

售楼部设计
万有引力

GRAVITY
/
SALES CENTER
DESIGN VIII

策划 / 欧朋文化 主编 / 黄滢 马勇 贾方

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重庆花与城销售中心

Flower and City Sales Center, Chongqing

设计公司：壹正企划有限公司

设计师：罗灵杰、龙慧祺

摄影：罗灵杰

主要用材：云石、仿石、地毯、卷帘、布、镜、玻璃、人造石、石英石、乳胶漆、喷漆、不锈钢、砖、墙纸、防火胶板

面积：1215m²

Design Company: One Plus Partnership

Designer: Luo Lingjie, Long Huiqi

Photographer: Luo Lingjie

Materials: Marble, Carpet, Fabric, Mirror, Stainless Steel, Brick, Latex Paint, Spray Paint, Wallpaper, Anti-fire Plywood

Size: 1,215m²

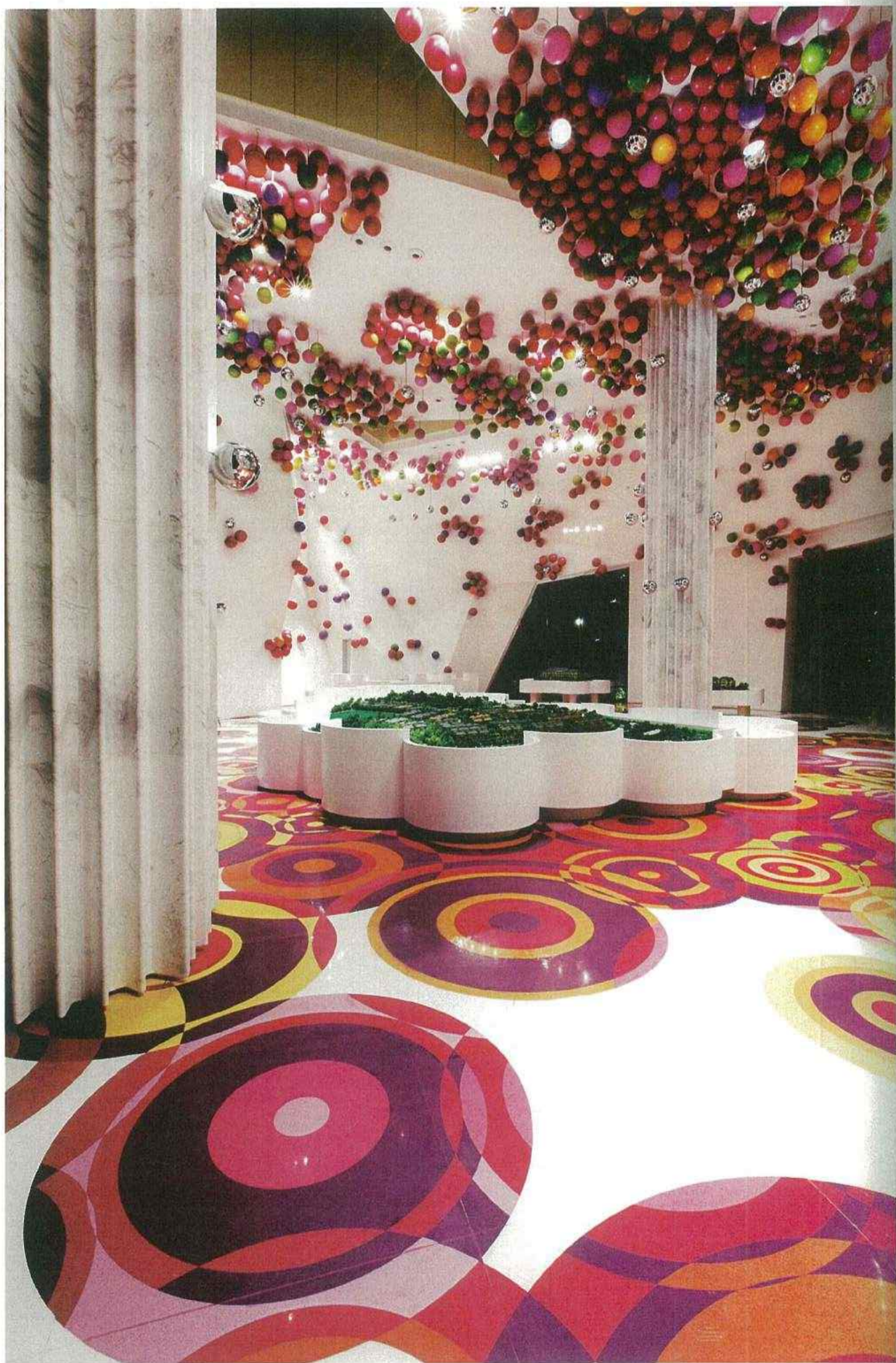
罗灵杰、龙慧祺

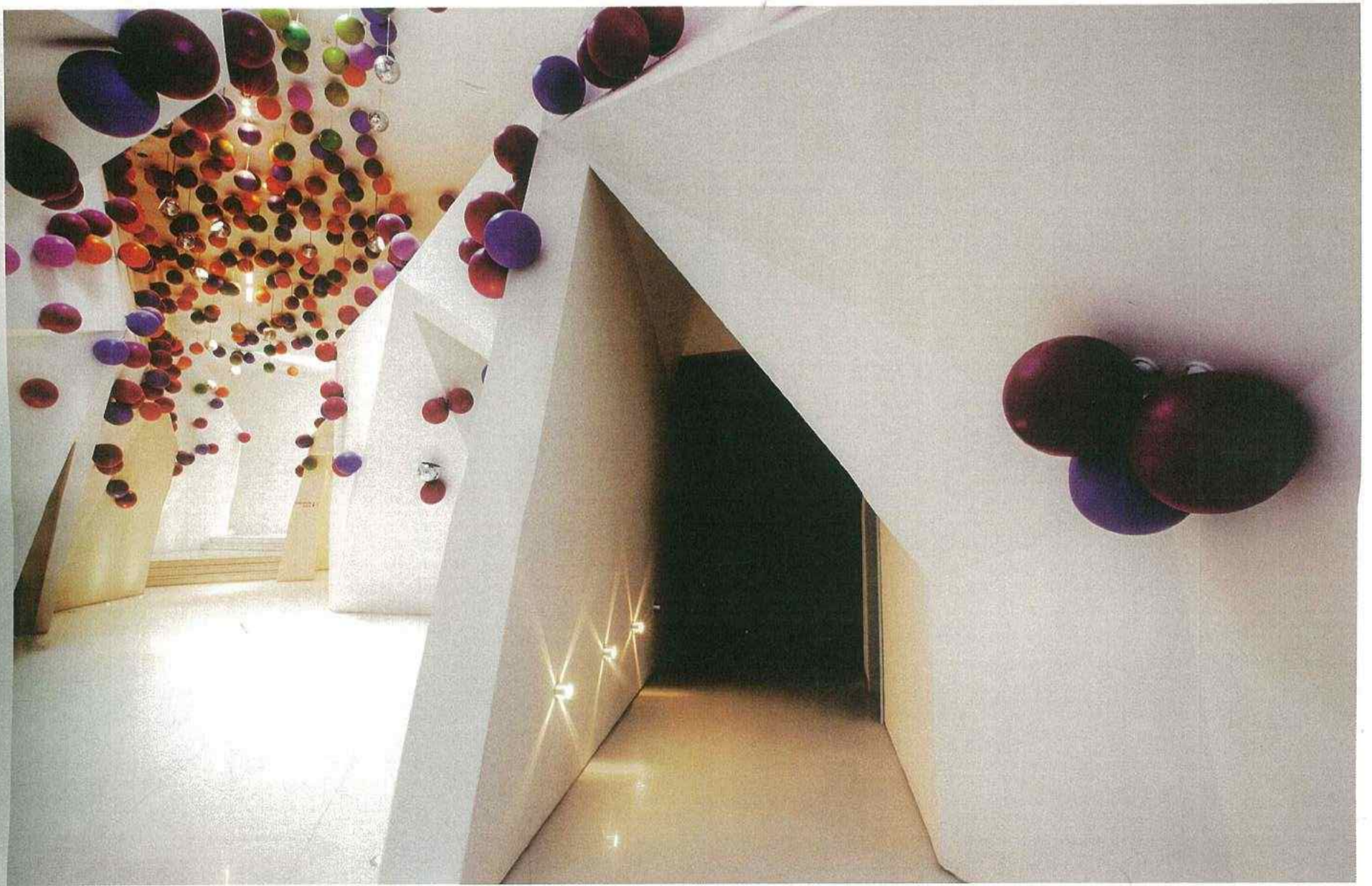
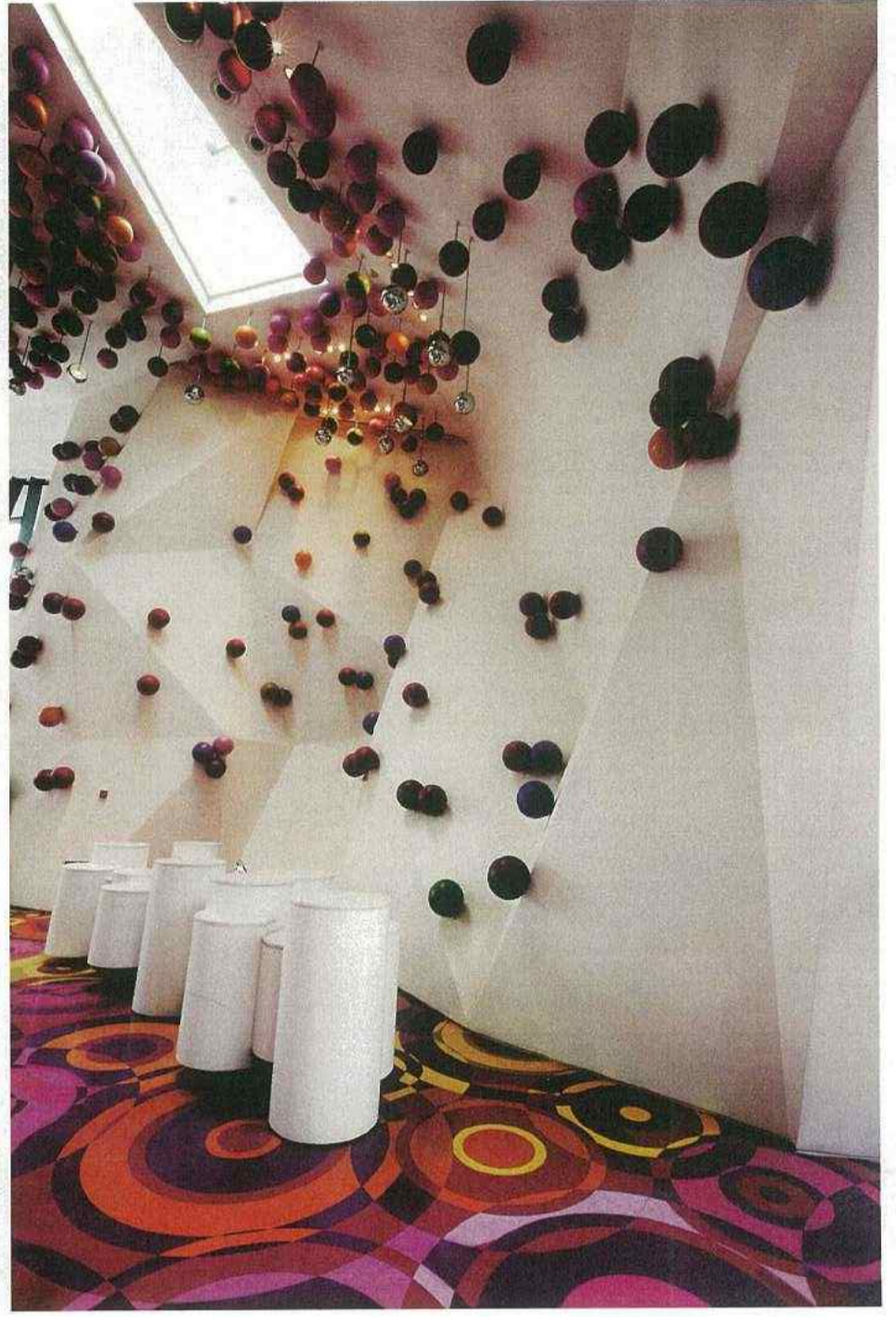
项目以“花与城”命名，设计师以“花”及“万花筒”作为设计的元素，意图为销售中心添上变幻莫测的色彩，表现出“花”的斑斓艳丽及“城”的多姿多采。

