

居住空间

RESIDENTIAL SPACE

DESIGN COLLECTIONS

设计大典



公寓
别墅与办公室
APARTMENT
VILLA & OFFICETEL

03

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目 录

公寓样板房设计

朱京海/新化/室内设计	4
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公寓

现代公益城	14
大燕洞皇家公爵帝国	28
麻洞现代亥伯龙神	34
哈大三永白金双星楼	42
现代建筑智力画廊	50
洛特丘庇特城堡	58
光州宝生2区#	62
庆州永干大林公寓	70
光州宝生三永甜心之家	78
永京大宇梦幻世界	84
仁川丹阿大宇梦幻世界	90
安西贡多三永甜心之家	96

C O N T E N T S

别墅与办公室

邦当东洋快速和施工模范	104
哈大 威尔沙滩	112
哈兰洞 京河 里臣西亚	120
清潭洞 洛特黄金城堡	126
E-星别墅	134
屋久布车尔 第一别墅三期	144
清潭洞 大宇乡间豪华别墅	152
四大姆 大宇O别墅	158
邦巴洞 桑吉豪华别墅	164
麻坡现代海亚尔	168
汉城半坡的洛特住宅文化大厅	172
汉城半吧的辛库萨米公寓住宅改建工程	178
Sk哈大香草橄榄树, 釜山交洞	184

公寓样板房设计

Design for the Sample Apartment House

朱京海/新化/室内设计

1979 美术设计学院陶瓷系学士
1981 建立新化室内设计有限公司
1986 建立新化室内设计有限公司，并担任 CEO
1994 完成工商管理研究生院课程，永西大学
1997 完成新闻和大众传播研究生院课程，韩国大学
2000 完成生命和环境科学研究生院课程，永西大学
现在 新化有限公司CEO，

1979 B.A. Department of Ceramics, College of Fine Arts and Design
1981 Established Shinhwa Interior Co., Ltd.
1986 Established Shinhwa Interior Co., Ltd. Took office as CEO
1994 Completed a course at the Graduate School of Business Administration, Yonsei University
1997 Completed a course at the Graduate School of Journalism and Mass Communication, Korea University
2000 Completed a course at the Graduate School of Live and Environmental Sciences, Yonsei University
Presen CEO, Sinhwa Interior Co., Ltd

今天，在韩国，待售公寓的情况，也就是用户的情况和住宅的建筑环境正在飞快地变化。因此，住宅建筑公司也正在改变销售待建公寓的策略。

在过去房地产市场的繁荣年代，公寓方市场是以供应者为中心的，也就是说，以公寓建筑公司为中心。但是，1997年爆发的国家经济危机突然改变了这个市场。因此，住宅建筑公司销售待建公寓房的策略必须与过去的策略不同。尤其是，他们需要再次了解样板房的功能和角色，需充分发挥样板房的作用。必须将样板房作为销售的最初阶段，应该以消费者为导向，而且应该使用各种展示技巧，不能仅仅将样板房作为向消费者展示待建公寓的工具。

样板房是这样一种空间，在这个空间里，住宅建筑公司通过直接PR和促销手段提供关于他们的产品和他们本身的信息和材料，而且，他们能引导消费者理解他们公司与众不同的技术优势、品质以及优秀的建筑能力。样板房也是这样一种空间，在这个空间里，建筑公司能够在消费者选择他们的产品和公司形象的过程中，让消费者获得价值，因此，样板房是建筑公司和消费者之间交流的场所。

因此，样板房必须担当建筑公司和消费者之间直接交流的场所的角色，而且交

Today, the circumstances for sale of apartment houses to be built, i.e. consumers' situations and housing construction environment are rapidly changing in Korea. Accordingly, housing construction firms' strategies to sell apartment houses to be built are also changing in their directions and scopes. During the boom days in real estate market in the past, the apartment house market was supplier-centered, i.e. apartment house construction firms. But there was a sudden change in the market due to the national economic crisis triggered in 1997. Thus, housing construction firms' strategies to sell apartment houses to be built must be different from those of the past. In particular, they need to realize again functions and roles of the sample house in terms of making most of it. The sample house must be recognized as the forefront for sale which should be consumer-oriented and where various presentation techniques must be applied, not just for showing the apartment to be built.

The sample house is the space where housing construction firms can provide information and materials about their products and themselves through direct PR and sales promotion and they can lead consumers to understanding of their technical superiority over others, quality and excellent construction ability. It is also the space where they can call consumers' attention to the effective value by choosing their products along with their company images, thus a place of exchanges between companies and consumers.

