



娱乐会所设计 酒吧设计

Creative Design Of Entertainment Club/Bar

创意娱乐设计集团作品集
Creative Entertainment Design HOLDING LTD. Portfolio

陈建秋 陈建明 主编

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图书在版编目 (CIP) 数据

创意娱乐会所·酒吧设计:创意娱乐设计集团作品集 / 陈建秋,陈建明主编. -- 南京:江苏科学技术出版社,2014.6
ISBN 978-7-5537-3054-7

I . ①创… II . ①陈… ②陈… III . ①休闲娱乐—服务建筑—室内装饰设计—中国—图集②酒吧—室内装饰设计—中国—图集 IV . ① TU247-64

中国版本图书馆 CIP 数据核字 (2014) 第 072655 号

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出 版 发 行	凤凰出版传媒股份有限公司 江苏科学技术出版社
出版社地址	南京市湖南路 1 号 A 楼, 邮编: 210009
出版社网址	http://www.pspress.cn
总 经 销	天津凤凰空间文化传媒有限公司
总经销网址	http://www.ifengspace.cn
经 销	全国新华书店
印 刷	深圳市新视线印务有限公司
开 本	965 mm×1 270 mm 1 / 16
印 张	27.5
字 数	220 000
版 次	2014 年 6 月第 1 版
印 次	2014 年 6 月第 1 次印刷
标 准 书 号	ISBN 978-7-5537-3054-7
定 价	386.00 元 (精)

图书如有印装质量问题,可随时向销售部调换(电话:022-87893668)。

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“装潢”与“设计”

翻阅完案头的定稿，执笔写此序言之时已经是夜深。

望着散乱于桌面上的作品集以及参考资料，里面出现得最多的就是“设计”两字，忽然不由得开始反思“设计”二字的真正含义。

许多初涉室内设计行业的人士似乎只把设计理解为装潢。他们把一个空间的点线面，融入适当的元素，然后进行符合美学规则的组合的过程称为设计。

其实这种普遍存在的看法是对设计行业缺乏深入的了解。

室内设计不同于纯抽象美学的绘画，它是一个把想象事物进行具体化的过程。

室内设计也不同于工艺品的艺术创作，它是一个以实际应用、经营运作为最终目的，使投资方在经营使用过程中获得利益的制作过程。

那么何为装潢呢？

从字典上理解装潢是装饰或者商品外表的修饰，是着重从外表的视觉艺术的角度来探讨和研究问题。例如对室内地面、墙面、顶棚等各界面的处理。装饰材料的选用，也可能包括对家具、灯具、陈设和小品的选用、配置和设计。不只是业外人士，也有一部分设计师会把“设计”误解成“装潢”。项目一开始，设计师就首先考虑如何出效果方案，采用什么造型、材料、颜色、灯光等，但这些都只是属于“装潢”范畴，是设计后续的其中一个部分。没有设计主题的造型是空泛的，而设计主题是根据项目的客户定位而确定的。

那么究竟何为设计，如何理解装潢与设计？

设计是把一种计划、规划、设想通过视觉的形式传达出来的活动过程，人类通过劳动改造世界，创造文明，创造物质财富和精神财富

而最基础也是最主要的创造活动是造物。设计便是造物活动的计划技术和计划过程。简单而言，设计是对事物进行统筹规划的过程的总称。“最简单的关于设计的定义，就是一种有目的的创造行为”通过字典对设计系统的解释，我们可以将室内设计理解为对项目统筹规划的过程。即对投资项目的目标顾客进行明确的定位，然后再根据锁定的客户群体，了解其消费习惯和消费心理。依据充分的市场调查，才能明确功能配置、经营模式，设计出合理的平面布局图。在此基础上才可根据消费群体的年龄、职业、收入和爱好进行系统的了解和分析，而且根据项目不同地域的审美习惯、气候差异、行业发展的快慢，明确项目的设计主题、风格和特色，然后通过效果图表现具体的项目场景与氛围，真实地反映完成后的经营效果与装饰效果，达到功能与美学的统一。

创意设计成立二十多年来，一直遵循前期**策划**、中期**设计**，到最终一切服务于**经营**这套科学工作程序，为客户赢得经营上的成功，同时也为创意设计赢得了荣誉。

陈建秋

INTRODUCTION

前言

“Decoration” and “design”

As I read final version at the desk and begin to write this preface, it is already late night. Looking at former collections and reference materials scattered on the desktop where “design” is the word frequently appeared, I cannot help rethinking the real meaning of the word “design”. Many newcomers to interior design industry seem to look design as decoration. They call the process design that is infusing appropriate elements into points, lines, and planes of a space and then combining them in accordance with aesthetic rules. Actually this kind of widespread view is in existence for lack of deep understanding of the design industry. Interior design is different from purely abstract aesthetic painting; it is a process to materialize imaginary things. Interior design is also different from artistic creation of arts and crafts; it is a production process to take practical application and operation as ultimate purpose, and benefit the investors in the process of operation.

