



# CHARM AT NIGHTCLUB

魅力夜店

(香港)视界国际出版有限公司/编

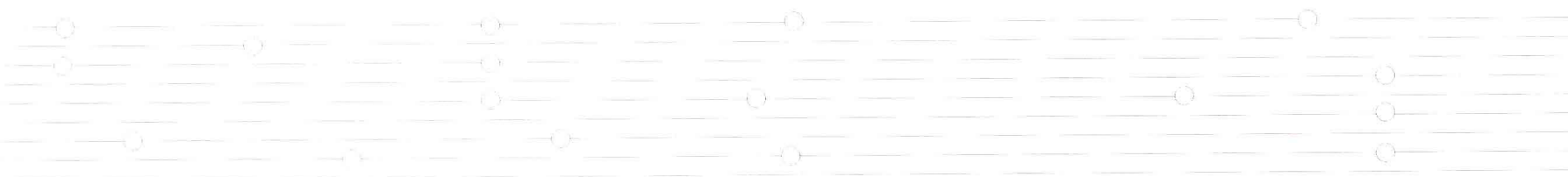
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## 图书在版编目(CIP)数据

魅力夜店/(香港)视界国际出版有限公司编. —沈阳:  
辽宁科学技术出版社, 2010. 8  
ISBN 978-7-5381-6604-0

I. ①魅… II. ①香… III. ①文娱活动—文化建筑—  
室内设计—图集 IV. ①TU242. 4-64

中国版本图书馆CIP数据核字(2010)第150280号

---

出版发行: 辽宁科学技术出版社

(地址: 沈阳市和平区十一纬路29号 邮编: 110003)

