

Demonstration Units and Property Sales Centers

示范单位与售楼中心

装典室内设计 · 洪德成设计工作室

Zhuangdian Interior Design · Dickson Hong Designing Studio

洪德成设计工作室 编著



百通集团

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筹备这部专集是一件非常繁杂而辛苦的工作。在此深深地感谢所有支持我的客户，他们对我们的设计所持有的信心和给予的支持使我们有机会出版此专集。

此专集的出版有力地证明了我们全体员工的工作热情和奋发上进的精神，正是他们的热情配合和帮助，才使此专集筹备工作得以顺利进行，在此本人深表谢意。

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Chinese registered interior architect

Chinese architectural interior academician

Hong Kong IDA academician

Shen Zhen Decorative Association member

Shen Zhen Esthetician academician

Shen Zhen Camerist academician

Dickson Hong 洪德成

中国注册室内建筑师

中国建筑室内学会会员

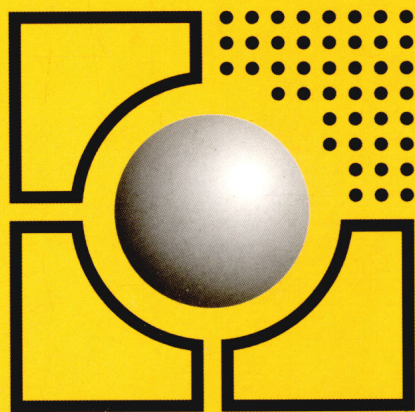
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示范单位与售楼中心

装典室内设计·洪德成设计工作室

洪德成设计工作室 编著

许友利 黄浩然 钱翔 等 摄影



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装典室内设计 · 洪德成设计工作室

主持设计师洪德成(Dickson Hong),湖北红安人,1957年生于江西南昌,1983年就读广州美术学院工艺美术系。1988年到深圳工作,先后受聘于香港得盛设计公司、香港艺伦设计公司、深圳长城装饰公司、深圳装饰(集团)有限公司。期间,Dickson Hong亲自主持,参与设计的工程项目有:深圳友谊商场、深圳公安局签证大楼、江西中国银行(中银大厅)、福建宏利大厦商住楼、浙江杭州万向大酒店、浙江西子宾馆、浙江萧山美福国际宾馆、海南三亚果喜大酒店等。1998年Dickson Hong转向投入房地产住宅楼盘的策划、设计。

2000年由Dickson Hong主持设计的深圳金海丽名居示范单位荣获了中央电视台“生活”栏目主办的全国首届家居设计大赛优胜奖。此作品是深圳市推荐的6件参赛作品中最唯一获奖的作品,全国也仅有10件作品获此殊荣。同年,此作品又荣获深圳首届家居设计大赛一等奖。2001年由Dickson Hong主持设计的深圳共和世家示范单位荣获中国建筑室内设计学会竞赛大奖。这些获奖作品曾在国内外杂志及《亚太地区室内设计作品集》中发表。

1998年Dickson Hong开展个人事业,创办装典室内设计有限公司·洪德成设计工作室。2001年又与香港、意大利著名设计师合作成立了香港装典室内设计公司。装典遵从“现代、简约”的空间设计意念,尊重“以人为本”的设计主题,为住宅空间营造了新的纪元,谱写了新的篇章,同时也为房地产开发商提供了更精彩的市场卖点。

如今Dickson Hong仍秉承着自己独特与个性化的设计理念不断探索、创新,加快与国际理念接轨的步伐,同时希望能和业内同行携手并进,相互交流,共创更好的作品。

Zhuangdian Interior Design · Dickson Hong Designing Studio

The principal designer Dickson Hong (Hong Decheng), from Hongan, Hubei Province, born in 1957 at Nanchang, Jiangxi, graduated from Guangzhou Fine Arts & Art Craft Academy in 1983. Working at Shenzhen since 1988, employed by Desheng Designing Co., Hong Kong, Yilun Designing Co., Hong Kong, Great Wall Decoration Co., Shenzhen, Shenzhen Decoration Corp Limited. The designing projects Mr. Dickson Hong being in charge of or involved with include: Shenzhen Friendship Emporium, Shenzhen Public Security Bureau Licensing Center Tower, Bank of China, Jiangxi Province, Hongli Plaza commercial and residential buildings (Fujian Province), Wanxiang Hotel (Zhejiang Province), Xizi Hotel (Zhejiang Province), Meifu International Hotel (Xiaoshan, Zhejiang Province), Guoxi Hotel (Sanya, Hainan Province). Dickson Hong turned his interest into residential property development planning and designing since 1998.

