

APPRECIATION FOR CHINA ROOT DESIGN

品味 大木设计

大木设计中国 编著

华中科技大学出版社

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目录

Contents

特色餐厅

郑州大快乐港式茶餐厅	009
北京银鼎时代中餐厅	017
王府酒店	025
菜香源渝味食府	035
本草吉茶餐厅	045
流金岁月咖啡厅	051
玉玲珑餐饮机构	059
黑土印象时尚精品餐厅	065
春秋茶楼	073
香港捞福来中山店	081
北京无名居石家庄分店	087
百斯特无国界西餐厅	095

休闲娱乐

高山会所	103
九号花园	107
生释葡萄酒体验馆	115
花花公子CLUB	123
温州宝丽金尊尚会所	131
月光城音乐会馆	137
翡翠明珠KTV	143
汇璟园会所(一期)	149
东城国际会馆	153
倚能VIP会所	159

酒店宾馆

三商会馆	169
华客度假酒店	179
津利华酒店	189

商业空间

好莱客家居馆	199
千足珍珠北辰示范店	203
苏州D&M展示中心	209
伊丽莎白美容美体连锁机构	219
超品会 —— 烟酒在线	227
重庆卡布雷登海盗吧	235
东方爱婴	241
香度香生肌肤SPA	247
贝黎诗	253

办公空间

海力峰设计装饰公司办公楼	261
华翔塑胶	265
青岛大木设计顾问有限公司办公空间	271
白轩画室	277

样板房/住宅别墅

凤岗样板房(东南亚式风格)	285
凤岗样板房(中式风格)	291
融侨云满庭样板间	297
颐和售楼中心	301
祈福张宅	305
雅郡花园别墅	311
自在的家	319
阳光海岸 —— 城市新贵	327
湘潭湖工花苑	331
瑞景文华·周宅	337

“更上一层楼！” "Attaining a higher goal"



张世礼

清华大学美术学院教授, 中国建筑学会室内设计分会名誉会长, 亚洲室内设计师联盟名誉会长

近20多年来,随着国民经济的持续增长和人民生活的不断提高,中国现代室内设计得到快速发展,已形成了一支庞大的产业队伍,涌现出一批有实力的设计单位和优秀的设计师。但是,这个行业的市场还不够成熟,在市场管理、业务规范、学术理念以及作品的创意和品质方面还有待提高。我认为行业成熟的标志还在于造就一批知名的品牌。

近年来,清华大学继续教育学院举办建筑装饰、室内设计的高研班,全国一大批优秀的企业管理骨干、设计师在这里深造,相互交流创业的经验和专业的学术问题,其中一部分设计单位和设计师也意识到创立中国室内设计品牌的重要性。这是行业发展的呼唤,时机已经成熟。

江浙和广东的一部分单位和设计师首先酝酿联合起来创办“大木”室内设计品牌,我觉得这是好事,将把中国室内设计业推向成熟并促进中国室内设计水平的提高。当然,这是一个创举,没有经验,是任重而道远的。但是,这个方向是对的,他们在实践之中思路会清晰起来,逐步走向成功。

关于创办“大木”室内设计品牌,我想到以下几个问题:

一、鉴于中国现代室内设计业已达到较高的规模和水平,创办“大木”室内设计品牌起点要高,要有一批企业方向、特点相近的有实力的设计单位和具有较高水平的设计师共同努力。我已知道一点“大木”的筹备情况,有些成员我是了解的,近年来在全国室内设计评奖中多次获奖,已具有较强的实力。因此,创办“大木”品牌具备了条件。希望这个团队发挥合作精神、全局观念,成为中国有影响力的专业团队。

二、中国人从小农经济的影响中冲出来开展现代企业的大合作,不仅要胸怀博大、志向高远,更要探索现代企业的合作模式、经营策略和方法,是一门新的学问,我想合作者要有充分的思想准备,要认真学习 and 实践。

三、品牌不仅是知名度的问题,要让自己的产品有自己的服务方向、自己的特点、自己的品质,这样才有竞争力、生命力。因此,品牌的合作者不仅要把握时代的设计理念、方法,还要有深层次的研究,创造出自己的特点、个性。

今天,我相信,具有博大精深中国文化底蕴而且吸收外来文化营养又经20年磨练的中国企业家和设计师,有能力创办自己的品牌。让我们祝贺他们在创业的攀登中更上一层楼。

With the sustainable growth of national economy and constantly improving standard of living for the past twenty years, a large number of employees have been employed in modern interior design industry in China in which it sprung up a group of potential design units and excellent designers. But there is still a long way to go on marketing management, business specification, academic concept and work's originality and quality. I think the mark of a mature industry lies in bringing up a patch of well-known brands.

