

食尚界

大型餐饮空间

FOOD FASHION

Large-scale Restaurant Project

精品文化 主编



华中科技大学出版社

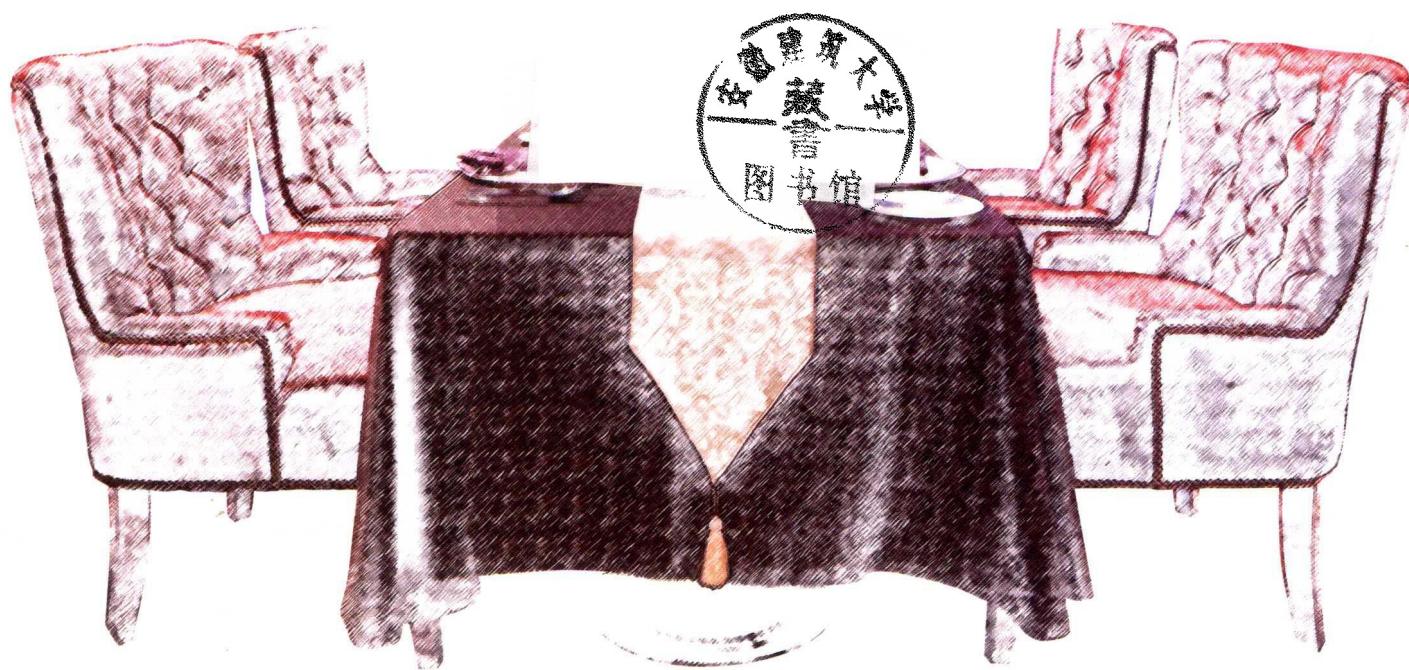
<http://www.hustp.com>

食尚界

大型餐饮空间

FOOD FASHION
Large-scale Restaurant Project

精品文化 主编



华中科技大学出版社

<http://www.hustp.com>

中国·武汉

图书在版编目 (CIP) 数据

食尚界: 大型餐饮空间 / 精品文化主编. — 武汉: 华中科技大学出版社, 2012.3

ISBN 978-7-5609-7722-5

I. ①食… II. ①精… III. ①饮食业—服务建筑—室内装饰设计—作品集—世界—现代

IV. ①TU247.3

中国版本图书馆 CIP 数据核字 (2012) 第 039832 号

食尚界: 大型餐饮空间

精品文化 主编

出版发行: 华中科技大学出版社 (中国·武汉)

地 址: 武汉市武昌珞喻路 1037 号 (邮编 430074)

