

Inperial Palace

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Preface 序言



PURE CHARM DESIGN Hua Mei Chou

Everyone has the passion for home and the way we interpret the connotation of our homes differs. What a villa brings to us is more than the expectation of being transcendent from city life, but a perfect balance with it. For this reason, the key in designing a villa is attributed to the texture of materials, collocation of colors and the use of light to attain some special atmosphere and reflect the connotation as well as artistic concept of designing. A villa show flat requires the elements of creativity, luxurious lifestyle, the showcase of aestheticism and all the facets that display its style. Rather than serving the function of a vase, a show flat is not simply for display, but a reappearance of the building style and culture, which shows a good home environment and comfortable living style.

An outstanding show flat, to a large extent, allows people to experience the connotation of living culture, which needs the designer to improve the artistic quality of indoor decoration. The coordination of spatial color proportions determines the unity of space designing, adhering to the predominant color tone will attain an integral spatial color tone. An optimal collocation of heating and cooling colors permits the space to be richer in the sense of layers and rhythms. I think the local difference is reflected in the local specificity of local space. To improve the spatial artistic style will meet people's aesthetic needs. The designing of a show flat is practically the embellishment and re-creation of the flat structure so that a perfect

sample will be presented in front of people.

In a sense, the displaying nature of show flat is more than its practicality. The primary function of a show flat aims at coordinating with sales and thus it puts more emphasis on the sensory effects, customers might not necessarily live in it. Therefore, it is used more for appreciation or reference. A show flat, which has a leading function of cutting-edge fashion, is usually exaggeratedly designed in order to promote sales, or even to achieve a stage show effect. A show flat must have a distinctive theme and style to leave a deep impression. A show flat should bring about fresh and new, even sensational effects and become the focus of attention. The principles in designing a show flat are the embellishment and re-creation of flat structure, which emphasizes the advantages while covering up the defects. Therefore, the key principle in a show flat designing is to fully demonstrate its advantages. Flexible room structure, perfect layout, transparent lighting, comparatively proper storey height, and broad horizons can all be strengthened. Some defects concerning the house size can even be overlooked through delicate designing techniques. A theme style show flat must be designed with a unique style so as to leave people a more impressive impression. Color tones are particularly vital during the limited period as a show flat is on display, through which the rational thinking may be transformed into a perceptual one in this particular environment. Lighting serves as an important tool in creating the atmosphere, under which the special artistic atmosphere appears to be particularly important, so lighting has the power of creating some vitality for the space. Designers must attach importance to the symbolic and imagery functions of color and intentionally convey the artistic concept, emotion and meaning through color as a medium. If properly used, a sort of extraordinary atmosphere can thus be produced to attain the effects of "winning with fewer". The integration of intelligence has become an indispensable part in the modern high-quality life, for example, people can adjust the scenes of lighting according to atmosphere; thanks to the new air system, fresh air from nature can be inhaled without opening the window. The combination of decoration and the color tones renders the style of space its perfect embodiment. The concept of "light decoration, heavy adornment" suggests that show flat is not advisable to be over decorated, and that decoration is not determined by quantity but the appropriate choice. Therefore, a show flat both embraces the connotation of lifestyle and reflects its unique cultural tastes.

In general, the designing of a show flat requires not only the practicality of living and artistic features but also its own commercial elements. Designers should keep on developing new and innovative styles to lead a new trend in space designing.

