



# 慕吉·蘆溪山居规划、建筑及运营方案设计

MURZEE Luxi Mountain Villa Planning, Architecture and Operation Scheme Design

# 蘆溪山居．一個現代桃花源記

# 壹·现状分析&项目定位

## 现状分析

本项目位于萍乡市芦溪县芦溪镇王源村，相对偏僻，交通便利条件有限，配套匮乏。从地形等高线可以看出项目四面环山，本项目处在山坳相对平整的地方，属口袋型，仅有一条通道可到达，山路宽度较小且曲折崎岖。通过测量，本项目离最近边缘距离为2公里。

### Status quo analysis :

This project is located in Wangyuan Village, Luxi Town, Luxi County, Pingxiang City , Relatively remote and limited access. The terrain contour shows that the project is surrounded by mountains, The project is located in a relatively flat area in the foothills, pocket type , There' s only one way to get there, The width of the mountain road is small and winding. 2 km from the nearest edge as measured.

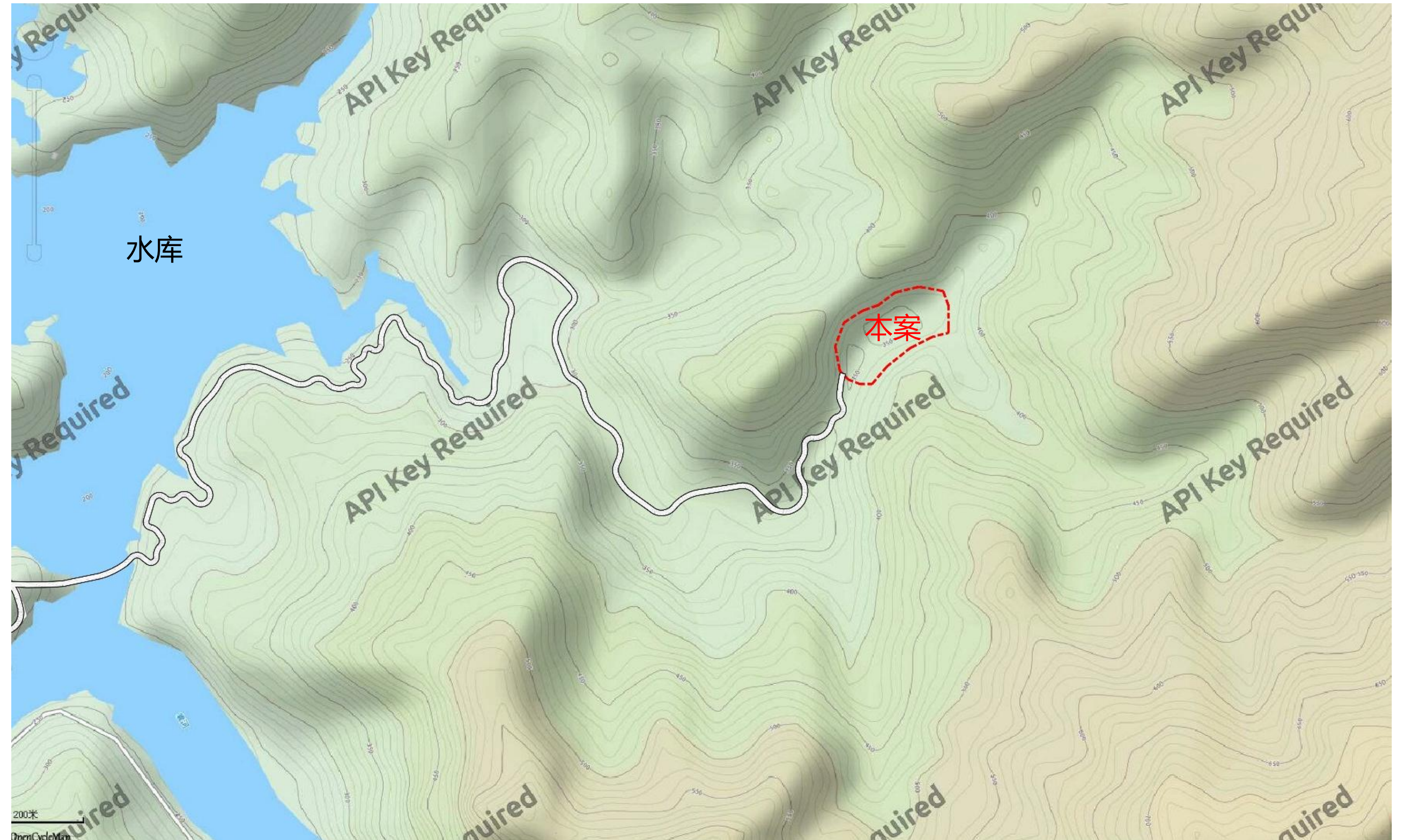
## 现状思考

如何扬长避短，克服交通偏僻、配套匮乏问题？  
如何结合环境，解决好人文设计及后续运营问题？

### Status quo thinking :

How to foster strengths and avoid weaknesses to overcome the problems of remote traffic and lack of supporting facilities?

How to solve the problems of humanistic design and follow-up operation in combination with the environment?



### 市场分析

本项目所在城市及周边重点城市的经济体量有限，潜在消费人群较少。

The city where this project is located and the surrounding key cities have limited economies. There are fewer potential consumers.

### 基地分析

基地四面环山，村前小溪环绕，羊肠小道曲折优美，绿水青山，人文荟萃。原村落建筑规划形态自然有机，与地形结合紧密，沿等高线依山而建，呈现阶梯形状，形态优美。

The base is surrounded by mountains, streams in front of the village, winding and graceful narrow paths, green waters and mountains, and a gathering of people. The planning form of the original village building is natural and organic, closely combined with the terrain, built along the contour line and close to the mountain, presenting a ladder shape and beautiful form.

### 建筑现状

建筑为当地传统民居，黄泥夯土墙，瓦顶木屋架，自然朴素，汇集当地人文情怀。

The buildings are local traditional dwellings, yellow mud rammed earth walls and tile-roofed wooden frames, which are natural and simple and collect local humanistic feelings.

### 设计要求

对其中一栋民居进行改造。

One of the houses was renovated.



(原拟设计单体民居)

## 项目优劣势分析

### 开发优势

- 1、政策利好：政府主导，大力支持发展乡村文化旅游业。
- 2、项目优势：位置独立、脉络自然有机，周边有绿水青山，自然条件较好，具备一定开发价值及运营价值。

### 开发劣势

- 1、项目设计要求的开发体量太小、房间数量少、业态单一。
- 2、地处偏远、交通不便，周边没有任何相关配套设施。
- 3、所在城市及周边重点城市的经济体量有限，潜在消费人群较少。
- 4、淡旺季明显、运营难度大。

## Analysis of Advantages and Disadvantages of Projects

### Development advantages

1. Favorable policies: the government is leading and strongly supports the development of rural cultural tourism.
2. Advantages of the project: independent location, natural and organic vein, surrounded by green water and mountains, good natural conditions, and certain development value and operation value.

### Development disadvantage

1. The development volume required by the project design is too small, the number of rooms is small, and the format is single.
2. It is located in a remote area with inconvenient transportation, and there is no relevant supporting facilities nearby.
3. The host city and its neighboring key cities have limited economies and fewer potential consumers.
4. The light season is obvious and the operation is difficult.

## 项目开发及运营分析

王源村项目的原设计要求，仅为一栋面积为300平米左右的独栋民居。

慕吉经过自身多年美宿综合体的投资开发经验、本地文旅度假市场及当地村貌地形的深入研究，认为原项目设计要求的开发体量太小，地处偏远、交通不便，周边没有任何相关商业及文旅配套设施，所在城市及周边重点城市的经济体量亦不够大，潜在消费人群较少，很难以开发一栋单体小民宿的概念，来吸引较大且持久的客流量。

而传统的单体民宿开发定位上，客房数量少、配套设施差、服务能力不全面，很难吸引稳定巨大的客流量及打造持久长效的吸引力，也很难对抗传统度假产业因淡旺季明显，导致民宿营收失衡不均乃至亏损严重的运营劣势。依据以上综合条件，我们可以判断在王源村开发一栋单体民宿，在投资开发及运营管理角度而言，风险较大。

但王源村项目所在的原村落环境亦有一定优势，整体遗世独立，脉络自然有机，在距离项目2公里处，有一处面积巨大、景观优美的水库，在开发民宿群落或美宿综合体的整体资源上，具备一定自然、开发及运营价值。

## Project Development and Operation Analysis

The original design requirement of the Roy Wang village project is only a single residential building with an area of about 300 square meters.

MURZEE, after years of investment and development experience in the U.S. residential complex, in-depth study of the local cultural tourism resort market and the local village topography, believes that the original project design requires too small a development volume, is located in remote areas, has inconvenient transportation, does not have any related commercial and cultural tourism supporting facilities in the surrounding area, the economic volume of the city and the surrounding key cities is not large enough, and the potential consumer population is small, so it is difficult to develop the concept of a single small residential building to attract large and lasting passenger flow.

On the other hand, the traditional single-family residential development orientation is characterized by a small number of guest rooms, poor supporting facilities and incomplete service capabilities. It is difficult to attract a stable and huge passenger flow and create a lasting and long-term attraction. It is also difficult to counter the operational disadvantage of the traditional holiday industry, which leads to uneven camping income and even serious losses due to obvious light and busy seasons. Based on the above comprehensive conditions, we can judge that the development of a single residential house in Roy Wang village is risky from the perspective of investment development and operation management.

However, the original village environment where the Roy Wang Village Project is located also has certain advantages. The whole village is independent and has a natural and organic vein. Two kilometers away from the project, there is a huge reservoir with beautiful landscape. It has certain natural value, development value and operation value in developing the overall resources of the residential community or the residential complex.

## 项目开发及运营分析

慕吉认为在尊重原古村脉络及商业价值的前提下，应在上位规划上思考投资开发及运营管理问题，应集中投资力量，将该项目改造成一个提供美好度假生活及全面服务能力的运营服务综合体；

慕吉针对芦溪项目地块所提出的开发理念，是从浅层旅游体验往综合旅游体验发展，在综合服务功能上打造多样全面、收益大、黏度强的极致度假体验，如此才能持久且有效地吸引客流量、提升客户体验满意度，才能在投资开发方面带来较高的回报，才能在建立稳定且持久有效的运营局面。同时建议项目的功能定位可偏向于吃、住、行、游、购、娱一体化，建议打造为集合美宿、餐饮、会议、商业、禅修、养生、水疗SPA疗愈中心、农业种植、本地文化展示空间、返乡青年乡创基地等诸多综合功能及衍生生活方式的美宿综合体，以满足综合的乡村建设及文旅度假需求。

## Project Development and Operation Analysis

MURZEE believes that on the premise of respecting the context and commercial value of the original ancient village, the investment development and operation management issues should be considered in the upper planning, and the amount of investment should be concentrated to transform the project into an operation service complex that provides a good vacation life and comprehensive service capability.

The development concept proposed by MURZEE for Luxi project plot is to develop from shallow tourism experience to comprehensive tourism experience, and to create various and comprehensive, high-yield and highly viscous extreme vacation experiences in comprehensive service functions. Only in this way can passenger flow be attracted persistently and effectively, customer experience satisfaction be improved, higher returns can be brought in investment development, and a stable, lasting and effective operation situation can be established. At the same time, it is suggested that the functional orientation of the project can favor the integration of eating, living, traveling, traveling, purchasing and entertainment. It is suggested that the project be built into a beauty lodge complex with many comprehensive functions and derived lifestyles, such as beauty lodge, catering, conference, commerce, meditation, health preservation, SPA treatment center, agricultural planting, local culture exhibition space, home youth township creation base, etc., to meet the needs of comprehensive rural construction and cultural tourism vacation.



## • 创建一个**人文、居住、旅游、环境和谐共生**的自然村落

Create a natural village with harmonious coexistence of humanity, residence, tourism and environment

放眼**赣、粤、湘、闽、鄂、浙、徽**七省全区域，打造

Looking at Jiangxi, Guangdong, Hunan, Fujian, Hubei, Zhejiang and Anhui provinces, build

一个**七省交汇**的**顶级乡野美宿综合体**

A top-level rural beauty lodge complex where seven provinces meet.

一个具有**创新休闲在地文化**性质的**精致化人文度假圣地**

A refined cultural holiday resort with innovative leisure and local cultural characteristics.

一个集合**乡野旅游、综合性消费、休闲度假**的**野奢体验综合体**

A wild luxury experience complex integrating rural tourism, comprehensive consumption and leisure vacation.

一个**安缦法云**，提升一个时代的**审美层次**

An Aman Fayun Promotes the Aesthetic Level of an Era.

一个**至纯至静**的绝美度假地，将会提升全江西的**文旅知名度**

A beautiful resort that is pure and quiet will enhance the popularity of cultural tourism in Jiangxi province.

## 贰·规划草案&设计灵感



规划草案

美景春风度，  
好梦道心舒。  
芦花留客晚，  
溪山画不如。

江西，一直以来是具有中国和谐人居与厚重人文历史的文化重镇，有景德镇、有朱耷，有国画、有白瓷、有婺源、有武功山、有油菜花、有绝美诗意的田园山水。

Jiangxi has always been a cultural center with harmonious human settlements and profound cultural history in China. There are Jingdezhen, Zhu Da, traditional Chinese painting, white porcelain, Wuyuan, Wugong Mountain, rape flowers, and beautiful and poetic pastoral landscape.

而象征中国美好生活方式的代表作，则是魏晋时期的陶渊明笔下的《桃花源》，其唯美诗意的乡居意境，描绘了国人对美好生活的向往，其语言生动、简练、隽永，看似轻描淡写，却使美景历历在目，痒痒在心，令人无比神往自然和谐的村落生活。

The representative work symbolizing China's beautiful life style is Tao Yuanming's Peach Blossom Garden in the Wei and Jin Dynasties. Its aesthetic and poetic artistic conception of rural residence depicts the people's yearning for a better life. Its language is vivid, concise and meaningful. It seems to be understated, but it makes the beautiful scenery vivid and itchy in my mind, and makes people yearn for a natural and harmonious village life.

