

朱周空间设计新作品发表

朱周设计 | 城际酒店

Intercity Hotel

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Intercity Hotel 源自「德意志酒店集团」，为欧洲最著名的酒店集团之一，作为一德国商务酒店品牌，在德国主要的地铁站以及交通枢纽皆可以看到其身影。

Intercity Hotel originated from "Deutsche Hospitality," one of the most famous hotel groups in Europe, it is a business hotel brand seen in major subway stations and transportation hubs.

| Intercity Hotel → 城际酒店

当 Intercity Hotel → 城际酒店，落地在同样差旅发达的中国城市，除了需因应有着更密集繁琐的商务流动。作为原德国的品牌，在文化地理的改变下，酒店就并非只是简单的品牌挪移，更多的是必须对生活习惯差异的“翻译”，才能适应国内差旅客的需求。

When Intercity Hotel comes to busy China cities, they also must deal with the bustling business trip, in addition to coping with more intensive and cumbersome business flows. As an original German brand, the hotel is not just a simple brand transfer under the change of cultural geography. Still, it is necessary to "translate" the differences in living habits to meet the needs of domestic business travelers.

| 城际酒店 = 极致商务 Extreme Business

我们将“商务功能”的最大化以“极致商务”打造，便是城际酒店在众多酒店选择中，体现出来的差异化特色。

We maximize the "business functions" to create "extreme business," which is the difference reflected in the many hotel choices of Intercity Hotels characteristics.

| 时间 Time

“时间”，是商务客最重视的重点，效率的完成每个环节是差旅中丝滑衔接的精确行为。视觉上，“时间”的暗示，确认了商务客的安全感，除去过于理智的冷调，拥抱每个在奋斗中疲惫灵魂的，是温暖的浅棕色调。

"Time" is the most critical point for business travelers, and the efficient completion of each link is the actual behavior of smooth connection in business travel. Visually, the hint of "time" confirms

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the sense of security of business travelers, removes the overly sensible cold tone, and embraces every tired soul in the struggle; it is a warm light brown tone.

| 精炼主义 Less is More

“Less is More”是德国现代主义建筑大师路德维希·密斯·凡·德·罗（Ludwig Mies van der Rohe）所提出的“精炼主义”美学，Intercity 城际酒店的设计，承袭着德国 DNA，功能实用且精炼，理智的演绎德式优雅美学。

"Less is More" is the "refined" aesthetics proposed by the German modernist architect Ludwig Mies van der Rohe. The design of the Intercity Hotel inherits the German DNA, the function is practical and refined, and it sensibly perfectly interprets elegant German aesthetics.

| 效率 Efficiency

“效率”，无处不在的会议场景，满足了“效率”的追求，符合了国内商务活动的频繁以及即刻。但空间中坚定且温和的包覆，柔软了每一次尖锐的商务谈判。

"Efficiency," the omnipresent meeting scene, fits the pursuit of "efficiency" and adapts to frequent and immediate domestic business activities. But the firm and gentle covering softens every strong business negotiation.

| 均等 Equal

回到专属于自己隐密空间，客房均等的功能比例（洗漱→休息娱乐→工作），可恣意切换，舒适度并没有因为仅迎合商务客而打折，每一丝细节都完美延续一丝不苟的需求所打造，最重要的休憩时光是为了明天继续驰骋战场。

When returning to your private space, the guest rooms have an equal proportion of functions (Washing zone → Rest and entertainment zone → Work zone), which can be switched at will. Comfort is still a matter, not only just to fit business customers. We focus on every detail to pursue the perfect and meticulous. To provide the guest with a good rest experience, reflash themselves again for tomorrow.

城际酒店，以“极致商务”定位、但以感性包容，在化繁为简的去除不必要的干扰后，柔和的卸除了每一个差旅宾客的防御盔甲，安心交付身心最本质的感知需求。

Intercity Hotel is positioned as an "extreme business," but we also want to deliver sensual and tolerant. After simplifying and removing unnecessary interference, it gently removes the defensive armor of every business traveler and offers the most essential physical and mental needs with peace of mind.



Client |

华住集团

Huazhu Group

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Design Team |

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Lighting Design | Vera Chu, Chia Huang Liao

FF&E Design | Sundi, Wan Lu Yang

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Photographer | Wu Jian Quan

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

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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.

