

Attractive DESIGN Restaurant SPACE

魅设计 / 餐空间

大木设计餐厅空间作品集

大木设计中国 编著

中国林业出版社

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PREFACE

前言

“大木设计中国”是“大木设计中国联盟”简称，是以设计整合、资源共享、品牌共建为纽带，集中了中国各地区最优秀的室内设计公司组成紧密型设计联盟，目标将“大木设计”创建成为全球规模和影响力最大的室内设计团队品牌，成为中华民族设计品牌骄傲。“大木设计中国”现有成员机构 51 家，设计师总数近两千名，设计总产值逾 3 亿元，机构遍布中国大陆所有省会及发达城市，其中有 23 家为所在省（直辖市）规模和影响力最大的专业室内设计机构，5 家机构当选“中国室内设计 20 年 20 强”，几乎可称为中国各地区最优设计公司的强强联合体。2010 年“大木设计”荣获中国室内设计最高奖“金堂奖”年度品牌机构大奖。

大木各成员机构主创设计师均系中国当代优秀室内设计师代表人物，近几年在餐饮空间的优秀设计作品屡获国际大奖，如 2009 年度 APIDA 第十七届亚太区室内设计大奖银奖（金奖空缺）、2009 年度德国 iF2009 中国设计大奖、2010、2011 年度英国 ANDREW MARTIN 2009 年度国际室内设计大奖、2010 年度亚太室内设计双年大奖赛评审团特别大奖等。这些获奖作品扩大了中国餐饮空间设计在国际的影响力，也为中国室内设计界争得了荣誉。

中国室内设计现今正处于如火如荼的发展之中，设计重在创意，中国人从来并不缺乏创意，一直以来缺少的只是对创意的扶持和培育。而当前中国的设计，也因中国人创意上的层出不穷，取得了飞跃式的发展。本刊以餐饮为专题，汇集大木设计中国旗下设计师近两年餐饮空间精品作品，风格或华丽、或厚重、或简约、或现代，聚集在一起，犹如漫天星斗，散发出熠熠光辉。

设计是一种来源于生活，但又高于生活的创作活动，它会对人们的各种社会行为起到一定的规范引导作用，餐饮空间设计亦是如此。餐饮空间较室内设计其他类别上更具商业挑战，设计会与人的情绪、感官、味觉甚至消费习惯产生化学反应，餐饮空间设计上的挑战，便是直接面对人的心理消费，是市场竞争的考验。近年来，大城市的餐厅如雨后春笋开出，因应各类形态的彩色与不同的消费层，站在视觉与氛围营造最前线的空间设计，自此五花八门、别出心裁。魅设计提倡绿色设计、环保设计、节能设计、人性化设计。在如今光怪陆离的社会中，作为专业化的设计师，要做的就是如何把它们渗透到或奢华或简约的餐饮设计中。设计师必须对生活有深刻的理解，对细节有细致入微的观察，并把这些感受融于设计空间的每个细节中。

言有尽而意无穷，设计并不是三言两语的文字，也不是几幅单薄的图片。在阳光倾泻的午后，静静翻阅此本《魅设计——餐空间》，享受图片静止的奢华，沉浸文字跳动的隽永，畅游在艺术和文化的国界。

Abbreviated as Chinaroot Design, with the links of design integrating, resource sharing and brand co-construction, Chinaroot Design League is constituted intensively by the greatest interior design company of each region in China, aiming at building Chinaroot Design as a brand of interior design team with the greatest scale and influence in the world, as well as pride of national design brand. Nowadays, Chinaroot Design owns 51 member institutions, nearly 2,000 designers and total value of 300,000,000 CYN. The member institutions spread all capital cities and developed cities, among which 23 institutions are professional interior design institutions with greatest scale and influence in its belonging province or municipality and 5 institutions are listed in Best 20 of China Interior Design in 20 Years. Therefore, owning the most excellent design companies of every region, Chinaroot Design is a giant association. In 2010, Chinaroot Design was awarded as Annual Brand Institution issued by JinTang Prize, who is the top prize for interior design in China.

