

Global Style

interiors & colors

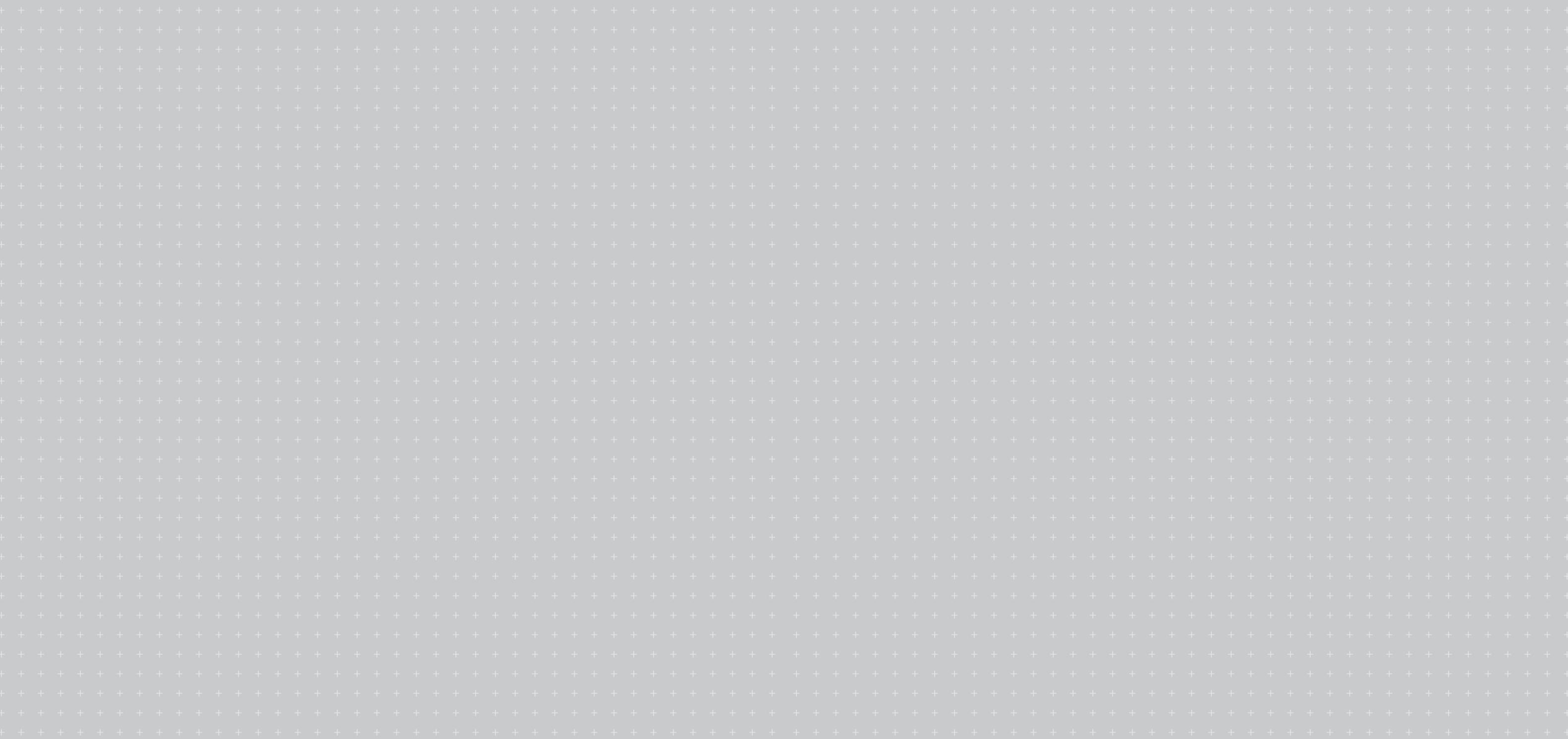
世界风尚·室内空间与色彩 (B)

Selected from over 1000 projects, the 169 cutting edge interior designs with well-designed color schemes featured in the book cover a wide range of styles, including African, Asian, European, Latin, North American, Australian and other regions. Various interior projects such as hotel, bar, club, salon, beauty, spa, gym, restaurant, shop, office, airport, cinema, library, museum, school, theater, clinic, hospital, pharmacy, exhibition and residence will be presented in alphabetical order of project name in each chapter. Designed by hundreds internationally renowned architects from world-wide, these works were created under the cross-culture background which brings a "global style" of the contemporary interior's space and color.

