

BOUTIQUE VILLA

臻品別墅

(香港) 视界国际出版有限公司 编

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Preface I

BOUTIQUE Villa

序一



杨大明设计顾问事务所

杨大明

Since the opening of the climate change conferences in Copenhagen with various heavyweight titles such as the conferences called "the most important meeting ever", "The conference of changing the fate of earth" and so on, a new concept "low-carbon life" has come into people's sight and life as well as let many people begin to reflect upon the current production and lifestyle of human.

As a product form of the top of the residential pyramid, villas always are related to these words like "magnificent", "luxurious", "honorable" in people's mind, particularly today, the villas are built larger and larger and its decoration is more and more luxurious, so the villas seem to run counter to the environmental protection and energy conservation.

Then, when low carbon become the focus today, is the villas well mixed with low-carbon environmental protection?

The villa itself is a product which can make residents get more comfortable, but on the other hand, it takes up more resources, so we can not use ordinary residential standards like saving land, the total energy consumption and other aspects to require the villa products, but should compare their performance of energy conservation and environmental protection among the villas with the same type. In addition, the high-end products like green buildings and villas all pursue high comfort which contains the residential environment, building image, the comfort of the interior space, the connotation of the culture and art and other aspects of comprehensive evaluation target. Especially for villa, if

developers want to support the high price of the project or would like to get the high-end people's recognition, first of all, the villa should provide appropriate high comfort. The demands of the comfort for the villa products can not be sacrificed in order to save energy, but it must find a balance between them. Under the premise of ensuring the comfort, it tries to minimize environmental negative impact, energy consumption and the amount of the carbon emissions.

Compared with the ordinary residential apartments, the price of the villas is relatively high, and the sales difficulty of the villas increases a lot accordingly, so the villas should have more environmental protection technologies than other residence and apartment to increase the selling points. Then, for the villas, how much should be paid for the environmental protection? Will the present high price risen again?

In the Chinese cities like Beijing or other tier one cities, the construction cost of the rough house (excluding land cost) is about five or six thousand dollars per square meter, while the construction cost of the hardcover villas above average is roughly seven or eight thousand per square meter. If the developers increase 5-15 percent of input on the basis of construction cost for environmental protection facilities, it will achieve an obvious effect in the environmental protection. Therefore, we can see environmental protection is not expensive, and the consumers of villa do not need to worry the costs too much when they pay for the environmental protection.

被冠以“有史以来最重要的会议”“改变地球命运的会议”等各种重量级头衔的哥本哈根气候变化峰会，自2009年12月开幕以来，一个崭新的概念——“低碳生活”开始进入人们的视野和生活，也让很多人对人类当前的生产和生活方式开始了深刻的反思。

作为住宅金字塔顶端的产品形态，别墅，在人们心目中恐怕始终和“豪华”、“奢侈”、“尊贵”这样的字眼脱不开干系，尤其是在别墅面积越来越大、装修越来越奢华的今天，别墅更是似乎与节能环保背道而驰。

那么，在低碳成为关注热点的今天，别墅能否和低碳环保很好融合？

别墅本身是使居住者能够获得更高舒适度的产品，但另一方面，它又占用了比较多的资源，我们不能拿普通住宅在节约土地和总能耗等方面的标准来要求别墅类的产品，而是应该在同类型墅产品中去比较它们在节能和环保方面的表现。另外，绿色建筑和别墅类高端产品都追求高舒适度，而高舒适度是涵盖小区环境、建筑形象、室内空间舒适度、文化艺术内涵等各个方面的综合评价指标。对于别墅来说，如果开发商想支撑项目的高售价或是想获得高端人群的认可，首先就必须提供相应的高舒适度。别墅产品不能为了环保节能而牺牲舒适度的要求，而必须在两者之间找到平衡，在确保舒适度的前提下，尽量减少对环境的负面影响、能源消耗和碳排放量。

别墅比起普通的住宅公寓售价相对较高，销售难度也相应地增加了不少。这样，别墅就应比其他住宅公寓更具环保技术含量以此来增加卖点。那么对于别墅来说，环保要付出多大代价？会在其本就高昂的售价上再添把火吗？

