



2010

CLASSICAL DESIGN
OF SHOW FLAT

样板房设计经典

深圳市创扬文化传播有限公司 编



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序言

Preface

现今社会是一个瞬息万变的繁华都市。信息科技发达，让人们可跨越地域的界限，接触不同的事物，令眼界更广阔。随着生活水平的提高，人们对室内设计更为重视，而样板房正是楼市发展进程下的衍生物。一个出色的样板房能令准买家眼前一亮，引起他们对新居所的憧憬，从而燃起其购买意欲，为楼盘的销售带来理想成效。样板房给我的感觉就如一个室内设计师的舞台，设计师往往会将最昂贵、最特别的物料和最新颖的设计元素运用进去。样板房内的每一样物品，细微至书桌上的钢笔，大至一幅效果墙，都能看出设计师对设计的执着。虽然样板房的感觉往往是极尽奢华，为样板空间营造出一个金碧辉煌的效果，但本人认为，样板房的灵魂应放在设计的根本元素——空间的规划上。设计师首先应该考虑的是室内空间和结构，先重新规划好内部框架，把单位的缺点淡化的同时，亦把其优点放大；其次是深入考虑楼盘的建设风格和市场定位等，不应刻意突出设计风格而将昂贵价格的物料勉强加进空间。

在人类文明进步之际，环境亦同时遭受巨大的破坏和资源的消耗，环境保护已迫于眉睫，刻不容缓。作为从事室内设计的一员，设计师也应在设计上多加考虑，为我们这地球村的保护出一份力。

环保材料的应用、资源破坏的计算、物料货运距离所加增的能源损耗、室内室外温度差别的控制、天然资源（如阳光和风向对流）的利用、物料回收再造的价值等，这一切也能糅合于一个成功的室内设计之中。

在主张消耗和浮华设计的潮流里，当代的同业们或许该在美观上、实用上和环境保护上找出一个新的平衡，尝试闯出一个新的路子。



林文学室内设计有限公司设计总监 林文学

In our time, the whole society is a constantly changing metropolitan. The highly developed science and technology allows people to get in touch with various things without boundaries and broaden their vision. Along with the increasing of living quality, people are paying more and more attention to the interior design, upon which show flat is born. An excellent show flat enlightens the buyer and arouses their desire for a new apartment and therefore brings ideal profit for the real estate. Show flat leaves me an impression as a stage for the designers. More often than not, a designer would put all the most expensive, unique materials and the novelst design elements into it. Every single item in a show flat, as small as a pen on a desk or as big as a picture wall, shows the persistence of the designer. Although show flat always impresses people with its extreme luxury and magnificence, I believe that the soul of a show flat is the design of the space. The designers should first consider the interior space and structure, redesign the interior framework, desalt the flaws of the unit and develop its advantages; secondly, they should consider the style and market positioning of the building, instead of adding things into the space just to bring out the style and how expensive the materials are. While human civilization is stepping forward, the environment is bearing heavy damages and the consumption of natural resources. Environmental protection is extremely urgent. As a member of interior design, the designer should also take this into consideration. The application of environmental materials, the calculation of the destruction of natural resources, the extra energy consumption caused by transporting materials, the control of the different temperature indoor and outdoor, the usage of natural resources such as sunlight and wind convection, values of material recovery and so on, all of which should be merged into a successful interior design. In a world that advocate consumption and luxuriant design, those who are in the same business should maybe find a new balance point among aesthetics, practicality and environmental protection and a new way out.

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■ 设计师 Cameron Woo / ■ 设计公司 Cameron Woo Design
■ 公司网址 www.cwd.com.au / ■ 项目地点 Singapore

The Orange Grove

绿满香庭

我们的设计目标是打造一个极尽精致、奢华，和国际接轨的内部空间。我们请卧虎藏龙的女主角杨紫琼作为代言人，因其是亚洲最知名的名人之一，并代表了中西文化的完美结合。

我们的理念是把该空间当做一所位于市区的奢华现代热带亚洲小平房来对待。通过参考亚洲奢华品牌如阿曼、悦榕庄等豪华度假场所来打造一种很强的空间感。

Our design goal was to create an interior that fulfils the pampered lifestyle of the sophisticated, ultra-wealthy, international jet-set market. We identified actress/celebrity Michelle Yeoh of Crouching Tiger Hidden Dragon fame, one of Asia's most recognized international celebrities as the "face of the development" as she embodies the best of the East and West lifestyle.

Our concept was to treat the apartment as a luxurious modern tropical Asian bungalow in an urban setting. We create a strong sense of place by referencing Asian luxury brands such as Aman resorts and Banyan Tree for the jet-set patriarch/matriarch market.

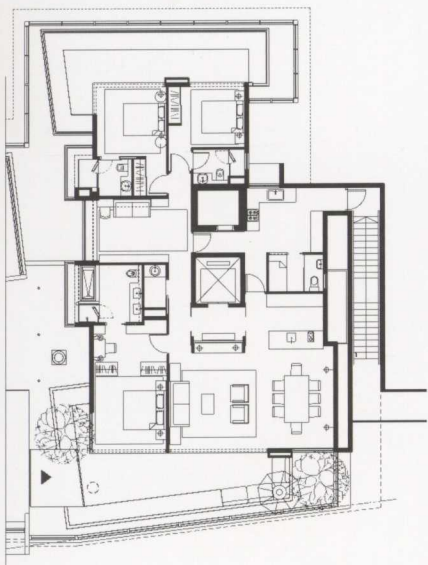






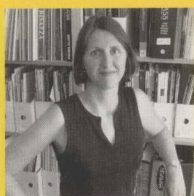
内部空间既现代又古典，融合中西文化。我们设想以后的居住者是一个收藏中国古典青花瓷及现代亚洲艺术品的收藏家。房间里的粉色墙面灵感源于粉彩瓷，客厅里的中式柜子饰有不锈钢。

The interior is both modern and classic, taking influences from the East and the West. We imagined the occupant to be a collector of both traditional Chinese blue and white porcelain and of modern contemporary Asian art. Even the shimmering pink walls of the family room take its inspiration from famille rose porcelain and the Chinese cabinets in the living room are wrapped in stainless steel.









