

the impression of Taiwu

泰武·印象

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写在前面

《泰武·印象》是深圳市泰武装饰设计工程有限公司首本专注于房地产开发商样品房装饰设计作品集。

随着房地产行业竞争的日益激烈,使房地产开发商不得不对样品房的设计有较高的要求:一则提升楼盘的形象定位;二则使参观者洞悉示范空间结构的实用性、灵活性等方面的发展潜力,最大程度地展示出室内空间的使用功能、人流、光线、区域、结构等多方面的优势及特点;三则有助于普及大众对室内的设计意识。所以,泰武在各项专案设计的过程中更注重于艺术性与商业性的平衡。

室内设计是一个介乎于艺术创作与工程施工技术的工作。我们在设计开发商的样品房专案中逐渐累积了丰富的经验,使我们在设计、施工技术及艺术摆设等方面均有长足的进步,且以实际而有效的方式为客户实现目标。在此,非常感谢客户对我们的支持与信任,并给予无限量的自由度让我们去创作,使我们的作品有了自己的意念与独特的个性风格。

成果总会随时间而流逝,这就不得不驱使我们以图文的形式将工作成果结集成书,为同仁及酷爱室内设计的朋友留下一个纪念。

本集记录着泰武人的工作历程。在这里,可以看到泰武人对设计不断追求的信念;在这里,可以领略泰武人永不放弃的精神;在这里,可以体会到泰武人对生活的感悟、对工作的热爱;在这里,可以欣赏到泰武人最真的性情!

《泰武·印象》囊括了泰武公司多样化的设计项目。它代表了泰武人对样品房的独特见解与专业技能。

我们再一次由衷感谢所有委托泰武设计的房地产开发商和所有关心、支持我们的各界朋友,是你们让我们在挑战中获得如此宝贵的设计经验,以及让我们从工作中享受到极大的回报和满足感。

专业设计,是我们泰武人享受的工作,更是我们泰武人全身心投入的一种乐趣生活方式。



董事长: 李小武

Preface

Tai wu-Impression is the first collection of the Shenzhen Tai Wu Decoration and Design Co., Ltd., which concentrates in the decoration and design of the sample room for the real estate agents.

With the increasingly furious competition in the field of real estate, the estate developing businessmen are compelled to improve its requirement of the design of the sample rooms. The first is to promote the image orientation of the building; the second is to enable the visitors to understand the potential of development such as practicability and flexibility of the demonstration of space structure so as to show optimally the advantages and features of the function, stream of crowd, light, region and structure; the third is to help popularize the consciousness of indoor decoration. Therefore, Tai Wu, in the process of designing cases, pays more attention to the balance between artistic value and commercialization.

The indoor design is a work lying between the artistic creation and the technologies of project construction. We have gradually enriched our experiences in the design cases of sample rooms for our real estate agents, which lead to a considerable progress in such aspects as designing, technologies and layout and enable us to take actual and effective way to attain the targets for our customers. We take this opportunity to thank our customers for their support and trust, for their giving us such immense space to create that our designs have unique thoughts and style.

Achievements always flow away with the time, which urges us to collect our achievements in a book in the form of charts and articles. And it can also leave a memory for our fellows and those who are very fond of the indoor decoration.

This volume records the work experiences of the Tai-Wus. Here, you can find the experiences accumulated by Tai Wus and the persistent pursuit of designing; here, you can find Tai Wus' spirit-never giving up; here, Tai-Wus' comprehension of life and their passion for work; and here, you can appreciate the genuine feelings of Tai-Wus'.

Tai Wu-Impression includes the diversified design projects which represents the unique opinions and professional skills of the Tai-Wus'.

For all the real estate agents who have authorized Tai Wu and those who concern and support us, we present our heartfelt appreciation. It is you who have given us the opportunity to earn such precious design experiences as well as made us earn enormous returns and the sense of satisfaction.

Professional design is the work which our Tai-Wus enjoy, and also a pleasant life style which our Tai-Wus devote wholeheartedly to.

再谈设计

在样板房的设计土壤之中，从开始的懵懂到现在的成熟，从昨日的无从着手到今天熟能生巧的应用，这一切都在我的设计世界中悄然变化着。

在不断的付出与收获间，我深深地领悟出：在商业设计中，市场才是永远的导航坐标。我一直反对用纯艺术设计来服务于现代商业。艺术性高不一定就代表着商业价值高，而商业价值高的其艺术性一定是可取的。样板房作为现代房地产的商业产物，具有着独特的个性特征。它是开发商的商业包装代言，是为带来更多商业利润的形象产品。一切的出发点都应随商业的价值提升而诠释。

设计师是用艺术语言来表达的人。要做好一名好的设计师，就应该在艺术与商业之间寻求到一个良好的平衡点。无论是在风格的掌握上，还是在视觉的感受中；也不管是在对空间的处理上法上，还是在气氛的营造的过程中，这所有的一切都应在一个支撑点上——市场效应。

