

Wilson & Associates

威尔逊室内设计建筑设计公司

大师酒店系列 Hotel Design Monograph Series

Setting
the
Stage

意念的舞台

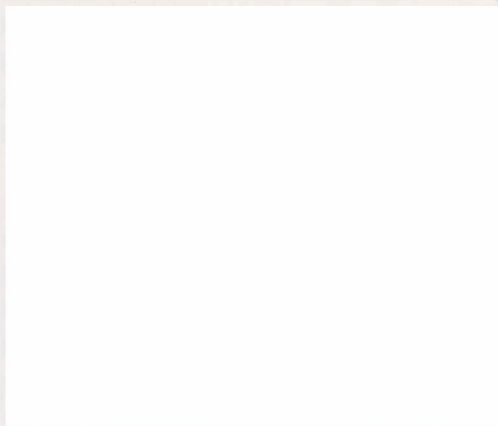
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Editor Bernard Chan
主编 陈晋略

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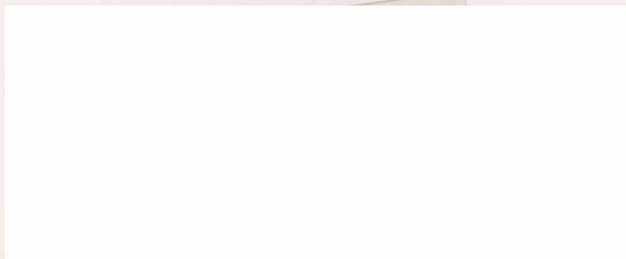
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Hotel Design Monograph

Hotel Design Monograph Series features a collection of top internationally reputable interior design firms specialized in the hospitality industry. Each monograph is dedicated to one firm illustrated with the most recently completed projects.

This series gives a comprehensive account of the diverse approaches in terms of style against different types of hotels to include urban business hotels, boutique hotels, resorts and mega-hotels.

大师酒店系列

《大师酒店系列》是由享誉世界的室内设计公司设计的酒店作品汇编而成。每册书分别为一间公司的作品专集，集齐了其最近完成的酒店工程项目。

本系列丛书收录了大量不同类型酒店的设计风格各异的作品，从商务酒店、时尚酒店到度假酒店、豪华酒店……不一而足，应有尽有。

Foreword

前言



Atef Mankarios
President and CEO of St. Regis Hotels &
Resorts
Former President and CEO of Rosewood
Hotels & Resorts

Atef Mankarios
圣瑞吉酒店度假村集团总裁和首席行政官
前Rosewood酒店度假村集团总裁和首席行政官

每当踏入酒店大门时，我立刻便可以得知这是否威尔逊室内建筑设计公司的作品。他们负责的项目总是丰富别致而细腻超群。从事酒店设计的杰出设计师或有许多，但能同时拥有专精的技术、天赋才华和国际视野的，就非威尔逊室内建筑设计公司莫属了。无论是拉斯维加斯的梦幻大型度假村，还是南太平洋的偏远小岛上的一系列世外桃源别墅群，无不留下了泰丽莎·威尔逊女士的大师手笔。

我很荣幸地见证了威尔逊室内建筑设计公司二十多年来建立和发展的进程。最教我印象深刻的莫过于其出色丰富的资源网络。他们总能为设计带出创新周到的好点子。我深信威尔逊的成功和她的公司文化是分不开的。设计公司建立伊始，这批专家便齐心协力，共同进退。无可置疑，威尔逊是由一群努力、专业的人才组成的优秀团队，他们都拥有丰富的经验和极大的热诚。在我们的合作期间，共同成功建造了一批备受赞誉的世界性顶级酒店和度假村，这实在令我深感荣幸。

I know the moment I step across a hotel's threshold whether Wilson & Associates designed it. Their projects command a sense of sophistication and detail that is uniquely their own. There are many capable designers who specialize in hospitality design, but only one who possesses the expertise, talent and international perspective of Wilson & Associates. From a fantastical mega-resort in Las Vegas to a series of pristine villas on a remote island in the South Pacific, Trisha Wilson's signature can be seen and enjoyed worldwide.

