

航发-新天雅集

营销中心-软装提案

INTERIOR DESIGN



THE PROPOSAL / 设计提案



自然



地域



人文

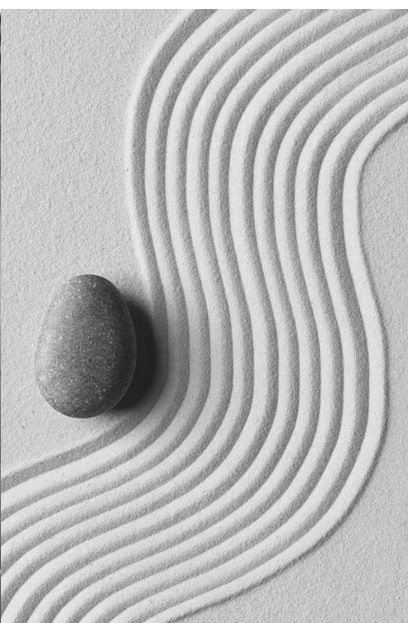
THE PROPOSAL / 设计提案



空间
Space



肌理
Texture

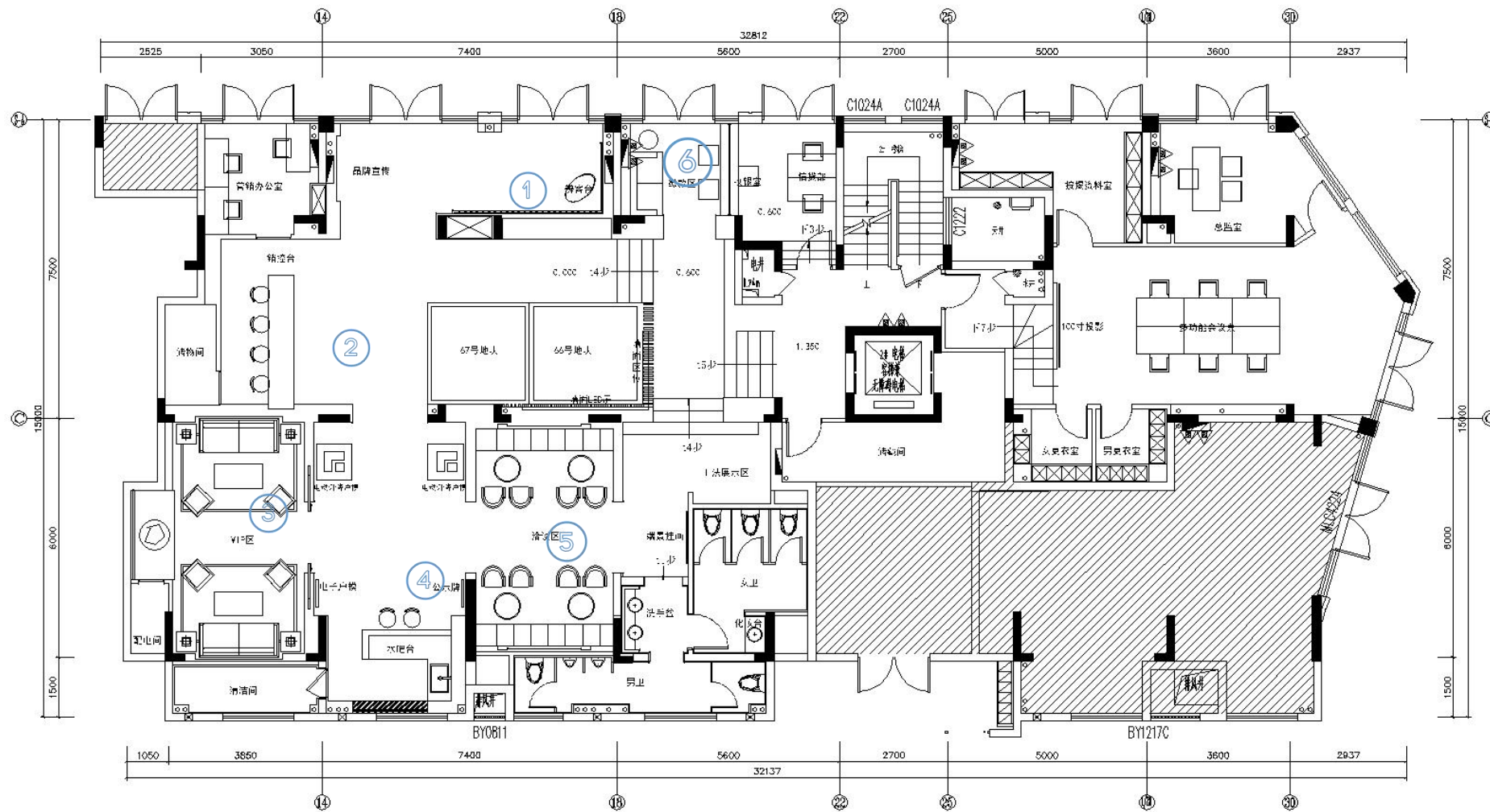


东方
East



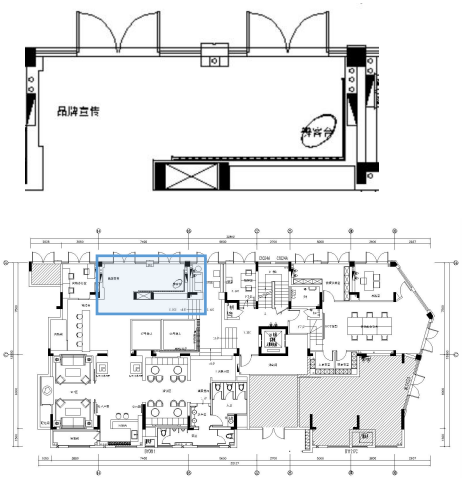
碰撞
Collision

THE PROPOSAL / 设计提案

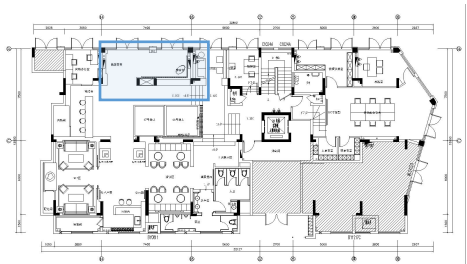
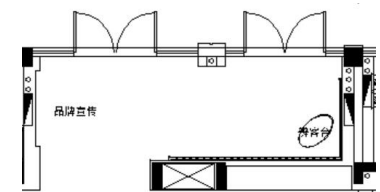