Jinhaili Residential Modeling Housing project designed by Dickson Hong won the prize of excellency at the First National Housing Designing Competition held by 'Life' program CCTV in 2000. The design was one of the 6 best works recommended by Shenzhen City. 10 design works over the entire nation gained this prestige. The design was also awarded first prize at Shenzhen First Housing Designing Competition in the same year. The design of Shenzhen Gonghe Family Modeling Housing Units Designing Exhibition by Dickson Hong won the prize from China Architecture Interior Designing Association. These designing works are selected into interior designing collections published in China and overseas.

Dickson Hong set up his business Zhuangdian Interior Designing Limited and Dickson Hong Designing Studio in 1998. A joint venture with well-known Hong Kong and Italian designers was set up in 2001. The company follows the designing principle of 'modern and simple', promoting 'man-centered' themes. It endeavors for a new page of structuring space in a time of change, this will consequently assist the developers with their market development.

Dickson Hong is in search on the path of creativity, pursuing the visions of the new world in the spirit of capturing the uniqueness. We have the wish to learn from our colleagues in the industry for upgrading our work.



HONGDECHENG ART OFFICE

ZH•D

关于我的工作



About My Work

Dickson Hong

从事室内设计和施工这一行业已有15年了，正如一位房地产开发商老总所说：“你们搞艺术设计是很辛苦的，又赚不了什么大钱，能让你们坚持到今天的惟有你们对所从事行业的喜爱，和对艺术有浓厚的兴趣。”听到这番肺腑之言，我激动不已，回想起童年学画的情景，也回想起深圳这一神奇的移民城市日新月异的变化，十几年来，我看着一栋栋高楼拔地而起，道路一次次翻新，赚钱商机，时代步伐促使不少人萌发了改行的念头，然而我却没有动过心，是啊，就因为没改行，我也就没有十分富有的物质生活。

深圳，一个飞速发展和商业性极强的移民城市，工作在此，时间和速度冲击着我，给我前所未有的挑战和压力。如何将专业知识转化为商业价值，怎样平衡两者微妙的关系，成了我必须面对的问题。现实和与时俱变的社会让我学会生存，让我看准自我，同时也让我看到曙光。选择在此工作是因为我喜欢艺术，喜欢幻想，喜欢寻找自己的理想。大部分人都说生活在这里很累，压力很大，而我个人认为社会的变革总是无可阻挡地向前发展，这和自身的命运也息息相关，能否顺应时代，把握命运，关键在于自己的能力、功底和毅力。正如一位香港朋友所说，在香港你如果比别人慢一步，就会没饭吃，我认为这种现象在深圳也普遍存在。

创办装典室内设计公司及主持设计工作有5年多了，这5年的时间也是我从施工向设计转变的转折点。由于国内投标工程项目的竞争手段越来越高明，社会关系也十分复杂，为了承接一些项目，我曾当过“三陪”、“五陪”先生，然而最后还是竞争不过别人。与人联系和沟通需要花费大量的时间，而我根本输不起这些时间。这几年，我发挥了自己的专业所长并积累了丰富的实践经验，专为房地产开发商设计楼盘内部，不但没有失业，反而找到了自己的位置和方向，并得到了广大业主及市场的认可。公司越办越好，业绩逐年创新，品牌不断提升，吸引了不少优秀设计师加盟。

国内房地产楼盘重视策划、包装、设计、促销才不过几年时间，可这在国外却有几十年的历史。为了创新，与国际设计理念相接轨，公司一直不断地巩固和专业基础培训。“以人为本，现代、时尚、自然、实用”的新设计理念，引导着消费者的心理，帮助开发商创造更好的卖点。事实证明，我们公司设计的楼盘、售楼中心、会所、示范单位，销售的业绩很好，得到了开发商及策划代理公司的认可与好评。

公司每年除在深圳保持一定的业绩外，还得到了内地许多地区如哈尔滨、四川、武汉、青岛、湖南、厦门等地的房地产开发商的邀请，为他们做设计。我们采取了相对灵活的经营方式，充分利用深圳、香港、欧洲的新信息资源，与海外名师合作，共创专业品质；同时利用国内人力及物质资源有一定价格竞争力的现状，采取针对性的灵活经营管理模式，最终立足于品牌竞争的商业空间。

