



NEO-CLASSICAL VILLAS



中华文化 策划
陶陶 主编

江苏人民出版社



以奢为美
新古典豪宅设计

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Preface I I Have to Say

Recently I write some prefaces or forewords for a number of books or magazines almost every month, such written works make me have more concerns, because the prefaces and forewords are the overall summary of books, it's quite easy to mislead readers if the work done is not quite appropriate. I also know that I myself is very emotional, and I followed my true inner feelings to write essays. Ever since I began to write essays, I had never disobeyed my conscience and social morality, nor write for money.

I can't remember how many essays I've written since I began seven years ago. Nowadays the editorial standards are higher and higher, and the readers are having more sophisticated taste, so it's hard to please them if the work is not done by following true feelings. Meanwhile those interior design publications are uneven in quality, thus it's more and more difficult to find a really good book, and I'm almost out of good words to say when I was invited to write some prefaces and forewords. I still remember this year I wrote a preface without high recommendation with some of my personal opinions on the quality of the book layout and design. It's unbelievable that there's such brave editor that put every word I wrote published. I really admire the courage, and I have to admit I underestimated the editors.

People tend to put some good words when it comes to forewords and prefaces, and most of the books about design have similar forewords and prefaces, thus which are ignored, and the readers will go through the content and make their own judgement to determine the quality of the work, and then decide whether to buy it or not. Ever since I started writing forewords five years ago, some publisher friends told me that I already had some design fans for writing essays, and also told me there are many designers who look at the

essays I wrote and then decide whether to buy the book. Amitabha, I have to say, don't blame me if the book is not the best seller because of the forewords I wrote. People have to be careful to let a person like me who speak for the truth to write the prefaces, as I will cheer for the good books and trash the bad ones definitely. This one has no difference, I won't change my views for design works. Don't blame me if it's not sold well!

I take sometime travelling abroad every year, and also visit the home of many foreign friends, appreciate many awesome buildings, see a lot of great interior design. What impressed me the most is a mansion of a U.S. friend, which is more than 1,000 square meters with dense forest surrounded and refreshing indoor decorations - totally natural, and it's one of the best I've ever seen for years.

I also find some natural harmony design in this book, which is the highlight and the reason why I mark 70 points after I read through. Don't blame me, actually not many domestic books worth 60 points in my opinion.

The content of this book is very rich, but not all is fabulous. An interior designer is to make a concrete building into an exotic life works of art, and an interior design photographer is to express the interior moving lines, and the art editor is to focus on design and foil with composition of expression, only the combination of these several aspects can provide readers real enjoyment.

Serious attitude is the key to our design! Based on it and maintaining a sincere heart can ensure that walking at night, you won't be worried about encountering a ghost!

Xiao Aihua
2012.06

NEO-CLASSICAL VILLAS



前言 I 不得不说

现在我每个月都要为一些设计类书籍或杂志写序或前言，写多了就有点害怕，因为序和前言是对一本书的整体概括，写得不对的时候很怕误导读者，我也知道自己很情绪化，所以我写杂文都来自内心真实的情感。自从写杂文以来，从来没违背过自己的良知和社会道义，也从来没有因为金钱而写过文章。

从七年前开始码字，到现在，我也不记得自己写过多少杂文了。现在的编辑水平越来越高，读者的眼睛也越来越亮，不写来自内心的思想是很难过关的。而现在，设计类的出版物又层出不穷，水平参差不齐，要想找到一本真正的好书也越来越难，自然我在应一些编辑邀请写序的时候就没有太多好话可说了。记得今年我就写过一篇对书评价不高的序，对图书的排版质量、设计水平说三道四，但有这么鲁莽的写序人也就有勇敢的编辑，竟然把我写的序一字不改刊登出来，这份勇气很值得我佩服，看样子我的确小看了现在的编辑。

写序和写前言的人都喜欢说好话，翻看许多的设计图书，前言和序基本千篇一律，所以我们这些做设计的看设计类书籍一般不看序和前言，直奔主题看作品，以自己的评判来判断作品的好坏，再决定是否购买。

从五年前应邀开始给一些书写前言以来，有许多出版社的朋友说我写的杂文已经拥有一批设计界的粉丝，也告知我有许多设计师是先看我写的杂文再决定是否购买此书。阿弥陀佛，在这里说一句，因为我写序或前言而使这本书不好卖的可千万别怪我，我这个

家伙一直是狗嘴里吐不出象牙，要我写前言一定要悠着点，看到好的，我会鼓掌叫好，看到不好的也别怪我说话直接，今天要写这个前言同样不会改变自己对设计作品的观点，如果此书销售不好可别怪我！

