

Mandarin Oriental Guangzhou

廣州文華東方酒店

設計團隊」tonychi and associates

參與者」Tony Chi, Principal,

Johnny Marsh, Senior Associates

燈光團隊」David Singer, Principal in Lighting, Arclight

Ricardo Fernandez, Associate in Lighting, Arclight

品牌暨平面設計」Robert Louey, Robert Louey Design

承包商」Guangzhou Pearl River Decoration Engineering Co. Ltd.

坐落位置」中國廣州天河區天河路389號

攝影者」Michael Moran

完工日期」May 2013

Interior Design Firm」tonychi and associates

Interior Design Project Team」Tony Chi, Principal

Johnny Marsh, Senior Associates

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Ricardo Fernandez, Associate in Lighting, Arclight

Branding and Graphic Design」Robert Louey, Robert Louey Design

General Contractor」Guangzhou Pearl River Decoration Engineering Co. Ltd.

Location」389 Tianhe Road Tianhe District Guangzhou, China

Photographer」Michael Moran

Date of Completion」May 2013

tonychi and associates

tonychi and associates是一個全球性的專業室內設計團隊，設計項目分布在世界上許多重要城市與旅遊點。tonychi and associates成立於1984年，總部設在美國紐約，由華裔設計師季裕棠主持，他以現代主義精神與豐沛熱情為設計注入完美無瑕的風格和創新能量。透過整合建築、室內設計、視覺圖像和室內佈置，每一次的新作皆創造出獨特的感官魅力與歡愉的空間氛圍。

tonychi and associates

tonychi and associates is a global design practice with projects to its credit in many of the world's major cities and exclusive travel destinations. Based in New York, the firm was founded in 1984 by Tony Chi, a modernist with a passion for impeccable style and design innovation. Tony Chi links architecture, interior design, graphics and furnishings to create spaces to deliver sensory appeal and entertainment every time.

Tony Chi and Johnny Marsh



Photographer: Ari Espay

Photographer: Eric Laignel

廣州文華東方酒店(Mandarin Oriental Guangzhou)的故事，要從距酒店誕生前很長的一段時光開始說起，這個故事不僅超越地理範圍，更遠在品牌成立之前…。

開發商太古集團及文華東方酒店集團，自19世紀中國首度開放港口迎接西方潮流以來，就註定了雙方未來的合作。太古(Taikoo)是英國太古集團(Swire Group)的中文名稱，展現了創辦人John Swire希望營造集團在地化形象的企圖。隨著時間推移，太古在中國成為許多英國公司的代理商，而這些貿易經驗也成功為太古奠定基礎，成為當時最大也最經驗老到的糖商。同時，文華東方的母公司怡和洋行，從香港割讓中嗅到商機，選擇在香港設立總部，成長十分快速，從茶葉到棉花，經手的貿易商品繁多，不久更是朝航運、銀行、保險等方向多角化經營。

這兩大集團以文明且互惠的方式交流，既為合作伙伴，同時也是競爭對手，最後，在解除中國長久以來的對外封閉，邁向文明開化的進程中扮演重要角色。廣州成為當時唯一開放與國外貿易的港口，變身成促進中國現代化的重要推手。

這兩大集團帶來了名符其實的東西方品味及價值觀的交匯，形塑出獨特的文化形態，並在這裡耕耘超過兩百年。擁有這段深刻且糾結的歷史，無怪乎怡和太古共同在廣州這塊再熟悉不過的地方，打造文華東方酒店，並讓它顯得與眾不同。

根據如此脈絡，季裕棠設計師事務所(tonychi and associates)在設計中將21世紀的奢華融入了過往時代的迷人風情，他們賦予酒店個性，並以獨到的品味展現出最好的廣州。這座建築將傳統中式天井概念變型，以現代手法垂直應用，而西方遺風也反映在深色硬木的運用，及點綴在空間裡的古董上，讓人憶起英國殖民地風格的浪漫與魅力。

融合殖民母國與殖民地文化的英國殖民地風格始於維多利亞時代，那是一個講究形式的時代，雖然英國人喜歡到遙遠的帝國「前端」旅行，卻也不想放棄「家」的舒適。設計團隊以此為基準，細膩關照現在於世界各地移動的旅行者，在國際經驗和在地文化間取得平衡，使廣州文華東方成為疲憊旅人們的另一個家。

抵達酒店後，行經包圍建物般的庭園，逐步隔絕都市的忙亂煩擾，有如踏入私人住家般，為心靈帶來返家的舒適感。為延伸私人住家的概念，每間客房都擁有獨一無二的空間規劃。將浴廁空間分為左右兩半，中間形成廊道，成為房客進到臥室空間的門廳。門廳廊道予人僅容一人通行的視覺感受，創造出屬於個人的內部空間，也確保了房間服務和門廳服務員不會打擾到房客的私人領域。這樣的設計也使睡眠空間能與浴廁空間隔離，如果有一人以上使用房間，每個使用者都能各自活動，不會相互打擾。在設計上，設計團隊不選擇當代流行的開放式空間規劃，反而重回典型重視私密領域的懷抱。

為了圓滿一個遠在家之外的「家」，廣州文華東方酒店執行就寢服務(turndown service)，不僅為客人將客房在夜晚來臨前打理整齊，更將服務擴及整棟酒店，從客房滲透至公共空間。就像真正的家一般，酒店更關注心靈上的感受，傍晚時分，服務人員關起百葉和門、拉上窗簾，並調暗燈光，創造出沉穩的氛圍，緩解房客在外一日的疲憊。編譯 Ara 文字提供 tonychi and associates

1. Pre-Ballroom Lounge



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The story of Mandarin Oriental Guangzhou was born way before its time; before any ground had been broken and before even the existence of the brand itself. Developer, Taikoo and Hotel Group, Mandarin Oriental have been inextricably linked since China was first opened up to western influence and trade in the 1800s. Taikoo is Swire Group's Chinese name, an attempt by British founder, John Swire, to keep with local traditions. At the time, Taikoo served as an agent for numerous UK businesses. All these successful ventures lay the ground for Taikoo to become the largest and most sophisticated sugar operations of its day. Meanwhile, Mandarin Oriental's parent company, Jardines Matheson capitalized on the cession of Hong Kong and made it their headquarters. They grew rapidly, trading various goods, from tea to cotton. Before long, Jardines diversified into other areas including shipping, banking and insurance.

