

中国最新顶尖售楼处

# China New Top Property Sales Office

深圳市创扬文化传播有限公司 编



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二万五千个不同户型的等待，何必一生  
只为一个家

大连理工大学出版社



TU247.9/4

2008

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赵欣 译

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图书在版编目(CIP)数据

中国最新顶尖售楼处: 汉英对照 / 深圳市创扬文化传播有限公司编; 赵欣译. — 大连: 大连理工大学出版社, 2008.5

ISBN 978-7-5611-4058-1

I. 中… II. ①深…②赵… III. 住宅—建筑设计—中国—汉、英 IV. TU241

中国版本图书馆CIP数据核字(2008)第042113号

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出版发行: 大连理工大学出版社

(地址: 大连市软件园路80号 邮编: 116023)

印刷: 利丰雅高印刷(深圳)有限公司

幅面尺寸: 230mm × 300mm

印 张: 21

插 页: 4

出版时间: 2008年5月第1版

印刷时间: 2008年5月第1次印刷

策 划: 袁 斌

责任编辑: 刘 蓉 张 泓

责任校对: 刘冠楠

特约编辑: 张长江

封面设计: 温广强

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ISBN 978-7-5611-4058-1

定 价: 270.00元

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E-mail: dutp@dutp.cn

URL: <http://www.dutp.cn>







## Preface 前言

As a designer who is one of the earliest to contact with real estate industry, I am very glad to preface to this book; it is also my pleasure. With the rapid economical development of the society, people's request for "home" becomes more and more, and the choices are also more than before. If every real estate project wants to draw people's attention, then the real estate sales office should turn into an attractive scenery. Everyone said that the real estate sales office is the first "face" of real estate project. It is a "miniature" of the product. But I think that the real estate sales office likes an "image representative", which is the most important and special viewpoint. It indicates the design idea of the project, and is the best one which can exhibit the characteristics of the project. So when the competition of real estate industry is becoming increasingly fierce, the sales center being as the representative image of real estate, exhibits the sale's functional image through showing the developer's original idea. The developers who are farsighted pay more attention to the sales office's cultural grade, living and fashion guide, through the creation of space atmosphere, the expression of developing idea, have fully expressed the situation of the whole project's construction, thereby influenced the potential consumer's purchasing desire, leaving a profound impression to the purchaser. A successful sales center is the notable character of the real estate whose developing idea is very mature.

At present, with the development of construction industry, there are a lot of excellent sales offices came forth in our country. This book collected some representative productions, therefore, I hope readers can get more design inspirations from it, and also looking forward to more excellent productions designed by young designers will emerge continually.

作为国内较早和房地产项目打交道的设计师，我很高兴能为本书作序，并感到非常荣幸。在经济迅速发展的社会，人们对“家”的品位越显高尚，选择也逐渐增多，所以房地产项目中要想吸引大众的眼球，售楼处就成为了当中的一道亮眼的风景线。

都说售楼处是房地产项目的第一张“脸面”，是产品本身的一个“缩影”，而我觉得售楼处更像是一位“形象代表”，是作为房地产项目推介销售活动中一个极为重要和特别的窗口和视点，它体现着项目的设计理念，是最能彰显项目气质特色的地方。所以随着房地产市场竞争的日趋激烈，销售中心作为楼盘形象的前哨，开发商更是通过独具匠心的创意，形象展示其销售功能。有远见的开发商更是逐渐重视售楼处的文化品位、生活以及时尚的引导，通过空间氛围的塑造，开发理念的演绎，充分传达了整个楼盘建设的项目定位，从而感染以及影响潜在的消费者的购买欲望，给购房者留下深刻的第一印象。一个成功的售楼中心是一个有开发理念的成熟楼盘非常显著的形象特征。

目前，建筑业蓬勃发展，我国已涌现出一批十分优秀精彩的售楼处建筑作品，在本书中，更是汇集了许多具有代表性的作品。因此，希望读者可以在本书中得到更多的设计灵感，也真切期待国内年轻一代的设计师们更多、更好的佳作不断地涌现出来。



**Fu Jun** (professor interior architect)  
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## Sales Office Design—More Lonely than Fireworks

With the development of real estate, more and more professional designers were chosen by the commercial minded developers to design sales office.

During the designer's career time, in addition to the exhibition design products, maybe sales office is his shortest existed products.

Its short existence proves that, beauty is always transient. Just because of its transience, it inspires designer's passion, to make the space's atmosphere more perfect and more beautiful.