一个好的设计作品需要得到市场的认同与肯定。这种认同是来自商家利润的体现，来自商家目标消费群体的青睐。只有为商家带来市场效应的样品房，才能真正立足于市场。

在样品房的设计中，可以把中式园林风格与欧式洛可可风格一起发挥到极限，也可以把华丽与简约表达得淋漓尽致。但是唯一不能变的只有一点，就是要把样品房的最大优势发挥出来。

样品房不是居家设计中的个性艺术偏好，而是商家目标消费群体的共性诉求。它有着自己独特的市场定位与品牌效应。在赋予了其商业价值之后，样品房就是一种文化，一种品质，一种理念的产物。而这些全都要在样品房的设计中传递出来。

设计的最致高点是我毕生所追求的，这种追求是对品质的精益求精，是对创新的渴望，是对品牌市场的塑造。

吴文粒



总监：吴文粒

Preface

In the design soil of the model room, from muddle in the beginning to the present maturity, the application that having no way of setting about yesterday to today skill coming from practice, all these were changed quietly in my design world.

In paying constantly and harvest, I comprehend out deeply that in the commercial design, the market is the navigation coordinate forever. I have been objecting to serve the modern commerce with the pure art design all the time. High artistry might not represent costly commerce, but with costly commerce, artistry will certainly be desirable. The model room have unique characteristic as the commercial production of the modern real estate. It is developers' commercial packaging prolocutor and the image products that bring more commercial profit. All start should be promoted but annotate with the commercial value.

The designer is the person expressed with the artistic language. To be a good designer, a good balanceable point between art and commerce should be found. Regardless of the mastery of the style, or in the feeling of the vision; No matter the treatment of the space, or on the degree of construction in the atmosphere, these all should be held in a strong point — Market effect.

A good design work needs to get the approval and affirmation of the market. This approval is embodiment from the business profit and the favor from goal consuming groups. Only the sample room bringing the market effect to the business could be established in the market.

In the design of the model room, Chinese garden style and European rococo style could be exerted to the limit, expressing magnificence and simpleness thoroughly too. But only one that can't change is playing the greatest advantage of sample rooms.

The sample room is not personal art preference in the living design, but is the general demand of the goal consuming groups. It has its one's own market orientation and brand effect. After input the commercial value, the sample room is a kind of culture, a kind of quality, the result of a kind of idea. And these will be all transmitted in the design of sample rooms.

The high-point of design is pursued all my life, the pursuit is improving on quality, is aspiring for innovation, is shaping on brand market.

公司简介

深圳市泰武装饰设计工程有限公司, 是一家专职为房地产开发商、酒店及商业投资提供装饰专业设计, 并以新颖的创意设计助于推动地产销售增长的专业设计工程有限公司。

泰武成立以来, 一直致力于设计的创新与发展, 致力于以房地产为媒介推动前沿概念与思想, 以灵感开启人们对生活梦想、美好情感以及创造性的新生活概念。泰武装饰是高尚住宅和地产开发商样品房设计的佼佼者, 对服务和产品质量抱着始终不渝的信念与承诺。到目前为止, 泰武已经在各地共完成数百套的房地产样品房项目。这些项目都得到客户与市场的一致认同, 而且泰武也是集多种身份于一身, 为地产开发商提供优质的设计、施工、策划等服务。在今天这样一个讲求分工细化的时代下就显得与众不同了。但不管哪个项目泰武装饰的理念总是一样, 那就是“用设计去推动和提升每一个项目的品质与价值”。

在地产行业的专业设计上, 泰武已经拥有了属于自己的独特方式与敏锐视角。“以服务地产为核心, 以市场导向为航标”已经成为泰武装饰一个强大的品牌效应。

在公司的设计团队中有激情四射的, 有经验丰富的, 有敏锐度高的, 他们都是具有创造性和实践性的优秀设计人员。

公司以先进的管理、优质的服务构建竞争优势, 以强大的信誉度树立企业品牌。同时, 公司以对社会使命感和责任心为企业发展的核心, 并提出“用专业的设计服务于社会”的宣言。

公司的设计作品多次在各大室内设计的专业刊物上发表, 并先后在“亚太地区室内设计大奖赛”、“华南地区室内设计大奖赛”、“深圳室内设计大赛第”等多项大赛中摘得桂冠。

Introduction

Shenzhen Tai Wu Decoration and Design Co., Ltd., a professional decoration company who specializes in providing professional decoration design for the real estate agents, hotels and commercial investments, is instrumental in promoting the increase of the trades of real estate by means of novel and creative design skills.

Since the establishment of Tai Wu, we continuously are engaging in the innovation and development of design and advocating the advanced concepts and thoughts through the medium of real estate with the hope of inspiring people's pursuit of the concepts of ideal life, lofty emotions and creative new ways of life. Tai Wu, the outstanding company in the design of high-level housing and the development real estate sample, is holding its faith and promise for the qualities of service and products unswervingly. So far, Tai Wu has already completed the projects of several hundred sets of real estate samples around the country. All these projects are well acknowledged by the customers and the markets. Moreover, integrating designing, constructing and scheming together, Tai Wu is identified as a company with multiple statuses and provides high-quality service for the real estate agents, which is unique in a period with the requirement of work-fractionalization. The Tai Wu, Whatever project they are managing, adhere to only one faith, that is to impel and promote the quality and value of each project through its design.

