

MARKETING

SPACE OF REAL ESTATE

地产营销空间

室内设计
与房地产项目
的直接对话

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中国计划出版社

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室内设计 with 房地产项目的直接对话



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序

高档小区内做样板空间设计,是现在地产界流行的一种做法。开发商们往往把自己所开发的项目拿一个或多个标准间出来,请室内设计师精心设计并施工建筑,达到一种示范单位的空间效果,引导自己面对的客户群体接受并享受。通常的空间有:纯粹展示烘托效果的样板间、示范精装修标准的样板间、售楼处、小区会所等……他们的目的只有一个,那就是让业主能够生活的更舒适,并更能理解和认同开发商的企业文化。

我们每个人都生活在这个充满变化的社会里,很多别样的东西往往会吸引我们去称赞,这一切的与众不同都源于创造。今天你就是一个大自然的创造体,每个人都是奇迹的生产源,每时每刻都在做从没有发生过的创意。然而不是所有的设计都能够原创,一个作品有时是多个人的意愿设计而成,但是最后团队和多人合作出的作品一定更加丰富而有情趣。

过去的几年,我们团队有机会服务于地产商。在客户的信任和支持下,我们将团队的智慧和对艺术不懈的追求,成功地体现在多个不同的项目中,最大化的创造了设计的价值,实在是我们团队的荣幸。今天能以《地产营销空间》一书为主题出版专著,标志着我们团队设计创作上的一个里程,亦是我们设计道路上的一个新起点,成为我们不断创作的动力。

我们把精选的几个实践作品呈献给所有爱家和创造家的同仁们,希望大家批评和指教。

Preface

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It prevails in the real estate circle now to design sample rooms in the top-grade district. The developers often ask the interior designer to design meticulously and construct one or several standard rooms in the project they developed, achieving the space effects of a demonstration unit and then guiding the customer group to accept and enjoy. The usual spaces are as follows, sample rooms showing the foiling effects, sample rooms demonstrating the perfect fitting-up standard, sales office, district clubhouse, etc.. They have only one purpose, which is to enable the owner to live more comfortably and to better understand and appreciate the developer's corporate culture.

Living in the society full of changes, every one of us would be attracted by many distinctive things, all the larruping of which comes from creating. Today, you are a creation body of nature, and everybody is the producing source of miracles, practicing all the time the ideas that never happen. Not every design can be original, however, one individual works will sometimes be designed by several persons, but with collaboration of the group, the works is surely more abundant and appealing.

During the past several years, our group had the opportunities to serve real estate merchants. With the trust and support of clients, we are greatly honored that we reflect successfully our group's wisdom and untiring pursuit of art in many different projects, the value of design is created to its maximum. Today's publishing of monograph with the book "marketing space of real estate" as the theme marks a development course of our group's design creation; it is also a new starting point on our design course, becoming the motivation of our constant creation.

We respectfully present several practice works chosen carefully to those who love the family and create the family, and your criticism and comments are favorably appreciated.



张 云

About Cloud Zhang

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ART-SAN三匠创建人之一
清华大学美术学院室内设计专业
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Engaged in interior design for many years
Worked successively in the famous design institutes
Served as the design director of many great projects in the mainland
The incumbent interior architect of ART-SAN

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One of the founders of ART-SAN
Bachelor's degree in industrial model from Jingdezhen ceramic institute of China
Further studied in the graduate school of Seoul National University of S. Korea
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Worked successively in many internationally-known industry design & research
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Obtained more than 10 national industrial design patents
The incumbent interior design engineer of ART-SAN



张 浪

About Zlang

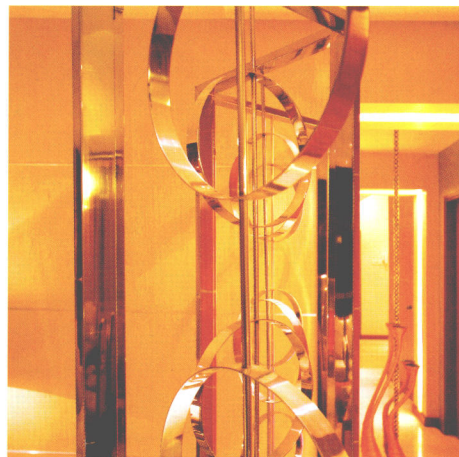
室内建筑师
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Interior architect
Graduated from the academy of fine arts in Tsing-hua University
One of the founders of ART-SAN
Won a lot of design rewards
Many works are published, and also collected by the government
organizations
The incumbent interior architect of ART-SAN



