

Hualuxe Xi'an Hi-Tech Zone

西安中晶華邑酒店

設計者」 CCD 香港鄭中設計事務所 / 鄭忠
攝影者」 朱海 秋信
空間性質」 酒店
坐落位置」 中國
主要材料」 灰磚、木作、古銅、壓克力、塗料、羊毛地毯、訂製家具、訂製燈飾
面積」 12,404 坪
項目年份」 2019 年

Designer」 Cheng Chung Design / Joe Cheng
Photographers」 Zhu Hai, Qiu Xin
Category」 Hotel
Location」 China
Materials」 gray brick, woodwork, copper, acrylic, cotton carpet, customer-design furniture, customer-design lighting fixture
Size」 41,000m²
Project year」 2019



視中華儒雅文化為核心，將經典元素轉以洗練新容，
呈現華人隆重文雅的待客之儀。



華邑酒店及度假村是洲際酒店旗下品牌，酒店位於昔日大唐的長安都城，以歷經 13 朝的古都環境作為底蘊，視中華儒雅文化為核心，透過「禮、尊、和、達」等理念構築全作形質，表達出華人隆重文雅的待客之儀，並對這座古城致以禮敬。

重現古都盛世氣韻

此作以現代手法再繹大唐長安禮坊制 108 坊嚴整氣勢，將過往的秩序之美以及東方哲學的禮制內蘊於空間體驗裡。全案整體設計語言以唐代建築再作引申，除了重視規律之美，亦強調大塊面鋪陳氣勢與精緻細節並重，令舉目所及無不高貴雅致。此外，設計團隊也巧妙避免掉入復古守舊的框架裡，以簡潔俐落的線條重新詮釋古典元素，將之穿插於空間軟硬體內，再配以沉穩背景底色相輔襯，使今昔時光無違相融，為全作釀構高雅的東方韻味，亦符合當代審美的新穎氣象。

酒店入口隱而迂迴，僅以一顆佇立於靜池上的黑松迎客，並設下多座鏤空石牆來迂迴路徑，引人循著石牆、竹林、蒼松、水池遊走，視線虛虛實實，灰色片牆層層隔絕外部塵囂，恍如踏進山林意境般深長幽遠。

1. 挑高大廳，大器修長的門片以古銅相襯竹青色彩，再現宮殿威儀。2. 酒店以園景作為序曲，穿繞過水池、黑松樹、磚牆、竹林，領人漸漸沉澱心境。

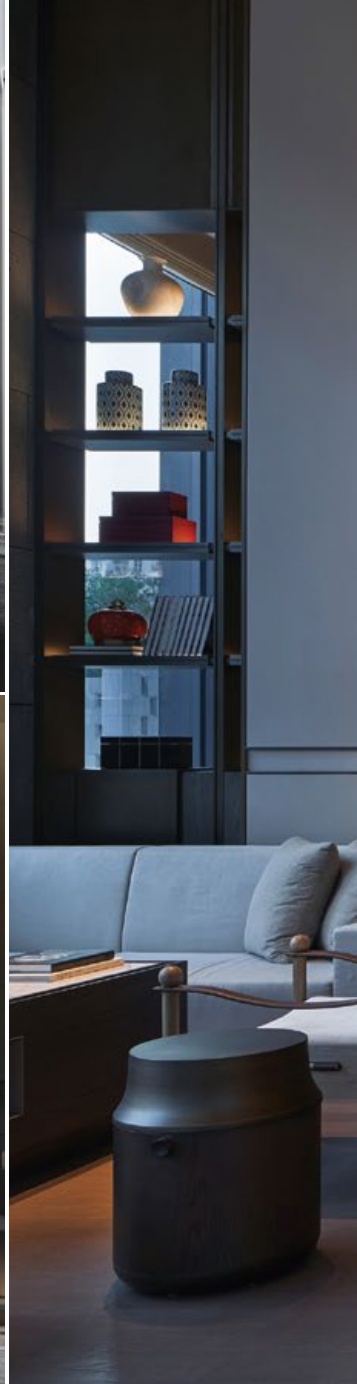
1. High ceiling reception hall in a grand style like palace. 2. Greens and water garden usher in customers to enter the hotel.

