



華人之創獎

TAIWAN GOOD DESIGN AWARD

成都·建發錦江營銷中心及會所

Chengdu C&D • Jinjiang Yangxi Sales Center & Clubhouse

# 作品資訊

Work Information

專案名稱：成都·建發錦江營銷中心及會所

開發商：建發地產

軟裝設計：創時空設計事業一部-李熹睿團隊

設計總監：賈紅峰

攝影師：李玲玉

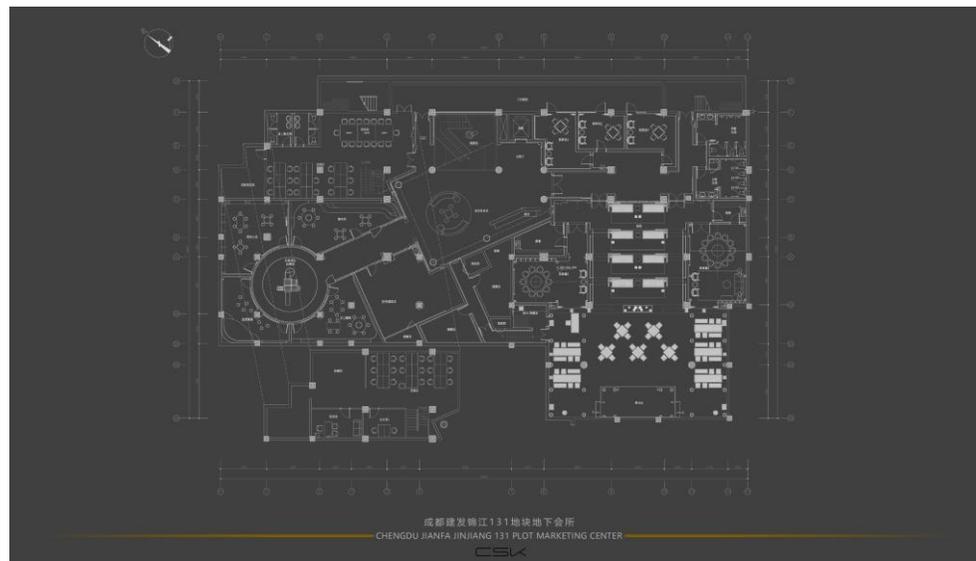
Project Name: Chengdu C&D • Jinjiang Yangxi Sales  
Center & Clubhouse

