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Creative Designs of Night Club



夜总会设计

—— 创意专业娱乐策划设计公司作品集

— Works of Creative Professional Entertainment Planning & Designing Company



百 通 集 团
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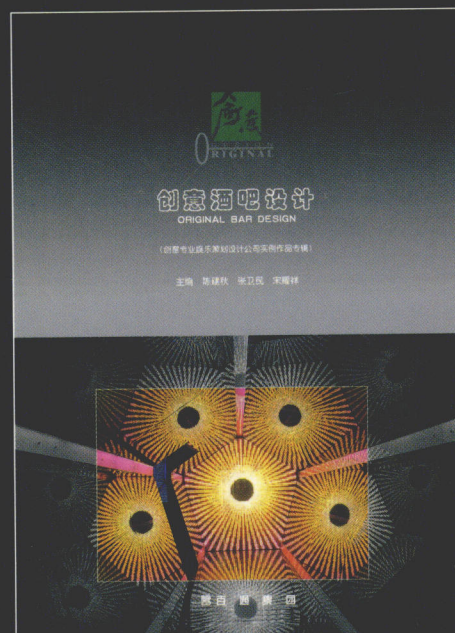
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从纽约曼哈顿世界最高的摩天大楼到埃及沙漠中的金字塔和狮身人面相,从威尼斯的宁静水巷到北京宏丽的皇家园林——设计师灵感闪烁的瞬间长久地照亮了世界。

From the skyscrapers of Manhattan to the pyramids and Sphinx Statue in the Egyptian desert, from the tranquil Venetian water alley to the magnificent royal gardens and landscape in Beijing, a spark of one designer's inspiration can indeed shine perpetually in the whole world.



前言 FOREWORD

2003年我看到创意公司主编的《创意娱乐设计》一书，设计者出色的想像力和创造力给我以强烈的视觉冲击，印象深刻。不禁想像人们置身于这样一种环境必然的心理状态，自由自在、无拘无束；也可能十分兴奋，纵情欢愉，并以此忘却了烦恼，减轻了压力，调整了身心状态。

在现代社会中，人们为达到自己的理想而努力工作的同时，身心也会感到疲惫不堪，务必需要减轻压力，调整身心状态。因此，娱乐业也就日益蓬勃发展起来了。

夜总会是高级的娱乐场所，豪华高档的装饰和体贴入微的服务是其特色，而能否赋予玩更为丰富的内容，则是娱乐场所吸引顾客的亮点，也是设计师必须解决的一个重要问题。夜总会空间氛围和功能设计和别的空间环境设计不一样，玩的环境中，声、光、色、形都在动态之中，变化丰富，设计者不仅需要美学知识和技能，而且需要运用高科技手段，专业知识范围十分广泛。在信息时代，设计师还要把握相关的最新科技成果，用于娱乐环境创新设计，只有不断学习才能不断出奇出新。《创意夜总会设计》是创意公司近年来最新项目的积累，翻阅此书，定会感受到创意公司近年来在娱乐设计上的长足发展和不断的探索精神。

创意公司做娱乐设计已有20年之久，伴随中国娱乐业的发展而发展，多年来积累了丰富的经验，设计师更具有全面的专业知识和能力，给业主提供产业策划、设计、经营等全方位的服务。在新书《创意夜总会设计》问世之际，我祝创意人求真务实，今后取得更大的成功。

张世礼
2006年5月3日

In 2003 I happened to read Creative Design for Recreational Space. The outstanding imagination and the creativity of the author made a strong visual impact and left me an unforgettable impression. I couldn't help but imagine the feeling of any one who is placed in such space. Might they feel free? Or might they feel exciting and joyful? Whatever the case, they will surely leave all their anxiety and pressure behind and adjust their mind and body to the best state.

In modern society, people work hard to achieve their life goals. As one of the consequences, they would unavoidably feel exhausted and desperately need to find some ways to reduce the pressure and adjust their physical and mental state to the best condition. The booming recreational industry therefore stands there to meet such needs.

Night club is regarded as a high-class recreational space, which is characterized with high-grade and luxurious furnishing and meticulous services. Other than providing a place for "fun", it is so important for designers of night clubs to find some new added innovative elements for their design to attract the customers. Not like that of other types of interior space, the design of night club space is quite different in terms of function and the overall atmosphere. In a space where people come to relax and enjoy themselves, the major elements of the space including audio and visual effects, colors and shapes are all in dynamic movement and constant changes. Designers, therefore, must possess rich knowledge in aesthetics and basic designing skills, and in addition to these, they have to take into consideration of all sorts of modern technologies. In general, designers are required to have a broad scope of knowledge to work well in the profession. Today, in the era of information technology, a designer also need to keep obtaining the latest science and technology and manage to adapt them in their designing works. Continuous learning is undoubtedly a must for innovation and creativity. This volume is the accumulation of the successful projects Creative Co. has accomplished in recent years. A simple browse over the book will reveal the fact of what significant achievement the company has made in the past few years and their endeavor cannot but be admired by readers.

The company has been endeavored in the field for more than twenty years. While witnessing the development of the recreational industry in China, it has as well accumulated rich experiences. With profound professional knowledge and ample practical skills, its designers are fully competent to provide satisfactory service to their clients regarding all aspects of the planning, designing and operation of a recreational location. Upon the release of this new Volume, I would like to give my sincere wish to them for a greater success in the future.

