

ESSENCE OF SHOW FLAT

样板精粹



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徐宾宾 主编

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华中科技大学出版社

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PREFACE

序言

设计师：杨焕生

设计公司：杨焕生建筑室内设计事务所

The just-ended Shanghai Expo of last year and the Venice Biennial are great occasions of architecture, music, dance, movie, drama, visual arts and interior design. Every time millions of people go to the venues to see how designers around the world approach people's expectation for contemporary and future living space and their interpretations for it.

Apart from this, in every city we reside, there is another form of exhibition, a constant display of building types and living spaces. They set free the boring lines and stiff facades in the urban spaces and present designers' infinite creative imagination and their expectation toward urban spaces. That is the special architecture exhibition that attracts every resident in the city and brings forth their thoughts and practice toward building and living—the show flat.

Show flats have always been "temporary buildings" in the process of house sale. However, in recent years, they have developed into an interior space exhibition like the Good Design Award. The much-expected new design styles and interior atmosphere are presented at the street corners in the city, whose shapes are attractive and grand. When night comes, they highlight the street corners, shining and glittering like land marks.

Interior spaces of show flats are of especially unique styles. The comfort and coziness of the show flats evoke people's sympathetic responses and thoughts toward home. Hence their desire for such a house, which means show flats have achieved their essential functions.

In recent years, many new approaches and new materials are adopted in show flat construction and the forms of expressions are more lively and avant-garde. This represents the emergence of new age design, a decoration style of presenting a show flat with materials, spacial functions and client's demands. New age interior design combines cultural events with art, fashion, life and environments. Designers' techniques of expression are diverse and confident. Together with development of science and technology, materials have been changing and many new come into being.

With the cross-domain integration as stated above, show flats have become highly integrated outcome of high-degree design, no matter considering the design density, humanistic features or aesthetic appreciation. After extracting and purifying the thinking between integration and derivative, intuition and logic, bold and delicate, show flats have been changed into perceptual and intellectual representation that the audience can accept.

The previous definition of show flat is expensive and splendid interior space, including luxury mansions of exquisite decoration. However, I am concerned with show flats that are not only purely packaging products during house sale process, but those of high quality and fine taste like Coco Chanel. They are outcome of confident and creative design and real concerns about life style, an attitude and persistence that blend the both together.

What show flats are shaping is living atmosphere that everyone seeks. A dream that most people pursue is to infuse fashionable and humanistic elements into the planning, utilize plenty of exquisite materials to present unique texture, with changing light and shadows and multi-level furnishings, to create a unique aesthetic space and atmosphere and to make such a Pandora's box bring forth people's sympathetic feelings and imagination.

Large-scale and grand planning should be design orientation of show flats. Construction details that combine functions and futurity, texture and aesthetic beauty are essence of show flats. Besides, a comprehensive aesthetic philosophy concerning interior decoration, lighting, furniture and art works is extension of design and taste.

Aesthetic beauty originates in balance of space and adherence to taste. Splendid and complicated design is not necessarily beautiful. Expensive building materials are not necessarily of good taste or good interpretation of beauty. Like a stunning and unforgettable dance that evokes audience's emotions, the value of show flats lies in promoting people's further thinking toward living space and making them obtain experience and perception at the same time.



去年刚结束的上海世博会和威尼斯双年展都是建筑、音乐、舞蹈、电影、戏剧、视觉艺术及室内设计界的盛事，每次都吸引千万人前往，只为一睹世界各国设计师如何看待现代与未来人类对居住环境的期待及所作的批注。

除此之外，在我们生活的每一个城市，还有另一种展览形式，不断地对建筑类型及居住空间作出展示，解放都市空间里无趣的线条与麻木的立面，展现设计者无限的创作想象及对都市的期许。这就是吸引都市里每一个居民对建筑及居住产生想法及实践的特殊建筑博览会——样板房。

样板房向来是建筑销售过程中的“临时建筑”，但这几年来却发展成像大赏一般的建筑室内展，众多人期待的新的建筑形式及室内氛围都呈现于都市街角，造型抢眼且大气，到了夜晚又点亮了都市街角，像地标一般耀眼夺目。