In the professional design of real estate, Tai Wu has already had its unique style and keen perspective. Taking the serves for real estate as the center and the market direction as the guide has become a formidable brand effect of Tai Wu Decoration.

The designing team is consisted of creative and practical designers, vigorous, experienced and acute.

Tai Wu sets up its own competitive advantages by means of advanced management and high-quality service and establishes the enterprise brand by good reputation. At the same time, Tai Wu regards the sense of social responsibility and mission as the core of its development, putting forward "serves for the society with professional design as" its manifesto.

The designing works of Tai-Wu's have been published in various professional publications of indoor decorations, and successively won the laurel on the "Grand Contest of Indoor Decoration Design in the ASIA-PACIFIC region", "Grand Contest of Indoor Decoration Design in the south of China", "Grand Contest of Indoor Decoration Design in Shenzhen".



李小武



吴文粒



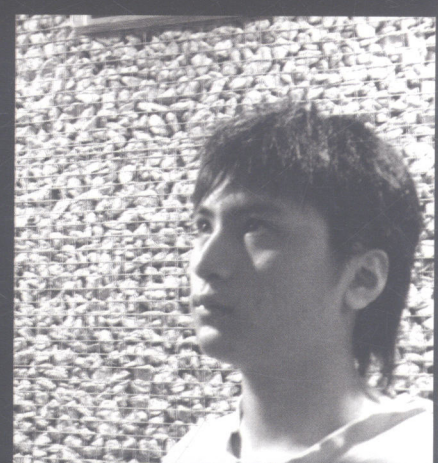
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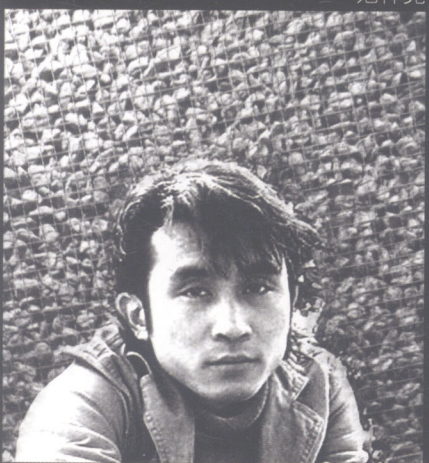
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O

清新的自然

听过那小桥流水的声音，看过那伟大的自由女神，走过那茂密的热带丛林，触摸到自然深处的心灵。这一切都在木材的古朴与火热的红色中得到挥洒与感动！天然终究是天然，没有过多的粉饰，就足以把这自然的灵气展露无疑。

Fresh nature

Have listened to the sound of water flowing across small bridge, have seen that great Statue of Liberty , have passed by the dense tropical jungle, touch on the soul of nature. All these are written freely and easily and moved in the simple and burning hot red of the timber ! It is natural eventually to be natural, not be prettified much ,enough to present the natural efficacious air.

泰武设计



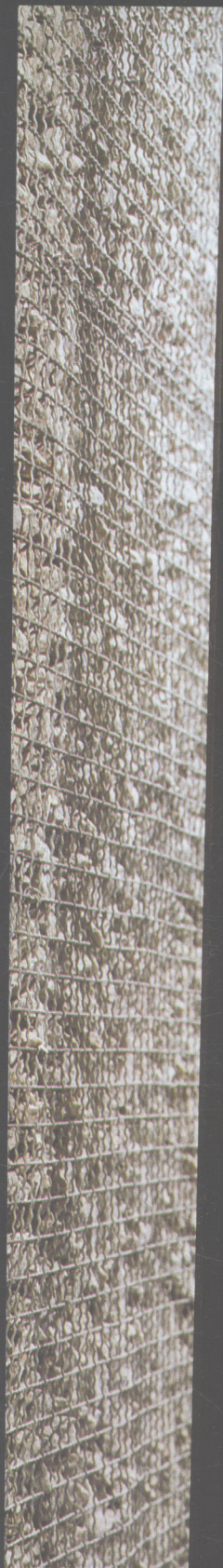


犹如太阳般的饰物给人一种积极向上、热情奔放的感觉，又似自由女神手中的魔法棒一般，让一切都在掌握之中。

It is the sun-like decorations, showing a positive and progressive inclination. It is the magic stick of the Liberty, keeping all in hand.



3i3





清脆的水声，天然的石笋，还有飞驰的瀑布，
不就是大自然的一切吗？

The tender and joyous sound of water, the
natural stalagmite and the dropping waterfall
— the miracles of nature?



木地板围绕着水池而铺，听着流水潺潺的声
响，偶尔还有水滴的回荡，让我们仿佛置身于
大自然之中。

The wooden floor encircles around the pond.
It makes us have the feeling of placing
ourselves in the nature when listening to the
murmur sound of the running water,
occasionally the reverberation of the water-
drops.



