

茶馆空间

TEA HOUSE SPACE

DESIGN COLLECTIONS

设计大典



咖啡馆和酒吧
餐馆
CAFE & BAR
RESTAURANT

04

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咖啡馆室内设计的过程

Cafe Interior Design Process

金艳姬/室内建筑学专业，光云大学研究生院

Kim, Eun Ji / PhD. course, Interior Architecture, Kyungwon University Graduate School.

她出生于1969年，在光云大学室内建筑学专业硕士毕业后，目前正在攻读PhD。现在，她在光云大学为环境信息研究生院开设了一个专题讲座。她是塞亚克建筑师事务所的室内设计部的经理。

她撰写的论文包括《通过修辞分析研究后现代建筑表达方式的特点》、《现代建筑的设计新思想》、《现代消费空间的方法》以及《融合设计的修辞表达方法》。她参与的室内设计项目包括柴油机咖啡馆、约伊岛和度山公寓改造工程、新川住宅改造项目、光胜沃发型公司以及何姆永塘。

Born in 1969. She is taking a PhD. course after finishing the master course for Interior Architecture at Kyungwon University. At present, she gives a lecture for Environment Information Graduate School at Kyungwon University. She is working for Cyarch Architects as a manager for Interior Department.

She wrote papers including <Studies of Post-modern Architecture Expression Features by Rhetoric Analysis>, <New Design Concept of Modern Architecture>, <Approach of Modern Consumption Space>, and <Rhetoric Expression of Fusion Design>. She participated in the interior design projects such as <Diesel Cafe>, <Yoido & Dusan Apartment Remodelling>, <Sincheon Housing Remodelling>, <Gangseongwoo Hair Com>, and <Homyeondang>.

■ 作为消费空间的咖啡馆

消费是现代人表达其社会身份的一种方式。城市空间扮演着提供消费信息的桥梁的角色，而其本身也是一种消费形式(由于因特网的发展，电子空间不符合消费空间的角色的特征)。由于现代消费文化的飞速发展，出现了新型价值观念，而且消费文化日新月异。室内空间的形成应符合整体消费思想，而不是外部建筑。

消费空间的概念可分解成销售特定产品的空间和销售空间本身的空间。

通过传达独特的设计文化形象(与其他消费空间比较而言)，一座戏院销售其屏幕产品，而一家咖啡馆销售其空间。咖啡馆不仅是提供功能消费，例如吃喝的场所。咖啡馆的主要功能是销售食品和无形产品(环境、形象和服务)，其辅助功能是提供休闲和聚会的信息交流场所。尤其是消费者所具有的优雅的美学思想促进了咖啡馆辅助功能的设计和重要性。

■ 咖啡馆的风格和理念

咖啡馆的空间已演化出各种风格，例如餐馆、小吃店、自助咖啡店、摇滚咖啡馆

■ 'Cafe' as Consumption Space

The consumption is a mean to express the social identity of the moderns at present. The space in the city plays a role of infra for a consumption information as well as the consumption itself (Due to the development of Internet, the cyber space violates the role of a consumption space). The speed of development of the modern consumption culture makes a new value norm and consumption code appear more rapidly. The formation of an interior space makes possible to cope with the whole consumption ideology rather than the external architecture.

The concept of a consumption space can be divided into a space selling a specific product and a space selling a space itself. While a theater sells a screen product itself, a cafe sells the space itself by transferring the unique design and 'cultural image' compared to other consumption spaces.

A cafe is not a place only for the functional consumption like eating and drinking. The primary function of cafe is to sell food and intangible products (atmosphere, image, service) and its secondary function is to offer a space for the information exchange of relaxation and meeting. In particular, the more refined aesthetic ideology of the consumers improves the design element and importance of the secondary function of a cafe.

