

美容服饰空间

BEAUTY · FASHION SHOP

INTERIOR DESIGN

室内设计

04



美发店/婚纱 · 时装店

美容院

HAIR SHOP / WEDDING · FASHION SHOP

BEAUTY SHOP

建筑世界株式会社 编

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美发店室内设计

Interior Design of Hair Shop

李喜阳/汉阳大学室内设计学教授

- 汉阳大学建筑学士
- 美国Nebraska大学研究所建筑学硕士
- 美国堪萨斯大学研究所城市规划建筑学硕士
- 服装/家居/商品学博士
- 美国俄克拉荷马州大学
- UNL区发展研究中心成员
- 美国堪萨斯大学环境设计研究中心成员
- OSU家居设计研究中心成员
- 目前任森阳大学室内设计教授，汉阳大学室内设计学教授，JAD设计规划中心课长
- 先后担任韩国建筑师协会、韩国医疗建筑协会、韩国室内设计院、韩国重建协会、建筑设备协会、人居环境协会、韩国CM协会、美国建筑协会、美国工业设计师协会、美国环境设计中心、IFMA等的会员。

- Architecture at Hanyang University B.A.
- Architecture in Graduate School of Nebraska University M.A,USA
- Urban Planning in Graduate School of Kansas University M.A,USA
- Clothing/Residence/Merchandising in Graduate School of Ph.D
- Oklahoma University, USA
- Member of UNL Region Development Research Center
- Member of KSU Environment Design Research Center
- Member of OSU Residence Research Center
- Current : Prof. for Interior Design at Semyung University, Prof. for Interior Design at Hanyang University, Direct of JAD Design Planning Center
- Activity : Korean Society of Architects, Korea Hospital Architecture Association Korean Institute of Interior Design, Korea Remodelling Association regular member, Architecture Facility Association, Human Living Environment Association, Korea CM Association, American Architecture Association, ASID Association, American Environment Design Center, IFMA

美发店室内设计

1. 美发店设计指南

当一个人的生理需要得到满足后，就会产生对美的追求，这是人的一种本质愿望。追求自身美源于一种寻找自我认同或是改变自我的愿望。自古以来，人类就通过穿衣服、戴饰物或是采用各种方法将头发和皮肤等加以妆扮，从而达到追求美的目的。头发与身体的其他部位不同的是：它是爱美人士最看好的部位。这是因为头发是惟一个即使在加热、挤压或发生化学反应的条件下仍不受破坏的人体器官，它有别于感觉器官。

近些年来，随着美发店的功能日益多样化，美发店已从传统意义上的美发店转为具有多种服务项目的美容院了。从客户的角度考虑，一家美容院首先就得追求自身之美，这样才能使客户感受到他们所追求的美的存在。为了满足美的愿望，美发店要通过设计来减少或尽量掩盖某些部位以更好地表现其形象。通常，美发店的形象设计要围绕美发店的设计原则来展开。

Interior Design of Hair Shop

1. Design Guideline of Hair Shop

To pursue beauty is a natural desire of human being that comes out when the physiological desire is satisfied. In particular, the desire to make ourselves beautiful beyond seeing the beautiful object is based on our wishes to search our identity or change ourselves. From the past, we have used objects such as clothing or accessories to pursue beauty and tried to make our body like hair and skin as an object of beauty. Differently from other parts of body, hair is the popular target for beauty because it is the only organ out of sense organs not to be damaged even though it is exposed to heat, press and chemical materials.

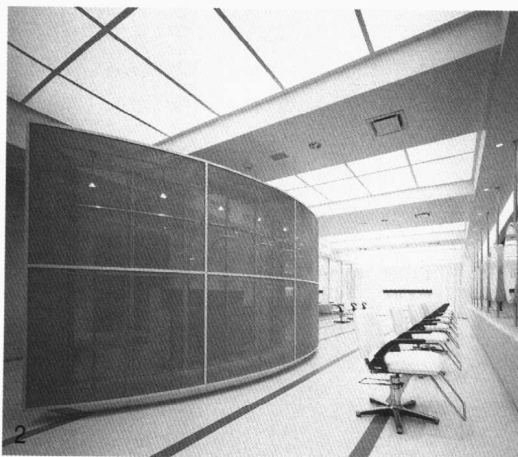
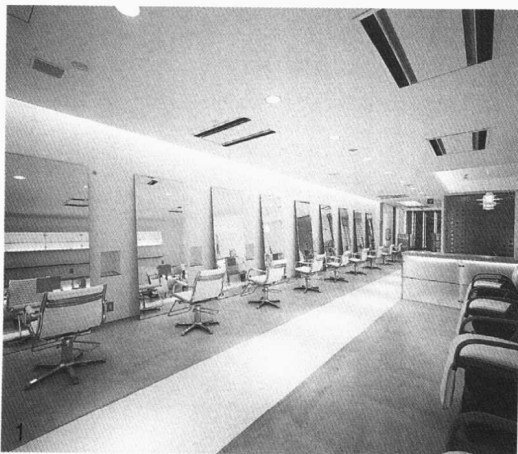
Recently, the function of hair shop is extended into total beauty shop, which requires the composite functions. Since a beauty shop starts based on the requirements of client pursuing beauty for their own body, customers want to feel the image of beauty they are pursuing in the space. However the hair shop is very functional with a rapid circulation in general. It requires the design theme to transfer the image strongly so as to satisfy with desire for beauty by reducing the functional part or exposing it less visually. In particular, it makes the image different to be transferred according to age and life style of customers. I will explain about the image of hair shop that appeals its image strongly centering on the design principles of hair shop in general.

