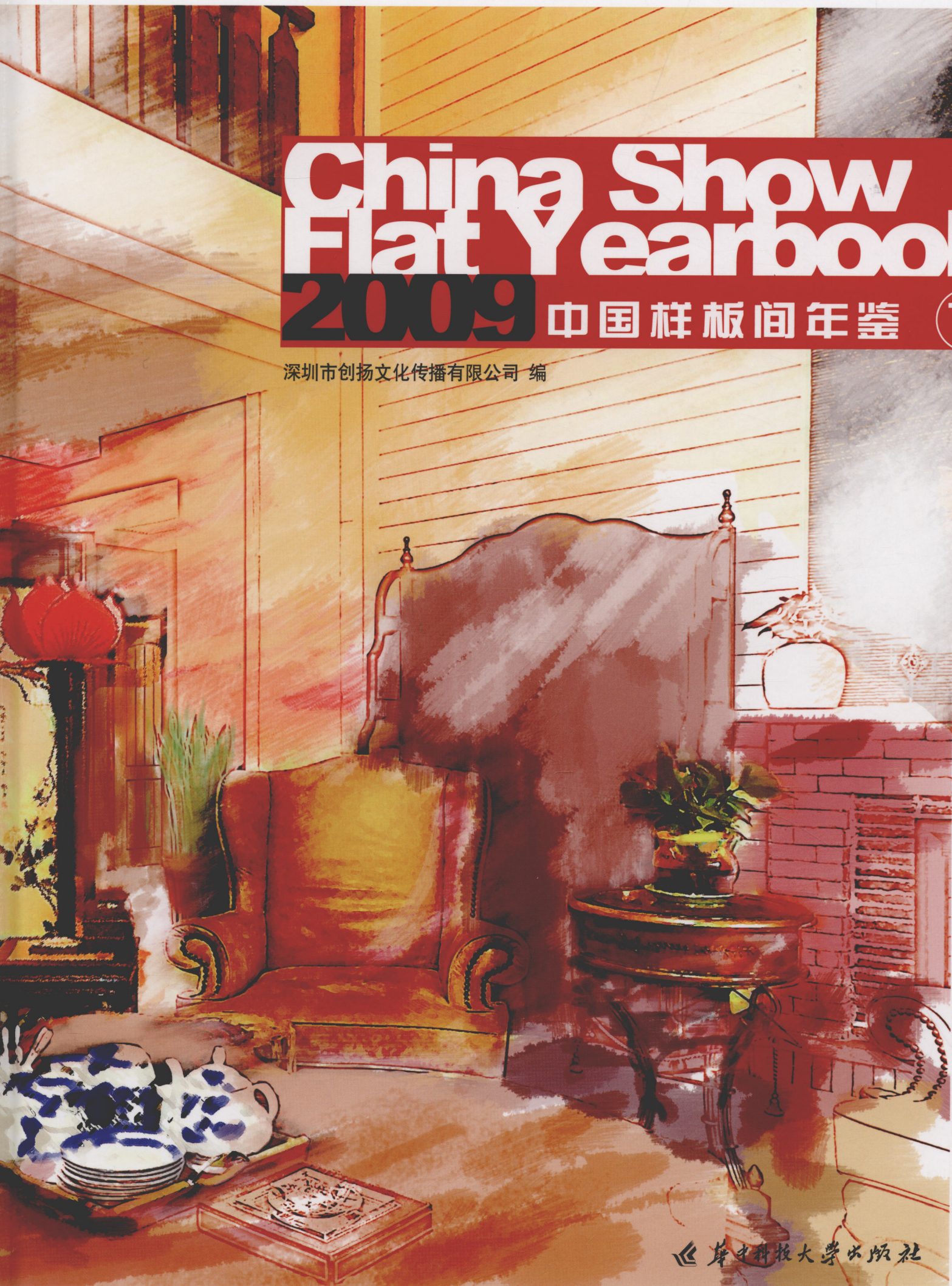


China Show Flat Yearbook 2009 中国样板间年鉴 (下)

