



艺墅

ARTISTIC
VILLA

经典别墅设计

CLASSIC VILLA DESIGN

施徐华 杨凯 王鸿燕 编



华中科技大学出版社

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Since "Limitation towards Villa Construction" was issued in 2006, villa has gradually become a rare property. And the villa in the real sense has unlimited values. Compared with the ordinary residences, villa embodies the inheritance of culture and tastes apart from the fundamental residential functions.

Villa is a representation of status, fortune, identity, social values and personal temperament and interests. It can also reveal the owner's life attitudes. The design of every space expression in the villa should be in accordance with the owner's daily life habits and every decorative ornament should display the owner's tastes. Thus, to design a villa is not to pile up magnificence and luxury, but to perfectly blend the owner's life habits and his life attitudes together. To arouse the information resonance between the designer's imagination and the owner's life situations, only emotional touch can create a design with spirits. Many locations in the villa, such as the parlor, sitting room, recreation room, terrace and garden, can be used as places to display the owner's life information. The life of the design can be continued because of the values in use. Such continuation requires the interaction between the design and the human being.

Villa is also a kind of poetic dwelling representing some sort of ideal of human beings. Villa life is not only a form of architecture or decoration preferences, but a life style with the self as the center. Everyone would have a dream or a kind of complex in his heart. Through "theme" design which makes full use of the self conscience, cognition, cultural ideology and inspiration clues, we can integrate stories one after another into the design. Thereafter every scene dreamed by people would be displayed in the space. People would love to stay inside, tasting every detail and experiencing the real sensations within his heart.

Objects are valued because of their rarity. Villa is definitely rare. And it would become rarer and rarer because of the rarity of the resource which can not be reproduced. Thus an unprecedented mansion should be constructed for the owner of the villa to guarantee the classical inheritance and cultural continuation.

Liu Weijun

Classic

Villa

Design



序言 I

2006年“限墅令”公布之后，别墅日渐成为了稀缺的物业资源，而作为真正意义上的纯别墅的价值则倍受尊崇。别墅与普通住宅相比，除了基本的居住功能相似之外，更多的是一种文化和品位的传承。

别墅是地位、财富、身份、社会价值和自我情趣的体现，更是一种人生态度的流露，别墅设计中每一处空间的表情，都应结合主人的生活起居习惯；每一件陈设品的装饰，都应体现主人的品位和格调。因此，别墅设计不是富丽和奢华的堆砌，而应该是主人生活习惯和人生态度的完美融合。设计师的构想要与主人的生活情景有信息上的共鸣、情感上的触动才能产生有灵魂的设计，将别墅中的客厅、起居室、娱乐室、露台、花园等的任何地点都当做主人的生活信息的发布地，让设计的生命因为使用的价值而得以延续和演变，而这种延续是需要设计与人互动的。

同时，别墅还是一种带着诗意的住宅，它代表着人类的某种理想。别墅生活，永远不只是人们对建筑形态与装饰的偏好，而是在其中，享受自成一格、以自我为中心的生活方式。每个人心中都会有个梦想，有种情结，可以通过“主题式”的设计，即一种能充分发挥自我认知、认识、认可的文化思想定义及开启设计灵感线索的依据，将一个个故事融入其中，从而把每一个梦想中的场景实现在生活的空间里，使人愿意留恋在其中并细细品味，真正感受内心最真实的情感。

物以稀为贵，别墅是稀缺产品，同时，由于其本身资源的有限和不可复制性，也注定这类产品会越来越珍贵。因此，设计师应该努力为别墅的主人打造出传奇府邸，使经典得以传承，文化得以延续。

刘卫军



On the Ginza street, looking at the row upon row of buildings, I found out many metropolis just look monotonously alike. If they don't have different names, I can not tell the differences between Shanghai and Toyo. According to recent numbers, China has exceeded Japan to become the second biggest luxury goods market.