So what is decoration?

Literally in a dictionary, decoration is to ornament architecture or commodity appearance, which is discussed emphatically from the angle of visual arts. For instance, indoor floorings, walls, and ceiling. The choice of decoration materials may also include choice, configuration and design of furniture, lightings, display, and landscape pieces. Not only outsiders, but also some designers tend to misunderstand “design” as “decoration”. At the beginning of design, how to manage the effect, what shape, material, color, lighting to be employed, etc. are given priority to, but these are only belong to the category of “decoration”, just part of the follow-ups of design. A modeling design without theme is vague, while theme is decided in the light of customers’ orientation of the project.

So what is design, how to understand “decoration” and “design”?

Design is an activity to express a plan, planning, vision through a visual form. Human works to transform the world, build civilization, and create material and spiritual wealth through human labor. And the basic and main activity is creation. Design is the plan technology and process of activity of creation. Design is, in short, a process of the overall planning of

things. Through a dictionary for the interpretation of a design system “The simplest definition of design is the creation of a purposeful behavior”, we can consider interior design as overall planning of a project. That is, to clearly position target customers for investment projects. And then according to specific customers groups understand consumption habits and consumption psychology of customers. Following sufficient research on market, clearly decide functional configuration and business model, and design a reasonable layout. On this basis, according to consumers’ age, occupation, income, interest, understand and analyze systematically and in the light of aesthetic habits, climate, industry development speed in different regions, clearly decide design theme, style, characteristic of the project, and then through the rendering present specific project scene and atmosphere, and reflect operating effect and decoration effect as the project is accomplished. In the end, the unity of function and aesthetics is achieved.

Creative Design was established two decades ago, and always follows a scientific working procedure that ranges from pre-phase planning, interim design, to ultimately service for operation. It contributes to business success of clients while winning the honor for itself.

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A

娱乐会所
Entertainment Club

CLUZ

ENTERTAINMENT CLUB CASE 1



娱乐会所案例 1

新墙新瓦出古风，旧石旧木写新意。于建筑设计而言，所谓的“中国风”并不是把旧式风格重做一遍，而是把传统的中式元素融入现代风尚中。本案是一家中式商务风格的娱乐会所，设计风格上以现代中式为基础，融入了金、木、水、火、土等元素，把具有禅意特色的造型进行拆分再组合，所以空间内容上并不普通、单一，同时通过暗藏灯光等手法，突出了会所的神秘和浪漫，将其提升到一个新的境界。

The Chinese style means to integrate the Chinese elements to modern fashion, rather than just rebuild the ancient style. This project is a Chinese commercial entertainment club, based on the modern Chinese style, mingled with Five Elements (metal, wood, water, fire and earth), and reorganized shapes with Zen characters, resulting into the diverse space content. The using of concealed lighting highlights the mystery and romance of space, and pushes the entertainment club to a new level.



Plane View of the Project

项目总平面

本会所定位为高端会所，总面积 6000 平方米，共 33 间包房。营业区与后勤区面积比例合理，功能齐全，满足经营使用需求，同时也各具特色。接待大厅中的古筝演奏区以园林景观为特色，主题走廊达到 5 米宽，其中 225 平方米的生日房功能丰富，包括主娱乐沙发区、休闲区、蛋糕红酒餐台、酒吧台、足球机、麻将桌、床吧等供客人使用。

This luxurious club covers 6,000 m² with 33 private rooms. The distribution of operational and logistic areas is in reasonable proportion. Equipped with multiple functions and distinctive features, the club satisfies various operating requirements. The garden-style area in the lobby is used for Gu'zheng performance. The theme corridor is five meters wide. There are rooms of 225 m² specifically for birthday party, with various recreational zones such as main sofa zone, leisure zone, table for cake and wine, bar counter, football table, mahjong table, beds, etc.

