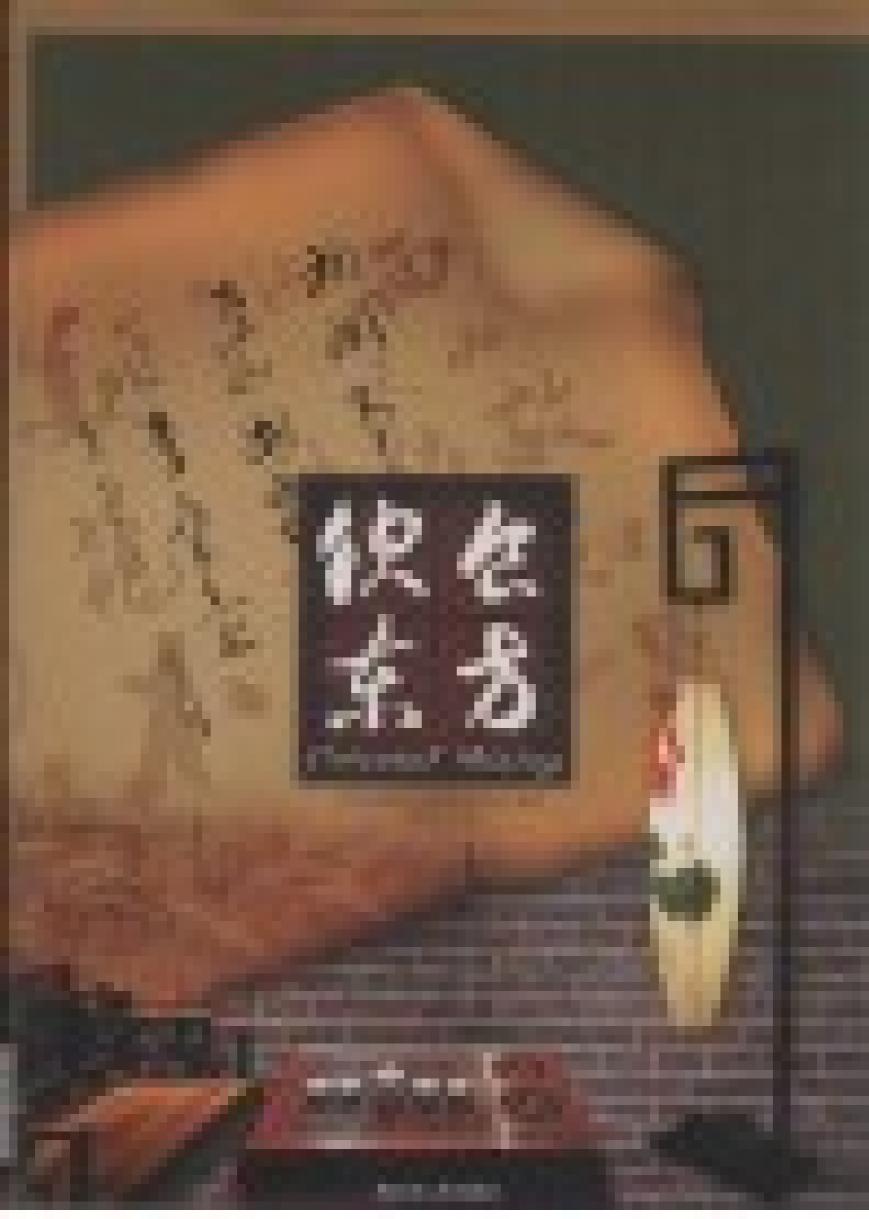
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Gontents 国录

