



Asia-Pacific Top Property Sales Office Collection

亚太顶级售楼处大赏 II

深圳视界文化传播有限公司 编

江苏人民出版社

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PREFACE

前言

As space for real estate projects to show the image of project and realize the sales process, sales center plays a very important role in the operation of real estate projects. Sales center is the first language for real estate company to communicate with customers. Through sales center, customers can know the real estate company's target customer of the projects, the property of products as well as the company's attention to details of projects. From another point of view, we can say what kind of sales center means what kind of project, and what kind of customer basically means what kind of development quality.

In recent years, the domestic real estate projects are growing vigorously and the urban construction has been experienced the unprecedented changes. Our team has luckily gotten involved in the design of some real estate sales centers, and we conclude some experience to share with readers.

Firstly, the sales center fundamentally is to complete the sales function of the real estate project, so it is very important for the division of functional areas and the organization of the client streamline. We usually simulate the sales streamline "what the clients see first, know, experience and then what they see again" to organize this streamline. Of course, according to the positioning of the project and the clients, the division of functions and the organization of the streamline are different. Generally there are several spatial forms: the first kind is the club-type sales center, that is to say, the sales center and the supporting club of the community are blended into one, or the sales center itself is created as space with the sense of high-grade club, thus enhancing the quality of the project, and this one is usually suitable for the real estate positioned at the high-end one; the second one is the large space type with large scale and strong sense of form, which is generally suitable for the real estate developed in a large scale; the third one is the compact type with compact spatial functions and clear streamline, easily gathering people on the spot, which is generally suitable for the short-term fast-selling real estate with smaller scale or the installment sales center of the large scale real estate. Each sales center in the streamline organization generally is: reception area – project display area – discussion area – project garden and show flat display area – returning to the discussion area of sales center – area of signing contracts. However, in terms of specific projects, there will be differences or trade-offs according to the different characteristics of projects. For example, in the sales center which is one of our projects in Wuxi, the entire display area aims to present an effect of a commercial street, expecting the sales center to "hide" in the commercial street. Thus in the spatial treatment, the entrance reception hall is treated with a feel of street "book bar", where there is a large bookcase to the ceiling, artworks, casual arrangement of furniture and absolutely no "sales" atmosphere. Only when people go around the book bar could they find the sales props such as the sand table and house models of projects; passing through a long corridor people can arrive at "cafe" we built, namely, the deep discussion area.

Also, there is an independent entrance in the "cafe", which is the same with a real café from the commercial street outside. Through such a series of treatments to "lighten" the sales atmosphere, space is full of changes and fun, greatly promoting the sales instead.

In terms of the treatment of sales center style, we set the style language based on the information that different real estates need to convey to the customers, and we usually have to "take away" some design companies' inherent style language, but more set the styles from the perspective of the needs of the project. Of course, no matter what kind of specific elements a sophisticated design team uses to express space, it still has some unique soul and temperament.

In short, the sales center as an important part for the show of real estate sales should convey some unique information of the project and constantly create excitements for customers visually and psychologically, thus forming a powerful space atmosphere and making customers interpret and taste the development concept of the real estate through sales center.

销售中心作为地产项目展示形象和实现销售过程的空间,对地产的项目运营有着非常重要的作用。销售中心是地产公司与客户沟通的第一平台,地产公司对项目的目标客户定位,产品特质和对项目的细节关注度,客户通过销售中心都可窥见一斑。从另外一个角度也可以这么说,有什么样的销售中心,就意味着有什么样的项目;有什么样的客户群,就有什么样的开发品质。

