

NEW TOP SHOW FLAT VV

顶级样板房III

思联文化 编
中国林业出版社

LUXURIOUS VILLA
FASHION DUPLEX
CLASSIC APARTMENT

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史南桥 罗灵杰 龙慧祺



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Preface · 序

Recently, under the pressure of the control policy, the brilliant real estate industry meets difficulties now. Many developers are facing a severe test of the capital chain. Naturally, the number of real estate is reducing, as well as the number of model house. However, it is not entirely a bad thing. In the tough market environment, the developer will not ignore the model house. At present, it is rare to meet a good design program. The design fees are paid. But for the houses are sold out quickly, then there is no need to implement a good design program. The problems now perhaps are the reorganization of the model house's designers. Those who are good designers know the market will reborn after the swamp. Those who are not mature may be forced out. Of course, as far as I know, many model house design companies have also developed their own strategies to deal with the current difficulties, for example, some design companies has transferred to villa market.

The boom of China's real estate has created countless model house design stars. Upon the design of model house, they gained both fame and fortune. However, he will either make you or break you. The extreme booms of real estate also make the model house designer lost themselves. They lost in the chaos narrative style and the game of false names. Thus, they stay away from the nature of design and the real life. When referring to the model house design, it cannot bypass the style topic. But today, we still haven't a very clear definition of model house design style. In fact, we are familiar with some of the style definitions, such as the neo-classical, new Chinese, European style. They are not the extension of the system of European, classical, etc. They are the creative transformation terms by developers and designers. In order to sell their own products quickly, the real estate developer often grasp the social hot spots and trends tightly. They let their own model house labeled some labels that is easily identified and easily gain identity by people. In this way, they have created numerous ambiguous styles. This is the source of the problem why we cannot describe the model house style at present.

Last month, I went to Beijing to visit Huang Wei, designer of Purple's Design. We have talked about the topic that how to define the style of model design. He is not in favor of the roughly definition as European-style and American-style. He promotes refining the European-style and American-style. In his view, even as the same American-style, there are different American-styles in different parts of the United States. Therefore, when they design their model house, they will pay much attention on a region's history and culture, etc. This research attitude allows us to have a further understand of the ins and outs of a style and develop a correct and good model house, but not interpreting a certain style arbitrarily. When describing model house, most designers will consider that they are narrating their own stories unconsciously. It is just this subconscious highlights the nature of the design model house. In their opinions, the key points of model house design lying on how to interpreter the planned style and to construct a dream world of ordinary people through the design language. It is the basic requirement of model house design. However, taking it as the foundation, if the style can be more serious, the spatial planning can be more pragmatic, maybe our model house designers can be closer to real life, can bear the important responsibility of leading ordinary people's life attitude. Thus, the real value of design can be highlighted. The designers will no longer be the tools for the business operations.

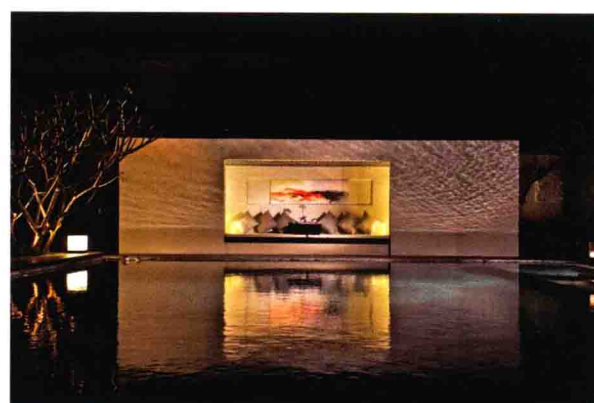
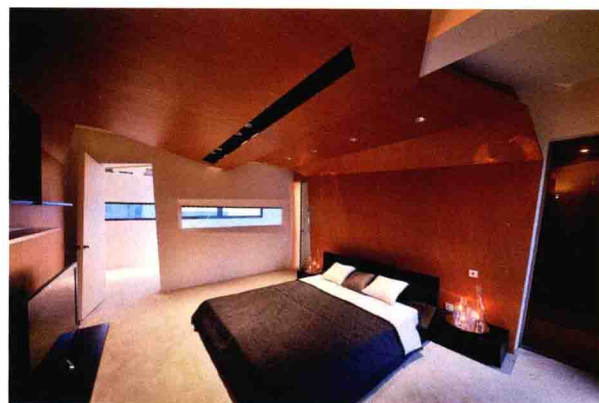
Model life / 样板生活

近日来，在调控政策的高压之下，之前风光无限的地产界乌云密布，许多开发商的资金链面临严峻的考验，自然而然，楼盘开发的数量有所减少，样板房的数量也减少不少，但这并非完全是坏事。在严峻的市场环境下，开发商不仅仅不会忽视样板房，反而会更加重视样板房的设计。现在，也许是样板房设计师的重复洗牌，那些设计得好、懂市场的设计师会在劫后重生，而一些不太成熟的设计师则有可能被迫出局。当然，据我了解，许多样板房设计公司也纷纷制定自己的策略来应对当下的困境，如有些公司转战别墅市场。

中国房地产的繁荣催生了无数的样板房设计明星，他们凭借样板房的设计名利双收。但成也萧何，败也萧何，房地产的异常繁荣也让样板房设计师迷失，迷失在风格的混乱叙述中，迷失在虚假的名词游戏中，从而远离设计的本质，远离真正的生活。在提及样板房设计的时候，似乎无法绕开风格这一话题，但时至今日，我们始终没有办法非常清晰厘定样板房设计的风格定义。其实，我们熟悉的一些风格定义，如新古典、新中式、欧式，并不是延伸自建筑学体系中的欧式、古典等，而是开发商及设计师的创造性转换。房地产商为了迅速销售出自己的产品，往往会紧扣社会的热点及趋势，让自己的样板房贴上某些容易识别、让特定人群容易获得认同的标签，从而创造了无数歧义丛生的风格。这才我们当下无法谈清楚样板房风格问题的根源所在。