1. 辩客台
2. 销控台
3. VIP区
4. 水吧台
5. 洽谈区
6. 缴款区

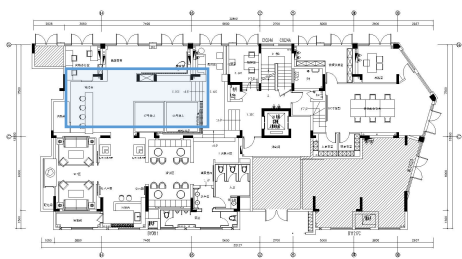
THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案

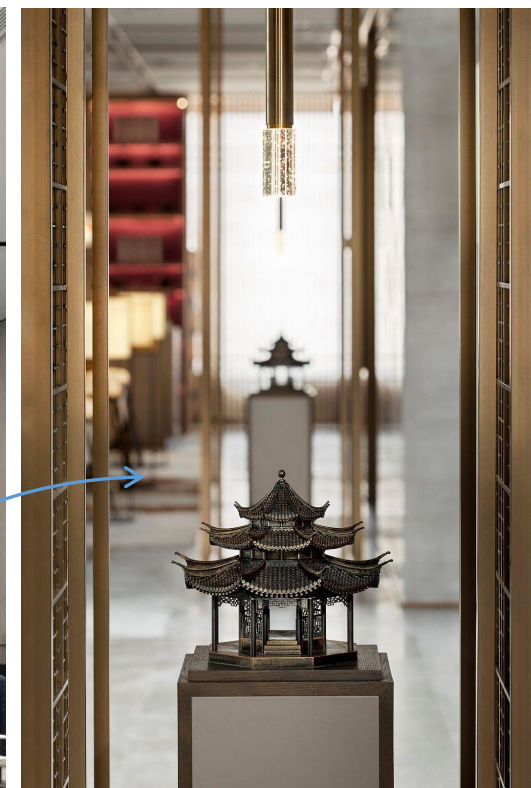
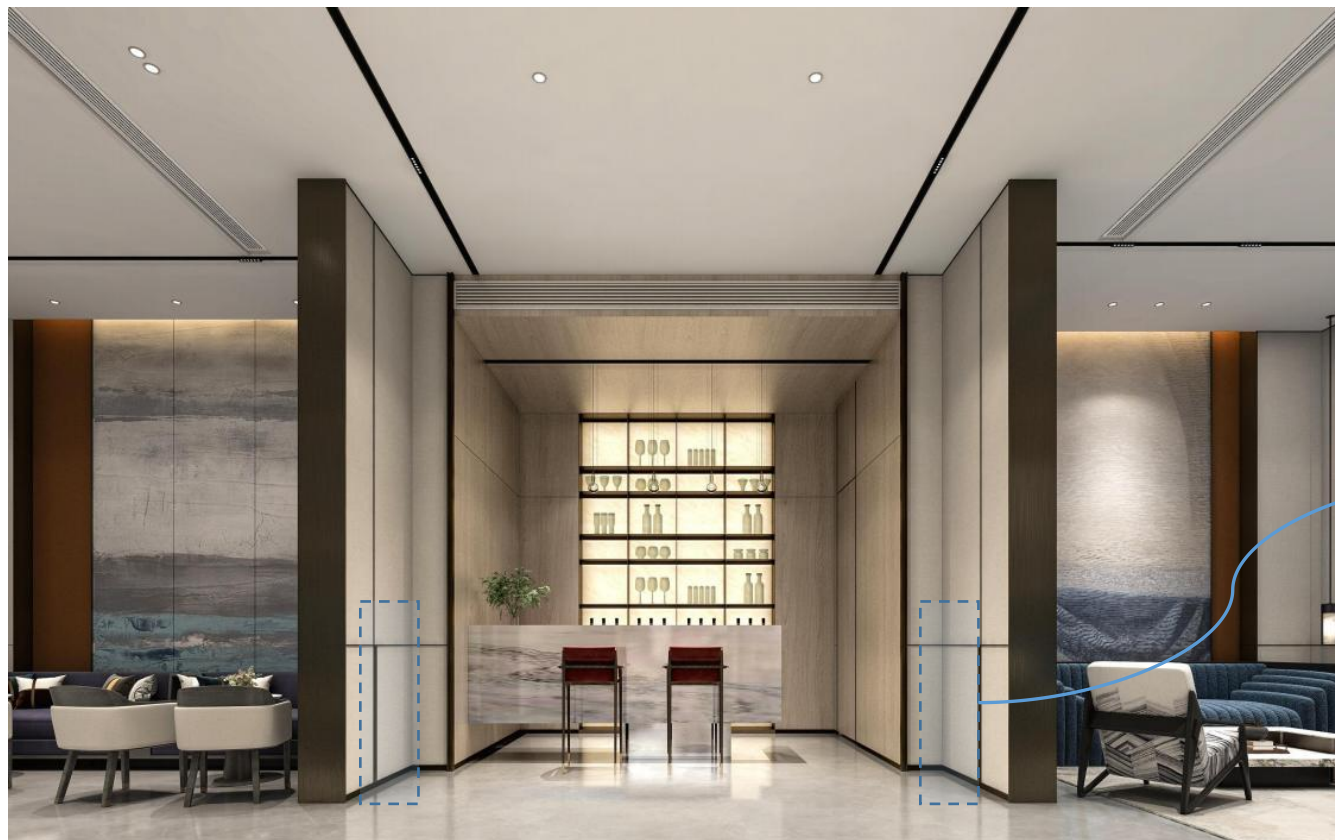
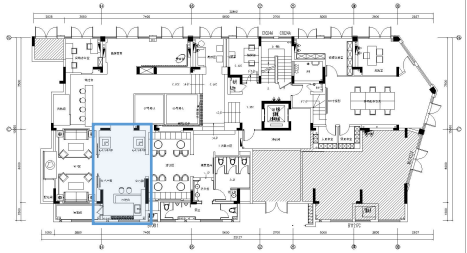
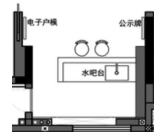
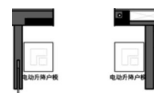


