

内元素文化传播 编著

概念设计 CONCEPTUAL DESIGN

HYID泓叶酒店设计作品集

辽宁科学技术出版社

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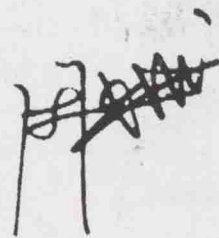
“将设计当学校做，项目当作品做”，这早已是在叶铮先生带领下的“泓叶”设计团队的一贯追求与信念。当翻开叶铮先生的新作《概念设计》一书时，再次感受到这种追求的力量，这无疑上述信念的有力诠释。

通过《概念设计》一书，反映出叶铮设计的理性思维，更反映出本土室内设计师，在历经发展与成熟的过程中，已开始形成自身的设计思维与学术框架，这是一场由实践至理论的飞跃。本书收录了“泓叶”近年来设计的50个酒店作品，这些案例所体现出的设计概念与方法，清晰精粹，富有原创精神。这在当下，是一本不可多得的研究型作品集，具有相当的学术价值。对于快速发展的中国室内设计师而言，阅读这样一本书，相信将会是一次有益的思考过程。叶铮，是我国著名的室内设计师，他长期致力于设计实践与理论的探索。由衷希望本书的出版能对中国室内设计研究有所推动和启迪。

"Engaging in design as school-running and project as a works", this has been an eternal pursuit and belief of "Hongye" design team headed by Mr. Ye Zheng for a long time.

The belief can be best interpreted by the strength the moment you are exposed to when you open the new book Conceptual Design written by Mr. Ye Zheng. The book shows not only rational thinking in Ye Zheng's designs but also the formation of his unique design ideas and academic framework during the development and maturation. This is a leap from practice to theory. The recent 50 hotel cases originally designed by "Hongye" are collected in the book. The concepts and methods clearly embodied by these cases are of great value to Chinese interior designers who may be at a loss in the roaring wave. A beneficial book that brings you to the world of thinking is really worth reading!

As a famous Chinese interior designer, Ye Zheng has been committing himself to the exploration of design practice and theory. We sincerely hope the publishing of this book will promote and inspire research on Chinese interior design.



中国建筑学会室内设计分会原常务副会长兼秘书长周家斌

6次获得全国室内设计大奖赛一等奖、中国最佳酒店设计师奖、中国室内设计杰出成就奖、中国十大优秀室内设计师奖等，并首批入选hall of fame名人堂，至今已获国内外设计奖项及荣誉达37项。长期致力于室内设计理论研究，设计作品及论文多次在国内外专业书刊发表。著有《室内设计纲要》、《常用室内设计家具图集》、《叶铮暨泓叶室内作品集》、《室内建筑工程制图》、《建筑画艺术》等多部专著。

HYID

泓叶首席

He has been awarded with six first-class prizes in the national interior design competitions, China best hotel designer, China Interior Design Outstanding Achievements, China Ten Excellent Interior Designers etc. He is one of the first listed in Hall of Fame and has won 37 Chinese and international design prizes and honors. He has been long dedicated to the study on interior design theory and many of his design works and thesis have been published in Chinese and international specialty books and periodicals. His publications include "Compendium of Interior Design", "Atlas of Common Interior Design Furniture", "Interior Design Collection of Yezhen & Hongye", "Interior Architectural Engineering Drawings" and "Architectural Drawing Artwork" etc.



叶铮 YE ZHENG

中国著名室内建筑师

Chinese Famous Interior Architect

泓叶设计公司创始人

Founder of Hongye Design Company

中国建筑学会室内设计分会理事

Branch Director of Architectural Society of China

中国饭店协会设计委员会常务理事

Standing Director of Design Committee, China Hotel Association

上海应用技术学院环艺系主任

Dean of Environment Art Department, Shanghai Institute of Applied Technology

首批中国高级室内设计师

One of the First Chinese Senior Interior Designers



上海泓叶室内设计咨询有限公司(原名:上海泓叶室内装饰有限公司),成立于1999年,是当代中国著名室内设计专业公司。公司主要从事酒店、会所、办公等公共空间设计,至今已完成各类室内设计项目200余项,其中各类型酒店120余项。学术性与研究型是公司一贯方向,并长期注重设计理论及方法之探究。为此,公司力求每个设计项目都成为一部经典之作。公司设计作品37次荣获国内、国际性专业设计最高奖项,并不断被国内外权威媒体发表。同时成为中国室内设计国家标准编制单位,在业内具有相当影响力与知名度,被誉为中国第一代明星设计事务所。

2009年,公司被评为“中国室内20年·20大著名室内设计团队”。

“美国INTERIOR DESIGN China中国百强室内设计优秀企业”前五名(酒店宾馆类)。

公司宗旨:“项目当作品做,设计当学问做”“不求最大,但求最优”。

HYID

泓叶掠影

Shanghai Hongye Interior Design Co., Ltd. (former name: Shanghai Hongye Interior Decoration Co., Ltd.), established in 1999, is the contemporary famous interior design company in China. It is mainly engaged in the design of the public spaces in the hotels, clubs and offices and has accomplished over 200 interior design projects in various types including over 120 various types of hotels. The technicality and research have been the consistent orientation of the company and the company has been attaching importance to the research on the design theories and methods. Therefore, it tries utmost to make every design project a classic work. 37 design works of the company have been awarded with the top Chinese and internationally specialty design prizes. Its design works also have been published by Chinese and internationally authoritative media. It also becomes one of the companies to prepare the national standards for interior design in China and has a considerable force and popularity in this industry. It is honored as the first generation of star design offices in China.

