

RAL

HERAUSGEBER EDITOR
WOLF D. KARL

COLOURS FOR HOTELS



酒店色彩教程

(德) 阿克塞尔·维恩 (Axel Venn)
(德) 约阿尼纳·维恩·洛斯奇 (Janina Venn-Rosky) 著
(德) 科琳娜·克雷奇马·乔恩克 (Corinna Kretschmar-Joehnk)

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CONTENTS

目录

Chapter 1



Chapter 2



Chapter 3



Chapter 4



Chapter 5



Chapter 6



004	Preface / Introduction
012	Hotels with luxury appeal
014	luxurious - prestigious - high-end - exclusive
030	fascinating - elegant - high-class - generous
044	princely - sophisticated - noble - splendid
058	bourgeois - stylish - upscale - conservative
072	premium - world-class - garish - dandified
088	enriching - top-notch - discerning - expensive
102	Hotels with regenerative factor
104	gentle - regenerative - quiet - neat
118	comfortable - rejuvenating - invigorating - stimulating
132	relaxing - soothing - serene - sensitive
148	healing - refreshing - vitalising - appetising
162	Hotels - with a host family
164	village-like - natural - authentic - down-to-earth
180	restrained - strict - simple - sober
194	family-friendly - touristic - homely - appealing
206	rural - secluded - rustic - puristic
220	historic - antique - feudal - plush
236	Hotels between dream and poetry
238	idyllic - romantic - bewitching - enchanted
250	festive - uplifting - dreamy - poetic
264	lively - creative - imaginative - impressive
276	inspiring - motivating - entertaining - tempting
288	multi-cultural - international - classic - folkloristic
304	fairytale-like - cosy - snug - nostalgic
318	Hotels for connoisseurs and Bohemians
320	weird - nonconformist - stark - bold
332	bohemian - sensual - intoxicating - exaggerated
344	chic - colourful - unusual - spectacular
360	turbulent - richly accented - revolutionary - extravagant
372	iconic - futuristic - eccentric - progressive
386	witty - charming - plain - discreet
398	Hotels of the regions
400	Mediterranean - Oriental - South American - African
416	North European - British - Central European - East European
430	Index

序言 / 引言

奢华魅力酒店

豪情奢华 - 尊贵华美 - 高端大气 - 私享定制
引人入胜 - 优雅内敛 - 高档品质 - 大方怡然
皇室隽永 - 精致得体 - 隐性贵族 - 金碧辉煌
中庸务实 - 时尚现代 - 卓越上层 - 保守克制
超凡优选 - 世界一流 - 炫丽夺目 - 狂欢浮华
丰富多彩 - 首屈一指 - 谨慎挑剔 - 贵气逼人

生机盎然的酒店

体贴入微 - 生机盎然 - 静水深流 - 简洁淡雅
舒适惬意 - 焕发新生 - 万物生长 - 振奋人心
轻松自在 - 轻柔舒缓 - 静谧安详 - 敏感细腻
情感治愈 - 清凉酷爽 - 无限活力 - 秀色可餐

家庭式酒店

乡村风格 - 回归自然 - 返璞归真 - 朴实无华
婉约矜持 - 一丝不苟 - 简约朴素 - 素净质朴
居家温情 - 爱在旅途 - 家常记忆 - 新奇有趣
山水田园 - 与世隔绝 - 原始乡土 - 纯粹至美
历史沉淀 - 古色古香 - 盛世王侯 - 豪华舒适

梦幻诗意酒店

诗情画意 - 浪漫多情 - 妖媚娇艳 - 魔法情缘
节日颂歌 - 引人向上 - 如梦如幻 - 朦胧诗意
活泼灵动 - 天马行空 - 想入非非 - 惹人注目
心驰神往 - 激发斗志 - 娱乐至上 - 鲜艳夺目
多元文化 - 国际风范 - 经典传承 - 地域风俗
恍如童话 - 亲密无间 - 舒适温暖 - 温婉怀旧

鉴赏家与不羁者的酒店

捉摸不定 - 不入主流 - 了无修饰 - 胆大妄为
放荡不羁 - 感官享受 - 令人陶醉 - 潮流浮夸
潇洒别致 - 五彩缤纷 - 与众不同 - 叹为观止
汹涌澎湃 - 浓墨重彩 - 颠覆传统 - 肆意放纵
标志意义 - 未来主义 - 离经叛道 - 激进革新
妙趣横生 - 妩媚多姿 - 平淡原味 - 低调慎重

