



# 我为绿地做软装


IDO SOFT DECORATION FOR GREENLAND GROUP

## 汉意堂软装操作流程详解

THE OPERATING PROCESSES  
OF SOFT DECORATION OF HANITON

**HYT** 汉意堂  
Haniton decoration design

袁旺娥 康振强 编著

 华中科技大学出版社  
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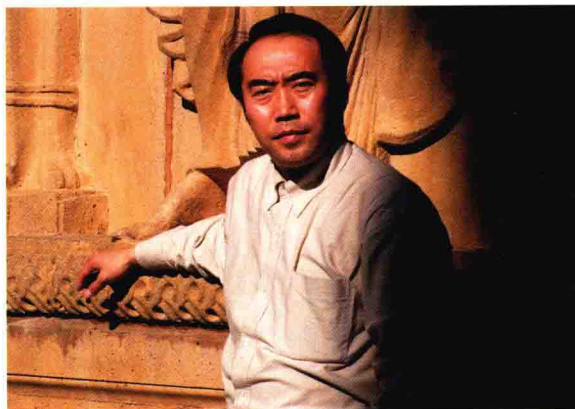
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## 序言 PROLOGUE

### 绿地的风姿

袁旺娥、康振强两位新锐设计师在该书中，以图文并茂的形式，向我们展现了他们以绿地集团作为软装艺术设计平台的最新软装创意成果，撩开了软装这个在中国姗姗而来的新兴行业的面纱。全书的内容收录了他们丰富实践与潜心思考的成果。从这些丰富的实战案例中，我们会惊喜地看到他们是如何将自身的美学观融入其软装设计的理念与造物的建构中，并由此带来独特的尚美品质与意境营造。这本专集的众多设计案例，就如同无数个晶莹闪光的七彩石，折射出两位新锐设计师丰富的生活感悟和富有想象力的现场创作能力，也最大程度地展现了他们的才思和美学生活理念。



十年前，袁旺娥、康振强分别毕业于中国美术学院视觉传达系和国画人物系。在美术学院的学术围墙里，他们以极大的热情对中外设计史及设计前沿的最新成果做了系统的研究和梳理。走出学校后，他们又以极大的热情投身到丰富的生活中，并聚焦软装设计领域，潜心研究，勇于实践。经过大量实战的设计与理性思考，他们在软装这个领域逐渐成熟，并建构起自己的美学理念下的软装概念和各种丰富的表现形态。他们能够基于中国的哲学思想和宇宙观来确立人的生存和家居美学，并以此为原点向当代生活的软装设计形式发散，传达出契合东方美学和独特个性意识的软装设计，使传统的文化和美学活化在今天，为我们带来了诗性、平和的新空间。

在这本《我为绿地做软装》图书即将付梓出版之际，我作为康、袁两人大学母校的学长，为他们在社会生活领域的专业实践所获取的真知和成就而感动，也更感到自豪！

愿他们未来的道路无比宽广。

安滨 博士

中国美术学院继续教育学院院长、教授

2014年10月15日

## Elegant Demeanor of Greenland Group

Here the new and vigorous designers Yuan Wange and Kang Zhenqiang in the book of "I Do Soft Decoration for Greenland Group" to show us their creative soft decorations by using Greenland Group as their design platform. With their latest creative achievements reveal the secrets of soft decoration which is the emerging industry in China. The contents of this book contain a wealth of practical and concentrated thinking achievements. From various practical cases we will be surprised to see how they are using aesthetics to penetrate their design concept and create a special beauty designs and atmosphere. The book collects numerous designs, which show us a variety of specific cases, just like countless shiny colorful stones which can reflect these two wonderful designers' rich life experience and creative designs, and also can utmost show their imaginative and aesthetic philosophy of life.

