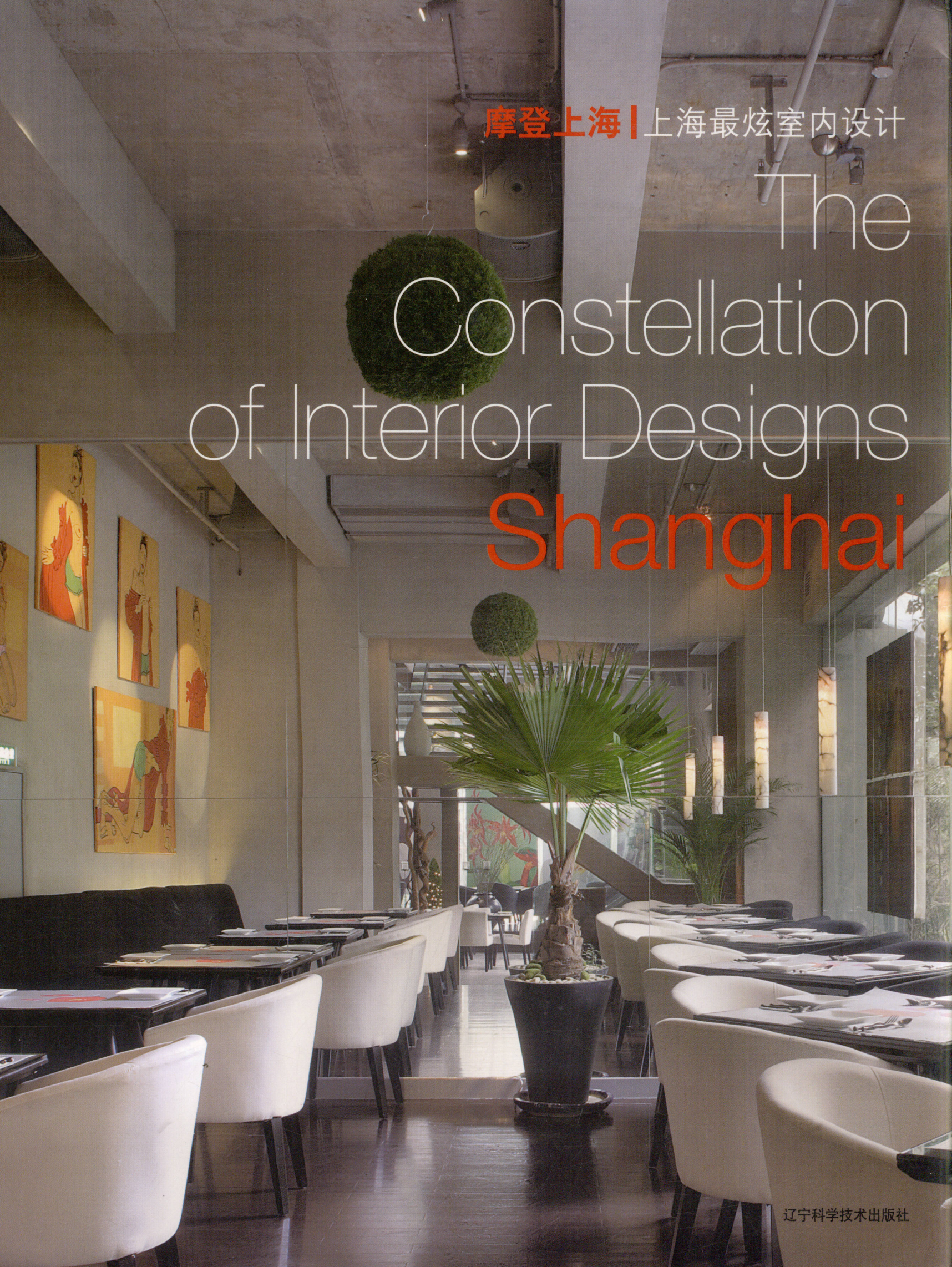


摩登上海 | 上海最炫室内设计

The Constellation of Interior Designs Shanghai



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前言 PREFACE

在所有的词汇中，摩登是最适合形容上海的。这个“舶来词语”在30年代就开始在上海蔓延了。穿着旗袍的上海女人可以在南京路上买到密斯佛陀化妆品，只是当时南京路还被称为“大马路”；密斯佛陀在今天却还在为再次进入中国市场大费周折。翻翻当时的良友画报，胡蝶为可口可乐做的广告虽说有点月份牌的感觉，但还是很美丽迷人的。摩登的上海有着外滩、马勒别墅、丁香花园；精美的建筑为这个城市增添了许多让人羡慕的理由。

摩登是一种生活方式，它随着好莱坞的电影、跳舞场中的音乐渐渐地流进上海人的血液里。在如今的表达方式中，摩登已经被“时尚”所代替，发音不同，但传达的却是一个概念。新一代的时尚中人，要把老克腊怀念的生活进行到底。当他们不再满足“红房子”、“德大西餐厅”的陈旧感觉时，崭新的餐饮空间也在不断应运而生。奢华绚丽的漾乐会让你欣赏到彩绘玻璃带来的西洋风情；红色为主基调的玛雅把中式元素加入现代设计中，感觉倒也不错。反正2005年混搭已经成了T台上经典的信条，连PRADA都钟情于中西合璧，我们又何尝不能玩转空间呢。

收拾一新的外滩18号在3号边大张旗鼓地迎宾送客时，上海的时尚地位再次得到稳固。杰尼亚、卡地亚，声名显赫的世界品牌除了关注产品设计，展示空间也不乏经典大气。2004年末LV的恒隆店从一个层面扩大到了两层，独特的中庭设计让LV的产品获得全线展示。那个布满LOGO的旅行箱早已深入人心，设计师还是不放过任何一个露脸的机会，让它们作为设计符号装饰着这个奢侈空间。

今天的上海一定是摩登的，是时尚的，不管是专卖店还是餐厅，甚至是歌厅、美容院都有让你惊羡的机会。和东京、巴黎相比，上海还不能被称为时尚策源地。她以广阔的胸怀接受着各大品牌的眷顾，但真正本土的设计却少之又少。在这本“摩登上海”中让我们感到欣慰的是，各类设计公司已经初具规模。他们在努力完成作品的同时也不忘先把自己的地盘包装好。泰康路里的SURV，八号桥中的源创建都给人耳目一新的感觉。青山的出名少不了设计师的作用，离开了大师的GUCCI也曾差点被客人所抛弃。时尚界是势利的，时尚界也是公平的，当你确实具有品质的时候，他们一定不会吝惜闪光灯和胶片。





Fingering through a list of endless adjectives in the enormous vocabulary bank, MODERN, the word stemmed from the Late Latin modernus, would be most likely chosen to characterize Shanghai, the Chinese metropolitan who has been inextricably associated to Western World since the early thirtieth of last century. From finely retained architectures of Muller Villa and Lilac Garden, to the decades old movie star posters for Coca-Cola, Shanghai has never relinquished her concinnity for spellbinding admiration just like the captivation spread by French perfumes to the lady dwellers in this city for generations.

A life style impregnated by Hollywood pictures and Broadway dance music, the definition of modern endorsed by hipsters of the past has been replaced by the trendy current of the new. No longer satisfied merely by dining out at the old establishments serving Western foods, patrons have been, for a considerably lengthy period, craving for visual contentment at the same time, hence, the sumptuous Club Shanghai and the rouge Maya were born into the family of stylish fusion.

Keeping abreast with the names of gastronomy and entertainment, haute couture also has been busy all around the city to consolidate her dominance. If the grandiose store designs of Ermenegildo Zegna and Cartier at No18 Bund are perceived as fine marriages of brand and house, then the unique atrium at Louis Vuitton as well as her floor size expansion in Citic Square would be remembered as the performance of the year for the LV logo in 2004.