我们不打高价格战，也不会放弃自己的设计品质。在与开发商共议方案时，我们既要听从业主及代理公司大方向的概念，又要坚持自己原创的意念，遇到不同看法时要敢于坚持自己的创意，敢说“不”字。原因很简单，这是对自己创意的自信，使设计作品达到最佳效果的保证，也是对开发商的品质保证。

我认为别人怎样看待你，怎样评价你，并不重要，重要的是你是否有对设计专业的热忱与责任，是否真正用心去斟酌和把握设计的每一个细节。能够让业主满意，得到社会认可的设计作品，才是真正好的设计作品。

Dickson Hong

2003.3.8

Practicing interior designing and construction work for 15 years is a life just as what a chairman of property development corp. once comments: "hard it is doing the art, no money in there though, it could be the love of what you are doing or the deep sincerity to this profession that makes you hang in there for so long." An understanding like this is rather touching, and the remark recalls a childhood when I was learning how to draw. Then I had a vision of the past of this magic city of migrants-Shenzhen. I witnessed the dramatic rising of high-rise buildings and the conquering expansion of many road reconstructions for the last 10 years or more. The pace of time whispered strongly and asked for a change of trade, which I didn't make, yes, I've been holding that position, so I was walking away from a life of wealth.

In Shenzhen, a city of migrants that turned the earth upset down, bearing a fresh look all the time to surprise the world, I work. Challenges and pressure are heavy for the speed of life leaves no time to breath. To transform my specialty to commercial uses, to balance what I want to do with what I need to do is the music I must face, to learn to survive in a society that changes with time can be a mirror reflection in that you see yourself, probably see the light of hope if fortunate enough. This city is spinning, a commercial place that is throwing out those who stumbles. I chose to stay here, because I love arts, because I love dreams, because I love the visions. It's said that it's exhausting to be here, and too much pressure to take, but I believe that the society is going forward in a way that nothing could possibly hold it back, and this is part of the fate. Perhaps the key to a man's destination lays in his capacity and strength to comply with the pace of time, reinforced by the rock of his will. A friend from Hong Kong once told me that you didn't eat when you were one step behind. Shenzhen is just identical.

I've set up and run Zhuangdian Interior Designing Company for 5 years. This period could be taken as the turning point from there I made shift from construction work to designing. The tendering practice is getting intricate, the tricks in the competition turned into highly sophisticated skills, the application of those skills became mysterious with social relation getting more and more complicated. To get a job, I had acted as a 'Mister Entertaining', beaten by others better in this. Too time-consuming 'working on men' could be. I just could not afford it. So I altered, I began to use what I had learned in arts and designing, reviving my working experiences in this specialty, I designed the interior layout for buildings of housing property development projects. In the end, I found I was not unemployed, instead, I found my place and my road. My work was recognized by clients and the market, the company was growing, moving onto a higher level, we gained

reputable name, and the best thing I value was that quite a few outstanding designers joined in.

Domestic housing property developments of this day emphasize the importance of promotional packaging. Planning, designing and marketing has a life of only a few years while these have been going through for decades overseas. The company is constantly strengthening its specialty as the foundation to be creative and to be connected to the international notions in the area of designing. "Human-centered, modern, fashionable, natural and functional" are our ideas that guide the consumers to follow, and help the developers to achieve better sales. Demonstrated by facts, the buildings, the sales centers, the refreshment facilities, the demonstration units designed by us sell well, and they are highly praised by the developers and the planning agency firms.

The company is invited to take part into development projects by the inland cities and provinces while maintaining its regular annual jobs in Shenzhen. We design for projects in Harbin, Sichuan, Wuhan, Qingdao, Hunan and Xiamen. The way we operate is open and flexible, fully using information resources from Shenzhen, Hong Kong and Europe. We work together with prominent designers from overseas to achieve creativity; we work together with Chinese designers and use local materials to enable competitive pricing. The company stands strong and firm in a space of commercial competition by applying elastic operation models.