规划空间灵感来源：**桃花源记**

## 慕吉·芦溪山居

一个现代桃花源记

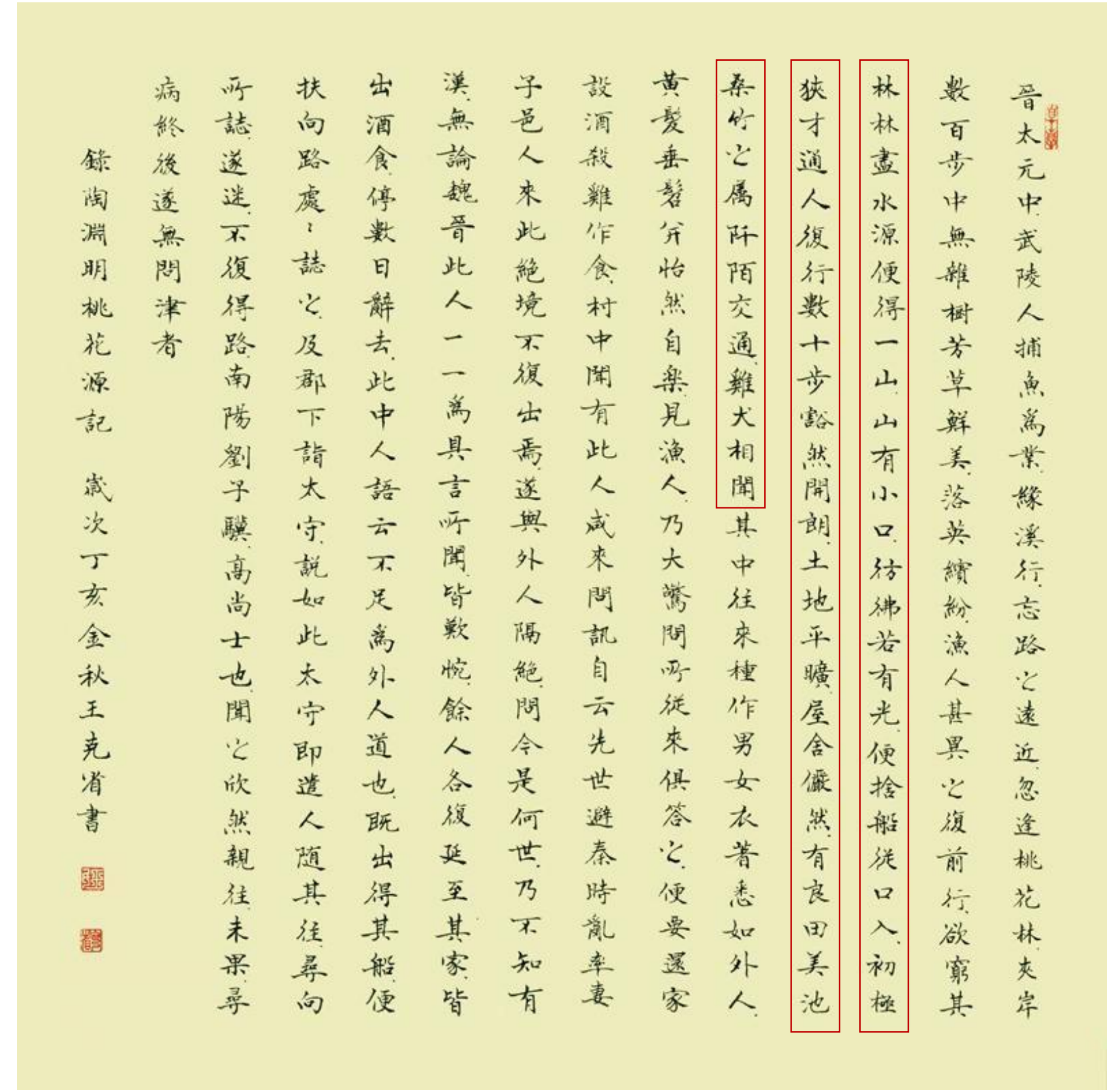
陶渊明（约365 - 427），字元亮，又名潜，世称靖节先生，号五柳先生，浔阳人（今江西省九江市星子县人）。东晋著名文学家，田园诗人，辞赋家，散文家，其散文代表作为《桃花源记》。

《桃花源记》描绘的是一个绝美诗意栖息地，安宁和乐、自由平等、和谐淳朴。本项目场景跟《桃花源记》里“林尽水源，便得一山，山有小口，仿佛若有光。便舍船，从口入。初极狭，才通人。复行数十步，豁然开朗。土地平旷，屋舍俨然，有良田美池桑竹之属。阡陌交通，鸡犬相闻。”有异曲同工之处。而**中国的古村落居住形态，是中国特有的艺术人居典范、自然哲学精华**。本规划设计参仿桃花源的灵感来源，着力于延续江西本地原村落的有机脉络，是延续几千年来中国和谐唯美的村落群居的社会关系，也是顺应人与自然和谐相处的人文关系，也是顺应道法自然、天人合一的最高哲学关系。

Tao Yuanming (circa 365-427), with bright characters, also known as Qian, is known as Mr. Jing Jie, Mr. Wu Liu and a native of Xunyang (now Xingzi County, Jiujiang City, Jiangxi Province). Famous litterateur, pastoral poet, lyricist and essayist of the Eastern Jin Dynasty, whose prose is represented as "Peach Blossom Spring".

"Peach Blossom Spring" depicts a beautiful poetic habitat with peace and happiness, freedom and equality, harmony and simplicity.

The scene of this project is the same as in "Peach Blossom Spring" that "when the forest is drained of water, there is a mountain with small openings, as if there is light. He gave up the boat and entered through the mouth. At the beginning of the extremely narrow, only through people. After ten steps, suddenly enlightened. The land is flat and spacious, and the houses look like fine fields, beautiful ponds, mulberry trees and bamboos. The roads are crisscrossed with traffic, and the birds and dogs smell each other." There are similarities and differences. The living form of ancient villages in China is a unique model of artistic living and the essence of natural philosophy. This planning and design is inspired by the Peach Blossom Spring and focuses on the continuation of the organic context of the original villages in Jiangxi Province. It is a social relationship of harmonious and beautiful villages in China lasting for thousands of years. It is also a humanistic relationship conforming to the harmonious coexistence between human beings and nature. It is also the highest philosophical relationship conforming to the laws of nature and the unity of nature and man.



规划手法灵感来源：  
中国国画意境及点染手法





规划手法灵感来源：  
**中国国画意境及点染手法**

本规划及建筑设计采用了代表中国语言的国画点染手法，描述了陶渊明的桃花源记里的绝美诗意栖息地的空间与意境。

中国国画的笔法，是由点、线、面组成。墨法，就是利用水的作用，产生了浓、淡、干、湿、深、浅不同的变化。线条的运用是最重要的，而国画中墨点在生宣纸上的晕染，会让画作呈现出一种东方独有的神韵。慕吉在该项目的规划及建筑设计手法，包含了中国国画技法中独有的点染、晕染、疏密有致、计白当黑等独有的规划设计手法，顺应原有的古村落格局与脉络，设计出了“步移景异”、“道法自然”的中国独有的村落式度假形态，结合本土建筑风格，形成了属于江西当地的建筑元素与度假氛围，将使入住该项目的客人完全沉浸在舒适且具有诗意的度假空间里，从而得到本土特有的诗意度假氛围熏陶及深层文化享受。

The planning and architectural design adopt the traditional Chinese painting touch and dye method representing Chinese elements, describing the space and artistic conception of the beautiful poetic habitat in Tao Yuanming's Peach Blossom Garden.

The brushwork of Chinese painting consists of dots, lines and faces. The ink method is to make use of the effect of water to produce different changes of concentration, light, dry, wet, deep and shallow. The use of lines is the most important thing, and the vignette of ink dots on raw rice paper in traditional Chinese painting will make the painting present an oriental charm. Muji's planning and architectural design methods for the project include unique planning and design methods such as stippling, vignetting, density, white and black, which are unique to Chinese traditional painting techniques. In line with the original ancient village pattern and context, Muji has designed a unique Chinese village-style vacation form of "walking in different scenes" and "following nature". Combining with the local architectural style, it has formed the architectural elements and vacation atmosphere belonging to Jiangxi, which will enable the guests staying in the project to completely immerse themselves in a comfortable and poetic vacation space, thus obtaining the unique local poetic vacation atmosphere edification and deep cultural enjoyment.

## 叁·空间效果&规划方案







人视图

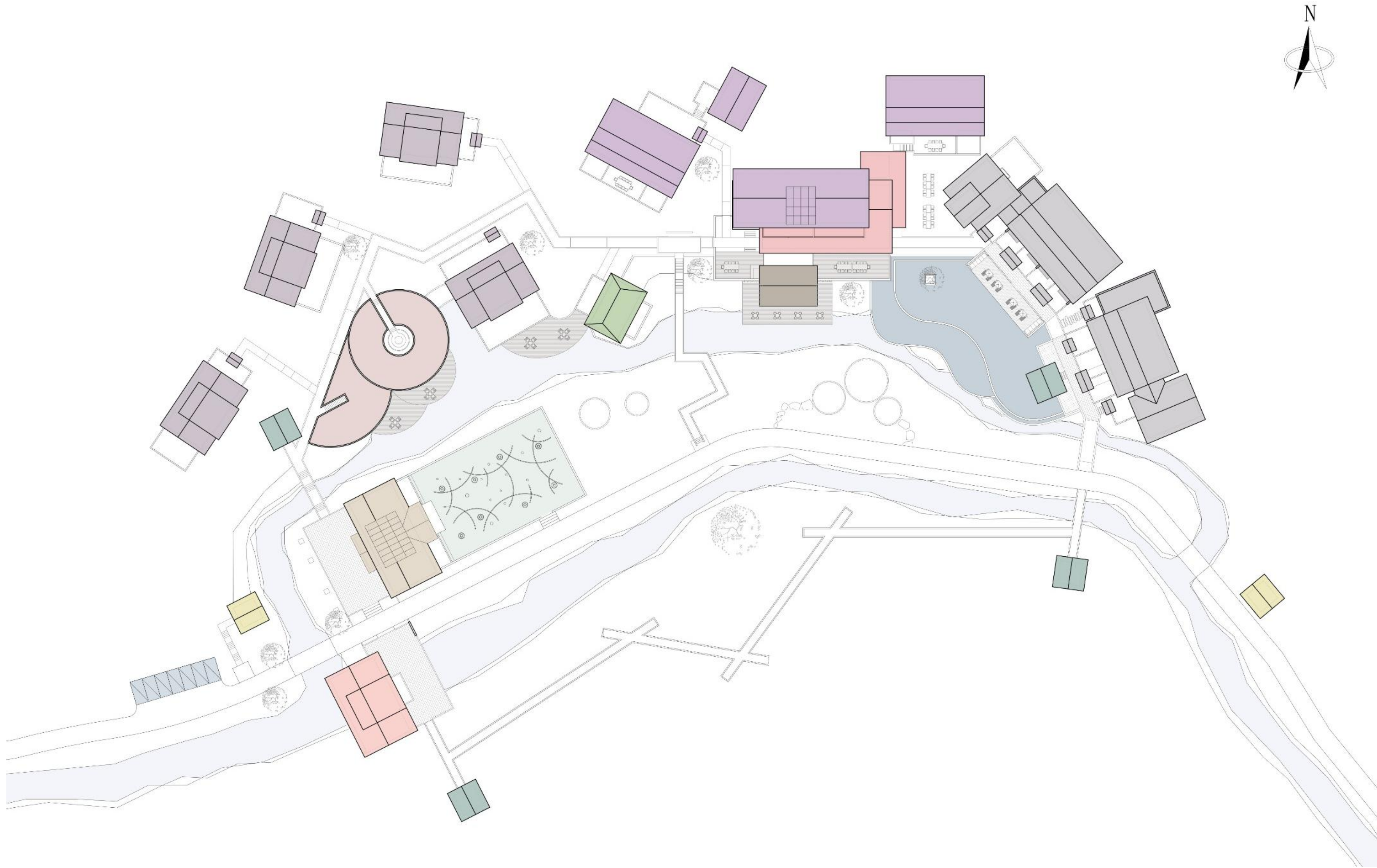


人视图

- 1.电瓶车停车场 electromobile car park
- 2.保安亭 security post
- 3.入口大堂 entrance lobby
- 4.中端客房、多功能室、餐厅、手工坊  
secondary guest room、multi-function room、  
restaurant、handicraft workshop
- 5.茶室、清吧 tea house、bar
- 6.中端客房 secondary guest room
- 7.家庭房 family house
- 8.户外草坪 Outdoor lawn
- 9.休闲亭 leisure pavilion
- 10.泳池木平台 swimming pool wooden platform
- 11.泳池 swimming pool
- 12.青年返乡创作基地  
entrepreneurial base for return youth
- 13.私家院落 private courtyard
- 14.瑜伽馆、高端SPA疗养区  
yoga studio/upscale SPA sanatorium
- 15.餐厅 restaurant
- 16.芦花广场（婚庆广场） luhua square
- 17.稻田 rice field
- 18.儿童沙池 children Sand Pond
- 19.木栈道 wooden plank road

经济技术指标表			
项目	数量	单位	备注
用地面积	23000	m <sup>2</sup>	
总建筑面积	4273	m <sup>2</sup>	
其中	一期	2291	m <sup>2</sup>
	二期	1982	m <sup>2</sup>
建筑占地面积	2500	m <sup>2</sup>	
建筑密度	10.87	%	
容积率	0.19		
绿化率	65	%	
停车位	38	辆	
其中	汽车车位	30	辆
	电瓶车车位	8	辆

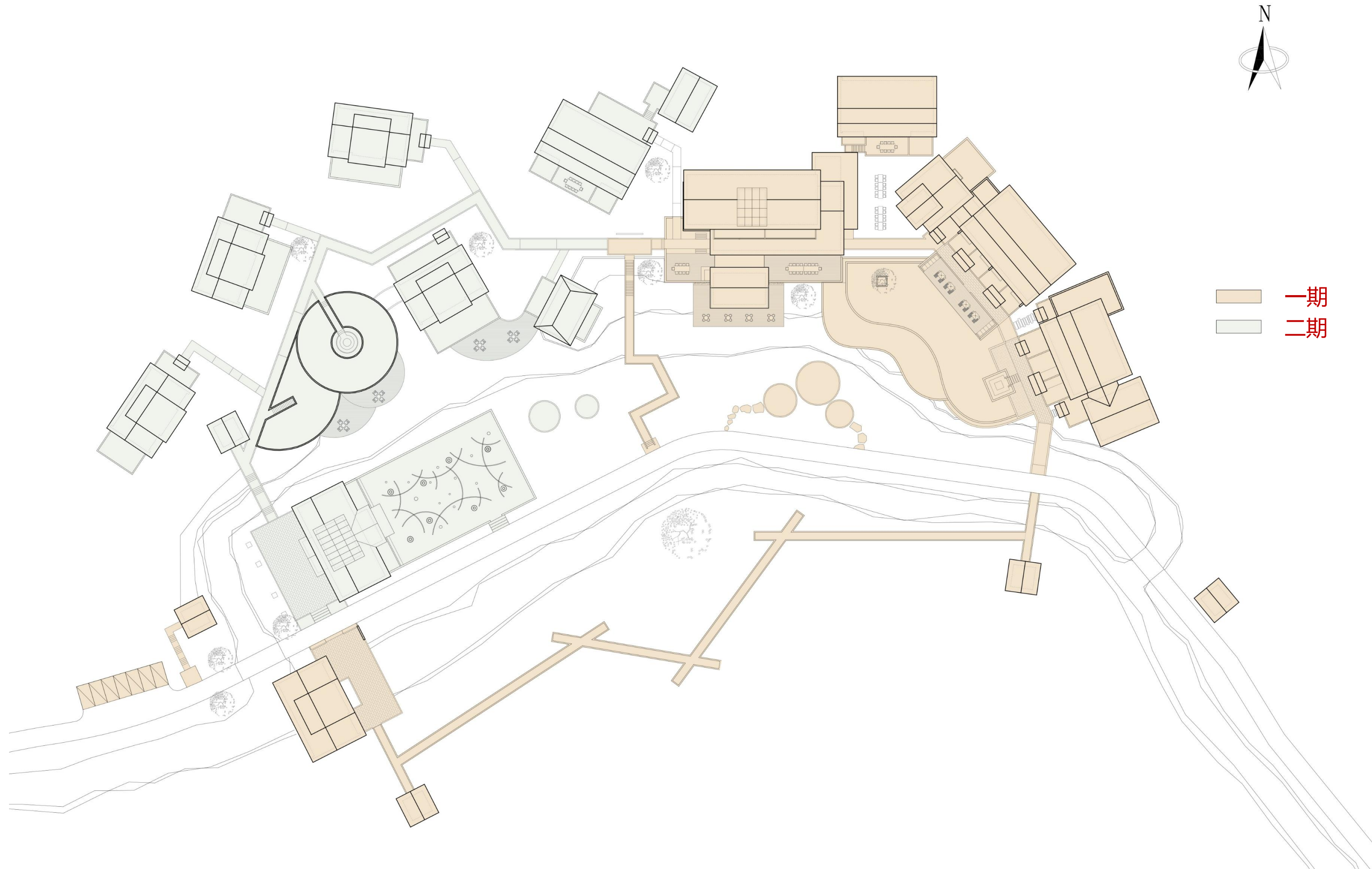




图例  
legend

- 电瓶车停车场 electromobile car park
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yoga studio/upscale SPA sanatorium
- 泳池 swimming pool
- 休闲亭 leisure pavilion





分期开发说明：  
Phase development instructions：

一期以原有建筑为蓝本，对原有建筑进行空间、建筑形象进行改造。  
The first phase, the original building is taken as the blueprint, and the space and image of the original building are transformed.