Lots of information in the book contains high quality color photos, plans, design concepts, and color schemes which help with technical understanding of each project and gaining of inspiration.

本书在综合考虑设计风格、实用配色方案、地域特征、功能类别等多种因素的基础上，从1000多个近期室内设计项目中精选出169个精彩案例。风格上囊括了亚、非、欧、拉丁、北美、澳洲等各种地域特色设计，功能类别上所涵盖的范围也十分广泛，其中包括酒店、酒吧、会所、沙龙、美容、SPA、健身中心、餐厅、商店、办公、机场、电影院、图书馆、博物馆、学校、剧院、诊所、医院、药店、展示空间，以及各种住宅空间。各个章节中的项目都依据项目名称的字母顺序进行依次排列。所选案例来自全世界几百位著名室内设计师，这些作品在广阔的跨界文化背景的交融中真正演绎出一种当代室内空间与色彩的“世界风尚”。

超大的信息量汇集高品质摄影图片、平面图、设计理念的介绍，以及配色标示条等，所有这些都非有助于读者去深刻理解每个作品的设计灵感与技法。



办公.Office
010-105 GLOBAL**STYLE**

Banco Deuno

Color is the central element of the design concept. All the elements, from the collaborators uniforms to the front pieces of all the branches, are part of the daring color palette. The selection of colors is not common for bank institutions in Mexico. / 色彩是本案设计的核心元素。从员工的制服到不同支行的工作区，所有元素都采用大胆的色彩主题。而这些色彩搭配在墨西哥银行企业中并不常见。

Under the concept of renovating the bank institutions, Banco Deuno wishes to transform all the institutional precepts and corporate image into an interior design where the main core is the client's experience.

Color is the central element of the design concept. All the elements, from the collaborators uniforms to the front pieces integrated to the different buildings where the branches are located, are part of the daring color palette. The selection of colors is not common for bank institutions in Mexico. Every branch is different from the others, which represents a very big challenge to translate it into the integration of the general concept for each one.

The different spaces are standardized by the correct selection of finishes and color application. The bank's dynamic culture is interpreted through this ample color palette. The combinations are flexible and can be adapted according to each space needs. The Architects apply their knowledge and experience in commercial interior architecture developing adequate areas for both the internal operation of the bank and customer service.

Each branch is different but everyone has the same shape and color language. No matter which branch the client is in, he will feel in Banco Deuno. The communication campaign and the new bank concept are also translated in a series of text and image messages that combined with the color palette complement the dynamic of the bank.

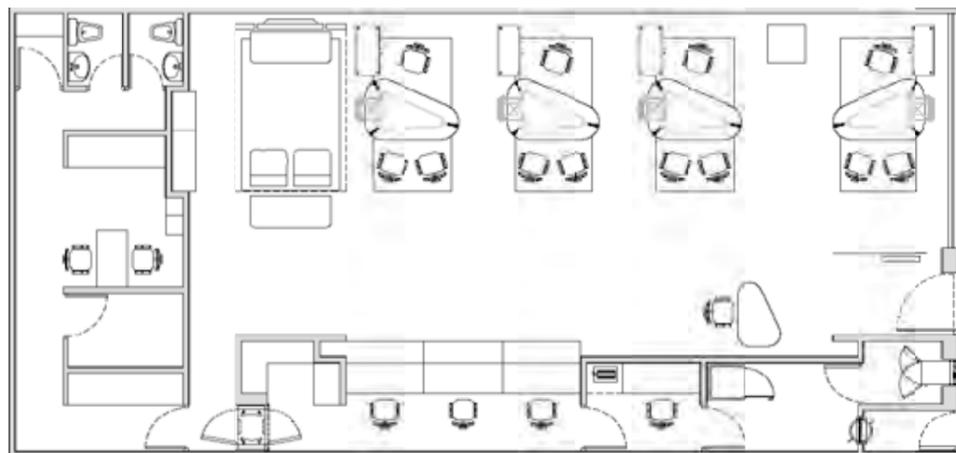
以完善银行体制为理念，Banco Deuno 希望把企业的严谨体制和形象通过办公室设计得以体现，并传达以顾客为本的企业文化。

