Joh Nightchus

顶级夜店

Works of top ten designers 十大设计师作品

Compiled by Yang Mingtao 杨明涛 编著





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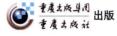
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前言

Preface

尊敬的朋友们、行业同仁们、借《顶级夜店——十大设计师作品》一书出版之际、应主编杨 先生之邀、不却盛情、忝为做序、不胜荣幸之余、也为此书的出版感到欣喜万分。本书的出版不 仅是中国娱乐行业现今蓬勃发展的最佳见证、更是对娱乐设计师们辛勤付出的高度肯定。

余从事娱乐设计行业 20 年来,目睹了中国娱乐行业的发展从无到有,再从有到以星火燎原之势席卷全国的繁盛景象。从第一家娱乐性质的场所出现开始,到现今娱乐场所的多元化、纯粹化、再到娱乐行业的国际化、产业化、这其中的变化与发展只能用"日新月异"来形容。而伴随着娱乐行业的飞速发展,也使得这个行业涌现出一批优秀的设计精英、尤其是一些大城市和发达地区、各种新型的娱乐项目层出不穷、设计师们在借鉴国内外优秀作品的同时,也通过不断的尝试和积累、开始形成自己的设计风格。

在此、我们特地精选了国内10位娱乐设计行业大师的作品。通过对这些作品的解读、相信不仅可以让读者体会到大师们对于设计本身的独到思考、而且能从中触摸到国内娱乐设计行业的潮流脉动。同时、也希望这些风格各异的设计作品、能给有志从事娱乐设计行业的读者们一些帮助、能给从事娱乐设计行业的设计师们一些启示、给娱乐设计行业的发展一些助力。

美好的将来源自勇于创新、相信我们的设计师们将推动娱乐设计行业更上层楼、为中国娱乐行业的兴盛、发展做出贡献、谢谢大家!

IDA 国际设计师协会秘书长 创意设计集团董事长、设计总监 陈建秋 To respected friends and industry peers, on the publication of the book "Top Nightclubs — Works of top ten designers", I make introduction for it with great honor at the kind invitation of Mr. Yang. And I am very happy for the publication of this book. The publication of this book is not only the best witness of today's vigorous development of Chinese entertainment industry, but also a high recognition of the hard work of entertainment designers.

I have engaged in entertainment design industry for twenty years and have witnessed that Chinese entertainment design industry generally grew out of nothing and expanded from a small to a large force all over the nation. The course .which entertainment industry change and develop from the first only entertainment place to multiplex and pure one, and then to international and industrial one.should be described as "To change with each passing day". With the rapid development of the entertainment industry, there has been a sharp upsurge in the number of design elites. Particularly in some big cities and developed coastal regions, all kinds of new entertainment projects are emerging in an endless stream. While learning from the outstanding works from home and abroad, entertainment designers also start to form their own design style through constantly attempt and accumulation.

Here, we specially select some works from 10 domestic masters of entertainment design industry. It is believed that readers will not only understand the unique design thought of those masters, but also keep pace with the trend of domestic entertainment design industry. Meanwhile, it is hoped that these design works in different styles will give some help to readers full of confidence and fully prepared to engage in entertainment design industry, bring inspiration to designers of entertainment design industry and give assistance to the development of entertainment design industry.

A good future originated from putting forward new ideas. I believe that our designers will attain even higher excellence for entertainment design industry and contribute to the development of Chinese entertainment industry. Thank you all for your attention!