It has been a personal pleasure to watch Trisha mold and nurture her namesake firm for the past 25 plus years. One of the things that impress me is that Wilson & Associates' architects and designers have access to an unparalleled network of resources. They are always innovative in their approach and bring fresh, thoughtful ideas to design sessions. I believe their company culture has a lot to do with their success. Many of these professionals have been working together since the firm's founding, mirroring my own Team's longevity. Indeed, Wilson & Associates is a community of hard-working, well-educated, talented individuals who share a passion for creating memorable hotel experiences. Our collaboration over the years produced some of the worlds most acclaimed hotels and resorts. I am very proud of what they helped me accomplish.

总裁和首席执行官泰丽莎·威尔逊(Trisha Wilson)女士创立了广受赞誉的威尔逊室内建筑设计公司,为客户提供酒店、餐馆、俱乐部、娱乐场和高级住宅等室内设计服务。从服务商界精英的五星极豪华酒店,到满足儿时梦想的佛罗里达州和法国迪斯尼乐园,威尔逊的作品遍布世界各地。

威尔逊室内建筑设计公司专精于室内建筑设计,成立于1975年。时至今日,威尔逊已为全球几千所酒店设计了超过100万间客房。威尔逊提供全套室内建筑设计服务,包括空间规划、根据建筑文件进行设计和进行建筑管理。为提升客户服务与促进全球的资源利用,威尔逊在达拉斯、纽约、洛杉矶、新加坡、约翰内斯堡与上海等地均设立了办事处。

威尔逊室内建筑设计公司的设计理念非常简单,就是以市场为主导。对他们而言,从来没有死板的“风格”或“外观”,在为每位客户制定出设计方案之前,他们会先进行认真详细的研究。设计师尽量利用当地工匠、技师、艺术家的作品,并将其融入建筑细部、家具、灯具、地毯和织物中,以期突出项目的本土特色。

威尔逊室内建筑设计公司一直为行内专家所称许,其新旧作品在设计比赛中获奖无数,一直是酒店业同行装修设计的首选。威尔逊因其出色的设计,曾九度蝉联美国旅馆和汽车旅馆协会金钥匙奖。

威尔逊室内建筑设计公司共有150位专家为其服务,其中包括了注册建筑师、合格设计师、设计助理及管理人员。

Trisha Wilson, President and CEO of Wilson & Associates, has built her internationally acclaimed design firm around creating interiors for hotels, restaurants, clubs, casinos and high end residential. From five-star luxury resorts catering to every whim of the well-traveled elite to the charming whimsy of childhood dreams at Disney World in Florida and France. Wilson & Associates' signature can be seen at every stop.

Specializing in interior architectural design, Wilson & Associates was founded in 1975 and incorporated in 1978. To date, the firm has designed and installed more than 1,000,000 guestrooms in thousands of hotels worldwide. The firm offers the full range of interior architectural design services from initial space planning and design through construction documents and construction administration. To better service the company's clientele, and to further facilitate the use of global resources for all clients, Wilson & Associates maintains offices in Dallas, New York, Los Angeles, Singapore and Johannesburg, and Shanghai.

The firm's design philosophy is simple, design for the market. No specific "style" or "look" is attributed to the firm, rather they create a custom project for each client and are very involved in research prior to beginning the actual design process. Designers seek to incorporate a geographical flavor into each project by the use of local craftsmen, artisans and artists and involve themselves in the custom design of architectural details, furniture, lighting, carpets and fabrics.

Wilson & Associates is consistently named as one of the top interior design firms by industry professionals, and receives top honors annually in design competitions for both new construction and historical renovation. For years, industry peers have chosen Wilson & Associates as most respected for work in the field of hospitality design and is a nine-time winner of the prestigious American Hotel and Motel Association's Gold Key Award for excellence in hotel design.

The firm employs a staff of 150 professionals including registered architects, accredited designers, design assistants and administrative staff.



Trisha Wilson
President and CEO of
Wilson & Associates

泰丽莎·威尔逊是威尔逊室内建筑设计公司的总裁和首席行政官。

陈晋略与泰丽莎·威尔逊女士访谈录

问：可以谈一下公司的创建历程吗？

答：我当时和合伙人合作从事餐馆和住宅设计，一天得知发展商川麦尔·柯罗(Trammell Crow)正筹划在德克萨斯州兴建达拉斯阿纳托尔酒店。我联络上他并告知自己的一些想法。出乎意料地，他竟然给我回电了！经过一番交流沟通，然后我便得到了那份工作！

