

中国顶级室内设计机构作品  
Works of China's Best Interior Design Companies

本社 编

# TOP DESIGN JIANG & ASSOCIATES INTERIOR DESIGN WORKS

上乘建筑 —— J&A 姜峰室内设计公司作品

辽宁科学技术出版社  
Liaoning Science and Technology Publishing House

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# 序 Preface

创意设计的时代已经来临。创意设计产业已成为当今乃至未来社会和经济发展的主要驱动力，它所蕴涵的社会意义和审美力量被广泛认同、推崇，并在全球范围内得到重视。中国室内设计行业作为创意设计产业的一部分，已被时代浪潮推到了风口浪尖。

改革开放三十年，中国经济飞速发展，室内设计行业的发展欣欣向荣，设计水准日益提高。然而，不可避免的是，国内室内设计行业整体水平较低，从企业经营到设计管理、从设计理念到工艺技术都有待提高。中国加入世界贸易组织之后，大量国际设计机构进军中国，促进了中国设计视野的拓宽，更带来激烈的市场竞争，也由此导致了国内室内设计行业经历着重新“洗牌”的格局。如何在波澜壮阔的时代中，抓住机遇，提升自我，力争在国际化的市场竞争中占有一席之地，成为行业发展的重大课题。这也促使我们携手国内顶尖设计公司编撰一套《中国顶级室内设计机构作品》。《上乘建筑——J&A姜峰室内设计公司作品》当居丛书之首。

J&A是国内首家以个人名字命名的大型甲级室内设计公司。其成立伊始，前瞻性地参照国际模式建立起合伙人制的企业架构，这为其随后的高效率、规模化发展夯实了基础。与美国HBA、德国GMP等世界著名设计公司多次的密切合作，极好地培养了团队国际化的设计视野、工作方式和设计理念。10年来，J&A活跃在全国各地，完成了诸多在各大城市中享有盛誉的典范性项目。在“中国室内设计大奖赛”、“国际设计节”、“亚太区室内设计大奖赛”中获得60多个设计奖项，在艺术创作与商业运营方面均取得了巨大成功。

本书精选了J&A近年来在公共建筑、酒店、商场及写字楼等室内设计方面的精彩案例，并附光盘。我们期望与大家分享J&A团队多年的心血与成果。从中国制造到中国设计，其路漫漫，J&A为此作出了积极的探索和努力，为业内提供了有益的参考。

本书几易其稿，终于即将付梓成书，姜峰先生的理性、热情以及对完美的追求深深地感染着我们，也使我们对本书充满信心，相信本书带给读者的，不仅仅是技术层面的，更是思想层面的沟通和交流。

*Time of creative design has arrived. Creative design industry has become an important driving force for the social and economic development of today or even in the future. The social significance and aesthetic power it contains are widely recognized, respected and highly valued all over the world. As a part of creative design industry, China interior design industry has been pushed to the front.*

*Carrying out the policy of reforming and opening-up for 30 years, China achieves rapid economic growth, and the interior design industry is flourishing, likewise the design standard is increasing daily. However, what can not be avoided is that the domestic interior design industry as a whole is in a lower level. From business management to design management, from design concept to technology, all have yet to be improved. After China's joining WTO, a large number of international design institutions come to China, which broadens the vision of the Chinese design institutions and also brings in the fierce market competition and thus causes China interior design industry to undergo re-shuffling of the pattern. Therefore, in this magnificent era, how to seize the opportunity to upgrade and gain a position in the international market has become a major issue for the development of design industry. This also prompts us to work together with the top domestic design companies compiling series Works of China's Best Interior Design Companies. And Jiang & Associates Interior Design works becomes the first part of the series.*

*Jiang&Associates Interior Design Co., Ltd. is the first A-level, large-scale interior design company named after a person. At beginning, with the foresight of referring to the international practice, J&A established a partnership enterprise structure, which lays a good foundation for its efficient, large-scale development. The company has cooperated many times with famous international design companies such as: USA HBA Design Company, German GMP Design Company, etc., which has well trained its staff with the international design vision, work style and design concept. During the past 10 years, Jiang&Associates Interior Design Co., Ltd. has worked actively throughout the country, completing many landmark projects in many big cities. Jiang&Associates Interior Design Co., Ltd. has won more than 60 awards at home and abroad, such as "China Interior Design Award", "International Design Festival Award", "Asia-Pacific Interior Design Award", etc. gaining huge success both in artistic creation and business operation.*

