

professional edition of actual scene photographing

UPSCALE CLUBHOUSE

实 景 拍 摄 专 业 版

----- 名 盘 会 所

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DESIGN STREAM

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Upscale Clubhouses

万科假日会所.....	6
Vanke Holiday Clubhouse	
翠拥华庭售楼处.....	12
Green Landscape Mansion Sales Center	
凤凰城会所.....	16
Phoenix City Clubhouse	
城市假日会所.....	20
Holiday City Clubhouse	
中信·海阔天空会所.....	28
CITIC-Haikuotiankong Clubhouse	
深圳市中央花园会所.....	36
Shenzhen Zhongyang Garden Clubhouse	
上海城市经典玉墅会所.....	40
Residence of the Immortals Clubhouse, Shanghai	
国际丽都城会所.....	46
Guoji Lidu City Clubhouse	
趣园会所.....	54
Self Life Clubhouse	
天骄华庭会所.....	62
Tianjiao Garden Clubhouse	
阳光带·海滨城二期会所.....	70
Sunny Bay 2nd Phase Clubhouse	
深圳香蜜湖熙园会所.....	82
Xiyuan Garden Clubhouse of Shenzhen Honey Lake	

黄埔雅苑会所.....	98
Le Parc Clubhouse	
中科大学村会所.....	108
USTC Village Clubhouse	
上海长岛别墅会所.....	112
Long Island Villa Clubhouse, Shanghai	
华景新城会所.....	118
Huajing New City Clubhouse	
五洲花城售楼处.....	122
Continental Flower City Sales Center	
御龙居会所.....	128
Yulongju Clubhouse	
广州丽江花园会所.....	138
Lijiang Garden Clubhouse, Guangzhou	
满庭芳花园会所.....	142
Mantingfang Garden Clubhouse	
泰华明珠售楼处.....	150
Taihua Prosperity Sales Center	
京基东方都会售楼处.....	154
Jingji Oriental City Sales Center	
上海绿洲康城售楼处.....	160
Shanghai Oasis City Sales Center	
优品建筑售楼处.....	162
Uplace Sales Center	

阳光上东售楼处.....	164
Upper East Side Sales Center	
农科香荔馨苑售楼处.....	166
Nongke Xiangli Garden Sales Center	
东方银座大堂.....	168
Oriental Kenzo Parlor	
徐汇晶典接待中心.....	176
Xuhui Jingdian Reception Center	
伊顿·18会所空间.....	178
Eton 18 Clubhouse	
星悦银湖会所.....	184
Xingyue Yinhu Clubhouse	
精彩会所.....	192
Jingcai Clubhouse	
叠翠新峰售楼处.....	198
Diecui Xinfeng Sales Center	
深圳国际商会中心售楼处.....	204
Shenzhen International Chamber of Commerce Building Sales Center	

人性化空间的营造

人性化空间的营造
The Creation of Human-based Space

——浅谈会所的室内设计

■ 于 强

物质生活的不断丰富,使人们越来越重视精神生活方面的追求。地产发展商不仅要为业主提供宽敞、舒适、环境优美房子,还要为生活在其中的人们准备好能够满足某种精神层面需求的丰富空间。于是各种形式的会所空间及配套设施展示在人们面前,也成为设计师们必须钻研的一个设计课题。

广义的会所可以涵盖人们日常生活的各个层面。设计师应根据侧重点的不同而作恰当的功能取舍,并给不同的功能空间营造最为贴切的环境气氛,从而满足人们对会所消费的人性化需求。

一、社区生活会所

作为设计师,笔者在与发展商、业主探讨社区会所功能配置时,经常会感受到发展商在前期定位与后期经营方面的矛盾和苦恼。无疑,给未来的业主展示一个高档豪华、功能齐全,又不乏新奇的会所是非常有利于楼盘销售的。但在以后真正使用的过程中,往往会遇到经营上的麻烦,许多高档的会所功能因成本的昂贵而在价格上使业主们望而却步,造成空置、缺乏人气,大大失去了会所的配套意义。社区会所除了要考虑对购房者的重要性之外,更要考虑身后更加庞大的群体:老人、女人、孩子,他们对社区生活的依赖和需求远远大于购房者本人。而这一类人群往往是高档消费的弱势群体。所以社区会所的功能设置与装修定位更应体现生活化、平民化,从消费群体真正的需求出发设定功能,从而体现发展商作为社区营造者对业主的人性化关怀。