In recent years, the school of continuing education in Tsinghua University held advanced research course on architectural decoration and interior design. A large quantities of excellent business managers and designers studied here and exchanged their experience and academic problem mutually in which a part of design units and designers have realized the importance of building Chinese interior design brand. This is the calling of the development in this area.

I think it is good that a part of design units and designers who join up primarily have founded the brand of "Chinaroot" interior design. And that will promote the development of design technology and mature it. Of course, this is a pioneering work, no experience to follow. Much still remains to be done. However, it is a right way and will make a success progressively with a clear train of thought in practice.

I have thought a few questions as follows on building this brand:

1. Because of the large scale and higher level of Chinese interior design industry, there should be a batch of potential design units with the same character and target working together with the designers in a higher starting point. I have known a little about the preparation of "Chinaroot". Some of the members I have known won awards many times in the national design competition. Therefore, it has a good condition and I hope it to be an influential professional team.

2. It is a new knowledge to seek after modern cooperation pattern and business strategy and method for Chinese people coming out from the influence of small peasant economy. I think the cooperators should have sufficient preparation in mind and study hard.

3. The competitive strength of a brand not only lies in the popularity but the service style, features and quality of the product itself which make it become more competitive and vital. Therefore, the brand cooperator not only needs the modern design idea and the methods but also the deep research to create its own feature and personality. Today, I believe the enterprisers and the designers who have experienced two decades of extensive and profound Chinese culture and absorbed foreign culture can found their own brand. Let's give all our best wishes to their career of attaining a higher goal.

前言

Foreword



林海

“大木设计”品牌创建计划发起人。

大木设计中国发展有限公司董事长、总裁。

双硕士学位、高级室内建筑师、中国建筑装饰高级经理人。

CIID会员、IFI会员、中国建筑装饰协会设计委员会委员。

在两年前的清华大学建筑与工程设计高级研修班上，来自全国各地的优秀室内设计师通过短暂的学习、交流、大家成了朋友和知己。因为都有着担负中国室内设计发展的强烈责任感，大家一直在探讨协作共进的模式和方法，因此诞生了“大木”，成立了“大木设计中国”，形成了“大木撑起中国心、我们设计中国”的共同理想。

一年多来，虽经历不少风风雨雨，但让我们感到振奋的是，“大木设计中国”成员机构已逾40家，集中的都是各地优秀室内设计企业的代表。通过我们的努力，已有越来越多的优秀室内设计企业和设计师了解和认同了“大木设计”的品牌理念和发展方向，想积极成为其中一员；更有越来越多的项目业主通过多种渠道找到“大木”，成为“大木”永远的朋友。

大木设计“为人民设计”的核心价值主张体现的是设计创造价值。优秀的设计师和设计品牌体现的是其设计作品的说服力，本书是近两年“大木设计中国”优秀设计师代表作品的集中表现。也是“大木设计”第一次与广大读者近距离接触。

