

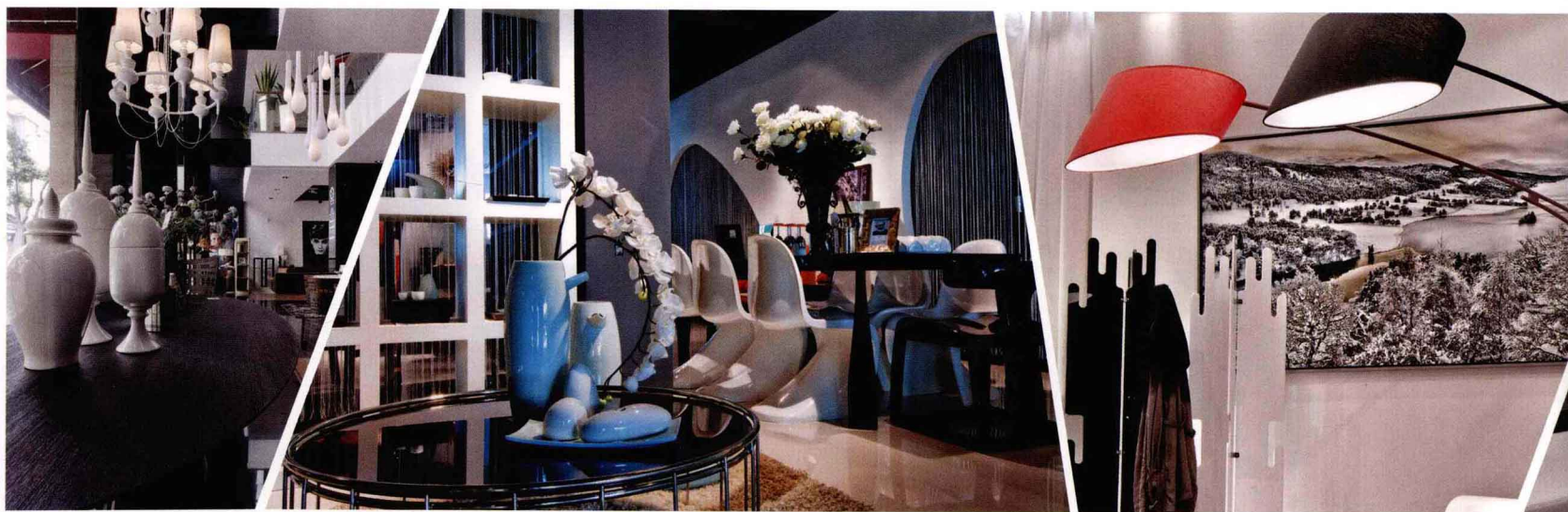
Modern Luxe

*Inspired Design
for Residential Space*

现代奢华(上)