In member institutions of Chinaroot Design, chief designers are all excellent as representatives of contemporary Chinese interior designers. In recent years, outstanding design works for dinning space received various international awards, such as Silver Prize of 17th Asia Pacific Interior Design Awards 2009 (vacancy in gold prize), grand prize of IF China Design Awards 2009, grand prize of Andrew Martin Interior Awards in 2010 and in 2011, and special prize issued by jury of Asia Pacific Interior Design Biennial Awards 2010. These works winning awards shall enlarge the influence of Chinese dinning space in the world. Meanwhile, these works also shall win the honor for Chinese interior design.

Nowadays, with thriving development of Chinese interior design, we recognize that design should focus on creation. Chinese people are always no lack of creation, but support and fostering for creation. However, contemporary Chinese design is making leaps in the development for the reason of a great variety of creative ideas of Chinese people. With the theme of dining, this book assembles excellent works produced by designers of Chinaroot Design in recent two years. Collecting various styles such as splendor, sedateness, conciseness and modern, these works are like stars twinkling in the sky.

As a creative activity, design comes from the life, but it is above the life. It could standardize and lead people's various social conduct, the same as design for dinning space. Compared with other categories of interior design, design for dinning space shall face much business challenge. Usually, design will react with people's emotion, sense, and sense of taste, even consumption behavior. As for design for dinning space, this reaction is to face people's psychological consumption and market challenge. In recent years, restaurants in the big cities have mushroomed. As the most popular space design of visual sense and atmosphere, the design of each restaurant is distinguished in a variety, due to various color and different consumption level. *Mei Design / Attractive Design* promotes green design, environmental design, energy-saving design and humanized design. In such a dazzling society, what a professional designer should do is to put mentioned-above design idea into splendid or concise space design. Therefore, designer should have a deep understanding of life and careful observation of details and should put them together in the design work.

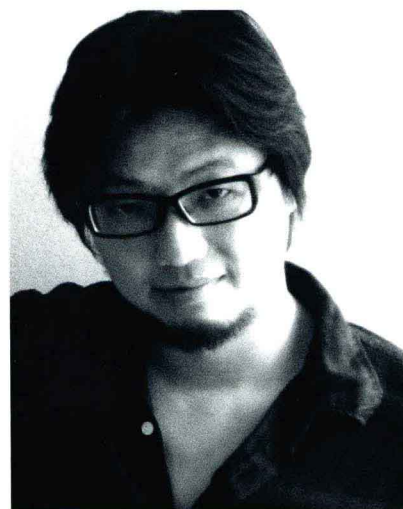
'The unexpressed meaning is beyond words' as the old saying goes. Since design cannot be expressed by just a few words or some pictures, you can, in a sunshine afternoon, read *Mei Design/Attractive Design-Rsetaurant Space* peacefully, enjoy tranquil splendor from pictures, immerse in meaningful words, and enjoy the atmosphere filled with art and culture.

DESIGN INNOVATION IS THE GREATEST POWER, BUT THE REAL IS THE HIGHEST

创新是设计最大的动力，而自然才是其最高的境界

武汉理工大学艺术设计学院副教授；
中国建筑学会室内设计分会（CIID）会员；
中国建筑装饰协会（CBDA）会员及设计委员会委员；
国际室内建筑师/设计师联盟（IFI）专业会员；
亚太建筑师与室内设计师联盟（IAI）理事；
ICIAD 国际室内建筑师与设计理事会会员；
大木（湖北）后象设计顾问机构设计主持。

Associate professor of Wuhan University for Art and Design College;
China Institute of interior design (CIID) membership;
China Building Decoration Association (CBDA) and a member of the design committee;
International Federation of Interior Architects / Interior Designers (IFI) professional membership;
APEC architect and interior designer alliance (IAI) director;
ICIAD International Council of interior architects and designers membership;
Large wood (Hubei) after image design consultant design chair.



