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Thanks for all of the followings:

Thanks for all the clients, estate developers and people in the field of estate who trust and support us mostly so as to publish this book successfully.

Thanks for all of our loyal cooperators and staffs, because we can't make so much wonderful artworks and such pleased progress without their devotes and efforts.

Thanks for the professional photographers and all of the people who help us to edit this work of collections. And thanks for all of our friends and families who gave time to help us as well. 谨向以下人士致谢:

感谢所有信任和委托的客户、发展商及地产人士对我们信赖和支持, 使本书得以顺利实现。

感谢不懈努力的员工和忠实的合作伙伴,在他们出色的工作下,才能创作出优质艺术作品,并取得可喜进步。

感谢专业摄影师、编辑和整理这本作品集的所有协助人士,以及其他所有献出时间和给予关心的朋友、家人,在 此不能尽列。

ESTATE INTERIOR DESIGN

楼盘室内设计一

洪德成设计公司 编著 Join Dickson Interior Design Ltd.

江西科学技术出版社

DICKSON HONG

设计总监

洪 德 成



Discovering Humanity through Art and Functionality

The Impression of Mr. Dickson Hong and the John Design Company

Chinese Certified Interior Architect

Member of Institute of Interior Design of Architectural Society of China

Member of Hong Kong Interior Design Association

Membership of the Shenzhen Professional Design Group

Member of the Shenzhen photographer Association

Education:

Graduated from Guang Zhou Academy Of Fine Aats in 1983

Employements:

Designer of the Hong Kong Deisheng Design Co. in 1986

Designer of the Hong Kong Yilung Design Co. in 1988

Director designer of Shenzhen Cheung Shing Engineering Co. in1990

Director designer of Shenzhen Building Decoration (Group) Co. in1997

Setting up Shenzhen Zhuangdian Hover House Design Engineering Co. in 1998

Setiing Up Join Design Interior (Hong Kong) Ltd. in 2000 Setiing Up Shenzhen Join Dickson Design Consultant Co. in 2001

Awards & Honors:

In 2000, the "Jin Hai Li Ming Ju" project took the honor of "excellent prize" and "first-class prize" in the Home Design Competition held by the Chinese Government Department of Architecture, Tsinghua University, Central Academy of Arts & Design, Chinese Architecture Association and CCTV; and was published in the "Hong Kong and Asian Pacific Interior Design Awards." In 2001, the project of "Gong He Shi Jia" took the "first class prize" honor in the Chinese Building Interior Design Competition.

In 2004, the sample house of the "Emperor Regency Garden" project and "Eager Tangency Villa" took the "excellent prize" award in the Institute of Interior Design of Architectural Society of China Competition.

In 2005, it took the "promotion prize within the decade of the development of the interior design" in "The Week of the Chinese Interior Arts Design."
In 2003, the first collection of the design work was published in a book called "Sample House and Selling Center" by the Heilongjiang Science & Technology Publishing House.

以 人 为 本 , 艺 用 结 合 洪德成与装典设计公司印象

中国注册室内建筑师 中国建筑室内设计学会会员 香港室内设计协会会员 深圳装饰专业组成员 深圳摄影家协会会员

学 历:

1983年在广州美术学院工艺美术系深造

经 历:

1986年在香港得盛设计公司任设计师 1988年在香港艺伦设计公司任设计师 1990年在长城装饰工程公司任设计总监 1997年在深圳装饰(集团)任设计总监 1998年创办深圳装典家居装饰设计工程有限公司 2000年创办装典室内设计(香港)有限公司 2001年创办深圳洪德成室内设计有限公司

菜 誉

2000年作品深圳"金海丽名居"示范单位荣获由建设部、清华大学、中央工艺美术学院、中国建筑学会及中央电视台联合举办的全国首届"家居设计大赛"优胜奖、深圳一等奖,成为深圳唯一获奖作品。作品在《香港亚太设计作品集》中发表。

2001年作品深圳"共和世家"示范单位荣获中国建筑室内设计学会竞赛一等奖。

2004年作品深圳"安柏丽晶"示范单位及武汉"宜家·汤臣别墅"示范单位荣获中国建筑室内设计学会竞赛优胜奖,作品在香港及亚太地区多次发表。

2005年, 荣获"2005'中国(深圳)室内艺术周"颁发的"中国室内设计20年"设计推动大奖。

2003年,由黑龙江科技出版社出版第一部作品集《示范单位与售楼中心》。

Dickson Hong is one of the earliest interior designers after the open-up reform policy in China. And he has devoted in the field of the interior design for 20 years as the director of the design, director of the projects in some famous design company from Hong Kong to Shen Zhen, and now he has set up his own company. It can be said that all these experience of Mr. Hong can be treated as the image of the track of the development of the interior design in Shenzhen.