深圳市创扬文化传播有限公司 编



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序言 I

法国启蒙思想家狄德罗说：“美与关系俱生、俱长、俱灭。”

家居之美源于设计，设计的根本则在于对美与关系的把握。关系一词颇为笼统，这世上的人与人、人与物、物与物间都由关系串联而成。在家居设计中，恰到好处地把握关系、理解关系，是设计的基石，也是整个设计作品拥有灵魂的关键所在。

何为主题，家居设计中的主题便是围绕着家所展开的种种关系，人、环境、需求等，不一而足。样板房也不例外。与普通家居设计不同，样板房的主题需要更大程度地展示。大多数楼盘最大的卖点和优势就是不二的主题，比如说武汉某楼盘有江景，就可以将长江的浩渺和自然风情融入设计。若地处市中心交通便利，那么，从生活的便利、商业的繁荣等元素中提取主题也是不错的选择。即便是在环境中较难找出主题，也可以从购房者的角度出发去寻找其他因素，如有学校在附近，就可以以孩子的成长和培养为主题。

确定了大主题，也可以做到一定的细分，挖掘精细化的小主题。可以假设家庭成员的背景，虚拟其职业爱好，而后需要一个故事，因为故事才能让样板房有人气、有生命力。大主题加上小故事，空间里便有了人的元素和气味，会令每个到访的参观者产生共鸣，发生想象，犹如去到自己或朋友的家里。另外，去样板间的意向购房者总是对楼盘的所在区域特别关注的，样板房无声讲述的故事一定要紧扣楼盘所在区域的特点，如周边配套等。换个角度说，这样也可以使销售人员对购房者有内容可讲，从而促进销售。

设计的连贯性不可忽视。美好生活来自和谐的家庭，设计更是如此。要设计一个让人体验到幸福的样板房，依然要从关系入手。室内环境的设计是整体艺术，是对空间、形体、色彩以及虚实关系的整体掌控，对意境创造有的放矢的把握与周围环境的关系协调。许多成功的室内设计实例都是艺术上强调整体统一的作品。除了把握整体，一个空间里的趣味中心同样是不可或缺的。就像一盆美丽的花艺，不一定是满盆皆花，而是绿叶与花的主次分明，相互辉映。每个人的生活都会因其社会角色位置的影响不同而形成不同的趣味，喜好大不相同，生活中一切事物都与之相关，营造和谐的幸福空间也正是以此为中心来设计，继而层层展开。

设计师需要不断地吐故纳新，每天足不出户对着电脑、图纸，天赋再好的设计师也无法完成好作品。设计是相通的，杂志、图片、电影，许多与设计相关的东西都能给我带来灵感。比如电影的创造很多时候是走在最前沿的，比如时装和家具的设计同样是要契合消费者的心理和感受。米兰的家具、巴黎的时装，几乎他们的每一件作品都能让我惊喜，刺激我的思维，让我得到最想要的——创意。

U80空间

刘威

2009年6月

Preface I

French enlightening thinker Diderot said “beauty and relation, they are born together, grow together, and die together.”

The home's beauty originates from the design, essence of which lies in apprehension between beauty and relation. The word “relation” is quite general and is consisted of relations in series between people and people, between people and matter, and between matter and matter. In home design, a good grasp of the relation is the design's cornerstone, and also the keystone making the whole design works being with spirits.

What is the subject? In home design, the subjects are kinds of relations, people, environments, needs, etc about home. The show flat is also with no exception. Nevertheless, unlike ordinary home design, show flat needs displaying its subjects to a greater extent. The majority of buildings' subject is no other than its biggest selling points and advantages. For example, a building in Wuhan is with river view, and Yangtze River and natural landscape can be infused into the whole design. If the building is located in city center with traffic convenience, to obtain subjects in aspects of elements like life convenience and business prosperity is also a good choice. When it is difficult to find the subjects in the surroundings, it can also find some other factors from the buyer's view and attitude to define its subject. As there is a school nearby, the subject can be based on the children's growing and cultivation.