Secretary-General of IDA International Designers Association Board Chairman, Design Director of Creative Design Group Chen Jianqiu

娱乐项目成功的三大要素

——策划、设计、经营

自改革开放以来的 20 多年里,随着国民经济和城市建设的飞跃发展,人们的消费能力和消费层次也随之快速提升。在这倍速发展的时代里,人们对娱乐方式的需求也是日新月异,务求新奇,这也促使中国的娱乐行业以前所未有的速度蓬勃发展,从最初的单一化模式转向多元化、多层次化、可谓"百花齐放、百家争鸣"。娱乐场所也由最初单调乏味的模式跨越式地向层次丰富、特色明晰的方向发展,以适应日新月异的消费需求。同时我们也可以看到在投资获利得到丰厚的高回报后,随之而来的是越来越激烈的市场竞争和极其快速的新旧更替,这种"你方唱罢我登场"的竞争格局、让许多投资人对自己的投资不得不三思而后行。

那么如何在这样的市场环境里出奇制胜、赢得市场呢?相信这是困惑大多数投资人的一个问题。其实、投资成败的关键就在于该项目从策划到设计再到经营的整个过程是否正确。策 划、设计、经营,这三大要素是环环相扣、密不可分的。然而这三大要素却是三个不同的专业,如何将它融会贯通,使项目达到三者统一、这是项目成功的关键,反之,则反。因此,若 要投资娱乐项目、在激烈的市场竞争中赢得顾客的青睐、获得高的投资回报,必须使策划充分,设计合理、经营得法、只有三者的协调统一,才是成功的不二法门。

一、项目的策划

策划是每个项目开始都必须开展的一次基本工作。首先,要对该行业进行全面分析,了解不同地区、城市的发展情况与趋势、明确自己投资项目的方向,针对投资项目所在地的市场情况,制定项目定位,锁定目标顾客、根据消费群体的消费习惯、消费心理、制定经营手法及策略、然后根据投资项目的具体内容选择合适的场地。选址时须考虑行业的特性,如离市区的远近,交通的便利与否,周边娱乐业的互动与竞争,停车场的大小,声音与低频振动是否符合环保要求,周边的客源与定位是否匹配,室内面积大小是否适宜,空间高度是否合理等。因此,一个好的策划方案必须有一套科学的市场调查、准确的行业分析,并预测其未来几年的发展前景,这样对自己项目的策划才有预见性与生命力。

在明确项目的目标和方向后,根据所需目标顾客进行专业而细致的经营策划,制定一套既符合发展规律又别具特色的经营模式。一个完整的策划方案是以后项目投资的有利保障,也是 项目设计的依据。策划只是构思,需要通过设计将其落实,平面功能布局犹为重要,它是策划的具体实施,也是以后经营的主要硬件。而装饰风格、娱乐气氛正是吸引目标顾客的法宝。

二、项目的设计

没有经营理念为基础的设计是空泛的设计,没有策划意识作主导的设计是盲目的设计,设计是策划思想的体现,贯穿着以后的经营目的。所以,设计之前需要了解娱乐潮流趋势,发展方向、掌握消费心理、消费习惯,结合策划意识、经营理念,在此基础上方可成为一个实效的设计方案。不同的经营模式有着不同的功能布局,娱乐氛围、装饰风格、灯光效果及施工用材,设计的重点也各不相同。例如,以厅为主的娱乐模式需要 DJ、领舞与客人的互动,客人与客人的互动,各个区域的视觉效果、空间的高低错落,区域的松紧对比等。装饰风格应倾向时尚、个性、前卫、搭配多变的特效灯光、塑造出时尚、迷幻的娱乐氛围、以房为主的娱乐模式需要考虑客人的私隐心理、确定房间面积大小的配套比例,房间与公共区的功能配置,座位要考虑客人之间的沟通,服务的流程等。房间气氛应倾向温馨、舒适、豪华、选用高档、柔和的用材,而风格以大方稳重为主。

不同的经营模式接待不同层次的顾客,设计要求也不尽相同。年轻人喜欢现代时尚、色彩明快的装饰风格;年长者喜欢稳重高雅、大方得体的环境;大众娱乐喜欢气氛热烈、灯红酒绿的氛围;商务接待喜欢高贵典雅、简约大气的装饰格调。在设计中,平面布局是第一步也是至关重要的一环。它体现了前期策划的分析结果,结合了经营所需的功能、意识,同时也揉合了装饰的立面造型,是影响整体空间主体效果的关键一步。平面功能布局的定位不但考验设计师是否有良好的空间感,同时也考验设计师对前期策划的理解能力,对后期经营的熟知程度。只有把策划、设计、经营这三大专业融会贯通、才能对平面功能布局的定位有准确的把握。