在国内的北京地区或其他一线城市，毛坯别墅的建筑成本（不含土地成本）大概在每平方米五六千元，而中等偏上的精装别墅，建筑成本大概是每平方米七八千左右。如果开发商在建筑成本的基础上增加5%~15%的投入用以环保设施，就可以在环保方面取得比较明显的效果。由此可见，环保并不昂贵，别墅消费者为环保买单也就无需有太多成本上的担心。

Preface II

BOUTIQUE Villa

序二



杭州良品室内装饰设计有限公司

杨春雷

“All eagerly build magnificent house by all kinds of skills”, which is a vivid description about the phenomenon that the ancient people would like to build house after they rise in the world. For modern people, as the process of urbanization accelerated, people living in the city want their house to bath in the sunlight and see more green from their house as well as hope their house is big enough... As the pearl of the residential crown, villas service the successful sector of the pyramid tip and always occupy a unique position in the market.

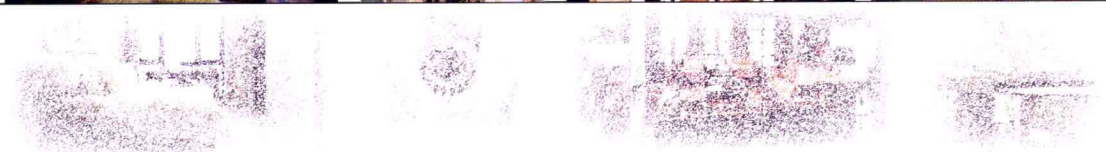
In abroad, the first home is called house and the second home is named villa. When the villa appeared in China firstly, it was translated into villa, estate or castle. No matter how to understand it, villa is a synonym of “independent manor life” in the foreign countries. However, in China, “cottage” means the field house and “villa” refers to the other house, namely the second home. The original villa in China is called “Bie Ye”, “Bie” means the second. In fact, Chinese people had villas in Jin Dynasty about 1600 years ago, such as valley villa in Shichong, Luoyang. Traced back to the earlier 7000 years ago, the pile-dwelling layout of the Hemudu site of Hemudu people not only shows people adapt to the surrounding environment, but also reflects that the original inhabitants understand and take advantage of nature and geography. When ancient people build a house, the site must be considered carefully. It should be fit for the requirements “pillowing mountain, surrounded by water, facing screen”, so most of houses are built along the riverside and against mountains, furthermore, their terrain is high. The environment with beautiful scenery and good “microclimate” is fit for living, and it is also the harmonious and unified soul of people, home and nature.

Villas change our concept for residence. The ideal home is not just a place for eating, sleeping and resting, but it has become a place for your emotional sustenance and emotional mix and is also a place that people pursue noble living style and the quality of the life as well as escape from the noise of urban to return to the simple nature. The villa environment

with secluded scenery and secluded ravines has become the common pursuit of urban elites. However, the traditional villa with poor facility is far away from the city and has high cost of living, so it is only regarded as the second home for weekend holiday, in this way, the using rate is reduced a lot. The rapid development of automobile industry drives the process of urban civilization, and city villa for home life and leisure resort has quietly grown up as the development concept of the villa is mature. In fact, the consumers of luxury house are not lack of the houses for living, and the main purpose they buy luxury house is to improve the quality of life and try a new lifestyle. Therefore, they need a new spatial concept which is a luxury residence bringing the experience of new lifestyle. The natural landscape of the area around the villa can make a huge change for life. Either forest or lake hides the lifestyle that the city life will never give. Painting and piano practice let the thinking endlessly fly to make people enjoy a different kind of “villa life” in the deposit of years. We can enjoy the lifestyle described in the Tang poem “the green moss is growing to the steps, the green grass springs up in front of the curtains. People I talk with are learned and the persons I keep in touch with are erudite. Guqin can be played and precious scriptures can be read.”

