

朱周空间设计新作品发表

## 朱周设计 | 海友全自助酒店

Hi Inn, Self-Service  
Ningbo | 2025. Apr.

### > 定位核心 Positioning core

在当代旅客愈发关注高性价比、自由选择与绿色低碳的背景下，海友全自助酒店 应运而生。它并非传统经济型酒店的延续，而是一次由设计驱动的系统性重构——我们从空间逻辑到运营模式，从视觉语言到材料策略，都围绕着轻量而高效的住宿新体验展开。

Amid growing traveller demand for value-for-money, freedom of choice, and eco-conscious living, Hi Inn Self-Service emerges as more than a continuation of the traditional economy hotel model. It is a design-driven systemic reconstruction—redefining the stay experience from spatial logic to operational models, from visual language to material strategies, all built around a lightweight yet efficient hospitality solution.

### > 品牌再进化 Brand Re-Evolution

从「轻、组合、简单」的核心原则，进化为全自助、低碳环保、可靠便宜，更精准回应新一代旅客的真实需求。对于价格敏感的出行者，不仅提供实惠的选择，更强调安心与可靠的住宿体验。

Evolving from the principles of Light, Combination, and Simple to Fully Self-Service, Eco-Friendly, and Reliably Affordable, the brand responds more precisely to the real needs of a new generation of travellers. For price-sensitive travellers, it ensures affordability and provides a safe and reliable accommodation experience.

### > 自助化的设计语言 Design Language of Self-Service

自助化不仅是服务模式，更是空间秩序的逻辑。我们通过色彩、材质与光环境的协同，营造友好而克制的氛围，引导住客在无人工干预下仍能获得舒适体验。

Self-service is not just a service model—it is the spatial logic itself. By orchestrating colour, material, and lighting, we create a restrained yet welcoming atmosphere, enabling guests to enjoy a comfortable experience without staff intervention.

上海朱周空间设计咨询有限公司  
VERMILION ZHOU DESIGN GROUP

上海 长宁区通协路288弄2号楼601室 邮编 200335  
T +86.21.52188097  
www.vermilionzhou.com



微信公众号

> 功能公区契合紧凑大堂布局，全自助功能高效满足住客需求

*The functional public zone aligns with the compact lobby layout, with a fully self-service area efficiently meeting guest needs.*

> 模块化与单位化设计 Modular & Unit-Based Design

空间被解构为灵活可组合的“单位”，如洗漱墙、挂衣墙、自助餐饮区与洗衣区，通过模块化施工与功能单元系统，实现快速部署与高效运营。

*Spaces are deconstructed into flexible “units,” such as wash walls, wardrobe walls, self-service dining areas, and laundry zones. Deployment is faster through modular construction and functional unit systems, and operations are more efficient.*

> 单元化空间系统：模块化、精确性、高适应性

*Unitized Spatial System: Modular, Precise, Adaptable*

> 单元化客房模块：洗漱墙、衣柜墙、影音墙——并整合照明与系统，实现快速安装。

*Unitised Guestroom Modules: Guestrooms are built from prefabricated units—wash wall, wardrobe wall, media wall—integrating lighting and systems for quick installation.*

> 可持续实践 Sustainable Practices

超过 80% 的构造材料可回收，包括钢板、角钢架与标准化五金。这不仅保障施工效率，也为后期解构与再利用提供可能，让环保真正成为可执行的长期策略。

*Over 80% of construction materials, including steel panels, angle frames, and standardised hardware, are recyclable. This ensures construction efficiency and future dismantling and reuse, turning sustainability into an actionable long-term strategy.*

> 海友全自助酒店 Hi Inn Self-Service

以“全自助、低碳环保、可靠便宜”为定位，我们从空间与运营系统的整体逻辑出发，重构了新一代经济型酒店的入住路径，为行业提供了一个同时兼顾效率与安心保障的全新答案。

*Positioned around “full self-service, eco-friendly, reliable and affordable,” we approached the project from the overall logic of space and operational systems, reconstructing the guest journey for a new generation of economy hotels, and delivering a fresh answer that balances efficiency with reassurance to the industry.*



Client |

华住集团

H World Group

Address |

宁波市海曙区解放南路 158 号

No. 158, Jiefang South Road, Haishu District, Ningbo

Design Team |

创意总监 | 周光明

概念设计 | 何文婷

室内设计 | 洪宸玮、王凯弘、吴莉、曹茂春

照明设计 | 朱彤云

软装设计 | 邓梦嘉

Creative Director | Kuang Ming(Ray) Chou

Concept Design | Ting Ho

Interior Design | Garvin Hung, Jim Wang, Li Wu, Maochun Cao

Lighting Design | Vera Chu

FF&E Design | Mengjia Deng

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内容策划撰写 | 朱周设计 创意概念部

空间摄影 | 吴鉴泉

Content Planning and Writing | Vermilion Zhou

Photos | Jian Quan Wu

## 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。

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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.

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.