设计把策划阶段的构思具体化,同时把经营的方式用空间的布局、装饰、灯光、音乐表现出来。一个好的设计师会把投资者的要求和顾客的需求统一起来、根据不同的设计风格、或简约、或豪华、或典雅、用各种流行和经典的设计元素表现出来、以锲合不同消费群体的需求。

三、项目的经营

经营是投资回报的惟一途径,它的成败也就是投资的成败,而且,前期的策划与设计,最后都要通过经营来体现,所以经营是非常重要的一环。策划的开始,已经为经营定了主调、完 美地将策划方案付之于经营,认真执行与因时因地的灵活调整也是非常重要的。而且,娱乐潮流日新月异,必须根据市场需求不断调整经营策略,适时地增加新的娱乐方式,推陈出新,让 顾客有常来常新的新鲜感。有时候针对市场环境和客观因素的变化,调整经营的策略并不意味着否定以前项目的策划,只是对自身经营理念、经营方式的一个适应性的延伸,是为了让顾 客在原来熟悉的基础上有新的体验。

不同的娱乐项目所需要营造的氛围和空间不同,具体到经营上也必须根据自己经营项目的不同而迎合客人不同的需要。例如高档的娱乐会所如何让客人体现尊贵与身份:大型的夜总会如何让客人感受衣香鬓影、纸醉金迷;时尚的酒吧如何让客人释放激情,忘却自我。也只有根据具体的经营项目的不同、不断地调整自己的经营策略,迎合顾客的心理需求、才能在同行激烈的竞争中立于不败之地。

总之,一个成功的娱乐项目从前期的策划开始,就必须本着务实的态度,那种想当然,不求甚解地模仿或者抄袭其他娱乐项目的做法都是注定失败的。策划为先,设计为重,经营为 主乃成败的关键,三者必须相互结合才能成就一个成功的娱乐项目。

> IDA 国际设计师协会秘书长 创意设计集团董事长、设计总监 陈建秋

如有娱乐策划设计的相关问题,也可来电咨询、电话: 0769-22785763、021-57611899。 欢迎从业者登陆网站: www.creative1988.com、参与有关娱乐设计行业的探讨。

In more than 20 years after reform and opening to the outside word, Chinese people's consumption power and expense level has improved rapidly with the rapid development of national economy and urban construction. In the rapidly developing age, people's entertainment demand is changing with each passing day, which enables Chinese entertainment industry to develop at a rate unparalleled in history, and makes its mode rapidly transfering from originally simplex to multiplex and multi-level. We can call it "letting a hundred flowers bloom, a hundred schools of thought contend". In order to meet the changing consumption demand, the mode of entertainment places is rapidly developing from originally tedious to multi-level and distinctive. At the same time we may also see that since the investment profit is very good, the market competition becomes more and more intense, and old ones are being replaced by new ones rapidly. The "You just finished and I come on the scene" competition pattern makes many investors to consider their own investment over and over.

Then, how to defeat competitors by a surprise action and gain a larger share of the market in such market environment? This is a question puzzling most investors. Actually, the difference between success and failure consists in whether the entire process of the project including plan and design is right. These three big essential factors—plan, design and operation are linked together. And they are inseparable. However these three big essential factors are actually three different specialties. The key to successful project is that to integrate the three factors and achieve uniformity of them. On the contrary, if these three factors are not unified, there will be the following situations: Though plan is good, project without good design would be impracticable. Though design is good, project without good operation would not gain return. Though operation is good, to implement such project without good plan and good design is equivalent to make something out of nothing. Therefore, while investing entertainment project, if you wish to win customers' favor in the intense market competition and obtain a high investment return, you must make plan sufficiently prepared, make design reasonable and make operation wisely managed. To make these three factors compatible and unified is the best way to achieve success.