2. 美发店的立体架构

现今的美发店也就是一家提供全套服务的美容院。它经营各种服务项目，包括修剪头发、美发护发、美容护肤、美体瘦身、美甲及指甲护理等，还包括对婚礼或各式派对中的风格与花样是否协调提供咨询。

2. Space Constitution of Hair Shop

The current hair shop indicates a total beauty salon giving service from hair to toe. It conducts various services from change of hair style, health of hair(hair aesthete), beautiful face, body line, depilation, and nail care. It includes consulting for wedding ceremony and party from styling to fashion coordination.

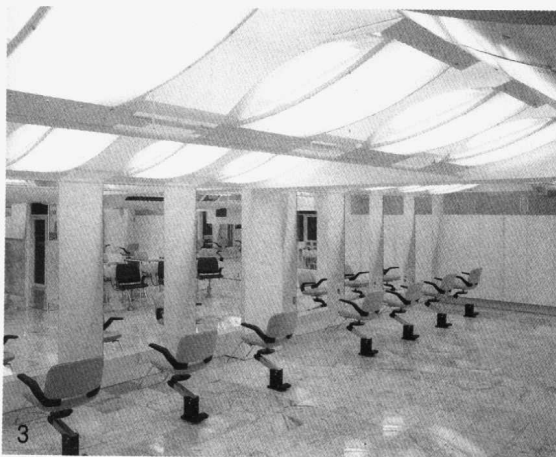


美发店一般由接待台、候客室、发型设计室、洗发间和员工室组成。如果要使功能空间多样化,则可以增加一些小房间,例如面部美容间、身体美容间、化妆室和咨询室等。

美发店的发展趋势是:用于展示公司形象的多功能空间和陈列空间有增大的趋势,而固定置物台所占的空间则趋于缩小。

For the space constitution of hair shop, it consists of reception, waiting room, styling and setting, shampooing, and staff office in general. When the function of total beauty is added, it includes several corners such as facial aesthete room, body aesthete room, make-up corner and counseling corner.

The setting corner is tending toward lower according to store size, but the number of shampooing chair stays similar with the ratio of two settings to one shampooing. The multi-purpose space and display space showing the image of shop are on an increasing trend, while the setting stand is on an decreasing trend.



3. 平面图的基本准则

	小型美发店	中型美发店	大型美发店
美发店大小 (m ²)	20-33	33-66	不少于66
配套桌 (张)	2-3	4-6	不少于7张
洗头座椅 (张)	1	2-3	不少于3张
员工 (人)	1-2	3-7	不少于8人
员工办公室	必需	必需	办公室、员工室必需

<表1>

3. Basic Guideline of Floor Planning

	Small-sized store	Middle-sized store	Large-sized store
Store size(m ²)	20-33	33-66	66 or more
Setting table(unit)	2-3	4-6	7 or more
Shampooing stand(unit)	1	2-3	3 or more
Staff(person)	1-2	3-7	8 or more
Staff room	necessary	necessary	office, staff room necessary

<Table 1>

建一间引人注目的等候室是很有必要的。设计可以千变万化，可以是简单的座椅摆放，也可以是我们所说的等候室或休闲室的式样。如今很多的美发店都摆放有计算机、声频和视频设备，在这里顾客可以上网、玩游戏、看电影、听音乐等等。