In 2009, the company was appraised as "China Interior 20 Years · 20 Top Well-know Interior Design Teams" .

The top five (in the category of hotels) of China top 100 excellent interior design enterprises in American INTERIOR DESIGN China" .

Company Object: "do the project as a work, do the design as a study" "not for the biggest, but for the classic" .

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BOUTIQUE RESTAURANT

精品轩

THE MAIN CONCEPTS

主体概念

| | | |
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| 主题概念 | 综合要素 | 文字简述 |
|------|------|------|

Overall comprehensive language - fashion modernism style

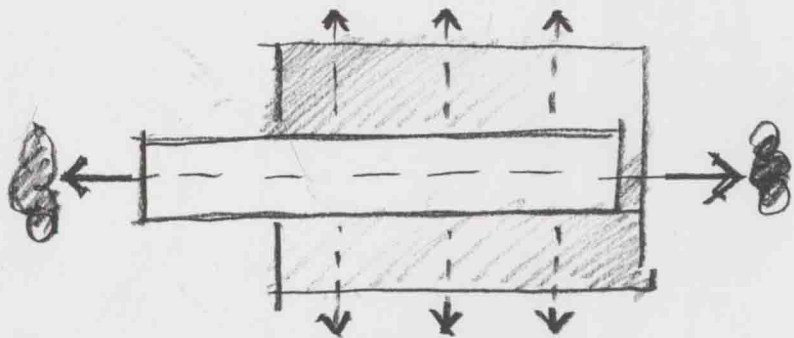
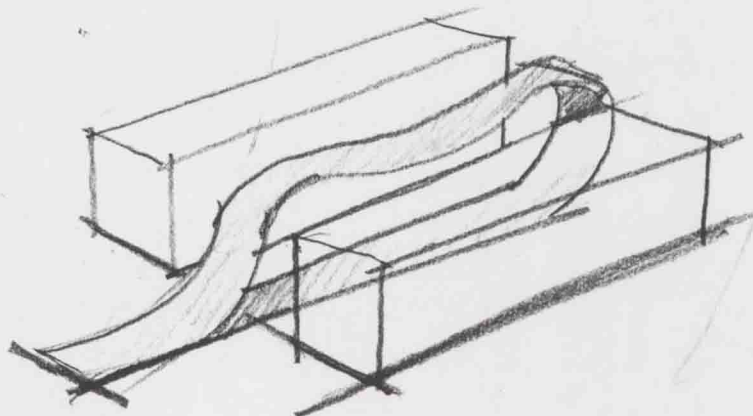
- The curved thin panels are placed in the square box-shaped space to connect both ends of the space
- Interface Model of "Flakes"
- The contrast of the material diversities

整体综合语言: 时尚现代主义风格

- 在方直的盒型空间中央置入曲片薄板连接空间两端
- “片”的界面造型
- 材质的多样化对比

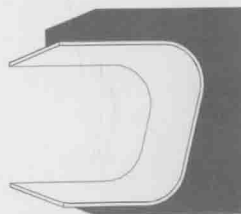
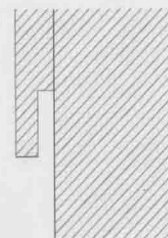
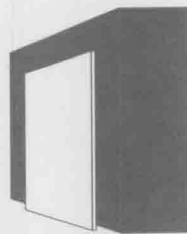
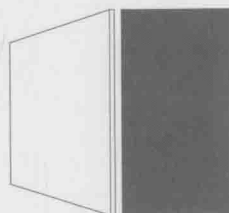
二次空间概念

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| 空间型态 | 二次空间概念 | 轴测图/平面图 |
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界面造型