Joe Cheng



CCD 香港鄭中設計事務所 / 鄭忠
香港鄭中設計事務所 CCD (Cheng Chung Design) 的創始人、設計總監。鄭忠先生被譽為「資本圈第一時尚先生」，曾被授予「聯合國文化大使」、「中國設計年度人物」、「Hall of Fame 名人堂成員」、廣州美術學院教授等多個榮譽頭銜，並擔任「CTBUH 世界高層建築與都市人居學會室內設計評委會主席」、「Frame Awards 酒店設計類別評委」。鄭忠先生以「東意西境」的設計理念享譽國際酒店室內設計領域，帶領的 CCD 從創立至今已獲得包括室內設計界最高榮譽「Gold Key Awards (金鑰匙獎)」最佳酒店設計獎項在內的 65 項頂級國際大獎，成為首位囊括全系列酒店設計大獎的華人設計公司。他開創性地提出了「東方美學空間設計文化工程實驗室」的設計研發課題，講求以文化為中心思想，創造詩意化的室內體驗空間，在五星级酒店、高端商業綜合體、世界 500 強辦公設計、頂級豪宅會所等方面以一無二之創意與設計引領當代設計潮流。

Cheng Chung Design / Joe Cheng
Joe Cheng is the founder of Cheng Chung Design, and the President of ATG. He has been named 'Mr. Fashion' in the capital market, and served as CTBUH's first jury chair for the category of interior design. He has also been honored numerous titles such as UN cultural ambassador, Chinese Design of the Year, member of Hall of Fame, Professor of Guangzhou Academy of Fine Arts and so on. With his design concept of 'Eastern artistic conception in Western form', which has become popular around the world, he has received over 65 top-notch international design awards including the highest honor in the interior design field - 'Gold Key Awards'. Mr. Joe Cheng proposed the design topic "Oriental Aesthetics Space Design & Cultural Engineering Laboratory", which focuses on culturally-centered ideas by creating experience-oriented interior spaces in five-star hotels, high-end commercial complexes, office designs, top-class luxury clubs and other aspects, guiding the contemporary design trend with unique creativity and innovation.



大堂入口高挑大器的門扉矗立，門腰造型細節靈感取自古代西安城門的老門栓，並以古銅相襯竹青色彩，再現大唐宮殿威儀。各座主題餐廳亦延續精緻不俗質感。大堂酒吧「舉茗邑」，中軸線上家具造型暗喻著穿樑斗拱、柱廊匣扇層層相疊，沿著動線漫步探入，有如穿越時空踏進了舊時宮殿。全日制餐廳「聚膳邑」延續大堂的恢宏氣勢，大面積磚牆咬合交錯，創造虛實交錯的鏤空特色，空間混搭了木構造、古銅、壓克力、薄紗等材質，豐富的軟硬體元素與光影效果共構出優美氛圍。中餐廳「彩豐樓」以鳳凰為題，接待區採用壓克力板夾入薄紗，並鐳射雕刻抽象的宮殿飛簷起伏，亦像是縹緲的山景畫幅，餐廳內運用墨灰色與啞光材質織就古雅調性，半透視屏牆劃出座席的領域分界，再以少量的朱紅色、皇家藍挑出空間亮點。

客房色調柔和高雅，分別以深、淺色調作為背景，空間硬體線條簡約但細節精緻，選材上運用橡木、棉麻、羊毛織品與編織材料，利用自然感的用材助人舒緩心緒。空間裡，富含古典韻味的藝術品與新中式家具編設令一切顯得有如雅士私邸般高雅，細節同樣以朱紅色、皇家藍作為點綴。全作咀嚼中華經典元素，轉以現代洗練新容，隱約扣合古典又宜於現代，餘韻深長並且予人溫暖觸動。撰文」室內雜誌編輯部



3. 一座鏤空影壁作為踏入酒店的前景。4. 入口廊道。5. 以八仙桌作為迎賓櫃台，採取方正對仗設置，講究秩序之美。6. 大堂酒吧「舉茗邑」，分區而設的座席，提供能舒心交談的會晤空間。7. 大廳酒吧一景。
3. A hollow screen in the lobby hall. 4. Entrance hallway. 5. Reception table is as large as a ceremonial table. 6. Grand tea room. 7. Lobby bar.