Modern or chic, brand store or restaurant, club or spa, beauty has her appearance in every domain. Not yet a city of originality, in contrast to her sisters like Paris and Tokyo, Shanghai poses herself a posture of inexhaustible tolerance and great acceptance embracing ideas and images. Art studios, design houses like SURV and DK & Partners are driven by many creative minds with the motivation of showing the world, the world of fierce competition as well as numerous opportunities, the world enticing us with her name of fashion, that the listed images in this volume are true beauties with substance, whom make the photographers fervently loading up their cameras with films.



Cartier



Cartier坐落于外滩18号里。经过意大利专家的修复，经历百年的欧式建筑重放光彩。Cartier专卖店本着内外风格一致的原则，打造了一个奢侈品展示空间。浅色最能表现高雅的气质，Cartier用它作为店堂的主基调。从大厅自然过渡到室内，色彩、材质都没有什么差别，让人感觉两者是如此的般配。

中轴对称是给人的最深印象。推开门后，直线视角内一片华丽的景象。近处的白色大理石地砖上浅咖啡色的沙发有着独特的造型，身后的柜台摆成花朵盛开的造型，上方的水晶吊灯把奢华的风情渲染到极至。

以中厅为轴心，四周都有通道可进入不同的空间。设计相对独立的空间，在色彩上保持统一，木贴面的墙壁有着凹凸变化的纹路。不同设计系列，放置在不同的展示区域里。玻璃展柜有着优雅的线条，宛如一个放大的首饰盒。有手袋陈列的地方，两个弧线的沙发组合成客人休息区域。深褐色的窗帘有着丝绒般的光泽，阳光一点也泄露不出来，奢侈品的空间应该是安静，任何干扰都不允许存在。

Situated at No18 Bund, the century old building in European style rejuvenated after the restoration done by Italian experts, Cartier, a name of luxury, poses itself through the elegant brand store in a beige color with consistent application of materials from its exterior to the vestibule, all in a harmonic and graceful fashion.

Symmetrically sat on both sides of the axis in the center, the picturesque image of the store is firstly delivered by the entrancing contraption of the creamy marble floor, distinctively shaped beige lounge and the circling arrangement of the finely designed display cabinets, all immersed in the diaphanous illumination from the crystal chandelier. Led by a number of pathways, independently designed smaller spaces are set around the vestibule in identical colors of the patterned wooden wall. Laid out differently in these spaces, the glass display cabinet possesses

an elegant shape of an enlarged jewelry box with a set of twin curvy benches sitting next to the handbags of dream. Completely separated from the outside world, the fuscous brown curtains retain nothing but a tranquilized air of luxury in absolute.

1. A window frame with history.
2. A perspective on the axis running through the center.
3. The universally identical facade of the brand.

3



1. 橱窗在老建筑的衬托下显得更有韵味。
2. 中轴线上，远近景错落有序。
3. 世界一致的外观设计出现在外滩18号里。



4. 推开门后, 直线视角内一片华丽的景象, 轴对称是给人的最深印象。

5. 柜台摆成花朵盛开的造型, 上方的水晶吊灯把奢华的风情渲染到极至。

6. 近处的白色大理石地砖上浅咖啡色的沙发有着独特的造型。

4. The picturesque image of the store in the symmetric setting.

5. The circling arrangement of the finely designed display cabinets immersed in the diaphanous illumination from the crystal chandelier.