THE PROPOSAL / 设计提案



航发-新天雅集

THE PROPOSAL / 设计提案



雕塑摆件

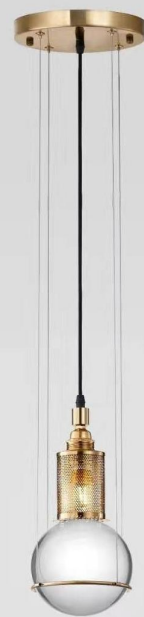
THE PROPOSAL / 设计提案



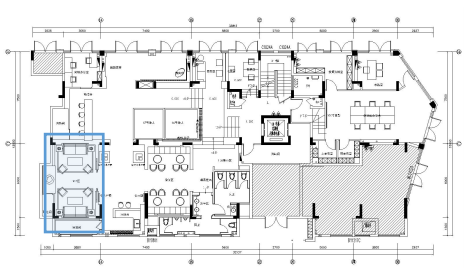
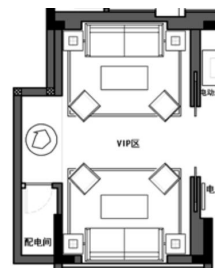
吧椅



花艺 / 摆件 / 吊灯



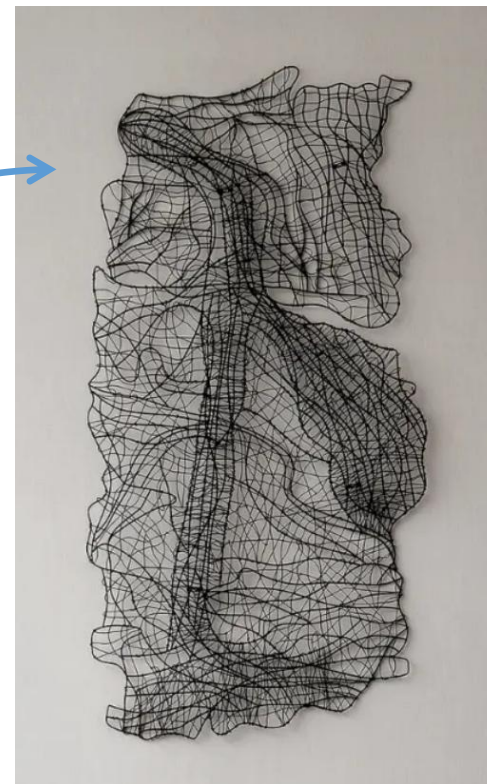
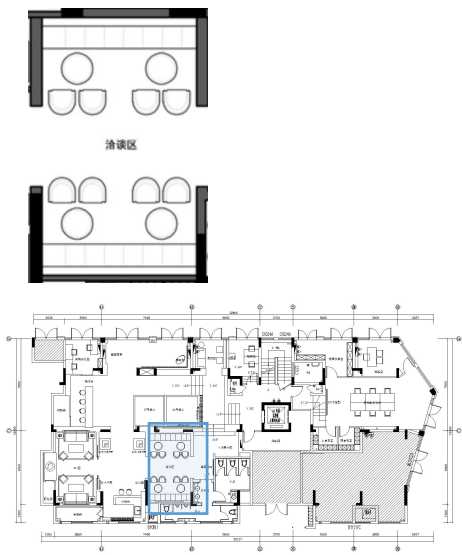
THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



