

NEW vol. 1 TOP SHOW FLAT

中国最新顶尖样板房 IV(上)

深圳市创扬文化传播有限公司 / 编

IV



大连理工大学出版社

TU238
321
=4(1)

NEW vol. 1 TOP SHOW FLAT

中国最新顶尖样板房 IV(上)

深圳市创扬文化传播有限公司 / 编 赵欣 / 译

IV

大连理工大学出版社

图书在版编目(CIP)数据

中国最新顶尖样板房. 4: 汉英对照 / 深圳市创扬文化传播有限公司编; 赵欣译. — 大连: 大连理工大学出版社, 2009.9

ISBN 978-7-5611-5061-0

I. 中… II. ①深…②赵… III. 住宅—室内设计—作品集—中国—汉、英 IV. TU241

中国版本图书馆CIP数据核字(2009)第150055号

出版发行: 大连理工大学出版社

(地址: 大连市软件园路80号 邮编: 116023)

印刷: 利丰雅高印刷(深圳)有限公司

幅面尺寸: 230mm × 300mm

印 张: 45

插 页: 8

出版时间: 2009年9月第1版

印刷时间: 2009年9月第1次印刷

策 划: 袁 斌

责任编辑: 刘 蓉 于 翀

责任校对: 马 帅

封面设计: 甲子设计 佚鑫

版式设计: 甲子设计 佚鑫

ISBN 978-7-5611-5061-0

定 价: 580.00元(上、下册)

电 话: 0411-84708842

传 真: 0411-84701466

邮 购: 0411-84703636

E-mail: designbooks_dutp@yahoo.cn

URL: <http://www.dutp.com.cn>

如有质量问题请联系出版中心: (0411) 84709246 84709043



The Design of Show Flats — the Educational Commission of Designers

样板房设计——设计师的教育使命

The design of show flats is a weaving of dreams. In the dreams, the developers, with the hands of designers, draw out a blueprint of inhabitancy, and offer the customers an unlimited imaging space, which arouses the customers' desires of buying. Since many customers' understanding and knowledge of architectures and spaces are formed by the designers' guide, especially by the show flats, they are deeply rooted, rather unconsciously, in the consumers' imagination of spatial designing. In consequence, the responsibilities of designers are very important, as they do not merely carry out a designing scheme, but carry a commission of transferring cultures.

The various currently popular spatial styles are called classical, neo-classical, Baroque, Pop, American Rural, Japanese Zen, Chinese, and even New York. The different styles that are widely used in designing show flats, in fact, have profound meanings. Therefore, as architects or designers, we should not merely pile up the various complicated elements, but study their cultural backgrounds, inscapes, inverse proportion, etc. well. As a consequence, we still hold the belief that the designing of spaces should focus on the essence of the space, for example, displaying the cultural backgrounds of the style, the correspondence of moving lines, the exhibition of lights and shadows, and the aesthetic appeal of the matching of materials. In this way, we shall not be trapped in the set pattern of accomplishing nothing.

In terms of the design of show flats, apart from conveying the message of the aesthetic value of the design, we have opportunities to further convey the possibilities of the use of spaces to customers. We are simulating an ideal living form, and advertising our customers about the possibilities of the use of spaces, the use of materials, and the matching of furnishings and equipments. We offer a newer and better concept; as a consequence, we must improve ourselves at all times, and pace up with the international trend in terms of the designing, construction materials and equipments.

样板房的设计是一个梦想的编织，开发商藉由设计师的手画出一个居住梦想的蓝图，给客户无限想像的空间，引发客户购屋的欲望，许多消费者对于建筑、空间的理解与认知都是藉由设计师的引导而成形的，特别是样板房，不知不觉地深植于消费者对于空间设计的想像中，因此设计师的责任其实相当重大，不单纯是执行一个设计案，更背负一种传递文化的使命。

