

# FENDI, One Sanlitun

## 三里屯一號 FENDI

設計者」 CCD 香港鄭中設計事務所 / 鄭忠  
攝影者」 CCD 香港鄭中設計事務所 / 鄭忠  
空間性質」 住宅  
坐落位置」 中國  
主要材料」 大理石、實木、黃銅、皮革  
面積」 166 坪  
項目年份」 2019 年

Designers」 CCD / Cheng Chung Design (HK) / Joe Cheng  
Photographers」 CCD / Cheng Chung Design (HK)  
Category」 Residence  
Location」 China  
Materials」 marble, solid wood, bronze, leather  
Size」 550m<sup>2</sup>  
Project year」 2019



從 FENDI 的雋永形象汲取靈感，揉合古典精緻與當代時髦，以嶄新的高雅之姿頌揚永恆之城，羅馬。

北京三里屯通盈中心鄰近北京東三環，高 150 米，為地下 4 層、地上 36 層的地標性建築。其中，B1 至 6 層規劃為商業區域，22 層以下則是北京三里屯通盈中心洲際酒店。而自 24 樓起為 48 套全景公寓，因建築位於北京最繁華地段，每款公寓皆以精品品牌命名，且是僅有一套的限量版戶型，每戶享有 270 度的絕佳景觀，並共享洲際酒店集團的設施與管理。

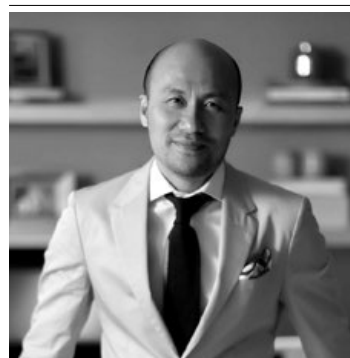
北京三里屯一號 FENDI 由香港鄭中設計事務所 (CCD) 操刀。義大利經典品牌 FENDI，向來以大膽、經典與內斂兼具的風格受到消費者的青睞，CCD 團隊特意從 FENDI 特有的雋永形象中汲取靈感，融合永恆之城羅馬的深厚人文歷史，巧妙地将百年經典品牌元素融入空間，揉合古典精緻與當代時髦，以嶄新的高雅形象頌揚永恆之城，羅馬。

### 頌揚永恆之城

設計團隊指出，本案整體設計除了融合義大利的人文與雅痞外，更著眼於古典與現代元素之間的平衡表現，為業主展現優雅穩重又不失趣味的格調。尤其在選材上，主張以大理石彰顯古典之美，作為隱喻財富、繁榮、顯赫的象徵，藉此回應羅馬開國君主屋大維 (Gaius Octavius Thurinus) 名言：我接受了泥磚建造的羅馬城，留下了大理石砌造的羅馬城 (I found Rome a city of brick, and left Rome a city of marble)。聯繫樓面的垂直動線由一座大理石樓梯串連，其優美的轉折線條有如雕塑，引領人從不同水平視野，眺望遼闊窗景，同時，它的設計構思也比喻著羅馬著名的西班牙廣場，抽象地標記電影「羅馬假期」裡那處永恆的浪漫之地。

羅馬素有「噴泉之都」的美譽，水泉象徵旺盛的生命力，空間自然將此一概念融入設計裡，以藝術手法將噴泉意象靈活隱喻。樓梯處垂地的黃銅藝術吊燈即是表現噴泉的抽象演化，金色線條與梯間的黃銅扶手相互輝映，既高雅又極富現代感。廳區一件透明的水形樹脂單椅，既是家具也是收藏，明透質感與藝術造型是公共廳區的獨特亮點。