出 版 人: 阮海洪

责任编辑: 段自强 黎若君

责任监印: 秦英

责任校对: 段园园

装帧设计: 百彤文化

印 刷: 利丰雅高印刷 (深圳) 有限公司

开 本: 1016 mm × 1270 mm 1/16

印 张: 23

字 数: 184 千字

版 次: 2012 年 4 月第 1 版 第 1 次印刷

定 价: 328.00 元 (USD 65.99)



投稿热线: (020) 66638820 1275336759@qq.com

本书若有印装质量问题, 请向出版社营销中心调换

全国免费服务热线: 400-6679-118 竭诚为您服务

版权所有 侵权必究



PREFACE | 序言

社会的发展，带来了饮食行业的多样发展，很多设计师都参与此行业的设计，如何做到设计上成功，且受业主消费者接受的空间，是设计师需要探讨的课题。

很多设计作品的设计重点都不大相同，我个人认为作为一名设计师首先要明白自己所接受项目的设计目的，也就是要明白投资者经营目的，或是商业定位。设计师的理念、设计手法要与商业行为密切相连。我们要完成的是一种商业行为组合，设计是一个组成部分，把一个餐饮空间做成一个纯艺术空间、一个材料的展示设计、或是博物管式的餐厅就过头了，迷失了方向，记住吃饭才是最重要的，是一种商业设计行为。

设计与投资经营、预算的关系是很重要的，例如：一个餐厅生意好，但回收期过长，其实是设计上的失误，同时也是投资失误。通常一个餐厅的回收成本时间，最好是控制在一年左右是合理的（只单从店面来看，其它目的另论），从设计角度来讲，设计师控制成本要遵从商业投资的行为，餐饮是一个典型的综合商业行为，那么设计本身也就存在商业行为里，有设计师会问：“我想做的设计由于投资方资金不够，怎么办？”其实好与不好是相对而言，艺术本身没有好与差之分，最重要的是你所承受的设计能够做到消费满意和达到投资者所想要的投资目的，如能做好设计合理，同时又有引领消费行为，那就是成功设计了。

消费文化行为：一方水土养一方人，各地消费文化不相同，设计师要有观察实际生活的洞察能力。选址与经营方式等都与设计密切相关，所以综合因素对于设计师来讲，都是很高的要求。总而言之，餐饮设计要考虑许多方面，艺术观点、投资规划、地域区域位置、当地人文状况等方面。切记成功的餐饮设计，是有她特别的生命力的。

韦文生

With the development of society, it appears a diverse trend in catering industry, and many designers are involved in catering design, but how to accomplish a successful design owners and consumers favored is the subject designers need to probe into.

Every design has a different focus. Personally speaking, as a designer, at first, you should know what is the aim of your project, that's you should have an idea about the business purpose or commercial positioning of the investor. Also the designer's concept and skills are due to having a close relationship with business behaviour. For designing a project itself is a business behaviour, it is a part of a business. For example, if you design a restaurant to be a pure artistic space, a exhibition of materials or a museum-styled dining place, then it is too much for a restaurant, a place for dining. Remember, dining is the most important thing in the design which is a commercial design behaviour.

The relationship between design and investment management and budget is very important. For example, if a restaurant has a brisk business, but the payoff period is too long, actually the design needs to improve, otherwise it is a bad investment. Usually for a restaurant, the reasonable cost recovery time is about a year (appropriate to storefront business only, except other purpose). From the design perspective, the designer should comply with business investment rule to control costs and restaurant is a typical comprehensive business activity, so the design actually belongs to business activity. Some designer will ask "i want to do a design but it lacks enough investment, so how?". The fact is that good design and bad design is somekind of relative thing, but there isn't good art or bad art, so the most important thing is to satisfy the consumers and achieve the purpose of an investment. If a design is reasonable and able to lead the consumption behaviour, then it is a successful one.

Last, we talk about consumptive cultural behaviour. "Each place has its own way of supporting its own inhabitants". Each place has its own consumption way, the designer is supposed to have the ability of understanding the native living way. So site selection and business pattern, etc. are also important to a design, and a good design is supported by many comprehensive factors. In conclusion, the designer ought to take many aspects into a restaurant design, such as, artistic viewpoint, investment planning, region, location, local humanity conditions, and so on. Remember that a successful catering design is always having her special vitality.

