

# IA *Interior Architect*

韩国建筑世界 编  
李 信 翻译 潘 猛 译校



东南大学出版社

韩国室内设计 2  
IDAS Design

**IA** *Interior  
Architect*

韩国建筑世界 编

李 信 翻译 潘 猛 译校

# 韩国室内设计 2

**IDAS Design**

东南大学出版社

简体中文版由韩国建筑世界株式会社授权  
著作权合同登记号 图字: 10-2002-102 号

图书在版编目(CIP)数据

韩国室内设计 2 / 韩国建筑世界编; 李信译. —南京: 东南大学出版社, 2002. 10  
(韩国室内设计)  
ISBN 7-81089-138-3

I. 韩... II. ①韩... ②李... III. 室内设计—作品集—韩国 IV. TU238

中国版本图书馆 CIP 数据核字 (2002) 第 081250 号

出版发行: 东南大学出版社  
出 版 人: 宋增民  
策 划: 曹胜玖 陈 桦  
责任编辑: 王 玮  
地 址: 南京四牌楼 2 号  
邮 编: 210096  
印 刷: 深圳中华商务联合印刷有限公司  
经 销: 江苏省新华书店  
开 本: 222 mm × 245 mm  
印 张: 10  
字 数: 300 千  
版 次: 2003 年 3 月第 1 版  
印 次: 2003 年 3 月第 1 次印刷  
定 价: 88.00 元

## 序

- 4 李东原 / 21 世纪的空间设计概念  
Lee, Deong won / Concept of 21st Century Space Design
- 6 Kwon , Young gull / 开创未来空间环境设计的 IDAS  
Kwon , Young gull / Corporation ready to initiate future spatial design, IDAS

## 作 品

- 10 韩国美容教育中心 / Korea Hair Education Center
- 16 Mir 牙科医院 / Mir Dental Hospital
- 28 Cheongdamdong 公寓 / Cheongdamdong Y's Apartment
- 36 Luna 影视乐园 / Luna Park DVD
- 42 美容院 / Beauty Expression Hair Shop
- 48 Ahn's 牙科诊所 / Dr. Ahn's Dental Clinic
- 54 瓦拉酒吧 / Vara Bar
- 60 Sam 牙科诊所 / Sam Dental Clinic
- 66 勒克桑 / Luxon



72	E—地带牙科诊所 / E—Zone Dental Clinic
78	Sale E Pepe
84	Hausbrandt Yeoksam 咖啡馆 / HAUSBRANDT Yeoksam Branch
92	Hausbrandt Mokdong 咖啡馆 / HAUSBRANDT Mokdong Branch
98	Dooson More 牙科诊所 / Dooson More Dental Clinic
104	Hamquehanen 牙科诊所 / Hamquehanen Dental Clinic
112	艺廊牙科诊所 / Dental Clinic The GALLERY
118	Kim Hyun 美容店 / Kim Hyun Hair Clinic
124	Namyang 我与美丽家园 / Namyang i—Good House
130	国立大学纪念碑 / Seoul National University Main Building
134	梦想牙科诊所 / Dream Dental Hospital
144	Mirae 牙科诊所 / Mirae Dental Clinic
150	Charm 牙科诊所 / Charm Dental Clinic
158	年表 / Chronology
160	简历 / Profile



## 21 世纪的空间设计概念

21 世纪的空间设计不仅仅包括传统概念上的室内设计，还应包含其他一些视觉设计，所有的视觉形象都应由设计师进行系统的设计，才能得到真正具有整体美感的空间环境。

为了体现空间环境的整体性，IDAS 公司为客户提供一套完整的空间环境设计方案，其中包括建筑设计、室内设计、结构改造设计、展示设计、家具设计、整体环境形象设计、电脑图形设计以及相关网站设计等。

21 世纪的到来给空间环境设计赋予了新的定义，IDAS 设计公司不仅努力为客户提供专业的设计策划，更希望与客户共同探索设计的新境界。成功的策划来自对客户全面的了解，首先我们会从社会文化因素的角度分析客户的需求，如人体工程学和生态环境学的因素等等；其次从社会经济因素方面进行分析，如企业识别系统及企业营销策略等等；最后则从目前的设计潮流入手，了解客户的审美取向。通过系统完善的设计策划和周到的客户服务，我们完全有能力为客户提供一流的设计方案。

