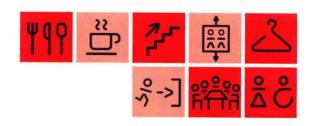
SIGNS IN COMMER-CIAL BUILDINGS

Commercial spaces are the busiest areas in a city and provide places for les. Signs in Commercial Bulldings shows the latest sign ational design agencies, including sign designs in hotels, ances, shopping centres, offices, commercial exhibitions and entertainment facilities. The book reveals the diversity in sign design in various commercial spaces.

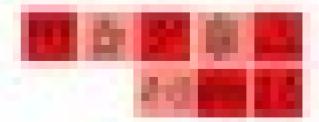
商业导视

张西利 编 常文心 译



SIGNS IN COMMER-BUILDINGS

商业导视





COMMERCIAL BUILDINGS

商业导视

张西利 编 常文心 译

图书在版编目 (CIP) 数据

商业导视 张西利编;常文心译. 一 沈阳:辽宁科学技术出版社,2014.5 ISBN 978-7-5381-8580-5

I.①商⋯ II.①张⋯ ②常⋯ III. ①商业区—标志—设计—汉、英 IV. ①J524.4 中国版本图书馆CIP数据核字(2014)第075743号

出版发行: 辽宁科学技术出版社

(地址: 沈阳市和平区十一纬路29号 邮编: 110003)

印刷者:利丰雅高印刷(深圳)有限公司

经 销 者: 各地新华书店幅面尺寸: 215mm×285mm

印 张: 15

插 页: 4

字 数: 50千字

印 数: 1~1200

出版时间: 2014年 5 月第 1 版

印刷时间: 2014年 5 月第 1 次印刷

责任编辑: 周洁 陈慈良

封面设计: 关木子

版式设计: 关木子

责任校对:周 文

书 号: ISBN 978-7-5381-8580-5

定 价: 248.00元

联系电话: 024-23284360 邮购热线: 024-23284502 E-mail: lnkjc@126.com http://www.lnkj.com.cn

本书网址: www.lnkj.cn/uri.sh/8580

PREFACE

前言

Commercial projects focus on commercial activities, including shopping centres, offices, residences, hotels, commercial exhibitions, catering facilities, retail stores, entertainment facilities, etc. They accommodate intensive urban activities and provide places for shopping, business, accommodation, catering, entertainment, exhibition and communication.

The signage system of a commercial project serves the commercial public environment and involves cohesive planning and design for signage system in public areas, building groups, landscape environment, roads, exterior and interior decoration, and parking system. The responsive signage system of a commercial project is designed mainly to meet customers' orientation requirement and to inform them the distribution of different activities, thus providing customers a well-arranged and clear commercial environment.

A good commercial signage system can facilitate commercial operation, lead consuming activities, guide and mediate vehicle and pedestrian traffic, explain activity distribution, supplement fire fighting system, as well as promote visual image.

This book shows various cases of sign design in shopping centres, hotels, residences, retail stores, office buildings, commercial exhibitions and entertainment facilities by excellent design teams from all over the world. Some signs on the building present a perfect combination of graphics, texts and colours, which provide a visual enjoyment too. A complete commercial signage system that facilitates commercial operation can be a great reference for sign designers, architects, landscape architects, interior designers alike. The study of a successful case can reveal the nature of the design and its coordination with built environment.

A successful commercial signage system should look fresh, lively, striking and unique. It should emphasise local culture, express building quality and meet customers' orientation requirements. The design should consider the

characteristics of a certain project comprehensively to illustrate the visual perception, local culture and modern commercial features. In the planning and design of a signage system, the designer should focus on the horizontal and vertical traffic system, including the commercial periphery, site plan, service counters, escalators, elevators, observation elevators, crossings and parking system, to achieve a perfect combination between environment and signs.