二期对部分原有建筑改造，以定制方式增建部分私家院落和公共配套。  
The second phase, some of the original buildings will be rebuilt, and some private courtyards and public facilities will be built by means of customized subscription.

**交通流线设计:****traffic flow line design:****二级交通流线设计**

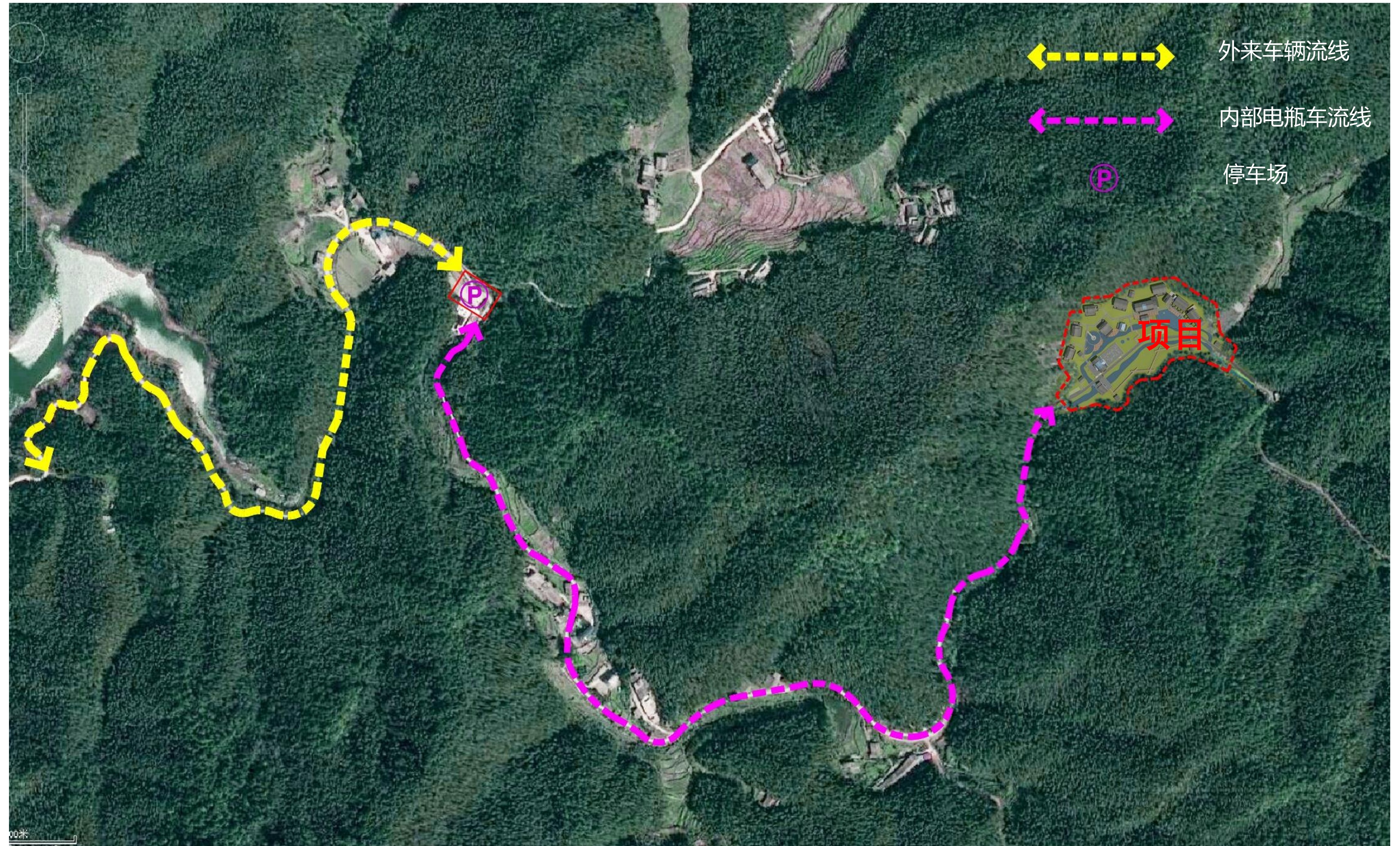
客流车辆先到达山脚停车场，考虑山路崎岖，汽车直达安全角度上存在隐患，因而转乘内部电瓶车。

Secondary traffic flow design. passenger vehicles first arrive at the foot of the mountain parking lot, considering the rugged mountain road, there are hidden dangers in the angle of vehicle direct safety, so transfer to the internal battery car.

**“林尽水源，便得一山，山有小口，仿佛若有光。便舍船，从口入。”**

受陶渊明“桃花源记”启发，本项目入口处跟“桃花源记”所描述的有异曲同工之处，于是乎在水库水源尽头不远处设置停车场作为内部、外部转换空间，营造曲径通幽意境。客人下车后开始享受本项目的服务，让客人完全融入自然环境中，将平日的喧嚣、劳累抛之脑后，享受静谧、安逸的自然环境。在电瓶车上观感自然的美，呼吸高含氧、高负离子的新鲜空气，享受慢节奏的生活气息。

Inspired by Tao's "Peach Blossom Source Record", they are similarities. Guest Enjoy the service after getting off the bus and let the customers fully integrated into the natural environment and makes ,enjoy quiet and natural environment,breathing fresh air with high oxygen,enjoy the slow pace of life.



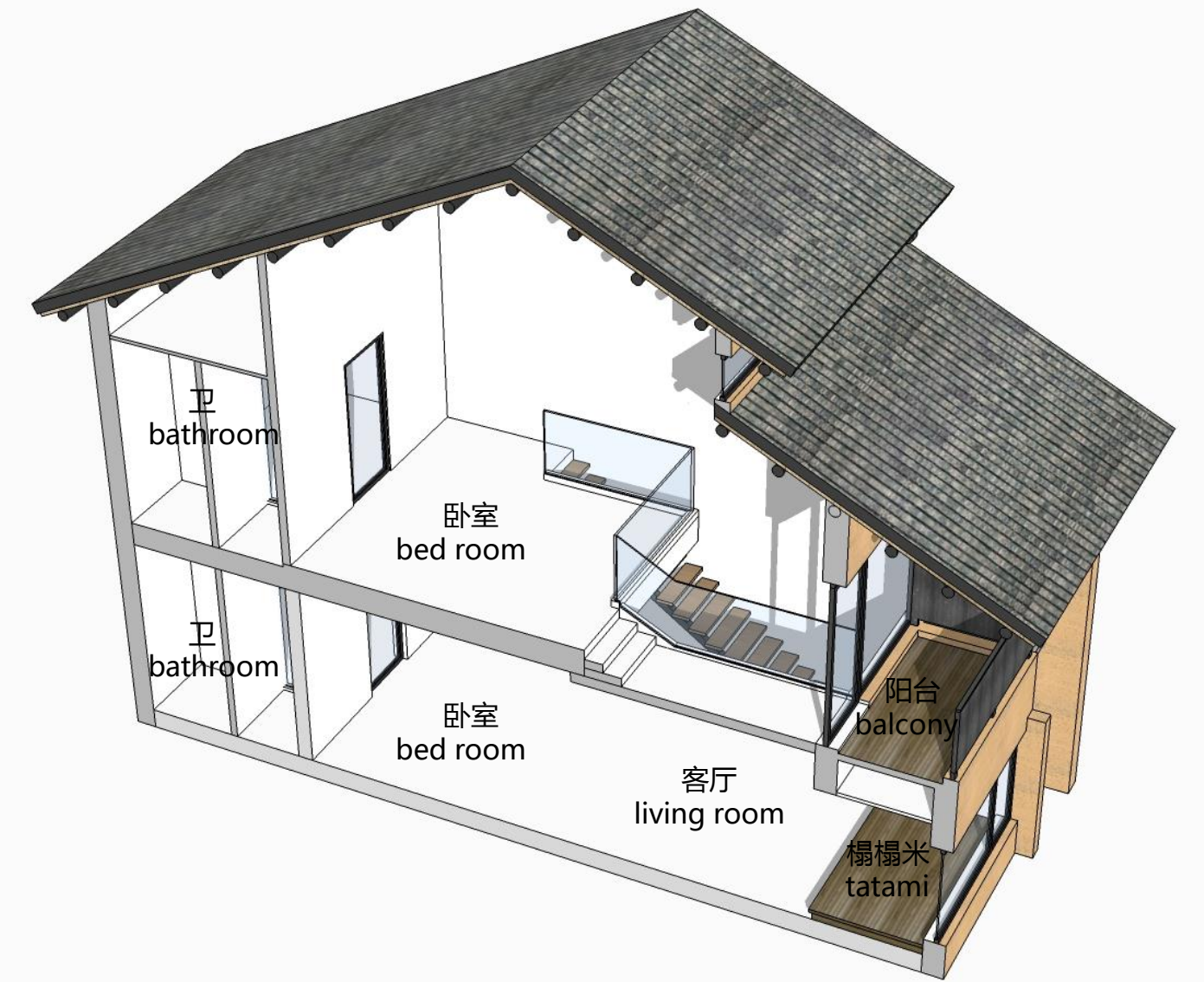
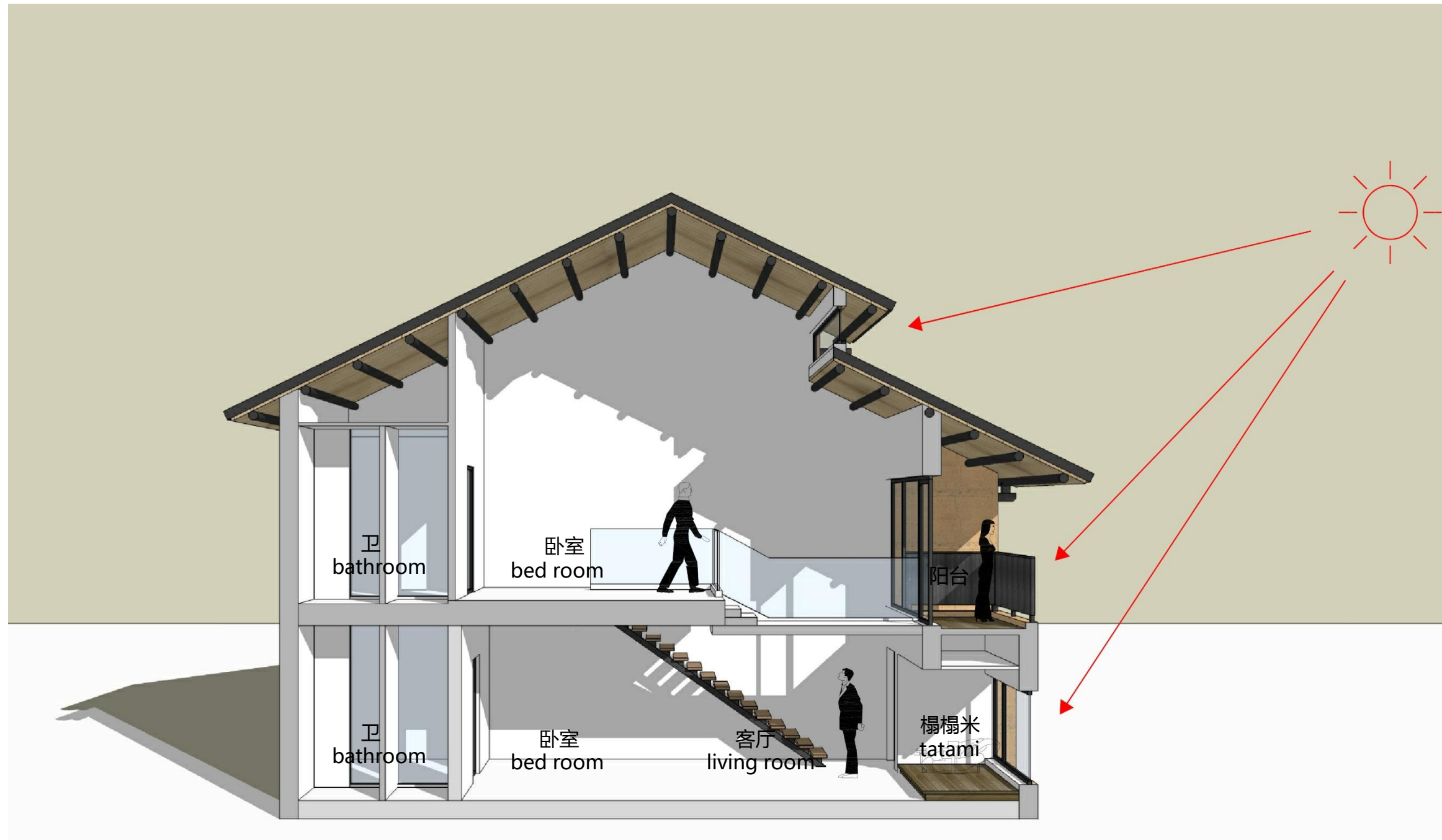


