

Fashion

Sample House Design

The designers' unique design concept depends on contour, color, material, lighting, layout and accessories

风尚样板房设计



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PREFACE

序言

Those who can make you enthralled in dreams, those who can transplant their ideas into dreams, those who have the nerve to turn dreams into reality, those are show flat designers. They lead the trends of living fashion. They use the newest materials and latest techniques to search for future living styles. They make their own dreams mirrored in others' reality, indicating the society's consumption tendency and aesthetic level.

The quick development of China's real estate industry in this decade has been one of the top topics. The dream towards ideal residence now has enough reason to come true thanks to the fast development of China's economy. Everyone has his or her own ideal residence: maybe it is a house facing the beach in Florida, bloom in warm spring; maybe it is a mansion on the top of a mountain with the close view of the stars and moon. Chinese nation is open-minded. They are willing to try and accept diverse living styles, for instance, from Chinese style to Western style, from ancient to modern, from Southeast Asia to Mediterranean, from Jiangnan style to interaken style.

Like China's economy, local designers also grows rapidly. From following fashions blindly to have their own ideas, from complete copying to selective reference, they continue to challenge themselves by applying new materials and techniques to make their own dreams.

The dream of residence can be traced to ancient times. As a kind of packaging and sales tool for estate agents, the show flat is the symbol that China's real estate steps into the mature level. Its deeper meaning lies in that estate agents are not merely selling houses but also dreams, a living experience that meets consumer demands, a dream that can be real. Those who can help the estate agent are show flat designers. They are dream makers. The existence of dreams may be just a piece of fragment. You will be part of it if you happen to remember it clearly. As for the initial reason, it is the secret that no one will point it out frankly, and it the same for show flats?

Dream is fleeting. No one but show flat designers can walk into and can feel others' dreams. The method of making dreams standing still in the form of images and words is really great. When everyone's dreams are collected here, can you tell that if you are living in your own reality? What is the reality? What is your dream?

能让人沉迷于其中无法自拔如在梦境的，能让人在梦中植入意识的，拥有做梦的勇气并且能把梦还原成现实的，非样板房的设计师们莫属。他们引领着人们的居住潮流，他们用最新的材料，最先进的技术探索着未来的生活方式，他们把自己的梦照进别人的现实，指引着社会公众的消费心理和审美水平。

这十年来中国房地产业快速的发展一直是人们最为关注的焦点话题。在经济高速发展的中国，人们对于居住的梦想更有理由成为现实。每个人都有着不同的居住梦想，或许是面朝大海，春暖花开，或许是麓山之颠，星月掩云。中国的民众包容性也非常强，他们愿意尝试并接受从中式到西式，从现代到传统，从东南亚到地中海、从江南小镇到因特拉肯小镇不同风格形态的居住理念。

同中国经济一样，设计师们也在快速的成长。从追随潮流，转化为拥有独立思考能力，敢于突出自我。从无差别性的原搬照抄，发展为取长补短，优为我用。他们不断挑战自我，挑战材料和技术，他们在造自己的梦。

家的梦想自古有之，而样板房作为一个包装，作为商品房房地产销售的一种手段，它是房地产市场逐渐成熟的标志。更深层的体现在于，房地产不再是简单的买卖房子，而是在卖一个梦想，一个能成为现实的梦想，一种更符合人们要求的生活体验。能帮助地产商实现这目标的非设计师莫属，他们是造梦师。梦的存在是一个过程，或许只是一个片段，如果你记忆深刻，你已经在过程中，至于那个最初的理由，是永远不可能被捅破的秘密。样板房难道不就是这样吗？

梦稍纵即逝，除了造梦师别无二人能走进并感知别人的梦想。以图片文字的手段来定格梦想，集结出版的确是个很好的手段。当大家的梦想都汇集于此的时候，你能感知到自己是真正活在自己的现实意识里么？什么是现实？什么是梦？



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LBA Type Sample Villa, Poly International Golf Garden C01,C02

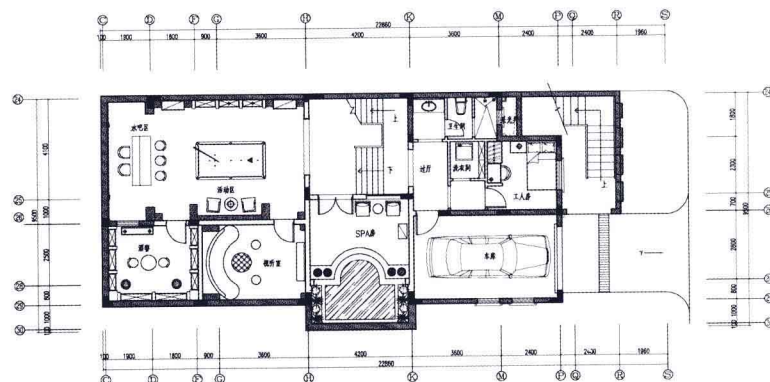
保利国际高尔夫花园C01、C02地块LBA户型别墅样板房



Design Company: Pinki Interior Design Consultancy CO., Ltd.
设计公司: PINKI品伊创意及设计机构&美国IARI刘卫军设计师事务所
Designer: Danfu Liu
设计师: 刘卫军

