of rich but uncertain variability.

The designers, of course, can set some fundamental frameworks but our design should retain a certain proportion of blank because the most important protagonist in space is the interaction among people and between man and nature.



### Conclusion

If the great ambition of architects and designers is to pursue excellence, then the design of show flat and sales office definitely is another kind of prophetic architecture which surpasses the follow-up physical architecture. For example, since the ancient times, *The Story of the Peach Blossom Valley* written by the poet Tao Yuanming, is highly praised because its writing is up-and-down and touching and its strong transition amazes people, but few people know *The Story of the Peach Blossom Valley* actually is only a preface of *The Poetry of the Peach Blossom Valley* written by Tao Yuanming. However, the literary grace and tension of this preface have already far surpassed the poetry itself in terms of enlightenment and value of intelligence, aesthetics and philosophy. The importance of preface has replaced the body of poetry just as the creative design spirit of show flat and sales office can surpass the follow-up physical architecture, which is worth our waiting and self-expectations.

Numerous sounds clamor and gorgeousness is reborn — in China where there is a gathering of the talented and able, various types of architecture and design are continuously being innovated, marching toward the life depth of architecture from the spiritual dimension of design. The author deeply believes that to all architects who devote into the infinite learning and creativity, this great aspirations and this grant tour are just starting!



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| 073 黄鹏霖 | TBDC CASA DEMO<br>TBDC实品屋                                 | 166 Jason Yung<br>Caroline Ma | Blacks Link<br>布力径                           |
| 081 林文学 | The Astoria<br>雅士花园                                       | 175 方振华<br>夏银苹<br>王尚坤         | Headway China Villa B1<br>华元和庄B1             |
| 092 林文学 | Palm Springs<br>加州花园                                      | 182 方振华<br>杨世雄<br>卢婷          | Headway China Villa B2<br>华元和庄B2             |
| 103 郭柏仲 | Wu Residence on Guangfu South Road<br>光复南路吴宅              | 189 陈建佑<br>曾耀徵                | Hung Residence, Taichung<br>台中洪宅             |
| 110 郭柏仲 | Tien Mou Dai Residence<br>天母戴宅                            | 199 黄上科                       | Wu Residence on Fuxing Road<br>复兴路吴宅         |

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## 谭精忠(Tan Jingzhong)

动象国际室内设计有限公司 设计总监  
(上海)大隐室内设计有限公司 设计总监  
(台北)大隐室内设计有限公司 设计总监

### 亚太设计·视界之席卷港台

# SWEEPING TAIWAN AND HONG KONG

谭精忠，1965年生于台湾，1984年毕业于复兴美术工艺科并任职于谭国良设计事务所，1987年任职于评好有限公司，1989年成立谭精忠室内设计工作室，1991年任台湾地区室内设计协会展览筹备委员会执行主委，1992年任实践设计管理学院（现为实践大学）技术讲师，1999年成立动象国际室内设计有限公司，2002年成立（上海）大隐室内设计有限公司，2003年成立（台北）大隐室内设计有限公司。

#### 主要荣誉：

2007年日本JCD (Japanese Society of Commercial Space Designers)大赛，“山研四季接待中心”获金奖，“长虹凌云接待中心”获银奖

2007年“天母富邦—橡树园接待中心”、“山研四季接待中心”、“富邦天母777接待中心”获中台湾地区室内设计协会举办的“公共空间类TID奖”

2007年被中国建筑装饰协会设计委员会评为“2007年度中国十大样板房设计师”及获得“最佳厨房设计奖”

2006年第十四届亚太室内设计大奖赛，“山研四季接待中心”获银奖，“THE HOUSE 21F 住宅竣设计”获荣誉奖

1990年“高雄卡登餐厅”获意大利TECNHOTEL PACE INTERIOR DESIGN AWARDS优胜奖



# Yang Sheng Jun Lin

## 扬昇君临

Yang Sheng Jun Lin, a residential case sitting in Po Ai District in Taipei with the fusion of historical humanism and the characteristic of modernized convenient transportation, not only possesses the advantages of adequate living functions, but also is close to high-speed railway, MRT and less than five-minute walk to the railway. All show that it is the human and cultural ideal dwelling environment for metropolis life.

The principal axis of the 298-square-meter show flat design lies in the reserved low key and luxury, has not so artificial and stylized decorations and echoes with the building itself and the selection of materials. The entire space is livened up through the decoration of stainless steel plated with titanium and the texture of B&B furniture, where the dialogue between the sedate brown and the concise white comes into being.

坐落于台北市博爱特区的扬昇君临，是集合历史人文及现代化便捷交通的住宅个案，不仅具有充足的生活功能，更邻近高铁、捷运，与铁路相距不到5分钟的路程，是都会生活的人文荟萃理想居住环境。

298平方米的样板间，着墨于内敛的低调奢华，不矫揉造作于过度的装饰，设计主轴呼应其建筑本体，呼应其选用建材，在不锈钢镀钛的点缀下，透过B&B的家具质感激活整体空间。沉稳棕色与简洁白色之间的对话，在此应运而生。

设计公司：动象国际室内设计有限公司

设计师：谭精忠

项目面积：298平方米

项目地点：中国台湾

装饰材料：喷漆、不锈钢镀钛、钢刷木









主空间在无梁结构的特色下，将客厅、餐厅、厨房以一字形的轴线排开，开放性的呈现更显空间大气，阅读区也融入客厅空间，透过设计的巧妙铺陈，将自然光线牵引入室内。对应于廊道的区块以展示台呈现，大气呈现的艺术品别有一番文艺气息，兼具功能性、艺术性，又能保持空间的完整性，为现代社会高度忙碌之人士贴心准备身心充分享受的居住空间。