每年我都会抽时间在国外游走，也去过许多国外朋友的家，看过许多很牛的建筑，也见过许多很棒的室内设计。记忆中比较深刻的是美国一个朋友的豪宅，有1000多平方米，周边被茂密的树林围绕，室内清雅，与环境浑然天成，是我多年游走国外看过的最棒的住宅之一。

本书中我发现也有这种与自然环境和谐共处的设计，这也是我对这本书眼睛一亮的原因。当翻阅到后面的时候，我给这本设计类图书打上70分！不好意思，别见怪，可以入我眼的设计类图书，国内的还没有几个超过60分的！

本书作品很丰富，但并不全是精彩之作，一个室内设计师做设计的时候是把一个毛坯做成具有生活情调的艺术品，而一个拍摄室内设计的摄影师则是要把室内设计的动线感觉表达出来，一本书的美编要把设计的重点及陪衬用构图表达出来，有这几个方面相结合，才可以给读者真正美的享受。

认真才是我们设计的重点！而在认真的基础上保持一颗真诚的心，才可以晚上走夜路也不用担心遇到鬼！

萧爱华

2012.06



NEO-CLASSICAL VILLAS

Preface II

Three Sentences to Digest

First of all, thanks publishers for providing us a platform to show our own projects and share with each other.

We know how important it is to have a developmental perspective. Our company started focusing on real estate projects from 2008, fortunately we become the real estate business partners in recent years gradually. Interior design is fundamentally belongs to service industry, our client is the real estate business which is the most important component of urban development of China's urbanization process, and also the most powerful push of the change.

Communication is a very important part in the process of completing the design task, and it needs a good platform to illustrate our point of view. Such as the project location, sales groups, geographical environment - all require a thorough understanding and clarity to make judgments, so that we may know the project better and try to avoid an imbalance, and then develop a complete design services program.

Each program has its own features, but I hope to achieve the design goal more from the practical use for residential projects, to focus on "people-oriented" design concept and daily

life, to reflect the characteristics of the project through some of the colors, materials, etc. by finding an accurate element and a symbol to combine a kind of culture.

An excellent designer, of course, wants to make good work, but before that, I think he/she has to understand three sentences: 1. "In a party of three there must be one whom I can learn from", which tells us that the experience of peers is valuable asset and a source of inspiration; 2. "Know yourself and your enemy well, for our own use" is to learn to grasp the advantages of other related industries, good at borrowing and making good use of reasonable sources, because the help from those industries should not be underestimated; 3. "Many hands make light work.", no matter how good a designer could be, he can reach his limit, and a good team will always be your ladder for making progress and success.

These seem just three simple sentences, while if they can be really digested, then fame won't be far away from you.

Wang Xiaofeng
2012.06

NEO-CLASSICAL VILLAS



前言 II 走在设计的路上

首先很感谢出版社给我们一个交流的平台，让我们展示各自的项目与大家分享。

我们知道，发展的眼光是很重要的。我们公司在2008年开始专注于房地产项目，很庆幸在这几年的发展中逐步成为各地产商的合作伙伴。室内设计从根本上来讲是服务性行业，我们的服务对象就是房地产商。房地产是当前中国城市化进程中最重要的组成部分，是城市发展中最有力的推动者。

在完成设计任务的过程中，沟通是一个很重要的环节，需要一个良好的平台来阐明大家的观点。比如在项目定位、销售群体、地理环境等方面都需要做出透彻的理解和清晰的判断，这样对项目的认知和把握程度就会更深入，尽量避免不协调的现象，进而制定出一份完整的设计服务方案。

每个项目都有它既定的特点，但在住宅项目这方面，我希望多从实际需求上实现设计目的，重点突出“以人为本”的设计理念，把设计的重点放在日常生活

当中，找准一种元素，用对一种符号，组合出一种文化，再通过一些色调、材料等来体现项目的特点。

一名出色的设计师，固然想做出优秀的作品，但是在实现之前，我认为要读懂如下三句话。1.“三人行，必有我师”，它告诉我们同行的经验是我们宝贵的财富，也会成为你灵感的源泉；2.“知己知彼，为我所用”，就是要学会抓住其他相关行业的优势，善于借用，巧妙使用，合理利用，因为这些行业对你的辅佐能力不容小觑；3.“众人拾柴火焰高”，再怎么优秀的设计师，他所发挥出来的光和热都是有限的，一个良好的团队永远是你进步与成功的阶梯。

这貌似简单的三句话，如果真的能把它们看懂、弄透，那么优秀的名号也就离你不远了。

王小锋

2012.06



NEO-CLASSICAL VILLAS

Preface III

On the Way of Design

With this rich and information convenient time comes, the interior design industry has become more commercial and diversified with its rapid development. Open the book "Neo-classical Villas" edited by Chinese Culture, I'm impressed by the feelings brought by design - emotional, retro, fashion, and mix&match which lead us into the era of a new concept.

