



民宿·东山头

初步规划设计 + 运营方向

Homestead . DongShanTou
Initial Concept + Operation

2018 JAN 19
迈盛傅特设计工作室出品
Motion Forte Design Studio



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Introduction



Gu Feng 谷丰

总监 Director
设计, 规划, 运营方向
Design, Planning, Operational
Direction

努力找寻灵感的源头, 将传统工艺与原始材料相结合表达环保可复制的设计理念, 专注于设计在项目中可操作性和可持续性

Big on searching for original inspiration to combine traditional craftsmanship and materials in achieving a sustainable yet repeatable design concept. Focuses on practical realization of design in projects.



Fu Shi 傅诗

主案 Chef
Designer
设计, 规划, 效果
Design, Planning,
Aesthetics

做优质的设计除了考虑空间与周边环境的关系, 和空间功能性与美感的平衡外, 使用者在体验中的情感连接是重中之重

Spatial relationship plus balance of aesthetics and functions are key in quality design. The user experience and emotive link is king.



Anna Li 李影

经理 Operations
运营方向, 文案
Operational Direction,
Proposal

热爱发掘与探索新鲜事物, 站在客户的立场上思考, 如何让体验变得更加舒适与放松

Very passionate about discovering fresh new perspectives, always think from the Client's point of view, to explore how best to make the experience more relaxed and comfortable.



Zhang Wen 张雯

助理 Assistant
设计, 效果
Design, Aesthetics

喜爱一切新鲜及有意思的事物, 想要将它们融入室内空间, 给客户带来舒适且有意思的生活状态

Fun loving and trend chaser, wanting to incorporate all the latest and the best into interior environment, to create a lifestyle experience that is meaningful and exclusive.



Ben He 何建邦

助理 Assistant
设计, 效果
Design, Aesthetics

在设计中发现有趣的点是设计的动力原动力, 给项目带来原创的设计, 让人在体验设计作品时都能感受到它的快乐

To discover the fun in design provides dynamic momentum and originality. To highlight the fun factor in user experience

愿景 Objective



本着溧水区东山头需要高端民宿品牌的进入,通过设计将老旧落寞的山村进行设计提升,使之焕发新的生命魅力,推动配套的旅游活动,从而实现使无想山南打造成民宿行业的理想地的目标。

Through application of restraint and minimalistic design we would wish to revitalize old villas at DongShanTou in creating a idealistic “hidden gem” of a homestead destination with packaged lifestyle tourism products that elevates the body and soul.



朔源 Background

历史名人

Historic figures



文化礼仪

Culture & Etiquette



佛学禅意

Buddhism & Zen



禅 无
思 想
方 才
悟 知
禅 无
思 想
苦 乐



围绕东山头村的无想山景区为历史、文化源头, 以东山头村得天独厚的地理位置和自然环境开展文化民宿体验及健康生活的主题民宿及周边旅游

There are number of references of historic, cultural and traditional religious linkage surrounding WuXiangShan, which surrounds the village of DongSHanTou and provides depth of cultural and traditional flavour, adding potential interest and lifestyle to this Homestead project.



项目概念

Concept

项目概念 Concept



主题： 无想无边界，私人定制生活体验

理念： 禅意 体验 养生 净化

Theme: Contemplation without boundary
Customised lifestyle EXPERIENCE

Concept: Zen
Journey
Health
Purification

它是一个“隐藏的瑰宝”，一个专注身心健康的民宿，可以是周末一游或是量身订制的一周身心健康行程。主要目标客户是繁忙的城市人群（伴侣/家庭/公司团建）

它是一个世外桃源提供减压，沉淀的环境。给予客户机会重新找到内心平衡，找回生活中心住宿空间朴素简洁，但是有非常专注及专属的服务

饮食也绝不是在口味与摆盘上妥协的食物，而是注重以传统药膳为基础的特色料理

民宿活动以养身为主，注重传统工艺，户外健身等，让客户享受真正没有科技的朴实乐趣
回到自然简单生活理念!!

This shall be a “hidden gem” of a homestead, focuses on healthy tourism and weekend day to a week long packaged tours, for busy city based people (couples / family/company outing) as a get away from hustle and bustle of high stress city environment .

This shall be a retreat where visitors can condense, rejuvenate and refresh. To find one’s inner balance and refocus on ones priority of life

Accommodations are simple but big on genuine attentive, unobtrusive service. Cuisine shall be focus on live prolonging, healthy organic fare based on traditional medicinal cuisine but not compromising on flavor nor presentation.

