

叙品



Xupin Decade
Jiang Guoxing Portfolio



蒋国兴 主编 徐宾宾 策划

 江苏凤凰科学技术出版社



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以“十年”一叙为序

2012年在长白山，一次“太木设计”的活动上我与国兴相识。当时，一袭黑衣的他话虽不多却略透侠气。我们是在以江浙老乡对阳澄湖大闸蟹的共识中开始融洽了彼此的交流，餐饮空间设计专辑《叙品十年 蒋国兴作品集》即将面世，国兴力邀我为其作序。谈美食环境我不甚有信心，涉及就餐的情怀体验我认为还能说上几句。在设计界，像他这样有如此多元餐饮空间品牌的设计师确实不多，能为其作序甚是有幸，我们会感受到这位同仁对设计情怀的独特诠释。

南方雨后的湿润被一点点细腻地渗透到西域干燥的边塞，丝绸之路上的戈壁风沙也变甜了。

叙品十年，从昆山出发到融入新疆，越走越远，与之对应的设计理念则更趋纯净、更加坚守东方的回归，这与蒋国兴一贯的信念和追求密不可分。在叙品十年的作品中你会发现一个职业人让理想变为现实的清晰的目标需求。

几年来，我一直关注他的作品并不断发现，一路走来，他设计调性的变化及理念的纯粹让曾经的奢华已然褪去，留下更多的是触击本质，如“原膳”“水云间”“不诤”和“叙品茶事”等作品。其中，“水云间·茶会所”会让人感受到诗与生活可以通过竹影在空间内摇曳完成体验，而“不诤”却将黑砖和木纹应用到极致并用禅意诉说空间美学。在最新作品“叙品茶事”中，他又以最朴素的原料——土砖和红瓦阐述了一个自然的故事。真正进入自然并非要脱掉鞋子走在冰凉的田埂和山野，它的本质是回归到灵魂的初心。

当一个人精神、阅历丰富到一定程度，他是不需要显摆昂贵的材料或是抢眼的符号去掠夺你对他的惊讶的。真正做到对朴素追求的素养取决于他个人成长的经历和形成的独特价值判断。使用最平价的原材料，需要有相当的能力和技巧才能诠释不朴素的视觉联想……

在他许多的商业空间内，他能充分调度当今多媒体的演绎手法，将沉睡在书画作品中的意境立体化于空间中。当人们进入到这样的商业空间时，可以体验到与山水与诗意近距离的交融。国兴熟知江南文化的精致极简的表达，在设计中和谐地呈现在大山大河的辽阔下。回顾国兴这十年的作品，我欣赏这其中所蕴含的人文气息，我相信，有文化，才能经久流传，而浅薄，终究将被淘汰。

历来人们对光的感受只是停留在文字的表达上，而叙品空间中对光的运用和展示是具备预谋的。国兴善于使用白桦、枯竹和土砖等自然材料，一草一木，一树一竹，都能感受到他对传统文化及业主经营上的双重平衡，对环保的坚持和对品质的追求也是持之以恒的。黑、白、灰三种极度难用的颜色，却能被他在黑灰围抱中演绎得出神入化。

叙品十年的作品中，可以折射出他的创作思想对整个团队的覆盖和有效的执行渗透力，今年亦是国兴所创的“叙品设计”成立十周年，此时此刻，出版本书有着特殊的意义：既是对过去十年的回味，也是对下一个十年的期望。谨以此序对国兴及叙品设计表示祝贺。



陈耀光，2016年8月，杭州

陈耀光

室内设计师/生活艺术家/千岛湖岛主

1987年毕业于中国美术学院首届环艺系

十大最具影响力华人设计师

1996—2005年十届中国室内设计大赛七次一等奖得主

2010年获“亚洲五十摩登绅士”

2014—2016年连续受邀为米兰设计周参展设计师

Ad100中国榜单得主

创基金理事

杭州典尚建筑装饰设计有限公司创始人及创意总监



Preface on the “Decade”

