

# 样板房设计新法(上)

NEW  
DESIGN  
METHODS  
OF SHOW  
FLAT



深圳视界文化传播有限公司 编  
Shenzhen Design Vision Cultural Dissemination Co., Ltd

# 计策 献策

BRAINSTORMING  
ON DESIGNS  
AND SCHEMES



中国林业出版社  
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## 图书在版编目(CIP)数据

献计献策：样板房设计新法. 上册 / 深圳视界文化传播有限公司编. — 北京：中国林业出版社，2015.9  
ISBN 978-7-5038-8152-7

I. ①献… II. ①深… III. ①住宅—室内装饰设计—图集 IV. ①TU241-64

中国版本图书馆CIP数据核字(2015)第221518号

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策划制作：深圳视界文化传播有限公司 (www.dvip-sz.com)

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中国林业出版社 · 建筑家居出版分社

策划：纪亮

责任编辑：纪亮 王思源

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出版：中国林业出版社

(100009 北京西城区德内大街刘海胡同 7 号)

<http://lycb.forestry.gov.cn/>

电话：(010) 8314 3518

发行：中国林业出版社

印刷：深圳市汇亿丰印刷科技有限公司

版次：2015年9月第1版

印次：2015年9月第1次

开本：230mm×300mm，1/16

印张：23

字数：150千字

定价：398.00元 (USD 81.00)



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Does the thing that the interior designer gave to you is the one that you want? Suddenly, I start to have a keen interest on this question. With the social economic impact on real estate economy, I believe that most of the interior designers have realized a little depression, which becomes a dilemma for the show flat designers who are immersed in outlining ideal living environments since this industry is related to art and popular, so that designers would probably not have the confidence as usual.

I believe all the time that a design exists due to the demands, yet not simply the ideas. Many designers used to expand new design elements constantly, at the same time, many clients are searching for the exclusive peculiarity. As there are incessant new decorative materials on the market, the recognition and application of these new materials become the chips of the designers, thus the clients become the payer of this game. However, it is easy to be ignored the real demands of the clients. People will meet various choices and decisions in their lives, most of them could make the right choice easily and avoid from those actions without any significance, for example, if you bought a flat with 100 square meters and hope to make it into something like a five-star hotel, then you choose a good-looking soft which is not comfortable at all, while even so, we will still be deceived by some appearances and forget what we really need.

Then, what on earth do we need? If we say that an ideal life is like the bright sunshine, the blue sky with white clouds and the breeze through your face, while people who pursue for this kind of simple and natural living conditions are spending their hard-earned money on decorating their homes with all kinds of decorative materials and receiving such a little space. When a designer suggests the most natural lifestyle to the clients, many of them will query the designer's capability, so that many clients prefer to spend the money accumulated for half a lifetime to have a gorgeous living environment which is not very comfortable. As an interior designer, how to lead a best

## SINCERE COMMUNICATION AND UNDERSTANDING

### 用心的沟通和理解

lifestyle, present the true value of this industry, reach the agreement of "demand" and "giving", help the clients to realize their dreams and correct their blind recognitions, are the questions that each of the interior designers should think over.

Beijing Zhuo Ran Ya Ju Decoration  
Chief Designer: Ying Tang

室内设计师给你的是你想要的么？最近突然开始对这个话题产生了浓厚的兴趣。随着社会经济对房产经济的冲击，相信大部分室内设计师都感受到了那股淡淡的忧伤，而这股忧伤对于一些一直沉浸在勾画理想生活环境的样板房专属设计师来说，却变成了一种面临悬崖不得不跳的困境，因为这个和艺术沾边的行业，已经走进了千家万户，设计师已经不再有手中一只笔江山已在握的信心。

我一直认为设计是因需要而存在的，并不只是因想法而成立。很多设计师习惯不断性的扩张一些新的设计元素出来，同时很多客户也在寻找自己那份非大众的独特，随着市场上很多装修材料的不断推陈出新，对新装修材料的认识和运用也变成了设计师玩耍设计的筹码，而客户则变成了这个游戏的买单人。但是，到底什么才是客户真正需要的，就容易被忽略。人的一生中会遇到各种不同的选择和决定，大部分的人还是很容易做到正确的判断，回避那些实际并没有什