色彩是整个本案设计的核心元素。从员工的制服到不同支行的工作区，所有元素都采用大胆的色彩主题。而这些色彩搭配在墨西哥银行企业中并不常见。各个支行之间都存在差异，如何将这些个体统一到总体设计理念中是本案设计的一个巨大挑战。

在收尾阶段通过对饰面和颜色的巧妙选择实现了支行的标准化。银行文化中活力是通过丰富的颜色运用去诠释。这种灵活组合的方式能够满足每个空间的不同需求。设计师以其在商业空间设计中积累的丰富知识和经验，实现了符合银行运营和客户服务两方面需求的空间设计。

不同格局的支行有着共同的造型和色彩语言。无论顾客在哪个支行，他都会感觉到 Banco Deuno 强烈的同一性。交流活动和新的银行理念以及标准配色方案等信息都通过一系列图文资料记录出来，以供银行不断发展之需。

Name of Project / 项目名称:
Banco Deuno
Location / 地点:
Mexico City, Mexico
Completion Date / 竣工时间:
2007
Interior Design / 室内设计:
usoarquitectura,
Gabriel Salazar,
Fernando Castañón
Photography / 摄影:
Tygre





Rotoplas

Round and dynamic surfaces predominate in the design, filling the space with the brightness of all the different materials applied in white. All these create a very interesting contrast against the dark carpet floors. / 整个设计以圆形和生动的表面设计为主导，各种白色材料为室内带来明快的感觉。所有这些都与地面上深色的地毯形成鲜明对比。

Group Rotoplas is a Mexican company producing water containers and plumbing equipment. The biggest challenge for designing their offices is to develop a corporate interior design in which it is possible to feel the movement of water. Using actual fluids was the first approach that the client had in mind, but it was the job of the designers to create the abstraction of this vital element and print it throughout the project.

Transparency and natural light are the 2 main characteristics of the project. Round and dynamic surfaces predominate in the design, filling the space with the brightness of all the different materials applied in white. All these create a very interesting contrast against the dark carpet floors. The general result is a project that flows with movement and luminosity, just as when watching a river.

The corporate offices are divided in two levels connected in the center by a helical stairwell specially design for this project by a well-known Mexican sculptor. Standing out and surrounded by two bright white surfaces, the centre of services is a different approach to the way that is usually solved in corporate offices in Mexico.

Rotoplas集团是墨西哥一家生产水容器和管道设备的企业。本案设计中最大的挑战是如何在公司的办公空间内实现水流的感觉。采用真实的液体是客户所能想到的第一种方法，但如何通过抽象的视觉元素去表达并在项目中实现这一理念，才是设计师所要尽心思考的。

透明以及自然采光是本案的两个主要特色。整个设计以圆形和生动的表面设计为主导，各种白色材料为室内带来明快的感觉。所有这些都与地面上深色的地毯形成鲜明对比。最终形成一种亮度的流动感，使人产生一种临河观景般的感受。

公司的办公室分为上下两层，中心处以螺旋形楼梯相连。该螺旋楼梯是墨西哥一位著名的雕刻家为此项目专门设计的。由两面亮白色的墙围合而成的服务中心较为突出，这种方式在墨西哥办公室设计中较为常见。

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usoarquitectura,
Gabriel Salazar y,
Fernando Castañón,
ra Roberta Rojas
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