Tracking the Career of Designer, Dickson Hong

Dickson Hong was born in a common family in Nanchang city which is called a hero's cradle. He was a very diligent boy and was especially keen at music and drawing. In the stirring times of the Great Culture Revolution, he explored the best way to become a well-educated person by self-study with his conscious and iron spirit. All of these experiences have provided the background for his later creation and interior design career.

In 1983, Dickson Hong entered Guang Zhou Academy of Fine Arts Industrial Arts Institution and became the student of president Dingbang Yin, which gave him an important opportunity and change for his career in art and design--realizing the connection of studying and business. During the course of studying in Guang Zhou, his drawing and industrial design made a breakthrough in the drawing and technical arts, which laid the groundwork for his later designs.

In 1986, Dickson came to Shenzhen ,which is the special economic area in China, and started his career in industrial design. At that time, he continued to explore design from major hotels to residential design, which tracking his persisting efforts. During this period, he created many excellent works such as The Bamboo Garden Hotel, Shenzhen Zhongyuan Hotel, Shenzhen Friendship Emporium, Shanghai Laodachang Bakery, Zhejiang Xizi Hotel, Zhejiang Hangzhou Nade Hotel, Hainan Sanya Hotel, Qingdao Sun Holiday Hotel and so on, which showed his talent and great basic skill for design—all of which were well-appreciated by his clients.

In 1998, Dickson responded to the call of the government for regulating the interior design market, he has led off from the field of the design of the

uniform to the field of the interior design, and set up Shenzhen Zhuangdian Hover House Design Engineering Co. to start his own businesses. After much cooperation with some estate developers, Dickson found that there is a larger space for himself to develop in projects for estate design. So, he made up his mind to research the relationship between interior design and selling firstly, and within a few years, he formed a unique level of service and model of operation which finally won the heart of his clients. In 2000, Dickson set up Join Design Interior.(Hong Kona) Ltd. with his partner to enforce design as their core business. In the same year, he interacted with designers form Italy, USA, Japan and Australia to promote the development of cooperative teams, forming a perfect operation system with the Department of Marketing, arrangement and furnishing and stepped forward to specialize in the interior design of estate projects, including model homes, sales center, chamber, apartment, hotel and villa.

Modern, Simple, and Human

In the earlier 1980's, Dickson entered the field of interior design when such an industry was not yet set up as a system in China. With his unique style and concept of design, Dickson and his Interior Co. formed the concept of the "discovering humanity through art and functionality," after long-term research and practice. Such a concept has been widely accepted by the market and became an industry standard.

With the rapid development of the society, many design elements of his design continue to be updated and absorb more international style. During the decades of the design career of Mr. Hong, he always stuck to the principle of "discovering humanity" to harmonize the relationship between the arts and functionality which can meet the need of modern people as well as protecting his own design style. At the same time, Mr. Hong summarized a set of design and marketing models to help the estate developers. When Mr. Hong receives the design requirements from the developers or the agencies, he usually reassess the former design concept of the model home and starts the design project from the layout of the whole estate to find a better connection between the surroundings and the whole design; and according to different features of the house, he is always devoted to harmonizing the relationship of selling and the whole style of the estate, trying to make a very comfortable living surrounding with his special concept. According to Mr. Hong, the model home is not only the advertisement but also an artwork which turns the roughcast house into an artistic and practical living space so as to stimulate the desire of the consumer--which promotes selling. In the course of the design, Mr. Hong sticks to emphasizing the harmony of the human being and space. Some customers think these samples might be beautiful but can not be sold. In addition, the gross house can't make the customers excited. But Mr. Hong pays more attention to the feedback of the markets, so most of the model homes designed by him could be used directly by the buyers, which saves the capital of the developers and promotes the selling of the estate. This might be why there is a saying spread among the developers — "the model home designed by Mr. Hong must be sold well and rapidly."

For example, in the latter part of the Emperor Regency Garden project, some of the models seems too expensive and obscure to be sold. And people could not see the comfortable and artistic design effect from the roughcast house, and were not stimulated to buy. All of these form a strong selling pressures for the agencies or the developers. As a result, the developers chose Mr. Hong's design according to the public's praise among the field of interior design.