近年来国内地产项目如火如荼,城市建设经历着前所未有的巨变。我们团队有幸参与了一些地产项目销售中心的设计,也总结了一点经验,与大家分享一下。

首先,销售中心从根本上讲应具备完成地产项目的销售功能,所以功能区间的划分和客户流线的组织非常重要。我们一般都会模拟销售流线“先让客户看到什么,了解什么,体验什么,再看到什么”来组织这种流线。当然,功能的划分和流线的组织根据项目和客户的定位会有所不同。一般有几中空间形式:第一种是会所型销售中心,即销售中心与社区的配套会所融为一体,或是将销售中心本身打造成具有高级会所感的空间,进而提升项目的品质,一般适用于定位较为高端的楼盘;第二种是大空间型,这种空间尺度大,形式感强,一般适用于开发规模较大的楼盘;第三种是紧凑型,这种空间功能紧凑,流线明晰,现场易于聚集人气,一般适用于规模较小的短期快销型楼盘或大规模楼盘的分期销售中心。每个销售中心在流线组织上一般是:接待区--项目展示区--洽谈区--项目园林及样板展示区--返回销售中心洽谈区--签约区。但在具体项目上,根据项目特质的不同又可能会有所不同或有所取舍。比如我们在无锡做的一个项目的销售中心,整个展示区要呈现一条商业街的效果,销售中心希望“隐”在商业街当中,所以在空间处理上,入口接待厅便处理成了街边“书吧”的感觉,到顶的大幅书柜和艺术品、随性的家具布置,完全没有任何的“销售”氛围,转过书吧区才呈现项目的沙盘和户模等销售道具,而通过一条走廊又可以到达我们营造的“咖啡馆”,即深度洽谈区,并且“咖啡馆”也有独立入口,从商业街外部看,与真正的咖啡馆无异。通过这样一系列“淡化”销售氛围的手段处理,使得空间充满了变化和趣味,反而极大地促进了销售。

在销售中心的风格处理上,会依据不同楼盘需要给客户传达的信息来设定风格语言,我们通常要“泯灭”一些设计公司固有的风格语言,而更多地站在项目需求的角度来设定风格。当然,一个成熟的设计团队,不管用什么样的具体元素去表现空间,始终还是带有一些独特的灵魂和气质的。

总之,销售中心作为地产销售展示的重要一环,就是要传达一些项目独有的信息,给客户在视觉和心理上不停地制造兴奋点,进而形成一种强大的空间气场,让客户通过销售中心来解读和品味楼盘的开发理念。

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设计公司: 玄武设计

设计师: 黄书恒、蔡明宪、陈新强

地点: 中国台湾

面积: 1 153 m²

材料: 镭射切割钢板、构造用纸管等

摄影: 王基守

Farglory Jinhua Garden Reception Center

远雄金华苑接待中心



Farglory construction will launch a series of cases with "continental European aristocratic style" in groups in Neihu District. At the same time, Farglory expects that the reception center can change people's impression of buildings for short-term house sales, and its interior decoration style can be compatible with various series of continental European artistic styles that are launched following that, which makes the reception center more into "special building" or "unique club" for long-term use. Just because of this, the case "Farglory Jinhua Garden", which is located in the fifth phase of redevelopment zones of Neihu, Taipei, becomes the latest masterpiece of Farglory construction launched with the concept of "aesthetic residence". When building the reception center of "Jinhua Garden", Sherwood Design should follow the design standard of the owners, use standard color system and standard components to show the image of "quality residence", and apply these norms to show consistency and uniqueness at the same time, thus creating a reception center that is consistent with the continental European aristocratic style but also shows the Russian style.





远雄建设在内湖将以“欧陆贵族风”分批推出一系列建案，同时期望接待中心能一改短期售屋建筑的印象，其内装风格能兼容之后推出的各系列欧陆艺术风格，一跃成为可长期运用的“特色建筑”或“独特会馆”。正因为如此，位于台北市内湖五期重划区的“远雄金华苑”建案，成为远雄建设以“美学住宅”概念推出的最新代表作。玄武设计在构建“金华苑”接待中心时，必须遵循业主的设计规范，以标准色系、标准化元件来呈现“精品住宅”的形象，并且运用这些规范，同时展现一致性与独特性，打造出既能与欧陆贵族风吻合，又能展现俄罗斯风情的接待中心。