地域风情酒店

地中海风 - 东方情调 - 奔放南美 - 粗犷非洲
纯美北欧 - 纯正英式 - 唯美中欧 - 斑斓东欧

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ALPHABETICAL INDEX

字母索引

406	African	粗犷非洲	374	futuristic	未来主义	120	rejuvenating	焕发新生
222	antique	古色古香	076	garish	炫丽夺目	132	relaxing	轻松自在
200	appealing	新奇有趣	036	generous	大方怡然	180	restrained	婉约矜持
154	appetising	秀色可餐	104	gentle	体贴入微	364	revolutionary	颠覆传统
168	authentic	返璞归真	148	healing	情感治愈	362	richly accented	浓墨重彩
242	bewitching	妖媚娇艳	034	high-class	高档品质	240	romantic	浪漫多情
332	bohemian	放荡不羁	018	high-end	高端大气	206	rural	山水田园
326	bold	胆大妄为	220	historic	历史沉淀	210	rustic	原始乡土
058	bourgeois	中庸务实	198	homely	家常记忆	208	secluded	与世隔绝
418	British	纯正英式	372	iconic	标志意义	138	sensitive	敏感细腻
420	Central European	唯美中欧	238	idyllic	诗情画意	334	sensual	感官享受
388	charming	妩媚多姿	268	imaginative	想入非非	136	serene	静谧安详
344	chic	潇洒别致	270	impressive	惹人注目	184	simple	简约朴素
292	classic	经典传承	276	inspiring	心驰神往	186	sober	素净质朴
346	colourful	五彩缤纷	290	international	国际风范	324	stark	了无修饰
118	comfortable	舒适惬意	336	intoxicating	令人陶醉	308	snug	舒适温暖
064	conservative	保守克制	122	invigorating	万物生长	134	soothing	轻柔舒缓
306	cosy	亲密无间	264	lively	活泼灵动	046	sophisticated	精致得体
266	creative	天马行空	014	luxurious	豪情奢华	404	South American	奔放南美
078	dandified	狂欢浮华	400	Mediterranean	地中海风	350	spectacular	叹为观止
092	discerning	谨慎挑剔	278	motivating	激发斗志	050	splendid	金碧辉煌
392	discreet	低调慎重	288	multi-cultural	多元文化	124	stimulating	振奋人心
170	down-to-earth	朴实无华	166	natural	回归自然	182	strict	一丝不苟
254	dreamy	如梦如幻	110	neat	简洁淡雅	060	stylish	时尚现代
422	East European	斑斓东欧	048	noble	隐性贵族	282	tempting	鲜艳夺目
376	eccentric	离经叛道	322	nonconformist	不入主流	090	top-notch	首屈一指
032	elegant	优雅内敛	416	North European	纯美北欧	196	touristic	爱在旅途
244	enchanted	魔法情缘	310	nostalgic	温婉怀旧	360	turbulent	汹涌澎湃
088	enriching	丰富多彩	402	Oriental	东方情调	348	unusual	与众不同
280	entertaining	娱乐至上	390	plain	平淡原味	252	uplifting	引人向上
338	exaggerated	潮流浮夸	226	plush	豪华舒适	062	upscale	卓越上层
020	exclusive	私享定制	256	poetic	朦胧诗意	164	village-like	乡村风格
094	expensive	贵气逼人	072	premium	超凡优选	152	vitalising	无限活力
366	extravagant	肆意放纵	016	prestigious	尊贵华美	320	weird	捉摸不定
304	fairytale-like	恍如童话	044	princely	皇室隽永	386	witty	妙趣横生
194	family-friendly	居家温情	378	progressive	激进革新	074	world-class	世界一流
030	fascinating	引人入胜	212	puristic	纯粹至美			
250	festive	节日颂歌	108	quiet	静水深流			
224	feudal	盛世王侯	150	refreshing	清凉酷爽			
294	folkloristic	地域风俗	106	regenerative	生机盎然			

CONTENTS

目录

Chapter 1



Chapter 2



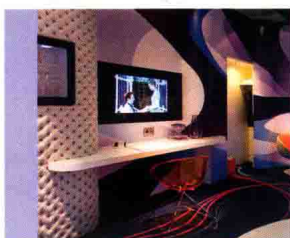
Chapter 3



Chapter 4



Chapter 5



Chapter 6



004 Preface / Introduction

012 Hotels with luxury appeal

- 014 luxurious - prestigious - high-end - exclusive
- 030 fascinating - elegant - high-class - generous
- 044 princely - sophisticated - noble - splendid
- 058 bourgeois - stylish - upscale - conservative
- 072 premium - world-class - garish - dandified
- 088 enriching - top-notch - discerning - expensive

102 Hotels with regenerative factor

- 104 gentle - regenerative - quiet - neat
- 118 comfortable - rejuvenating - invigorating - stimulating
- 132 relaxing - soothing - serene - sensitive
- 148 healing - refreshing - vitalising - appetising

162 Hotels - with a host family

- 164 village-like - natural - authentic - down-to-earth
- 180 restrained - strict - simple - sober
- 194 family-friendly - touristic - homely - appealing
- 206 rural - secluded - rustic - puristic
- 220 historic - antique - feudal - plush

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- 238 idyllic - romantic - bewitching - enchanted
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- 264 lively - creative - imaginative - impressive
- 276 inspiring - motivating - entertaining - tempting
- 288 multi-cultural - international - classic - folkloristic
- 304 fairytale-like - cosy - snug - nostalgic

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- 320 weird - nonconformist - stark - bold
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- 皇室隽永 - 精致得体 - 隐性贵族 - 金碧辉煌
- 中庸务实 - 时尚现代 - 卓越上层 - 保守克制
- 超凡优选 - 世界一流 - 炫丽夺目 - 狂欢浮华
- 丰富多彩 - 首屈一指 - 谨慎挑剔 - 贵气逼人

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- 体贴入微 - 生机盎然 - 静水深流 - 简洁淡雅
- 舒适惬意 - 焕发新生 - 万物生长 - 振奋人心
- 轻松自在 - 轻柔舒缓 - 静谧安详 - 敏感细腻
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- 婉约矜持 - 一丝不苟 - 简约朴素 - 素净质朴
- 居家温情 - 爱在旅途 - 家常记忆 - 新奇有趣
- 山水田园 - 与世隔绝 - 原始乡土 - 纯粹至美
- 历史沉淀 - 古色古香 - 盛世王侯 - 豪华舒适