In 2012, I met Guoxing at Damu design activity in Changbai Mountain. He was in black, and seems to be silent and justice. We started to talk for the common topic of Yangcheng Lake hairy crab which is a specialty in Jiangsu. The book of restaurant space design named “Xupin Decade—Jiang Guoxing Portfolio” is about to publishing. Guoxing invited me sincerely to preface it. I can't talk about dietary environment good enough, but I have some personal feeling for restaurant. In design circle, there are many designers like Guoxing who have various space bands of restaurant. I am honored to preface for his book, and we will see his unique explanation to emotional design.

After the rain in south, air moistens gradually dry region in west. The Gobi Desert becomes sweet in the Silk Road.

Xupin starts from Kunshan and goes further and further, and melts with Xinjiang culture well in recent decade. In the same way, its design idea gets closer to purity, to orient culture which is Guoxing's belief and pursuit all the while.

For several years, I kept in pay attention to his works, and I found that time makes him be close to nature and atman, instead of extravagance and vanity. Many works like “Raw Food”, “Shuiyunjian•Tea Club”, “Buzheng” and “Xupin Tea-things” are brilliant. The work “Shuiyunjian•Tea club” expresses the art about poem and life by hazy bamboo shadow. The work “Buzheng” expresses the art of Zen by the excellent application of black brick and wood grain. “Xupin Tea-things” is his latest work, he also chooses plain materials like brick and red tile and shows a natural story. The real way to near nature is not to take off shoes and walk on cool ridge or mountain road, but to find inner peace.

The one who has a rich spiritual world, doesn't need to impress people by expensive material or shiny symbols. The one who lives plainly always has experienced a lot and has unique, characteristic sense of world. It is not easy to show splendid visual space through simple and plain materials.

In many commercial space that he designed, he applied multimedia technology with landscape elements in it. People experience the art of poem and nature when they are there. Guoxing is good at refining the Jiangnan culture, and applying it to space design. His works in recent decade send forth rich cultural fragrance. I am in favor of retaining of culture and elimination of vanity.

People feel the light by the way of literature all along. Xupin has plans for light applying. Guoxing is skilled in the use of white birch, dry bamboo and brick etc, and keeps a balance between traditional culture and commerce. It is worth to persist to protect environment and pursue quality. The color of black, white and grey are difficult to match in harmony, but he does it well.

We can feel that his idea is executed by his team effectively in the works over the past decade. This year is also the 10th anniversary of “Xupin Design” set up by Guoxing. At the moment, publishing the book means to take over from the past and set a new course for the future. Congratulations!

Chen Yaoguang
August 2016, Hangzhou

编者心语

酝酿多年的《叙品十年 蒋国兴作品集》（以下简称《十年》）终于面世，内心既忐忑又兴奋。在电子书盛行的今天，叙品选择以纸质书出版，不是逆势以彰显个性，而是想以此书来记录我们曾走过的十年，也作为十周年庆典纪念品分享给喜欢叙品原创设计的朋友们。

从2006年的三个人到现在近百人的设计团队，叙品经历了很多设计公司未曾经历过的酸甜苦辣、风风雨雨。有各种辛酸，也有成功的喜悦和快乐的泪水。但无论经历过什么，我们初心不变：“我们只做原创设计”早已根植于每位叙品人的心。

“时间让一切变得更有意义”，而十年沉浮让叙品更懂得珍惜和感恩：珍惜得到的一切，感谢帮助我们成长的朋友。失去的如果努力还会再次得到，而得到的如果不珍惜也会再次失去，认真做事，开心做人。如今的我们不紧不慢，学会以豁达的心态包容一切，以积极的态度去应对未知的未来，我们相信，在下个十年一切也会因此而变得更有意义。