### Joe Cheng



鄭忠

CCD 香港鄭中設計事務所 (Cheng Chung Design) 的創始人、設計總監。鄭忠先生曾擔任「CTBUH 世界高層建築與都市人居學會首屆室內設計評委會主席」、「Frame Awards 酒店設計類別評委」，並被譽為「資本圈第一時尚先生」，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至高榮譽頭銜。他以「東意西境」的設計理念享譽國際酒店室內設計領域，帶領 CCD 從 2001 年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。2019 年，CCD 榮登「亞洲品牌 500 強」，成為第一個也是唯一上榜的設計品牌。

### Joe Cheng

Mr. Joe Cheng is the founder of Cheng Chung Design Hong Kong, and the President of ATG. He has served as CTBUH's first jury chair for the category of interior design, Frame Awards jury for the category of hospitality design, and has been named as 'Mr. Fashion' in the capital market. 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, CCD has received over 65 top-notch international design awards including the highest honor in the interior design field - 'Gold Key Awards'. In 2019, CCD won the "Asian 500" and it is the first design brand on the list.

1. 利用挑空廳區突顯落地窗景，將繁榮城市盡收眼底。

1. Open atrium accepts outdoor city view.







## 私享的獨特體驗

CCD 設計團隊指出，這座居家位在酒店大廈的高樓層，共有兩個樓面，將 6 米 2 高的挑高廳區設定為主景，與 270 度環繞的玻璃圍幕共同帶來廣闊的空中視野，全作細節也特別期望能突顯出「私享的獨特體驗」。

在平面的規劃上，因考量業主在社交上的需求及中西結合的飲食習慣等生活方式，平面配置盡可能的開放，令整體寬闊大氣。客廳、餐廳、西式廚房毫無實牆區隔，既滿足日常生活需求也能夠從容舉辦大小宴會，並提供宴會上外檯、私廚開闊的備餐與服務動線。除了空間體感強調舒朗開闊，內部的細節安排更將所有智慧家居系統融入硬體，讓居住者能時時享有從容優雅的生活情境。

本設計案的另一項特色是重視藝術、時尚及精緻的生活方式，團隊精心將各類藝術精品俐落地融入空間。開闊的廳區裡，餐廳設有水晶吊燈相襯絲絨座椅，廳區選用的精品家具、家飾，壁爐以及黃銅細節等物件無不融入藝術元素，令空間處處精緻而雍容，奢華卻不繁複。

精緻華麗、雋永彌新的概念，自然也呈現在臥室裡，透過優質面料、精湛工藝，以及溫馨氛圍充分演繹名品精神。2 樓睡眠空間享有大面積的落地玻璃窗，能引入 270 度絕佳視野。此樓層亦延續精緻基調，採用米色的實木板和繃皮飾面帶來溫暖觸感，配以精品家具與水晶吊燈，將名品的經典內斂特質展呈其中。主臥的衛浴泡澡區則延續大理石鋪貼，以石材打造厚實穩重的量體，維繫了沐浴隱私，讓人在寧靜的私享屬域裡安心享受遼闊窗景。採訪 | 室內雜誌編輯部

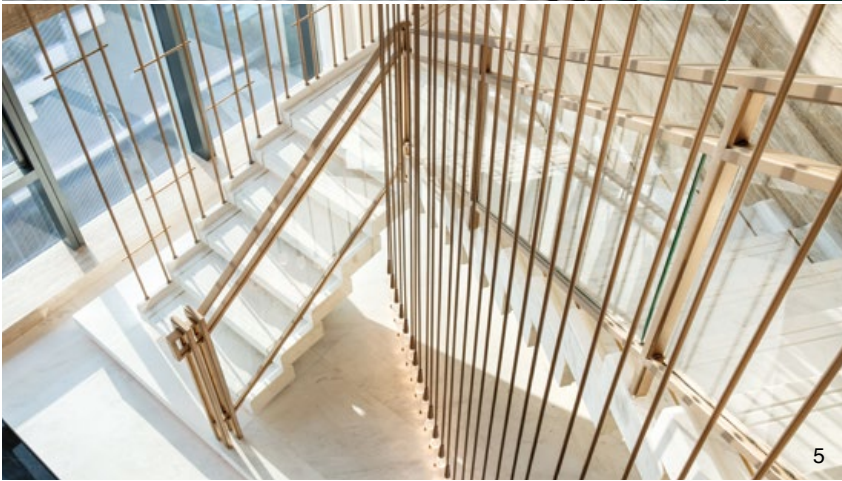
2. 家具精緻典雅，除了滿足日常使用舒適性，同時也突顯居住者的美學品味與藝術感。