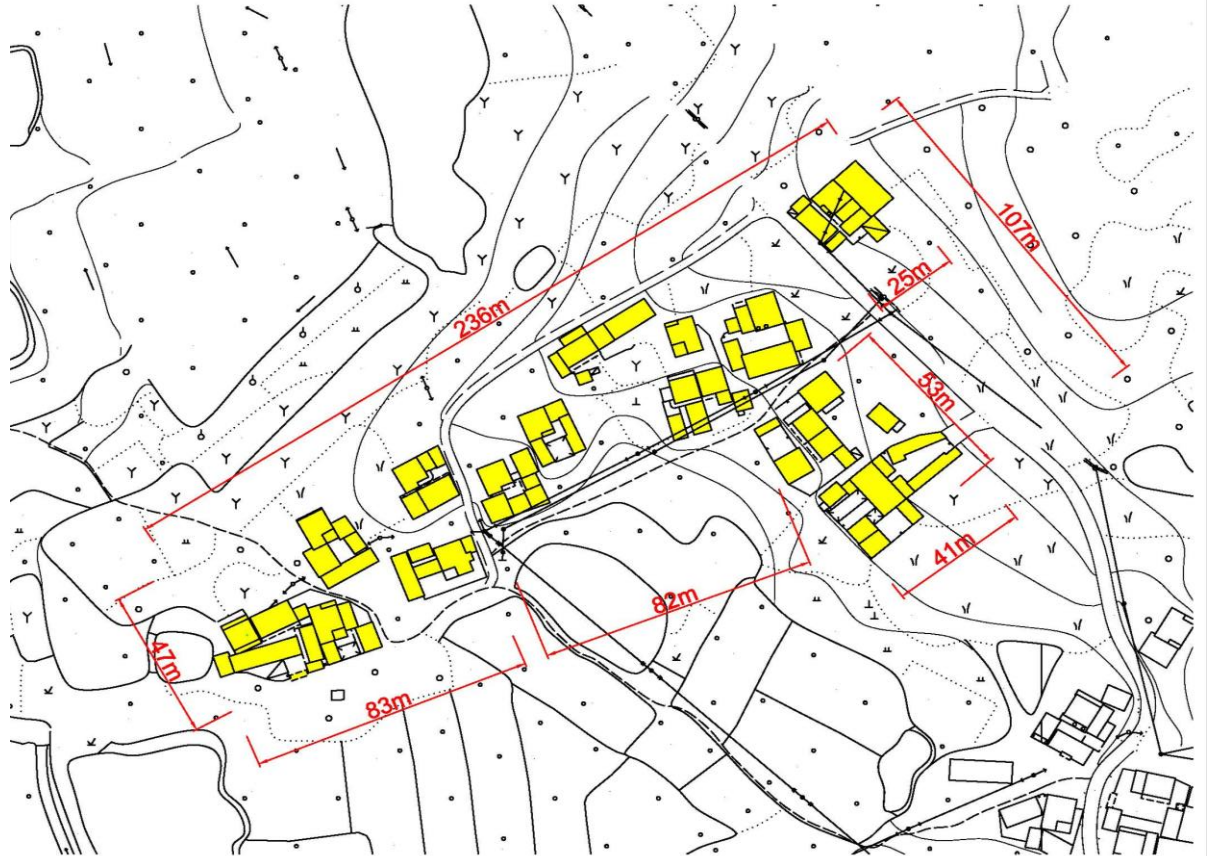
Activities shall be based on traditional crafts and nature, steering visitors away from technology.

Back to concept of simple living and nature!!

地理位置分析

Site Analysis

位置 Location



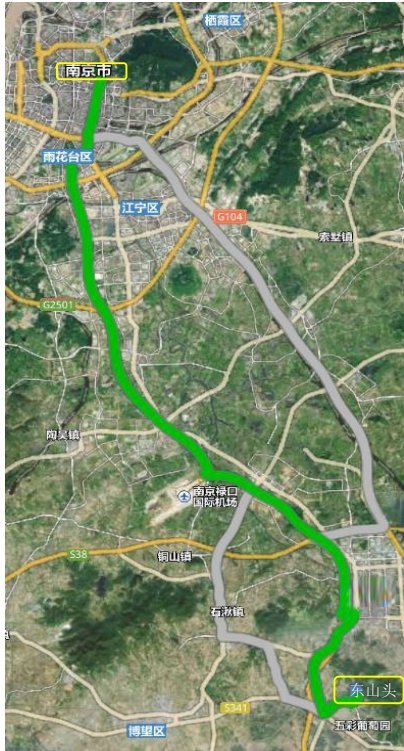
东山头村位于无想山西南山脚下，依山而建。起伏的地形增加了村落中建筑之间、建筑与周边环境之间的层次感。

DongShanTou Village is locating along the south-east side of Wu Xiang Mountain. Organic geography offers interesting layers between housing structures and also between surroundings environment