There is a big model which is connected by two houses, and the total area might be 209 square meters (T6-30A, six rooms, two halls and a study). After Mr. Hong consulted with the developers and agencies, he found that the advantage of such models helps to avoid any structural drawbacks, and also displays the uniqueness of his design concept: "discovering humanity through art and functionality," making a CBD space which can be used for business or living. As a result, the entire model home and the design were sold satisfactorily to the clients.

For another example, in the T2-17A model of the Emperor Regency Garden project, Mr. Hong was very brave and careful to use the "casual Southeast Asian style" to realize his innovation. Then, he went to the project location by himself to research the original structure and found that such models had a

6.6 meter-high middle space just like a single villa space. So he decided to make use of this space by building the entire design around the use of this space. Thus, his design worked very well for large families with three generations living together. The first floor included an entertainment area, an open kitchen with a dining room, a granny room, a guest room, a guest bathroom and the maid's room. The second floor was designed to be used as a quest suite, with a large balcony with a beautiful view of the golf course. And in the master bathroom, Mr. Hong used French Donashi stone especially designed to use with the spa-bath forming a Southeast Asia style. And Mr. Hona was very brave to redesign the large balcony into a reading room. In this project, he emphasized the use of local materials, so about 80% of the materials were bought in local markets, which saved capital and time, which helped to keeps all the deadlines while maintaining quantity for the developers. Finally, this model home was sold quickly by a Taiwanese merchant.

Because of the success and innovation in these special models, Mr. Hong received greater appreciation and acceptance by more and more developers. So they committed to let Mr. Hong design the "King Estate" (T1-17B, 460 square meters, 7 bedrooms, 3 halls plus maid's room), which is the largest compound on the top floor. Mr. Hong oriented the design towards a "simple European style" to create a feeling of grace and elegance. All of these were fully accepted after the design.

Developing in the Course of Learning

When Mr. Hong entered the field of interior house, he was very sensible to join the top ranked design company in Hong Kong, and he began the formal study of other international companies and from many famous designers. In the 5 years of working in Hong Kong, Mr. Hong received much criticism, but he held back his tears, studied and practiced, and finally obtained a strong, professional background and tenacious spirit.

In 1992, Mr. Hong joined a large, local decoration firm in Shenzhen as a project operator. He began to use all he learned in Hong Kong to promote the local development of interior design in Shenzhen and continued exploring and developing. He then began to operate more projects for his company.

That is how Mr. Hong got today's achievement with the developments of the field of interior design in Shenzhen.

During the course of the first 8 years when Mr. Hong set up his own company, he stuck to his humble and religious spirit. Keeping connected with the international community every year, he would arranged several times to communicate with and to learn from overseas designers. In more recent years, he made a set of studying plans and visited some famous designers in Hong Kong: such as Kenneth Ko, Steve Leung and Patrick Leung, and learned more from them. Here is a story demonstrating how religious Mr. Hong is: there was an old client of Mr. Hong in Shenzhen--Mr. Wu, in the Holiday Bay project. He wanted to find some famous designers in Hong Kong, so Mr. Hong recommended some famous designers--Kenneth Ko, Steve Leung and Patrick Leung. And for this cooperation, Mr. Hong went to Hong Kong by himself to connect the developers with these famous designers. Finally, these three famous designers designed 3 sample houses individually for this estate and obtained the final successful cooperation. Later, many friends asked Mr. Hong why he did such a thing that might bring more strong competition for himself. But Mr. Hong did not think so. He said that interior design was so young in Mainland China, having only a 20-year history. But it might be one-century history in developed countries, especially with modern scientific techniques. So, only international cooperation and communication can promote our own development to keep up with international trends. Only by keeping with the international style concepts can we create the design in our own style. Furthermore, he said he had begun to cooperate with overseas professional designers earlier in the Shenzhen International Trade Centre project, ten years ago.

Summing Up the Past, Designing the Future

During the first decade of designing, Mr. Hong stuck to creating and exploring. It can be said that you find in Mr. Hong's style all the features and service systems which meet the modern market's needs. And through communication with overseas designers, Mr. Hong continues to consolidate his professional knowledge as well as enlarge his own strength through the cooperation with overseas

designers and by studying international, advanced concepts. He adds more international elements into his work, and forms a strong power to help the Chinese industry of interior design catch up with modern international trends.

