

F R O M

B 售楼处

T

O 设计

A

策略

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FROM B TO A

售楼处设计策略

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电 话：0411-84708842

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这是一本关于售楼处设计的书
这更是一本关于设计策略的读本

This is a book about design of sales offices of real estate.
This is a book particularly about design strategies.

Preface

序

我的第一本书《样板生活》前前后后准备了一年，资料文字繁杂，有时想起来头皮都发麻。不过还好，反响还不错。现在终于有了出第二本书的勇气。

第二本书要讲讲关于售楼处设计的内容。

作为设计师，最大的成就感莫过于看到客户受益于自己的设计成果，也就是说这种成就感来源于设计的贡献，帮客户解决了问题。因为有贡献，所以有价值。

一直认为设计是解决问题的方法，只不过它是比一般方法更加富于美感的解决之道。基于这一点，我觉得如何解决问题比用什么风格更加重要。设计之道有如兵法。兵法有三十六计，每一种计谋都要审时度势，灵活应用方为制胜之道。一个好的设计亦是要考虑多种要素，切中要害，四两拨千斤。

设计是一种能力。设计师该有一种气魄，面对任何设计问题，自信可以兵来将挡，水来土掩，创造性地解决问题。

我们公司曾经做过一个游戏，一组人排成一列站在B点，要求每个人依次以各自不同的方式到达A点。如果和前面的人雷同，则必须重新走一遍。这个游戏非常有意思。从B点到A点的方式各式各样，有些人跳过去，有些人爬过去，有些人顺着走，有些人倒着走，有些人倒立着走……每个人绞尽脑汁，竭尽所能，各辟蹊径，各种离奇古怪的方式悉数上场。有些方法非常简单直接，富有效率；而有些方法虽然麻烦，但极富观赏性。场面热闹非凡，欢声笑语一浪一浪。

这个游戏是要告诉我们，从B到A，也就是到达目的地，不必拘泥于某一种方法，当我们开动脑筋，会发现有无数种可能的方法可以选择。

设计过程也是一个从B到A的过程，需要我们打开思路去把握各种可能性，然后选择出一种最为合适的方式来解决这个问题。

在挖掘出众多的可能性的同时，如何选择合适的解决之道，就是“设计策略”。设计策略要考虑许许多多的相关要素，比如周遭环境、现场结构、营销策略、投资预算、建设工期等等，通过分析研究之后才创造出一个具有针对性的独特的设计作品。有时，设计成果是像做数学一样推导出来的，是相当理性的。

在售楼处设计当中，我们总是用多种多样的“设计策略”，去满足各种各样的设计诉求，因地制宜，因时而变。在这本书里的每一个案例都是为特定的楼盘，特定的空间量身定做的，特别是能和营销策略紧密相扣，为楼盘的销售提供一个良好的环境。从这个角度上来说，每一个案例无疑都是成功的。

这本书是一本创作手记，将各种“策略”悉数收纳，记录每一个案例设计过程，阐述每一种设计的解决之道，可以说是一部设计兵法大全。

这本书虽然讲的是关于售楼处的设计，但最珍贵的是我们对设计策略的分享。

这本书凝结了我们派尚设计团队的集体智慧。

我坚信这是一本有贡献的书。

李益中
2008.3

The publication of my first book MODEL LIFE took me one year, with complicated data and text, my blood will freeze when I think of it. Fortunately, I have got a positive reaction to my first book, so that I am courageous enough to publish my second book.

In my second book, I will tell you about the design of sales office of real estate.

I begin to make up my mind to complete it at one fling up to now.

As a designer, my very sense of accomplishment comes from my customers benefiting from my designs or such sense derives from my contribution of designs and my solutions to customers. Value depends on contribution.

I have been thinking that design means a method to solve problems, but is a solution more aesthetic than other common methods. For this end, I feel how to solve is more important than what style is created. Solution of design seems like military science featuring Thirty-Six Stratagems, each stratagem can win as long as the practical situation is considered and the strategy is implemented flexibly. For a good design, many factors will be taken into consideration and a numerically superior will be defeated with a small force, if vitals are stressed.

Design means capability. Designer should have verve to face any design problem and be confident in tiding over any difficulty and tackling any problem with creative ideas.