由 IDAS 信息媒体设计公司、Interval 公司和 Muzcast.com 公司三大板块为主体的 IDAS 设计公司不断向自我挑战。在成功地完成了纽约的设计项目之后，我们果断地投身国际设计市场以期提高韩国设计的国际竞争力。与此同时我们为韩国年轻设计师提供良好的学习与工作的条件，希望提高韩国设计师的设计能力。相信这些富于创新精神的年轻设计师会为公司注入新的活力，也使 IDAS 的个性化设计在韩国乃至世界上保持领先地位。

从真实的生活空间到网络上的虚拟空间，IDAS 设计公司努力通过完整的设计服务提升空间的品质。IDAS 设计公司不仅要成为国际化的专业设计组织，还要努力振兴韩国的设计文化，带领韩国设计界迈向光辉灿烂的 21 世纪。

IDAS 设计公司执行总裁 李东原(Lee Deong won)

## Concept of 21st Century Space Design

The completion of space cannot be accomplished only by interior but every off-line elements and every imaginary space must be one in order to have a real meaning of space design.

In order to make complete space and environment Idas Inc. gives a synthetically systematical service consisting of architectural design, interior, remodeling, exhibition design, furniture design, display, identity design, computer graphic, web-design, internet contents development, etc.

Especially, in order to achieve the ideal of a 21st century design frontier, Idas Inc. have a professional planning process. We start with analyzing the client's demand through examining the social-cultural factors such as human form, sensibility, ecology environment, etc., economical factors such as marketing, CI, BI, etc., and the latest design tendencies. Also, by going through strategic and systematical design planning and consulting process, we offer total design service taking responsibility in both the outcome and post relationship.

Also, Idas Inc. consists of Idas Communication Inc., Intervalue Inc. Muzcast.com Inc. After the New York project we decisively plunged into the international market lifting the design competitiveness of the domestic market. We are also striving for in-house training and design research. Idas Inc. puts each of the designer's individuality into the project, tries to show freshness and differentiation, puts effort in enlarging the domain of space design and lifting the quality of it.

Through the whole design service, Idas Inc. tries to lift the quality of life from Real space to Virtual Space. Also it tries to resuscitate as a internationally professional design group as well as leading the Korean design and space culture.

CEO of IDAS Lee, Dong won

# 开创未来空间环境设计的 IDAS

Kwon, Young gull 教授 (汉城国立大学设计学院)

我在大学从事设计教育已经二十多年了,我的学生来自韩国社会的各个阶层,我也曾经与众多的韩国设计公司有过直接或间接合作,因此我自认为对韩国设计目前的发展状况还是相当了解的。无可否认的是目前的空间环境设计还是以商业性目的为主,社会经济因素对空间设计的影响要远大于社会文化的影响。

多年来,我从未间断过对设计发展前景的思索与探讨,出版了一系列以未来设计为主题的著作,我尝试借鉴自然科学发展的经验,以更科学的态度评价设计学科的未来。通过专业著作和学术报告,我将一段时间以来关于“空间设计”变化趋势的论点整合在一起,为听众和读者描绘了一幅完整而清晰的空间设计的前景。

我与 IDAS 公司的决策层和普通设计师都保持着密切的关系,这让我能够相对客观地评价 IDAS 设计公司这些年来的发展与繁荣。从 IDAS 公司白手起家时我就一直与该公司一起面对各种考验与挫折,现在 IDAS 已成为一家十分成功的朝气蓬勃的设计集团公司。我认为 IDAS 的成功不仅在于它创造了无数极富个性的造型与形态,更在于他们突破时间、空间和文化的局限探索未来设计的积极态度。

我认为未来的空间设计将受到以下四个方面因素的影响:“以人为本”的设计思想;以“个性化文化”为特色的 21 世纪;数码技术与现代设计的关系;生态设计思潮的可持续发展本质。