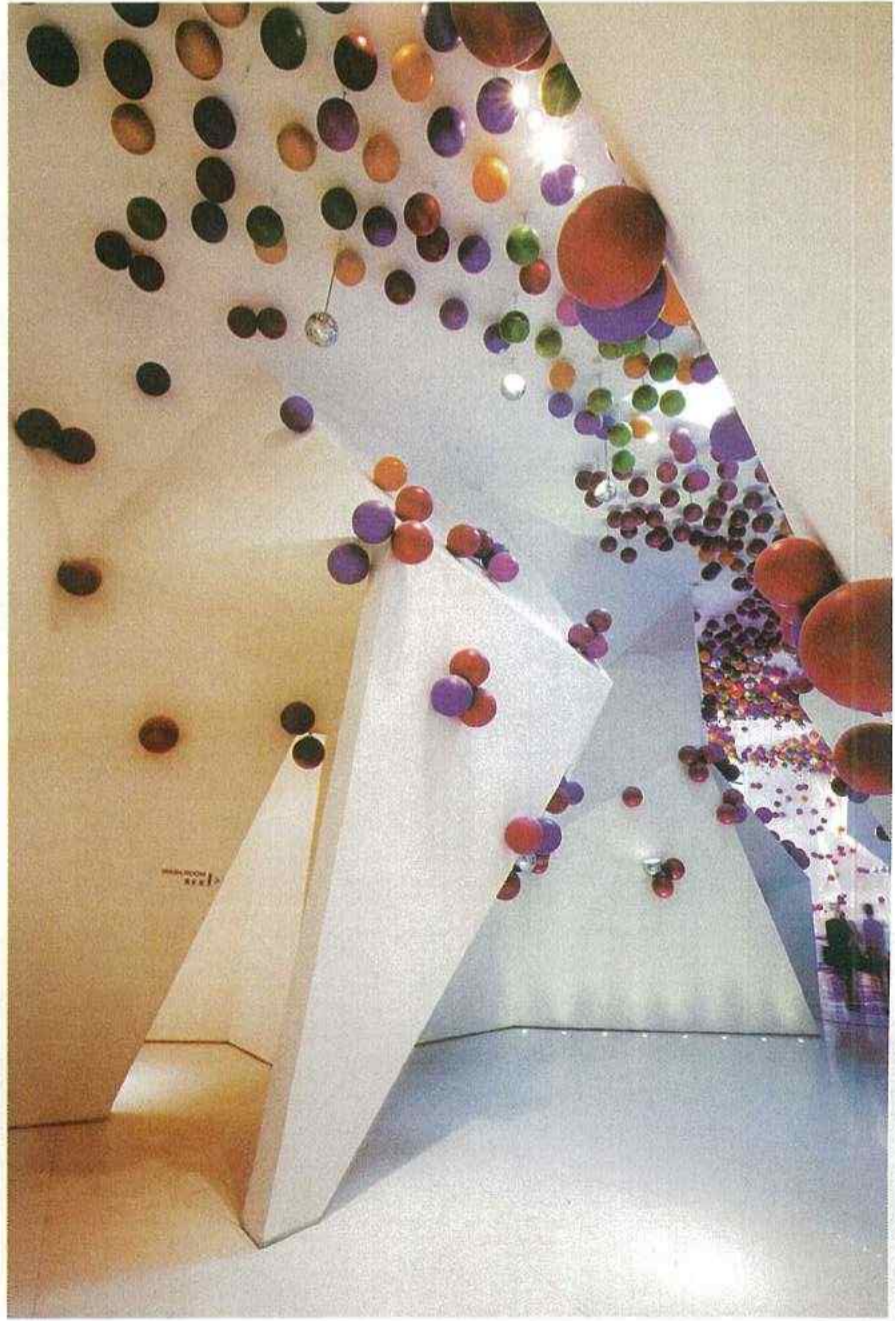
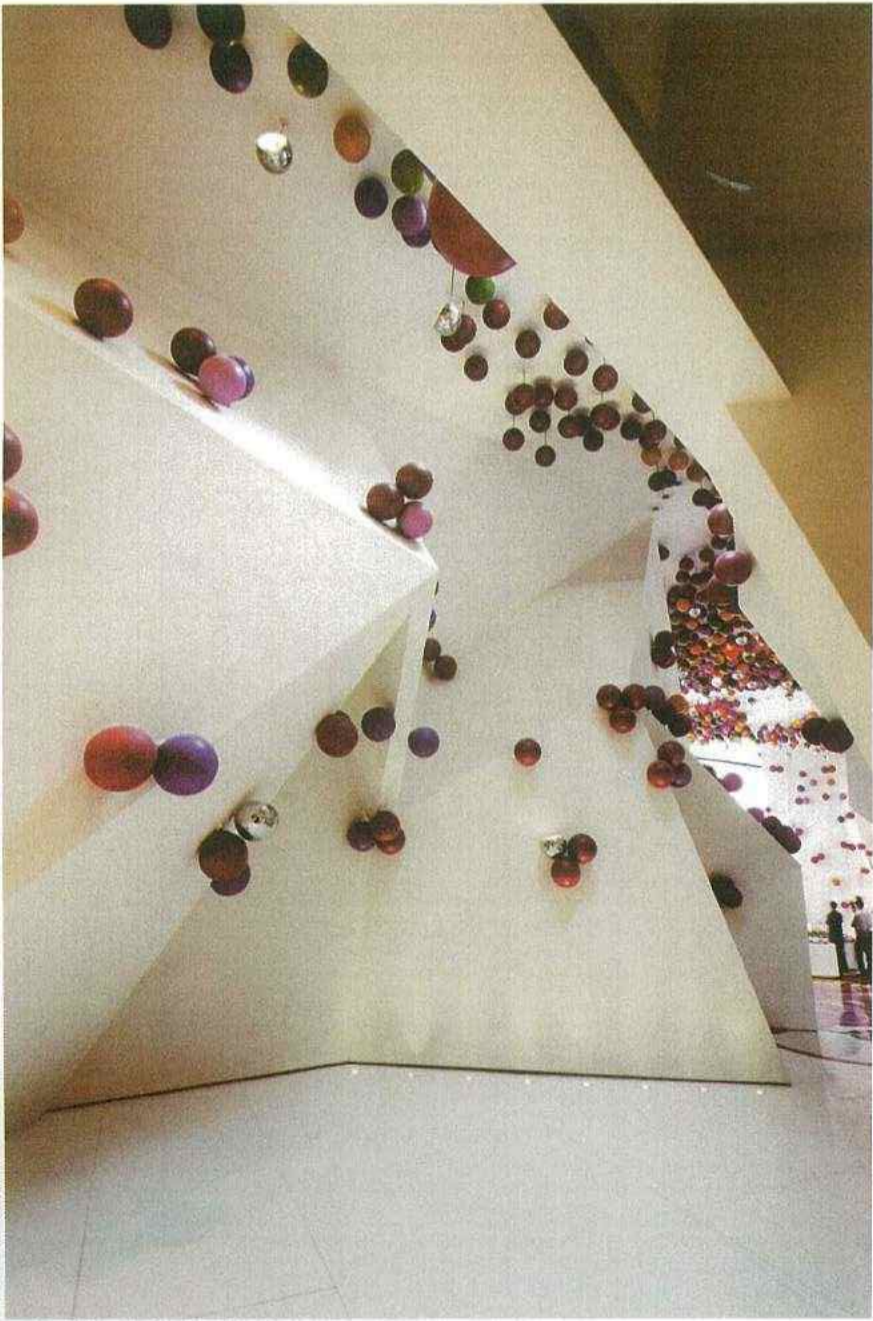
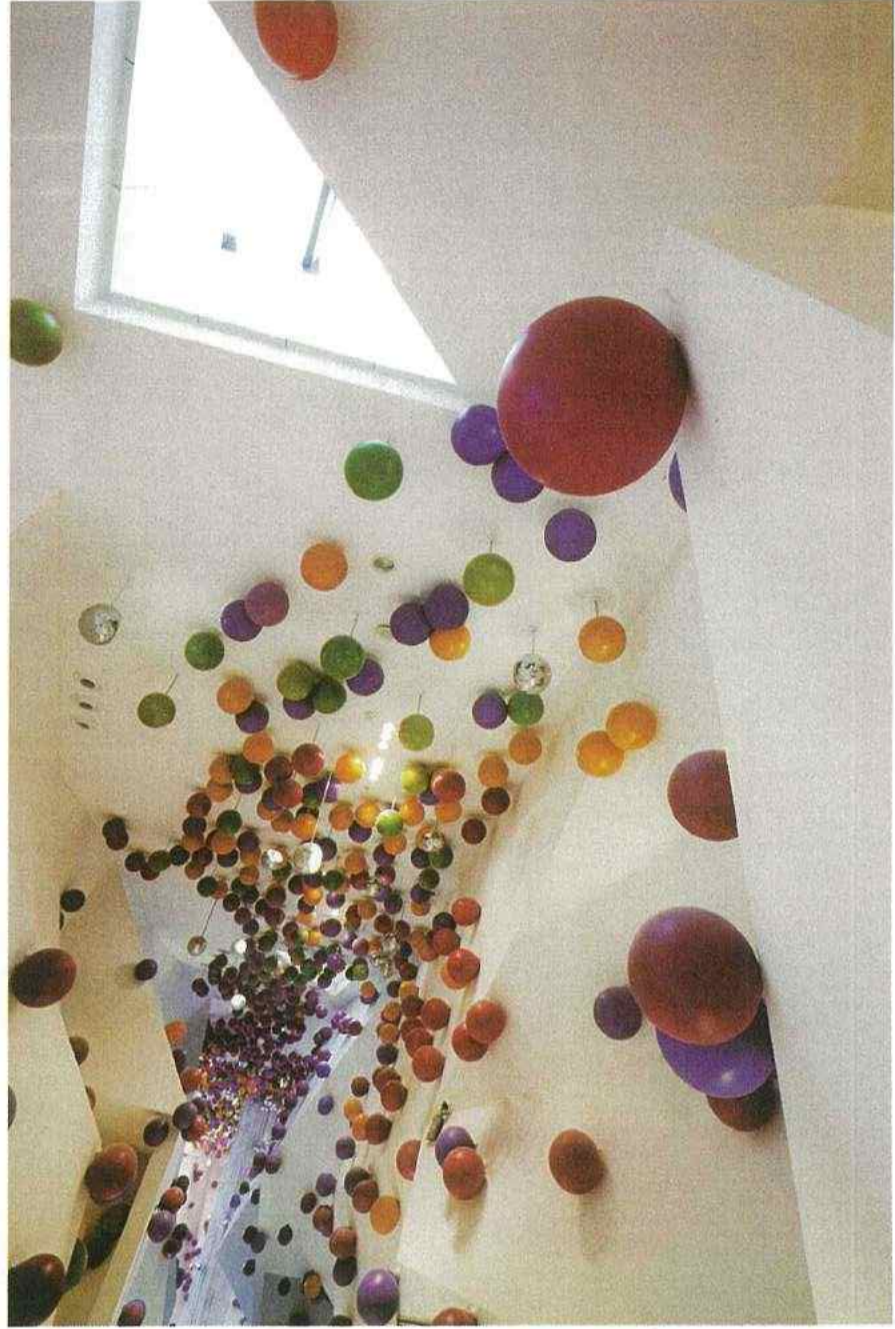
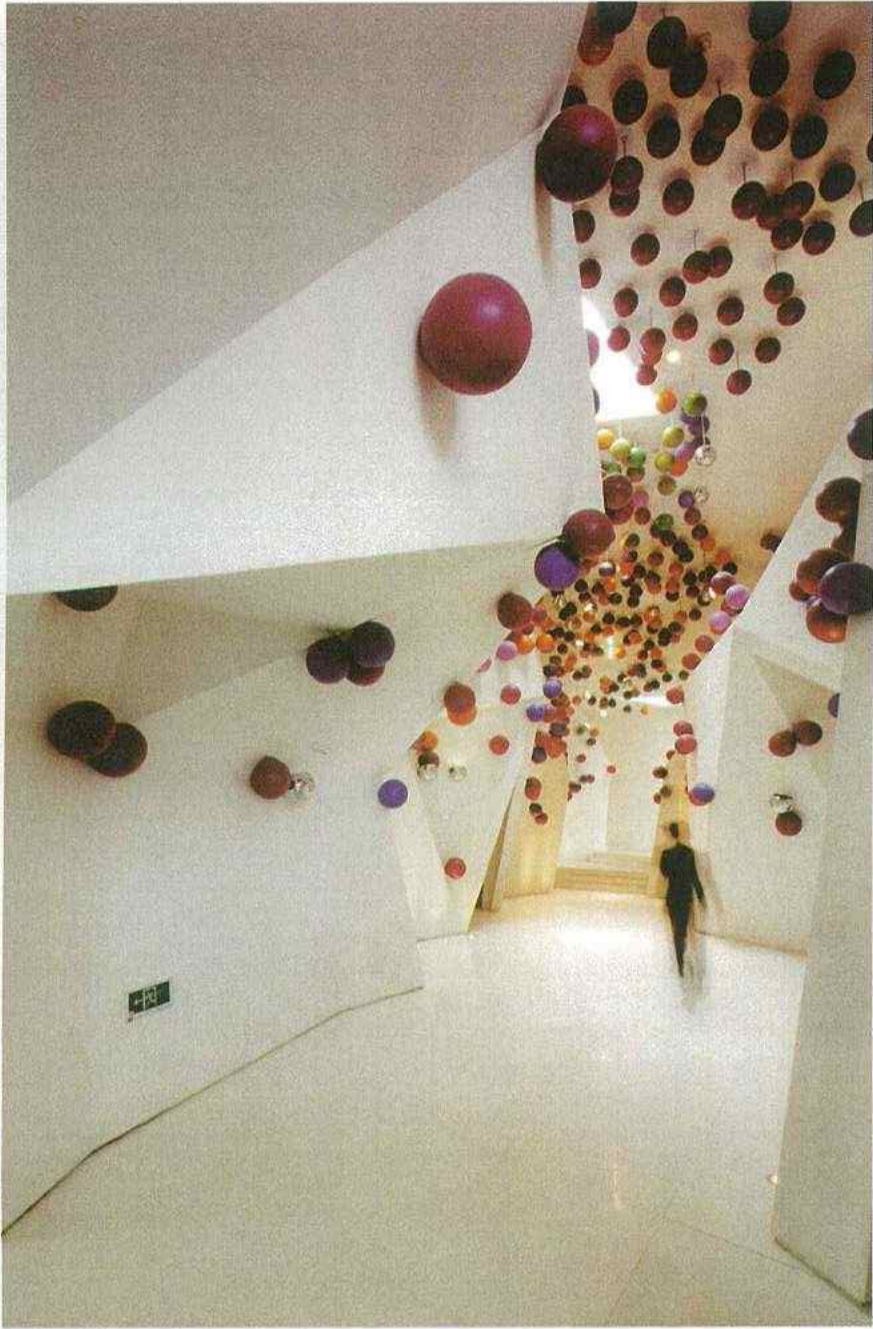
设计师刻意将墙身设计成不规则的凹凸三角形，抽象地描绘出当“万花筒”被扭动时所呈现的独特切割面。而天花板及墙身上所布满的七种不同颜色的球体就象征万紫千红的“花”映入万花筒中，散乱无序，随着“万花筒”的扭动变化万千。设计师抽象地利用球体传释“花”，而非花一般的形状，希望以更现代化的手法突出花本身最基本的结构元素。

