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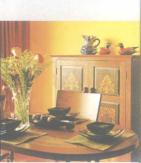
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# Preface ANPLE HOUSE &

序言

最近这段时间我做了一系列关于居住空间的设计,准确来说是样板房设计,就这个"话题"我略有浅见。

之所以称样板房设计是"话题"设计,因为它具有周期短、易出效果等特征,并且在室内行业里面。它与人居环境的关系密切而备受广泛关注。为了达到开发商的销售目的。设计师无不在样板房设计中制造话题。几乎形成了话题越大,销售就越好的定律。

虽然这个"话题"很大,但我觉得其中都有两个共通点。一是从以往对室内硬装修的单一设计延伸到了家具、陈设、灯光,设计等方面。这是对居住空间的整体性设计。二是样板房设计与居家设计的差异性,主要呈现为"居需"与"居趣"的侧重。"居需"——就是为生活需要而设计。"居趣"——就是为了生活情趣而设计。在能满足普通生活需求的时候、"居趣"的设计就是当下的话题设计了。

郭为成

广州2068室内建筑设计事务所

至于如何制造话题,则各有诠释了。

Preface

Lately I have undertaken a series of designs of living space, to be exact, of show flat, thereby having some opinions on this "topic".

The reason why I call the design of show flat "topic" design is that it has such features as short period and instant effect and is widely concerned owing to the close relationship with living environment in interior industry.

In order to achieve the sales purpose of developers, no designers do not create topic in the show flat design. Almost there is a rule that the bigger the "topic" is, the better the houses sell.

This "topic" is very big, however I think, there are 2 points in common. One is from the past single design about the interior hard decoration to the inspects of furniture, furnishings, lighting, design and so on. This is the overall design of living space. The other is the difference between the show flat design and home design, which embodies in the emphasis on "living need" and "living fun". "living need" is the design for needs of life. "living fun" is the design for living fun. On the basis of meeting the ordinary life needs, "living fun" design is the current topic design.

As for how to make the topic, there are different interpretations for different persons.

Guo Wei cheng

2068 Interior Architectural Design Architects

# F Preface



### Preface

With today's rapid economic development, lifestyle choices have become much wider, and different people and their different ways of life cause accordingly different needs for the living environment. The people with deep love for life begin to pursuit high-quality way of life, therefore culture has become the eternal theme of space.

In our views, the Oriental culture has a profound cultural charm, so we like to use oriental elements extension as the theme of space. Maybe many people believe that there is nothing more than the checkerwork and stacking of old furniture. However, the oriental culture in our eyes, is not just heritage in form, but in color and spirit. We like to intergrate the form, color and spirit into different kinds of space. Because of that, there is more charm of elegance added in space, even if the spaces with different styles can be livened due to the infusion of the those elements.

This approach is mix match now the world's designers are chasing. Modern way of life requires more innovation, but also the need for cultural heritage.

LinYuanna Jianyi Oriental Art Design

### 序言

在经济高速发展的今天,生活方式有了更多的选择空间,不同的人不同的生活方式,造就每个人对生活环境的需求也就有所不同。热 爱生活的人们开始追求高品质的生活方式,文化便成了空间中永恒 的主题。

在我们看来,东方文化有着很深厚魅力的文化,所以我们喜欢用东方元素进行延伸作为空间的主题。或许会有许多人认为,东方元素无非就是花格与古家具的堆砌。可我们眼中的东方文化,不仅仅是形,更是色与神的传承。我们喜欢在各种不同性质的空间中融入东方的形,色与神。因为那样,空间中更能多出一份高雅的魅力,哪怕是其他不同的风格空间里都会因为有这些东方元素的介入,而变得更加生动。这种方式也就是如今全世界设计师们都在追逐的混搭。现代的生活方式需要更多的创新,同时也需要对文化的传承。

林元娜

简艺东方设计机构

说起样板房,我认为一定是区别常规的住宅室内设计。首先一个层面 是样板房设计一定是商业设计,我们联系的甲方是房产开发企业,他 们的目的是什么?毫无疑问。促进销售,表现产品,提升品质,包括 带动业主的生活品质。样板房设计不是要把房间表现得多么的个性。 表现得充满强烈的艺术性,而我们更在意的是如何把房型调整得更 好,弱化其缺陷,强化其特点。

