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欧洲精品酒店
European Boutique Hotels



华中科技大学出版社

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BOUTIQUE HOTEL



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EXPLORATION WHICH MAKES PEOPLE GET
ARTISTIC INSPIRATION.

Dom. XI^{ta} post Pentecosten

Duro odgólnuť ur won? sadyjny buch p
ny. Tm bysaden won Etawntk zñiz u
cykorny davorok da roba wñly. Ro
nyss. Manyn ofamny, ur so fadyu
kazyj. In Festo Assumptionis Beate

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ur fadyu. Budawny dñidly buch ur
fadyu kazyj.

Dom. XII. post Pentecosten

Duro odgólnuť ur won? sadyjny buch p
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kazyj. Dom XIII. post Pentecosten

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Oton ofamntk, ur wñolo zñid zñid u
kñidly. Budawny dñidly wñidly
pñon zñiz u zñid w dñidly.

Dom XIV post Pentecosten



这是一种浪漫的居住体验，它让人们因酒店爱上一座城市；这
是一种全新的生活美学，它让人们因酒店得到艺术灵感

PREFACE

PORSCHE: BOUTIQUE HOTEL

A BOUTIQUE HOTEL CAN BE MANY THINGS AND IT'S FAIR TO SUGGEST THAT THERE IS ONE FOR EVERY TRAVELER WHO APPRECIATES LIFE'S FINER PLEASURES. IT IS A CHIC AND STYLISH LODGING TO LIFT PEOPLE STAY OUT OF ORDINARY AND FEED THEIR DESIRE FOR UPSCALE SUMPTUOUSNESS AND AESTHETIC STIMULATION, JUST LIKE PORSCHE. FOR MANY SAVVY BUSINESS AND LEISURE TRAVELERS AROUND THE WORLD, THESE SMALLER, MORE INTIMATE AND GENERALLY IDIOSYNCRATIC ESTABLISHMENTS ARE PREFERRED TO TRADITIONAL FIVE-STAR ACCOMMODATIONS.

THE IDEA OF THE BOUTIQUE HOTEL IS LARGELY CREDITED TO NEW YORK, BUT THE CITY ONLY REALLY CAN LAY CLAIM TO THE LABEL AND NOT THE KIND OF ACCOMMODATIONS WHICH HAVE SINCE APPROPRIATED IT. THE WORD ITSELF DERIVES FROM AN EARLY MEANING FOR "SMALL STORE" AND THIS GOES SOME WAY TO EXPLAINING WHAT SETS SUCH A PLACE APART FROM THE LARGE BASTIONS OF INTERNATIONAL FRANCHISE GRANDEUR. INDEED, THERE ARE AS MANY INCARNATIONS OF THE SMALLER, LUXURY ESTABLISHMENTS AS THERE ARE HOTELIERS WHO HAVE TRIED TO CREATE AN ALTERNATIVE TO THE IMPERSONAL DESIGN AND SERVICE OF THE TALL TOWERS OF TRADITION. SO, IT'S NOT ALL THAT EASY TO DEFINE SUCH A PLACE, BUT ONE CLUE IS THAT IT IS CERTAINLY A PLACE WHICH OFFERS FEWER ROOMS AND, FOR THE MOST PART, IT'S BOUND TO BE A LODGING WHICH OWNS A CERTAIN AMOUNT OF IDIOSYNCRATIC DESIGN AND CONVEYS A PASSION FOR LUXURY REALIZED THROUGH TOP QUALITY FURNISHINGS AND A REVERENCE FOR CULTIVATED TASTES.

NO MATTER WHAT YOUR PERSONAL TASTE, YOU'LL FIND A PLACE TO NOURISH YOUR CREATIVE SOUL. MANY ESTABLISHMENTS OFFER INTERIOR DESIGN BY FAMOUS ARTISTS, OFTEN WITH ORIGINAL FEATURES, BY EQUALLY CELEBRATED PAINTERS AND ARTISTS, ADORNING THE ROOMS AND PREMISES. THERE ARE ESTABLISHMENTS WHICH REFERENCE SPECIFIC THEMES AND PERIODS OF HISTORY AND THOSE WHICH ARE SUFFUSED BY MOVEMENTS IN ART AND CULTURE, WHILE OTHER ARE SET ON REDEFINING THE ERSTWHILE IMAGE OF THESE COSMOPOLITAN LODGINGS BY CREATING A NEAR FUTURISTIC ENVIRONMENT OF TECHNOLOGICAL EFFICIENCY AND PLAYFULNESS. FEW WHO CHOOSE THESE MORE EXCITING LODGINGS, WHO TURN AWAY FROM THE TRADITIONAL ICONS OF MULTI-ROOMED AND IMPERSONAL HOSPITALITY, EVER LOOK BACK.