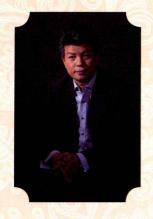
每个人对家都有一份执着,都会以自己的眼光诠释家的内涵,人们住别墅不仅仅为了满足与城市生活相隔的那份超然,更是为了与城市生活达到一种均衡。因此,别墅的设计关键在于如何通过材料的质感、颜色的搭配、采光的运用达到某种特殊的氛围,体现设计的内涵及意境。别墅样板房需要有一些想像的填充、奢侈的习惯、展示的唯美,以及表达出风格精神的各个侧面。样板房不同于一个花瓶,不只是作为简单的展示,而是楼盘风格与文化的一种再现、展现出的是一种良好的居家氛围,一种使人倍感舒适的生活方式。

一所优秀的样板房,在很大程度上能让人们品位到居住文化的内涵,提高室内造型的艺术性。从空间上色彩比例的调和关系到空间区域设计的统一性,坚持主色调的把握,使空间色调更整体。冷暖的搭配让空间体积更富有层次感与韵律感。我认为局部的区别性体现在局部空间的特定性。提高空间造型的艺术性,满足人们的审美需求。样板房设计其实是户型结构的美化和再创造,以完美的身姿展现在人们面前。

样板房的展示性在某种意义上强于实用性。样板房的首 要功能是配合销售,强调感官效果,客户并不一定使用它, 更多的是欣赏和借鉴。样板房为了推动销售,在表现形式上 较为夸张, 甚至达到一种舞台展示效果, 具有时尚前沿的带 动性。一个样板房必须具有鲜明的主题思路和风格, 让人们 记忆深刻。样板房需要使人耳目一新, 甚至引起轰动效应, 样板房设计的原则其实是户型结构的 成为人们谈论的焦点。 美化和再创造,强化自己的优点,掩饰其中的缺点。因此, 样板房设计的关键原则就是充分展示自己的优点。灵活的房 间结构、完美的布局、通透的采光、较高的层高、开阔的视 野等都可以引导强化。通过巧妙的设计手法来弥补户型的某 些缺憾。主题风格样板房设计必须具备独有的风格内涵, 让 人们记忆深刻。由于人们接触样板房的时间最多只有几分 钟, 我认为大色调的把握尤为重要, 使理性的思维在这个特 定的环境里变得感性

光是营造气氛的重要工具,空间的意境氛围在灯光的处理下,显得尤为重要,所以光线的带入为空间缔造了生命力。设计师必须关注色彩的象征性和意象性,有意识地利用色彩媒介传达出一定的意境、情感和内涵。恰当地使用,可以塑造不同凡响的气氛,达到以少胜多的效果。智能化的融入成为现代高品质生活不可或缺的重要部分,例如人们可以根据气氛来调节灯光场景;新风系统让您不用开窗也能尽享大自然的新鲜空气。通过软装上的元素和色调上的把握让空间风格得到完美的体现。所谓"轻装修重装饰"。装饰也不是越多越好,要有所选择。所以样板房不仅要拥有生活方式的内涵,更要折射出其独特的文化品味。

总而言之,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。设计师要不断地推陈出新,创新风格,从而引领空间设计的新潮流。



Wisdom Space Design, Wang Junqin 睿智汇设计公司 王俊钦

The design of show flats is supposed to cater to a group of target consumers and it should be the combination of culture, interest and taste of the target consumers integrated with the characteristics of the project and the aesthetic fashion, rather than the presentation of the designer's individual style and hobby which may result in a show flat that is self-admiring and isolated without market value.

In the process of designing, the designer should determine the style of the show flat after taking into account some basic elements like the market positioning, the integration of the building with surroundings, and the human appeals. Recently, I have been invited to attend some designing forums in which I have mentioned the advantages of "designing by the aid of the surrounding environment" because I believe it is a smart technique that can achieve the best result by enriching the visual effect for the consumers to feel the live-action.

I worked on designing in Taiwan China in the past decade. The development of design is a little earlier than that in mainland. At that time, the show flat of villas placed more emphasis on the delicacy of details, while the design in mainland, as well as the building procedure was not able to highlight the quality of the project and the developer's elaboration. The main reason is that the large market structure and short construction period of projects led to a rough construction and design style. What's more, designers in Taiwan stress more of the inner quality of the project while designers in mainland are bold enough to emphasize individual style and designing technique, a real risk to the design of villas. The design of show flats should reflect the real life to the largest extent, like putting pajamas on the bed. Your design should be able to arouse the target consumers' desire for a beautiful, artistic and tasteful life. At the same time, a bright spot is necessary in the design of the space, which attracts the consumers' eyes on the first sight or enlightens the visitors.

