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# Hirsch Bedner Associates

赫 尔 希 / 贝 德 纳 酒 店 顾 问 工 程 有 限 公 司

## The Revolutionary 设计 International Leader in Hotel Design 的革命

大 师 酒 店 系 列 Hotel Design Monograph Series



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主编 陈晋略

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Hotel Design Monograph Series features a collection of top internationally reputable interior design firms specialized in the hospitality industry. Each monograph is dedicated to one firm illustrated with the most recently completed projects.

This series gives a comprehensive account of the diverse approaches in terms of style against different types of hotels to include urban business hotels, boutique hotels, resorts and mega-hotels.

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《大师酒店系列》是由享誉世界的室内设计公司设计的酒店作品汇编而成。每册书分别为一间公司的作品专集，集齐了其最近完成的酒店工程项目。

本系列丛书收录了大量不同类型酒店的设计风格各异的作品，从商务酒店、时尚酒店到度假酒店、豪华酒店……不一而足，应有尽有。

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# Foreword

## 前言



Horst H Schulze  
President and CEO of The West Paces Hotel Group ;  
former Vice Chairman, President and COO of The  
Ritz Carlton Hotel Company  
Horst H Schulze,  
The West Paces 酒店集团董事长及首席执行官, 是  
里兹-卡尔顿酒店公司的前任副主席、董事长及营运总  
监。

一个酒店的室内设计是相当重要的,因为它给了顾客第一印象,就是这种第一印象,以及某种程度的舒适感,才能给尊贵的客人以持久的良好印象。如果第一印象好,那么就极有可能令他们再次光临酒店。酒店的业务是一种重复性的业务,因此,优质而成功的室内设计,是至关重要的,它能令客人产生一种再次登临酒店的欲望,以期重新体验酒店内独特的享受。一间成功的酒店,就是要能成功地塑造出其独特的外观、设计及感觉形象。

赫尔希/贝德纳的成功之处在于,他们不仅仅以其专业的眼光进行酒店设计,而且乐意倾听经营者的意见,并满足他们的需要。基于他们全球化的工作网络及经验,HBA以其卓越的才能,创造出一种“地方感”,将自己的设计规划,与当地的文化融合为一体,并具有浓郁而独到的地方色彩。

酒店的早期设计是以宏伟的、传统的欧洲酒店为基础。随着这个行业的发展,酒店正随着市场需要,不断进行调整。装潢业在设计方面,也渐渐地摆脱了单一标准化的品牌形象。现在一个普遍的趋势是,注重设计风格的本土化,但是无论设计项目在何处,品质服务都将得到保证。

令人欣喜的是,装潢设计业正越来越多地响应以顾客为导向的市场需要,而不像过去那样,由酒店经营者钦定。

The interior design of a hotel bears great importance as it gives the first impression to the customers. It is this initial appearance of the hotel coupled with a level of comfort that can give a positive lasting impression to the valued guests. If the early impact to the customers is favorable, the potential in having them returning to the hotel is much greater. The hotel business is about repeat business, therefore a good and successful interior design is vital in nurturing and ensuring guests in having a sense of revisiting and reliving the experience generated at that particular hotel. A successful hotel is one that has created an image in terms of its own look, design and feel.

The success of HBA is very much due to their responsiveness in not only bringing their own thinking and expertise to a hotel project, but also willing to listen and work to the objectives of the operator. Due to their global experience and network, they have this unparalleled ability to create “a sense of place” fusing local culture into the design scheme giving individual characteristic and flavor of the hotel unique only to that particular place.

The early design of hotels was based on the grand traditional European hotels. With the growth of the industry, hotels have been making adjustments in response to the market needs. The hospitality industry is moving away from the standardized design of a brand image in terms of design. The prevalent trend emphasizes more in providing an influence of vernacular style for one hotel at that particular location and yet without foregoing the quality service of the brand that is maintained throughout the chain irrespective of the locations of the hotels.

It is indeed pleasant to observe the hospitality industry which is becoming more responsive to a customer-orientated market rather than overly dictated by the hoteliers themselves in the past.