Today, Chinese property market is like bamboo shoots after a spring rain and let diverse schools of thought contend. Therefore, the design of villa plays an important role in the sale of the villa project. The design of the sample room not only deeply expatiates on the product, but also docks and exchanges the information of the potential owner. More and more professional design elites in real estate emerge in the flourishing design field of villa showroom, which adds fuel to our increasingly sophisticated real estate.

The publication of this book will let more people understand the aesthetic charm of the villa space and let design change life as well as make people and their heart live in the house.



“皆竞起宅第，楼观壮丽，穷极伎巧”，这是描写古人飞黄腾达后兴建居所的真实写照。对于今人而言，城市化的进程加快，居住在城市里的人都希望自己的居所能够沐浴到更多的阳光，看到更多的绿色，拥有更多的空间……别墅作为住宅皇冠上的明珠，服务于金字塔尖的成功阶层，在市场上始终占据着独一无二的地位。

在国外，第一居所的房子叫house，第二居所叫villa。 villa最早出现在中国时，通常被译成三种：别墅，庄园，或是城堡。不管怎么理解，在国外都是“独立庄园生活”的代称。而在中国，“墅”指野外的房子，“别墅”指另外的房子，也就是第二居所。中国最早的别墅是叫“别业”，所谓“别”的意思是第二。其实中国人在1600年前的西晋就有别墅，如洛阳石崇的谷别墅。追溯到更早的7000年前，河姆渡人河姆渡遗址干栏式建筑的布局，“既体现了人类对周围环境的适应，更反映原始先民对自然、地理的认识和利用”。古人盖房子时选址都是很考究的，要符合“枕山、环水、面屏”的要求，大多傍河而建，背靠大山，地势高爽。景色美且有良好的“小气候”是一种非常完善的人居环境，也是人、居所、自然三者协调统一的精髓所在。

别墅改变了我们对住所的概念。最理想的住所，不仅仅是吃饭、睡觉、休息的地方，它已经成为您情感的寄托、感情的融会，它是您追求更加高尚的居住格调与生活品质、逃离嘈杂的都市喧

嚣、回归纯朴自然的地方。风景幽寂、林壑尤美的别墅环境已成为广大城市精英们的共同追求。然而，由于传统别墅远离城市，配套设施薄弱，生活成本高，只能作为第二居所供周末度假之用，这样一来，别墅使用率便大打折扣。汽车产业的飞速发展带动了城市文明进程，随着别墅开发理念的成熟，集居家和休闲度假于一体的城市别墅悄然兴起。其实豪宅的消费者缺的不是用于居住的房子，他们买豪宅的主要目的是为了提高生活质量，尝试新的生活方式。因此，他们需要的是一个具有新空间概念，能带来新生活方式体验的高级住宅。别墅所在区域的自然景观能让生活产生巨大的改变。森林也好、湖泊也罢，蕴藏其中的是城市生活永远无法给予的生活方式。作画、练琴，任凭思维无尽翱翔，在岁月的沉积中，享受一种别样的“别墅人生”。唐人诗中“苔痕上阶绿，草色入帘青。谈笑有鸿儒，往来无白丁。可以调素琴，阅金经”的生活方式于我们而言有何不可呢！

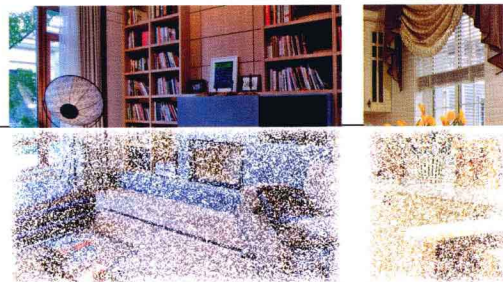
当今中国楼市，如雨后春笋，百家争鸣。因此别墅的设计在别墅项目的销售中起到了非常大的作用。别墅设计不仅仅是对产品的深层阐述，更是与潜在拥有者的信息对接和交流。在百花齐放的别墅设计领域涌现出一个又一个的专业地产类设计精英，为我们日益成熟的地产起到了推波助澜的作用。

