

# Canopy by Hilton in Chengdu

## 成都領地嘉悅裡希爾頓酒店

設計者」 CCD 香港鄭中設計事務所 / 鄭忠  
圖片提供」 CCD 香港鄭中設計事務所  
空間性質」 飯店  
坐落位置」 中國  
主要材料」 青磚牆、金屬屏風、宣紙夾膠玻璃、品牌亮橙色  
面積」 4,689 坪  
完工時間」 2018 年 11 月

Designer」 Cheng Chung Design (HK) / Joe Cheng  
Photo credit」 Cheng Chung Design (HK)  
Category」 Hotel  
Location」 China  
Materials」 Blue brick wall, Metal detail screen, Glued glass panel, Canopy's unique brand color - bright orange  
Size」 15,500m<sup>2</sup>  
Completion time」 November 2018



藉老城印象與裝置藝術相輔，再譯青磚牆、熱鬧市集、貢院情景，令在地舊貌跳脫刻板印象，重現於當代酒店中。

CCD 香港鄭中設計團隊為成都希爾頓酒店打造的特色旅驛 Canopy，揉和在地文化與老城印象，為傳統元素開創特色新貌。

設計團隊回溯在地悠長歷史：成都在明朝年間，天府廣場西南一隅為皇城，放眼城內景致，青磚瓦房、四合院、吊腳樓，石板街道構築了鮮明的城市印象，迄今那些遺留的歷史遺跡仍可尋蹤，蘊植出成都的溫厚韻味。清康熙年間，科舉繁盛，皇城改建為「貢院」，自此成了學子們聚集之地，將成都浸染於濃鬱的書卷氣息裡。再將目鏡探入民間，成都是富庶之鄉，安定環境涵養出寫意生活，各種藝術、休閒、飲食文化蓬勃興盛，積澱下豐美深厚的生活品味。上述元素漣漪了全作靈感，啟迪設計團隊以文化為底蘊，透過「書生進城赴考」的故事主軸，引領旅客在身心感悟的鋪排裡穿梭今昔，感受成都。

此作一大特色，是以老城元素為基礎，讓青磚牆、熱鬧市集、貢院情景透過再譯，跳脫傳統印象，吉光片羽的重現於酒店中，令人耳目一新之餘，亦淡淡透出熟悉感。例如：1 樓酒店入口的兩棚造型，是源自於書生背上的書箱／椅，與中國古建築的斗拱元素相揉合，層疊構架成特色外觀。入內後，9 米高的大廳用現代藝術裝置，重現了老皇城裡集市小販的熱鬧情境，接駁入內的長廊則像是赴考行經的路巷，往昔老城的青磚灰瓦，而今變造得新穎時尚，靜靜指引人們朝著貢院方向邁進，梯廳牆面裝飾的高背書生椅與長卷，喻示著踏入貢院的序曲。



1. 接待廳區。再譯磚牆元素，靈感取自成都巷弄風景，除了意喻城市記憶，亦扣合在地故事。
  2. 一樓入口，雨棚設計靈感源自古建築的斗拱元素。
1. Reception hall; blue brick wall gives a direct impression from Chengde city's daily view. 2. First floor entrance. Canopy design is inspired by dougong element in traditional Chinese building.

## Joe Cheng



香港鄭中設計事務所 / 鄭忠  
CCD 香港鄭中設計事務所專業為國際品牌酒店提供室內設計及顧問服務，曾於美國《室內設計》雜誌 2013 年度全球酒店室內設計百大排名中位列前三。自 2001 年創立，已囊括「金鑰匙獎」等全系列酒店設計大獎的同時，CCD 以其資深的设计專業知識、豐富的國際化經驗以及成熟的管理技術，在行業內始終保持領先的地位及前瞻性的創新。  
創始人鄭忠先生堅信，真正成功的設計是建築與室內設計所帶來的高品質建設及專注細節的完美結合。而他所帶領的 CCD 精英團隊來自紐約、洛杉磯、加拿大、東南亞等地，他們與生俱來的東方文化背景、廣博的國際化教育與出色的工作經歷，為 CCD 每一個設計作品注入了力臻完美的獨特價值。CCD 為全球客戶提供綜合的一體化設計服務和方案，以前沿的設計理念、最新的技術工藝及獨一無二的產品形象等提升服務專案的產業價值。

Cheng Chung Design (HK) / Joe Cheng  
CCD/Cheng Chung Design (HK) specializes in hospitality interior design consultancy for high-end international hotel brands. CCD is ranked as No. 3 in Hospitality Giants 100 featured in US Interior Design magazine in 2013, and honored by the world's most anticipated awards including the Gold Key Awards; since established in 2001, CCD has kept abreast of new directions and innovations in the industry with its detailed design knowledge, international experience, and management skills.