When the major subject is definite, we can make some subsections to some extent to look for its refined minor subject. We can assume family members' background, and their careers and jobs, and more over, there need a story added in because it is only with story that the show flat becomes popular and of vitality. The major subject plus the small story make the empty space fulfilled with humanistic elements, resonating all visitors here and making them imagine and feel as if they have come to his own home or his friends'. Furthermore, those intentional show flat buyers always care much more about building's location. So the story show flat is telling in silence must link closely with the features of the building's location like surrounding supporting facilities. From another aspect, in such a way, salespersons get things to tell and then promote the marketing.

The coherence of design can not be neglected. Better life takes roots in harmonious family, so does the design. To design a show flat giving people happy feeling should still start with relation. The design of the interior environment is a overall art, and is also to integrally control the space, shape, color, and the relations between abstraction, concreteness and create the artistic conception in a goal directed way, and well balance the relations with the surroundings. Many successful samples of interior design are no other than those works with focus on integration in art. In addition, the interesting center in a space is also indispensable, just as a basin of beautiful flower arranging is not necessarily full of nothing but flowers but with both flowers and green leaves distinguishing together and reflecting together. Affected diversely by different social roles and positions, people have different life and different tastes and favors, which all things in daily life is related to. Just centering on that, to create a harmonious and happy space carries out gradually. The design need get rid of the state and take in the fresh constantly. If the designer never goes out for the fresh but face computers and drawings instead all the day, he can not achieve excellent works no matter how perfect his gift is. The design is interlinked with other things like magazines, pictures, movies, etc, all of which can bring me inspiration. For example, creations in movies all is up-to-date; like fashion design, furniture design also need agree with customers' mentalities and feelings. Of furniture in Milan and fashion in Paris, almost every piece of work gives me a pleasant surprise and stimulates my mind, by which I obtain what I want most-something called “originality”.

U80 Space

Liu Wei

2009.6



Preface II

I have always been looking forward to a free life with all of milk and water, neither exacting nor insistent and to feel at ease under all circumstance is the best attitude. Or rather, I maybe only wish to be born of the ordinary silently on my own, live for the ordinary, and die by the ordinary silently as well. So in design of space, for 20 years I have always tried to integrate it with the ordinary making it close to essence of life-comfort and satisfaction.

Show flat, an ideal space, plays a role of marketing sample so that it should be better than that in reality showing people a beautiful and florid world. With the world latest faddy design and trend, local life and culture collected, it is an image speaker of a building. Its task is to reveal a good life condition to those targeted customers bringing people a good dreaming experience of living in this comfortable space.

In comparison to the real living space, the show flat's functional feature is doomed to their difference. The design of show flat attach great importance to dreamlike element, common character, style, and thread while home design correspondingly focuses on ordinariness and practicality, uniqueness, function, and scheme. When there exists confront between beauty and practicality, show flat must choose beauty and give up certain practicality. The show flat's beauty is realized by integrating local life and culture with those targeted customers' tastes and favors, and with the designer's understanding of faddy trend and aesthetics to the taste of a group of customers who are expecting an excellent space.

In the design of show flat, not only the living space's practicality and the design's artistic quality but also the loaded commercial factor should be taken in consideration. It need appear to be very fashionable and glittering among groups of buildings so as to inspire people's pursuit of aesthetic feeling. As a result, what we should do as a designer is to get rid of the stale and take in the fresh to bring forth new ideas to lead a new trend in the mass conception in living space. However, it gets nowhere to design a show flat only by imagination. And meanwhile the designer need know some other different designs, observe the whole design communities so as to infuse all their inspiration together, enlighten life's inspiration by different design and art to create a more artistic space for show flat. When the show flat becomes artistic, it is no longer only display of craftwork in shape but one powerfully carrying some of people's ideal living dreams.

