

China Hotel

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中国饭店

MICHEL L. GOGET

LET US STAY WITH YOU

谷杰

让我们常在您心

LOYAL CUSTOMERS

“忠诚”价值

ALL ABOUT TIPS

君愿闻其详否？论“小费”那些事儿

GOLDEN HORSE SELECTIONS IN CHINA

AN INTRODUCTION TO TOP 100
GOLDEN HORSE AWARD NOMINATIONS

金马客·中华行

金马奖·中国餐饮百佳获提名企业体验





人物档案 Profile
刘红蕾
深圳华纳国际建筑装饰有限公司
董事、艺术总监
Liu Honglei Director, Designer,
Director of Art International Design

LIU HONGLEI MY ENDLESS LOVE FOR DESIGN

刘红蕾 设计·热爱

■ 撰文 / 苏梓琳 Written by Sulin

她说话平实、纯净,不带半点火气。由于思维的缜密,略显疲惫,但无论是一句赞许的夸奖,还是开心而爽朗的大笑,仍极富感染力,一字一句无不透露出对室内设计单纯而执着的热爱。她是深圳华纳国际建筑装饰有限公司艺术总监刘红蕾。

建筑·品质

“我喜欢高品质的建筑。”
“设计的高境界于生活,有发现美的心态和热情,也要有发现美的能力。”这是刘红蕾的设计理念。在设计一行,拥有源源不断的灵感是必需的,也是种幸运,而这种状态就是从生活中来,最终回到生活中去。有人说,设计师的工作量是与生活中琐碎的东西斗争,常常不禁愁眉苦脸。这句话刘红蕾却不以为然。“设计看着世界的角度不同,总会带出或者发现出这个世界的真。一朵花,开了,有人赞一下,也就开不下去;而设计师会思考,这朵花什么时候开得最好,在哪里什么光线下又呈现出怎样的美感。”

“这个世界,从一个角度来看是美的。”刘红蕾笑笑,若有所思。或许孩子越懂,双眼睛越有神。“我们出发,一落地就想去看当地最有名的建筑,有两座,设计师也会去看,建筑是可以欣赏的,别人可能喜欢欣赏它的品质,我们喜欢去欣赏建筑,它的结构、功能,它美在哪里。美在哪里,建筑跟其他不一样的,仔细去看,审美上会有进步。”

就像画家之于色彩,音乐之于音符,作家之于文字,室内设计师对所有美的事物,都有敏感而活跃的心,随时欣赏,随时捕捉,带着健康的贪婪,回享世界的美。

演绎·风格

“不能单从风格来界定一个人的设计。”
刘红蕾的设计作品涉及诸多方面,办公空间、酒店、厂房改造……不一而足,风格迥异,令中外观者无不赞叹有加。“对风格的界定,其实是对个人能力的肯定。像演话剧,一个好演员能演活他扮演的角色,甚至再剧中的人物,一场场下来,观众自然觉得他的能力,而我们做室内设计,首先要满足客户的需求,在此基础上做艺术加工,这就是设计师演绎的空间。同样中式建筑,不同的设计师对此理解不同,有的认为是雕梁画栋,有的是小桥流水,有的用禅意来营造这个空间,有的则加以改造,增添新的元素。在设计中融入个人的思想,用作品呈现出来,就是风格。”

刘红蕾进一步解释说,好的室内设计设计师设计“相信”,“大胆一放开,观点再到的时候,呈现在大家的生活水平提高了,人们总想体验跟别不同的地方。”商业要求决定了新的设计要求,也必然给室内设计师带来更多的演绎空间。

团队·快乐

“这种美的情况,就是幸福。”
笔意间,设计师这一群体依然让人羡慕。把自己眼中的美画下,给别人,快乐,分享着快乐,也是一种生命的延续。当整个世界在金钱理念是进行,

仍有这样一群人,为美而执着,一点一滴付诸实践,不只他们,常人只新一新就会感到伟大的决心。

刘红蕾笑着对笔者如此的描述,幽默诙谐。“我们的团队叫红蕾,我也说怎么力气去拼,大家很自然的为更好的设计共同努力,都是志同道合的人,也都优秀,热爱设计。大家在一起,看什么关系都简单,像学生一样,要求有什么特别的事情,我可以说不上来,但一定是开心的。”

刘红蕾谈到,室内设计不同于其他平面设计,比如广告,一般独立设计并完成任务。与建筑设计和城市规划,也没有那么复杂。室内设计个中,与十来个团队合作是常有的事,也对设计本身提出了更高、更专业和更美的要求。

“在忙碌得每个人都追求更好的作品。每个项目的过程中,都有按性的目标完成,一个接一个。从小目标到大目标,从一个项目到另一个项目,你可以看到自己的成长和进步,学到很多,对完美无限信心……这是喜悦,也是成就感的来源。”

一点·很多

“从客户的需求出发,做到尽善尽美。”
谈及未来发展,刘红蕾谈及最多的话题之一就是旅游,想要有创意也有灵感。

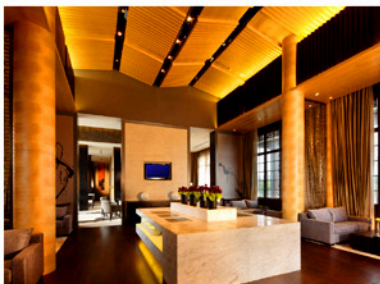
刘红蕾谈到,酒店作为一个综合经济体,室内设计是由业主的盈利模式,如面向市场推出的功能决定的,如材料客户、酒店面积、客房数量、酒店档次等等……在此技术层面上才能谈艺术,即投资价值。室内设计在技术和艺术方面均属于商业主导,所以设计师要有很强的成本控制。