*This book selects many excellent design works by Jiang&Associates Interior Design Co., Ltd. for public buildings, hotels, shopping malls and office space with CD-ROM. We are looking forward to sharing the hard-earned achievements that Jiang&Associates Interior Design Co., Ltd. has made in recent years. It is a long way to go from "Made in China" to "Designed in China", yet Jiang&Associates Interior Design Co., Ltd. has made a lot of positive explorations and efforts, setting a good example for this industry.*

*The manuscript has been revised several times, and will finally be printed into books. Mr. Jiang Feng's reason, passion and pursuit of perfection deeply move us, and make us full of confidence in the book. We believe that readers can read the communications not only from the technical level, but more from the ideological level.*

辽宁科学技术出版社副总编辑

舒宁



我一直坚信  
设计师的责任  
就是在人间创造天堂

*I'm always holding the belief  
that it is the responsibility of designers  
to create paradise on earth.*

姜峰



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## 姜峰：纯粹的谦虚与伟大的志向

*Jiang Feng: Pure Modesty  
and Great Ambition*



我始终对个性化和风格问题毫无关心，诚实可见的只是基于最为普遍的概念和原则之上。面向未来，向前走，你会发现传统并没有离你远去，它就在你的脚下，文化是一种深藏于内的东西，而不是被拿出来炫耀的。对待传统文化，应表现出的是充分的尊重，而不是简单的索取与抄袭。

—— 保罗·安德鲁

采访过程中，一向沉稳、理性的姜峰略为激动地读出以上的句子来表达他的立场。在他的设计思想中，实用性和认知性始终被强调。诚如他所言：室内设计更多是实用艺术和服务艺术，把握时代与环境的变迁，在国际审美情趣中寻得和谐，远比夸夸其谈重要得多。

姜峰20世纪90年代初毕业于哈尔滨建筑工程学院建筑系，获硕士学位。其后一直供职于深圳大型专业设计机构，先后担任了深圳洪涛装饰工程有限公司的设计部经理、总经理助理；深圳市建筑装饰（集团）有限公司设计院院长、总工程师等职务，现为姜峰室内设计有限公司董事总经理，同时还担任了中国建筑装饰协会设计委员会副主任，中国建筑学会室内设计分会副理事长、广州美术学院的客座教授等社会职务。良好的知识背景、一流的职业经历加上自身的才华和努力，使如今的他成为中国室内设计界颇具影响力的人物。

作为一名出色的设计师，姜峰主持和参与了众多城市标志性建筑的室内设计，如深圳市市民中心、深圳会议展览中心、国家大剧院、大连文化中心、深圳地铁车站、深圳金光华广场、深圳COCO PARK、深圳益田假日广场、深圳丽思·卡尔顿酒店等。从公共建筑到写字楼，从现代商业到酒店设计，在不同项目类型的锤炼中，他的视野被极大地拓宽，也逐渐形成整体协作、把握全局的大气风格。姜峰从不计较细枝末节，不把注意力放在个人表现上，他曾说：公共建筑设计庞大得像作战的军队。——由此可见他的理念：设计不是一件孤立的事情，它的成功表达绝不是设计师的一厢情愿。他把自己的锐气、激情、个性融进这个军队中，综合各方面因素，把每一份个人独到的见解蕴涵在建筑的每一个角落。他仿如古代的谦谦君子，外在气势看似不够惊人，却有着万丈情怀寓于心中，在岁月中散发出悠远持久的力量。这力量来自他对设计的热爱和忠诚，又让他以兼容并包的开放心态吸取各种养料，激励他不断挑战自我，超越自我。

近几年来，国外知名设计公司几乎承揽了国内所有大型商业地产项目的设计，姜峰带领他的设计团队突出重围，在商业地产的设计中取得了骄人的成绩，并和深圳星河地产、深圳金光华集团、深圳海岸房地产、深圳益田房地产、成都通生房地产等著名的地产品牌公司建立了战略伙伴型的合作关系，完成了一系列标志性的大型商业项目设计，由此奠定了其国内商业地产设计先锋的地位。项目类型或许只是一种表征，但这些需要极大驾驭能力的成功项目积淀和形成了他的设计理念。他主张，“功能布局的合理与明确是设计最基本的准则，也是倡导人性化设计的基础”，所以他的空间设计从不刻意追求花哨夸张，而如意大利文艺复兴一样，其内核中静静闪烁着细致的人文主义光辉。这些成功案例也为他赢得了业界的认可，在“亚太区室内设计大奖赛”、“中国室内设计大奖赛”、“国际设计节”等国内外的各项竞赛中屡获大奖。

姜峰不似艺术家般偏执，不似民族主义者般狭隘，亦不似商人般急功近利。其设计思想的突出特点在于他善于在多元的价值冲突中找到平衡，创造和谐。

姜峰曾发表过一篇题为《继承与超越》的论文，这篇论文得到了国内业界专家的高度评价。姜峰认为，我们需要不断反思、不断交流、不断从历史的沃土中吸取营养，要充分预测到现代信息、技术与传统的地域观对环境和意识带