Client: C&D Corporation Limited

Deco Design: Team-XIRUI LI in CSK DESIGN

Design Director: HONGFENG JIA

Photograph: LINYU LI



營銷中心平面圖



會所平面圖

# 設計說明

Design Introduction

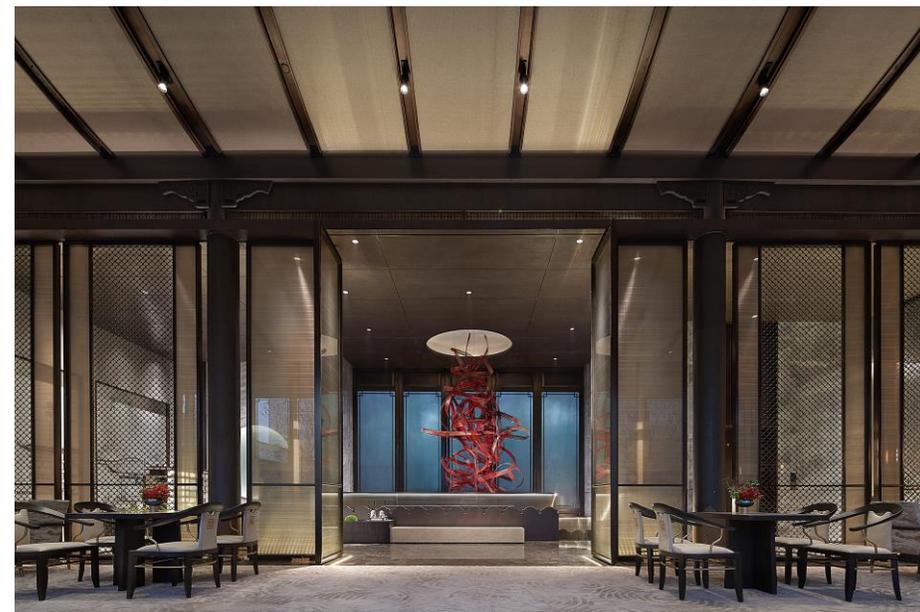
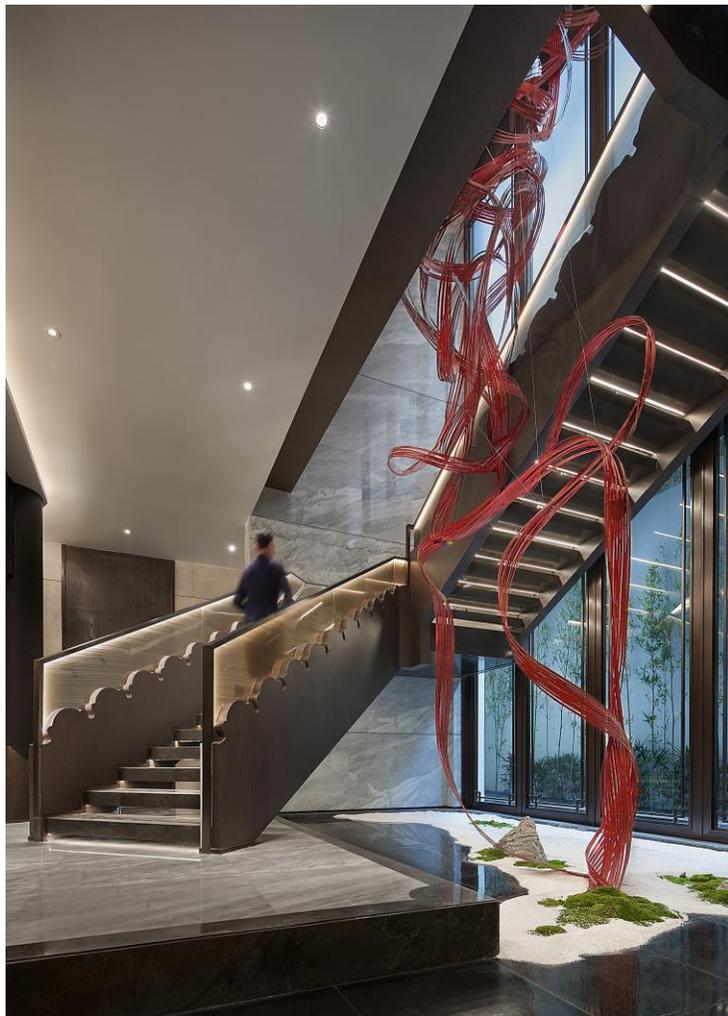


在文人墨客的詩篇中，成都春有花、夏有林，秋有霜、冬有雪，絲竹管弦聲不歇。除了風景美不勝收，在這座城市裏，古今共生，傳承千年的文脈更是從未斷過。

In the poems of Literati, Chengdu is a city with flowers in spring, forest in summer, frost in autumn and snow in winter, and the sound of silk and bamboo orchestras. In addition to the beautiful scenery, in this city, the ancient and modern coexist, and the cultural heritage of thousands of years has never been broken.

在成都·建發錦江央璽的專案中，創時空擔綱行銷中心及會所的軟裝設計，通過引用蜀都當地傳統文化的演變和延伸，將山水植入空間，拂去歷史的塵埃，越過古色古香的時光長廊，讓我們的目光與古蜀祖先再次相遇。

In this project, CSK DESIGN is responsible for the soft decoration design of the marketing center and clubhouse. By citing the evolution and extension of the local traditional culture in the capital of Shu, the landscape is implanted in the space, and the dust of history is wiped away. The ancestors met again.