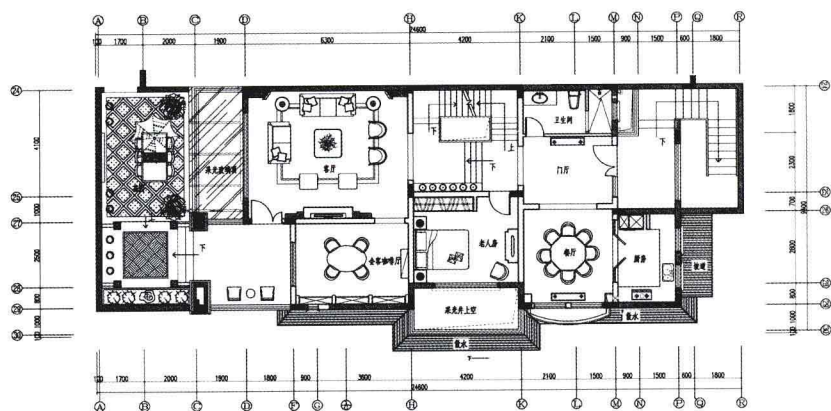
Location: Nanchang
Area: 370m²
Main Material: rome golden-mesh marble, Iceland gray marble, archaize oak floor, rosewood veneer, rustic tile, paint, wallpaper

项目地点: 南昌
建筑面积: 370m²
主要材料: 罗马金网大理石、冰岛灰大理石、仿古橡木地板、花梨饰面板、仿古砖、质感涂料、墙纸

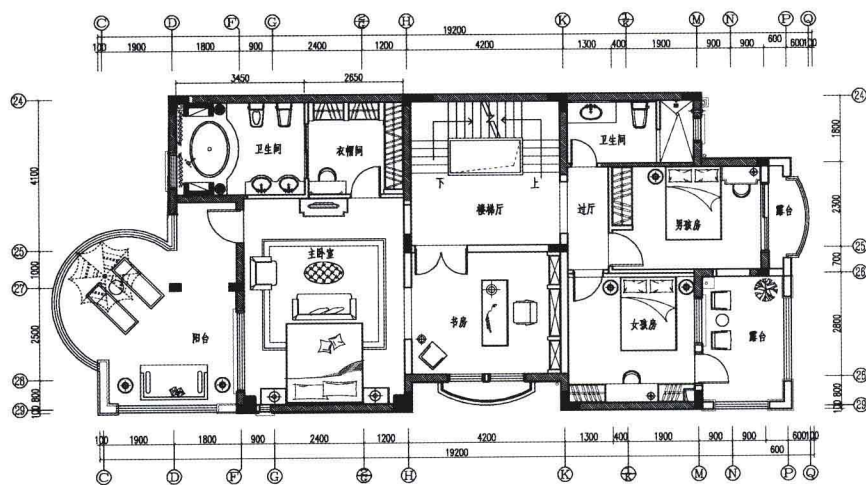


地下一层平面图

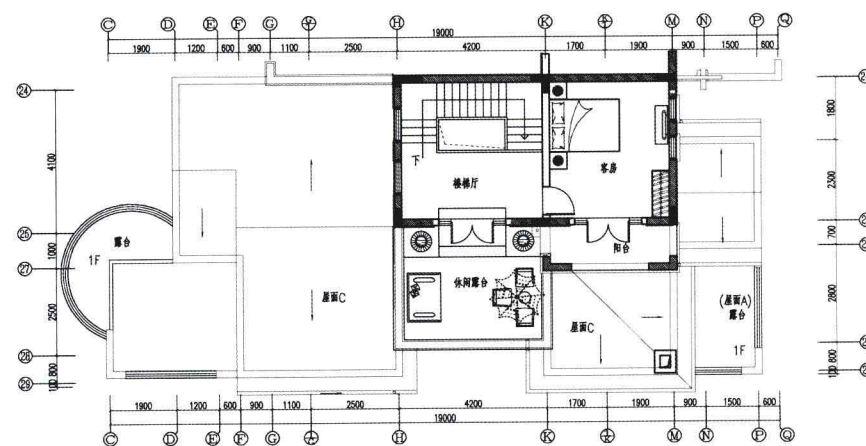




一层平面图



二层平面图



三层平面图





This case with "blossoming on the path" as the theme, pursues classical poetry romantic tracks, and indulges in the outstanding charm of the aesthetic love. Travelling in history is like walking in the rose garden, you can see those beautiful verse which are as bright as the flowers blooming in the living room, revealing a noble and warm household atmosphere which will not be submerged by the history of the past and the bumpy world.