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- 诗情画意 - 浪漫多情 - 妖媚娇艳 - 魔法情缘
- 节日颂歌 - 引人向上 - 如梦如幻 - 朦胧诗意
- 活泼灵动 - 天马行空 - 想入非非 - 惹人注目
- 心驰神往 - 激发斗志 - 娱乐至上 - 鲜艳夺目
- 多元文化 - 国际风范 - 经典传承 - 地域风俗
- 恍如童话 - 亲密无间 - 舒适温暖 - 温婉怀旧

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- 放荡不羁 - 感官享受 - 令人陶醉 - 潮流浮夸
- 潇洒别致 - 五彩缤纷 - 与众不同 - 叹为观止
- 汹涌澎湃 - 浓墨重彩 - 颠覆传统 - 肆意放纵
- 标志意义 - 未来主义 - 离经叛道 - 激进革新
- 妙趣横生 - 妩媚多姿 - 平淡原味 - 低调慎重

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- 纯美北欧 - 纯正英式 - 唯美中欧 - 斑斓东欧

索引

PREFACE BY THE EDITOR WOLF D. KARL

Hotels are the oases of rest for a nomadic society which has declared the entire globe to be home. After having become more or less accustomed to sedentarism over the last ten thousand years and having adapted to stable conditions, since the beginning of the third millennium, the world's peoples have entered a phase of a worldwide and relatively well organised migration. Maximum flexibility, curiosity and a love of experimentation characterise the spirit of the age.

Each temporary dwelling space must feature the same qualities as the four walls in which we live. In precisely this way, the hotel forms the recreational centre in which we can relax and chill out. Hotels as homes must have at least the same feel-good qualities as a private home. The philosophy of life in hotels aims at creating an atmosphere in which friendships are made, an atmosphere which appeals to the senses and which prompts a mood of enjoyment.

In addition to "dolce-far-niente", the pleasures of sweet idleness, the interior processes must also be influenced by invigorating characteristics. The design message always results in two different appeals: it aims at both calming and stimulating. The philanthropic design model combines the emotional with the useful. Sensuous satisfaction is also an expression of physical wellbeing.

Gentle colour shades rather than high-contrast ones, round rather than angular shapes, comfortable rather than stylish design, harmony rather than pure aesthetics, gentleness rather than cool elegance serve us as emotional reflectors for improving the quality of the atmosphere.



序言

编者Wolf D. Karl

游牧时代的人们总是四海为家，酒店则是人们休憩的绿洲。在过去的成千上万年里，人类逐渐习惯定居，适应了稳定的生活。随着新千年的到来，世界各民族进入到相对有序的全球性迁徙阶段，极大的灵活性、强烈的好奇心和对尝试新鲜事物的热衷，都是这个时代的特征。

临时居所应当具备日常居住空间所具有的品质，就此而言，酒店——供我们放松心情的休闲中心，也应像家一样，让人感到舒心。酒店的理念就是营造一种友爱和调动人们的感官去体验的氛围，让生活在其中的人们身心愉悦。

酒店空间设计不仅要体现“闲适”之趣，还应充满活力。在这种设计语言下，往往会形成两种效果完全不同的空间，要么显得平静，要么显得活泼。具有参考价值的设计不仅实用，更能引起情感上的共鸣，因为感官的满足也是身体健康的表现之一。

色彩柔和、外形圆润、舒适和谐而又温馨的空间，与色彩对比鲜明、外形棱角分明、设计时尚美观而又优雅的空间相比，更能引起人的共鸣，从而提升空间氛围。

书中酒店的色彩是依据RAL色系编码，色彩的深浅可以通过基于纯天然植物颜料的印染技术进行调整，尤其是在天然纤维的情况下。

若这些染料能在纺织布料上起物理反应，效果会更好。荷兰的Rubia Natural Colours曾发表针对纺织产品、皮革、纸张和化妆品的色彩物理反应准则。



The Colours of Hotels are encoded according to the RAL DESIGN System. The colour shades can be adjusted by means of established printing and dyeing techniques on the basis of purely herbal natural pigments, especially in the case of natural fibres.

This is especially desirable when using textile products that have a physical effect. The formulas are issued by Rubia Natural Colours, NL for textile products, leather, paper, and cosmetics.



INTRODUCTION

This book is a design research paper and an academic study, a creative workbook and a set of instructions for inviting, atmospheric and exhilarating ambiances. It is also an analytical fact book and, equally, an experimental design template. The colour-analytical part of this book is based on an academic study that focuses on colour combinations in hotels already designed or planned, as well as on further subject-related design contents. For this, we analysed 120 terms from the hotel world according to colour, shape and content profiles. We wanted to know in advance exactly what, for example, "international", "nostalgic", "luxurious", "discreet", and "plain" look like. On page after page, we develop recipes for design; the research paper functions like a recipe book and can be used to stimulate, refine, reduce and perfect.

Our main objective is to create a hotel book with beautiful rooms in which one simply feels comfortable, whether it is 5-star accommodation or a homely country hotel with all imaginable amenities, whether it is a 7-star hotel de luxe for minor and major millionaires, or whether it is simply a rustic mountain chalet or a stylish small town house with a home-like setting. We want to show a broad range and present both simple and fascinating interiors.