## 山水之間

一景一文，一器一味，湖畔照青天，繁花落盡山水間

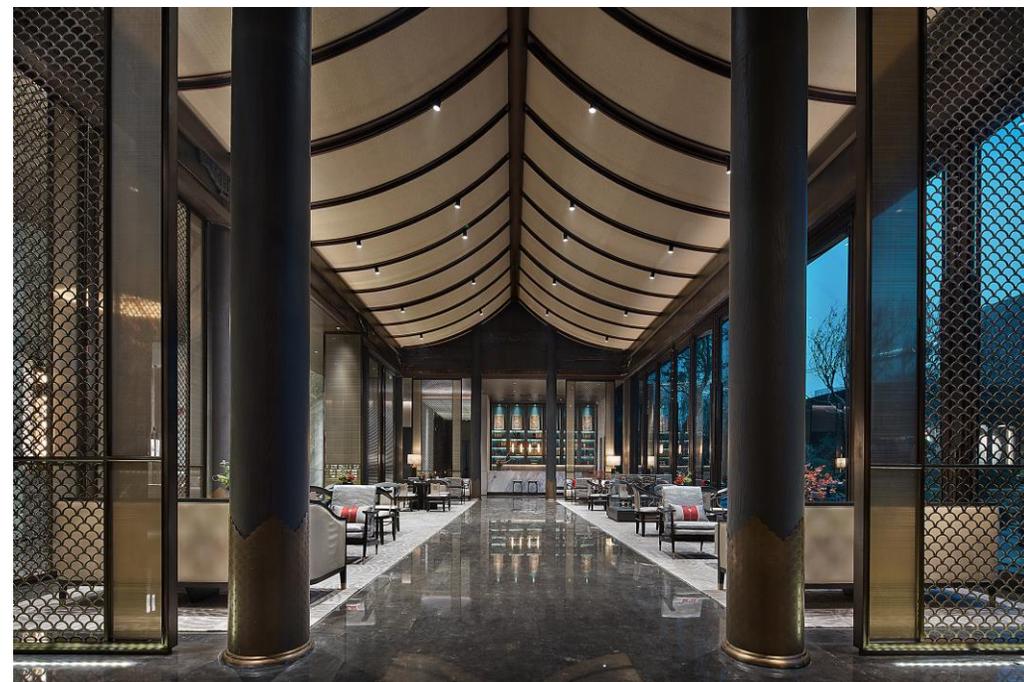
在石獅的翹首尊迎下進入空間，貫穿二層空間的藝術裝置猶如起舞的紅袖美人，華燈初上，看其霓裳翩翩飄然自若，在方圓裏蕩起悠悠讚歌，拂一拂衣袖，便彈指一揮間夢回上千年。

Entering the space under the head of the stone lion, the art installation that runs through the second floor space is like a dancing red-sleeved beauty. At the beginning of the lights, you can see the neon clothes flutteringly and freely, swinging in the circle, sing the praises, flicking the sleeves, and flicking his fingers. Dreaming back for thousands of years.



山水之間在於一個“隱”字，樓閣隱於天青煙雨中，虛實隱於秩序變換裏，文化的傳承則隱匿於每一處，將空間作為時間的表達載體，賦予每件器物獨特的語言，譬如銀杏花葉的燈，朱紅色的果，紋理錯落有致的房梁...在細節中窺見歷史真相，此情此景仿佛在千百年前的平行時空真實存在。