←→ 人行路线  
←→ 电瓶车路线  
Ⓟ 电瓶车停车场

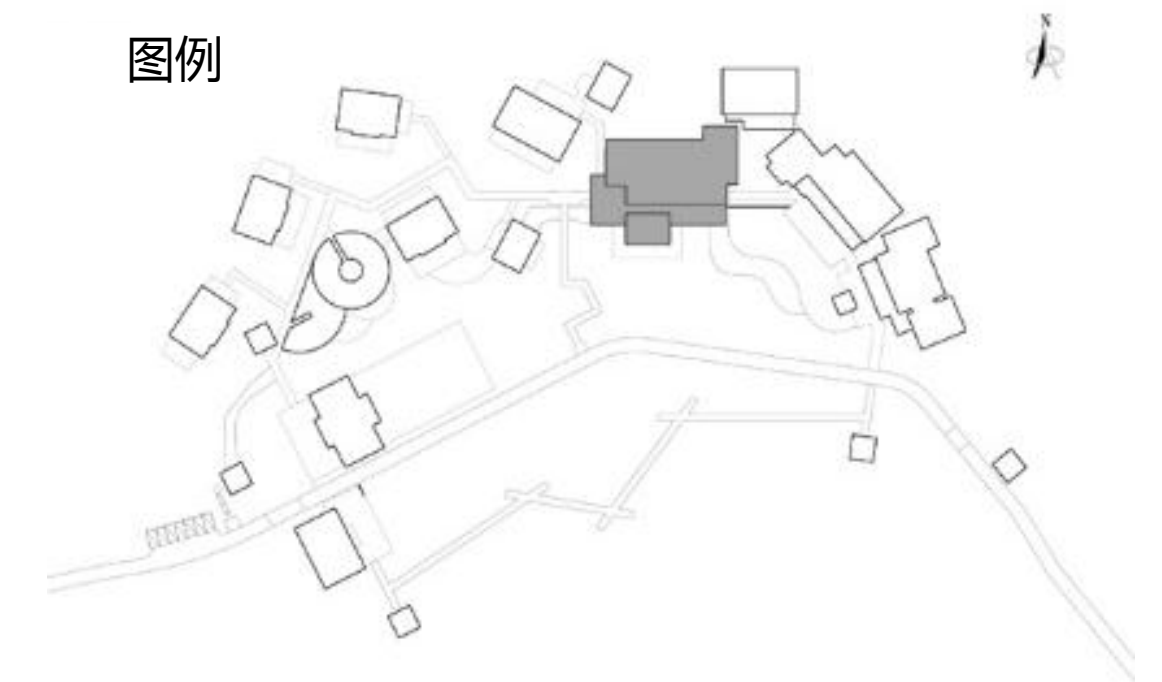
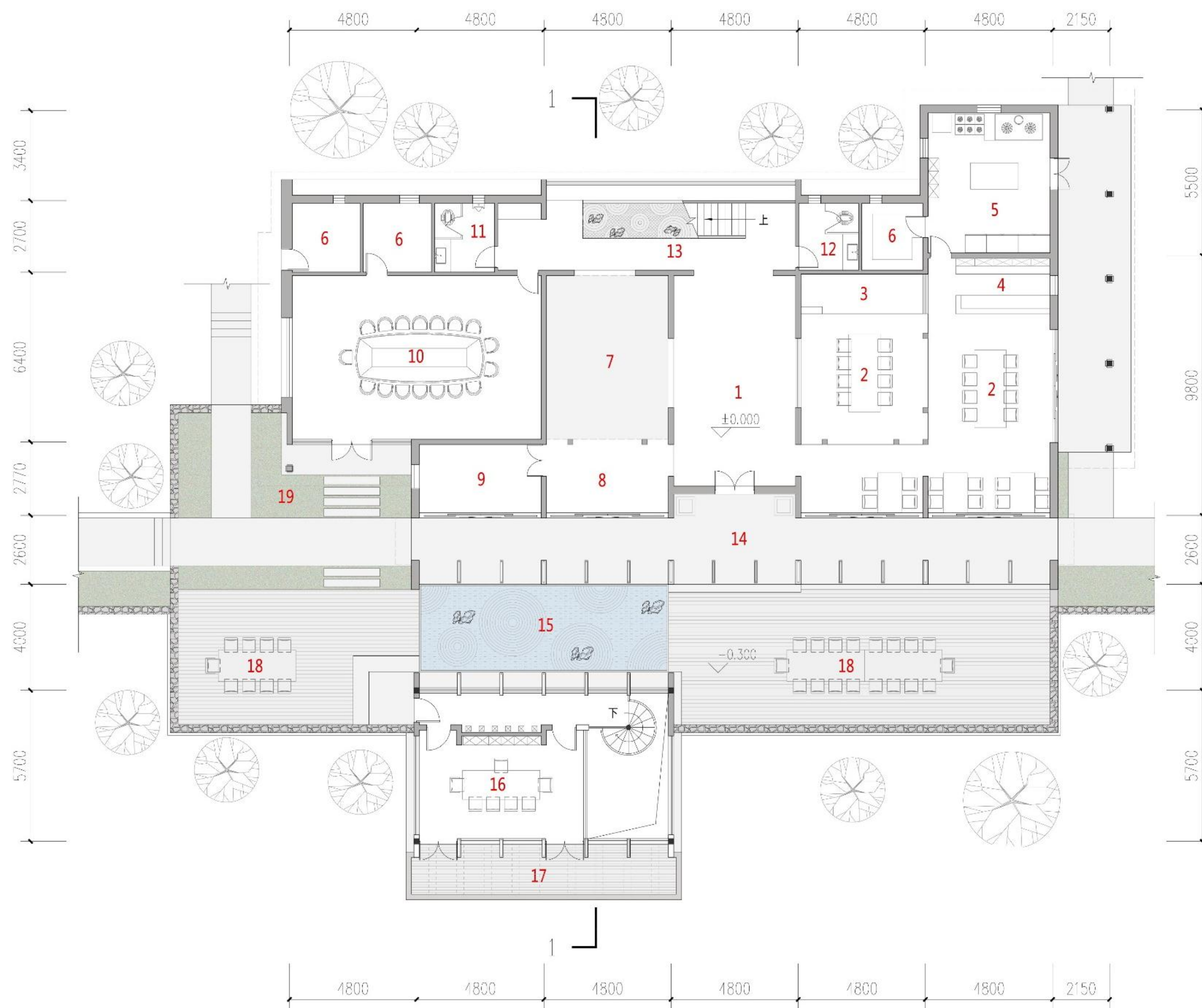
规划总平面图

4/5#家庭房空间剖面  
4/5#Family house patial rofile

图例

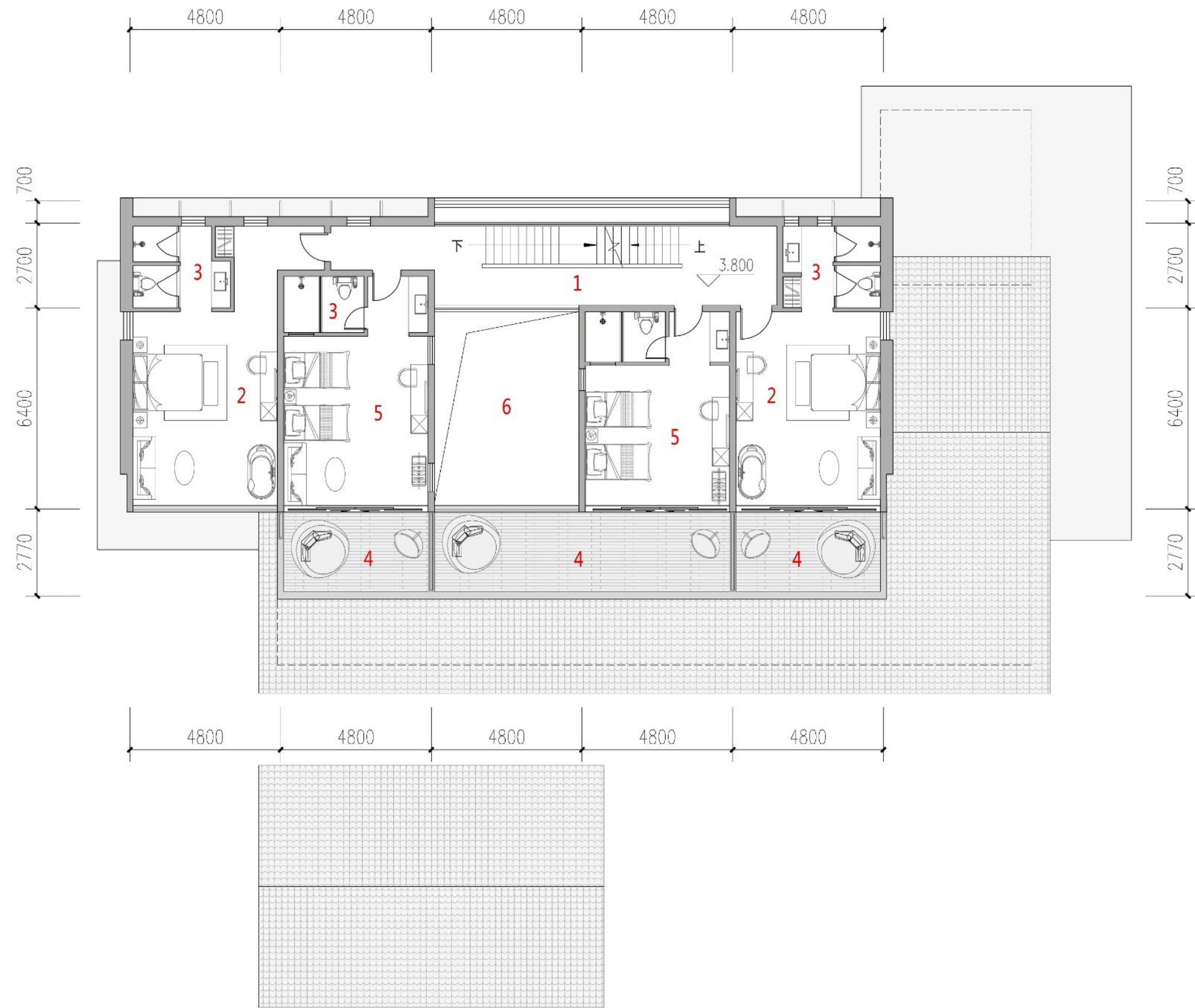


## 肆·单体设计（部分）



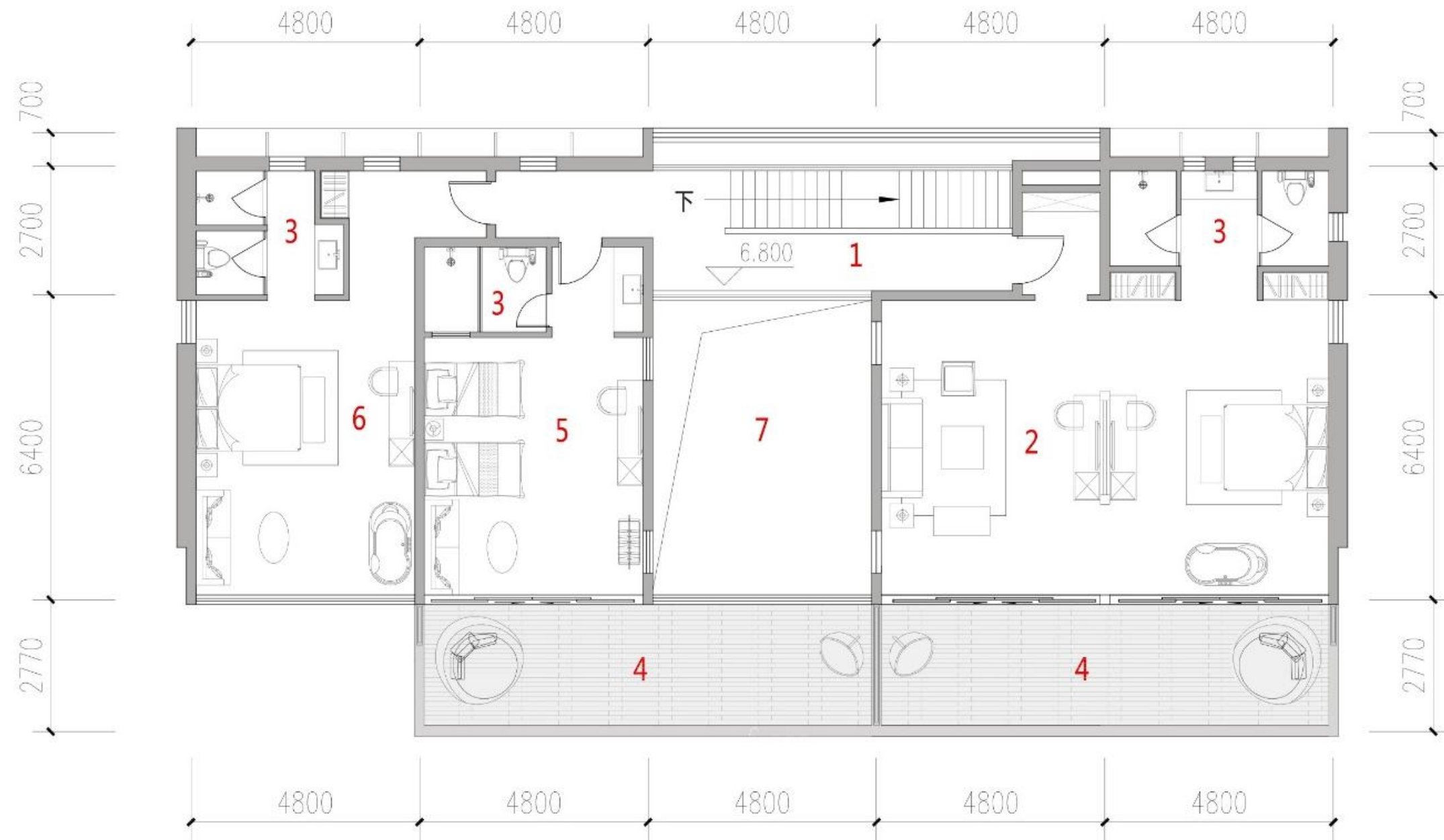
- 1.入口门厅 entrance hall
- 2.乡野餐厅 country restaurant
- 3.演奏台 platform
- 4.服务台 reception
- 5.厨房 kitchen
- 6.仓库 warehouse
- 7.天井 courtyard
- 8.民间艺术展厅 art exhibition hall
- 9.手工坊 handicraft workshop
- 10.会议室 conference room
- 11.男卫 male toilet
- 12.女卫 female toilet
- 13.楼梯间 stair case
- 14.走廊 corridor
- 15.枯山水 dry landscape
- 16.茶室 teahouse
- 17.露台 balcony
- 18.户外平台 outdoor platform
- 19.草地 grassland

一层平面图  
first plan



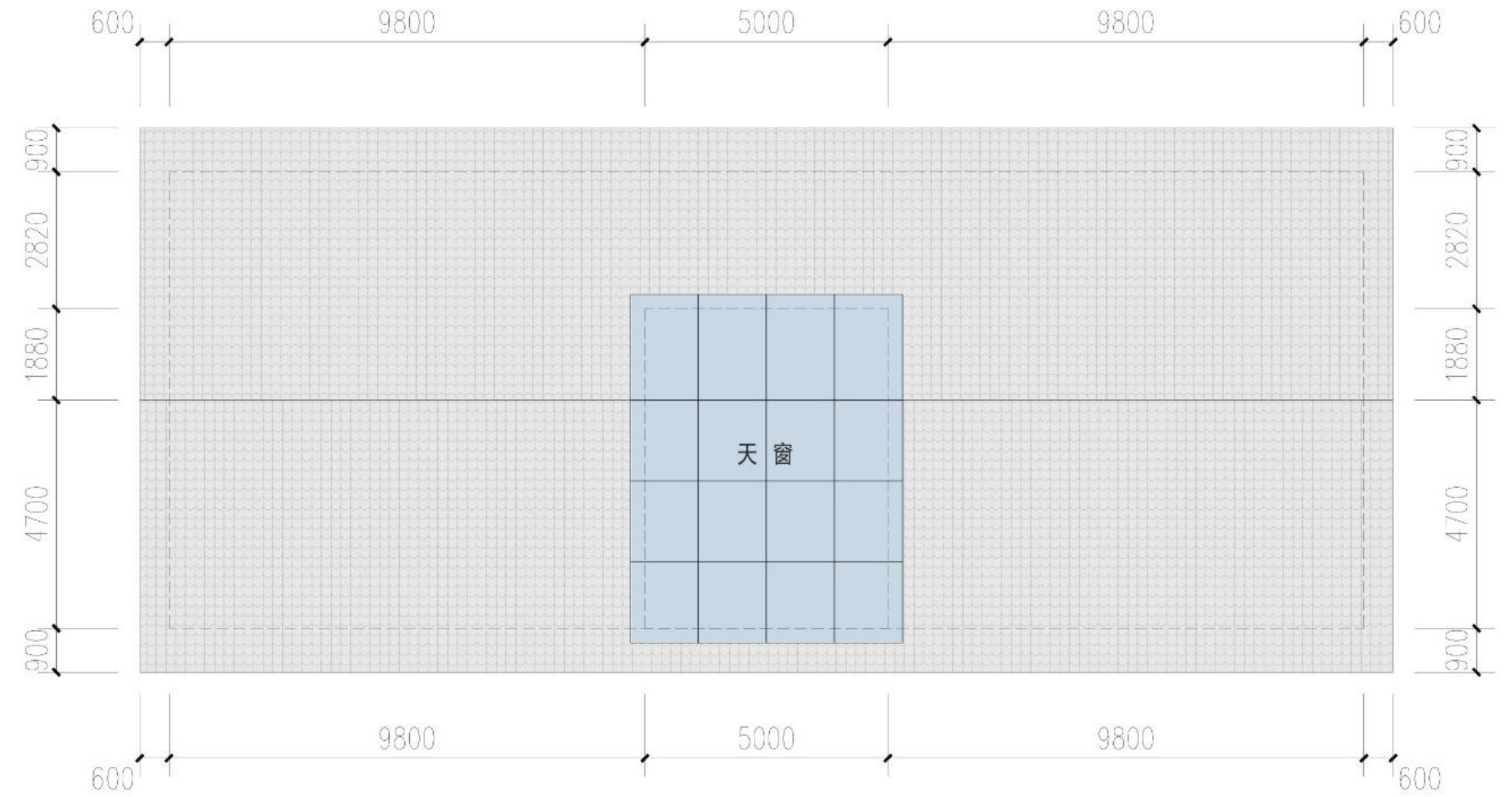
二层平面图  
second plan

- 1. 楼梯间 stare case
- 2. 大床房 king-size guest room
- 3. 卫生间 bathroom
- 4. 阳台 balcony
- 5. 双床房 standard guest room
- 6. 天井上空 courtyard overhead



