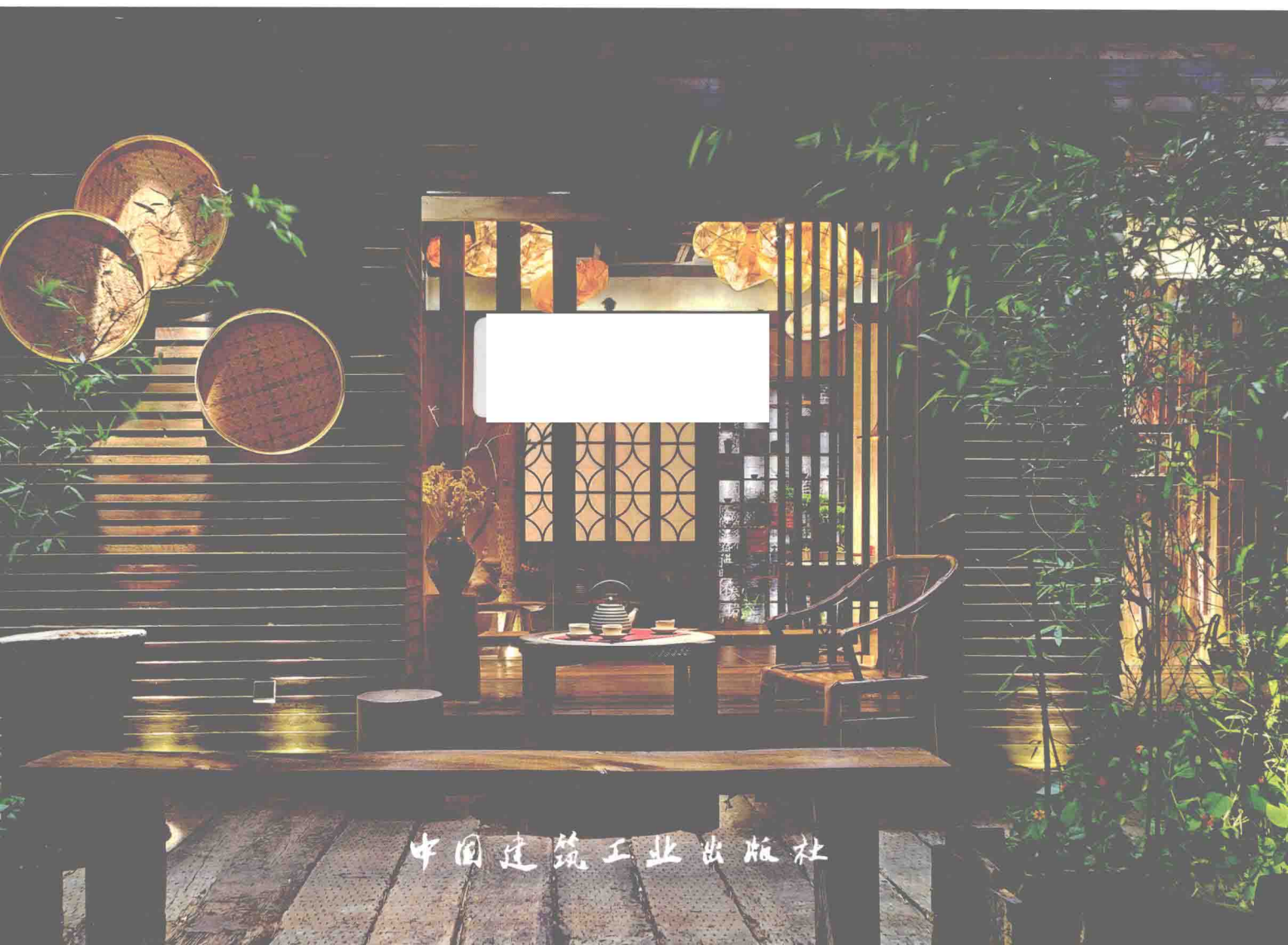


BUSINESS STORE DESIGN

商业店铺设计 [餐饮篇]

深圳市海阅通文化传播有限公司 主编



中国建筑工业出版社

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前言

preface

Shops and stores are the beginning of a trip upon space. Noisy or peaceful, fuzzy or elegant, they are always there attracting passing-biers, showing the charms of their interiors. Therefore, as a mainstream of commercial spaces, dining space is more than a place to eat or drink, but also a place with all kinds of culture and a place to exchange culture. In such a space, you can taste the enjoyable atmosphere and the meaningful cultural connotations as well as delicious foods. This is a tunnel and a panel, on which the inner atmosphere meets the bustle, thus making the dining space into a pretty flower in the crevice between these two opposite sides.

Design for dining space bears too much expectation, but also records the aesthetic and habits. Based on that, this book stresses all kinds of restaurants, cafes, bars, cold drink shops, offering designers and readers a visual feast of exquisite interior designs and unique ornaments.

