

朱周空间设计新作品发表

朱周设计 | 海底捞新升级

New version of Haidilao

“海底捞”作为一个中国知名的火锅品牌，有着它特有的传奇故事，随着时代的消费需求改变，作为一个连锁餐饮品牌的升级，我们从 2018 年 1.0 版本开始突破了原本火锅用餐空间喜好的大红大黑，以“自然”、“新鲜”、“健康”清新的空间视觉，传递对品牌对食材的讲究，并且在空间设计上更大的改革是对于运营以及模组化更新的理解与考量。

As a famous Chinese hot pot brand with its own legendary story, "Haidilao" has changed with the consumer demand of the times. As a Chain restaurant brand upgrade, we started from 2018 to break through the original hot pot dining space preferences of red and black, with "natural", "fresh", "healthy". The fresh space vision conveys the brand's concern for ingredients, and the bigger reform in space design is the understanding and consideration for operation and modular update.

第二阶段的升级里，优化了空间道具以提高服务效率，在视觉上给予更柔软的色调感受；在智慧餐厅的变革上，更搭配了品牌对于食安的进化科技辅助，凸显品牌自动化系统的用心，沉浸式感受不同的火锅就餐体验。

In the second phase of the upgrade, space props were optimized to improve service efficiency, and softer tones were given visually. The improvement of the intellectual restaurant was paired with the brand's evolutionary technological assistance for food safety, highlighting the intention of the brand's automated system and immersion in a different hot pot dining experience.

而对于“海底捞”最新一代的升级，我们思考的是除了在顾客就餐体验上的需求改变，我们是否可以可以更给到更多品牌对于社会反馈的一些贴心，将品牌一以贯之的服务精神，扩大为更多人文的关怀。

For the upgrade of the latest generation of "Haidilao", we are thinking about whether we can give more thoughtfulness to the brand's social feedback and expand the brand's consistent service spirit into more humanistic care, in addition to the change in customer's dining experience.

“欢乐”，我们提升用餐的舒适度，降低环境带来的噪音，满足当代人对隐私的需求，不再仅以多人用餐为火锅就餐考量，单人吃火锅更可以享受，安心而舒适。卡座的模组设计依旧可灵活组合，因应每个门店不同的体量条件而改变。

"Happy", we enhance the comfort of dining, to meet the contemporary demand. No longer only considering multi-person dining scenarios, single-person eating hot pots can also be enjoyed with peace of mind and comfort. The module design of the booth can still be flexibly combined and changed according to the different volume conditions of each store.

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“传递”正能量，母婴的需求尚未被扩大普及，我们希望以品牌传递社会责任，除了原本的儿童游戏室，更打造贴心的母婴室，开放给所有有哺乳需求的母亲们。

"Deliver" positive energy, the needs of mothers and babies have not yet been expanded and popularized by the society, we hope to convey social responsibility with our brand, in addition to the original children's playroom, to create a thoughtful mother and baby room, open to all mothers with breastfeeding needs.

“不设限”，如果欢乐是在用餐体验的舒适度的提升，不设限便是我们希望创造更富有想像力以及趣味的空间连结，在新升级的色调上，蓝绿色调的渐变，是对未来世界的一些想像，跑马灯创造了顾客与服务之间的交流，也是改变场景的媒介，让“吃火锅”不再是既定印象的局限。

"Limitless", If joy is the enhancement of comfort in the dining experience, no limits is our desire to create a more imaginative and interesting space connection. In the newly upgraded color palette, the gradient of blue and green tones is the imagination of the future world. Running lights to create communication between customers and services, could also be the medium to change the scene, so that "eating hot pot" is no longer the limitation of the established impression.

顺应时代潮流与需求，我们在“海底捞”在迭代更新的空间中，创造的并非是仅一个闭环式的就餐体验，更多思考的是如何将品牌、运营、服务、与顾客体验的完美契合，继续用一口锅的文化加热你我之间的情感与回忆。

In line with the trend and needs of the times, we are creating not only a closed-loop dining experience in the space of iterative renewal of "Haidilao", but also thinking about how to perfectly fit the brand, operation, service, and customer experience, and continue to heat up the emotions and memories between you and me with the culture of one pot.

Client |

海底捞

Haidilao

Address |

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关于朱周空间设计

朱周空间设计于 2002 年在上海成立。团队完成逾 800 个室内设计项目。作品类型涵盖公共、商业、办公、酒店、餐厅、住宅...等，不局限类别且不断尝试更多的可能性。朱周空间设计在设计上洞悉不同空间使用者的需求并提供精准定位，在团队合作里以精确的任务分工，将设计从概念发想至具体落地，以室内设计角度给予综合性设计解决方案。朱周空间设计以当代东方的思维出发，注重人在空间中的实用性以及美感的提升，目的在将美与功能兼具的设计普及，并帮助项目取得整体的成功。

About Vermilion Zhou Design Group

In 2002, Vermilion Zhou Design Group was founded by Kuang Ming (Ray)Chou (Founder / Creative Director) and Vera Chu (Founder / Lighting Design Director) in Shanghai. Later in 2009, with Garvin Hung(Interior Design Director) joining the team, Vermilion Zhou Design Group has completed more than 800 projects across countries in Asia-Pacific. The team has provided services to a variety of clients, ranging from public spaces, residential spaces to commercial spaces such as hotels, offices, restaurants.

At Vermilion Zhou Design Group, they never stop breaking boundaries and embracing new possibilities. Most importantly, the aspiration for the oriental modern lifestyle is what their designs are built upon, which also forms Vermilion Zhou's unique identity in the field. To achieve a fine balance between functions and aesthetics in the design, the team is made up of creative minds from architecture, interior, lighting, graphic, and product design backgrounds to gain different perspectives in each project. Their ultimate goal is to succeed in creating highly functional designs that take people on a joyful and exquisite journey.

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