By way of examples we want to find out why we might prefer staying in a hotel with a classic style to staying in what is explicitly a design hotel. We are looking for the minor and major competitive differences. The reason why we prefer staying in this or that hotel can rarely be reduced to the question of it being cheap or expensive. A warm welcome does not equate to a room at the right temperature. An excellent chef is no guarantee for comfortable seating in the restaurant. Sparkling clean and neat guest rooms are not actually evidence of friendly service. It is the sum of its various characteristics that makes staying in a hotel an unforgettably pleasant experience or a nightmare.

The classification system separating hotels into categories may serve as an indication of satisfaction or lack of satisfaction, of the actual quality of one's stay and of its facilities. However, what does the best internet equipment or the most splendid hammam, the most elegant fitness centre and the freestanding bathtub in the middle of the hotel room mean to us if we are neither internet junkies, nor wellness-oasis fans, fitness freaks or living-room-slash-bathroom enthusiasts? We do know that even the hotel guest who is critical of alcoholic drinks will not avoid the cosy hotel bar if its design is atmospheric and if it serves as a meeting place for the elegant, the beautiful, the interesting and the charming, inviting all to linger, talk and listen to music.

The most pleasant hotels are the ones that combine communication and distance, aesthetics and dignity, opulence and reduction, zeitgeist and nostalgia, calm and stimulation, urbanity and homeliness, cordiality and functionality, individual service and collective attention.

The most important quality and feel-good characteristics that constitute a hotel are references to the location and the landscape, to architecture, interior design, in-house culture and service. Numerous other elements certainly also rank among the essential attributes that turn a hotel into a symbol; among these, the emotional contents are always at the top of the satisfaction scale.

Human beings are at the centre of our academic and design-oriented study. We take them very seriously, and that is why we take them under our philanthropic wing. Their idiosyncrasies and peculiarities make us grow even fonder of them.

本书既可称作设计研究的学术论文，又可充当创意手册和空间设计指南。书中不仅分析了大量实例，而且提供了试验性的设计范本。依据对现有酒店色彩搭配以及其他相关设计领域的学术研究，书中用大量的篇幅作了色彩分析。还从色彩、外观和内容等角度分析了116个形容酒店的短语。我们都想提前知道“国际风范”、“温婉怀旧”、“豪情奢华”、“低调慎重”和“平淡原味”等色彩主题究竟各有怎样的风采。本书与其说是一份研究报告，不如说是一套色彩搭配教程，因为书中每一页都为设计提供了配色方案。阅读此书能启发灵感，升华设计，更能化繁为简，完善设计。

我们旨在以舒适、美观的酒店空间为案例，创作一本酒店类的书，从五星级酒店到设施齐全的乡村酒店，从专为富翁打造的奢华七星级酒店到朴素的山间农舍，抑或是风格别致的家庭式小镇酒店，书中应有尽有。

我们为何更愿住古典风格的酒店，而不愿住设计感强的酒店？书中的案例将给予我们答案。酒店之间的竞争力为何存在差异？这也是我们试图解答的问题。酒店的选择并不完全取决于价格的高低；热情的态度并不意味着客房的温度适宜；出色的厨师并不能保证餐厅内的座椅舒适；亮堂整洁的客房也不等同于友善的服务。书中总结了各种空间的特点，告诉你哪些酒店会令你印象深刻，哪些酒店会给你噩梦

般的感觉。

酒店分级系统可以反映顾客的满意程度、顾客此次体验的实际质量以及酒店设施的质量。然而，如果我们既不是网虫，也不是保健粉，更不是健身狂和泡澡狂，那么最好的互联网设备、最华丽的蒸汽浴室，甚至是最雅致的健身中心、最豪华的独立浴缸，对我们来说真的那么重要吗？但我们知道，即使是禁酒论支持者，也无法拒绝酒店里氛围良好、舒适惬意的小酒吧。因为它被设计得如此迷人优雅，充满乐趣，吸引着人们到此聚会、交谈、聆听音乐，甚至使人们流连忘返。

备受青睐的酒店不仅知晓如何亲近客户，了解其需求，而且懂得把握与客人之间的距离。这些酒店的设计美中略显尊贵，丰富而简练，时尚而怀旧，沉稳而活泼，文雅而质朴，温馨而实用，不仅提供个性化服务，同时提供集体关怀。

