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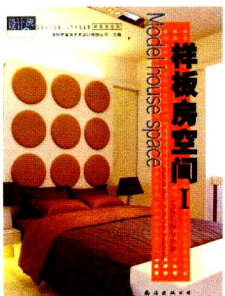

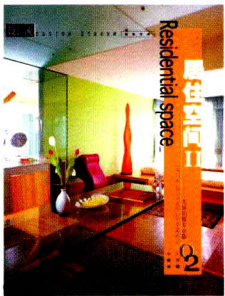
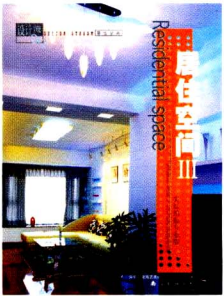
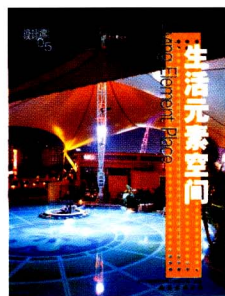

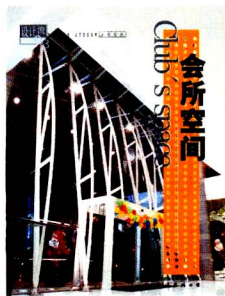
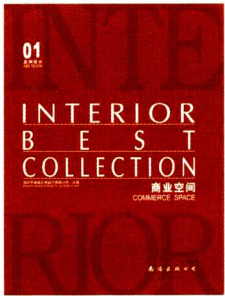
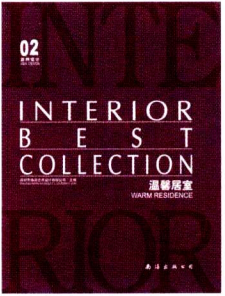
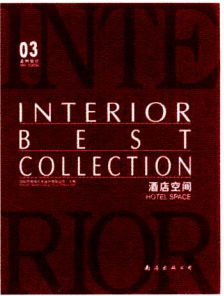
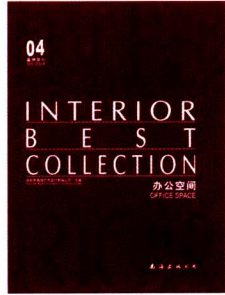
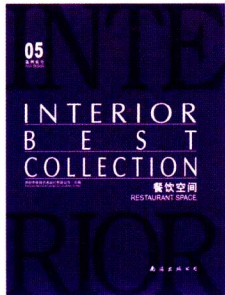
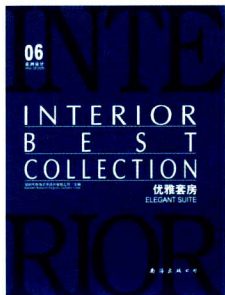
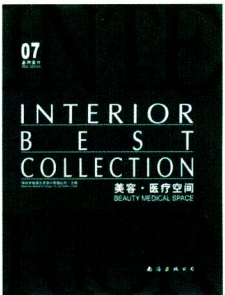


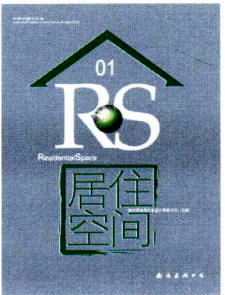
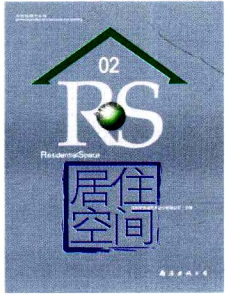



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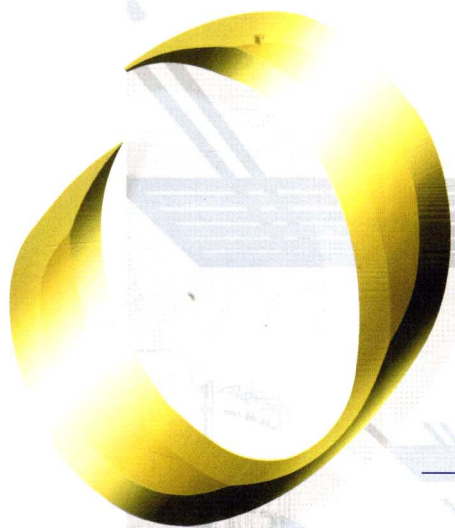
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注重人性化需求的现代办公空间 Humanistic Modern Office Space