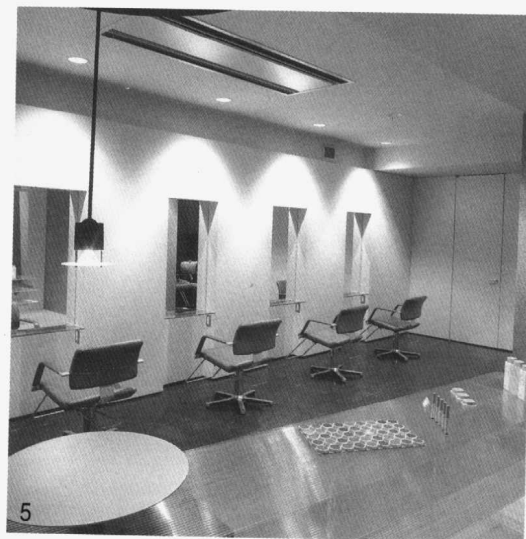
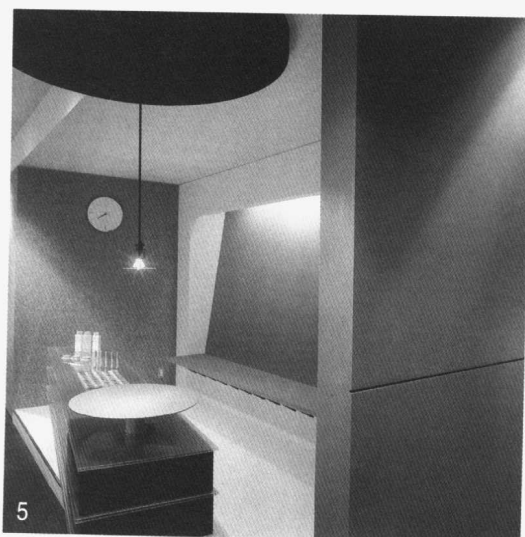
接待登记处需要配备接待桌、登记簿、图架、大衣锁柜和客户锁柜。形象墙一般都标有美发店的标识。

发型设计室是剪发的地方，这里最重要的是照明设备和照明角度，还有镜子和镜台。顾客对着镜子可以将设计的发型看得十分清楚。

It is necessary to construct the interesting waiting space. Its design is various from the simple chair arrangement to the called waiting space and lounge style. Recently it arranges computer, audio and video so that customers enjoy with Internet, game, movie and music.

For the reception and registration space, it requires reception desk, register, chart case, coat locker and customer's locker. It uses image wall centering on the logo of shop in the background.

The styling space is a space for cutting and setting, where customers see themselves very well. The most important item for it is lighting equipment and lighting method as well as mirror and counter.

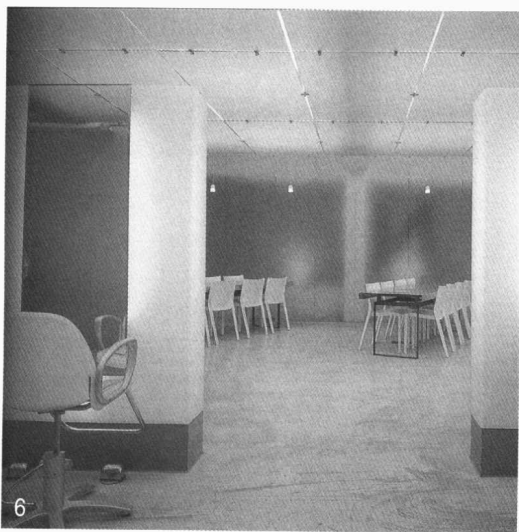


发型设计室的设计应使顾客是整个头部清晰地显示出来。另外，座位的安放位置也非常重要，否则可能会留有阴影，从而给美发过程带来不便。

照明设计应该考虑到可以照出设计的发型和脸型。为了尽量少用延长绳和使延长绳变短，在座椅的正上方安装一个用来插吹风等工具的专用电路电源插座。因为工具箱主要用于存储物品，采用一些灯饰和有良好存储功能的可移动式工具箱很有必要。

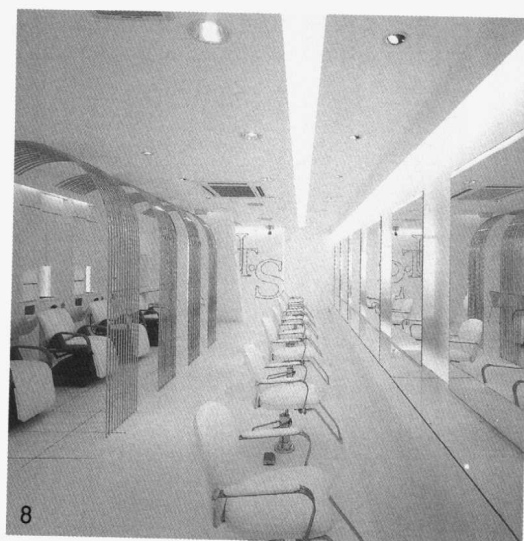
It should show the whole hair of customers brightly for working and it is important to choose position so not as to give shadow.