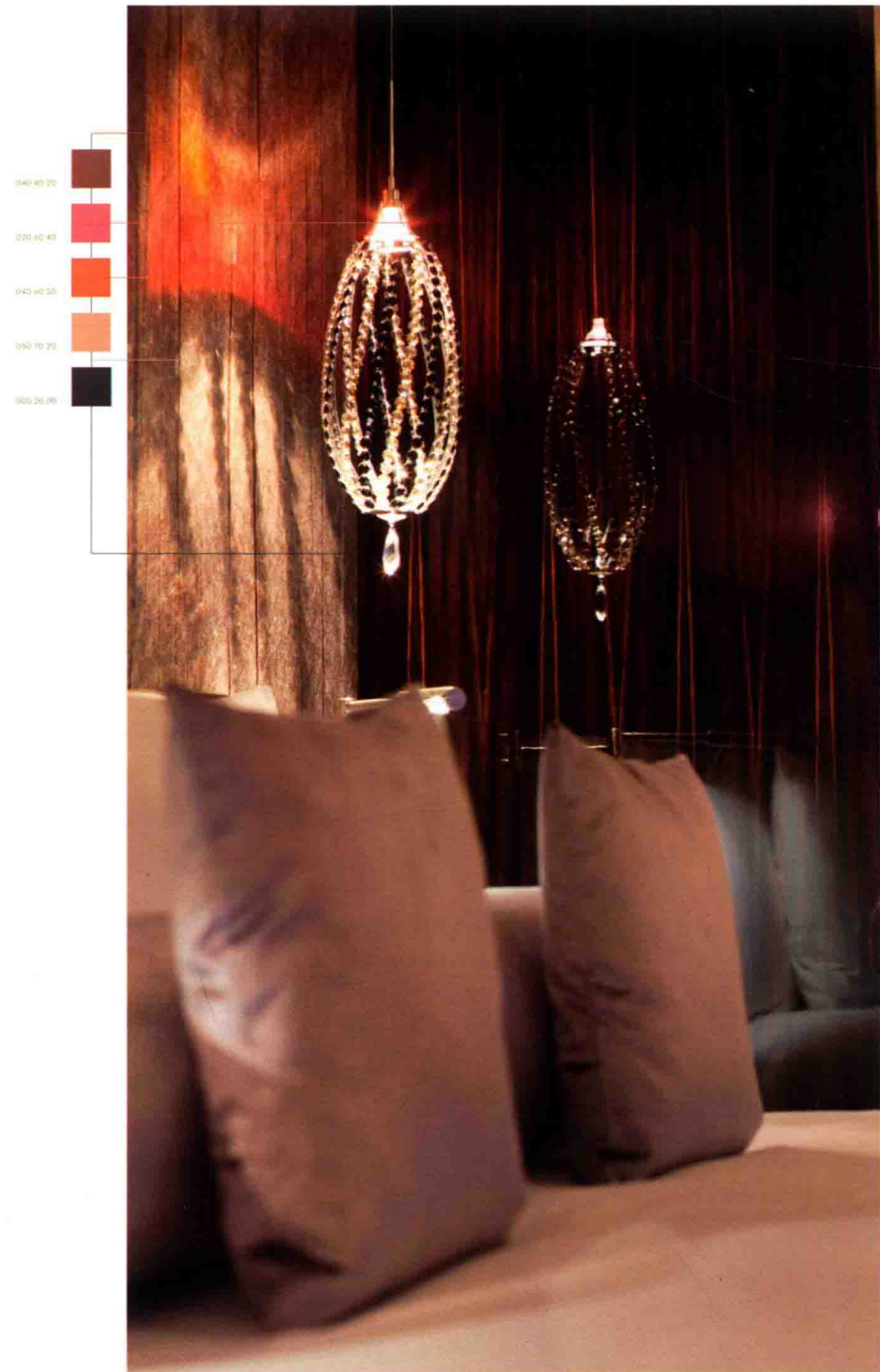
对于酒店来说，地域特色、景观风情、建筑外观、室内设计、内部文化和服务等方面都是最重要的品质，只有这些方面都考虑到位，这家酒店才会成为人们的首选，甚至成为城市标志。当然，还有许多其他重要元素，其中与客人满意度联系最紧密的莫过于酒店的人文关怀。

Only rarely do we like, accept and love our friends because their intelligence and reason appeals to us. Instead, we are enchanted by their droll otherness, creativity, their imaginativeness as storytellers and their originality.

In this book, we disclose many a secret wish. We learn more from people's feelings than from their cognitive and reality-related responses. Our research and studies, their decoding, the expertise we have acquired, the love of detail and of the grand design are the subject of this book.

We hope that the readers of this book will make keen use of its creative contents. The enclosed template helps readers in that it makes it easier to focus on individual colour fields. We have attached great importance to illustration and product details in order to demonstrate that it is indeed the case that individual results are preconditions for the success of overall impressions.

The Dutch philosopher Huizinga suspected that play is the foundation of culture. We believe that attempts, experimentation and even chaotic trials are just as essential to masterly achievements as is the intellectual approach.



在我们此次以学术和设计为导向的研究中，人是中心。我们十分关注人，将其视为服务对象。而人的种种个性和特点更能激起我们的好奇心，从而促使我们投入更多的关注。

我们往往不会因某人的才智和理性，而是因为他的幽默感和创造力，以及说书人般的想象力和独创性，与其结为好友。

本书暗含了许多期许，相对人们的认知和现实反应而言，人们的情感往往能透露更多的信息。这次调查和研究的结果与解答的问题，以及我们能从中获得的专业知识，还有对细节的挑剔以及对整体设计的掌控，都是本书的主题。

我们希望读者能充分利用书中富有创意的内容。书内提及的方案能够帮助读者更加轻松地聚焦独立色彩应用领域。我们侧重插画和产品细节展示，以此强调细节效果的成功才是整体空间表现获得成功的先决条件。