《十年》收录了叙品过去十年较为典型的25个案例，其中隐约可以发现叙品多年来一直研究探索的现代中式“无物”主义的影子。也许这种思想还只是在初步阶段，但庆幸的是我们已经在路上，也希望自己能在这条路上越走越远。

很荣幸能邀请到在设计界享有无数荣誉并广受业界尊重的陈耀光老师为《十年》作序。陈老师能在百忙中为本书点评，是我的荣耀，也是叙品的荣幸。陈老师对叙品一直以来的鼓励与支持是叙品坚持原创的动力，在这里我们表示无比的感谢。

谨以此书献给我深爱的家人以及所有喜欢原创和尊重原创的朋友们！

蒋国兴
2016年9月

Author's Note

It is nervous and exciting that the book "Xupin Decade—Jiang Guoxing Portfolio" (In short "Decade") prepared for many years is about to be published. E-book is popular in the present, but the purpose of that Xupin chooses to publish works by the traditional way of paper printing is to record the experiences for ten years, and consider the book as a souvenir for 10th anniversary sharing to friends who like Xupin, instead of showing personality by swimming against the tide.

From three persons in 2006 to now nearly a hundred people in the team, Xupin has been through all the ups and downs, all the laughter and tears that many design firms have not gone through. But whatever we have experienced, everyone in Xupin insists on the principle of making original design.

"Time makes everything significant" , all the ups and downs for a decade make Xupin understand the importance of cherishing and thankfulness. To cherish everything we got, to thank everyone who helps us.

There are 25 typical cases for over ten years gathered in "Decade" . We can find that Xupin has been keeping exploring the presentation about "nothing" in modern-chinese style. It is possibly tentative, but it's fortunate that we have already been on the road and we shall move on.

It's an honor for me and Xupin for inviting Professor Chen GuangYao who is respected and gets countless reputation in design circle to preface for "Decade" . We really appreciate his encouragement which is driving source for insisting on original design.

This book is dedicated to my beloved family and friends who love and respect original works.

Jiang Guoxing

September 2016

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松山行足道

水云间·茶会所 Shuiyunjian·Tea Club

项目名称：水云间·茶会所

项目地点：新疆乌鲁木齐

建筑面积：460 m²

主要材料：黑色花岗岩、火山岩、海藻泥、鹅卵石、米黄洞石

主案设计：蒋国兴

空间摄影：吴辉（牧马山庄空间摄影机构）

Project name: Shuiyunjian · Tea Club

Project location: Urumqi, Xinjiang

Building area: 460 m²

Main materials: The black granite, volcanic, algae clay, cobble, beige-cream travertine

Project designer: Jiang Guoxing

Photograph: Wu Hui (Graze horse villa photograph organization)