The lighting should be considered to express various styling and shadow of face curve. It installs an electric outlet of exclusive circuit for equipment such as dryer in the upper part of chair of setting booth to reduce use of extension cord and to make the length of cord shorter. Since wagon is mostly used for storage, it is necessary to develop the light and movable wagon with enough storage functions.



洗发间是用来洗发的。其设计应该以不被顾客直视到、可靠且保密为佳。如果其位置使顾客视野受限，可能会导致顾客心理上的一种强烈的焦虑。因此，可以通过使用屏风和间接照明来设计洗发间，从而减少顾客的焦虑，营造了一种柔和轻松的氛围。

Since the shampooing space is a space to wash hair, it should be so designed not to expose customers visually and secure privacy of customers. Since the lying position gives a restricted sight to customers, it can cause a strong anxiety psychologically. Therefore the space should be constituted to minimize anxiety using partition and indirect lighting for a tender atmosphere.



采用支架把电视机固定在天花板上，能够使顾客在进行躺式洗发时心情愉快。洗发间的工具箱可以存放毛巾、洗发精和其他洗发用品以及自动调温器的电源插座。绝大多数洗头座椅都是电动的，必须安装带遥控的座椅电源插座。洗发间须采用防水处理，因为这里的用水量相当大。

TV established in the ceiling using rack helps to make customers pleasant during shampooing. It requires storage chest for towel, shampoo, conditional and other hair liquid products and electric outlet for thermostat. Most shampooing chair is electric-powered, which requires to install electric outlet for chair using remote controller. It should use the waterproofing finishing, because water is mostly used in the space.



等候室（多用途的）是处理各种事务的地方。因为很多工作需要在这里进行，所以需要相当大的一块地方。此外，等候室需要设计一个和作业间一样的专用电路电源插座。因为有工具箱，所以不需要太多的存储空间。可以考虑设置一个杂志架和安装视听系统。

因为顾客都不希望被曝光，所以等候室可采用屏风和隔间以保护顾客的隐私。

The called waiting(multi-purpose) space is a space to conduct various permanent and treatment with the frequent use of facilitator and steamer, which requires a waiting room of table style. It requires enough space because lots of works are conducted behind chair of customers. In addition, it requires the electric outlet for exclusive circuit for equipment just like a setting space. However it does not require many storage space owing to wagon. It should consider to establish magazine stand and AV system for customers.

As for aesthetic space, it should protect privacy using partition and space of booth style because customers do not want to be exposed in this space.



因为许多设备可能同时使用，必须加大电源插座的容量。还应该安装一个简单的水槽和一个存放毛巾、产品和器材等小物品的架子。安装镜子和化妆架便于顾客理发后可以化妆。为了更好的照明条件，应该安装可以调节亮度的控光装置，使用特殊的照明观察皮肤状况。没有额外设立审美空间时，可以将洗发室的一部分作为审美区，但是要用间隔屏风或者屏幕保护顾客的隐私。

The working chair is designed for the lying position and it requires wider space than setting space because the worker works in the part of hair of customers. Since many equipment can be used at the same time, it is necessary to increase the capacity of electric outlet. It should establish a simple sink stand close at hand and storage space for small items including towel, products and equipment. The mirror and make-up stand should be installed so that customers can make up after working. It requires the bright lighting for the better working and the luminous intensity should be adjusted by light control to observe the state of skin using special lighting. When aesthetic space is not extra established, one of shampooing space or setting space can be used for aesthetic by positioning a simple partition or screen to protect privacy of customers.



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4. 美发店形象设计的要求

如上所述，美发店是一个对顾客进行形象设计的地方。因此，设计应该体现顾客所追求的直观形象效果。设计主题取决于生活方式、年龄和顾客的消费动向。美发店的设计风格多样，既有适合于年轻人的现代风格，也有适合于中老年女性的注重细节设计的典雅风格。

依照美发店的设计主题，装修材料的范围很广，包括豪华瓷砖、钢、玻璃、高档木材和纺织品等。因为可能有许多人同时在美发店进行形象设计，所以美发店必须提供具有简洁的设计风格的空间，从而给人一种“空旷”的感觉。

4. Hair Shop Design for Image Appeal

As shown above, the hair shop is a space for customers who put stress upon their own image. Therefore the design should appeal the image that customers are pursuing visually. The design theme is decided by lifestyle, age and consume tendency of customers. The type of style is very various from the modern style for young customers to the female and elegant style with many details.

The range of finishing is very wide according to the design theme of hair shop from luxurious tile, steel, glass, luxurious patterned wood and fabric. Since many people use the space at the same time, it is necessary to give a marginal space with a simple design so as to express the feeling of 'empty space'.