二、商务会所

商务会所作为商业楼盘的配套设施,要最大限度地满足商务活动的要求,要给作为社会精英阶层的商业人士提供舒适、私密、高效、便捷的商务配套设施,以利于商务活动的顺利进行。这样的客户消费能力强,对环境的要求

非常高。能够体现个人身份的尊贵,这就要求设计师以高档、简约、舒适为原则进行设计定位和实施,同时还要从需求出发设置配套方便的餐饮、保健等设施。高科技的应用也非常重要,完备的信息化设施设备,是商务会所具有强大竞争力的关键所在。

商务会所的迅猛发展对室内设计提出的要求,不仅是形式上的,更是实质上的,需要设计师具备更加全面的综合能力。

三、主题会所

主题会所是综合会所个别功能的强化。随着人们对服务的专业化、细致化的需求,产生了如以健身为主的健身会所,以水疗为主的SPA以及高尔夫球会、游艇会、网球俱乐部甚至儿童俱乐部等以专一服务为主的专业化会所。

这类会所项目发展商定位明确,专业配套性功能及设施更加完备,服务专业化程度更高,对作为规划者的设计师的专业知识要求更高、更细致,甚至需要与专业技术人员、经营者密切配合才能完成设计任务。如笔者正在与业主配合设计的一个颇具规模的SPA项目,前期的国内外同类先进项目的考察过程就要花去大量的时间,设计的过程也是学习的过程,这一点是很值得设计师庆幸的。主题会所的设计比常规的会所设计更具挑战性,这可能也是设计师的乐趣所在。

与其他的设计项目一样,不同类型的会所,都要解决功能、形式与细节的问题。功能完备合理,形式定位准确并能表达到位,细节处理精致、完美,这都是设计人性化的必备因素,也是衡量设计师能力与成熟度的重要标准。

随着社会经济的发展,随着人们对物质、精神生活的更高追求,作为设计师的我们将会遇到更多这样的案例。做好准备吧!

The Creation of Human-based Space

—An Elementary Introduction to the Interior Design of Clubhouses

■ Yu Qiang

With the improvement of material life, people are increasingly attaching importance to spiritual life. The real estate developers shall provide house owners not only with spacious, comfortable houses with a beautiful environment but also with facilities that meet their spiritual requirements. Therefore, it is an essential design task for designers to present people clubhouse space and supporting facilities in different forms.

The clubhouse in a broad sense can covers different aspects of daily life. A designer shall properly select functions according to different emphasizes and provide differently functioned space with most appropriate environmental atmosphere, so as to meet individualized consumer requirements.

I. Community life clubhouse

As a designer, when I discuss the functional configuration of community clubhouses with developers and house owners, I often notice the trouble and conflict between the prophase positioning and anaphase operation by developers. Undoubtedly, it significantly facilitates house sales when presenting future house owners a premium and luxurious, full-featured and novel clubhouse, but operational troubles may be encountered later. House buyers are flinched by the high prices of many high-end clubhouses resulted from high cost. A community clubhouse shall take into account not only its significant to house buyers but also a larger population: elder people, women and kids, who are more dependent on community life than house buyers themselves and who are frequently disadvantages groups of high-end consumers. Therefore, the functionality and decoration of a community clubhouse shall be more life and common people oriented to meet the crucial requirements of consumers, so as to show the humanity of the developer who creates the community.