The deference in features and focuses on design between the show flat and the real living house results in the phenomenon that a great number of people criticize designers that design show flat for good marketing totally without the practicality for living in consideration. Even I myself don't wholly agree to this utilitarian design of show flat. However, I have been looking for a way away from utility to release my heart and lead a Bohemian life without any limits. What the design of show flat naturally pursues is vehement and glaringness, and beautiful appearance and red-hot dreams as well. So such an ordinary and peaceful attitude like this in my mind doesn't gear to it. Therefore, I have no other choice but to resort to my imagination and immerse in my mind alone to make life more pleasant and comfortable just like that ordinary life and ordinary design.

序言 II

一直以来，我都向往着自由的生活。一切平淡，既不苛求也不执意，随遇而安是最好的姿态。又或者说，我大概只想独自一人默默地在平凡中降生，在平凡中生活，也默默地在平凡中逝去。因而对于空间设计，二十多年来，我都想把它和平凡相结合，让它更趋于生活舒服与满足的本质。

样板房，那是一个具备销售功能的理想空间，因而必须比现实更为美好、绚丽。它集中了当下世界流行设计、趋势、本土生活文化，是一个楼盘的形象代言人。它需要呈现出的是目标客户的生活状态的美好，让人们觉得那是一场唾手可得的家居美梦。

样板房的功能性注定了它与居家的区别，样板房的设计更为注重梦幻的元素，而居家设计则注重平凡实用；样板房设计注重共性，居家设计注重个性；样板间设计注重风格，居家设计注重功能；样板间设计注重思路，居家设计注重方案。当美观和实用出现冲突时，样板房一定会选择美观而放弃一定的实用度，它是将当地的生活文化与目标客户的品位、喜好相结合，再融合设计师对潮流和美学的理解来实现的，它面对的是一个对空间抱有期待的群体——客户。

样板房的设计，既要考虑居住的实用性和设计的艺术性，又要考虑其本身承载的商业成分。它需要显得时尚，在众多楼盘之中闪闪发亮，激发人对美感的追求。因此，我们设计师需要做的，就是不断地推陈出新，创新风格，从而引领大众居住的新潮流。但是，单单凭借想象来设计样板房是不可行的，设计师同时也需要了解不同的设计，观摩整个设计界，使不同的灵感融合一起，通过不同的设计和艺术，启发生活的灵感，把样板空间更有艺术感。当样板房变得富有艺术性时，就不再只是一种形式上的工艺展示，而是沉甸甸地承载着一部分人的居住梦想。

样板房的特性以及设计的侧重点与居家设计的不同，导致了许多人甚至批评设计师以利益为主，不考虑居住实用性。即便是我个人，也不完全认可样板房这种功利设计——但我一直在寻找一条可以脱离功利的设计道路，将心释放，放浪于形骸之外。样板房设计，它所追求的是猛烈与耀目，是美丽的容颜和炽热的梦想。因而这般平凡淡定的态度，反而是不切合它的。于是我也只能凭借着想像，独自沉浸，如那种平凡的人生，平凡的设计，让生活更为惬意、舒适……



目录

Contents

嘉慧园	
Grenville House Derek chan	6
保利 (重庆) 高尔夫国际公馆	
Poly (Chongqing) Golf International Residence	14
波西米亚	
Bohemian Style	18
广丰新东街样板房——G6户型	
Show Flat—G6, Xindong Street, Guang Feng	22
浓情蜜意	
Great Tenderness	28
胜利广场	
Victory Square	32
世博生态城半山E17	
Half Hills E17 of EXPO Ecological City	35
淘金山简欧样板房	
Show flat of European	
Simple Style, Tao Jinshan	40
湘超景园	
Xiang Chao Garden	44
心家泊3#	
Xin Jiabo No.3	48
寰宇天下	
World Overlook	54
雍景苑7楼	
Building 7 of Yongjingyuan	58
北角半山赛西湖大厦	
Braemar Hill Mansions	61
海岸明珠	
Coastal Bright Pearl	64
海洲国际公寓	
Haizhou International Apartment	68
龙都丽园样品房	
Show Flat of Longdu Grace Garden	72
锦逸荣庭样板房1209	
Show Flat 1209 of Jinyi Garden	76
爵悦庭	
Chelsea Court	82
美菲阁	
Smithfield Court	86
摄影师之家	
Home of Photographer	90
天后华园	
Queen' s Garden	96
水岸君山中式样板房	
Chinese Style Show Flat of Shuianjunshan	100
清华城样板房	
Qinghua City Show Flat	106
花.木.意	
Flower Wood Connotation	111