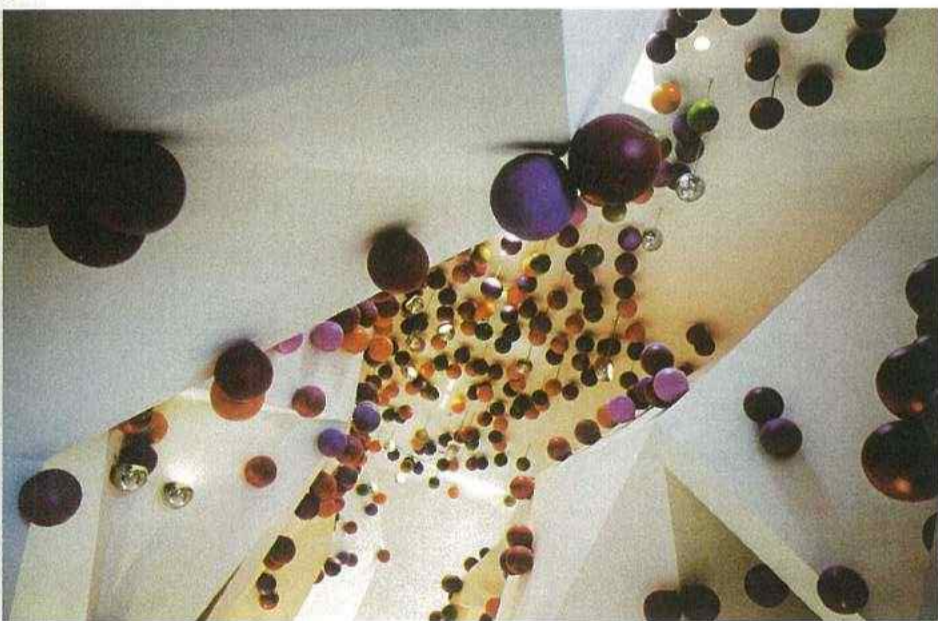
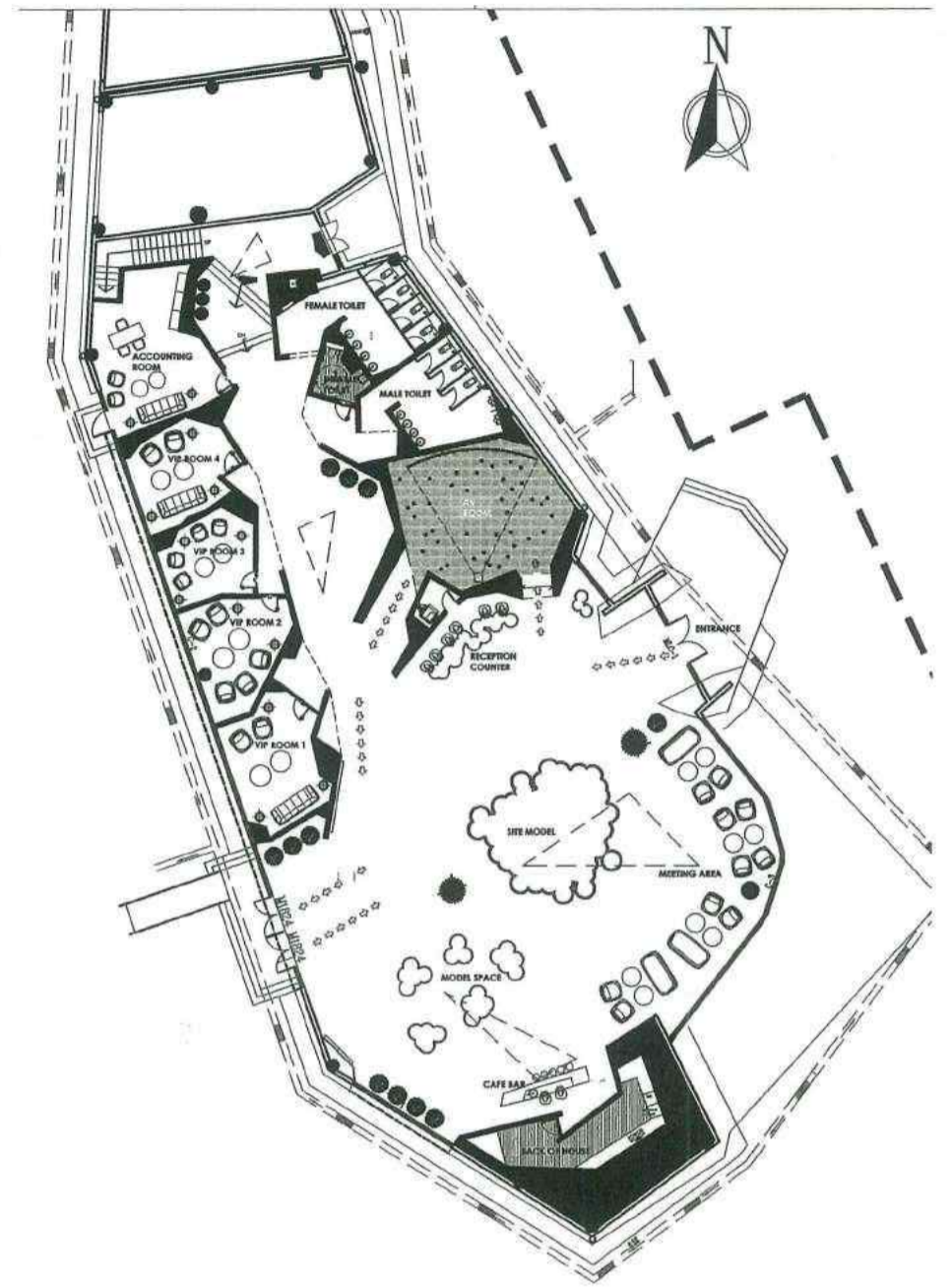
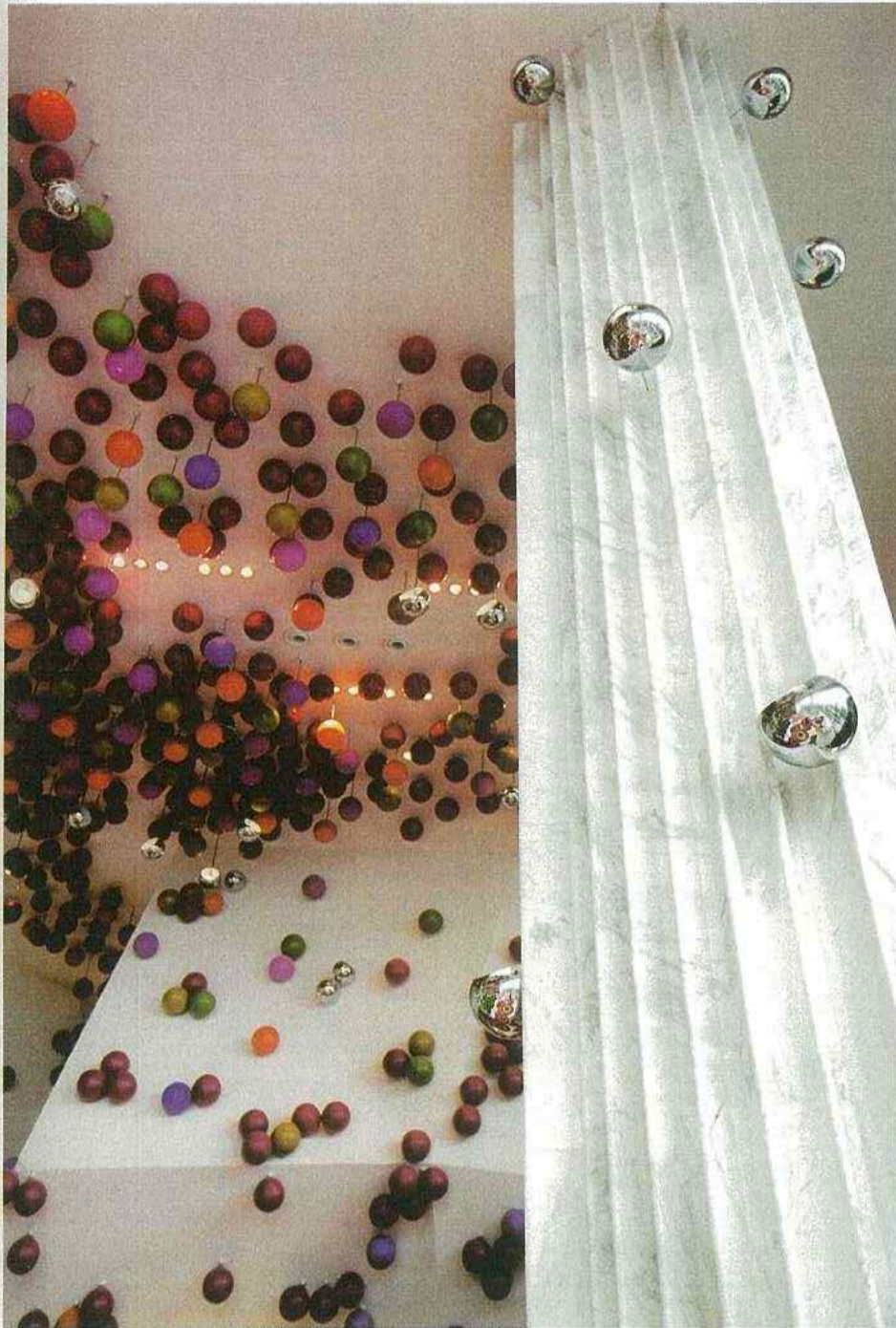
场地的模型座，接待处和吧台同样地被设计成“花”的球状，使场地中不同的东西互相呼应，形成融洽的画面。天花板、墙身及天花只是简洁地选用了纯白色，进一步衬托出“花”鲜艳夺目的颜色。