时下流行的各种空间风格，号称古典、新古典、巴洛克、波普风、美式乡村、日式禅风、中国风甚至纽约风。被广泛使用于样板房的各式风格其实皆有其深邃的含义，身为建筑师或设计师应当更深入地去研究其文化背景、构成要素、讲求的比例美感等课题，而不是单纯地将各种复杂的元素堆砌起来。因此，我仍坚持认为空间设计应该着重于空间的本质，如展现风格的文化背景、配置动线的协调、比例光影的展现及材质搭配的美感等，如此一来，才不会陷于画虎不成的窘境中。

在样板房的设计上，我们除了传递空间设计美感的讯息外，更有机会进一步传递给客户空间使用的可能性，我们在模拟一种理想的居住形态，我们建议客户空间使用的可能性、材质使用的可能性、家具设备配搭的可能性等，我们提供更新、更好的概念，因此我们也必须不断地进行自我提升，不论对于设计，还是建材、设备等，必须随时跟上国际潮流。

中怡设计事业有限公司
沈中怡



Life of the Show Flats

样板生活

It has been almost a decade since I entered the show flats designing area. During the ten years, my team and I have designed and carried out a large number of show flats, and have frequently visited the show flats designed by other designers. Although show flats, as an important marketing means of the sales of developers, are under the restrictions of various marketing requirements of the developers or costs, the living scenes created by them are what attract the public. The original cold and indifferent concrete and brick walls, recreated by the designers' minds, are transformed to a conceptual space, which is longed for by the public and used to be vague in our mind. As a result, a living scene is vividly displayed in front of us, and it also allows the owners to mingle their knowledge, feeling and experience that they have never had into one, so that it drives the hesitation out of the experimenters in an irresistible way. In such a way, show flats, with the marketing channels of the developers, go into many families unconsciously, and are directing people's life quality to be upgraded gradually, living patterns to change continually, and the aesthetic taste and artistic sentiment to improve constantly. At the same time, with the recreation of the excellent designers, the indifferent rough houses are embedded with new spatial concept and completely and thoroughly remoulded, with the help of the designers' redesigning to every aspect, such as the layout, spatial dimension, day-lighting, ventilation, illumination, facing, materials, and the interior furnishings. In a certain perspective, a good show flat is in fact an outstanding marketing plan of the real estate. It not only incarnates the perfect combination of the orientation of the real estate property and the orientation of the marketing targets, but also incarnates the marketing targets' requirements for non-materials and their understanding of the longings for a new life. It not only meets the marketing requirements of the developers, but also fulfills the expectations of the owners. As excellent show flats, they have a more profound influential impact, that is "the cultural orientation", which is the deep-seated cultural deposit contained in the classic living scenes created by the designing. No matter they are traditional or modern, overseas or domestic, classic or fashionable, the designing styles of the show flats are often evaluated from every aspect. It, in fact, tastes a household culture—a culture that directly influences people's nerves, controls people's minds, and changes people's lives. The deeper the culture deposits, the greater the influence. An excellent show flat is actually a revolution of new life. As designers, we are supposed to be the advocates, pioneers of the new life, and as well as the models and avant-couriers. A good design is based on a good understanding of life.