首先,空间设计中最关键的因素是“以人为本”,未来的设计应当将人作为首要的因素来加以考虑,而不是目前的经济和技术因素。以

规模和经济为中心的设计理念必将转变为更加人性化的设计。

目前大工业生产模式的过度理性化限制了空间设计师的灵感,设计的对象不是使用者而是材料与造型,这个现象在以盈利为主要目的设计公司中尤为严重,他们越来越背离人性化设计的理想。相比之下,IDAS 公司则注重同时满足审美、消费心理和技术的需求,在满足空间环境物质功能的基础上同时关注空间的精神功能。

其次,与目前的“信息社会”相比,21 世纪将是文化空前繁荣的世纪。信息社会的特征是全球化和国际化,而“文化社会”的 21 世纪则将开始重视民族性和个性化,这里所说的“文化”应该同时涵盖社会经济和技术因素。“信息社会”的全球化特点是毋庸置疑的,但同时人们也越来越意识到保持地域文化个性的重要性。在这种氛围下,空间设计开始注重文化因素,特别是地域文化的特征。

因此对于韩国的空间设计体系来说存在两种风格:传统风格及现代韩国风格。现代建筑体系认为可以利用传统风格的融入来克服现代风格中的历史割裂性,因而诞生了所谓现代韩国风格,它将现代主义风格与韩国的传统风格加以融合。今天,空间设计已经不仅仅是传统意义上的建筑及室内设计,建筑空间是我们文化环境中的一个重要组成部分。从这个角度上讲,IDAS 公司始终努力用现代的表现手法阐述传统的文化架构,并试图从哲学角度探索不同功能的空间之间的相互关系与影响。IDAS 公司在韩国,乃至整个世界的范围内成功地展示了现代韩国的空间设计风格。

# Corporation ready to initiate future spatial design, Idas

Kwon, Young gull(Professor for Design Division, Seoul National University)

Over 20 years has passed since I first met college students as a professor. I personally experienced various people from different strata of society, distinguished corporations, directly and indirectly, and how a design field in Korea has developed so far. All of them, I realized were closely related to a current of the world. However, nobody deny a current situation where spatial design is serving as a tool for pursuit of profits of corporation under capitalism.

In this regard, I tried accepting phenomenon and paradigm of natural science, which are newly surfacing or foreseen in books dealing with a near future in terms of design. I also structurized fragmentized knowledge about future and emphasized them through my writing and lecture, which helped to view changed sphere of 'spatial design' and interactional frame between them. That's why I am expecting much from Idas Inc.

My relation between master and disciple enabled me to stay near a real history of Idas Inc. from its start-up to now objectively. For the early period, I was with Idas until it started from the scratch, willingly took the risk of adventurous journey, went through frequent trials and errors, and finally established its esteemed image as creative and young corporate body. In this part, I would like to value their positive and aggressive attitude to seek for the future and novelty beyond limited conditions rather than various image and individuality they succeeded in formulating, because the former much agrees to what I pointed out through different routes.

First of all, the first consideration in planning space is human-centered design. The near future will bring 'human' issue, for sure, as a priority affecting us considerably more than economy and technology. Attitude of spatial design toward human life will be changed into a way it embraces different and specified aspects of everyday life from the previous trend dealing with issues in a social level. That means scale & economy - centered design is changing into quality & human-oriented design.

But realities buried interests of spatial designers under prevailing logics of Industrialism and blocked them from pursuing not physical materials but human. That is still seen in spatial design-related companies. Idas Inc. has put much importance in meeting aesthetic, psychological and technical demand as well as physical, functional and technical one. Idas is seemingly pursuing various styles, as seen in design outcomes, which can be regarded as consideration not for physical factors but for psychological ones. Setting physical factors as the first objects for design can be interpreted as neglection of ultimate goal of design.

Second, it is cultural aspect. There has been referred that 21st century will open 'culture-oriented era'. When we prospect the future of culture environment in the current information-oriented society, great stream of future international society will be expected to move to the increase of the interest of 'nationalism' as well as of social economy and technological environment. The era of information requires people to recognize the status of a cosmopolitan but also the value of an individual. Which shows that culture, especially specialized value of regional culture, increases its importance under the simultaneous situation with globalization and localization. Therefore, keeping up with this direction and speed of the change, spatial design also assimilates culture, energy of human life, and takes shape of new paradigm that involves characteristics and distinctiveness of region.