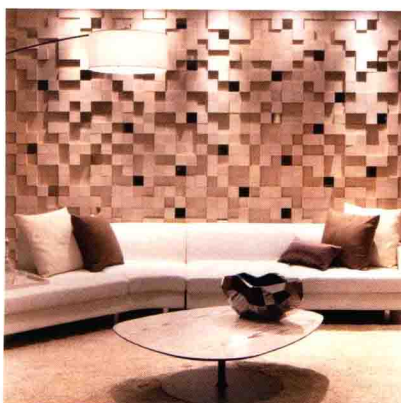
上个月，我去北京拜访紫香舸的黄伟，谈起了样板房设计中的风格如何定义的话题。他非常不赞同粗略地定义欧式、美式，而提倡细化欧式、美式。在他看来，即使同样是美式，美国不同地区的美式也不尽相同，因此他们在设计样板房的时候，都会非常细致分析某一区域的历史、文化等。这种研究的态度，可以让我们深入了解某一风格的来龙去脉，做出比较正确、到位的样板房，而不是任意阐释的某种风格。很多设计师在定义样板房设计的时候，都不自觉地认为自己是在叙述故事，正是这种下意识彰显了样板房设计的本质。在他们的看来，样板房设计的重点在于如何通过设计的语言去阐述某些策划出的风格，去建构普通人的梦想世界。这是样板房设计的应有之意，但如果能够在此基础上，在风格问题上严谨一些，在空间规划上务实一些，也许我们的样板房设计师才能够更接近真实的生活，能够负起引导普通人生活观的重要责任，从而真正彰显出设计的价值，而不仅仅让自己沦为商业操作中的工具。

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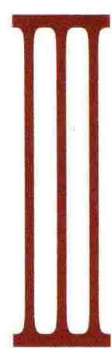


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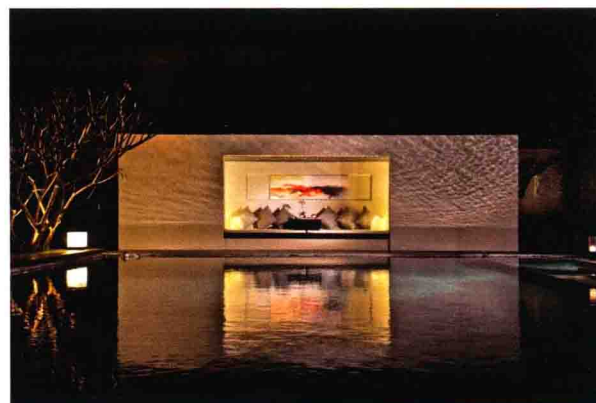
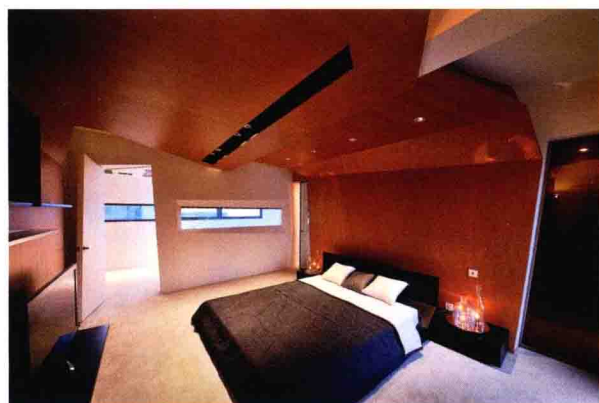
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清枫和院 D 型叠加别墅样板房	086	万科棠樾悦然庄联排别墅上汤	216
北竿山国际艺术中心别墅	094	鼎隆苑	224
中海胥江府	104	国泰天母样品屋	230
红玺台样板间 B 户型	112	湛然新天地 A2 样品屋	240
解码人生——莱安逸境	116	湛然新天地 F5 样品屋	248
尽情绽放——莱安逸境	122	陆江当代	256
欲望都市——莱安逸境	126	长沙融科东南海 A 户型	266
越野豪情——莱安逸境	134	长沙融科东南海 B 户型	272
空中别墅 A 户型样板房	142	广州招商金山谷花园三期别墅样板房	276
空中别墅 B 户型样板房	150	常青藤小镇 B4 户型样板房	286

红玺台样板间A户型

TYPE A OF SAMPLE HOUSE OF EOTHEN

项目名称:红玺台样板间A户型 / 坐落地点:北京 /
设计:王大君 / 设计单位:王大君空间设计有限公司

豪华宅邸容易让人联想到复杂的欧式线版层层叠叠,设计的进步开始简化复杂的元素,保留基本的概念精神运用在空间的架构里,适度的留白,点缀的则是因人适性的装置艺术。大格局的室内空间缀一点奢华的调性衬托出此空间该有的气度,撷取欧式的拱形门框、过廊等元素,即使不端正的格局亦可塑造古典基本架构中的对称表现,天花板透过层次、材质的跳脱,呈现简化后的双层天花板概念但仍可营造出高耸的视觉感受,经过严密思考而搭配的东西方混搭家具及饰品,带出现代设计的自由与灵活度。 ■

