

InterContinental Beijing Sanlitun

北京三里屯通盈中心洲際酒店

設計者」香港鄭中設計事務所 / 鄭忠

空間性質」酒店

坐落位置」中國北京

主要材料」樹脂板、烤漆板、石材、古銅、皮革、繃布、水晶、玻璃、織品

面積」9,076 坪

設計時間」2014 年 5 月至 2015 年 2 月

完工時間」2016 年 8 月

Designer」 Cheng Chung Design / Joe Cheng

Category」 Hotel

Location」 Beijing, China

Materials」 resin board, painted panel, stone, copper, leather, bandage, crystal glass, glass, fabric

Size」 30,000m²

Design period」 May 2014 – February 2015

Completion period」 August 2016



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自時尚精品尋思靈感，藉藝術醞釀人文溫度，
闡明熱愛時尚亦重視內涵的當代雅痞精神。

「北京三里屯通盈中心洲際酒店」位處繁華街區，面對一級城市的激烈競爭，集團深思在地對話及前瞻願景，企圖為品牌悠久歷史傾注活力，打造鮮明識別。設計師鄭忠自時尚雅痞尋思靈感，挪用風格元素，為其融會嶄新風貌。

鑽石耀彩

全作靈感源自建築外觀的六角鑽石圖騰。探究鑽石歷程，莫不自精選原石悉心打磨，在層層提煉後終達璀璨，綻放光彩，設計團隊藉此隱喻品牌不斷與時俱進的抱負，自空間佈局至裝飾細節無不貫徹鑽石語彙，為內部鋪入切工線條與閃耀物料，透過菱線、鏡射釀構出瑩燦若夢的華麗情氛。

因大廳腹地扁長，因此平面避免瑣碎分隔，採以空間場景的概念示意各區範疇。手法上，將結構圓柱與弧形沙發相結合，天花板擬似切工菱線的起伏燈槽對應下方座區，一側再以水晶屏風局部遮飾，水晶隨光照渲染成輕霧效果，若隱若現朦朧了柱身，整體領域有別，卻不減輕透、開揚。廳內休憩空間以挑高書架輕巧分段，鏤空書架豐富景深層次，亦助於視景相互滲透。廳內，淡金色光線灑落書架細部，幽微折射出熠熠光芒，垂吊空中的藝術燈飾身姿輕盈，在白色大理石所鋪砌的場景中，共構出絢麗畫面。



1. 大廳天花板延續鑽石切割手法，立體而別致。2. 酒店建築外觀呈現六角鑽石語彙。

1. Hexagon diamond shape appears as an emblem on the ceiling. 2. Hexagonal shape marks the unique feature of the hotel.

Joe Cheng



香港鄭中設計事務所 / 鄭忠
亞泰國際董事長，香港鄭中設計事務所
CCD (Cheng Chung Design) 創始人、設計總監。鄭忠被譽為「時尚先生」，以「東意西境」理念享譽國際酒店室內設計領域，他所帶領的 CCD 團隊，專案作品迄今已獲得 27 項頂級國際大獎。

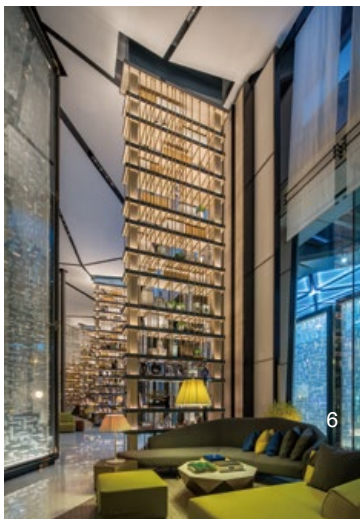
2013 年，香港鄭中設計事務所在美國專業權威室內設計媒體《INTERIOR DESIGN》雜誌公佈的 2012 年度 HOSPITALITY DESIGN GIANTS 100 (全球酒店設計公司 100 大) 排行榜中名列第三，成為唯一進入全球前十名的亞洲公司。此外，CCD 亦獲得室內設計界最高榮譽 "Gold Key Awards" 最佳酒店設計獎項肯定，成為首位囊括全系列酒店設計大獎的華人設計公司。