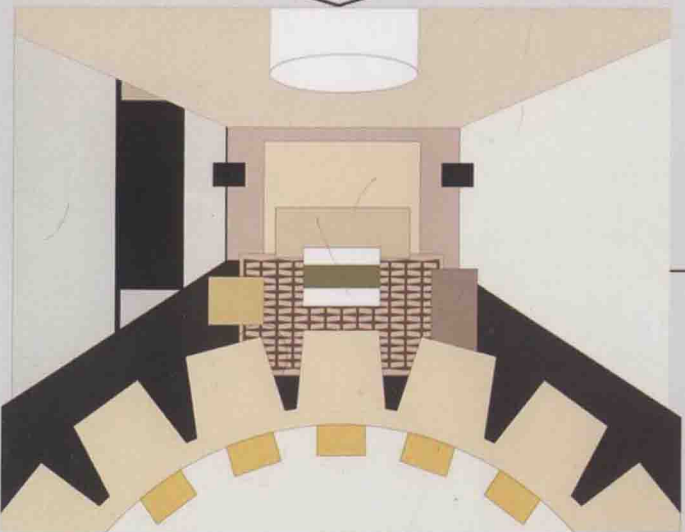
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| 空间造型 | 界面造型 | 视觉图示 |
|------|------|------|

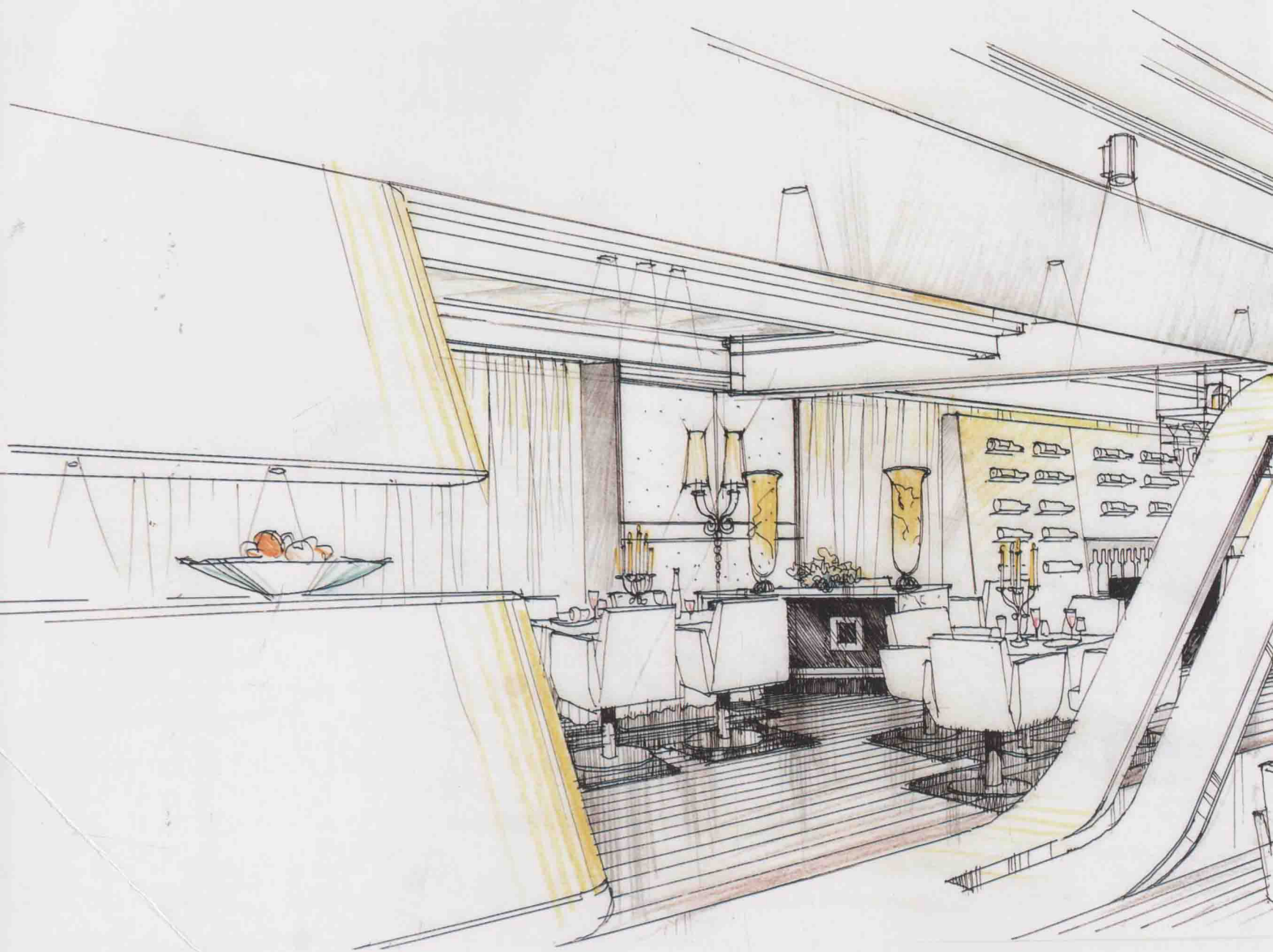


| | | |
|------|------|-------------|
| 空间色彩 | 色彩概念 | 色块配比 / 散点透视 |
| 空间材料 | 材料对应 | 材料概念 / 材料样板 |



主体概念





个 | 手绘表现图