Our company used to play a game. A group of people stood in a line at Point B and all people were required to arrive at Point A by different ways in turn, if someone took a way similar to others, then he has to restart. This game is funny. You can come to Point A from Point B by different ways, you can jump; you can crawl; you can move forward; you can move backward and you can move with handstand... all people racked their brains, made their efforts and developed a method of their own. Some ways were unique; some ways were very simple, direct and efficient; some methods were troublesome but enjoyable. The atmosphere was lively and full of joy and laughter.

The game tells us that you shall not restrict to some way when you want to reach Point A from Point B. In such a case, we can find out numberless possible methods for choice only if we use our heads.

In fact, design also means a process from Point B to Point A and we shall be open-minded to explore all possibilities and then select an optimum solution.

While developing multiple alternatives, how to select the optimum solution means the design strategy. For such strategy, many relevant factors shall be taken into consideration, such as surrounding environment, site structure, marketing strategy, investment budget, construction period and so on, so as to create a specific unique design after sufficient analysis and research. Sometimes design result is deduced like mathematics and quite rational.

We have implemented various design strategies during design of such sales office to meet various demands by adjusting measures to local and specific conditions and changing with times. Each case in this book is customized for specific real estate project on the basis of the concrete space and in particular, the designs are closely related to the marketing strategy so as to provide a favorable environment for sales of housing. All cases herein are successful in this way.

This book is a notebook of creations, including all strategies and recording the design process of each case, describing the solution of each design. It is observed that this book means a manual of stratagems of design.

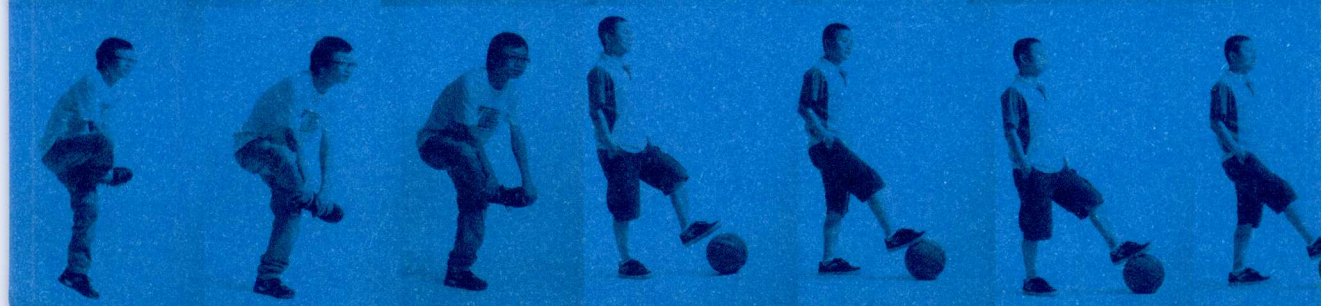
Besides designs of sales office, this book demonstrates our valuable sharing of design strategies.