This shows two different views of our space - tradition and Korean style. From the perspective of modern architecture, tradition is the effort to overcome its broken history because it considers the modern architecture as discontinuous, while Korean style is to comprehensively solve problems with the positive view as it thinks it as continuous. Today the identity of our space is not to build only traditional space, but to consider the space concept of modern buildings as an actual matter in our cultural circumstances and then to put our efforts to solve it. From this concern, Idas tries

民族文化要想在 21 世纪有所发展，不可避免地要经历国际化的过程。我们有理由相信通过 IDAS 公司的努力，韩国的空间设计会日益受到全世界的瞩目。

第三点，数码科技的发展也极大地影响了空间设计存在的形态。与数码技术的高度时效性相适应，未来的空间设计的周期会愈加缩短，其材料也会愈加轻便通透。现代建筑的最大特征之一就是大量应用的透明建筑材料，透明材料组成的通透环境将空间中所有的组成因素一览无余地呈现在观众面前，空间的物理界限被打破，不同功能的空间相互渗透融合。消失的空间所产生的美感使人们的想象空间无限延伸，而这种所谓“消失的美感”正是人们在头脑中建立一个以物质空间为基础的精神空间的前提，因此现代空间具有更高层次的精神功能，这是传统的空间设计所远不能及的。

先进的数码技术营造的虚拟空间加速了现代空间设计的非物质化趋势，IDAS 公司设计的很多空间作品中也明显地带有这种精神化的特征。现实与虚幻、存在与虚无，数码虚拟空间与现实空间之间的区别愈加暧昧，这为 21 世纪的空间设计增添了些许科学幻想的色彩。

电子信息技术将人类从时间和物理空间的局限之中解放出来，空间的概念被重新定义，从固定到不固定，物质化到非物质化，永恒到短暂，笨重到轻盈，理性到感性，明确到模糊……未来空间表现形式的这些质的变化都与现代的科技发展的进程密切相关。一直以来，IDAS 设计公司对数码虚拟空间以及现实空间的设计表现出浓厚的兴

趣，IDAS 希望能够通过对它们系统和科学的研究为客户提供更加完善高效的服务，并创造出更富时代感的作品。

21 世纪面临着前所未有的环境危机，生态环境的急剧恶化迫使设计师重新审视环境、人类以及设计之间的相互关系。生态设计的思想就是在这样的背景下产生的，不同国家、不同种族的设计师们不约而同地开始反思设计的本质并在本土进行了一系列探索性的研究和实践：有机设计、节能设计、绿色设计、再生设计、可持续性设计……层出不穷的生态设计理念与思潮在一定程度上帮助人类积极面对巨大的环境压力。

IDAS 在内部空间中努力体现生态设计的特点，充分利用原有的地形与地势，将外界自然环境引入室内，质朴简洁的建筑内部体现了人与自然的融洽关系。生态设计思想在建筑设计中表现出来的是有机主义和自然主义，这可以帮助“贪婪”的现代人从追求“丰富物质生活”的怪圈中解脱出来，重新投入自然的怀抱，享受自然质朴的生活方式所带来的满足感和轻松感。我希望 IDAS 公司能一直遵循这样的设计路线，正确引导人们的消费意识和观念。

IDAS 是一个生机勃勃的年轻企业，在阳光下茁壮成长。它幸运地处于一个充满矛盾与冲突，也蕴含着无限机遇的时代。可以相信 IDAS 完全能引领韩国设计文化，同时也一定能走出韩国，在国际设计界树立起良好的企业形象，为弘扬韩国设计文化做出更大的贡献。



to interpret in modern way the configuration of the ground, traditional life-linked philosophy in housing space, medical space, and commercial space and to link it with space. It also does various efforts to show the Korean style through space interior and display in Korea as well as in the world over.

21st century is one that could not secure its originality if culture fails to become global. With the efforts of Idas, we hope that spatial design of Korea will be recognized and become popular in the world.