1. Plan of project

Plan is a basic work of each project. At first, make a comprehensive analysis of the industry. Get the knowledge of development situation and trend in different regions and cities. Be clear on one's investment direction. Determine project's goals and target customers according to the market situation of the place where the investment project would be implemented. Work out operation measures and strategy in accordance with consumption habit and consumption psychology of consumption group. Then, select suitable site according to the specific content of investment project. While selecting site, the following industry characteristics should be consider: distance to urban areas, whether traffic is convenient, interaction and competition of surrounding entertainment industry, area of the parking lot, whether sound and low frequency vibrate meet environmental protection requirements, whether customer resource match project goal, whether indoor area is suitable, whether height of space is reasonable etc. Therefore, a good plan must include a scientific market survey, accurate industry analysis and forecast of development prospect in next few years. In this way, the project plan would become predictable and high-octane.

After determining the goal and direction, an operation plan should be made according to target customers, and an operation mode that is characteristic and in accord with development law should be worked out. An integrated plan is a guarantee of later project investment and a design basis for project. Plan is only a form in one's mind which needs to carry out through design. The layout of plane function is even more important. It is not only the specific implementation of plan, but also main hardware of the later operation. Decoration style and entertainment atmosphere are magic weapons to attract target customers.

2. Design of project

Design without foundation of operation concept would be inane. Design without plan consciousness would be blind. Design is embodiment of plan concept. And it spreads throughout the later operation goal. Therefore, in order to work out an effective design, we should get knowledge of entertainment trend, development direction, consumption psychology, consumption habit, and combine plan consciousness and operation concept before designing. Different operation modes respectively have different function layouts, entertainment atmospheres, decoration styles and lighting effects. Emphasis of each design is also different from each other. For example, entertainment in hall needs interaction between DJ, lead dancer and customers, interaction between customers, visual effect of each area, jagged space heights and loose and tight contrast of areas etc. The decoration style should be inclinable to fashion, individuality, forefront. And it should create the fashionable and dreamlike entertainment atmosphere with changeable special effect light. Entertainment in room needs to consider customer's privacy psychology, determine the proportion of room areas, determine function configure of room area and public area, consider communication of customers on seats and consider the service process. The room atmosphere should be inclinable to warm, comfort and luxury. Room materials should be high-grade and soft. And the style is mainly generous and prudent.

Different operation modes with different design requirement respectively serve customers from different level. The young like modern fashion and colorful decoration

style. The old like prudent, elegant, generous, and decent environment. Mass entertainment is inclinable to a warm and voluptuous atmosphere. Business reception is inclinable to elegant and simple atmosphere. The plane layout is the first and most important step of design. It manifests the analysis result of plan in the earlier period and combines function and consciousness required by operation. At the same time, it combines elevation modeling of decoration. This step is the crucial influence of the overall space body effect. The layout of plane function not only challenges designer's space sense, but also challenges the designer's understanding of plan in the earlier period and knowledge of operation in the latter period. Only the plan, design and operation are integrated, can the layout of plane function be well handled.

Idea of plan stage is embodied in design. At the same time, operation manner is demonstrated by layout, decoration, lighting and music. A good designer would unify investor's demand and customer's requirement, and demonstrate simple, luxury or elegant design style by various popular and classical design elements, to meet the requirements of different consumption groups.

3. Operation of project

Operation is the only way to obtain investment return. And plan and design in early period are both embodied in operation finally. Thus, operation is a very important factor. To perfectly implement, carefully execute and flexibly regulate plan in operation is very important. Moreover, as the trend of entertainment is changing with each passing day, we must continuously adjust operation strategy according to market demand, timely add new entertainment forms and develop the new from the old to bring new freshness to customers. Sometimes, to adjust the operation strategy according to the change of market environment and objective factors does not mean denying the early operation plan. It is just an expansion of adaptability of one's operation concept and operation manner. In this way customers would get new experience.