Matsumoto Restaurant		Mind Lleasing Lark	
松牵楼	006	だれる Seedsing Surk 悦 心 色 ——————————————————————————————————	088
Jade Royal Club		ikki Japanese Guisine Taipei Branch	
璞御会所	012	ikki怀石创作料理台北店	094
Impression of Rakka		ikki Japanese Cuisine Banqiao Branch	
印象客家———————	020	ikki怀石创作料理板桥店——————	098
Riverbank No. 1		Fisherman's Wharf Fashionable Kotpot	
江滨一号————————————————————————————————————	028	渔人码头时尚鱼火锅————————————————————————————————————	102
Wanda Store of Impression		Eight Directions Nutrition Restaurant	
Gassia Occidentalis Restaurant		八方傑养生餐厅 ————————————————————————————————————	108
印象望江南餐厅万达店—————	036		
The Sanming Restaurant		Reyuan Club	
三明餐飲————————————————————————————————————	042	合图	— 114
Destiny Tea Club		The 7th Triumphal Arch Restaurant	
善缘坊————————————————————————————————————	048	凯旋门七号会馆————————————————————————————————————	122
Karuizawa Guisine — Chongde Store		Seasonal Kaiseki Guisine	
轻井泽锅物 (崇德店)	054	四季怀石料理 ————————————————————————————————————	128
Natural Kakka		Suyuan Rotel	
客家奉色 (大里店)————————————————————————————————————	060		132
Joe's Shanghai		The Xiangyan Rotpot in the Worker's Stadium	
乔伊上海	066	工体享宴火锅店	144
Part Pola Committee To Cold		The Kung Fu Tea Kouse	
East Lake Store of Ximing Tea Glub 畫名茶叶会所關玄店————————————————————————————————————	074	水煮工夫茶道会所	154
Spring River		Jin's Restaurant	
春江	080	晋家门 —————————	162



Govered Bridge Glub			
廊桥会————————————————————————————————————	— 166		
The Tea House in Shaoxing Road		Yanyu Stylish Restaurant	
名兴路茶馆	— 174	宴遇时尚餐厅	254
Rongdu Regent		The Leisure Tea Rouse	
榕都晶华————————————————————————————————————	— 180	闲庭信步————————————————————————————————————	260
Zhuo Yue Winery		Leading Dishes Restaurant and Bar	
卓悦湎膳	— 188	看着领先—————————————————————	266
Liu Laogen Hall		Original Food Tribe — Fashion Restaurant	
刘老根会馆—————	— 194	原食部為时尚餐厅	272
		Larsho Restaurant	
Tea Glub 茶· 汇	204	搅香————————————————————————————————————	278
The Tea House in the Jiahao International Glub		Da Yu Teppanyaki T	
嘉豪国际会所茶楼——	210	大渔铁板烧一————————————————————————————————————	284
Goubuli at Guijie Street		Da Yu Teppanyaki II	
狗不理簋街店 ————————————————————————————————————	220	大渔铁板烧二————————————————————————————————————	290
China Stewed Food Restaurant		The Ruang Ji Ruang Stewing Lot	
中华炖品餐厅——————	228	黄记煌武汉卷围道店	290
The Kotel Prince in Nantong City		Blossom Llace	
南通王子饭店	234	浅卷涧————————————————————————————————————	302
Gatching Four Seasons		Wu's Rotpot	
捞四季	242	吴记老锅底麻辣火锅————————————————————————————————————	308
Xiong Zhen Rotel		Isari Sushi Wuhan Branch	
雄鎮大酒店 ————————————————————————————————————	248	渔寿司武汉店————————————————————————————————————	314



深圳市创扬文化传播有限公司 策划 徐宾宾 主编



Design Conductor 设计指挥家

At the moment of writing this preface, I just returned Beijing from Taipei. Removing the busyness, I sat in the studio and pounded the keyboard, and also took a leisurely drink of pinot noir of 2007 Penfolds Cellar Reserve at the same time. With more and more intensive work travel, frequent travel flight, and more than 30 project designs for the top-ranking catering brand every year, I become now more aware of the importance of "slowing down life" on the mental and physical balance. A glass of wine with a good book represents a leisurely, delicate attitude towards life.

Last month, I found a shop called "Browhaus" with an eye-catching appearance in Singapore, which has the harmonic tone with Germany "Bauhaus". Entering into the shop, I found it was actually an "eyebrow shaping" chain brand. According to each face and outline, this shop creates the most personal image of the brow for each person by their professional skills. Even Britain magazine Wallpaper recommended it as an Eyebrow Shaping hotspot for international travelers. I have heard that it has a branch in Shanghai. Maybe I can bring the feelings of the sportsman next time.