If you just want to design sales office as a beautiful place, it will be an easy target to achieve, because the developer doesn't lack of money to buy some visible things. But if you want to spend money on constructing a beautiful and enjoyable space, it will be a hard work. During the time when constructing the sales office, some invisible things also have some significant influence over it, for example, how much the developer intervenes during the design and construction process; whether the project can bring into practice combined with the local people's aesthetic grade at that time, the consumption concept and habit of the space user, and the popular cultural customs, etc. When the designer considers these factors, he always hesitates. A suitable idea's production, not only relies on the moment of inspiration's emersion, but also relies on the brainworker's long-term thoughts, and relies on whether the participants have the willpower to carry out these thoughts continually during the thoughts' realization process.

**The design of sales office space needs to pay attention to some factors as follows:**

1. Movement line: the activity area and relax area needs to be separated reasonably. The talking area needs to be quiet and comfortable; the reception area should be near the main entrance, for bringing convenience to sales people to contact with customers early. The model exhibition area is the place where the visitors most interested so from exhibition area to talking area should be convenient. The movement line between the model area and the show house should have the division function, and the movement line for the special time of queuing and subscribing also should be considered.

2. Proportion: the height and size of the space should have the primary and secondary contrast, and the proportion should be suitable.

3. Stratification: changeable stratified space will enhance sales office space's enchantment. It is not only suitable for indoor space, but also suitable for visual angle through window to see indoor space from outdoor space. So during the night, the feeling of sculpture formed by the light of sales office is an important factor to constitute the city's image.

4. Light: the exhibition area always needs light more than 700lux but the talking area only needs 300lux.

5. Expression: region model tends to be hung on the wall. The sales department likes to express their selling points by this means and drawing slogans is also very common. So it needs to pay attention to reserved space for fixation of the wall.

6. Surprise: it is very common that the unexpected surprise is what the sales department wants to express, which is similar to modern hotels. The consumer always needs some new surprise, and then feel the joy of spending money.

In any case, the sales office can not get rid of the character of being a provisional architecture. Please imagine that, how can you feel if an elaborate design disappeared less than one year. Besides admiring the great of capital and the changing of space-time, what else has left?

Just like the fireworks in Shenzhen's "World's Window" festival's night, they were resplendent only in a moment, cleared away in no time and disappeared in the air rapidly.

## 售楼处设计——它比烟花寂寞

房地产的旋风刮过，越来越多的职业设计师被商业嗅觉灵敏的开发商选中，进行售楼处的设计。

在设计师的职业生涯里，最短命的设计作品，除了展览设计，很可能就是售楼处了。

它的短命印证着一句话：美丽总是短暂的。就是因为短命，反而激起设计师的热情，把空间气氛渲染得更加极致，让它显得更加美丽。

如果把售楼处的设计目标设定为好看，那是一个比较容易达到的目标，开发商不会缺钱去买一些看得见的东西。但是，要花钱去建一个既好看又有点意思的空间，恐怕就不太容易。售楼处项目的实施过程中，看不见的东西对它的影响也显得举足轻重，例如：开发商对设计过程以及空间生成过程中干预水平的高低，施工实施技术的可能性，当时当地的审美水平，空间使用者的消费观念及习惯，大众的文化习俗等等。当设计师在梳理这些影响着空间生成的力量的时候，往往显得难以权衡取舍，犹豫再三。一个合适的主导意念的酝酿生成，并不仅仅依赖于灵感爆发的那一瞬间，而是脑力劳动者经过长期的思想斗争锤炼出来想法，并依赖于参与者在实现想法的过程当中，是否具有足够坚决贯彻执行的意志力。

**售楼处空间设计需要注意考虑如下因素：**

1. 动线：动静分区安排合理，洽谈区需要安静舒适，接待区宜靠近主入口，方便销售人员第一时间接触客户，模型展示区将是访问者最感兴趣的去处，从展示区到洽谈区要有便捷的流线，看完模型后去看样板房的动线将对空间起到分割的作用，排队认购签约等特别时段的动线也需要计划在內。

2. 比例：空间的高低大小要有主次对比，比例要适当。

3. 层次：移动变化的层叠空间将增添售楼处的魅力，这种移动角度的获得不仅仅在室内，同样也适用于从室外透过窗户看入室内的视角，因为售楼处在晚上的夜景灯光雕塑感觉也是构成当地城市意象的重要因素。

4. 灯光：展示区域往往需要700lux以上的照度，而洽谈区的照度仅需300lux。

5. 表达：区域模型有被挂上墙的倾向，销售部门喜欢有地方表达卖点，喷绘口号是常见做法，所以需要特别考虑固定墙面的预留。

6. 惊喜：情理之中，意料之外的喜悦是售楼处要表达的，这一点和时尚酒店有点类似，消费者永远需要新鲜的刺激，从中感受到花钱的快乐。

无论如何，售楼处都摆脱不了临时性建筑的这个特点，请想像一下，过不了一年的时间，精心的设计转眼便灰飞烟灭，那是一个怎么样的感觉？除了感叹资本的伟大，时空的变换，还有什么？

就恰如深圳“世界之窗”节日夜空里的烟花，一刹那的灿烂，转眼就散去，消失在空气之中。

Chen Ying

Shenzhen UCSGROUP Interior Design Architects Co.,Ltd.