问：你认为贵公司成功的要素是什么？你们在酒店设计上又进行了怎样的改革呢？

答：当我开始从事酒店设计时，涉足这一行业的公司可说是寥寥无几。因此我认为作为行业的开拓者有助于迅捷有效地建立起良好的声誉。每完成一个项目，我们也就多累积了一分经验。如果客户对我们的作品不满意，或者我们的设计不为酒店客人所接受，想获得下一桩生意就殊为不易了。我认为我们一贯的成功其实是创意和实用设计结合的结晶。

问：贵公司能一直保持其市场地位的最基本因素是什么呢？

答：富有创意的员工、良好的声誉和优秀的客户。

问：贵公司有何独特之处呢？

答：我认为我们的独特之处在于来自世界各地的富有创意的员工和威尔逊在行内的宝贵资历。公司的一些灵魂人物与我共事已25年了。经验、专业知识和出色设计师的组合奠定了我们独一无二的地位。

问：你认为影响设计的主要因素是什么呢？

答：地理位置和市场需求。设计前我们首先要考虑的问题就是：“酒店的使用对象是什么人？”

问：设计对酒店的经济效益有着怎样的影响？

答：我深信设计和服务是两个最重要的方面。

An interview with Trisha Wilson by Bernard Chan

Q: By starting with a very simple question, how did it all start some 28 years ago?

A: I was designing restaurants and residences with a partner and heard that developer Trammell Crow was planning to build The Anatole Hotel in Dallas, Texas. I contacted him and explained to him that I had some great ideas for his hotel. Unbelievably, he called me back! I presented my ideas and landed the job!

Q: What made your firm successful and in what way has it revolutionized the practice of hotel design?

A: When I got started in the hospitality design industry, there were only a handful of firms who were specializing in this segment of the industry. So I believe being one of the first firms was helpful in establishing a reputation relatively quickly. Once we started completing projects, our success was based on our track record. If our clients weren't pleased, and our product wasn't well received by the hotel guests, it would have been hard to garner the next contracts. I think we were and are a success because we have consistently delivered creative, functional design.

Q: What are the most essential factors to help your firm to maintain its market position?

A: Creative staff, fine reputation, great clients.

Q: How do you distinguish your firm from the others?

A: I believe we are distinguished by our creative staff worldwide and our longevity within the industry. Several firm principals have been with me for more than 25 years. I would say our unique combination of experience, knowledge of the industry and talented designers distinguishes us.

Q: Let's talk about the design approach, what are the key essential aspects that influence the design?

A: Geographical location, market profile. We start the design process with the question, "who will be staying in this hotel?"

Q: How far can a design affect the success of a hotel financially?

A: I believe the hotel's design and service are the two most important aspects.

问：迄今为止，哪个项目最让你满意？

答：南非的失落之城皇宫大酒店。客户和发展商太阳国际酒店度假村集团给我们出了一个大难题，要求我们创造一个传奇，然后再为这个传说度身定做一座皇宫，构思如何建造与装修……这次实在是个极大的挑战与难忘的经验。

问：过去十年对市场对个性化酒店有极大的需求，时尚酒店因而应运而生，你认为这一趋势将持续吗？

答：客人希望能在不同的地方得到不同的体验。人心百态，客人对旅行住宿的喜好品味亦各有不同，于是时尚酒店便大行其道。但推广是关键的一环。在没有雄厚的宣传资本的前提下，必须在推广宣传方面作出精明的决策。

问：酒店设计以市场为导向，你认为城市的度假酒店前路在何方？你对中国的酒店业发展有何意见？

答：过去数年美国市场已大不如前，因此我们开始把重点放在国际市场。去年我们在上海开设了亚洲第二个，也是世界第六个办事处。我们公司在中国承接了十多个酒店工程，再加上新加坡旧办事处的项目，已超过了我们在德克萨斯州达拉斯的业务量。

问：进行商务旅行时，什么因素会促使你选择一所酒店呢？

答：我经常外出旅行，也到过不少酒店。在重游旧地时，服务对我而言非常重要，否则我宁愿选择一所新酒店。我会通过朋友和旅游杂志的介绍选择酒店。

问：对于即将加入这个行业的新人，你有什么可以给他们的意见吗？你认为他(她)必须具有怎样的专业素质呢？

答：我经常提议我的建筑师和设计师多报读一些商业课程。而学习室内设计的学生也应该接受一定的建筑培训。我们欢迎专业知识扎实的人才加入。我个人认为态度决定一切！除了才华与创意外，我们的优秀设计师还拥有可贵的实干精神。

Q: If you were to choose a completed project as your most favorite, which one and why?