The design of villa show flat should give full expression to its market value when attempting to meet the needs of living space and artistic quality. Our designers' mission is to think over the needs in the market for sample designs and realize the maximum commercial value with our creativity.

This book gives us an opportunity to appreciate top-level villa design, and to appreciate the unique design style of masters. It can inspire designers and arouse them to make a meditation over the market value of design.



样板房的设计是将目标消费群体的生活文化、喜好和品位相结合,在这个基础上,融合了楼盘特质和潮流美学而实现的,它迎合的是一个群体,不能过于注重个人风格和喜好,孤芳自赏、束之高阁,就会发觉很难有市场效应。

设计的过程中,要遵循整个楼盘的市场定位、建筑脉络与环境相结合,以及人的诉求,这样来确定样板房的风格走向。最近我应邀参加一些设计论坛,也提到"借景设计"的优势,我觉得这是非常巧妙的设计手法,视觉效果更加丰富与和谐,突出实景感受力,达到事半功倍的效果。

前十年的设计都是在台湾,我觉得台湾设计领域的发展要比大陆早些,在台湾那时的别墅样板房会更注重细节的精致化,而大陆因为市场格局比较大,多项目工期短,无论是设计还是施工过程都略出土地。不能突出楼盘的品质与地产商的精心;另外计划,不能突出楼盘的品质与地产商的精心;另外计划,一个大陆的,是不能会,也是对于别墅样板房来说,过于标新立异,过于个性的设计是比较冒险的;其次,样板房设计的重点——生活化,尽可能去设计现实生活中的场景,如把睡衣放在床上等,将内容艺术化、品位化,激发目标客户对美好生活的向往;同时在设计空间时要有亮点,一个视觉冲击点,或者是一种可以带给参观者设计启发的手法。

别墅样板房的设计,既要满足居住的空间需要和设计的艺术性,又要考虑其本身承载的商业价值,需要我们空间设计师不断地推陈出新,充分考虑样板房的市场需求,让设计在市场中迸发最大价值。

名师匠心独具,同行受益良多。本书的出版, 让更多人有机会领略当今中国顶级别墅样板房的风 范。不仅为设计师带来设计灵感,为大众群体带来 设计启发,更激发了设计工作者对"设计的市场价值"的深度思考。



Z&C DESIGN Haiwen Chen 杭州郑陈设计事务所 陈海文

During the designing experience of more than 10 years, I was often asked, "How to make the design? Why?"

I often think to myself, "Is there a 'wky' in designing?"

After deep thinking, we can say there is, yet we can also say there isn't. To a villa show flat, the purpose is to be shown to the visitors. Visitors, who are often the potential villa owners, mostly only give us 30 minutes to persuade them. Therefore, next question is to come out, "What should be done to move the visitors?"

Creativity comes first. To put it in a simple way, it is to find a feeling, and to tell a story. In the 30-minute presentation, we present the visitors a moving story along with the scene, to tell them that your future life will be as wonderful as this.

It is like a movie. You can see different scenes as you walk along the show flat. Each scene is a vision for the future life.

The movie derives from life, yet it exceeds life. The common living status is a reflection of real life, but it will definitely be a box office flop if it is directly converted into a movie. And so does the show flat. I have seen quite a few villas, among which some are designed thoroughly without many flaws, but they leave vague impressions afterwards. They are just like common movies, which are lack of emphasis because the figures of the heroes and heroines are not well presented.

Neither the space nor the facade is the key element, whereas the living person is critical to the success of the design. When I get a case, I will spend much time on meditation, imagining what kind of people will live in the villa, their status, ages, personalities and hobbies. Only after setting the heroes and heroines of the story, can I continue the following designing.