The dining space is the place of exchange and gathering for people. As a designer of the catering space, I often think of what kind of people will come here and what the need for people coming here is. This process actually makes me feel the most interesting, just as the northerners wrapping dumplings at home, which emphasizes the process of wrapping dumplings and the exchange between people. A good exchange makes every thing achieve without effort, while a bad exchange is not good for dumplings.

The design needs the accumulation of life experience and is also a performance after internal precipitation. The design work itself is an interesting learning process. The experience of life can produce an endless supply of creative inspiration and inspire a richer passion for life, such as the ertists or musicians who can always stir up the sensitive nerve of our emotions with the same brushes or instruments through their own brilliant personality and talent-filled performance. The book "Oriental Dining" integrates all domestic and foreign outstanding creative designs, so it is a conductor integrating all good design concertos.

写这篇序言的时候,我刚从台北返回北京。卸下繁忙,坐在工作室一面敲着键盘,一面轻松小酌Penfolds Cellar Reserve 2007年的pinot noir。随着越来越密集的工作行程及频繁的差旅飞行,每年超过30个一线品牌餐饮项目设计,现在我更明白"慢活"对身心平衡的重要,饮一杯好酒,阅读一本好书,代表着一种从容不迫、细腻的生活态度。

上月在新加坡发现一间外观抢眼的名为"Browhaus"的店,之所以引起我的注意是因其名称跟德语"Bauhaus"谐音,走进一看,竟是一家"修眉"的连锁品牌店,凭借专业的技术,依据每个人脸型及轮廓,打造最符合个人形象的眉型。就连英国Wallpaper杂志也推荐其为"国际旅游人士必到的修眉hotspot"。听说目前上海也有分店,也许下次我能发表变身型男的感受。

餐饮空间是人与人聚集交流的场所,所以作为餐饮空间设计者的我,时常会想着什么人来这,什么是来此的人所需要的,这个过程其实是令我感到最有意思的地方,就像是北方人在家包饺子,重点在于包饺子的过程,人与人之间的交流,交流的好结果就是水到渠成,交流得不好,水饺可能就索然无味了。

设计,是一种需要生活经验累积和内在沉淀后的表现。设计工作本身也是有趣的学习过程,通过对生活体验的折射,产生源源不绝的创作灵感并激发出对生命更丰富的热情。像是艺术家或音乐家,几乎同样的画笔或是乐器,透过各自丰富的性格与洋溢才华的表现,总是能撩拨起你我情绪中那根敏感的神经,而整合了国内外优秀创意的《饮食东方》,理所当然地成为整合一切美好设计协奏曲的指挥家。

Preface 南言



Oriental Dining 饮食东方

Food and drinking, being commonly referred as eating, is the main topic Chinese people always talk about, because food is the thing human can't live without it. From the years of famine to now, Chinese food culture has been transferred from feeding to be full to caring about the quality. The transferring process of the quantity and quality is fast and long. The form has been promoted from canteen to restaurant, then to food club. The thing we care about is not the food itself but the Oriental food culture behinds it.

Chinese people always emphasize culture and

hierarchy, which can be dated back to the Jin Dynasty and the Tang Dynasty. Just like drinking alcohol could be divided into Wuqi and Sanjiu, drinking tea can be divided into nine difficulties, we can conclude food and drinking into ten levels.

Level 1 Feeding

Feeding is the primitive form to satisfy human's physiological needs for food.

Level 2 Gulosity

It is Level 2 that can satisfy people's stomach. You can invite several friends to a restaurant and prepare a rich but not expensive dinner. During the eating, you can play figure guessing to active the atmosphere.

Level 3 Party

On this level, eating is only a form, the point is gathering the friends and relatives so that the relations can be tied more closer through the party. Therefore, the quality of food might not be overemphasized.

Level 4 Banquet

Most of the banquets are for entertaining the guests, such as official banquet, mall banquet, civil services banquet, crisis tackling banquet, important matter banquet.

Level 5 Nutrition

On Level 5, the food nutrition is highlighted. It is a higher recognition on eating.

Level 6 Appetite satisfaction

Level 6 shall be the desires to satisfy the craving for good food. The ate food must be delicious.