2. Elegant furniture pieces were selected as examples of the client's life style.









3. 6.2 米 2 的挑高區，採用玻璃作為 2 樓圍欄，令樓層視野舒朗開闊。4. 規劃開放式廚區與便餐區，可作為派對活動時的備餐空間。5. 樓梯設計靈感源自羅馬的西班牙廣場，採用大理石與黃銅細節，賦予精緻、浪漫形象。6. 梯區用黃銅垂地吊燈示意羅馬噴泉，與金屬扶手相互輝映。  
 3. 6.2 meter high living room and staircase are bordered by glass panels. 4. Open-style kitchen and breakfast platform used during parties. 5. Staircase design is inspired by the Piazza di Spagna. 6. Bronze lighting fixtures dialogues with the finely detailed staircase handrails.

FENDI is an Italian luxury fashion brand, which has deep roots in Rome — "The Eternal City". Be it the first-ever fashion video shoot on Rome's fountain spots, the sponsorship for restoring historical heritages such as the Temple of Venus and The Trevi Fountain, the new headquarters set in one of Rome's most iconic structures— Palazzo della Civiltà Italiana, or the Fall/Winter 2019-2020 haute couture collection show ("The Dawn of Romanity") held on the Palatine Hill, FENDI keeps underlining its deep connection with Rome. In addition, the brand has always been cherishing Roman history, culture and traditions, and drawing inspiration from them to inject new vitality to the city and pay homage to its eternal glory.

As approaching the interior design of the deluxe apartment FENDI, One Sanlitun, CCD integrates the history and culture of Rome, draws on FENDI's brand stories, strikes a balance between the classical and modernity, and endows the space with an elegant, dignified yet playful style, which embodies FENDI's definitions of art, fashion and lifestyle.

The founder of the Roman Empire Octavian once famously boasted, "I found Rome a city of bricks and left it a city of marble." Since ancient times, marble has been a symbol of wealth and noble status, which showcases classical charm as well.

Upon entering the apartment is a foyer featuring a 6.2-meter double-height space, which offers an open view to the outdoor landscape. A magnificent marble staircase stretches upwards, which presents a sense of sculpture and embraces the expansive and clear sky outside the windows. The velvet armchair, the fireplace, the marble niche and brass, all showcase exquisiteness and nobility. A water-shaped resin stool is brought in subtly, with its avant-garde texture and form adding playfulness to the space. Its design takes cues from FENDI's preference for water.

Awash with a sense of design, the space fully presents an aesthetic that blends the classical and modern, and manifests FENDI's stylishness and classiness.





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### 建材分析 Material Analysis

1. 白色大理石階梯：靈感來自羅馬的西班牙廣場。
  2. 黃銅藝術燈飾：象徵羅馬「噴泉之都」意象，同時意指旺盛生命力。
  3. 黃銅：裝飾於空間細節或硬體收邊，與燈光相互輝映，突顯典雅與華麗質感。
1. Marble paved staircase has a similar form as the Piazza di Spagna in Rome. 2. Bronze lighting fixture signifies a sprouting spirit. 3. Bronze banding details that shine in glittering luxury.