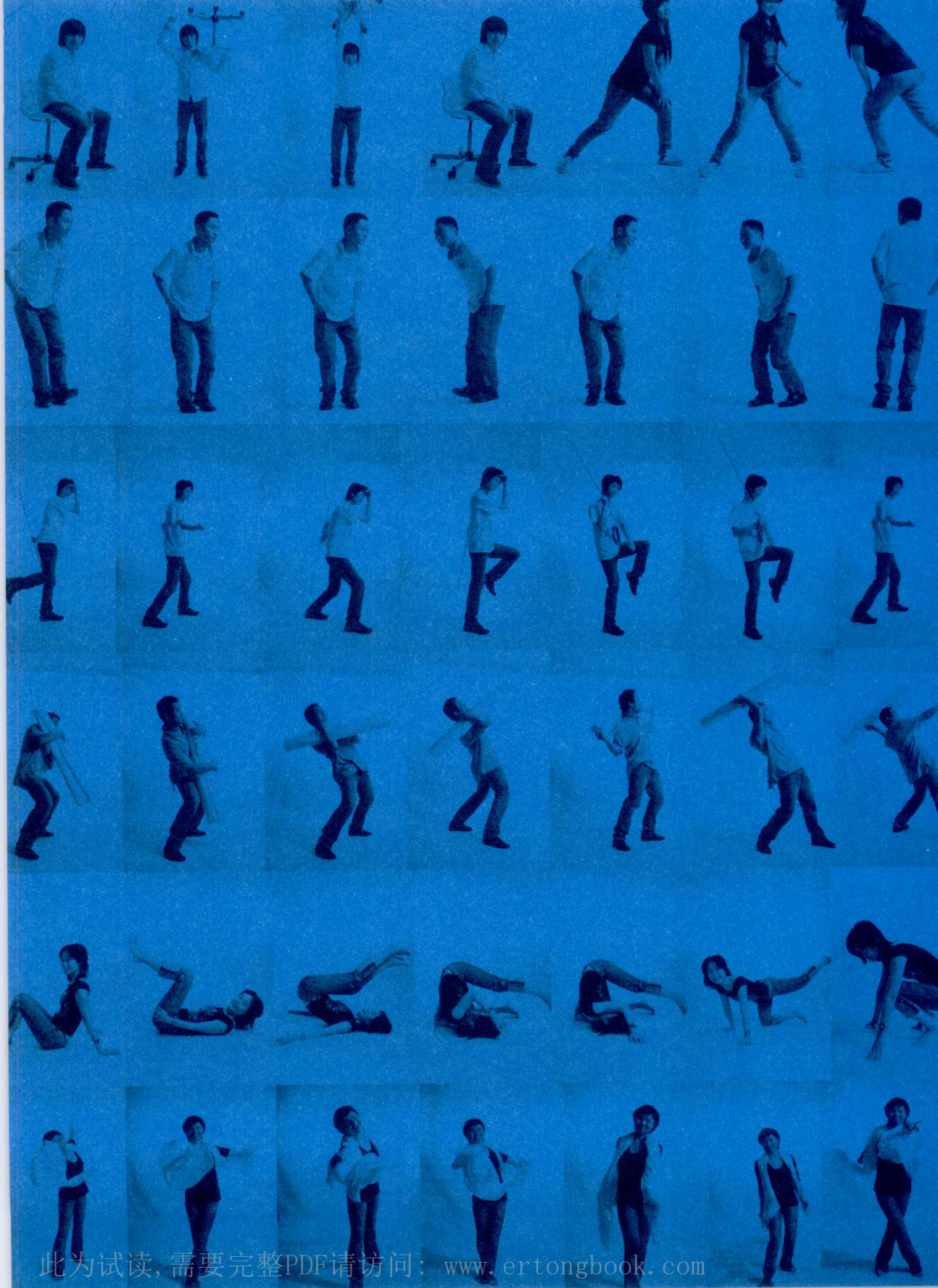
This publication includes the collective wisdom of our Panshine design team.

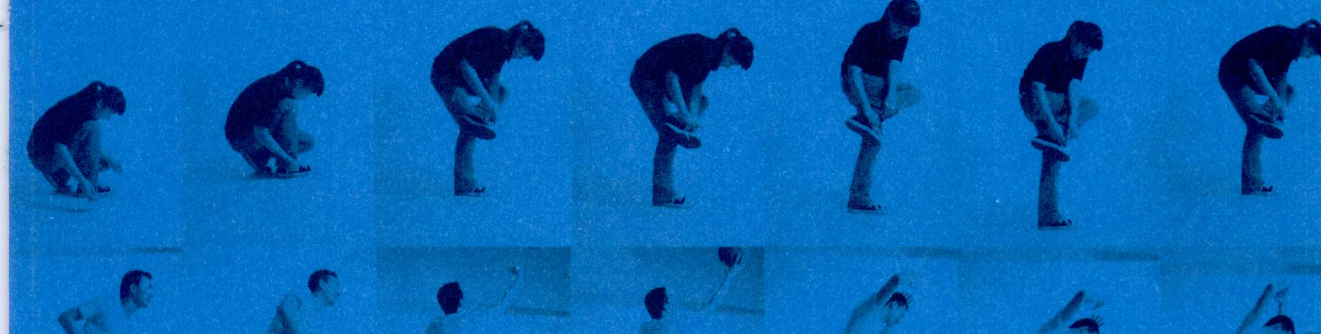
I believe that this is a book of contribution.


Li Yizhong
March 2008











作为总监，我必须永远比别人多一招！
As a director, I should always know one more trick than others !

这个游戏告诉我们，从B到A，也就是到达目的地，不必拘泥于某一种方法，当我们开动脑筋，会发现有无无数种可能的方法可以选择。

The game tells us that you shall not restrict to a certain way when you want to get to Point A from Point B. In such a case, we can find numerous possible methods for choice if we use our brains.