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FIXTURE & FURNISHING PLAN
100%

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8. 大堂酒吧「舉茗邑」，參照傳統建築的穿樑斗拱作為家具結構造型。9. 全日制餐廳「聚膳邑」，混搭了木構造、古銅、壓克力，用豐富的軟硬體元素及光影效果締造優美氛圍。10. 地面層平面圖。11. 客房平面圖。12. 客房平面圖。13. 全日制餐廳「聚膳邑」，沉穩色調裡，利用光影與藝術品催生雅致氛圍。

8. LUXE Tea and its custom-designed furniture pieces, shaped from ancient Chinese architecture elements. 9. Main restaurant uses wood structure, copper elements and acrylic to create a mixed ambience both West and East. 10. Ground floor plan. 11. Guest room plan I. 12. Guest room plan II. 13. Main restaurant – Gathering post, exhibits a cozy ambience.



Hualuxe Hotel & Resorts is IHG's another classic work in its exciting course of reformation, and a new international luxury hotel brand tailored to Chinese guests. Relying on IHG's world-renowned excellent management system, it's dedicated to providing attentive and considerate services in a new definition of Chinese hospitality centering on four principles: Chinese etiquette; status recognition; rejuvenation with nature; and enabling spaces, which offers an ideal choice for business, entertainment, family reunion and friend gatherings.

Chang'an, today known as Xi'an, is a world-famous ancient capital and one of the birthplaces of Chinese and Oriental civilization. It used to be the capital of 13 ancient Chinese dynasties, and was especially flourishing at the apex of Tang dynasty. Back then, the imperial palace complex was magnificent and splendid featuring connected roofs, spectacular structures and exquisite decorations, making it a paradise on earth. Though later having undergone vicissitudes for several hundred years, the ancient capital is still worshiped for its past grandeur. Situated at this land with rich cultural heritage, Hualuxe Xi'an Hi-Tech Zone is Hualuxe's first hotel in West China and is positioned as an Asia-pacific flagship hotel, which pays tribute to the city of etiquette via orthodox design languages.

Symmetric aesthetic: epitome of Oriental architectural wisdom

The Chinese philosophy of Zhongyong was frequently applied to traditional architectures, which was embodied on the symmetric layout. Peace and order represent an ideal city. In the prosperous Tang dynasty, the layout of Chang'an adopted Lifang System ("Li" and "Fang" refers to residential unit). With Zhuque Street as the central axis, 108 residential units were arranged orderly on the two sides, together constituting a magnificent built landscape. CCD interprets the aesthetic of symmetry and order through modern approaches, and incorporates Chinese etiquette and philosophy into spaces in a subtle way, which allows the guests to immerse themselves in the wisdom of Chinese civilization.

The hotel entrance is secluded and keeps a low profile, with a vigorous upright pine tree welcoming the guests. Following the dim light and wandering along scattered gray hollowed-out stone walls that close off the hustle and bustle of the city, silent pine trees, lush bamboo groves and transparent glass bricks, the guests can have a fantastic experience of exploring a garden with intricate spatial pattern.

Passing through the deep tranquil garden, the lobby gradually appears, grand and dignified. Two magnificent doors erect on its sides, showing courtesy to respected guests. The details engraved on the doors draw inspirations from city gate bolts in ancient Xi'an, and the black wood grain is embellished by Chinese red and bronze. All of those elements innovatively reproduce the cultural heritage of the ancient city, present an archaic and solemn impression, and produce a sense of formality.

The space features large surfaces, which are well matched with exquisite details, together creating a noble, elegant and grand ambience; besides, creative shapes fuse the modern with traditional, and are dotted throughout the space in a subtle manner. In this way, the overall space is endowed with a magnificent sense of propriety as well as modern Oriental charm.



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Baxianzhuo, a traditional square table for eight persons, was indispensable in ancient formal guest reception occasions. Based on such cultural background, Baxianzhuo are brought in to function as reception desks. With symmetric shape and simple yet delicate form, they greatly combine practicality and aesthetic, style and playfulness. Looking around, the guests may feel like they are in an imperial palace with splendid interior structures and color palette. Passing through a corridor supported with columns and traversing doors along the central axis, they will arrive at the lobby bar — LUXE Tea. The left part of it provides a tranquil space for private conversation, with delicate censers, ancient books and seals placed on the desks. On the right side, several tea tables are specially arranged for tea masters to perform tea ceremonies. The refreshing tea flavor, combined with soothing traditional music, brings the guests back to the time a thousand years ago.

