

寻找和谐共生的家之风景 - 2017 NATUZZI 设计大赛



精神的花园 /
Spiritual Garden /

NATUZZI 和谐之家概念设计 /
Concept Design for NATUZZI home of Harmony /
2017.08

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1 设计概况 Basic Information

NATUZZI ITALIA



NATUZZI: 世界的和谐创想家
NATUZZI: Harmony Maker of Different Cultures

NATUZZI 作为意大利知名家具品牌，在世界范围内不同文化圈都广受欢迎。其将现代设计和工业生产带入不同的文化环境中的能力，正是我们在本次设计追求的。作为 NATUZZI 展示空间的一部分，面对限定的空间范围，本次方案试图做到这一点：将中国文化的韵味展现在展示空间中，展现出一系列生活片段，让展厅成为大家欢聚的快乐场所。

As a famous Italian furniture brand, NATUZZI is popular in different culture circles worldwide. The ability of bringing modern design and industrial production into different cultural is exactly what we are going to show in this project. Although the area is limited, this exhibition space could be the harmonious home and a gathering place for visitors.



方案立面图 – 从公共到私密：四个当代中国的生活片段
 Facade – From Public to Privat: 4 Episodes from Everyday Life of Contemporary Chinese

2 设计理念：精神的花园 Concept: Garden of the Spirit



起居室，迈阿密设计街区街头展品
The Living Room, Miami, by Roberto Behar Rosario Marquardt

家不仅仅是一个人的一个独处，也既温馨，又开放的欢聚。当我们褪去妆容、放下疲惫时，我们才回家。它呈现的是氛围，而非形式；是情感，而非物质；是琐碎的物件和记忆，而非特定的地点或是名称。我们把家的一个个侧面向观众打开，展现出那些曾经的、过往的、或许也是未来的记忆，唤起共通的情感。这是一个时空交错的体验之旅，一座精神的花园。

Home is not only the space for a single person or family, but also the shared memories of many people. Home is the atmosphere, the emotions, and the carrier of memories and family belongings. It's not the shape of house, or the name of the place. We present several episodes of everyday life as a journey of time and space and a spiritual garden.



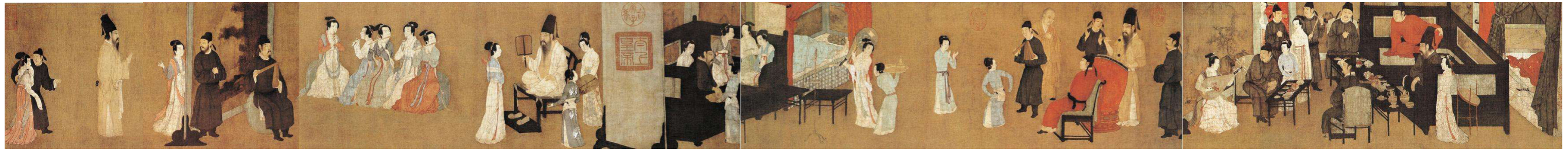
面积限制：30 – 50 m²



成为欢聚之所的 NATUZZI 和谐之家
Harmonious Home as a Gathering Place

这个展示空间被限制在 30–50 m²内。同时，作为 NATUZZI 展厅的一部分，这个空间应当成为一个开放的、富有吸引力的空间背景。人们每一次来到这里，都如同一次回家，开始真正的休憩。

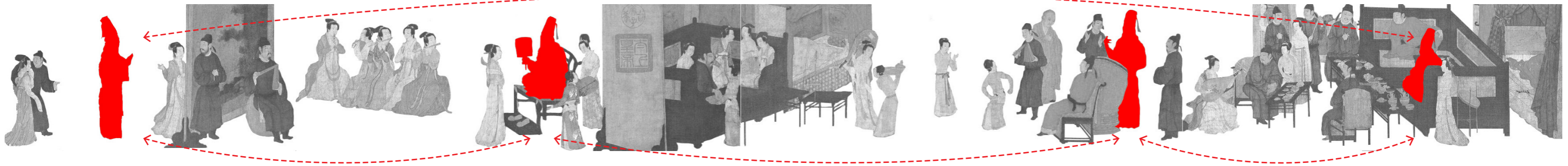
The space of exhibition is limited in 30 to 50 m². As part of the NATUZZI presentation, the space should be an background of furnitures. Open and accessible, this attractive space background could make visitors feel at home.