WITH AN EVER GROWING BASE OF CONVERTS TO THE BOUTIQUE HOTEL, WHAT WERE ONCE ESTABLISHMENTS LIMITED IN THEIR AMENITIES AND SERVICES HAVE MADE AN EFFORT TO PROVIDE BUSINESS GUESTS WITH ALL THEY COULD REQUIRE. NOT ALL ESTABLISHMENTS CATER TO BUSINESS NEEDS IN A COMPREHENSIVE WAY, BUT THE LIFESTYLE CONSCIOUS MODERN EXECUTIVE WILL FIND, IN ALMOST EVERY MAJOR DESTINATION OF THE WORLD, ACCOMMODATIONS WHICH ALLOW THEM TO DO EVERYTHING FROM KEEP FIT IN THE GYM TO HOLD EXCLUSIVE FUNCTIONS IN VENUES STAMPED WITH STYLE AND PRESTIGE.

BOUTIQUE HOTEL HAS BECOME QUITE POPULAR. YOU'LL FIND CURIOUS PLACES IN OUT-OF-THE-WAY CORNERS OF EXOTIC AND VIBRANT COUNTRIES WHICH MERGE ELEMENTS OF WESTERN AND EASTERN DESIGN AND CULTURE. FIND YOURSELF IN A COLONIAL TIME-CAPSULE OR EATING IN AN IN-HOUSE RESTAURANT WHICH FEELS LIKE A DADAIST PAINTING. NATURALLY, THESE KINDS OF COSMOPOLITAN AND IDIOSYNCRATIC ESTABLISHMENTS OFFER DINING WHICH REFLECTS THE ETHOS OF CULTURED AND UPMARKET LIVING. A LARGE FIVE-STAR ESTABLISHMENT MAY OFFER FINE, MICHELIN-STARRED DINING, BUT FOR THOSE ON THE GREAT CULINARY ADVENTURE, THE RESTAURANTS OF THESE LUXURIOUS AND PLAYFUL HOSTELRIES WILL ALWAYS SUPPLY SOMETHING TO TANTALIZE AND INSPIRE.

序言

酒店界的保时捷

精品酒店灵活多变，努力将种种可能与看似不太可能的东西相组合，力求出色。这一点，像足了世界知名汽车品牌保时捷。对许多追求高品位和文化享受的商务人士和观光游客来说，这些规模较小、服务更贴心且别具一格的旅馆比起那些传统的五星级大酒店更具吸引力。

精品酒店的理念来自纽约，但纽约的贡献就仅止于“Boutique Hotel”这一概念而已，此后精品酒店在服务 and 设施上的发展远远超越的这个词汇本身的境界。“Boutique”在英文的原意是“小店”，这在某种程度上诠释了精品酒店与国际大型连锁酒店的不同。这些小型的豪华酒店是那些缺乏人情味和个性的传统高楼大厦的替代品。真正去定义什么是精品酒店并不容易，不过精品酒店有些共同特点。他们提供比较少的客房，每间都有奇特的设计，并且都通过高级的陈设和高档的品位传达着对豪华的热忱追求。

无论您有怎样的个人品位，都能找到一个与您心灵相通的精品酒店。许多精品酒店都有著名的艺术家进行室内设计，客房和酒店内也有不少知名画家和艺术家的原创作品。也有的精品酒店是以某一文化和艺术活跃的历史时期为主题设计的。很多精品酒店本身就是由历史保护建筑改建而来，就像一个小型博物馆，入住其中就是一次充满惊喜的旅程。还有一些精品酒店以重新定义世界观为宗旨，创造一种后现代的居住环境，这类酒店提供高科技的应用及娱乐设施。人们一旦选择了这些精彩的酒店，就很少会再次光顾那些一成不变、缺乏个性的传统酒店了。

在从传统向精品酒店转变的潮流下，许多曾被设施和服务范畴拘束的酒店开始为商务旅客提供特殊服务。不是所有精品酒店都能全面迎合商务旅客的各种需求，但是，那些注重现代生活方式的旅客会在大部分世界旅游名胜找到能为他们提供健身房和其他时尚设施的精品酒店。