样板房的室内空间极尽表现特色，以其舒适感让人对于家产生共鸣及想法，进而想要拥有这样的家，达到了样板房实质的存在功能。

近年来，样板房采用了许多新手法与新材料，表现形式也更活泼与前卫，这代表新时代设计浪潮的兴起，以材料选择、空间功能和客户需求来呈现样板房的装修样式。新世代室内设计，以文化时事结合艺术、时尚、生活、环境等，设计师表现手法多元而大胆，素材运用上，也随科技进步及材料的推陈出新而有很大变化。

结合上述跨领域的整合，样板房在设计密度、人性化、美学鉴赏等方面都属高度设计与高度整合的产物。在融合与衍生、直觉与逻辑、大胆与细腻这些思维不断被提炼、浓缩之后转换成观赏者可以接受的感性 with 知性的呈现。

以往对于样板房的定义是高价、华丽的室内空间，包括装修精致的豪宅园邸。我所关注的样板房，不是单纯售屋过程的包装品，而是拥有COCO CHANEL般的质量与品位，大胆创新，且真正关心生活方式，并将这些融入到空间里，凝聚为一种态度与坚持的设计作品。

样板房所形塑的是一个大家都在追寻的居家感觉，在规划中注入时尚与人性的元素，利用丰富精致的建材元素来呈现特有质感，并融入多变的光影风情，多层次的摆设，创造独一无二的美学空间与氛围，让这一个潘多拉方盒引起共鸣及诱发想象是大部分人追求的梦想。

大尺度及大气的规划是样板房的设计方向，实用性与未来性及质感与美感兼备的施工细部才是样板房的精髓，除此之外，内装、灯光、家具、艺术品等全方位的美学哲思也是设计与品味的延伸。

美感来自空间的平衡与对品位的坚持，华丽及复杂不一定美，昂贵的建材不一定具有品位，也不一定能诠释美。就像观众观看一段令人惊艳且难忘的舞蹈时会随着舞者舞动而情绪起伏一样，让每个人对居家都有更深层的认识，同时获得经验与感受，这才是样板房的价值。

PREFACE

序言

设计师：陈明晨

设计公司：鼎汉唐（福州）设计机构



Show flats are ideal living spaces carefully created by property developer to attract target customers. They focus on world's current design fashions and new trends and combine them with local culture and life. They are created according to different people's life habits and preferences, with new materials, new techniques, lighting, colours and furnishings. Better than actual life and more eye-catching, they completely present a design style that is intended to fit target customers' life.

Design of show flats and that of living spaces are fundamentally different. The biggest difference is the design motivation. Hence the different main points to grasp and different elements to consider during the design. As stated above, show flats are intended to promote sale, so the real focus of design is to create appealing visual effects, to present the characteristics of the house and to reflect target customers' ideal life and taste. When there are conflicts between beauty and utility, design of a show flat shall choose beauty and give up utility to some degree. For example, to visually enlarge a space, design of show flat may reduce the storage space. However, the essential parts of the design of living space are to fit owners' life style and preferences. It is a design project custom made for the owners, through understanding their family structure, aesthetic taste and special demands. For customers' comfortable living, it starts from owners' demands and should be practical and convenient for living. For example, it will give priority to enough storage space, even making the room seem smaller. Or because of family members' different preferences, style of each area may differ from each other, so the visual effects may be not as unified as those of show flats. Nevertheless, if the owner has good taste and is willing to spend time and money on decoration, plus no disagreement between family members toward the design of living, design of living space can achieve both beauty and utility.

Before the design of show flats, we will make close study about the project information offered by the developers. We will first know about the surrounding environments, project features, advantages and disadvantages, do a systematic analysis of target customers about their status, age, family structure, preferences, etc. and fix a market orientation for the project with clear target and finally do the design with a clear goal in mind. Sometimes it seems to me a role play in a TV drama, especially when the show flat is concluded. The environment on spot and every item display themselves lively in front of me. While filling the entire space with distinct features, the owner's life style and life characteristics also find their expressions in our design. Finally, and the most crucial, the design is to impress the audience and make them feel the life style and life attitude that the show flat reflects.