Zhang Shili
May 3, 2006

一、各种场所娱乐模式及消费群体的区别

娱乐项目是由很多不同类型模式组成,娱乐业从最早期的歌舞厅、夜总会式歌剧院、迪斯科、综合性酒吧、丽人SHOW吧,到今天的夜总会、量贩KTV、娱乐会所、慢摇吧等,经历了一个漫长的过程。特别是在娱乐业不断成熟的今天,娱乐模式及消费群体的细分更加明显及专业化,所以在项目策划的时候必须首先要明确方向,确定娱乐的模式及不同的消费群体。因为它的功能、装饰风格、服务方式、经营理念都有着明显的区别,而前期的策划设计与以后的经营服务是分不开的,所以清楚地认识不同娱乐模式及区分不同的消费群体有利于整个项目的总体策划。

(1) 夜总会:夜总会常被人们形容为衣香鬓影、纸醉金迷,其娱乐模式为唱歌跳舞、掷骰饮酒、丽影相伴等。在这种模式下既要照顾二人世界的娱乐空间,也要考虑到集体共乐的公共气氛。消费的群体则主要是一些生意上的商务应酬或知己共聚的人,他们的消费大都有“千金散尽还复来”的气派,豪华高档的装饰硬件和体贴入微的服务软件是该模式的主要特征。

(2) 娱乐会所:娱乐会所除了常见的娱乐模式外,主要特征是更具有私密性。以接待为主,使顾客有一个典雅、安全、舒适的娱乐环境,体现出顾客的尊贵身份。到该场所的顾客非富则贵,追求高档、优雅的环境,希望得到无微不至的服务及帝王般的享受。

(3) 慢摇吧:一种新型的娱乐模式,它根据人的娱乐心理需求设计出一套以音乐、灯光加美酒的模式,让人们逐渐达到亢奋的状态。开始时以较为明亮的灯光、节奏较慢的音乐,让人们心情放松,聊天饮酒,然后随着时间的推移,音乐节奏逐步加强,灯光逐步调暗,加上DJ及领舞者的鼓动,使人逐步达到兴奋的状态,然后随音乐起舞,找寻High的感觉。在一些经营成功的慢摇吧,你可看到千姿百态的舞姿。晨操,人们为的是锻炼身体;而慢摇吧内看到的则是晚操,在“闻乐起舞”的同时,达到运动身体,放松心情的作用。慢摇吧与迪斯科的区别在于音乐节奏的循序渐进,让人们有一个从平静到兴奋的心理过程。再者,由于慢摇吧的定位比迪斯科要高,因此客源的素质及消费相对也比迪斯科要高。虽然都是同一节拍下,但人们各自展示不同的舞姿,不一定只在舞池跳,就在座位边也可跟着节拍起舞,通常到高档慢摇吧消费的客人主要是时尚的白领阶层、年轻的老板们,他们都带着玩的心态,在热闹的气氛中放松心情。

(4) 迪斯科:劲歌热舞、激情四溢是迪斯科的写照;音响强劲、集体共舞、狂欢豪饮是迪斯科的娱乐模式。以舞池为中心,DJ及领舞为主持,带动全场气氛,让人们共同创造出热烈的氛围。到迪斯科消费的群体,大多数以年轻人为主。他们主要是为了感受热烈气氛及抒发内心情感,以高度的兴奋刺激来

消除精神上的疲劳。但他们的消费能力有限,所以对场所的装饰更重视灯光和音响的效果。

(5) 表演吧:在酒吧中兼带有二三人的小型表演,使歌手与客人打成一片。听歌、饮酒娱乐同时进行,这类酒吧称之为表演吧,消费者主要以朋友聚会饮酒、情侣约会等为主。

(6) 表演厅:表演厅顾名思义是以表演为主。表演的特色与水平很大程度上决定该场所的吸引力,特别是一些娱乐业发展成熟的地区,对表演已没有什么新鲜感。如果节目一般,便失去了表演的意义,所以节目特色是表演厅的生命力。而通常到表演厅欣赏节目的顾客大都是家人、情侣或三五知己,他们大都是带着观赏、消遣等目的去消费。

(7) 量贩KTV:量贩KTV是以唱歌为主的娱乐模式,对唱歌的音响要求较高。它一般按小时计算房租,酒类小食可在场内超市平价采购,免费或平价提供餐点,相对消费较实惠。消费客源以白领工薪族、家庭、同学聚会、生日Party为主,装饰讲究干净实用、灯光明亮。

二、不同功能场所策划设计的区别

1. 选址环境的区别

每一个区域的客源都会有着消费能力、消费目的、娱乐情趣及对服务要求的差异。如何将自己设想的目标客源与选址匹配?这是一个娱乐场所经营成功的第一步。

(1) 夜总会:夜总会多以生意上商务洽谈和应酬为主要消费目的,加上目标消费群体大部分都有私家车,因此,夜总会选址应位于商业中心地带。以商业区的灯红酒绿相互映衬为上,且有便于寻找的路名、街名,并要求交通便利、公路畅通和有足够的停车位。

(2) 娱乐会所:娱乐会所对应所在的地理位置与夜总会的要求基本上一致。选址需要环境优雅、安全。会所一般以接待会员式固定客源为主要经营方式。

(3) 慢摇吧:由于它的娱乐方式、环境气氛、DJ、音乐等因素,决定了消费群体是具备一定文化素质,对生活质量有所追求的白领、SOHO族、新人类等年轻人。这类人群有一定经济实力,对玩的方式、音乐类型、场所气氛等都相当挑剔,而往往只有发达城市和地区才有足够多的这类消费群体。因此,酒吧选址应在消费水平都比较高的城市和地区集中的酒吧街或主要针对同类消费人群的商业中心等年轻人集中的地方。

(4) 迪斯科:它和慢摇吧的娱乐模式较为接近并都曾经红极一时,现由于政策因素有所影响。同样都是以年轻人为主,但这类人群的消费能力不如慢摇吧。因为受交通工具影响,所以选址应在市或镇中心人口稠密的地区为好。