荷兰哲学家Huizinga曾怀疑，奠定文化的基础不是其他，而是游戏。我们相信，努力去做、去试验，甚至胡乱地尝试，这些充满智慧的过程，都是促成伟大成就的关键。

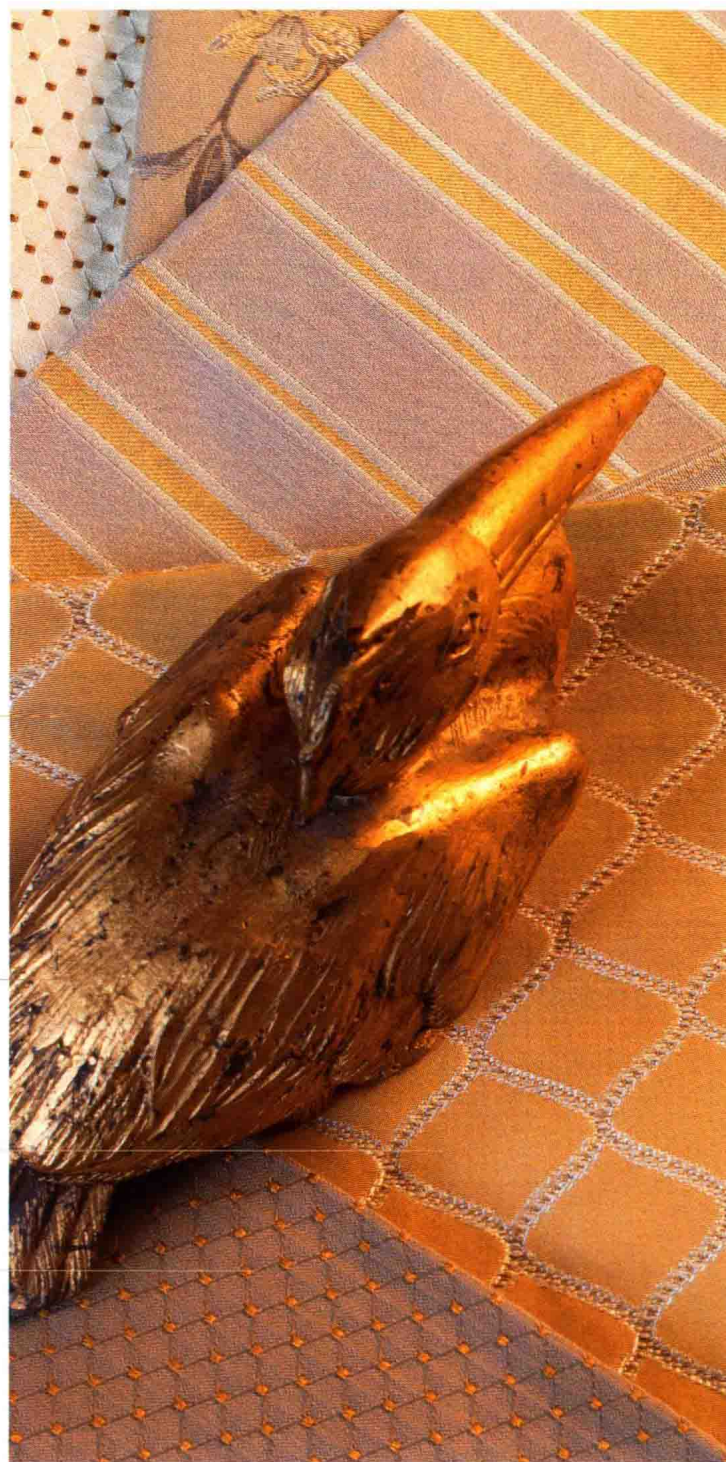
070 70 40

090 90 15

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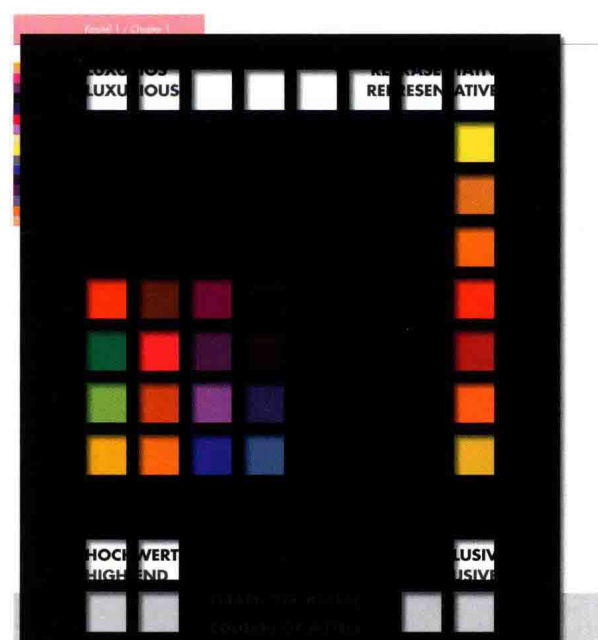


THE TEMPLATE

The combined creative fields of theme groups list the essential colours of each individual theme. Highly application-oriented colour schemes can be developed with the help of the template. This works in a playful, experimental way for all colour-related terms represented in this book.

The template has a black and a white side with good reason. Very bright shades can be better determined using the white template: it modulates the single light shades in a more nuanced manner. The black template, on the other hand, brings medium to dark colours more densely and more harmoniously together. It is not suited for very bright colours because the contrast of the extremely strong bright and the dark blurs the nuances.

The template also makes possible the creation of colours that span a number of themes. Colour groups from the reproductions of the research study can also be “searched”. Frequently, this brings about surprising, creative and useful results.



