

设计说明



东山头作为无想山景区的南部门户位置，有着得天独厚的地理优势。我们参考周边的现有农家乐产业，将其定位成与周边互补的特色农场产业聚落。该聚落依托于无想山景区的人气拉动，以及周边两至三小时车程内可以辐射到的消费人群，打造以农场为核心，萌物为抓手的休闲时尚新热点。东山头分两期开发，一期主营农场和配套民宿，二期扩展周边衍生产业。

As the south portal location of the Wu Xiang scenic area, the East Hill has a unique geographical advantage. Referring to the surrounding existing farm industry, we position it to be a complementary industry to the surrounding farm industries. The design relies on the pull of Wu Xiang scenic spot, as well as the crowd that can reach here within 2-3 hour's drive, building a new hot spot of fashion based on the core – farming as well as the cute animals that living in it. East Hill will be developed in two phases. A main farm and the accommodations will be built first and the expansion of the derivative industries will be built next.

一期范围内共有 7 个院落（每个院落两件客房）和一个集中牧场。集中农场内圈养三大萌物：羊驼、矮种马和垂耳兔，并根据客人需要在客人入住前放养至民宿院落之中。为了实现客人与萌物地亲密交流并保护彼此的安全，7 个院落保留了原有的空间关系和隔断，仅仅将人与院落的关系进行了置换——除了二楼的卧室，一层的原来院落是客人活动的场所，而原来的房间现在成了萌物们的生活场所。通过这样的方式，不仅开发的成本得到了降低，村落风格也完整地保留了下来。

A total of 7 courtyards (two rooms per courtyard) and one centralized pasture are in the first phase. Main farm feeds three major animals: alpaca, pony and long ear rabbit. They will be settled in the residential part in accordance with the guests' need. In order to achieve intimate communication between guests and animal, and to protect their safety, 7 courtyards remain the original space relationship and partition. The only thing that changed in the design is the program. Except the second floor of the bedroom, the original courtyard is the location of guests' activities, and the original room is now a place for the cute animals. In this way, not

only the cost of development has been reduced, the village style has been completely preserved.

民宿取名为“在牧”。是希望倡导一种以农牧文化为核心的存在方式，以给江南社会带来一种新的生活方式的选择。因此，在牧品牌会囊括包括农副产品、民宿、文创、休闲等一系列全方位、全季节的产品，通过线上线下多平台来呈现生活方式，而不单单是民宿品牌的单一宣传。这样既对冲了淡季旺季的经营风险，又通过多维度地呈现品牌而带来叠加的商业效应。The accommodation is named "ZaiMu". This is to advocate a farming and pastoral culture bringing a new way of life to the Jiangnan society. Therefore, the brand will include agricultural sideline products, accommodation, creative products, leisure products, the ones that are omni-directional, the whole seasonal and promoted through the O2O platforms. Therefore "ZaiMu" is not just a residential brand. This not only hedges the off-season operating risk, but also brings the overlapping commercial effect through the multi-dimensional brand exposure.