设计过程是一个从B到A的过程，需要我们打开思路去把握各种可能性，然后选择出一种最为合适的方式来解决问題。

In fact, design means a process from Point B to Point A and we shall be open-minded to explore all possibilities and then select an optimum solution.

李益中 / 毕业于大连理工大学建筑系 / 1998年创立深圳市派尚环境艺术设计有限公司 / 中国建筑学会室内设计分会（全国）理事 / 2002年于何香凝美术馆举办个人作品展 / 2002年度中国最佳室内设计师 / 2007年出版图书《样板生活》 / 2008年受邀参加“APSDA亚太空间设计师联合会”并荣获APSDA亚太地区最佳设计作品大奖 / 2009年受聘为深圳职业技术学院客座教授 / 从业以来，已游历国家包括法国、德国、荷兰、芬兰、瑞典、意大利、美国、澳大利亚、日本等 / 现正攻读意大利米兰理工大学设计管理硕士学位 / 重视设计的策略性，关注人与环境的关系，作品理性与感性兼具，节制而优雅

Li Yizhong / Graduated from the Department of Architecture of Dalian University of Technology / Founded Shenzhen Panshine Interior Design Co., Ltd. in 1998 / Acting as Director of China Institute of Interior Design (CIID) / Held his solo shows of works in He Xiangning Art Museum in 2002 / Chosen as "China's Best Interior Designer 2002" / Published his book *Former Living* in 2007 / Invited to "APSDA 2008" and obtained the Asia-Pacific Optimal Design Award of APSDA in 2008 / Engaged as a visiting professor of Shenzhen Polytechnic in 2009 / Traveled to France, Germany, Netherlands, Finland, Sweden, Italy, USA, Australia and Japan after taking up his occupation / Now studying for master's degree of design administration in Politecnico di Milano / Focuses on the strategy of design and pays attention to the relationship between man and environment, with his works integrating with rationality and sensibility while advocating the moderate elegance

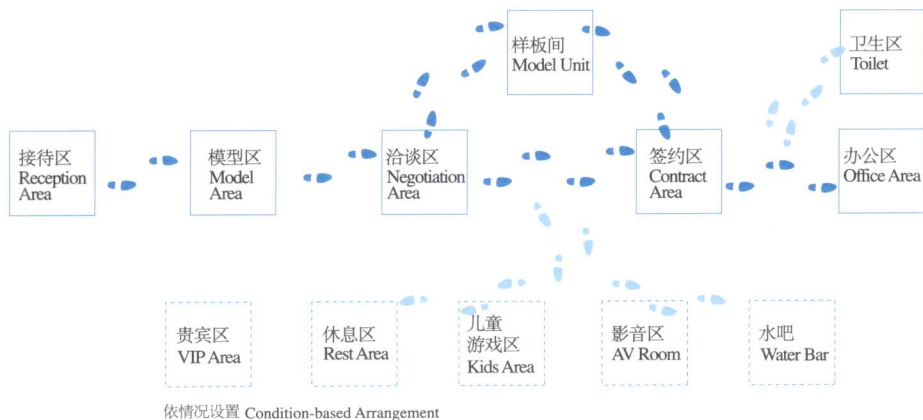
Design of 售楼处设计 Sales Office

售楼处，就是卖楼的地方，又曰楼盘展示中心。从名称就可以知道，它们承载着极为商业的目的，就是在这个售楼环境里要将房子极大限度地卖出去，完成交易。可以说，售楼处是楼盘销售的桥头堡。

因此，一个好的售楼处的标准，不仅是要好看，富于创意，而且要看其是否真正地符合营销的要求，从而推动销售。

好的售楼处设计，首先是要营造一个宜人的环境和氛围，不但要吸引人，而且要让人待得住，愿意坐下来和售楼员进行沟通和交流。因此，在设计上需要尽量做到人性化。除了氛围的营造要让人有舒适感及安定感之外，往往还要在服务上下功夫，让顾客有宾至如归之感。比如说，在洽谈区往往会有水吧，提供咖啡和软饮；如果空间足够，还可以增设儿童游戏区，儿童开心地玩，家长才会安心地选房购房。

在售楼处设计中，应该特别考虑流线，即各个功能区的合理设置，好的流线设置能提高工作效率，节约管理成本，如果流线有太多交叉，秩序必然混乱。流线须按客户进入售楼处的行为习惯和销售程序来设置，一般情况下，如下图所示：



