

渝兴·旖岚台样板间

Yu Xing · Yi Lan Tai model room


软装设计方案

Softoutfitdesignpresentation

目录/CONTENTS

- 项目分析 /SITE ANALYSIS
- 设计定位/DESIGN ORIENTATION
- 主题分析/THEME ANALYSIS
- 设计概念/ DESIGN CONCEPT
- 软装表现/REGIONAL LOCATION
 - 130样板间
 - 190样板间





I . 设计思考

D E S I G N
T H I N K I N G

项目客群

主要客户购房年龄在28-45岁；

以私营个体（创业）、普通职工（产业园科研职员以及高教职员工）、企业管理者（新区商业板块）为核心和主力客群。

客群需求

向往品质 | 追求环境 | 重视改善 | 追求新生活方式 | 稳定收入 | 本地归属感；
(以追求舒适有品质的居住环境，购买力足的人群为主，具备一定的视野和认知)

如何提升我们的 **产品价值**？



CLIENTS ANALYSIS 客群分析

刚改客群

130户型 (28-40岁为主)

小太阳之家

事业处于快速上升期；
精明消费追求便利；富有小资情调；
注重功能需求和营造生活氛围。

追求适当品质



改善客群

196户型 (35-45岁为主)

二次置业

事业稳定或处于高质量成长期；
明智消费追求舒适；富有小资情调；
改善生活环境。

追求品质生活



CLIENTS ANALYSIS 客群分析

• 130

打造室内可变户型，增加空间可变量
Create indoor variable houses
to increase the variable power
of space

多元化

打动力强，打造多种生活方式
Strong motivation to create a
variety of lifestyles

私享家

视觉印象，软装细节质感
Visual impression, soft
furnishing detail texture

品质感

解决居家痛点，重点打造
Solve the pain points at home,
focus on building

功能性

• 总合

• 196

舒适度

空间感受，色系及选型
Space experience, color system
and selection

空间感

空间划分明确，最大化使用空间
Strong feeling of space,
maximize the use of space

智达人

打动力强，空间智能化，提升
生活品质
Strong driving force, intelligent space,
improve the quality of life

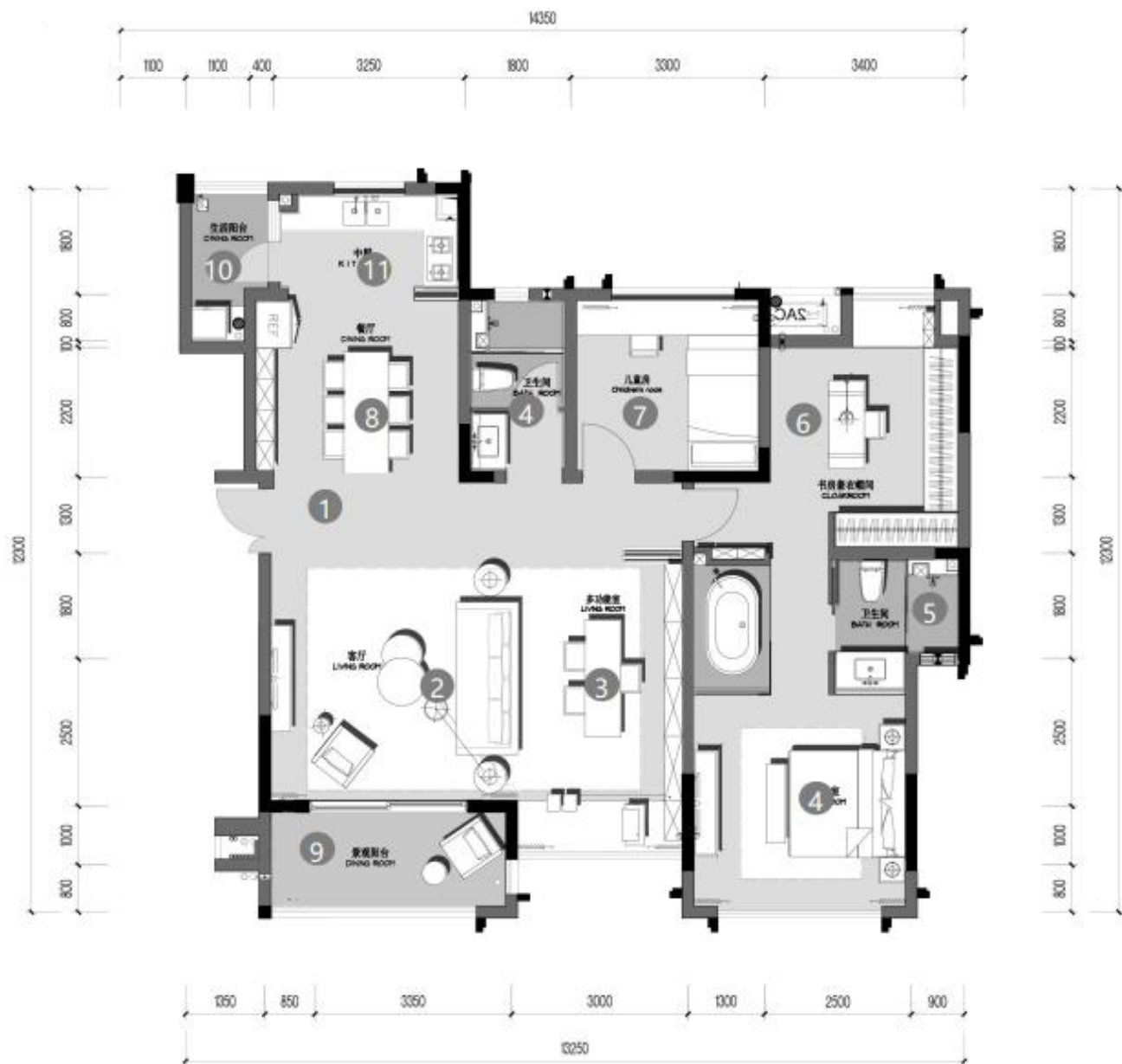
差异化管理

户型	风格定位	概念定位	色彩定位	材质定位	客户人群
130户型		天空梦想家 时尚 功能多变	主色调：白灰色 跳色：苔藓绿	优质皮革、镜面金属、高端艺术石材	客户年龄28-40岁 以私营个体、普通职工、企业管理者为核心和主力客群。事业稳定，有一定经济基础。
196户型		归家 品质 沉稳	主色调：黑白灰 跳色：橘咖色	优质皮革、拉丝金属、高端艺术石材	客户年龄35-45岁，事业稳定或处于高质量成长期改变生活环境，对品质生活有追求。