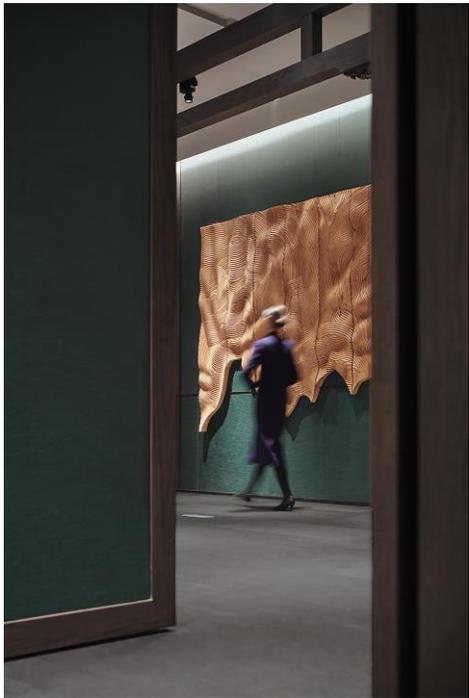
Between mountains and rivers lies the word "hidden", pavilions are hidden in the sky and mist, virtual reality is hidden in the transformation of order, cultural heritage is hidden in every place, space is used as the expression carrier of time, and each artifact is given a unique language For example, the lamp of ginkgo flower and leaf, vermilion fruit, and the beams of the room with patchy texture...you can glimpse the historical truth in the details, and this scene seems to exist in parallel time and space thousands of years ago.





古色古香的紅黑木桌椅，山水墨畫的印花布藝，在光的烘托下變得溫柔靜謐，若閑來無事，上一盞茶，隔窗聽雨看林間四時變化，與好友兩三慵懶而坐夜話百家談，將都市的疲憊於此處釋放與舒展。

The antique red and black wooden tables and chairs, and the printed fabric art of landscape and ink paintings, become gentle and quiet under the background of light. Sitting lazily and talking about a hundred schools of thoughts at night, the exhaustion of the city is released and stretched here.



從洽談區穿過長廊來到VIP室，自忖幾許雍容與華貴的古典綠散發著神秘深沉的力量，猶如探尋無人涉足的森林深處，而VIP室的《草月流·花道》便像是這森林裏的瑰寶，打破古典花道在材料、容器表現的空間的舊有框架，展現自由、與現代生活相適應的多樣風格。

From the negotiation area to the VIP room through the promenade, I wonder how graceful and luxurious classical green exudes mysterious and deep power, just like exploring the depths of a forest that no one has to walk in. Like this treasure in the forest, it breaks the old frame of the space represented by the materials and containers of the classical ikebana, and presents a variety of styles that are free and compatible with modern life.



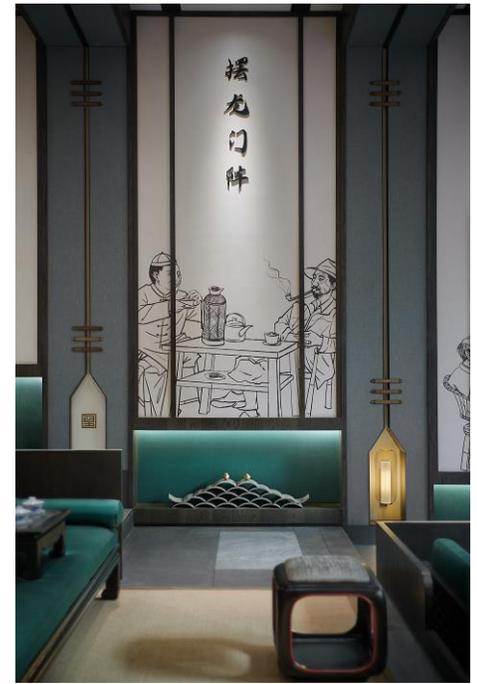
## 人文之道

樹成蔭，青苔綠，紅磚上黃舊竹椅，清風下茶館戲曲。

於柳樹成蔭明月清風之下，彈奏一曲古箏，餘音嫋嫋繞環梁。人文之道，古人雲“言聖人觀察人文，則詩書禮樂之謂，當法此教而化成天下也”，創時空以此為設計刻度，通過對成都的文化解讀，於詩書禮樂中、戲曲影像中呈現一幀幀人文藝術畫面。

Under the shade of willow trees, the bright moon and the breeze, someone played a piece of Guzheng, and the lingering sound curled around the ring beam. The way of humanity, the ancients said, “Sages observe humanities, and poetry, books, rituals, and music are called. When the teachings are based on this method, they will become the world.” Created time and space as a design scale. Frames of humanities and art scenes appear in Chinese and Chinese opera images.