Senior designer & Commentator Wang Yingchao

店面，是一场空间之旅的开始，无论喧嚣还是宁静，无论浮华还是淡雅，它一直在召唤人们，期待着向人们展示内部空间的吸引力。而餐饮空间，作为店面的一大主流，不仅仅是提供饮食的场所，也是能够容纳各式文化内涵和文化交流的综合场所。在这样的空间里，你不但能够让舌尖愉悦，也能体味到愉悦或者恬淡的氛围，品味引人深思的文化内涵。餐饮空间是一个通道，一个展示的界面。内在的氛围与外在的喧闹两股力量作用在这个小小的界面上，让它成为在夹缝中生长出来的美丽花朵。

餐饮空间设计承载着太重的期待，也记载着人们的审美和生活习惯。以此为契机，本书着重展示各种不同的中西餐厅、酒吧、冷饮等餐饮店铺设计佳作，用精美的室内陈设和独特的构造装饰，为店铺设计者和爱好者奉上一席饕餮盛宴。

资深设计师兼评论员 王颖超

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Hui Jiang Nan Private Kitchen

汇江南私房菜



Design agency: Three Architecture&
Interior Co., Ltd

设计单位：思锐空间设计有限公司

Designer: Wang Fan, Wang Yuanchao, Zhuang Peng

设计师：王 凡、王远超、庄 鹏

Location: Jinan, Shandong

项目地点：山东省济南市

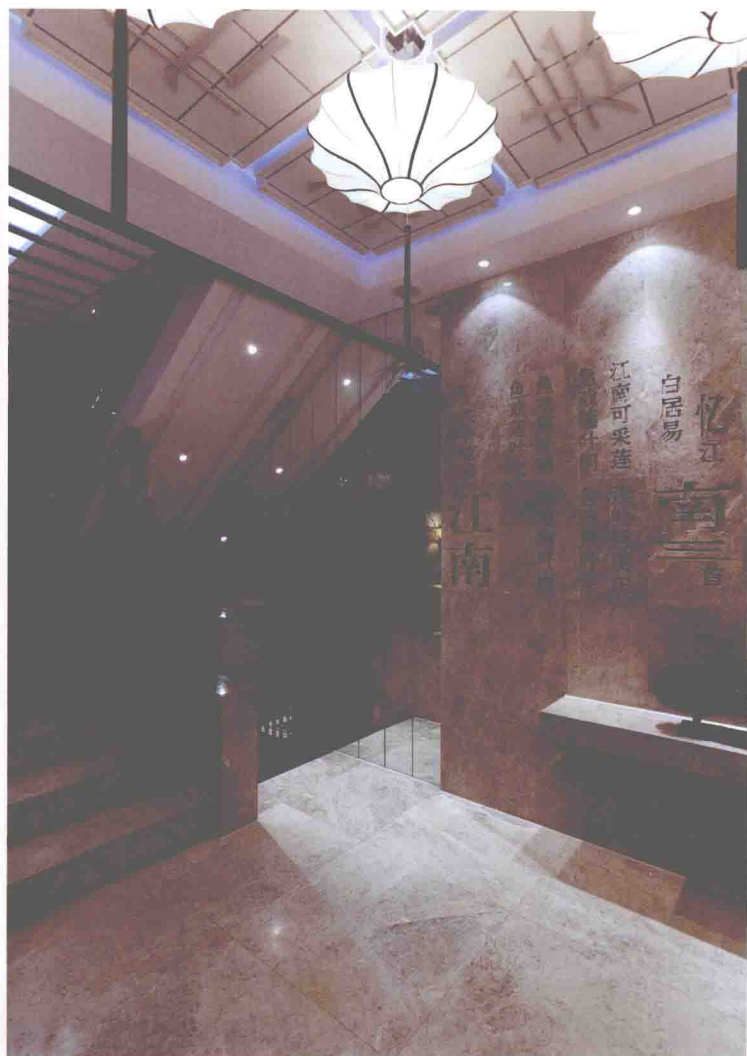
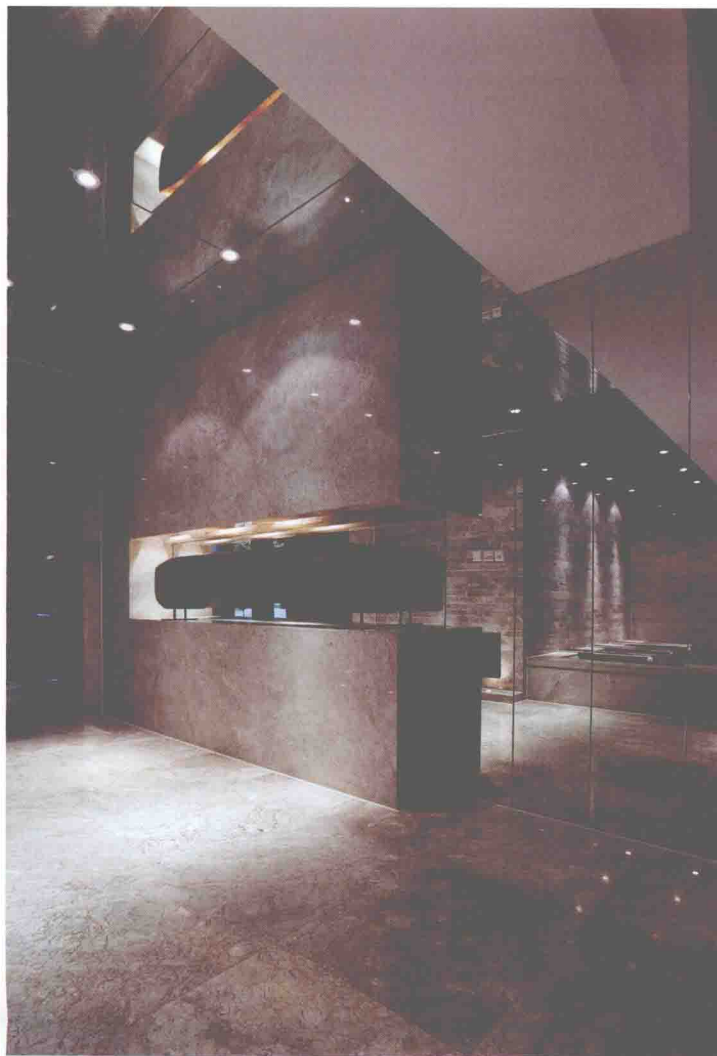
Area: 400 m²