因为参加了视觉空间“本生行”改变了自己多年来的工作态度，同时也收获了一个自己喜欢的案子——水云间·茶会所，在此由衷感谢“本生行”。

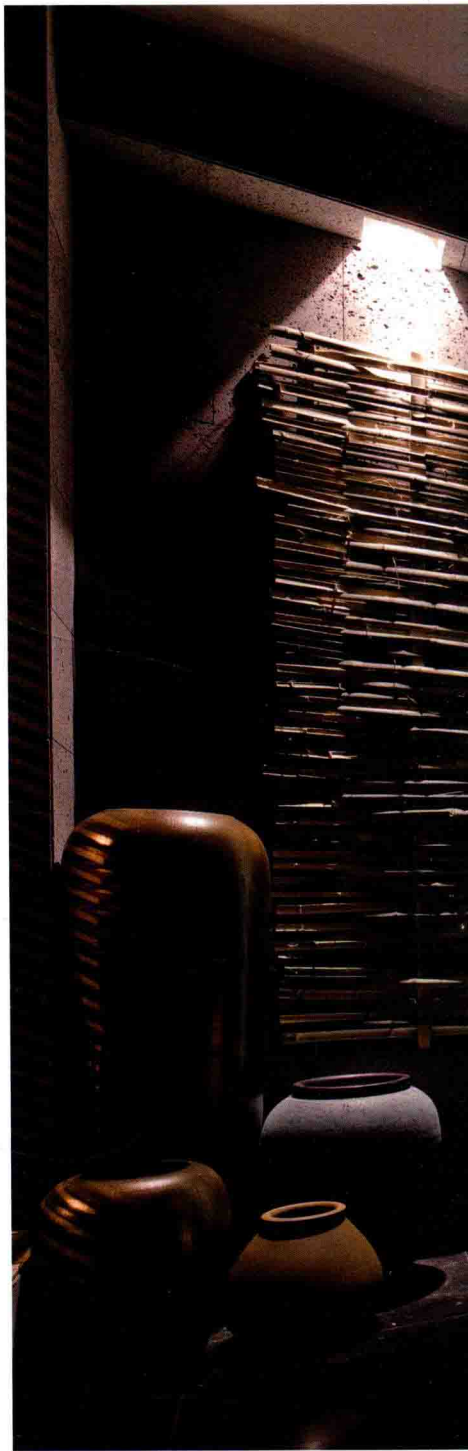
水云间的设计过程异常顺利，从北京飞乌鲁木齐的飞机上，用2个小时就完成了方案，但接下来与设计师的沟通用了5个小时，与业主的沟通用了2个小时，表现图前后修改了三次，也是本人第一次让设计师修改表现图，颇感抱歉。