Wei Wensheng



ORIENTAL BUDDHIST ALLEGORICAL 东方禅韵

CONTENTS | 目录



Meizhou Dongpo Restaurant National Olympic Village Branch 眉州东坡酒楼国奥村店	008
Meizhou Dongpo Restaurant Sansu Ancestral Temple 眉州东坡酒楼三苏祠店	020
7 Club of Triumphal Arch 凯旋门七号会馆	028
Bafangzhuan Restaurant 八方饌餐厅	038
Huashan Hui 华膳汇	046
Sanming Catering Club 三明餐饮会所	054
Rongdu Jinghua 榕都晶华	062
Northwest Yo Noodles Dongmen Store 西贝莜面村东门店	068
Fisherman's Wharf Fashion Fish Hot Pot 渔人码头时尚鱼火锅	074
Yue Wei Restaurant 阅微食府	082
Zui Yunnan Dian Flavor Folk Restaurant 醉云南滇味民俗餐厅	090
Wuyutai Neifu Dishes Dongzhimen Branch 吴裕泰内府菜东直门店	100
Haoke Shanddong Da Feng Dumpling 好客山东大丰餐饮	108
Jincheng Impression Hot Pot Restaurant Yulin Branch 锦城印象火锅酒楼玉林店	116
Ningbo old grandmother (LWP) fishing village 宁波外婆渔村	122
Love Fish Theme Restaurant 爱尚渔香主题餐厅	130
Hanshang 21st century Lotus Pavilion Restaurant 汉商 21 世纪荷花亭餐厅	134
People's Press Didu Restaurant 人民出版社帝都餐厅	144
IDO fine cuisine IDO 精致料理	150
Vegetarian life 菩提素	156
Chengshixiding Chestnut Chicken 盛世玺鼎板栗养生鸡	162

MODERN FASHION

现代风尚

Chefchan 馋厨	172
Gangli Restaurant 港丽餐厅	178
Spice Spirt -- a flagship of Shanghai Huaihai Road(M) 麻辣诱惑——上海淮海中路旗舰店	184
Hangzhou Tang Palace Seafood Restaurant 杭州唐宫海鲜舫	194
Hama Hama 餐厅	200
Shunfeng Feiniu Hot Pot Seacoast Store 顺风肥牛火锅海岸城店	206
Shallow Flower Gully Hot Pot 浅花涧火锅	212
Taste fresh shabu-shabu 尝鲜风味锅	218
Phoenix seafood restaurant 凤凰海鲜酒楼	224
Holyfields HOLYFIELDS 餐厅	230
Xuzhou Sichuan Pot Number One 徐州川锅一号	234

EXOTIC FLAVOR

异域风情

The Forge Restaurant & Wine Bar 伏尔戈餐厅酒吧	240
Alemagou Alemagou 酒吧餐厅	248
Honglin Restaurant 鸿霖时尚餐厅	254
Panasia Specialty Restaurant 泛亚特色餐厅	260
Provence Restaurant 普罗旺斯餐厅	266
Yipinge Chinese-style Restaurant 一品阁中餐厅	274
Dongguan Yuantong Sushi Japanese Cuisine, Yingfeng Branch 东莞元通寿司(盈峰店)日本料理店	284
Tangshan Donglaishun Flagship Store-South Lake Shop 唐山东来顺旗舰店——南湖店	294
Joseph Spencer Creative Japanese Food Restaurant 史宾瑟创意日本料理店	304
Four Seasons Huaishi Cuisine 四季怀石料理	312
Suzhou Jiutian Japanese Cuisine 苏州酒田日本料理	318
Shangjing Japanese Cuisine 上井日本料理	324
Shiji Pocket Fish Hot Pot Restaurant 史记口袋鱼火锅餐厅	328
Liangdian Tea Restaurant 靓点茶餐厅	334
Our Soup House 吾家汤馆	340
Nanjing Leuan Garden Hotel 南京利苑会酒店	346
Wangshuge Classical and Fashionable Hot Pot Restaurant 旺顺阁经典时尚火锅店	356
Boton Restaurant 伯顿西餐厅	362