(5) 表演吧与表演厅:它们在日新月异的娱乐行业中已退出主流,在发达城市和地区难于存活,只有少部分常有新节目

的酒吧拥有固定的客源,却也是明日黄花了。但在二线城市、城镇中心仍有较大市场。表演厅跟表演吧的命运基本一致。在城市中大型表演进入了大型歌剧院、音乐厅等一些公众文化设施。私营表演厅已退居二线城镇地区,风光不复当年。

(7) 量贩KTV: 是新兴的自助式KTV。鉴于人们的接受程度,一般只适于较为发达的城市。面对的消费群体以白领、工薪族、家庭与学生为主。这类人群大部分没有自己的私家车代步,消费能力有限,因此量贩KTV选址应在居民稠密的区域较为合适。

2. 平面布局的区别

平面的功能与整体空间、经营策划是密不可分的,它是否合理很大程度决定了以后经营的成败。它是设计、策划、经营三者的综合体,是项目成功的保证。

(1) 夜总会: 以房间为主,走廊应“曲径通幽”、“四通八达”,让“点”与“点”之间的路径有多种可能,令客人有走不尽、看不完甚至有迷失方向的感觉。夜总会的房间应有各种等级区分,由“普通房—豪华房—总统房”等来满足不同消费性质、消费目的人群的需求,接待大堂应尽显尊贵气派,过长的通道应设小型休息区、景观区等,以便供客人聊天及接听电话。

2) 娱乐会所: 以接待会员为主,而会员拥有着“非富则贵”的身份,所以娱乐会所强调私密性、安全舒适、豪华典雅等。平面布局以房间为主,房间数量无须太多,但功能应该应有尽有或者不同的房间有着不同倾向的功能来满足客人的各种娱乐及商务的需求;娱乐会所对外门面及接待厅无须像夜总会那样炫目夺目,小而不失华丽是对会所的要求。

(3) 慢摇吧: DJ台、领舞台及舞池是全场的中心焦点,应安排在全场都能看到的醒目位置。为了丰富空间层次感,应设计适当的高低错落,使空间充实多变并提高后面位置的视点,形成全场“聚”的气氛。如果有中空二层的还应设置部分半层座位区,一、二层能通过楼梯与高中低区域连接起来,达到人气连接、相互呼应的效果。如空间过高则需应用造型或其他功能将部分空间压低,使空间既气派,又感觉整体充实而尽显人气,容易达到“闹”的氛围。场内为了凝聚人气,舞池无须太大。散台、卡座、通道等空间距离应尽量紧凑。高级场所散台不宜过多,且台面宜用圆面透光材质。在慢摇吧发展较早及文化素质较高的城市,座位设计应较为开敞,便于互动。另外,座位设计须相对独立,便于客人在大气氛下有自娱自乐的空间。

(4) 迪斯科: 平面布局与慢摇吧相似,只是舞池相对要大一些,并变成弹簧舞池,座位空间可稍小,靠边一些。

(5) 表演吧: 平面面积不宜过大,因为歌手与客人的沟通要在一定范围内才能烘托出气氛。表演台也不该太大且应设在场中心,吧台则应设置在场的左右两侧。这样既不会妨碍散台及卡座,又能共同观赏表演。

(6) 表演厅: 表演出场费用较高,相对面积要大些、座位也要多些。观看的座位太少会导致得到的收入不够支付演出的费用。由于表演厅面积大,所以平面布局应丰富多变、错落有致,以避免单调、空荡。舞台是全场注目的焦点,可适当运用

电动机械及现代科技使舞台显得灵活多变,令观众百看不厌。现代的舞台不仅要有主表演台,还需要在观众区设置副舞台,并与主舞台用表演通道相连接,让演员与观众有更多近距离的接触,共同制造气氛。当然舞台还可以是立体的、多角度的,如空中舞台及高架天桥,可与二层观众直接亲密接触,演员地下通道的出场方式亦会尽显神秘。电动升降梯可连接一、二层舞台,以上、下纵横三维的立体舞台打破传统的表演方式,让顾客有耳目一新之感。

(7) 量贩KTV: 平面设计讲究的是简洁大方、舒适实用,且房间应具备一定的数量,并分出大、中、小等房型供客人选择。另外,设计的房间面积不宜过大;超市及餐区应放在营业区中间及门厅处,便于顾客发现及取餐;通道宜宽阔、笔直;洗手间也应设在K房外侧。

KTV房伴随着娱乐业的出现而诞生,随着娱乐方式的多样化,平面布局也在不断地更新,而且不同的娱乐模式其布局有着明显的区别。例如:夜总会KTV房是与佳人共乐的娱乐模式。在玩法上既要照顾集体气氛,也要顾及二人世界的情调。所以布局除了大沙发区之外,中、大型房还要设置一些角落位置,放置一些与之配套的娱乐设施;在众多的房间中因地制宜地分别设置几种,如:秋千、飞标、舞池、桌球、自动麻将、电动按摩椅、茶艺、足球机、网上冲浪、小型高尔夫球、操作间连小酒吧或小沙发区,以满足客人的不同需求。而迪斯科房则刚好相反,它只需一个大的沙发区,只要坐得人多,不需其他多余的东西。夜总会的舞池设计在远离视线的小地方,便于两人的交谊舞;而迪斯科房的舞池(弹簧舞池)则应放在房中央最大的空位上,便于集体一起跳迪斯科。夜总会大房的布局需要适当的高低错落,屏风造型内设置一些小房间;而迪斯科房则需要空间宽敞,既不需要高低错落,也不需要要有碍视线的间隔,只需在一些高级大房设置一个小型DJ台,让DJ直接在房内控制现场效果。若天花的高度允许,可设置一个小灯架,放置一两支电脑灯和频闪灯,挂上一对音箱,使舞池更具有气氛。量贩KTV房相对较为简单,除了一些特大房拥有多个小酒吧外,一般的房间都是以一个沙发区为主。一些较大的房间除了在沙发区能唱歌外,还在电视机侧面设多一级地台,上面放置高椅、小电视与麦克风,让歌者面对沙发区唱歌,而且茶几设计适宜大一些高一些,方便客人用餐、放东西,点歌台、服务灯设置在客人方便使用的地方。