■ Style & Concept of Cafe

The space of cafe has been developing as various styles such as 'restaurant', 'snack', 'self coffee shop', 'rock cafe' and 'jazz bar'. It is an evidence that a space becomes an object of taste. Such tendency can be interpreted

和爵士乐酒吧。这就证明空间已成为个人品位的目标。我们可以解释这种趋势，这是各空间的多边文化及其文化特征造成的，而不同的设计结构表达了不同的多边文化及其文化特征。因此，许多符号学者认为建筑设计是传送内涵(文化意义)，而不是外延(功能意义)的通信系统。

咖啡馆内部设计就是创造内部环境，手段是主要固定元素(天花板、地板和墙)、次级移动元素(家具、照明和装饰)以及三级形式元素(风格、色彩和材料)。因此，我们认为空间用途和家具陈设风格建立的基础为空间消费者所创造的文化元素以及文化元素通过空间结构的次级和三级元素设计所被表达的方式。

■ 咖啡馆的设计过程

为了表达咖啡店空间形象，应根据咖啡店的各种风格理解不同的室内空间。

由于家具陈设和消费者行为的距离(个体间距/社会距离)的不同，餐馆风格的咖啡馆和酒吧风格的咖啡馆在空间形象方面迥异。咖啡馆的风格造成了其空间结构的不同，但是其产生过程是相同的。因此，咖啡馆空间的室内设计过程是基本规划(设计阶段)→实施规划(总协调)→施工→开业。

as a result of multilateral culture and the cultural characteristics of each space are differently expressed through the design constitution. Therefore many symbolists insist that the architecture design is a communication system transferring the connotation meaning (cultural meaning) rather than the denotation meaning (functional meaning).

To design a cafe interior is to make an interior environment by means of the primary fixed elements (ceiling, floor, wall), secondary mobile elements (furniture, lighting, decorations) and third formative elements (style, color, material). Therefore, it is necessary to suggest that the space usage and furniture arrangement style are based on which cultural elements in the relation with the space consumers and how they are expressed in the space constitution in terms of design based on the secondary and third elements.

■ Design Process of Cafe

In order to express the image of space of cafes, one should understand the difference of an interior space according to the various styles of cafes.

The cafe of a restaurant style makes a different space image from the cafe of a bar style according to the furniture arrangement and consumer's behavior distance (individual distance / social distance). The cafe has a different space constitution according to its style, but its processing is same. Therefore, the process of interior design of a cafe space consists of a basic planning (design step) → implementation planning (total coordinate) → construction → opening.

1. 基本规划(空间形象和范围)

在项目预算、经济实力以及客户的要求和特征的基础上，通过设计方向和受限制的元素，基本规划的作用是决定设计概念，从而建立空间形象。它显示了概念性的空间设计，例如空间结构、安排、灯光、颜色和人流规划，从而满足功能和美学要求。在这种情况下，会出现各种方案，如有必要，可对设计进行修改或调整。

此外，因为咖啡馆是销售空间的场所，所以总体设计概念的出发点应是将空间利用率最大化。也可以这样解释，即咖啡馆的室内设计应满足顾客和用户的功能和美学要求，因为室内设计对服务效率和顾客的心理具有巨大的影响。

►影响人类心理的因素

- * 席位风格(视野朝向窗户)和席位陈设(产生舒适以及独立使用墙和角落的感觉)。
- * 拥挤区的确立(主入口、出纳员和中央的桌子)。
- * 用隔墙隔开景象、声音和空间，获得空间的独立和私密性。
- * 色彩和照明规划。

2. 基本设计(设计阶段)

在基本规划的基础上，开始进行空间规划的细图(地板、立面图、剖面图、天花板、

1. Basic Planning (Space Image & Range)

The basic planning is to decide the design concept establishing the image of space by unit by means of design directions and restricted elements based on the budget and economic power for the project, demands and characteristics of the client. It shows the conceptional space design such as a space constitution, arrangement, lighting, color and circulation planning so as to satisfy with the functional and aesthetic demands. In this case, various alternatives can be suggested and the design can be modified or readjusted if necessary.

In addition, since a cafe is a place to sell the space, the total design concept should be kept to maximize the efficiency of a space. It can be interpreted that the interior design of a cafe should be planned to satisfy with the functional and aesthetic demands of the customers and users because it exerts a great influence on the service efficiency and psychological aspect of the consumers.