130户型软装方案

PROPOSED FLOOR PLAN

空间功能定位



1 玄关

2 客厅

3 多功能厅

4 客卫

5 主卫

6 书房

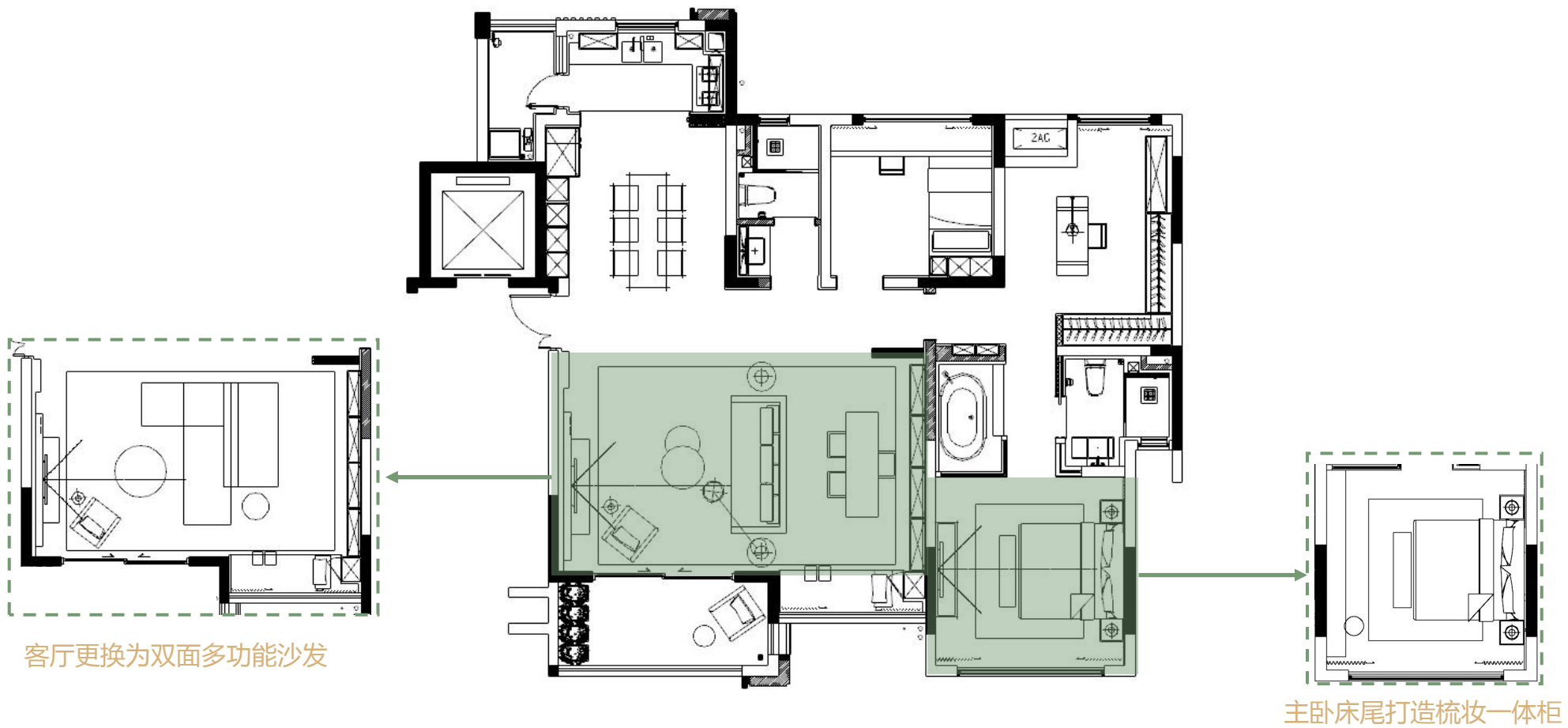
7 儿童房

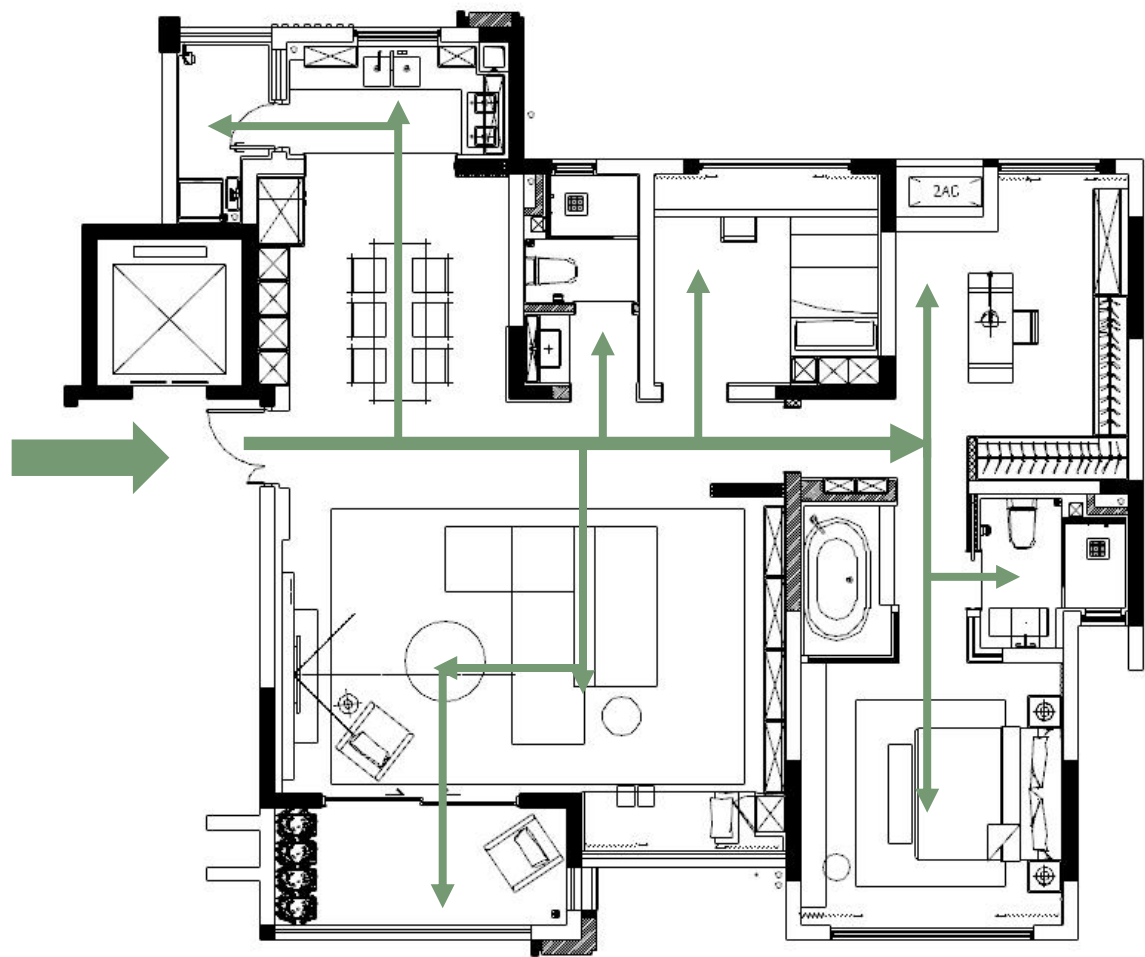
8 餐厅

9 景观阳台

10 生活阳台

11 厨房





130户型—平面动线





CROWD POSITIONING

130户型人群定位

两代居三口之家

男主人：
37岁，机场工作主管，爱好品茶，阅读，
拥有高品质的生活品味
女主人：
34岁，全职太太，喜欢花艺绿植，喜欢
养生
儿子：
6岁，受父亲的影响，喜欢飞机，和收
藏飞机模型

Host:37 years old, airport work supervisor, likes tea
tasting, reading and has high-quality life taste
hostess:34
years old, full-time wife, like flowers, green plants and
health preservation
Son:6 years old, influenced by his
father, he likes airplanes and collects airplane models

SKY DREAMER

天空梦想家

从拒绝所有传统的设计刻板印象开始，自由地探索，系统地研究设计的每一个理论和有形的方面。可以在功能上和美学上服务不同的目的——重新诠释空间的定义方式。



Vintage Alhambra
天空活动轨迹



Vintage Alhambra
元素拆分联想



Chis Klapper & Patrick
艺术家具，联想演变



Chis Klapper & Patrick
创造表达



Fashion
时尚



Comfortable
舒适



Function
功能多变



G l a s s
玻 璃



L i n e n
布 艺



F u n c t i o n
石 材



M e t a l
金 属

客厅 | 可变场景的宽敞横厅

真正的LDKG横厅解锁更多隐藏生活姿势。智能化加持，生活更加健康便利。惬意休闲的观影状态、社交聚会状态、共处状态随意切换，住户能够找到自己最喜欢的状态。

The real LDKG horizontal hall unlocks more hidden life postures. Fresh air system coverage and intelligent curtain blessing make life more healthy and convenient. The comfortable and leisure viewing state, social gathering state and coexistence state can be switched freely, and residents can find their favorite state.



