

CHINESE

CULTURE TRIP
中国文化之旅



Kempinski Hotel
Haitang Bay Sanya

CHINA

开维·三亚海棠湾凯宾斯基酒店

Kempinski
HOTELIERS SINCE 1897



华中科技大学出版社
<http://www.hustp.com>

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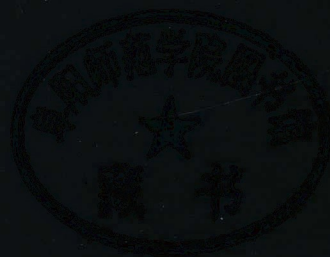
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序一 PREFACE ONE

北纬18度，是地球上最神奇的地理区域之一，之所以说它神奇，原因就在于这个区域是地球上最适于度假的地方。在这一纬度附近，分布着夏威夷、墨西哥城、圣地亚哥等世界著名度假胜地，而三亚是中国唯一处于这一地带的城市。

2005年，海南省政府、三亚市政府提出开发海棠湾旅游度假区设想。2006年12月，海棠湾分区规划和城市设计通过评审。海棠湾定位为“国家海岸”，以生态资源的保护和利用为出发点，基于优美环境资源和新的开发模式，形成拥有独特景观和新型旅游产品的公共旅游观光胜地及高端滨海旅游度假区。海棠湾将以建设世界级的旅游休闲度假区为目标，成为国家品牌，承载国家热带滨海旅游形象，是国家级海洋科研、教育、博览基地的综合体。

2007年初，开维集团取得了“国家海岸”海棠湾1号地块的开发权。地块占地160 969平方米，为商业酒店用地。地块背倚大岭、大小龙江潭，东朝大海，面对2.4千米外的蜈支洲岛。在东西向中轴线上，以岛为案，以山为屏，将山、湖、海、岛连成一条直线。中国传统建筑布局特别讲究严谨纵直、左右延展的“中轴”理念，推崇和谐对称。堪輿学讲究前有案，后有屏。案就是几案、桌子，屏就是屏风、靠背。蜈支洲岛就是凯宾斯基酒店的几案，大岭就是酒店的屏风，切合中国人的风水观念，是上风上水之地。

在酒店设计规划之初，我们便以国家品牌进行定位，而弘扬中华文化是国家品牌的最好体现。在浩瀚的中国文化海洋中，我们选取了建筑文化、图腾文化和木文化等元素在酒店的各个环节中予以体现。

酒店建筑概念设计由世界著名澳大利亚设计师NOY完成，室内设计由曾担纲世界唯一一家八星级酒店阿布扎比皇宫酒店室内设计的泰国LEO设计有限公司设计总监 Winai Suansalee (Nick) 主持。

Latitude 18 degrees north is one of the most magical geographic regions on earth, because this region is the most suitable place for vacation in the world. Near this latitude are Hawaii, Mexico City, San Diego and other world famous resorts. Sanya is the only city in this region in China.

In 2005, the government of Hainan Province and the government of Sanya presented the idea of developing Haitang Bay Resort. In December 2006, district planning and urban design of Haitang Bay passed the government review. Haitang Bay is positioned as the "National Coast". Focused on protection and utilization of ecological resources, based on the beautiful environment and the new development pattern, a public tourism resort and a high-end seaside tourist resort with unique landscape and new tourism products are formed. Haitang Bay is aimed at building a world-class tourism and leisure resort. It becomes a national brand and bears national tropical seaside tourism image. It is a base for national Marine scientific research, education and exhibition.

In early 2007, Keenwin Group obtained the development right of No.1 block of Haitang Bay of national coast. The block covers an area of 160,969 square meters designated for the commercial hotel. The block leans against Daling, and Big and Small Longjiang Tam, and faces east toward the sea and Wuzhizhou Island 2.4 kilometers away. On the east-west axis, starting with the island and ending with mountains in the back, mountain, lake, sea and island are aligned in a straight line. Chinese traditional architectural layout pays special attention to rigorous, longitudinal, straight and stretched "central axis" concept, and praises highly harmony and symmetry. According to geomancy science, there shall be table in the front and screen at the back. Wuzhizhou Island is the table of Kempinski Hotel, and Daling mountain is the screen of the hotel. Therefore based on the Chinese concept of Fengshui, the hotel has superb Fengshui.

At the beginning of design and planning of the hotel, we positioned it as a national brand. Promoting Chinese culture is the best embodiment of national brand. Among the countless Chinese cultures, we select architectural culture, totem culture and wood culture as elements to be reflected in all aspects of the hotel.

Construction conceptual design of the hotel was completed by NOY, a world famous Australian designer. Interior design was led by Winai Suansalee (Nick), Design Director of Thailand LEOINTER Design Co., Ltd. responsible for the interior design of Abu Dhabi Palace Hotel, the only eight-star hotel in the world.