除了房间布置不同外,在以房间为主且房间数量较多的场所内还应设计多一些特色房,如:生日房、三维空间的复式房、较私密的情侣房、带花园式阳台的休闲房等。

3. 灯光气氛的区别

灯光在夜场起着不可忽视的作用。如:在灯光昏暗及冷色调的场所中,客人的心情会比较压抑,相反到了灯光较为明亮且以暖色调为主的场所中,人的兴奋度就会提高。一定程度时灯光再逐渐调暗,让人们进入一种迷幻的境界并达到兴奋的状态。

(1) 夜总会与娱乐会所: 在灯光气氛要求方面,它们基本

相同,在房间内要营造出温馨、舒适、高雅的气氛,以间接光源为主,避免光源直接照射客人眼睛形成炫光点。茶几、装饰画、工艺品等可用聚光灯照射,以增强艺术氛围。在暖光源为主的环境中要有一点冷光源作对比,避免颜色单调乏味。

(2) 慢摇吧与迪斯科:慢摇吧要求灯光根据不同时段营造出不同的氛围。在开场前段,灯光较为明亮及以暖色调为主,随着时间推延,灯光逐步调暗变冷,到最后只剩下一些LED、纤等弱光源配合音响效果,时而亮一下频闪灯以带动全场气氛。为了方便DJ控制全场气氛,应将全场光源控制设在DJ台内,通过电脑统一调节。迪斯科灯光大致与慢摇吧相似,但它要比慢摇吧的更暗、更冷一些,虚幻迷离的光源多一些,以配合客人现场的感受。

(3) 表演吧与表演厅:以暖色光源及间接光源为主,舞台的灯光变化是全场的焦点,造型内的装饰灯、专业的电脑灯与激光灯等都应不断地配合节目表演的内容变化而变化。让客人感觉置身于一个千变万化的场景之中。

(4) 量贩KTV:灯光要求变化不大,达到明亮、清晰、温馨、舒适即可。

4. 装饰风格的区别

娱乐模式的不同,消费群体素质、年龄及身份的差异,导致装饰风格有所区别。量身订造的娱乐环境,置身其中会使客人感觉亲切;反之,感觉会格格不入,难以久留。设计风格与娱乐模式的相匹配是装饰硬件的重要部分。

(1) 夜总会与娱乐会所:装饰风格要求较为接近,其接待客人的层次及年龄都较为相似。这类身份的群体大都喜欢高稳重、简洁的装饰风格。为达到上述要求,在设计上应选用一些高档、典雅的材料;沉稳的色彩,使整体风格协调统一、高贵大方。

(2) 慢摇吧与迪斯科:以年轻人为主,时尚、新潮、别致的装饰风格会对他们有着一定的吸引力。新颖特别的装饰材料、跳跃丰富的色彩、现代写意的造型,会使场所呈现与众不同的格调,给人留下深刻的印象。

(3) 表演厅与表演吧:客人视线更多的时间都是集中在表演台上,所以场所的整体风格只需大方得体、色彩明快,且将舞台设计得更加丰富多变。

(4) 量贩KTV:设计风格要求简洁明快、清新脱俗、色彩和谐,让人感觉干净实用、简朴大方。

5. 经营策划的区别

不同的娱乐模式,有着不同的经营方法;不同的服务对象有着不同的服务要求。针对娱乐模式的特点,制定不同的经营策略,让正确的策划确保项目的投资回报。创意公司20年的娱乐策划设计经验告诉我们:同是一个娱乐项目,不同的经营手段、策划就会得出不一样的结果。

(1) 夜总会与娱乐会所:以房间为主的服务模式,是人对人、心贴心的服务过程,因此拥有高素质服务人才是该类场所经营成功的关键所在。如何达到以上要求呢?优厚的待遇及必要的素质培训是必须的,确保员工拥有与客人的沟通能力。

当具备了高素质的服务人才后,必能达到“花香蝶自来”的效果,再加上业务的推扩,不难开拓局面形成良性循环。

(2) 慢摇吧与迪斯科:以厅为主的娱乐模式,凝聚人气,制造气氛是该类型项目的首要条件。为了达到目的,应精心策划一系列的推扩活动,将人气在同一时间内凝聚。如:邀请名DJ或名歌星、开业期间优惠价格、广告全面推广、吸收大量好的业务员……然后通过经营留住顾客,形成热闹—更热闹的良性循环。在内部气氛的制造上,应编排灯光、音响、领舞等不同时间段的节目及变化,将气氛带入一个新的高潮。一晚的变化让人目不暇接,经常性的变化更新会使客人耳目一新。

(3) 表演厅与表演吧:以表演为主,节目特色是这类场所的生命。如何将节目适合当地文化,以及不断更新换代,吸引顾客是重中之重的事。

(4) 量贩KTV:以唱歌为主的KTV,如何将音响、灯光、装饰、超市、服务做到最好,在消费者中营造口碑,树立品牌是最佳的宣传。

三、不同地域场所策划设计的区别

由于不同地域的文化、经济、气候等的差异,娱乐场所策划设计也有所区别。

首先,不同文化底蕴地区的策划设计差别很大。如:一些少数民族地区在设计上要根据当地一些风俗习惯上的色彩、特色来设计。苏州人杰地灵,更是以苏州园林而闻名于世,是著名的旅游城市,当地人在设计上喜欢休闲、自然的风格。湛江的KTV房至今都喜欢房中房,上海一直以来都是中国对外的窗口、现代的大都市,所以现代的西洋风格在此大受欢迎。