# Corporate Profile

## 公司简介

赫尔希/贝德纳( 赫尔希/贝德纳酒店顾问工程有限公司) 作为一间专业的设计公司, 在革新酒店设计的实践方面享有很高的声誉; 三十七年来, 它一直被公认为是该领域的领导者。作为一个产业的创始人, 无论是从设计与功能的角度, 还是从业主的赢利性和操作灵活性方面, HBA都设立了关于完美设计的最高标准。已经在50个国家成功地完成了600余项设计工程, HBA积累了在文化、金融、地理与涉及到设计世界一流酒店和度假胜地等程式需求方面的全面知识。而且, 它的专业性不只适用于豪华的五星级酒店或旅馆, 还适用于小型时尚酒店、会馆、赌场、游艇、办公大楼大厅、零售市场集散区, 服务性公寓, 康体俱乐部, TIMESHARES, 单体餐馆、娱乐中心和私人住所等。

赫尔希/贝德纳拥有8间国际的设计事务所, 分别设在洛杉矶、亚特兰大、旧金山、香港、新加坡、伦敦、米兰和迪拜有200多名专业设计师。

在所有赫尔希/贝德纳的设计中, 都有一个重要的特点, 那就是, 他们的作品反映了当地的特色风情并且也恰到好处地满足了有争议的市场的诉求。每一工程伊始, 他们都在当地作过详细的市场调查, 从文化、风俗、生态重点、地方性竞争到当地可供的货品以及供应商和生产商的情况等等。全面细致的调查能确保HBA在世界各地的事务所, 能与供货商达成一个最优价格; 利用有能力的供货商的全球化网络, HBA就能够成功地完成在各个地方的各项工程。

而且, 在赫尔希/贝德纳伞状架构之下, 有三家联营公司: PSL, Graphis制图国际和AGI公司, 他们分别负责采购, 制图与艺术品的购买和获得。PSL公司提供购买代理的服务, 业主通过购买代理, 可以在预算和工程进度限期内, 得到最高水准的, 诸如加工、安装和调试家具设施等服务。制图国际公司则通过将标志、签章、文具和客人的礼品与内部设计的整合, 创造出生动具体的形象包装。最后AGI国际艺术集团提供艺术咨询和调查服务, 其热诚的专业的艺术专家, 也将处理承购委托、编目及艺术品和饰品的陈列安装。

赫尔希/贝德纳将与众多优秀的客户所建立起来的深厚的友谊和工作联系, 视为一种伟大的成就, 而这些客户也将继续享受到HBA的优秀的设计。

HBA/HIRSCH BEDNER ASSOCIATES is credited with revolutionizing the practice of hotel design as a professional discipline and for thirty-seven years has continuously been the acknowledged leader in this field. As creators of an industry HBA has set the highest standard of excellence, not only from a design/functional standpoint but also in terms of owner profitability and operational ease. Having successfully completed well over six hundred projects in fifty countries, HBA has garnered a ubiquitous knowledge of the cultural, financial, geographic and programmatic requirements involved in designing world-class hotels and resorts. This expertise is applied not only to five star luxury resorts and hotels but also small boutique hotels, convention hotels, casinos, cruise ships, office building lobbies, retail public areas, service apartments, timeshares, casinos, sports and health clubs, freestanding restaurants, entertainment centers, and private residences.

With 8 international offices, HBA employs over two hundred design professionals, with offices operating in Los Angeles, Atlanta, San Francisco, Hong Kong, Singapore, London, Milan and Dubai. In all of HBA's designs, it is critical that the work reflect the character of its location as well as be appropriately suited to the market in question. Each project begins with local research, i.e., cultures, customs, ecological highlights, local competition, availability of local goods, suppliers and manufacturers. Thorough research ensures the best price with suppliers in virtually every country and with six offices worldwide HBA has the ability to successfully complete projects of all types in all locations utilizing a global network of capable suppliers.

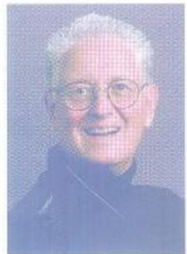
Additionally, there are three affiliated companies under the HBA umbrella: PSL, Graphis International, and AGI - specializing in purchasing, graphics, and art buying/procurement. PSL offers the service of purchasing agent, where the owner of a project can expect the highest level of manufacture and installation of furniture, fixtures and fittings, all within budget and schedule restraints. Graphis International creates comprehensive image packaging by integrating logos, signage, stationery, uniforms and guest amenity products with the interior design. Finally, AGI Art Group International offers art consultation and research services. AGI's dedicated art specialists also handle the acquisition, commission, cataloguing, and installation of art, including accessories.