韩熙载夜宴图 (五代 (宋代摹本), 顾闳中, 1195-1208 年)
Han Xizai Evening Banquet(Gu Hongzhong, A.D.1195-1208)



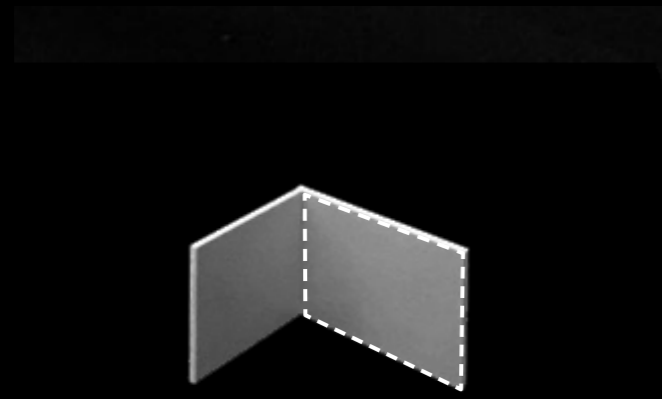
通过屏和榻组织的空间
 Space Organized by Screens and Beds



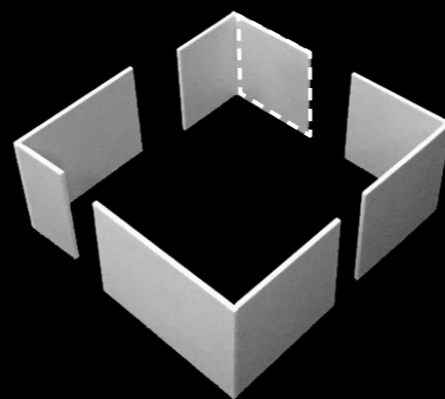
同一个主人公和相互衔接的故事
 the Same Character and the Loop Story

五代时期的名画《韩熙载夜宴图》带给我们灵感。这幅画通过屏和榻来组织和限定空间。空间因此相互穿透、缠绕。作者在同一幅画卷上，讲述了同一个人物在不同时间的故事。故事的结尾又衔接开头，从而形成一种循环。观者可以在任何一个节点进入故事，从而展开全新的体验。这幅画充满了互动的和谐，如同一座花木并存的花园，或一支乐种繁多的交响乐队。

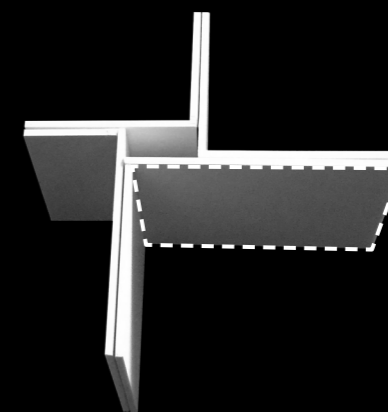
Our idea came from a famous painting named *Han Xizai Evening Banquet*(A.D.1195-1208), in which space is organised by screens and beds. Stories of the same person in different periods are told in the single painting. The end of the story connect the beginning again, which creates a loop of narrative. Viewers could get into the story in any point to get a new experience. It's a garden of various plants that living together, or a harmony symphony with different kinds of instrument.