么意义的作为。比如买了个一百平米的公寓也把它装修成五星级酒店，选择造型好看却坐感超级不舒服的沙发，但即使是这样，我们依然经常会被一些表象所蒙蔽，忘记自己到底需要什么。

那么，我们到底需要什么呢？如果说理想的生活是明媚的阳光，白云朵朵的蓝天，轻拂脸颊的微风，那么人们一边嘴上追求着这种最简单最自然的生活状态，一边却把自己的家中贴满各种所谓的装修材料，让他们装饰了自己半辈子血汗钱换来的那一点点空间。而当一个设计师真正的把这种最接近大自然的生活方式引导给客户的时候，很多客户又会质疑设计师的设计能力，因为很多客户即使花掉自己积攒了半辈子的钱也想要一个华丽丽的生活环境，即便不是那么舒适。那么，作为一个室内设计师，到底如何引导一种最佳的生活方式，如何体现这个行业的真正价值，又或者怎样才能做到“需要”和“给予”一致，帮客户完成理想梦境的同时，帮助客户纠正那些盲目的认识，是每一个室内设计师值得思考的问题。

北京卓然雅居装饰有限公司  
主设计师 汤影



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SIMPLE EUROPEAN STYLE / 简欧风格

NEO-CLASSICAL STYLE / 新古典风格

MEDITERRANEAN STYLE / 地中海风格

MODERN SIMPLE STYLE / 现代简约风格







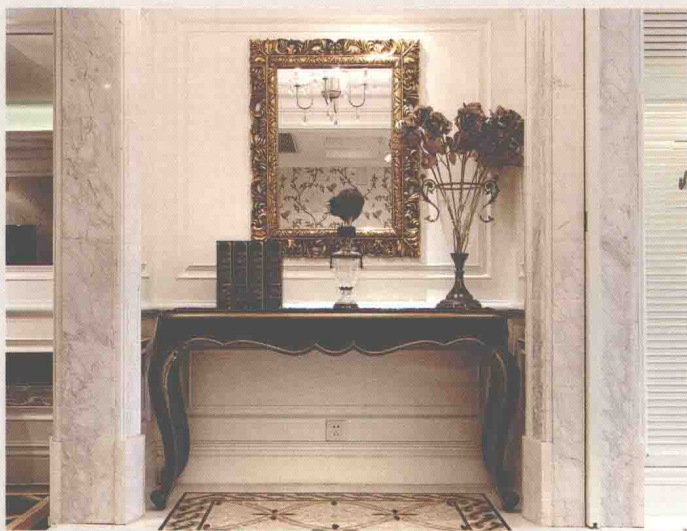
***BRITISH & FRENCH***  
***STYLE***  
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# MANOR OF NATHAN

## 内森庄园

### DESIGN CONCEPT

Greenland Manor of Nathan (Hefei) is designed to be a high-rise duplex, while this showroom is built with French style according to the owners' demands. In the process of plane optimization, a public bathroom and an attached bathroom in elders' bedroom are set in the original public bathroom at the first floor. The high-ceilinged living room is blocked off to form a master bedroom at the second floor, making the overall layout more reasonable and enhancing the quality of the project.



项目名称：合肥内森庄园样板房

设计公司：上海飞视装饰设计工程有限公司

设计师：张力

项目地点：安徽合肥

项目面积：260平方米

摄影师：何文凯

主要材料：大理石、木饰面、仿石砖等

### 设计理念

绿地合肥内森庄园建筑设计为高层复式，应业主要求把此样板房打造成为法式风格的高层别墅。在平面优化过程中，在原一层公共卫生间位置，分别做出一个公共卫生间和老人房的套内卫生间。将挑空的客厅进行封堵，作为二层主卧空间，使整体平面布局更加合理，同时提升项目品质。