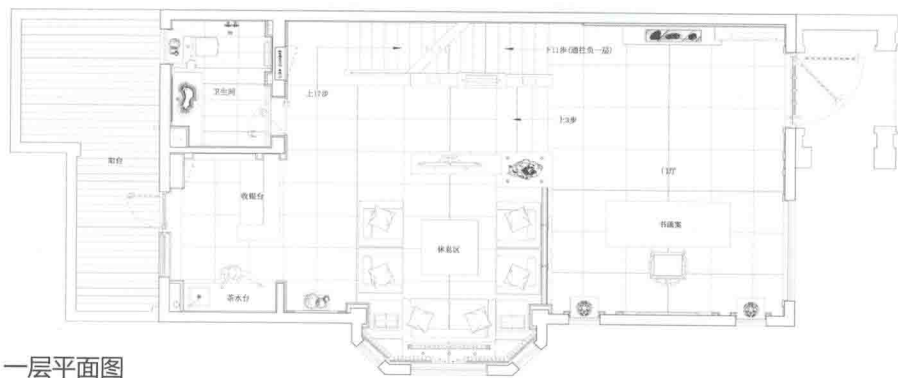
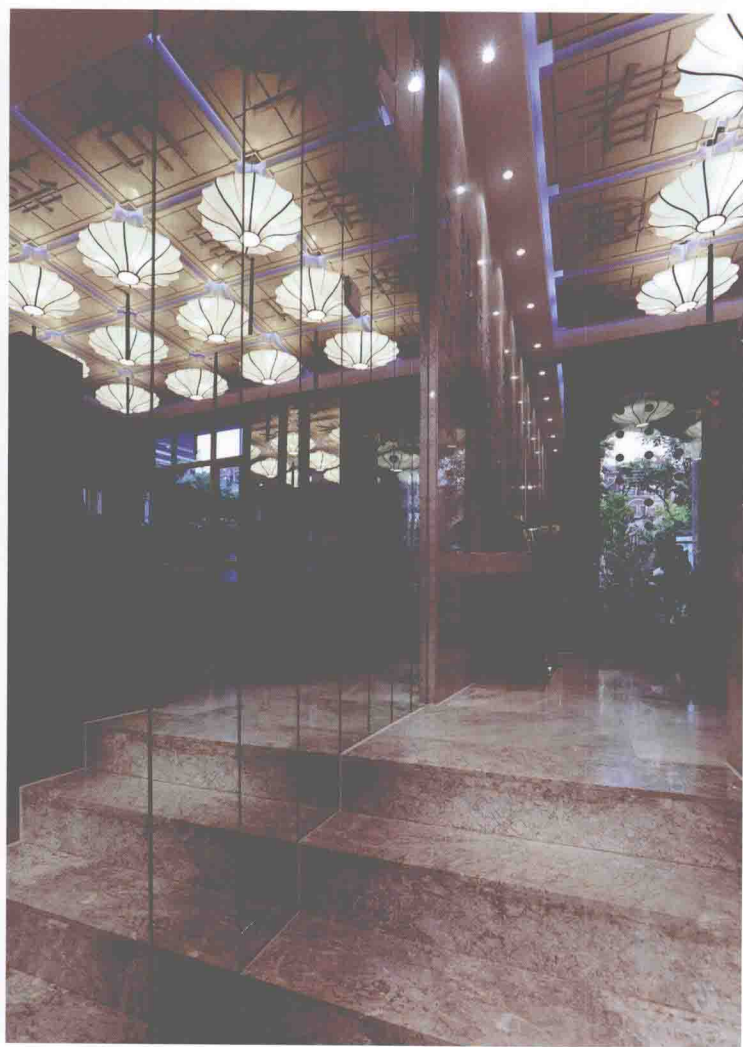
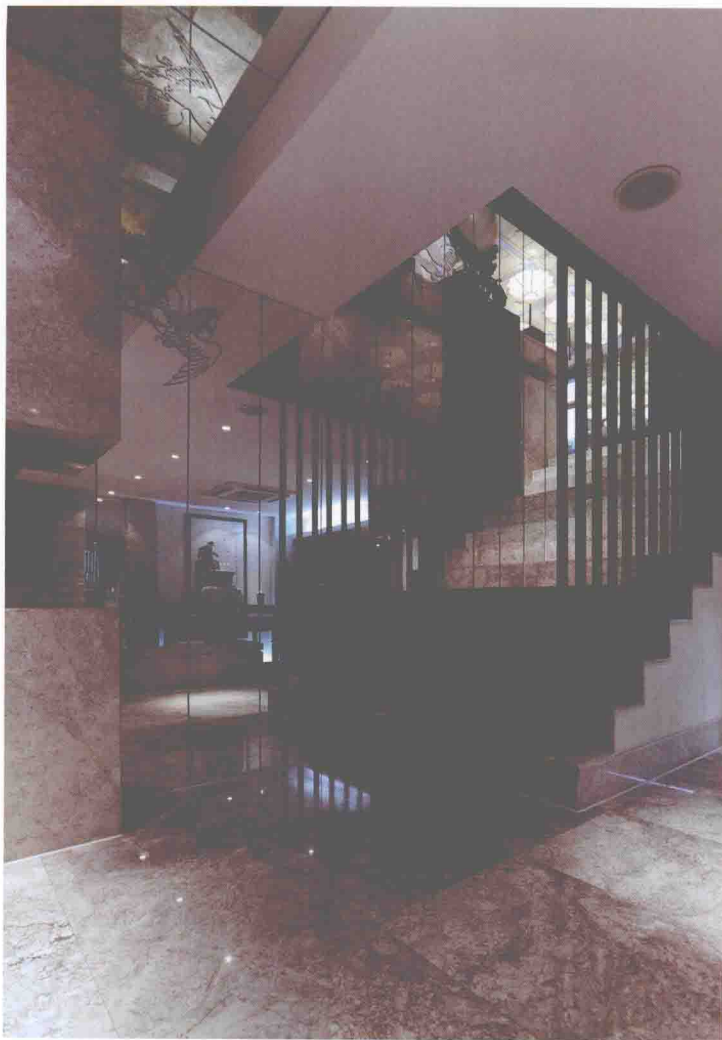
项目面积：400 m²