来的影响,把“人性”作为一切设计的出发点,进而形成独创性和自我性。当业界一直为着“继承与创新”、“商业与文化”、“功能与形式”、“民族与国际”等问题争论不休时,姜峰旗帜鲜明地提出自己的看法:要站在时代的前列,面向未来,超越地域,超越民族,创造出更具文化内涵和时代特色的建筑空间,要在体现中华文明精髓的同时更具有国际审美情趣。

室内设计应是商业与艺术的协调结合,在主张坚持人性化、国际化的审美基础之上,姜峰认为“设计师实现自我价值的基本途径就是用设计为业主服务”。他从不逃避和忌讳谈起商业,而认为恰恰是这一点,应引起设计师足够的重视。Mr.Steven Jr leach曾说:“使客户的投资增值并增加竞争力是设计师的首要任务,我们的灵感来自客户的理想,配合了目标市场的具体需要,从而创造出令人愉悦及惊艳的空间。”姜峰亦是如此看待并坚定实行的。

追求商业价值并不意味着放弃对空间精神内涵的探索。和安德鲁一样,姜峰认为“文化是深藏于内的东西”,并且他进一步提出,“不论物质或精神,要想存在就必须有自己的特色。”这表达出他对传统文化和自我精神的清醒坚守。因此,一方面他在与全球设计大公司的多次合作中,吸收到诸多理念和管理方法,一方面却始终理性,执著于“中国设计”的打造。他身上的控制力、适应力和前瞻性,令他游刃有余于各类项目设计中,并表现优秀。

人首先对自我的存在有笃定的认识,才不会随波逐流,才能吸取百家之长,而不迷失。姜峰擅长把握事件的本质,坚持基础而根本的设计原则,并认为在此之上应是无限的自由,才会有更大的发挥空间和进步的可能。这份内省、敏锐的特质成就了他看似矛盾对立实则协调统一的设计思想,亦平添了其从容、自信的人格魅力。

综合性大型项目的多年运行经验,也令姜峰在企业经营管理上,显示出特别的才华。众所周知,J&A姜峰室内设计有限公司由深圳市建筑装饰(集团)有限公司设计院转制而来。在转制过程中,具有长远眼光的姜峰果断借鉴国际设计公司的先进体制,采用合伙人架构建立起核心团队。合伙人性质的设计公司不仅利于公司规模化的目标发展,更科学、严谨地建立起企业内部管理模式和 workflow。职权清晰,分工明确,各取所长,目标一致,较为完美地整合了资源,强化了公司核心团队的归属感,“合力把蛋糕做大,远比一个人去做蛋糕要好,财富的积累已是次要的,我们更享受一起努力所带来的事业上的成就感。”姜峰如是说。

姜峰及其合伙人致力于建立这样的企业文化:提倡快乐工作,主张要在失败中提高自我,追求把设计工作做到极致。姜峰解释说,这三句话代表着我们对待工作与客户的态度、方法和理念。走进公司,除了设计公司特有的空间个性,更多的是忙而有序、高效运转的企业氛围。而在其企业文化里,也看得出和姜峰本人一脉相承的特点:对事业有着对生命一样的热爱。而这爱,因为理性和自知,如此深沉并将持久。

在实现个人价值的同时,姜峰一直抱有强烈的使命感、责任感。对行业的关注使得他在各种场合积极提倡“设计领域是没有国界的,作品本身才是标准。要在世界的纬度里看待自己,学习他人”;而他也不遗余力地参与各种社会活动,多次担当各类设计大赛的评委和国际大型论坛的主持人,为设计业的发展尽己之力。因其杰出的表现和巨大的贡献,年轻的姜峰已是教授级建筑师,是行业内少有的享受国务院特殊津贴的专家,还获得“深圳十大杰出青年”等多种荣誉称号。可贵的是,面对外界的赞扬和肯定,姜峰一直行事低调、待人谦和、内敛踏实,令人感受到典型的中国知识分子气质:坚持独立的思想人格,坚持强烈的社会责任感。

采访结束后,笔者不禁想起安德鲁的另一句话:必须要把最为纯粹的谦虚心态与最为伟大的志向结合起来。一个人的成就固然需要理想、激情、奋斗去支撑,但唯有具备宽广的胸怀、洞悉本质的能力,并达到把自己与社会、行业、时代紧紧契合在一起发展的境界,才能真正在人生的道路上,有着长足和无限的演绎空间。