• 01 惬意休闲的观影状态



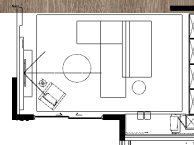
• 02 社交聚会模式

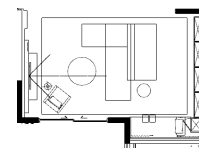


• 03 亲子互动、娱乐模式



双面沙发满足不同场景
随心切换 各种形态



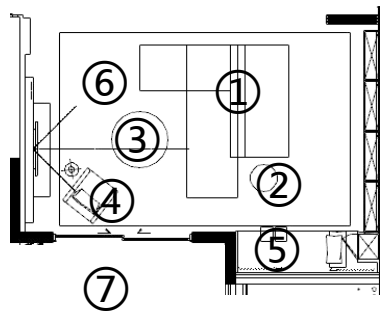
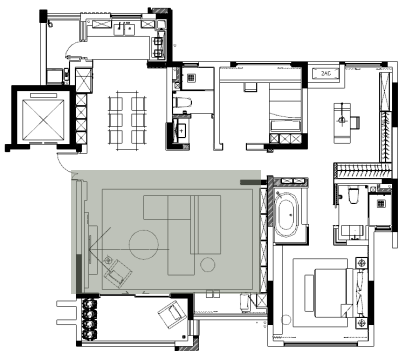




爱是看见和陪伴

家人随着孩子的成长，想要的个人空间会越来越大。青春期的孩子会一直躲在自己的房间里。但是有大空间客厅，家中永远不会发生这样的情况，欢声笑语和情亲沟通都会在此处美妙发生。





① 组合沙发 ② 边几



③ 茶几



④ 单人沙发



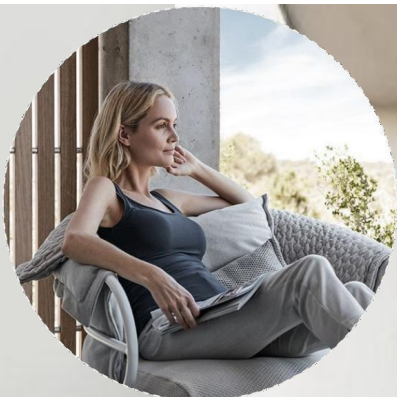
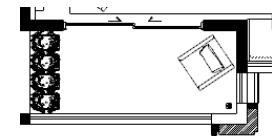
⑤ 边桌

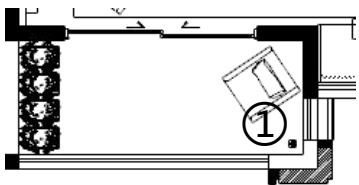
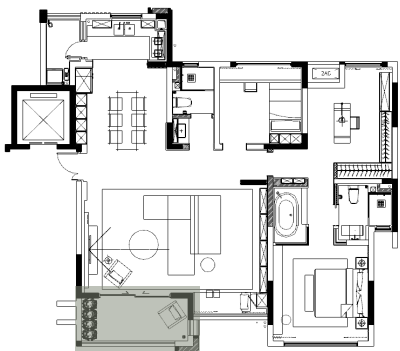


⑥ 地毯



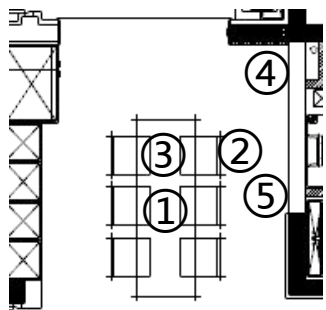
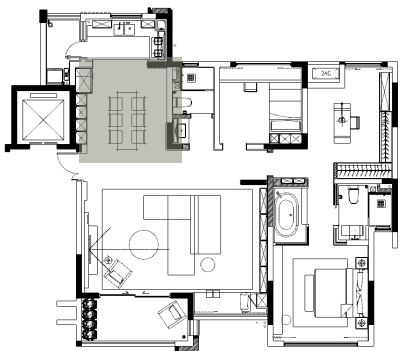
⑦ 窗帘





① 吊椅





① 餐桌



② 餐椅



③ 雕塑台



④ 吊灯



⑤ 挂画



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

乔治·杰生 (Georg Jensen, 又译格奥尔·延森, 1866年 - 1935年10月2日), 丹麦珠宝设计师, 同时也是一个国际知名的银制品的品牌名称。其所设计的银饰在世界珠宝设计界具有重要而经典的地位。乔治·杰生是今日银饰顶尖品牌之一, 现属皇家斯堪的纳维亚集团。除了银饰之外, 也有生活用品等等设计, 是北欧设计的代表之一。乔治同时也是第一个将“氧化”转为银饰设计元素的设计师。他巧妙的使用不同的氧化技巧, 增加了饰品中柔和的阴影。乔治杰生于1935年去世。

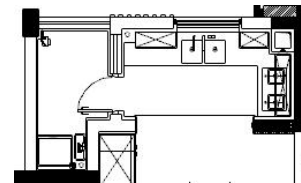
Georg Jensen (1866 -- 2 October 1935) was a Danish jewelry designer and brand name for silver products. Its silver jewelry design has an important and classic status in the world jewelry design field. George Jason is one of today's top silver brands, now part of the Royal Scandinavian Group. Besides silver art the role ofing, also have the design such as articles for daily use, it is one of the representative that Nordic designs. George was also the first designer to turn "oxidation" into a silver design element. He skillfully USES different oxidation techniques to add soft shadows in the ornaments. George Jay was born in 1935 and died.



厨房 | 收纳体现

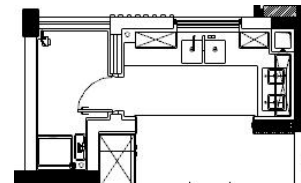
储藏家中日常的食物，存放一些厨房用品。

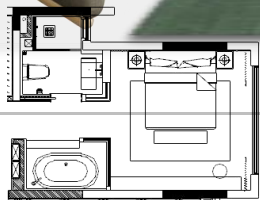
Store daily sundries and temporary items at home.

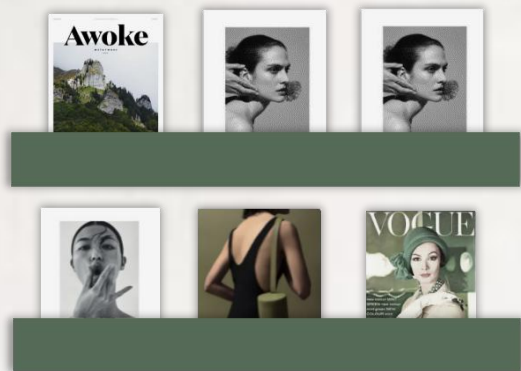
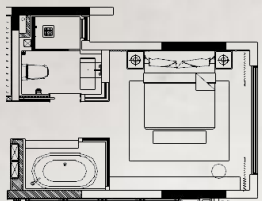


生活阳台 | 收纳体现

储存日常清洁用品
Store daily cleaning supplies



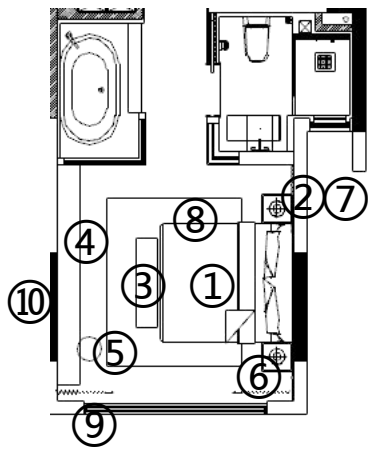
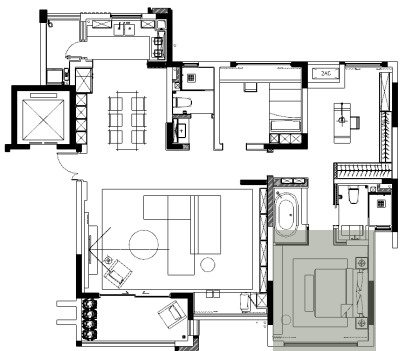




