



GLOBAL VOGUE 国际风尚餐厅 RESTAURANT

深圳市创扬文化传播有限公司 编

大连理工大学出版社

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图书在版编目(CIP)数据

国际风尚餐厅：汉英对照 / 深圳市创扬文化传播有限公司编；赵欣，刘慧敏译. — 大连：大连理工大学出版社，2009.11

ISBN 978-7-5611-5062-7

I. 国… II. ①深…②赵…③刘… III. 餐厅—室内设计—中国—图集 IV. TU247.3-64

中国版本图书馆CIP数据核字（2009）第150057号

出版发行：大连理工大学出版社

（地址：大连市软件园路80号 邮编：116023）

印刷：利丰雅高印刷（深圳）有限公司

幅面尺寸：230mm × 290mm

印 张：20

插 页：4

出版时间：2009年11月第1版

印刷时间：2009年11月第1次印刷

策 划：袁 斌

责任编辑：刘 蓉

责任校对：马 帅

封面设计：温广强

版式设计：温广强

ISBN 978-7-5611-5062-7

定 价：268.00元（US\$53.00）

电 话：0411-84708842

传 真：0411-84701466

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E-mail: designbook@yahoo.cn

URL: [http:// www.dutp.cn](http://www.dutp.cn)

如有质量问题请联系出版中心：（0411）84709043 84709246



BLACKSHEEP FORWARD FOR GLOBAL VOGUE RESTAURANT

Jo Sampson and Tim Mutton, founders of design agency Blacksheep, have proved their talent for designing memorable and successful restaurant, hotel and bar spaces many times over. With work now stretching well beyond their London base to Russia, Jeddah and India, they share their insights on creating stunning signature spaces.

The world of fine restaurants, great bars and gorgeous hotels is soaked in surface glamour – the dazzle and shimmer of soft lights, luxurious surroundings, great music and wonderful food and drink weave a seductive spell that can transport you into a completely different world, away from your daily woes.

But it's not the cut of the crystal or the velvet upholstery that makes a really successful space. The look of the place is the icing on the cake. Designing a venue that really works boils down to two things: getting the operational side of it right, and understanding your clients.

As designers, 95% of our efforts are invisible to the casual diner or drinker. We spend a lot of time talking to clients in the early stages and clarifying what the offer is. What is the venue selling and where do they see their profits coming from? We don't overcomplicate things. Whatever elements we decide on operationally or visually have to refer back to our "wheel of relevance" in terms of what will maximise footfall. In short, how can the lighting and feel of the place, the comfort and placement of seats and the "theatre" of the floorshow help draw people in and keep them there into the small hours?

We like to tap into the essence of our clients' ideas and ambitions. What does this venue mean for them? Is it a one-off, a series of five, or a radical shift in focus that is aimed at luring new customers in without alienating the existing fans? Who is their target audience? Where do they currently go for food, fun and entertainment? How can we outdo the competition? Then we look at the building. What we have to work with in terms of architecture can be anything from a completely characterless, new-build concrete shell with low ceilings and no atmosphere to beautiful listed buildings blessed with countless original features and handicapped by all kinds of heritage-related constraints. Only then do we start looking at the frills and furnishings. Does the client want a themed setting, or to create a high-end French restaurant that's simply the last word in understated chic? Where does the design sit in the hierarchy of needs? Sometimes a blank box is the perfect backdrop for the most amazing food; with no visual distractions, the focus shifts to the sensual enjoyment of flavours and textures. But even the most minimal scheme, in its own subtle way, must heighten that appreciation.

With nightclubs it's a different story. It's all about hedonism and taking the customers out of their day-to-day experience into somewhere quite fantastical. We like to start with a story, a narrative that ties the whole scheme together. When we designed the Cuckoo Club, for

BLACKSHEEP打造全球时尚餐厅

Blacksheep设计机构创始人乔·桑普森 (Jo Sampson) 和提姆·麻顿 (Tim Mutton) 已成功设计了许多令人难忘的餐厅、宾馆和酒吧，充分证明了其设计天赋。现在，他们的作品已走出伦敦，迈向俄罗斯、吉达和印度等国家和地区，与人们分享其创造惊人特色空间的独特见解。

高档餐厅、迷人酒吧和豪华酒店尽显外在魅力——闪烁耀眼的柔和灯光、奢华的环境、优美的音乐及可口的食物和饮料编织出诱人的魅力，带您进入一个完全不同的世界，远离世间尘埃。