► Influence Elements on Psychological Aspects of Human Beings

- * Style of seats (view toward windows) and arrangement of seats (to lead comfort and independency using walls and corners)
- * Establishment of a crowding zone (main entry, cashier, central table)
- * To secure the independency and privacy of space using partitions in terms of sight, sound and space
- * Color and lighting planning

2. Basic Design (Design Steps)

Based on the basic planning, it begins with the detailed space planning and drawings (floor, elevation, section, ceiling, lighting and furniture arrangement). In this process, the consultation with the client is

照明和家具陈设)。在本过程中,需要再次和客户协商家具陈设、照明、色彩和适合于空间和用途的材料。

在这个步骤中,要将基本规划所建议的事项应用于设计,以便分析空间消费者及其行为。本步骤需考虑操作系统,从以下角度考虑:空间形象,桌子数量以及桌子使用的周转率,工作区和服务室的有效分布,以及空间结构。

► 检验表

- * 根据设计条款检查详细设计。
- * 设计图,例如平面图、平顶布置图、剖面图、透视图和立面图。
- * 从行动角度分析空间中的消费者及其行为。
- * 功能和美学的空间的结构,席位陈设和展示规划。
- * 根据空间形象选择装修、家具设计和照明规划。

3. 实施设计(总体协调)

实施设计表示施工和最终基本规划的制造所需要的施工图。图纸应包括现场施工所需要的细节,例如施工方法、装修、家具的选择与陈设,以及设备的展示。而且,细节应以规格的形式明确表达出来,以免干扰施工。

required once more for the furniture arrangement, lighting, color and material suitable for the space and purpose.

This step is to apply the matters suggested in the basic planning for the design to analyze the space consumers and their behaviors. The planning of this step considers the operation system from the image by space, number of tables and seats by the rotation of seats, effective distribution of working space and service space and space constitution.

► Check Lists

- * Detailed design according to the design terms
- * Visualization of design such as a ground plan, ceiling plan, section, perspective drawing and elevation
- * Analysis of space consumers and behaviors from actions
- * Functional and aesthetic space constitution, seat arrangement and display planning
- * Selection of finishes, furniture design and lighting planning according to the space image

3. Implementation Design (Total Coordinate)

The implementation design indicates the construction drawing necessary for the construction and manufacturing for the final basic planning. The drawing should contain the detailed matters necessary for the construction on site such as the construction method, finishes, selection and arrangement of furniture and display of equipment. Moreover, the detailed matters should be formulated in the specification so as not to disturb the construction.

► 检验表

- * 准备现场施工的施工图。
- * 准备已确定的设计的施工详图。
- * 评估详细的应用，例如照明风格、色彩规划和家具陈设。
- * 根据设计概念提出设计方案，并为更改事项提出新建议。
- * 规划服务系统的效率。

4. 施工和监督(评估)

这是根据实施设计图进行现场施工的过程，实施设计图是由设计师完成的。在这种情况下，设计师应该检查客户的详细要求是否得到满足，是否合适地应用了设计，家具的数量和尺寸是否与空间大小适合，以及人流是否得到有效地规划。现场设计应解决现场条件的变化以及实施规划之后内容的变化所产生的问题。

► 检验表

- * 在现场确定基本设计和实施设计的检测点。
- * 从空间形象的角度确定表达风格。
- * 根据已变化的现场条件评估设计变更。
- * 施工期间补充和检查设计申请。

► Check Lists

- * Set up the implementation drawing for the site construction
- * Set up the construction details of the settled design
- * Review of problems on the detailed applications such as lighting style, color planning and furniture arrangement
- * Suggest a design by the design concept and a new proposal for the changed matters
- * Planning considering the efficiency of the service system

4. Construction & Supervision (Evaluation)

It is a process to construct on site according to the drawings of the implementation design conducted by a designer. In this case the designer should check if the detailed demands of the client are satisfied, the design is applied suitably, the number and size of furniture is suitable for the space size, and the circulation is effectively planned. The situations changing from the site terms and contents changing after the implementation planning should be solved by the site design.