皮革颜色

皮革细节

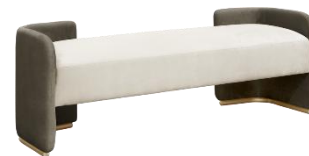




① 床



② 床头柜



③ 床尾凳



④ 组合柜



⑤ 矮凳



⑥ 吊灯



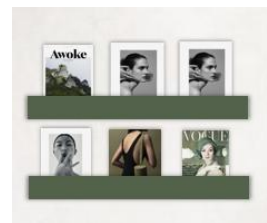
⑦ 台灯



⑧ 地毯

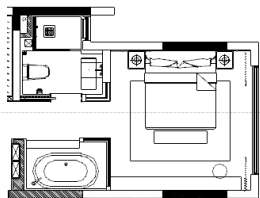


⑨ 窗帘



⑩ 挂画

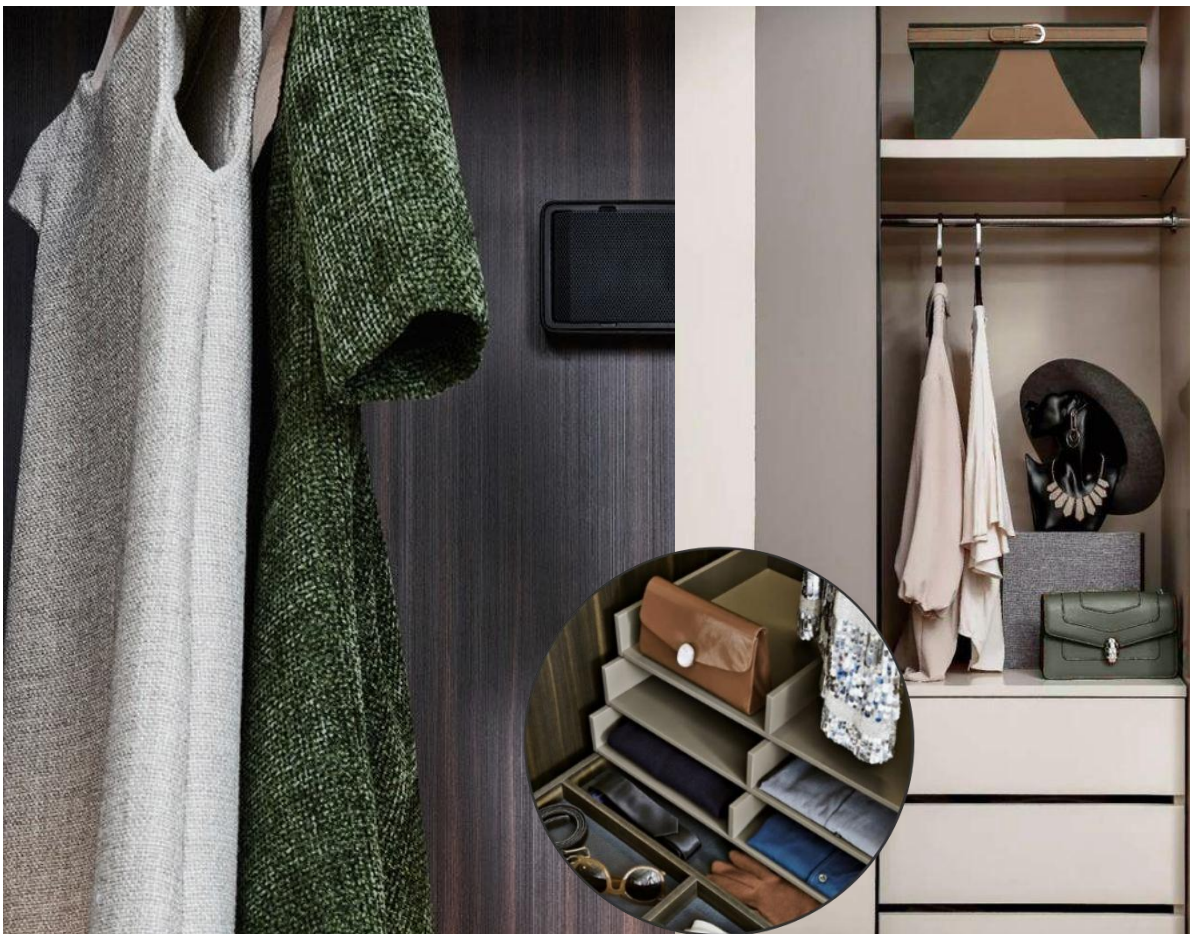
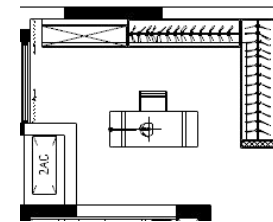
DESIGN CONCEPT 卫生间



衣柜 | 收纳体现

衣服箱包分类整理，展示精致生活。

Store daily sundries and temporary items at home.



SWEET ATMOSPHERE MOMENT

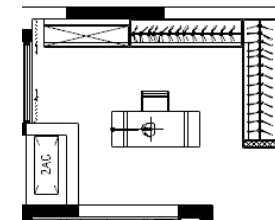
趣味

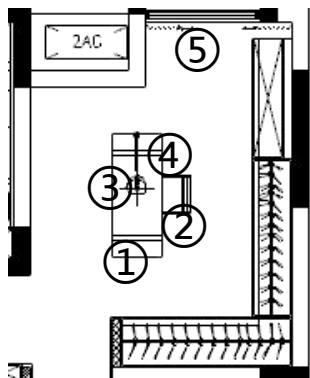
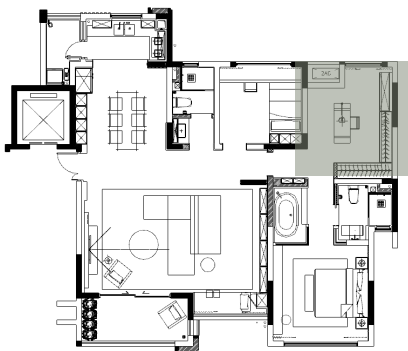
自在

独处



多功能房 | 展现女主人的爱好，提现生活品质
Show the hostess's hobbies and improve the
quality of life





① 书桌



② 书椅



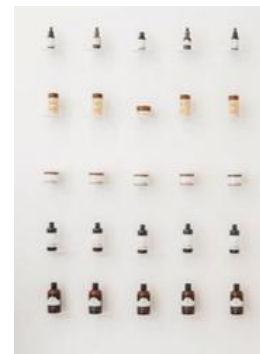
③ 台灯



④ 地毯



⑤ 窗帘



⑥ 挂画

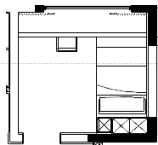
超级飞侠

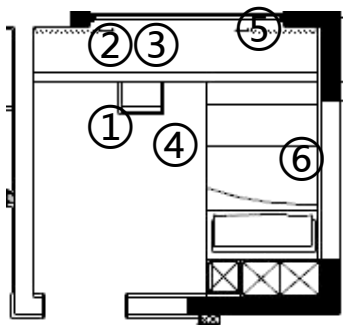
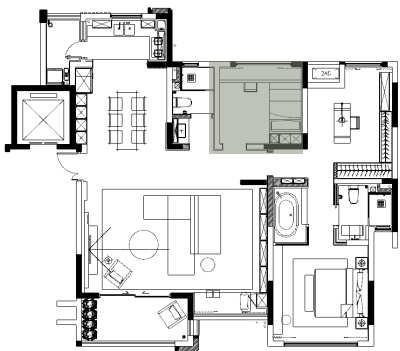
SUPER

男孩：6岁，小学生，热情好动，受父亲影响喜欢蓝天，喜欢飞机，房间中充斥着个性十足的玩偶摆件，航模周边，无一不在体现男孩酷酷的性格和活力四射的状态。

Boy: 6-year-old, primary school student, enthusiastic and active. Influenced by his father, he likes the blue sky and planes. The room is full of personalized doll decorations. Around the model aircraft, all reflect the boy's cool personality and energetic state.