样板房是地产发展商为吸引目标客户群体，集中当下世界流行设计和新趋势，结合本土地域生活文化而精心打造出来的理想居家空间。它比现实生活状态更美好，更能吸引眼球，它针对不同人群的生活习惯及喜好，通过应用新材料、新技术、灯光、色彩及软装饰，为目标客户的生活状态而创作的设计风格的整体呈现。

样板房跟居住空间设计两者有着本质上的不同，最大的区别在于其设计动机，由此而造成设计时要把握的重点及要考虑的因素也大有不同。正如之前所说，样板房以促进销售为目的，所以真正的设计重点会放在营造引人入胜的视觉效果，注重表现楼盘的特质以及展现目标客户理想中的生活和品位这三大方面。当美观和实用出现冲突时，做样板房一定会侧重选择美观而放弃一定的实用度。例如为了让空间看起来更大，样板房可能会减少储物空间。而居家设计最重要的是要适合业主的生活方式及喜好，通过了解目标群体的家庭组成情况、审美品味和特殊需求，是为业主量身定制的设计项目。它让目标群体住得舒服自在，以户主的需求为基本出发点，实用，便于生活。例如，宁愿屋子看起来小一点也要有足够的储物空间，或是家庭成员人人都有自己的喜好，以至家里每个区域的风格会有所不同，视觉效果上便不如样板房那么统一。当然如果户主是个有品位又愿意在装修上花金钱和时间的人，同时家人之间对于家居设计又没有分歧的话，居家设计一样可以达到美观和实用的双重效果。

在设计样板间之前，我们会仔细研究开发商提供的项目信息，了解周边环境、项目特点及优劣势，有针对性地对项目作市场定位，对客户群体做系统分析，判断业主的身份、年龄、家庭结构、喜好等，然后有目的地做设计。有时候我会觉得就像演电视剧一样，当样板间完成的时候，现场的环境、每件物品活生生地呈现在自己眼前，让整个空间充满了鲜明特点的同时，业主自己的生活方式、生活特质在我们的设计中也得以表达。最后，也是最关键的，就是要打动受众，要让参观者体会到样板房所展示出的一种生活方式及生活态度。

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Hefei Vanda Show Flat Type D

合肥万达样板房D户型

For this upscale residence of fine fitment, design of the show flat adopts European classical elements to highlight the luxurious, respectable, comfortable and exquisite characteristics of the space. In order to maintain the intimacy of the living room and dining room, designer sets a feature wall at the entrance which is covered with marble and carved with hollow designs at the center to make the space visually transparent. The living room and dining room maintain a wide spacial structure, creating a luxurious and comfortable atmosphere of European style. Master bedroom is wide and bright, with a separate dressing room and a bathroom. Considering features of a bedroom, the floor is of ebony wood engineered flooring, which is to add more comfort and warmth to the master bedroom. Second bedroom is also designed into the form of a suite, so as to reflect the luxurious residence design conception. It is also equipped with a separate dressing room and a bathroom, whose design and materials are a continuation of the overall style.



