

朱周空间设计新作品发表

朱周设计 | 你好酒店

NI HAO HOTEL

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∞ 「你好」 NI HAO

「你好」作为一句普遍的中文问候语，其含义远超过了日常的招呼，它承载了中国文化的友好、礼貌和开放的精神。这两个字不仅简单明了，还具有深刻的文化象征意义，使其在不同的语境和场合下都能传递出独特的情感与信息。

"NI HAO," a standard Chinese greeting, carries meanings beyond everyday salutations. It embodies the spirit of friendliness, politeness, and openness integral to Chinese culture. These two words are simple and deeply symbolic culturally, allowing them to convey unique emotions and messages in various contexts and settings.

∞ 「你好」很中国 "NI HAO" is very Chinese

「你好」作为一个国际化的中文表达，也已经被全球多语种使用者所接受和使用，是中国与世界交流的第一道门户。「你好」是所有后续交流的开始，是表达中国文化最简单的开场白，其不受时间地理的跨度限制，我们透过文化符号表达，直接的让住客感受到既传统、又有活力、且开放的酒店氛围。

As an international Chinese expression, "NI HAO" has been embraced and used by multilingual speakers globally, serving as the first gateway in China's communication with the world. "NI HAO" is the starting point for all subsequent interactions, presenting the most straightforward introduction to Chinese culture. Unconstrained by time and geography, we express this through cultural symbols, giving guests a direct experience of a traditional, vibrant, and open hotel atmosphere.

> 我们将「葫芦」这一典型的中国符号在整个空间设计中展示，不仅象征着祝福，也寓意着旅人的福祿与平安。

We incorporate the 'calabash', a traditional Chinese symbol, throughout the space design. This symbol signifies blessings, fortune, and safety for travellers.

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>简化的葫芦意象「8」透过不同的方式在空间中延续，「8」也寓意着「发」，一切既是中国的符号，也是「∞」无限可能的代表。

The simplified calabash imagery of '8' is continued throughout the space in various forms. '8' also symbolizes 'prosperity', embodying both a distinctly Chinese symbol and the representation of '∞'infinite possibilities.

∞ 「你好」是对话 "NI HAO" is a dialogue

酒店作为接待的服务体系，「接待」是重心，我们将融入在街道市集的「你好」酒店沿街面敞开，欢迎着宾客，也欢迎周围的邻里。空间中大量的文字口号，以非常中国式的表达与所有宾客们对话，颠覆了既定的前台以及休憩大堂，兼具功能的同时，也希望调动着旅客的情绪共鸣，“庞克养生”也是一份为你好的贴心。

In our "NI HAO" hotel, nestled within the bustling street market, the essence of "Hospitality" is at the heart of our operations. We warmly open our doors to guests and the local community, inviting everyone to experience our welcoming atmosphere. With abundant slogans in the space, the very Chinese style of expression engages all guests, subverting traditional reception and lobby areas while serving functional purposes and aiming to resonate emotionally with travellers. "Punk Wellness" is another thoughtful touch for your well-being.

∞ 「你好」创造场景 "NI HAO" creates scenes

从公共空间到客房空间，在功能上我们透过轻巧的布局，适切的满足了旅客的差旅需求，不经意间场景互动，将「你好」的问候转化成亲切的贴心友好，不管是E人或是I人，回归到住宿本质需求，皆可在空间中找到安放场景。

From public areas to guest rooms, we meet the varied needs of travellers through efficient layouts. Unintentional interactions in these spaces transform a simple "NI HAO" into a warm and intimate greeting. Whether you're extroverted or introverted, returning to the fundamental lodging needs, you can find a comforting space to settle in.

∞ 「你好酒店」 "NI HAO HOTEL"

我们通过深入理解「你好」这两个字的意义，从而在空间设计上重新定位了「你好酒店」品牌，以「你好」作为核心设计凸显，使其在经济型酒店级别中占有市场独特性，传递出更友好和包容的理念同时，进而提供符合受众需求的住宿服务体验。「你好」这一简单而深刻的词汇，正如品牌的名字，将「你好酒店」能够通过更普世的方式打动人心。



By deeply understanding the meaning behind the two words "NI HAO," we have repositioned the "NI HAO Hotel" brand in space design. With "NI HAO" as the core of our design, it stands out in the economy hotel sector, conveying a more friendly and inclusive philosophy while meeting the accommodation needs of our audience. Like the brand name, this simple yet profound expression enables "NI HAO HOTEL" to touch hearts universally through its approach.

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Brand Visual Identity System Design | DDD

Signage Design | Design Onboard Studio

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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，团队完成逾千个室内设计项目，作品类型涵盖公共、商业、办公、酒店、餐厅、住宅...等，我们不断尝试更多的可能性。在品牌酒店类别，朱周空间设计所完成的十几个酒店品牌中，承载了国人上亿人次的住宿体验。

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。

秉持着“初心”，朱周空间设计在设计上坚定那份最宝贵的初衷一路向前，“出心”对待每一个项目的客户以及用户需求，“触心”，在触碰到每个用户的本质需求后，解决问题、超越需求，提供最适当的解决方案。

如今朱周空间设计已越过了第二个十年，我们将更聚焦在国际本土化，与全球趋势接轨，但以满足国人本质需求为目标；朱周空间设计也更肩负起社会责任，用更少的社会资源，用更多的环保材料，去完成每一个设计项目。朱周空间设计坚持在创新变化中突破，并保持坚定地正面价值观，是为我们持之以恒的长期主义，维持设计能量输出的可持续，最终目的是让更多人感受到设计的价值与美好。

About Vermilion Zhou Design Group

Established in Shanghai in 2002, Vermilion Zhou Design Group has completed over a thousand interior design projects, encompassing various types such as public, commercial, office, hotel, restaurant, and residential spaces. We constantly strive to explore new possibilities. Vermilion Zhou Design Group has created dozens of hotel brands within branded hotels, providing accommodation experiences for more than 100 millions of people.

Vermilion Zhou Design Group understands the needs of different space users and provides accurate positioning in its designs. Through precise task allocation in team collaboration, we develop comprehensive design solutions from conceptualization to implementation, taking an interior design perspective. Starting from a contemporary Oriental mindset, Vermilion Zhou Design Group emphasizes the practicality and aesthetics of human experience in space, aiming to popularize designs that combine beauty and functionality while assisting projects in achieving overall success.

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Adhering to our "original intention," Vermilion Zhou Design Group remains committed to its core values in design and continues to move forward. We treat each client and user requirement with utmost care and consideration, addressing their needs and exceeding expectations to provide the most suitable solutions.

Today, as Vermilion Zhou Design Group enters its third decade, we are more focused on localizing our designs internationally and aligning with global trends while keeping the satisfaction of Chinese individuals as our ultimate goal. We also bear a greater sense of social responsibility, utilizing fewer social resources and incorporating more environmentally friendly materials in every design project. Vermilion Zhou Design Group persists in breaking through innovation and change while maintaining valid positive values. This enduring commitment allows us to sustain our design energy output and ultimately enables more people to appreciate the value and beauty of the design.

