

# Sample House

Luxurious & Classical

样板间

奢华经典

深圳市创扬文化传播有限公司 编





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编

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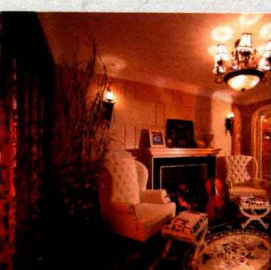
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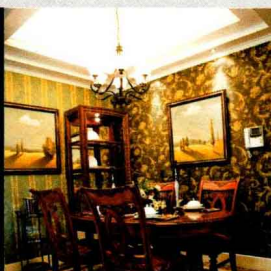
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# Preface

序一

SAMPLE HOUSE — LUXURIOUS &amp; CLASSICAL

## 序言

多数的成功人士选择购买别墅且已有多次购屋经验。从初次购屋到多次购屋。从别墅外观条件到内装修要求。造就了高端的别墅装修市场。累积了多次经验。使客户更能明确的表达自己的理想家园。

我的客户多数是商界的精英，平常非常忙碌。他们希望拥有温馨又能张显自己身份与品味的家园。近几年客户对别墅的理解，除了智能舒适、实用美观、功能齐全，豪华艺术性外更加入了更多更精致的想法——他们对家的梦想。

让我觉得非常佩服的是多数成功人士的共同特点是精力旺盛。工作再忙碌。并不减少他们对别墅装修的热情。对家的要求相当高。我想这是他们能静下休息的港湾。所以再忙他们都会亲自参加讨论。从前期的平面规划、风格定位、到选择软装等等。一定亲力亲为。力求完美。

别墅设计近几年来。我一直努力在经营着低调华丽的设计风格。多数的成功人士喜欢精益求精完美的生活品质。这与我的设计想法正好不谋而合。所以趣味性、个性化十足的设计就此展开。

别墅设计我认为最重要的是客户心灵。而精致是自古不变的追求。

陈翠

上海陈翠室内设计装饰有限公司

2008年11月25日

## Preface

Many successful people who choose to buy villa and also have much experience in buying it bring up a high-end decoration market of villa from the exterior condition to the interior decoration. The customers accumulate much experience, so that they can definitely express their ideal house.

Most of our customers are elites from commercial field, and they are very busy, therefore, they want to have a warm villa which stands out their identities and tastes. Besides comfortable, practical, beautiful, fully functional and luxurious artistic demands, they have more exquisite ideas about villa in the recent years.

What makes me admire is that most of successful people have a common character that is vigorous energy. No matter how busy they are, they have great enthusiasm about the decoration of their villas. They have a high demand about house. I think this is a place for them to rest, so they will attend discussion by themselves. From the layout and style to soft adornment, they try their best to pursue perfection.

In the recent years, I have tried my best to insist on the low-keyed and gorgeous design style, because most successful people like exquisite and perfect life quality, which is in accordance with my design idea. Therefore, interesting design full of individuality is extended.

I think the most important element of villa design is the client's soul, and delicacy is an unchangeable goal for us to pursue.

Chen Cui





## 样板空间

——现代生活方式的展示

样板房的设计潮流伴随着中国室内设计的发展在不停变换。中国的室内设计师凭着自强不息的精神，设计理念及表现形式也正日益成熟。昨天的主流今天就可能被新的设计思想所取代，而曾经逝去的设计元素也可能又重新被追逐、演绎、风靡。是时尚还是复古，设计师永远都在追求心意，创造引领当今的设计潮流。

样板间的设计是展示设计师综合设计技巧的能力，首先样板房是做给购房者看的。无论是开发商或设计师，都希望设计的样板空间能激发人们购买欲望，所以它比日常生活化的家居，更要突出一些展示性。