II. Business clubhouse

A business clubhouse, as the supporting facilities of a business building, shall best meet business requirements and provide business people, as social elite, comfortable, private, efficient and convenient business facilities, so as to facilitate business activities. Such customers are very consumable and require the environment to be a manifesto of their nobleness. Therefore, a designer shall conduct design according to the principle of comfort, privacy, efficiency and convenience. Meanwhile, catering and health care facilities shall be equipped as required. The use of high-tech is also essential. Full featured IT applications are the key to the strong competence of a business clubhouse.

The rapid development of business clubhouses generates requirements for interior design not only formally but also substantially, demanding greater comprehensive capacity of designers.

III. Theme clubhouse

A theme clubhouse is the enhancement of a specific function of a comprehensive clubhouse. With the specialization and particularization of people's demands for services, health club, SPA club, golf club, yacht club, tennis club and even children's club as well as other single-service based professional club have come into being.

The project developers of these clubhouses have definite orientations and give more complete supporting functions and facilities as well as more professional services. And requirements on the professional knowledge of designers are higher and more detailed, and even coordination with technicians and operators are essential for the fulfillment of a design task. For example, I am involved in designing a scale SPA project by cooperating with the developer, for which the prophase investigation in similar sophisticated project at home and abroad has cost a great deal of time.

The process of designing is also a process of learning, which is fortunate to designers. The design of a theme clubhouse is more challenging than that of an ordinary clubhouse. And this could be the delight of a designer.

As with other design projects, different types of clubhouses all encounter problems of functionality, form and details necessary to be solved. Complete and reasonable functionality, correctly positioned form as well as exquisite and perfect details are essential to a human-based design, being an important index to evaluate the ability and maturity of a designer.

With the development of social economy and people's pursuit for better material and spiritual lives, we, as designers, will encounter more such cases. Let us be well prepared for them!

个人简历 Resume

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奖赛上获奖的设计师

设计理念: 以最简单的语言表现设计的未来感

Name: Yu Qiang

Position: Design Director of Shenzhen Yuqiang
InteriorDesignOffice

Education: Department of Fine Arts, Jilin Teachers' College
Department of Environmental Arts, Central Academy of Arts and
Crafts

Social Posts: Member of China Architectural Association
Interior Design Branch, Commissioner of Shenzhen Professional
Committee of China Architectural Association, Interior Design
Branch, Commissioner of Hong Kong Interior Design Association
(IDA) Shenzhen Professional Committee

Honors: the only Chinese architect with an award in 2001 Ninth
Asia-Pacific Interior Design Competition; the first architect from
Mainland China with an award in Asia-Pacific Region Interior
Design Competition

Design Tenet: Represent the futurity of design in the most concise
language



万科假日会所 Vanke Holiday Clubhouse 名盘会所

发 展 商：上海万科地产有限公司

设计单位：IADC国际澳迪设计

设计 师：张成 磊

建筑面积：2200m²

装修材料：混凝土、玻璃、原木

Developer: Shanghai Vanke Real Estate Co., Ltd.

Designed by: IADC International Aotai Design Company

Designer: Zhang Chenglei

Building Area: 2200m²

Finish: Concrete, glass, logs, etc.



万科假日会所是一个以运动为主题的会所。设计师采用建筑的物料及大的色块对比，营造了年轻、放松和充满活力的氛围。室内空间是开敞的，给人以通透的视觉感受，而室内外的呼应、连贯也成为设计中的要素。

Vanke Holiday Clubhouse is centered on the theme of sports. The architect applies special building materials and remarkable color comparisons to create the youthful, energetic and relaxing atmosphere. The interior space is wide and open, where you can attain free and easy visual enjoyment. Besides, the coherence and harmony of the interior and exterior spaces also become one of the important elements in this design.