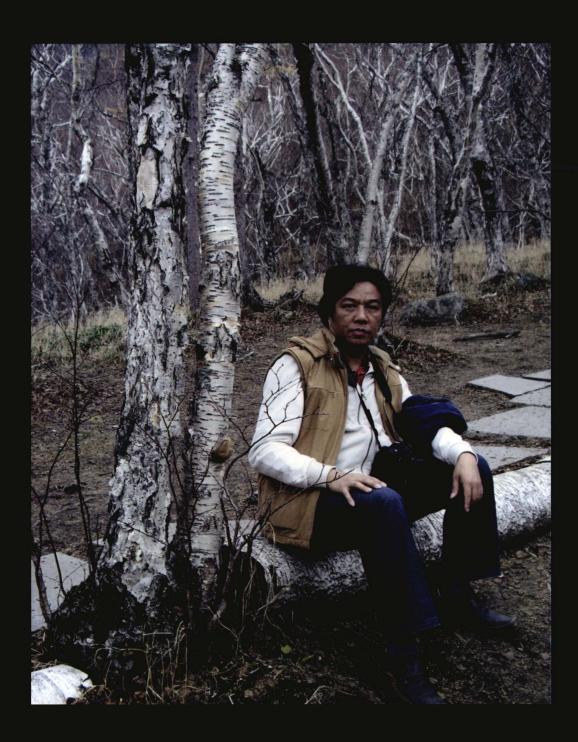
Different entertainment project need different atmosphere and space, and these elements should be adjusted according to the one's operation project to meet the different requirements of different customers. Such as: a luxurious entertainment club can display the customers' honorable status and degree: A big night club can make the customers live a luxury and dissipation life: A fashion bar can make the customers get themselves totally relaxed. It is essential for you to constantly adjust, the operation strategies according to the specific operation project to meet the customers' psychological requirements, then you will be keeping an invincible place in the keen competition.

In a word, a successful entertainment project, beginning from the early planning, should be based on a pragmatic attitude. Any acts of imitate or copy the successful entertainment projects without full understanding will be doomed to be failure. Planning for the first, design for the most and management for the priority are the key factors for the success, only the combination of these three factors can achieve a successful entertainment project.

Secretary-General of IDA International Designers Association Board Chairman, Design Director of Creative Design Group Chen Jianqiu

Welcome to go to the web site www.creative1988.com and make some discussion of the entertainment design industry.

If any question about entertainment plan and design, please call us by these phone numbers: 0769-22785763 and 021-57611899.



陈建秋

1985年开始从事室内设计工作,1988年组建创意室内设计事务所,现任创意设计集团董事长、设计总监,IDA国际设计师协会秘书长。专业从事娱乐、酒店项目的策划和设计。曾主编出版图书《创意娱乐设计》、《创意空间设计方案》、《创意夜总会设计》、《创意酒吧设计》、《中国国际建筑装饰设计博览》等,在娱乐专刊上发表《娱乐项目的成功定律》、《娱乐场所的策划与设计》、《酒吧成功的三大要素》等专业文章。

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Park Coffee 董事

1989年毕业于广州美术学院雕塑系、毕业后任职于广东省集美设计工程公司,现任陈立坚设计有限公司总经理、广东省华城建筑设计有限公司董事、高级设计师、IFI国际室内设计师联盟会员、中国室内装饰协会专业会员、CIID中国建筑学会室内设计分会广州专业委员会委员。