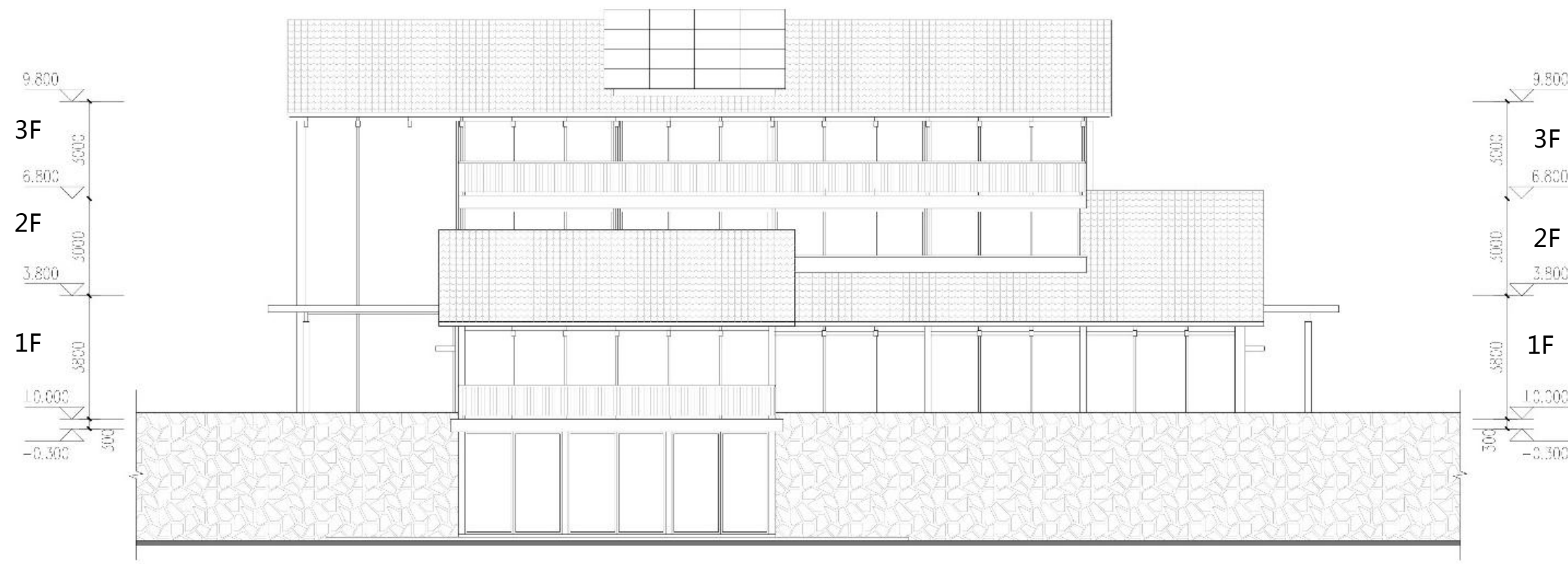
三层平面图  
third plan

- 1.楼梯间 stare case
- 2.豪华套间 deluxe suite
- 3.卫生间 bathroom
- 4.阳台 balcony
- 5.双床房 standard room
- 6.大床房 king-size guest room
- 7.天井上空 courtyard overhead

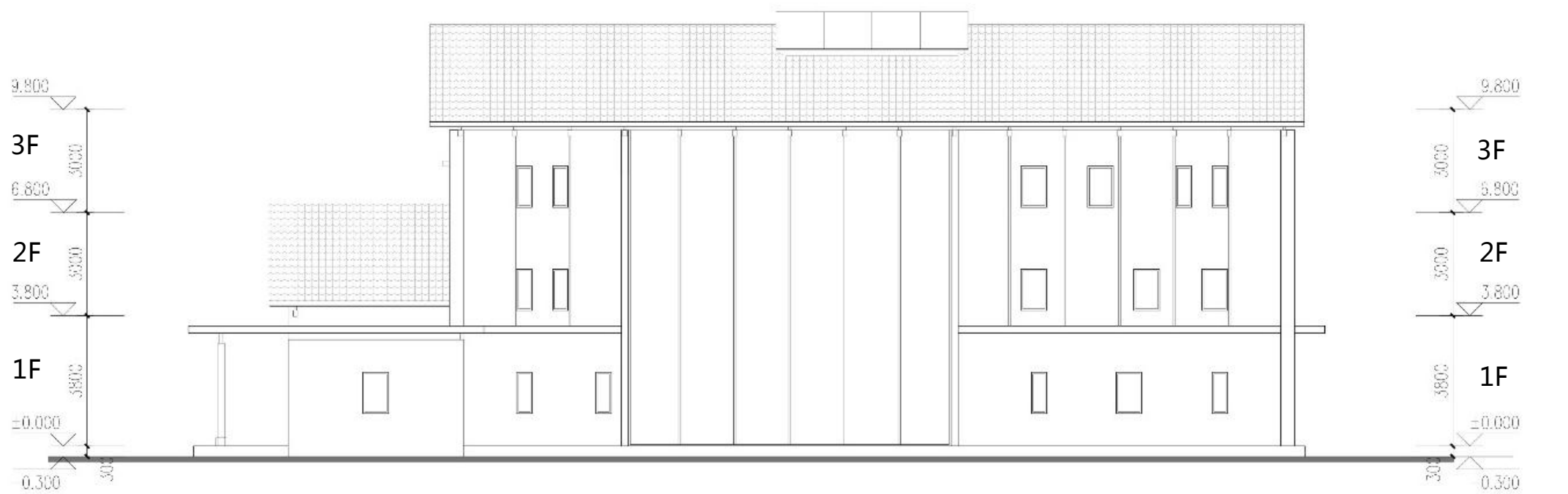


屋顶平面图  
roof plan





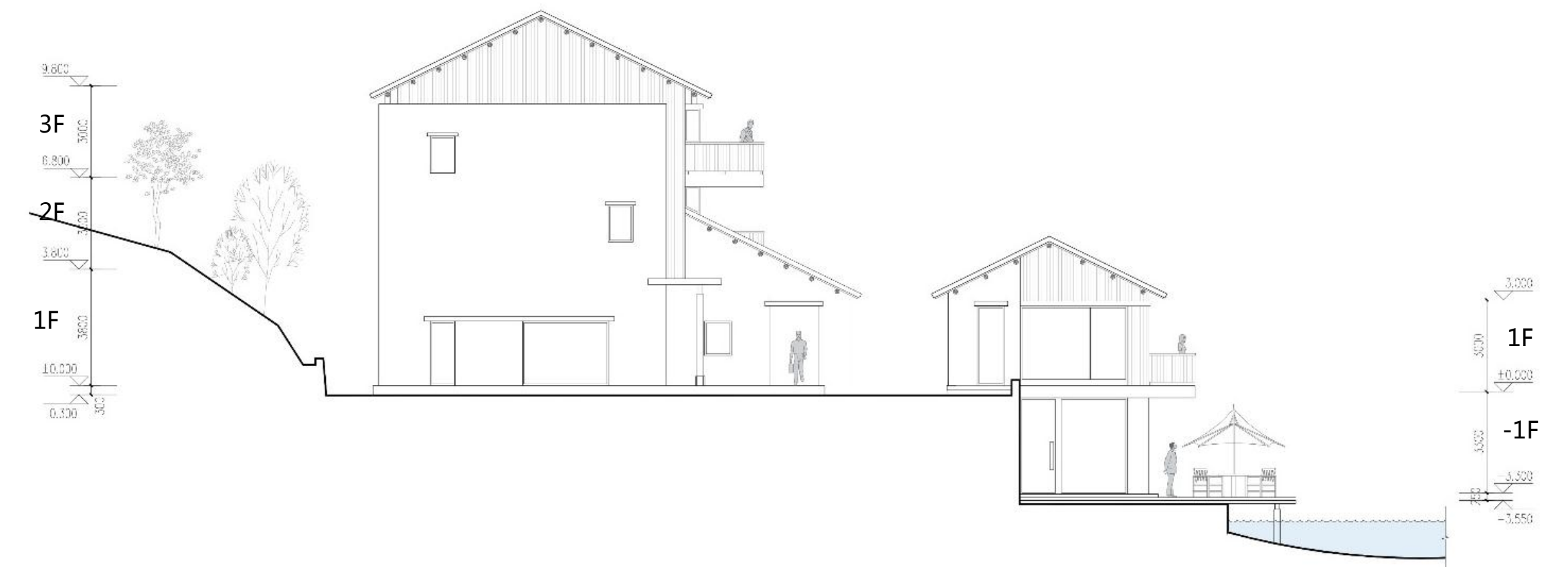
南立面图  
south elevation



北立面图  
northelevation



东立面图  
east elevation



西立面图  
west elevation

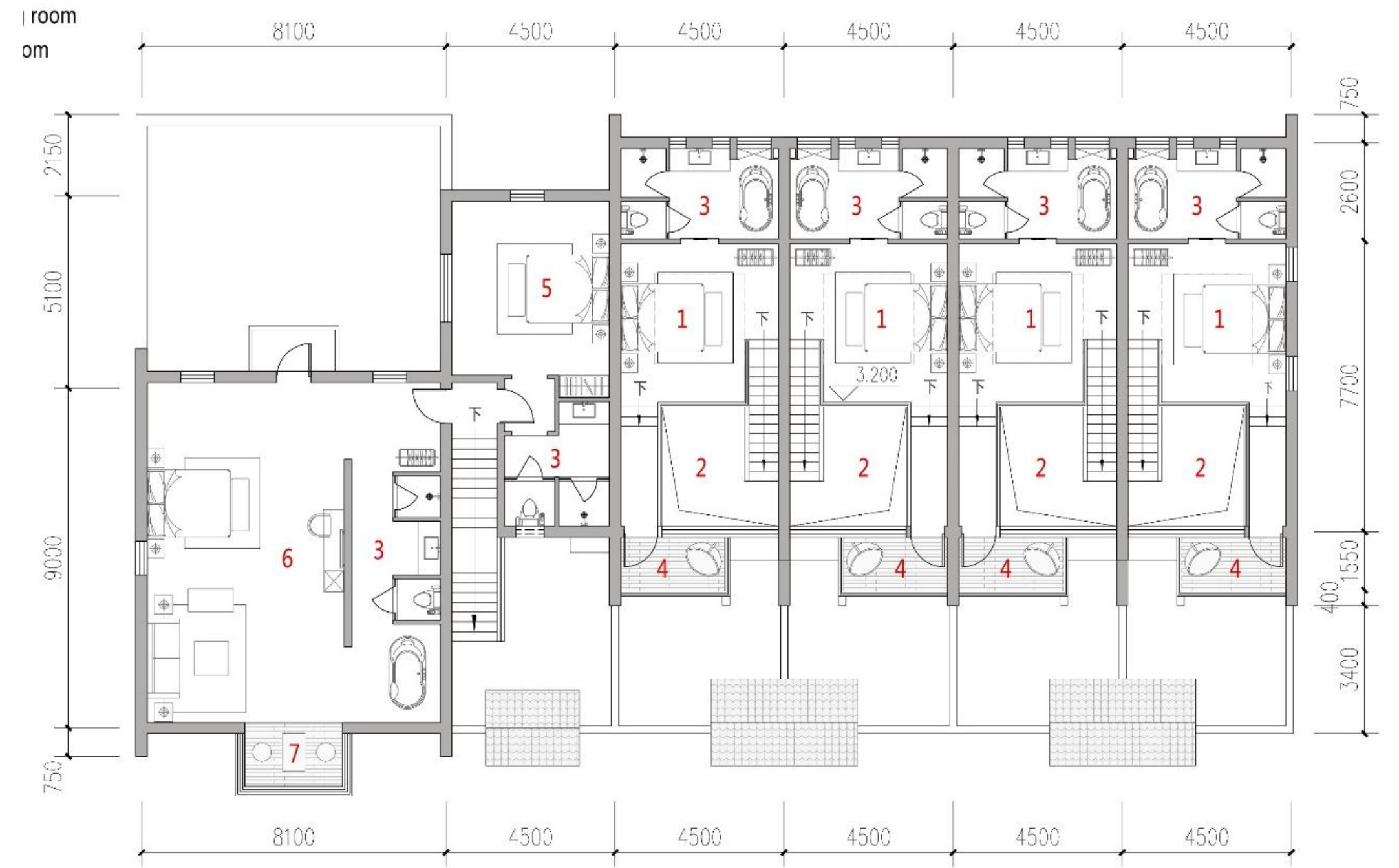


1-1剖面图  
1-1section plan



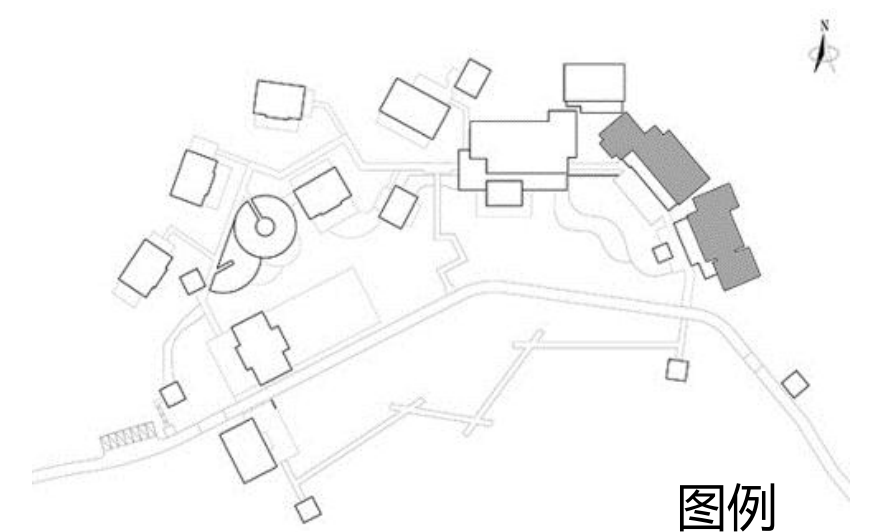
一层平面图 first plan

- 1.院子 courtyard
- 2.家庭房 family house
- 3.榻榻米 tatami
- 4.卧室 bedroom
- 5.卫生间 bathroom
- 6.豪华大床房 deluxe king-size bed room
- 7.仓库 warehouse
- 8.消洗间 washing room
- 9.布草间 cloth room