印刷者: 利丰雅高印刷(深圳)有限公司

经销者: 各地新华书店

幅面尺寸: 242mmX280mm

印 张: 27

字 数: 40千字

出版时间: 2010年8月第1版

印刷时间: 2010年8月第1次印刷

责任编辑: 郭 健

封面设计: 茹计兰

版式设计: 茹计兰

责任校对: 徐 跃

---

书 号: ISBN 978-7-5381-6604-0

定 价: 298.00元

联系编辑: 024-23284536, 13898842023

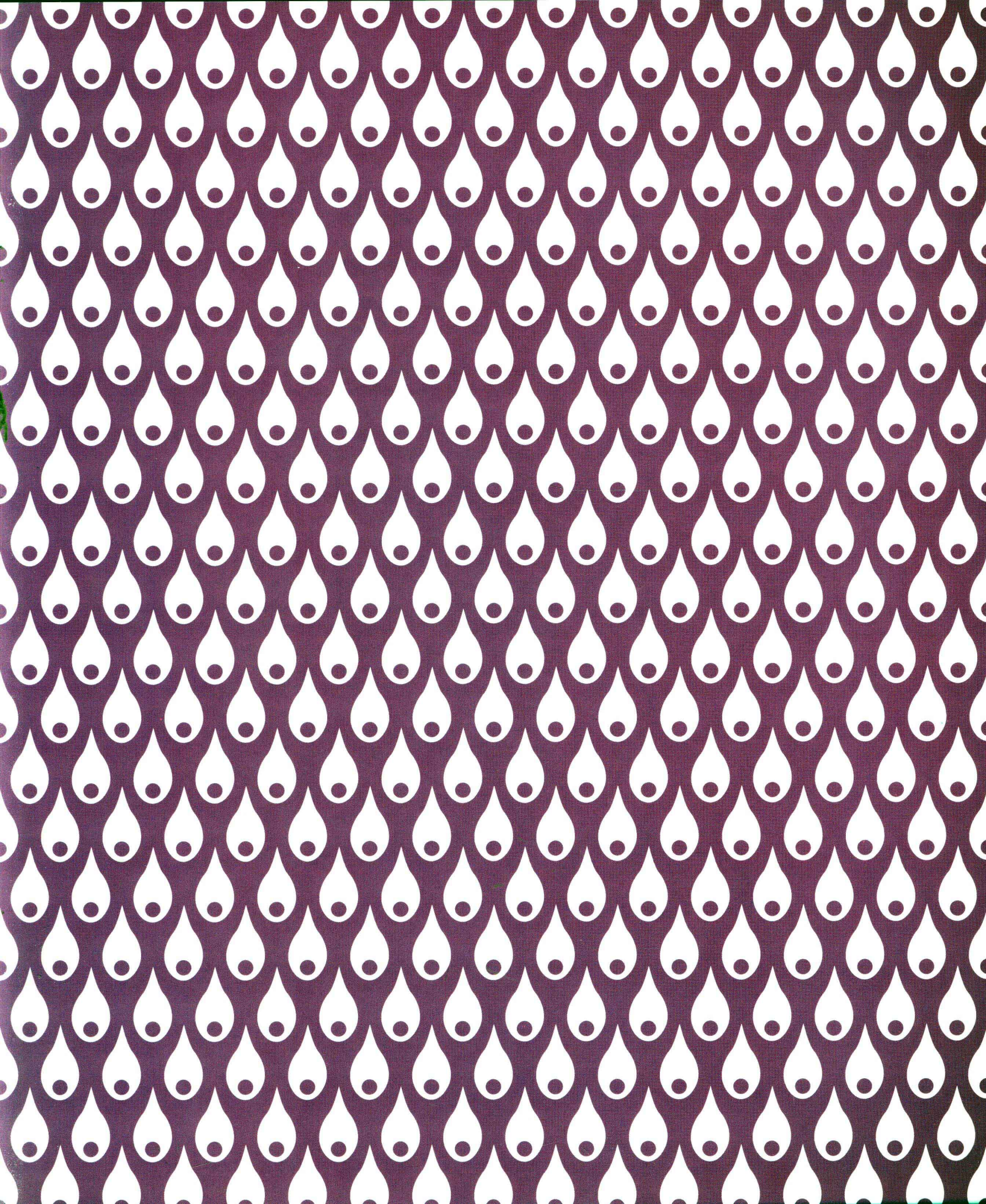
邮购热线: 024-23284502

E-mail: rainbow\_editor@163.com

<http://www.lnkj.com.cn>

本书网址: [www.lnkj.cn/uri.sh/6604](http://www.lnkj.cn/uri.sh/6604)









# PREFACE ONE 序言一

吴恙/深圳市吴恙室内设计有限公司设计总监

我曾很多次谈起夜店，因为从事室内设计的缘故，所以都是从夜店设计的角度谈起。而本次感悟却是来自于该行业的特殊性，下面就从夜店的存在和发展的角度，浅谈一下。

夜场生活可以看成我们白天生活的另一面，是我们不必在乎社会角色，丢掉人格面具的一面。人们从心底渴望娱乐，娱乐是人们生命的一部分。正是因为存在着需求，就促进着夜店场所的存在和发展。夜店的本质就是娱乐，夜店无论转变为何种形式都离不开娱乐，没有娱乐就没有夜店。具体来讲，娱乐是指一种娱乐的气氛。这种娱乐的气氛要求我们的设计师充分调动消费者的各种感官，我们提供的不仅是音乐和美酒，还有深层次的体验和共鸣。娱乐是通过消费者的综合感官体验出来的。

夜店的暴利是夜店得以飞速发展的另一大因素。夜店的利润是在所有服务行业中首屈一指的，是很多商家赚“快钱”的必然之选。在众多投资者中，一部分是从小规模逐渐做起来的；一部分则是“桑而忧则夜”，从桑拿投资客转变而来的；另一些则是房地产商为了盘活闲置物业，而转到夜场行业中来的。因为夜店基本上可以在一年内收回投资，巨额的利润导致了夜店的竞争日趋激烈。资深夜场管理人士沈先生讲过：“要把东西卖得贵，就要把环境做得高档，投入和回收是成正比的。”高档的装修设计必将仍然是夜店发展的方向。

谈到高档，不能单纯地认为用好材料的堆砌，在用好的、新的材料的同时必须突出“差异化”和“品味”这两个要点。要说清楚这两个问题还要回到设计范畴来，在这里以我们正在进行的《水都·至尊1992高级商务娱乐会所》举例说明。