■三原色装饰（集团）董事长兼首席设计师 符军

Fu Jun, President and Chief Designer of Sanyuanse
Decoration Group

随着经济和科技的飞速发展，特别是近几十年来在经济全球化、管理国际化、通讯网络化的影响下，人们的工作内容更具开放性，工作方式日趋多元化，原来单位按员工职务、工作性质进行空间区隔的盒子式传统办公空间已不适应时代的发展，以关注员工人性化需求为出发点，表现形式多元化的办公空间成为现在办公空间的新兴潮流和发展趋势。

一. 体现工作与生活的有机融合，让工作空间生活化

随着 20 世纪中后期电脑与网络飞速发展、普及，人们不再拘泥于办公时间、地点的固定性，办公方式有了革命性转变，人们的工作观念也发生了根本变化，西装笔挺、拘谨严肃的上班作风正逐渐被淘汰，人们要求在随意休闲、轻松愉悦的氛围中开展工作。针对这一人性化需求，现代办公空间着重体现工作与生活的有机融合。

With the rapid development of economy and technology, especially the globalized economy, management and networked management in the last decades, people's jobs are more open in terms of contents and more diversified in terms of modes. Box-like traditional office space divided according to roles fails to adapt to the new era and humanistic and diversified office space has become a new trend.

I . Union of Work and Life, the Workplace with Living

With the rapid growth and publicizing of computers and Internet in the middle and late periods of the 20th century, people are no longer restrained by fixed office time and place. The office mode has been revolutionized and people's working philosophy has been dramatically changed. The business suit working style is fading and working in a leisurely and enjoyable context appeals to people. To meet this humanistic demand, modern office space stresses the organic blend of work and life.



工作空间的生活化主要体现在两个方面：一是局部功能的生活化。针对员工的需要，许多办公空间都专门设有卧室、浴室，有的甚至设有吧台及乒乓球台、台球桌等休闲娱乐设施。香港和欧美许多国家还将自动售卖机、IP 电话等现代设施引入了办公空间。这些生活化功能的引入将传统办公空间严肃、拘谨的气氛一扫而空。二是细部装饰的生活化。水果或卡通造型的电话，色彩鲜艳、画面夸张的墙壁，造型多变、颜色抢眼的书柜，上述在家居中常用的装饰手法现在频频出现于办公空间，使办公空间带上了浓厚的生活气息，让员工能享受到工作与生活结合的快乐。

二. 打造开放式交流空间, 精心设计“不像办公室的办公室”

传统的办公空间一般按职位高低、工作性质对 workspace 进行功能区分，现代人对办公空间的功能区分提出了新的要求，办公空间设计的重点由私密性办公空间转向开放式交流空间。很多时候办公空间设计师们自称是在建造“创意和策略的工厂”“固定的会谈空间”，乃至“如同咖啡厅和俱乐部那样的社交场所”，力求创造出开放、轻松、便于沟通的空间。

开放性交流空间的设计主要分两大潮流：一是环境的模拟化。一般将交流空间设置成咖啡厅、酒吧、茶座的模式，在休闲化的氛围中潜移默化，引发人们的交谈



Living workplace comes with two aspects: One is partially living-based functions. To meet the requirements of the staff, many office spaces are equipped with bedrooms, bathrooms, and even bar counters, table tennis and billiards facilities. In Hong Kong and many western countries, vending machines, IP telephones and other modern facilities are also involved into the workplace. These living-based functions have swept away the strict and formal context of a traditional workplace. Two is living-based decorations. Fruit or cartoon shaped telephones and colorful and pictured walls, and changefully shaped bookshelves frequently appear in workplaces, allowing a strong living taste for the staff to enjoy in work.

