

CREATIVE DINING SPACE

创意 餐饮空间 设计

(美) 艾利克斯·休斯 编
凤凰空间 译

江苏科学技术出版社

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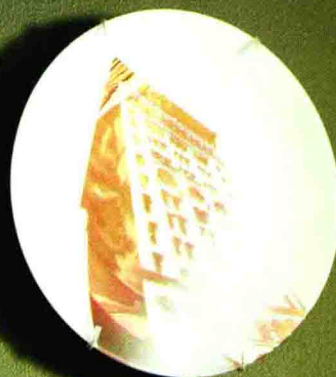
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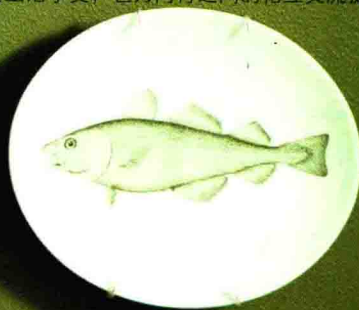
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Good restaurant design will be very helpful to the development of restaurant industry and the cultural exchange all over the world. Restaurant industry is a combination of different local features at the different requests of market in the international cities, and it makes the restaurant industry full of diverse colors and of form. Food all over the world adds a lot of color to the local culture. Learning and communicating with each other is an important prerequisite to the development of restaurant industry; meanwhile, it can drive the acculturation. Therefore, the design of restaurant should create comfortable situation by using presenting skills. This publication is a kaleidoscope of 70 projects, all designed by the most excellent foreign designers. It displays the materials and methods of restaurant design comprehensively. The collection of classical projects will certainly not only bring the readers luxurious amenities of life, but also create a good platform for interactive communication between counterparts.

成功的餐厅空间设计对餐饮业的发展和世界各地的文化交流有莫大的帮助。在当今国际化的城市里，因不同的市场需求，餐饮业融汇了各地不同的特色，使饮食文化多姿多彩。世界各地的美食为地方本身的文化增添了不少色彩，相互学习和交流也是餐饮业发展的重要条件，且能带动整体文化的交融。因此，餐厅空间设计应该运用表现技巧来创造情境和营造氛围。

本书精选了近70个餐厅设计作品，均由优秀的设计师完成，全面展示了餐厅空间设计的方法和材料。经典案例的集结出版定能为读者带来奢华的生活享受，也为同行之间的相互交流提供了良好的平台。



PREFACE

RESTAURANT DESIGN

Restaurant design is a unique craft.

In the field of architecture, restaurant design regularly sits at the very adventurous end of the scale and delivers some of the most flamboyant, unreserved and striking examples of modern design. Restaurant design has developed into an expressive pursuit offering the opportunity to surprise, delight and enthrall.

At its core, the very first principal of all restaurant design must be to enhance the commercial advantage of a venue. A restaurant must survive and thrive as a commercial entity and the elements for success are many, diverse, changeable and nearly impossible to define.

The starting point will be the obvious available space and the opportunities and the constraints of planning, space, services, time, and budget, etc. All are individual criteria for particular circumstances and will be addressed according to practical needs. Moving beyond such design basics as planning, services, space allocation, we shift into the world of the ephemeral – the mood, the atmosphere and the visual message. The successful design of a new venue will complement and showcase the owner's vision and produce, the physical realisation of the owner's dream.

A restaurant is a commercial space in a uniquely capricious marketplace. An owner invests complete reliance on the architect or designer's ability to provide that great space for the presentation and visual branding of his business. The risks are profound. An owner with a clear direction and vision for their new venue entrusts the designer to meet those expectations. The designer's task will be to exceed those expectations to a level never imagined. The design of a restaurant sets the tone of a customer's expectations. A successful design will serve to attract and entice the customer to enter, spend time, enjoy an experience, relate that experience to others and to return again.

