

Flavour & Flare in Restaurant Design

香艳设计



2007上海最佳餐厅设计
Optimal Designs Shanghai 2007

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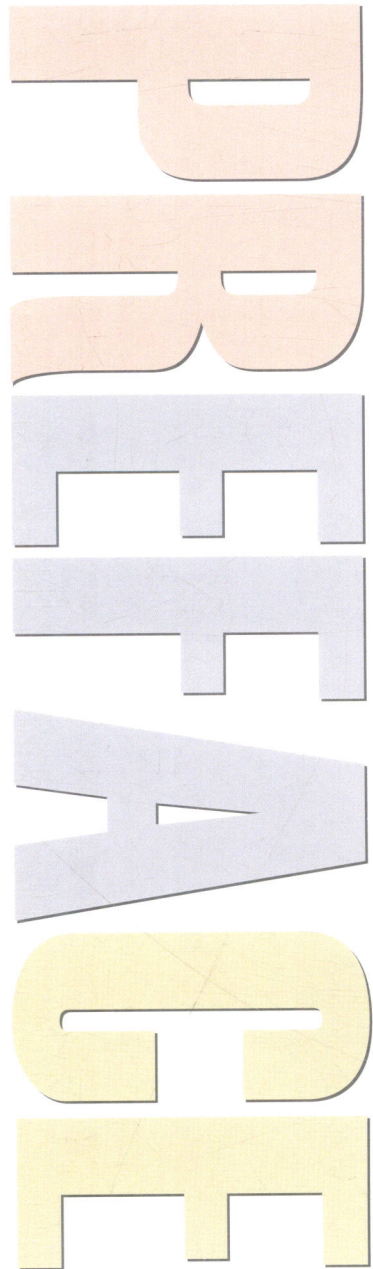
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前言



令餐厅设计像美食一样难忘 Unbelievable as the Gastronomy

餐厅权威指标“米其林之星”标准苛刻和慧眼独具享誉全球。据称如果一间餐厅要从二星评分跨越到最高的三星，最重要的因素就是具有完美的“饮食体验”——不仅是指味蕾轻触佳肴的一瞬间，更重要的是由入口到餐座——餐厅从头至尾为食客营造的饮食氛围。

和菜品风格的匹配成为餐厅设计的一个关键命题。善于海纳全球文化的沪上餐厅更是深谙此道，在餐厅设计上殚精竭虑。上海餐厅纷繁林立，过游如云，本书精心为您选取了近30家风格迥异、装饰精美的餐厅，大部分为近期开业的新兴之秀。

出自大师手笔的“俏江南”中信泰富店呈现出令人雀跃的想象力，其梦幻气质与菜品仿佛格格不入，却成为另一种吸引人的极致；“牡丹66”把“牡丹”“琉璃”这两大中华艺术元素的运用推向了极致，以视觉的饕餮豪奢引导菜品特色；黑红相交的“月影铁板烧”有着后鹿鸣馆时代的美学特征，色彩饱和度极高，新鲜的海鲜食材在其中更易让人垂涎欲滴；大胆启用全玻璃设计的T-sens如水晶宫一般瑰丽，室外的外白渡桥、浦江风情尽收眼底。

亚洲风尚同样是新晋餐厅设计中不可忽视的力量。SUN WITH AQUA以天然材料表达着“土·火·水”相互环绕的东方思维，又渗透着对野趣的追寻，更具都市品位；“德”餐厅以佛入题，灵光闪现的绝妙设计组合在小小天地之间处处流露禅机。

技艺再高超的主厨也无法失去好设计师的支持，精致美食离不开适当环境的烘托。入选餐厅都一致追求着空间整体设计，将菜品“只可意会、不可言传”的高妙，在环境中一一具象化，再层层体现。视觉上形成的愉悦感，为食物提味增鲜，使食客充分调动起味、嗅、观、听、触的官能，丰富着全身心的感受。

食客张口之前，餐厅设计是留住其胃和心的口碑第一关。餐饮消费市场进一步细分的当下，餐厅更利用独特的创意空间来强调个性，点明具体的市场定位。要在饮食竞技场上独领风骚，须使餐厅设计与菜品产生化学反应，这样的体验甚至可以让食客一次光临，终身难忘。

The classic "Where to eat" resource, the Michelin Guide, is famed for its rigorous standards and keen evaluation. It is said that, if one restaurant wants to get the long-entreated third star, the point is to fulfill the perfect experience of eating. It concerns the cooking and more important, the atmosphere from the entrance to the seating.