II . Open Communication Space, Non-Office Office

A traditional workplace is generally divided according to ranks and roles. To meet the new requirements of modern people, the office space design is turning from a private office space to an open communication space. In many cases office space designers say that they are building "a factory of creative and strategies" "a fixed conversation space" and even a "social place like cafe and club", striving for creating an open and leisurely space that facilitates communication.

The design of an open communication space has two main tides: One is simulation environment. Generally the communication space is set



欲望。一些广告公司甚至模拟海洋、森林、太空等对环境进行布置，用极具视觉震撼力的环境激发员工的创作灵感。二是功能的综合化。与传统交流空间多为功能单一的会议室相比，现代通讯网络的发展，使得交流空间的功能日趋综合化，除一般会议功能外，形象展示、电视电话会议甚至日常办公都综合一起。“综合办公室”成为办公空间发展的新走向。美国一些设计公司只有集体办公空间而没有个人办公空间，只是通过虚间隔或半实半虚间隔对功能空间稍作区分，这种“大办公室”的模式有利于员工在工作过程中随时进行交流和讨论，激发出新的思路。

随着设计实践的不断发展，环境的模拟化和功能的综合化两种潮流往往互相结合、相互渗透，进一步丰富了开放性交流空间的表现形式。

三.展示大写的“人性”——企业整体形象

企业整体形象是企业的独特个性，影响着每一个员工的行为举止，是所有员工共同的大写的“人性”。人性化办公空间非常重要的一点就是要展现企业形象，蕴涵企业精神和发展理念。一个好的设计师，要善于根据企业的特点，用象征化的表现手法、多元化的设计元素，展现出富有深刻内涵的视觉空间，展现企业独特的个性与特点。

设计师们最常用的方法是企业形象符号化与专业色



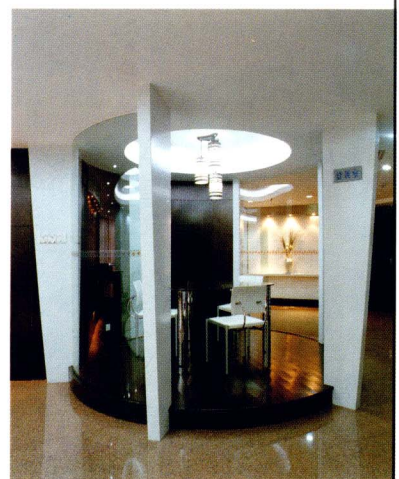
in the modes of cafe, bar room and teahouse that arouse the design for communication. Some advertising companies even simulate ocean, forest and space, etc., which can stimulate inspirations. Two is integrated functions. The development of modern communication network has increasingly integrated the functions of a communication space, which include not only conferencing, image show and video conferencing but also daily office work. 'An integrated office' has become a new trend. Some designing companies in US only have collective office space but no personal office space. And only actual or virtual divisions are provided. The "big office" mode facilitates the staff to communicate and discuss with each other from time to time when working.

These two tides are being interwoven to enrich the presentations of open communication spaces.

III. Humanistic overall corporate image

The overall corporate image is a unique character of the enterprise that will influence the behavior of each employee. An important point of a humanistic office spaces to demonstrate corporate image and interpret corporate spirit and philosophy. A good designer shall be good at create a sophisticated visual space to show the unique characteristics of an enterprise by using symbolism and multiple design elements.

The method most frequently used by designers is the symbolization



调的运用。一是企业形象符号化。从企业标志与企业形象符号特征中提炼出富有几何特征或造型美的个性化符号,作为办公空间的主要设计元素,运用对比、组合、呼应、夸张等手法加以表现,使办公空间体现出极强的企业个性和丰富内涵。二是通过色调体现行业或企业特征。许多行业和企业都有自己的专用色,如邮政为绿色、医院为白色、电信为蓝色。根据专属色色彩的特性,选择用作天花、墙面的大面积背景色,区域空间、办公家具的中面积主体色,以及摆设品装饰细部的小面积点缀色,使视觉空间带有浓厚的企业氛围。