以上为一般的功能分区图，在实际设计过程中，还有许多技巧，比如，将接待区的位置放在既能迎接人流又能观察到洽谈区的位置，可以供销售人员更好地把握销售情况，对售楼处内发生的状况及时做出反应。诸如此类的技巧需要在设计过程中不断地去研究销售人员的工作状况和体会客户的心理，才能很好地设计出到位的售楼处。

在销售中心里，有三种展示道具，一是展板，二是模型，三是影音资讯。展板很重要，地产商的许多楼盘信息需要通过展板传递出来，但设计师在设计过程中，往往将挂展板的地方忘掉或者预留位置不够，最后只能用什么“易拉宝”把平面资讯展示出来，显得很简陋，从而破坏了售楼处的整体。模型是售楼处设计的绝对主角，一般分户型模型、总体模型以及区域模型。影像展示资料一般会设置在洽谈区的一角，以等离子电视或投影的形式出现。如果售楼处面积足够，可以设置专门的影音区，如何选择合适的位置比较重要，要让人方便进出，最好是流线的必经之地，让人顺便进来看，因为实在不会有许多人愿意静静地，傻傻地坐在专门的影音室里看开发商极为商业的宣传片。

当然，在完成功能及舒适要求之后，如何营造一个有独特气质的售楼处，即可分辨出设计师的功力。一般情况下，售楼处的气质和楼盘气质要一致，切不可自说自话；当然，将售楼处气质恰当拔高亦是好事。还有就是造价控制，一般售楼处的使用寿命也就几年时间，甲方对造价控制往往是设计师会碰到的问题，对设计师来说，能否打破成本的限制设计出一个实用且有新意的作品，真的就是一个挑战。

Sales Office is for sales of houses, also known as the Building Demonstration Center. It is known from its name that Sales Office is for marketing and houses will be sold out to the most extent in such environment for transactions. It is observed that Sales Office means the bridge tower of building sales.

Hence, the standards for a good Sales Office require not only the attractive appearance, and the creative idea, but also truly complying with the marketing requirements, so as to promote the sales.

For a good design of Sales Office, an agreeable environment and atmosphere will be created first so as to attract visitors to stay and to be willing to communicate with salespersons. For this end, such design shall be human-oriented. As to such human-orientation, the created atmosphere will make visitors comfortable and have a sense of security. With service focused, visitors will feel at home. For example, the negotiation area is often provided with a water bar which providing coffee and soft drinks, and with a kid area providing additionally as a playground for kids. In such cases, kids enjoy here and their parents can settled down to select and purchase a house.

In the design of Sales Office, the stream line will be considered particularly, that is to say, all functional areas will be arranged rationally, a good arrangement of stream line can improve the working efficiency, save handling cost. And a disorder will be caused if there are too many crossings in such stream line. The stream line will be arranged on the basis of the acts and habits of customer, entrance to Sales Office and sales procedures. The general case is described as the diagram.

The foregoing diagram is about the general functional arrangement and there are many tips in actual design. For example, the location of Reception Area can be located at a site facing to both customers and Negotiation Area, so that salespersons can observe the sales very well and react to all conditions in Sales Office in time. For such tips, designers shall study the working conditions of salespersons and experience the mind of customers constantly during the process of design in order to design a proper sales office.

In the sales center there are three properties for demonstration: demonstration board, model and AV data. Demonstration board is very important and many building-related data of developers are conveyed by such board, but designers often forget the space for it or provide insufficient space. As a result, the information is displayed by means of "Flexible Substrate" in a planar mode, looking simple and shabby, damaging the integrity of Sales Office. Model is the absolute leading role in design of Sales Office, generally including the type model, overall model and regional model. The AV data is generally located at a corner of Negotiation Area, shown with PDP TV or projector. A separated AV area can be provided if the area of Sales Office is large enough, as long as an appropriate site is selected for the convenience of access of customers. It's better to be located at the site where the stream line passes by, so that customers or visitors will drop by to have a look, because few people can stay quietly in the separated AV Room and watch the extremely commercial promos.

Therefore how to create a sales office with unique attraction on the basis of satisfaction of functions and comfort reflects the skill of the designer. Generally, the quality and style will be consistent with that of the buildings, with no significant difference between them. It is good to enhance the attraction of Sales Office too. Furthermore, construction cost control is critical. The life of ordinary Sales Office is only a couple of years. The construction cost control of Party A is always a problem to designers. It is a challenge for designers to provide a good and creative design by breaking through the restriction of cost.

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