



Aesthetic 唯美餐厅设计 **Restaurant Design**

深圳视界文化传播有限公司 编

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Shenzhen Design Vision Cultural Dissemination Co., Ltd
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Preface 序

Invited to write a preface for the book, for me, a young designer who is on the road of designing hospitality, I am honored but somewhat ashamed. I traveled various large and small hotel restaurants at home and abroad and have to say that the restaurant design has reached an innovative peak in recent years, which provides a medium for us to understand the culture and fashion and meets our needs at the same time. Here I briefly share and exchange my gained knowledge and inspiration in the design field for more than ten years with everyone and hope to get more guidance from colleagues and predecessors.

Successful restaurant is based on the good dishes and services, but catering industry has developed until today, people have not only been satisfied with the demand for food, but begin to pay attention to dining experience. The managers in the catering field have been quite aware of this point. In this context, the interior designer's aim is to help the restaurant to maximize the services to attract more guests.

Now, large and small theme bars and creative hotels emerge one after another and the innovative difficulty of the restaurant design is self-evident, which means that today the hospitality design requires the combination of many factors (the restaurant's layout, design, food, drinks, cooks, service personnel as well as people's experience and state of mind) to make it perfect; this can constitute a dining space and atmosphere which can let people have a good experience. Involved in the hospitality design for more than ten years, my deepest inspiration is that taking full account of the diversity of consumer group is very important to the hospitality design and the design must reflect the image of hotel owners and managers as well as the local natural environment characteristics, that is, these factors are reflected by using space design. As a designer, my job is to create the best design plan, so that the owner and manager of the project can get good economic returns. I think this is the thing that many designers like me have been working for.

The improvement of hospitality design in the mainland of China is obvious to all, but I always think that there is a little regret in the good situation, which means that we should examine the absence of local cultural traditions in the wide range of so-called creative and thematic design currently and we also should check whether the absence of this culture weakens design charm or even makes it disappear. I always appreciate the promotion, high praise and heritage of oriental culture; if the oriental elements can be utilized better to reflect oriental exoticism and oriental charm, this oriental art of tasting from the heart, in fact, will get more attention. If in this premise of the design, the design can be combined with the market and national conditions and integrated with international design, the unique design technique will be formed.

I am very glad that the editor of the book can edit such detailed contents, introduce the highly creative new projects of the first-line interior designers who are active in the Chinese design field and make the diversified ideas of hospitality design which are very important to the hospitality design field in the 21st century get together and become a book.

Here, I would like to thank Design Vision International Publishing Co., Ltd(HK) for that you provide such a good platform, allowing our design to get a better comment and urging us to continuously grow and progress. Finally, I sincerely wish that Design Vision International Publishing Co., Ltd(HK) will be better and better.

受邀为本书作序，对于我——一个正跋涉在酒店餐饮设计之路上的年轻设计师而言，荣幸之余多少有点惭愧。游走过国内外许多形形色色、大大小小的酒店餐厅，我不得不说餐饮设计于近年来到达了一个革新巅峰，它为我们理解文化、时尚提供了一种媒介，并同时满足我们的需求。在这里我把自己在设计界十多年生涯中的一些心得与感悟与大家做个简要的分享和交流，希望同仁前辈们多加指导。

成功的餐饮最基本的是要有良好的菜品、服务，但餐饮业发展到今天，人们已经不仅仅满足于对饮食的需求，而且开始重视就餐体验。餐饮业经营者也清楚地意识到了这一点。在此背景下，室内设计师的宗旨就是帮助餐厅最大化地发挥服务的作用，从而吸引更多的客人。

现在大大小小的主题餐吧、创意酒店层出不穷，餐饮设计的创新难度不言而喻，这也意味着在今天的餐饮酒店设计中要求许多因素（餐厅的布局、设计、菜肴、酒水、厨师、服务人员及人的体会心境）相互结合，以尽完美，这样才能构成一个让顾客体验感良好的餐饮空间和氛围。涉足酒店餐饮设计十几年，我感悟最深的是充分考虑消费群体的多样性对酒店餐饮设计非常重要，设计必须要体现出酒店所有者和经营者的形象以及当地的自然环境特征，也就是要运用空间设计来体现出这些因素。作为一个设计师，我的工作就是要创造出最佳的设计方案，从而使得项目所有者和经营者能够得到经济上很好的回报。我想这也是许多和我一样的设计师一直在努力的事情。

中国内地酒店餐饮设计的进步有目共睹，但我总觉得形势一片大好中有一点遗憾，那就是当前林林总总的所谓创意性、主题性设计中缺失了本土文化传统，这种文化的缺失让设计的神韵减弱甚至没有。我一直赞成弘扬、推崇以及传承东方文化，如果能更好地利用东方元素体现东方情调与东方神韵，这种品鉴由心的东方艺术其实会得到更多人的瞩目。如果设计在这种前提下又能与市场 and 国情相结合，并且与国际设计接轨，就会形成独特的设计手法。

我很高兴本书的编者能够编纂如此详尽的目录，介绍了活跃在中国设计界一线的室内设计师们极富创意的新项目，并将多元化的酒店餐饮设计理念汇集成册，这些理念对于21世纪的酒店餐饮设计领域是至关重要的。

在此感谢香港视界国际出版，感谢你们提供这么好的平台，使我们的设计得到更好的点评，促使我们不断成长与进步，最后衷心祝愿香港视界国际出版越来越好！



张震斌
南方装饰艺术设计院

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设计公司: 大木设计中国(湖北)后象设计顾问机构(RH-D)
 设计师: 陈彬、李健、傅晟、李丹
 地点: 广东深圳
 面积: 1,030 m²

Mumei Restaurant

慕美餐坊

The designers choose warm and elegant colors to create space atmosphere. As the name "Mumei" suggests — Mumei, a sort of special femininity is flowing throughout the whole restaurant. The lighting fixtures with appropriate size are so attractive and elegant that they visually convey the charm of fashion. Emeralds and Aston dolomite make the public space appear pure and noble; the combination of light-colored oak and grayish-green carpet creates a sense of intimacy and tranquility for the dining area.







设计师选择了温润淡雅的色调来营造空间氛围。整个餐厅流动着一种特殊的女性气质，正如她的名字——慕美。尺度适宜、优雅迷人的灯饰在视觉上传达着时尚的魅力。绿宝石和雅士白云石使公共空间显得冰清玉洁；浅色橡木和灰绿地毯的组合，又让就餐区显得亲和而宁静。