精品酒店日渐流行。在一些国家您能找到富有异国风情并且融合东方和西方文化的精品酒店。您可以感受殖民时期的氛围或是在达达式艺术风格的餐馆里品尝美食。精品酒店也供应符合其独特文化和格调的佳肴。虽然比不上五星级大酒店的宴饮排场，但豪华而有趣的精品酒店餐厅总能让想要体验绝妙美食文化的游客大开眼界。



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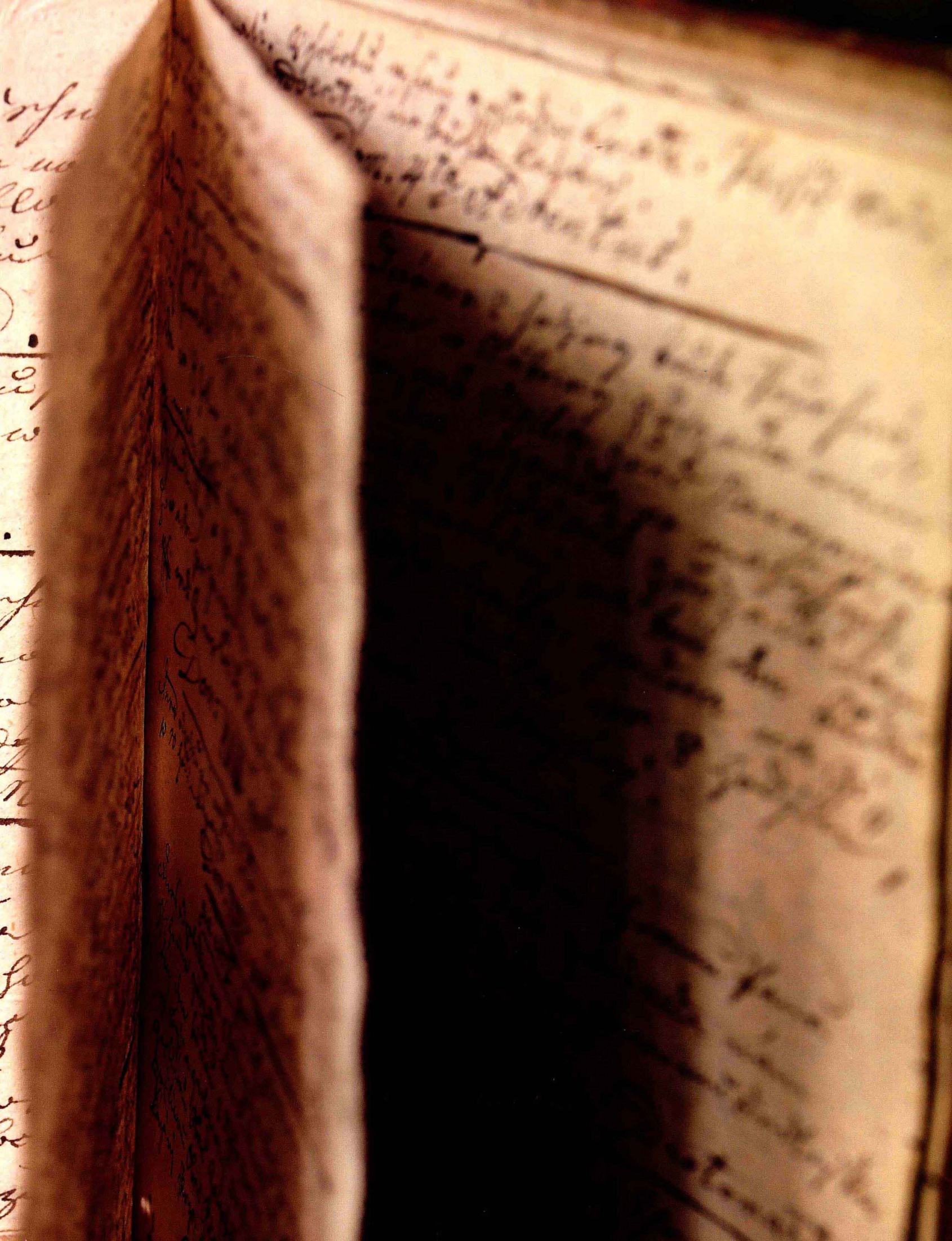
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