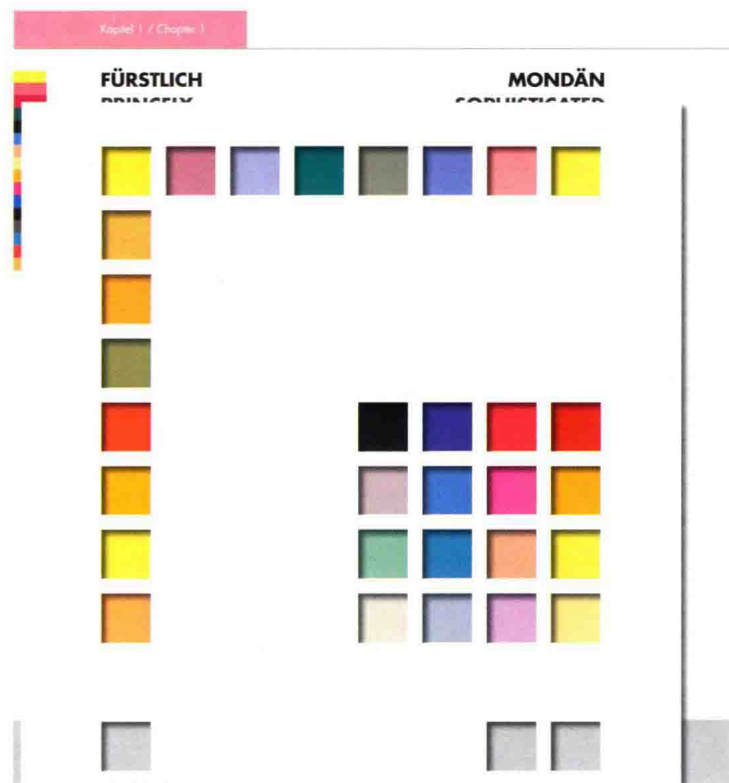
配色板

每个主题框架下都有一个组合而成的创意版块，这里列出了每个主题相对应的关键色彩。按照这个版块，就可制订出可实施性较高的用色方案。此外，本书还通过有趣的实验方式来阐释书中提到的所有色彩描述词。

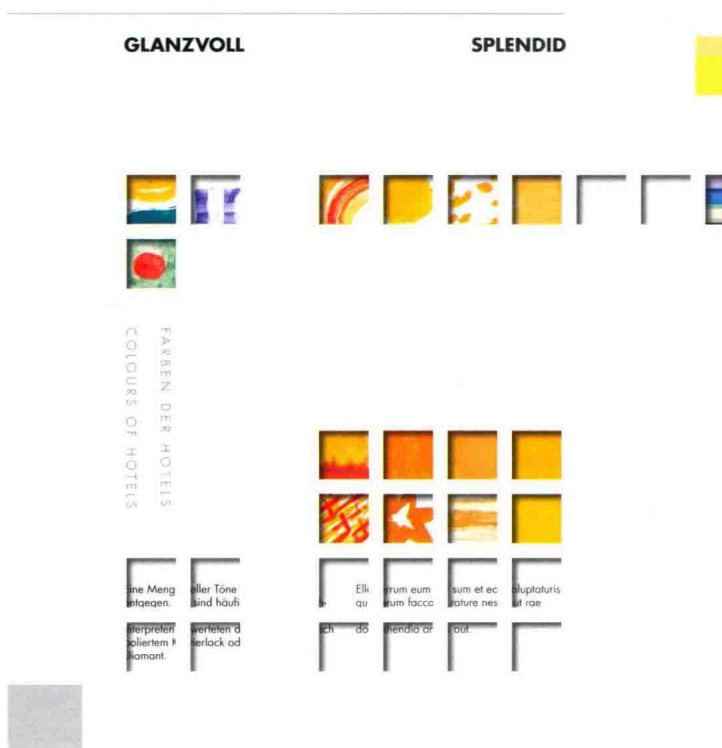
配色板以合理的逻辑安排出黑色系区域和白色系区域。白色系区域能细致入微地对单种浅色调进行调制，从而能够更好地界定明亮的色彩；而黑色系区域能将中度色调至深色调变得更浓厚、更协调。这个区域不适合特别明亮的色彩，因为这种极强的明亮度与暗色调放在一起时，产生的对比会模糊掉这些色彩的细微差别。