In nowadays, imported goods is very popular in Chinese market. Many local brand is following foreign market, such as Ausnutria and Scient. Even designers are worshipping everything foreign. The owners like to choose foreign company or foreign style. Most of high-end villas are designed in Spanish or south California style. The Chinese traditional style villa is very few. Of course, it is because our countrymen are losing faith to domestic product which is lack of honesty, and worshipping foreign things. But, the most important is we don't have a healthy consumer culture. As the economy is developing, people are getting rich. Buying luxury product has come to a fashion. People want to try every luxury thing, they wear Chanel and Amani, their shoes are Prada, their purse is Gucci.

Yes, people will eat a lot if they are hungry for a long time. Before the establishment of new China, some upstart even were fitted artificial golden teeth instead of their original health teeth, just for show off their money.

However, it can not stand the test of time. When the economy develops to a certain degree, people will return to appreciate traditional culture but foreign things. Because we eat corn, drink tea, use sauce, vinegar and oil in our dishes. Natural life is what Chinese are pursuing.

A great man have said: "All imperialists are paper tigers." It is not bad to be a toy of our countrymen. Villa is just a kind of luxury thing. The British, French, Italian, and German style are all just our countrymen's toy.

Chen Zhibin

Classic

Villa

Design

序言 II

站在日本东京银座街头，高楼鳞次栉比，还真有点习惯了现代都市千城一面的作派，不看看现代建筑都觉得眼睛不舒服。如果不是略有不同的文字提醒，东京与上海也没什么区别了。最近的数据显示，中国已经超过日本，成为全球第二大的奢侈品消费国。

中国目前洋味吃香的年代，什么都是以洋为贵、以洋为奢、以洋为荣。品牌建设以洋为荣，澳优、施恩等披着“洋”皮的品牌大行其道，其实就是假洋鬼子。设计项目也是崇洋心态，业主喜欢的噱头还是洋公司，哪怕有个鬼佬出面，都显阔气。高端别墅几乎被西班牙和南加州风格垄断了，体现中国传统文化的别墅也有，但很少。当然，这些不仅是因为人们越来越崇尚发达国家的产物，而且由于国产品牌诚信少问题多，以至于国人渐失信心，但归根结底还是消费心态的问题：经济发展，国民渐富，韵洋味、开洋荤成了时尚，什么奢侈品都拿来试试，衣是香奈儿，裤是阿玛尼，鞋是普拉达，包是古奇，堆满一身，贵气逼人。

想想也是，刚从饥饿状态出来的人一定会去胡吃海喝一阵。新中国成立之前那会刚发达的人，一律把满口好牙都敲了，镶成金牙，为了炫富都不惜自残。

时间久了，人们还是会烦的。经济充分发展之后，西洋镜都看穿了，还是会回归到中国传统文化上。因为我们吃的还是五谷杂粮，喝的还是酱醋油茶。养身、养心，这才是中国人的精致生活。

曾经有个伟人说过：“一切帝国主义都是纸老虎。”纸老虎给国人当玩具玩玩也挺不错啊，别墅不就是一种奢侈品嘛！如今的英式、法式、意式、德式等纸老虎也都只是国民的玩具而已。