After a decade of dedication to my own design work, I almost have all of the emotions revolving around it - struggling, rebirth and joy. I hope my work can bring people a way of life with colorful and emotional life philosophy. What goes around comes back around. Always put yourself in others' shoes. If you feel that it hurts you, it probably hurts the others too. Leave yourself to the design and from the design, you can find a way to express yourself.

Looking back to breakdown all my works, the achievement and regret are no longer important, but what matters the most is my perseverance on the way of design, on which, I am pleased to see myself more and more sensitive to my own design with more power, perception, and still full of enthusiasm and passion for creation. In the process, I can enjoy the initial joy and subtle emotional feedbacks to continuously enrich the heart.

Chinese Culture provides a good platform,

through which we might open the eyes with an open mind to learn about cases of excellent design innovation, focus on the essence of traditional and classic design sparkling for thousands of years to nourish the body and mind. Meanwhile, in the poem of "The chaotic flower gradually enchanted the eyes", it's necessary and meaningful to discard those styles by piling up blindly as to get the extreme luxury and Western style, but change to the pursuit of grandiose beauty of the luxurious nature.

Last but not least, I hope to see the collision and sparkles through the designer's perspective and communication from the limited book pages. The designers can hold the view of the whole world and pay more attention to the local traditional architecture and culture, pass on to next generation, and highly value the significance of "looking back", respectfully absorb and master the hidden traditional design philosophy behind the design work and culture, and re-examine ourselves in the culture full of vitality and endurance in the design of the buildings.

Shi Linyan
2012.06

NEO-CLASSICAL VILLAS



前言 III 走在设计的路上

在物质丰富、信息便捷的时代，室内设计行业伴随着快速的商业发展而越来越多元化，打开中华文化编辑的《以奢为美——新古典豪宅设计》一书，不禁感叹设计带给我们的强烈感触，感性的、复古的、时尚的、混搭的，百花齐放般带领着我们走进一个全新的概念时代。

经历了十年设计磨炼的我，几乎所有的喜怒哀乐都围绕着自己的设计作品展开，在里面经受挣扎、重生与欣喜。面对自己的作品，我希望传递给人们一种带有情感色彩的生活方式与生活理念。作用于人亦作用于己，己所不欲勿施于人，负责任地把自己交给设计，同时也从设计中寻找表达自己的方式。

回过头来，细数自己的作品，曾经的收获和遗憾，变得都不再重要，重要的是十年后我依然坚信着我的坚持，走在属于自己的设计道路上。在反复的摸索中，我很高兴地看到自己对设计能够越来越敏感，越来越充满发现力、感知力，依然富有不断创造的热忱与激情。在这一过程中，欣喜如最初，感受一种带有回馈意味的“情感”沙粒，从而不断地充实内心。

中华文化提供了一个很好的交流平台，通过这个平台，我们不妨以开放的心态打开双眼，了解并借鉴优秀设计案例的创新，着力于采撷那些跨越了千年仍熠熠生辉的传统与经典的设计本源，以此滋养身心。同时，在“乱花渐欲迷人眼”的风格流派中，摒弃那种将盲目堆砌作为奢华与时尚的极端走向，努力追求从浮夸的奢华向美的奢华的本质转变，这是必要而有意义的。

透过本书有限的篇幅，希望设计师的视角能有所碰撞和交流，在放眼世界的同时，更加重视本土传统建筑文化的精髓，血脉传承；更加重视“向后看”的意义所在，谦恭地吸纳和掌握隐藏在传统设计作品背后的设计思想与文化，在充满生命力与持久力的设计文化构建中重新审视自我。

史林艳
2012.06



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PERFECT INTERPRETATION OF BRITISH-STYLE

英伦风格的完美诠释

项目名称：苏州九龙仓国宾一号别墅样板房室内设计

设计公司：上海大研室内设计工程有限公司

设计师：欧阳辉

项目地点：苏州

项目面积：601 m²

主要材料：黑金花石材、摩卡绿、波曼米黄、石材拼花、马赛克等

Project Name: Suzhou Kowloon Warehouse
Ambassador Number One Villa Model Room
Interior Design

Design Company: Shanghai Dayan Interior Design
Institute and Engineering Co., Ltd.

Designer: Ouyang Hui
Project Location: Suzhou
Project Area: 601 m²

Main Materials: black golden flower stone,
mocha green, Portman beige, stone mosaic,
mosaic, etc.