Guangzhou Fangwei Decoration Co., Ltd.
Zou Zhixiong

自从2000年涉足房地产样板房设计领域以来，已经过去了将近十个年头。十年来，我与我的团队每年设计并实施了大量的样板房，也经常去参观同行们所设计的样板房。

样板房，作为开发商销售的一个重要营销手段，虽受到开发商种种营销要求或成本的约束，但真正撩动大众之心的是样板房所营造的生活场景。原本冷漠的混凝土砖墙之躯，经过设计师的再造，被打造成一个让人们期待已久的空间。原本在脑海中混然模糊的概念空间，成为瞬间活生生地展示在人们眼前的生活情景，并让业主亲临其境体验设计带来的崭新生活模式，从而改变了人们原先的生活形态，将很多对于业主来说从未有过的感知、感受与体验同时交织在一起，无法抗拒地将体验者的迟疑驱逐。样板房，就这样随着开发商的营销渠道，不经意地进入千家万户，引导着人们的生活品质不断提升，生活模式不断变化，审美情趣和艺术情操得到不断的熏陶。同时，随着优秀设计师的设计和再造，原本面无表情毛坯房，通过优秀设计师对其布局、空间体量、采光、通风、照明、饰面、材质、室内陈设等方面的重新设计，被赋予了新的空间概念，彻底地脱胎换骨了。从某个角度来看，一个优秀的样板房，其实也是一个出色的房地产营销策划案，它既体现房地产产品的定位与销售对象的定位的完美结合，也体现了销售对象的非物质需求与对新生活向往的透析。它既达到了开发商的营销要求，又满足了业主的期待值。作为优秀的样板房，其实更为深层的影响力，是作品所创造的经典生活情景中所蕴含的深层文化底蕴，即“文化定位”。无论是传统的还是现代的，海外的还是本土的，经典的还是时尚的，人们往往会对样板房的风格等方方面面进行评价，其实是在品味一种家居文化，这种文化直接影响着人们的神经，左右着人们的大脑，改变着人们的生活。文化的底蕴越深，这种影响力就越大。一个优秀的样板房，就是一次新生活的革命。作为设计师，应该是新生活的倡导者、先驱者，是榜样，是先锋。懂生活，才会有好设计。

广州方纬装饰有限公司
邹志雄

Creating an All-year Round Holiday Heaven

打造全年无休的度假天堂

IVNEW

TOP SHOW FLAT

Under the busy work and the pressure of life, modern people long for holidays to relax themselves. This makes overseas traveling the most desirable thing for them. People wish to go to different countries to experience various cultures and customs, to enjoy different relaxing styles, and to relax their busy lives.

We examine the extension of living space of relaxing holidays in the perspective of designing spaces, and make returning home become a way of keeping away from the ordinary life, combining the concept of relaxing both mind and body with the living space, and create for the owners a all-year-round holiday heaven, making everyday at home become wonderful. With such expectations, we create one after another exclusive and unique living space for the owners.

In recent years, the concept of environment-friendliness has become a trend, and more and more architecture projects place emphasis on the harmony with nature. Matching with the natural lights and shadows, flowing waters, wind and green plants, they define the natural existence of architectures. Tadao Ando, a famous Japanese modern architect, once said that "one part of architectures depends on the thinking, and the other part derives from existence and spirits". However, in the space designing areas that we can control, what we have done is to draw the living intelligence of people from old till now, and to display the inspirations from the natural elements and positive energies, so that we can guarantee a harmonious temperature for the conversation of space and people, and display the humanist temperament of the living space, making the natural craftwork crash and integrate with the modern craftwork. Apart from that, we can simplify the moving functions required by the spaces into the aesthetic-oriented visual exhibitions, and bring more lights and shadows, air, green plants and humanist aesthetics into the living spaces. In the fashion of luxury designing, pursuing the pure energies of returning to innocence is not only an effort made for a sense of responsibility and commission of us, but also an effort made for protecting the living environment of our next generation.

However, what we want to convey to the owners is a living style and quality of the new era, and help the owners to be aware of the importance of using the all-sided environment-friendly materials. Improving the living quality is not merely to supplement the functions and aesthetics; instead, we place more emphasis on the use of natural and environment-friendly means. There is no shirking the responsibility for us to help the owners to have a healthy life.

When a new committed project begins, we will always try to know the owner as deep as possible, and try to know everything of him or her, including the occupation, specialization, family members, living habits, interests and hobbies, dressing tastes, and even the spiritual aspects, such as his or her religious beliefs and customs. Apart from that, we will also discuss with the owner about his or her dreams or expectations for the committed living space. That is because we can not create a perfectly customized living space for the owner unless we understand his or her expectations.

Besides, in the process of our many years of traveling and studying, we have accumulated comprehension and understanding of the local styles in different countries, the flexibility and methods of the furnishings of spaces, the materials, colors, crafts, humanist

tincture, and decorative arts that each style requires. In addition to that, we have also known that the living habits and customs of the local people are different, which also have an effect on the style itself. If we have a comprehensive and profound understanding of all these, even if the committed projects may greatly vary in styles, we can still make a perfect expression for the whole style. What we display is not merely a spatial originality and living aesthetics, but creating a unique life and move in a space.