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





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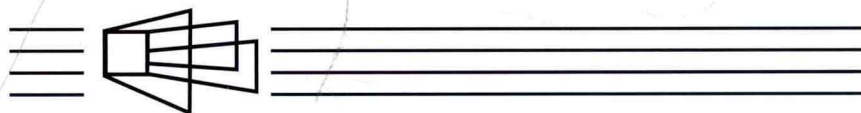
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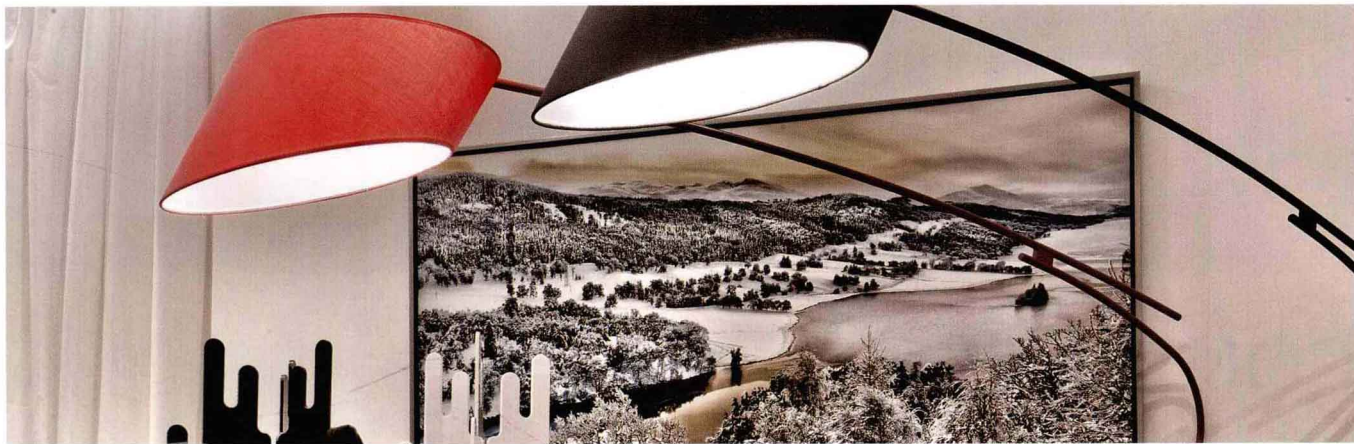
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PREFACE

序言



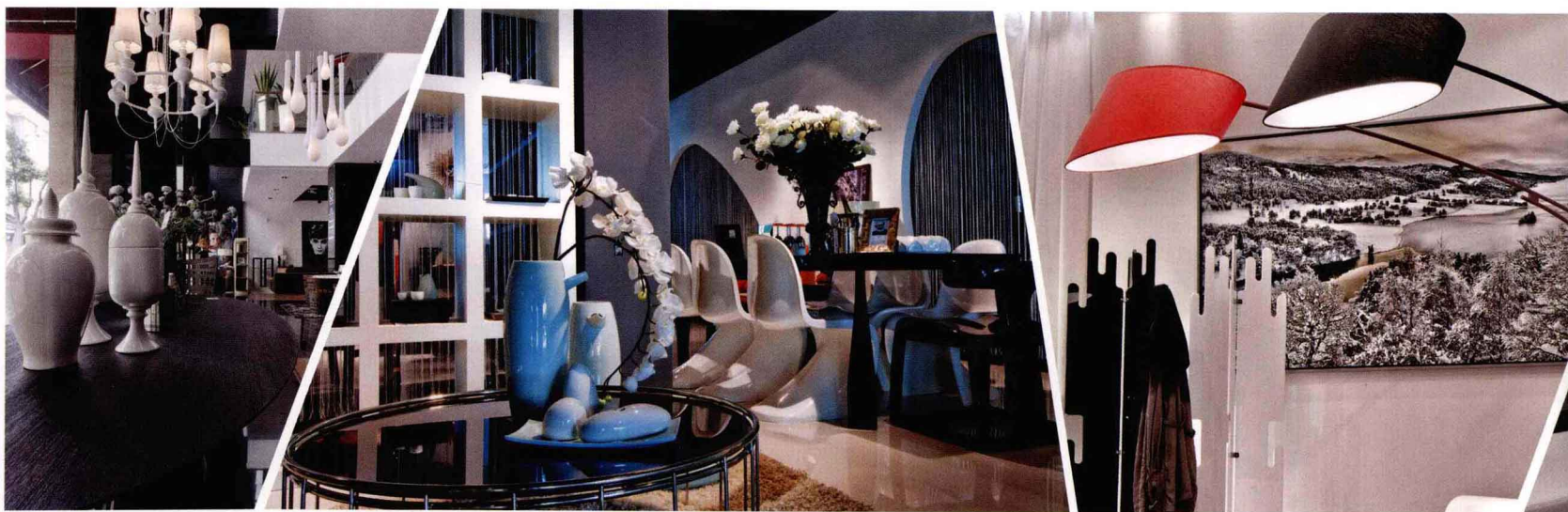
In Taiwan, show flat is also called sample house or real house. In terms of planning and design of sample house and real house, though I already have many years of experience, I still happily welcome this exciting challenge each time when I contact with new plans. In the design concept of sample house, 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，并且对行销心理学有概念性的了解，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动！