Ten years ago, Yuan Wange and Kang Zhenqiang graduated from the China Academy of Fine Arts in visual communication department and traditional Chinese painting personages department respectively. In this academic wall, they did many researches on Chinese and foreign design history and the latest designing achievements. After leaving school, with great passion they put their heart into the real life, and focus on soft decoration design field, with concentrating on studies and courage to practice. After a lot of practical design and cerebration, they grown up gradually in soft decoration design area, and build their own design concepts and a variety of performance under the guidance of aesthetic philosophy. And they can establish people's lives and home aesthetics base on the Chinese philosophy and world view, and regard this as original point to extend to the different forms of soft decoration under the contemporary life, and conveying the Oriental aesthetics and unique designs and making the traditional cultural and aesthetic come alive, bringing us the poetic, calm and joyful new space.

At the time of publishing the book of "I Do Soft Decoration for Greenland Group", as the college president of their graduated university, I feel very proud and happy for the achievements and truth they get in the field of professional practice of social life.

Dr. An Bin

President and professor of the college of continuing education of China Academy of Fine Arts

October 15th, 2014



## 前言 PREFACE

### 做软装的美学使者

转眼，从事软装行业已经8年有余。从懵懵懂懂地接触，到殚精竭虑地与各位行业同仁共同推进这一细分行业的发展，有太多的话要说，但真正提笔，又好像无从下笔。有一点可以肯定的是，2006年开始接触软装至今就一直认定这个领域，即使“软装”这个新颖的名词至今仍有争议。

确切来说，软装是从家装开始起步的。当初，是尊敬的余工余静赣先生把我们带上了软装这条路。涉足该行业之初，几乎没有多少可参考的资料，国内也几乎没有可借鉴的案例，但中国先富起来的精英界已经显现了对软装市场巨大的需求。这是个发展空间巨大的新领域，充满了瓦砾与荆棘，也充满艺术创新与市场需求。对软装知之甚少的我们，与当时国内第一批软装设计师一起，不断摸索、不断探求，摸着石头过河，积极开拓并积累有益经验。在前进途中，有些公司倒下了，有许多设计师离开了，而有些坚持者得到了。回想起来，我们能坚守到现在，追根溯源，离不开自己的兴趣爱好。对于我个人来说，由于从小就对美术情有独钟，对绘画、手工很感兴趣，经常折腾家具摆设，尤其对色彩很敏感，喜欢研究、分析色彩，这些都为后来自己在软装设计这个行业奠定了一定的基础。后来随着对软装的逐渐认识和个人经验的积累，在做项目时，我喜欢用色彩为客户打造适合他们的空间，以热情与奔放诠释生命的真谛，这往往都能得到客户的认可。这同时说明了在事业中，把生活和工作、兴趣和爱好结合起来才是最幸福的。而老康（康振强）跟我一样，原来一直学的是绘画，一直觉得做一名职业画家才是正事，但懵懵懂懂、跌跌撞撞摸索到今天，他也发现原来做软装设计这个服务行业是蛮有乐趣的。因为热爱，所以一切付出都是幸福的。我们一心扎在这个行业里刻苦钻研，倾心投入。也有朋友不理解，问：“软装行业所涉及的产品如此琐碎，工作上又非常烦琐及庞杂，没日没夜废寝忘食，是什么支撑你们坚持到现在？”我想说，还是热爱。因为热爱，所以付出的同时其实已经得到；因为热爱，所以我们经常可以超脱纯商业利益去追求艺术与生活最大的契合度；因为热爱，所以每一个出色的案例都能给我们带来成就感……这一切，都足以让我们一直坚持下去，并乐在其中。