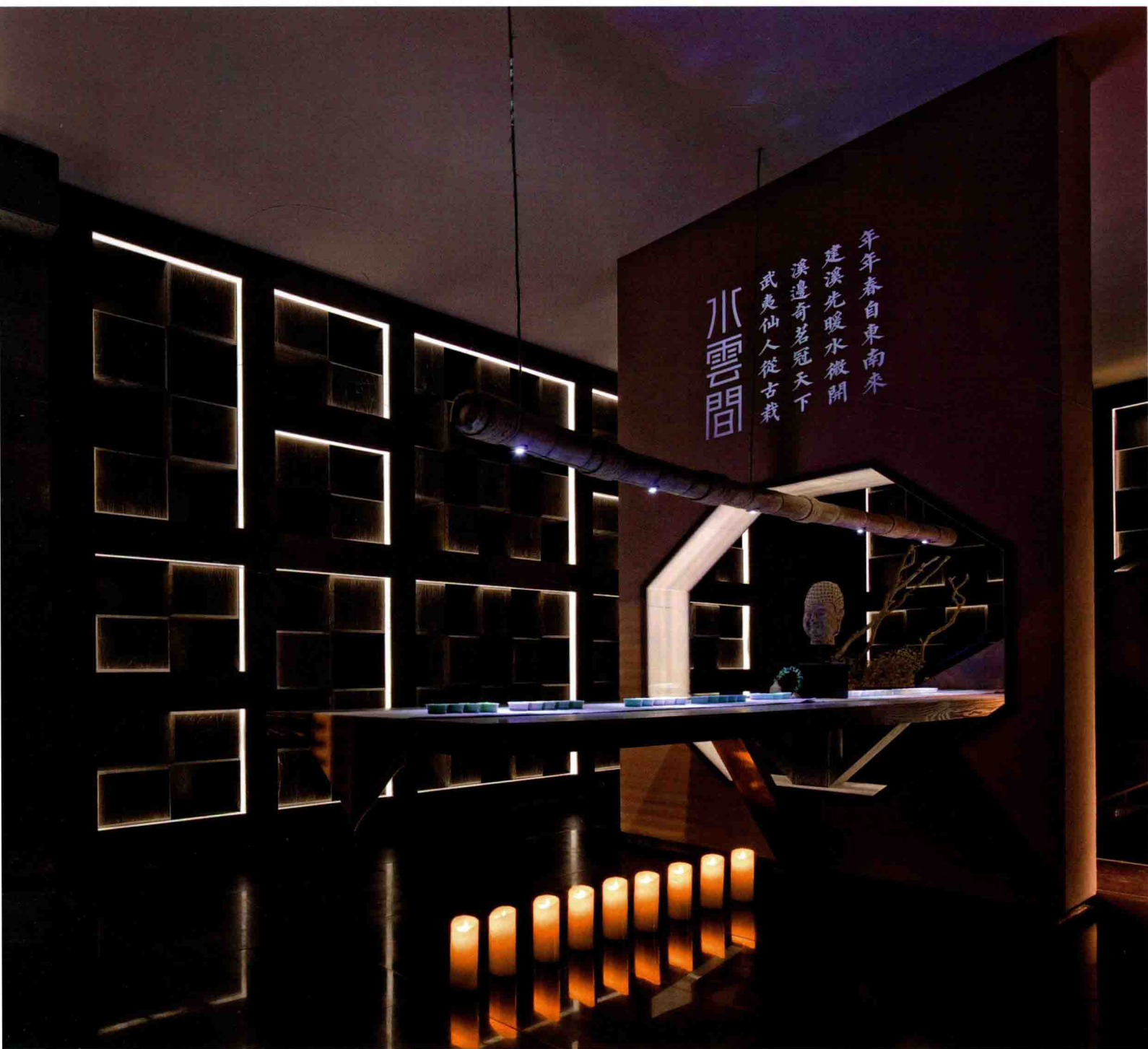
以下三段是水云间设计的关键语：

1. 周敦颐读书修行的月岩洞，大自然鬼斧神工地下留下如此震撼之天坑，拾级而上，头顶云彩飘飘，平步青云的那种喜悦油然而生。

2. 曾国藩故居也许是本人见过的最喜欢的中式建筑，明式的纤细做了加法，清式的细节做了减法。导游说过：过低的八角门来形容为官的低人一等及生意上的八面玲珑！我深深地将此记在心中。餐厅桌椅底下一面镜子反映了此物必是曾家的细节，也稍稍让人感动。