The planning and design of a commercial signage system can be divided into the following steps: general situation analysis, drawing analysis, regional location analysis, section relation analysis, commercial activity analysis, traffic route analysis, colour design specifications, font design specifications, style design principles, material application specifications, design schedule, and manufacture and installment coordination. On one hand, the environment is understood by people; on the other hand, people are guided by clear signs in the environment. The two coexist in a harmonious consuming space,

A complete commercial signage system can promote positive development of the business and create well-organised consuming environment and optimal win-win system between the business and customers. We hope more and more people can pay attention to the development of sign industry and the communication platform between people and environment: signage system.

Zhang Xili

Zhang Xili, president of Xili Sign Design Co. Ltd. and director of Shenzhen Xili
Sign Research Institute, is an experienced signage system designer. He has been working on
the study of signage system's planning, design and manufacturing since 1988. His
successful signage design cases can be found throughout the cities in China. He has a
unique understanding in signage design and has summarised his opinions into his
own system. He has published a series of books of Urban Sign Design and video
training materials of Sign Design Manufacturing-Project Management,
committed himself to the training of professional signage designers.

商业项目是以商业为主的城市综合体,主要包括:酒店、餐饮、住宅、购物中心、零售店、办公、商业展会、娱乐场所等,是这些业态最集中的区域。主要功能包括:住宿、饮食、购物、商务活动、展览、交流等。

商业项目标识系统是服务于商业公共环境的导视系统,主要是商业建筑的区域公共环境、建筑群体、景观环境、道路、室内外装饰以及停车系统进行标识系统的统一规划、设计。确定与之相适应的服务于该商业建筑的标识系统设计内容,主要解决顾客的方位需求,并告知顾客该商业建筑的业态分布,使得商业环境有序、整洁、清晰地服务顾客。

商业标识能够协助商业运营管理部门开展各项工作,让顾客选择性地购物消费;还可以对车行、人行进行引导、疏通,清晰说明业态的分布,辅助商业区域消防系统;还能提升商业区域形象。

本书展示了多例酒店、餐饮、住宅、购物中心、零售店、办公、商业展会、娱乐场所的优秀标识案例,这些优秀案例来自于世界各地专业的设计团队。通过附着在建筑体的标识牌,把图形、色彩及文字进行完美的结合提供给业主使用。完善的商业标识系统能辅助商业管理公司对商业进行管理,对于标识系统规划设计师和设计师有很强的借鉴意义。研究一个成功的设计案例,都能了解到规划设计的本质、建筑环境的协调,并体会建筑与标识的融合。

商业标识系统的造型设计要新颖、明快、醒目、富有个性,要强调地域文化以及要表现建筑品质,要满足消费者的期望。在造型设计上一定要全方位考虑项目本体的特征,充分表现一个消费区域的视觉感受、地域文化的特点,以及现代化商圈发展的特点。在标识系统规划设计中,要重点关注商业外围、建筑总平面、服务台、扶梯、垂直电梯、观光梯、业态交叉点、停车系统等等。

商业标识系统规划设计的一般流程大概分为一下步骤:项目概况分析;项目图纸分析;区域位置分析;板块关系分析;业态位置分析;交通路线分析;色彩设计规范;字体设计规范;造型设计原则;材料应用规范;规划设计周期;制作安装配合。

完善的商业标识系统可以促进商业经营的良性循环,营造完善有序的顾客循环氛围,为商家/ 物业做好业态管理助手。

张西利

张西利是西利标识集团董事长,深圳市西利标识研究院院长,中国标识行业的领军 人物,潜心研究标识系统规划设计制作二十多年,负责标识项目案例两干多个,经典案例 適布全国大中城市。对标识系统规划设计有独特的认识和观点,并成功出版《城市 标识系统规划设计》系列丛书,《标识系统规划设计制作视频培训教材》。

Cし、 目录 **CONTENTS**

003	Preface 則言
006	Hotel 酒店
022	Catering 餐饮
040	Housing 住宅
058	Shopping Centre 购物中心
100	Store 零售店
120	Office 办公
204	Commercial Exhibition 商业展会
226	Entertainment 娱乐场所
238	Index 索引



COMMERCIAL BUILDINGS

商业导视

张西利 编 常文心 译

PREFACE

前言

Commercial projects focus on commercial activities, including shopping centres, offices, residences, hotels, commercial exhibitions, catering facilities, retail stores, entertainment facilities, etc. They accommodate intensive urban activities and provide places for shopping, business, accommodation, catering, entertainment, exhibition and communication.