空间的灵活运用是样板房设计的重点之一。像住宅设计来说,我们一 定是有了自己固定的甲方,他们有自己的生活特点,自己的审美、自 己的主张等等。样板房设计是没有这样固定的甲方,我们只能通过某 个盘的定位来虚拟甲方人群的审美朝向。空间的灵活设计可以大大提 升我们设计的方向性, 开敞明亮是表面特色, 升华了空间的特性是其 主要的功能。比方关于主卧室套用的书房,根据人群的需求而各不相 同。那么我们通过独特的设计手法,可以完全使得主卧室与书房亦分 亦和 这样既增强了空间的穿插运用,又使空间增加了亮点。

生活的提升是样板房设计的另一重点层面。如果是常人来说的话肯定 是将其归类于"有档次",这是一个错误的认识。生活的提升是我们 在做设计时强调或重点刻画某一生活场景的片断,提升享受型生活的 特质。比方说我们在一个宽敞的阳台喝咖啡,可以先想像一下。斜阳 抛射在缓慢荡漾的睡椅之上,茶几上的八成热的咖啡微微地散着热 气……我们强调了喝咖啡的场景,如何喝,喝时咖啡的温度……以此, 再来重点刻画我们头脑当中的场景且加以升华。这只是一个小小的实 例,有很多的生活片断可以被我们来强调和升华。

接下来一个重要的层面是为我们设计的思路找到其灵魂,这一点在现 今社会商品房中的样板房体现得尤为重要。其中我们一定强调是要合 乎样板房所在盘的特色定位,具有江南特色的房产样板房我们一定不 能将其表述为意大利托斯卡那情节的空间,这是大的风格系统的内 容。当中,我们也不能忽视小的内容主题,比如很男人的空间,很女 人的空间,如以职业特性的内容空间,以物为特性内容的空间,还有 以某种景象为特性内容的空间……这些都可以为我们所用,加以开发 创作, 使样板房设计更具生命力。

接下来我们也不能忽视当代所强调的科技性、环保性、功能性……最 终我们通过不断地开发思路,寻找源泉,提升灵魂,让我们的样板房 不断精彩。

Preface

I think the design of show flat is different from the ordinary interior design. First, the design of show flat must be a commercial design. The first party is real estate developer. What is their purpose? There is no doubt: to promote sales, to present products, and to improve quality, including the life quality of house owners. The focus of the design of show flat is not the room's personality or its strong artistic quality, what we care about is how to adjust the room style better, by weakening its deficiencies and strengthening its characteristics.

Flexible use of space is one of the key points of the design of show flat. For residential design, we certainly have customers as the fixed first party, who have characteristics of their own lives, their own aesthetic, and their own ideas and so on. There is no such a party in the design of show flat. We can only guess a suppositional aesthetic direction of customers by the orientation of the building. Flexible space design can greatly enhance our design direction with brightness as the surface characteristics, and the function of improving the specialty of space. For example, the study in the same set with master bed room is different in design according to the various needs of people. Using a unique design method, we can make the master bedroom and the study either as a whole or relatively independent. Then, the interspersed use of space is enhanced and some high points are added to the space.

Improvement of life quality is another key point of the design of show flat. It will be classified as "tasteful" by ordinary people, which is a wrong understanding. Improvement of life quality means focusing on the depiction of a fragment of life, to emphasize the specialty of enjoyable life. For example, we are having coffee in a spacious balcony, you can imagine: the slowly swinging coach in the warm sunshine, the medium hot coffee on the table in the heat... We emphasize the scene of drinking coffee, how to drink and the temperature of coffee...Therefore, the scene in our mind is sublimated. This is just a small example, there are many fragments of life that can be stressed and sublimated by us.

The next is to find its soul for our design, which is very important in the show flat design nowadays. First, we must stress that the design of the show flat has to be accord with the characteristics of the orientation of the building, for example, show flat with South China characteristic can not be expressed as an Italian Toscana space, because of the large style system. Furthermore, we can not lose sight of the small contents and theme, such as a man's space, a woman's space, space with occupational characteristic, space with substantial characteristics, space with special scene as its characteristic...We can use and develop them, to crate, to make the design of show flat have more vitality.

In the end, we should not overlook science and technology, environmental protection, and function, which are emphasized in contemporary era...Ultimately, through continuous development of ideas, searching the spring of inspiration, improving the state of soul, the design of show flat will become more splendid.