设计区域面积大约14762sqm
Design Area approx.14762sqm

交通路线 Travel Routes

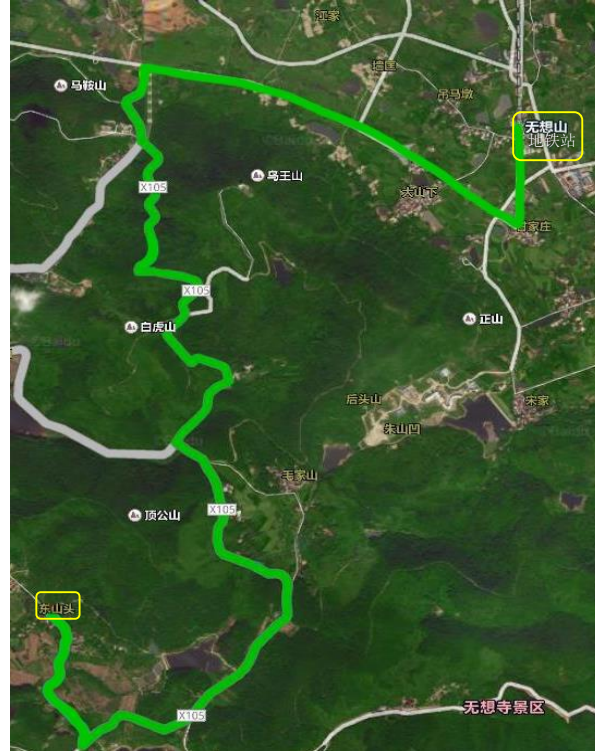
行车 Driving



从南京市区至东山头村
行车 距离74公里

From Nanjing to
DongShanTou Village
Driving Distance 74km

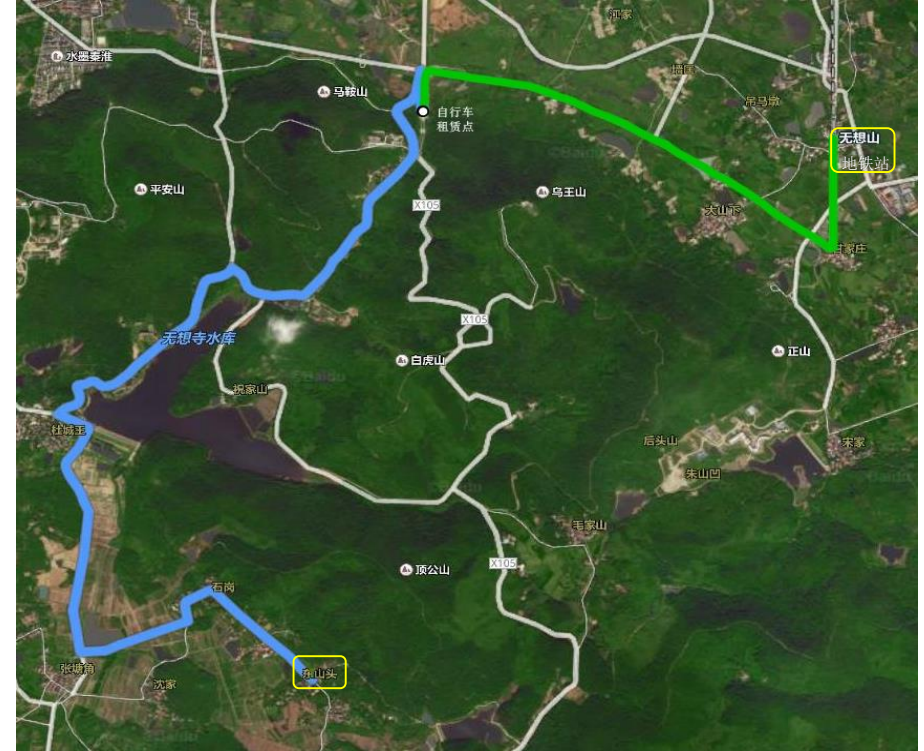
地铁+行车 Subway+Driving



从南京市区乘地铁至无想山站，
后行车7.7公里至东山头村

From Najing to Wu Xiang Mountain
subway Station, then 7.7km drive to
DongShanTou Village

地铁+行车+自行车 Subway+ Driving+ Biking



从南京市区乘地铁至无想山站，后行车3公里至无想山
自行车租赁点，再骑行6.2公里至东山头村

From Najing to Wu Xiang Mountain subway Station, then
3km drive to Wu Xiang Mountain bike rental, then 6.2km
by bike to DongShanTou Village

现有环境分析 Existing Condition Analysis



- 民宿区域 Homestay Area
- 水域 Water Area
- 树林区域 Forest Area
- 庄田区域 Farm Area
- 道路 Pathway
- 人行山路 Hill Pathway

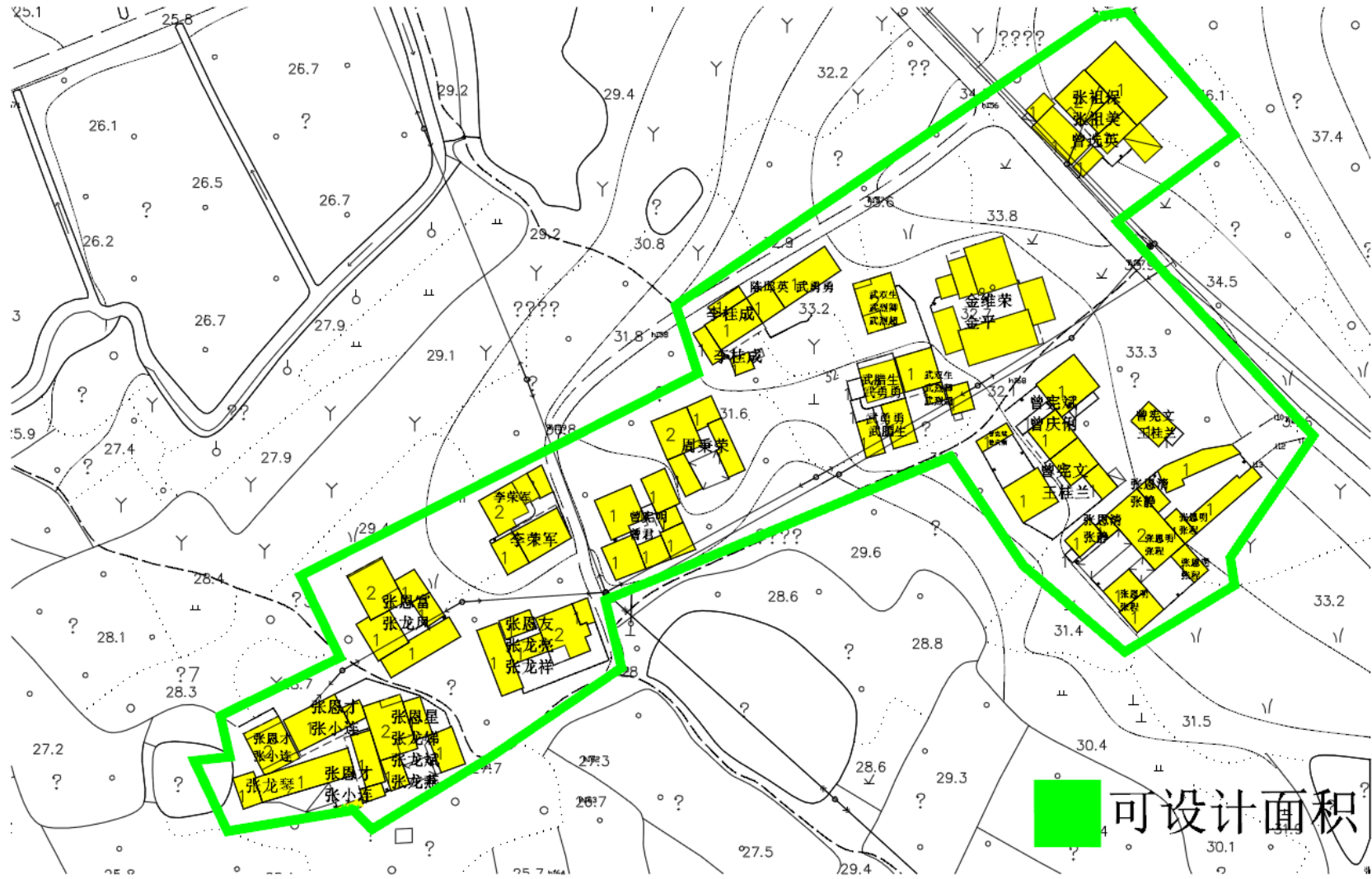
东山头村紧挨无想山，被庄田、树林环绕，临近有水塘。完好的自然环境将东山头村围绕其中，并为东山头村提供了多样的生活、休闲活动资源。

DongShanTou Village is located next to Wu Xiang Mountain, surrounded by farm, forest, and several ponds. Abundant natural environment surrounds the village, and provides the basis for many potential lifestyle and leisure activity.