► Check Lists

- * Settle the check points of the basic design and implementation design at site
- * Decide the expression style from the space image
- * Review the design changes according to the changing site terms
- * Supplement and check of the design application during construction

5. 开业之后的维护

施工结束并不意味着设计结束。因此，设计师应该在开业后检查一些维护要点，例如施工的装修，缺陷设施的检查和修理，检查设计附件元素、内部和外部装修等。

■ 配置和陈设

与其他消费空间不同的是，咖啡馆空间追求一种独特的身份，而且这种空间应能具有象征因素。室内空间的结构因咖啡馆类型而异，从而表达这种象征因素。这种因素不仅表达了咖啡馆这种场所受个人的心理行为影响(个人行为具有情感、集体和个体特征)，而且还受到社会集体行为的产物——归属感影响。

从宏观角度考虑，咖啡馆空间不仅是大都市消费者的空间，而且还是公共场所的个人空间。该设计强调了咖啡馆空间因其风格不同而具有不同的空间结构，因而表现出不同的行为。

(1) 次级元素的空间结构

次级楼面图纸具有多种风格，但是餐馆风格的咖啡馆使用具有经济性和合理性的

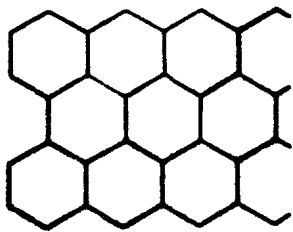


图1 模块图
<Figure 1> Diagram of Modular

5. Maintenance after Opening

The completion of construction does not mean the end of design. Therefore, the designer should check some important points for the maintenance after opening such as the finish of construction, check and repair of the defected facilities, check of design supplement elements and interior and exterior decorations.

■ Configuration & Arrangement

Differently from other consumption spaces, the space of cafe pursues a 'unique identity' and a space can 'speak' in terms of a symbolic aspect. This aspect can be explained through the different interior space constitution according to the various types of cafe. It contains the aspects such as territory as a psychological individual behaviors with emotional, collective and individual characteristics, belonging and approach as a social collective behavior.

In the macro aspect, the cafe space is their own space of the consumers in the metropolitan city, but it is consumed as an individual space in the public space in the micro aspect.

The design-focused cafe space has a different spatial constitution according to its style and its consumers show different behaviors as a result.

(1) Space Constitution of Secondary Elements

There are many styles of the secondary floor drawing, but the cafe of a restaurant style uses the modular pursuing economical and reasonable aspects, while the cafe of a bar style uses the open plan to close the

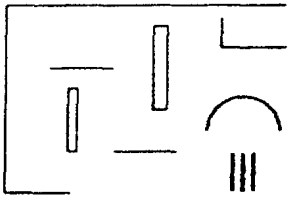


图2 敞开式规划图
<Figure 2> Diagram of Open Plan

模块，而酒吧风格的咖啡馆使用敞开类型的规划图，利用隔墙分割开阔的空间，并用不规则几何形状调整和安排自由空间。

通过引入新型空间结构法将意义赋予空间，从而实现不同类型的空间结构。避免使用直角，而使用斜线和对角线。将墙沿圆形和斜线布置，并传输了空间的轴线。

应将这种结构方法理解为一种借助空间表达的个体和一代人的身份要素。20世纪80年代的咖啡馆空间倾向于具有大量隔墙，以便保护顾客的隐私。然而，所设计的空间具有开放性和灵活性，强调空间容量，表达了封闭房间，但绝非用物理阻隔方式分割，而且表达了天花板设施和暴露的结构。

图3和图4表示具有不同功能的咖啡馆，并且它们的空间结构也各不相同。第一幅图表示大洲际宾馆的大咖啡馆，具有豪华餐馆的形象，而这种形象是通过内部装修表达出来的，例如照明设备、家具陈设、暖色调的木材颜色、豪华布质覆盖物、抛光不锈钢以及高雅沙岩。

整个设计理念是通过一种高雅的简洁去表达温柔舒适的气氛，这样室内设计就在空间功能的基础上表达了一种特殊的设计形式。令人惊奇的是消费者和文化类别取决于室内设计。餐桌间隔、家具陈设、昂贵的室内装修材料以及食品决定了消费者的文化类别。

space by establishing partitions to the open space and adjust and arrange the free space by means of an irregular geometrical style.