個人榮譽：聯合國文化大使、中國設計年度人物、中國酒店業最佳設計師、推動產業發展功勳人物獎、Hall of Fame 名人堂成員、中國酒店傑出設計大師、世界酒店·卓越酒店室內設計師

Cheng Chung Design / Joe Cheng

Joe Cheng is the founder and design director of CCD (Cheng Chung Design). He was nicknamed "Mr. Fashion" and famous for his design philosophy in mixing East and West styles. CCD has won at least 27 grand design awards internationally. In 2012 CCD was ranked no.3 in the category of HOSPITALITY DESIGN GIANTS 100, in the celebrated magazine 《INTERIOR DESIGN》; it is the only Asian design firm in the list. It is also the laureate winner of "Gold Key Awards" the only time it has been awarded to a Chinese firm.

Cultural ambassador, UN · Year's design star in China · Best Designer, Hospitality Space Design · Celebrity for Business Promotion · Member, Hall of Fame · Greatest designer for hospitality facility, China · Excellency, Hospitality Facility Designer





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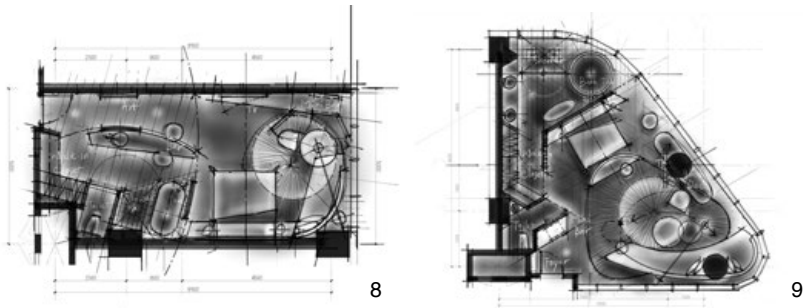
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3. 為大廳訂製的藝術燈飾，光彩耀耀，閃耀精緻。4. 接待檯，背景一如建築外觀的鑽石圖騰特色。5. 大廳細部，家具延續鑽石語彙，具有鮮明的菱線與切面。6. 大廳，運用精緻的水晶玻璃屏風與層架劃分空間段落。7. 植生牆設計延續鑽石切割造型，讓植物錯落有致地置於其中。

3. Lighting fixture in the lobby hall. 4. Reception and a hexagonal shape on the wall. 5. Furniture details follow the hexagonal order. 6. Lobby hall and crystal clad screen and a huge shelf. 7. Green wall extends in a formation by following the hexagonal shape.



8.9. 客房設計圖。10.「盈」中餐廳，空間以溫暖基調作鋪陳。11.「盈」中餐廳（Ying Chinese Restaurant）深色大理石立面與天花板、地坪共構沉穩調性，局部座椅配入經典的愛馬仕火燻色與維羅納綠。12.「盈」中餐廳一隅，以黑白照片沉澱空間韻味。13.「盈」中餐廳細部，如書櫃般的陳設裝置。

8.9. Plan, guest room. 10. Color mode in the Ying Chinese Restaurant. 11.A view of the Ying Chinese Restaurant – furnishing color and textures are rich but not lavish. 12. A corner view of the Ying Chinese Restaurant. 13. Detail work in the Ying Chinese Restaurant.

雅痞摩登

設計師期望為這座酒店演繹「新雅痞」風格，整體美學概念除了繼承「雅痞」向來予人的自信從容、溫文爾雅、忠於品味等印象，也跳脫既往「雅痞」多用黑白灰示人的保守舊調，為空間添加明快色彩，除了採用沉穩的寶石藍作為主色調，也配搭褐灰色、火橘色和亮紅色，並且強調色感濃郁與媒材混用，整體設色鮮明，別具個性。

