

中国最新顶尖样板房 IV(下)

深圳市创扬文化传播有限公司 / 编



NEW vol. 2
TOP SHOW FLAT

中国最新顶尖样板房 IV(下)

深圳市创扬文化传播有限公司 / 编 赵欣 / 译

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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.

CYS. ASDO Construction Co., Ltd. Chung-Yei Sheng

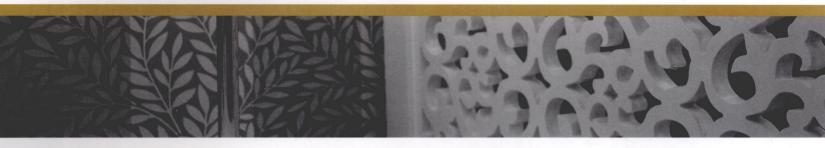
样板房的设计是一个梦想的编织,开发商藉由设计师的手画出一个居住梦想的蓝图,给客户无限想像的空间,引发客户购屋的欲望,许多消费者对于建筑、空间的理解与认知都是藉由设计师的引导而成形的,特别是样板房,不知不觉地深植于消费者对于空间设计的想像中,因此设计师的责任其实相当重大,不单纯是执行一个设计案,更背负一种传递文化的使命。

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窠臼中。

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

Preface Two 序二





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 advocators, 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,原本面无表情的毛坯房,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

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, combing 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,我们所做的是汲取由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生活质感,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

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







800	Green Capsule 錄活寓	200	The Designer's Own Home 设计师自宅
012	Love Villa 慢活	204	Victoria Park 中央美地
016	EZ Fashion 轻风尚	210	Zhongan Emerald Lake 中安翡翠湖
020	C'est la Vie 拉菲花园公寓	216	Meilun Blue Lido 美伦浩阳丽都
026	Park Land Building 37 Show Flat 1403 公园大地37栋1403样板房	222	Space 空间
030	Yat Nga Space 逸雅空间	226	Jinyi Garden Building 5 Show Flat 1207 锦逸荣庭5幢1207房
036	Red Impression 红色印象	232	Mindu Latifundio 闽都大庄园
040	Bukit Timah Apartment 武吉知马公寓	236	Shimao Bund Garden 世茂外滩
044	Palatial Coast in Castle Peak Road Palatial Coast in Castle Peak Road	240	Luoyang Zhonghong Famous City—the Charming Anna Sui 洛阳中弘名都城之风情安娜·苏
050	Show Flat at Dongguan 东莞某样板房	244	Luoyang Zhonghong Famous City—Modern and Classical 洛阳中弘名都城之现代与古典
056	Intrust Real Estate Agency Louvre Residence 盈超地产罗浮公馆	248	Pure Space—Panoramic Tower of Chongqing 纯净空间——重庆汇景台
060	Space Dreamer 壓外	252	Chen House in Daxing 大兴陈宅
066	A Private House in East Coast Maple Garden 东岸枫景某私家住宅	256	Hequn Graceland Building 1 Show Flat 505 合群雅國 1幢505样品房
070	Paling Garden 木栅御园	260	Low-profile Luxury 内敛的奢华
074	Yantai Sunlight 100 Show Flat 阳光100烟台样板间	264	Sun Lake Garden 日湖花園
080	Life of the Large Flat 大公寓生活	270	Fan's Mansion, East Road of Minsheng 民生东路范邸
086	Taipei Stylish Mansion 台北时尚豪宅	274	Zhou's Mansion, Changhong Spring Dawn 长虹春晓卓邸
094	Modern and Simple Show Flat, Grand Garden in Lijiang, Dongguan 东莞丽江豪园现代简约样板房	280	Wu's Mansion, Jimei 吉美吴邸
102	American-style Show Flat, Grand Garden in Lijiang, Dongguan 东莞丽江豪园美式样板房	284	Chen's Mansion, Zhongzheng District 中正区除邸
108	Dai's Apartment Dai's Apartment	288	Palisade Yishou Street 木栅一寿街
114	House of Chen House of Chen	292	Chaozhou Street 潮州街
118	No.1201, Building 4 of the Blue Sea and New Sky 碧海新天4-1201	298	Metropolis Fashion 都会时尚
124	No. 1001, Building I of the Blue Sea and New Sky 碧海新天1-1001	302	Cold Conciseness 冷调简约
130	Madam Butterfly 蝴蝶夫人	308	Sheshan Santaluz, Residence of Zhu 佘山圣塔路斯朱公馆
136	In the Mood for Love 花样年华	312	Zhaofeng Daxi 兆丰大溪
140	Memorable Transfiguration Lines 记忆变形线	318	Purple Vine Garden 紫藤花园
150	Water and Wood—Marking 水木——印	322	Garden City Story 田园物语
158	Type D of Fortune City Show Flat 财富又一城样板房D户型	328	Palm Springs International Garden 棕榈泉国际花园
164	My Blueberry Nights 蓝莓之夜	332	Zhongcheng Mingshihui 中城名仕江
176	Townhouse of Sunlight Coast 阳光海岸联排别墅	338	Tianjun Lanshui Bay 天俊蓝水湾
184	The Three-storied Mansion of Sunlight Coast, Shantou 汕头市阳光海岸三层豪宅	342	Sheng Yang Guo Yan 升阳国艳
194	Green View Mandarin, Residence of Mr. Zhou 瑞景文华周先生住宅	348	Home of Architect Hong 洪建筑师的家



