

餐饮哲学

Restaurant Design Philosophy

屋里门外 (IN·X) 设计作品集

主编 吴其华 (吴为)
策划 徐宾宾

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目录

Contents

008 / 公司介绍
Company Introduction

010 / 屋里门外 (IN·X) 设计实例分析
Case Analysis of IN·X

012 肴肴领鲜饮食会所
Yaoyaolingxian Diet Club

056 四季民福烤鸭店
Sijiminfu Roast Duck Restaurant

100 / 屋里门外精选餐饮空间案例
Symbolic cases of restaurant space designed by IN·X

102 锦府盐帮酒楼
Merchant's Hall
Restaurant

114 广徐记炭烧生蚝餐厅
Guang Xu Kee BBQ
Oysters Restaurant

126 新辣道鱼火锅
New Spicy Way Fish
Hotpot

138 纳兰家宴
Nalan Family
Feast

150 百里香时尚餐厅
Thyme ONE Fashion
Restaurant

162 海南大厦餐厅
Hainan Tower
Restaurant

178 四季长安海参馆（翠微店）
Four Seasons Chang'an
Sea Cucumber
Restaurant (Cuiwei Branch)

192 四季长安海参馆（广洼店）
Four Seasons Chang'an
Sea Cucumber
Restaurant (Changwa Branch)

208 提香溢茶楼
Tixiangyi Tea House

220 / 设计师感言
Words From Designer

224 / 媒体报道
Media Report

230 / 荣誉&奖项
Award Honour

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序言

吴为：以有心设计，以用心明义

文 | 《缤纷SPACE》杂志执行主编 饶江宏

多年前，与吴为相识是因为他做的室内设计项目，他带着我们去北京西边看他做的一个住宅设计。当时感觉他有点内向，话语少，基本上是有问才有答，不过如果问题戳到点儿上，他也能滔滔不绝。

但与其相熟却是因他的家具设计。从2009年开始，吴为涉足家具设计。我们当时正在力推中国的原创设计，做了大量的原创设计展，吴为的家具设计让我感到他内心强大的创造力。因此，也是我们力推的一位设计师。由他的家具设计，反过来又开始重新认识他的室内设计。这时，他基本上把室内设计的重心专注在餐饮空间上。

吴为曾经设计过一只兔子造型的摆件——耷拉一只耳朵，静静地蹲着的样子。当初展览时，他拿出这只兔子，我便很好奇，问他设计的由来。吴为把这只兔子自喻为他自己——吴为是属兔的，他一直认为自己就是一只羞涩的、性格内向的小兔子，所以耷拉着一只耳朵，但它又是敏感与机敏的，因为另一只耳朵一直是立着的，时时观察着周边的动静。如今，这只害羞的小兔子是尤伦斯设计品商店的畅销品，常常卖到断货。

设计其实就是设计师思想的物化过程，这位内心丰富，思维机敏，但又略显羞涩的设计师，在他的设计创作实践中处处体现着他独特的设计个性——沉静中蕴含丰富情感，朴实中拥有灵动气质。他似乎更关注如何在一个普通环境中创造出亲切、舒适、温暖的感觉，让朴素的环境拥有每个人都能感受到的丰富情感。这一点在他设计的“四季民福”烤鸭店中体现得非常完整。这家坐落在北京东四十条的烤鸭店，是一栋中式风格的两层楼建筑，层高略显局促。吴为以简洁干净的手法将空间进行规整，通过中庭小天井的方式开阔了楼上楼下的视觉通透感，同时也在一座两层楼的建筑里营造出四合院的感觉；通过对回收老榆木、青石板等朴素但带有时代印记材料的处理，来形成颇具亲和力的空间氛围，诸如以材料的肌理感与空间的气质感相互衬托，视觉呈现让位于空间气场的营造。

吴为邀我为他们屋里门外（IN·X）设计公司的设计作品集写序，惶惶然接受了，却有些不才。索来书的电子版样稿，认真地看了两遍，不禁为吴为的有心与用心欢喜。

在这本书里，有一部分内容特别吸引我，也是在其他设计作品集中很少能看到的。吴为把自己对一些案例的思考过程和盘托出，从接手设计项目，到项目分析，与业主交流，现场勘测，整体设计，手绘稿，现场施工，最后到深化设计，吴为毫无保留地记述下来。对他来说，这是一个很好的梳理过程，对读者来说，则是一个很好的交流方式。