主创设计：王南桥

参与设计：林涛

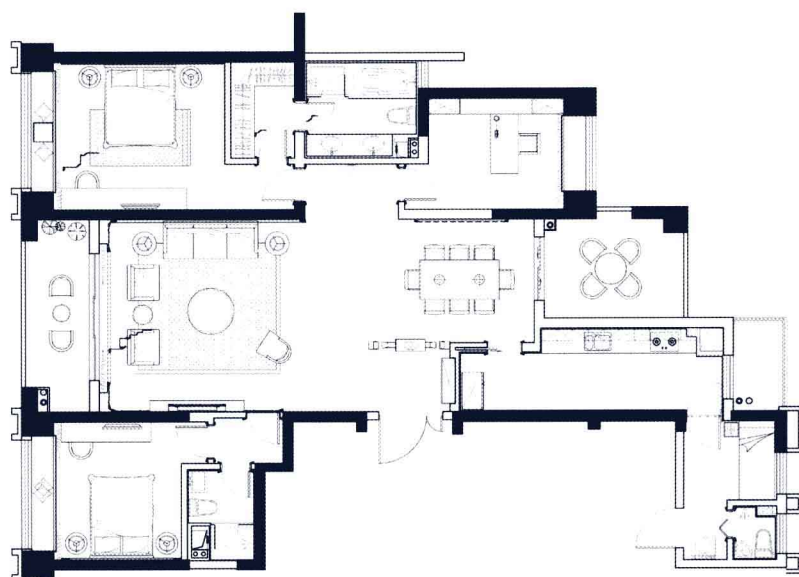
设计单位：上海高迪建筑设计有限公司

项目地址：安徽合肥市

建筑面积：101平方米

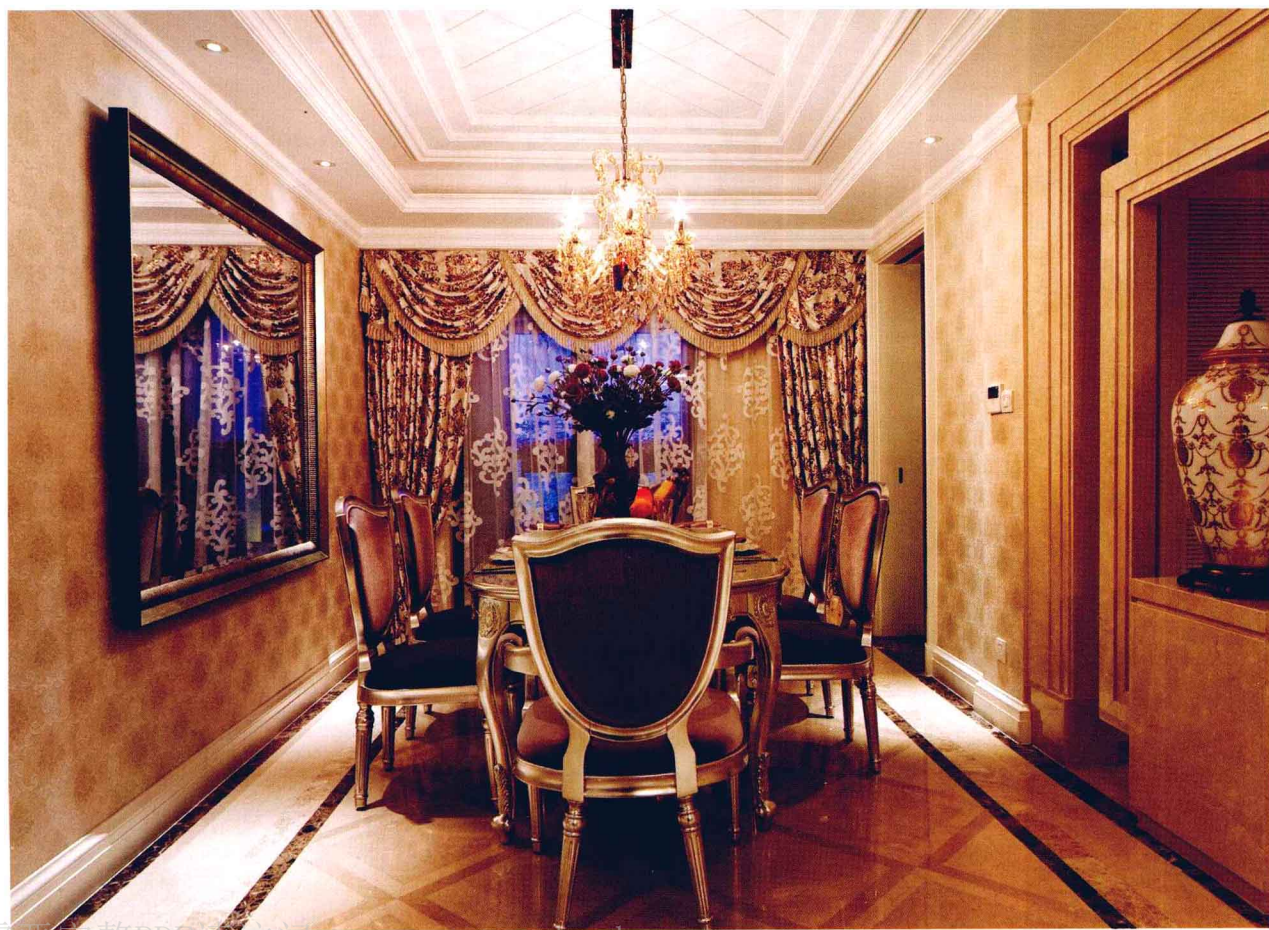
主要材料：天然大理石、白色喷漆、马
赛克、软包、割画玻璃、拉丝不锈钢







针对此高端精装修住宅，在样板房的设计上以欧式古典元素，突出体现空间的豪华、尊贵、舒适及细腻的特点。为保持客餐厅的私密性，在进门玄关处设计一景观墙，全部使用大理石贴面，中间使用镂空使视觉得以通透。客餐厅保持宽敞的空间结构，营造出欧式设计的豪华、舒适的空间氛围。主卧室宽敞明亮，配以独立的更衣室和卫生间。地坪选用黑檀木的实木复合地板，以增加主卧室的舒适感和温暖感。为了体现豪宅的设计理念，次卧室也设计成套房形式，配以独立的更衣室和卫生间，设计及用材上也是整体风格的延续。







Hefei Vanda Show Flat Type A

合肥万达样板房A户型

For this upscale show flat of fine fitment, the design orientation is illustrated with luxurious, respectable and elegant classical style. At the entrance is a gate arch design, which ingeniously uses a combination of black gold flower marble and wallpaper, highlighting a respectable and exquisite feel of modern luxurious design. Living room and dining room maintain an open spacial structure. The use of marble, black mirror and wallpaper creates a luxurious and comfortable atmosphere of European style. Master