HBA considers it a great achievement to have developed strong working relationships with highly prominent clients, who continue to enjoy the excellent quality of HBA's design.



# Introduction

## 序言



Michael Bedner  
Founder and CEO of Hirsch  
Bedner Associates

Michael Bedner是赫尔希/  
贝德纳酒店顾问工程有限公  
司的创建人及首席执行官。

### 陈晋略访问Michael Bedner

- 问：先问一个简单的问题，37年前，这一切是怎样开始的？
- 答：那时，Howard Hirsch就已经有了一间综合性的设计公司，当时我还在学习建筑学，他邀请我加入他的公司。事实上，这间公司大多数的负责人都是训练有素的建筑师。
- 问：赫尔希/贝德纳在装潢设计行业一直是市场的领导者，是什么令它在众多公司中独树一帜，独占鳌头的呢？
- 答：很简单，赫尔希/贝德纳总是和客户一起成长。在过去的30年间，许多酒店集团公司在全球扩张业务，并且仍在不断发展。HBA也在这个发展中受惠；为了继续服务客户，我们相继在旧金山、加州、迪拜、米兰、伦敦、新德里、香港、新加坡和亚特兰大设立了事务所。我们深信这样三个指导原则：尽可能地为客户提供最佳的服务；从每个项目中都能获取经验；必须要有创意。
- 问：让我们谈谈设计方法，什么是影响设计的最主要因素？
- 答：对每一项设计工程，HBA都从零做起，比如和建筑师们一起，探讨设计，以满足客户的要求。我信奉功能引导形式。平面图是酒店设计成功与否的关键：我们必须能预想到酒店客人的需要。话又说回来，不管一个酒店设计得多完美，只有在经营者能提供优质服务时，酒店才能成功。

赫尔希/贝德纳与许多国际建筑公司都有合作，因此在进行装潢设计时，能够尽展优势，发挥我们的专业特长。这样，室内装潢的效果，也就能够满足酒店大大小小的需要。设计思路由整体空间的概念开始，最后落实到门的把手，不遗漏任何细节问题。

### An interview with Michael Bedner by Bernard Chan

- Q: Let's start with a very simple question, how did it all begin 37 years ago?
- A: Howard Hirsch re-defined the role of interior designers as more than just decorators. HBA began as a pioneer in space planning, cultural attunement and guest experience. Howard invited me to join the firm while I was still studying architecture. As a matter of fact, many of the principals of the firm are architects by training which aides in HBA's ability to create innovative projects with the purpose and function of the space in mind.
- Q: HBA is the market leader in the hospitality design industry, what made it successful and distinguished it from the other firms?
- A: HBA grew with their clients. As the hotel operators expanded globally and diversified their portfolios, HBA extended its design to new regions and new hotel brands around the world. To best service its clients in a global arena, HBA grew beyond its Los Angeles headquarters with offices in San Francisco, Singapore, Hong Kong, Dubai, Milan, London and Atlanta. HBA strongly believes in three guiding principles - always do the best possible job for the client, learn and grow from each experience and have fun.
- Q: Let's talk about the design approach, what are the key essential aspects that influence the design?
- A: HBA always gets involved in each project from ground zero. Together with the architects, HBA will work on the plan of the design to meet the objectives of the clients. I am a great believer in "form follows function." The plan is the key to the success of the hotel - one must have a vision of how the hotel is to be used by the guests. Having said that, no matter how good the design is, the hotel can only be successful if it is provided with excellent service from the operator.
- HBA has the great advantage in working with a vast number of international architectural firms and is therefore able to contribute our knowledge in hospitality design. The resulting interior architecture is therefore able to satisfy the requirements of the hotel down to the last details. The thinking process initiates with the perception of the overall space and continues to the doorknobs in making the experience of the hotel exceptional.