TOP SHOW FLAT



- 地 点 | 中国台湾
- 面 积 | 52平方米
- 设 计 师 | 吴奉文、戴绮芬
- 设计单位 | 台湾宽月空间创意公司 www.lunarian.com.tw
- 主要材料 | 天然梧桐实木贴皮、人造石、 日本F1环保木芯板、硅藻土、 实木杉木板、日本硅酸钙板、 天然磨石子、雾面石英砖、 实木地板、C型钢骨、 环保接合剂、碳烧南方松、 绿建材涂料及面漆、 15mm强化清玻璃
- 摄 影 师 | 吴奉文

Green Capsule

绿活寓

The natural and elegant style returns all back to the simple and quiet space, so that the structure of space is elegantly built in a great harmonious sense of level. The designers removed the crowded and small visual division, and then blocked up half of the space with C-shaped steel frame to achieve the penetration of vision and skillful arrangement of movable lines. The living room, bedroom, bar, and bathroom are seemingly connected without blocks, but they are hidden with

various useful functions in people's life, so as to show the visual fluency of the space. In terms of the use of color, the designers chose white, green, and dark beige to design the wall, and then chose the black gray steady ground to show a sense of massiveness, showing the hardware with the simple and comfortable Nordic style, coupled with decorative software of strong Japanese atmosphere to show a clean, quiet and elegant atmosphere.





自然雅致风格将一切回归到简单与宁静,让空间的架构在一种极为和谐的层次感中优雅地构成着。设计师将拥挤狭小的视线区隔全部移除,再将一半的空间以C型钢骨架垫高,达成视野的穿透性和动线的巧妙安排,客厅、卧房、吧台、浴室,看似相连无碍却各自隐藏了生活中的种种实用机能,如此也为空间衍生出视觉的流畅性。在色彩运用上,设计师以白色、灰绿、深米色为墙上色,再以黑灰色沉稳地面的厚实感,让硬件皆以北欧简约舒适的姿态出现,加以日系氛围浓厚的装饰软件,演绎出纯净与宁静的雅致气息。













NEW TOP SHOW FLAT



- 地 点 | 中国台湾
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- 设 计 师 | 吴奉文、戴绮芬
- 设计单位 | 台湾宽月空间创意公司 www.lunarian.com.tw
- 主要材料 | 磨石子、抿石子、竹片地板、 板岩、喷砂木贴皮、石英砖、 强化玻璃、天然环保涂料 杉木板、硅酸钙板
- ■摄影师|吴奉文

Love Villa

慢活

The principal axis of this design, Love Villa, is the open sense of visual penetration used to arrange the scheme of the space, and the seemingly alternative holiday house, in fact, hides the function and storage in the corners around which are not easily found. The skillful arrangement of vision and functions achieves a perfect combination of technology and aesthetics. In the selection of materials, the overall vision is shown with natural sense, and environment-friendly materials are selected. The wall is decorated with a large number of terrazzo and smooth stones as the theme, while the wooden works are made of rough wooden veneer, and a great deal of earth colors are used to show a simple, elegant but





low-keyed texture. In the aspect of lighting, the inside and outside of the house are decorated with energy-saving light bulbs and tubes to save energy, while the technique of indirect lighting is used largely to play the game of light and shade. The carefully matched lighting decorations are good co-workers in creating atmosphere, and a large number of plants are integrated with the inside and outside spaces to form a beautiful picture as the nature.









本案的设计主轴在于以开阔的视觉穿透感来 安排空间的配置,看似不食人间烟火的度假别 馆,实际上却将机能和收纳藏匿于不易被发现的 四周角落,视觉与机能的巧妙安排,达到工艺差 美学的完美结合。在材质的选用方面,不单是整 体视觉以自然感呈现,而且选用环保素材来作 也以粗木皮来制作,配色用了大量的大地色系, 呈现出朴素优雅却低调的质感。灯光方面,另外, 以大量利用间接照明的方式来玩光影游戏。精心 选配的灯饰也是营造氛围的好帮手,并使大量的 植物和室内外空间相辅相成,构成如同大自然般 的美丽图画。









EZ Fashion

轻风尚

地 点 | 中国台湾
 面 积 | 99平方米
 设 计 师 | 吴奉文、戴绮芬
 设计单位 | 台湾宽月空间创意公司
 www.lunarian.com.tw

■ 主要材料 | 意大利雅典坛木贴皮、明镜、 黑镜、黑玻璃、意大利壁纸、 黑檀木地板、日本硅酸钙板、 环保涂料及面漆

■摄影师|吴奉文

EZ Fashion is a project with the focus on decoration instead of fitment, and the designers upgrade the storage space significantly. The wooden cabinets are designed with meticulous Italian veneer and cutting of simple lines. The all-black TV cabinet is connected to the independent stereo cabinet on one side. In addition to showing the beauty of the imbalance, it provides a flexible use of the stereo cabinet. The design of double-sided door facilitates the lines arrangement for users, and the partial black glass design extends the depth of our vision. The open-style study is paved with ebony floor, so that when using

the study, the owner feels different from formal work. The designers show the color of the whole space by black and white and green tone, and in order to echo with the white color of the floor and the ceiling, they choose a great deal of black textures to highlight the steady feeling of the space, coupled with gray wall of different shades to reconcile the space. In order to give the unavoidably long and narrow aisle more color temperatures, the designers extend the study to the long and narrow space of aisle, and endow it with green tone, creating the feeling of fun.