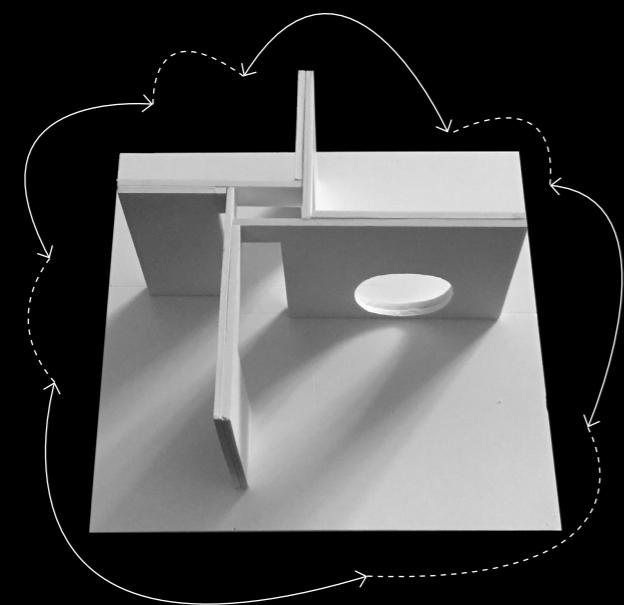
1
空间原型：作为背景的“屏风”折墙
Prototype: the Screen Wall



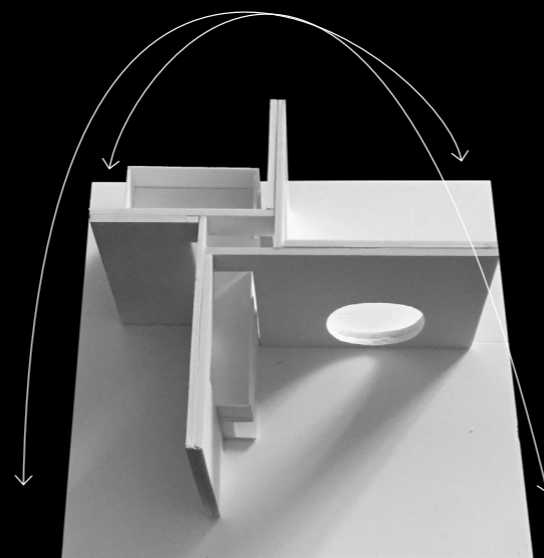
2
家的片段：空间的一角
Episodes of Home: A Corner of the Space



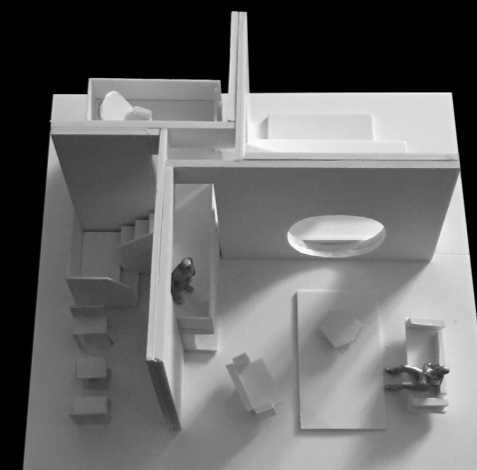
3
开放空间：四个场景的集合
Open Space: Four Episodes of Home



4
穿越：在不同的场景间穿梭
Walking Through the Screen Wall



5
整合：尺度各异的空间，多样的气氛
Relinking the Different Atmosphere and Space



6
和谐之家：一座精神的花园
Home of Harmony: A Spiritual Garden

设计从一个空间原型开始——两面“屏风”墙围合的家的一角，这一角或许是客厅、卧室、阳台、书房，也或许是每个人各自钟爱的角落，可以饮茶、赏月、静卧、徘徊。四个角落组成整体，再通过门洞、窗洞、步道、楼梯相互联系，成为相互呼应，又相互独立的和谐整体。它允许参观者找到其自在之处，如同徜徉于一座想象与现实之间的精神花园。

Started with two walls forming a corner of home, we cut a episode of life that might be a space of living room or balcony, or the place where people have their own lifestyle -- drinking tea, wandering, watching the stary night and so on. This design allows the visitors find their own space in it -- a spontaneous home.