在广州市政府"三年一中变"的整饰工作中担当了重要角色、对珠江"一河两岸"的光亮工程进行了规划设计、并为政府出谋献策、使珠江"一河两岸"成为广州市一个城市亮点。同时又协助政府及有关部门对北京路区域进行研究、提出北京路全封步行的构想、对北京路段的封闭进行规划和设计工作、并负责了上下九、沿江路、北京路、应元路、一德路等路段的整饰设计、为政府工作作出一定的贡献、同时又被海口市政府特邀为海口总体发展规划专家团成员、参与海口海甸岛规划方案的研究及深化。

从事设计工作十几年、参与设计过多间五星级酒店、如星河湾酒店、嘉逸皇冠酒店、长沙金源大酒店、青岛麒麟大酒店、清远华冠酒店等。设计中注重空间性、实用性、商业性的结合、从创造空间价值中体现设计价值,设计过的大型综合商业空间、楼盘及娱乐场所有:广州市新儿童公园、广百新翼商场、宏城广场、皇家轩尼诗会所、金矿KTV、东莞帝豪酒店夜总会、金利来CEO会所、桂林山水凤凰城、兰圃Park Coffce、大连运达集团办公楼、北京官园公寓等。





谢英凯

现任广州汤物臣·肯文装饰设计有限公司董事总经理、设计总监中国建筑学会室内设计分会会员中国室内装饰协会会员

所获奖项:

第二届中国室内设计艺术观摩展"2006年室内设计十大新锐人物"奖2007亚太室内设计嘉年华暨、06(国际)室内设计年度传媒奖2006年度最具潜力设计师奖

羊城设计新势力 2006 年度十大人物之一

中国建筑学会室内设计分会主办 2006 年度先进个人奖

广东德庆盘龙峡度假景区荣获由中国建筑学会室内设计分会主办的2007中国酒店设计概念大奖亚太双年奖

西安 1+1 私人会所荣获 2006 第六届亚太室内设计双年奖优秀奖 北京飞天龙俱乐部荣获 2006 年中国室内设计大奖赛佳作奖 2005 年西安金翅鸟新视听项目合作荣誉奖

西安清见御所、西安东宫专属私人会所、西安金翅鸟新视听演艺中心及顺德 28 贵族会所等室内设计作品入选 2007 年度亚太年鉴作品集

广州筑汇设计有限公司董事长、设计总监

主要设计项目:

金殿经典俱乐部二期(广州) 御都 SPA 会所(广州) 青鸟健身俱乐部(广州) 18 号俱乐部(广州) Cat Walk 酒吧(广州) 美丽华皇朝俱乐部(广州) 东方伊甸园(成都) 东方卡卡都俱乐部(成都) Cat Walk 酒吧(成都) 凯渥酒吧(昆明)

尊爵 18 国际俱乐部(合肥) V8 酒吧俱乐部(东莞)



郑填

设计与人们的生活息息相关,因此设计的潮流亦随着生活理念的变化而处于不断的变革当中。上世纪80年代,人们追求的是金碧辉煌的繁华;至90年代,则加入了更多时尚、简练的元素;到了21世纪,设计越来越趋向多元化,要让时尚与典雅相结合、感性与理性相融,才能使作品更臻完美!

在颠覆既有原则、追求各种元素火花撞击的过程中、作品大胆塑造了具有独有的声、光、色、形概念融合的专属空间风格!

筑 汇 筑·造人文空间 汇·集创作灵感 坚持不抄袭、不拼凑、不嫁接 这就是筑汇的创作灵感 坚信——生活就是一部作品



王超明

广州市荔湾建筑设计院有限公司董事

1989年毕业于广州美术学院室内外环境艺术设计专业。曾任多间专业设计公司的设计总监。 2000年创立王超明设计顾问工作室至今,一直从事商业空间设计。

对于工作、习惯投入激情和认真;对于创作、热于挖掘所用空间的个性、融入时尚和文化的内涵,以达到最为特有的表现力;对于生活、喜爱古董的文化沉淀、喜爱红酒因选料严谨和工艺精湛所酿出的品质。

近年完成的主要项目:

广州大豪城俱乐部 广州东方豪城大酒店 广州D8会所 广州至尊国际会所 广州K-Party俱乐部 广州逸峻会会所 广州玉珑泉休闲会馆 东莞P-P club 以前很得意被人冠以"夜店专家"的称号,因为之前有过设计长堤"滚石"、江湾"焦点"、番禺"世纪之花"的历史。当时都很"火",所以我也变得很"牛"。后来又断断续续地生产出这类的产品,可能不那么"火",所以觉得不是"东西"了。设计师都被挤在同一个小圆点上,观点同化,没有个性,只要那夜场"火",就成了设计的标杆,慢慢地觉得没劲。之后就玩杂了,楼堂馆所的活一律"统杀"。一批包括江南鱼村、幸运楼、陶陶居、南园、唐苑酒家、唐苑艺厨……等"杂活"冒了出来。到了今天我觉得已愧对"夜店专家"这一称号,如果入围、只能算凑个数吧。但我坚信经过一段时间的反思,不难再弄出些"像个东西"的夜店!

蔡耀焯

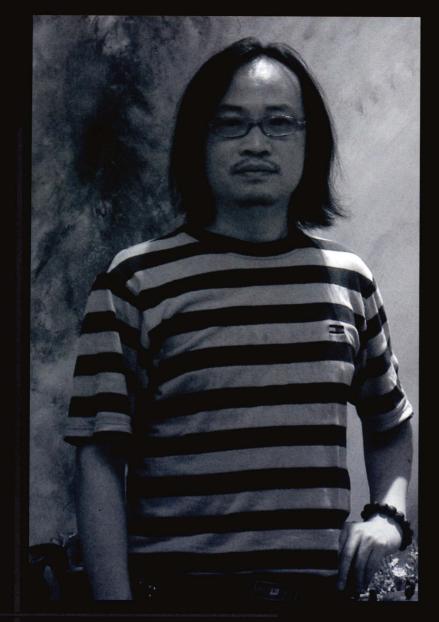


陈建明

现任创意设计集团董事总经理、总设计师

毕业于广州美术学院、1992年从事室内设计工作至今,获中国室内装饰协会颁发的高级室内设计师资格证书,曾参与编辑出版《创意娱乐设计》、《创意空间设计方案》、《创意夜总会设计》、《创意酒吧设计》等专业娱乐设计书籍。





黎夏萌

LXMD 设计工作室设计总监

曾就读于广州美术学院版画系高研班,清华大学建筑工程与设计高研班,法国国立工艺学院建筑工程与设计项目管理硕士。

1983年9月起从事布料设计、服装设计、广告摄影工作、1987年加入中国摄影家协会广东分会。 1995年11月至今从事室内设计工作、特别擅长灯光的设计与应用、近年主要从事夜总会、酒吧、会所等娱乐场所的设计。

近年完成的主要项目:

广州天河飞马会俱乐部 广州天河风乐 888 俱乐部 厦门宝龙会俱乐部 厦门 NASA 慢摇吧 澳门 FASHION BAR 澳门 NICOLE 服装专卖店系列 珠海雾都吧 珠海 7 号会馆 广州小虫西餐酒廊系列店 中山摩顿咖啡专卖店



曾卓中

高级室内设计师 IFI 国际室内设计师联盟会员 CIDA 中国室内装饰协会会员 1997 年毕业于广州美术学院设计分院 广东省集美设计公司 N 组设计总监 广州品祺设计公司设计总监 对于水疗、会所、酒店的设计有独特的理念

品祺设计公司近年完成的主要项目:

成都旗舰俱乐部 水长流花园酒店夜总会 名都酒店夜总会 东莞帝豪会水疗会所 东莞银色假日水疗会所 东莞海都国际会所广州表妹酒家(解放中路店) Eric、广州人,毕业于广州美术设计院校,出生于1977年,至今从事设计工作足有十载,曾多次参加市内美术比赛获一等奖,2003年创办了北京百略设计顾问有限公司。



卢佑斌