其次,娱乐设计与其他设计一样,大都经历从简到繁,又从繁到简的过程。中国各个地区经济发展的先后状况导致娱乐业发展也有先后之分,所以各地区在设计上的差异明显存在。因此我们设计时要了解它的发展过程,因地制宜地进行设计,方可迎合当地的审美需求。寒冷的北方喜欢暖调为主,喜庆的颜色感觉上温暖一些,而南方则喜欢中性一些的色彩;北方喜欢手感暖和的材质,而南方则喜欢一些感觉清凉的材质。

四、不同功能的场所组合的结果

一些人认为投资的项目模式应具有全方位的功能,越全越好,以此希望更多地吸引前来消费的客人。其实这种认知是错误的。因为在同一消费群体的基础上,娱乐内容丰富一些可以造就更多的吸引点,这是当然的。如:高级慢摇吧与夜总会、平价的慢摇吧与量贩KTV相结合,都能起着厅房互补的作用。相反,不同消费群体相聚一起则会起到相互排斥的作用。如:量贩KTV与夜总会结合,量贩的客人会觉得被人误认为到一些风月场所而却步,夜总会客人则想拥有更多的隐私而避之。娱乐会所与迪斯科结合,娱乐会所的客人会觉得缺乏安全感;而迪斯科的客人则感觉自卑而止步不前。所以,有利长久经营。

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Recreational Space Planning and Designing

Chen Jianqiu

I. Various Recreational Spaces and Consumer Groups

Recreational spaces and consumers can be categorized in various types. The early years have seen the Singing and Dancing Ball, night club style Opera House, Disco, Multi-purpose bar and Beauty Show Bar. Among the recently emerged we found night club, buffet KTV, entertainment saloon, slow sway bar, etc.. In general, recreational spaces have evolved through a long period of time. Today, as the recreational industry grew into maturity, the various and distinctive types of the recreational spaces as well as the differentiation of consumer groups have become more and more significant. For designers, the primary task is to set a clear direction and decide upon the intended type of the space and customer group. With different types of recreational space, we find much difference with the function, decoration styles, service, operation concepts and so on. Furthermore, the overall designing and planning have a decisive influence on the service and operation afterwards. For this reason, designers could take an advantageous position in the whole designing process if they have a clear recognition of the various types of recreational spaces and different customer groups.

(1) Night club: the mentioning of the word "night club" invokes such pictures as people coming and going in elegant dresses, drinking fine champagne, playing boisterous games and being with beauty companions. These elements indeed characterize a night club. Within such space designers should take into consideration of both private compartments and common areas. The majority of the customers are generally people from the business field, or that of intimate friends. These people are generous and care little about dissipating their money. A typical design of a night club usually includes high grade, luxurious facilities and meticulous services.

(2) Entertainment saloon: apart from the conventional recreational services, the design of a saloon emphasizes privacy. A comfortable reception is the priority of consideration. Saloon provides to customers an elegant, secure and comfortable entertaining environment and gives them a feeling of being honored. Customers in saloon are generally of high social status. They come to seek nothing but top grade facility and elegance and desire to receive VIP services.

(3) Slow sway bar: this is a newly emerged recreational space. After carefully psychological study on customer's demands, the design of the bar weaves such elements as music, light and wine drinking together to gradually stimulate and excite the participants. New comers are greeted with bright light and soft music and become relaxed. As they proceed in chatting and drinking, music gets stronger and faster, while light gradually dims. Encouraged by DJ and dance leader, participants are gradually stimulated to high with music and dancing. In a successfully designed bar you can find people improvise hundreds of forms of dancing along the music. If morning exercise is supposed to help people keep healthy, then what we find people doing in slow sway bars could be called "evening exercise". Here music and dance have the equal effect for relaxation and exercise. The difference of it from disco is that the music accelerates gradually so that participants could have enough time to adjust themselves to it. In addition to this, the slow sway bar sets itself on a higher grade than disco, because customers at the former tend to be of higher status and the cost consequently is higher than disco. As music plays on, people could dance randomly at will, not necessary to be in the dancing area, but anywhere in the bar, even beside their own seats. Generally speaking, customers to slow sway bar tend to be young white collars and business owners. They come to the bar to play and hope to relax themselves in this boisterous environment.

(4) Disco: hard beats, pungent songs and excitement, these words are naturally related with disco. This type of space is marked with strong music, group dancing and a great deal of drinking. A disco is centered with a dancing area, where DJ and dance leader take a position and encourage people to get involved. Most of the customers are young people. They come here to feel the excitement and relax their mind. They expect to dissipate their fatigue through extreme excitement. However, with limited budget, what they mind the most is the light and acoustic effect instead of the interior decoration.

(5) Show bar: it is a conventional bar which hosts performances of two or three people. Singers and customers are mingled together and singing accompanies drinking and other entertainment. People mainly come here to get together and drink with friends, or court their lovers.

(6) Performance ball: the name indicates that this

space focuses on performance. Consequently, the style and quality of the performance decide whether the space is able to attract customers. In some areas where recreational industry has been well developed, bland performance will no longer be able to draw people in. Performance alone counts for the success of the whole business. People most likely to the ball are generally families, young couples or small groups of intimate friends. They come to enjoy and appreciate the performance.