模型照片：精神的花园 – NATUZZI 和谐之家
Photo of Physical Model: Spiritual Model – NATUZZI Home of Harmony

3 设计内容 Drawings and Renderings



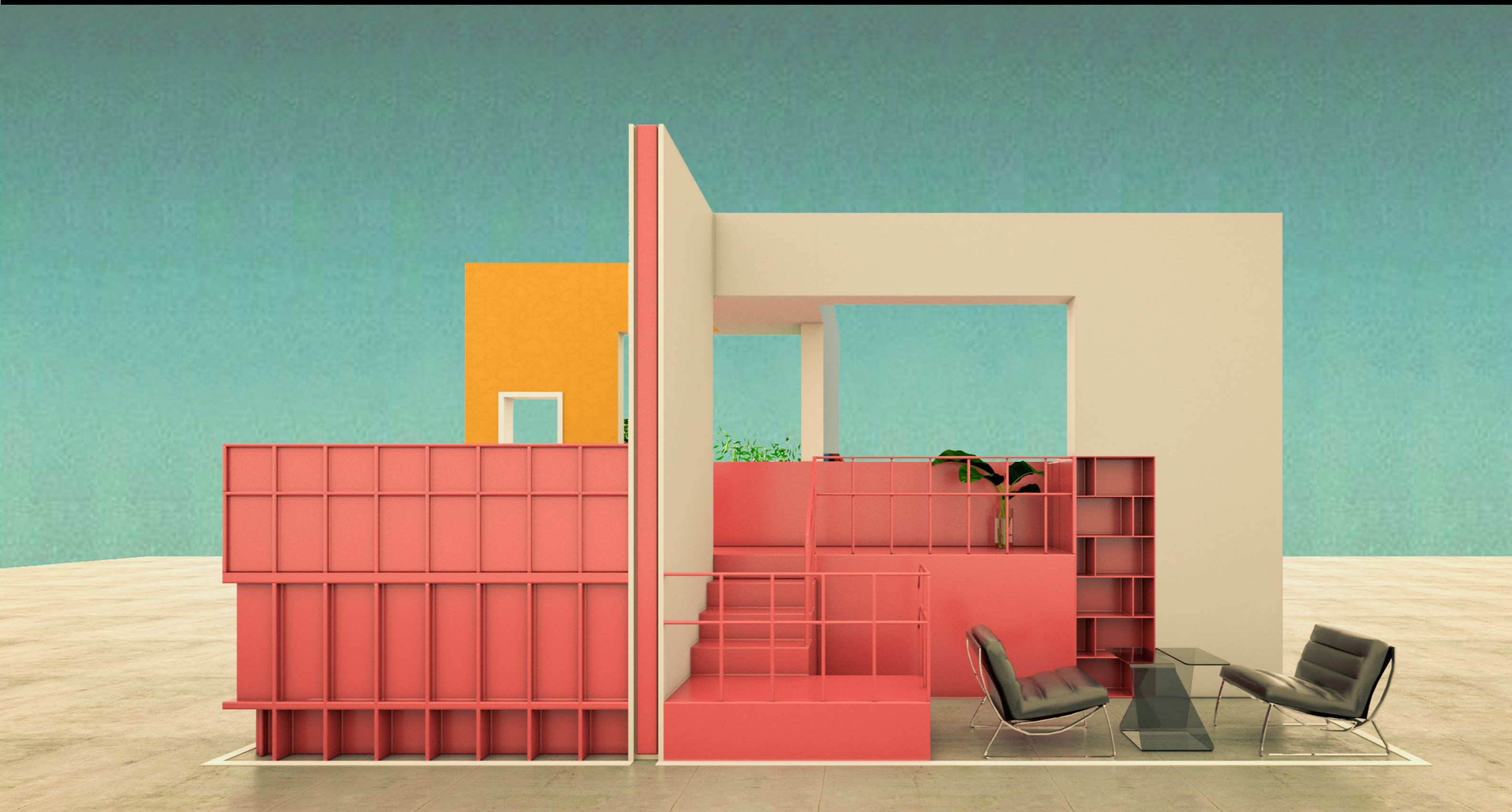
小窗幽梦 / 小室 & 围炉夜话 / 客厅
a Nap in the Alcove & Night Chats in the Living Room