Appropriateness needs to be the greatest design imperative. An appropriate design is vital for the commercial success of a new hospitality business. Appropriateness can be many different things and completely contrary to first expectations. An interior that matches an existing building or indeed the stark opposite, an interior in complete contrast to its setting. Being polite, being noticed, being audacious, being restrained, being well mannered – all can be appropriate according to the context, the project specifics or the required task.

My own process is to understand the owner's vision and try to visualise how this can be adapted to the available building envelope. Work with the qualities or attributes of a space. Every place will have distinguishing features which can be reflected, enhanced or turned back on themselves to give the first definition, the primary characterisation of a place.

I have been fortunate to work on a wide variety of hospitality projects; from establishing a new restaurant in a 1930's Art Deco dance hall all the way through to converting a former vast crocodile farm into a new 1,200 seat pub/brewery. The most telling and vital lesson learnt has been to be versatile and adapt according to the situation. But always be appropriate to the project requirements at hand.

My personal agenda for restaurant design:

Understand the owner's vision.

Develop a clear concept to present this vision in the design.

Keep everything extremely simple and maintain a stringent clarity of message.

Establish a distinct feature, a design element or a foundation which is likely to become the visual cue for the venue, an enduring image; this can be a component of an existing building or something totally new.

Be consistent with this vision, be bold, be careful.

Continually walk yourself through the design, see the message at the entry, the intrigue beyond, the reasons for staying and the reasons for venturing further.

Provide interest, fascination, charm, outlook and remain mindful of personal comfort.

Know when to stop.

Above all else, aim to produce something enduring. A restaurant with great visual appeal but not so fashionable as to be imminently unfashionable, this is the most difficult and evasive quality of all.

Acknowledge and understand current trends but avoid being captive to them. Look beyond the style of the moment and strive to create something unique and timeless.

Good design can be polite and understated or gregarious and dramatic. But good design will always be consistent with the place it represents and provide an owner with the best possible setting to showcase their talents.

Restaurant design is the imperfect pursuit of the undefinable. It can be intriguing, baffling and demanding. It can also be immensely exhilarating and very gratifying. But the very best of restaurant design illustrates the very best of expressive contemporary architecture.

Paul Burnham Architect

餐厅设计

餐厅设计是一门独特的艺术。

在建筑领域，餐厅设计通常都是很冒险的。曾经也出现过一些浮华、豪放以及引人注目的作品。如今，餐厅设计已经发展成为一件追求惊喜、愉悦以及令人沉醉的事情。

首先，对于所有餐厅设计来说，最重要的原则就是要提高场地的商业优势。一间餐厅必须作为一个商业实体来生存和发展，成功因素不仅多样且多变，更是难以定义。

设计之初要考虑的问题就是明确的可用空间、规划带来的机遇和限制、服务、时间以及预算等。所有这一切都是特定环境下的个别标准，都将根据实际需求而得到解决。超越诸如规划、服务、空间分配等基础设计，我们转移到瞬间世界——情绪、气氛以及视觉信息的设计。新场所的成功设计将完美地诠释和展现雇主的憧憬，并将其梦想转变为现实。

餐厅是多样化市场中的一个商业场所。餐厅所有者完全信任设计师的能力，相信这些设计师能够为餐厅的业务展示和视觉品牌推广提供合理的空间。一个对于自己的餐厅有着清晰方向和明确定位的雇主，相信设计师能够将这些期望转变为现实，而设计师的工作是基于这些期望，创造出超乎想象的设计。餐厅设计同时也要符合客人的期望。一个成功的餐厅设计将有助于吸引客人步入其中，令其愿意在此驻足享受，并且流连忘返。

得体性是最重要的设计规则。一个得体的设计对于一间新餐厅的商业成功至关重要。为了达到设计的得体性，我们需要做很多事情，有些事情与雇主最初的设计期望完全相反。室内装饰可能会与现有的建筑物相匹配或是形成鲜明的对比，或者与周围的环境形成反差。优雅细致、引人注目、大胆创新、严谨克制、儒雅端庄——所有上述的设计风格对于具体的项目以及任务来说都是得体的。