Hence, now that the sample house must play a role of the place for direct exchanges between construction firms and consumers, possibilities for exchanges must be concrete and practical. That is

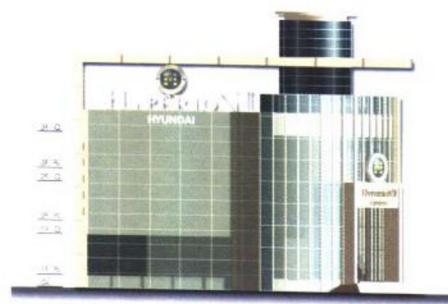
流的内容必须是切实可行的。也就是说，消费者应该能够调动所有感觉器官予以理解和接受，而建筑公司必须通过所有可能的媒体以及服务，拥有强大的说服力。

由此，样板房通过向消费者提供关于建筑和住宅市场的信息和材料，起到一种直接和间接的促销作用。建筑公司必须展示竣工材料，提供与销售相关的服务，并努力说服消费者，让他们相信建筑公司的卓越性及其产品的经济价值。通过这些方式，建筑公司就能充分利用样板房的作用，达到吸引消费者购买待建公寓的目的。

样板房不仅仅是展示竣工公寓房的式样的场所，而且还能提供与住宅相关的各种服务，表达建筑公司的理念和政策，从而向消费者传达他们创造一种新住宅文化的宗旨。

最近流行的公寓大楼是生存空间的垂直集中形式，被认为能解决城市中人口过剩所带来的问题，例如缺少土地、住房、市政设施以及交通阻塞的问题。

韩国从1965年开始建筑公寓大楼，从20世纪70年中期开始大规模建筑高级公寓



麻洞现代亥伯龙神

to say that consumers should be able to understand and accept them with all sense organs while construction firms must have a strong persuasive power using all possible media and services.

For that reason, the sample house is used as a direct and indirect means for sales promotion by providing consumers with information and materials about the construction and housing market. Construction firms must make most of it to attract consumers to buy apartment houses to be built by displaying finishing materials and providing services related with sales and convincing consumers of their superiority and economical value of their products.

The sample house is not just a place to show what will the completed apartment house will look like but also not to provide various services related with housing and to express their ideals and business policies, thus to show their visions for creation of new housing culture.

The recently wide-spreading apartment houses is a vertical concentration of living space, which is supposed to solve problems related with overpopulation in the city such as lack of land, housing and various public facilities as well as traffic problem.

In Korea, apartment houses began to be built in 1965, and deluxe apartment houses began to be built on a large scale in mid 1970's. At this point of time, the sample house was introduced with the aim of promoting housing products and displaying the living space to move in and has become a new architectural culture in the meantime. The aim of the sample house is to show in advance the structure.

大楼。当时，引进样板房的目的是促销商品房以及展示这种生存空间，并演变成一种新型建筑文化。样板房的目的是在公寓大楼竣工前事先展示其结构、尺寸、材料和设施，从而促进房屋销售，并引导消费者作出正确的选择。

在这点上，样板房提供了一种可能性，即在出售待建公寓大楼前让消费者有可能评估与将来搬入的住房完全相同的房屋，并事先向公众和潜在的顾客展示最后的装修材料、环境和基础结构(例如道路)。

自20世纪70年代引入公寓样板房后，公众加深了对公寓大楼的了解。在80年代，公寓大楼文化广泛传播。在90年代，大公司已开始将公寓样板房作为一种专业的规范性房屋予以操作。

从诞生以来，公寓样板房历经多次变化。

随着21世纪的到来，样板房已具备多重功能，例如：作为公司和消费者相聚的场所，还可在样板房中举办临时活动，让消费者在购买住房前对即将购买的住房有一个事先了解。

公寓大楼样板房的原始功能是促销，但是现在已变为这样一种空间，在这种空

the size, materials and facilities of the apartment house to move in, thus to promote housing products and to lead consumers to a right choice.

In this regard, the sample house offers a possibility to get consumers' evaluations before selling apartment houses by building up the exact the same house as the actual one to move in and showing in advance the public and potential buyers real finishing materials, surroundings and infrastructure such as roads.

With the introduction of the sample apartment house in the 1970's, the general understanding of the apartment house got improved; the culture of the apartment house was widely spread in the 1980's ; major companies began to operate the sample apartment house as a specialized regular pavilion in the 1990's.