Jiangnan, south of the Yangtze River, is really a good place to see all kinds of good things: peach blossom, drizzle, oil paper umbrellas, lanes, mild hills and soft water, birds singing while grass enchanting. Every detail here would remind something, with the emotion flowing in the breeze and drizzles, being intimate. Design for this case is trying to recover the image of Jiangnan, as well as to build a dreaming castle and cultural restaurant in this northern city.

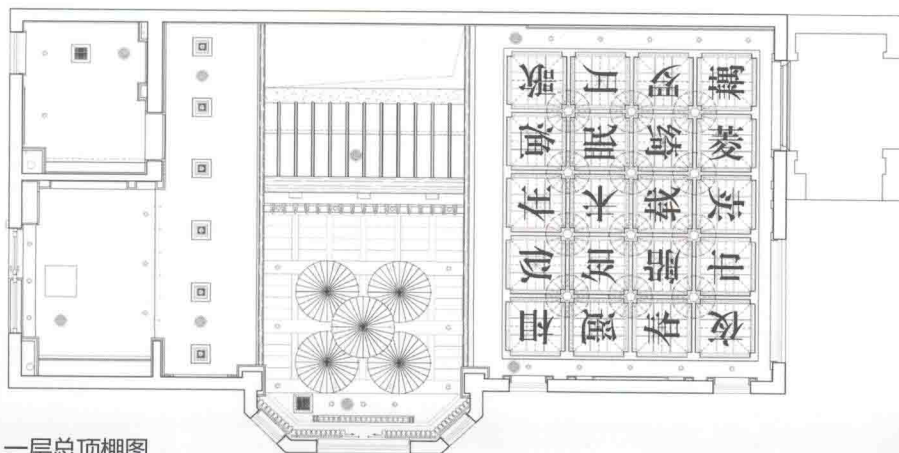
Kassod tree and gray stones are used as the ceiling and the decorations on the

wall, echoing with the white wall and gray bricks and being fresh and elegant. Meanwhile, Jiangnan materials are implemented perfectly in the space: oil paper umbrellas consist of hanging lamps, verses about Jiangnan are posted on the wall and ceiling, fishes in the pool, writings of scholars, swallows on the mirrors, the chairs and the paintings are all filled in this place with rich poetic and pictorial splendor.