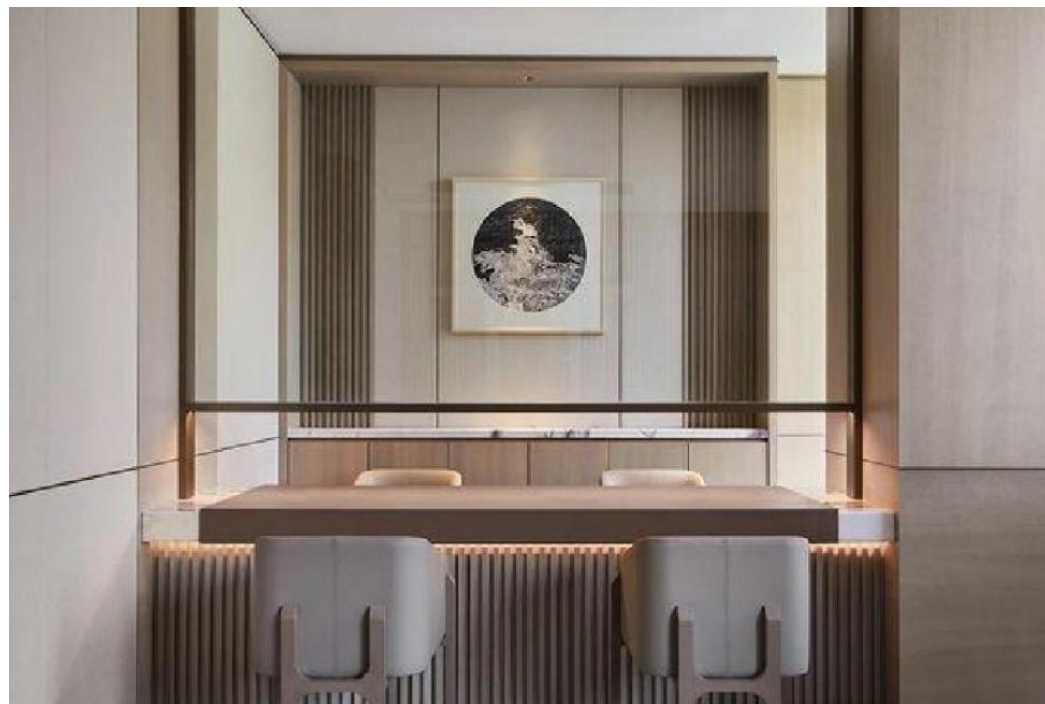
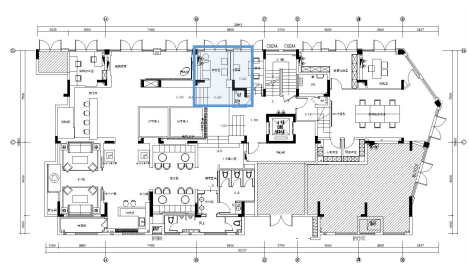
THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案