前台接待处 Reception reception area



Vanke Holiday Clubhouse

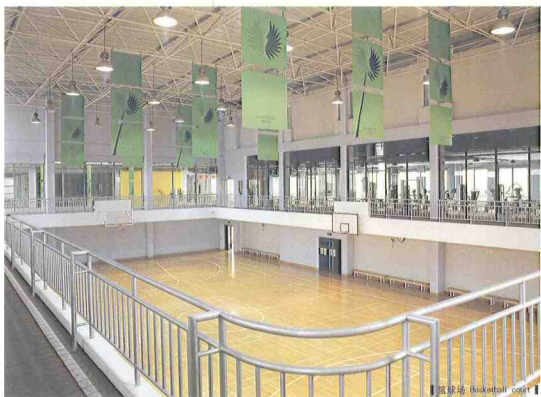
楼梯 Stairs













翠拥华庭售楼处

Green Landscape Mansion Sales Center

名盘会所

发 展 商：深圳市严正装潢设计有限公司

设 计 师：严晨

摄 影：喻楚迪

建筑面积：300m²

装修材料：玻璃、木地板、大理石、地砖等

Developer: Shenzhen Yanzheng Decoration & Design Co., LTD.

Designer: Yan Chen

Photographer: Yu Chudi

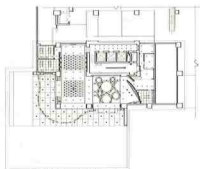
Building area: 300m²

Finish: Glass, wood floorboards, marble, floor tiles, etc.



本案大堂中暖色调的使用,让人感觉十分舒适。天花上的小饰品的点缀,给空间增添了趣味性和亲和力。由大堂转入休闲室,空间开始变得时尚、简洁。休闲室墙面以大量玻璃和镜面修饰,并缀以中国结,加上地面铺设的木地板,空间通透而又耐人寻味。整体空间以天花造型及地面材质来进行功能区分,显出了设计师的独具匠心。

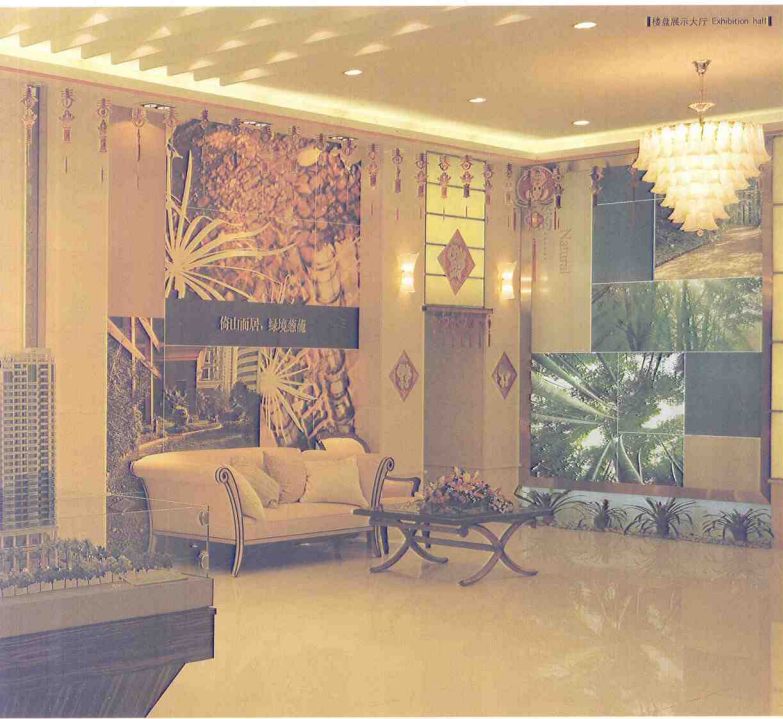
Visitors can feel cozy and easy with the application of warm colors in the parlor of the project. The little ornaments decorated on the ceiling reinforce the interest and affinity of the space. The recreation room is connected to the parlor and has a fashionable and simplified space. The walls in this room are adorned with large amounts of glass, many mirrors, some unique Chinese knots and the wood boards on the ground, making the space of this room translucent and profound. The whole space is divided into different functions according to the ceiling patterns and floor materials, which reflects the architect's distinctive creativity.



天花图 Ceiling view



平面图 Plan view



楼盘展示大厅 Exhibition hall



洽谈区一隅 One corner of negotiation area



洽谈区一隅 One corner of negotiation area



过道 Corridor