陈颖

深圳市秀城环境艺术设计有限公司







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# Chengdu Lonhu King Land Sales Center

## 成都龙湖晶蓝半岛销售中心

地点：成都  
面积：610平方米  
设计师：李益中 沙千帆  
设计单位：深圳市派尚环境艺术设计有限公司

This sales center is a rectangular space, 5.5 meters (net) in height after the air-conditioner is set, and 41 meters in length. The designer lifts the last pole 68cm up in designing the plan, making it a rest section. This simple change levels the sales space getting rid of narrow and long look at the same time. What's more, a setting of bar is designed accordingly taking good advantage of this change in height.

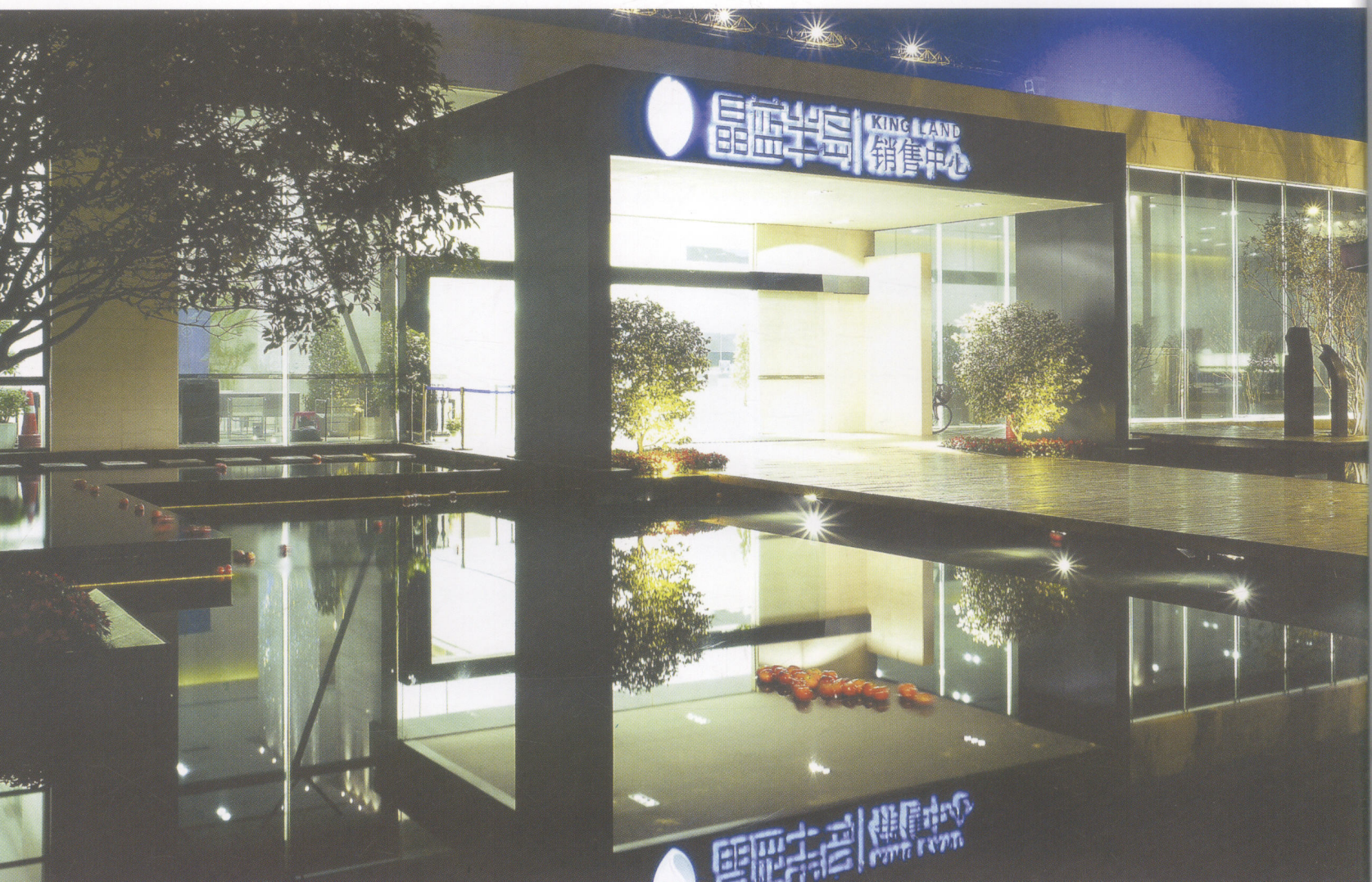
The wall that faces the main entrance is a theme wall, on which the designer didn't set the characters with the name of this building, but with the logo of Lonhu Real Estate and the ads line of "Be nice to your whole life". This line is stuck onto the surface of the marble wall with stainless steel characters, which looks exquisite and aesthetic, revealing the corporate spirit of Lonhu.