我自己的设计过程是先了解雇主的设计愿望，然后利用专业知识，尝试构思如何将其设计成具有实际可操作性的建筑作品，从而能够与空间的特质和属性相匹配。每一处细节都彰显着回归自我的本色。

我很荣幸地参与了多个餐厅的设计工程，其中包括20世纪30年代极具装饰艺术风格的百乐门餐厅，以及把曾经的鳄鱼养殖场改造成一个新的可以容纳1200人的餐厅。从中我学到的最有说服力也是最重要的东西就是要根据具体情况因地制宜，同时也要兼顾项目设计的具体要求。

我个人的餐厅设计日程：

理解雇主的设计愿望。

制定一个明确的计划来实现雇主的设计思路。

简化一切程序，并保持清晰的信息脉络。

将一系列独特的设计元素作为设计场所的视觉提示。这个不朽的形象，可以成为现有建筑物或全新场所的一个组成部分。

与最初的设计思路保持一致，小心谨慎，大胆实践。

不断审视自己的设计，查看项目的相关信息，思索原设计规划予以保留或者需要进一步改动的原因。

关注客人的舒适度。

知道在什么时候停止。

除此之外，立志创建一个经久不衰的设计。一间吸引公众眼球的餐厅，但却不是昙花一现，这是最困难、最难以做到的一点。

理解并领悟当前的流行趋势，但同时也要避免程式化。寻找能够超越这种趋势的风格，努力创造独特而永恒的设计。

一个好的设计应该是高雅、含蓄、生动、容易被大众所接受的。与此同时，好的设计也要体现场所的风格，要体现雇主想要传达的理念。

餐厅设计的实质是对于那些难以言明的事物的不完美追求。所以，它可以是有趣的、令人费解的，或者苛刻的。同时，它也可以是令人振奋且愉悦的。然而，最出色的餐厅设计则可以将当代建筑风格展现得淋漓尽致。

设计师：Paul Burnham



On Restaurant Design

Restaurants today have become so much more than a place to eat. They have become a lifestyle choice. Entertainment, a theatre of sorts where you go to be nourished by the food and wine offer, by the service, and the surrounding atmosphere is created by the design of the space. These are the elements, the key components that comprise a restaurant.

Food, eating out and going for a drink or even catching up for a coffee give us the excuse for interaction. Eating is one of the fundamental activities that offer satisfaction on all manner of levels. Eating and drinking spaces can range from the monastically simple to transporting us somewhere beyond the ordinary.

The notion of luxury has been redefined as we have more than ever before. Hence, the definition of luxury has become more about culture, authenticity of product, materials and ingredients. Whether they excite or extinguish your ardour, they are all postcards or snapshots of a time, place and brief but most importantly of this time.

In designing a restaurant, many aspects have to be addressed. How does the concept of the design relate to the concept of the food and beverage offer? Is this easily recognisable and relayed through the design? Is it a comfortable space? Do you want the customers to stay a long time or move quickly on? Is it scaleable? Is it a brand? What is required of the business? Should the restaurant entice, excite and sparkle? The design of the interior is an integral component of the total equation of a restaurant. Customers want an experience, from not only the food but also the total product and what I call offer.

Being an architect by training and practice and a restaurateur by chance, I have an understanding and appreciation of the infinite and minute detail that goes into the planning and the running and the operational machinations of a restaurant. An interior can be designed to choreograph our consumption whether shopping or eating and drinking. The character of the restaurant should represent the relationship between the space, its food and surrounding community.