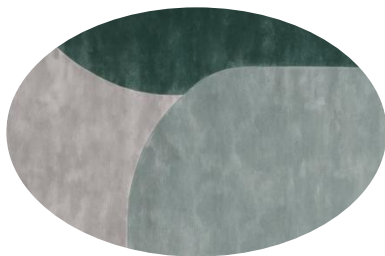
① 书椅



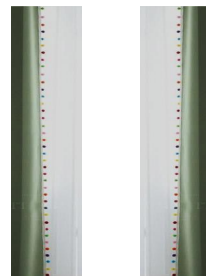
② 吊灯



③ 台灯



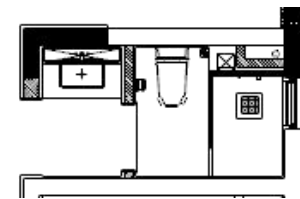
④ 地毯



⑤ 窗帘

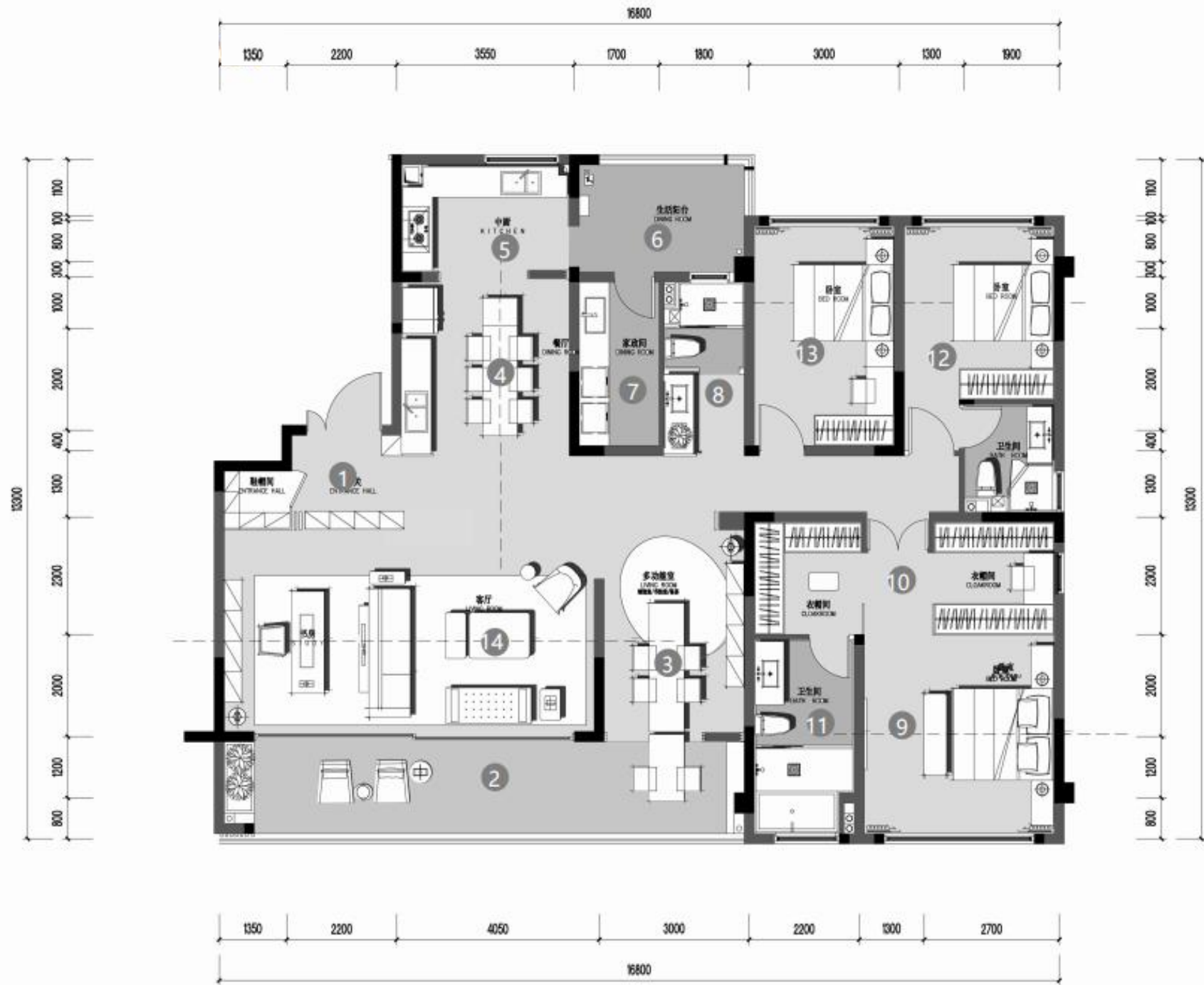


⑥ 挂画



196户型软装方案

PROPOSED FLOOR PLAN



空间功能定位

- ① 玄关
- ② 景观阳台
- ③ 多功能室
- ④ 西厨餐厅
- ⑤ 中厨
- ⑥ 生活阳台
- ⑦ 家政间
- ⑧ 客卫生间
- ⑨ 主卧室
- ⑩ 衣帽间
- ⑪ 主卫生间
- ⑫ 老人房
- ⑬ 儿童房
- ⑭ 客厅

DESIGN INSPIRATION 原始硬装效果图



DESIGN INSPIRATION 原始硬装效果图



DESIGN INSPIRATION 原始硬装效果图



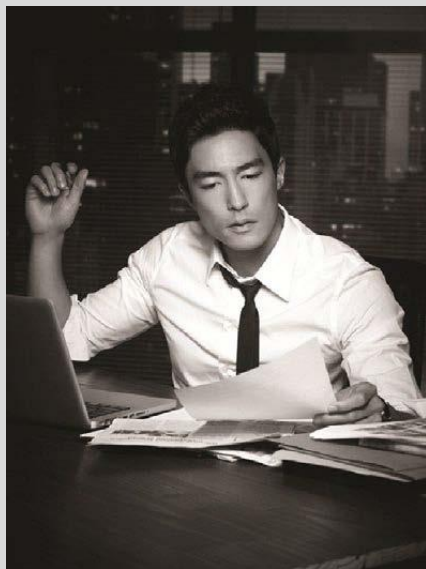
DESIGN INSPIRATION 原始硬装效果图



需求关键点提取：高品质 / 格调

居 | 住 | 需 | 求

处于事业稳定期，在追求房屋品质感的同时，追求空间可塑性，想要最大化享受和使用空间。后疫情时代对于自然和健康的渴望，要求打造集功能性，趣味性，实用性为一体的居住空间。