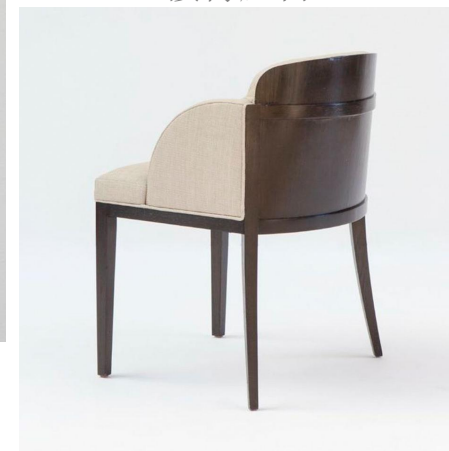


THE PROPOSAL / 设计提案

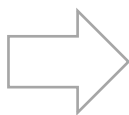


装饰挂画

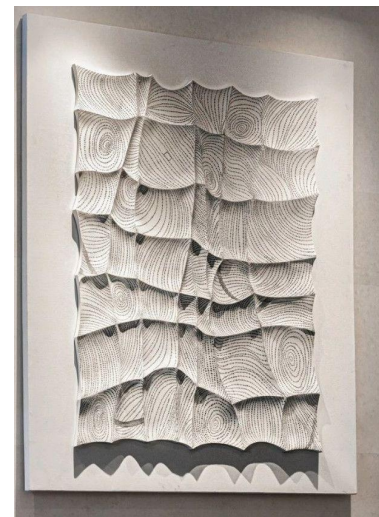
接待座椅



THE PROPOSAL / 设计提案

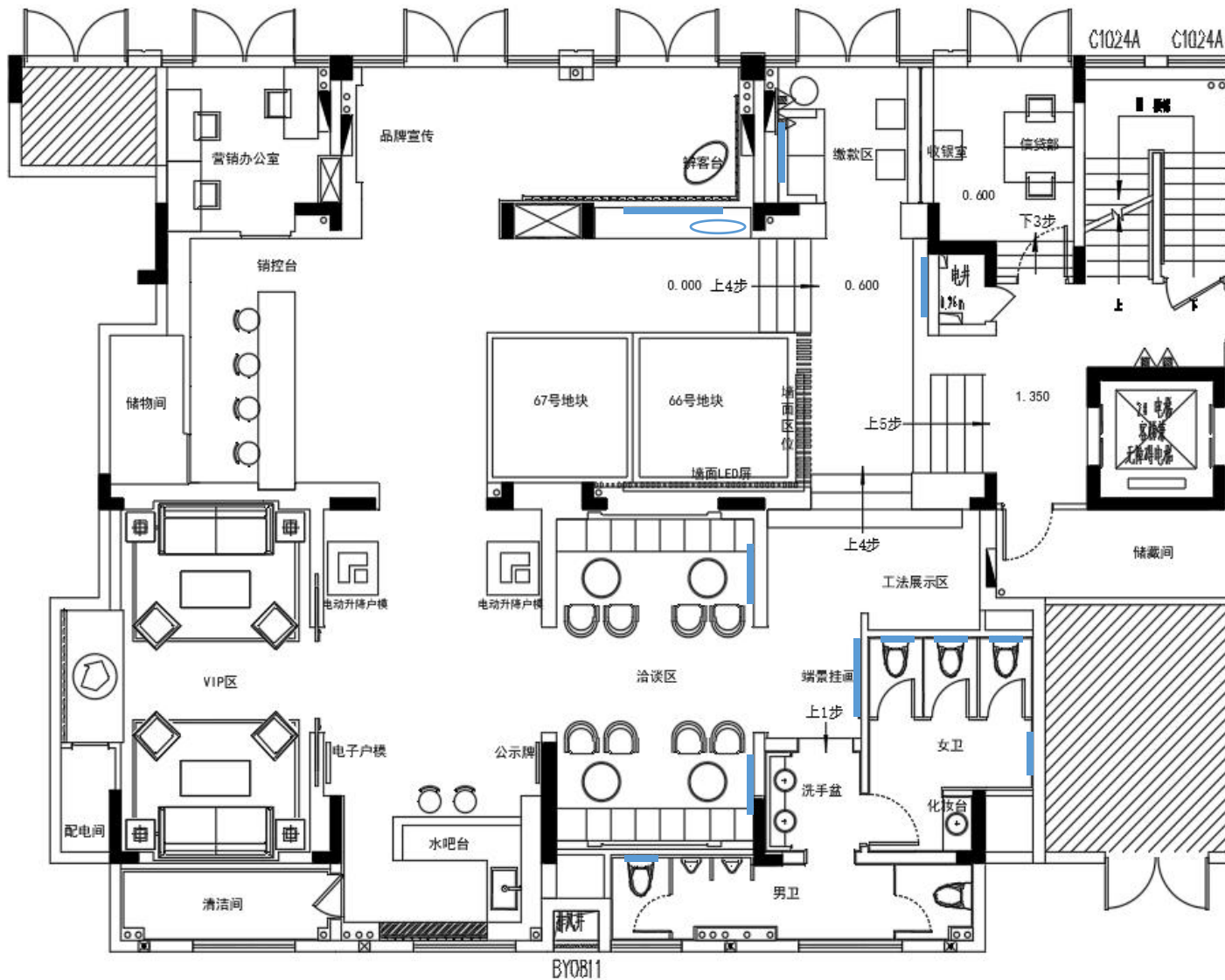
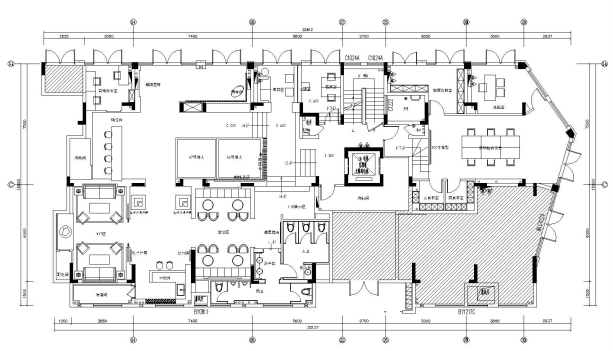