The signage system of a commercial project serves the commercial public environment and involves cohesive planning and design for signage system in public areas, building groups, landscape environment, roads, exterior and interior decoration, and parking system. The responsive signage system of a commercial project is designed mainly to meet customers' orientation requirement and to inform them the distribution of different activities, thus providing customers a well-arranged and clear commercial environment.

A good commercial signage system can facilitate commercial operation, lead consuming activities, guide and mediate vehicle and pedestrian traffic, explain activity distribution, supplement fire fighting system, as well as promote visual image.

This book shows various cases of sign design in shopping centres, hotels, residences, retail stores, office buildings, commercial exhibitions and entertainment facilities by excellent design teams from all over the world. Some signs on the building present a perfect combination of graphics, texts and colours, which provide a visual enjoyment too. A complete commercial signage system that facilitates commercial operation can be a great reference for sign designers, architects, landscape architects, interior designers alike. The study of a successful case can reveal the nature of the design and its coordination with built environment.

A successful commercial signage system should look fresh, lively, striking and unique. It should emphasise local culture, express building quality and meet customers' orientation requirements. The design should consider the

characteristics of a certain project comprehensively to illustrate the visual perception, local culture and modern commercial features. In the planning and design of a signage system, the designer should focus on the horizontal and vertical traffic system, including the commercial periphery, site plan, service counters, escalators, elevators, observation elevators, crossings and parking system, to achieve a perfect combination between environment and signs.

The planning and design of a commercial signage system can be divided into the following steps: general situation analysis, drawing analysis, regional location analysis, section relation analysis, commercial activity analysis, traffic route analysis, colour design specifications, font design specifications, style design principles, material application specifications, design schedule, and manufacture and installment coordination. On one hand, the environment is understood by people; on the other hand, people are guided by clear signs in the environment. The two coexist in a harmonious consuming space.

A complete commercial signage system can promote positive development of the business and create well-organised consuming environment and optimal win-win system between the business and customers. We hope more and more people can pay attention to the development of sign industry and the communication platform between people and environment: signage system.

Zhang Xili

Zhang Xili, president of Xili Sign Design Co. Ltd. and director of Shenzhen Xili
Sign Research Institute, is an experienced signage system designer. He has been working on
the study of signage system's planning, design and manufacturing since 1988. His
successful signage design cases can be found throughout the cities in China. He has a
unique understanding in signage design and has summarised his opinions into his
own system. He has published a series of books of Urban Sign Design and video
training materials of Sign Design Manufacturing Project Management,
committed himself to the training of professional signage designers.

商业项目是以商业为主的城市综合体,主要包括: 酒店、餐饮、住宅、购物中心、零售店、 办公、商业展会、娱乐场所等,是这些业态最集中的区域。主要功能包括: 住宿、饮食、 购物、商务活动、展览、交流等。

商业项目标识系统是服务于商业公共环境的导视系统,主要是商业建筑的区域公共环境、 建筑群体、景观环境、道路、室内外装饰以及停车系统进行标识系统的统一规划、设计。 确定与之相适应的服务于该商业建筑的标识系统设计内容,主要解决顾客的方位需求, 并告知顾客该商业建筑的业态分布,使得商业环境有序、整洁、清晰地服务顾客。