The intension distributing the meaning to the space by introducing the new space constitution method realizes various space constitutions by ignoring the right angle using a slant line and diagonal and arranging the wall as circle and slant line and transferring the axis of space. Such constitution method should be understood as an aspect of identity of individuals and generation through the space.

The cafe space in the 1980's had tendency to have lots of partitions to secure the privacy of the customers. However, it plans as an open and flexible space emphasizing the volume by expressing a closed room instead of a physical blocking and expressing the facility of ceiling and exposure of structure.

<Figure 3> and <Figure 4> show the cafes with different functions, and their space constitutions are different as well. The first figure shows 'Grand Cafe' of Hotel Grand Intercontinental with a luxurious restaurant image that is well expressed in the interior finishes such as lighting equipment, furniture arrangement, wood color of a warm feeling, luxurious sheet cover, polished stainless steel and elegant sandstone.

The whole design concept is to express a tender and comfortable atmosphere by means of an elegant simplicity so that the interior design expresses a special design expression according to space functions. It is remarkable that the consumer's category and cultural category depends on the interior design. The interval between tables, furniture arrangement, and expensive interior materials and food restrict the cultural category of the consumers.



图3 餐馆风格的大咖啡馆

<Figure 3> 'Grand Cafe' of a restaurant style



图4 爵士乐咖啡馆，其焦点在舞台

<Figure 4> Jazz Cafe 'Basic On Stage'

相反地，图4显示了位于阿古京洞的一家爵士乐咖啡馆。家具随意摆放在舞台周围，强调了现场音乐会的特点。室内灯光黑暗，设计了一条宽走廊，以便人们在音乐会期间可以站着欣赏音乐。因为音乐在顾客中间形成共鸣，所以顾客之间的行为距离就无需按一般社会关系所确定的那样行事。另一方面，因为这种空间结构确立了顾客的文化行为距离，所以室内元素产生了这种新型行为风格。

(2) 第三元素的空间结构

当与第三元素，例如色彩和声音(音乐)结合时，上述次级元素的空间结构就会拥有一种完美的文化特性。20世纪80年代的隔墙扮演了阻隔视线的作用，将个体空间物理分开，而声音分割风格取代了这种物理隔墙。隔墙可以分割视线，而声音分割起到缩短人们之间的物理距离的作用。黑暗照明能够从视觉上分割空间。

然而，自20世纪80年代中期开始，除了某些特殊咖啡馆，多数咖啡馆开始摒弃具有戏剧性特征的照明和声音。原因在于特殊区域成了某一代人专用的宏观空间，例如，洪基大学附近的摇滚咖啡馆和阿古京的爵士乐咖啡馆。从建筑学角度来看，迅速变化的时代中的室内设计，而不是室外设计反映了这种趋势。

图5显示了柴油机咖啡馆，它是一种电子咖啡馆，流行于20世纪90年代末，在整体

On the contrary, <Figure 4> shows the jazz cafe located in Apgujeongdong. The furniture is arranged flexibly and variably around the stage by emphasizing the characteristics of live concerts. The interior is arranged dark and designed with a wide corridor so that the people can stand during the concert to enjoy music. Since the medium of music creates a sympathy between the customers, the behavior distance of customers does not need to keep the social relations. On the other side, since such space constitution establishes a cultural behavior distance of the customers, the interior elements cause the new behavior styles.

(2) Space Constitution of Third Elements

The above-mentioned space constitution of the secondary elements has a perfect cultural identity when it is combined with the third elements such as color and sound (music). While the partition of the 1980's played a role of sight blocking to divide the individual space physically, the sound blocking style replaces with the physical partition. The sight separation is possible by partitions, but the sound separation plays a role of reducing the physical distance between people. The dark lighting makes possible to separate the space visually.