The wall cladding of the overall sales center is beige French wood-grain stone, which along side with good lighting design creates a pure and elegant space interface. In the choice of furniture, more emphasis is put on the elegance of the hue and the refinement of the manual work. A black stainless steel light hangs above the sales center, zigzagging like a dragon. Dark gray rolling curtains present a modern look. The key of the overall space is modern, gentle, tidy and elegant, which echoes very well with the characteristic of the buildings of King Land.

该销售中心是一个长方形的空间，吊完空调等设备之后净高5.5米，长41米。在设计平面时，设计师将最后一个柱距抬高68厘米设为休息区，这样简单的空间标高的变化，使这个销售空间有了层次，不再显得狭窄和冗长。同时恰当地利用这个高差变化，设计成水吧的背景，一举多得。

主入口正对的墙面是主题墙，设计师没有设楼盘名称，而是用了龙湖地产的标志和那句广告语“善待你一生”。这句话用不锈钢字贴在大理石墙上，精致、美观，道出龙湖的企业精神。

整个销售中心墙面用了米色的法国木纹石，辅以良好的灯光设计，营造了纯粹、典雅的空间界面。在家具的选择上，力求色调高雅，做工精致。黑色不锈钢制作的大型灯具悬挂在销售中心上空，折线形，像一条龙。窗帘选用了深灰色的卷帘，颇具现代感。整个空间的基调是现代、温情、洁净而高雅，和晶蓝半岛的楼盘气质相得益彰。