陈志斌





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馥郁芬芳·鸿基紫韵别墅D1户型

Design Unit: PINKI Innovation Institution & IARI
Liu Weijun Design Unit, USA

Layout Designers: PINKI Innovation Institution &
Zhibenja Decorations

Designer: Liu Weijun

Project Location: Xi'an, Shanxi Province

Project Area: 570 m²

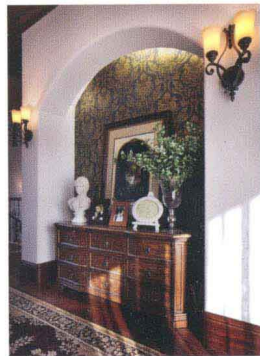
室内设计师: PINKI (品伊) 创意机构 & 美国IARI刘卫军设计事务所

陈设设计师: PINKI (品伊) 创意机构 & 知本家陈设

设计师: 刘卫军

项目地点: 陕西省西安市

项目面积: 570 m²



鸿基·紫韵是深鸿基地产在西安的首个项目,是将西安的顶级居住文明汇集于一身的楼盘,它不单给西安的高端消费者带来先进的居住理念,更为消费者提供了高层次的生活模式。

本案以“馥郁芬芳”为主题,给人们展示一个夏日地中海风情的普罗旺斯迷人风光。一提到普罗旺斯,必定会联想到阳光下一片片随风起舞的紫色薰衣草、一座座硕果累累的葡萄园与小酒庄、种类繁多的各式香料、充满人情味的敦厚民风……

在这个深受上帝眷顾的福地里,一切都让人醉心神往。因此,本案借用普罗旺斯的红酒、薰衣草、香水的特点,表现一种欧式贵族般的生活方式,一种休闲中带有奢华、简约中带有品质,随意、闲适中又处处充满着异域风情的空间意境。“馥郁芬芳”,代表着浓郁的普罗旺斯的气息,那不是倾慕,更不是追随现代、时髦。

浓郁的异域文化气息,传达着生活的多彩多姿,使聚居于钢筋水泥为主流建材的现代都市的新贵,在承受生活的压力和生存的竞争的同时,能在这里让身心得到彻底地放松,使之成为心灵的休息地。同时,本案结合西安的传统文化、气候变化、风俗习惯等地域文化特性做整体的规划设计、材料的选择、家具的定制,最后连配饰的布置都渗透出鸿基·紫韵“奢藏于内、想象之外”的品牌概念。





Hongji Ziyun Villa is the first project of Xi'an Shenhongji Property Developer in Xi'an converging the top residential civilization in Xi'an. This project not only brings to the high-end consumers the advanced residential concepts, but also supplies the consumers with high-level life modes.

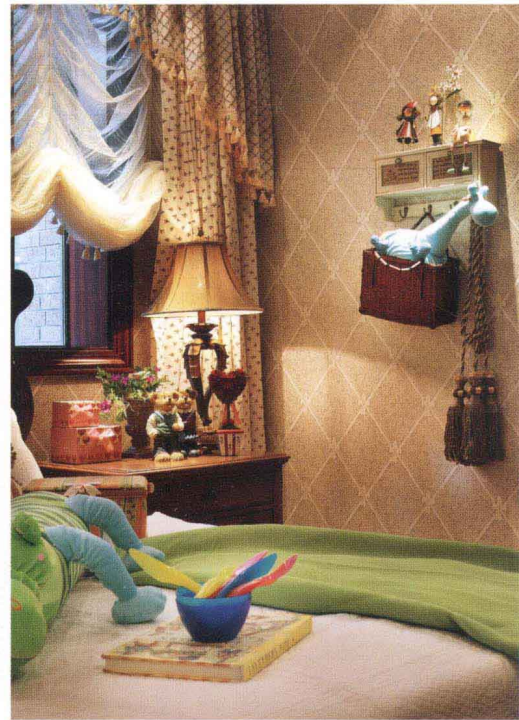
This project takes "Fragrance" as the theme, displaying to people the fascinating views of the Mediterranean town Provence during summer time. Once Provence is mentioned, people would think of the purple lavenders waving in the wind under sunshine, the fruitful vineyards one after another, various spices, the simple and unsophisticated folk customs, etc.