常言道“民以食为天”，美食是国民生活中最基本的活动之一。然而，随着时光的变迁，在全民消费时代的里，食客们早已从单纯的“吃什么”上升至“哪里吃”“如何吃”。因此这些承载美食本身的餐饮场所被食客和商家寄予越来越多地关注和期待。书中收集的案例，为这些关注和期待提供了丰富的参照和无限的可能性。

餐厅空间对于食家而言，是一种进餐心情，是一种享乐过程，是食家在独具匠心的设计与珍馐美味间游弋的味蕾记忆，是他们在设计师潜心营造的精美氛围中小酌一杯或大快朵颐时的享乐片段。

餐厅设计对于室内设计师而言，是一种创意方向，是一种体验传达。设计餐厅与烹饪美食一样，要动用触觉、味觉、嗅觉、听觉、视觉，是设计师们通过对空间、色调、灯光、材质的全新调配，来营造这些搭配美食的场所。同时，我们也该适时地反思自己的设计，有无走进“过度设计”和“自娱设计”的误区。因为设计如美食，创新是最大的动力而自然才是最高的境界。

“People regard food as their prime necessity” as the old saying goes. Delicious food is fundamental activity for national people. With the development of society, diner focus food not only on what, but also on where and how. Therefore, restaurant itself attracts much attention both from diners and sellers. In this book, many cases provide abundant references and infinite possibilities for diners and sellers who have focus and expectations on restaurant.

As for diner, restaurant space reflects a dinning mood, a pleasure process, and a kind of taste memory coming from exquisite design and delicious tidbits. Besides that, it's also regarded as enjoyable memory pieces in fine atmosphere what the designer devotes to create, whenever diners take a sip or tucks in food.

For designer, who used sense of touch, smell, listen and vision to build up food place, design of restaurant is a kind of creative direction and sense conveying and a new arrangement of space, color, lighting and material, the same as cooking. Meanwhile, we should review the design in time whether it's an over-design or self-entertaining design. Since design is like food, creation is the greatest power and nature is the highest level.

RICH AND COLORFUL DINING SPACE DESIGN

设计丰富多彩的餐饮空间



中国建筑学会室内设计分会常务理事；
中国建筑学会室内设计分会第十五（河南）专业委员会主任；
河南大木鼎合建筑装饰设计工程有限公司总经理；
INTERIOR DESIGN CHINA 杂志郑州联络处主任；
国际室内建筑师 / 设计师联盟（IFI）专业会员；
室内设计硕士；
高级室内建筑师。

director of China Institute design branch ;
China Institute of interior design branch of director of professional committee of fifteenth (Henan);
Henan large wooden tripod design Building Decoration Engineering Limited company general manager;
INTERIOR DESIGN CHINA magazine Zhengzhou office director;
International Federation of Interior Architects / Interior Designers (IFI) professional membership;
Interior design;
Senior interior architect.

如今生活越来越丰富，世界大同的开始让人慌慌然。随着时间的推移，外来的、本土的、特色的餐饮设计作品相继跃然桌面，你方唱罢我登场，好不热闹。

从粤菜独霸天下到燕鲍翅如雨春笋，再到北方的各种菜系如百花齐放，挖掘民族历史的、地方土系的以及不知所然的让人目不暇接，也让餐饮空间越来越丰富多彩起来，更让设计师越来越紧张、越来越兴奋。紧张的是要不断探索新的学问，兴奋的是不同的经营能创造不同的空间展示给大家。

“品佳肴，吃环境”，可见现实社会餐饮空间环境的重要性。经营理念、服务半径、功能分区、机电设备以及餐位数与赢利的关系等等，餐饮空间的设计已不单单是美学的问题了，越来越向综合性发展。设计师身上的担子也越来越沉重，也因如此，更使现在的餐饮空间更加丰富多彩了。