Zhao Yiping



Preface FE SAMPLE HOUSE

When people get sick of fussy ornamental style of classicism and design increasingly becomes the object exclusively for the dignitary to play with, Le Corbusier, a master of modernism, ever said, "Ornament is equal to Crime.", which caused epoch-making significance in design history, and then the philosopher, Rousseau, brought forth a more radical viewpoint, "Ornament is just crime". However, a whole century later, along with the coming of "immaterial society", utopian ideal of "bauhaus" plebeianism has been submerged into the fashion culture of consumerism. Or when people feel tired of minimalism "indifference, rationality and dehumanization", no matter whethet it is "post-modernism" or "new-classicism" and also no matter whethet it is "function is subordinate to format" or "format follows function", we can not detail ins and outs of the history and the status quo. On the one hand, we are delighted with current poly-design coexistence, but on the other hand, we are confused and get lost in the coming of the consumption era.

As urbanization and the housing reform in china quickly develop, there comes up a new line, the show-house design as an important role in real estate's marketing, along with its flourish. During this decade, a great number of classic composition and outlandish things with people's extremely worship towards the western mirages from "ancient Rome" to "Mediterranean" and from "Bali" to "Hawaii" are flooded in front our eyes and amuse our sense, ranging from ornament to re-ornament and to being full of ornament. These expressions, such as European style, American style, Thailand style, Japanese style and so on, become the pronouns for some designers' use to define ornamental style. However, when we get these ornaments exposed, we will find they have noting to do with neither life nor the users. As a result, we have reason to doubt why we have done much to ornament. Isn't it only for advertisement effect of real estate's marketing, or for consumers' extremely worship towards "anything from the west"

In essence, the show flat design is to arouse the consumer's purchasing desire through showing the ornamental impression of the house type. And the first thing the majority of house buyers consider is no other than some practically functional needs like the house's dimension, space separation, natural lighting, ventilation, etc.

To get back to rationality, start with its function, pay more attention to new material and new technology's development and their application in the design, advocate humanistic living space is what the designer should focus on and it also represents future developing trends in design. Since our company established, "co-existence configuration" has been dedicated to put the aim "how to make the design embody its value in improving people's lifestyle and quality of life" into practice. Therefore, we believe that to construct a life means much more than the "ornament" itself.

Peng Zheng Shi Hongwei Guangzhou Co-existence Configuration Engineering Design Co., Ltd.

## 序言

当人们厌倦了古典主义繁琐的装饰风格并且设计日益成为权贵们把玩 的对象时,现代主义大师——柯布希耶曾说过一句在设计史上划时代 意义的话:"装饰即罪恶",而哲学家卢梭则提出了他更加激进的观 点: "装饰就是罪恶"。而整整一个多世纪过去后,随着"非物质社 会"的来临,"包豪斯"平民主义的乌托邦思想已被消费主义的时尚 文化所淹没,或者说当人们再次厌烦于极少主义"冷漠、理性和非人 性"的时候,新的"装饰风"日益盛行,无论是"后现代"还是"新 古典",也不管是"功能追求形式"还是"形式追求功能",我们无 法细数历史与现状的来龙去脉,一方面,我们欣喜于多元的设计并存 于当代,另一方面,面对多元的消费时代的来临,我们又显得迷惘。 失语。

随着中国的城市化和住房改革的迅速推进,样板房设计这一新兴专业 作为地产营销中重要的一环也伴随着房产业的兴旺发达应运而生。在 这短短十年里,从"古罗马"到"地中海",从"巴厘岛"到"夏威 夷",怀着对西方海市蜃楼的顶礼膜拜,多少可辨或难辨真伪的古典 构图和异域风情充斥着我们的视野,娱乐着我们的感官,从装饰到装 饰,以至充满装饰。"欧式"、"美式"、"泰式"、"日式"等 等这些词语已成为当下部分设计师定义装饰风格时的代名词。翻开这 些"装饰"的表皮,与生活无关,与使用者无关。因此,我们不仅要 问:我们为什么要装饰?难道仅仅是为了地产销售的广告噱头或者消 费者对"西洋镜"的追捧崇拜吗?

样板房设计从其本质上说是通过展现户型的装修效果,唤起消费者的 购置欲望。而大部分购房群体首先考虑的问题还是户型面积、空间分 隔、采光通风、周边环境等这些实用性的功能需求。只有重归理性, 从功能出发, 更多地注重新材料, 新技术的开发和在设计中的运用, 倡导人性化的居住空间才应该是设计师更多关注的课题和今后设计发 展的趋势。从公司成立以来,"共生形态"一直都在通过实践来致力 于"如何让设计在对于人们生活方式和质量的改善中体现价值"。因 此,我们认为,构筑一种生活的意义远大于"装饰"本身。