张 怀
About Jameson

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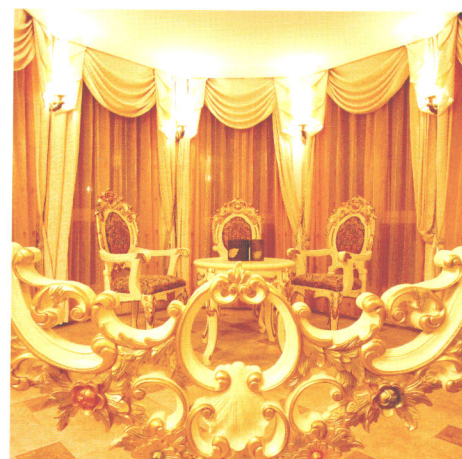
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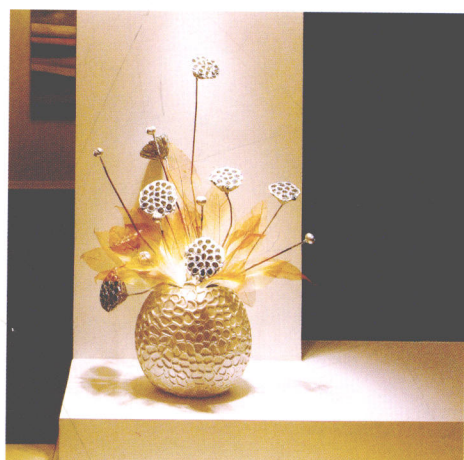


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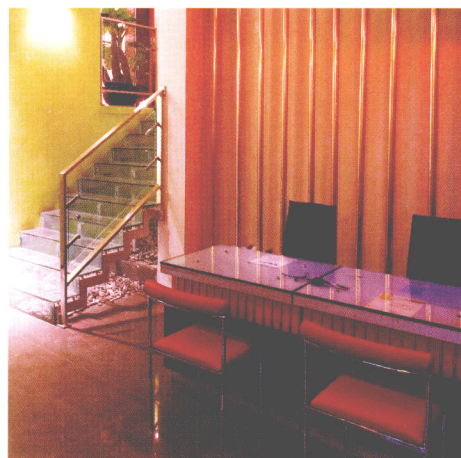
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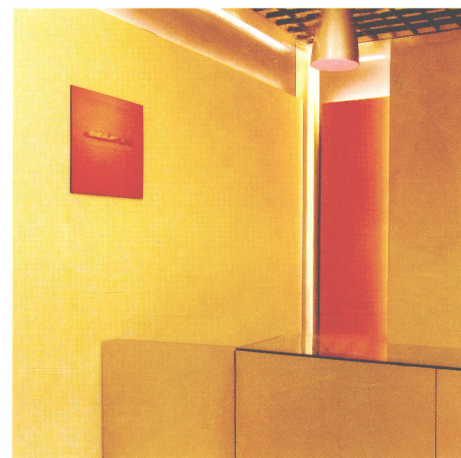
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样板间 Sample rooms

如何打造纯粹展示样板间 How to make sample rooms

样板间对一个楼盘而言，其重要作用是显而易见的。样板间是销售最直接的宣传方式，最能让人们直观地看到未来家的样子，理解户型设计的舒适性和人文性。犹如国际品牌服装发布会一样，样板间的开放，应该说是开发商实现销售对外发布的窗口。样板间的展示充分反映出开发商的项目定位和销售人群。若展示准确到位，将会极大地推动目标人群的购买欲望，反之则影响销售。倘若过分渲染，将不真实的感受传达给业主，误导消费，就会招致诸多矛盾，引发纠纷。因此，样板间的设计与制作绝非简单意义的销售服务。而是资信、实力、品位、管理、服务的综合体。设计师以专业的眼光研究项目特色及其目标人群喜好，根据项目要求，融合自身经验为项目找卖点，并设计出足以打动客户的样板间。

在项目的运作中未能提供体现价值和实际感受的样板间，便草率开盘销售是非常不理智的行为。将样板间做好做到位，将它细化，甚至让它引导潮流，赋予它生命意义的感悟。消费者在看到样板间时，欣喜之余是感动不已，谁不想拥有呢？客户的第一印象对于购买将起到决定性的作