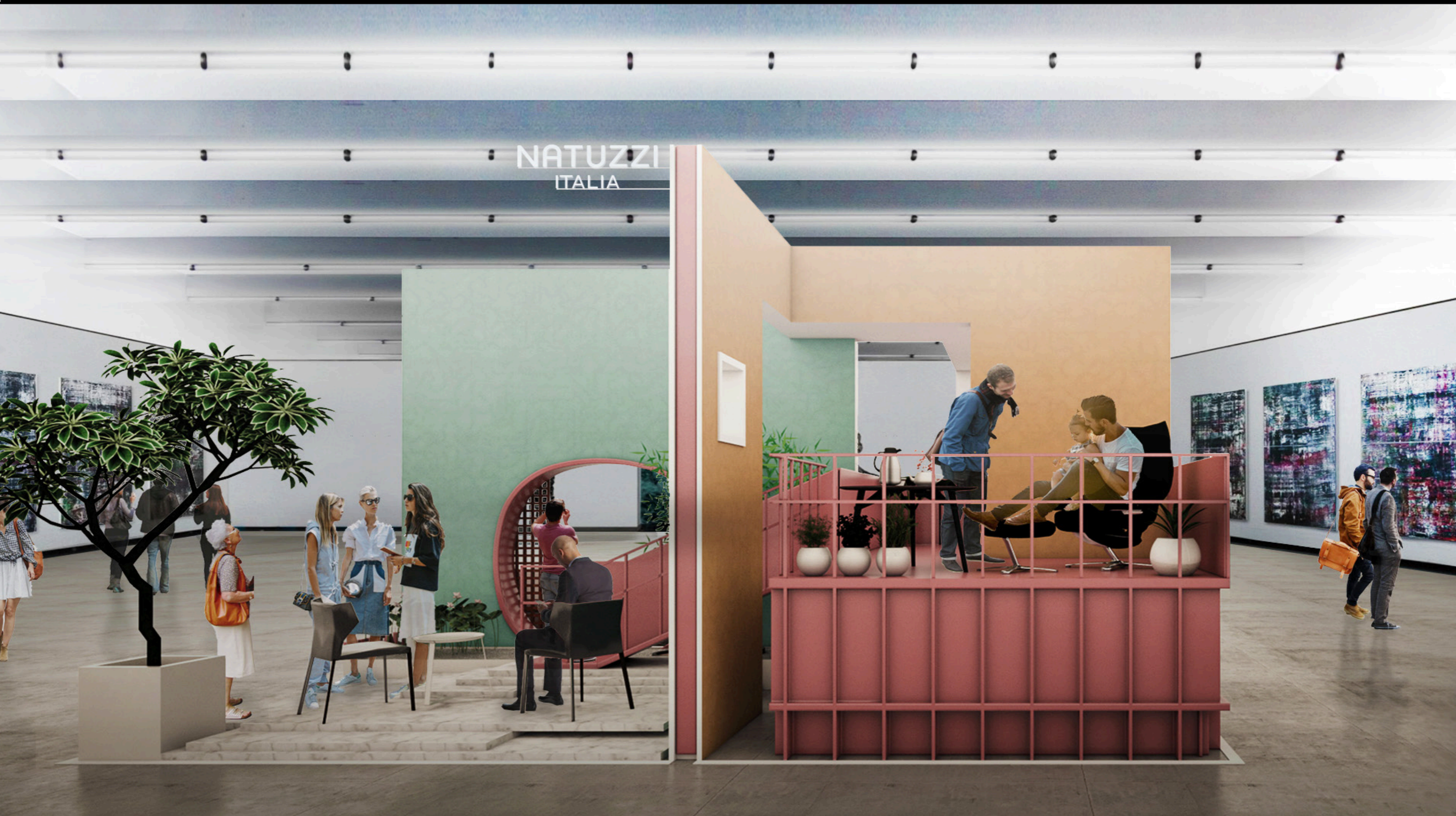
围炉夜话 / 客厅 & 春水煎茶 / 庭院
Night Chats in the Living Room & Drinking Tea in the Courtyard