男主人：45岁，高层领导，爱好阅读，自身性格儒雅。



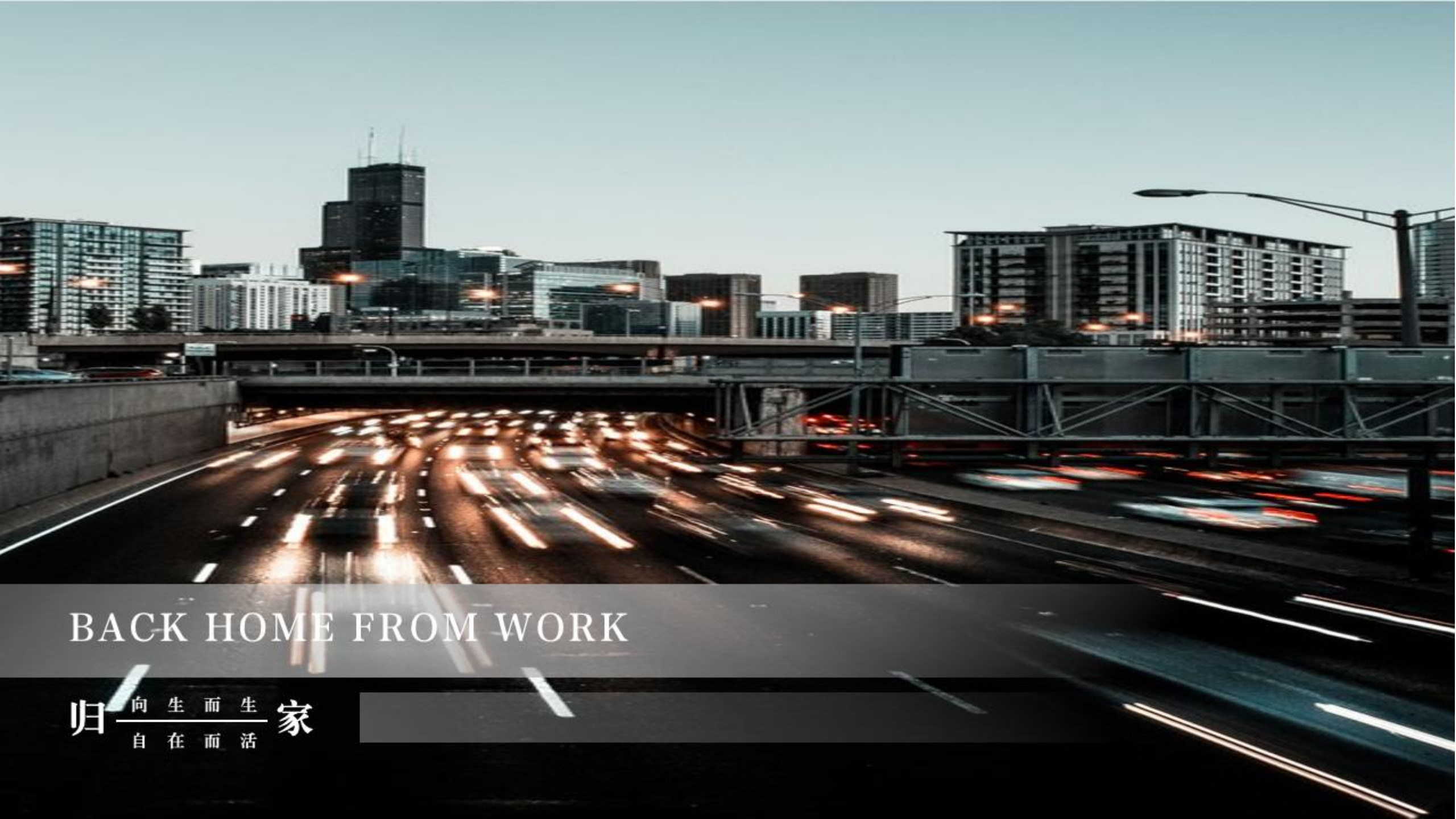
女主人：42岁，珠宝设计师，擅长设计，生活精致。



小女孩：13岁，喜欢画画，受母亲影响，热爱艺术。



父母：68岁，退休教师，爱好象棋，茶艺



BACK HOME FROM WORK

归 向生而生 家
自在而活



現代
MODERN.



悅享
AMUSEMENT



藝術
ART.

高定
HAUTE COUTURE

MENTAL RAY 材质分析





玄关是归家
温暖的灯塔



USED TO RECEIVE

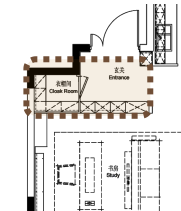
使用收纳

VISUAL SYSTEM

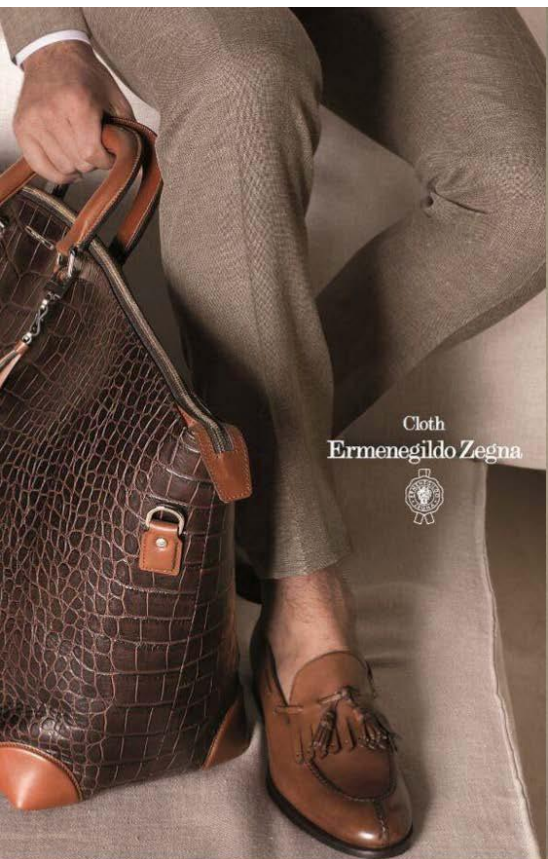
视觉体现

男主人忙碌了一天工作回到家，在玄关随手换完鞋、放包、放钥匙等小物品，女主人将新购的鞋物摆放好。

Male host busy green day's work at home, on the porch with changing the shoe, bag, put the small items such as keys, the hostess will, bought new shoes material .



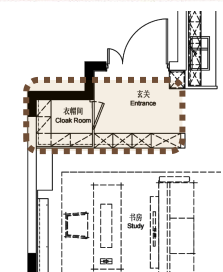
DECORATION DESIGN 玄关软装方案

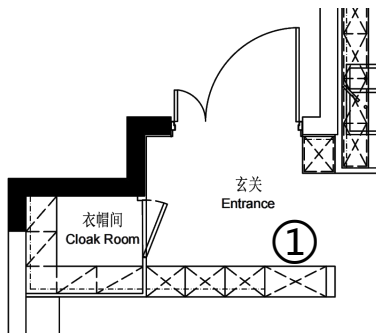
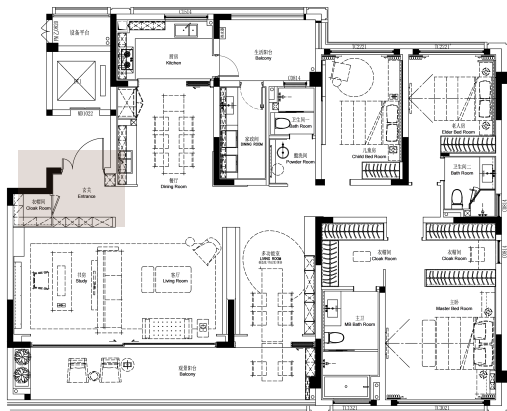


出发，高尔夫球场见

"Living in the kitchen" is a new concept of home life that is gradually gaining popularity.

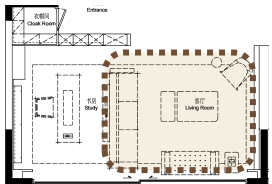
门厅，家庭重要的过渡空间，不仅让业主从室外到室内有个精神缓冲期，完美收纳鞋子，外套，包包等出门必备物品，也收藏着主人日常社交的运动套件



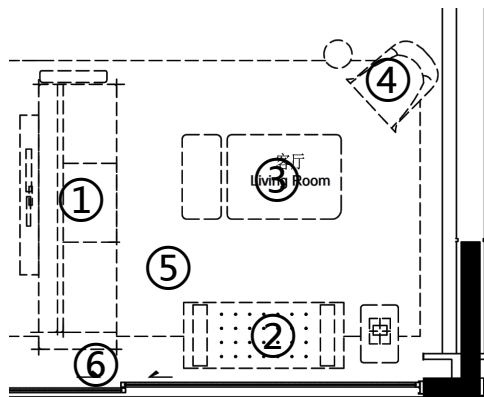
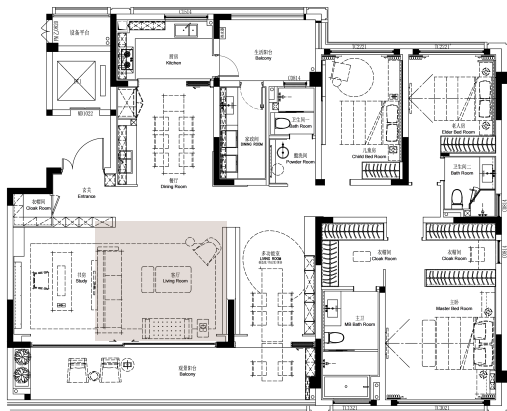