Matching cuisine style is a key to restaurant interior design. Good at occluding global culture, restaurants in Shanghai absolutely know well how to apply the principle to design. Numerous restaurants in Shanghai are as transient as a fleeting cloud, but the book carefully selects fresh restaurants that are hot just after their opening, some of them are listed in all kinds of best design collections.

Designed by Toyo Ito, the South Beauty, Citic Square, exhibits cheerful imagination and seems to be against the cuisine, but achieves a successful effect beyond expectation. The two elements in the TMSK, "peony" and "colored glaze", are pushed to the acme, even the visual luxury can host. Based on the contrasts of red and black, in post-Rokumei-Kan-era aesthetics, the Moonsha Teppanyaki & Lounge in high color-saturation makes fresh seafood space easier to increase appetite. The all-glass T-sens resembles a crystal palace and let the guest easy to enjoy the wonderful sight of the Bund, including the Garden Bridge of Shanghai and the Huangpu River.

The Asian vogue comes with such a force that you cannot ignore. The SUN with AQUA exhibits the oriental thought of Five Primary Elements and also the pursuit of the wild, but in an obvious modern aesthetics. The concept of De'all Korean Cuisine & Bar originates in Buddhist, and its inspiring combination makes the small universe with a feeling of zen.

Even the best chef cannot lose a good designer. Actually, dainty food cannot part from a suitable surrounding. The selected restaurants have one common, chasing for expressing the indescribable tasting in the material environment. The joviality coming from the eye is some like of pepper for food; furthermore, it makes the guest use five senses to taste, smell, look, listen and touch and achieve a deep response.

Before your lips open for the food, restaurant interior design is first-hand for public review. In the segmented restaurant market, competitors strengthen personality and point out market location through their creative spaces. The winner has to make the chemical reaction work between space and cuisine. Such an experience can let the guest make a journey for exceptional cuisine then never forget.

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LOST HEAVEN

愉家 YUGA





坐落于正大广场9楼的“愉家”有着典型商务会餐场所的特征——吃的是京沪创意菜，空间风格利落、做派十足，加上无敌浦江风景，且价格不菲。空间内主要采用黑、红两色，视觉感沉重的铸铁黑色水晶吊灯有几分20世纪30年代纽约的风味，但搭配镂空不锈钢餐桌，立刻又提升了餐厅的现代气息。

“愉家”各个功能区域分隔清晰，一目了然。设计师充分利用餐厅面江的优势，选用全落地窗设计，再沿着弧形展延的主餐厅外围放置餐座，使其夜景尤其为人所称道。而休闲区则盛开着朵朵“红花”——洋红咖啡椅，墙面上挂满黑白摄影作品，气氛温馨，十分适合三五小聚。

The YUGA restaurant on the ninth floor on the Zhengda Plaza possesses all characteristics of business dining. It offers Beijing & Shanghai concept cuisines, the space also looks stylish of ostentation. It is with view of Huangpu River, the dishes also cost a lot. In the space of black and red, the heavy wrought iron crystal droplights is of typical of 1930 New York manner. The stainless steel tables uplift the whole tone to a modern level.

All functional areas are divided clearly. The decorator makes the best of Huangpu River view and chooses the French windows along which seating arrangement is executed, so the restaurant's night piece is well known. The leisure area is filled with "red flowers" patterned by coffee seats. Black-and-white photos are hung on the walls, the cozy space is quite suitable for friends.

















俏江南 中信泰富店

SOUTH BEAUTY CITIC SQUARE