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Cattelan Italia

意大利卡泰兰

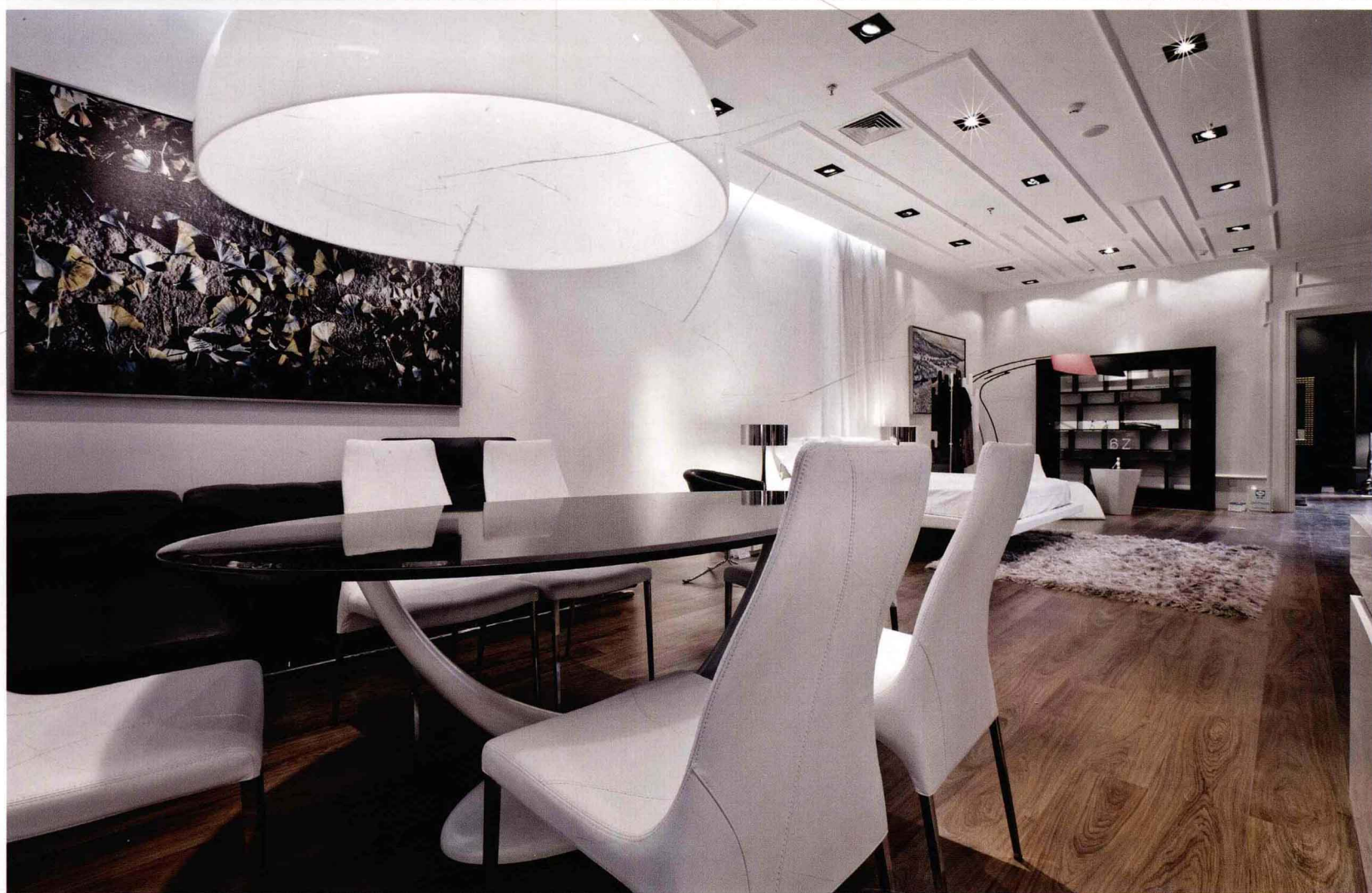