样板房的设计是一种追求生活方式的体现，所以我认为在设计展示上首先应该表现一种健康、人性化、高品位的生活方式，只有这样才能真正打动购房者的内心。一个优秀的样板空间设计应该具备高品位的气质。这就要求我们设计师善于积累打造高品位生活空间的能力，同时“以人为本”更是室内设计过程中应遵守的永恒原则。设计的前提和基础是倡导人性化的居住空间，追逐时尚气息已不仅仅是年轻人的需求，这是当今社会发展的需求，可以说只要注入了时尚的表现手段，就会给业主们带来精神上的振奋。同时设计师在样板房空间的设计中，能够多注入一些现代人生活的多元角度，观察生活，满足部分人们的个性特征，展示出人们内心的追求和向往，这本身就是一种人性化的体现。

高品位、人性化、时尚化、个性化是设计师对居住空间的设计追求，是现代人对于居住空间的更高要求，也是未来世界真正意义上的国际化，如何能创造设计出让更加成熟优秀的样板空间，是我们中国室内设计师应尽的职责和使命，这或许是设计同行们的一种共勉，让我们为了这个设计的时代共同努力吧！

王严钧

黑龙江省佳木斯市豪思环境艺术设计顾问公司

## Sample House

The trend of sample house design changes continuously along with the development of Chinese interior design. Chinese interior designers depend on their strong spirit, and their design conception and manifestation grow maturer day by day. Mainstream at yesterday may be substituted by today's new design idea. The design elements at the past may be re-pursued and re-performed. Whether it is fashion or tradition, the designer pursues originality forever and creates leading design trend.

The design of sample house shows the comprehensive design skill and ability of designer. Sample house is built for customers to see, so developers and designers want to design a sample house which can arouse the desire of people to purchase. Therefore, compared with general house for daily life, it should protrude its display function.

The design of sample house is a reflection of life style, so I think the display and design should show a healthy, humanized, and high taste life style at first. Only then can the house touch the customer. An excellent sample house should have high taste and temperament. This demands the designers to accumulate the ability of creating high taste living space and also demands them to obey the eternal principle that is human oriented. The precondition and basis of design are to encourage humanized living space and pursue fashion, which are not only the demands of youth, but also the demands of contemporary social development. If fashionable skill is injected into the design, this will stimulate owner. Meanwhile, the designer should observe life, add multi-elements of modern people's life, satisfy personal character of some people and display the internal pursuit of people, which are the reflection of humanization.

High taste, humanization, fashion and individuality are demands for designer to pursue, and these are also higher demands for modern people toward living space and help the future world achieve real internationalization. How to design and create maturer and excellent sample houses is a responsibility that Chinese interior designers should shoulder. This is a mutual encouragement for all the designers. Let us work together for this period of design.

Wang Yanjun



## 序言

样板房的设计水平标志着人居社会整体审美水平的提高。它是设计师们实现梦想的舞台。是人居社会商业化、市场化的模版。也是引导人居社会发展、演变的风向标。

随着样板房设计理念、产业的不断深化,其必将从传统家装市场产业中脱颖而出,形成独立完善的商业设计类别。

时至今日。当人们蓦然回首之时是否还是灯火阑珊?

全球经济一体化给我们带来了更加多元化的生活体验方式。人们不再满足于原本单调的生活方式。而是不断地对现有生活环境提出疑问。并努力探寻。体验全新与未知的生活方式。原本的单调变成了丰富多彩。变得复合多元。时下这种复合多元的生活方式已经成功演变为一种全新的生活文化。被人们称之为地球村式生活方式。而样板房的设计市场便同时应运而生。在保持了民族固有丰富的文化基础上。设计师开始尝试体验更多元的设计方向。一时间各种风格。流派应运而生。并被人们广泛接受。在其过程之中。设计师迅速地将自己蜕变成创造多元生活的先锋。不断地创造新的体验。新的时尚。

有意识地对生活文化的变革。却造成了无意识地对民族文化的激活。

设计师在不断探索的同时。悄无声息地对民族固有的生活文化进行着反思与改革。逐渐衍生出更具包容性。更具时代感。更复合化的未来生活方式。这种全新的方式已经渐露光芒。相信在这块拥有悠久历史文化的。拥有全世界最勤劳与包容民族的伟大国度。定会呈现出更有引领性。更有震撼力。更具包容性的全新设计篇章。

朱剑峰

广州中天装饰安装工程有限公司

2008-11-5

## Preface

The design level of sample house symbolizes the improvement of aesthetic level of the whole society. It is a stage for designers to realize their dreams, a model for commercialized and market society, a guider to guide the development and evolvement of society.