此外，在配色板上也能跨主题配色。本书通过调查研究得出，颜色主题依然可以进行“研究”。这个过程常常带来更多的惊喜、创意和实用的成果。



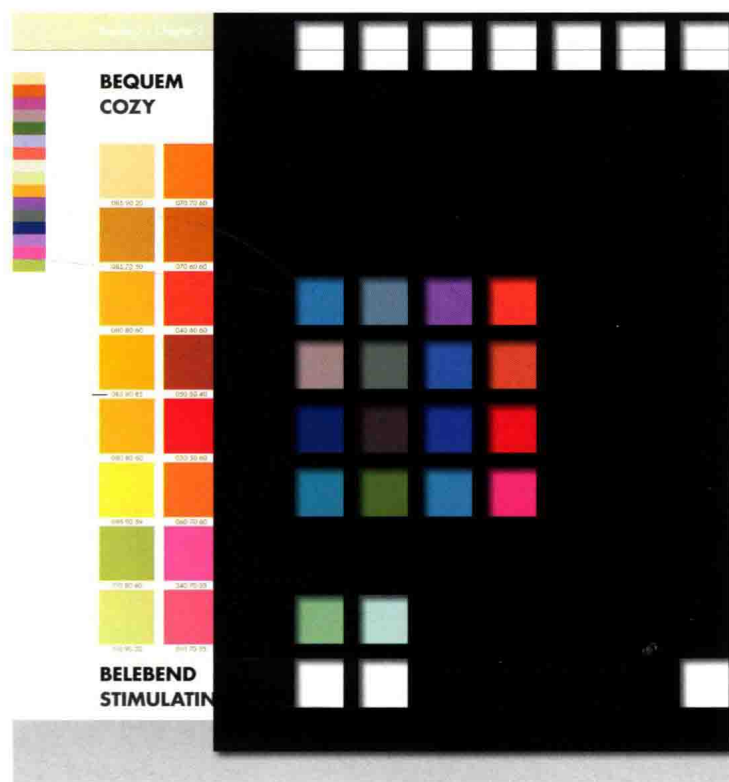


White template colour range at right angles
白色系区域分布在右上角区域



Template on the painted fields: search for harmony
配色板中涂色的区域用于寻求和谐

Black or white template in the same position: a completely different picture appears.
同一色块中的白色系或黑色系区域形成完全不同的画面。



HOTELS WITH LUXURY APPEAL: FROM THE LUXURIOUS TO THE EXPENSIVE

There is nothing better than being a member of a democratic civil society and living in a castle, if only sporadically. Plenty of stucco on the ceilings, rooms with ceilings four and a half metres high, a freestanding bathtub with lion-paw feet, brocade in front of the three-metre high windows, tassels and cord edges on cushions and upholstery, as well as baroque, rococo or Empire armchairs that offer ample room for two people. Bordeaux-red fabric covers the walls. On the sideboard stands a huge vase with fresh gladiolas.

At the table d'hôte, the guests come together in the evening in sober suits and elegant dresses; trouser suits are frowned upon, as are casual athlete's uniforms with logos on their collars. Even if the great meal includes 14 to 20 people of various age groups and different nationalities, the evening will, thanks to skilful moderation by the host or hostess, be judged a success due to entertaining conversations and charming chats.

Of course the menu, the wines, the table decoration, the ambience and the gentle lighting, supported by lighted candles, should also contribute to making the evening unforgettable.

Small private hotels in France, England and Italy still cultivate this form of hospitality. Why do they have to remain an insider's tip? Imitation is definitely in order. Quality of living is always a question of extraordinary ambience, of exceptional

guests and a dedicated hostess, but also of beautiful colours and colourful anecdotes.

Such small and intimate hotels also reveal themselves to be guarantors of informal understanding among nations because the guests are invited to participate in multi-national dinners. It is amusing when 16 people sit at a table with an joint verbal treasure of two to three dozen living languages, and have great conversations. There is always an interpreter translating from one language into another while the next one conveys another idiom. Impatience would not be appropriate, and neither would be the certainty that one can exclude the possibility of a misunderstanding.

奢华魅力酒店： 从豪情奢华到贵气逼人

作为民主社会中的一员，如果能偶尔入住城堡，那就最好不过了。想象一下，住在高达4.5米的房间里，天花板上有着厚厚的灰泥，房间内设有狮爪状腿的独立浴缸，3米高的窗户前挂着锦缎窗帘，还有精致的流苏、坐垫和抱枕，以及巴洛克式、洛可可式或是帝国时代风格的豪华双人扶手椅，餐具柜上摆放着插有新鲜剑兰的大花瓶，甚至墙壁也为枣红色织物包裹。

夜幕降临时，身着笔挺西装和高雅礼服的男女宾客来到宴厅，身着长裤套装的女宾则会引起人们的不满，因为那些衣领处贴着标签的长裤套装被认为是休闲运动服装。宴会上，如果主持人能娴熟地调动气氛，妙语连珠，即使这次宴会只有14到20位宾客，即使宾客的年龄和国籍各不相同，这也会被认为是一次成功的宴会。

当然，这个夜晚之所以如此难忘，也需归功于菜肴、美酒、餐桌装饰和宴会氛围，以及柔和的灯光、曼妙的烛光。

至今，英、法、意的私人小酒店仍很注重这种待客形式。那么，为何这种形式只对内公开？自然是为了杜绝模仿。酒店品质往往与独特氛围、特殊顾客以及专属服务员等有关，当然也不能忽略出色的色彩搭配和精彩的趣闻轶事。

在这些亲密度高的小酒店里，客人常常会被邀请到跨国宴会中，因此它们还能以这种非正式的方式促进国家之间的相互理解，当持两种到三种不同语言的16位宾客齐聚一堂、愉快交谈时，总得有人把一种语言转换成另一种语言，并且阐释习语，这是非常有趣的场景。这也要求人们非常耐心，以避免引起误会。

014	luxurious - prestigious - high-end - exclusive	豪情奢华 - 尊贵华美 - 高端大气 - 私享定制
030	fascinating - elegant - high-class - generous	引人入胜 - 优雅内敛 - 高档品质 - 大方怡然
044	princely - sophisticated - noble - splendid	皇室隽永 - 精致得体 - 隐性贵族 - 金碧辉煌
058	bourgeois - stylish - upscale - conservative	中庸务实 - 时尚现代 - 卓越上层 - 保守克制
072	premium - world-class - garish - dandified	超凡优选 - 世界一流 - 炫丽夺目 - 狂欢浮华
088	enriching - top-notch - discerning - expensive	丰富多彩 - 首屈一指 - 谨慎挑剔 - 贵气逼人