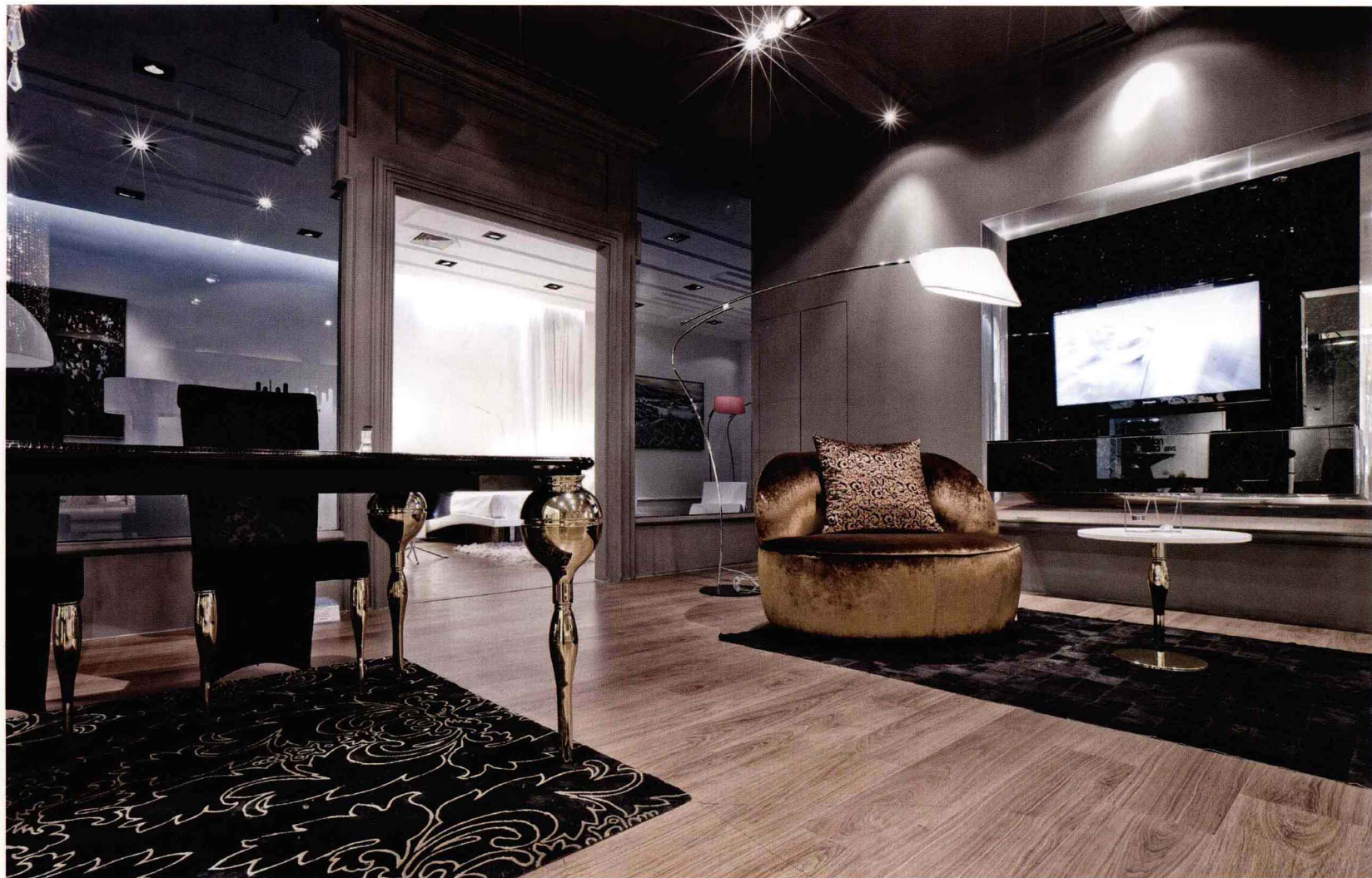
设计公司：萧氏设计 设计师：萧爱彬 地点：上海 面积：216 m² 主要材料：黑玻璃、发光灯片、宫廷灰大理石、橡木地板等 摄影师：萧爱华