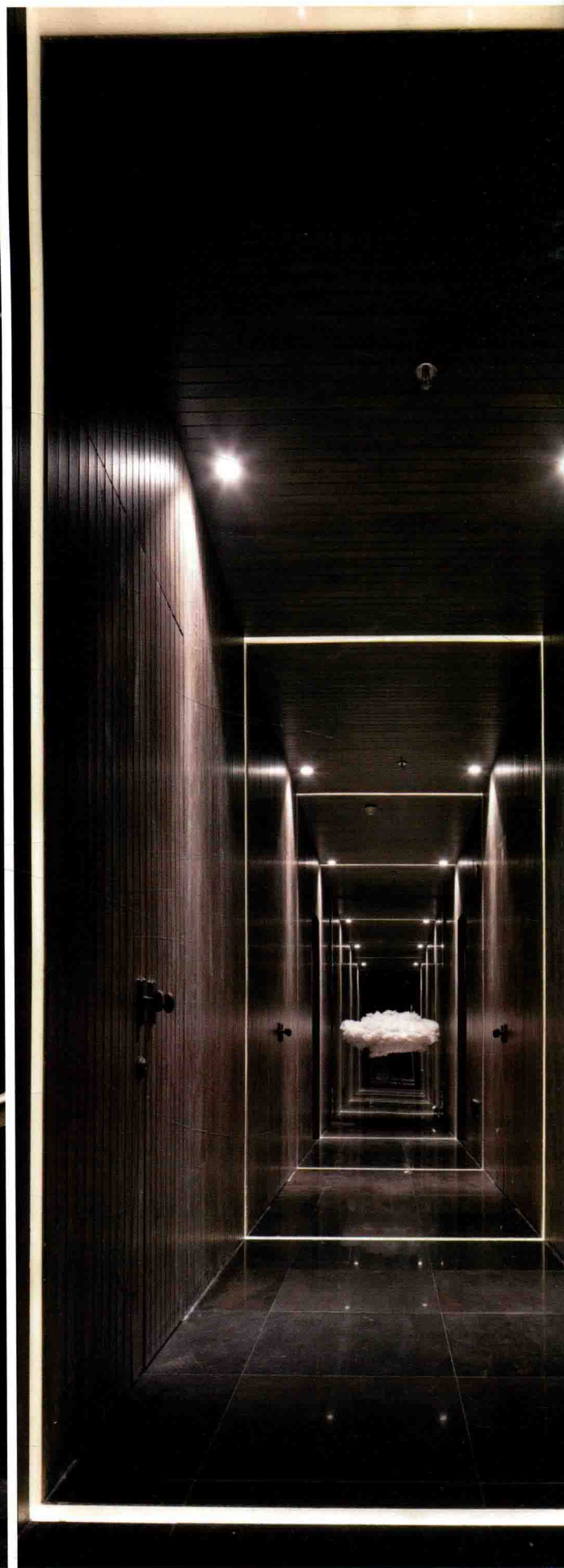
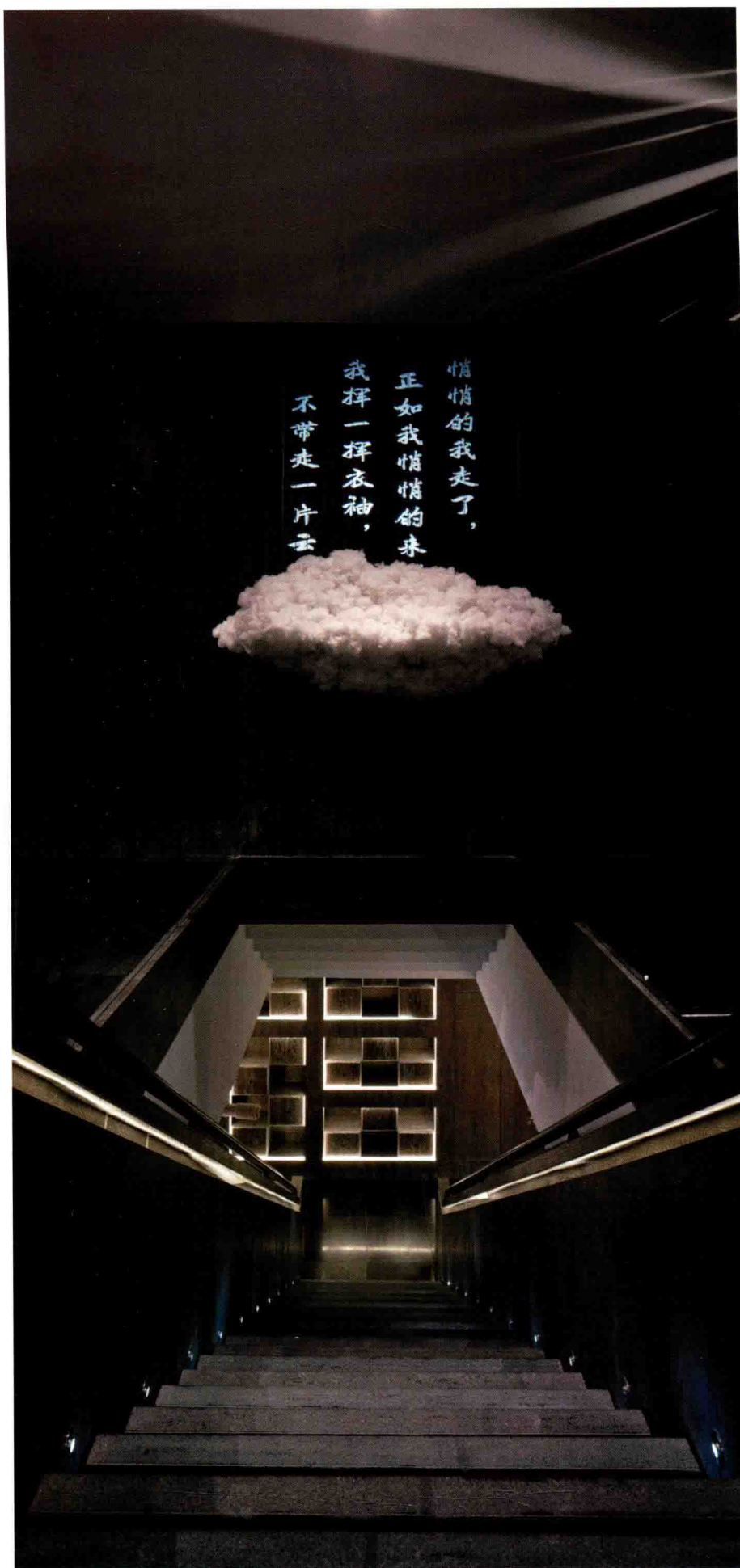
3. 徐志摩的美文：轻轻的我走了，正如我轻轻的来；我轻轻的招手，作别西天的云彩。那河畔的金柳，是夕阳中的新娘；波光里的艳影，在我的心头荡漾。软泥上的青荇，油油的在水底招摇；在康河的柔波里，我甘心做一条水草！那榆荫下的一潭，不是清泉，是天上虹；揉碎在浮藻间，沉淀着彩虹似的梦。寻梦？撑一支长篙，向青草更青处漫溯；满载一船星辉，在星辉斑斓里放歌。但我不能放歌，悄悄是别离的笙箫；夏虫也为我沉默，沉默是今晚的康桥！悄悄的我走了，正如我悄悄的来；我挥一挥衣袖，不带走一片云彩。