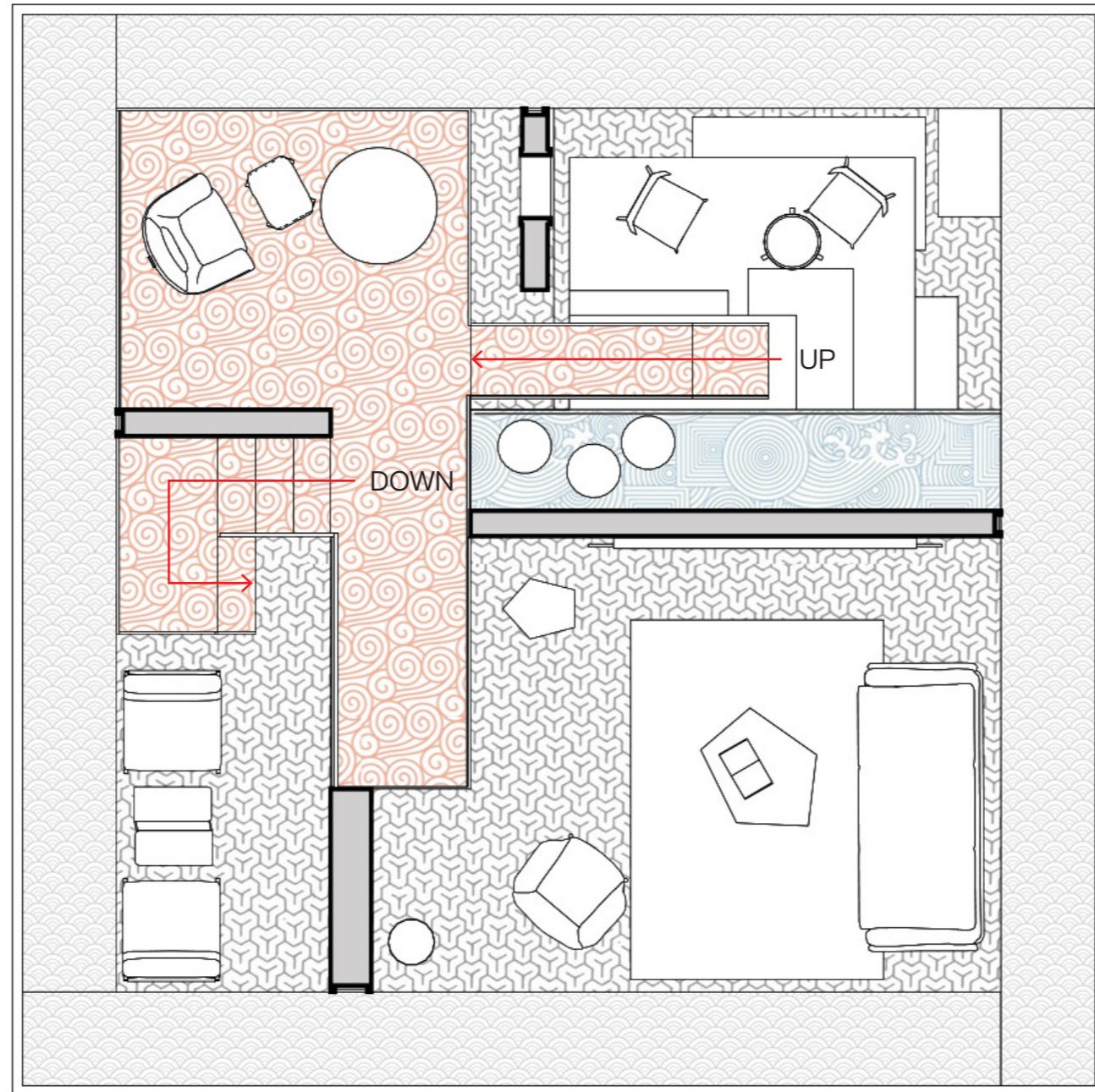
春水煎茶 / 庭院 & 高台记趣 / 书房
Drinking Tea in the Courtyard & Reading & Writing in the Study