值得一提的是，我学的是油画和视觉设计，老康学的是国画人物，即使专业不同，但艺术出身给我们在进行软装陈设时带来了许多创意和灵感。与其他人不同，我们作为同一个学校毕业的夫妻档，从学校到工作，从恋爱到结婚，无论在工作上还是生活上都相互促进、相互扶持，人生目标和未来规划趋于一致。从业至今做过很多地产项目，也获过多个奖项，其中在2011年的“筑巢奖”中获得的陈设艺术银奖，日本无印良品设计总监原研哉还亲自为其写了评语。即使这些年我们在软装行业取得了一些成就，但是我们一直没有忘记初衷，在经营公司的同时不断对软装学术进行研究，向“做软装的美学使者”这个目标靠拢，把喜欢的行业作为一个实现个人价值的平台，希望做一些贡献，以期这个行业尽一份绵薄之力。

这些年来，我们做了许多案例，摸爬滚打地积累了一些经验，前两年也陆续参编了一些软装类的书籍，如《软装设计教程》《跟着大师学软装》《软装设计手册》等。我们从去年就开始筹划《我为绿地做软装》这本书了，之所以选择绿地集团的名字作书名，是因为在合作的众多地产商中，近几年与绿地集团合作得较多。有时候去艺术院校讲课，常有学生会问：“这个软装怎么做啊？”就一个简单的问题，却能让我们心潮澎湃。所以本书第二章“汉意堂软装操作流程详解”部分，具体阐述了软装设计的每一个步骤，其实就是我们把自己的经验拿出来与大家分享，无论是对同行还是即将从事这个行业的人，希望自己的浅见能给大家提供一些帮助。

在本书出版之际，特别感谢以下友人：

安滨博士，邓小鹏教授，陈妍教授，余静赣先生，马仁俊先生，Murad博士，于岩（美籍华人），John Pauline（美国），汉意堂全体同事。



2014年10月10日于广州

## Aesthetic Messenger of Soft Decoration Design

Time flies, it has been more than eight years since I get into the field of soft decoration industry. Actually, from zero to really familiar with this industry, I have too much to say, but when I pick up a pen, I find, I don't know how to start really. While one thing for sure is that since 2006 the first contact with soft decoration I have chosen this concept, even if the term of soft decoration is still new and controversial now.

To be precise, soft decoration begins with home improvement. At first, I was guided to the soft decoration road by respected Mr. Yu Jinggan. At that time there was no reference for us, and almost no cases we can learn from, but the rich elite circles in China have appeared a huge market demand for soft decoration. This new field, not only filled with rubble and thorns, but also full of artistic innovation, market demand and a variety of possibilities. At the beginning we knew little about soft decoration, but with the first batch of domestic soft decoration designers together, we continued to explore and accumulated useful experience. On the way forward, some companies fell, some designers left, and some people get success. Now when I remember this, I think the reason why I still insist on this field it must be my hobbies. For me, I have been interested in the fine arts, painting and handmade since I was young. I often furnished and decorated home myself. I am very sensitive for colors, and like to research and analysis colors. All those hobbies laid a certain foundation for me to engage in the soft decoration industry in the future. Later, with the gradual accumulation of knowledge and experience, I like to use colors to create a comfortable space for customers with passionate and enthusiastic interpretation of the essence of life, and my designs are always accepted by customers. From this I know that it will be the happiest thing if we can combine our life and work with interests and hobbies. Like me, Mr Kang had been trained as a painter, and certainly think to be a professional painter was the right way for us, but have been struggling and exploring till now, he also found that the soft decoration service industry was also full of fun. Because of love, all hard work will become happiness. We put our heart and soul into this industry and enjoy ourselves. Some friends do not understand and ask: "the soft decoration involve so many trivial products and much complex work, without day and night work so hard and even forget food and sleep, what support you to insist on till now?" I want to say: "it's still love! Because of love, we have actually gained a lot while trying; because of love, we can combine purely commercial interests with art and life; because of love, every good case we designed can give us a sense of accomplishment ... so all this will be enough to make us persist and enjoy it.