品味大木设计，我们的目的是从中找到不足，看到差距，鞭策自己，更加努力。

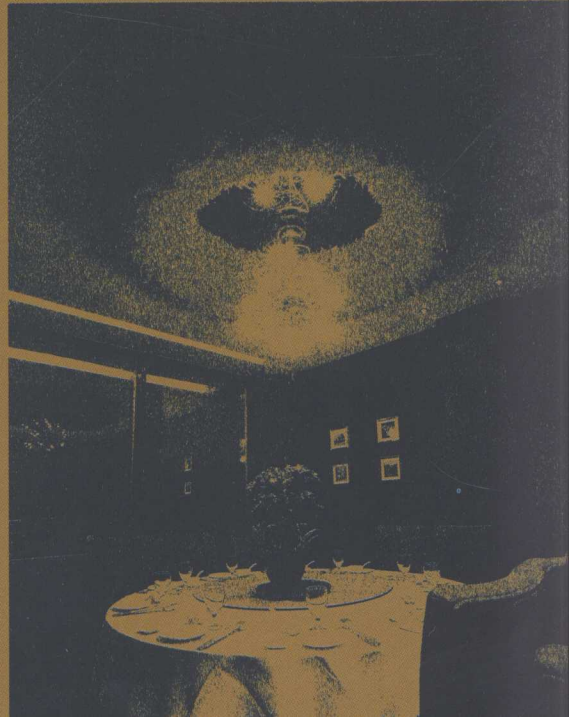
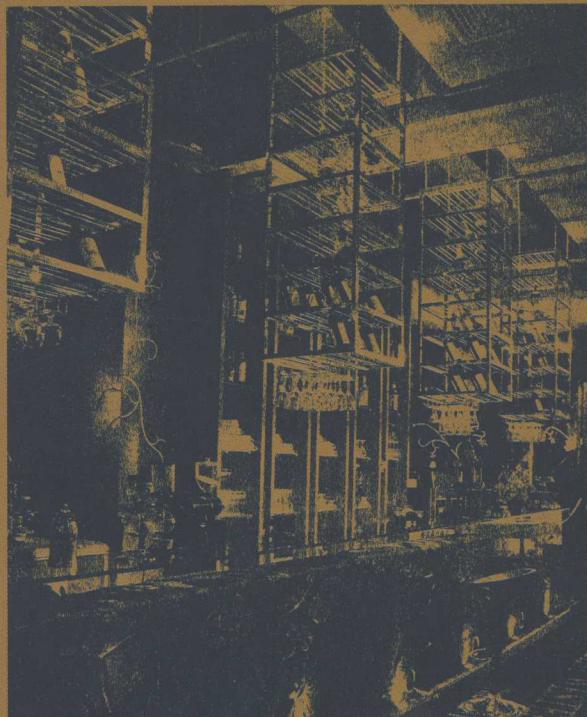
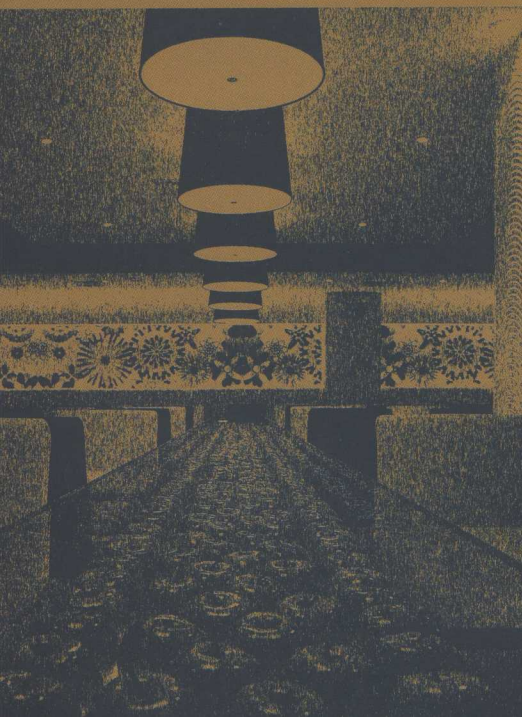
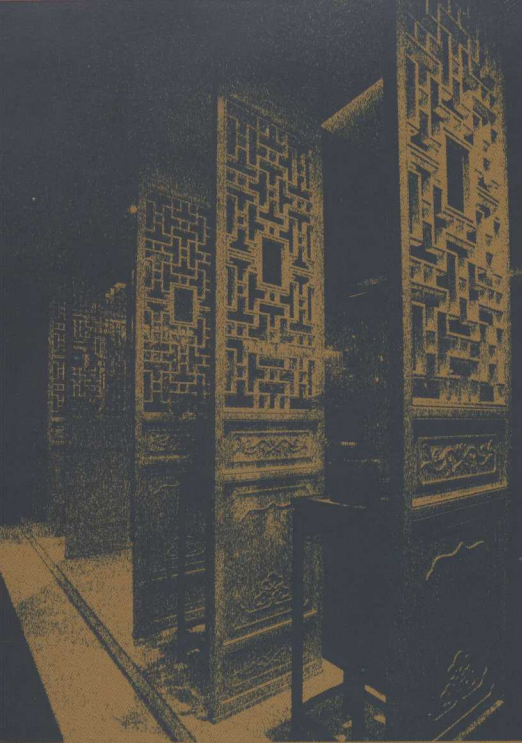
品味大木设计，是为了未来更为精彩的大木设计。

Two years ago, the excellent interior designers from all over China in advanced Mini-EMBA of construction and engineering design in Tsinghua university have made a big success. They made it through short time study and inter-communication. They founded “The Chinaroot Design China” and formed a common idea pursuing “The Chinaroot props up the Chinese heart. We designed China”, because they all charged with a strong responsibility on development of interior design, and always talked over some patterns and methods of improvement.