白色中国结		湖南衡阳创展棕榈园3栋G户型	
White Chinese Knot	116	Show Flat G, Chuangzhan Palm Garden #3	222
聚品阁		锦城豪庭私邸	
Jupinge	120	Haotingsidi	226
瑞安武汉天地样板间二		满园样板房一	
Wuhan Tiandi Show Flat 2	124	Manyuan Show Flat 1	231
银基金湾畔05单位		空间爱琴海——简单奢华	
Apartment 05 of Ingate Golden Lough	128	Space Aegean—Simple Luxury	236
银基金湾畔07单位		瑞安武汉天地样板间一	
Apartment 07 of Ingate Golden Lough	130	Wuhan Tiandi Show Flat 1	242
滋润的白		三水丽日坚美D5型样板间	
Nurturing White	132	Show Flat of Lirijianmei in Sanshui	246
醉心居		同天绿岸	
Infatuation Mansion	136	Tongtianlv'an	250
薄扶林		万科东方尊裕样板房	
Pokfulam	140	Vanke Oriental Zunyu Show Flat	254
空间爱琴海——高调后古典		音乐人之家	
Space Aegean — High-key Post—classicism	145	Musician House	258
鸿景翠峰黄小姐雅居		世茂湖滨	
Miss Huang's Residence in Hongjingcuifeng	148	Shimao Lakeside	263
华府壹号样板房五		三盛巴厘岛1#	
Show Flat 5 of Huafuyihao	152	Sansheng Bali 1#	266
蓝色海岸		银基金湾畔02单位	
Blue Coast	158	Show Flat 02 Ingate Golden Bay Bank	272
绿野山庄C2户型别墅		粤城时代名轩3座01户型	
C2 Villa of Green Resort Village	164	Show Flat 01 of Shidaimingxuan #3	276
天华美地9幢1005样品房		泉州石狮狮城帝苑	
1005 Show Flat of Tianhuameidi #9	168	Shi Shi Shi Cheng Emperor Court	
天一康园		of Quan Zhou	280
Tianyikangyuan	174	深蓝	
线计线策		Deep Blue	284
Lines	180	天华美地9幢704	
粤城时代名轩4座02户型		Crystal City 67 meter Model Room	288
Show Flat 02 of Shidaimingxuan #4	186	西安宏信国际花园样板间	
翠丽苑		Sample Room of Hongxin International	
Cuiliyuan	190	Garden of Xi'an	292
滇池高尔夫F39		现代简约——暖巢	
F39 of Dianchi Lake Golf	196	Modern Simplicity—Warm Nest	296
蝶恋		中邦晶座	
Butterfly Love	202	Zhongbang Crystal Block	300
阳光海岸二期7栋A型		舟山东方汇景样板房B	
Show Flat A Sunshine Bank II #7	204	Sample Room B of Zhoushan Eastern Huijing	304
金沙湾样板房		颐景园样板间	
Jinsha Bay Show Flat	209	Sample Room of Yi Jing Yuan	308
广东佛山万科金色家园			
Foshan Vanke Golden Home	214		
湖南衡阳创展棕榈园3栋F户型			
Show Flat F, Chuangzhan Palm Garden #3			
Hengyang, Hunan	218		