但是，一个真正成功的空间并不是由简单的水晶切割或天鹅绒装饰创造而成。设计的外观只是锦上添花。设计一个真正盈利的场所可归结为两个要点：正确经营以及了解您的顾客。

作为设计师，我们95%的努力都是普通的用餐者所看不到的。早期阶段，我们花费大量时间与客户交谈，弄清楚要求的是什么。比如，该场所销售的是什么以及他们从哪里获得利润？我们不会将事情过于复杂化。就人流最大化而言，我们实际决定的任何因素都必须转回我们的“宗旨”。总之，场所的照明和感觉、座椅的舒适度和摆放，以及表演节目的“舞台”如何吸引人们并再次尽享深夜？

我们希望深入了解客户的思想和抱负。该场所对于他们来说意味着什么？一次性的，持续几年，或从根本上改变焦点，旨在吸引新顾客又不疏远现有顾客？谁是其目标群体？目前，他们去哪里用餐、消遣、娱乐？我们如何才能在竞争中取胜？

然后我们再看看建筑物。建筑原本是一个非常平凡的新造混凝土建筑物，低矮的天花板，毫无气氛可言，我们必须做点什么才能将其变为美丽的建筑物，拥有无数独创特点，克服那些传统的制约因素。只有到那时，我们才能开始寻找装饰和陈设。客户是否希望拥有特定的主题环境，或只是创建一个最新流行的朴素高雅的高端法式餐厅？该设计位于需求的哪个层次？有时，一个空白空间对于最令人惊讶的食品来说就是一个完美的背景；没有视觉上的杂乱，将重点转向味觉和口感的感官享受。但是，即使是最小的方案也有其微妙的方式，必须提高其观赏性。

对于夜总会来说，这又是一个不同的故事。这里处处都是享乐主义，使顾客远离其日常生活，走进捕风捉影的梦幻世界。我们想从一个故事开始，这个故事将整个方案联系在一起。比如，在我们设计布谷鸟俱乐部 (Cuckoo Club) 时，故事讲的是来到米克·杰格 (Mick Jagger) 家参加生活聚会。我们确实通过巨大的天花板夸

example, the story was about going to Mick Jagger's house to have the party of your life. We really overplayed the scale with massive ceilings reminiscent of some stately home, and door frames five metres high. The scale and grandeur and mood of the place is designed to make the customer think: "Wow, I'm going to have an amazing time here!" The design is a crucial part of this 360 degree experience, but only one of the many elements—including the food, the drinks, the music—that go into creating an extraordinary atmosphere.

We hate to repeat ourselves. Every project we take on has to have that little something extra, just to keep things fresh and interesting. We constantly ask ourselves and our team: what's Blacksheep about? Why is it special? How does that brand own this space? What makes it unique—from the physical space to the emotion you want to create in someone when they walk through the door?

Emotion is a massive factor in how we work. We are always looking for the emotional content and how to maximise the customer's response to it. The wonderful thing about designing hotels, restaurants and bars is that customers vote with their feet and their wallets. If they feel good there, they'll come back.

In the end, design is just problem solving. It's about looking at something differently and constantly challenging and questioning: is that the right thing to do? It's a puzzle and it's wonderful when all the pieces fit. It requires a lateral thought-process, though, as a decision taken on one element will often influence something else further down the line. You have to be able to think in quite a visionary way.

But we also believe in having fun. With clients we don't tend to have serious, laborious meetings. We'll sit down together and talk over our ideas. If there's anything they're not sure about, we discuss it. And we like to surprise them. Early on in the process we might say: "We have come up with X idea, which answers your brief, but we have also thought about Y, which really adds something to it that's special." And together we will pick and mix from what's on the table and end up with something unique. It's all about collaboration. We deal with a lot of entrepreneurial people who are so involved in their product they think they know everything about it. That's when we start challenging them and making them look at what they're trying to do from a different angle.

We like to stay the distance. We are always there at the end of a project, taking care of the final installation. It's only when all the parts are in place that you know what works and what doesn't. You have got to be there to make it right.

The hospitality industry is a people business. We've been involved in this sector for many years now – not just dreaming up new schemes but working behind the bar or in the kitchens, in our younger days – and we love the people, the kitchen-sink banter, the rapport with the customers. That's what it's all about.

Ultimately, we never design spaces for ourselves but for the people that will be using them. It's all about vision, integrity and detail. A signature space makes people – customers and staff – feel special. And it's that shared enjoyment of something out of the ordinary that keeps them coming back for more.