A: The Palace of the Lost City in South Africa. Hotelier and developer Sol Kerzner challenged my firm by asking us to create a legend, then design a Palace befitting that fable, then figure out how to build it and furnish it... it was an awesome challenge and an incredible experience.

Q: Over past decade, there is a strong demand on hotels to be individualistic, hence boutique hotels have been mushrooming everywhere, and do you think this will continue? And are we seeing a softening of brand images in terms of expected decor?

A: Brands have figured out that guests desire different experiences in different locations. I think just as people have different opinions, they also have differing tastes regarding their desired accommodations when traveling, thus boutique hotels have become a new niche market. Their challenge will be in marketing. They will have to make smart decisions regarding marketing and promotion, as they don't have the marketing budgets that the large chains enjoy.

Q: Since this is a market-driven industry, how do you see the directions for the urban business hotels and resorts are heading? In particular, how do you see the development of the hotel industry in China?

A: Over the last few years, our international market has become increasingly more important, especially with the United State's current slump in the hospitality market. Just last year we opened an office in Shanghai, our second in Asia and sixth worldwide. Our firm is working on a dozen hotels in China alone, and our decade old Singapore office that coordinates the Asian projects has grown larger than our corporate headquarters in Dallas, Texas.

Q: When you are traveling on business, what make you choose to stay in one particular hotel?

A: I travel constantly so I stay in hotels around the world. Service is really important to me if I'm returning to the same destination again and again. Otherwise, I like to try new properties. I'll book a hotel that I've heard about through friends, read about in a travel magazine, etc.

Q: As a piece of advice for someone contemplating of joining this industry as a career, what would you say to this person that he or she must be equipped with beside the necessary academic qualifications?

A: I always advise architecture and design students to take some business classes. As well, students studying interior design really need architectural training. Today, we look for graduates who have a strong architectural education. I personally believe attitude is everything! Beyond talent and creativity, my best designers have great attitudes and a "can do" spirit.

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Nine Zero Hotel

Boston, USA

九零酒店

美国波士顿

Hotel Company 酒店公司 Destination Resorts
 Client 客户 Palandien Development
 Architect 建筑师 Tsoi / Kobus & Associates

波士顿是个多彩多姿的城市，因此九零酒店也是风格独特，标新立异。酒店揭示了波士顿丰富的历史和传统，而最重要的是，也体现了其现代的复兴。建筑的现代传统美感以高雅、华丽、创新的方式在酒店内部一一得以响应。酒店外观巧妙地融入波士顿的城市环境中，透露出几分自信与超然。古典的立面材料、恰当的比例、建筑物的面积和红砖与石灰石结构，展示了世纪之交的转变。光滑的不锈钢、镍、合金和玻璃元素共同构成酒店的现代形象。

酒店的内部环境体现了传统与时尚的并存。在类似波士顿横街窄巷的设计手法中，客人可体验到柳暗花明的惊喜。一如“little black dress”，虽略嫌大胆，但却永恒而亲密。酒店为旅客提供了远离城市喧嚣的避风港。豪华的装饰与别致时尚的感觉配合得天衣无缝，以新时代的高雅为背景，演绎婆罗门精神。在这项时尚的物业中，设计师以灵活巧妙的设计手法，尽情发挥天马行空的想象。奇思与舒适的相互协调，便成就了这所独一无二的豪华酒店。

The style of this hotel is unique to Boston as the city itself is diverse. The hotel reveals elements and layers symbolic of Boston's dynamic history, tradition and paramount, its current renaissance. The modern traditional aesthetic of its architecture echoes throughout the hotel's interior in an elegant, sumptuous and innovative way. Its public elevation projects confidence and stature while being intricately woven within the urban fabric of Boston. Classic facade materials, proportions and the building's scale reflect the turn of the century with respect to its red brick and limestone neighborhood. Sleek steel, nickel, pewter and glass elements have been incorporated to reflect the hotel's modern image.