It has undergone a number of changes since its birth.

With the advent of the 21st century, it has got multi-functions such as a place where the company and consumers meet while it used to have an image of a temporary event for consumers to have a preview of products before they purchase them.

The original function of the sample apartment house was sales, but now it is changing into a space for construction companies to convey information about their products and promote their images mainly aimed at housewives. Furthermore, the big trend is to make an open space out of it to which residents



麻洞现代亥柏龙神大厦

间中，建筑公司可向消费者传达产品信息，并以家庭主妇为目标群提升公司形象。此外，现在的大趋势是以样板房为基础创造一种开放空间，从而附近的居民更容易亲近公寓大楼，强化公寓大楼紧跟数字化时代的功能，并赋予其环保概念。

虽然公寓大楼样板房以前的目的是实现经济目的，也就是说，销售额，现在正努力在样板房的基础上创造一种空间，在这种空间中，可交易无形产品。尤其是对于公司的市场营销来说，样板房的主要作用在于创造一种差别形象，从而让消费者在样板房中达成直接购买的交易。

样板房过去的形象是一种用于展示住房的临时性建筑。然而，今天出现了永久性房屋展示厅、社区样板房以及公寓大楼销售办公室，它们是新类型的样板房，因此，样板房的角色正趋于多样化。

永久性房屋展示厅的目的在于提升公司形象和服务，以及通过房屋咨询教育消费者，从而最终促进公司的销售。销售展览厅的目的在于吸引潜在消费者、教育消费者以及开展公司促销活动，从而在社区居民中树立公司的友善形象。

社区样板房的主要目的是通过向消费者展示房屋材料达到促销的作用。样板房



麻洞现代亥伯龙神二期(咨询区)

in the neighborhood have an easy access and to reinforce its function of information to cope with digitization and to give it an environment friendly concept.

While the sample apartment house used to be aimed at an economic function, i.e. sales, attempts are being made to make a space out of it where intangible values of products are traded. In particular, in terms of a company's marketing, the main concern it to create a differentiated image of the sample apartment house where consumers' direct purchases are made.

It used to have an image of a temporary building for presentation of housing products. However, today, permanent housing exhibit halls, community sample houses, sales offices of apartment houses are itemized new forms of the sample house, thus its roles are being diversified.

The permanent housing exhibit hall is aimed at PR of a company's image and services as well education through housing consulting, thus company PR and sales. Its public character as an exhibition hall for sales targeted at potential purchasers and education as well as events in terms of company PR is emphasized, so that it makes residents in the neighborhood feel friendly toward the company.

The community sample house is mainly aimed at sales promotion by exhibiting materials related with housing for consumers. In it, the structure of an apartment house, features of finishing materials and interior design, sales prices, development potentiality of the area and conditions of location are presented to consumers, which could lead them to actual purchase of apartment houses. It is a



麻洞 现代亥伯龙神二期(大厅)

向消费者展示了公寓结构、装修材料的特点、内部设计、销售价格、该区域的开发计划以及现场状况等，从而可引导他们实际购买公寓房。在样板房中展示实际生活空间、装修材料和相关信息是一种促销手段和营销策略，而样板房本身则是建筑公司和消费者之间的沟通桥梁。

公寓大楼销售办公室的作用在于促销和实际销售。当待建公寓房数量较小，或大楼的重要性较低时，销售办公室提供公寓结构和装修材料等方面的信息，从而为签订购房合同服务。

该销售办公室由一小型住宅联盟运营，并接受联盟会员以及非联盟会员对公寓的申购。



麻洞现代亥伯龙神二期(客厅)

虽然有几种类型的样板房，但它们都包含一个基本概念，即是一个产品销售和公司宣传的场所。随着21世纪的到来，大型建筑公司开始建立住宅展示厅，展示他们所有的住宅建筑项目，从而开辟了一种新型展示空间。由于生活水平不断提高，消费者喜欢愉快和舒适的生活空间。为满足人们的需求，建筑公司运用了豪华的装修材料和优秀的室内设计，现在，这些都是必不可少的。

marketing strategy with sales promotion by displaying the real living space, finishing materials and related information in the sample house which is a media between construction companies and consumers.

The sales office of apartment houses is aimed at sales promotion as well as actual sale. It functions for contract services by providing information on the structure of the apartment house, finishing materials and so on when the number of apartment houses to be built is small or the importance of the complex is low. It is operated by a small-sized housing union and accepts applications for apartment houses from the union members as well as non-union members.