大了空间规模，5米高的门框，给人以豪华大宅的感觉。空间的规模、宏伟以及氛围让客户不由得觉得：“哇，在这里我将度过惊人的时光！”该设计是360度体验至关重要的部分，但这只是其中一个要素——还包括食物、饮料及音乐——这些创造了非凡的气氛。

我们不愿重复自己。我们设计的每一个项目都必须具有其不同之处，这只是为了保持新鲜和有趣。我们不断地问自己及我们的团队：Blacksheep是做什么的呢？为什么会特别？该品牌如何拥有自己的空间？从物理空间到你想要让顾客在穿过大门时产生的情感，是什么使它变得独特？

情感是我们工作中的一个巨大因素。我们一直在寻找感情内容，以及如何使顾客的反应最大化。设计酒店、餐厅及酒吧的绝妙之处在于吸引顾客并使其在此消费。如果他们感觉很好，他们会再次光临。

最后，设计就是解决问题。它是从不同的角度看问题，是不断的挑战和质疑：这样做对吗？当所有碎块恰当地组合在一起时，这便成了一个谜，一个奇妙的世界。设计要求一种横向思维过程，但是，作为一个决定，一个因素往往会进一步完全影响其他事物。你必须能够以相当有远见的方式考虑事情。

我们还追求享受乐趣，我们并不想与客户进行严肃、艰苦的会议。我们会一起坐下来谈谈我们的想法。如果他们有什么不确定的事情，我们会进行讨论。我们想给他们惊喜。在早期阶段，我们可能会说：“我们已经有了某种想法，可以满足您的需求，但我们还考虑过另外一种想法，这可以增添一些特别。”我们将携手挑选、组合可参考的方案，最终创造出独特的设计，这就是合作。我们与许多企业家合作，他们认为他们知道其产品的一切。这正是我们开始挑战他们的时候，让他们从不同的角度看看他们正在做出怎样的努力。

我们想保持距离。我们总是在一个项目结束时进行最后安装。只有当所有部件都按部就班时，你才知道什么可行，什么不可行。此时，你会正确地做出选择。

酒店业是与人相处的行业。多年来，我们一直从事这一事业——不仅仅设想出新的工作计划，而且在年轻的岁月里，我们还在吧台后面或厨房中工作过——我们热爱那些人，那些生活中的玩笑以及与客户们的和谐。这就是所有的一切。

归根结底，我们设计空间不是为了自己，而是为即将使用空间的人们。设计就是视觉、完整及细节。设计后的空间使人们，包括顾客及员工都拥有特别的感受。正是共同享受的不寻常的欢乐吸引顾客再次光临。

Contents

目录

Dingdingxiang Restaurant Guoxing Branch	鼎鼎香国兴店	006
Cooking Master Barbecue Restaurant	烹大师烧肉达人	018
HASTUNE Japanese Restaurant	隐泉日本料理	026
The Restaurant of Mercure Eastgate Hotel	梅尔居酒店餐厅	036
Whisky Mist	Whisky Mist	044
Inamo	Inamo	052
Vendome	Vendome	060
YHA	青年旅舍协会	068
The Opposite House	The Opposite House	076
Whampoa Restaurant	黄浦会	088
Nu Asia	Nu Asia	096
Teaspoon	Teaspoon	108
Impression of the Kitchen	厨房印象	114
Désir French Restaurant	滴意法式餐厅	122
Four Famous Captors—Vogue Restaurant	四大名捕——时尚餐厅	128
Saijiangnan Art Restaurant	赛江南艺术餐厅	136
Shishangfang Restaurant	食尚坊	142
"Hankou Gongguan" Restaurant	汉口公馆	152
Duozuo Delicate Japanese Cuisine	多佐日式和风精致料理	158
Firstar French Cuisine & Cafe	浮士德法餐及咖啡	166



Causeway Bay Hong Kong Restaurant	铜锣湾茶餐厅	176
Shijian Restaurant	食间餐厅	182
Mercuries Restaurant	三商会馆	188
Zhengzhou Seaport Hotel Restaurant	郑州海港大酒楼	196
Tairyo Teppan-Yaki Yijing Central City Restaurant	大渔铁板烧怡景中心城店	202
Raindrops Western Restaurant in Longgang	雨花西餐厅龙岗店	210
Banshan Pinshangpin Coffee House	半山品尚品咖啡厅	218
The Elegant Little Restaurant Baiyun Branch	雅致小菜馆白云店	226
Victory Restaurant in Shenzhen	深圳胜记酒家	230
A Restaurant	某酒楼	236
Tao Ban House	陶板屋	246
Tian Dan Korean Restaurant	“天丹”韩国料理	254
The Bauhinia Hong Kong Little Restaurant	紫荆花港味小厨	262
Perfect Life	完美生活	270
Sorabol Restaurant	萨拉伯尔	278
Garden Hotel Banquet Hall Peach Garden Restaurant	花园酒店宴会桃园馆	286
Fengdielai Western Restaurant	蜂蝶来西洋会馆	292
Dvnasty Restaurant	Dvnasty 餐厅	302
Asia Court	Asia Court 亚洲餐厅	310