Actually, it is worth mentioning that I studied painting and visual design, and Mr. Kang studied traditional Chinese painting personages, even if the majors are different, the artistic background brings us a lot of creativity and inspiration when we begin to design a soft decoration project. Unlike others, as a husband and wife team studied at the same university, from school to work, from fall in love to marriage, whether work or living, we promote each other and support each other, and with the same life goals and future plans. After engaging in this field, we did many real estate projects, and we also won a lot of awards, like "Nest Award" in 2011, we got silver award for the best art display. The design director of Japanese MUJI, Kenyohara also wrote a comment for us personally. Even though we have got some achievements all these years, we haven't forgotten the original purpose, while running the company we continue to do academic researches on soft decoration, to get closer to the goal of being an "aesthetic messenger of soft decoration design". And make our favorite industry as a platform for the realization of personal value, and hope to make some contribution to this industry.

When it comes to the purpose of publishing this book, in recent years, we do lots of cases and accumulate some experience. Two years ago we started to participate and wrote some soft decoration books, such as "Soft Furnishing Design Guide" "Learn Soft Decoration Designs from Master" and "Soft Decoration Manual". We began planning this book from last year. And the reason why we choose Greenland Group as partner is that we have lots of cooperation with them in recent years. Other reason is that when we go to give lessons at some art school, we are often asked by student about how to design this soft decoration, such easy question always make us feel the thrills. So we give the answer in the second chapter "The Operating Processes of Soft Decoration", it specifically addresses every step of soft decoration designs. In fact, it is just the experience we want to share with people and we hope that our experience can help someone in the same field or some persons are going to engage in this industry.

At the time of publishing the book, I want to thank some friends here:

Dr. An Bin, Prof. Deng Xiaopeng, Prof. Chen Yan, Mr. Ma Renjun, Dr. Murad, Nick Yu (Chinese American), John Pauline (American), All colleagues of Haniton.

Wanda

October 10th, 2014, Guangzhou



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## **CHAPTER ONE**

### **汉意堂与绿地的前世今生**

### **THE RELATIONSHIPS BETWEEN HANITON AND GREENLAND**

- 
- **汉意堂眼中的绿地**  
Greenland in the Eye of Haniton
  - **康、袁二人的软装心路历程**  
Soft Decoration Experience of Mr. Kang and Ms. Yuan
-



左：黄浩罡 中：袁旺娥 右：康振强

文/ 黄浩罡 Author / Huang Haogang

转眼间，我从一位设计人转向行业媒体已经多年，与汉意堂的康振强、袁旺娥夫妇也相识好几年了，可以说是看着汉意堂一步步发展起来的。近年来，汉意堂一直在为绿地地产提供软装系统的策略，出品精彩之作。我很好奇他们是如何与绿地集团合作的，今天来到汉意堂的后花园，就着一壶康振强刚从云南带来的普洱茶，话匣子就此打开……

How time flies! As a designer I have turned to the media industry for many years, and have been acquainted with Kang Zhenqiang and Yuan Wange couple for so long. In another words, I have been witnessing their development since then. In recent years they have been providing soft decorating strategies for Greenland Group, and producing so many wonderful designs. I am curious that how they cooperate with Greenland Group. With this question, I visit the Haniton's back garden. With a pot of Puer tea brought from Yunnan by Mr. Kang, the chat was beginning...

(以下，黄浩罡=黄，康振强=康，袁旺娥=袁)

(Below, Huang Haogang = Huang, Kang Zhenqiang = Kang, Yuan Wange = Yuan)



## 汉意堂眼中的绿地

### Greenland in the Eyes of Haniton



黄：合作源于相识和选择，我们一生中会遇到很多人，若能遇到真知，收获就会很大。我们没有办法选择出身，但是可以选择职业和合作伙伴，所以我想了解汉意堂是如何成为绿地集团的合作伙伴的？又是谁选择了谁呢？

康：我们接触绿地集团其实是一个偶然。我某日在浏览手机时，无意中看到绿地集团西安分公司的一个关于软装招标的信息，就和他们联系上了，之后甲方就让我们提供相关的文件和软装案例。令人意外的是，对方很认可我们的设计理念。其实我们就是这样通过公开的渠道获取信息，按照常规的手续公平竞标而建立合作的。

Huang: Cooperation comes from acquaintance and choice. We will encounter a lot of people in our life, and if we can meet the real knowledge at every stage of our growth the harvest will be enormous. We have no right to choose our parents, but we can choose a career and partners, so I want to know how Haniton becomes a partner of the Greenland Group. And who choose who?