“差异化”很容易理解，即要和别人表现出不同。在“水都·至尊”附近的几个大型娱乐场所，均以金色作为外立面的主打色，是一种张扬豪华的装饰主义风格。而“水都·至尊”则采用古典和现代相结合的表现方式：用淡雅的香槟金做成抽象的立柱，用咖啡古金色做成流动的线条，温和的色线在空间里穿插交互，文雅而低调。运用欧式元素，并大面积地采用现代水晶造型玻璃幕墙，配合富于变化的变色LED灯光，在视觉效果上表现出尊贵的典雅和时尚的婉约，与那种浮躁、直白、露骨表现出的豪华，形成鲜明的对比。

那么，什么是“品味”呢？如果只用一句话来概括，唯有浪漫主义诗人拜伦曾经说过的一句话最为经典，他说：“给我一只雪茄，除此之外我别无所求。”这就是品味。在本案的设计方面，我们试图用淡雅的香槟金色和浓郁深沉的咖啡古金色的流动与穿插，表现出巧克力般的丝滑感受和空间的重量；用夸张的欧式符号表现出华丽与庄重；用古典和现代的对比如表达出历史的深度和时间的质感。让夜场这种“喧嚣”的场所流淌出红酒和雪茄的味道，就好象激情的摇滚从黑胶唱片的高雅外表里面迸发出来。有品味的高档才是真正高档。

“差异化”和“品味”是我们夜店设计与经营的突破口，是设计师不断努力追求的目标。

I have mentioned nightclubs for several times, all starting with the point of its design, due to my occupation in the field of interior design. However, this comprehension comes from the particularity of the field, I would like to give a brief talk about night club from its existence and development as following.

Nightclub-life can be treated as the other side of our daily life, where we don't need to worry about our roles in the society and we can throw away our mask of personalities. People desire for recreation from their mind, for entertainment is a part of in human's life. The demand of entertainment stimulates the existence and development of nightclubs. The essence of the nightclub is entertainment, no matter how it is changed into any form it is connected with recreation. Specifically speaking, entertainment is the atmosphere that requires designers of fully mobilizing customers' various senses to experience good music and sweet wine, as well as the the deep experience and sympathetic response. Entertainment can be experienced comprehensively through the senses of consumers.

Another major factor in the rapid development of nightclub is its excessive profit. The profit from nightclubs is second to none in all service sectors so that it is the necessary choice for businessmen to make "quick money" choice for it. There are many investors some of who start with small business, and some embark on their business changed from the sauna investment, namely, better for nightclubs investment, while others are land agents who change their career into nightclub field to efficiently use idle property. Generally speaking, because in nightclubs can be recovered within one year investment, huge profits have led to increasing competition in its field. Mr. Shen the senior nightclub manager said, "If things want to be sold in high price, the environment should be in high grade, as input is directly proportional to output." The design in high grade inevitably would become the direction of the development of nightclubs.

Speaking of superior quality, it is not simply refer to use materials of high quality, but highlight "differentiation" and "taste" on the basis of using new materials with high quality. And it needs to come back to the field of design to make clear of these two questions, here, the example Water City·Zhi Zun 1992 Top Business Entertainment Club is used to be further illustrated.

"Differentiation" which is quite easy to be means to make difference from others. In this case, golden outside elevation has been adopted in several large entertainment clubs showing flauntily and luxurious decorative styles. And classical and modern styles are combined in the case, such as abstract columns made of elegant champagne gold, fluent line made of coffee ancient gold. In addition to the European elements and symbols, modern glass curtain walls of crystal shape are adopted in a large area accompanying with fluent LED lights of changeable colors. The overall visual effect shows its graceful elegance and soft fashion which forms a striking difference from the impetuous, straightforward, explicit luxury.

So what taste means? It seems hard to be verbalized. If a sentence is to be used to summarize, the most classical one will be that of the romantic poet lord Byron. He said, give me a cigar, except that I do not want anything. That is the taste. In the design of this case, we try to use the color of light golden champagne and dark ancient-golden coffee to flow and interweave to show the silky chocolate-like feeling and the weight of the space and use the exaggerated European symbol to express the feeling of gorgeousness and sobriety and use the comparison of classicity and modernism to express the depth of history and the texture of time. The taste of red wine and cigars flows out from the uproarious place of the nightclub, which is just like the passionate rock and roll bursting out from the elegant appearance of gramophone record. The high taste is the real top grade.