bedroom is wide and bright and equipped with a separate dressing room and a bathroom. The design utilizes a low TV wall as a partition and combines the low TV wall with a reading desk. Hence the function of a study room. The custom-made dressing room from a professional factory not only satisfies functional demands, but also has a unique style. In order to reflect the luxury design conception, second bedroom is also designed into a suite with its own separate bathroom, whose design and materials are a continuation of the overall style.



主创设计：史南桥

参与设计：杨迪

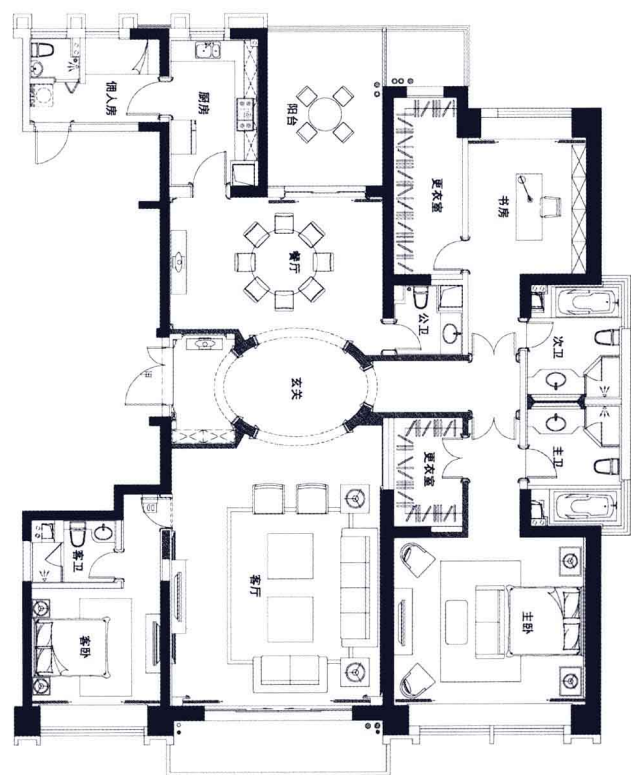
设计单位：上海高迪建筑设计有限公司

项目地址：安徽合肥市

建筑面积：274平方米

主要材料：西班牙米黄大理石、浅啡网大理石、黑金花大理石、黑檀木木饰面







针对此高端精装修样板房，在设计定位上考虑以奢华、尊贵、典雅的古典风格来诠释。进门玄关处设计了门拱，采用黑金花大理石和壁纸的巧妙结合，凸显现代奢华设计的尊贵及细腻感。客餐厅保持开敞式空间结构，通过大理石、墨镜及壁纸的运用，营造出欧式设计的豪华、舒适的空间氛围。主卧室宽敞明亮，配以独立的更衣室和卫生间。在主卧空间中利用电视机矮墙作为隔断，并用电视机矮墙和书桌相结合，以此增加书房的功能。而更衣室为专业厂商定制，在充分满足使用功能的前提下和风格结合，体现出不一样的品位。为了体现豪华的设计理念，次卧室设计成套房形式，卧室本身也配以独立的卫生间，设计及用材上也是整体风格的延续。