Lunarian Creative
Billy Wu & Shemy Tai

现代人在繁忙的工作及生活压力之下,期待度假放松。这也让出国旅行成为休假时最想做的事情之一。去不同的国家感受不同的风俗民情,享受不同的放松方式,让自己的忙碌生活得以缓解。

我们以空间设计的角度来详观放松的度假之于居住空间的延伸性,并让回到家就能远离尘嚣、身心得以释放的理念和居住空间相结合,将业主的生活空间打造成一个全年无休的度假天堂,让住在家中的每一天都是美好的。带着这样的期许,我们为屋主打造出一个又一个专属且独一无二的生活空间。

近年来人们的环保意识增强,有越来越多的建筑案例强调与自然融合共生,结合场地的自然光影、流水、风动和植栽,定义出建筑的自然存在。日本当代建筑大师安藤忠雄也曾经说过:“建筑的一半依赖于思维,另一半则源自于存在与精神”,而在我们所能掌控的空间设计领域里,我们所做的是汲取从古至今人们的生活智慧,并呈现来自于自然元素与正面能量的灵感,让空间与人的对话有了和谐的温度,展现居住空间的人文气质,让自然与现代工艺碰撞结合,将空间中所需的活动机能简化为以美学为主导的视觉呈现,并使居住空间纳入更多的光影、空气、植栽、人文美学等。在一片繁华设计的声浪中,寻求返璞归真的纯净能量,不仅是为了自己的责任和使命而努力,也是为维护下一代的生活环境尽一份力。

而我们更想传达给业主的是一个新时代的生活方式和质感,并让业主了解到使用全面性环保素材对居住空间的重要性。让居住生活的质量提升,不仅是通过机能和美学的相辅相成,我们更着重使用自然环保的做法来达成,为业主居住的健康把关,对我们来说是责无旁贷的事情。

而当一个新的委托任务展开时,我们将会深入地认识业主,了解他(她)的一切,包含职业、专长、家庭成员、生活习惯、兴趣爱好、衣着品位,甚至心灵层面的宗教及风俗等等,并且与业主讨论对于委托设计的居住空间有着什么样的梦想与期待,因为只有了解屋主的期待,我们才能创造出为他(她)量身定做的完美居所。

也因我们在多年的旅游与求学经验中,累积了对各国家和地方风格的了解与解析,除了空间配置的灵活度和手法,各风格所需使用的材质、配色、工法、人文气息、装饰艺术,以及当地居民的生活习惯、风俗民情的不同,也在影响着风格本身,而我们对这一切有了全盘通透的了解,即使受托付的项目的风格截然不同,我们也能为整体风格做出完美的诠释。