The "differentiation" and the "taste" are not only the breakthrough of the design and operation of the nightclub, but also the goal that the designer constantly pursues.



## 序言二 PREFACE TWO



陈镇新/奇域装饰设计事务所董事长及设计总监

With the fast pace of life, more and more people need to make themselves familiar with the way of relieving pressure. In this fast food age, the nightlife is the mood condiment, as well as the propellant for people to enjoy and taste life. It is also the habitat of spirit and emotional refuge where busy people can release their repressed emotions, adjust body and mind and get together with friends.

To create a place where people could relax and let off emotions even inspire some internal emotions, the creation of the atmosphere is a key and while the lighting is like the magician to create atmosphere. By the clever use of lightings, the designer let the sensibility and sensational elements melt into atmosphere. Blur and reverie, reality and dream are mixed together in the whole atmosphere so that the whole nightclub heats up in the charming of light and shadow and begins its fascinating travel.

The style expresses the taste of nightclub, and various elements can be combined with each other to evolve into new feels. By the designer's control of the details and decorative style, though there are various styles existed in the nightclub, yet it can still display a leisure space combining culture and entertainments.

The wine is always the top song and also the shadow of the nightclub. When the everfall descend and the colorful light fliecks, it is just the beginning for people who advocate the fashionable nightlife. It's imaged how pleasant it is to enjoy in the beautiful night with a glass of wine, a kind of delicious food as well as one section of melodious music.

The nightclub contains various dynamic recreational elements giving "playing" more enriched contents. As an exotic product, it can bring us deeper fresh experience in addition to keeping the elements of the traditional nightclub such as KTV and nightspots. Here, people enjoy not only the music and wine but also a fantastic visual feast, with bold ideas, alternative themes and dazzling lights. Moreover, people don't monotonously pursue singing and dancing but pay more attention to marveling at old industrial ages or yearning for UK jazz life or exploring unknown alien planet... With various functions, it makes consumers find the recreational elements they interested, which is the charm of the nightclub at present.

快速的生活节奏使人们越来越需要熟读解压之道。在这个速食时代，夜生活成为忙碌的现代人释放压抑情感、调节身心及与朋友相聚的佐证。夜场作为城市前卫、个性夜生活的集中地，它是精神的栖息地，是心情的调味品，是情感的避难所，也是人们享受及品味生活的推进剂。

作为一个能让身心放松、宣泄情感，甚至能激发起某种内在情绪的場所，气氛的营造是关键，而灯光是营造气氛的魔术师。设计师通过对光源的巧妙运用，将感性和煽情融入氛围。一丝迷离一丝遐想，一份真实一份梦幻……整个夜场在光与影的旖旎中升温，开始它风情万种的演绎之旅。

风格对于夜场而言是品位的体现，各种元素可以相互结合，演变成各种全新的风情。设计师通过对细节的拿捏及装潢格调的把握，使夜场即使以不同风格存在，仍能展现给人们集文化内涵和娱乐功能于一身的休闲空间。

酒是夜场永远的主打歌，两者从来都是如影随形的。夜幕低垂，华灯初上，对于崇尚时尚夜生活的人来说还只是个开始，可以设想，于一抹夜色中，一杯美酒，一份美食，一段悠扬的音乐，这是何等惬意的精致享受！

夜场，它蕴涵多种动态娱乐元素，赋予“玩”更为丰富的内涵。作为一种舶来品，它除了保留传统夜生活中的KTV、夜总会的元素外，能带给我们更深层次的新鲜体验。在这里，人们不仅仅是在品味音乐和美酒，更是在享受一场精彩绝伦的视觉盛宴，大胆的构思，另类的题材，绚丽的灯光，都足以吸引眼球；在这里，人们不再千篇一律地追求歌舞升平，更多地把注意力转移至对旧工业时期主题的惊叹，或是对英伦爵士生活的向往，或是对外星球的探索……拥有五花八门的噱头，让前往的消费者均能找到自己感兴趣的娱乐元素，这就是时下夜场的魅力所在。