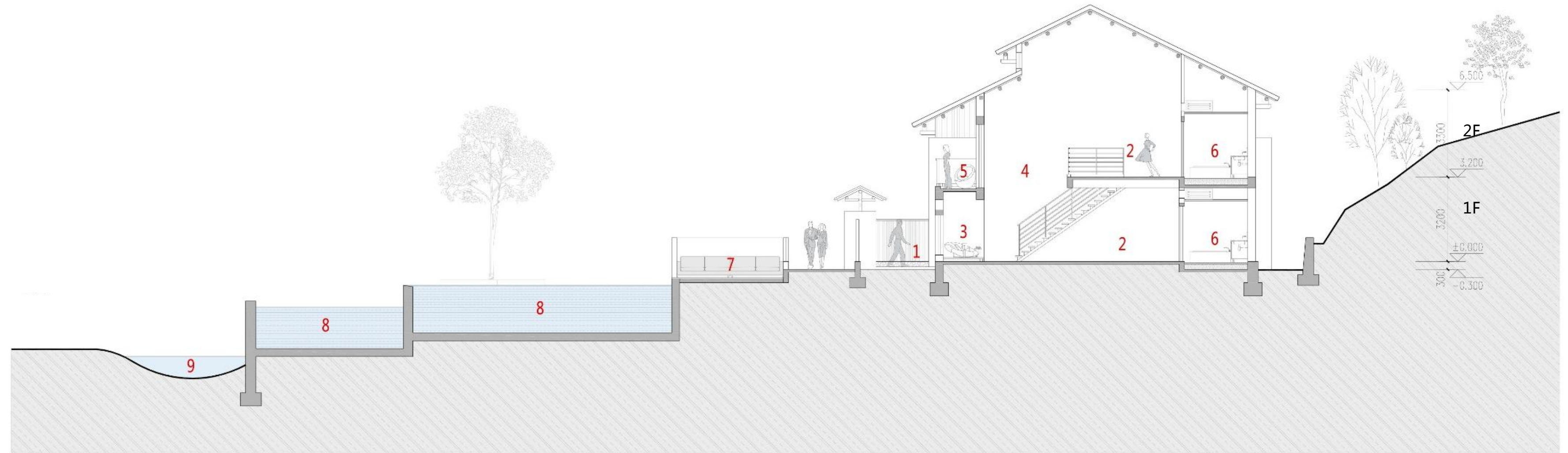
二层平面图 second plan

- 1.卧室 bedroom
- 2.客厅上空 living room trium
- 3.卫生间 bathroom
- 4.阳台 balcony
- 5.大床房 king-size bed room
- 6.豪华大床房 deluxe king-size bed room
- 7.榻榻米 tatami

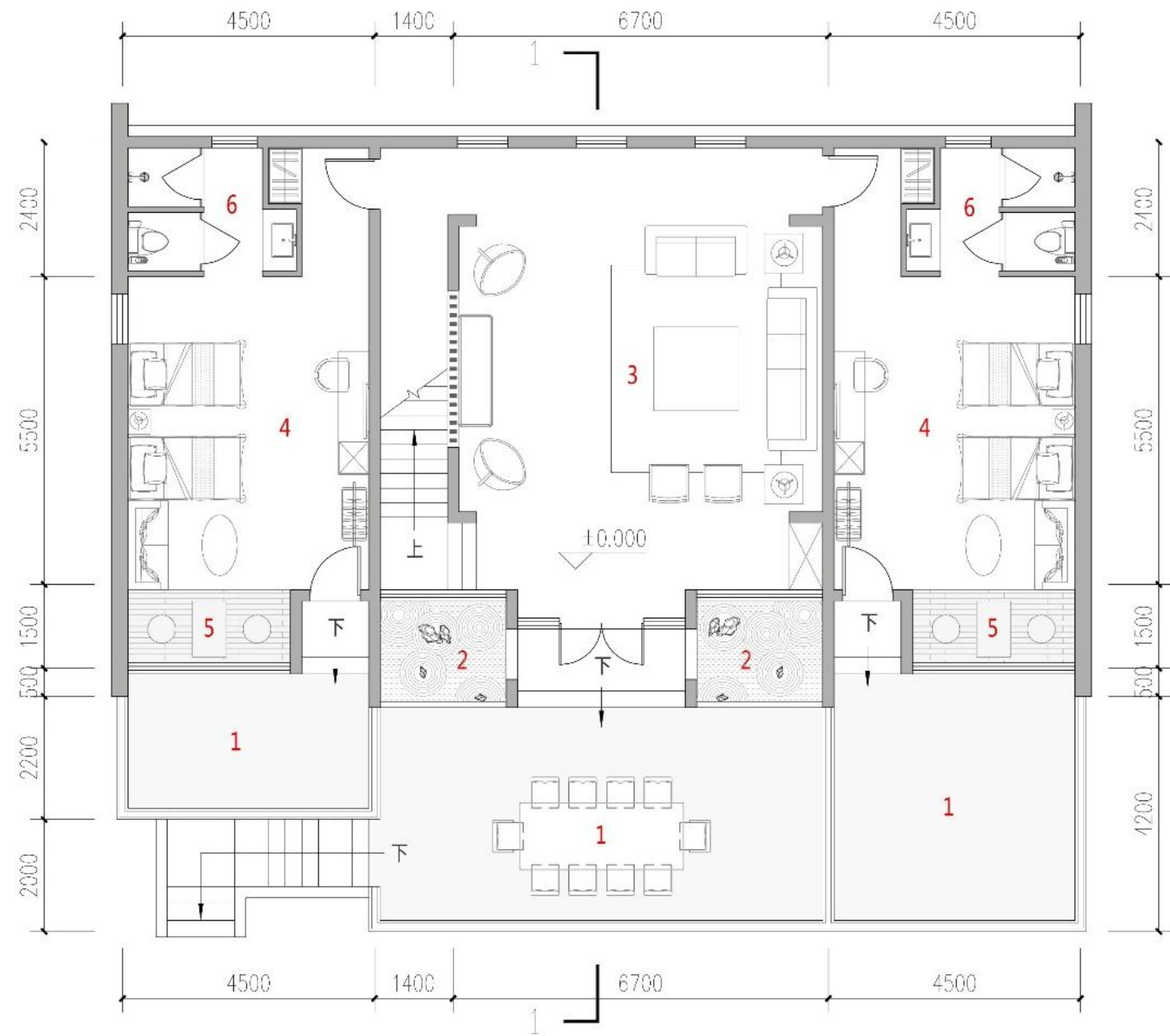


图例

- 1.院子 courtyard
- 2.卧室 bedroom
- 3.榻榻米 tatami
- 4.客厅上空 living room trium
- 5.阳台 balcony
- 6.卫生间 bathroom
- 7.泳池平台 pool platform
- 8.泳池 swimming pool
- 9.小溪 stream

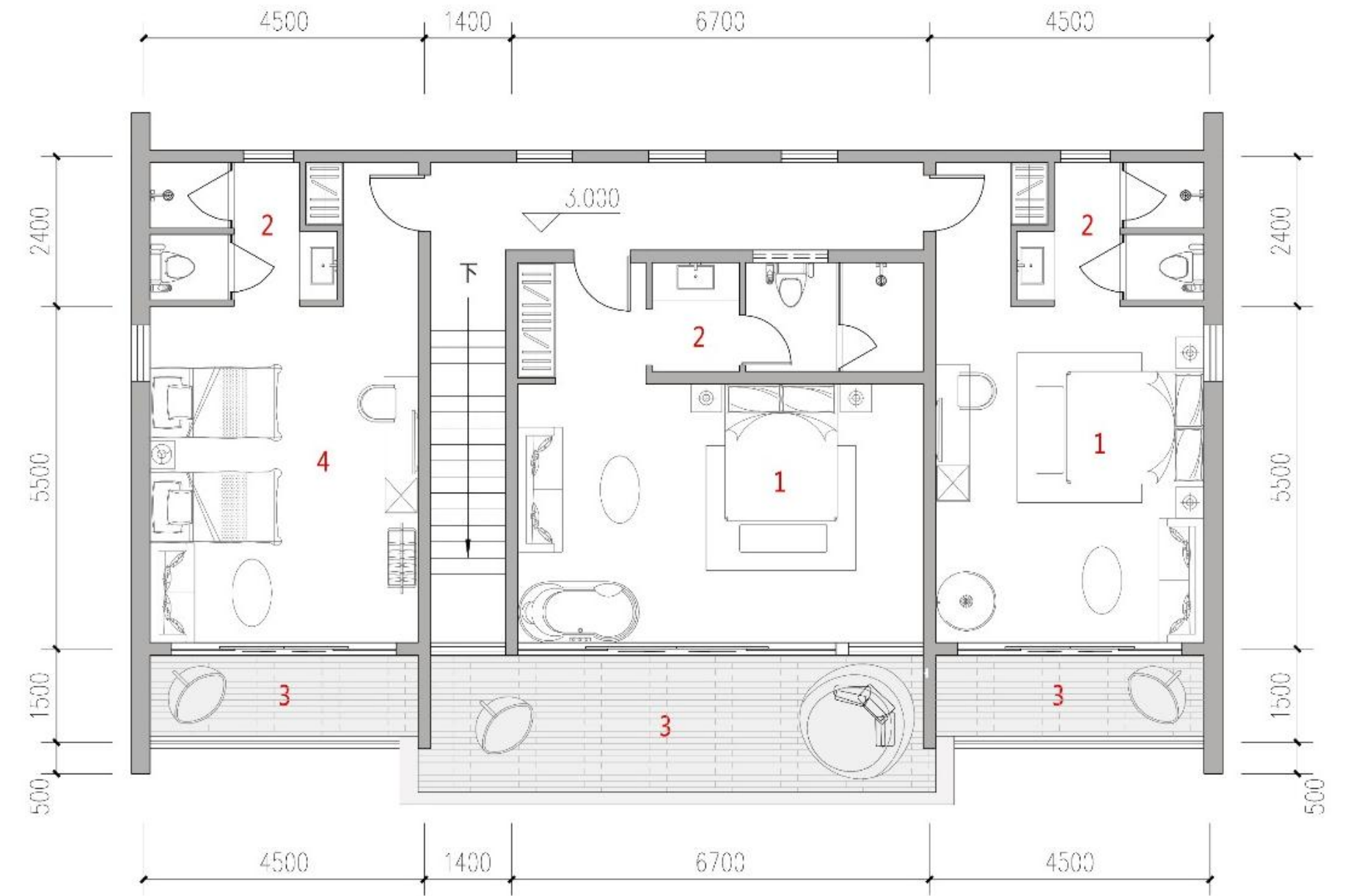


1-1剖面图  
1-1section plan



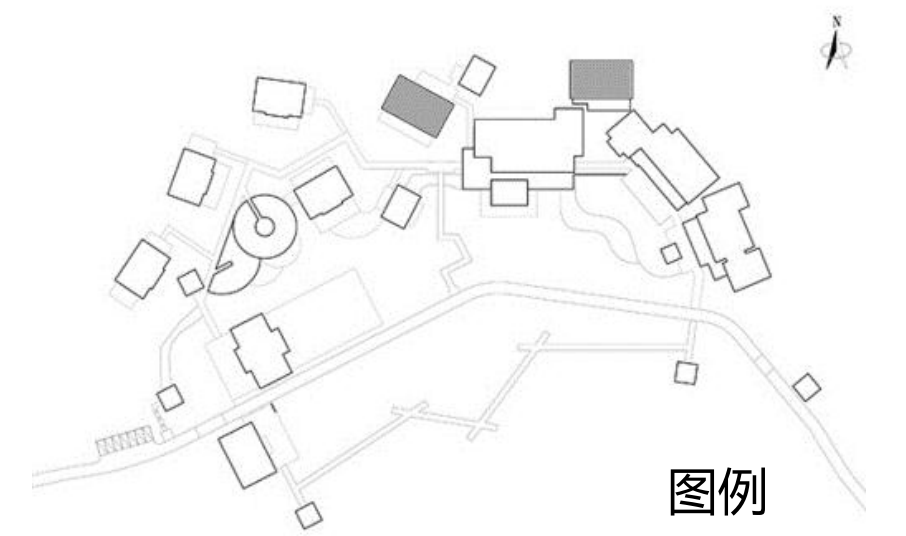
一层平面图 first plan

- 1.院子 courtyard
- 2.枯山水 dry landscape
- 3.休闲厅 leisure hall
- 4.双床房 standard guest room
- 5.榻榻米 tatami
- 6.卫生间 bathroom

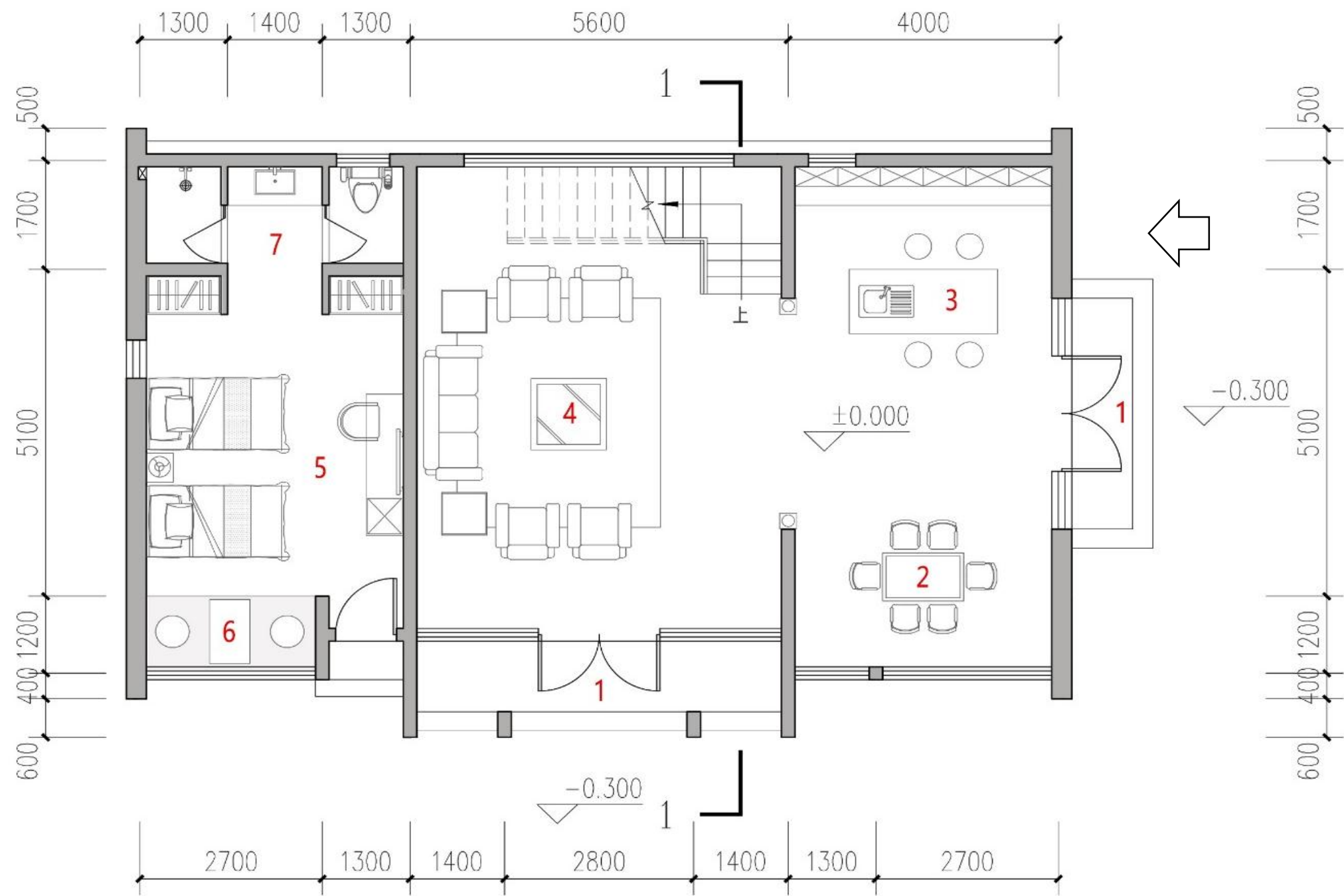


二层平面图 second plan

- 1.大床房 king-size bed room
- 2.卫生间 bathroom
- 3.阳台 balcony
- 4.双床房 standard guest room