本书的出版会让更多人了解别墅空间美学的魅力所在，让设计改变生活，身居而心居。

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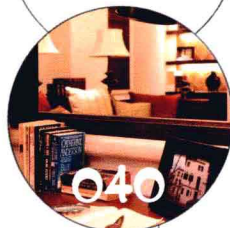


Vanke Gongwang Forest Villa-
British Style

万科公望森林别墅-
英伦风格



Vanke Sunshine Horizon-
Spanish Style
万科阳光天际-西班牙风格



A Journey of Discovery Villa,
Type K

发现之旅K型别墅



The Superimposed Villa, Qingfeng
Courtyard Type D
清枫和院D型叠加别墅



Tanxi Bay Villa, 72#
檀溪湾72#别墅



Tianma NO.20
天马20号



Mage Manor
玛歌庄园



Yichang Villa
宜昌别墅



Vanke Sunshine Horizon
万科阳光天际



Taipei Chen Residence
台北陈宅



The World of Yilin Villa
颐临天下别墅



NO.1 Jiulong Villa
九龙一号别墅



Zhonghai Jadeite Lakeshore Villa
中海翡翠湖岸别墅



Dream of Mount She
佘山的梦想



No. 1 Xiangjiang Villa
湘江壹号别墅



Liuxi Royal Garden in
Zhu Jiang, B-B Villa
珠江·流溪御景花园
B-B型别墅



Banshan Villa
半山别墅



Humble
Administrator's
Easter Garden
拙政东园



Times Mont Blanc
International
Apartment
时代白朗峰国际公寓



Tongjing
International City
Communities H Villa,
13#
同景国际城H组团别
墅13#



Townhouse of Jingyurong
金城榕郡联排别墅



Blue Sea of
International Trade
国贸蓝海



THONG LOO VILLA

东罗别墅



Waterfront Mansion
Villa
水岸豪园别墅



A Comfortable Village
小憩村



Poly Oak Villa
Project
十二橡树庄园



Kong
空



Soul Harbour
心灵港湾



Dancing Night
圆舞之夜



Vanke Gongwang Forest Villa- Mediterranean Style

万科公望森林别墅—地中海风格



设计公司：杭州良品室内装饰设计有限公司
设 计 师：杨春雷
项目地点：浙江杭州
面 积：450m²
材 料：仿古砖、石材、壁纸等



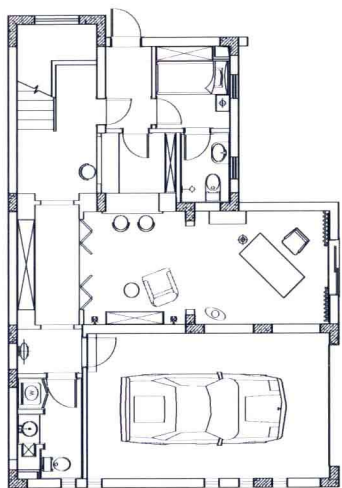
The case is Vanke's high-end project named Vanke Gongwang Forest Villas show flat, adopted the romantic Mediterranean style. Developers deliberately create a distinguished, leisured and romantic as well as sunny atmosphere of life.

In the spatial layout, the designer uses open approach to deal with the living room and the dining room on the second floor, which makes space even more agile and perspective more open.

In decorations, the lush floriculture and elegant candleholders fully set off a kind of dignity and taste.

The rich colors, relaxed casual atmosphere and romantic taste of the exotic make people feel that they were in the Bramasolo under the Tuscan sun to let people linger on.





本案是万科地产的高端项目“万科公望森林别墅”，采用的是浪漫地中海式的建筑风格，开发商着意营造一种尊贵、休闲、浪漫、阳光的生活氛围。

在空间布局上，设计师在二层客厅与餐厅之间做了开放式的处理，这样使得空间更加灵动，视角更加开阔。

配饰上，茂盛的花艺、典雅的烛台，充分衬托出一种尊贵和品位。丰富的色调、轻松休闲的氛围、浪漫的异域风情，使人仿佛置身于托斯卡纳艳阳下的巴摩梭罗，让人流连忘返……