The generous and extraordinary style requires that the design of this case must meet the neo-classical fashion and simple as well as enjoyable style. The interior is basically simple: black and white colors are used to distinguish the neo-classical and modern styles; the dark glasses both separate and connect the two spaces. Nobleness and magnificence are the core qualities of this case and the designer should strive to achieve these qualities in the interior design so as to match its style. When you are standing in the dark space, the light-colored space in the distance also attracts your sight. In the light-colored space, the furniture with metallic luster attracts you into another space, which makes your sight alternate with each other in this space by using visual psychology.

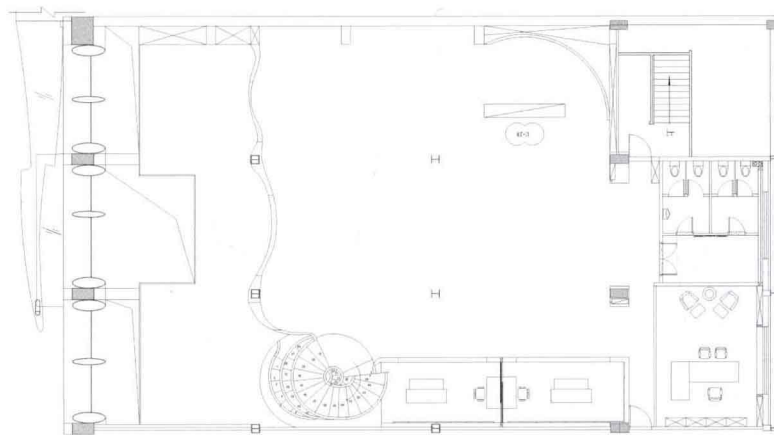
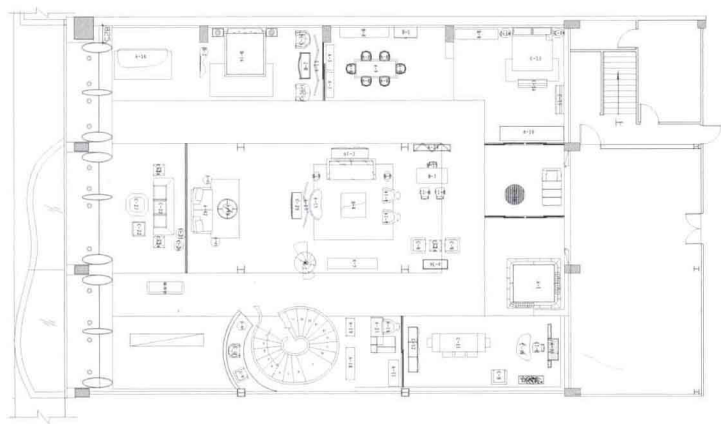
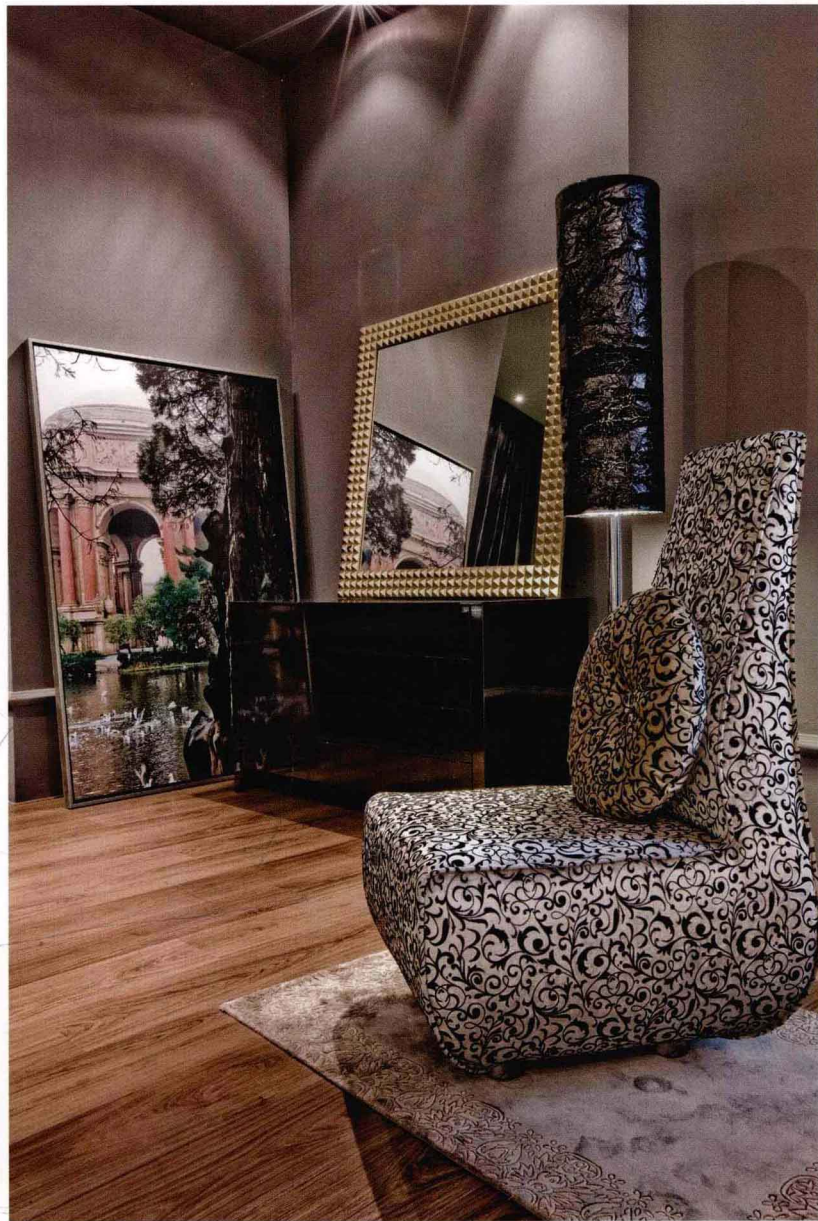
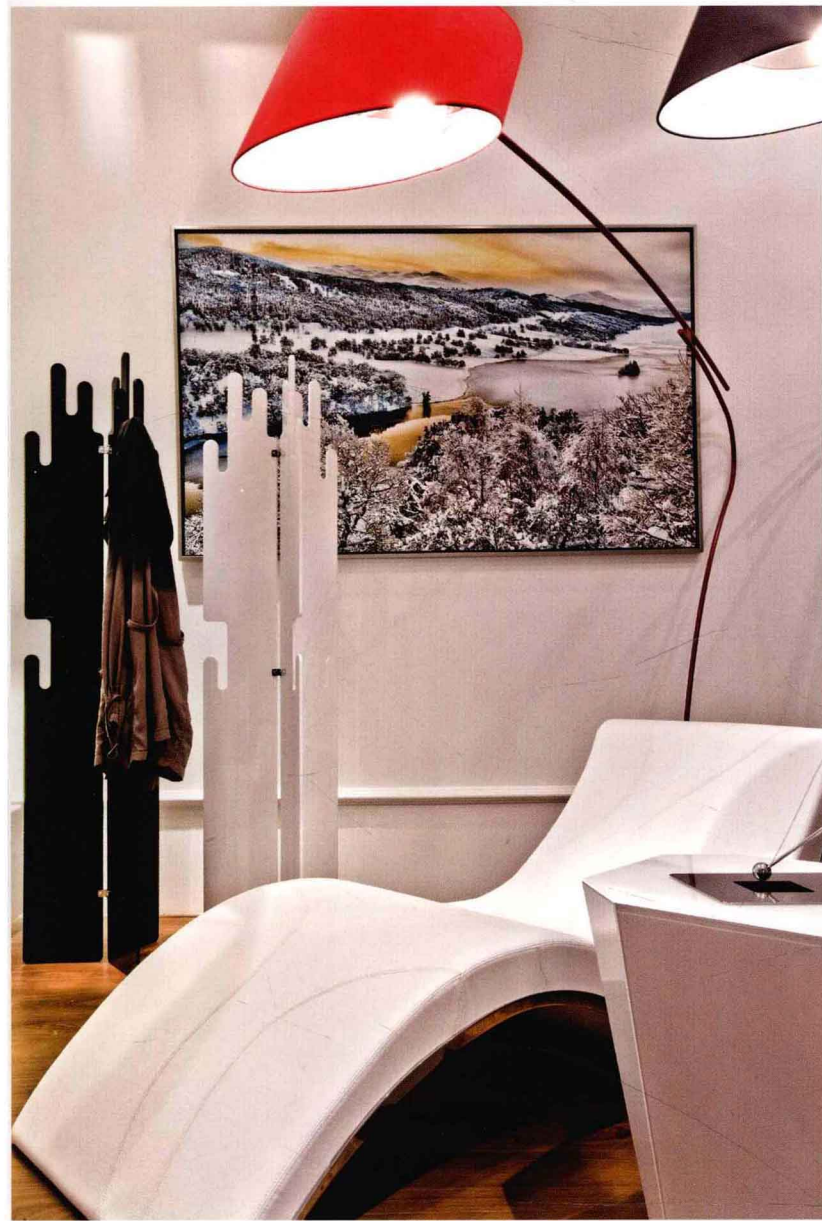
大气而不俗的风格定位，让本案设计必须配合新古典主义的风尚和简约写意的风格。室内基本比较简洁，利用黑白两个分区把新古典主义和现代风格区别开来，深色玻璃让两个空间分开的同时又相互联系。高贵而大气是本案的核心品质，室内设计必须努力做到这点，才能与之相一致。当人站在深色的空间时，远处浅色的空间也同样吸引着你的视线。浅色空间里带有金属光泽的家具足以吸引人们进入另一个空间，这就利用了视觉心理学，让人们的视线在这个空间彼此交替。

