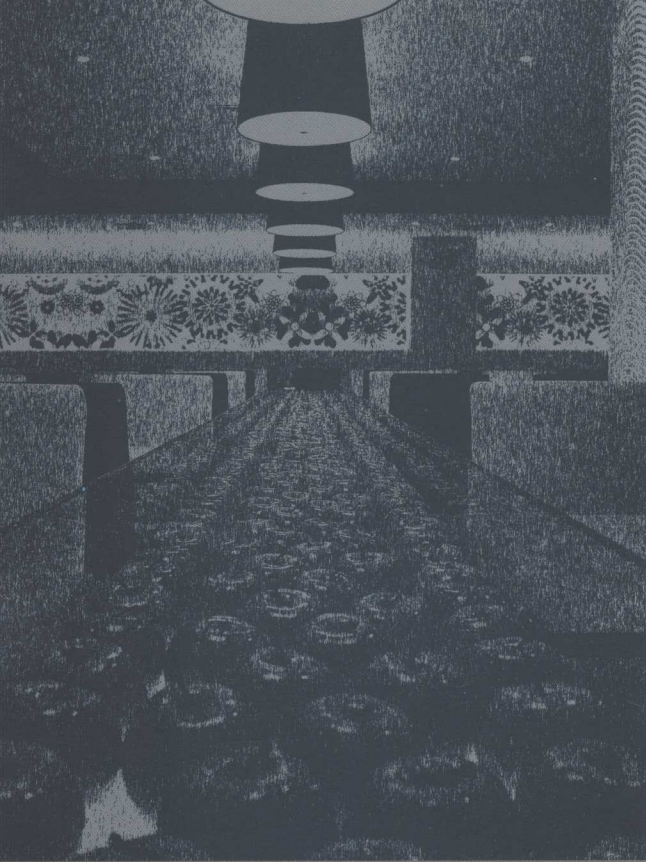
“The Chinaroot Design China” has experienced all kinds of difficulties over a year. One thing which makes us exhilarated is that its branch institution has been established more than 40, and they are all the representatives in this area around China. Through our hard work, there are more and more outstanding interior design enterprises and designers who have deep understandings and accept “The Chinaroot Design” theory and the goal of development, and they all want to be one of its members. There are also more and more item owners who have become its friends through any way they can found. The core values of its “Just for People” reflect that the value is created by design. The outstanding designers and the famous brands are the best persuasion of their own works. This book contents the best works of excellent designers in “The Chinaroot Design”. It is the first time to have a close touch with public readers.

Appreciating the chinaroot design makes us find some shortcomings and sees the gap with others which can spur us to work hard.

Appreciating the square log design is to make it have a brighter future.







THE HONG KONG-STYLE HAPPY LINE CAFES

郑州大快乐港式茶餐厅

项目名称：郑州大快乐港式茶餐厅
设计师：孙华锋
参与设计：刘世尧、孔仲迅
设计单位：河南大木鼎合建筑装饰设计有限公司
项目地址：郑州市经八路、黄河路口
项目面积：500m²
主要材料：地砖、玻璃、乳胶漆、波纹板

本案位于郑州市经八路、黄河路繁华的建文新世界二楼，也是河南省第一家真正的港式茶餐厅。本案的设计也正是围绕这个主题，充分利用简单的材质、纯色的对比、夸张的视觉图案，结合点、线光源的使用，使整个空间顿时变得富有趣味。红白与黑灰的对话，热烈与静然的对话，具象与意象的对话，都通过空间的变化而转变，生活的美好也许从这短短的就餐时间里就能不经意地体会出来。

This program lies on the second floor of the Jianwen New World Building which locates in the busy intersection of Jing Eight Road and Yellow River Road in Zhengzhou-the capital of Henan province. The cafe is the first real Hong Kong-style cafe in Henan. That is the exact theme that the designers center on. In the process of design, it makes space full of interest immediately through the designing of making good use of material and the contrast of pure colour and exaggerated visional pattern and the use of combining site and line source. It is changed through the variation of space that is the sharp contrast between red and white and black and gray, bright and quiet, and concrete and image. Maybe one can experience the happy life casually through the short meal times.

大快樂
HAPPY LINE

步步高
DVD