功能平面分析

Functional Layout Analysis

原有平面 Existing Layout



■ 可设计面积

功能平面分析 Function Plan Analysis



- 接待停车区域 Reception & Parking Area
- 餐厅区域 Restaurant Area
- 活动课程区域 Activity & Lesson Area
- 住宿区域 Accommodation Area
- 后备区域 Reserving Area
- 水域 Water Area
- 树林区域 Forest Area
- 道路 Pathway
- 人行山路 Hill Pathway

接待区靠近主路，附近区域改为停车使用。餐厅位于中心，方便周边各处住宿的顾客用餐。根据自然环境特点，不同内容的活动区分布在不同区域，既方便顾客参与，也促进人员流动。

Reception to be located at the main access road, surrounding open space is assigned to be a parking. Restaurants are convenient located at the center of the village accessible by all accommodation areas. Activity areas are scattered at different location, to provide different settings for the activities

课程对应区域 Activity Based Allocations



-
- 离民俗其它区域适合用于团体和较大型活动
More secluded area from the rest of homestead, good for group activities

团建
户外活动
集合点
招待处
发布

民俗中心区域适合用于多项小型活动
In the heart of the homestead suitable for small scale workshops

书法课程
陶艺课程
制墨课程
棋艺课程
花艺课程
香艺课程

比较私密/安静区域适合小型冥想活动, 靠近水景
Private and quiet, next to nature and pond

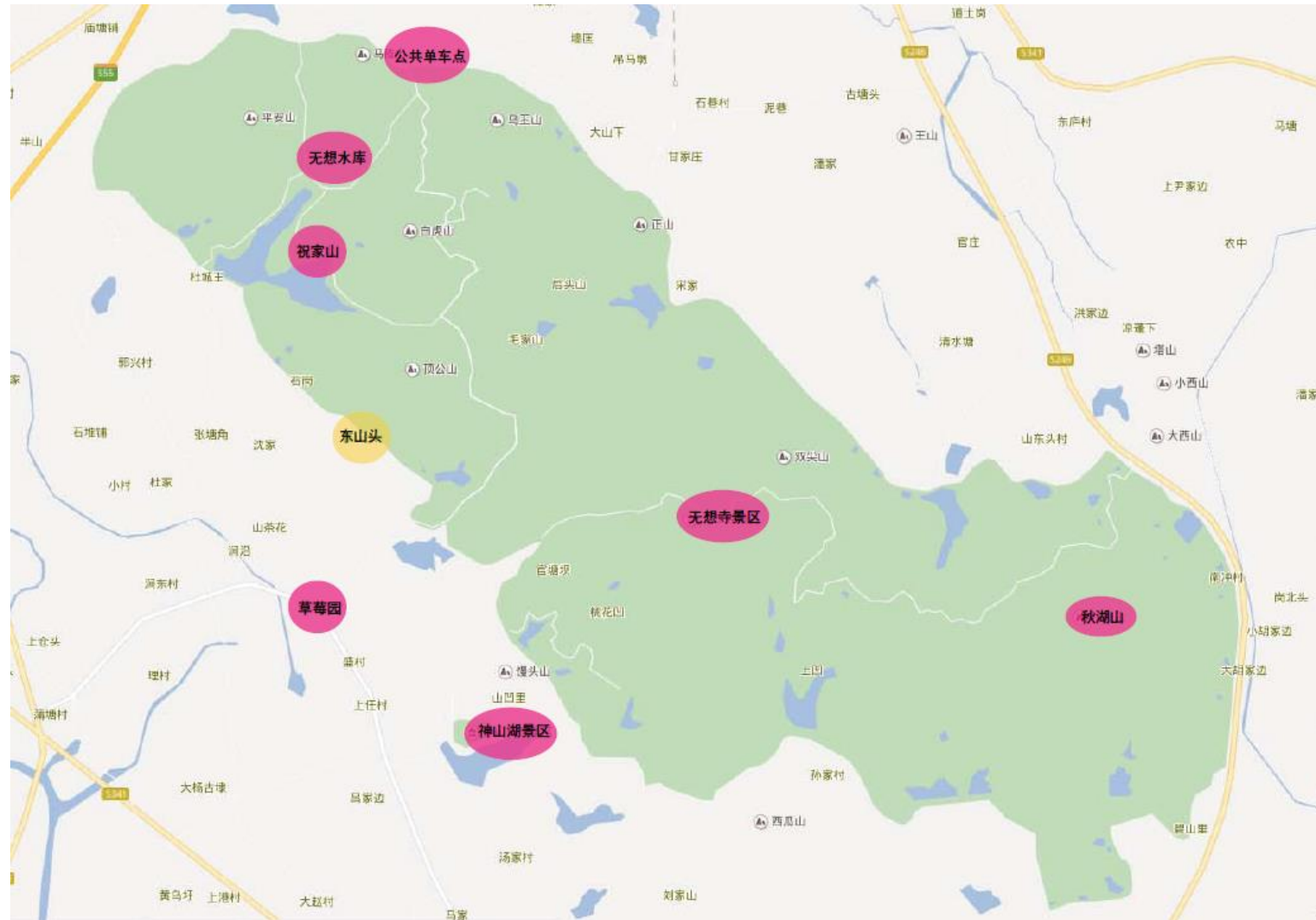
SPA区域
瑜伽课程
冥想课程

Company outing
Assembly area for outdoor activities
Reception
Announcement

Various arts and craft workshops

Spa
Yoga
Meditation

户外活动点 Outdoor activities



东山头周边拥有多个户外活动点，离最近的草莓园只有2.5公里，而最远景区距离为5公里，适合游客徒步骑行游玩

There are various outdoor scenic and activity based destinations close by DongShanTou Village. The nearest Strawberry farm is 2.5km away. All of them are accessible on foot or by bicycle

