

香港理工国际出版社 主编

方风情餐厅

ORIENTAL STYLE
RESTAURANT

中式东方风情

东南亚海岛风情

日韩东方风情

别样东方风情

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责任编辑: 刘 焱 张晓敏

特约编辑: 高雅雯

责任监印: 马 琳

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PREFACE

In the 21st century, the era of pursuing individuation and diversified consumption, people need both the creature comfort as well as spiritual enjoyment. We not only have a taste of the food's colors, flavors and shapes, but also deserve more enjoyment from the catering environment and culture. So the original creative design will contribute to the enjoyment while eating in the restaurant.

All sorts of restaurants mix together with the regional culture, nobleness, romance, specialty and characteristic. The architect instills the veiled oriental beauty into the western logical design method, with all of which the masterpiece evolves time after time and comes into being. Every detail of the oriental style restaurant conveys the profound oriental historical culture, such as paper-cutting, woodcarving, mural, as well as the serenity and far-reaching of the oriental world brought by the silver foil, which leads a person to endless aftertastes. The detail of rich texture and warm colors relevantly reveal the romantic charm. How to find the missing memory in deep mind of the great oriental culture, get the consonance of the world, initiate first buying and much more consumption are the questions lingering in the designers' mind. This is not the simple pursuing in design but the perfect match of commerce and art.

The collocation of color, different styles of images, space deconstruction and design ideas absorbed from painting as well as source of the oriental culture will all be fully shown in the book. The numerous world-class restaurant design plans have factually presented the way how the designers abstract oriental elements, and relevantly reflect them in the high-end catering market. All of these make the original design conception more mature and commercialized.

Based on the design style, this book overall presents the best works with different aspects of the restaurant, such as decoration, service, topic, culture, interior lighting, music and style. With Chinese Style, Japanese and Korean Style, Southeast Asian Style and other Oriental Style, the book is able to present the mysterious tour to oriental catering architecture, culture, and art better than anyone else.

前言

在 21 世纪这个追求个性化、多样化消费的时代，人们追求物质享受的同时也对精神层面提出了更高的要求。顾客在现代餐厅品尝的不仅仅是菜式的“色、香、味”，更重要的是其与众不同的就餐环境和独树一帜的餐饮文化。如果餐馆的设计能够准确传达其独创性，顾客将舒适地享受，菜肴也定将更加美味。

形形色色的餐厅融合不同的地域文化，将尊贵、浪漫、专业、特色融为一体。其中，东方的美是含蓄的，温文尔雅的。设计师将东方意境转化为视觉语言，并用西方的设计方法和严谨的推理，层层演变。以东方风情为主题的餐厅中，每个细节都传达着饱含深厚历史底蕴的东方文化，令人回味无穷。东方的窗花、木雕、壁画，或是些许银箔营造出东方世界的宁静与深远；细部的丰富肌理与温暖色彩又贴切地展现出新的东方韵味。如何从博大的东方文化中找寻失去的点滴记忆，并得到国际人士内心深处的共鸣，引发初次消费和再次消费则是设计师思考的话题。这并非设计层面上的简单追求，而是商业和艺术的完美结合。

设计师调配的色彩、风格迥异的图案、空间的解构以及从绘画艺术和东方风情的源泉中吸收的设计思想，所有的这一切都将在本书中充分展现。书中辑录了众多杰出的餐厅设计方案，真实地展现出设计师如何提取东方文化，并将其贴切地反映到高端消费的餐饮市场中，将原创的设计理念演绎得更加成熟与商业化。

全书以餐厅设计风格为轴，全面辐射餐厅设计的装饰、服务、主题、文化、室内灯光、音乐以及格调等各个方面，为您展示最优秀的作品。中式东方风情、日韩东方风情、东南亚海岛风情、别样东方风情，各具特色，不仅形象地渲染着东方文化，也成为一种别样的艺术，将热烈含蓄、妩媚神秘、平和激情演绎得淋漓尽致。《东方风情餐厅》将世界各地的不同文化和特色展现得淋漓尽致，带您体会不一样的风味，不一样的情调，不一样的享受……



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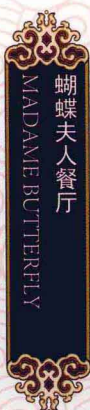
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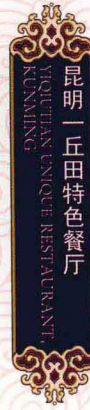
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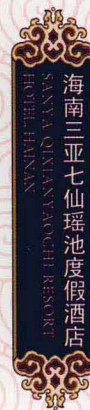
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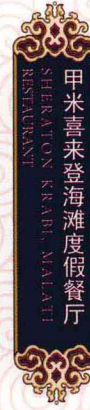
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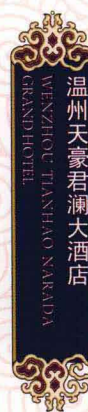
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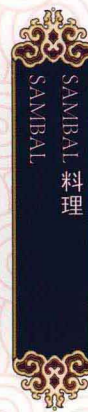
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中式东方风情
CHINESE STYLE



Taste gourmet , taste life....

珍馐美食，品味生活.....

MADAME BUTTERFLY

蝴蝶夫人餐厅



Design Company: IndoChine Group Pte Ltd

Location: Singapore

Completion: 2010

项目地点：新加坡

设计公司：IndoChine Group Pte Ltd

竣工时间：2010 年

A majestic and charming restaurant, Madame Butterfly, is located at the tourist-favored destination of Clarke Quay, serving up modern Chinese cuisine with influences from restaurants in the region of Southeast Asia. Madame Butterfly's signature offerings are certainly epicurean delights fit for royalty. Experience a perfect marriage of flavors with the ocean-fresh fish, impeccably complemented by the tangy and zesty sweetness of the mango salad.

华丽妩媚的蝴蝶夫人餐厅位于新加坡广受青睐的度假胜地——克拉码头。受到东南亚地区餐厅的影响，该餐厅主要为顾客提供现代中式美食。蝴蝶夫人餐厅的餐饮无疑是丰盛且令人心醉的，深受皇室喜爱。新鲜海鱼的最佳搭配令人回味无穷；清香扑鼻的芒果沙拉也使人兴致倍增。