年年春自東南來
建溪先暖水微開
溪邊奇茗冠天下
武夷仙人從古栽

水雲間



I sincerely appreciate “Ben Sheng Hang” , for the reason that I have changed my attitude toward my job by attending Visual Space “Ben Sheng Hang” , and gotten a good project- “Shuiyunjian•Tea Club” at the same time.

The design process of the project is smooth, I completed the project for 2 hours on the flight from Beijing to Urumqi city, then I communicated with the designer for 5 hours, with the owner for 2 hours. During the whole process, the drawing was modified in three times. This is the first time I let the designer modify the drawing, I feel so sorry...

The following three sections are the keywords of the project:

1. The Yue Yan hole where Zhou Dunyi did academic research is a miraculous natural pit. People will see charming fluttered cloud and feel successful on social life.

2. The former residence of Zeng Guofan is probably my favorite Chinese architecture that I had ever seen. It simplifies the slender elements of Ming-style, and enriches the details of Qing-style. The local guide says: “The short eight-angle door suggests humility of a statesman and the flexible of a businessman. The detail that the mirror under the dinner desk symbolizes the possession of owner is impressive.”

3. A poem of Xu Zhimo:

Very quietly I left
As quietly as I came here;
Quietly I wave good-bye
To the rosy clouds in the western sky.
The golden willows by the riverside
Are young brides in the setting sun;
Their reflections on the shimmering waves
Always linger in the depth of my heart.
The floating heart growing in the sludge
Sways leisurely under the water;
In the gentle waves of Cambridge
I would be a water plant!
That pool under the shade of elm trees
Holds not water but the rainbow from the sky;
Shattered to pieces among the duck weeds
Is the sediment of a rainbow-like dream?
To seek a dream? Just to pole a boat upstream
To where the green grass is more verdant;
Or to have the boat fully loaded with starlight
And sing aloud in the splendour of starlight.
But I cannot sing aloud
Quietness is my farewell music;
Even summer insects help silence for me
Silent is Cambridge tonight!
Very quietly I take my leave
As quietly as I came here;
Gently I flick my sleeves
Not even a wisp of cloud will I bring away.



水雲間

年年春自東南來
建溪先暖水微開
天下