Mr. Joe Cheng, the founder of CCD, believes that the success of design lies in a perfect combination of high-quality construction and special attention to details. CCD's elite team, coming from around the globe, infuses unique value to each project with their inherent strengths of cross-cultural background and perspective. CCD provides an extensive combination of design services and solutions for clients in order to increase and maintain the value of their projects while implementing innovative design concepts, the latest technology and unique product identity.





31 樓的公共空間，包含了接待區、休憩廳、全日餐廳、酒廊、多功能會議區，以及提供暫存行李與休息的「悅驛站」，在此一樓層中，設計團隊以「磚」呼應裡外、連結今昔。靈感源自成都井巷的青磚牆不作標準複製，而是透過數位運算，加入時間維度產生動態曲線，象徵從古至今的城市演變。而「磚」此一符號，也試圖擺脫原本厚重的刻板印象，局部改以透明材料呈現輕盈量感，與實磚並呈重／輕、止／透等質地變化，加重此作今昔揉合之特色。此作另一趣味之處，是設計團隊在空間細節織入了成都生活的悠閒趣致，將戲曲、茶藝、陶藝、文學等元素都化作公共空間的藝術品，洋溢當地文化氣息。與此同時，Canopy 獨有的品牌色一亮橙色亦貫穿全作，為樸雅的空間背景點出時尚感，令一切古典卻輕盈，講究亦活潑，在不斷地對話、碰撞與融合之中，闡述成都從容、豐富的迷人風情。撰文」室內雜誌編輯部

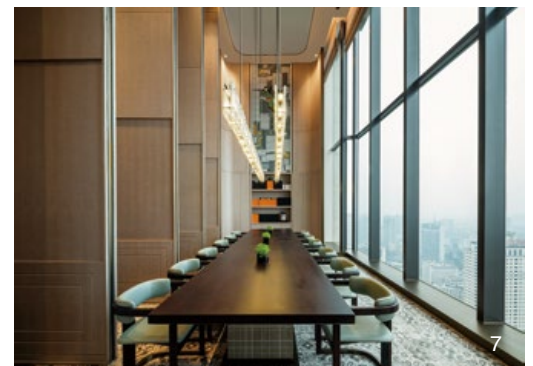




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3. 一樓門廳高達9米，以藝術裝置重溫過往城市街景。4. 梯廳壁掛高背書生椅作為裝置，隱喻古代書生進京赴考的貢院情景。5. 接待廳區。空間將磚牆，斗拱，竹椅，棋盤元素揉入，處處釀入了成都的生活韻味。6. 接待廳區的挑高屏風原型取自古典窗花，再以現代手法重新演繹。7. 餐廳，半開放式包廂。

3. The lobby hall exceeds nine meters; artistic objects provide nostalgia impression. 4. High chair installation symbolizes the ancient entry examinee for Royal Court Service. 5. Reception hall has many obvious Chinese elements such as a brick wall, and dougong etc.. 6. The design of the big screen in the reception hall is inspired by traditional window motifs. 7. Restaurant and its lounge space.