酒店沿落客站一大堂—国玺厅—沙滩灯塔吧中轴对称布局。拥有576间（套）奢华客房和52栋配套建筑【奢华度假别墅及会议中心（宴会厅）、SPA会所、木艺术馆、啤酒吧、龙檀茶艺坊等建筑群】，功能齐备。建筑形态运用了唐、宋时期重檐华拱的建筑元素，同时融入了江南水乡“小桥、流水、人家”的建筑理念，并用简约的现代建筑手法予以表现，从而呈现出这些既承载传统建筑文化又不失现代美感的经典建筑。

酒店运用了紫檀、酸枝、楠木等名贵珍稀木材3 000余吨，以首批国家级非物质文化遗产代表作——东阳木雕为工艺手段，由亚太地区手工艺大师、国家级非物质文化遗产项目代表性传承人、中国工艺美术大师、中国工艺美术学会木雕艺术专业委员会会长、中国木雕的领军人物陆光正负责创意设计，运用吉祥图案、历史典故等题材，将东阳木雕的传统技法与西方油画及现代人工光源技术相结合，使酒店成了具有现代气息的传统文化圣殿。

酒店还用重金迁建了杜月笙公馆（木艺术馆）、对亭、里仁桥、石库门等一批古建筑，使酒店具有了厚重的历史文化沉淀感。

酒店委托创建于1897年的欧洲凯宾斯基酒店集团进行管理。凯宾斯基酒店集团是欧洲最为古老的奢华酒店管理公司。旨在将欧洲的奢华风格及中国的文化底蕴相结合，以其无与伦比的个性化服务、完美的待客之道，为宾客创造一段美妙的旅行体验。不管您是休闲旅客或商务旅客，开维·三亚海棠湾凯宾斯基酒店都将为您提供个性化的专属服务。

开维·三亚凯宾斯基酒店纬地经天，乃天籁极境，是人间天堂，在酒店开业周年之际，特出版《三亚·海棠湾凯宾斯基酒店——中国文化之旅》一书，给读者呈上一份风味独特的文化大餐，以便读者细细品味酒店文化细节。

The hotel has symmetrical layout along the central axis of dropping-off point- lobby-great seal hall-beach lighthouse bar. It has 576 luxury rooms (suites), 52 luxury holiday villa and full function conference center (banquet hall), SPA center, wood art gallery, beer bar, Longtan Tea Art Workshop and other building groups. Architectural elements of double eaves and luxury arch prevalent during Tang and Song dynasties are used. At the same time building concept of "small bridge, flowing water and household" of Jiangnan Watertown is integrated. Modern architectural technique is used for expression. The resulting design seamlessly blends traditional Chinese architecture and modern beauty.

The hotel uses more than 3000 tons of rare wood, such as red sandalwood, santos rose wood and nanmu. Dongyang woodcarving, among China's first batch of National Intangible Cultural hHeritages, is used to prepare these rare woods. Lu Guangzheng, a master craftsman in the Asia-pacific region, Representative Inheritor of State-level Intangible Cultural Heritage project, arts and crafts master of China, President of Woodcarving Art Committee of China Arts and Crafts Society, and the leader of Chinese woodcarving, is responsible for creative design. Auspicious patterns and historical allusions are used to combine the traditional technique of Dngyang woodcarving, western oil painting and modern artificial lighting technology. The hotel becomes a temple of traditional culture with modern atmosphere.

The hotel also spent a lot of money to reconstruct a batch of ancient buildings, such as Du Yuesheng Residence, Erchong Pavilion, Liren Bridge, Shanghai Gate shikumen, so that the hotel has a heavy sense of history and culture.

Europe Kempinski Hotel Group founded in 1897 was commissioned to manage the hotel. Kempinski Hotel Group is one of the oldest luxury hotel management companies in Europe. It is aimed at combining European luxury style with Chinese culture, and creating a wonderful travel experience with its unique personalized service and perfect hospitality. No matter you are a leisure traveler or a business traveler, Keenwin Kempinski Hotel Haitang Bay Sanya will provide personalized and exclusive service for you.

Keenwin Kempinski Hotel Haitang Bay Sanya is a paradise on earth. On the anniversary of the hotel, the book Keenwin Kempinski Hotel Haitang Bay Sanya - Chinese Culture Trip was published to provide readers a unique cultural feast detailing the culture and service of the hotel.