课程活动 Workshop activities

陶艺 Pottery

拉坯练习、模型制作、捏塑技法、修坯技法、施釉创作、上釉烧制、作品开窑总结



花艺 Floral arrangement

立式技法、倾斜式技法、开放式技法、排列式技法、旋转式技法、色彩盛花理论及应用



香艺 Incense Making

将研香、究香、制香、品香、赏香与炉瓶器物、香席礼法融汇贯通



制墨 Traditional Block ink making

整个制墨过程便分为：点烟、和胶、制墨、晾墨、修墨、填彩、包装、墨模制作这八道工序，主要体验修墨，描金，鉴赏

课程活动 Workshop activities

棋艺 Chinese Chess

内容由围棋文化、行棋规则、打劫讲解、布局的要领、收官的技巧、基础定式、实战死活研究、名局讲解。

书法 Chinese Traditional Calligraphy

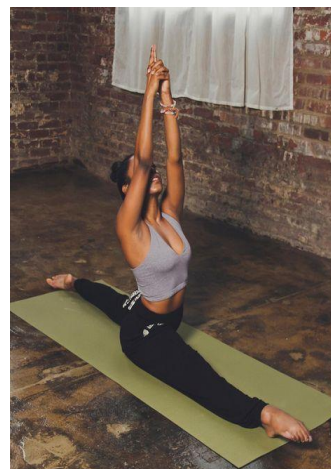
内容包含毛笔基础知识、基本笔画横、竖、捺、捺、钩、笔画的搭配书写、起笔规律、行笔规律、藏锋收笔。

冥想 Meditation

冥，就是泯灭。想，就是思维。冥想就是去除妄想执着
课程内容包括专注呼吸练习、倾听身体、正念学习、情绪处理

瑜伽 Yoga

哈他瑜伽基础、呼吸控制法基础、循环冥想技巧、瑜伽休息术



课程活动周表 Workshop activities – Typical Week

时间/ 日期 Time / Date		周一 Monday	周二 Tuesday	周三 Wednesday	周四 Thursday	周五 Friday	周六 Saturday	周日 Sunday
	6:30- 8:00			日出户外瑜伽/太极		日出户外瑜伽/太极		日出户外瑜伽/太极
上午	Breakfast 早膳		”野菜山珍“ Delicacies of the Hill	”蔬果乐+燕麦片“ Vegetable & fruit juice & cereal	”养身12碟“ Healthy 12 course	”野菜山珍2“ Delicacies of the Hill 2	”农家乐“ 杂谷粥 Farm Fresh mixed grain congee	”蔬果乐+燕麦片“ Vegetable & fruit juice & cereal
	9:30-10:30	到达 Arrival & Check in	瑜伽	户外活动 - 草莓园 Outdoor Activity - Strawberry Picking	瑜伽	自由探索 Free to Explore	香艺/书法	户外活动 - 近区散步 Outdoor Activity - district walk
	10:30-11:30	环境/课程介绍 Facility Introduction	冥想	自由探索 Free to Explore	冥想	制墨	自由探索 Free to Explore	冥想
下午	Lunch 午膳	农家乐 “ Farm Fresh 1”	”野餐“ Picnic	”海鲜“ Fresh from the pond	”野餐“ Picnic	”农家乐2“ Farm Fresh 2	”大厨有请“ 酱菜/腌制 Guest Chef - pickles and preserves	”素斋点心“ Vegetarian DimSim
	14:30-15:30	陶艺/花艺	户外活动 - 无想山 Outdoor Activity - Light Hiking	陶艺/花艺	户外活动 - 近区散步 Outdoor Activity - district walk	香艺/书法	陶艺/花艺	陶艺/花艺
	Snack 点心	”绿茶+茶点“ Green Tea & Tea Cakes	”果汁“ Juice	”养身杂粮粥“ mixed grain congee	”绿茶+茶点“ Green Tea & Tea Cakes	“当地水果干” Local Dried Fruit	”传统糕点“ Traditional Pastry	”绿茶+茶点“ Green Tea & Tea Cakes
	15:30-16:30	自由探索 Free to Explore	户外活动 - 无想寺 Outdoor Activity - temple visit	中西农家面食教导制作 East and West Farm noodle making	棋艺	农家酱菜教导制作 Farm preserves and pickle making	SPA体验	回程 return home
晚上	Dinner 晚膳	“养生锅” Organic Hotpot	“大厨有请” 素食主义 Guest Chef - Vegetarian fun	“大厨有请” 面食主义 Guest Chef - Noodle / Pasta	“药膳锅” Hotpot with Medicinal herbs	”海鲜2“ Fresh from the pond 2	“大厨有请” 烧全猪 Guest Chef - barbeque whole pig	
	19:30-20:30	SPA体验	自由探索 Free to Explore	夜间探索 Night Exploration	冥想	SPA体验	自由沉淀时间 Free to time to contemplate	