As life is becoming more and more colorful, people feel surprising but lost in such a great harmony world. With time passing by, all kinds of different design works emerged no matter what is alien, local, or particular. Thus, the design market is prosperous due to so many works. From Cantonese cuisine occupying the whole market, bird's nest-braised abalone-shark's fin mushrooming, to various northern cuisine blooming, even to all kinds of local and unknown cuisine appearing, so many cuisines make the dinning space more and more colorful. Meanwhile, designers are nervous and excited for the reason that there're many things to learn and many space design will be showed to the public. "Eating Food, Enjoying Environment". Thus dining space is so important in such a society. Due to many factors such as operation idea, service radius, functional district, electrical equipment, number of seats, profits and so on, design of dinning space is more comprehensive, besides aesthetic interest. Therefore, there're more and more heavy burdens on designers' shoulders. However, dinning space will be definitely more and more colorful.

SPATIAL MEMORY

空间的记忆

中国建筑学会室内设计分会重庆专业委员会副秘书长；
重庆大木年代室内设计有限公司董事长、设计总监；
国际室内建筑师 / 设计师联盟 (IFI) 专业会员；
高级室内建筑师。
2005 年加入苏州金螳螂建筑装饰有限公司西南设计分院担任设计总监；
2006 年加入重庆大木年代室内设计有限公司担任设计总监和董事。

deputy secretary-general for China Institute interior design
branch of Chongqing committee
Chongqing wood 's interior design limited company chairman,
design director;
International Federation of Interior Architects / Interior
Designers (IFI) professional membership;
Senior interior architect.
In 2005 joined the Suzhou Gold Mantis construction decoration
Limited Southwest Branch design served as design director;
In 2006 to join the Chongqing wood 's interior design company
limited as design director and board of directors.



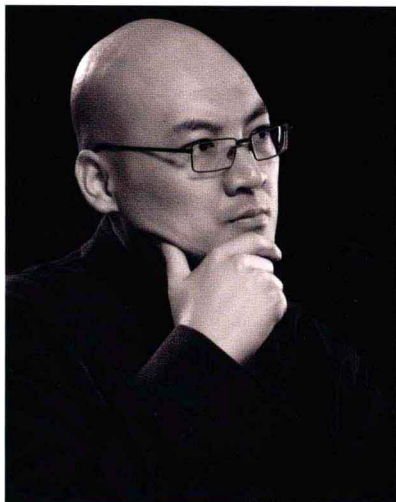
在经济高速发展的当下，餐饮空间不仅仅是满足人们味觉需求的场所，也是重要的社交活动场所。而更重要的，是有关记忆的——嗅觉的记忆、视觉的记忆、听觉的记忆，以及在这个空间里曾发生的事情：或许某天伴着烛光和自己的爱人共进晚餐的浪漫；或许是和一帮狐朋狗友把酒言欢，不醉不归的豪爽；亦或是同闺蜜静心长谈，午后小憩的恬静。因此，成功的餐饮空间，留给我们的是美好的记忆，这也许就是所谓空间设计的第四维度吧。所以，让我们对餐饮空间设计保留一份珍爱之情，因她是保留我们记忆的处所，没有人、没有记忆的存在，空间只能是空间，也就没有了生命和存在的意义……

With rapid development of economy, dinning space is not only the place to have dinner, but also an important place to have social activity. Besides, the more important thing is the memory - the memory of smell, vision and listening in the dinning space, as well as things happened in this space. For example, have dinner with your own lover romantically with candles burning; have drinks with your friends cheerfully; and have conversation with close friend peacefully in a sunshine afternoon. Therefore, a successful dinning space can leave us a beautiful memory. Maybe, that is so call as the forth dimension of space design. Thus, let' s cherish the feeling for design of dinning space that is a place to save our memory by the reason that space is just a space without people and memory, in that case, life and existence are meaningless.