(7) Buffet KTV: buffet KTV is primarily a place for singing. For this reason, top quality stereo system is a must. KTV room is usually charged by hour. A buffet area provides light meals for low price or free, whereas wines and snacks can be bought in a store area. The cost of such place is generally reasonable. KTV aims mainly at white collars, families, student party and birthday party. Interior decoration is best designed with sleek and practical facilities and bright lights.

II. Differentiated Designs for Different Functions

1. Site and Location

In every given area there is a difference with the customers' purchasing power, intention to come and expectation on services. The first and foremost question a designer needs to ask is how to match the target customers with the location of the recreational space. The answer to this question is the first step to any successful design.

(1) Night club: it is a convenient place for people to conduct their business. Many of the customers come in their private cars. Night club, therefore, should be located in commercial area, attach itself with the bright neon lights and bustling streets in the vicinity. Customers should have much ease to find the location. Traffic in and out of the area should be smooth and sufficient parking space is another must.

(2) Entertainment saloon: the requirement for an appropriate location of saloon is similar with that of a night club. A good location must be ensured with graceful environment and security. Many saloons offer membership and therefore have rather fixed customers.

(3) Slow sway bar: with its peculiar ways to enjoy people, the unique environment, DJ and music, naturally attracts young white collars, SOHOs, and the so-called avant-garde "neo-humans" who are well educated and have their particular taste. These people do not hesitate to spend their money, yet they are rather picky with the content of the entertainment, type of music and the general

environment. Furthermore, these people are generally found in well developed urban areas. The location of such bars therefore should be in one of the bar streets, commercial centers or any places alike, where young people are found in abundance.

(4) Disco: it is a type quite close to slow sway bar and had once been an overwhelming fad. Its popularity, however, has been dwindled because of government regulation changes. Similar to slow sway bar, disco mostly receives the younger generation. Yet its customers are generally with limited income and use public transportation. The location of a disco should be close to city or town centers where residents are concentrated.

(5, 6) Show bar and performance Ball: with the rapid development of recreational industry, the popularity of show bar and performance ball have been fading in well developed cities and areas and migrating to less developed areas. A few of them with frequently updated programs can still make a foothold, yet they heavily rely on old customers and have no more significant influence. In urban area, grand performances find their home in theatres, concert halls and other public venue, whereas private performance balls have moved to minor towns and cities.

(7) Buffet KTV: it has become a new fad. Because of its novelty, it is at present only found in developed cities. Most of the customers to KTV are white collars, company employees, families and students. They are not empowered with strong financial strength and generally do not have private transportation means. For these reasons, buffet KTV should be located close to residential areas.

2. Surface Planning

Surface planning is closely related with the whole space and the operation. A good surface planning in a large degree decides the success of the afterward operation. It is the common focus of both designing, planning and operation, and ensures the success of the whole project.

(1) Night club: the major component of a night club is the rooms. Lobby and corridors should be designed to be curvy but convenient for traffic. More than one route is provided between two points to create an impression of infinite space and disorientation. Rooms should be furnished according to various grades, which includes standard, luxurious and presidential suites, to meet different demands of the customers. Lobby and reception should be with elegant design. Long corridors should be equipped with seats and repose areas where customers can chat and talk with phone.

(2) Entertainment saloon: it receives their customers holding memberships, who are generally of the upper class. The surface planning of a saloon therefore must emphasize the privacy, security and luxury. Most of the area should be allocated to rooms, which are not great in number, but must be well equipped for all possible functions. Customer's demands could be both for entertainment and for dealing with business. The exterior facade and the reception counter, on the other hand, could be of small sized but elegant, and do not require the gaudiness of a night club.

(3) Slow sway bar: the focus of the whole planning is the DJ's compartment, the stage for dance leaders and the dancing floor. These elements should be located in obvious area. To create a rich visual effect, they could be designed into various horizontal levels, with the back space deliberately raised to form a focal point in the bar. If there is a raised platform, it should be furnished with seats and connected with both the ground level and the upper floor so that the three parts become one unity. If the space is of significant height, part of it should be filled with decoration to reduce the impression of being hollow. A space with such design is easier to compress people together and have them involved. For the same reason, dancing floor should not be too spacious. Individual tables, seats and corridors need to be close with one another. In addition to this, individual tables should not be too many, and the surface of the tables is better made of transparent board and in shape of circle. Experience shows that in many such bars in developed urban area, seats are better designed to be open and with easy access. A certain degree of privacy, nevertheless, must be retained as well.

(4) Disco: the surface planning is similar with that of a slow sway bar, with the only difference of a larger dancing floor which is equipped with springs. Bar counters should be of more refine design and do not occupy the main space.

(5) Show bar: it usually does not occupy a large space, because singers and customers need to keep close contact to achieve the expected interaction. The stage should be of small size and placed at the center of the space, whereas bar counters at the two sides. Such planning provides easy access to tables and compartments and at the same time does not hinder customers' viewing the performance.

(6) Performance ball: a large portion of the expense will be on the performance. There should be a rather large space and a great number of seats. Otherwise there would

not be enough audience to cover the expense. Large space requires the surface planning to be with more variation. Monotony and emptiness must be avoided. Stage is the focal point of the whole space and should be equipped with various modern mechanical devices so that audience would not become bored with the view. Modern stage usually includes a main stage and a second stage, the latter being very close to the audience. The two stages are connected with an aisle so that performers could approach to the audience and hence improve their interaction. The stage of course could be three-dimensional and with various viewing angles. An overhanging stage or sky bridge connecting the upper floor could be utilized as well. Performers could use an underground tunnel to access to stage, adding a little surprise to the audience. Ground and upper level stages could be connected with an open elevator to create a non-conventional and three-dimensional performing area to attract the audience's sight.