張恨水先生在《蓉城雜感》中寫道：“成都的茶館是可與古董齊看的鋪，不怎麼樣高的屋簷，不怎麼白的夾縫，不怎麼粗的柱子，若是晚間，更加上不怎麼亮的燈火。矮矮的黑木桌子，大大的黃舊竹椅，一切佈置的情調是那樣古老。”

Mr. Zhang Henshui wrote in "Rongcheng Miscellaneous Feelings": "The teahouses in Chengdu are shops that can be seen with antiques. The eaves are not very high, the gaps are not very white, and the pillars are not very thick. Bright lights. The short black wooden tables and the big yellow old bamboo chairs are so old-fashioned."

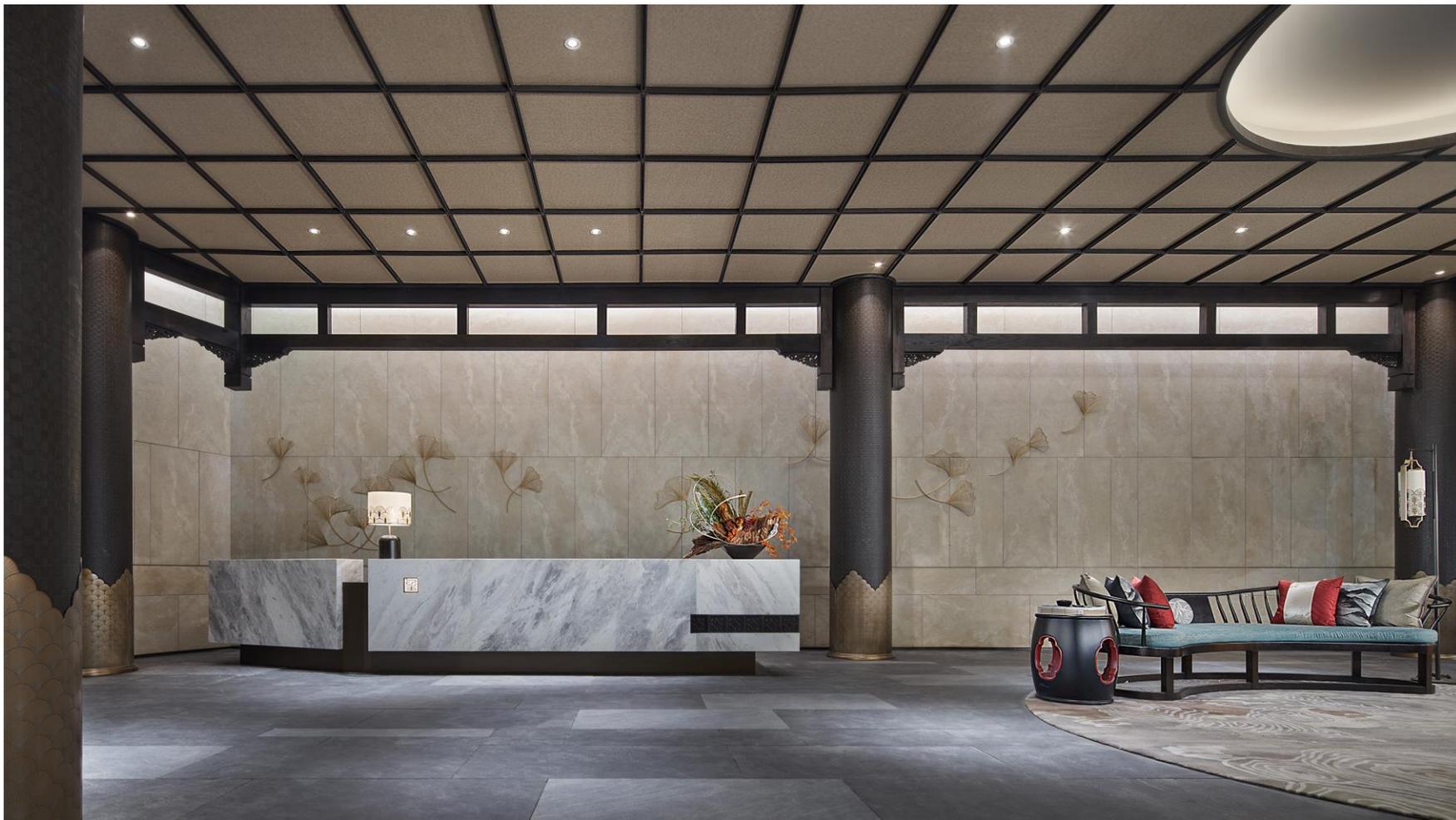
成都的日常便是一種藝術，戲曲、棋牌、品茶、美食..... 城市的肌理在更新，這些文化猶如與生俱來的DNA，在聚焦時代潮流的同時用本土文化塑造內在生命之核。