商业标识能够协助商业运营管理部门开展各项工作,让顾客选择性地购物消费;还可以 对车行、人行进行引导、疏通,清晰说明业态的分布,辅助商业区域消防系统;还能提 升商业区域形象。

本书展示了多例酒店、餐饮、住宅、购物中心、零售店、办公、商业展会、娱乐场所的优秀标识案例,这些优秀案例来自于世界各地专业的设计团队。通过附着在建筑体的标识牌,把图形、色彩及文字进行完美的结合提供给业主使用。完善的商业标识系统能辅助商业管理公司对商业进行管理,对于标识系统规划设计师和设计师有很强的借鉴意义。研究一个成功的设计案例,都能了解到规划设计的本质、建筑环境的协调,并体会建筑与标识的融合。

商业标识系统的造型设计要新颖、明快、醒目、富有个性,要强调地域文化以及要表现建筑品质,要满足消费者的期望。在造型设计上一定要全方位考虑项目本体的特征,充分表现一个消费区域的视觉感受、地域文化的特点,以及现代化商圈发展的特点。在标识系统规划设计中,要重点关注商业外围、建筑总平面、服务台、扶梯、垂直电梯、观光梯、业态交叉点、停车系统等等。

商业标识系统规划设计的一般流程大概分为一下步骤:项目概况分析;项目图纸分析;区域 位置分析;板块关系分析;业态位置分析;交通路线分析;色彩设计规范;字体设计规范; 造型设计原则;材料应用规范;规划设计周期;制作安装配合。

完善的商业标识系统可以促进商业经营的良性循环,营造完善有序的顾客循环氛围,为商家/ 物业做好业态管理助手。

张西利

张西利是西利标识集团董事长,深圳市西利标识研究院院长,中国标识行业的领军 人物,潜心研究标识系统规划设计制作二十多年,负责标识项目案例两千多个,经典案例 遍布全国大中城市。对标识系统规划设计有独特的认识和观点,并成功出版《城市 标识系统规划设计》系列丛书,《标识系统规划设计制作视频培训教材》。

CONTENTS

**...<u>*</u>

目录

003	Pretace 則言
006	Hotel 酒店
022	Catering 餐饮
040	Housing 住宅
058	Shopping Centre 购物中心
100	Store 零售店
120	Office 办公
204	Commercial Exhibition 商业展会
226	Entertainment 娱乐场所
000	Indov. #III

Hotel 3K Europa

欧洲 3K 酒店

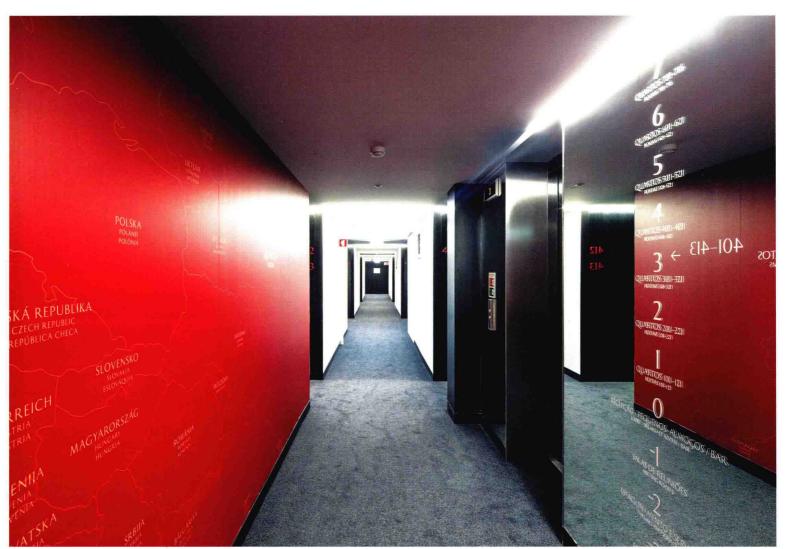
This project consisted in the development of a signage system and the chromatic study for the hotel, and also in the customisation of specific spaces using thematic illustrations and graphics. The client aimed to communicate "Europe" throughout the hotel's spaces. In order to do so, the designers used illustrations and typography that played around with the different European languages and cultural icons or symbols of each country (illustrations in the rooms), and also some Europe maps. The spaces were organised by a specific colour code in order to create a different atmosphere for each floor/zone. Going up from the ground floor to the sixth, there are seven different colours (one by floor). This colour code can be observed in several elements, such as the curtains in the rooms, the main stairway of the hotel, the coloured maps in front of the elevators in the room floors, and the room door numbers along the corridors. Going down from the ground floor to minus four (last of the parking levels), the colours are essentially black and white (the neutral colours used throughout all the areas of the building) and also dark red (the institutional colour of the hotel). The signage system along the hotel is sometimes discreet and sometimes intentionally oversized (like in the parking lot, or the main stairway of the hotel), depending on the needs of the specific spaces:

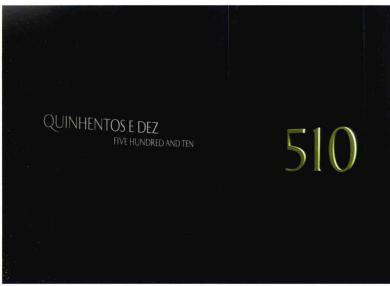


项目包含酒店的环境导视系统开发、色彩设计以及特定空间的主题插画和图形设计。客户要求在整个酒店空间内传递"欧洲"的感觉。为了实现这一点,设计师利用以欧洲各种语言和文化象征、图腾为主题的插画、文字以及一些欧洲地图来对各个房间进行装饰。各个空间以特定的色彩为主题,在不同的楼层和区域之间形成了划分。从一楼到七楼,设计师采用了七种不同的色彩。这种色彩编码体现在客房的窗帘、酒店楼梯、客房电梯前的彩色地图、走廊两侧的门牌号等多种元素中。酒店的地下室主要采用黑白两色和深红色(酒店的品牌色),而中性的色彩则贯穿了酒店的各个区域。酒店的导视系统时而精巧,时而夸张(例如停车场、酒店主楼梯等处),完全取决于特定空间的需求。

Design agency: P-06 Atelier Designer: Mário Videira, Joana Proserpio Photography: João Morgado Olient: Grupo 3K Location: Portugal

设计机构。P-06 工作室 设计师。马里奥·维代拉、约安娜·普罗塞尔皮奥 摄影。若昂·莫加多 客户。3K 集团 地点:葡萄牙













Hyatt Regency Atlanta

亚特兰大凯悦酒店

Design agency: Lorenc+Yoo Design
Designer: Jan Lorenc, David Park
Photography: David Park
Client: Hyatt Regency, Chicago
Location: USA

Lorenc+Yoo Design was retained by tvs design to integrate a comprehensive wayfinding system that would simplify the navigation through this property which has been expanded over time but no logic applied to naming nomenclature, and wayfinding logic. In this case LYD also designed a high finish series of signs that would internally glow since there is a daylighting issue to contend with in some areas and low level lighting in other areas, where the internally lit glass and stainless panels would be very visible in all cases.

Lorenc+Yoo 设计公司受雇于 tvs 设计公司,为酒店设计了一套综合的导视系统。扩建后的酒店没有清晰的命名系统和导航系统,而该设计能够让酒店内的导航系统简洁明晰。Lorenc+Yoo 设计公司还设计一系列精致的标牌。由于部分缺乏自然采光,标牌采用了内置发光的形式,发光玻璃板和不锈钢板在任何情况下都易于辨识。

设计机构。Lorenc+Yoo 设计公司 设计师: 贾恩・洛伦克、大卫・帕克 摄影。大卫・帕克 客户: 凱悦酒店 地点: 美国



试读结束,需要全本PDF请购买 www.ertongbook.com