# Introduction

## 序言

在很多方面，我们不仅仅只是酒店设计的专家，在某种程度上，我们也充当了酒店的顾问，那就是让我们的设计，能够成功地增加酒店的收益。这就是我们为什么能在这个行业内，成为有史以来最大的专业设计公司的原因。我们目前有73个项目，从boutique酒店、香汾浴酒店到大型酒店，都正在设计中。

问：在过去的十年间，个性化的酒店有大量的需求，因此各类时尚酒店纷纷涌现，你认为这种情况会继续吗？另外，在装潢设计方面，品牌意识似乎在逐渐淡化，是这样的吗？

答：我当然希望能有大量的酒店涌现。我个人认为，酒店集团追求某个品牌的、标准化的设计是一个很大的错误。

问：你认为是不是有这样一种市场趋势，就是现代的风格正在逐步超越传统风格呢？

答：很好，我极力提倡现代设计，毕竟我学的是现代建筑。但是，我们也应该注意到有这样一种风格，那就是它不但合乎时代潮流，而且也相当经典，能经得起时间的考验。许多人对酒店设计，都作了很多新的阐述。酒店设计应该是经典的，同时也要有现代气息。我们不想只受一月之宠，我希望我们的设计能够历久尤新，与时永恒。

In many ways HBA's involvement in a project, not only brings expertise in hotel design, but also experience in space planning that affects the hotel's profitability. This is the reason why we are the largest firm in this industry with a proven track record. HBA prides itself as being on the cutting-edge of hospitality design. We currently have 73 projects on the drawing boards from boutique to mega hotels and chic urban spas.

Q: Over the past decade, there has been a strong demand on hotels to be individualistic, hence boutique hotels have been mushrooming everywhere. Do you think this will continue? And are we seeing a softening of brand images in terms of expected decor?

A: I sincerely hope so. I'm glad to see hotel brands moving away from a standardized look, creating unpredictable designs that surprise and impress the guest.

Q: Do you think there is a tendency of the market moving more towards contemporary hip over the traditional style?

A: Bravo, I am an advocate for contemporary design, after all I am trained as a contemporary architect. However we must be contemporary without dating the design in the latest trend that could become trivial in a year. A lot of people are making fashion statements on hotel design. At HBA, we challenge ourselves to create innovative designs that will endure.



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# Westin Diplomat Resort & Spa

Hollywood, Florida, USA

## 威斯汀度假酒店

美国佛罗里达州好莱坞

Hotel Company 酒店公司 Starwood Hotels & Resorts Worldwide

Architect 建筑师 Nichols Brosch Sandoval Architects

一般而言，在酒店设计过程中，客户极少授予设计师充分运用想像力的权利，并给予绝对自由发挥的机会。然而，位于佛罗里达州的好莱坞威斯汀度假酒店的发展商却做到了这点。

赫尔希/贝德纳的全体设计人员与建筑师Nichols, Brosch, Sandoval一起，提出一项现代化的但带一点外国情调的室内设计，一方面弥补高科技建筑的缺憾，另一方面提高了高科技建筑的品味。赫尔希/贝德纳的设计师们创造了一个由喷泉并极具想像力的水上游戏和一丛棕榈树的外景，使海滩自远处延伸到酒店的入口和大厅，极为生动，却充满娱乐性。

在公共空间部分，利用各种石头、奇异的木头、手吹的玻璃塑像与金属的巧妙组合，令整个空间充满着温暖、热情和喜庆的气氛。每个细节的设计都缜密严谨。宾客们能够看到，整间的酒店独特的设计元素，例如：波浪形的天花板，特制水晶灯，生动透明的窗帘，透过窗帘可以看见峭峻的瀑布；再如其他细节从灯光设计、古典的现代化家具到严肃艺术的藏品，也想像周到。

It is rare for a client to issue a directive to be as imaginative as possible in creating the design for a landmark hotel, and then give the freedom to do it. Yet, that was the directive issued by the developers of the new Westin Diplomat Resort & Spa in Hollywood, Florida.

The HBA team worked closely with architect Nichols, Brosch, Sandoval to provide a contemporary yet slightly exotic interior design that complements and enhances the high-tech architecture. Taking a cue from the building's 'window on the water' orientation, HBA designers created an environment with fountains, imaginative water play and a grove of palms that helps bring the beach into the hotel entry and lobby areas in dramatic yet playful ways.

Using a distinctive mix of stone, exotic woods, hand blown and cast glass and metal, Warm, welcoming and festive public spaces were created. All of which are noteworthy for the very high level of detailing. Throughout the hotel guests will find distinctive design elements such as the 'wave-like' ceilings, custom chandeliers, and dramatic sheer drapes that play against the sheer waterfalls, as well as a sophisticated lighting scheme, classic contemporary furniture and a serious art collection.