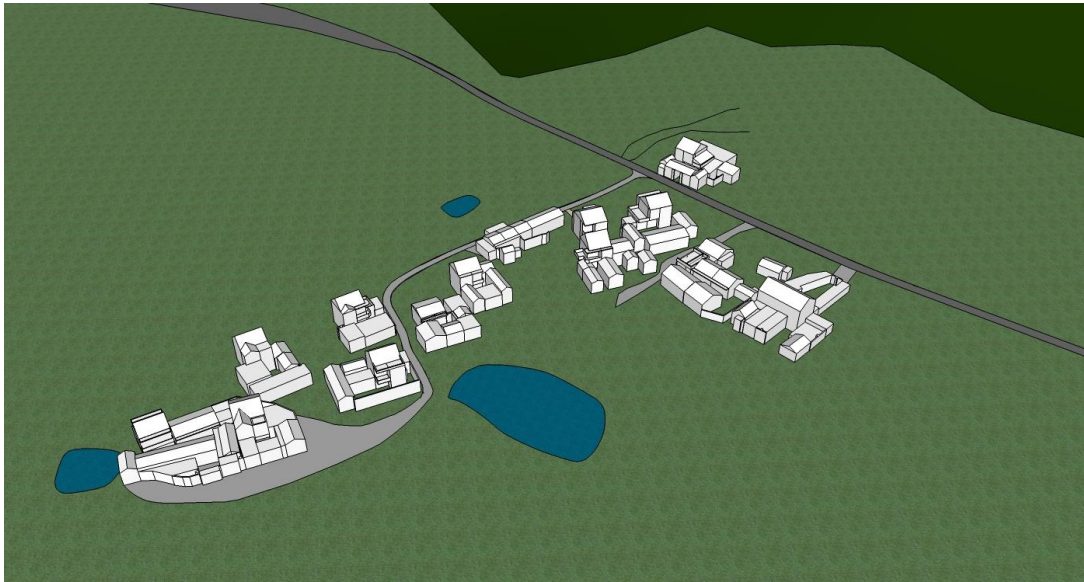
初步设计提案

Initial Design Proposal

现有状态鸟瞰 Existing Condition Ariel View



现状鸟瞰照片 Current Site View



现状鸟瞰模型 Current Site Model

现状环境设施说明

根据目前鸟瞰现状村庄内的房屋凌乱且样式不统一，村内道路不完善，仅有一条主道进村而且也为土路。村内植被没有任何修剪维护且分布杂乱影响视野。

有一条土路山道和一条乡村马路分别可以通向无想山，村内公共照明设施几乎没有。周边没有服务性的商店或餐厅，如要出村去其它地方基本需要开车方可到达，极为不便利。

Current village as per site photo are not uniform and of various build, access path / roads within village are also not adequate. There is only one main mud path. Vegetations are un-kept and messy.

There is a mud path accessible towards Wu Xiang Mountain. There are no lighting nor signage at the moment.

There is no convenient stores, restaurants or other supporting facilities to speak of. Currently lacking essential client services.

规划改造后鸟瞰 Design Proposal Aerial View



规划改造后说明

首先调整村内道路设置, 增设进村道路, 将村内道路铺设石板便于人员进出。植被进行修剪, 移位或消除已达到显露村内建筑物, 优化观景视野, 美化村内环境的作用

村内的房屋进行统一功能规划, 并且将部分房屋进行整合或者改造. 最终打造以精品民宿为主体的文化生态绿色美丽乡村旅游产业

Main objectives of renovation & replanning:

First aim is to establish accessible path and roads in and around the village with clear signage. Using stone pavers for functionality, plus strategically trim, add and remove vegetation to augment the natural surroundings.

Interiors of village buildings shall be upgraded based on unifying strategy to provide a good tourist service base



接待区改造后效果 Reception area after renovation



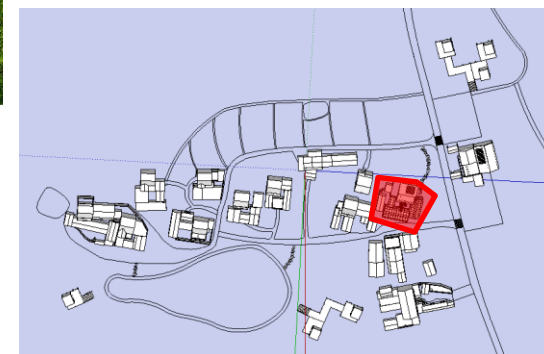
重点改造内容说明:

加建钢结构阳光房屋以作为前台区域的亮点。修缮老旧房屋外立面，调整绿化植被。修缮道路



Main objectives of renovation:

Add open/transparent sun room section to link various buildings and to add cover to courtyards. These to serve as visual focus and functional additions. External elevations shall be repaired simply with focus on greenery to present a unified country villa presentation. Pathways to be repaired and stone pavers added to aid circulation.



活动课程区改造后效果 Workshop / Activity areas after renovation



重点改造内容说明:

拆除原影响人流的老屋, 合并旧屋为停车场区域的公共洗手间

将屋外屋顶平台作为阳台使用, 修缮老旧房屋外立面, 调整绿化植被, 修缮道路, 修建停车场区域, 并增加户外休闲防腐木屋平台

Main objectives of renovation:

Selective demolition of old house that effects circulation, incorporate small existing structures as bathrooms next to designated car parking area.

Utilise existing roof tops as balconies. External elevations shall be repaired simply with focus on greenery to present a unified country villa presentation. Add external timber open platform as “open air” activity area next to car park.



住宿区改造后效果 Residential areas after renovation



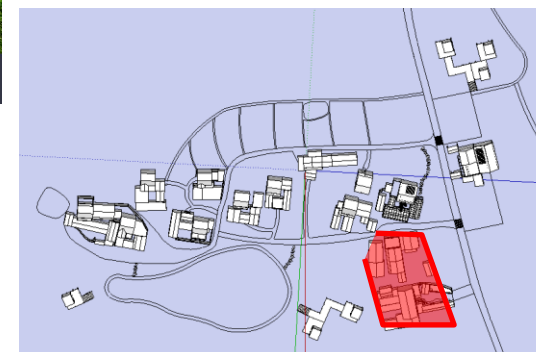
重点改造内容说明:

拆除老砖墙作为住宿区入口，增加水景并将水景引入住宿区域内。拆除独立房屋的外墙，作为临时户外休息区使用。修缮老旧房屋外立面，调整绿化植被。修缮道路。



Main objectives of renovation:

Selective demolition of existing wall sections to create definitive entries. Add external water features and linkage of inside / outside. External elevations shall be repaired simply with focus on greenery to present a unified country villa presentation. Add external timber open platform as “open air” activity area next to car park.