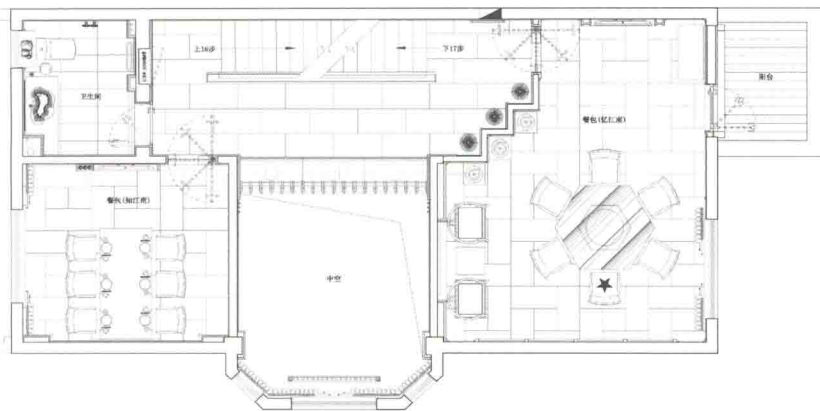
一层平面图



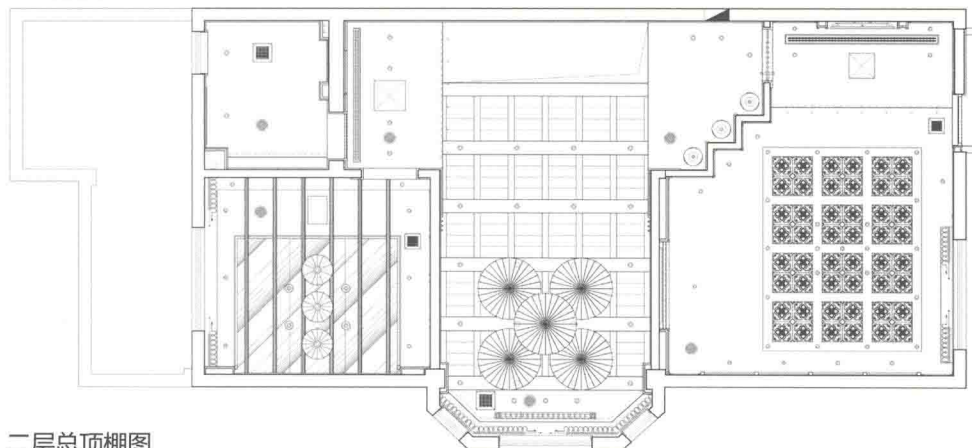
一层总顶棚图







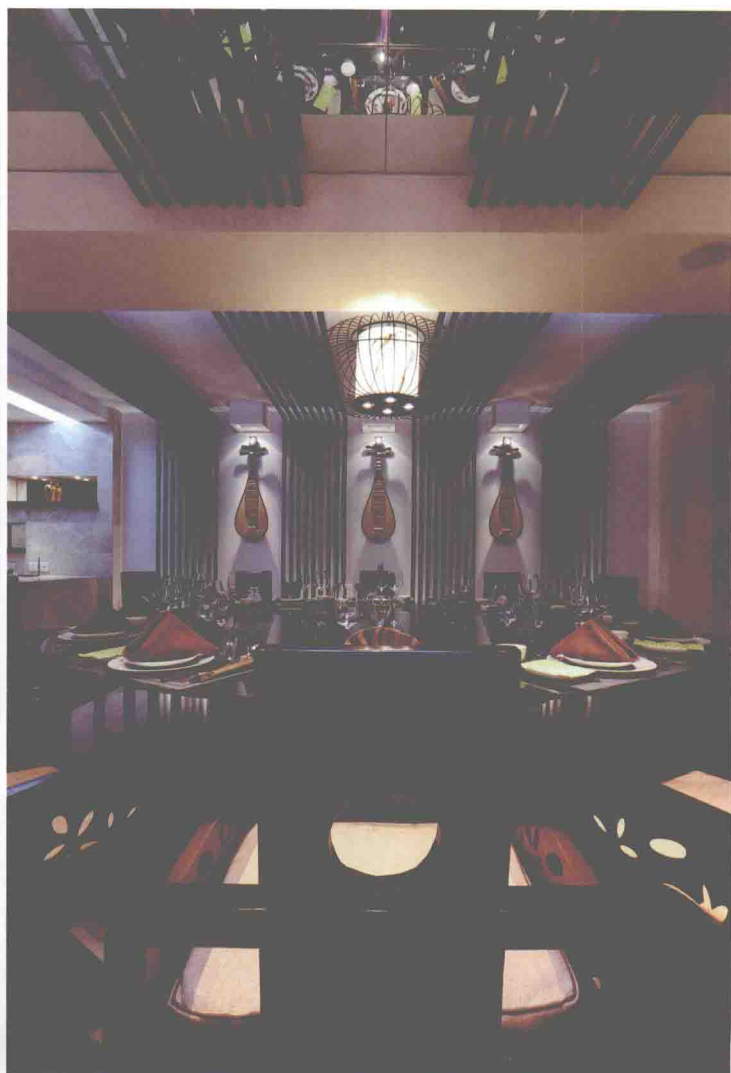
二层平面图



二层总顶棚图

江南予人的印象尽是美好：桃花、细雨、油纸伞、青石巷、温山软水……江南的一切总能勾人思绪，细雨与微风有着未了的情愫，挥洒着缠缠绵绵的意境。本案的设计思路即是围绕人们心中的江南印象，力图在北方城市营造一个斜雨初歇的梦城，一个文气荡漾的地方。