Kang: Actually, cooperating with Greenland Group is an accidental chance. Oneday when I was browsing webpages by mobile phone, accidentally saw a soft decoration inviting public bidding information which is issued by Xi'an Branch of Greenland Group, so I contacted them immediately, and then they let us provide relevant documents and soft decoration cases, surprisingly, they approved our designs concept. In fact, we obtained information through open channel like this, and conducted fair competitive bidding according to regular procedure to set up cooperation.



黄：我想开始时你们应该是以一个普通设计参与者的身份介入的，随着时间的推移，双方在角色、关系和合作方式上发生了某些化学反应。你们的合作能够持续这么多年，双方的默契已经达到一个度了吧？当时你们是怎么了解绿地集团的需求的，并且义无反顾地选择他们作为长期的合作伙伴的呢？

康：是啊，很默契！可能刚开始的时候连绿地集团也不是很清楚自己的软装系统应该如何定位，我们是通过深入的调研分析以后才决定合作的。这也是我们的工作流程。对于服务对象我们一直坚持前期要做充足的沟通和调研，而且我们的角色定位是合作伙伴而不是产品供应商！知己知彼才能百战百胜嘛。比如我们曾经专门研究过绿地集团的品牌标志，绿地集团logo左边是房子，右边是树，而绿地的英文“green”盖住了树，也就是说绿地集团要保护生态并把自然引入人的生活之中，说明绿地集团充分理解并注重生态的可持续关系，正如他们的广告词“绿地，让生活更美好”，这也是该企业文化最核心的东西。绿地集团从品牌形象到理念都透露出它是一个有社会责任感、有长远抱负的企业。这样的合作伙伴当然是我们非常认同的。也正因为有了这样的理念，绿地集团近年来也走向了国际市场。2013年，绿地集团在洛杉矶筹备开发一个大项目，同时在澳洲、欧洲、韩国等地也都有战略布局。这反映出绿地集团不仅是中国的，更是世界的。

就合作而言，汉意堂很注重甲方的实力，但比这更重要的是甲方对项目软装设计的理解和运作方式。在与绿地集团合作的过程中，我们发现绿地集团设置了协调统筹市调、建筑、硬装、软装等环节的协作部门，因此在项目立项期，这些专业的参与者都有机会一起参与研讨，共同商议最佳的开发方案，这在与其他的地产商合作中是比较少见的。汉意堂的品牌基因是艺术，我们希望把每个项目都当成艺术品去做，但我们希望合作伙伴要能理解并支持，只有双方相互尊重相互欣赏，才会出品精彩。

这些年，我们也接触了其他的地产企业，他们对软装的高度重视不够，有些是模块化操作。而绿地集团对软装要求独具个性，强调每个项目的地域文化价值和独特的设计价值。







Huang: I think at the beginning you should serve as a general design participant in this cooperation, but with the time going by, the roles, relations and cooperation ways of the two sides have been changed. So your cooperation can be sustained for so many years, the two sides must have reached a degree of understanding, right? Then how did you understand the needs of Greenland and without hesitation to select them as a long term partner?