In each space of the villa, we can see the figures of the host and hostess. The living room is space for the host to entertain the guests. Close your eyes, you can feel the heroic spirit of the hero and his guests when they comment on national affairs. The family room is the space for the hostess and the children. Each of the furniture seems to tell the great figure of the hostess. The master bedroom is the private space for the hostess, the casually thrown pajama, the half-drunk goblet, the light background music, all evok endless imagination.

Only with the feeling of the existence of people in the space, can the story be filled with emotions. After leaving the show flat, the visitors can recall the scenes in their minds. And they can tell themselves and their friends that they just saw an amazing show flat yesterday.

设计做<mark>了十多年,经常被人问,这</mark>个设计<mark>要</mark>怎么做?为什么?

常常在想,设计有"为什么"吗?

仔细想想,可以说有,也可以说没有。对一个别 墅的样板房来说,它是给参观者看的。参观者,往往 也是潜在的业主,一般只给我们30分钟的时间,让你 来打动他。那么,下一个问题就呼之欲出:怎么来 做,才能让他心动?

立意为先。通俗一点地说、就是找一种感觉、讲一个故事。在30分钟的行程中,我们用场景给参观者讲了一个动人的故事,告诉他,你未来的生活也可以这么精彩。

仿佛是一场电影。步移景易,每一个场景,就是 他未来生活的一个憧憬。

电影是源于生活,但肯定高于生活的。平铺直叙的生活状态,虽然很真实,但是拍成电影必定是票房毒药。样板房也是。看过很多别墅,设计很周到,也挑不出太多毛病,但是看完出来以后,留不下什么印象。就像一场平淡的电影。我们往往说,这部电影不立体,因为主人公的形象没出来。

空间不是关键,立面也不是。只有一个个活生生的人,才是设计的关键。拿到一个案子,我会花很多时间冥想,想像着,住在这样一个别墅里的,该是什么样的人,他们都是什么样的身份,什么样的年龄,什么样的性格和爱好。只有确定了故事的男女主人公,才有接下来的一切。

在每一个空间里,都能看到他们的身影闪过。会客厅,是男主人待客的地方,闭上眼睛,你能感受到他和朋友们高朋满座指点江山的豪气;起居室,是女主人与孩子们的空间,每一件家具,仿佛都留着女主人的曼妙身姿;主卧室,我们主人公的私密空间,随意扔下的睡衣、半杯红酒、轻柔响起的背景音乐,让人有无限的联想。

只有感受到人在这个空间里的存在,这个故事才会饱满,让参观者在离开以后,脑海里始终有一幕幕场景在回放,来告诉他自己和他的朋友们,昨天,我看了一个很好的样板房。



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The C Internal Layout of Changsha Shire Village

长沙郡原美村C户型



项目地点:长沙雨花区洞井镇时代阳光大道489号 | 项目面积: 245 ㎡ | 设计师:王翼、唐婉书、戴曾婷 | 设计公司:点廓美筑机构主要材料:乳胶漆、木地板、仿古砖、石材



The project follows the style of Art Deco, which emphasizes the texture and brightness of the materials. In the project, the geometry and polyline are applied for decoration, and bright contrast colors are used to create a magnificent and splendid impression, highlighting the entertaining Hollywood style.