改造后夜景效果 Night view after renovation



重点改造内容说明:

增加夜间环境照明灯光, 以达到不影响住宿人员的休息, 提升建筑效果, 步道照明的作用

Main objectives of renovation:

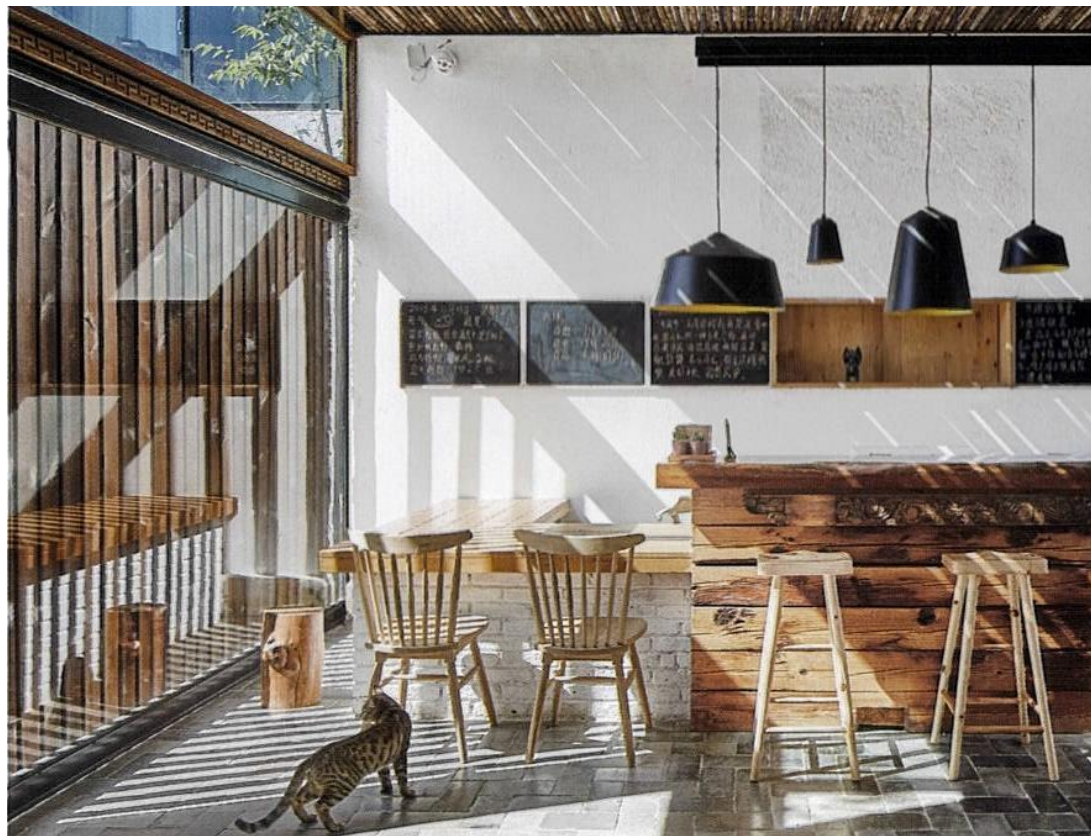
Add night time pathway lighting, achieve safety and mood lighting without adding to environmental lighting pollution or adversely affect guests staying at the homestead. Elevating architectural visual appeal of the homestead.



空间意向提案

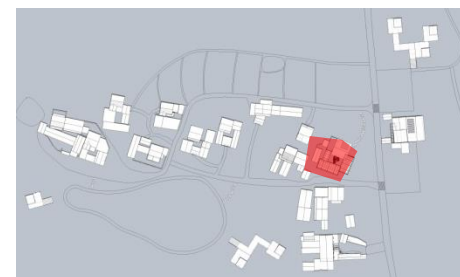
Design Reference Images

接待区 Reception



前台接待区，作为客人进入东山头室内空间的第一印象，质朴而亲切的气氛扑面而来。玻璃隔断的运用使这一公共区域一目了然，且白天使其更好地融入周边环境，而夜晚在与灯光的结合下凸显出此区域。客人可以舒适而惬意地在此享受一天中的任何时光

Reception: This is the first contact and making first impression of this homestead for the client. Therefore it shall set the tone of casual friendliness. Use of glass makes visual accessibility easy, letting in natural light and surrounding views during the day and during the night strategic lighting making this area a service beacon and landmark



住宿区 Accommodation Area

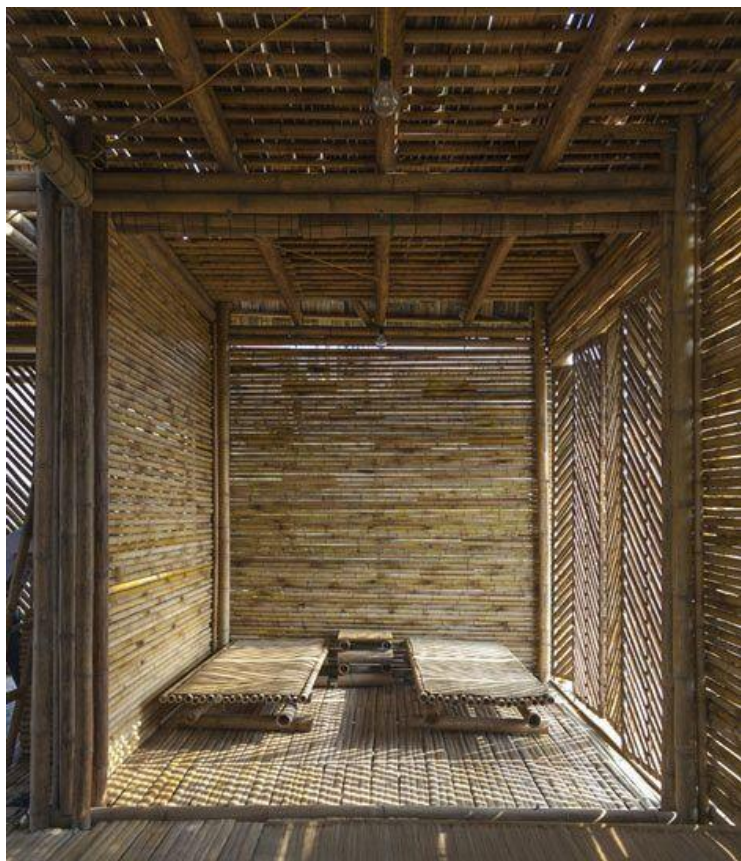


客房延续此民宿质朴而亲切的气质。室内设计在优化建筑原有特点基础上，使用当地材质，以更好地与周边环境相结合。而大面积的采光窗/半户外空间使客人在居住期间也可以尽可能地“贴近”环绕在周边的自然。