吴为说：如何在餐饮空间中塑造独特的空间气场，让客人在就餐时既能感受到环境给他们带来的舒适感和美好，又不会过多地干扰他们的就餐过程，是他在这些年一直研究的方向。书中对设计过程的描述，实际上体现了他的思考过程和思考方式，而设计策略则是其中最核心的价值。

吴为对设计策略的研究，一方面和他所专注的餐饮空间有关，作为面向大众消费者的餐饮空间，设计师的创作欲望和个性表达与业主对餐厅定位、预算控制、商业目标之间的关系如何处理，是吴为在设计策略中首要解决的问题。在曾经的一个项目设计中，吴为在拥有充分自由度的情况下，自认为做了一个非常有个性、有设计感的设计，但业主在两个月后全拆了。这对吴为的打击很大，从此开始思考设计与商业目标的平衡关系。到了做“锦府盐帮”餐厅时，以设计策略介入餐饮空间设计的尝试成功了，虽然吴为自称那次是“不成熟的业主遇到不成熟的设计师，设计就像一场游戏，但误打误撞成功了”。在这“误打误撞”中，吴为逐渐领悟到，在餐饮空间的设计项目中，通过设计策略的先期导入，能够准确地描述出餐厅未来的面貌，同时对后续的设计发挥也提供了可触及的边界。

另一方面，出于信任，业主大多希望吴为在设计之初就能介入到他们的商业投资决策当中，将商业策略与设计策略融合在一起，由此，设计师所要承担的责任就大得多。吴为在设计之初就和业主一起讨论，根据经营的菜品、经营目标等来协助他们制定商业策略。在“四季民福”的案例中，业主在投资“四季民福”之前，也曾经营过几个餐厅，但都属常规方式。吴为和他的团队通过对“四季民福”所要经营的北京特色传统饮食烤鸭为主的新派中餐的考查，以及投资预算，辅助客户确定了相应的商业策略，并由此商业策略推导出满足投资回报所需的餐位数、成本控制等，最终形成一个明确的设计策略，在这个设计策略的指导下完成设计的主题、环境氛围、材料等的处理。正是通过这种设计策略的实施，才得以呈现出“四季民福”现在这种现代与传统交融的设计风格，舒适、亲和的环境氛围。

透过这本设计集，可以管窥吴为多年在餐饮空间设计上的心得，里面没有洋洋洒洒的高论，也没有洋洋自得的成就，有的是认认真真的思考，踏踏实实的设计，实属难得。

程泓

Wu Wei: Intentional Design Minded Interpretation

Text | Rao jianghong Editor in Chief of <SPACE> magazine

I got to know Wu Wei many years ago because of his interior design project, when he took us to his residential design project in the west of Beijing. At that time, I thought he was a little introverted with little words, answering only when asked, but he would rattle if the question struck home. However, I got familiar with him because of his design of the furniture. Wu Wei got involved in furniture design in 2009, when we were striving to market Chinese original design, promoting a lot of the original design exhibition. I felt Mr. Wu's strong creativity through his furniture design. Therefore, he was a designer advocated by us. His experience in furniture design in turn helped him rediscover his interior design. Then, he focused on the interior design of the catering space.

Mr. Wu once designed an ornament in the shape of rabbit which drooped an ear and squatted quietly. When I saw it in the exhibition, I was very curious about the inspiration of the design. He compares himself to the rabbit since he is born in the year of rabbit. And he always think that he is a shy and introverted little rabbit, so the ornament droopes an ear, but it is also sensitive and astute because the other ear has been standing and always observing the surrounding movement. Now, this shy little rabbit is the best seller of Ullens store of design products, which is often in out of stock.