2013年春由张松涛先生介绍阅读了李黎明先生之作《中国文化之旅 开维·三亚海棠湾凯宾斯基酒店》书稿，觉得书中对酒店建筑中展现中国传统文化的实践经验的内容很有价值，读后很有启发。旅店、宾馆、酒店乃旅游者之居所、宾客休闲之处，与人们的休闲情感息息相关。每当进入酒店时都不难发现，传统的地域风格与现代休闲生活需求的和谐统一才是酒店环境意境成功的重要因素。当今大量的酒店建设中缺少环境与文化的“共振”，也缺少人与物之间性情上的沟通。这本书看文不看图就能感知作者是一位对中国传统建筑、园林、木雕艺术有很深造诣的高手。阅读这本书可使我们对酒店环境融入中国地域特色与传统文化共生的理想和对现实酒店设计的思考，更加深了人们对休闲旅游生活情趣的兴致。

进入酒店，首先映入眼帘的是中西合璧的门阙，然后步入亲切宜人的大堂。金属壁画、木雕装修及张敞画眉故事情节等都不脱离中国传统文化生活。不像那些风行各地没主题、没己见的花花绿绿的共享大厅，纯为商业服务而缺少文化内涵。海棠湾凯宾斯基酒店才是真正有地域文化之亮点。只要我们珍惜，人人都可以从传统文化中采集到环境设计的智慧，并萌发出创新的装饰艺术之芽。作者重视酒店的中国式生活经验与体会就是一种自信，把这种探求传统精神的感动表现出来，记录下来，转换成书就是创造！希望这本书能唤起同业同行们的信心，把中国式酒店空间艺术审美环境创造作为职责，同时希望他们能喜欢这本书！

In the spring of 2013 Mr. Zhang Songtao introduced Mr. Li Liming's Keenwin Kempinski Hotel Haitang Bay Sanya - Chinese Culture Tript to me. I think that the content of the book is valuable for the practical experience of incorporating Chinese traditional culture in hotel buildings. It is very inspiring to read. Inns, guesthouses and hotels are where travelers reside and relax. They are closely connected to people's feelings of leisure. The success of a hotel's interior design is very much dependent on whether each time a guest enters the hotel that guest can effortlessly feel the harmony and unity of the traditional regional style and modern luxury. Today construction of a lot of hotels lacks the "resonance" between environment and culture, and the communication between and surrounding objects. And then from text rather than pictures in this book, we can feel that the author is a master with profound knowledge of Chinese traditional buildings, gardens, and woodcarving art. Reading this book can make us think about integrating the hotel environment into China's regional characteristics and traditional cultural, and thus increase people's interest in tourism.

When you enter the hotel, you will see the gate of both Chinese and western style, followed by the friendly and pleasant lobby. Metal paintings, carved decoration, and the story of Zhang Chang Penciling His Wife's Eyebrows all incorporate traditional Chinese culture. This is a major improvement when compared to the colorful yet culturally empty hall found in other commercial building, and make Keenwin Kempinski Hotel Haitang Bay a star of regional culture. As long as we cherish, everyone can obtain the knowledge for interior design from the traditional culture, and be able to innovate with decorative arts. The author believes that Chinese life experience is backed by strong self-confidence, and expressing and recording the spirit of exploring tradition and converting it into a book shows genuine creativity! I hope this book will give our peers the confidence, and creativity to consider creating more of interior designs with Chinese-style as their responsibilities, and I hope they enjoy a good book!

荆其敏 2013癸巳年春
Jing Qiming, Spring 2013

目录 · CONTENTS

WATCHTOWER	003	阙楼
RUNNING DEER	007	奔鹿
HEAVEN POOL	011	天池
FRONT DOOR	013	正门
DROPPING-OFF POINT	017	落客站
LOUNGE BRIDGE	023	廊桥
LOBBY	033	大堂
CHINESE LUXURY	047	中式奢华
NEW WORK OF INTANGIBLE CULTURAL HERITAGE	053	非遗新作
GATHERING BAR	063	聚合吧
LONGTAN DAHONGPAO	073	龙檀大红袍
STAIRS	077	阶梯
ALL DAY DINING RESTAURANT	079	全日餐厅
CHINESE RESTAURANT	081	中餐厅
BLACK TEA RESTAURANT	085	红茶餐厅
PRANA BEER RESTAURANT	087	普拉那啤酒餐厅
YUN RIVER	091	韵河
RAINBOW-SHAPED BRIDGE	097	虹桥
CORRIDOR	105	廊
GUEST ROOM	111	客房
CONFERENCE CENTER	115	会议中心
PAIR PAVILION	127	对亭
SHANGHAI GATE	135	石库门
SWIMMING POOL	139	泳池
GREAT SEAL HALL	143	国玺大厅
GREAT SEAL VILLA	155	国玺别墅
NATIONAL GIFT LAWN	165	国礼坪
LIGHTHOUSE GALLERY	169	灯塔廊
18-HOLE PUSH ROD GOLF COURSE	177	十八洞推杆高尔夫球场
WOOD ART GALLERY	179	木艺术馆
THE ART OF HAPPINESS	195	幸福的艺术