用。在设计定位中是注重风格还是体现个性？风格手法的目的是体现价值，起到导向的作用。确定风格需要明确：目标购买人群喜欢什么样的环境？这种生活环境是否是他所向往的？项目的整体定位和目标购买人群不同，在样板间的风格定位上则各有侧重。样板间不应以风格为标准，应突出个性，营造情调氛围。

凭借多年的行业操作经验，在项目的运作中，地产商对样板间的投资力度及其关键。在样板间上多投入将可节省大量的宣传费用。采取“适度夸张”的手法是样板间设计制作的一个原则。即在样板间展示上要略高出目标客户群现有的生活品质和档次，形成一定的对比。比如7000元/平方米的项目，在样板间设计上最好能体现出1万元的档次感觉。这种差异还要通过与同类项目的比较来体现。将品牌形象做足，客户会觉得买得值。这种档次上的差异一定要在装饰上体现，切忌在装修上下功夫。

若开发商定位在高端项目，客户一般不会苛刻地要求开发商照方抓药实现样板间效果，而是较看中样板间给他们带来的视觉感受。因此在样板间设计和制作上，繁

复的装修不会为以后埋下太多隐患。而在一般档次的项目中切忌过分装修，应通过色彩、家具和装饰来体现风格特色，以避免引发不必要的矛盾。

随着市场专业化程度不断提高，样板间设计及展示方式也越来越多种多样。从样板间的设计及设置、制作能力也能反映出市场的成熟度及其项目实力。我们总结出几点经验可供大家参考：

现楼展示：这是目前最体现实力和时尚的做法。在尚未完工的建筑中取一层最能反映项目特色和景观特色的户型做样板间。这不但能反映项目的管理能力，也使客户感受更真实。特别注意现场不要给客户有凌乱、不安全感，通往样板间的通道最好是专用通道，不仅指示牌明确清晰，而且环境整洁、安全。

售楼处展示：有的项目在预售期，此时，开发商会选择在销售现场搭建临时的样板间，这种样板间一般是按照某个户型一比一的比例来建造，购房者可以亲临其境感受交房后的美好。这种样板间一般都建在项目附近。为使展示效果更佳，在户外面积条件允许的情况下，最好能为样板间做出部分景观，这种能将阳光、景观融

入的样板间更能打动购房人。如果样板间正对着施工现场，景观效果较差，在窗的设计上就要进行适当的遮挡。遮挡的方法很多，可以在窗前蒙上保利布的夜景效果图，或用灯光模仿出阳光的效果。

对那些现场没有空地建销售中心和样板间的项目来说，外租临街铺面或酒店是不得已的选择。受外租面积限制，样板间制作有一定难度。要使客户对项目有更多了解，在样板间设计上可采用分拆的办法，将户型的不同功能区分开展示或制作出比例大一些，制作更精细的模型。

样板间设计中的几个关键点：

样板间的灯光设计尤为重要，可以用非常规的灯光设计方式，来达到最佳室内视觉效果，灯光可以起到视觉导向的作用，可以把客户的视觉引导到开发商所希望展示的内容上。在条件允许的情况下，样板间应尽可能引入阳光，让观者有更加真实的现场感受。

镜子及玻璃是样板间最常用的设计元素。这些材料的灵活运用可以使样板间的空间更开阔、更富有变化。玻璃幕墙在样板间的作用非常大，它可以恰到好处的将

两个空间联动起来，同时暗示客户，哪些墙可以拆合。需要注意的是，玻璃幕墙上应有适当的装饰，或在踢脚处放置明显的饰品、花草，以免参观的人不经意间撞上而发生意外。

专业设计师、装修公司和施工队都可以制作样板间，但其效果则完全不同。设计师会以专业的眼光研究项目特色及其目标人群喜好，根据项目要求，融合自身经验为项目找卖点，并设计出足以打动客户的样板间。请装修公司也是可以的，与专业设计师相比，装修公司在设计能动性方面可能略有差距，其与项目间的关系和参与程度对样板间制作会有一定影响。而选择施工队制作样板间是最不可取的做法。

做不做样板间的确存在着因地制宜的问题。但样板间做得如何，能不能让购房者感动，却反映了开发商的态度问题。诸如一些小细节，铺设红地毯、自动鞋套机、设计说明、套内面积标注等等，都可以说明开发商的用心程度，是否从人性化角度真正地关心购房者，最好地服务于购房者。好好塑造这个形象代言人，让样板间说话，何愁它不带来更多的回报呢？