我们呈现的不仅是空间创意和生活美学,更多的是在一个空间里,酿造独一无二的生命力与感动。

宽月空间创意公司
吴奉文 & 戴绮芬





Contents 目录

IV NEW TOP SHOW FLAT

- | | | | |
|-----|--|-----|---|
| 008 | Shimao Riverfront
世茂滨江 | 206 | Babylon Garden
巴比伦花园 |
| 012 | The View Point of Nansha
南沙境界 | 212 | Apartment in the Northern District
北区公寓 |
| 018 | Dynamic Zone of the Hengji Shuiyutianji, Wuhan
武汉恒基水域天际之动感地带 | 218 | Municipal Rock
市政磐石 |
| 022 | The Cozy European Style of the Hengji Shuiyutianji, Wuhan
武汉恒基水域天际之温馨欧式 | 224 | Wuri Show Flat
乌日案 |
| 026 | Between White and Black
黑白之间 | 228 | Nanjing Verdure International
南京翠屏国际 |
| 030 | Soulharbor 2#
心家泊2# | 232 | Room 202, No. 52, Spring Wind Garden
春风苑52号202室 |
| 042 | Rose Garden
玫瑰园 | 236 | Huimei Jingtai in Guangzhou
广州汇美景台 |
| 046 | Memory Outlined by Lines
线条勾勒的记忆 | 242 | Meditation on the Past
怀古 |
| 052 | Ma Residence
Ma Residence | 248 | The Affection for Gold
金迷恋 |
| 060 | Residence 214
Residence 214 | 252 | The Romantic England
浪漫英伦 |
| 070 | Residence 38
Residence 38 | 258 | White Orchid
白兰 |
| 074 | Residence 96
Residence 96 | 262 | The Chinese-style Show Flat of Jianye Guiyuan Garden, Shangqiu
商丘建业桂苑中式样板间 |
| 078 | Large Design in Small Space
小空间大设计 | 266 | Jade City Villa in Chengdu
成都翡翠城别墅 |
| 084 | Southeast Building
东南大厦 | 272 | The Italian-style Mr. Ou's Residence
意式欧公馆 |
| 088 | "My Home", Ecological and Healthy Community
“我的家”生态健康社区 | 278 | Moonset Pavilion
落月阁 |
| 092 | Rongqiao Perfect River
融侨锦江 | 284 | Mountain Villa
依山别墅 |
| 102 | Dunhua Zhongtian
敦化中天 | 290 | Jen Guan Linkou Mr. Cai's Residence
真观林口蔡公馆 |
| 108 | Qingyang Kangchen—Deep White
清扬康臣—深白 | 296 | Grand Canal Peacock City Townhouse Show Flat
大运河孔雀城叠拼样板间 |
| 114 | Xiang Jiang Feng Jing
香江枫景 | 302 | Nangang World Trade Show Flat
南港世贸样品屋 |
| 124 | Small Duplex of Service Flat, Huafu No. One
华府壹号酒店式公寓小复式 | 308 | American-style Classality
美式古典 |
| 130 | Sunlight Golf 3-26
阳光高尔夫3-26 | 314 | Jia Tai Garden
嘉泰雅园 |
| 140 | Rui Jing Wen Hua
瑞景文华 | 318 | No. 03 of Building 2, Tianhua Meidi
天华美地2栋03 |
| 148 | Style
格调 | 324 | No. 06 of Building 9, Tianhua Meidi
天华美地9栋06 |
| 154 | Black and White Album
黑白画映 | 328 | No. 1005 of Building 8, Tianhua Meidi
天华美地8栋1005 |
| 162 | Red Love
红色爱恋 | 332 | No. 1006 of Building 9, Tianhua Meidi
天华美地9栋1006 |
| 170 | Autumn
秋 | 336 | No. 1005 of Building 9, Tianhua Meidi
天华美地9栋1005 |
| 178 | Silver Makeup
银妆 | 342 | Xing Hu Ao Yuan Show Flat, Zhaoqing
肇庆市星湖奥园样板房 |
| 186 | No. 109 of Island 23, Green Town Harbor
名城港湾23#岛109 | 346 | Being Natural
自然而然 |
| 190 | No. 101 of Island 8, Green Town Harbor
名城港湾8#岛101 | 350 | Private Club of Chinese Traditional Courtyard
四合院私人会所 |
| 196 | Row House in Hangzhou Sweet Osmanthus Town
杭州桂花城排屋 | 354 | A Low-profile Villa Life
低调的别墅生活 |
| 202 | The Landlord's Manor Villa
世袭领地别墅 | 360 | Di Jing Tian Cheng Villa
帝景天成别墅 |