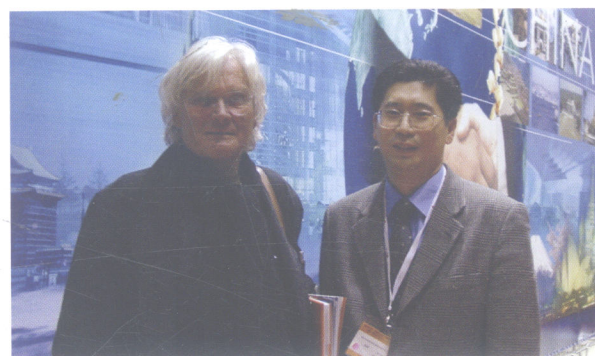
姜峰与设计大师安德鲁先生探讨国家大剧院设计方案  
Mr. Jiang is discussing the design of The National Centre for the Performing Arts with world famous designer Mr. Andrew



姜峰与迪拜七星级酒店设计师Khuam Chew合影  
Mr. Jiang and Dubai seven-star hotel designer Khuam Chew



姜峰在美国参加国际学术会议  
Mr. Jiang is in a academic conference in USA



姜峰与著名德国GMP设计公司总裁冯·格康先生合影  
Mr. Jiang and the president of German GMP Design Company, Von Gerkan



中国建筑装饰协会领导参加J&A八周年庆典 Leaders of CBDA at the 8th anniversary of J&A

**I have never paid my attention to so called personality and style. What can be seen clearly lies only in the most common concepts and principles. When you are facing the future, going forward, you will find tradition never goes away from you, instead, it is just under your feet. And culture is something deep inside, not something for showing off. As for the traditional culture, it is something that should be fully respected, rather than something that can be simply obtained or copied.**

— Paul · Andrew

In the interview, Jiang Feng, a sedate and rational man at other times, kind of excitedly read out the above words to express his ideas. Of his design philosophy, practicality and identity are always highly valued. As he says, interior design is more of the arts of practicality and service. Grasping the changes of the times and surroundings, and seeking for the harmony with the international interest in art are more important than indulging in exaggeration.

Jiang Feng has worked in big professional design institutes in Shenzhen since he graduated from Department of Architecture, Harbin institute of Civil Engineering and Architecture with master's degree in the early 1990s. He once worked as Manager of Design Department and General Manager's Assistant in Shenzhen Hongtao Decoration Company; Dean and General Engineer of Design Institute of Shenzhen Building & Decoration (Group) Co., Ltd. Now he is Board Director and General Manager of Jiang & Associates Interior Design Co., Ltd. He also takes some social duties, as Vice Dean of Design Committee of China Building Decoration Associate; Vice Board Director of Interior Decoration Branch of China Building Decoration Associate; Visiting Professor of Guangzhou Academy of Fine Arts. With excellent educational background, first class professional experiences, his talents and his hard work, now he becomes one of the influential figures in Chinese interior design field.

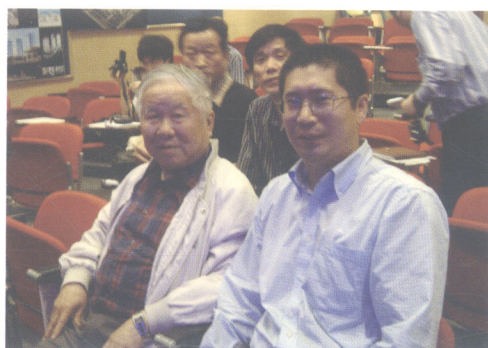
As an outstanding designer, Jiang Feng presided and participated in the interior designs of many landmark buildings in many cities, such as: Shenzhen Civic Center, Shenzhen Convention & Exhibition Center, The National Center for the Performing Arts, Dalian Cultural

Center, Shenzhen Metro Station, Shenzhen Kingglory Plaza, Shenzhen Coco Park, Shenzhen Yitian Holiday Plaza, The Ritz-Carlton Shenzhen, etc. He has worked on the designs of various projects, from public buildings to office buildings, and from modern commercial centers to hotels, which has greatly widened his vision and made his tasteful design style of harmony and overall unity over the years. Jiang Feng has never cared too much about the petty details, never paid his attention to personal modes. He once said that the design of a public building is sometimes very large and complicated, just like a military troop in war. Hereby his design ideas can be seen clearly: Design is not an isolated process which success is not determined by the designer's wishful thought. Jiang Feng puts successfully his vigor, passion and personality into this "military troop", integrating all the elements and putting each of the original views into each corner of the building. He is more of a modest man in ancient times, gentle and peaceful outside, but having deep feelings inside, showing long-lasting strength. The strength comes from his love for the design work and his loyalty to the design work, which encourages him to absorb all kinds of nourishment with an open mind, and making him challenge and go beyond himself continuously.