The mood of ramble on the path is poetic, elegant and quiet, but not in a rush. The flowers are natural, simple and peaceful, but not worldliness. The leisure and romantic in the space make the flowers resplendent, and make people delightful. The blossoming on the path in March will be loved by people and drive people crazy, as if the shadow and the charm of flowers are deeply settled in one's body.

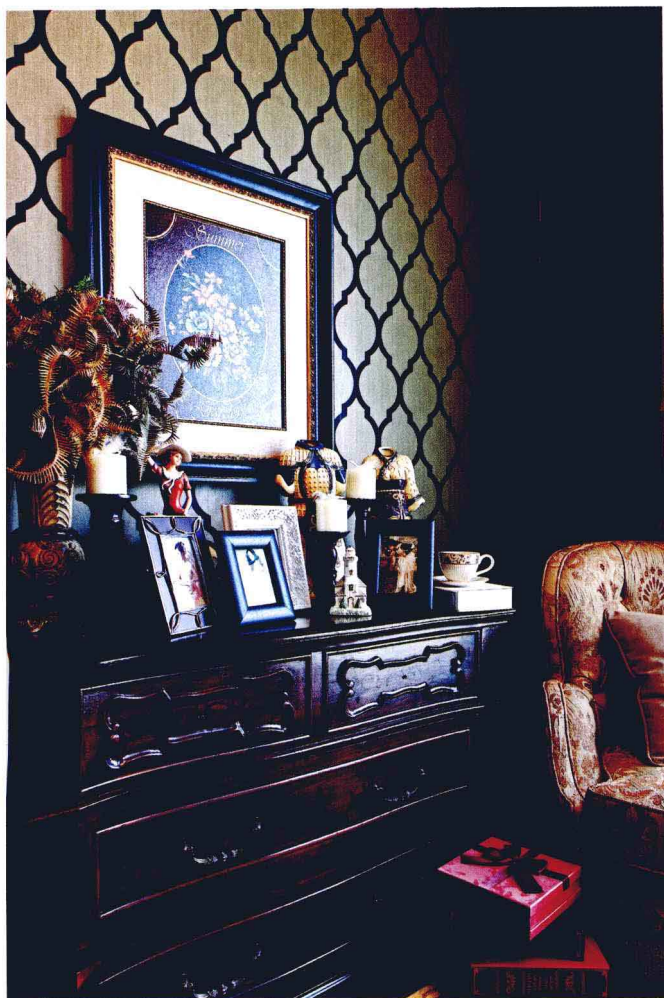
本案以“陌上花开”为主题，追寻古典诗词的浪漫足迹。沉醉于唯美爱情的旷世韵味。在历史中游历，犹如行走在蔷薇园中，你可以看到那些华美的诗句，一如客厅中绽放的花般鲜艳，处处流露着王朝贵族温馨的家居氛围，不会被历史的沧桑、人世的坎坷所淹没。