ORIENTAL BUDDHIST ALLEGORICAL 东方禅韵

CONTENTS | 目录



Meizhou Dongpo Restaurant National Olympic Village Branch 眉州东坡酒楼国奥村店	008
Meizhou Dongpo Restaurant Sansu Ancestral Temple 眉州东坡酒楼三苏祠店	020
7 Club of Triumphal Arch 凯旋门七号会馆	028
Bafangzhuan Restaurant 八方饌餐厅	038
Huashan Hui 华膳汇	046
Sanming Catering Club 三明餐饮会所	054
Rongdu Jinghua 榕都晶华	062
Northwest Yo Noodles Dongmen Store 西北贝面村东门店	068
Fisherman's Wharf Fashion Fish Hot Pot 渔人码头时尚鱼火锅	074
Yue Wei Restaurant 阅微食府	082
Zui Yunnan Dian Flavor Folk Restaurant 醉云南滇味民俗餐厅	090
Wuyutai Neifu Dishes Dongzhimen Branch 吴裕泰内府菜东直门店	100
Haoke Shanddong Da Feng Dumpling 好客山东大丰餐饮	108
Jincheng Impression Hot Pot Restaurant Yulin Branch 锦城印象火锅酒楼玉林店	116
Ningbo old grandmother (LWP) fishing village 宁波老外婆渔村	122
Love Fish Theme Restaurant 爱尚渔香主题餐厅	130
Hanshang 21st century Lotus Pavilion Restaurant 汉商 21 世纪荷花亭餐厅	134
People's Press Didu Restaurant 人民出版社帝都餐厅	144
IDO fine cuisine IDO 精致料理	150
Vegetarian life 菩提素	156
Chengshixiding Chestnut Chicken 盛世玺鼎板栗养生鸡	162

MODERN FASHION

现代风尚

Chefchan 馋厨	172
Gangli Restaurant 港丽餐厅	178
Spice Spirt -- a flagship of Shanghai Huaihai Road(M) 麻辣诱惑——上海淮海中路旗舰店	184
Hangzhou Tang Palace Seafood Restaurant 杭州唐宫海鲜舫	194
Hama Hama 餐厅	200
Shunfeng Feiniu Hot Pot Seacoast Store 顺风肥牛火锅海岸城店	206
Shallow Flower Gully Hot Pot 浅花涧火锅	212
Taste fresh shabu-shabu 尝鲜风味锅	218
Phoenix seafood restaurant 凤凰海鲜酒楼	224
Holyfields HOLYFIELDS 餐厅	230
Xuzhou Sichuan Pot Number One 徐州川锅一号	234

EXOTIC FLAVOR

异域风情

The Forge Restaurant & Wine Bar 伏尔戈餐厅酒吧	240
Alemagou Alemagou 酒吧餐厅	248
Honglin Restaurant 鸿霖时尚餐厅	254
Panasia Specialty Restaurant 泛亚特色餐厅	260
Provence Restaurant 普罗旺斯餐厅	266
Yipinge Chinese-style Restaurant 一品阁中餐厅	274
Dongguan Yuantong Sushi Japanese Cuisine, Yingfeng Branch 东莞元通寿司(盈峰店)日本料理店	284
Tangshan Donglaishun Flagship Store-South Lake Shop 唐山东来顺旗舰店——南湖店	294
Joseph Spencer Creative Japanese Food Restaurant 史宾瑟创意日本料理店	304
Four Seasons Huaishi Cuisine 四季怀石料理	312
Suzhou Jiutian Japanese Cuisine 苏州酒田日本料理	318
Shangjing Japanese Cuisine 上井日本料理	324
Shiji Pocket Fish Hot Pot Restaurant 史记口袋鱼火锅餐厅	328
Liangdian Tea Restaurant 靓点茶餐厅	334
Our Soup House 吾家汤馆	340
Nanjing Leuan Garden Hotel 南京利苑会酒店	346
Wangshuge Classical and Fashionable Hot Pot Restaurant 旺顺阁经典时尚火锅店	356
Boton Restaurant 伯顿西餐厅	362