6. A distinctively shaped brown lounge and its creamy marble floor.

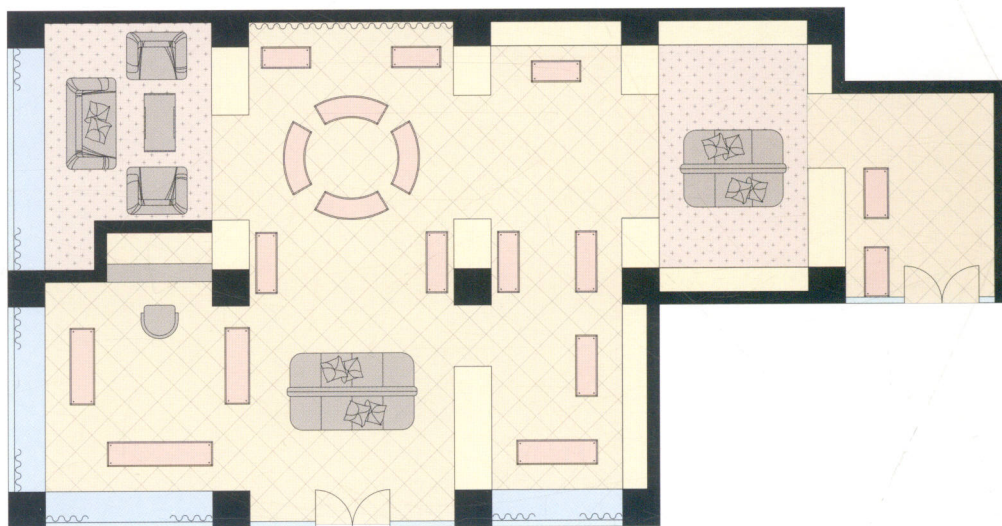
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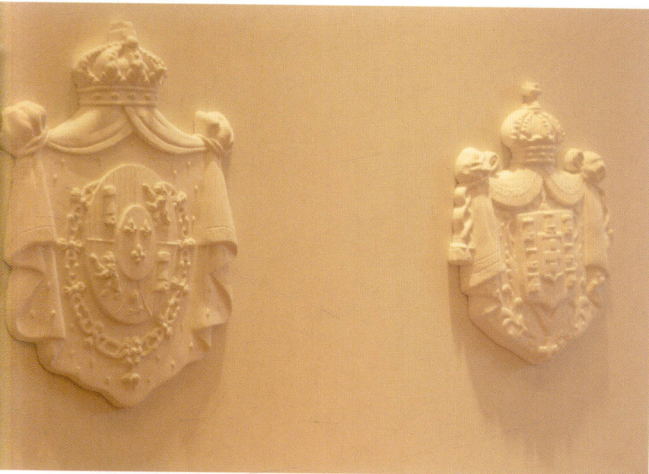


7. 浅色最能表现高雅的气质，Cartier用它作为店堂的主基调。
8. 有着皇室气质的标志。
9. Cartier坚持着对称格局，连门、窗的设计也遵循着这一原则。



7





8



9

7. Dominated by the elegant and characteristic beige.

8. The insignias of Cartier.

9. A principal rule of symmetric design in the store.

10. 以中厅为轴心，四周都有通道可进入不同的空间。

11. 深褐色的窗帘有着丝绒般的光泽，阳光一点也泄露不出来。

12. 玻璃展柜有着优雅的线条，宛如一个放大的首饰盒。

10



A photograph of a modern, minimalist interior space, likely a jewelry store or a high-end office. The room features light-colored walls, a large mirror on the left, and a long glass display case in the foreground. In the background, there is a dining area with a table and chairs, and a large window covered with heavy curtains. The lighting is warm and ambient.

A photograph of a jewelry store interior. In the foreground, a long glass display case with a curved top holds several jewelry items, including rings and necklaces, arranged on white display cards. The case is supported by a metal frame. To the left, a wall is covered in large, light-colored wooden panels. In the background, a small display stand holds a dark vase. A framed picture hangs on the wall, and a doorway is visible in the distance. The floor is made of light-colored tiles.

12. A jewelry box-like glass display cabinet in an elegant shape.



13



14

13 最新款的手袋像艺术品一样陈列在那里。

14 有手袋陈列的地方，两个弧线的沙发组合成客人休息区域。

15 休息室里色彩较为深些，黑白的照片讲述着品牌故事。

13 . The artistic display of the latest designs.

14 . A set of twin curvy benches sitting next to the handbags of dream.

15 . A short break next to a long history.

15