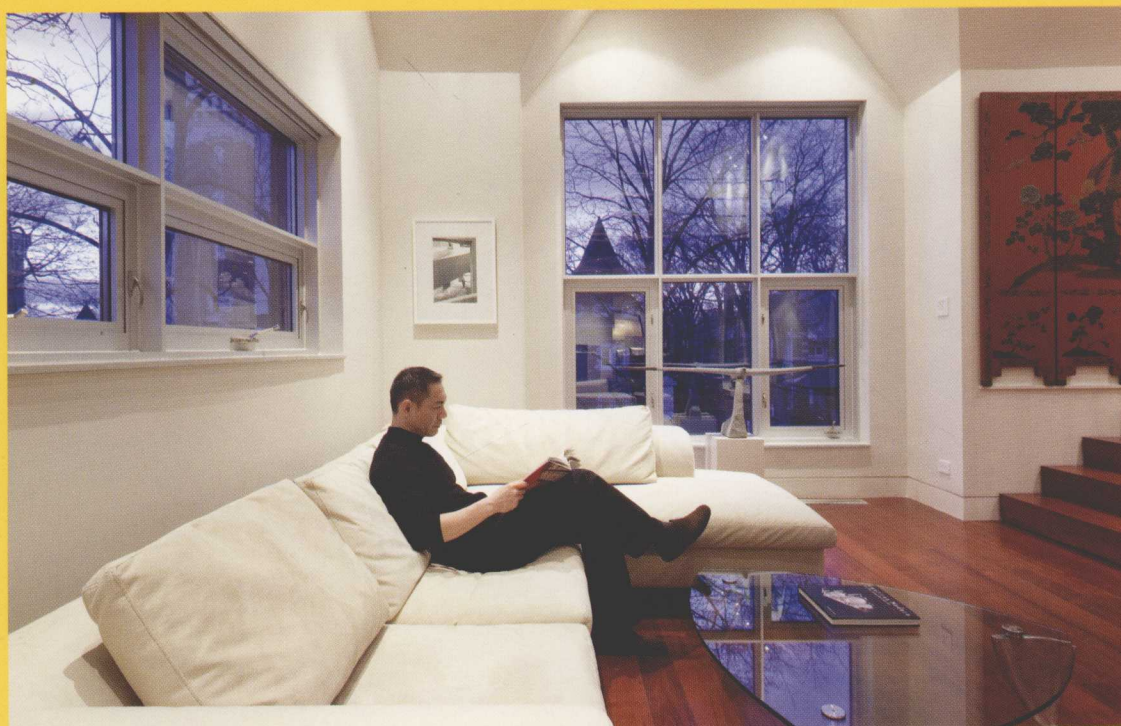
■ 设计师 Heather Dubbeldam、Tania Ursomarzo、Alex Lam、Katya Marshal / ■ 设计公司 Dubbeldam Design Architects
■ 建筑面积 153.29m² / ■ 摄影 Tom Arban

Walmer Loft

沃默公寓

纵观多伦多史上著名的卡萨罗马马厩，这座20世纪20年代的公寓套房已经从一组窄小暗黑的房间改造成一个平面设计师的住所。这次的革新保留了原建筑的外在魅力，而把室内改成了适合当代生活的环境：简洁的线条，开放的空间，充足的自然光和特殊的室内外景。

Overlooking Toronto's historic Casa Loma Stables, this 1920s duplex was converted from a group of small, dark rooms into a graphic designer's residential loft. The renovation was designed to retain the charm of the building's historic exterior, while transforming its interior for contemporary living with clean lines, open space, increased natural light and specifically framed interior and exterior views.







室内大部分墙面都被移除，客厅的天花挑高至顶梁处，大大地扩大了视觉空间。中间加了个夹层，打造一个私密空间，带有轻钢扶手的悬浮红木阶梯延伸至夹层。原有的小窗户被扩大了，把自然光融入空间。另外还设有一个两层高大的窗户，框住了马厩的景观，感觉像是飘于树端。内置元素像壁炉以及一些特殊定制的展示区在相对开放的设计中打造了一种隔离感，并且形成了一种符合业主艺术品位的景观。

室内温润的红木、白墙，及干净的几何线条，为业主的艺术藏品以及经典现代家具提供了一个干净的背景。



Most of the interior walls were removed and the living room ceiling was opened up to the roof rafters, creating a double-height loft space that feels much larger than its modest floor area. A mezzanine was inserted to create a private zone that can be accessed by a floating mahogany stair with a light steel railing. Small windows were enlarged to infuse the space with natural light, and a large two-storey window was added to frame a view of the stables and to give the feeling of floating in the tree-tops. Built-in elements such as the fireplace and custom-designed display areas create a sense of division in the otherwise open plan, and frame curate views that allude to the owner's artistic outlook.

The owner's Asian heritage is reflected in the interior's warm red woods, white walls and crisp geometric lines, providing a clear backdrop for the owner to showcase his long time collection of Asian art and artefacts and classic modern furniture.