

朱周空间设计新作品发表刊

朱周设计 | 桔子酒店 3.0 上海田林路

Orange Hotel 3.0 version, Tianlin Road, Shanghai
SHANGHAI | 2025 Mar.

「LOHAS 乐活」- 健康、可持续的生活 — 保罗·雷
"LOHAS"-Lifestyles of Health and Sustainability
— Paul H. Ray

都节奏下的自然渴望 A Longing for Nature Amidst the Urban Rhythm

在高速发展的科技环境中，差旅者的生活节奏变得前所未有地紧凑而高效。航班、会议、讯息不断流动，让城市旅人在奔波中积累了无形的疲惫与焦虑。即使置身于 AI 与智能科技充斥的时代，人类对自然的本能渴望，却未曾减弱——我们仍然需要阳光的温度、绿意的舒展，和一种自在呼吸的节奏。

In the fast-paced, technology-driven world, the rhythm of life for business travelers has become tighter and more efficient than ever before. Flights, meetings, and a constant flow of information leave urban travelers quietly accumulating invisible fatigue and anxiety. Even in an era of AI and innovative technologies, humanity's innate longing for nature remains undiminished. We still seek the warmth of sunlight, the stretch of greenery, and a rhythm of breathing that feels effortless and free.

桔子酒店 ORANGE HOTEL

桔子酒店品牌启发来自美国加州的橘郡 (Orange County)。从桔子酒店 2.0 开始，“阳光”，“活力”和“朝气”感的能量持续，将橘郡的轻松自在、自然健康的氛围，在酒店中再次优化，舒缓差旅中的紧张，轻松享受旅程。桔子酒店 3.0 基于这样的基调，将「LOHAS 乐活」(Lifestyles of Health and Sustainability) 作为桔子酒店的设计核心，在旅途中，为每一位旅人持续创造重新连接自然与自我的机会。

Inspired by Orange County, California, Orange Hotel has embraced the spirit of "sunshine," "vitality," and "positivity" since the launch of the Orange Hotel 2.0 version. We reinterpreted Southern California's relaxed, natural, and healthy atmosphere, bringing it into our hotel spaces to soothe the tension of travel and make every journey more

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enjoyable. Building on this foundation, the Orange Hotel 3.0 version has further distilled the concept of LOHAS—Lifestyles of Health and Sustainability as the core of our design philosophy, creating opportunities for travellers to reconnect with nature and themselves, even during busy journeys.

LOHAS 乐活，重塑城市差旅体验 LOHAS Lifestyle: Redefining the Urban Travel Experience

桔子酒店 3.0 以上海田林路店，我们将「LOHAS 乐活」精神更系统性融入到空间设计与细节中，打造出更优化的体验路径：

At our Shanghai Tianlin Road property, Orange Hotel 3.0 version systematically integrates the spirit of LOHAS into spatial design and operational details, crafting an optimized journey of experience:

自由 Liberty |

通过开放且多功能的大堂布局，打破传统酒店界限，创造更友好、包容的到达体验。

An open, multifunctional lobby layout breaks away from the traditional hotel boundaries, creating a more welcoming and inclusive arrival experience.

自然 Orange |

以橙色、绿色、棕色为主调，以自然色彩语言，营造温暖而新鲜的空间氛围。

Using orange, green, and brown as the primary palette, the design language draws from nature to create a warm, fresh, and alive space.

健康 Healthy |

从动线规划到功能分区，优化早餐体验：

低脂健康区、咖啡面包区、碳水快乐区，让营养与舒适并存，满足不同旅客的生活节奏。

From circulation planning to functional zoning, the breakfast experience is carefully curated: The Low-Fat Healthy Zone, the Coffee and Bread Zone, and the Carbohydrate Happiness Zone offer balanced nutrition and comfort, catering to different travelers' rhythms of life.

活力 Activity |

在空间中注入活力元素，从轻松舒展到有氧运动，支持旅人在出行中保持积极状态。

Dynamic elements are infused into the space, supporting guests' movement freely from gentle stretching to aerobic exercise and helping them maintain an active state during travel.

可持续 Sustainability |

从建造环节起，以环保友好的装配式研发理念出发，选用可再生材料如秸秆与桔木衍生物，将可持续

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发展的理念，落实到酒店运营的每一个细节之中。

Orange Hotel 3.0 adopts an eco-friendly prefabricated development approach from the construction phase, selecting renewable materials such as straw and orange wood derivatives. It integrates the principles of sustainable development into every detail of hotel operations.

阳光、新鲜与活力的可持续日常

A Sustainable Daily Life Filled with Sunshine, Freshness, and Vitality

桔子酒店 3.0 在注重空间的功能与效率同时，更希望通过设计唤起身体与自然之间天然的共鸣。阳光不是概念，而是空间里真实流动的温度；绿意不是装饰，而是疗愈身心的能量；活力，不是形式，而是旅途中自然而然被唤醒的状态。

Orange Hotel 3.0 version focuses on space's functionality and efficiency, and on awakening the natural resonance between body and environment through design. Here, sunlight is not just a concept, but a tangible warmth flowing through the space; greenery is not mere decoration, but a source of healing and rejuvenation; vitality is not a slogan, but a state naturally awakened during every journey.

桔子酒店 3.0，以阳光、活力、健康的设计语言，回应差旅时代对松弛与重启的深层需求，让每一位旅人在城市之中，也能轻松享受一段阳光灿烂的旅程。

Orange Hotel 3.0 version responds to the deeper needs for relaxation and rejuvenation in the era of business travel with a design language of sunshine, vitality, and wellness, allowing every traveler to enjoy a bright and carefree journey within the city effortlessly.

Client |

华住集团

H World Group

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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

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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.