In recent years, the famous foreign design companies have almost taken all the design projects of large-scale commercial real estate in China. However Jiang Feng led his design team to break through all the encirclements and gained stunning achievements in this area. J&A has established the strategic partnership with some famous real estate companies such as Shenzhen Galaxy Real Estate Development Company, Shenzhen Kingglory Group, Shenzhen Coast Real Estate Development Company, Shenzhen Yitian Real Estate Development Company and Chengdu Tongsheng Real Estate Development Company, and completed the designs of a series of large-scale landmark commercial projects, thus achieving the leading place in the field of domestic commercial real estate design. Project types are perhaps only the symbols, yet the successful projects that need great managing abilities make his design ideas. He says "the reasonable and definite functional layout is the most basic design principle and also the foundation of humane design". Therefore, he never pursues gaudy and showy style in his design. Yet just like Italian Renaissance, the soul of his designs is to make the glory of great humanism glow quietly. The successful desing works gained him the recognition in the field of design and also won him many awards, such as "Asia-Pacific Interior Design Award", "China Interior Design Award", "International Design Festival Award", etc.



姜峰与原中国建筑学会室内设计分会会长张世礼合影  
Mr. Jiang and Mr. Zhang Shili, former head of CID



姜峰与两院院士、设计大师吴良镛先生合影  
Mr. Jiang and Mr. Wu Liangyong, academician of two institutes, famous designer



姜峰与中共中央政治局委员张高丽合影  
Mr. Jiang and Zhang Gao, member of Political Bureau of the CPC Central Committee

Jiang Feng is not as bigoted as an artist, not as narrow-minded as nationalists, and not as eager for quick success and instant benefits as merchants. The distinguishing characteristics of his design ideas are the balance and harmony he freely obtained in the conflicts of multiply values.

Jiang Feng once wrote an article, titled "Inheritance and Transcendence", which is highly valued by the domestic experts in the field of design. Jiang Feng believes that we should continuously reflect, communicate and take in the nourishment from the bountiful soil of history. We should fully predict the influence that both modern information & technology and traditional region view have on the environment and our consciousness, and consider humanity as the start point of any design, thus develop our originality and personality. When the design circle are arguing about "Inheritance and Creativity", "Commerce and Culture", "Function and Forms" and "Nationalism and Internationalism", Jiang Feng takes a clear stand on the issues: We should stand in the forefront of the times, focusing on the future, going beyond the borders of region and surpassing the limits of nationalism, so as to create the architectural spaces full of rich culture and modern features, showing international interest in arts while fully embodying the soul of Chinese culture.

Interior design should be the harmonious combination of commerce and arts. On the basis of humanity and international interests in arts, Jiang Feng believes that designs are to serve the clients, which is the basic way for a designer to realize his self value. He never gets around or minces to talk about commerce. On the contrary, it is commerce that should arouse the full attention of a designer. Mr. Steven Jr leach once said it is the designer's primary task to make the investment of the client more valuable and competitive. Taking clients' ideal as the source of our inspiration, and meeting the specific needs of the objective market, we can create a pleasant and stunning space. Jiang Feng also holds such views and carries them out firmly.

The pursuit of commercial value does not mean giving up exploring into the spiritual substance of the space. Just like Andrew, Jiang Feng believes culture is something deep inside. And he further explains that anything, material or mental, exists on the condition that it should have its own features, which shows his conscious adherence to the traditional culture and spirits of self. So, on the one hand, he has absorbed a lot of design ideas and management methods from the cooperation with some famous international real estate companies. On the other hand he is always rational and obdurate in the efforts to realize "Designed in China". His self-control, adaptability and forward-looking quality enable him to deal freely with the designs of various projects and to perform well.

If a man has a clear consciousness about his existence, he will not drift, and he will absorb the merits from others without getting lost. Jiang Feng is good at mastering the essence of things, and is always adhering to the fundamental principles of design. He believes that there should be unlimited freedom beyond the principles, and only based on these principles one can gain greater space to develop one's talents and more opportunities to make progress. This acute and introspective character makes his design ideas — seemingly incompatible but actually in perfect coordination, meanwhile it also adds to his

deliberate and self-confident personal charm.