款式一

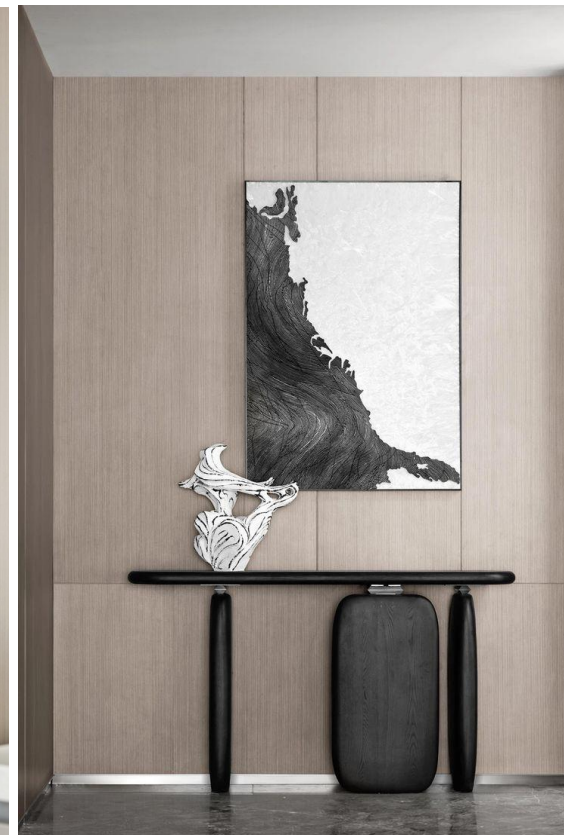
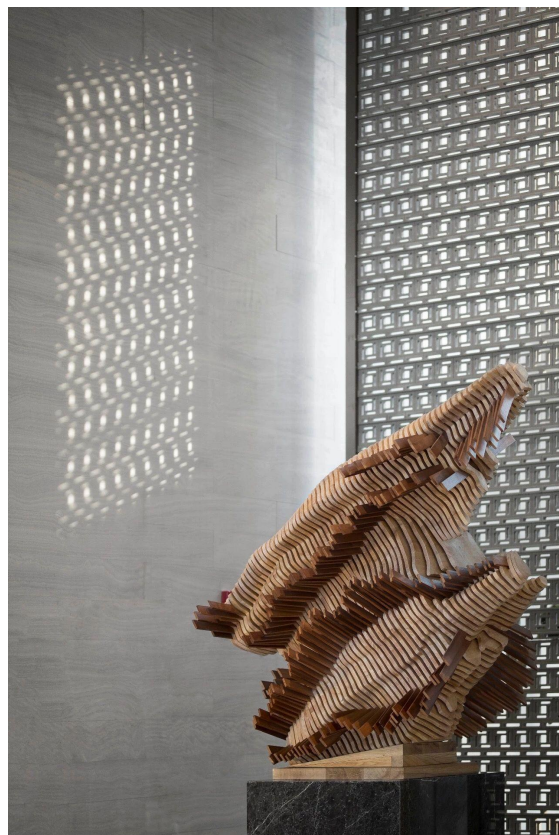
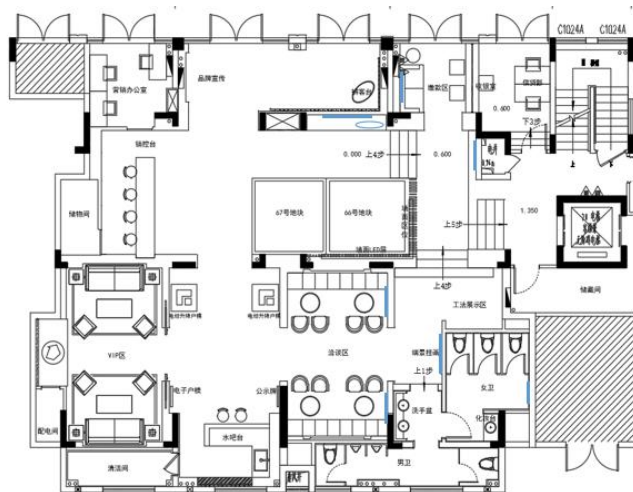


款式二

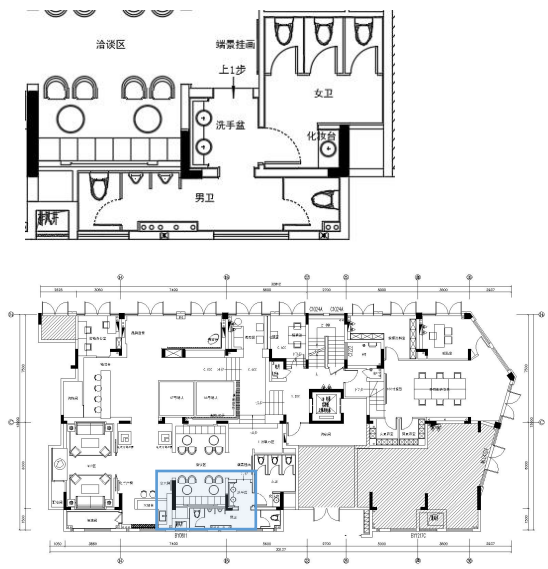
墙面挂件分布



THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



航发-新天雅集

样板间-软装提案

INTERIOR DESIGN



CUSTOMERS

改善型客群

客群来源：改善客户。关注未来生活刚需配套及便利性，关注板块未来升值潜力。

客户年龄：35~40岁

事业状况：高层管理层或私营业主等。

家庭结构：一家三口，老人偶尔来居住；男主人35岁，产品经理，处于事业上升期，成熟稳定。女主人30岁编导，热爱艺术，有自己独到的审美态度，注重孩子教育、性格培养，一个十岁男孩，热爱音乐