These two groups were natural competitors but rivaled each other in a civilized and constructive way. Ultimately, they were integral in opening up a civilization that had been closed for centuries. Guangzhou, the only port open to foreign trading, was their gateway and was truly the impetus behind China's modernization.

With such profound and intertwined histories, it is no wonder that today Jardines and Swire have come together to open a Mandarin Oriental in their old stomping grounds of Guangzhou. These two groups embody a genuine meeting of eastern and western tastes and values, forming a unique culture that has been cultivated over the past 200 years. This distinct culture is what they bring to Mandarin Oriental Guangzhou and what sets it apart.

Following their lead, tonychi and associates has designed 21st century luxury with old world charm. They have given the hotel its own personality by designing with a sense of place and thereby reflecting the best of Guangzhou. The building itself is a twist on the traditional Chinese courtyard concept with a modern vertical application. However, its western heritage is also reflected in the usage of rich dark hardwoods and interspersed antiques, altogether evoking the romance and allure of British colonialism.

The mélange that is the British Colonial style was born from the Victorian Era, a rather formal time and the British, although they enjoyed traveling to the distant outposts of the Empire, didn't want to forego the comforts of home. Tonychi and associates have taken great care to design with that criteria in mind for today's globetrotters. By reconciling international expectations and local culture, Mandarin Oriental Guangzhou is a home away from home for weary travelers.

Starting from the arrival, there is a gradual separation from the city by way of garden courtyard enclosure. This approach shields guests from the hustle and bustle of the city and brings to mind the homey comfort of a private residence. To extend this vision, the guestrooms have taken on a one-of-a-kind space planning, dividing the wetzone in half so guests enter on center leading into a private entry foyer. The arrival foyer which also includes a walk in closet creates delineation for personal quarters which ensure room service and bellboy never infringe on your private space. This design also enables the sleeping area to be closed off from bathing and readying area so when sharing the space, all parties can go about individual tasks without disturbing each other. Instead of following the trend of modern open space planning, tonychi and associates return to a classical approach to create an intimacy of space.

To fully round out the feel of a home away from home, Mandarin Oriental Guangzhou implements a turndown service. Typically only entailing a tidying up of the guestroom before guests settle in for the night, the service involves the entire hotel, starting in the guestrooms and trickling down to the public areas. Just like a home, the hotel gradually turns its focus inwards. Starting early evening, housekeeping tends to the guestrooms and gradually, staff start closing shutters, blinds, doors and dimming lights to create a calm atmosphere for a respite from the days goings-on. Text by tonychi and associates

2.4. 大廳。3. 接待處。
2.4. Lobby Entrance 3. Reception



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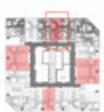
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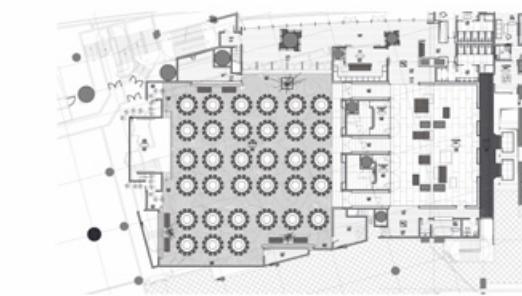
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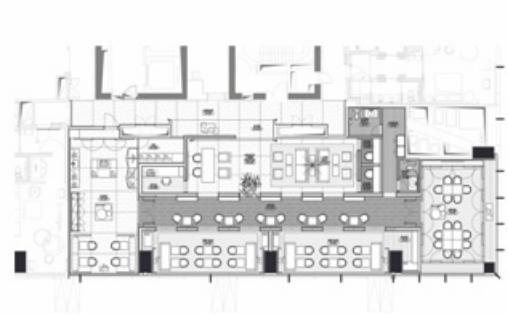
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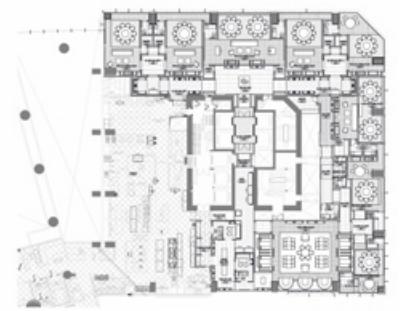
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10.11. 文華餅店。12.13. 主廚餐廳。14. 客房平面圖。15. 一樓平面圖。16. 二樓Loft Bar平面圖。17. 二樓配置圖。18. 24樓平面圖。19. 三樓平面圖。20.21. 四樓平面圖。

10.11. Cake Shop 12.13. Fei Chinese Restaurant 14. Guestroom Plan 15. Level 4 Plan 16. Level 2 Plan / Loft Bar 17. Level 2M Plan / Furnishing Plan 18. Level 24 Plan 19. Level 3 Plan / Entry Door Open 20.21. Level 4 Plan



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22. 水療中心。23. 客房門廳廊道。24. 豪華客房。25. 行政套房。
22. SPA 23. Guestroom Corridor 24. Guestroom 25. Guestroom



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30