高台记趣 / 书房 & 小窗幽梦 / 小室
Drinking Tea in the Courtyard & a Nap in the Alcove

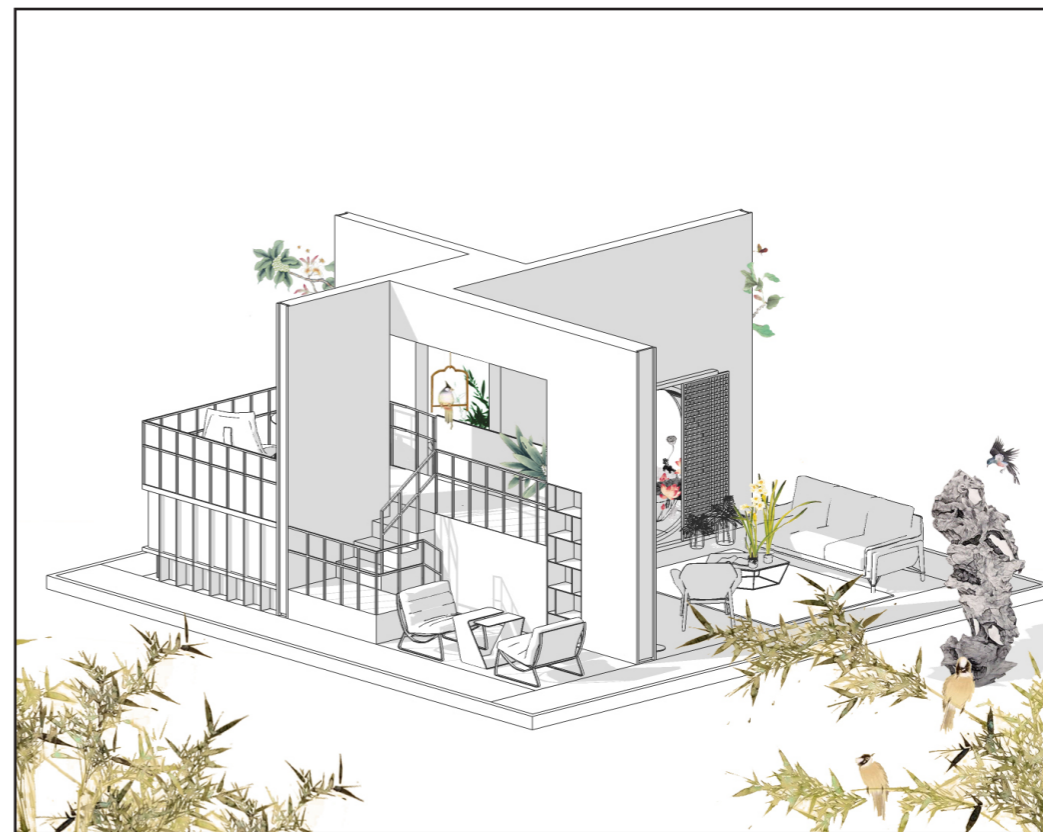


展厅位于室内展场时效果图
Views of Exhibiting Condition



0 0.5 1.0 2.0m

平面图
Plan



建造一座可行，可望，可居，可游的精神花园
Creat a Garden of the Spirit that One Can Walk, Can Watch, Can Live, Can Wander