麻洞现代亥伯龙神二期(浴室)

Although there are several forms of the sample house, all of them are a place for selling products and company promotion, which is its basic concept. With the advent of the 21st century, big construction companies began to operate housing exhibit halls where their housing construction projects are all displayed, thus presents a new kind of exhibit space. As the living standard is being raised, consumers tend to prefer pleasant and comfortable living space. To meet these needs, construction firms use luxurious finishing materials and outstanding interior designs which are now indispensable.

The sample apartment house is rapidly changing to keep step with demand and supply of apartment houses and the developing national economy. Each construction company is making efforts to

公寓样板房正飞速发展，以适应公寓大楼的供需情况以及国民经济的发展。各建筑公司都在努力推出多样化的样板房，并提高建筑材料的质量。随着国民经济和房地产市场的变化，建筑市场也在飞速变化。

建筑公司过去的促销战略是以数量为导向的，但是现在他们计划通过提升品牌战略以及提供增值业务来达到提升公司形象的目的。在样板房空间中，他们通过展示建筑材料和提供与公寓销售相关的服务达到直销的目的。样板房曾经以供应者为导向，但是现在正日益转变成以消费者为导向。

样板房的新形象正在崛起，因为它提供了综合服务以及关于房地产市场和活动的信息，而在过去，样板房只是一个一维空间，仅仅用于简单的销售、签约服务以及管理准备搬入新公寓的人们。

最近，消费者对生活空间越来越感兴趣。为适应这种潮流，建筑公司在研究公寓的内部环境，并设法使之多样化。他们在建筑样板房时，努力创造公寓的有效内部空间。因此，样板房的功能和角色日益增加。它的设计和建筑的目的是增加消费者的认可。因此，其外部装饰着非常象征的造型艺术品。因为它仅仅是用于促销期间的一种临时性建筑，不违反任何建筑条例，所以其外部设计和形状比较自由。如果能充

differentiate its own sample house by upgrading the quality of construction materials and diversifying them. Construction market is rapidly changing as the national economy and real estate market change. Construction companies used to have a size-oriented PR strategy, but now they are aimed at company PR by upgrading their strategies and providing value added services. They use sample houses as space for direct sale of their products by exhibiting materials and providing services related with sale of apartment houses. The sample house used to be supplier-oriented, but is now becoming consumer-oriented.

A new image of the sample house is now emerging because it provides integrated services, information on real estate market and events while it used to be a one-dimensional space for simple sales, contraction services and administration of those who are supposed to move into newly built apartment houses.

Recently, consumers are getting more and more interested in the living space. To cope with this, construction companies are conducting researches about the apartment house's inner atmosphere and trying to diversify it. They make efforts to create effective inner space of the apartment when building a sample house. Accordingly, the functions and roles of the sample house are increasing. Its design and construction are aimed at raising consumers' recognition of it. Thus, its exterior is decorated with very symbolic formative art objects. Because it is a temporary building to be used only for the sales promotion period and does not violate any construction regulations, the exterior design and form is



王居宝生2区#(正面)

充分利用这些优势，样板房可能发展成一种新型建筑。

既然耐久性不重要，所以我们必须研究施工方法和详图，从而获得一种经济的建筑形式。因为在房屋规划和实现阶段，挑选样板房建筑的地点、决定建筑情况以及设计和施工的时间都非常短暂，所以只能在匆忙中完成样板房的建筑工程，而这正是样板房建筑有待改善的最大缺点，改善的目的是获得完美的设计和精确的施工。如果能解决这个问题，样板房就可能发展成一种新型建筑。

通常，促销期结束后样板房就被遗弃了。如果能用于社区活动空间，样板房就会拥有一个新形象，而不是像从前那样作为临时性建筑，并最终被遗弃，而且还能创造一种新空间。

迄今为止，许多建筑师和室内设计师为创造美丽和愉快的生活空间作出了许多尝试。然而，对于公寓房屋及其他公众生活设施，仅仅解决了如何有效利用空间的问题，而由于内部施工的低预算，并没有考虑室内设计的重要性。与此相反的是，随着生活水平的提高，消费者对生活空间的环境越来越感兴趣。因此，需要避免公寓房屋的千篇一律的单调性，消费者偏好的是符合他们喜好的特别的室内环境。我希望样板房将被当做一种新形式的建筑物。



王居宝生2区#(大厅)

relatively free of limits. If this advantage could be well utilized, the sample house could emerge as a new form of building.