相对于传统办公空间,注重人性化需求的现代办公空间出现的时间还很短,由于受人们观念、经济发展、科技革新等诸多方面的制约,还处于摸索阶段。但我们应当看到,这是现代办公空间发展的总体趋势。借鉴国内外先进经验并在实践中因地制宜地运用它,对每个设计师而言,都是对自己设计水平的一次考验和提高。我想,这大概也是出版本书的目的和宗旨吧。

of corporate image and application of professional colors. One is the symbolization of corporate. Geometrical and individualized symbols abstracted from corporate logo and corporate image symbols are used as main design elements for office space to highlights the individuality of an enterprise by means of contrast, combination, echo and exaggeration. Two is industrial or corporate character represented by colors. Many industries and enterprises have their own exclusive colors, such as green for post, white for hospital and blue for telecom. Exclusive colors attributed to ceilings, walls, divisions, office furniture and ornaments provide the visual space with strong corporate taste.

Humanistic modern office space is just emerging and is restricted by people's ideology, economic development, technological innovation, etc. however, we can see that this is the unavoidable tendency of office space development. Designers can properly use advanced experience at home and abroad to improve their design levels. I think this could be the purpose for publishing this book.



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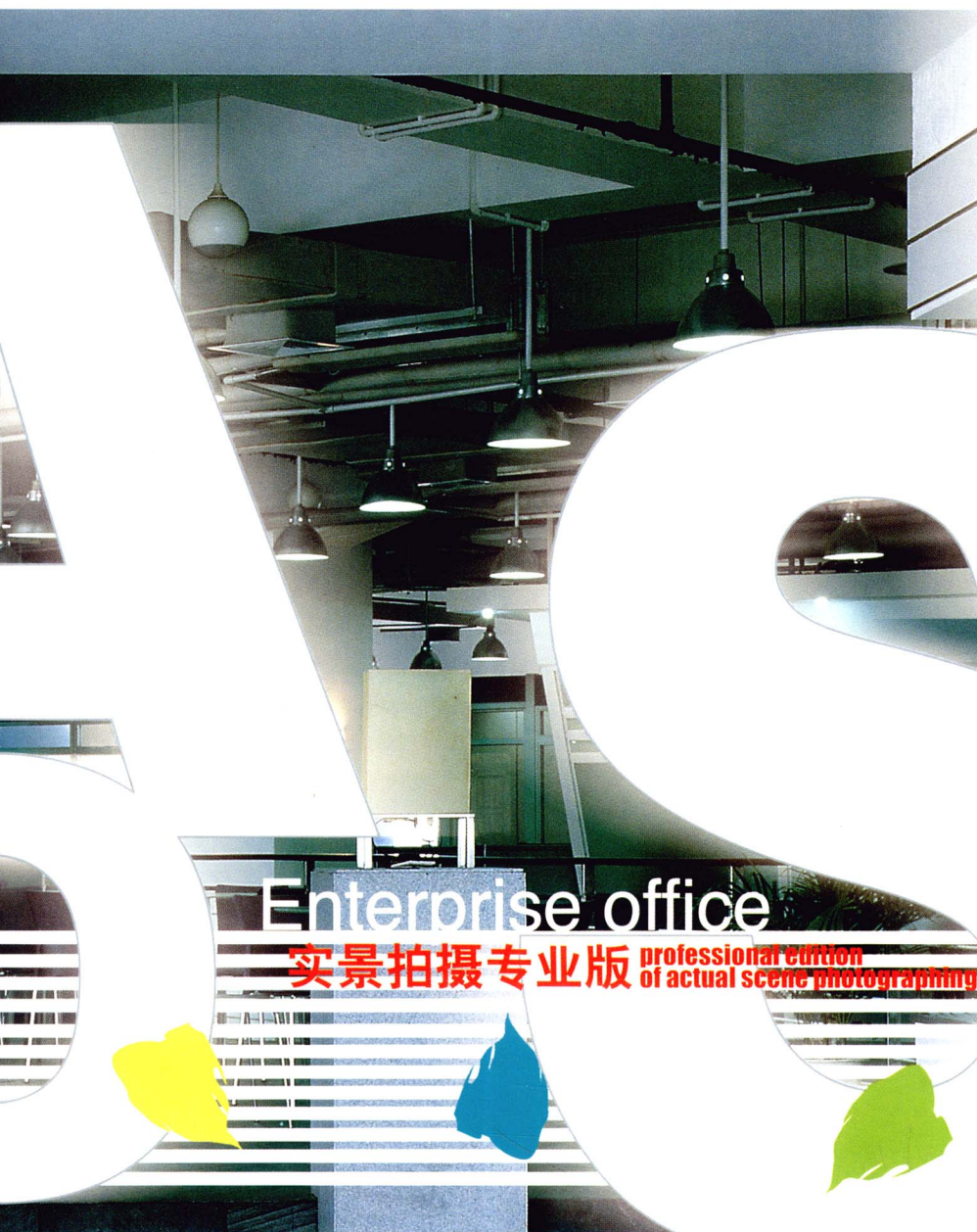