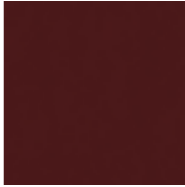







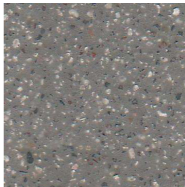

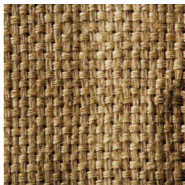
4 附录 Appendix

色彩
Colors



我们在中国传统建筑和器物的常用颜色中，选择了右列颜色来搭配，以营造一种对比和谐、气质高雅的空间环境。同时，面层主要材料选用涂色油抹布。它与当代感强烈的家具可以产生呼应和对比，也把不同的想象带入这个空间：乡土的和现代的，手工艺和工业，过去和未来。

We select several colors from the traditional colors of Chinese architecture and objects in order to create a elegant environment. The main surface material is colored hessian. Visitors could get various experiences and imagination: the local and modern; handicraft and industrial products; past and future.

	枣红 Bordeaux		甘草黄 Liquiritin Yellow
	藏蓝 Purplish Blue		锈红 Rust Red
	粗精皂 Chinese Crude Soap Gray		百草霜 Fuligo e Herbis Gray
	北京毛蓝 Beijing Darkish Blue		苍绿 Dark Green
	翠绿 Viridity		藤黄 Gamboge
	混凝土 Concrete		水磨石 Terrazo
	草席 Grassmat		油麻布 Hessian

颜色参看：《中国传统色彩图鉴》，鸿洋·东方出版社，2010
Color Reference: Chinese Traditional Color, Hong Yang, Oriente Publishment, 2010

家具选型
Selection of Furnitures



3042
Vers:009



Cammeo 2715
Vers:231



Cartesio B003
B003LRD



Savoy 2458
Vers:009



NEW!
Regia 2945
Vers:003



NEW!
Munari B004
B004VRV



NEW!
Gio' 2912
Vers:064



Bracque 1921
Vers:010



Pi Greco C007
C007K50



Bracque 1921
Vers:100



NEW!
Svevo 2964
Vers:064



TAILORED KING 602K
Vers:700



NEW!
Era C012
C012K5L

家具选型
Selection of Furnitures



NEW!
Stim CH11(Draft)
CH115398533



NEW!
Harlem E004
E004LN0



Pitagora R858
R858VMX



Viavai T133
T133MS0



Zen L468
L468PN_ (*)



NEW!
Martini L491
L491PM_ (*)



NEW!
Chocolat T108(Draft)
T108M53



Galileo T118
T118MM0



Mercurio T058
T058V03



Cesto A887V00



Basket Mapa A837V60



Riva A886V0W

Humo collection pack 2 • A851C70



贵州省平坝县屯堡傩戏人家，和他们常用的生活用品
出自《中国人的家当》，摄影师马宏杰
The Family Belongings of Chinese People
by Chinese photographer Ma Hongjie

空间和物件：精神的花园，心灵的家

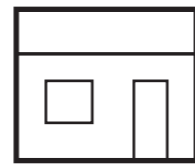
通过此次概念设计方案，我们尝试回答这两个问题：家，从何处开始？悠长的时光中，家应该以怎样的形态呈现在我们面前？

本次设计就是一个希望能够充满灵感、和谐优雅的家居空间——NATUZZI 和谐之家。实际上，它是对一些情景的改善和创新利用，以此创造出能激发人们心中感受和记忆的新空间，唤起人们的无限的想象。我们希望通过设计，换回曾经的美好居住体验，提供更丰富的空间展示效果，产生人与人之间的共鸣。

Space & Objects: Garden of the Spirit as Home of Heart

This concept project carries our thinking of creating a series of elegant and harmonious space. We kept asking the question: What does it mean when we call it our home?

With our design, the exhibition space of natuzzi could call back the beautiful memory of the past. Also, it will be an efficient space to exhibit the sofas, chairs and so on. We believe this space could strike a responsive chord in the hearts of its users, vistors, as well as its designers.



谢谢

THE END