Elle's More Home

法视界家居

设计公司：萧氏设计 设计师：萧爱彬 地点：上海 面积：1000 m² 主要材料：法视界家具、饰品等 摄影师：萧爱华



Elle's More turns out to be a new brand for fashionable household articles as well as a fresh and stylish space which gathers furniture and furnishings together. The curtain at the entrance is painted with three colors, grey, white and golden which can be freely mixed, and what's more, the world first-class Emmemobili is combined as the treatment of the entrance, which altogether highlights the business manner and the noble temperament of the brand. In the show window two white neo-classical chandeliers are hanging from the second floor, and the flying saucer table of Emmemobili coupled with the carefully selected decorations and flowers shows the temperament of a ballet dancer. The entire space takes a circuitous way with corridors, which makes the guests freely shuttle in the space in an organized way and find discovery as well as surprise when entering every area.

法视界是一个横空出世的新时尚家居品牌，一个清新脱俗的集家具和饰品为一体的时尚空间。入门处的布帘用了灰、白、金三种颜色，可以自由调配，再结合世界一流Emmemobili作为玄关的处理，彰显品牌的经营模式和高贵的气质。橱窗里两个白色新古典吊灯从二楼垂下，Emmemobili 的飞碟桌配合精心挑选的饰品和花卉，展示出一个芭蕾舞者的气质。整个空间用回廊的方式迂回，可以让客人有组织而又自由地穿梭其中，每走进一个区域都会有发现、有惊喜。