Dickson and his company are very modest, and we can describe them in the following words: they advance with the times, and they are creating harmony by setting up architecture that is human. Therefore, we can expect that they will enlarged with the industry develops. Best wishes for Join Dickson Co. to develop further and higher in the city of design-Shenzhen!! Join Dickson Co. is now trying to make efforts to inspire optimism and intelligence for such a beautiful city!

洪德成·Dickson Hong,是中国改革开放以来最早的一批室内设计师之一,在室内装饰行业耕耘了20年,从任职港深两地数家知名设计公司的设计总监、项目总监,到自立门庭,创立自己的设计公司,洪德成的从业经历基本上就是深圳室内装饰设计发展曳的一个映照。

【设计之路】

洪德成,出生于英雄城南昌的一个普通家庭,从小酷爱音 乐和美术,勤奋好学。在"文革"期间动荡的学生时代,靠 自觉和坚强的求学精神探索出一条自学成才的道路。这些 早期在音乐及美术方面的基本功为今天的艺术创作、室内 设计工作奠定了坚实的基础。

1983年,洪德成进入广州美术学院工艺美术系深造,接受尹定邦院长指导,在绘画艺术和工艺美术设计方面的才华得到更大的突破和飞跃,迎来了他在艺术设计生涯上最重要的机遇与转折,实现学业与商业的接轨,逐步迈向把艺术知识转变成经济效益的发展方向。

1986年,洪德成踏上改革开放最前沿的经济特区——深圳,在这块热土上开拓新的生活和事业,坚持不懈地做自己的设计工作。从大型星级酒店到现代住宅设计,处处都留有其不断探索、不断创新进取的足迹。此间创作了一个又一个优秀的设计作品,如:竹园宾馆、深圳中原宾馆、深圳友谊商场、上海老大昌面包店、浙江西子宾馆、浙江杭州万向大酒店、海南三亚果喜大酒店、青岛阳光度假酒店及各类商业写字楼等等,既展示了他的设计才华,也赢得了客户的好评。

1998年,洪德成响应政府规范家装市场的号召,领头从工装企业进入家装行业,成立"深圳市装典家居装饰设计工程有限公司",开创了个人事业。在不断摸索与总结中,特别是与房地产开发商接触多以后,洪德成看准了楼盘室内设计更具有创意上的挑战性,有更适合自己的发展空间,决心专门研究"房地产楼盘室内设计与销售的关系"

这门艺术,并在很短的几年里形成了一套符合本土市场的设计风格和独特的运营服务模式,深得房地产开发商等客户的认可。

2000年洪德成和香港的设计拍档一起成立了"装典室内设计(香港)有限公司·JOIN DESIGN INTERIOR (HK) LIMITED",进一步加强设计工作在公司整体运营中的主导作用。同年还成立了深圳洪德成设计顾问公司·SHENZHEN DICKSON DESIGN LIMITED,作为公司与国际接轨的设计研发中心,展开与意大利、美国、日本、澳洲等国家的设计师的交流与合作。以设计部为中心,连同市场部、家具配置部及艺术品配置部组成一个完整的设计服务运营体系,进一步定位为专攻房地产楼盘室内设计项目,包括样板房、售楼处、会所、公寓式酒店、豪宅别墅等。

【以人为本, 艺用结合】

20世纪80年代初,在中国内地还没有形成室内设计理论体系时,洪德成就已进入了装修工程和室内设计行列。他凭借自己扎实的艺术功底和独具个性的设计理念。在长期的研究总结和实践中,洪德成和他领导的公司创立了"以人为本,艺术与实用相结合"的室内设计模式,这种模式不但为市场所接受和钟爱,也逐渐成为设计领域追随的一种主流

洪德成在二十年的设计实践中,用"以人为本"的原则来协调"艺术与实用"的关系,既能适合现代人需求,又能保留自己的设计风格,并在不断的设计实践中总结出一套可以帮助开发商卖楼的、设计与营销互动的成功模式。洪德成在接受开发商或策划代理公司委托设计时,在开始方案设计之前,会重新评估他们事先定下的示范单位的设计风格,从楼盘建筑规划方面入手,寻找建筑环境与室内空间在整体感上的切合点,依据不同户型的特点,去适应楼盘整体风格和销售定位的关系,并用自己的独特的艺术手法去营造一个舒适的空间环境。洪德成认为开发商做示范单位不是单纯的广告宣传,而是要通过室内设计将毛坯房变成艺术和实用的展示空间,能让顾客感动,并激发强烈的购买欲望,最终完成"帮开发商卖楼"的设计目标。