例如：如行政酒廊以經典的絨面織品或手作細節包裹家具、飾品，流露淡淡英倫氣息，局部再用寶石藍或萊姆黃活潑跳色效果。「熱點」西班牙餐廳與「熱點」酒吧，用火紅門片與金色銅管裝飾，呼應西班牙的熱情民風，璀璨的水晶玻璃屏風亦自鑽石主題延續而來。「盈」中餐廳與「盈」日式料理餐廳皆以深色大理石立面與天花板、地坪共構沉穩調性，局部座椅配入愛馬仕的火燻色與維羅納綠。「怡」牛排館及酒廊用工業風格包裝，氛圍隨意輕鬆。這些空間無不強調對比配色與洗練線條，處處講究工藝細節，加入水晶物料、拋光的暖金或銅材回應環境光，藉閃耀質感濃重華麗基調、細膩精緻內涵，表達雅痞族群對質感品味的永恆追求。

藝術人文

在華美洗練的風格裡，設計師更進一步用藝術孕育人文溫度，闡明熱愛時尚亦重視內涵的實質精神。客房有別以往的平板鋪陳，採用圓形佈局，整體開揚依舊，動線與尺度感受卻更具趣味。

酒店處處可見藝術化的裝飾細節，材料大多以紙、鋼、木為主，物料處理在在強調觸感細膩與自身質地，就連綠色植栽也以裝置概念融入背景，整體獨樹一格，不落俗套，明示了新時代雅痞的自信風貌。撰文」劉蕙蘋





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InterContinental Beijing Sanlitun is situated in a busy street. The branding strategy of InterContinental has a long history but sought to infuse a new energy. Joe Cheng's challenge was to look for the right contemporary design language to attract a huge population in the fast growing middle class in China.

Diamond Hexagon

The emblem is a diamond shape hexagon. The symbolic meaning of the diamond rises from its eternal beauty and luxury. The precision of the diamond cut assures its perfect reflection and glare, which marks its value. The interior of the hotel was constructed and furnished in the same way a gem master cuts a diamond with delicate effort and precision.

The interior layout is simple and the furniture pieces are mostly joined with the structural elements which provide a precise spatial border amongst the functional departments. There are some crystal screens that further create spatial layering while the crystal materials easily project fragmentation and entangling colorful spots on the floors and the bodies of structural elements. A huge bookshelf stands like a floating artwork which divides several sections from ground to ceiling. It invites the visual path to land on the shelf but the opening spot guides one visual path to penetrate to the other side. A gold strip motif from the shelf marks the wiggling pattern on the shiny marble floor.



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14.「熱點」西班牙餐廳，水晶玻璃屏風延續鑽石意象。15.「熱點」西班牙餐廳拋光的暖金、銅質作裝飾，奠定華麗基調。16.「恰」牛排館及酒廊呈現開放式工業風，氛圍輕鬆。17.「熱點」西班牙餐廳紅色門片配搭金色銅管，演繹熱情且富有個性的西班牙風情。

14. Diamond motif on the surface of the crystal glass, Top Tapas Restaurant. 15. Material texture in the Top Tapas Restaurant. 16. Industrial style ambience in the Char Steak House & Lounge. 17. Top Tapas Restaurant in authentic Spanish color and texture.

建材分析 Material Analysis

1. 特殊玻璃與水晶飾片訂製屏風，隨光照渲染出輕霧朦朧的華美效果。
2. 光潔的大理石材反射燈光，令整體更加明淨輕盈。3. 金屬與銅管作細部裝飾，藉由閃耀質感奠定華麗基調。4. 絨面布料回應環境光，強化視覺與觸覺的享受，面材光澤令濃郁用色不顯呆板沉重。5. 皮革，強調面材觸感與精緻收邊，一如手作精品。

1. Crystal glass screen creates a translucent layer of light. 2. Polished marble surface reflects lights. 3. Metal strips and copper tubes are used as decorative elements. 4. Velvet fabric responds sensitively to the surrounding light. 5. Leather is used in the joints where two materials link.

溝通重點 Communication Note

1. 設計靈感來自建築外立面的六角鑽石元素，取用鑽石的切割及光澤等特色，從建築感的平面佈局到立面的細節都貫穿此一主題語彙。2. 打造「新雅痞」風格，強調色彩活潑，營造時尚感與當代個性。3. 利用現有建築特色，創造出佈局合理、使用方便、舒適高雅，且有利於經營管理的室內空間，處處強調大器與精緻質感。

1. Design concept starts from the diamond hexagonal shape and the emblem appears from the façade to the interior motif. 2. New Yuppies Fashion is a contemporary trendy fashion which propagates a stylistic life style in a vivid spirit. 3. Reasonable layout allows easy maintenance but delivers the finest quality in every detail.