Sample rooms

How to make sample rooms

The important function of sample rooms to a building is obvious. As the most direct propaganda way of selling, sample rooms enable people to see directly the future appearance of their house and understand the comfortableness and humanity of the designed house type. Like the international brand clothing presentations, the opening of sample rooms should be considered as the show window for the developers to realize their sales. The show of sample rooms fully reflects the developer's project orientation and target clients. If shown accurately and properly, the presentation will promote the target crowd's purchase desire greatly, and vice versa. If playing up excessively and transmitting the so false feeling to owners as to mislead the consumption, a great deal of contradictions will be caused and dispute follows. Therefore, the design and making of sample rooms is the integration of credit, strength, taste, managing and service, other than the selling service in the simple meaning. Studying the project's characteristics and the taste of target customers, the designers look for the selling points for the project according to the project demand and their own experience, and finally design the sample rooms moving the customers.

It is irrational in the operation of the project to begin selling in haste without offering sample rooms representing the value and true life. Sample rooms could be made perfect and proper, be made carefully, and even be made fashion-leading and full of life meanings. Joyful and greatly moved while seeing the sample rooms, whoever of the customer does not want to have one? The first impression of the customer plays a decisive role in purchasing. In the design orientation, the style should be paid attention to or the individuality should be reflected? The purpose of the style technique is to reflect value and play a leading role. Choice of style should be clear: What kind of environment does the target clients like? Is this kind of living environment what he yearns for? Different project orientations and target customers means different style orientation of sample rooms. Sample rooms should not regard style as the standard, but stress the individuality and build the emotional atmosphere.

Relying on the operating experience in this circle for many years, the investment scale of real estate merchants to sample rooms is the key in the operation of the project. Large investment in sample rooms can save substantial propaganda expenses. The adoption

of the tact "moderate exaggeration" is a principle in designing and making sample rooms. Namely, what is shown in sample rooms should be higher than the present quality and grade of life of target consumer group to form certain contrast. Take the project of 7000 Yuan / square meter as example, the design of sample rooms must embody the grade of 10,000 Yuan. This kind of difference should also be reflected through comparing with the relatively similar projects. The merchants build the best brand image and the customers will think their money deserved. The difference of the grade must be reflected in decoration rather than in fitting up.

If the project is high oriented, customers will not require the developer to act accordingly to realize the effects of sample rooms, but pay more attention to the visual effects. So in the designing and making of sample rooms, complicated fitting up will not make too many hidden troubles. In order to avoid unnecessary conflicts, the project of common grade should not be fitted up excessively, and it should reflect the style feature through color, furniture and decoration.

As the market specialization degree is improving

constantly, the way of designing and showing sample rooms becomes more and more diversified. From the design, setting and making ability of sample rooms, the market maturity and project strength can also be reflected. We summarize some experience for everybody's reference:

Show in the building: This is the most strength-reflecting and fashionable method. Choose one floor of house type best representing the project feature and view characteristic in the unfinished building to make sample rooms. This can not only reflect the managerial ability of the project but also make customers feel truer. Special attention should be paid not to leave the customer the impression of disorder and of insecurity. The passage to sample rooms should be special, the sign be defined clearly and the environment neat and safe.

Show in the sales office: In the preparative period of project, developers will choose to put up in the sales office temporary sample rooms, which are constructed according to the proportion of 1-1 of a certain type, for the clients to experience personally the niceness. This kind of sample rooms is generally built near the project. For better effects, if the outdoor space allows, it is

better to make some view for sample rooms, since sample rooms integrated with sunshine and view are more persuasive to purchasers. If the sample rooms are facing toward the construction site and the view is relatively bad, proper shade should be made in the design of windows. There are lots of methods to make shade, you can cover the window with the night scene picture made of the Poly cloth, or imitate the effect of the sunshine with light.

To those projects having no vacant lot to build sales office and sample rooms, renting a street shop or a hotel is the unavoidable choice. Because of the limitation of rented area, to make sample rooms is somewhat difficult. For the clients to better know the project, the design of sample rooms can adopt the splitting method, which means that the different function areas of the house type can be shown separately or be made in bigger proportion to make more meticulous model.

Several key points in the design of sample rooms:

The light design in sample rooms is especially important. Unconventional light design can be used to reach the best interior visual effect. Light can guide the