# CONTENTS 目录

Star Bar  
星球酒吧

008

Harbin Red Forest Bar  
哈尔滨红森会酒吧

024

Hongchao KTV  
鸿巢量贩式KTV

034

Baby Face 1819 Bar  
娃娃脸1819 酒吧

044

TOP KTV  
TOP量贩式KTV

054

A Performing Bar Side of the Rhine  
莱茵河畔演艺吧

070

International Banquet Club  
夜宴国际会所

080

Laikeweini Bar  
莱克威尼酒吧

090

100

Caesar Palace International Club  
凯撒王宫国际俱乐部

110

Carnival Noble Recreational Centre  
嘉年华名尊娱乐中心

122

Armani Club  
阿玛尼俱乐部

130

Mai Le Di KTV in Andingmen  
麦乐迪KTV安定门店

140

Golden Fantasy KTV  
金色畅想KTV

152

Venice Club  
威尼斯俱乐部

160

City Club  
城市俱乐部

172

Garden Hotel KTV  
园林酒店KTV



Lollipop KTV in Wuhan  
棒棒糖量贩KTV武汉店

180

Lost in Mei Gao Mei Bar  
美高美迷城酒吧

188

Harbin Golden Age "JOY SUN" Club  
哈尔滨金色时代尊尚会

200

Polygram "JOY SUN" Club  
宝丽金尊尚会

208

Golden Age Club  
金色年华俱乐部

216

Happy Zone KTV  
欢乐颂

230

LV Concert Club  
LV音乐会所

240

HuangTing International Club  
皇庭国际俱乐部

248

258

Supreme Celebrity International Club  
名人至尊国际会所

268

The Real or Imaginary Aesthetic Experience—Yesbar Club  
亦真亦幻的美学体验——夜色酒吧

278

No.66 Bar  
西区No.66酒吧

290

Beauty at Night  
夜·艳音乐汇

300

Golden Armor International Concert  
黄金甲国际音乐会所

308

Room 153 Bar  
153酒吧

314

Gold Nobility International Club  
金尊国际俱乐部



# Star Bar

## 星球酒吧

设计师：陈镇新 设计公司：奇域装饰设计有限公司 项目地点：福建福州 面积：750平方米 主要材料：玻璃钢、铁艺、亚克力等



When classicality encounters modern times and reality goes beyond imagination, can you feel the strong impact they bring when they collide furiously? Through the bold imagination, the designer brings you into a fantastic star space. Just like entering into black holes of the universe and stepping into a new world, what you will experience is a sense feast that let you forget everything.

Silver is the keynote of Star Bar, changing the lines and graphics boldly so as to further enhance the visual shock. Around and beyond the bar table there is a sculpture group, which integrates some Chinese elements and makes it dynamic and abstract. What an unrivaled sight this delicate

design is!

The bar which integrates classical elements and high technology will definitely give you a surprise. The table-board in the bar makes use of advanced equipment to create different lighting images and graphics, which presents strong sensory stimulation, as if you are staying in an absolute world, entering the dome of outer space or time-and-space interleaving. The designer's devoted mind can be seen in every detail, making best use of all kinds of resources so that every customer can enjoy fantastic and various vision feasts.



















当古典遭遇现代，当现实穿越想象，你是否能感受到它们的激烈碰撞所带来的超强震撼？设计师便是通过其大胆想象力，带你走进梦幻的星球空间。如同进入宇宙的某一个黑洞，完全踏入另一个世界，你将要体验的是让人忘乎一切的感官享受。

星球酒吧以银色为基调，大胆地将线条和图形进行变幻，进一步加强视觉冲击。在吧台周边及上方设计了一个雕塑群，融入中国古典元素并将其动感抽象化，设计之精致

令人叹为观止。

在这里，集古典元素与高科技一体的酒吧绝对会给你一个惊喜：吧台使用先进设备，营造出不同的光影和图案，感官方面被施以强烈的刺激，令你仿佛置身于一个独特的小世界，仿佛进入太空穹顶，又仿佛时空交错。每个细节都能看出设计师所倾注的思，充分利用各类资源之余，让每位前往的顾客都能享受到梦幻般的视觉盛宴。







