



RESORT HOTEL DESIGN

度假酒店设计

(澳)布伦顿·马里奥 编 李红 译

辽宁科学技术出版社

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前言

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设计梦寐以求的SPA度假村

Spa design has come of age, surpassing the days of plain medically and clinically inclined white-washed walls and ceilings, around a massage table, more for kneading dough, than aimed at comfort and geared to ease away worries and stresses. Integrated spa resorts, whether boutique retreats, or chain brands, have become a holistic wellness experience and holiday escape. The body is not the only recipient, but also the mind, soul and spirit embrace the benefits of a fully comprehensive three-dimensional spa encounter. Audio, visual, scent, touch, texture and colour all make up the sensory journey one is invited to explore. Attention to detail is a paramount must – in short, everything.

The spa resort's design is the first introduction to the brand identity, products and services, followed swiftly and discreetly by the service staff or receptionist. The initial impression needs to be an impactful one. Warm, welcoming, relaxing, stress-free, any of these words and the like, need to be the ideal description of the ambience, at first glance. Nuance is made in the level of spa experience, quality of accommodation and service offering, as well as in the concept, design, materials and the style chosen.

We believe that the architecture and interiors set the scene and provide a pathway for the journey into the spa world. Creating the right atmosphere builds the brand, emphasises core values, puts guests immediately at ease and promotes customer loyalty. This ultimately enhances the success and profitability of the spa resort.

Once the resort design has set the scene, generated the mood and induced positive sentiments, it is then up to the staff, therapists, management, treatment menu and customer service offering, to complete the destination experience, and have clientele eagerly returning time and again. More than just a mere backdrop, spa resort design is an essential component in the quest for the perfect expression of the wellness experience.

SPA设计日趋成熟，已经超越了最初医院式简单而朴实的风格——以按摩台为中心，配以白色的墙与天花板，因为那时的SPA更加注重治疗按摩，而不是以舒适和减轻压力与烦恼为目的。综合性的SPA度假村，无论是精品度假胜地，还是连锁品牌度假酒店，都更侧重于为客人带来全面的健康体验和轻松的度假经历。不仅让客人从身体上受益，而且要从思想、灵魂以及精神上全面享受三维SPA带来的轻松愉快之感。要从听觉、视觉、味觉、触觉、质感和色彩上，为客人带来一次充满探索的感官之旅。总之，要注意细节，细节决定一切。

客人对SPA度假村的品牌标识、产品和服务的认知是从SPA度假村的设计开始的，随后即是服务人员或接待人员细心周到的服务。最初的印象会给客人留下深刻的影响。温暖、热情、放松、释压，所有类似的词语都将是客人第一眼看到周围环境后最理想的描述。在SPA体验中，在食宿与服务质量上，以及在理念、设计、材料和风格的选择上，都要有细微玄妙的差别。

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首先由度假村的设计设定场景，愉悦了顾客的心情并且激发了积极的情绪，然后再由全体员工、治疗师、管理人员提供相应的治疗和服务，使顾客获得一次完整的度假体验，并且会让顾客渴望再度来此度假。SPA度假村的设计不仅仅是设计一个背景，更是追求健康体验的一个重要组成部分。

Brenton Mauriello 布伦顿·马里奥
Group CEO 团队执行总裁

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The Ritz-Carlton, Sanya

三亚丽思卡尔顿度假酒店

Completion date: 2008
Location: Sanya, China
Designer: Shanghai Institute of Architectural
Design & Research (Architect)
Chhada, Siembiedal Leung (Interior Design)
WATG Design (General Design)
Photographer: Chris Cypert
Site Area: 153,375sqm

竣工时间: 2008年
项目地点: 中国, 三亚
设计师: 上海建筑设计研究院 (建筑师)
恰达思贝德梁设计公司 (室内设计)
WATG设计公司 (整体设计)
摄影师: 克里斯·塞伯特
项目面积: 153,375平方米

Classical architectural design inspired by Beijing's Summer Palace places the new Ritz-Carlton, Sanya resort among the most elegant in Asia. High pitched ceilings, dark rich wood, intricate carvings and mosaic detailing present a 'taste of tradition' amid modern 5-star comfort and facilities. The intent was to capture the timeless quality of traditional Chinese architecture, blending effortlessly with the natural environment. The focus of this design concept has been to create a five-star, world-class destination resort with international appeal.