Level 7 Foraging

Foraging is to search food everywhere. Finding the funs in the searching is the great joy on this level. The foraging can be divided into two parts. The first is to find the popular restaurant intentionally. The second is to find them unintentionally. Once find it by accident, you may acquire a good mood.

Level 8 Cruising

Cruising is to find some distinct restaurants.

Level 9 Dating .

Dating emphasizes more of love than food. Under many circumstances shall the lovers order many but eat few.

Level 10 Eat alone

On this level people are eating alone to pursue the tastes. They are tasting their solitary mood of sentiment or that of leisure.

I am going to take the dining design projects I charged in recent years as examples. In 2008, I took over the designing mission for Jiangnan themed restaurant. Through the exchanges with the client, I had clearly been motivated by the importance of the consuming environment. I tried to introduce some things and designing methods of Jiangnan Impression into the areas. As the days passing by, the client contacted me again in 2011. The first thing we discussed is the name's change. I asked for the reason and the clients replied me that the former name is too sensitive so they want to add the word impression to the original name.

The clients proposed a higher request on the designing either. Therefore, we are no longer to considerate every details as the manager, but to concern the consumers, mental experiences during the consuming. We are aiming to supply both the yummy food and a unique journey for spirit at the same time for customers, dinner.

The result is magnificent. The customers were convinced by the unprecedented good joys, which are derived from the services, food and most of the importance, the reshaping of the environment. The classical Oriental culture's introduction and exhibition may be the so-called "Oriental Dining".

关于饮食(俗称:吃)是国人永恒不变的主题,也许就是所谓"民以食为天"的意思。从物质匮乏的年代到当下,中国的饮食文化经历了,从"管饱"到"吃好"再到后来的"吃精",量与质的转换过程快速而又漫长。从单位食堂到酒肆饭馆,再到如今的饮食会所,我们关心的不再是菜品本身,而是其背后的东方饮食文化的体现。

国人一向讲究文化,讲究门第,晋唐以来风气渐盛。饮酒有《五齐》、《三酒》之分,茶有九难。而食亦然,我们暂且把它归纳成十种境界:

境界一:果腹,吃的第一大境界当然是"果腹"。俗话说就是填饱肚子,就是一个"吃"字。形式比较原始,只解决人的最基本的生理需要。

境界二:饕餮,吃的第二大境界应该是"饕餮"。吃的是一个"爽"字。呼三五好友去一家稍大众的馆子,稀里哗啦点上满满的一大桌菜,价钱却不贵,胡吃海塞一通,兴致所致,还能吆喝两声,划几下拳,甚至还可以赤膊上阵。

境界三:聚会,吃的第三大境界应该是"聚会"。此境界重在这个"聚"字。家人、朋友、加班聚餐等都属于这一类。这种吃不需要太多的讲究,"吃"是个形式,关键在"聚"背后的引申含义。

境界四:宴请,吃的第四大境界应该是"宴请"。多以招待为主。商场招待、官场招待、公务招待、上下级招待、危机处理招待、重大事情招待等都属于这一范畴。

境界五:养生,吃的第五大境界应该是"养生"。它比较讲究"食补",是大吃大喝在认识观念上的一种理性升华。

境界六:解馋,吃的第六大境界应该是"解馋",吃的东西一定要"鲜"。

境界七: 觅食,吃的第七大境界应该是"觅食",那就得四处去"找"。在寻找中获得"吃"的乐趣,是该境界的一大妙处。这个"找"又分为两个层次,一个是有目的地去找口头盛传的流行馆子;一个是漫无目的地找寻中意的吃处。这个"找"字重在一个偶然发现,豁然开朗,一下子就对上了当时的心情和感觉。

境界八:猎艳,吃的第八大境界应该是"猎艳",所以馆子要"奇"。这样的馆子都是比较稀罕的特色店。

境界九:约会,吃的第九大境界应该是"约会",这时吃的已经不是"物",而是"情"。大多的时候,点得多,吃得少。

境界十:独酌,吃的最后一个境界应该是"独酌",在于一个 "品"字,吃什么不太重要,关键是一个寥落的心情,要么伤感、 要么闲适。

就拿近年来我所做的一些餐饮设计项目来说说事,2008年我接手了望江南主题餐厅的设计任务,从与甲方几次的交流中清晰地感觉到一个餐厅消费环境的重要性,于是便尝试性地将一些江南印象的物件和设计的手法融入并体现在餐饮空间中。随着时间的推移,2011年底,当甲方再次找到我,我们见面聊的第一件事就是餐厅要改名字了,我问为什么,甲方给出的答案是原有的名字在"文化上、感知上"太具象,想在前面加上"印象"二字,改为"印象望江南"。