Design is actually the materialized process of the designer's thinking. Mr. Wu is a designer rich in heart and smart in thinking, yet slightly shy, and his designs always show his unique design personality, abundant feelings contained in the quietness and a smart temperament contained in the simplicity. He seems more concerned about how to create a friendly, comfortable, and warm feeling in a normal environment so that everyone can have a wealth of emotions in the simple environment, which makes a full display in his design of Four Seasons Blessing Roast Duck Restaurant. This restaurant, located in Beijing East 40 Lane, is a two-storey building in Chinese style with the slightly cramped height. Wu Wei puts the space in order by simple and clean approaches. For example, the atrium provides an open visual sense of permeability to the upstairs and downstairs and creates a feeling of Siheyuan (Courtyard House) in this two-storey building. Besides, the handling of the recycling old elms and quartzite that are simple yet with age imprints brings a spatial atmosphere with an affinity. A sense of texture of the materials and the temperament of the space are complementary to each other, and the visual presentation contributes to the spatial temperament.

Several days ago, Mr. Wu invited me to write a preface for his design collection made by Wulimenwai Design Firm. I accepted his request in a panic and had no idea of how to begin, so I asked for the electronic version of the book and seriously read twice. I cannot help being in joy for Wu's intention and effort.

In this book, a part of content particularly attracts me, because it is rare in the collections of other designers. Wu Wei unreservedly gives out his own thoughts for the cases from taking over the project to the project analysis, communications with the owners, site survey, the overall design, hand-

painted manuscripts, site construction, and the deepening design. For him, it is a good process of sorting out; for the readers, it is a good way to communicate.

Mr. Wu said: "he has been studying for several years about how to create a unique spatial temperament in a popular restaurant space so as to allow customers to get the comfort and beauty when dining yet not disturb them." The descriptions of the design process in the book, in fact, reflect his thinking process and methods, while the design strategy is the value core.

Wu Wei's research for the design strategy is related to the restaurant space he focuses on. As the catering space for the mass consumers, the primary problem is to get the balance between the designer's creative desires, personal expressions, and the owner's orientation for the restaurant, budget control, and business objectives. Wu Wei once designed a project with full freedom, he thought it was full of personalities and design sense, but the owner demolished it two months later. This is a big hit for him. Since then, he began to think about the balance between the design and business objectives, and the attempt to introduce design strategies into the catering space achieved a success in "Jingfuyanbang". Although Wu Wei claims this attempt that it is "immature owner encountering immature designer", it is indeed a successful experience for him. Since the design is just as a game, accidents sometimes happen. In this case, he gradually realized that the early introduction of design strategies could accurately describe the outlook of the restaurants in the catering projects and contribute to the subsequent design.

In addition, due to the owner's trust in him, most of owners hope Wu Wei to participate in their business investment decisions at the beginning of the design so as to integrate business strategy with design strategy together. By this way, the designer bears more responsibilities. Wu Wei often discusses with the owners in the early design according to the dishes and business objectives to assist them in working out business strategies. In the "Four Seasons Blessing", the owner has run several restaurants in a universal way before this case. However, Wu Wei's team formulates their clear design strategy on the basis of business strategy which takes into account Chinese traditional diet, especially Beijing specialty--roast duck, as well as the investment budget, and the business strategy helps to deduce the required seats, cost control, etc. Under the guidance of this design strategy, it is easy to determine the design theme, ambience, and materials. In conclusion, the implementation of this design strategy presents a design style with the blend of modern and tradition in "Four Seasons Blessing", as well as the comfortable and amiable atmosphere.

Through this design collections, we can get Wu Wei's design experience in the restaurant space during these years, which is not brilliant views, nor complacent about his achievements, but serious thinking and down-to-earth designs. What a rare book!