用灰色石材与铁刀木做顶棚和墙体边饰，与白墙灰瓦相配，极尽清新雅洁。又把江南元素巧妙融会贯通于其中：中厅的油纸伞组合吊灯，墙壁及顶棚上古人描绘江南的诗句，池中的游鱼，墨客的毛笔，被誉为“无声的诗”的太湖石，镜中的江南燕，大师的桃花图，有着令人怜惜孤度的美人靠，都让人感觉到空间里充满着诗情画意。



Moer Branch of Shanghai Old Station

上海老站—摩尔城店



Design agency: Hwayon Interior Group 设计单位：深圳市华空间设计顾问有限公司

Designer: Xiong Huayang 设计师：熊华阳

Location: Shanghai 项目地点：上海

Area: 200 m² 项目面积：200 m²

As literary, Shanghai Snack is a Shanghai featured restaurant. However, there are amount of Jiangzhe Cuisines that could be found; so if Shanghai Snack wants to stand out among those competitors, it should pay much more attentions on the design, culture as well as the specific style and formation, thus achieving final success of promotion. In this case, design concept, materials of Shanghai Snack stress not only on the featured cultural elements of Shanghai, but also being international and fashionable. Bright colors, concise lines, article

parts and exquisite details are all unique and perfect, being the structure of modern popular featured restaurant by reuniting the traditional ethnic culture and elements.

The choice of materials is crucial to the success or failure of the decoration, since the materials is a symbol of culture as well as the identification of decoration and the entire atmosphere.

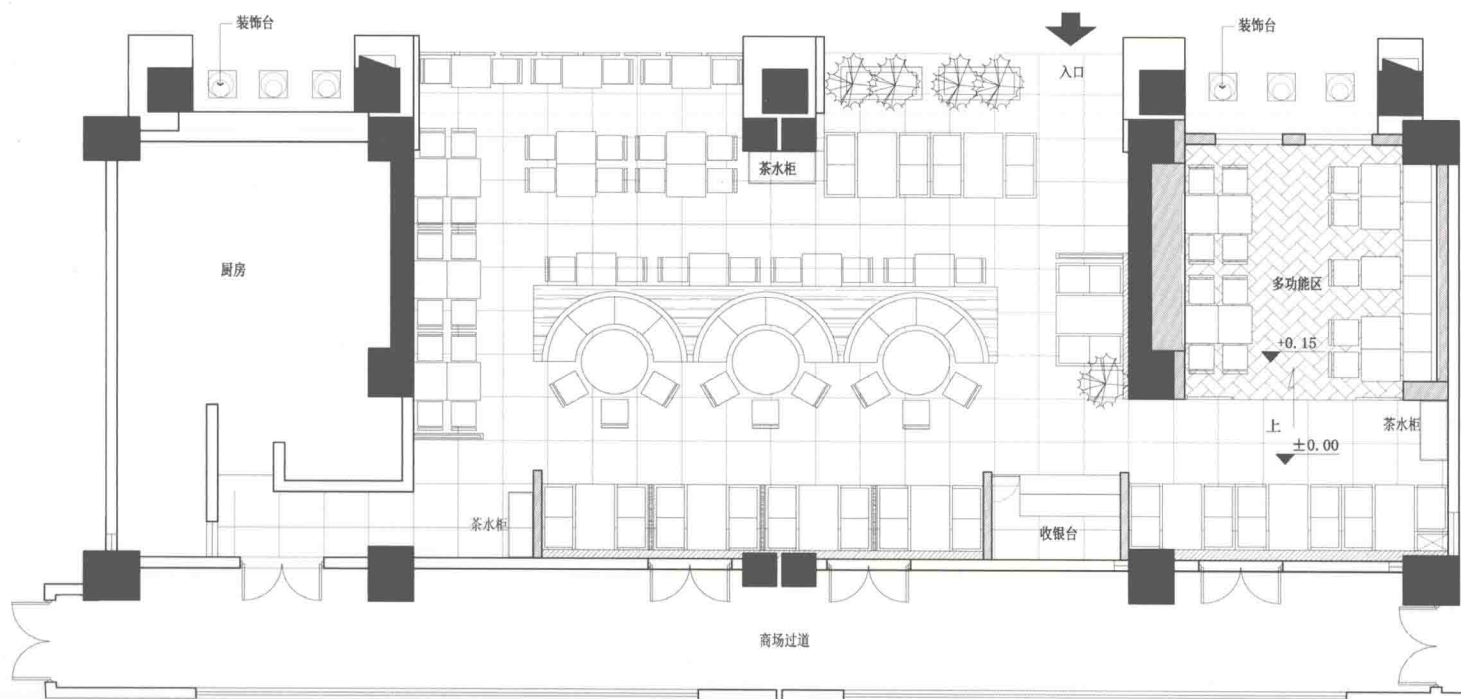




上海老站，顾名思义是一家上海特色餐厅。江浙菜在市面上可以说数不胜数，想在形式、格调上拉开差距、胜人一筹，不光要在文化上，更要在档次与时尚感方面达到一定水平，以此实现完美的终端效益。上海老站的设计方案、用料方面，不仅注重突显老上海特色文化元素，更注重紧随国际流行趋势，走时尚路线。其鲜明的色彩、简约的线条、艺术的局部、精美的细节都独树一帜，是对现今新特色餐厅流行风潮的解构，是对中国传统经典民族文化的