置业目的：改善置换

置业特征：产品敏感型客户，考虑产品升级改善，关注未来生活配套，生活的便利性。

爱好及消费习惯：处于工作事业的平稳期，生活的重心多在工作上，比较关注孩子的教育和成长，关注理财等。





东方·轻奢

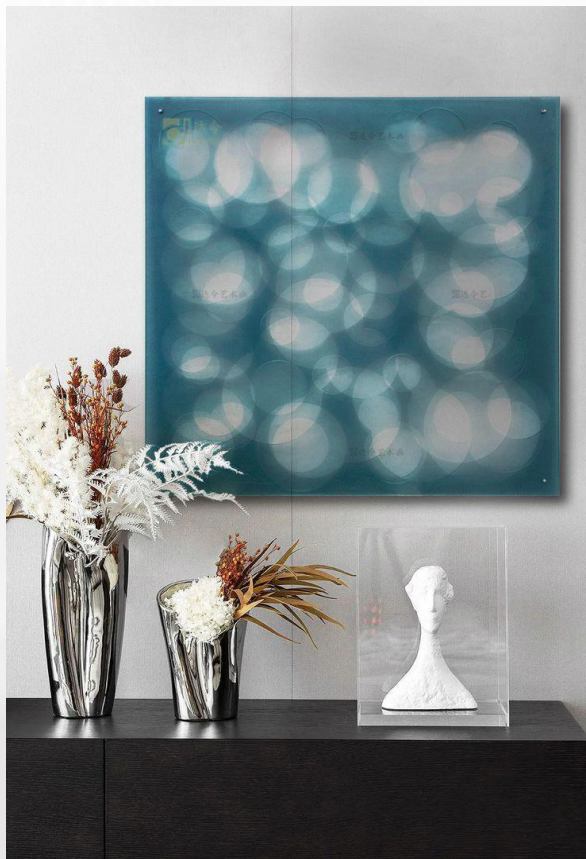
旨在打造一个逸静悠远的艺术空间唤醒人们心底向往的生活诉求。本案试图对话古今，在传统与现代的融汇中，让生活的淡淡的柔情在这场诗意中微微漾开。