Kang: yes, we have a tacit understanding! Maybe even Greenland Group themselves were not very clear how to position their soft decorating system at the beginning. Before deciding cooperation, we had done some deeply research and analysis. This is our work process, for prospective clients we have been insisting to do plenty of communication and research in advance, and our role is a partner rather than a product supplier! As the saying goes that he who has a thorough knowledge of the enemy and himself is bound to win in all battles. For example: We have specifically studied the logo of Greenland, you see, on the left there is a house, on the right there is a tree, and the English word of "green" covers the tree, that means the Greenland aims to protect the natural ecology and introduce it to human life, and that also means they are fully understanding of ecological ethics and focus on sustainable relationship. As their advertisement says: "Greenland, create better life", this is the core content of their corporate culture. From the brand image and to the concept, they all show that the Greenland is an enterprise with social responsibility, and it is a long-term vision enterprise. Of course, this will be a partnership we are highly desirable. It is because of this concept, Greenland recently gets chance to enter into the international market. Last year Greenland planned to develop a large project in Los Angeles, as well as Australia, Europe, South Korea and other countries also overall strategic arrangement. This reflects that the Greenland is not only owned by China, it also belongs to the whole world.

In terms of cooperation, Haniton Decoration Design pays more attention to the customer's strength, but more important than that is the understanding and functioning of the soft decoration designs on the project. In cooperation with Greenland, we find that they set up some extension departments to connect with the market research, construction, hard decoration, soft decoration and other aspects, so in the period of establishment of the project, we can have the opportunity to participate in the discussion and obtain the best development program, this is relatively rare in the cooperation with other real estate companies. Haniton is based on art, we hope to do every project as a work of art, but this needs your partner's understanding and supporting, like love, one - sided love will not have result, only respecting and appreciating each other can get wonderful result.

Over the years, we have contact with other real estate companies, their attention to the soft decoration is not enough, and most of them are using modular operation. While the requirements of Greenland are personalized, they emphasize on the value of regional culture and unique design value.

黄：看来康先生很有感触啊！正如你所说的，评估和研究合作对象应该是建立合作的第一个阶段，例如需要评估和研究产品（楼盘）的建设质量和服务，甚至包括它的社会形象。任何一个企业都应该具有社会责任感，企业有没有回馈社会和民众也是评判其实力的考虑因素。第二阶段就是我们要用什么方法和工具，做什么样的准备来获取合作意向。这些动作可以看出一家设计公司是否具有策略性，比如进行数据分析的意识和方式、评判对方价值观的方法、获取项目合作意向及其他附加值的能力、团队内部的排兵布阵等。两位能否具体谈谈对绿地集团的了解？

康：那就先说说我们对绿地集团产品线的了解吧。我们对绿地集团产品线的定位表现在了解、选择和服务上。绿地集团涉及了房地产、能源、金融等产业，其中在房地产领域，有以下几个业态。

第一个是高层或超高层建筑。比如即将建成的武汉绿地中心，它是亚洲第一高楼。在这个项目中，绿地集团很好地运用了国外的先进环保生态技术和理念。绿地集团在超高层建筑开发领域积累了丰富的经验，开发规模和水平都属于全国同行的领先地位。以企业梦想刷新城市高度，目前建成和在建的超高层建筑已经有23幢了，其中4幢的高度位列世界排名前10！绿地集团的项目遍布全球，成为所在城市首屈一指的新地标。

第二个是住宅。国内做住宅的开发商很多，但是绿地集团在住宅上所呈现的产品线的层次很丰富，除了像“海珀”这一类型的高端系列以外，还有“云都会”“香树花城”等其他有特点的系列。

第三个是集商业、办公、酒店等功能于一体的现代服务业城市综合体。绿地集团整合了国内外一流的商业资源，与很多商业巨头形成战略合作关系。他们正在逐步搭建综合高、中、低端产品系列的立体式商业地产开发运营平台。同时，绿地集团也在参与全国各地城镇化发展的过程中凭借开发实力和产业运营能力，为各地量身打造了结合“生态、产业、居住、休闲”等功能于一体的24小时活力新城。绿地集团的“产城一体化”的模式可以说是开创了产业发展与城市发展良性互动的新格局，这也成为绿地集团进军世界200强企业的发展引擎和全新增长点。