Along with the development of the design concept of sample house, it will become prominent from the traditional furniture market and form individual and complete commercial design category.

Up to now, when people look back, is it brilliant or not?

Integration with the global economy brings us more diversifying life experience style. People are not satisfied with the original monotone life style, but continuously propose questions about the existing life environment and try hard to explore and experience brand-new and unknown life style. Original monotone becomes rich, varied, compound and diversifying. Nowadays, compound and diversifying life style has already evolved into a brand-new life culture successfully, which is called global village style. Meanwhile, the market of sample house design emerges. Under the precondition of keeping the rich culture, the designers try to experience more diversifying design directions. Then various styles and trends emerge and are accepted by people broadly. In this process, the designers quickly become pioneers for the creation of diversifying life and constantly create new experience and fashion.

Conscious revolution toward life and culture causes unconscious activation to national culture.

When the designers explore constantly, they quietly think about the revolution of life and culture which the nation has. Then future life style which is more comprehensive and compound emerges. This brand-new style has already emerged. It is believed that an overwhelmed, compatible and brand-new design period will be presented in this country which has long history and culture.

Zhu Jianfeng

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# Preface

序三

SAMPLE HOUSE — LUXURIOUS & CLASSICAL



## 奢华，是一种态度

华人室内设计在当今有了越来越快的发展，我们欣喜地看到越来越多的华人设计师作品开始与国际接轨并在国际大奖赛上展露头角。近年，无论是沿海还是内地城市，商品房样板间设计均涌现出大量高水平的优秀作品。设计师对各种风格的诠释亦日趋纯熟。现在，样板间设计已不单满足于功能布局或风格定位，而是具有生活品位与文化内涵的载体。其表现形式对室内设计师提出了更高的要求。

奢华，原意指奢侈、昂贵与华丽的一切事物。可以是手表、服饰、轿车、豪宅。奢华代表了人们无限追求高品质生活的一种态度。奢华主题样板间，则是设计师为居住者对顶极享受的理解与鉴赏。

奢华并非别墅洋房的专利，小户型结构同样可以体现。无论空间大小，居室中每一平米经过细致勾勒后，都能呈现出布局精巧的轮廓。设计对主题的表达没有特定风格的约束，可以是古典华丽的，亦可以是低调沉稳的，设计师将富有奢华品味的符号、图案、亮丽元素组合加工，营造出有着高端生活方式的生活场景，令世代鉴赏。

陈设饰品的搭配在居室设计中有了更加重要的意义。居室有了靓丽的轮廓，还需要被赋予一个高贵的灵魂。我们试着设定居室的主人：自信满满、品位卓越、事业有所建树，是这个城市的中流砥柱，高调的享受生活，追求生活品质。理想中的居室高雅舒适而不失华贵。这样的定位，使我们在文化背景的烘托上有了明确的方向，布艺色彩、家具质感和若干艺术摆件的选择一气呵成。餐桌上晶莹剔透的波尔多红酒，书桌上的羊皮记事本、露台边的闲适的茶几、休闲厅美妙的钢琴，这些灵动的陈设将设计主题发挥到极致，交融出赏心悦目的人文氛围。

设计与生活密不可分，人们无限追求高品质的生活态度，推动着华人室内设计一步步向更高水平迈进，样板房作为社会物质文化发展的缩影，将在更大程度上影响生活，引领家居生活潮流。

冯焕辉

海力室内设计

## Luxury is an attitude

The Chinese interior design has been developed rapidly in recent years. We witness it with pleasure that lots more works designed by Chinese people have been appreciated in international awards. In recent years, the commercial sample houses have emerged a great number of excellent works with high quality which are scattered around the costal cities or the inner land. The designer's capacity to design works of different styles have become mature. Nowadays, the design of sample houses are not restricted to the functional layout or orientation of style, but becomes the expression of life taste of cultural implications. This style has a higher demand for the interior designer.