重组。

材料的运用对装修的成败至关重要，因为材料体现了文化元素、装修的定位、格调与整体感觉。从上海老站的整个材料运用来看，各单元的大理石、烤漆玻璃、铁艺装饰、自然风雅的砖墙，搭配以现代感的陶瓷锦砖、民族特色浓重的装饰品，既古朴又简约，既连贯又错落，有机地结合了现代与古典时尚的装修精髓，使民族风情更耐人寻味。



平面图

Brotherhood Restaurant

三义和酒楼



Design agency: Wisdom Space Design 设计公司：睿智匯设计
Designer: Wang Junqin, Xu Guanghua 设计师：王俊钦、许光华、陈丽娜
Location: Jinan, Shandong 项目地点：山东省济南市
Area: 2062 m² 项目面积：2062 m²
Photography: Sun Xiangyu 摄影：孙翔宇

Brotherhood Restaurant is a well-known catering enterprise in Shandong, with rich oriental charms. Wisdom Space Design designs this case on the base of inheriting traditional culture and maintaining and inspiring the deep emotions of consumers, to interpret the area perfectly with neo-modernism style.

Simplicity is the main tone of this restaurant with ink painting, auspicious clouds and lotus being the main elements. Combining with materials like Cotton, linen and wood, modern leathers and steels are spread through the entire space. Abandoning the original complex exterior, a modern ink painting is specially made according to situation of this restaurant, while a modern iron frame is used to match the painted glasses, thus making

the whole space natural with rich oriental charms by neo-modernism methods.

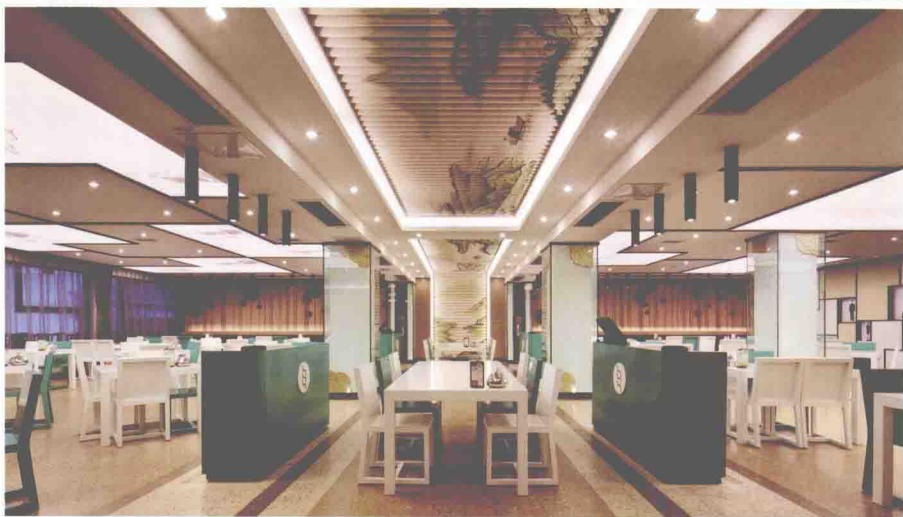
Ropes, wood and vases are used in the dining space, and the bouncing colors in this space form a strong contrast of styles and give out a huge impact on visual. Traditional Chinese colors, green, Titanium white are used bravely as main colors in this place, as a key method to promote the characters and interests in the space by forming a strong collision. Traditional colors and elements are interpreted in a luxury and gorgeous way in the mezzanine area, while elements like clouds and paints are combined with several Chinese traditional symbols, leatherwear, wooden veneer and some other elegant materials.





三义和——一个极具东方韵味的餐厅，睿智匯设计以承载传统文化精髓为原则进行创意，保留并激发了老顾客对餐厅的深厚情感，用新现代主义风格完美演绎该个案。

餐厅以“简朴”作为此案设计的主要精神，用水墨画、祥云、荷花作为主要元素，结合棉麻木质等生态材质，以及极具现代气质的镜钢和皮革贯穿整体设计。摒弃原有外观的复杂传统造型，因地制宜，整体呈现出一幅现代水墨画卷，并借用极具现代感的铁铸漆框架搭配水墨画玻璃贴膜，用新现代主义手法表现东方韵味，使整体融于自然环境之中。大厅和散座区运用麻绳、原木、瓷盘等淳朴材料，加入现代跳跃的彩绘手法，造成强烈的风格对比和视觉冲击。色彩上，大胆运用中国传统的绿色以及钛白色作为主色调，“强烈碰撞”是提高整体空间个性和趣味性的一个重要手段。包房区运用传统的中式色调及元素，运用祥云和写意花鸟彩绘等主要元素，结合中国传统吉祥符号，用金箔皮革木饰面等充满华丽质感材料，以优雅又不失奢华的方式呈现。