① 玄关艺术品

DECORATION DESIGN 客厅软装方案



DECORATION DESIGN 客厅点位图



① 沙发



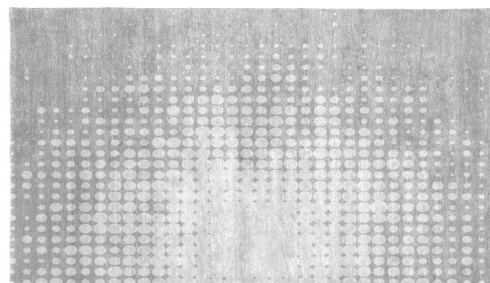
② 长凳



③ 茶几



④ 单椅

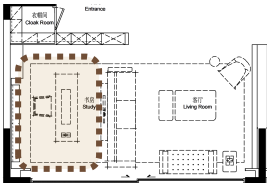


⑤ 地毯

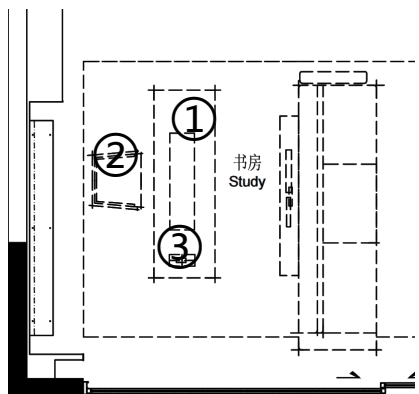
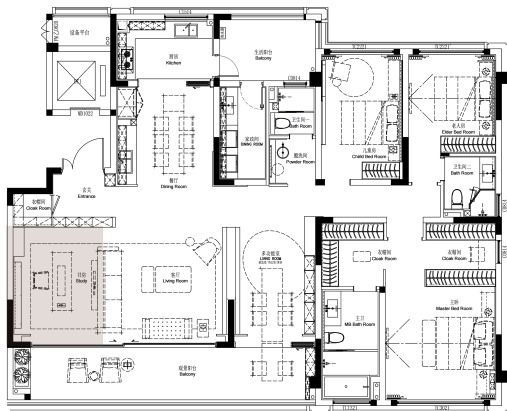


⑥ 窗帘

DECORATION DESIGN 书房软装方案



DECORATION DESIGN 书房点位图



① 书桌

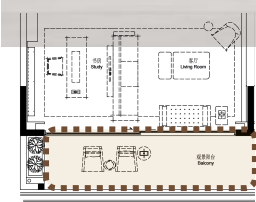


② 书椅

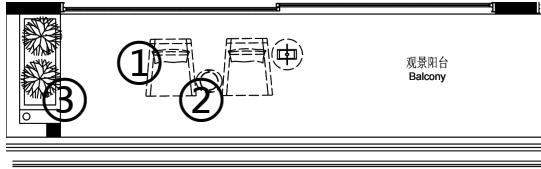
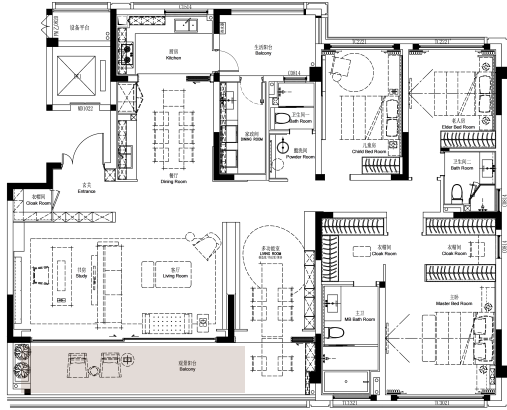


③ 吊灯

DECORATION DESIGN 景观阳台软装方案



DECORATION DESIGN 阳台点位图



① 单椅



② 边几



③ 绿植



MIS EN BOUTEILLE AU DOMAINE

VOSNE-ROMANÉE

1^{er} CRU - AUX MALCONSORTS

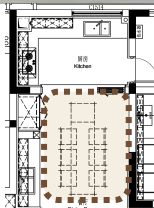
APPELLATION VOSNE-ROMANÉE 1^{er} CRU CONTRÔLÉE

沃恩-罗曼尼(VOSNE-ROMANÉE)

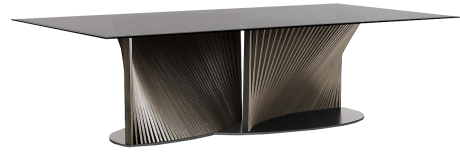
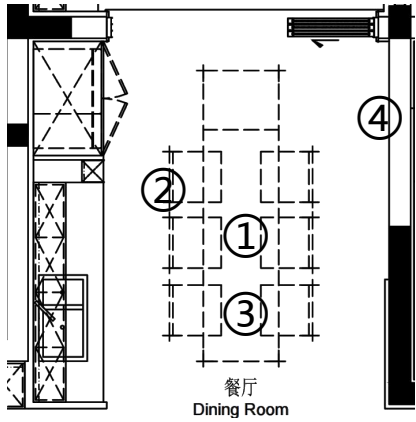
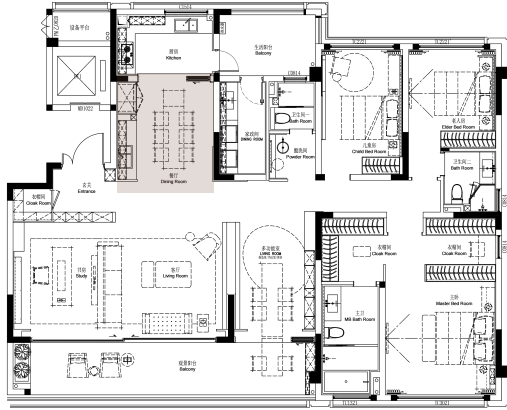
如果把金丘比作缀满宝石的皇冠，那么沃恩-罗曼尼村就是这个皇冠上最耀眼的钻石
红葡萄酒的颜色从纯宝石红到黑郁金香不尽相同，但是同具紧实度。也有时在深深的石榴红中透露出一种深红色

A composite image featuring a man in profile holding a wine glass in a vineyard setting. Overlaid on this is a bottle of Vosne-Romanée wine and a glass of red wine. The text 'MIS EN BOUTEILLE AU DOMAINE' is positioned above the main title. The main title 'VOSNE-ROMANÉE' is in a large, bold, serif font, followed by '1^{er} CRU - AUX MALCONSORTS' in a slightly smaller serif font. Below that is 'APPELLATION VOSNE-ROMANÉE 1^{er} CRU CONTRÔLÉE' in a smaller, all-caps sans-serif font. At the bottom, there is a line of Chinese text in a sans-serif font.

DECORATION DESIGN 餐厅软装方案



DECORATION DESIGN 餐厅点位图



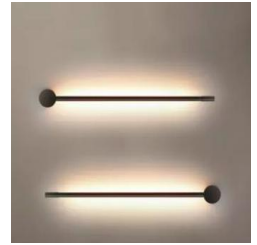
① 餐桌



② 餐椅



③ 吊灯

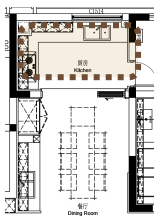


④ 壁灯



周末在家下厨给家人做一早午餐享受佳習的美味和在一起的时光。

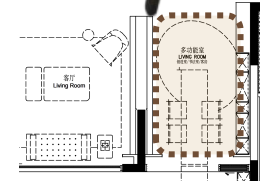
社交/
厨房



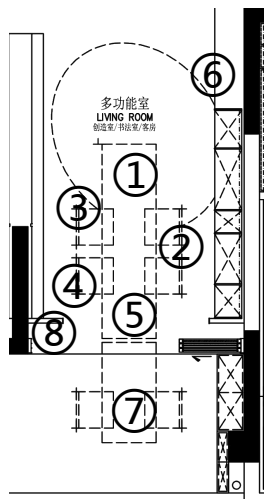
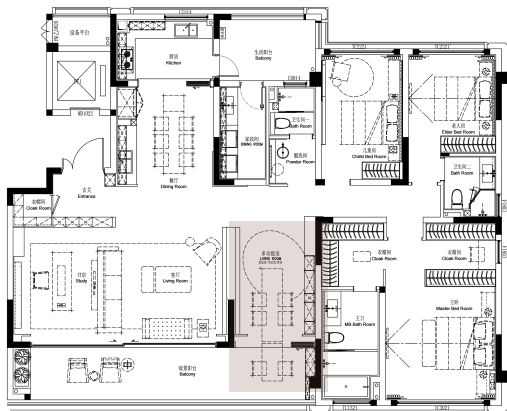
DECORATION DESIGN 生活阳台软装方案