(7) Buffet KTV: the surface planning emphasizes practicality and terseness. Rooms must be plenty and in different sizes to meet different demands. Most of the rooms need not be too large. Snack and grocery store and dining area should be situated at the center of the space close to the entrance so that customers could find convenience to access. Corridors and alleys must be straight forward and spacious, whereas toilets need to be nearby the rooms.

KTV emerged alongside with the recreational industry. As time goes by, the surface planning of KTV has also been evolving. Planning has been varied significantly to meet different demands and functions. In night clubs, KTV rooms are the ideal place for intimate friends to get together. The surface planning therefore must take into consideration of both the group entertainment and privacy. Except the lounge area where plenty of seats can be found, some large and medium sized rooms still need to be spared with a corner and equipped with some needful entertainment facilities. For example, swings, darts, dancing floor, billiards, Mahjong table, massage chair, tea set, ball games, internet access, mini golf course, mini bar with couches, etc., all could be considered to be set in a room in accordance with the space. In a disco, however, a huge lounge with plenty of seats will be sufficient and no other equipment is needed. In a night club, the dancing area needs to be allocated to some not-so-obvious place to suit couples. In disco, however, the dancing floor (equipped with springs) must be in the center of the place and take most of the space, so that many people can dance together. In large

sized rooms in a night club, the interior usually needs to be divided into several compartments. On the contrary, the disco interior must be terse and spacious and should not have any object hindering participants' sight. There might be a small DJ area in a few large sized rooms so that music can be catered within the room. Depending on the height of the ceiling, a small number of dim lights or flash lights, and a couple of loudspeakers can be placed there to enhance the acoustic and visual effect of the dancing area. A KTV room is rather simpler. Except the large sized rooms where there could be a mini bar counter, most rooms will be sufficient with a few couch seats. In large rooms, singing area could be extended from couches to a raised stage beside the TV set, where a high chair, small TV set and microphone could be equipped so that customers can sing by sitting there and facing the couches as well. Tea table should be large and tall for customers' convenience to place snacks and other items. Additionally, Song selecting counter and call service button need to be placed in the most convenient spot.

Other than the above various room interior furnishing, designers can also consider to arrange some rooms for special purposes. For example, rooms could be designated specially for birthday party, or with multi-levels, or very private rooms for couples, entertaining rooms with botanic balcony, etc..

3. Lighting Effects

At night, lighting plays an important role in the recreational space. Dim light and cold hues generate a kind of heaviness in visitors' heart. Bright and warm light, on the other hand, can make people exciting. When light dims gradually, it could create a mesmerizing effect and makes people particularly enjoying.

(1) Night club and entertainment saloon: as regard to lighting, night club and saloon share the similar requirement. The interior of rooms needs to be cozy, comfortable and elegant. Direct lighting, because it might be glaring, must be avoided. Spotlights can be used on tea table, paintings and ornament to enhance their artistic value. Warm lighting needs to be balanced with cold hues to avoid monotony.

(2) Slow sway bar and disco: in Slow sway bars, lighting needs to be in accordance with the music. In the beginning, customers are welcomed into bright and warm light. Afterward, as time goes by, light dims gradually until there is only some LED or optical fiber lights remaining. Flashlights could then be switched on to achieve the ex-

pected effect. All light switches should be situated within the DJ counter to be regulated by computer program. Lighting in disco shares some similar requirement, only that the light should be dimmer, colder and more mesmerizing.

(3) Show bar and performance ball: main lighting should be warm and indirect. Stage light is the focus of the whole space.

(4) Buffet KTV: light does not need to change frequently and the basic requirement is to be bright, clear, warm and cozy.

4. Various Styles of Decoration

Decoration styles are decided upon the factors such as functions of a given recreational space, characteristics of the target customers, their age, social status, etc.. A suitably furnished recreational space releases an amiable impression to its visitors, whereas an inappropriately decorated space drives visitors away. Designers must spare no effort to match the decoration style with the expected functions for the space.

(1) Night club and entertainment saloon: with the matter of decoration style, night club shares much similarity with saloon. Part of the reason is that both of the two places receive customers of similar age group and social status. Most of these customers prefer the decoration style of being top grade, firm and succinct. To achieve such effect, designers need to select some high standard materials and choose colors and hues which express firmness. These strategies could ensure a unified and elegant style.

(2) Slow sway bar and disco: the majority of the customers are the younger generation. What attracts them the most is the latest fashion, style and fad. Designers therefore need to select the latest and novel materials and lively colors to construct modern and enjoyable profiles, and thus create the unique and impressive style.

(3) Show bar and performance ball: participants' sight focuses mainly on the stage. There is no strict requirement for the general style except that it must be of good taste and bright color. The stage, however, needs to be carefully designed to be lively and rich in style.

(4) Buffet KTV: the style is required to be brief and succinct, fresh but not gaudy. Color and hues need to be in harmony with the whole space to demonstrate a practical and pristine style.

5. Operation Strategies

Different functions of the recreational space demand

different operation strategies. Different groups of customer as well, have different expectation for the service. A right strategy for operation ensures the success of the project and the return of the investment. With the experience of the last twenty years, we have learnt numerous times that a same project can yield polar different results due to the variation in operation strategy and marketing tactics.

(1) Night club and entertainment saloon: most of the business in night club and saloon is within the individual rooms. Staff members are with close contact with customers and thus require being very professional. To ensure this, they need to be kept with satisfactory salary and trained sufficiently. Only by such ways could they maintain a fluent communication with the customers. When quality service is ensured, customers will be naturally attracted, like the Chinese saying goes: Fragrant flowers draw butterflies near. The business as a whole will consequently be operated upon a solid foundation.