从设计上也提出了更高的要求,每个细节的考虑不再是以经营者的角度去看待,我们更多的是关心消费者在消费过程中的心理感受与活动。让消费者在用餐的过程中不仅仅享受到可口的佳肴,还要经历一次心灵的感受之旅。

后续可想而知,效果出乎意料得好。顾客的好评如潮,除了对菜品本身之外,更多的是被前所未有的视觉感受所折服。这种感受除了客观的服务、菜品,更为重要的是空间环境的重新打造,以及经典的东方文化的注入与呈现。这也许就是所谓的食在东方——《饮食东方》。





Gontents 自录

Matsumoto Restaurant		Mind Lleasing Lark	
松存楼————	006	悦心色————————————————————————————————————	088
Jade Royal Club		ikki Japanese Guisine Taipei Branch	
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Impression of Hakka		ikki Japanese Cuisine Banqiao Branch	
印象客家———————	020	ikki怀石创作料理板桥店——————	098
Riverbank No. 1		Fisherman's Wharf Fashionable Rotpot	
江滨一号—————	028	渔人码头时尚鱼火锅————————————————————————————————————	102
Wanda Store of Impression		Eight Directions Nutrition Restaurant	
Gassia Occidentalis Restaurant 印象望江南餐厅万达店	036	八方傑养生餐厅——————	108
The Sanming Restaurant		Reynan Club	
三明餐飲————————————————————————————————————	042	合图————————————————————————————————————	—— 114
Destiny Tea Club		The 7th Triumphal Arch Restaurant	
善缘坊————————————————————————————————————	048	凯旋门七号会馆————————————————————————————————————	122
Karuizawa Guisine — Chongde Store		Seasonal Kaiseki Guisine	
轻井泽锅物 (崇德店)————————————————————————————————————	054	四季怀石料理 ————————————————————————————————————	128
Natural Kakka		Suyuan Rotel	
客家奉色 (大里店)	060	考 图	132
Joe's Shanghai		The Xiangyan Rotpot in the Worker's Stadium	144
乔伊上海————————————————————————————————————	066	工体享宴火锅店————————————————————————————————————	—— 144
East Lake Store of Ximing Tea Club		The Kung Fu Tea Kouse	154
喜茗茶叶会所湖东店————————————————————————————————————	074	水煮工夫茶道会所————————————————————————————————————	154
Spring River		Jin's Restaurant	1.00
春江	080	晋家门 ————————	162



254

260

266

272

278

284

290

296

302

308

314

The Tea House in Shaoxing Road		Yanyu Stylish Restaurant
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茶・ 汇 ――――	— 204	9 रू ह्
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型不足 鱼河台	220	
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中华炖品餐厅—————	228	黄记煌武汉花园道店
7. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.		Blossom Llace
The Rotel Prince in Nantong City	234	浅卷涧—————
南通王子饭店————————————————————————————————————	234	

242

248

Wu's Rotpot

渔寿司武汉店

吴记老锅底麻辣火锅

Tsari Sushi Wuhan Branch

166

Govered Bridge Glub

Gatching Four Seasons

Xiong Zhen Kotel 雄镇大酒店

捞四季

廊桥会



松本楼 Matsumoto Restaurant

设 计 师: 利旭恒、季雯

设计单位: 古鲁奇建筑咨询(北京)有限公司

项目地点:中国北京 建筑面积: 650平方米

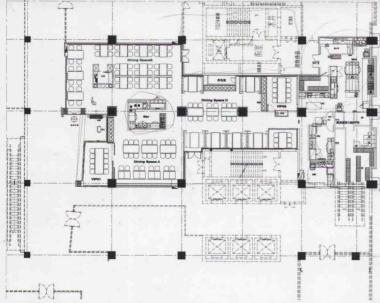
主要材料: 灰砖、麻绳、木雕、铁艺















Matsumoto Restaurant is a national dining brand chain store, which mainly provides Japanese cuisine food. This case has invited famous designer of dining spaces, Li Xuheng, as the main designer. The designer feels that living in big cities, like Beijing and Shanghai, people chase after fame and fortune greatly. Based on returning to true self and austere virtuous life orientation, the designer has proposed an interesting idea - "blessings".