赖旭东
2011.7

DESIGN OF PULSE FEELING

感受设计的脉动



中国建筑学会室内设计分会会员；
山西省建筑装饰协会设计委员会副秘书长；
山西大木南方装饰艺术设计院设计总监；
国际室内建筑师 / 设计师联盟（IFI）专业会员；
中国装饰协会会员；
高级室内建筑师；

China Institute of interior design branch member;
Shanxi Building Decoration Association Design Committee
Deputy secretary-general;
Shanxi wood decorative art and design institute design
director south;
International Federation of Interior Architects /
Interior Designers (IFI) professional membership;
China Association of decorative;
Senior interior architect.

受邀为本书作序，荣幸之余多少有点羞涩。

闲暇时与设计业的同仁结伴，游览过国内外许多大大小小的餐厅酒店：每一次的视觉享受、每一次的感同身受、每一次的共鸣震撼，许多的每一次让我在酒店餐饮设计的道路上有了借鉴与创意。

“食”是永远的热点话题，“民以食为天”是亘古不变的定律。当今大大小小的主题餐吧、创意酒店、私房小厨层出不穷，酒店设计的创新难度不言而喻。在我看来，今天的餐饮酒店设计需要更多的因，望、闻、问、切是必不可少的四大元素，是如布局、菜肴、酒水、厨师厨艺、服务人员及客人的体会与心境的相互吻合，这样才能构成一个让顾客体验美好的餐饮空间。做酒店餐饮设计十几年，摄影的瞬间、交流的共鸣、感官的震撼，所有的这些感触都是我设计灵感的源泉。所谓设计不是盲目的、无条理的设计，既要结合本身的企业文化与经营形象，还要考虑当地的传统文化与消费观念。在设计中把空间最大功能化、把视觉最大享受化、把人文地理最大表现化。一杯热茶，凝神屏息，感受设计中脉搏的跳动。为此，妙哉！足矣！

Being invited to preface for this book, I felt so honored but shy.

In the spare time, I visited many restaurants and hotels at home and abroad with my colleagues. Visiting experience every time provided me with references and creative ideas on design works, including visual entertainment, same feeling as I experienced, and response and shock.

Food is always hot topics, while the old saying 'eating is beyond everything' is just like an everlasting rule. Nowadays, all kinds of salons, bars, creative hotels and private kitchen emerge in an endless stream, so innovation of design is so difficult. In my opinion, there are four elements to build up a perfect dinning space, including observation, smell, asking and touch. Besides that, the balance among layout, food, beverage, cooking, servant as well as customer's feeling and mood is also very important. After designing hotels and restaurants for more than ten years, I found my design inspiration come from some moment among photography and conversation as well as all sense. Therefore, blind and unorganized design is not allowed. Besides enterprise culture and image, we should also consider local culture and consumption concept into the process of design. Meanwhile, we should try to make the design works filled with human cultural with a functional space and enjoyable vision to a large extent. It's perfect and enough to feel soul of the design works with a cup of hot tea.

THINKING OF DESIGN

感触设计

中国建筑学会室内设计分会会员；
哈尔滨大木唯美源装饰设计有限公司设计总监；
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中国建筑协会室内设计分会会员；
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China Institute of interior design branch member;
Harbin wood aesthetic decoration design limited design
director;
The French CNAM National Institute of graduate;
International Federation of Interior Architects / Interior
Designers (IFI) professional membership;
Chinese Architectural Association of interior design branch
member;
Senior interior architect.



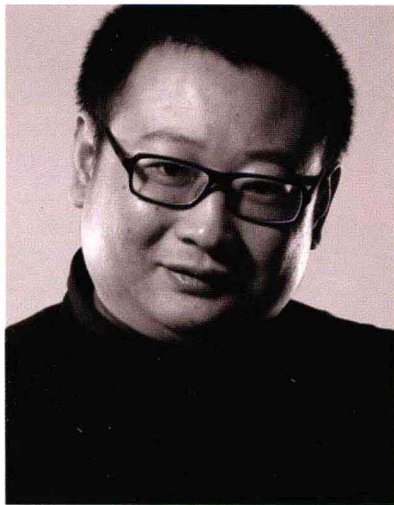
民以食为天——“吃”是人们生存发展的一项基本要素。目前人们除了对“食”本身的要求之外，还对就餐的环境氛围提出了更高的要求，进而涌现出许多优秀的室内设计师。