Luxury means sumptuous, expensive and every gorgeous thing. It could be a watch, a cloth, a automobile, a grand residence. It denotes peoples unlimited desire for a high quality life. The luxury sample house is the designer's understanding and appreciation of the owner's attitude towards the extreme enjoyment.

Luxury is not the patent of villa, it could be realized within a small house. Regardless of the spatial size, every square meter of the house that has been designed delicately could demonstrate the exquisite layout. the design is not limited by any given style. It could be classical and grand, and also could be low profiled and steady. Designer rearrange the signs, patterns, bright elements of luxury taste to cultivate a high end living environment which could be appreciated b generations.

Feng Huanhui

Haili Interior Design

序四  
SAMPLE HOUSE — LUXURIOUS & CLASSICAL

# Preface



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# The China Alleyway Memories

胡同回忆

设计单位：牧恒建筑+灯光设计 MoHen Design International

设计师：赵牧恒 王颖建 赵玉玲 陈君政

摄影：周宇贤 Maoder Chou

项目面积：177平方米

装饰材质：中国黑理石、木纹石、锈铁、藤、玻璃、仿旧地板、椰壳板、钢材等

Based on the first floor's plane, the designer rebuilt the two walls at the entrance in order to reflect the imaginary light impression. The designer left some empty places beneath the wall to plant orchid, so that the space has larger penetrating power. The porch is set by using the pillar on the left of entrance, so as to complete the diagram of public space on the first floor. Meanwhile, rough surfaces of skin materials are used to show the Chinese texture, such as coconut shell slab used as the big wall between living room and corridor, black rough surface in the main bathroom, grass woven wallpaper on the wardrobe in the main bedroom, dark walnut, and old oak floor. Except for the layer created by space, materials are used to show the Chinese style.

一楼平面基础上，设计师把入口的两道墙全部砸掉重做，就为了表现那种虚无缥缈的光线质感，墙面下方我们留了开口并放上兰花作为植栽，空间也有了更大的穿透力。另外也利用入口左面的柱子我们把玄关部分完整的定义出来，也完成了一楼公共空间的构图。同时，利用了比较多的表皮材料粗糙面的变化去表现中式的质感：椰壳板做客厅和廊道的大墙，主卧浴室里的中国黑凿毛面，主卧衣柜表皮的草编织壁纸，深染色的胡桃木，还有仿旧橡木地板。除了空间所创造出来层次外，利用材料把一些中式调性再调出来一些。

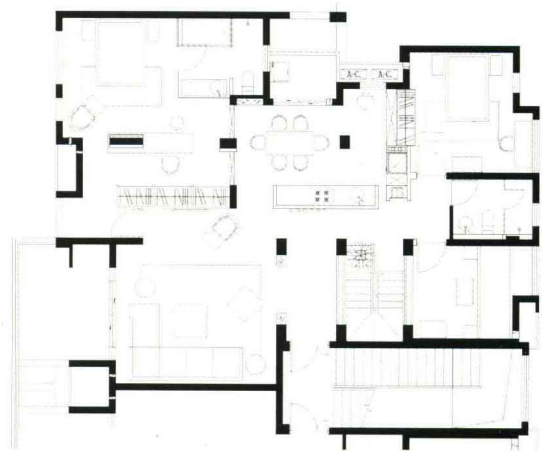








SPA休闲室视角一  
SPA lounge perspective 1



一层平面布置图  
Floor plan—F1