At the main hotel entry, a large reflective pool flanked

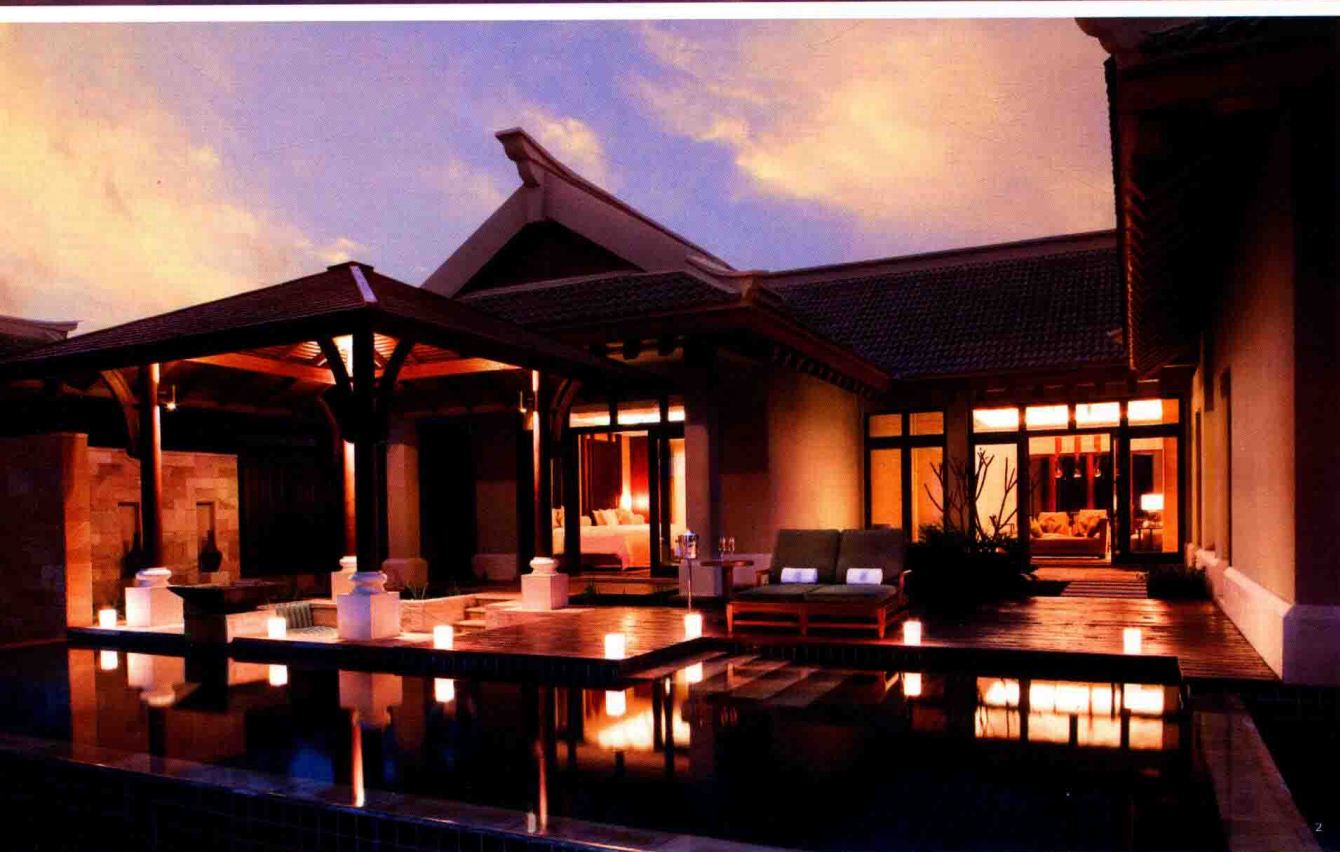


gives way to a panoramic view of the entire resort and sea and sand beyond through an 'open window' design. There are also overtones of southern Chinese garden styles with whimsical sculpted lawns and lotus mazes among the resort's 150,000 square metre expanse. Throughout the resort, courtyards are dotted with water features, and outdoor decking areas create a further point of interaction with the water, be it sea or one of the resort's four pools, which includes a meandering lagoon.

The U-shaped design of the hotel's main building incorporates two wings housing 450 guest rooms

including 334 oversized guest rooms at over 60 square metres, 67 rooms and suites on The Ritz-Carlton Club level with distinctive amenities, 16 suites and 33 private villas with individual plunge pools offering the ultimate privacy. Each comprises an oversized private balcony and marble-tiled five-fixture bathroom.

The Ritz-Carlton Club, which is the hotel within a hotel comprising 62 oceanfront view guest rooms and 5 suites including The Ritz-Carlton Suite, is located on the top level of the resort. The 33 one-, two- or three- bedroom villas with spacious private pools are all designed and decorated with novelty and unique





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| 2. Scene Lobby Bar | 14. Water Sports Centre | 2. 景台——大堂吧 | 16. 游泳池 |
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| | | 13. 水疗别墅 | |
| | | 14. 水上活动中心 | |



taste, reminiscent of the picturesque water pavilions of China and the now popular water bungalows seen throughout South East Asia.

The sumptuous 2,788 square metre spa is a destination in its own right. Upon crossing an elegant stone bridge, guests embark upon a spa journey that is quintessentially ESPA. Beyond the welcome area lies an enchanting internal courtyard which features a Koi carp pond, lushly manicured landscapes, rock gardens and soothing water features designed to relax the mind and inspire the senses to enhance inner peace. ESPA has 24 private treatment rooms, four of which feature Italian made baths carved from stone. Couples seeking seclusion can book the ultimate spa experience in one of six specially appointed Private Spa Suites, which feature a private steam shower and luxurious outdoor Jacuzzi.