另外，地上的图案，利用九种不同的颜色，以圆形代“花”。颜色的纵横交错，丰富地描绘天花板及墙身的花被“万花筒”不断扭动变化，投影在雪白的地上，百花齐放，表现出“花”动感的一面，“城”的变化多姿。









The project is titled as Flower and City. Flower and artascope are employed as the design element, intended to add colors of mystery to reflect the brilliance of flowers and the beauty of city.

Walls are deliberately treated into irregularly concave-convex triangle, vividly bringing out the incision made when artascope is twisted. Balls of seven colors on ceiling and walls symbolize flowers of various colors that have been reflected into the artascope and undertake changes of all kinds. Balls are used to convey floral image, which in an abstract sense but not in the usual form of flower. All are aimed to set off the flower in a more modern approach.

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Seats, reception area and bar counter all continue with the flower balls, so items echo with each other to make a harmonious scene. Ceilings and walls are coated in white purity to highlight the color of flowers. Flooring pattern involve 9 kinds of color, where circle stands for flowers. Overlapped and interspersed, colors make a vivid description of flowers on ceiling and walls that reflected by twisting artascope onto the ground. That accomplishes a picture where flowers are in blossom. Flowers are dynamic and full of rhythm and city is in beauty.

重庆复城国际售楼部

Fucheng International Sales Office, Chongqing

设计公司：壹正企划有限公司

设计师：罗灵杰、龙慧祺

摄影：罗灵杰、龙慧祺

主要用材：地毯、镜、清玻璃、云石、仿石、油漆

面积：844m²

Design Company: One Plus Partnership

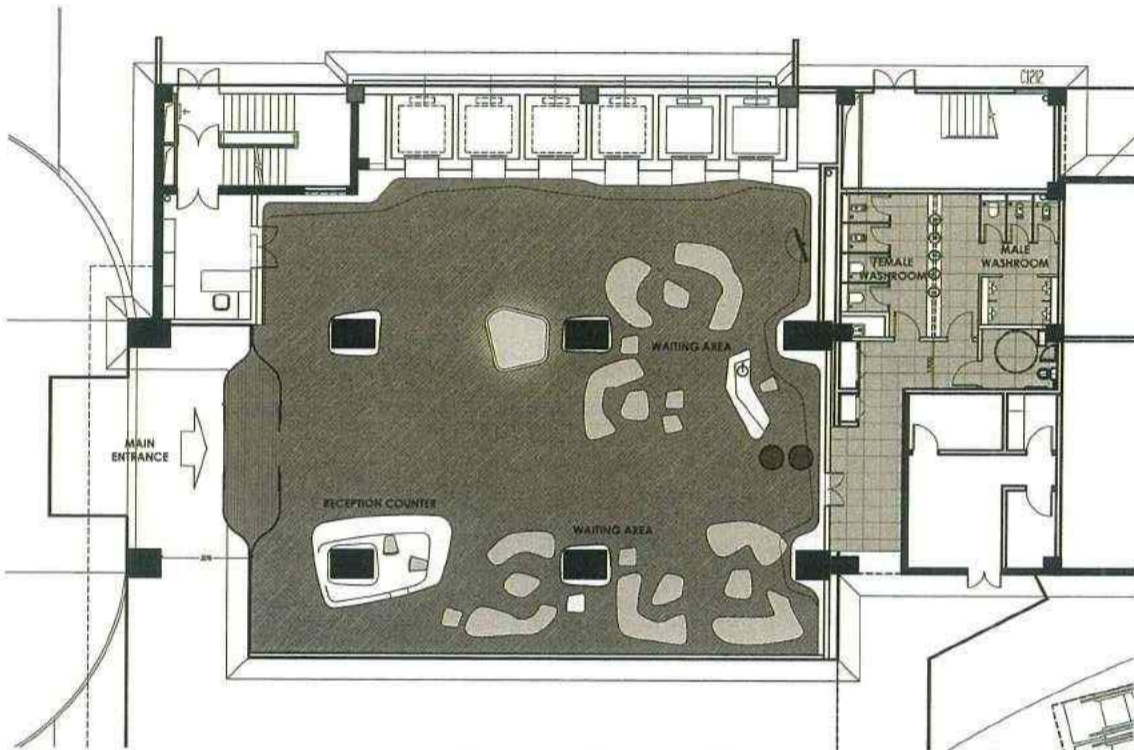
Designer: Luo lingjie, Long Huiqi

Photographer: Luo Lingjie, Long Huiqi

Materials: Carpet, Mirror, Clear Glass, Marble, Paint

Size: 844m²

罗灵杰、龙慧祺



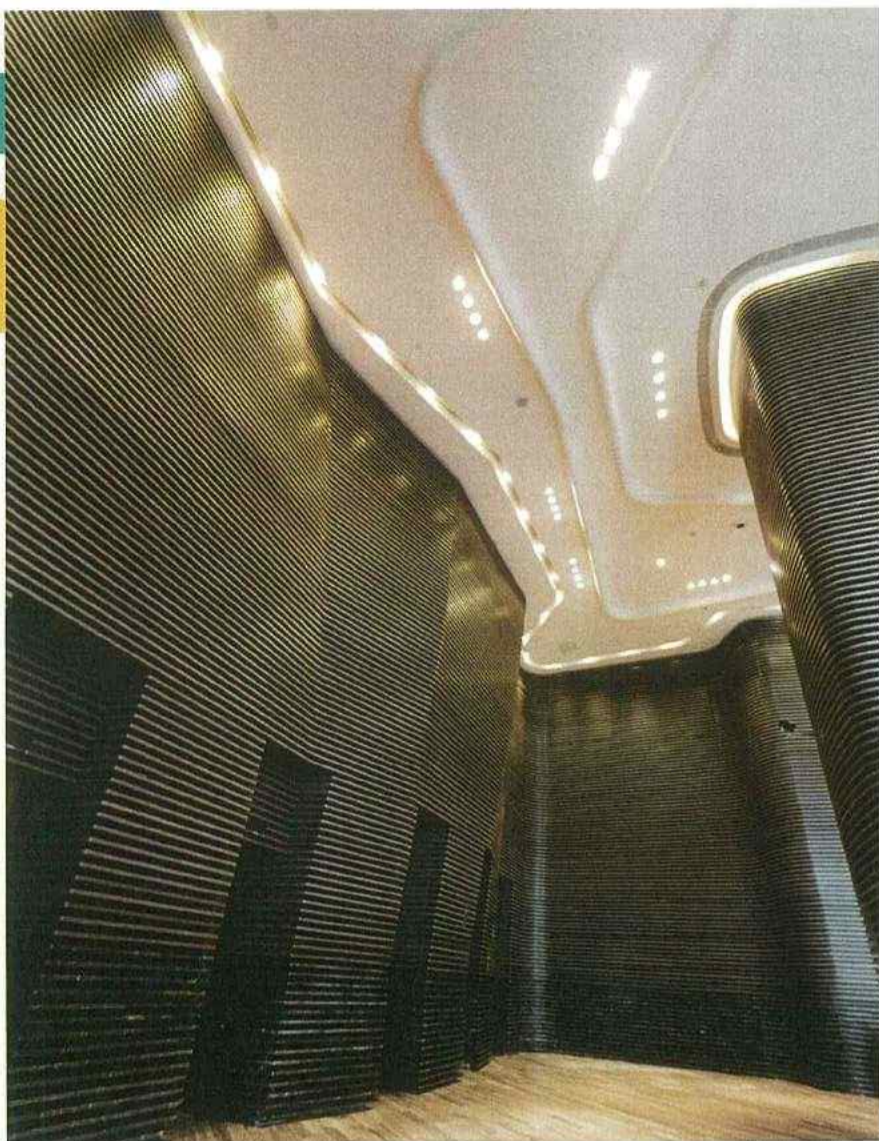
重庆是举世闻名的山城，其地形起伏有致且有强烈立体感，可谓一座拥有美感的天然建筑物。项目座落于重庆市中心，为更突出山城之名，设计师以地理测量学中的“等高线”引作销售中心的设计主题。

中心内各区的墙身上均应用了横条纹作基础，这些横纹如同地图上的等高线，线条的密度显示高山的波幅。从柱子上密集的线条，就体现出山势汹涌的感觉。四周的墙身上亦刻画上这些“等高线”，设计师更把墙壁设计成倾斜的角度，从墙上延伸出不同的起伏，加强了整个空间的立体感外，同时把一整排山峦呈现于访客眼前。