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18. 行政酒廊設色優雅，採用經典的絨面織品或手作細節包裹家具家飾，流露淡淡的英倫氣息。19. 行政酒廊一隅，安靜的聚會角落。20. 宴會廳，藝術燈飾與裝飾壁板均延續自鑽石語彙。21. 進入宴會廳前的門廊，一處交誼小憩的過渡空間。
18. Velvet covered interior furnishing, Business Bar. 19. Bar corner in a quiet atmosphere. 20. Banquet hall. 21. A small lounge stands in front of the grand banquet hall.

New Yuppies

Joe inserted his observation of Yuppies fashion and he and believes that New Yuppie-ism has replaced the old; in part the New has inherited the old style where its worshippers enjoys culture and brand fidelity while the new is also more energetic and loves a challenge. This hotel has a diverse range of colors including sapphire blue, brown, orange and even bright red. Joe mixed them in a way not gaudy yet stylistic with fun manners.



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22. 總統套房。利用訂製沙發消化建築圓柱，共呈特色。23. 客房。圓形布局令空間更具個性，感受開揚。24. 套房衛浴，白色大理石鋪砌，沿用時尚精品概念，以優雅的奶油白與淡金色為主。25. 豪華客房，瑩透的燈飾細節，呼應鑽石主題。

In the bar area, velvet fabric plays an important role of the interior furnishings, It appears on the surface of furniture pieces and furnishing objects. Sapphire blue color dominates the view but yellow appears in vivid ways. In the open space, seating is casual enough to invite a sense of leisurely comfort. In the Top Tapas Restaurant and Top Bar, one finds flamboyant colors in red and gold. In the Ying Chinese Restaurant and in Ying Japanese Restaurant, one observes dark color marble cladding on partitions and the floor, and where Hermes color lighting fixtures and Verona green fabric chairs dot the surroundings. In the Char Steak House & Lounge, one can sit along big windows facing down to a regional street famous for its night life. Fine and craft furnishing elements and good details appear everywhere, and in a meticulous precision. Metalwork is particularly attractive to the eyes; Polished copper and crystal objects radiate light to transform the light into an abstraction respecting the



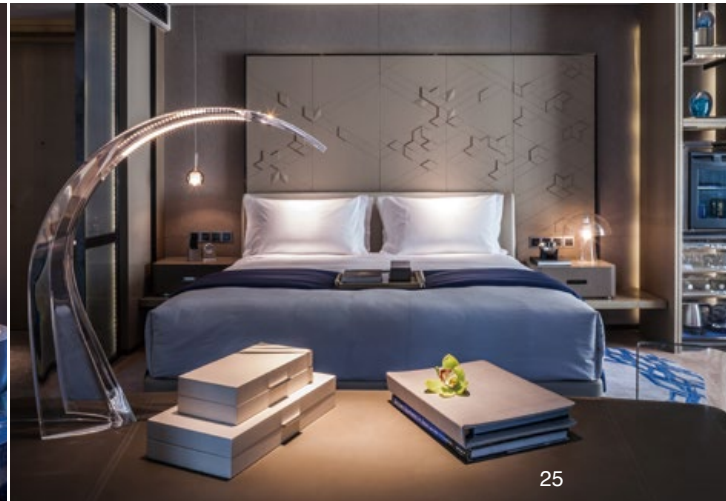
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22. Presidential suite and its sofa seating. 23. Guest room and its unique circular geometrical layout. 24. Marble details in the Presidential suite. 25. Lighting fixture and detail motif in the luxury suite.

finest life style and fashion.

Art as a lifestyle

The guest rooms are quite different from the layouts in most hotels. The interior layout adopts a circular plan, and all the furnishing pieces follows a geometrical order with a custom-made craftsmanship.

To feature the exclusive quality of the hotel Joe made everything like an art piece; even the mostly common materials such as paper, metal or wood were treated in a tedious process. They appear in an exclusive way that no other place can match.