Everyday life in Chengdu is a kind of art, opera, chess and cards, tea tasting, gourmet food... the content of life in the city is being updated. These cultures are like innate DNA, focusing on the trend of the times while using local culture to shape the inner The core of life.



# 玩味之都

成都文化+玩味藝術=玩味成都





在兒童成長俱樂部空間設計中，創時空通過尋找成都本地文化及本地特有色彩，加上藝術童話的植入，力求打造一個全新的，具有成都特色又不失個性的童趣空間。銀杏葉在空中飛翔，就像夢想一般，如煙火閃爍在綻放時盛開。

In the space design of the Children's Growth Club, we strive to create a brand-new childlike space with Chengdu characteristics without losing individuality by looking for Chengdu local culture and local unique colors, plus the implantation of artistic fairy tales. Ginkgo leaves fly in the sky, like a dream, blooming like a sparkle of fireworks.





玩味是帶有戲劇及場景故事性的，不論是傳統文化魅力下衍生的國學堂，還是將現代教育融入其中的繪本室、樂高天堂，都是在舊有血脈裏融合出新的創新氣息，創時空將設計的空間作為藝術與生活的載體，在一幕幕的場景中映射出時代的偉大變遷與發展，令人為之感歎，給人以不同場景下的想像。

Playfulness is a drama and scene story. Whether it is the traditional Chinese classroom derived from the charm of traditional culture, or the picture book room and Lego Paradise that integrate modern education into it, they all blend the old bloodline with a new and innovative breath Time and Space takes the designed space as the carrier of art and life, and reflects the great changes and development of the times in the scenes of scenes. It is amazing and gives people imaginations in different scenes.

不管是古時候的文人雅士，還是如今的都市白領，成都都是令人青睞的“天府之國”，在本案設計中，創時空滿足不同年齡階層的功能需求的同時，將本土文化通過獨特解讀融入空間血脈。古今共存，傳承創新，童趣玩味，這是設計的魅力，時代的發展，美好生活方式的創造與傳遞。

Whether it is the literati in ancient times or the urban white-collar workers nowadays, Chengdu is a popular “land of abundance”. In the design of this project, the space and time are created to meet the functional needs of different age groups, while the local culture is integrated into the space through unique interpretations. Bloodline. The coexistence of ancient and modern, inheritance and innovation, childlike playfulness, this is the charm of design, the development of the times, the creation and delivery of a beautiful lifestyle.



華人生創獎

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Thank you!