关于餐厅设计

如今，餐厅已经不止是一个供客人享受美食的地方。它已经成为一种生活方式的选择——一个享受美食美酒之地，一个感受优质服务与宜人环境之处。以上这些因素共同构成了当今餐厅设计的重要组成部分。

外出就餐、去酒吧喝酒或者去咖啡馆喝咖啡，都给予我们与外界交流的机会。其中，外出享受美食是可以满足所有层次客人的基本活动之一。餐厅的设计风格，有的简朴、大方，有的则高档且别具一格。

本书重新定义了“奢华”的概念，因为相比以往，我们了解了更为全面的信息。因此，对于“奢华”的定义更多的是关于文化、产品、材料和配料的天然真实性。无论是否激发或者熄灭你的热情，它们都是一段时期的缩影，虽然简短，但却至关重要。

在设计一间餐厅时，设计师需要考虑很多因素。如何将餐厅的设计理念与其所提供的美食、佳酿联系起来？如何设计才会让客人容易辨认，并为后续设计打下基础？如何将这里打造成一个舒适之处？如何留住客人而不是让客人匆匆离去？如何创建一个品牌？作为一桩生意，什么是必须的？一间餐厅应该充满诱惑、激发灵感还是夺人眼目、闪耀发光？

餐厅的内部设计是总体设计构思中一个不可或缺的组成部分，不仅包括食物还包括餐厅所能提供的所有服务。

作为一个身经百战的设计师，同时也是一间餐厅的老板，我对于餐厅设计的细节有着无限且细致的理解，并将这一切贯穿到餐厅的设计和运营之中。餐厅的内部设计无论是在购物还是在就餐方面，都应该符合消费情调。餐厅的特色应该反映出空间、食物以及周围环境的有机结合。

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SHANG PALACE, SHANGRI – LA TAIPEI



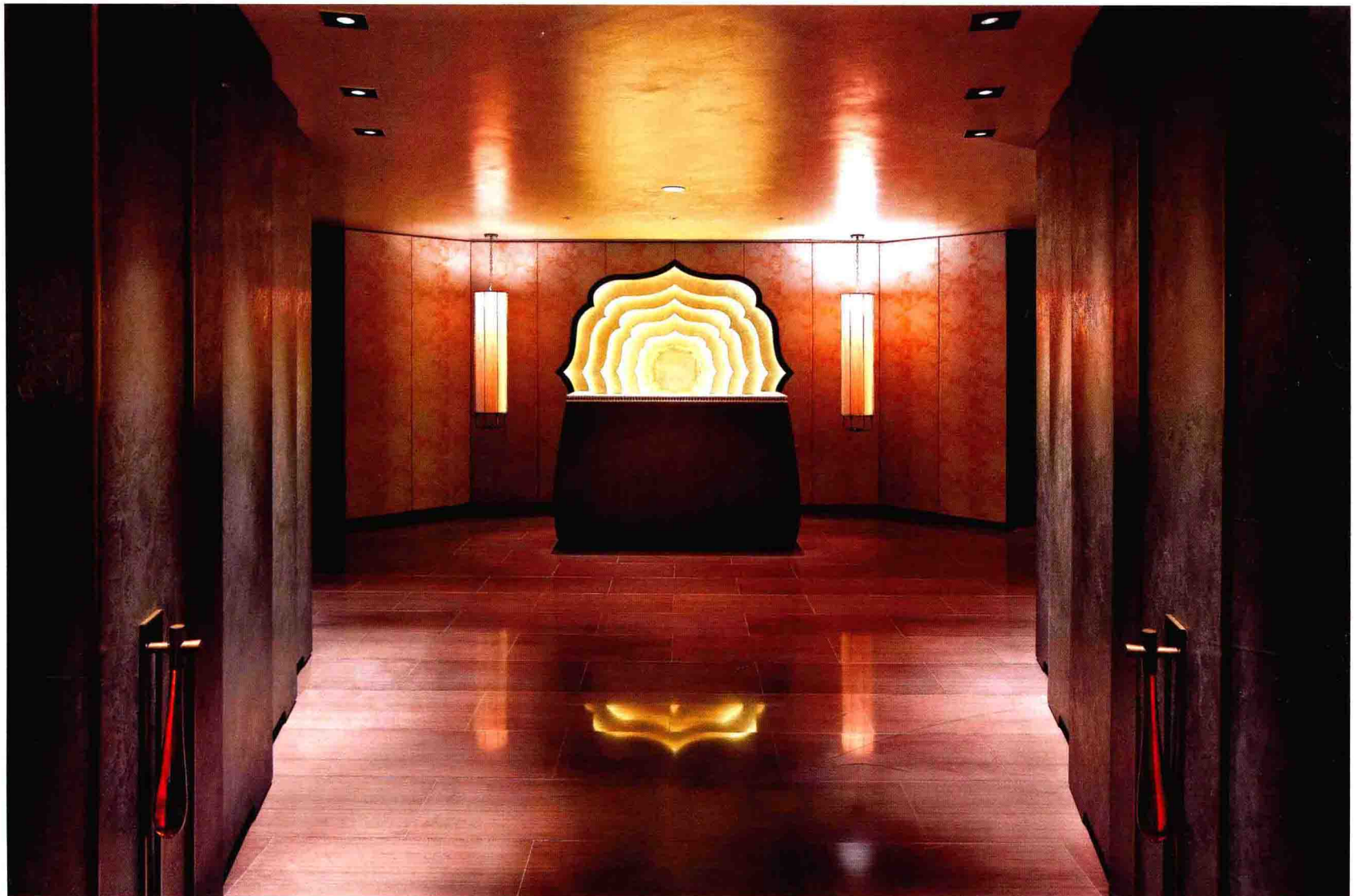
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Design Company: AB Concept
Area: 700 m²