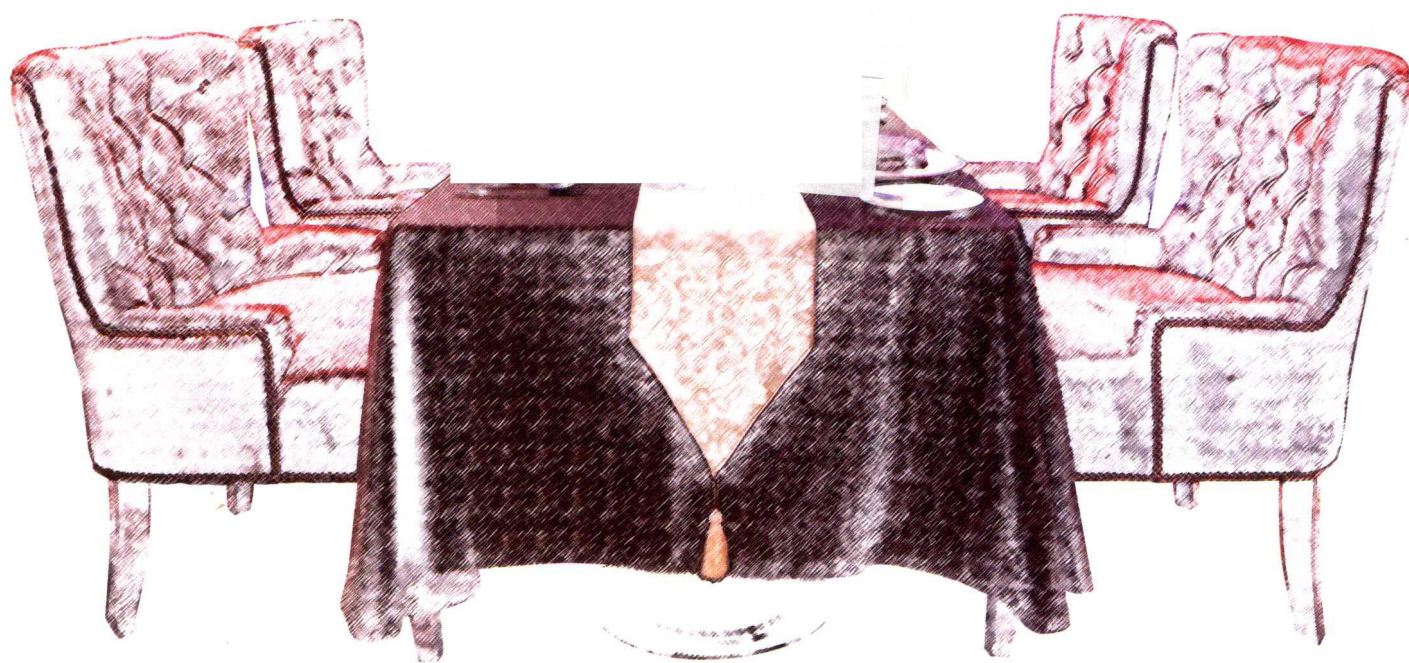
食尚界

大型餐饮空间

FOOD FASHION

Large-scale Restaurant Project

精品文化 主编



华中科技大学出版社

<http://www.hustp.com>

中国·武汉



PREFACE | 序言

社会的发展，带来了饮食行业的多样发展，很多设计师都参与此行业的设计，如何做到设计上成功，且受业主消费者接受的空间，是设计师需要探讨的课题。

很多设计作品的设计重点都不大相同，我个人认为作为一名设计师首先要明白自己所接受项目的设计目的，也就是要明白投资者经营目的，或是商业定位。设计师的理念、设计手法要与商业行为密切相连。我们要完成的是一种商业行为组合，设计是一个组成部分，把一个餐饮空间做成一个纯艺术空间、一个材料的展示设计、或是博物管式的餐厅就过头了，迷失了方向，记住吃饭才是最重要的，是一种商业设计行为。