手熔铸玻璃瓷砖的生动色彩，营造出咖啡厅及餐馆内出生动活泼的气氛。Hollywood Prime是颇受欢迎的特色餐馆，设计师们使用了黑木百页窗，一个6米高的天鹅绒窗帘及生动的颇有男性阳刚之气的酒吧和酒台，给人一种温馨而友善的感觉。

客房不但拥有壮观的海洋景色，也有生动有趣的内部装饰。客人们坐在浴盆上可以透过室内的玻璃，欣赏屋内舒适而充满现代韵味的桃红木家具、按风俗设计的装饰品，以及由Starwood署名的优美的大床。每件四组装置的（four-fixture bath）浴室，得体大方，装修精美。

Vibrant colors of hand-cast glass tiles are used to provide a fresh, airy look in Cafe, the three-meal restaurant. In Hollywood Prime, the popular specialty restaurant, the designers used dark wood Plantation shutters, a 20-foot high velvet drape and a dramatic 'masculine' bar and wine display to create a warm and clubby feel.

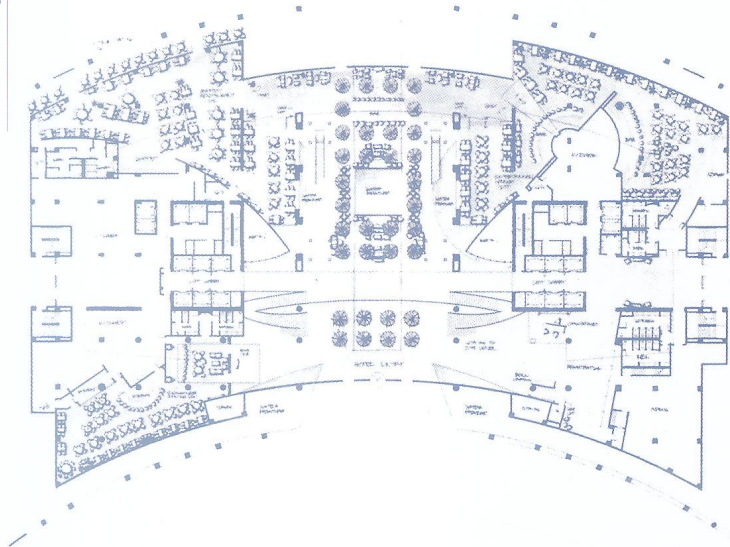
Guestrooms offer spectacular views of the ocean, as well as interesting interior views of the rooms themselves. Guests can sit in the tub and look through an interior window at the room's comfortable, contemporary mahogany furniture, custom designed case pieces and Starwood's signature heavenly bed. Each four-fixture bath offers upgraded amenities and high quality finishes.



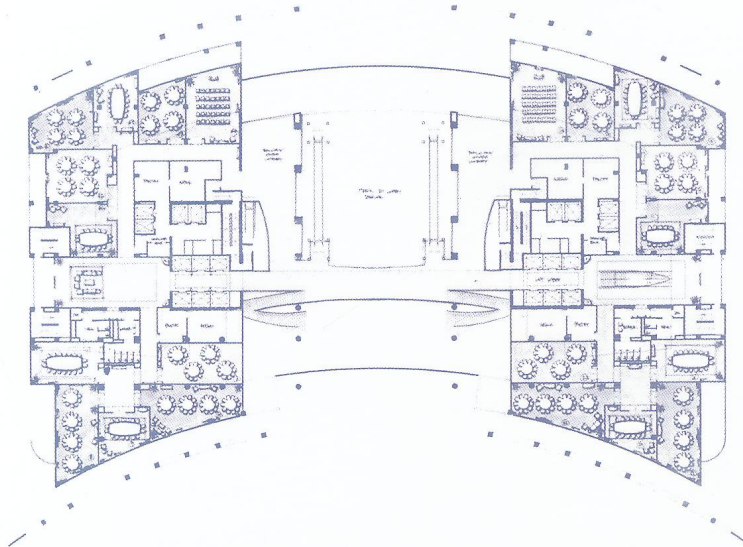




04



05



06







04 地层平面图  
Level 1 Plan

05 二层平面图  
Level 2 Plan

06 大堂休息室  
07 Lobby Lounge





08 大堂吧  
Lobby Bar

09 礼宾处休息室  
Concierge Lounge