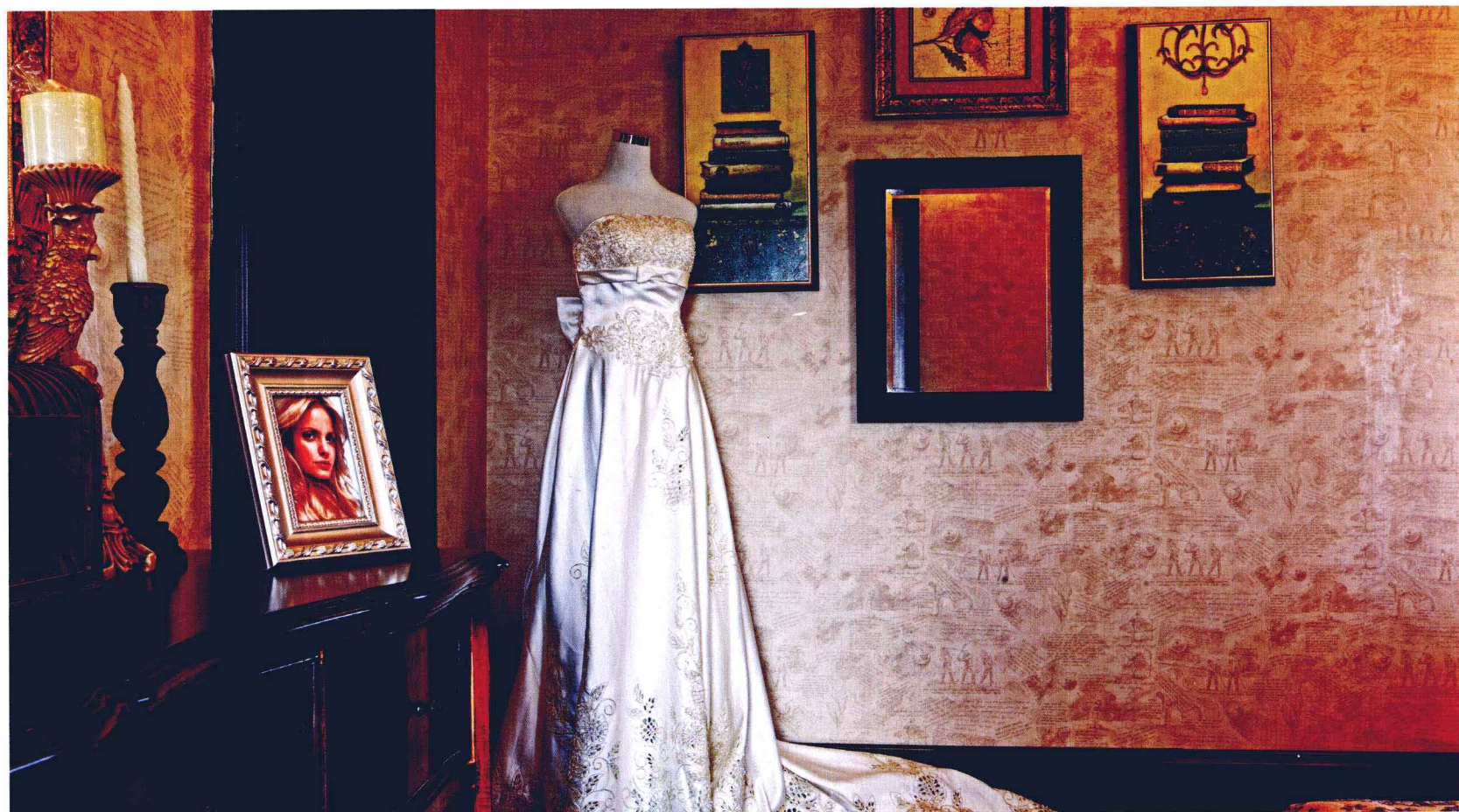
漫步陌上，心情是诗意的，优雅而散淡，不惹匆促；花是自然的，朴素而恬淡，不落尘俗，如同空间中的那份悠闲与浪漫，花在其中生命得以璀璨，人在其中心情得以畅然。三月陌上花，让人爱让人痴，恍惚人的骨子里头都沉淀了花的影子，花的风韵。















Royal Residence

皇家公馆



Design Company: Shenzhen Wang Wuping Design Studio

设计公司: 深圳五平设计机构

Designer: Wang Wuping

设计师: 王五平

Location: Dongguan

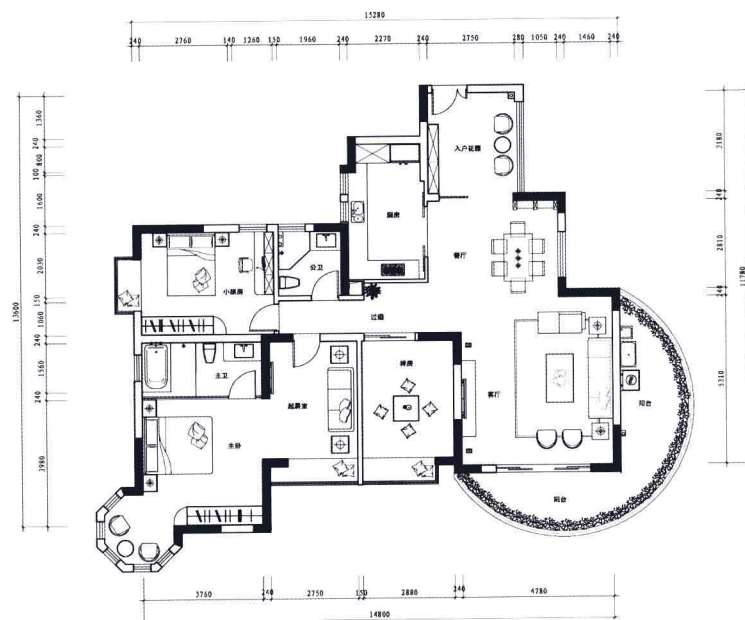
Area: 170m²

Main Material: Dulux paint, ecological wood, wallpaper, imitational marble tile, art glass

项目地点: 东莞

建筑面积: 170m²

主要材料: 多乐士乳胶漆、生态木、墙纸、仿大理石磁砖、艺术玻璃



平面图