地点/北京 面积/1500平方米 设计师/利旭恒 设计单位/古鲁奇建筑咨询(北京)有限公司 主要材料/不锈钢、钢珠链、玻璃、马赛克、LED光源、胡桃木地板 摄影师/利旭恒

Dingdingxiang Restaurant Guoxing Branch

鼎鼎香国兴店



Retaining the practice of magnificent ideas in the sense of texture quality, this project reveals the designer's attitude toward running after perfectly luxuriant class. From the entrance of the doorway, the designer begins to string a large number of crystals to a sparkling and transparent floor wall and stairs floor, which creates a powerful and gallant background for the space while fills it with drama at the same time. In order to let the customers enjoy the

delicious cuisines, and to provide them with fantastic experiences, the designer chooses the imported crystal droplights to give off soft lights as tender as threads. The velour dooby fabric of the dining sofas are very tender, and the luxuriant cushions become inevitable too, like the noble wine red gems that sprinkle a natural and graceful elegance in the space.





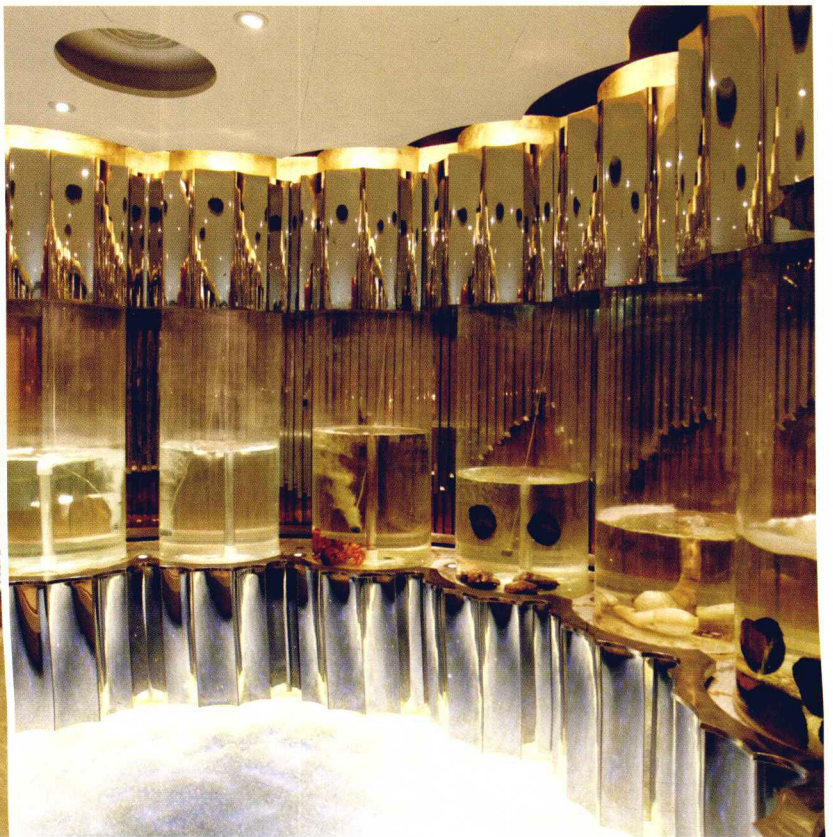


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本案体现了设计师对完美奢华品味的追求态度，在质感中保有华丽创意的实践。从入口处开始，设计师将大量的水晶串成剔透醒目的落地墙与楼梯地面，充满戏剧性的同时也为整个空间营造出张力十足的华丽背景。为了让宾客在品味美食之外，视觉感官也能有绝妙体验，照明上选用进口水晶吊灯散发出柔美如丝的光线。丝绒提花布艺的沙发餐椅质地柔软，华丽的靠包也变得不可缺少，有如高贵的酒红色宝石在空间中点缀出雍容的气质。