Grenville House Derek chan



设计公司：洪约瑟设计事务所

设计师：洪约瑟

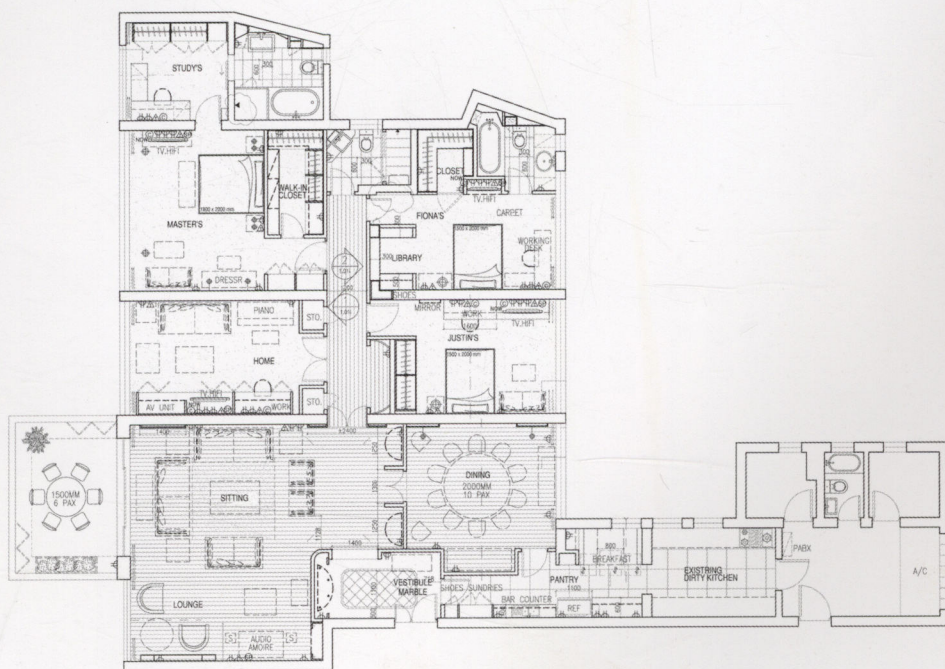
项目面积：310平方米

嘉慧园













本案的设计充分演绎出了家居功能的跳跃与灵便性。灯光依旧是空间不变的主题，或温馨、或柔和、或浪漫，风格不一，与室内精彩纷呈的装饰和摆设相映成趣。搭配自然和谐，令人赏心悦目。空间有机相连，视线在空间中自由流畅。

本案中琳琅满目的装饰和摆设将家营造成一个充满视觉张力和丰富想象的空间，品位与质感不言而喻，能让人真正地享受生活。空间结构开阔大气，设计手法干脆利落，墙壁的木质纹理有效地缓和了工业设计的疏离感，烘托出浓浓的家的氛围，使其奢华高贵气质立显，而又不失舒适感。设计师善于把握全局，使不同的功能分区在统一中呈现出自己独特的个性，使整个家居氛围更为活跃。





This design interprets the handy and saltatory feature of furniture. Lighting is still a focus in the space, being warm, soft, or romantic, with different styles into perfect match with beautiful ornaments and furnishes. In harmony with nature, it is really delightful. Each space are organically connected, making sight flow freely.

In this case, an array of decorations and furnishings creates a home filled with imagination and visual tension. The taste and texture can not be better that people can really enjoy their life.

The space structure is open and free, its design method is simply neat, and the walls' wood texture effectively alleviates the sense of alienation from industrial design, and makes a warm atmosphere of being at home, which makes the home luxury and noble, and comfortable as well. The designer begins with a overall consideration and makes different functional sections uniformly present their own unique features, which adds activities to the home.

Poly (Chongqing) Golf International Residence



设计公司：点廓空间设计事务所

设计师：谭琅 许一峰

项目面积：165平方米

装饰材料：肌理涂料、浮雕地板、米黄石材、石材混拼马赛克、水曲柳实木染色

保利（重庆）高尔夫国际公馆