“室内设计界的大小事说不断,往往精力难免会分散,有些是某些区域形成一种气候,但国内来看,总体趋向国际化。美国也做得好,生活水平提高使得大家在审美上有了新的要求,人们不再是不论做就做美国或西方的潮流,而是有选择地吸收,近两年来国内设计师开始,不仅在室内设计语言上多借鉴中式文化元素,国外的设计机构也有意识地增加对中国人的元素进行再创造,以迎合东方口味。”

“但是美国还是有好的。”她继续娓娓道来,“中国的市场不够规范,在国外,与设计相关的体系发展尚弱,经验完善,细分到位,相关从业人员都很专业,大家也尊重专业。做建筑的时候是建筑,设计用图的控制力很强,建筑师能很好的控制材料和流程,保证效果。而在国内由于相关行业发展不够快,加上市场不规范,偷工减料,偷工减料以及程序上的不规范,均让负责统筹的室内设计师感到无奈,因此只能越做越累,效果也就不理想。”

“要知道,设计上,能一点等于千倍多。”

对话精英 DIALOGUE



海口华纳国际酒店客房样板间设计刘红蕾团队设计 / Design Concept by Liu Honglei and Team, Hainan Hotel, Hainan

or credits. We are eager to learn how beautiful they are.

Architecture to designers is what colors to painters, notes to musicians and words to lettermen. Designers are sensitive enough to get over the finest nuances of the world.

Style to Illustrate with Thought

“Designing cannot be defined by style.”
She has done a good job in different cases, like office design, hotel design, factory reconstruction, etc. some of which are distinct with culture-loaded features. “It is not to say someone has been recognized by others in style, then we could say he has succeeded. Like an actor or actress, he also could bring the figure back to life in another and the audience is well aware of his capability after many plays. For us, customer's needs come first. On comprehending that we could enrich the work with artistic features by our understanding. Style is your unique understanding and illustration on certain needs.”

She then compared a good interior design to a stage design. “People want to be surprised. As living standards will improve, they love to experience more.” This today's designers have wider space after they simply arranging the layout.

Teamwork: It Brings Happiness.

“The joy of doing beauty is happiness.”
Designers could easily be envy at White Feast cries out. “Stay a while, you are so beautiful,” they raise the beauty stay. Such happiness could live a longer life, enough to support them to carry on. As many people cease to be the slaves of money, they still work for dreams.

“I'm highly tickled with a game of my words. Besides, we enjoy working together. Though I'm the leader, I don't need to deliberately get my staff down to work. It's natural because the love for design brings us together. Office politics can hardly found in our workplace, just like in schools. I cannot say who is happy in my life because every day is equally happy to me.”

She also said that interior design is more complicated than graphic design, but less than architectural design and urban planning. For example, it takes maybe one person to accomplish an ad design, but it will need more teams for an interior design project, which is also demanding in terms of IQ and aesthetics.

“In our company, everyone gets impressed by tackling small tasks and finishing bigger ones. In this way we grow with strong sense of accomplishment and confidence that shapes our future.”

The Way We Design

“Customer's needs determine our form of design and we never stop pursuing perfection.”

When asked about the development of design industry, she said to work with concern for it. According to Liu Honglei, the hotel is an economic complex. Its interior design is subject to the functions tailored to the target consumers, the number of guests, acoustic, visual and other requirements. After all the needs have been satisfied the comes art. Interior designers should also be

We had an interview with Liu Honglei who has just come back from a business trip, but still looks as sunny and patient. Especially when she talked about her love for interior design, she smiled like a child she watches the whee wheel lighting up.

Architecture: to Taste with Relish

“We are eager to learn how beautiful they are.”
“Designers are always study to discover the beauty in life when inspiration comes along. This capability is half born and half trained,” said Liu Honglei.

Inspiration, as a must and a pursuit for designers to some extent, is obtained in “the light against lightness.” “We watch the world closely and think out of the box. When we see a flower in blossom, we would reflect when it will look best and what different look will be in different lighting.”

“The world is always beautiful in a different way. It's only a matter of thinking,” she smiled. She would sometimes become tired when talking about architecture. “We are eager to see whether our works would influence or at least impress every time I get off the plane on business trip. I would not to see the famous architectural works then. For us, as they are to be talked with which like other's is

good at cost control.

“The tide runs the tide fills.” It is the same in this industry. A certain style could be formed in a region and others could not. Generally speaking, the domestic market goes international. As they say, people copy more readily in architecture. They no longer chase after foreign style design in a crazy way and start to prefer Chinese style. As a result, foreign designers start to integrate features of traditional Chinese culture into their works for Chinese clients.”

After a string smile, she frowned a little and continued, “There's still much to do in western countries, related industries are well differentiated and diversified. People in different industries are highly benefited by their education and professional. These factors offer great convenience for designers. In North America it is the architect that overlooks the project and his design is authoritative enough to get everything on the run. In China, interior designers take the job. However due to the fact that the market is not well developed and will regulated, we feel restricted and could only attend to the minor aspects of our design. Consequently the result is not that satisfactory.”

“Designing is a joyful, magical, even a try-and-forgiveable journey.” **刘红蕾**



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