Dealing with large-scale comprehensive projects for many years, Jiang Feng shows extraordinary talents in enterprise management. It is known to all that Jiang & Associates Interior Design Co., Ltd. originated from Shenzhen Building Decoration (Group) Design Institute. In this process of reform, Jiang Feng, with the forward-looking views, took firm measures to borrow the advanced system from international design companies, adopting the partnership system to set up his core team. The partnership system is not only good for the large-scale development of the company, but also good for establishing the management mode and work flow within the enterprise in a more scientific and precise way. Partners have clear duty and privilege and clear-cut division of labor, complementing each other for the same goal, which helps to integrate perfectly the resources and to strengthen the sense of belonging in the core designing team. "It is much better to make a big cake with the efforts of all people than only by one person. Accumulating wealth is relatively less important. We enjoy more the sense of achievement through working hard together," said Jiang Feng.

Jiang Feng and his associates are dedicated to developing such a corporate culture: working happily, improving oneself in the times of failure, and pursuing the perfection of design work. Jiang Feng explained to the reporter that the above words stand for their attitude, methods and notions that they hold to their work and clients. Stepping into their company, apart from the space characteristics that all the design companies have, we see more of their busy, orderly and efficient work atmosphere. In the corporate culture, we can also read clearly Jiang Feng's characteristics that come down in one continuous line: Holding the same love for his career as for his life. The love, rational and conscious, is so deep and pure that it will last forever.

While realizing his personal value, Jiang Feng is always sticking to his sense of mission and responsibility. He advocated actively on many occasions: There is no boundary in design field, while the design work itself is the standard. We should view ourselves in the global background, and learn from others. He also spares no effort taking part in different kinds of social activities. For many times, he served as the judge of various design contests and as the host of different international forums, contributing himself to the development of design industry. On account of his outstanding work and great contribution, Feng Jiang becomes a professor-level architect even though he is quite young, and one of the few specialists with Special Allowance by State Council. He also won many honors, for example he is one of the Ten Distinguished Young Men in Shenzhen, etc. What is precious is, faced with all the praise and positive comments, he is always acting as low-key as possible, modest and practical, which makes people think of the qualities that a typical Chinese intellectual has: Adhering to independent standards of value and sticking to a strong sense of social responsibility.

After the interview, I can't help thinking of Andrew's another words: One must combine his pure modesty with his great ambition. Certainly his success is based on his ambition, passion and hard work. But only when he broadens his vision and has deep insight into the essence of things and combines himself with the development of the society, trade and times, can he have a great and limitless designing space in his life.





姜峰及其合伙人 Jiang and Association

## 姜峰设计团队

### Jiang Feng Design Team

“合力把蛋糕做大，远比一个人去做蛋糕要好，财富的积累已是次要的，我们更享受一起努力所带来的事业上的成就感。”在谈到企业发展动力的时候，姜峰说出以上的话。

J&A姜峰室内设计有限公司正式成立于1999年3月，由深圳市建筑装饰（集团）有限公司设计院转制而成，并由荣获国务院特殊津贴专家、教授级高级建筑师姜峰及其合伙人共同创立，现拥有90多名资深的高、中级设计人员，是一家综合性的大型室内设计公司。在过去的8年里，姜峰及其团队显示出极强的实力和巨大的发展潜力。

抛开历年来运作的项目数量、设计面积等具体指标不谈，稍微留心一下他们在不同阶段所涉及的主要项目类型，我们就惊讶地发现，该企业那样敏锐地了解市场走向，与时代的发展契合得天衣无缝，显示出卓越的前瞻性及市场预见和把握能力。公司成立初期也是城市大规模建设时期，他们积极与国际建筑设计界享有盛誉的知名设计公司合作，参与了很多国内大型公共建筑设计，如深圳市市民中心、深圳会议展览中心、深圳地铁车站、大连文化中心、中华世纪坛、上海大剧院、国家大剧院等。能在短短几年内争取到如此多的重大项目并得到社会高度的赞誉，可谓成就辉煌。然而，该公司并没有固步自封，因为这不过是他们的起步罢了。在攀上一个高峰后，他们审时度势，根据社会经济的发展潮流，判断出写字楼设计、酒店设计与改造以及商业地产设计的良好市场前景。长远的眼光、准确的定位、务实的作风成就了姜峰公司的又一个发展高峰，使其在以上领域创造一系列辉煌的成就。

#### 酒店类设计

深圳四季酒店、天津瑞吉酒店、深圳丽思·卡尔顿酒店等，白金五星级，号称全世界最奢华的酒店品牌；珠海海泉湾·海王星酒店、珠海海泉湾·天王星酒店，由香港中旅国际投资有限公司投资，是迄今为止广东省建成的最大旅游单体投资项目。内蒙古锦江国际大酒店，锦江国际酒店管理集团名下最大的豪华五星级商务酒店；天津金泽大酒店、宁波洲洲大酒店、河南天地粤海大酒店。