(2) Slow sway bar and disco: the main space is shared by the whole group. To guarantee the success of the operation, the primary task is to excite the group. Various tactics could be adopted such as inviting prestigious DJ or singers to present, discounted price during promotion, advertisement, capable marketing staff, etc.. The aim of these tactics is to retain customers and consequently the excitement. The arranging of lightings, audio systems, dancing and programs could be changed from time to time to keep fresh to the customers and make them ever more exciting.

(3) Performance ball and show bar: deduced from their names, are centered with performance. Performance programs must be frequently updated and adapted to the indigenous culture. Whatever the program is, it must be attractive to customers.

(4) Buffet KTV: the business of buffet KTV is in singing. Operation must be based on excellent stereo system, lighting, decoration, dining facilities and service. Customers' satisfaction is the best advertisement.

III. Planning and Designing for Different Regions

Planning and designing of a recreational space must take into consideration of the geographic difference in terms of culture, economic development and climate.

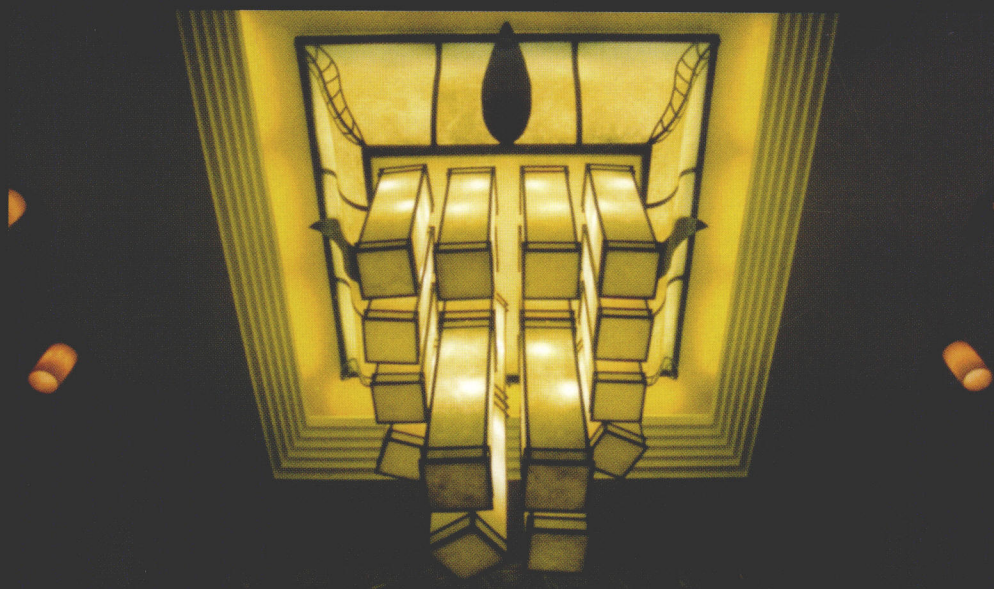
First, cultural sediment varies from place to place. In some areas where minority ethnic groups of people are many, a recreational space must be marked with the local

color and style. Suzhou, for example, is a popular tourist's city famous for its gardens, landscapes and its rich culture. The local people prefer the relaxed and natural style. In Zhanjiang, a typical KTV is furnished with apartments instead of single rooms. In the modern metropolitan Shanghai, the so-called Window of China to the world, modern European style has a strong foothold.

Secondly, as all other kinds of design, recreational space design has undergone the periods of emphasizing simplicity, complexity, and then returned to simplicity. Viewing China as a whole, we have seen the economic development in different regions is not homogenized, so is it with the recreational industry. Such difference must be reflected in the designs. A designer must understand the particular stage of the development in a given region and produce an appropriate design accordingly. Different climate in north and south requires designers to consider carefully with material and color selection. In the cold north, warm and gleeful colors are preferred, whereas the southern people favor those colors of neutral tones. Soft and warm materials are largely used in the north, while in the south designer needs to choose "cool" materials.

IV. Appropriate Combinations of Various Functions

It is wrong to think that one investment could target a single space for many functions, the more functions, the better, because more customers could be received. Sometimes such strategy might be successful, since variety of the entertainment could produce more attraction to a given group of customers. For example, a top grade slow sway bar could be combined with a night club, and an inexpensive-priced slow sway bar could be attached with a buffet KTV. They could be reciprocally benefited. However, different groups of customers cannot be taken into one single consideration. For example, if a buffet KTV is put together with a night club, the prospected KTV customers would hesitate to come in for fearing of demimonde. The night club customers, on the other hand, expect to enjoy more privacy than that of KTV. A saloon, when juxtaposed with a disco, its customers would not feel safe enough to stay long, while customers to the disco would feel shameful of their low status and refuse to walk into. In short, only appropriate combination of the various functions could ensure the successful operation in the long run.



2380m²

成都名门娱乐会所

CHENGDU MINGMEN AMUSEMENT CLUB

名门娱乐会所是一所高级的娱乐会所，内部设计全部以贵宾房为主。设计上采用了现代时尚、简洁明快的装饰风格，极尽豪华的材料运用与温馨舒适的灯光体现出场内良好的娱乐氛围。根据客人的需要，将灯光及音响调节，可从前段的KTV转化成后期的迪斯科，将娱乐情绪带到高潮，同时也使有限的空间及营业时间得到充分的利用。

Mingmen amusement club is an advanced amusement club, with most of the rooms as deluxe VIP rooms. The designer adopts a modern style of simpleness and lightness in vogue to express the high-class amusement atmosphere. According to the different needs of the customers, the lighting and sound effects can be adjusted. Through these adjustments, the room can be transformed from the playing KTV to the disco room, which helps to create the climax of recreation and at the same time to make full use of the limited space and business hours.