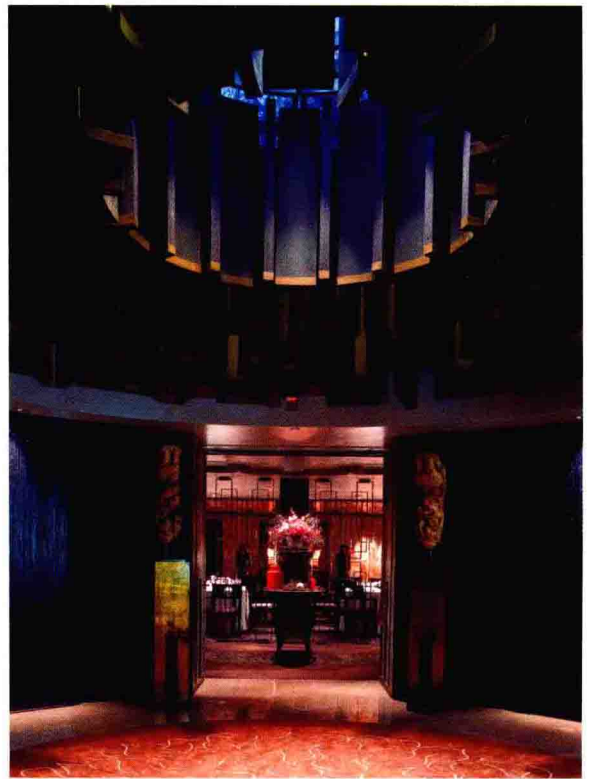
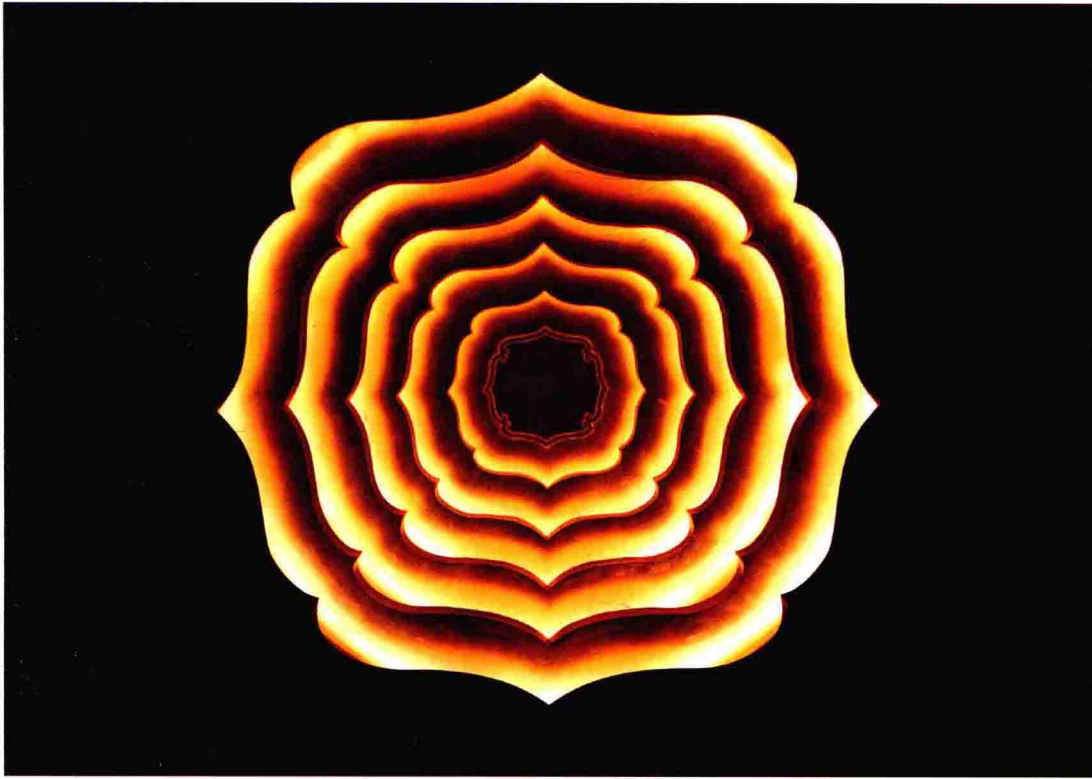
A light, regal tone has been set in this series of fine dining spaces. AB Concept chose the popular “celestial cloud” graphic motif to anchor a landscape of contrasting textures and dreamy watercolor fabric shades.