In the restaurant, the designer has used Japanese drum, blessing card, family totem and sumo culture to connect the whole space. Gorgeous and fashionable atmosphere of the high-end Japanese restaurant is revealed with light. Multi-layered Japanese-style blessing cards made of log is presented on the exterior wall of the restaurant with approaches similar to art deco, creating a series of wonderful visual experience, with the hope of showing guests a blessing space. Guests who come to diner can write down their blessing words or wishes on the blessing cards. Every guest is given a happy expectation. Restaurant and guests have a common agreement then.

The designer Li Xuheng made the restaurant become a reflection of harmonious society. Cozy dining environment makes guests enjoy themselves and they come here more than once. This is what the designer Li Xuheng said, "Good design can show the value brought by design".

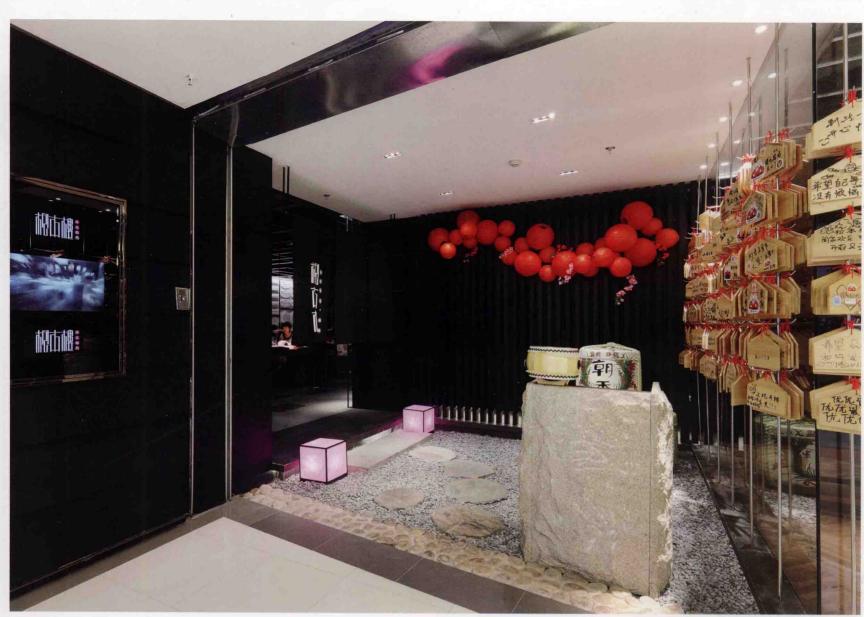


松本楼是专营日式料理的全国连锁餐饮品牌,该项目特邀知名餐饮空间设计师利旭恒主笔,设计师有感于当今社会生活于北京、上海这样的大城市环境中,总是给人强烈的名利主义,基于回归真实自我、朴实善良的理念,提出了一个有趣的想法——"祈福"。

松本楼用餐环境空间之中设计师运用了日本的太鼓、祈福牌、家族图腾,与相扑文化串连整体空间,灯光气氛营造出高档日餐的华丽与时尚感。 多层次原木基调的日式祈福牌子,在餐厅外墙面以类式装置艺术的方式呈现,构成一连串奇妙的视觉体验,希望为顾客呈现一个祈福的空间,使来此用餐的客人可以在祈福板上留下对未来的祈福语或愿望,给每位客人一个幸福的期待,在此顾客与餐厅有了共同的约定。

设计师藉由松本楼体现一个和谐社会的缩影,温馨的用餐环境让顾客流连忘返,回头客不断,这也正如设计师利旭恒所说的"好的设计就能体现设计所带来的价值"。







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