The interior environment displays this juxtaposition of tradition against a fresh, new approach to the hotel's decor. In a fashion similar to the crooked and narrow streets of Boston, elements of discovery and surprise await each guest. Like the "little black dress", it is timeless, slightly daring, and yet intimate. The hotel interior is a haven from the frenetic city where both the voyeur and the old guard feel welcomed. The trappings of luxury blends seamlessly with a chic contemporary feel offering a nod to the Brahmin spirit while the design is grounded in the elegance of a new era. The opportunity for whimsy is not to be forsaken in the playful yet smart design of this "boutique" property, where intrigue and comfort collide, then harmonize to create a unique and distinctive urban spirit.

01 接待处前台

Reception Desk





03



04



02 大堂休息室

Lobby Lounge

03 酒吧

Bar

04 顶峰餐馆

Spire Restaurant



05 大堂走廊
Lobby Corridor

06 标准客房
Typical Guestroom

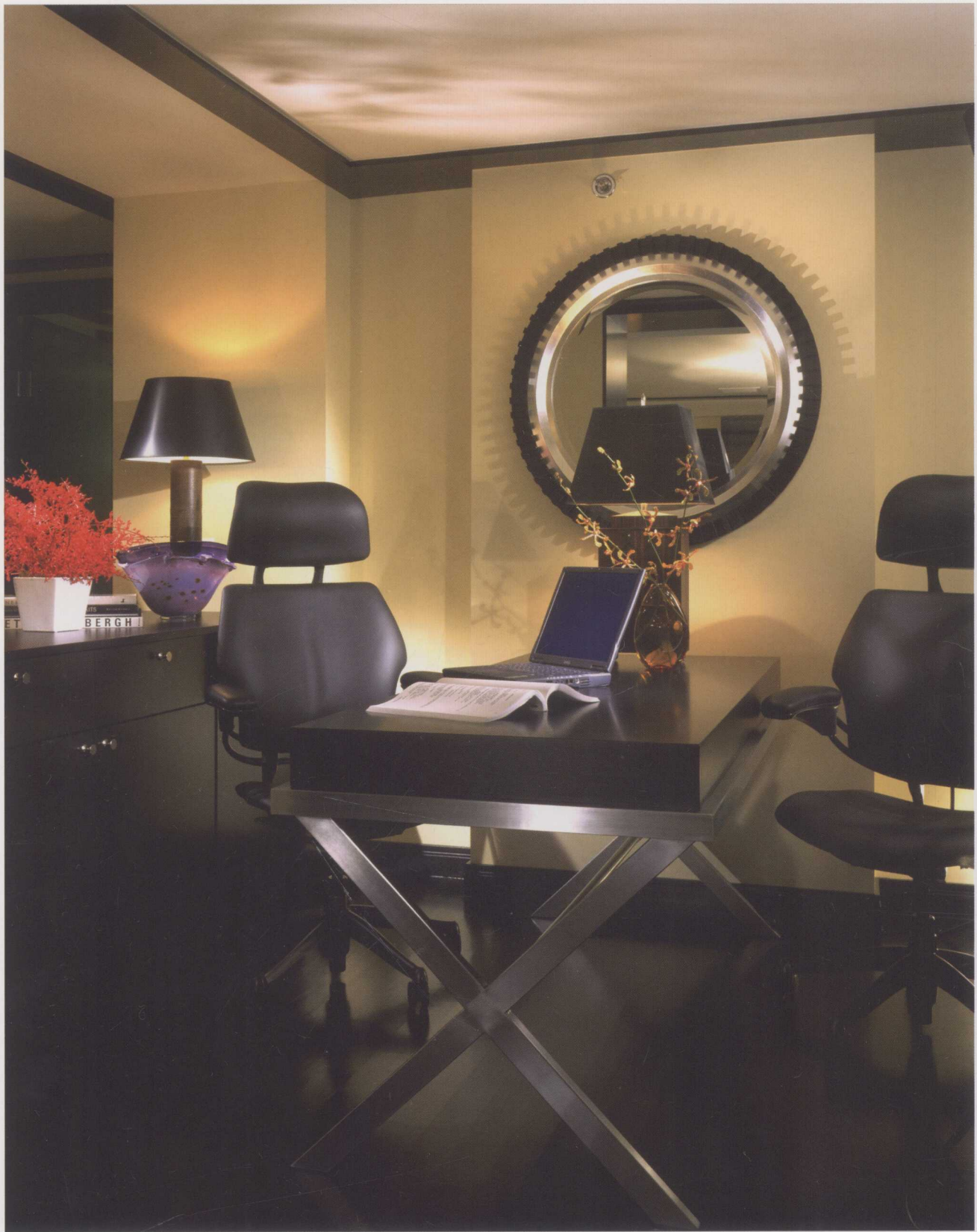
07 总统套房起居室
Presidential Suite Living Room