彭征 史鸿伟

广州共生形态工程设计有限公司



Preface 2

# Complex Show Flat of Golden Home in Shantou

汕头金色家园复式样板房

设计单位: 汕头市丽景装饰设计有限公司

**设 计 师**: 李伟光 **开 发 商**: 泰安地产 **项目面积**: 258平方米

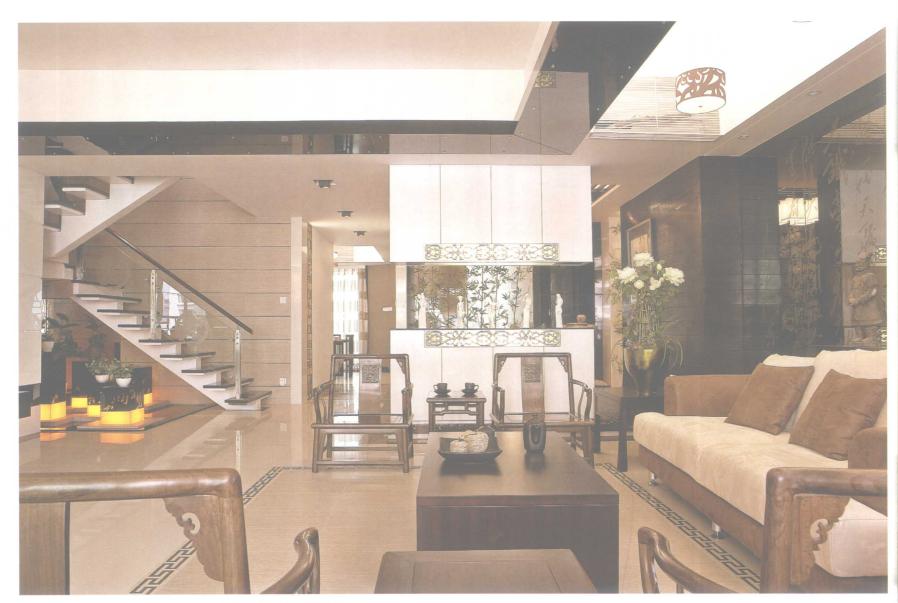
装饰材料:灰镜、实木雕花、榆木家具、微晶白石板

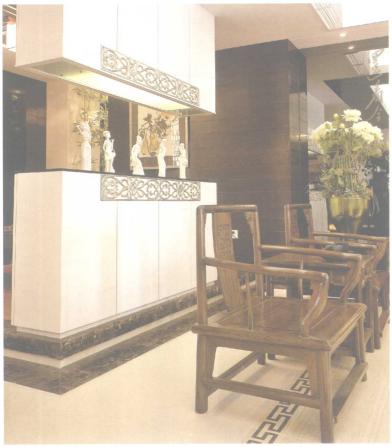
The case in the duplex units of downtown section of urban area, in general, organizes the interior space with modern composition methods of space, and details of the scheme have been refined with a broad—based traditional Chinese symbols, to create a modern and simple Chinese—style space. The room adjacent to the kitchen is changed into a restaurant, the original location of the restaurant into a leisure area, and the partition between them is translucent, which extends the vision range, increases the vitality and fun and enriches the spatial levels. Fabric sofas and Ming style official hat chairs show neo—classical style. Besides a few Terracotta Warriors backed by sofa and the poetry by Mao Zedong ( a famous leader of China) infuse strong culture into the space.



本案是位于市区繁华路段的一个复式单元,设计师在总体上以现代空间的构成手法,在细节上用概括的传统中式符号,塑造出一个现代简约的中式空间。设计师将一层比邻厨房的房间改为餐厅,原来餐厅的位置变为一个休闲区,之间的隔断似透非透,视觉的延伸使空间不再有局促感,并平添了几分灵动和趣味,同时也丰富了空间的层次,布艺沙发与明式官帽椅组合展现出时尚的新古典风格,沙发背景上几尊兵马俑、墙上毛泽东豪放的诗词更为空间平添了浓厚的文化底蕴。







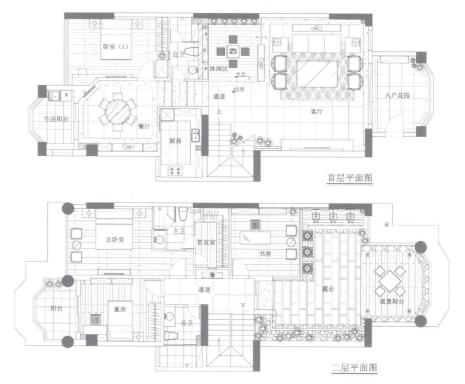
客厅视角一 living room perspective 1

客厅视角二 living room perspective 2



客厅视角三 living room perspective 3

平面布置图 layout















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