The motif appears first and most memorably behind the maitre d’ as a deep sculptural alcove, with its layers lit strikingly from inside, however, it reappears in carpeting, ceiling reliefs and upholstery throughout the restaurant.

The materials are selected for a sense of traditional elegance, for example, brass accents, pearlescent paint finishes and lanterns in delicate silk.

In the private dining spaces, “precious” themes-of pearl, jade and the celestial inform the design schemes; the latter is reserved for the state room, which opens out to its own patio. In the transitional Peony Vestibule, the studio has created another striking impression with a large skylight, where the wooden petal-shaped panels of a ceiling installation soften and diffuse the light.











富丽堂皇是该系列餐厅的特点。AB Concept 选择时下流行的“祥云”图案来定位地面的主题风格，即朦胧的水彩底色衬托出交错的纹理。

首先映入眼帘的是位于maitre后面的深色雕刻壁龛，层次由内而外清晰、明朗，令人印象深刻。地毯、天花板和室内装饰材料上，这样的图案也是随处可见。

材料的选择旨在营造一种传统而优雅的氛围，选材中不乏铜黄色的花纹、珠光色的勾边和精美丝绸上的灯饰。

包房区的“珠宝”主题就餐区——珍珠厅、翡翠厅、祥云厅彰显着本店的设计特色。后者是高级包房，面对着酒店的中庭。在传统的牡丹前庭中，AB Concept设计了开阔的天窗，给人留下深刻的印象。这里层层叠叠的花瓣状实木天花板使原本强烈的日光温和了许多。