设计与投资经营、预算的关系是很重要的，例如：一个餐厅生意好，但回收期过长，其实是设计上的失误，同时也是投资失误。通常一个餐厅的回收成本时间，最好是控制在一年左右是合理的（只单从店面来看，其它目的另论），从设计角度来讲，设计师控制成本要遵从商业投资的行为，餐饮是一个典型的综合商业行为，那么设计本身也就存在商业行为里，有设计师会问：“我想做的设计由于投资方资金不够，怎么办？”其实好与不好是相对而言，艺术本身没有好与差之分，最重要的是你所承受的设计能够做到消费满意和达到投资者所想要的投资目的，如能做好设计合理，同时又有引领消费行为，那就是成功设计了。

消费文化行为：一方水土养一方人，各地消费文化不相同，设计师要有观察实际生活的洞察能力。选址与经营方式等都与设计密切相关，所以综合因素对于设计师来讲，都是很高的要求。总而言之，餐饮设计要考虑许多方面，艺术观点、投资规划、地域区域位置、当地人文状况等方面。切记成功的餐饮设计，是有她特别的生命力的。

韦文生

With the development of society, it appears a diverse trend in catering industry, and many designers are involved in catering design, but how to accomplish a successful design owners and consumers favored is the subject designers need to probe into.

Every design has a different focus. Personally speaking, as a designer, at first, you should know what is the aim of your project, that's you should have an idea about the business purpose or commercial positioning of the investor. Also the designer's concept and skills are due to having a close relationship with business behaviour. For designing a project itself is a business behaviour, it is a part of a business. For example, if you design a restaurant to be a pure artistic space, a exhibition of materials or a museum-styled dining place, then it is too much for a restaurant, a place for dining. Remember, dining is the most important thing in the design which is a commercial design behaviour.

The relationship between design and investment management and budget is very important. For example, if a restaurant has a brisk business, but the payoff period is too long, actually the design needs to improve, otherwise it is a bad investment. Usually for a restaurant, the reasonable cost recovery time is about a year (appropriate to storefront business only, except other purpose). From the design perspective, the designer should comply with business investment rule to control costs and restaurant is a typical comprehensive business activity, so the design actually belongs to business activity. Some designer will ask "i want to do a design but it lacks enough investment, so how?". The fact is that good design and bad design is somekind of relative thing, but there isn't good art or bad art, so the most important thing is to satisfy the consumers and achieve the purpose of an investment. If a design is reasonable and able to lead the consumption behaviour, then it is a successful one.

Last, we talk about consumptive cultural behaviour. "Each place has its own way of supporting its own inhabitants". Each place has its own consumption way, the designer is supposed to have the ability of understanding the native living way. So site selection and business pattern, etc. are also important to a design, and a good design is supported by many comprehensive factors. In conclusion, the designer ought to take many aspects into a restaurant design, such as, artistic viewpoint, investment planning, region, location, local humanity conditions, and so on. Remember that a successful catering design is always having her special vitality.

Wei Wensheng

图书在版编目 (CIP) 数据

食尚界: 大型餐饮空间 / 精品文化主编. — 武汉: 华中科技大学出版社, 2012.3

ISBN 978-7-5609-7722-5

I. ①食… II. ①精… III. ①饮食业—服务建筑—室内装饰设计—作品集—世界—现代

IV. ①TU247.3

中国版本图书馆 CIP 数据核字 (2012) 第 039832 号

食尚界: 大型餐饮空间

精品文化 主编

出版发行: 华中科技大学出版社 (中国·武汉)

地 址: 武汉市武昌珞喻路 1037 号 (邮编 430074)

出 版 人: 阮海洪

责任编辑: 段自强 黎若君

责任监印: 秦英

责任校对: 段园园

装帧设计: 百彤文化

印 刷: 利丰雅高印刷 (深圳) 有限公司

开 本: 1016 mm × 1270 mm 1/16

印 张: 23

字 数: 184 千字

版 次: 2012 年 4 月第 1 版 第 1 次印刷

定 价: 328.00 元 (USD 65.99)