#### 商场类设计

深圳金光华广场，是深圳首家地铁直入的Shopping Mall；深圳COCO PARK是国内首个“内街”式购物中心；深圳海岸城，是目前深圳西部经营面积最大、功能最齐全、最具代表性的大型购物中心；深圳龙华美丽商业街，将商业与景观成功结合的深圳第一个情景式商业街；深圳第三空间，是中国第一个3万平方米的创意主题家居购物中心；成都尚都服饰广场，是中国西南地区最高档次的专业服饰广场；深圳益田假日广场，是中国最具体验特色的国际购物中心。

#### 写字楼类设计

深圳CBD中心的大多数顶级写字楼均出自姜峰公司的手笔，如深圳新世界中心、深圳诺德中心、深圳卓越时代广场、深圳国际商会大厦、深圳安联大厦、深圳星河发展中心等。

毫无疑问，这绝对是令人惊叹的成绩。在室内设计行业逐日细分并朝专业化方向发展的时代，能涉猎如此之广，已近乎奇迹。而尤令业内外佩服的是，姜峰室内设计的作品在“亚太区室内设计大奖赛”、“中国室内设计大奖赛”、“国际设计节”等国内外的各项赛事中屡获大奖。

不仅如此，值得一提的是，由于姜峰公司强大的设计实力和对项目高度负责的态度，他们在市场上树立了良好的口碑，并赢得了业主的广泛称赞。近两年来，该公司着力于商业地产设计，并再次显示出强劲的市场占有势头。过去成功项目的运作显示出的一流专业服务，得到了客户的完全信赖。诸如深圳星河地产、深圳金光华集团、深圳海岸房地产、深圳益田



J&A设计团队 J&A design team

房地产、成都通生房地产等在内的著名地产品牌公司都纷纷与其建立战略伙伴型的合作关系。这是许多室内设计公司梦寐以求的目标：拥有稳定、强大而庞大的市场客户群。由此企业能明确地规划发展前景，更集中精力于每个项目的精雕细琢而不用过多拘囿在费时的市场开拓中。而这，显而易见将有利于提高专业水准，有利于企业良性循环，超常规发展。

在国内室内设计行业竞争日益激烈，国外知名设计公司不断涌入中国市场的背景下，姜峰室内设计有限公司的发展轨迹和已取得的成功的确令人瞩目。究其原因，公司核心团队的综合实力以及先进构架、科学的内部管理控制、优良企业文化的建立是重要因素。

J&A姜峰室内设计有限公司业务团队具有一流的专业知识背景和丰富的大型项目运作经验。公司自建立起，就多次与美国HBA、德国GMP等世界著名设计公司合作，很好地培养了员工国际化的设计视野、工作方式和企业价值理念。从心理学说，任何行为主体的行为模式都有迹可循，通常是他内心深处的表现和思维的体现，也是更为基础的价值观和人生观的表达，而姜峰室内设计公司迥异国内其他设计公司很重要的一点就是，他们的思维方式和判断准则在于，他们理解并重视设计的商业价值，把每一个设计当成产品，坚持设计的发展一定要依附于时代和环境的发展之上的风格，致力于以国际审美情趣为国内外客户提供具有前瞻性和商业价值的设计作品，注重产品带给客户的价值感和增值效应，由此追求利润的最大化，并最终实现公司价值。

在这样的理念之下，公司引进国外设计公司中合伙人体制构架起核心领导层。合伙人体制体现“利益共享、风险共担”的原则，令企业的合力效能发挥到极致。姜峰室内设计有限公司的几位合伙人分别管理着企业运营的不同层面，职权清晰，分工明确，各取所长，目标一致，如此组合打通了企业内部存量的上升通道，吸引了人才，也留住了人才，完美整合了优势资源，强化了公司核心团队的归属感，建立起企业规模化发展的战略模式，并在此之上科学、严谨地制定出企业内部管理模式和工作流程。该公司董事总经理姜峰指出，与国外公司合作对企业最大的影响便是对管理流程全程的把控能力。设计不再是表面随性、过于自由的发挥，它从产生、构思到实现，无不在既定标准的规范与监督之下。在商业领域里，只有严格规范，高效运转，才能保证稳定进步。

当然，像开篇姜峰及其合伙人表达的立场一般，他们如今更醉心于追求事业上的成就感。他们提倡快乐工作的理念，主张要在失败中提高自我的工作态度，追求把设计工作做到极致的企业文化，呈现出理性与激情共存的美好氛围。

杰克·韦尔奇曾说过：“当一个企业拥有一种绝对的不可取代或别人很难达到的企业级资源时，再为之而全力以赴，一定会获得成功。”的确，在姜峰室内设计有限公司，我们发现，人、制度与精神被如此协调地整合起来，所以，过去他们有着令人瞩目的成就，人们也相信并祝福他们今后将走得更远，爆发出更大的能量！

**"It is much better to make a big cake with the efforts of all people than only by one person. Accumulating wealth is relatively less important. We enjoy more the sense of achievement through working hard together."** so said Jiang Feng when talking about the driving force for the development of his company with the reporter.