深浅不一的蓝调和橙调，结合现代手法的艺术提炼，赋予空间绵绵不绝的遐想。悠然时光与人文韵致浮想在此融合发酵，纱帘飘拂间恍若清风穿过，青山念远，流水无言。

THE PROPOSAL / 设计元素



东方



诗意



奢华



雅致

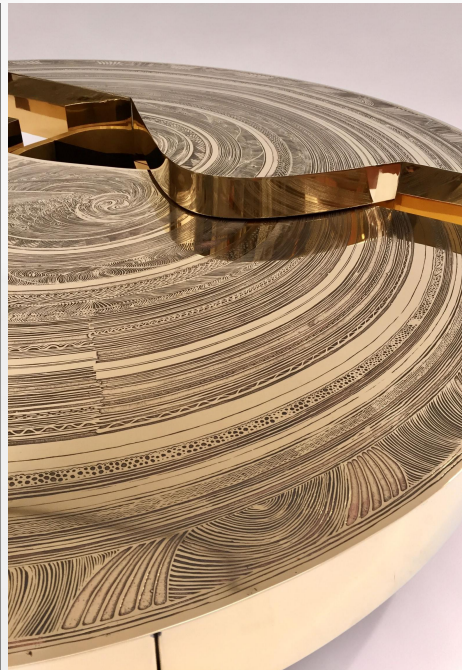
THE PROPOSAL / 设计材质



软织



石材



金属

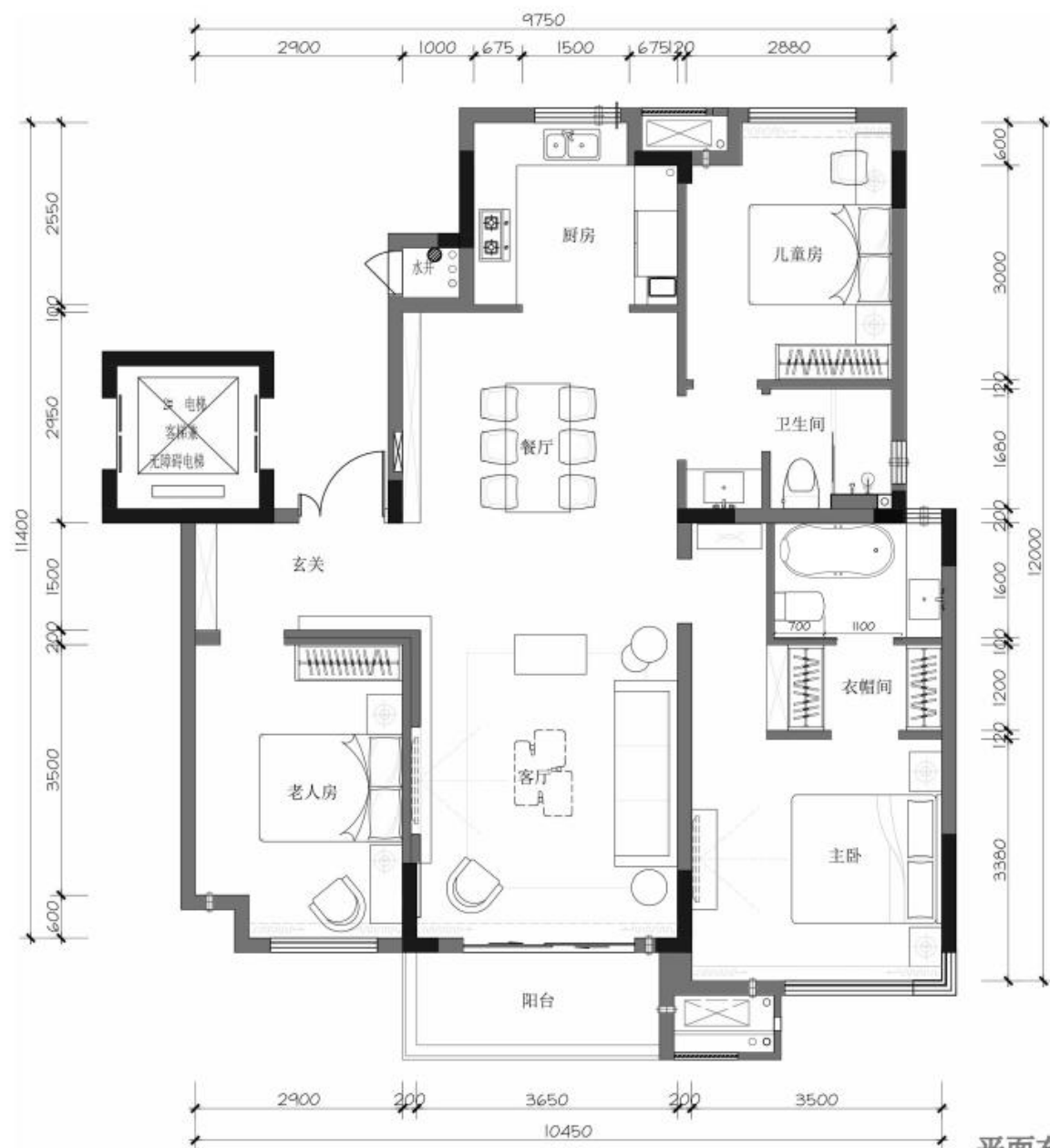


皮质



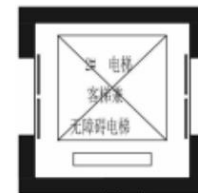
木制

THE PROPOSAL / 设计提案



平面布置图

THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案







THE PROPOSAL / 设计提案

阳台



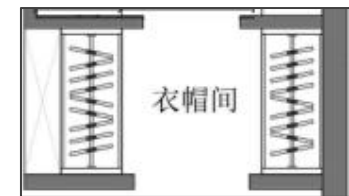
THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案

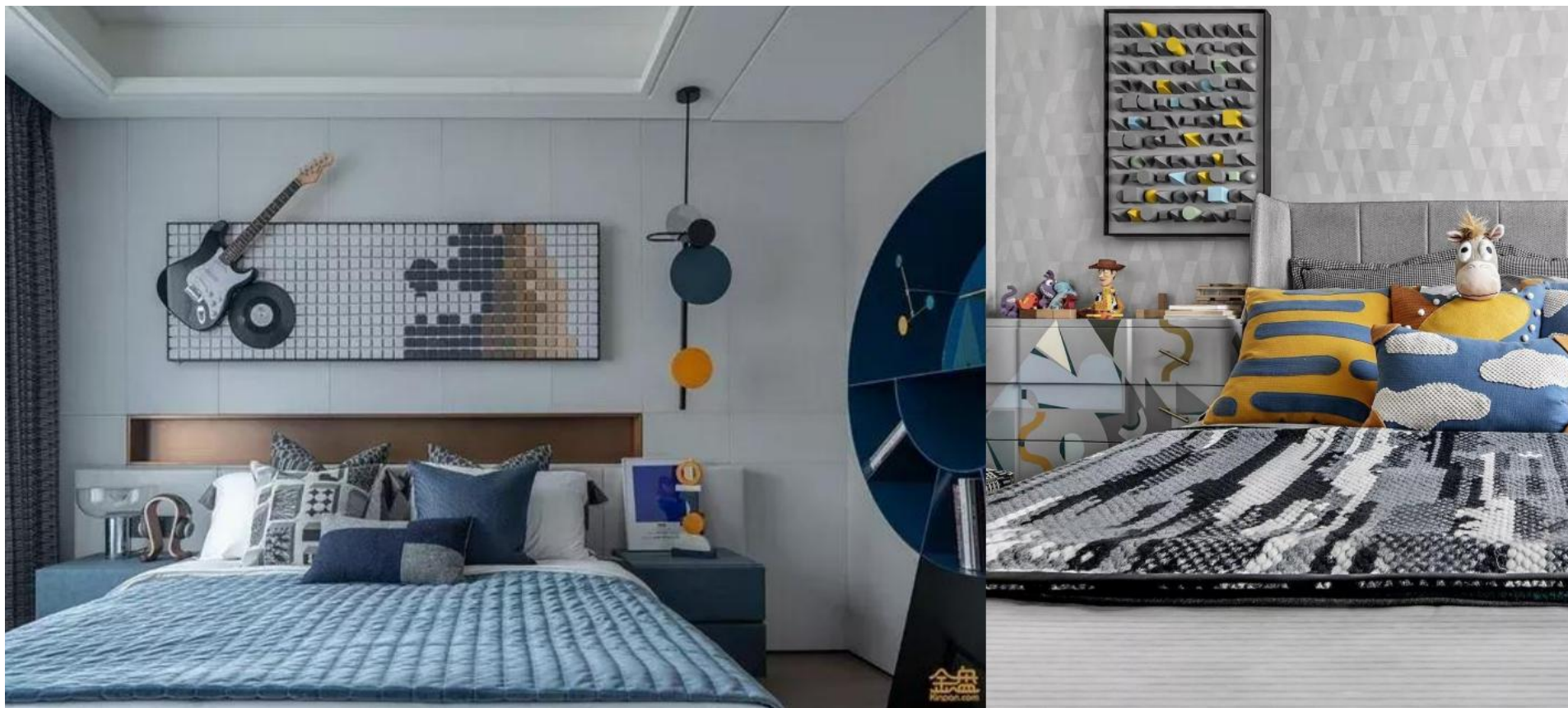




THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



THE PROPOSAL / 设计提案



谢 谢 欣 赏