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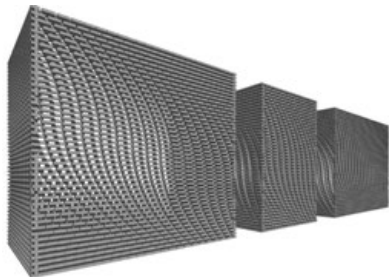




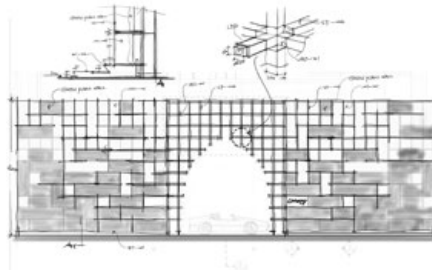
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8. 1樓平面圖。9. 31樓平面圖。10. 青磚牆數位化模擬圖。11.1樓入口植物牆設計手稿。12. 餐廳，空間裝置多寶格、鳥籠、書冊，道訴成都特有的生活情調。13. 餐廳，挑高牆面有如書閣般的特色裝置，回應書生、貢院的故事主軸。14. 餐廳，素雅色調中，以成都小吃「擔擔麵」為題材的藝術品，鮮亮線條成了空間亮點。  
8. The first floor plan. 9. 31st floor plan. 10. Blue brick wall designed by parametric calculation. 11. The first floor plant wall design hand-drawing. 12. Restaurant is full of objects commonly seen in an ancient reading room or library. 13. Restaurant - a tall object resembles the space in the ancient court exam hall. 14. Restaurant and a piece of artwork, inspired by a famous local food.

Hotel Canopy by Hilton Chengdu City Centre is located in the city that is customer-focused that emphasized on the experience of 'body', 'heart', 'senses' and 'enlightenment'. The design of the hotel blends Chinese and Western charms, intertwined with old-fashioned feelings and vitality, elegant and unconventional style, bringing guests a lively Chengdu style and the comfort and warmth of home.

Chengdu, the starting point of Silk Road 2000 years ago, during the time of Ming Dynasty, on the southwest of Tianfu Square was the imperial city of the Kingdom. Looking from the city wall, the city is full of blue bricks, tile houses, and courtyards, there are street hawkers on the old streets selling their products, and when the sound of ancient temple bells spreads, adding an ancient charm to the city of Chengdu. After a series of historical changes, during the reign of Kangxi Emperor and Qing Dynasty, the Imperial City was converted into a "Gong Yuan", which is a site for the imperial examination. The design revolves around the story of "the scholar goes to the city to take the imperial exam", traversing the memory corridor of the imperial city, capturing the auspicious details hidden in the green brick wall, on the street view of the market, in the peddler stall and the courtyard. The history of the hotel has been reconstructed, while exploring and re-writing the new story of the Imperial City memory.

Cross the city wall, entering the imperial city and start the journey to the imperial examination. Along the roadways, with green bricks, grey tiles, wooden doors, bronze rings, street hawkers, and oblique sunshine, guests would seem to see the scholars walked toward the direction of 'Gongyuan'. The design of the door canopy derives from the elements of the arch, and the bags of the ancient scholars, using columns of the wooden strips, interspersed, and laminated to reproduce the beauty of Chinese classical architecture. The first floor reception hall is designed as an art exhibition hall, creating a humanistic space under the artistic conception. Up to 9 meters in the reception lobby, recreating the historical streetscape of the old imperial city. The streetscape











of the past is vividly displayed in front of the guests, under the large art installation of the roof, to open a dialogue of time and space. The chair hanging in the elevator hall is a reproduction of ancient 'Gongyuan' scenes by modern artistic techniques. Canopy Central on the 31st floor is a brand-name public space, including reception area, lobby bar, all-day-dining restaurant, lounge, multi-functional conference area, transfer lounge. Designers introduce the concept of ancient markets into the passionate and energetic Chengdu culture. With exquisite observations and historical memories as the inspiration, the design combines the imagery of the East and the West, the past and the modern scenes of the city.

Brick is the oldest architectural element. The 400-meter east-west facing wall of Chengdu 'Jin' Alley is the only brick wall museum in China. It represents not only architecture and art, but also the memory of a city. The blue brick wall inherits the cultural memory of Chengdu, and the traditional brick wall is translated by modern digitalization to capture the instantaneous state of the time dimension and form the expression of the dynamic curve.

The furniture and artworks of different shapes and styles are ingeniously balanced, the color and story is balanced with free and vivid vitality, and the guest can feel charm of Chengdu is everywhere. A bamboo chair of Dayu Shi, a chessboard, a cup of tea, are all narrating the leisure on the streets of Chengdu. The art of public space is based on the theme of "Hundreds of Plays", and works with artists to use art and design, colliding with the Bashu culture. The elements of opera culture such as 'Feng Guan Xia Pi' can be seen throughout the design.