目录

Contents

008 / 公司介绍
Company Introduction

010 / 屋里门外 (IN·X) 设计实例分析
Case Analysis of IN·X

012 肴肴领鲜饮食会所
Yaoyaolingxian Diet Club

056 四季民福烤鸭店
Sijiminfu Roast Duck Restaurant

100 / 屋里门外精选餐饮空间案例
Symbolic cases of restaurant space designed by IN·X

102 锦府盐帮酒楼
Merchant's Hall
Restaurant

114 广徐记炭烧生蚝餐厅
Guang Xu Kee BBQ
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126 新辣道鱼火锅
New Spicy Way Fish
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138 纳兰家宴
Nalan Family
Feast

150 百里香时尚餐厅
Thyme ONE Fashion
Restaurant

162 海南大厦餐厅
Hainan Tower
Restaurant

178 四季长安海参馆（翠微店）
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Sea Cucumber
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192 四季长安海参馆（广洼店）
Four Seasons Chang'an
Sea Cucumber
Restaurant (Changwa Branch)

208 提香溢茶楼
Tixiangyi Tea House

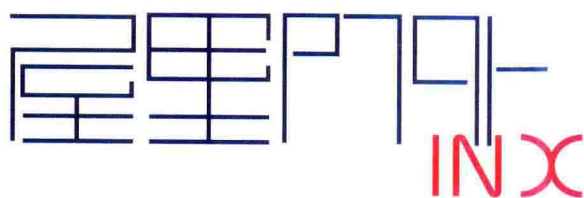
220 / 设计师感言
Words From Designer

224 / 媒体报道
Media Report

230 / 荣誉&奖项
Award Honour

公司 介绍

Company Introduction



屋里门外 (IN·X) 的设计团队，由来自不同院校的专业人才所构成，丰富的行业经验以及多元化的专业背景，让我们的团队能够为客户提供优质而高效的设计服务。在设计总监吴其华（吴为）的带领下，屋里门外 (IN·X) 的设计团队完成了大量餐饮空间的成功案例。

在屋里门外 (IN·X) 的设计概念中，设计是没有“最好”的，而是只有最适合的。在经过细致而全面的考量之后，为客户量身打造出最匹配的设计方案，才是一个成熟的商业设计团队所应带给客户的。

屋里门外 (IN·X) 一直在研究设计与商业之间的关系，在寻找两者之间的平衡点。我们不仅以对商业空间的专业设计经验，为客户打造出独具特色的空间设计，并且协助品牌梳理出清晰的商业策略，以及制定出能够产生市场差异性的商业模式。通过对室内空间的准确定位，增加甲方的信心，更加确立个性化的商业模式。

一个商业空间是否成功，最应该得到最终使用者的肯定，而不是只看业主和设计师的个人喜好。商业空间更多的是需要满足其商业需求，将使用者、业主以及设计师三方的需求整合在一起，从多层面交叠而最终呈现出个性鲜明、环境舒适，能够带来独特体验感的消费环境。

屋里门外 (IN·X) 的健硕成长，离不开我们所有客户的信赖与支持，良好的合作基石创造了设计的一次次飞跃，让我们与客户共同成长。在此屋里门外 (IN·X) 感谢曾经服务过的众多餐饮品牌，并期待与更多品牌的合作。

IN•X team is made of experts and talents from different colleges. They have rich experience and multicultural expertise background, which can provide qualified and high efficient service to our clients. Led by design director Mr. Wu Qihua (Wu Wei), IN•X team has finished a lot of successful cases of restaurants.

According to the design conception of IN•X, there is no "best" design but the most suitable one. After detailed and full consideration, the design which can match the clients perfectly is what a mature business design group should bring to customers.

IN•X always studies the relationship between design and business and looks for the balance between these two sides. We don't only create unique space design for clients by our expertise of designing business space, but also make the business mold which can produce market differences. The accurate positioning of indoor space can enhance the trust of clients and set up characterized business mold.

The success of a business space should be confirmed by the end users but not the owner and designer. Business space mostly needs to meet the requirement of business, combining the requirements of user, owner and designer, presenting a characterized, comfortable surrounding which can bring unique experiences by overlapping more layers.

The vigor growth of IN•X cannot do without our all customers' trust and support. Good cooperation base makes a lot of successful jumps. In fact, we grow up with customers. Hereby, IN•X expresses thanks to all served restaurant brands and looks forward to working with more brands.