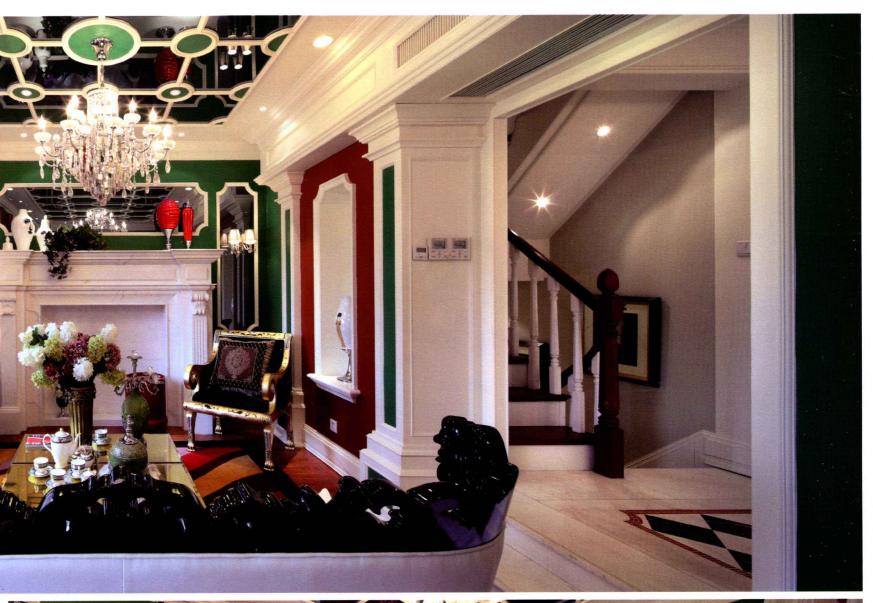
The terminal dining hall is located behind the vestibule with the round 6-people table and round-backed armchairs, making the space bright and transparent. The horizontal battened window in the wall that separates the staircase from the living room reduces the depressing feeling of the enclosed staircase. The layout of the living room is in the 1+2+3 style with the couches around the table and there is a set of round-backed armchairs behind the couches. The symmetrical layout takes the fireplace as the central axis to create a sense of cohesion. The integrated cabinet takes up most of the room in the leisure room which serves as the study of the daughter room. The leisure room looks compact but delicate, and relaxing with a landscape terrace. The customized 2200 mm-diametered round bed is placed on the diagonal line in the daughter room, and the bedrest is embedded in the niche with soft covering. One entrance of the study is used as the public shower room on the second floor, which makes the bathroom spacious and practical. The master bedroom on the third floor can accommodate a 2000 mm \times 2000 mm luxurious bed, and the terrace out of it is closely connected to the cloakroom and the outside view. The lightening patio of B1 floor set the facilities in the form of tatami style. The arch and the curtain create the mysterious atmosphere, where the hostess can practice yoga or sit in meditation. B1 floor is frequently used as the entertainment section. With contrast colors of the bright beige and dynamic green, the depressive feelings caused by the lack of lightening of the space are avoided.