企业办公室

Enterprise office

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建筑面积：1900m²

装修材料：玻璃、金属构件、胶板等

Design: Shantou SEZ Yada Environmental Art Design Office

Designer: Zhou Zhexiong, Chen Wei

Photograph: Chen Si

Floor area: 1900m²

Decoration materials: glass, metal components, rubber plates, etc.



▲ 办公大楼外景 Exterior of tower block



▲ 休闲区入口 Entrance of recreation area

一、突出现代企业形象

作为一家即将上市的现代企业，鲜明、简约的公众形象至关重要。其办公场所传递的信息应该是：这是一家分工明晰又团队协作、打破等级分列又高效运作的企业。因此，在设计上实施了敞开式的办公厅设计构思，同时兼顾中国传统堪舆学说，分隔出若干企业领袖办公室。在总体分布上，显示了门厅“百川归海”的寓意，在圆形的厅面上，分设三条通道与三个功能区域（管理层区域、营销层区域及设计工程管理部门）并使之相连。

二、突出行业的专业特征

玻璃，既是本企业的产品，又是本次设计的主要装饰材料。玻璃材料在不同环境区域中发挥重要作用和扮演重要角色，起到了推广本企业产品的示范作用。

三、突出科技特征

本次设计着力创造环境人性化、通讯设备现代化、管理自动化的智能型办公环境，显示了高科技的现代企业形象，并充分运用玻璃产品在物理学、化学、力学等方面的优点，在装饰办公厅的同时，集中展示公司高科技产品的功能特征。

四、突出人文关怀精神特征

公司办公区域采用了全开放式格局，改变了以往封闭式分割的间隔，消除分工不同导致的等级分裂的隔阂感，摆脱了传统的职务级别及工种细分的组织模式，有利于培养团队协作精神和调动职员的主观性和责任心。

I. Prominence is given to corporate image.

A vivid and simple public image is vital for a modern enterprise to be listed. The enterprise office should communicate that the enterprise is one with clear job responsibilities and good teamwork, without traditional hierarchy but with efficient and effective operations. Therefore, an open office hall is designed; meanwhile, some individual office rooms for the top management are designed with the Chinese traditional Fengshui theory taken into consideration. The general layout shows the underlying meaning of that; all rivers flow to the sea; - The circular office hall consists of three aisles and three functional areas (management area, marketing area and design & engineering administration department) which are connected.

II. Prominence is given to the industry specialty.

Glass is both the enterprise product and the major decoration material for this design. The glass material plays an important role in different environmental areas and helps to promote the enterprise product.

III. Prominence is given to the technology feature.

This design focuses on creating intelligence-type office with human oriented environment, modern communication equipment and automatic management to demonstrate modern hi-tech enterprise image. And the design makes full use of the physical, chemical and mechanics advantages of glass products to both decorate the office hall and exhibit the functional features of the hi-tech products of the company.

IV. Prominence is given to the humanistic feature.

The company office adopts completely open structure instead of traditional closed compartments. It helps to get rid of the hierarchy gap resulted from different jobs and to get away from the organization mode with traditional rank hierarchy and job subdivision. It is good to facilitate good teamwork and activate the employee's initiative and responsibility.



▲ 大厅 Hall



▲ 候梯厅 Waiting elevator hall



▲ 接待处 Reception area



▲ 大厅 Hall

▼ 前台 Front desk

▼ 前台 Front desk





▼ 办公大厅 Office hall