洪德成特别注意在设计中营造人与空间的和谐关系。有些顾客认为示范单位"只是好看不好用",洪德成非常注意这一市场反馈,经他设计的示范单位都能卖给业主直接使用,为开发商在成本控制和楼盘销售上赢得了一举两得的经济效益。正因如此,在发展商中流传着一句话"经洪德成设计过示范单位的户型就是好卖,而且卖得很快"。

比如,在天鸿集团开发的深圳安柏丽晶楼盘的销售后期,有几种户型由于建筑结构、采光不好,空间太大,价格太高(不算装修,光毛坯房都要几百万)等原因,导致销售困难,而单看毛坯房是没有说服力的,不能让客户产生强烈的购买欲望,这样使开发商和代理公司都感到一种销售压力,最后,开发商根据业内口碑,选择了洪德成设计。

其中有一个由两套打通的户型(T6-30A,6房2厅+工人

房),面积较大,为209平方米,洪德成在跟开发商和策划代理公司议讨论后,找出了户型的优点,避开结构空间不足之处,发挥"以人为本,艺用结合"的独特设计理念,营造成一个CBD概念的商住两用空间,结果以理想的价格连房带装修卖给了客户。

又如,在安柏丽晶T2-17A大户型复式示范单位(5房3厅+ 工人房)的设计中,洪德成为了在同一楼盘室内设计中实 现自我突破,大胆而谨慎地提出了以"休闲东南亚风格" 为其设计的概念。并亲自到实地研究原建筑结构: 此户型 有一个高达6.6米的中空,仿佛是一个独立的别墅空间,如 何合理化、最大化的布置空间成为他设计的重点。洪德成 的设计方案是:假设为三代同堂的大家庭。一楼为公共娱 乐区、开放式厨房与餐厅组成的餐饮区,还有父母房、客 房、公共卫生间、工人房、储物间等功能分区。二楼的空间 分配是: 主人房, 享有露天观景大阳台, 在此可以俯视高 尔夫球场美景;在15平方米的超大主人浴室内,洪德成特 地用法国洞石等材料砌造了一个下沉式的休闲SPA浴池, 成为一个东南亚风情的特色设计; 洪德成大胆利用内阳 台,将其改造为户主专享的书房等。在选择材料时,特别 强调使用本土材料,80%的建材都在当地采购,既为开发 商控制了成本,也保证了制造质量和工期。这套示范单位 在展示后不久就被一位台商连房带装修买了。

由于在这些特殊户型上的成功与突破,洪德成的设计得到开发商的进一步认可,他们将安柏丽晶户型最大的顶层复式单位"楼中王"(T1-17B,460平方米,7房3厅+工人房)也放心地委托给洪德成设计。洪德成将这套户型的设计风格定位为"简约欧式",并营造成一个典雅、豪气的大户之家,完成后的展示效果得到开发商和中原代理公司的充分认可。

【学习中求发展】

现代社会高速发展,很多传统的观念元素都在推陈出新,融入了更多的国际化元素。洪德成在进入室内设计行业最初时期,就明智地选择走在行业前列的香港设计公司任设计师,开始向具有国际交流背景的公司和设计师学习的历程。在香港公司近5年的学习和锻炼中,洪德成在工作中没少挨批评,每每强忍眼泪,备尝苦头,也正是这些经历锻造了他过硬的专业素质和对设计艺术的执着。

1992年, 洪德成加入深圳本土大型装饰企业——深圳装饰总公司, 任项目总监, 开始运用在香港设计公司学到的经验和专业技术来推动深圳本地装饰企业的发展, 学以致用, 并不断探索总结。期间又负责了多项公装项目的管理工作, 洪德成就是这样一步一个脚印紧随着中国深圳的装饰设计行业发展, 不断求学、求实地走到了今天。

洪德成在创办自己的设计公司后的8年中,时刻保持谦虚、严谨的专业心态,虚心向先进同行学习请教。这也是他在香港成立设计公司、保持与国际接轨的理由之一。在这几年的楼盘设计期间,洪德成制定了多项学习计划,包括分别亲自到香港登门拜访了著名设计师高文安、梁志