Jiang & Associates Interior Design Co., Ltd., originated from Shenzhen Building Decoration (Group) Design Institute, was established in March, 1999 by Jiang Feng, a senior architect with Special Allowance by the State Council and his partners. The Company is a comprehensive interior design company, having ninety senior and middle-rank designers. In the past 8 years, Jiang Feng and his team have showed their great abilities and huge potentials.

Leaving aside the number of projects and the areas of design they have worked on, and just having a look at different types of design they have dealt with in different periods, you will be surprised to find that they are so sensitive to the development trends of the market and they are so well matched with the development of the times, which shows their great foresight, predicting abilities and managing skills of the market. It was the time of the country's large-scale construction when the company was founded. They cooperated actively with famous international design companies in designing many of the large public buildings, such as Shenzhen Civic Center, Shenzhen Convention & Exhibition Center, Shenzhen Metro Station, Dalian Cultural Center, China Millennium Monument, Shanghai Grand Theatre, The National Centre for the Performing Arts, etc. As they took part in so many important projects and won high recognition from the society, we can safely say it is a remarkable achievement. Yet they would not enjoy basking in the fame they earned and to them it was just the starting point. Building on the achievements they size up the situation and predict clearly that, with the trend of social and economic development, the bright market prospect lies in office space design, hotel design and renovation as well as the commercial real estate design. Great foresight, precise positioning and pragmatic work style contribute to a series of splendid achievements in the above mentioned areas, leading J&A to another career height.

## Hotels and Resorts

Shenzhen Four Seasons Hotel, Tianjin St Regis Hotel, The Ritz-Carlton Shenzhen, etc., platinum five-star hotels, are the most luxurious hotel brands in the world. Zhuhai Ocean Spring Resort Neptune Hotel and Zhuhai Ocean Spring Resort Uranus Hotel, invested by China Travel International Investment H.K. LTD., are so far the largest monomial tourism investment project in Guangdong province. Inner Mongolia Jinjiang International Hotel is the largest luxurious five-star business hotel under the name of

Jinjiang International Hotels (Group) Company Limited. Tianjin Golden Ocean Hotel, Ningbo Yuanzhou Hotel, Henan Sky-Land GDH Hotel.

## Shopping Mall

Shenzhen Kingglory Plaza, the first subway-straight-in shopping mall in Shenzhen; Shenzhen Coco Park, the first inner-street-style shopping center in China; Shenzhen Coast Shopping Mall, so far the largest in business area, the best equipped in terms of functions and the most typical shopping center in the west of Shenzhen; Longhua Beauty Garden Street, Shenzhen the first Scenario commercial street in Shenzhen, which is the successful combination of commerce and scenery; Shenzhen Third Dimension, the nation's first theme household items shopping center of 30,000 square meters area; Chengdu Stylemax Dress Plaza, the top class dress plaza in southwest China; Shenzhen Yitian Holiday Plaza, an international shopping center with most splendid characteristics of shopping experience

## Office Buildings

Jiang & Associates Interior Design Co. Ltd. has designed most of the A-grade office buildings in Shenzhen CBD area, such as Shenzhen New World Center, Shenzhen Noble Center, Shenzhen Times Square Excellence, Shenzhen International Chamber of Commerce Building, Shenzhen Anlian Building, Shenzhen Galaxy Development Center and so on.

There is no doubt that these are stunning achievements. It is almost a miracle in a time when the interior design has an increasing elaborate division and specialization development trend, Jiang & Associates Interior Design Co. Ltd. can cover such a wide range of design. What is really admired is Jiang & associates interior design Co. Ltd. has won many awards home and abroad, such as "Asia-Pacific Interior Design Award", "China Interior Design Award", "International Design Festival Award", etc.

In addition, What is worth mentioning is, owing to the strong designing ability and the responsible work style, J&A has earned a very good reputation in the market and won wide praise from the clients. In recent years, J&A focused on the commercial real estate design and gained a big market share. The first class professional service shown by the successful projects won the clients over completely, and many famous real estate companies in the country like Shenzhen Galaxy Real Estate Development Company, Shenzhen Kingglory Group, Shenzhen Coast Real Estate Development Company, Shenzhen Yitian Real Estate Development Company and Chengdu Tongsheng Real Estate