Third, it is the relation between digital-driven design and space. The spatial design in the future will show the trend to head for ephemeral and light more and more under the close relations with digital technology. In modern space for architecture, the transparency assimilating all solid ones into the space is frequently used as synonyms of simultaneity, interpenetration, fusion, and double-faced values and even the transparent materials such as synthetic products, glass, and plastic are actively utilized to combine spatial views. Which is the equivalent to 'aesthetics of disappearance' extending to unlimited space through transparency and intends to build again the place that consists of mental and social realities as space for life becomes concrete symbols.

Dematerialization trend of modern spatial design gets homogeneous and simultaneous in one side and it also becomes reiterated, multilateral and different in another. Space Idas designs also gets this characteristic, dematerialized characteristic of ambiguous distinction between actual and non-actual existence as the spatial design in the age of 'Image equals reality'.

The information-oriented wave by electronic technology releases human from restriction and limit of time and physical space, and reorganizes value of space this age heads for from fixed one to uncertain, physical to non-physical, heavy to light, perpetual to temporary, rational cause and effect to paradox, and definite to equivocal. Spatial design in the future will be reorganized in

accordance with the content of electronic world and the image of space will be shown this content.

Idas has potential enough to create a new space because it has great interest in digital space ranging from real space to virtual space to improve the quality of human life and supplies total services.

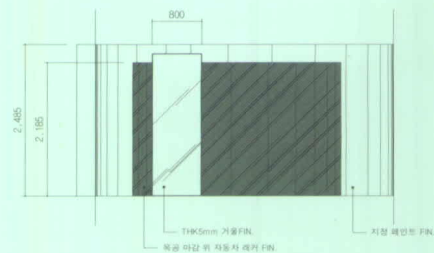
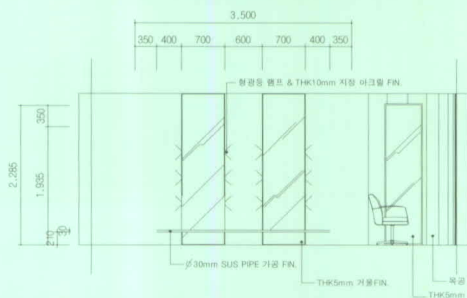
The last is ecology-based design. Environment friendly trend in spatial design appears as whole coexistence between a nature ecosystem, human life under that, and design. At first this trend wanted to get to know the design concept in Vernacular Architecture of each nation and region. However it is understood as various flow of eco-design such as organic design, Cheng-Chu Philosophy, cognition and behavior approach in modern design history, design movement to recover non-naturalism and non-humanism of tools, buildings and cities, the value transformation of design to energy-saving design with the advent of energy problems and green design as a practical form of environment-friendly design which does not settle down as a new paradigm of design after the modern age.

Idas is in the beginning to bring the nature into the inner space, to make use of the configuration of the ground, and to derive the design based on the organic relations between human, nature and construction space. But it helps future spatial design to continuously secure human society, to release human from ideology of greed under which human pursues 'life with abundance' and to pursue simple and satisfactory 'life of quality'. At this point I would like to encourage and give my hands to Idas.

Idas is a young business as a fresh fruits ripe under burning sun. It also has lots of thing to do in the course of a leader. But considering its efforts to prepare coming four great movements in spatial design, I make sure that it will be not only a leader of culture of design and space in Korea but also an international design-specialized company.







Elevation













kh<sub>2</sub>c 한국마용교  
Korea-Hair Edulca

L'ORÉAL  
PROFESSIONNEL

SYSTEM  
HAYASHI  
HAY-TEC KOREA

HINOKI SYSTEM

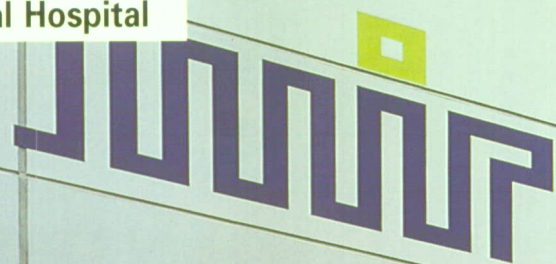
911 SYSTEM

HINOKI SYSTEM

911 SYSTEM



Mir 牙科医院  
Mir Dental Hospital



미르치과병원 MIR DENTAL H