We refuse to fight price wars. It does not mean we reduce the quality of our work. When we discuss the plans with the clients or their agents, we fully regard their thoughts with respect and at the same time we create our own vision accordingly. Dealing with alternatives we are courageous to be always for the best. We are ready to say 'No' to the lesser, this is simply for the reason that we have confidence with what we are doing. Quality designing, the best result ought to be our promise to the developers.

I don't count much what a person is said to be, or how he or she appears in the eyes of others. It is essential that a designer is doing a job with heart, meticulous with every detail, seriously handling the designing as a creation. A good design is the design to satisfy the client, accepted by the society.

Dickson Hong

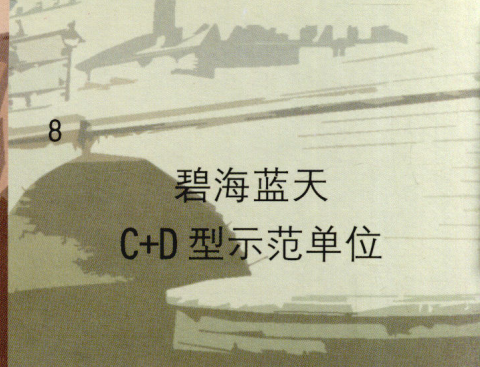
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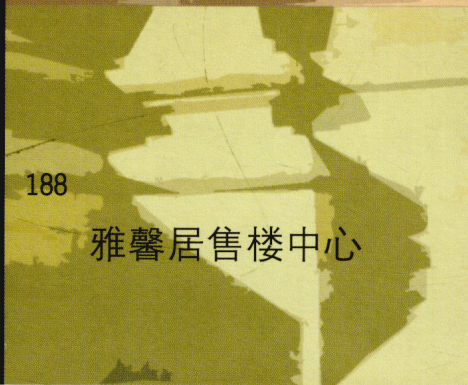
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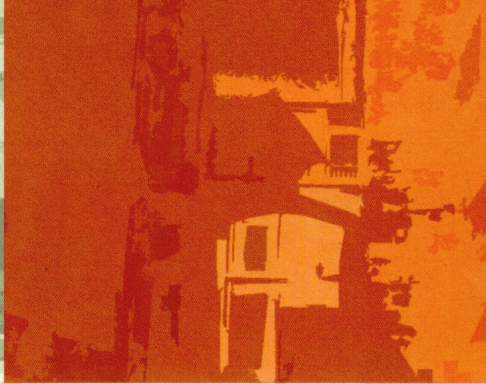
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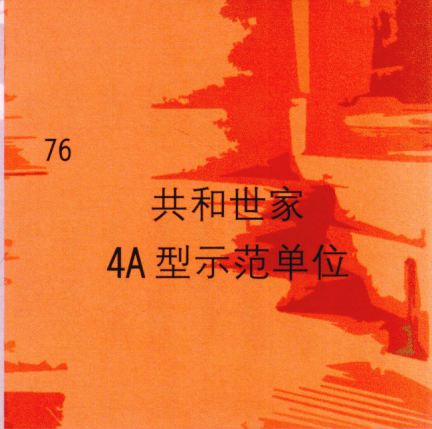
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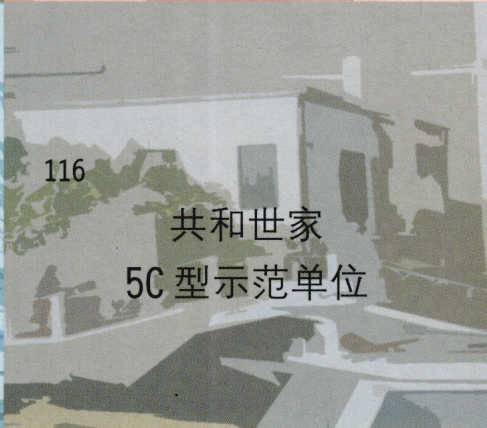
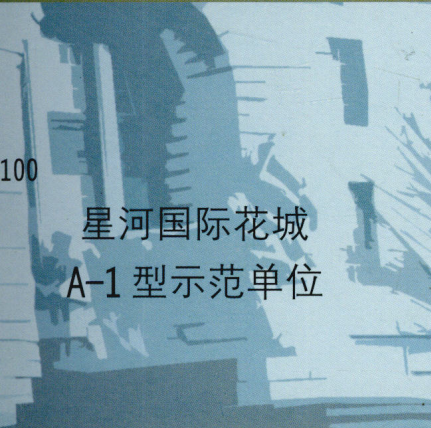
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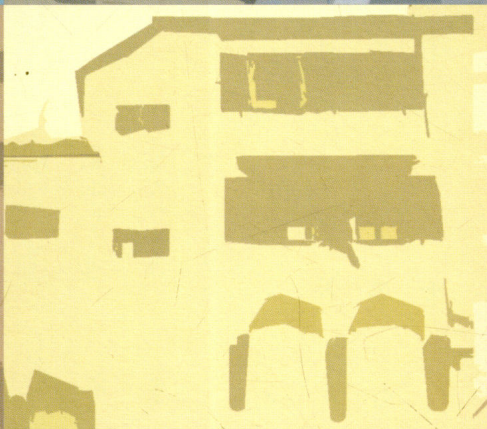
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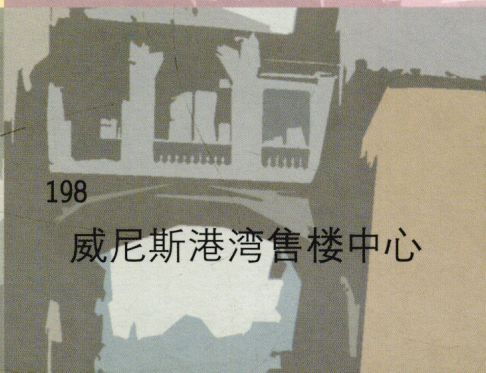
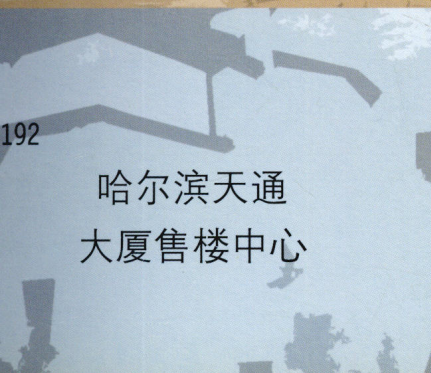
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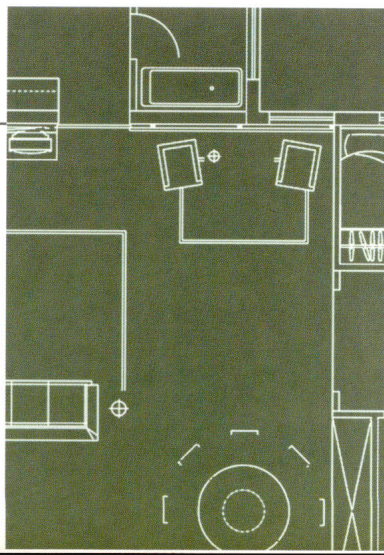
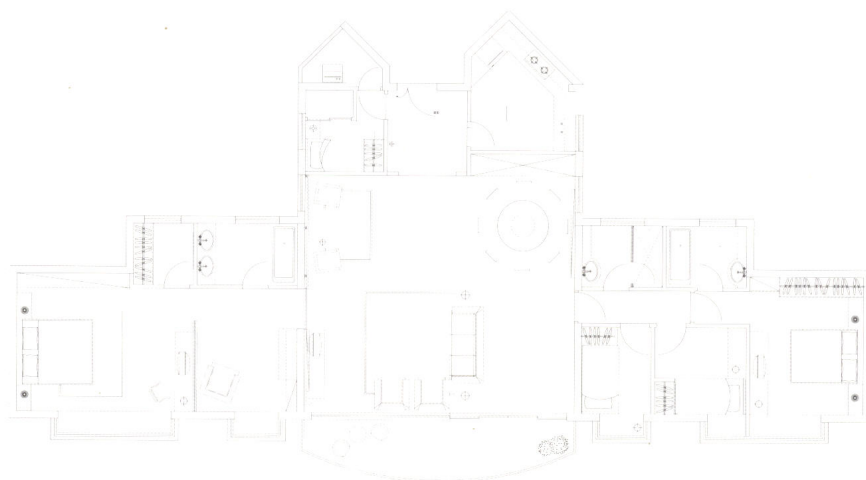
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Demonstration Units

碧海蓝天 C+D 型示范单位

项目地点：深圳市

室内空间：5房2厅

建筑面积：148 m²

主要材料：黑胡桃、紫檀地板、聚晶玻璃、西米云石