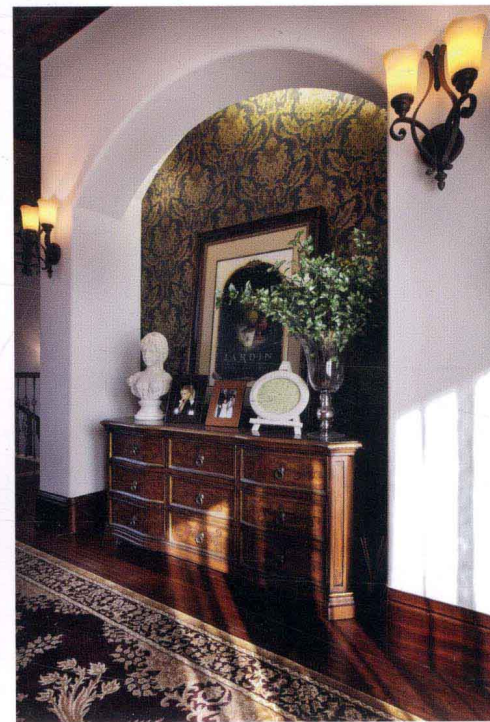
All seem so enchanting and attractive in this God-blessed land. Thus, this project applies the red wine, lavender and perfume of Provence to show a European aristocratic-like way of life, a situation with luxury in leisure, taste in simplicity and exotic charms in the casualness. "Fragrance" represents the intense atmosphere of Provence, a lifestyle not admiring or pursuing modern and fashionable way of life, conveying a strong exotic cultural ambience and the colorful life.

The metropolitan new people living among the armored concretes can get a "warm hug" in the life pressure and the survive struggle, finding a quiet zone for hearts. At the same time, the designer makes a holistic design, select materials and furniture and set up the accessories combining traditional culture of Xi'an, climate change and life customs, revealing the brand concept of Hongji Ziyun: the luxury inside is beyond the imaginations.

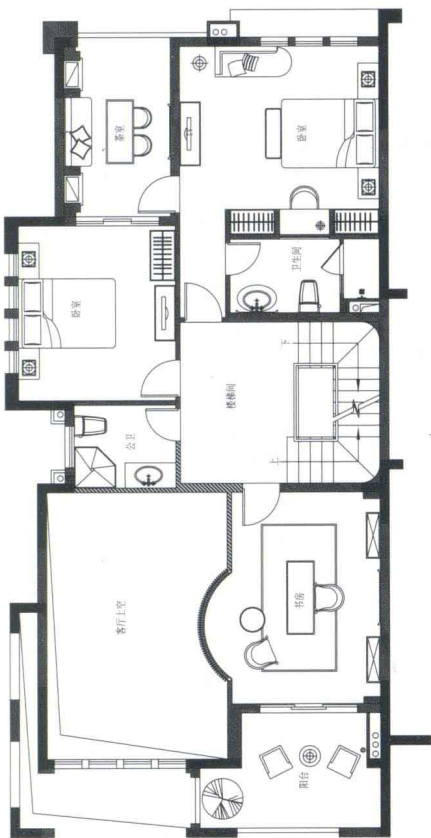




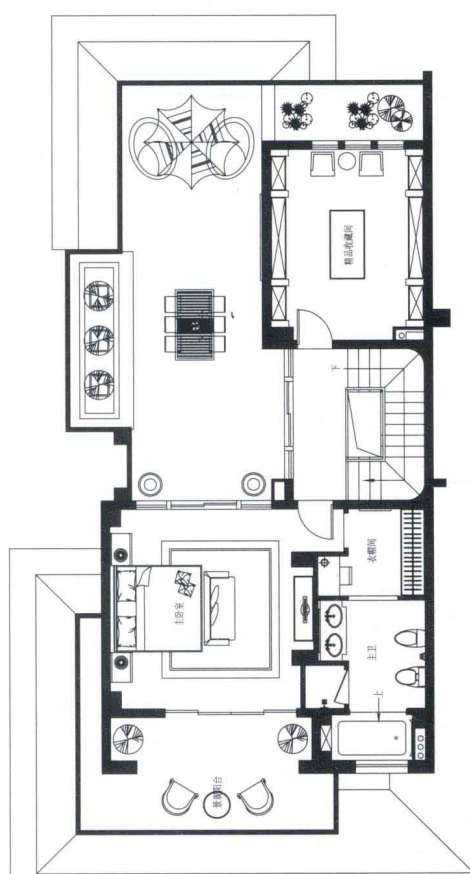








二层平面图



三层平面图