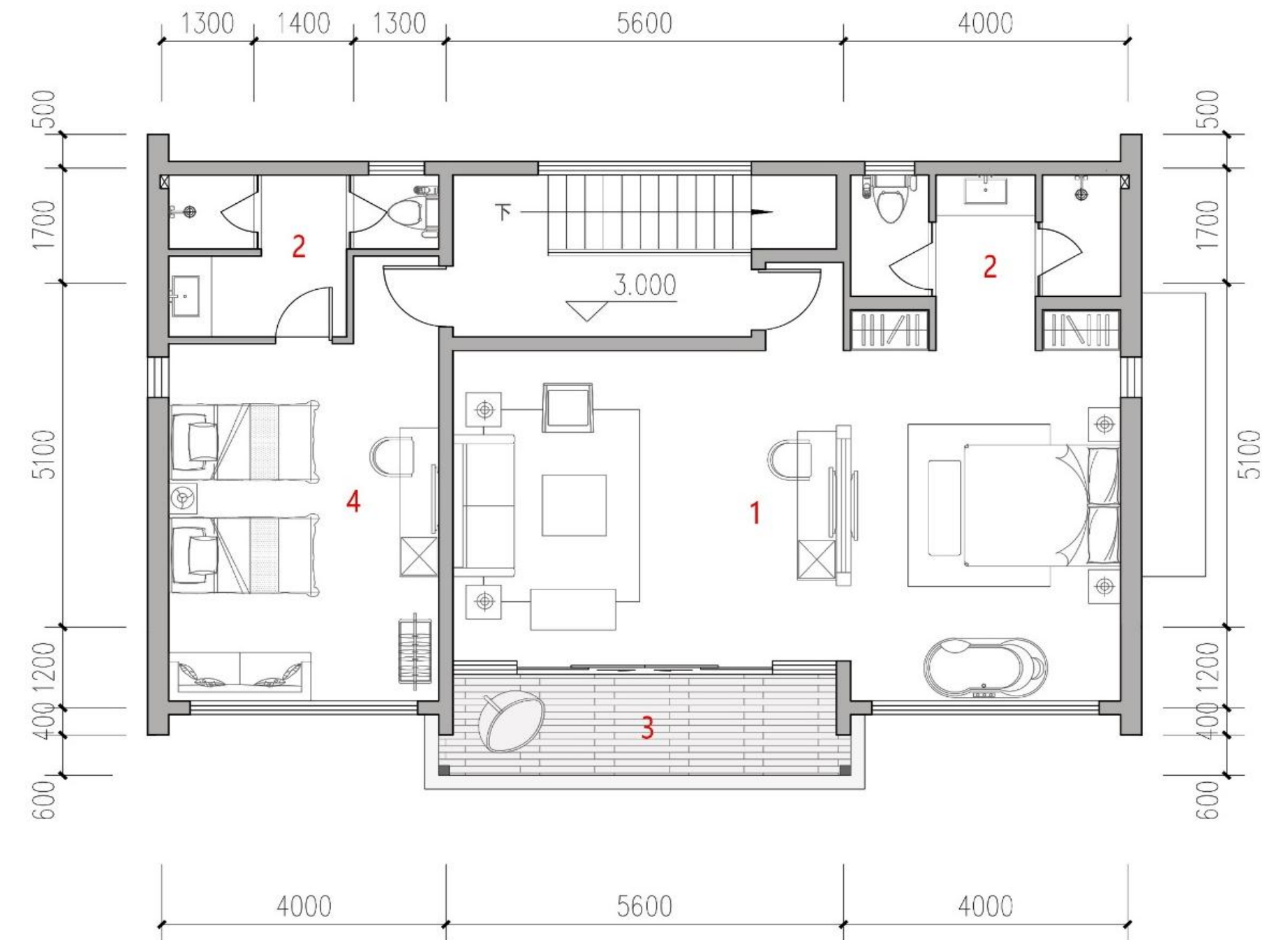


图例



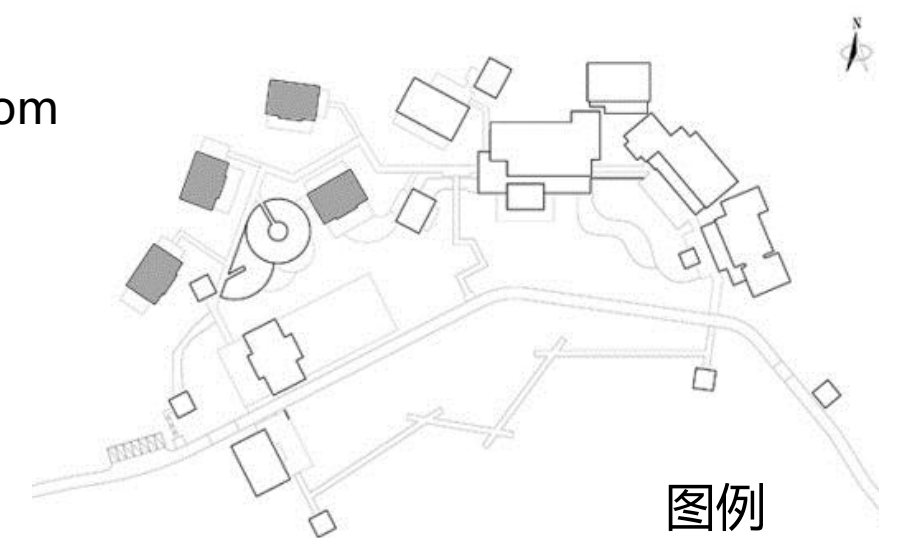
一层平面图 first plan

- 1.入口 entrance
- 2.茶室 tea house
- 3.吧台 bar
- 4.休闲厅 leisure hall
- 5.双床房 standard guest room
- 6.榻榻米 tatami
- 7.卫生间 bathroom



二层平面图 second plan

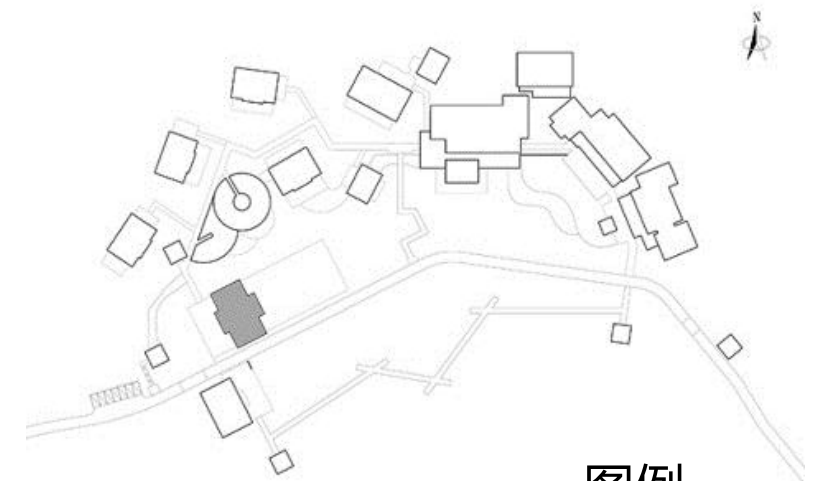
- 1.豪华大床房 deluxe king-size bed room
- 2.卫生间 bathroom
- 3.阳台 balcony
- 4.双床房 standard gues troom



图例

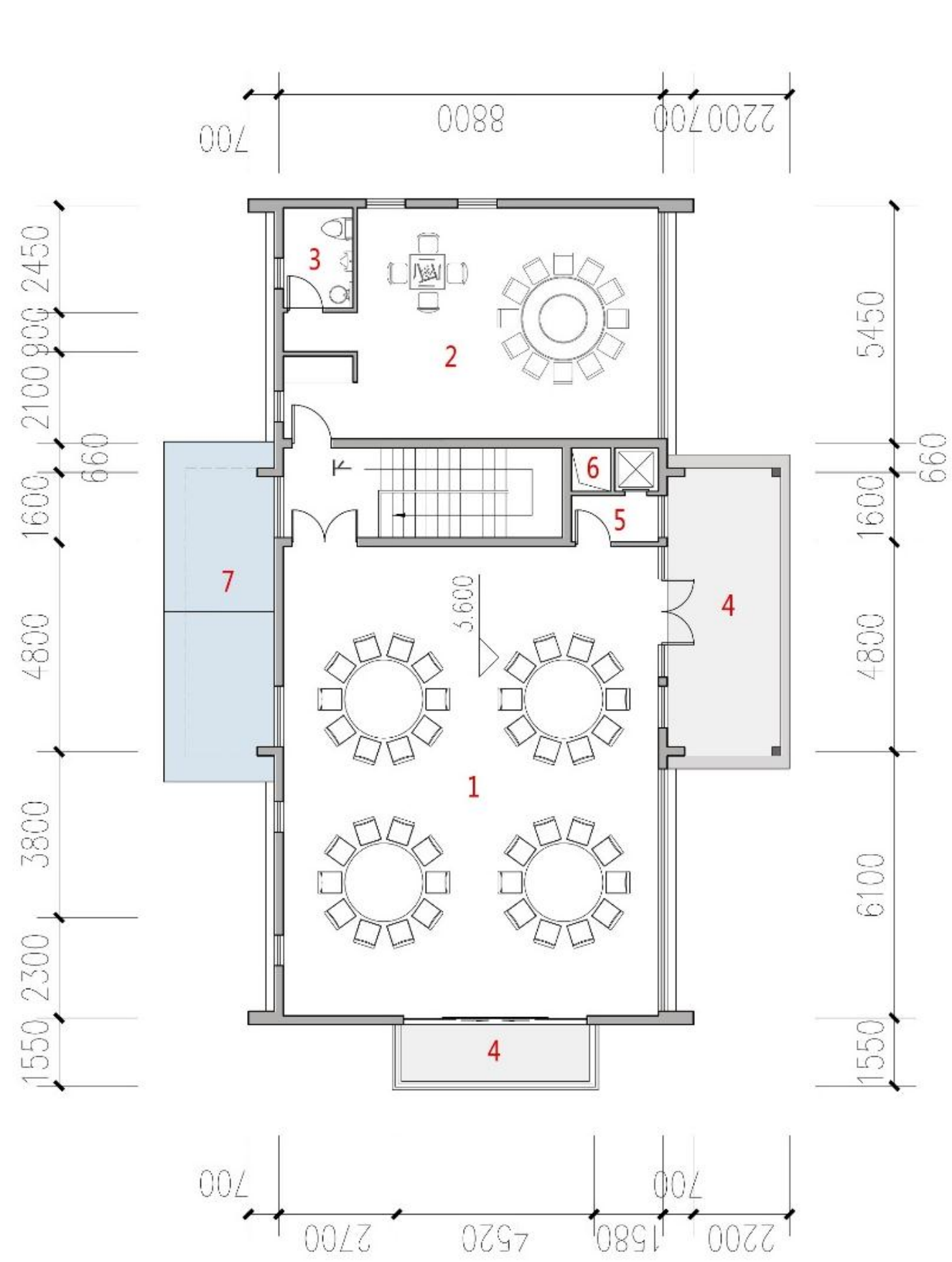


- 1.入口广场 entrance square
- 2.石雕 stone carving
- 3.入口 entrance
- 4.门厅 entrance hall
- 5.楼梯间 stairs
- 6.服务台 service counter
- 7.酒窖 cellar
- 8.餐厅 restaurant
- 9.雅座 VIP seat
- 10.榻榻米座 tatami seat
- 11.备餐间 catering room
- 12.厨房 kitchen
- 13.男卫 male toilet
- 14.女卫 female toilet
- 15.水景 water scape
- 16.芦花广场 luhua square