Canopy's unique brand color - bright orange has been applied throughout the design to bring guests a positive and beautiful life aspiration in the elegant walkway to experience the vitality and fashion. Text by Cheng Chung Design (HK)



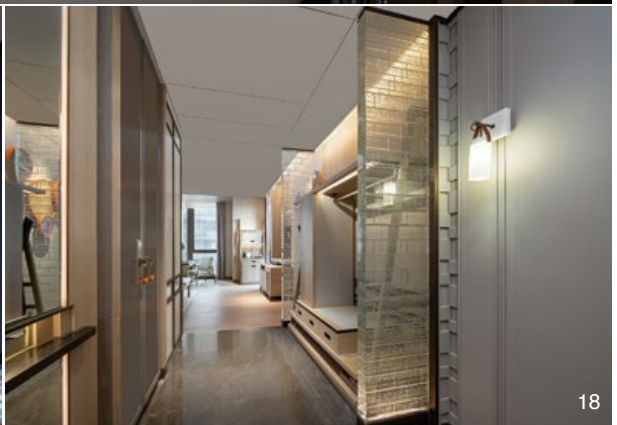
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15. 客房。採用品牌亮橙色框劃空間，為雅致沉穩的空間添加活潑個性。16. 客房衛浴。用夾膠玻璃再譯舊時客棧的宣紙門窗。17. 客房走道，亮橙色貫穿於空間，將一切新舊元素併合得更加時髦活潑。18. 客房玄關，自古城老磚牆概念衍生而來的透明屏風，為今昔嫁接。  
15. Guest room view in a vivid ambience. 16. A guest bathroom view. 17. Pathway view in guest room floor. 18. Guest room lobby hall directly confronts a piece of screen yet is transformed from the brick wall.

## 建材分析 Material Analysis

1. 青磚牆：將傳統磚牆以現代數位化的轉譯，令磚塊排列形成動態曲線，捕捉時間維度的瞬間狀態，表達揉合古城新舊意象的設計概念。2. 金屬線型屏風：用現代手法將傳統門窗進行再譯，作為輕隔間或裝飾。3. 亮橙色：Canopy 品牌色，貫穿全案的主題色，用於空間局部軟硬體或藝術裝置，為傳統元素添加活潑個性。4. 夾膠玻璃：以現代手法演繹古代的客棧宣紙門窗。

1. Blue brick wall – the design and fabrication of the wall comes from a parametric study; the undulating surface seeks to symbolize how past meets with the future. 2. Metal detail screen – traditional window pattern was redesigned to fit into the partition walls. 3. Orange color, which is the brand color of Canopy, is used extensively in the furnishing elements and art installations. 4. Glued glass panel looks like a traditional paper wall.

## 溝通重點 Communication Note

Canopy by Hilton 是希爾頓旗下的全新品牌，酒店坐落於成都天府廣場對面。業主希望為賓客提供個性化、富有在地特色的旅繹體驗，設計美學必需融入當地生活與文化特色。設計團隊回顧明朝年間，成都天府廣場西南一隅是皇城，從城牆上俯望，青磚瓦房、四合院、吊腳樓、石板老街與小販市集道訴了在地風景。清康熙年間，科舉繁盛，這座皇城改建為「貢院」，是書生匯集的聚點。便以老城與貢院為核心，發展整座酒店的空間故事，自入口開始扣合書生進城赴考，穿越皇城貢院的記憶回廊，將老城的青磚牆、集市街景、貢院情景等吉光片羽重現於酒店內，複合往昔與現代之城市印象。

Canopy by Hilton for Chengdu and housed in Tianfu Square. The design provides an exceptional experience that feels like an old city of the Ming dynasty; the major city part belongs to the royal court and is surrounded by a dense city fabric. In the Qing Dynasty, this royal compound was transformed into an unusual quarter where the royal examination hall was situated and many hotels, restaurants, and leisure houses were built for examiners. The hotel takes the impressions of this district transformed them into the space that easily to be identified in the lobby hall, reception area and even guest rooms.