设计了不少的餐厅，也接触了众多的业主，我在工作过程中学到了很多，也结交了不少朋友。他们的执着探索、认真务实、坚持不懈的做事态度给我留下了很深的印象。他们热爱自己的企业，关注自身的行业动态，全身心地投入到事业当中，故而拥有了非凡的业绩；他们对新鲜事物的敏感程度并不受其年龄、行业等因素的束缚；他们往往通过一些事物或现象的微弱变化做出特有的分析判断并以之取胜，即他们能很快地捕捉到对有益的信息，占抢先闻到“钱”的味道。如果每个设计师都能够像他们一样敏感地对流行趋向做出准确判断，对风格变化做出快速反应，行业定会有更多、更精彩的设计作品呈现于世人。

Eating is beyond everything-eating is a basic factor for people's development. Nowadays, people demand higher standards for environmental atmosphere, besides food itself. Therefore, many excellent interior designers emerge. Through design of many restaurants, I recognized many owners, learned many things and made friends. I was impressed deeply by their dedicated, serious, practical attitudes to their work. They love their enterprise, focus industry trend, and devote themselves to career, so they owned extraordinary performance. Besides, they keep sensitive degree of fresh things without restricted factors such as age, industry. Meanwhile, they usually could make particular analysis on even tiny change of some things or phenomenon, that is to say, they can catch benefit information as soon as possible to make money. If every designer can make precise judgment for popular trend as sensitively as them, and reflect style changes as soon as possible, more and more wonderful design works shall be showed to the public.

LET THE WORK HAVE INFINITE ENERGY IN LIMITED LIFE

让作品有限的生命产生无限的能量



中国建筑学会室内设计分会会员；
石家庄装饰协会副会长；
石家庄大木大石代设计咨询有限公司总经理、总设计师；
中国纪晓岚研究会副会长；
中国装饰协会设计委员会委员；
高级室内建筑师；
现任大石代空间艺术设计制作有限公司总经理、总设计师。

China Institute of interior design branch member;
Shijiazhuang Decoration Association vice president;
Shijiazhuang large wooden boulder Generation Design
Advisory limited company general manager, chief designer;
Chinese Research Association vice president Ji Xiaolan;
China Decoration Association Design committee;
Senior interior architect;
The boulder generation space art design limited company
general manager, chief designer.

就餐饮类空间环境而言，像流行时装一样，更新快、生命周期比较短，长寿者甚少。一个常规的设计作品，其有形的生命周期等于餐饮店面装修的存在时间，少则三年多则五年，生意不好的甚至不及一年，生意的好坏往往决定了一项设计的命运，一荣俱荣，一损俱损。

第一，提升餐饮设计的生命力，首先要从“高度尊重”项目的投资预算开始，项目的各项费用指标是财务部门经过认真核算的结果，设计师偏执艺术效果，预算超标，可能会造成作品的“短命”。第二，餐饮的功能设计，要“深度契合”项目的经营定位，一个项目的商业位置、消费主体特征、人均消费水平、经营模式等因素的不同，对功能的设计要求完全不一样。深度的功能设计，会使运营流程非常顺畅，生命力也更强。第三，主消费群体的审美情趣，与采用的美术手段（即设计风格）要“完全对路”，设计师的个人情趣是“次要的”，敏锐的市场洞察力是“重要的”。路子搞对了，就会迸发出力量。第四，设计对餐饮的销售要“给足力量”，环境氛围的设计，对餐饮运营可以发挥到40%的作用；中国人对“请吃饭”是非常重视，就餐环境是沟通的气场，往往会成为客人第一选择的理由。

餐饮设计作品的有形生命是短暂的，让作品有限的生命产生无限的能量，放出光芒感动顾客，做好了，作品的生命力就是影响力！

The same as fashion, design of dinning space usually is renewed rapidly with short life circle. The design with long life is extremely rare. Depending on existence period of restaurant, the life circle of an ordinary work ranges from 3 years to 5 years. Sometimes, it's about less than one year due to bad operation. Thus, the fate of design is determined by business that is good or bad, as the old saying goes, 'One honors all, one damns all'.