Jiu Yue Tian Creative Fusion

九月天创意融合菜



Design agency: Three Architecture & Interior Design Jinan Sirui Kongjian Design Co. Ltd 设计公司：思锐空间设计有限公司

Designer: Wang Fan, Wang Yuanchao 设计师：王 凡、王远超

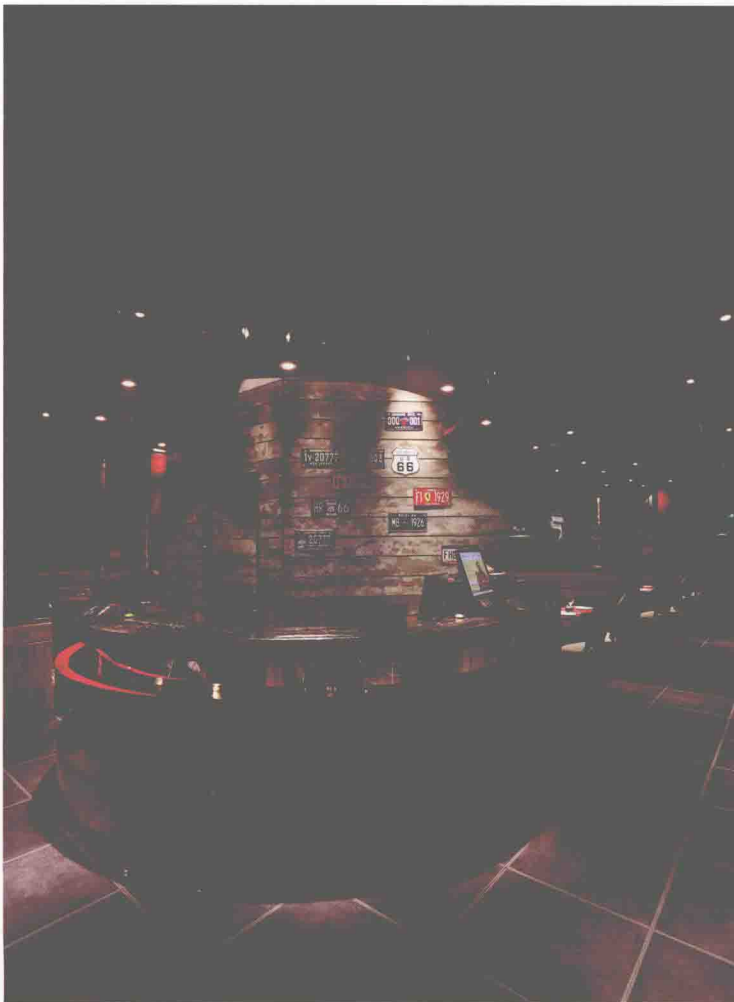
Location: Jining, Shandong 项目地点：山东省济宁市

Area: 600 m² 项目面积：600 m²



As the owner wishes, this case is located as cultural rock style to satisfy the various requirements on dining environment of those young people who is in their late 20s. It is really a challenge to express rock in a street-style way. However, designers used panels and iron frames as bases, combining with graffiti, posters and old motor plates, creating a special and unique dining atmosphere. It is the subject of this design to show freedom, just be free and demonstrate self in a specific way.

应业主委托，风格定位为街头文化摇滚风，以满足当下 85、90 后对用餐环境日益多样化的需求。为了用街头风格演绎摇滚精神，设计者以水泥板及锈铁框架为基础，结合街头涂鸦艺术、摇滚海报、旧机车牌的点缀，为餐厅创造了一种非主流化的就餐体验。一切都为了自由和展现自我，以自己的方式，是本方案设计的鲜明主题。



Ningbo Baixing Bullfrog Restaurant

宁波百姓牛蛙馆



Design agency: Ningbo SOK Decoration
Design Co., Ltd.

设计单位：宁波 SOK(索色) 装饰设计有限公司

Designer: Chen Yonggen

设计师：陈永根

Location: Ningbo, Zhejiang

项目地点：浙江省宁波市

Area: 260 m²

项目面积：260 m²

Photography: Liu Ying

摄影：刘 鹰

It is a themed bullfrog restaurant where the pristine natural elements as well as the bold but restraining lines create a relaxed and interesting dining atmosphere. The space form breaks the convention. Inspired by the connection between the well and the frog, the designer uses circles to create a unique space form which helps to extend the limiting storey height of a two-storey building, while bringing about interesting dining experience.

As for the materials adopted, instead of traditional decorative materials, the designer

uses concrete floor, exposed red brick wall and wood tables and chairs decorated with leather, all of which are so natural as to make every customer feel as comfortable as being in the countryside. The main color is grey, black and burlywood. The soft light echoes with the color, to soothe the nerves with the purity of nature. Clay pots, green plants and frog statues bring customers to the countryside. It feels like sitting here we can hear the croak of thousands of frogs in a green pond.