屋里门外（IN·X）设计实例分析

在屋里门外（IN·X）众多的餐饮空间设计项目中，我们挑选了肴肴领鲜饮食会所和四季民福烤鸭店这两个案例与大家一起分享其中的设计过程与经验。

在对餐饮空间经营方向的不同定位上，两个案例的设计主题各具特色，所经历的设计过程以及收获的设计经验也非常丰富。

肴肴领鲜的宴请主题，以健康饮食为主调，为这处餐饮空间的经营方向带来了准确的商业定位，而我们从设计上也处处围绕这一主题而行。通过装饰用材的本土化选择，减少了在生产、运输等过程中对环境造成的过渡浪费；大量使用的绿色元素，从每一处细节呼应着健康饮食的概念。

四季民福烤鸭店的设计思路，是一次新的尝试，运用木质材料散发出的独特质感，呼应整个空间轻松且具有极强亲和力的主题设定，将以烤鸭为主的传统京味菜，以一种更加轻松的基调呈现而出。使用从旧建筑上收集的木料，翻新制作成新的室内装饰材料；在中庭种植绿叶繁茂的大树，并打开天井引入自然光线；鸟笼及鸽子标本的装饰，更是将传统北京生活的印记融入到室内陈设之中。

Case Analysis of IN·X

Among all cases of IN·X catering design, we choose Yaoyaolingxian Diet Club and Sijiminfu Roast Duck Restaurant to share the process and experience.

The themes of these two cases are characteristic at the positioning of catering space management. And the process and obtained experience are very rich and meaningful.

The theme of Yaoyaolingxian Diet Club is healthy food, which brings an accurate business position of this restaurant from the aspect of business management. And we also develop the design around the theme. The extra waste during producing and shipping is avoided through the localized decoration materials. A lot of green elements are adopted to echo the conception of healthy food.

The design method of Sijiminfu Roast Duck Restaurant is a new try by using wooden material to reflect unique quality to match the soft and extremely warm hearted theme of the whole space. The traditional Peking cuisine led by roast duck is presented in a more relaxing tone. Wooden material is collected from old architecture, and is renewed as indoor decoration material. Leafy green trees are planted in the middle court, and skylight is brought in by court yard. Bird cage and pigeon specimen mix the mark of Beijing life into indoor display.



012 青青领鲜饮食会所
Yaoyaolingxian Diet Club



056 四季民福烤鸭店
Sijiminfu Roast Duck Restaurant

肴肴领鲜饮食会所

Yaoyaolingxian Diet Club

设计师：吴其华（吴为）

项目地点：山东东营

建筑面积：2200平方米

主要材料：条石灰麻、青石板、仿真草皮、
木条、金属方通

Designer: Wu Qihua (Wu Wei)

Project Location: Dongying Shandong

Building Area: 2200 m²

Main Material: gray stone, quartzite, simulation turf,
wooden strip, metal square tube



项目简介

本案是以“健康饮食及宴请文化”为主题的餐饮空间，以现代中式风格作为设计主调，大量具有中国古典韵味的装饰元素与材料，运用在整个空间中，并加入时尚的现代元素，既体现了中式风格的韵味和文化，也令这一风格更加符合现代人的审美。将低碳环保与健康饮食概念结合在一起，是本案的设计重点。空间中大量运用的黄麻及青石板等天然石材，均是取自山东当地出产的优质材料，就地取材的方式更能够直接体现出低碳环保的设计理念。大量陈列的花草植物，大面积仿真草皮装饰于墙面，以及开放式就餐区顶部的松果吊顶，这些随处可见的自然元素，也表现了肴肴领鲜饮食会所的主题概念，将自然原汁原味地呈现在食客面前。

Project Introduction

This case is about restaurant themed with healthy diet and feast culture in modern Chinese style. A lot of Chinese classical decorative elements and materials are used in the whole space, in which fashionable factors are also added to reflect Chinese styled decorative elegance and culture, making this style meet the aesthetic requirement of current society. The combination of low carbon environment protection and healthy diet conception is a key point of this case. Large quantity of natural materials like yellow granite and quartzite come from local places of Shangdong province and with good quality. Obtaining local materials can follow up with low carbon environment protection better. Natural elements like displayed flowers and plants, large area of simulation turf decorated in the wall, and pine coned ceiling in open dining area can be seen everywhere, not only reflecting the theme of Yaoyaolingxian Diet Club, but also presenting the original nature to the customers.