IVNEW
TOP SHOW FLAT



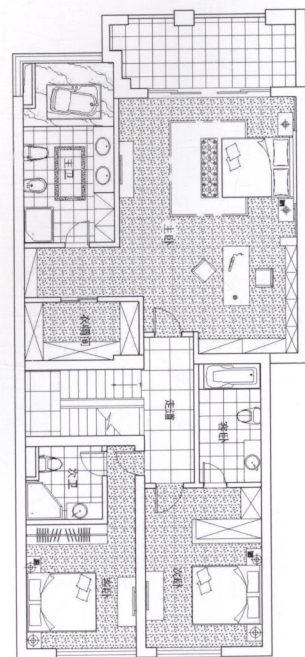
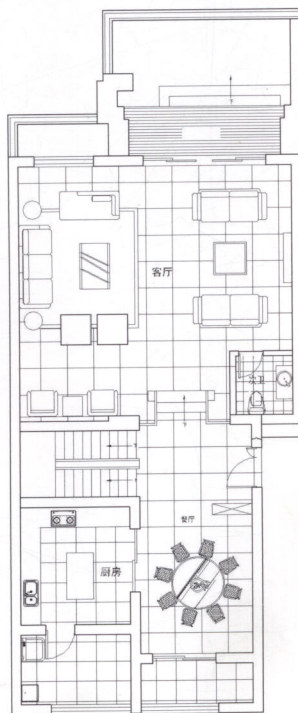
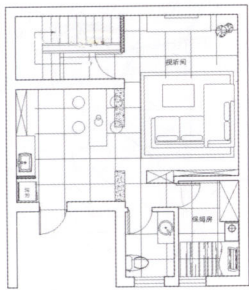
Shimao Riverfront 世茂滨江

The brilliant colors, artistic forms, organic and colorful materials, and crystal and romantic illuminations are the highlights of this design. In the undefiled space, the designer cuts out the cold, warm, brilliant, and plain color blocks, and the lights endow the space with changes. The unique and charming design of the background wall adds a strong atmosphere of art into the space. The interior furnishings

with brilliant colors and exquisite texture are echoing with each other to form a strong sense of rhythm. The designer divides the space into dynamic and static parts with the color of the lights and decorations. In this project, the metrical blocks, romantic and harmonious colors, and decorations with artistic flavor impress us deeply.

- 地 点 | 上海
- 设 计 师 | 萧爱彬
- 设计单位 | 萧氏设计









绚丽的色彩，艺术的形式，有机而富于变化的材质，还有浪漫晶莹的灯光是本案设计的亮点。设计师在洁白的空间里，掘出冷、暖、艳、素的色块，点亮灯光，使空间富于变化。别有韵味的背景墙设计，为整个空间增添了浓厚的艺术气息。室内的摆设不但色彩艳丽、质感考究，而且相互呼应，极富韵律感。设计师以灯光和装饰物的色彩将空间划分为动、静两部分。本案富有韵律的体块，浪漫和谐的色彩，以及充满艺术气息的饰品，给人回味无穷的感觉。





IVNEW
TOP SHOW FLAT



The View Point of Nansha

南沙境界

This project is elegant and luxurious, just like a high-end club, featuring a luxurious experience, and the large area of beige features a clean and elegant feeling. A natural, luxurious and classical temperament runs throughout the design of the whole room, and the mahogany color on the wall is coupled with the mirror, crystal droplight, and wall lamp to create a classical and pure beauty for the space. On the interfaces, the designer chooses

the traditional angular lines to decorate the wall through the control of proportion, where the colorful details weaken dull feeling of a large area of a single color, and the black and white building picture on the wall brings a strong art atmosphere into this project. The selection of furniture abandons the heavy and complex forms of the classical style, only leaving the beautiful traditional patterns.

- 地点 | 广州
- 设计师 | 萧爱彬
- 设计单位 | 萧氏设计





本案典雅华贵，宛若高档会所，给人华贵的体验。大面积的米黄色给人干净、典雅的感觉。自然、奢华、古典的气质贯穿整个居室设计。墙面的红木色与镜子及水晶吊灯、壁灯相配，为空间铺陈出古典而纯净的美。界面上，设计师以传统的角线通过比例的控制装饰于墙面，丰富的细节弱化了大面积单一色块带给人的呆板的感觉，墙壁上的黑白建筑画为本案增添了浓厚的艺术气息。家具的选择则抽离了古典风格中厚重繁缛的形式，只保留了传统的优美形态。