Residential quarters shall be extension of simple, natural lifestyle of a “hidden gem” homestead. The interior renovation is based on adding beautification on existing architecture rather than rebuilding. Local materials shall take precedence and a big focus shall be to bring the “outside” in.



活动课程区 Activity & Lesson Area

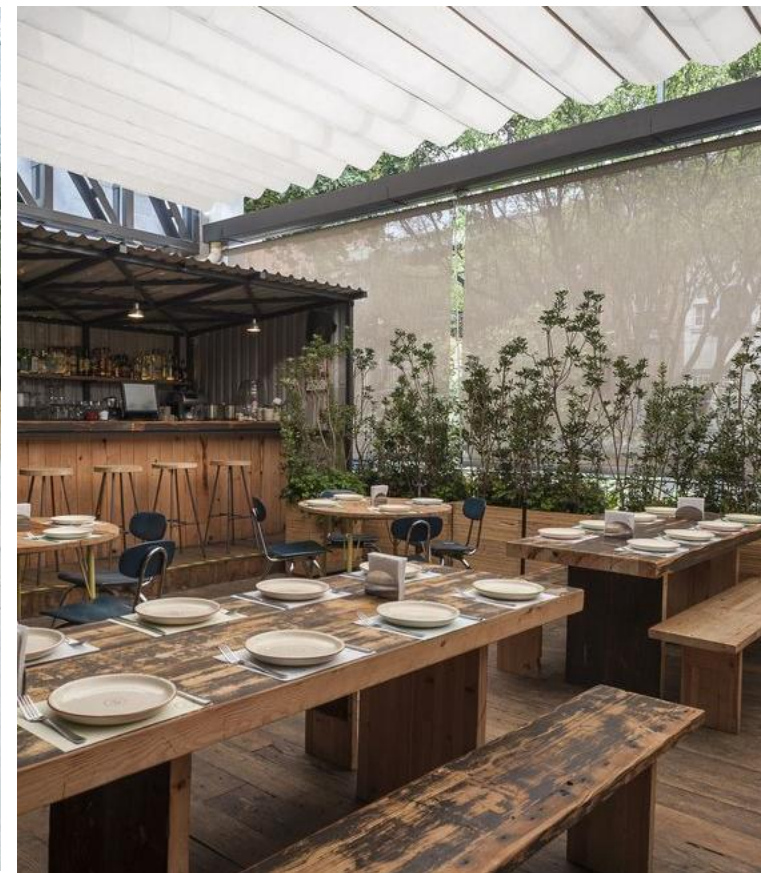


活动课程区根据不同的活动内容，结合周边环境，运用不同设计元素，营造出不同的空间氛围：冥想室宁谧、活动室温馨、SPA室舒适、教室充满当地文化气息

Activity area shall be flexible and adaptable based on the requirement. There are outdoor and indoor settings to provide the necessary environment.



餐厅区 Restaurant Area



农家菜的新鲜淳朴结合精致的设计装饰，营造出别致而舒适用餐环境。纯室内结合半室内的不同形式的空间为客人提供不同种类的养生用餐体验

Cuisine shall be simple however it shall not be without flavor. Menu is based on farm fresh produce and health conscious cuisine as the focus



形象标识应用

Branding and Graphics

标示 / VI Branding / Visual Identity

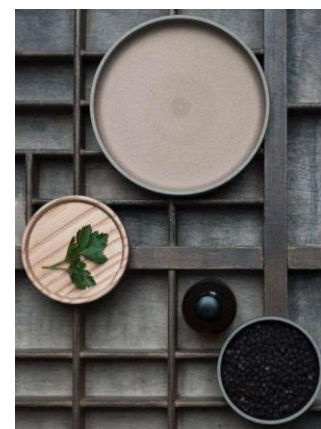


化繁为简
返朴归真



東山頭 民宿
DongShanTou Homestead

民宿VI 标识设计灵感来自于山间闲适怡情的环境使思绪境界变得朴真，已简单线条勾勒出意境
Simplified lines inspired by the mountain and tones stems from simple farm living



具有民宿特有标识的相关住宿用品，员工制服，餐具等
A Homestead facility VI related hotel appliance, staff uniforms, tableware, etc

饮食概念

Food Concepts

饮食概念 Food Concept



当地取材 Local Produce



绿色健康 Healthy and Organic



合理搭配 Flavor and color visuals



膳食调理“药膳” Based on traditional medicinal recipes

菜单方向 Menu Concept



根据当地地理环境，气候及当地特产，就地取材，烹调出最天然、质朴、健康“药膳”饮食，不妥协风味和摆盘

Utilising local produce and seasonal ingredients, close to nature as possible, focusing on healthy lifestyle supported by medicinal cuisine concept, never compromise on flavor

- 野菜蒸湖鱼
- 凉拌东山豇豆
- 禅饼
- 仙气山芋膏
- 五味
- 腐乳空心菜
- 飘香蒸蛋
- 山野杂面



外带食物 – 户外活动 Packaged Food Concept – for outdoor activities



取材于当地土特产食材，
经过特别烹调后可以外带
并容易处理食用

Using local ingredients that
is easy to handle and eaten
on a field trip





迈盛傅特设计工作室
Motion Forte Design Studio