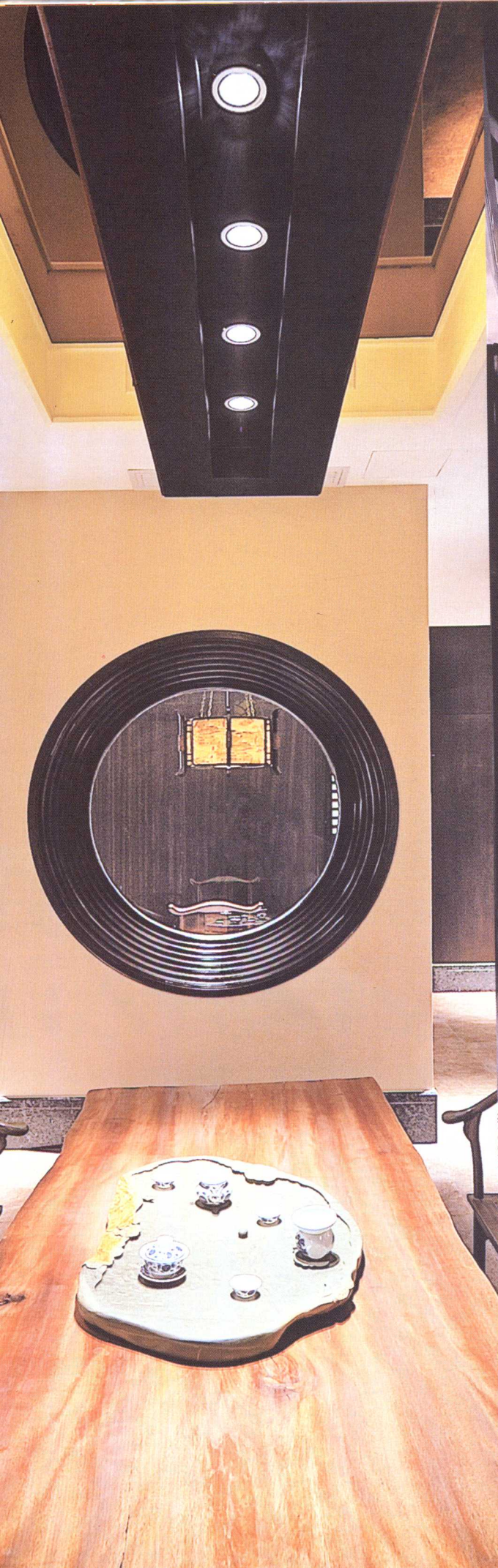


投稿热线: (020) 66638820 1275336759@qq.com

本书若有印装质量问题, 请向出版社营销中心调换

全国免费服务热线: 400-6679-118 竭诚为您服务

版权所有 侵权必究





ORIENTAL BUDDHIST ALLEGORICAL | 东方禅韵





Meizhou Dongpo Restaurant National Olympic Village Branch

眉州东坡酒楼国奥村店

设计公司：经典国际设计机构（亚洲）有限公司

设计师：王砚晨、李向宁

建设方：北京眉州酒店管理公司

项目地址：北京

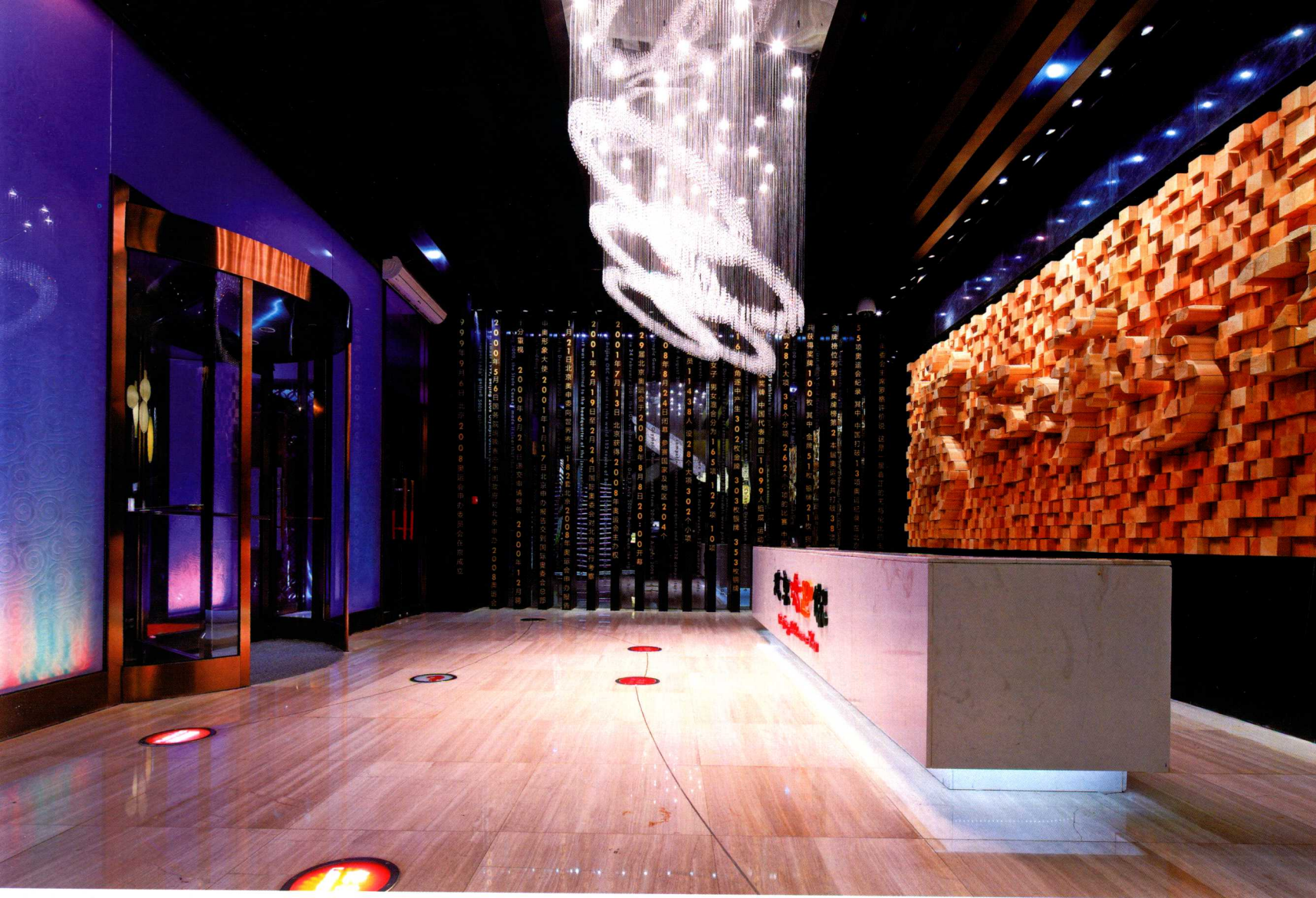
项目面积：5 000 平方米

主要材料：回收材料（可乐瓶、易拉罐、瓶盖、红酒塞、铁钉）、牙签、跆拳道腰带、毛笔、蜀绣、竹编等

This restaurant is based on theme of Beijing Olympics in 2008, the designer intends to interpret the theme and spirit of Olympics Games by a way of art. With those popular slogans in 2008, such as "One World, One Dream", "Welcome to Beijing", running through the overall design, we can retouch the pulse of the inheritance of the Olympic spirit in this restaurant.

The 28 kinds of sports in Olympics Games showing in Xiao Zhuan graphics (a style of calligraphy in Civilization of China) are distributed to each single room of the restaurant, with one room one sport. In this way, the traditional Xiao Zhuan is endowed with new visual language and deduces the characteristic of different sports by the artistic expression way. In accordance with green Olympics Games, the design recycles the abandoned materials, such as Coca-Cola bottles, cans, caps, red wine stoppers and so on, to transfer the spirits of green Olympics Games to public by arts. On the second floor, the memory of Meizhou Dongpo is recovered at the Olympics gallery, for instance, the name tag, car license, working permit, workers' diary, photos, opening and closing ceremonies menu, etc., these vivid staffs displaying in a way like in a museum witness the perfect performance of Meizhou Dongpo in that special period.





On the third floor, there comes the style of old Beijing. The plain black bricks, the fine white gate piers and the exquisite bronze lintels blend into a scene in the Hutong of old Beijing that the branches are swaying in the wind and birds are flying , providing a fresh look of Old Beijing. That's you can eat delicious foods in the restaurant, still you review the glory.