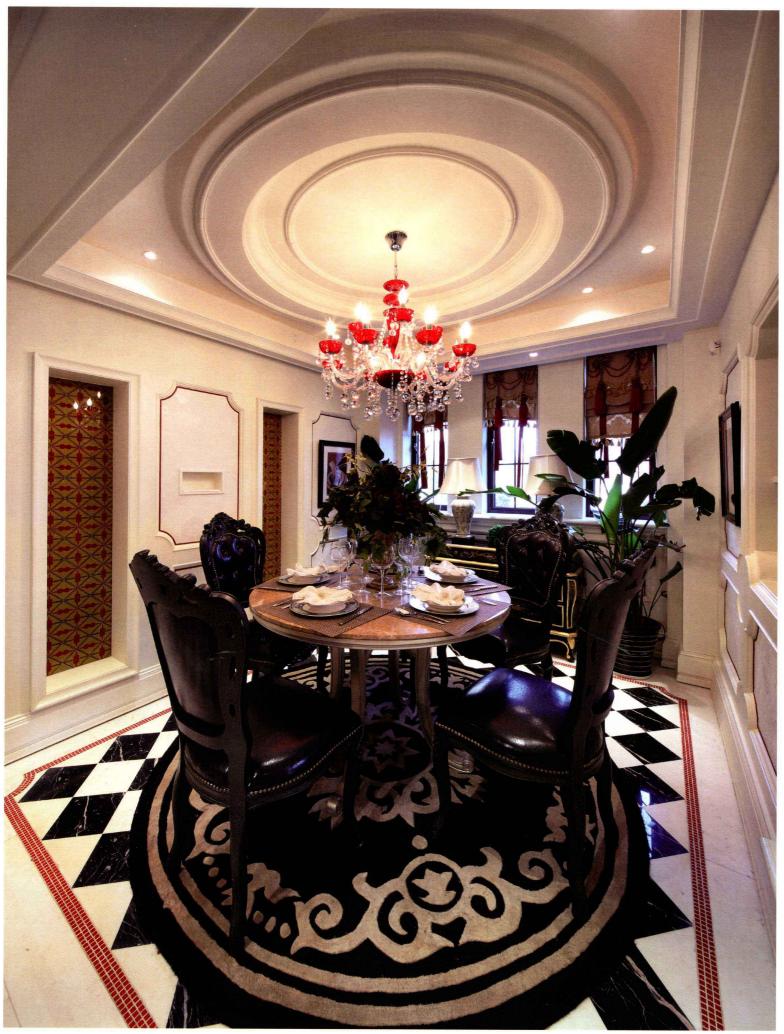


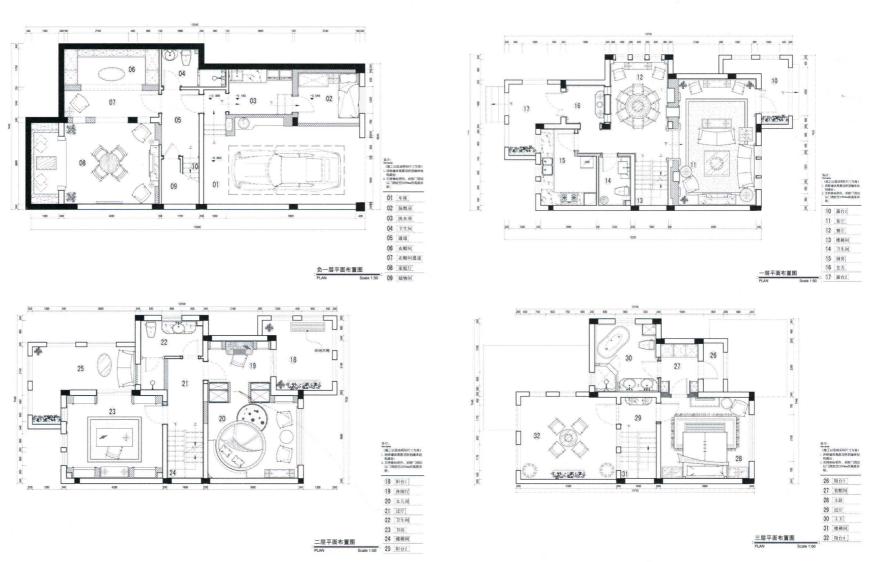








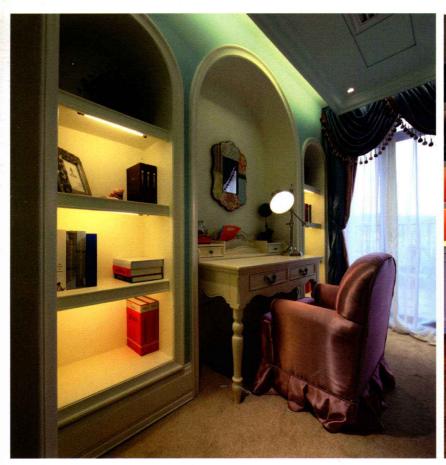










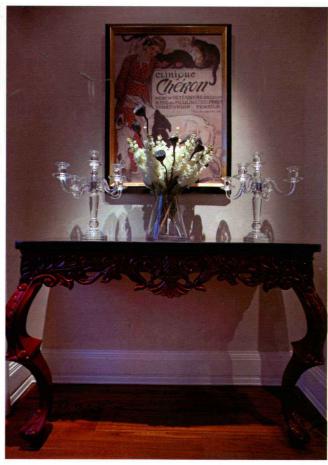












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