另外，地台则由不同深浅色和纹路的木制地板构成随意排列却有其规律的条子阵式，表现大自然乱中有序的特性。家具陈设身上的“等高线”亦与空间线条相互平行，视觉上达致平顺和谐。地台及家具陈设均采用不同颜色的建材，表达草原及沙漠等不同地形，回应墙上的绵延不绝、高低有致的山脉，把整个重庆地势尽收眼帘。

而当访客抬头看，整个重庆市就投影在天花板上，天花板上“等高线”愈中心的位置代表地形愈高，天花板的边沿装上灯槽，有照明之用，亦比喻了重庆山下的万家灯火、都市的繁荣。墙身与柱子的顶端连接天花板，同用“等高线”的阵式，从山麓慢慢登上高山，令访客的视线再回到墙上那“高低有致的山脉”，攀上高山后，重庆山城之美又再一次展现眼前。





Chongqing is a city world-renowned for the hills and mountains on its terrain that's full of ups and downs, a city that's been endowed with natural aesthetic buildings by Mother Nature. The location in such a city determines that the project is made the use of the title of Chongqing, a city of hills and mountains. And consequently, "counter line", a concept of metrology has now used as the design theme.

Walls are spread with transverse strips, which are like counter line. The line density reveals the span of hills and mountains. Strips on columns confide the upsurge of the hills and mountains. Walls are treated sloping on purpose, from which go rises and falls. This enhances the third dimension on the whole, presenting rows of hills and mountains.

Wood flooring in light and dark color and with different pattern seem to

be put at random but actually into order, which shows that the nature has its laws. Counter lines on the furniture are parallel to the spatial strips, achieving harmony in vision. Flooring and furnishing employs different colors, symbolizing terrains of prairies and deserts, echoing with the hills and mountains on walls. A panoramic geography view of Chongqing is thus acquired.

As eyesight goes upward, a whole Chongqing is projected onto the ceiling. The core of counter line stands for the high terrain. Along the ceiling is light slot, also symbolizing the urban prosperity. Walls and columns reach the ceiling in the same form of counter line, which extends eyesight from the hill onto the top, where the beauty of a hill city comes into view once again.