06



07





09



08 套房书台

Suite Desk

09 客房浴室

Guest Bathroom

Conrad Bangkok

Bangkok, Thailand

曼谷康拉德酒店

泰国曼谷

Hotel Company 酒店公司 Conrad Hotels

Client 客户 China Resources Development

Architect 建筑师 Palmer and Turner

曼谷康拉德酒店的项目对设计小组而言是个不小的挑战。客房大楼的建筑结构早已建成多年，只是尚未装修。因此结构、机械和水电设施等都是设计过程中的“既有之物”。客户要求创建一所现代的豪华亚洲酒店，为商务旅行者提供舒适、实用、高科技的服务，并填补曼谷相对较为缺乏的“商务级”酒店的空白。住客来自世界各地，因此设计师的最终目的是要融合亚洲传统与新潮的现代装修两种风格。

巨大的窗户拓宽了标准客房的视觉效果，并方便欣赏曼谷的迷人景色。柔软的现代设计利用了简洁细致的泰国柚木镶板，既成本低廉，又营造了豪华气氛。泰国丝绸是另一项当地的宝贵财富，被用于衬垫墙板与客房的帐帘、靠垫，在酒店内处处可见。各种织物均质感丰富、颜色柔和。配以泰丝床头板的定制柚木大床铺上华丽的亚麻布制品。一幅装饰泰丝地毯更添几许色彩与戏剧性。定制的长条软凳与躺椅设置在柚木壁龛中，并配上暗槽照明与下射式射灯，营造一处舒适的阅读休闲场所。泰国艺术品和人造物品被细心布置展示。精编细织的金穗色定制地毯为整体纹理和冷色调调制温暖的背景。

标准客房浴室不落俗套。拉开朴素的帐帘，便可于沐浴更衣时同时欣赏室外美景。墙面和地板铺设了大理石，柚木梳妆台和盥洗台采用了花岗岩台面，淋浴间旁都有一面镜子和玻璃。卧室与浴室为浴缸所分隔。细部采用了简单现代的亚洲风格。

The Conrad Bangkok Hotel design presented a unique challenge to the design team. The architectural shell of the guest tower had been constructed several years prior, yet never finished out. Therefore, the structural, mechanical, plumbing and electrical plants were fixed elements as a "given" in the design process. The mandate was to create a contemporary Asian hotel, which would cater to the needs of the business traveler in terms of comfort, function and technology. It was acknowledged the preponderance of sterile "business class" hotels in the city and agreed that the Conrad Bangkok should strive for the look of a more luxurious, destination hotel. The clientele is international, so an eclectic mix of traditional Asian design and newer contemporary finishes was the ultimate goal.

A large window visually maximizes the space in the typical tower guestroom and offers spectacular views of Bangkok. The soft contemporary design utilizes cleanly detailed teak paneling which promotes an air of luxury, even though it is a very cost efficient product indigenous to Thailand. Another local asset, Thai silks, are showcased throughout the hotel and used as wall upholstery insets, draperies and upholstery fabric in the guestrooms. The fabrication affords a luxurious texture and soothing color. A custom teak bed with Thai silk upholstered headboard is dressed with sumptuous, tailored linens. A decorative Thai silk runner adds color and drama. A custom banquette/chaise is recessed in a teak wood niche with both cove and down lighting which makes the area appropriate for reading as well as relaxing. Thai artworks and artifacts are artfully displayed throughout. Custom carpet is a stylized harlequin weave in a golden wheat color and creates a warm backdrop to the cool colors and textures of the furnishings.

The typical guestroom bath is anything but typical. Modesty drapes can be pulled back so that the guest can enjoy the views while bathing and dressing. Surfaces include marble tiles on walls and floor, granite atop teak vanity/wash stand, mirror and a glass enclosed shower. A full-size soaking tub defines the wall between the bedroom and bathroom. The detailing is simple, contemporary and Asian.

01 酒店大堂

Lobby / Reception