Now that the durability is not an important issue, studies on methods of construction and details for an economical construction are necessary. Because in the housing planning and its realization, the time for selecting a building site for the sample house and decision making about the construction conditions and also the time for design and construction work is very short, the project is obliged to proceed in haste, which is the biggest shortcoming to be improved for the perfect design and precise construction. If this problem is solved, the sample house could be established as a new form of building.

The sample house used to be deserted after the sales promotion period. If it can be used as a space for a community, it can have a new image, rather than that of a temporary and deserted image and also contribute to creation of a new space.

A number of architects and interior designers have been attempting to present beautiful and pleasant living space so far. However, in case of apartment houses and other public living facilities, only the problem of effective use of space was solved and the importance of interior design is not taken into consideration due to low budgets for interior construction. In the meanwhile, consumers are getting more and more interested in the environment of living space as the living standard is improving. Thus the uniformity of apartment houses is being avoided and a specific interior atmosphere for one's own tastes is preferred. I hope that the sample house will be regarded as a new form of building.



Hyundai Benecity Daeyondong Royal Duke Empire Mokdong Hyundai Hyperion Haeundae Ssangyoung PlatinumTwin



Cheongju Yongam Daelim Apt. Gwangju Bongseon Ssangyong Sweet Dot Home- Yongin Daewoo Dream World Incheon Dang





Hyundai Construction Intelligent Gallery Lotte Castle Jupiter Gwangju Bongseon 2 District The # Cheongju Yongam Daelim Apt.

公寓 Apartment

ha Daewoo Dream World Anseong Gondo Ssangyong Sweet Dot Home Hyundai Benecity Daeyondong Royal Duke Empire



现代公益城
Hyundai Benecity



▲客厅(69P) Living room(69py)

设计	NEED 21 Co., Ltd. · Yu, Jeong han (69py)
	Moonhaus Co., Ltd. · Park, Seong chil (77py)
	Yiin Co., Ltd. · Ko, Sung ho (88py)
施工	YIIN Co., Ltd
占地面积	6,612m ²
建筑面积	1,548m ²
装修材料	地板/天然大理石, 木地面
	墙面/墙纸
	天花板 / V.P. 墙纸

Design	NEED 21 Co., Ltd. · Yu, Jeong han (69py)
	Moonhaus Co., Ltd. · Park, Seong chil (77py)
	Yiin Co., Ltd. · Ko, Sung ho (88py)
Construction	YIIN Co., Ltd
Site Area	6,612m ²
Built Area	1,548m ²
Finish	Floor / Natural Marble, Wood Flooring
	Wall / Wall Paper
	Ceiling / V.P. Wall Paper



▲客厅(69P) Living room(69py)

渐进自然式(69P)

这种类型在设计中引入了第二所房屋的概念，因此具有度假屋的特征。它表达了带有城市敏感性和现代设计的有序的线空间。天然材料和丝表达了空间的简洁。

基本高雅式(77P)

这种类型的目标群是那些40到50岁的妇女，她们拥有社会地位和经济实力。通过设计，生活空间得到优化，你可以感受到高雅和温和。房间中放着一把椅子，其线条没有女性特征，但其黑色侧影却具有女性特征，再加上布沙发，创造了一种柔软和富裕的氛围。

韩国感性式(88P)

表达了韩国情绪和美学，以及现代人的舒适和高雅。入口装饰着一个镶嵌珠母层的鞋柜，还有传统花纹和木地板。卧室可向客厅展开，并且这扇大双层玻璃窗户扩大了视野。

Progressive Natural (69py)

This type introduced the concept of the second house in the design and thus has the characteristics of a resort. It expresses well-ordered lines spaces with urban sensitivity and a modern design. Natural materials and silk express the simplicity of spaces.

Basic Elegance (77py)

This type targeted for women in their 40's - 50's who has social status and economic power was designed to be an optimized living space where one can feel the elegance and refined temperance. A feminine silhouette felt rather on sides than on lines and fabric touches create a soft and opulent atmosphere.

Korean Sensibility (88py)

It expresses the Korean mood and esthetics as well as modern comfort and elegance. The entrance is decorated with a shoe cabinet inlaid with mother-of-pearl, traditional patterns and wood floor. The bedroom is extensible to the living room, and the large pair glassed window maximizes the visual openness.