However, from the middle part of the 1980's, most cafes began to ignore the dramatic characteristics of lighting and sound except for special cafes. The reason for it that the special area is settled as a macro space of generation, for example, rock cafes around Hongik University and jazz cafes in Apgujeong. In terms of an architectural aspect, the interior planning with the rapid changing period reflects such tendency instead of the exterior planning.



图5 电子咖啡馆：柴油机咖啡馆
<Figure 5> Techno Cafe Diesel

气氛中应用了金属的冷酷形象，从而使得设计带有一种宏大和强硬的感觉。强调电子气氛，霓虹灯照明安排在吧台上方，铝制吧台，家具和照明设备取自废旧汽车。对比清晰而强烈的色彩与咖啡馆的装修和谐一致。

大音量的声音能起到分割空间的作用，从而消除了有限的距离，并通过使用高度为70cm左右的高桌子产生封闭的个体距离。在空间中可欣赏不同类型的音乐，例如摇滚或电子音乐。最后，消费空间就是消费形象，而空间本身就是一种产品，被消费者挑选和消费。

■ 结论

咖啡馆的消费空间具有供出租的客厅的功能。消费者希望通过消费空间来表达他们的个性，这就使得室内空间结构具有一种独特的个性和各种设计形式。

韩国消费空间是年轻一代缺乏私用空间的产物，而这种空间的缺乏是文化因素造成的。因此，咖啡馆空间已变得更加豪华和富于变化性。自咖啡馆空间被认为是创造私人文化的场所以来，韩国对咖啡馆设计的投资超过了欧洲。

作为城市一个基本组成成分的咖啡馆创造了一种崭新的咖啡馆文化。消费者正生

<Figure 5> shows 'Diesel', a kind of a techno cafe that was popular in the end of the 1990's, designed with a massive and tough feeling using the cool image of metal for the whole atmosphere. It emphasizes the techno atmosphere by arranging the lighting above the bar as neon and shielding the finish of bar as aluminum along with the furniture and lighting equipment using the wastes of cars. The strong and distinct comparison of colors harmonizes with the finish in the cafe.

This space makes the sound separation possible using a loud sound to eliminate the restricted distance and gives a closed individual distance using high tables with the size of 70cm or less. The medium of music such as rock or techno is variously consumed through the space. Finally, the 'consumption of space' is the 'consumption of image' in which the space itself is selected and consumed as a product.

■ Conclusion

The consumption space of cafe has a function of a living room for rent. The consumers want to express their own individuality by consuming this space, which makes the space to have a unique differentiation and various designs of the interior space constitution.

The consumption space in Korea is resulting from the lack of 'private space' of the youth in terms of a cultural aspect. Therefore the cafe space has become more luxurious and variously changing. Since the space of cafe is regarded as a place to create a 'private culture', the investment in the cafe design in Korea is bigger than the investment in the cafe in Europe.

The cafe, that is regarded as an essential part of city, created a new cultural style of 'cafe culture'. The

活在一个与以前迥异的环境中，所以室内设计师应该提出一种新型文化。所谓设计就是文化和沟通，即意味着设计向消费者传输某种东西。

因此，室内设计师应该通过分析消费者的文化特征而提出一种新型文化，并应符合消费社会的要求，目的是规划各种主要功能以及将来开启次要功能。有人曾说：“咖啡馆不是用于表达设计，而是文化的场所。”现在是要求设计师把握设计的文化因素的时候了。

consumers are living in a different situation than before, and the interior designer should suggest a new culture as a creator as a result. The expression that the design is culture and communication indicates that the design transfers something to the consumers.

Therefore, the interior designer should suggest a new culture by analyzing the cultural characteristics of the consumers in compliance with the consumption society in order to plan the various primary functions and open secondary functions in the future. As someone already expressed that “The cafe is not a place to suggest design but culture”, it is time to require the cultural vision of designers.

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