DECORATION DESIGN 多功能室软装方案



DECORATION DESIGN 多功能室点位图



① 组合茶桌



② 单椅



③ 长凳



④ 矮凳



⑤ 吊灯



⑥ 挂画

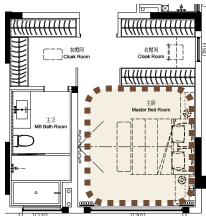


⑦ 悬空绿植



⑧ 窗帘

DECORATION DESIGN 主卧室软装方案



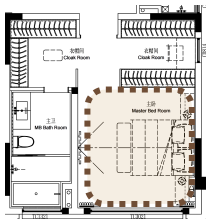


揽境 | 内心共鸣

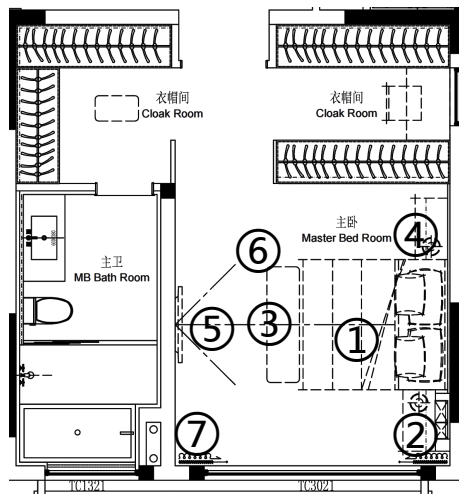
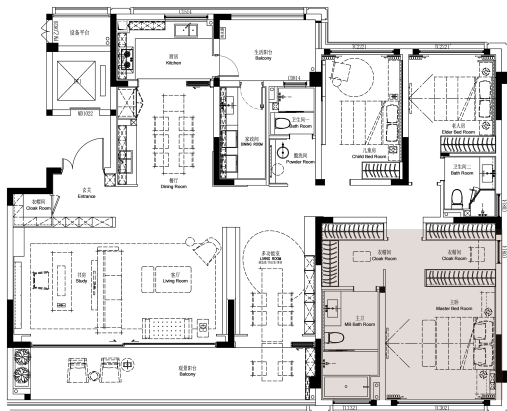


艺术家：谷丫一和男女主人是多年好朋友
工作室：野园
地址：成都

夫妻俩经常去朋友的工作室聚会赏画，尤其欣赏朋友的野兽派画风作品<内心共鸣>，体会到人生的一种揽境之意。



DECORATION DESIGN 主卧室点位图



① 床 ② 床头柜



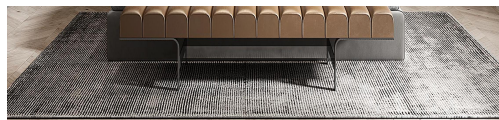
③ 长凳



④ 吊灯



⑤ 挂画

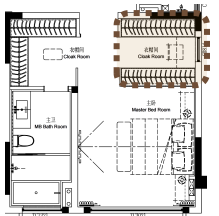


⑥ 地毯

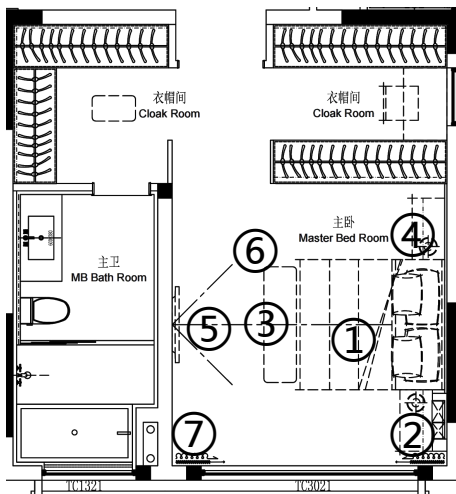
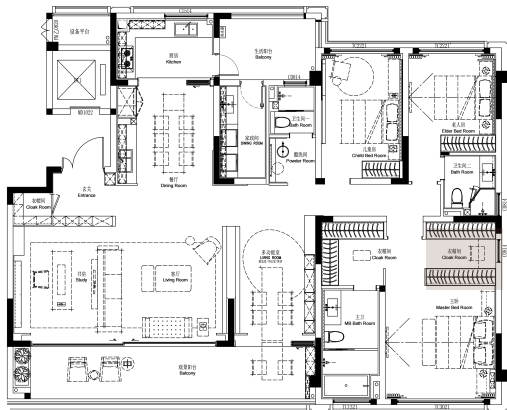


⑦ 窗帘

DECORATION DESIGN 女士衣帽间软装方案



DECORATION DESIGN 衣帽间点位图



① 梳妆台

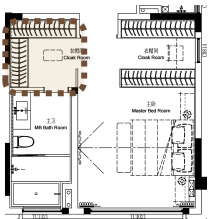


② 梳妆凳

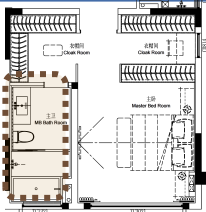


③ 窗帘

DECORATION DESIGN 男士衣帽间软装方案



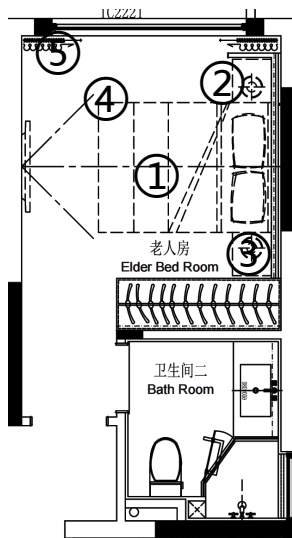
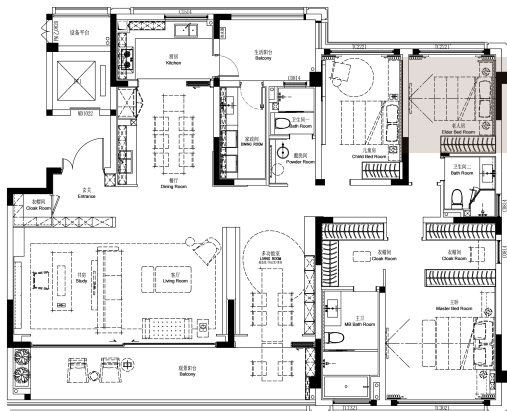
DECORATION DESIGN 主卫软装方案



DECORATION DESIGN 次卧室软装方案



DECORATION DESIGN 次卧室点位图



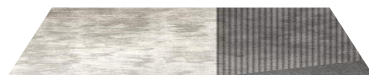
① 床箱



② 床头柜



③ 台灯



④ 地毯



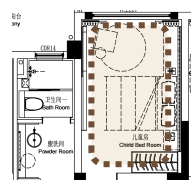
⑤ 窗帘

// POP MART //

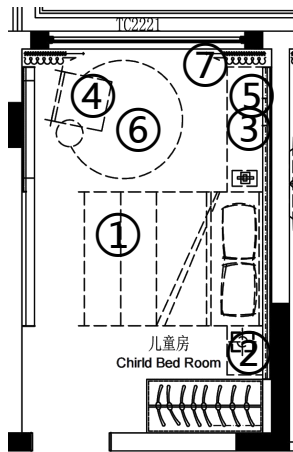
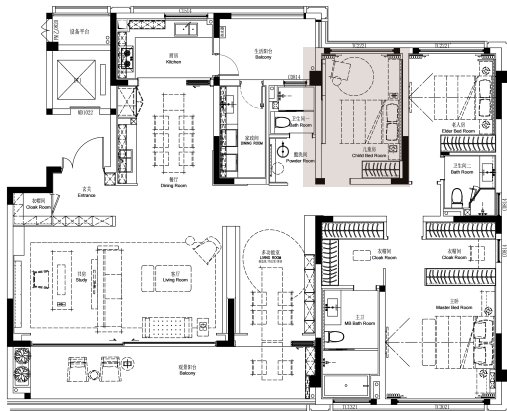
MY
CHILDHOOD
SERIES



DECORATION DESIGN 女孩房软装方案



DECORATION DESIGN 女儿房点位图



① 床



② 床头柜



③ 书桌



④ 书椅



⑤ 台灯

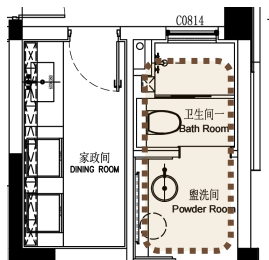


⑥ 地毯



⑦ 窗帘

DECORATION DESIGN 次卫软装方案



感谢聆听