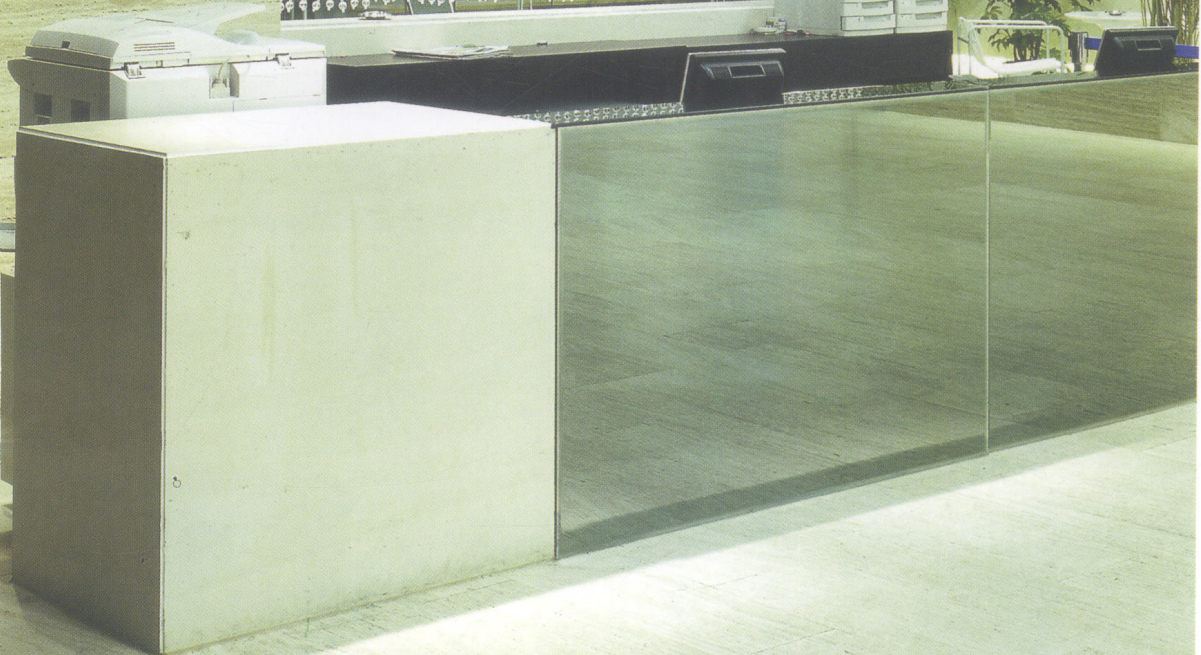
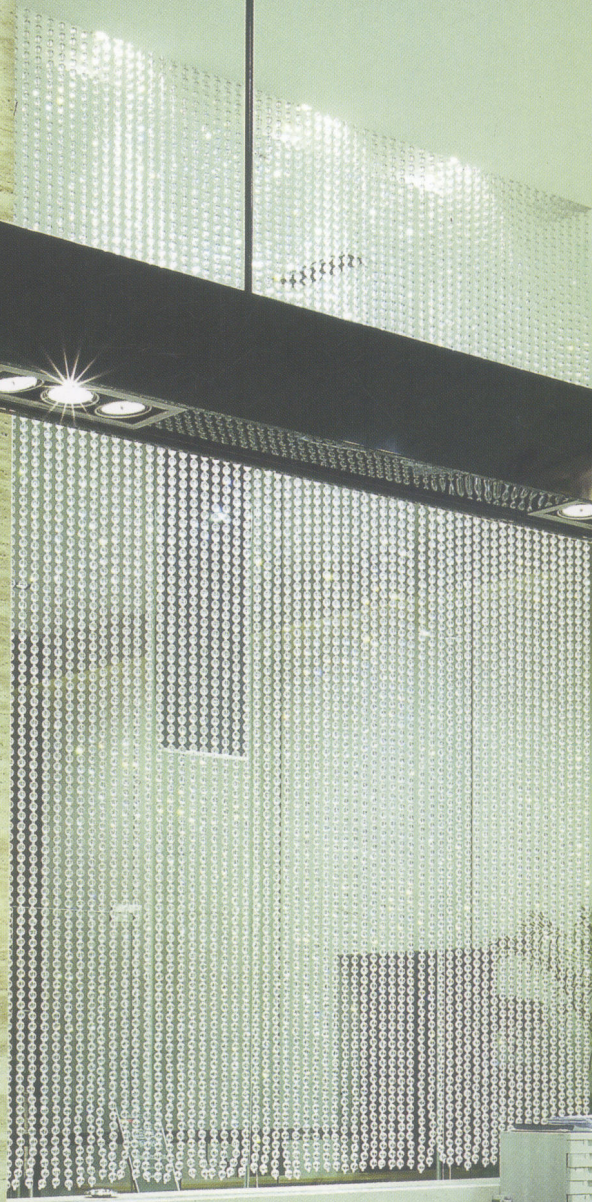
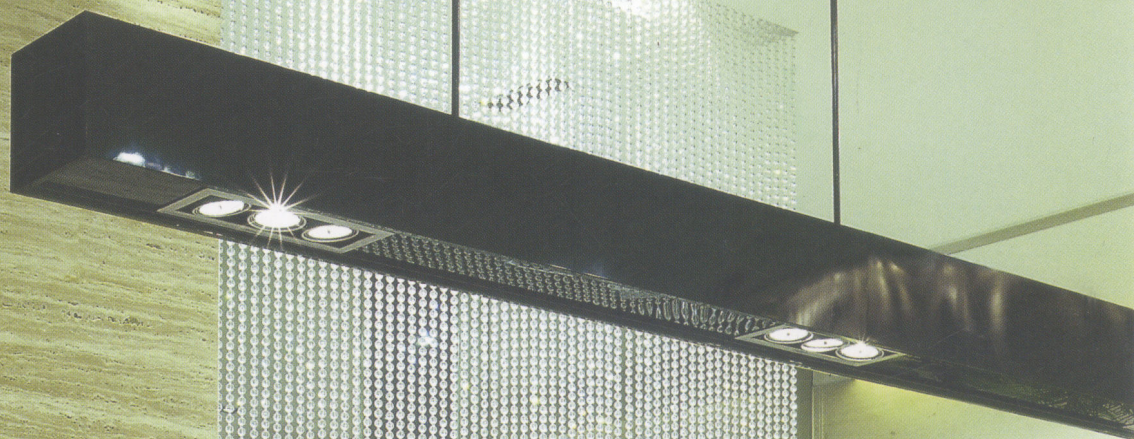






晶蓝半岛  
KING LAND

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