### 溝通重點 Communication Note

1. 此作為為高端業主精緻生活而打造的空間，以新歐式古典調和現代場景，除了重視閒適舒朗的空間感受，也必須無微不至照顧各種生活機能，強調「在城市中心擁有私人又獨特體驗」。
  2. 考量業主社交需求，空間處處須兼具美感、藝術性以及出眾質感。
  3. 公寓位於酒店大樓的高層，整體設計尤其重視挑高廳區的開闊優勢。
1. This residence is a luxury home for VIP client, with a style mingling both classic and modern tastes. Even though luxury is the main theme all the living conveniences were fully integrated to meet daily demands. 2. Exclusive taste and fine quality is a primary requirement for the client's demand for social activity. 3. Housed on a high level of a prime class building, this apartment enjoys exception views.



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The staircase in the hollow space takes inspiration from Rome's Piazza di Spagna, which is famous for the Spanish Steps where Audrey Hepburn enjoyed her ice cream in the classic movie "Roman Holiday". The white marble steps resemble piano keys, which seem to produce pleasing sound while guiding the occupants up to the bedrooms. Rome has been known as "The City of Fountains" for its large number of beautiful fountains, which symbolize endless vitality. CCD abstracts the form of fountain, and translates it into the exquisite lighting fixtures beside the stairs. Those linear lighting fixtures and the handrail complement each other, showing both elegance and modernity.

The large-scale dining and living area is extremely open, with French windows on three sides blurring the boundary between the interior and outside. The opening on the ceiling and glass curtain walls offer a panoramic view of the flourishing Sanlitun quarter, and also enable the occupants to embrace the sky. Especially at night, the dwellers can use the bespoke telescope to watch stars. The dining area accommodates a Western-style kitchen, a Chinese kitchen, a breakfast table that doubles as a bar counter and an independent large dining table, which can meet the demands of various socializing activities. The striking pendant lamp above the dining table looks like a hand-made disco ball, which gathers light and spread it downwards. This area is a perfect place for inviting families and friends to enjoy delicious food while appreciating the fabulous outdoor cityscape, which redefines "luxury" for those who look for private yet unique living experiences in the city center.

The bedrooms also inherit the exquisite, gorgeous and classic qualities of FENDI. Upscale fabric, superb craftsmanship and intimate spatial atmosphere fully interpret the brand's precious spirit and culture. The master bedroom is set at the upper floor, beside the opening above the living room. With large areas of French windows, it enjoys 270-degree views of the outdoor landscape, and enables the occupants to feel the varying scenes of Beijing's busy quarter throughout the day.

The interior design continues FENDI's style. The beige wood and leather coverings create a warm feeling in the space. Besides, FENDI furniture, the crystal chandelier with exaggerated shape, and smart home system, perfectly combines functionality with luxury. All those design details in the master bedroom generate an elegant and cozy ambience, and exquisite textures that fuse luxury and modernity. The master bathroom is finished and embellished with marbles, with natural light pouring down in the shower and bathtub area. The solid sense of architecture echoes with the city's skyline, seeming to bring the occupants to an illusionary castle in the sky.

Text by Cheng Chung Design (HK)



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- 7. 主臥房享有大面落地玻璃窗景，房內以沉穩的淡灰色調帶來寧靜安定的感受。
  - 8. 主臥房細節延續精品風格，採用米色實木、繡皮飾面、編織造型做為主要元素，令空間精緻且溫暖。
  - 9. 主臥衛浴窗景與隱私並重，將智能設備融入硬體之中。
  - 10. 臥房空間選配精品家具與水晶吊燈，將奢華與實用功能融合於一室。
  - 11. 臥房設計在優雅舒適之餘，亦重視奢華精緻的觸感。
  - 12. 1樓平面圖。
  - 13. 2樓平面圖。
7. Master bedroom has a huge window and exhibits an air of tranquility. 8. Master bedroom is furnished in a exquisite way with leather, fabric and good furniture pieces. 9. Master bathroom is equipped with the most advanced facilities. 10. Master bedroom is luxurious but tranquil. 11. Master bedroom view. 12. The first floor plan. 13. The second floor plan.