天、梁景华等,加强学术交流。并且每年都抽空到境外不 同国家和地区进行学术交流和考察。曾有一个反映洪德 成虚心向大师们学习的真实故事:深圳有一位与洪德成 合作多年的开发商董事长吴群力先生,在"假日湾"项目 示范单位的设计中,想找几位香港著名设计师来做室内 设计, 洪德成同时向吴董事长引荐了香港设计师高文安、 梁志天、梁景华三位大师,并亲自向他们转达吴董的合作 意愿,最后由洪德成从中牵头,让三位大师在深圳"假日 湾"每人设计了一套示范单位。在这个项目中, 洪德成在 设计上与大师们的交流、合作取得了可喜的成功。事后, 有不少同行问洪德成,"你介绍自己的老客户给香港的大 师们做, 你就不怕'引狼入室'吗? 今后你的客户怎会再 找你呢?"可洪德成并不是这样想,他说,"我国的室内设 计行业还很年轻,才20年,而香港和一些发达国家已有上 百年的历史了, 特别是在一些国际理念上和带有现代科技 含量的工艺上,我们还是存在一定的距离!而我认为只有 通过学习交流, 我们的室内设计事业才能很快的赶上去。 只有与国际设计理念对接,才能创作出既有国际性的,也 有民族性的,属于自己特色的作品,所以,我不怕'引狼 入室'。其实我在十几年前在做深圳国贸大厦的装修工程 时,就已习惯了'与狼共舞'!"

【展示过去,设计未来】

二十年来, 洪德成对设计艺术的追求, 一直秉承自己独特的个性和理念, 不断探索与创新。从这本专集中, 我们发现洪德成设计作品已成功形成了多种设计风格、多元化配套服务体系, 以满足当今市场发展需要。并且, 通过与境内外设计师的交流、合作, 不断巩固自身专业基础, 壮大自身力量, 将更多国际化的设计元素融入到自己的创作中, 并成为一股带动国内室内设计业不断迈向国际市场的潮流。

洪德成和他的公司是谦虚的, 也是充满自信的, 我们可以 用当下最红的词语来总结他们: 他们在"与时俱进", 他们 在构建人与室内空间之间的"和谐", 所以可以预见, 他 们必定会在不断的成长中壮大。洪德成与他的装典公司将 继续努力, 为这个充满魅力的"设计之都"奉献创意与激 情。

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U-TOWN SALES CENTER

联盟新城售楼中心

- Developer: Zhengzhou United New Town Real Estates Co., Ltd.
 Locus: Zhengzhou Henan
 Building Area: 1182m²
 开发商:郑州联盟新城置业有限公司
 项目地点:河南郑州
 建筑面积: 1182平方米



U-TOWN SALES CENTER

联盟新城售楼中心

U-Town is located in the Zheng dong District in Zheng Zhou city, which is developed together by several top-ranking estate developers in China. The design of the architecture is finished by a Japanese designer and based on the concept of Chinese traditional quart yard and combined with simple, Japanese, design elements.

The selling center is a two-story building with about 1,182 m² area. And the developer wanted to use this center as a multifunction place in which people can see the shape of the house, negotiate the project, work, have meetings and do business. To some extent, this center can be treated as the symbol of the projects and the direction of the selling. So, its style and commercial surroundings will greatly influence the entire result of the selling. With this in mind, Join Dickson Co. derived this interior design from the Japanese designer's original style to embody his own knowledge about interior design, integrating the modern, simple style from Mr. Heichuan. Besides displaying the estate and publicizing the visuals of the trademarks, Join Dickson Co. tried to make a classic design in this project which can deeply impress the visitors.

联盟新城位于郑州郑东新区,由来自全国各地十六家龙头发展商所组建的联盟新城置业公司开发。建筑规划设计由日本建筑师黑川纪章完成,既结合了中国四合院的理念,又有日本简约设计元素。

售楼中心两层空间的面积为1182平方米,开发商对使用功能的定位是集楼盘展示、销售洽谈、办公、会议、休闲等综合功能为一体,在某种程度上代表了项目的形象和销售方向,其品位、风格、商业氛围很大程度上影响到销售的效果。洪德成对于室内空间设计的定位是:结合日本黑川建筑师原创,同时体现室内设计师自身对室内空间认识和理解,使"现代简约"的室内设计风格与黑川先生的建筑设计风格形成协调一致的有机整体。在展示楼盘情况、宣传品牌形象、满足使用功能等前提下,塑造室内设计上的经典之笔,让参观者留下深刻印象。