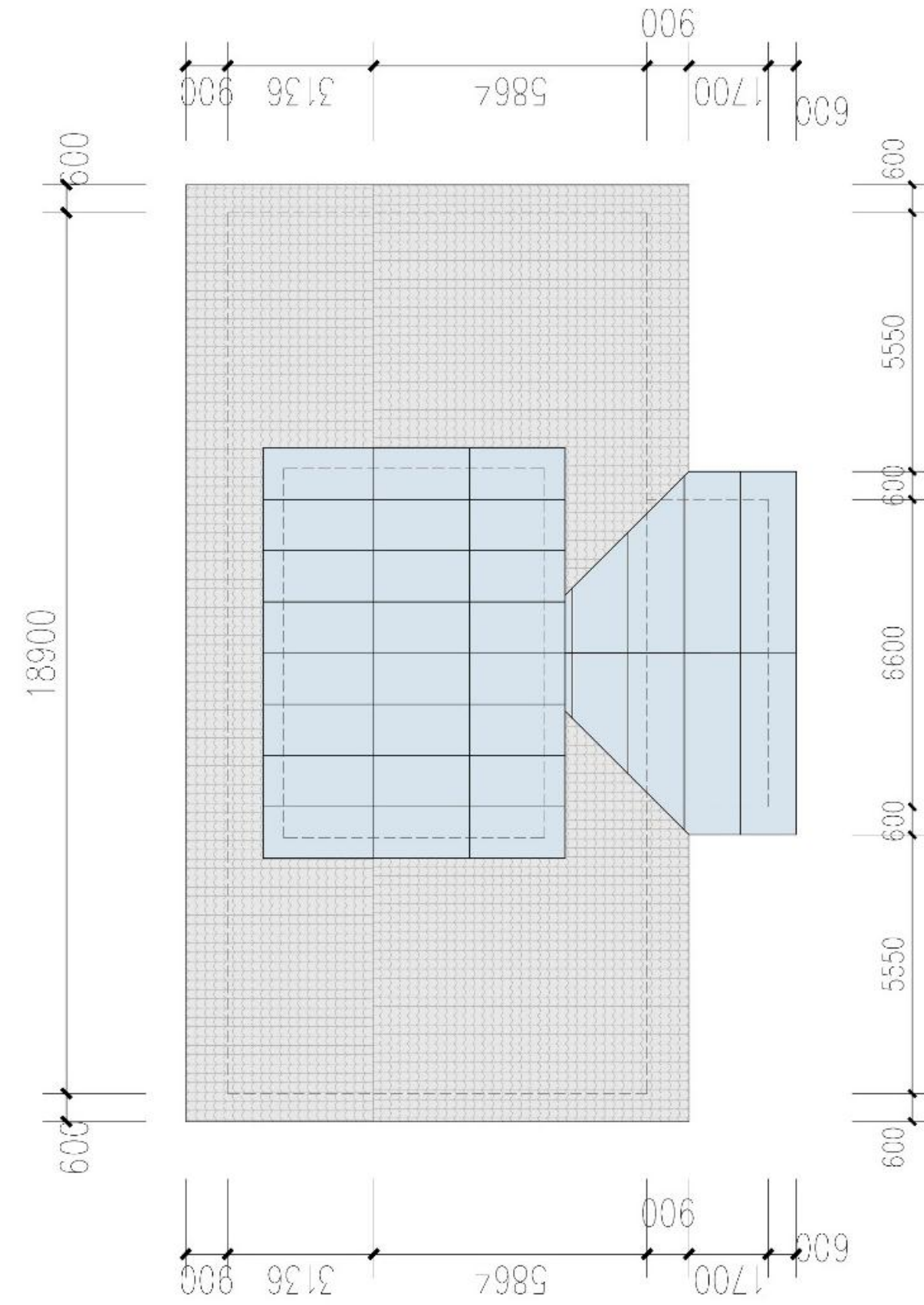
图例

一层平面图 first plan



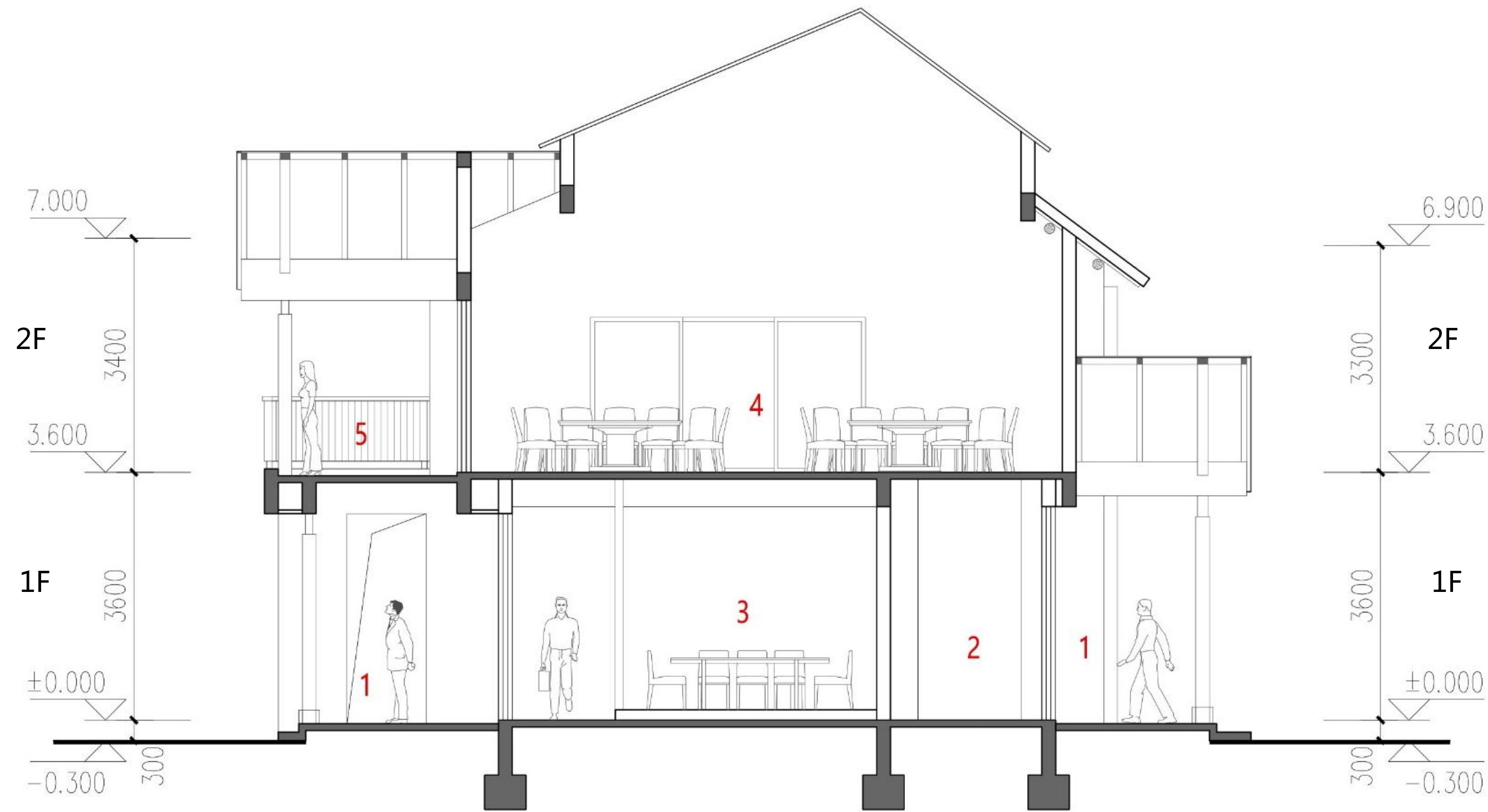
二层平面图 second plan

- 1.餐厅 restaurant
- 2.包间 package room
- 3.卫生间 toilet
- 4.阳台 balcony
- 5.备餐间 catering room
- 6.烟囱 chimney
- 7.玻璃雨棚 glass canopy



屋顶平面图 roof plan





1-1剖面图 1-1section plan

- 1.入口 entrance
- 2.门厅 entrance hall
- 3.雅座 VIP seat
- 4.餐厅 restaurant
- 5.阳台 balcony

## 伍·运营方案&设计说明

## 1、项目名称：慕吉·芦溪山居

### 2.项目优势

- 1.政策利好：政府主导，大力支持发展乡村文化旅游业。
- 2.项目优势：遗世独立、脉络自然有机，有绿水青山，具备一定开发及运营价值。

### 3、开发理念

王源村项目的原设计要求，仅为一栋面积为300平米左右的独栋民居。慕吉根据投资开发经验、综合本土市场和人文环境，认为原项目体量小，业态单一，交通不便，周边配套匮乏，周边重点城市经济体量有限，潜在消费人群较少，仅一栋单体民宿的开发无法可持续发展，在投资开发及运营管理角度而言，风险较大。所幸本项目有一定优势，独立、脉络自然有机，2公里处有景观优美的水库，具备一定自然、开发及运营价值。在尊重原古村脉络的前提下，我们可将该项目改造成一个美宿综合体。在运营角度上，可从浅层旅游体验往综合旅游体验发展，打造收益大、黏度强的极致度假体验，如此才能有效地吸引客流量，实现美宿综合体的可持续运营发展。

### 4、项目定位：

- 1)、创建一个人文、居住、旅游、环境和谐共生的自然村落；
- 2)、放眼赣、粤、湘、闽、鄂、浙、徽七省全区域，打造一个七省交汇的顶级乡野美宿综合体、一个具有创新休闲在地文化性质的精致化人文度假圣地、一个集合乡野旅游、综合性消费、休闲度假的野奢体验综合体

## 1. Project name : MURZEE•Luxi mountain villa

### 2. Project advantages

1. Good policy: the government takes the lead and strongly supports the development of rural cultural tourism.
2. The project's own advantages: independence, natural and organic context, green water Qingshan, with certain development value and operational value.

### 3. Development concept

The original design of the Yuancun project required only a single residential building with an area of about 300 square meters. According to investment and development experience, integrated local market and cultural environment, MURZEE believes that the original project has a small volume, a single business type, inconvenient transportation, lack of supporting facilities in the surrounding areas, limited number of neighboring key urban economies, and fewer potential consumers. The development of a single residential residence can not be sustainable development, from the perspective of investment development and operation management sentence will be defeated. Fortunately, this project has certain advantages. It is independent and natural. There is a beautiful reservoir 2 kilometers away, which has certain natural value, development value and operational value. Under the premise of respecting the context of the original ancient village, the project was transformed into a United States complex. From the shallow tourism experience to the development of comprehensive tourism experience, to create the ultimate vacation experience with high income and strong viscosity, so that it can effectively attract passenger flow and sustainable development.

### 4. Project location

- 1 Creating a natural village with harmonious symbiosis of humanities, residence, tourism and environment.
- 2) Looking at the whole region of the seven provinces of Jiangxi, Guangdong, Hunan, Fujian, Hubei, Zhejiang and Huizhou, we should build a top-ranking rural amenity and accommodation complex, an exquisite cultural and humanistic resort with innovative leisure in the nature of local culture, a wild luxury experience complex that integrates rural tourism, comprehensive consumption and leisure vacation.

## 5、设计灵感：

江西，一直以来是具有中国和谐人居生活与厚重人文历史的文化重镇，有景德镇、有朱耷，有国画、有白瓷、有婺源、有油菜花、有绝美山水。

### 1)、规划空间灵感来源：**桃花源记**

《桃花源记》通过对桃花源的安宁和乐、自由平等生活的描绘，表现了追求美好生活的诗意理想。

中国的古村落居住形态是中国特有的艺术人居典范、自然哲学精华。本规划设计受桃花源启发，着力传承本土文化，延续中国和谐唯美的村落群居的社会关系，顺应人与自然和谐相处的人文关系，顺应道法自然、天人合一的最高哲学关系。

### 2)、规划手法灵感来源：**中国国画意境及点染手法**

本规划及建筑设计采用了用代表中国语言的国画点染手法，描述了陶渊明的桃花源记里的绝美诗意栖息地的空间与意境。

## 6、业态规划

- 1)、住宿：中、高端民宿群落；
- 2)、餐饮：音乐餐厅、乡村酒吧、咖啡吧、人文茶馆；
- 2)、购物：吉品生活馆；
- 2)、度假：瑜伽馆、高端SPA疗养中心；
- 2)、文体娱乐：清吧、音乐酒吧、桌球等娱乐室、桌游室、亲子游基地、露营基地等；

## 5. Design inspiration

Jiangxi has always been an important cultural city with harmonious human settlements and rich human history in China. There are Jingdezhen, Zhu Wei, Chinese paintings, white porcelain, Wuyuan, rape flowers and beautiful landscapes.

### 1). Source of inspiration for planning space: Peach Blossom Source

The Record of Peach Blossom Source expresses the poetic ideal of pursuing a better life by describing the peaceful and happy life of Peach Blossom Source and the free and equal life of Peach Blossom Source.

The residential form of ancient villages in China is a unique example of Chinese artistic residence and essence of natural philosophy. Inspired by Peach Blossom Source, this planning and design focuses on inheriting the local culture, continuing the harmonious and aesthetic social relationship between villages in China, conforming to the human relationship of harmonious coexistence between man and nature, and conforming to the highest philosophical relationship of Taoism, law and nature, and harmony between man and nature.

### 2). Inspiration source of planning techniques: artistic conception and spotting techniques of Chinese painting

The planning and architectural design adopted the traditional Chinese painting stippling technique representing the Chinese language, describing the space and artistic conception of the beautiful poetic habitat in Tao Yuanming's Peach Blossom Source Records.

## 6. Function planning

- 1) Accommodation: middle and high end residential communities;
- 2) Catering: Music Restaurant, Rural Bar, Coffee Bar, Humanities Tea House;
- 2) Shopping: Jipin Life Hall;
- 2) Vacation: Yoga Hall, high-end spa convalescent center;
- 2) Style and entertainment: Qingba, music bar, billiards and other entertainment rooms, table room, family travel base, camping base, etc.;

6、经济技术指标表

经济技术指标表			
项目	数量	单位	备注
项目	数量	单位	备注
用地面积	23000	m <sup>2</sup>	
总建筑面积	4273	m <sup>2</sup>	
其中	一期	2291	m <sup>2</sup>
	二期	1982	m <sup>2</sup>
建筑占地面积	2500	m <sup>2</sup>	
建筑密度	10.87	%	
容积率	0.19		
绿化率	65	%	
停车位	38	辆	
其中	汽车车位	30	辆
	电瓶车	8	辆

分项指标表						
分期	栋号	业态	建筑面积 (m <sup>2</sup> )		客房数量 (间)	
一期	1#	入口大堂	145		—	
	2#	客房+配套	1015		7	
			其中	茶室		60
				清吧		70
				多功能室		64
				简餐厅		130
				手工坊		15
				手工艺坊展厅		45
				仓储		20
	公共空间	110				
3#	客房	317		5		
4#	客房+配套	433		7		
		其中	布草间		30	
			消洗间		12	
			仓库		12	
客房	379					
5#	客房+配套	381		4		
		其中	配电房		15	
			酒店办公		63	
客房	303					
二期	6#	客房	365		6	
	7#	青年返乡创业基地	60		—	
	8#	客房	226		3	
	9#	客房	226		3	
	10#	客房	226		3	
	11#	客房	226		3	
	12#	配套	297		—	
			其中	瑜伽馆		80
音波颂疗室				65		
高端spa疗养中心				100		
公共空间	52					
13#	餐厅	356		—		
总计			4273	41		

## 慕吉芦溪山居项目开发及运营思路

### 一、独特且领先的美宿综合体项目定位

慕吉私人酒店的美宿综合体项目，超越传统单体民宿单打独斗的发展理念，定位吃、住、行、游、购、娱一体化，通过提供数量多、质量优的休闲配套服务，设置合理的客房与配套的业态配比，给客户的美好多样的度假生活方式，从而实现综合业态、稳定发展、多点盈利的运营目标，成为美好度假生活的综合运营服务项目；

### 二、依托自然资源形成度假产业链闭环

自然资源是文旅综合体最鲜明的标志，江西省及萍乡市拥有比较鲜明的自然景观，武功山、风景水库、油菜花田、桃花源式人居环境等均有独特的旅游资源识别性。

慕吉芦溪（王源村）项目是在芦溪县王源村原有的相对独立的自然村落基础上规划而成，主打陶渊明田园式的绝美诗意栖息地建筑。

同时，项目重视业态规划，对项目业态及收入进行了“七三制”划分，即住宿客房收入与综合服务收入占比为70%：30%。

通过精心运营，项目将逐渐形成了芦溪山水、旅游、疗养等主导的文化旅游目的地，形成了自身的产业链闭环。客户在项目里的二次消费逐步变成重要的收入来源，包括温泉、餐饮、娱乐、周边景区体验及艺术展览等项目。针对旅游的淡旺季问题，项目推出电瓶车环山绿道游览路线、皮划艇、温泉SPA、餐饮、本地手工艺、本地戏剧等常规类项目；还开发出公司团建、传统文化节、团队套餐、瑜伽会、新年共品汇、美食汇、温泉等一系列淡季旅游产品，强化淡季旅游氛围，提升项目入住率及旅游人气。

## Development and Operating Thoughts of Muji Luxi Mountain Residence Project

### I. Unique and leading project orientation of American suite complex

MURZEE Private Hotel's Beauty and Accommodation Complex project surpasses the traditional concept of single-person accommodation development and integrates eating, accommodation, travel, travel, shopping and entertainment. By providing a large number of high-quality leisure services, setting a reasonable proportion of rooms and supporting formats, it can provide customers with a variety of beautiful vacation life. In order to achieve the goal of comprehensive business, stable development and multi-profitability, it has become a comprehensive operation service project for a better vacation life.

### 2. Forming closed loop of holiday industry chain relying on natural resources

Natural resources are the most distinct symbol of the cultural and tourism complex. Jiangxi Province and Pingxiang City have relatively distinct characteristics. Natural landscape, Wugong Mountain, scenic reservoir, rape flower field, peach blossom source habitat environment and so on have unique tourism resources identification.

MURZEE Luxi (Wangyuan Village) Project is a relatively independent nature of Wangyuan Village in Luxi County. The village is planned on the basis of Tao uanming's idyllic and poetic habitat.

At the same time, the project attaches great importance to the format planning, and carries out the "73 system" for the format and income of the project. Divide, that is, the proportion of accommodation room income and comprehensive service income is 70%:30%.

Through careful operation, the project will gradually form Luxi landscape, tourism, recuperation and other leading articles. The tourism destination has formed its own closed-loop industrial chain. Customer's Second Consumption in Project It has gradually become an important source of income, including hot springs, catering, entertainment, surrounding scenic experience and art exhibitions. Aiming at the problem of off-peak season of tourism, the project launches routine items such as tour route, canoeing, hot spring SPA, catering, local handicraft, local theatre and so on. It also develops a series of off-season tourism such as company group building, traditional cultural festival, team meal, yoga meeting, New Year's Commodity Festival, gourmet food festival, hot spring and so on. Products, strengthen off-season tourism atmosphere, enhance the project occupancy rate and tourist popularity.

### 三、深挖本地历史文化旅游体验性

慕吉私人酒店运营模式是“旅游+文化”纵向深层次融合发展的商业模式，重视打造文化体验感及深度体验性，因此需要深挖美宿综合体在地文化内涵，打造差异化体验，形成立体化的文旅产业链。目前慕吉芦溪（王源村）项目重点挖掘江西省及芦溪县本地陶瓷艺术、书画艺术、陶渊明田园人居文化、本地夯土民居建筑文化、温泉SPA疗养文化、本地手工艺及艺术家等资源，逐渐形成了芦溪山水、旅游度假、健康疗养、在地艺术为主导的文旅资源，将该项目打造成全国知名的有内涵的旅游目的地。

### 3. Deeply explore the experience of local historic and cultural tourism

MURZEE private hotel operation mode is a business mode of vertical and deep integration development of "tourism + culture". It attaches great importance to creating a sense of cultural experience and deep experience. Therefore, it is necessary to dig deep into the connotation of local culture of MeiSu complex, create a differentiated experience, and form a three-dimensional cultural and tourism industry chain. At present, MujiThe Luxi (Wangyuan Village) project focuses on the local ceramic art, painting and calligraphy in Jiangxi Province and Luxi County, and the Luxi (Wangyuan Village) project focuses on the local ceramic art, painting and calligraphy in Jiangxi Province and Luxi County, the pastoral residential culture of Tao Yuanming, the local rammed residential architecture culture, the spa SPA convalescent culture, the local handicraft and so on. Artists and other resources have gradually formed Luxi landscape, tourism vacation, health recuperation, and local art-led cultural tourism resources, which make the project a well-known and connotative tourist destination in the country.