Firstly, prolong the life of dinning design. The most important thing is to implement the project strictly according to investment budget. Financial department calculates each expense of project, but sometimes, budget is expected to rise since designer insists on his own art effect. In that case, the work's life will be ephemeral. Secondly, functional design must be according to operation orientation. A project shall be different due to various factors such as business location, features of consumption group, consumption level per person and operation mode. Thus, functional design with extension will make project's life be strong and operation of project smoothly. Thirdly, the prime important thing is that design style should meet aesthetic taste of main consumption group. Designer should regard his personal interest as secondary. However, acute market insight is also important. Therefore, perfect match will provide excellent works. Last but not least, design is significant for dinning. Design of atmosphere will be accounting for 40% of operation effect of restaurant. Since Chinese people pay great attention to invite guest to dinner, a good dinning environment will be regarded as the first reason chosen by the customer.

Visible life of dinning design works is temporary, so we should extend invisible life of the work so as to move the customer. In that case, the work would be successful with influence.

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WUCHANG CITY RESTAURANT

RAPID WATER. PASSIONATE HEART SHORE

水流湍湍，激情心岸 ——武昌城餐厅

项目名称：武昌城餐厅
设计公司：大木（湖北）后象设计顾问机构（RHD）
设计师：陈彬
参与设计：李健，傅晟，严小兵，陈辉
摄影：吴辉
项目地址：武汉市
建筑面积：2158 m²

Project Name: Wuchang City restaurant
Design: Chinaroot (Hubei) after image design consultant (RHD)
Designer: Chen Bin
Participatory design: Li Jian, Fu Sheng, Yan Xiaobing, Chen Hui
Photo: Wu Hui
Project location: Wuhan City
Building area: 2158 m²

武昌城建于东吴而毁于民国，存世 1706 年。这座近代史上的洋务重镇和辛亥名城，在漫漫的文化长河中不缺激情飞扬的战役，更不乏李白、崔颢之流的文墨风骚。餐厅取名为“武昌城”，符合了业主“文化诉求”和“高端客户定位”，使设计团队对于将要创造的空间之美学追求和视觉体验有了清晰的思路和表达方向。设计者以文人画为切入点，以当代视角剖析其审美追求。运用布局、色调、灯光、材质以及艺术陈设等方面的匠心营造，描绘出一卷“简、拙、淡、雅”的新文人气质禅意画面。

设计团队对传统文人画的内心解读在此美食空间的营造中，成功转变为物件诠释，而设计师在手法的运用上点到为止。东方文化的辉煌萦绕在餐厅的每一个角落，历史上文辞的流露也在流畅的线条中缓缓流淌，意境之美，令人叹为观止。

Wuchang urban construction in Dongwu and destroyed by the Republic, still 1706 years. The modern history of the town, in the long cultural history is not lacking of passion in battle, what more such as Li Bai, Cui Hao. The restaurant was named "Wuchang City restaurant", in line with the owner's cultural aspirations and "high-end customer orientation", so the design team create the space for the pursuit of aesthetics and visual experience with the clarity of thought and expression way. The designer to literate painting as the starting point, analyzes the aesthetic pursuit in contemporary perspective. Use of layout, color, lighting, materials and art furnishings, in genuinity to create, depicts a volume "Simple, clumsy, light, elegant" new literators picture.

Design team on the traditional literati paintings of food inside this space, successful transition is the object annotation, and designers in the tactics on so far. Oriental Culture glory linger in the restaurant every corner, the history of language expression in smooth lines of slowly flowing, the beauty of artistic conception, is as the acme of perfection.