The Chinese restaurant takes “phoenix” as theme to imply courteous reception. The reception foyer is embellished by several eye-catching acrylic artworks that are made by novel methods. Gauze are inserted between acrylic sheets, and the views of undulating palace roofs are created on those sheets via laser engraving, which are visually pleasing. With an elegant overall tone highlighted by vivid Chinese red and royal blue, the space presents a tasteful and elegant style, reminiscent of the historical joyful scene of Southern Tang Minister Han Xizai’s evening banquet.

The guest rooms are designed in either light or dark hues, awash with elegance and warmth. The painted light-colored oak wood that maintains its original grain, comfortable cotton and linen, woolen carpets, as well as archaic weaving materials, all show natural textures and the return to simplicity. Time slows down there, and the guests can feel extremely relaxed and cozy. The delicate artworks are full of classic charm, while the exquisitely-made furniture is integration of modernity and tradition. The spaces are laid out in a magnificent and elegant manner, dotted with classic delicate details and interspersed with Chinese red and royal blue, to salute the ancient capital. Characterized by Oriental Zen ambience, elegance and nobility, the interior design provides poetic living experiences, and enables the guests to feel inner peace.

Text by Cheng Chung Design



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14. 中餐廳「彩豐樓」，接待前廳運用壓克力夾薄紗作為藝術裝置。15. 中餐廳「彩豐樓」，用半透明隔屏劃分座區，局部跳出朱紅色調作為亮點。16. 中餐廳「彩豐樓」，色調古雅，家具型式簡潔。17. 中餐廳「彩豐樓」，以現代審美詮釋古典元素，令中式風格不落俗套。18. 廂型客梯區，延續對稱、秩序的佈局手法，端景處以朱紅色作為焦點。19. 客房，色調柔和高雅，運用自然感材質平衡背景的精緻性，使住客放鬆身心。20. 客房，衛浴空間。21. 客房，舒適細膩的棉麻織品、羊毛地毯，古樸的編織壁板，構築了文雅自然的客房氛圍。22. 客房，衛浴空間。

14. Chinese restaurant – Glory, and its transparent screen, built in an artistic manner. 15. Chinese restaurant – Glory, divides seating sections with acrylic panels dotted by Chinese red spots. 16. Chinese restaurant – Glory, exhibits Chinese glory with no cliché. 17. Chinese restaurant – Glory, utilizes modern aesthetics to reinterpret classical elements, making Chinese style not cliché. 18. Chinese red gives a strong impression. 19. Guest room in a tranquil mood. 20. Bathroom in a guest room. 21. Guest room is furnished in fine fabric selections. 22. Guest bathroom.

建材分析 Material Analysis

1. 青灰色石牆：砌造庭園屏牆，塑造庭園的迂迴動線，以鏤空疊砌方式變化虛實趣味。2. 壓克力：作為藝術裝置或屏風，強調透光與輕盈感。3. 朱紅色、皇家藍：局部重點點綴，反襯沉穩的素色背景。4. 古銅：軟硬體裝飾細節與構件。

1. Gray brick: gray bricks were used for the garden walls in various styles, height and proportion. 2. Acrylic: Acrylic panels were used to form transparent screens and art installations. 3. Chinese red and royal blue colors are applied in many positions. 4. Copper: copper treated in a traditional way appear in many decorative objects.

溝通重點 Communication Note

華邑酒店是洲際酒店集團為華人賓客度身打造的高端酒店品牌，酒店位在古都之中，冀希以中華文化為核心，並且透過現代審美品味以今喻古，在精緻酒店市場中樹立鮮明特色，作為亞太旗艦店的標竿。整體設計概念是將華美唐風與東方儒雅文化相融合，利用現代審美重新詮釋古典元素，硬體重視氣勢、秩序，細節強調精緻與豐美質感，並以低斂沉穩的背景串合豐富物料，展呈東方雍容之美。

Hualuxe is part of the Continental Group. The sub-brand hotel offers its customers exceptional hospitality. Located in the origin of Chinese culture, Hualuxe tailored the hotel to mix both the beauty from ancient times and modern art. Fine detailing and rich layering of spaces all bring to the hotel a milestone achievement for both the city and the hotel chain group.