

Restaurants of Aesthetic

海派风情



Optimal Designs Shanghai 2004

2004上海最佳餐厅设计

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前言 PREFACE

2004年的上海再次成为时尚界的焦点，期盼已久的外滩3号终于掀开了神秘的面纱。当 Giorgio Armani以优雅的姿态入主东宫后，上海的时尚地位再次得到世人的肯定。在这栋经历了一个世纪的老洋房里汇集了“黄浦会、陆唯轩、新视角”等诸多高品位的餐厅。Jean Georges门口的深色垂帘和名贵座椅更是让本地的老饕们领略了顶级餐厅的与众不同。当大小明星、时尚人士还在3号里浏览往返的时候，18号已经重整容颜，迈着轻盈的步伐挤上年末的最后一趟列车。那个曾经是荷兰银行的地方，有着希腊式的建筑风格，残缺的立柱在意大利能工巧匠手里，恢复了昔日的美丽。滩外楼来了，中式菜肴加上古典环境，美味的新鲜组合让人不得不发出赞叹。Jacques & Laurent Pourcel兄弟也来了，他们带着“米其林指南”授予的三星荣耀，在东方演绎一出法国式的浪漫故事。有着Imaad Rahmouni的作品做背景，吃已不再是唯一的主题了。把老建筑改建成餐厅酒吧，在上海已经成了一种时尚。新天地的那种集团作业开始遭遇摩登一族的抛弃，他们开始关注于那些零散的角落了。街道应该是宁静的，梧桐树叶应该是茂盛的，在一片老上海居住的民宅边，时常会有几家精致的餐厅悄然问世。像“藏乐坊”那样的怀旧，或是像“屋里香”的那种嬉皮。中西交融的风格是他们常用的装饰手法，拿捏自如，有的放矢，形成了彼此的差异。在有故事的地方用餐是本世纪初小资们的乐事，外婆的首饰和旗袍是她们心中永远的向往，上世纪的时尚在她们的身上得到复生。复古、新潮，在今天的上海很难分清谁更主流一些。设计师在空间里添加元素的时候，经常是随心所欲、中西并用。中式的艳红、雕花在今年仍然可以经常见到，欧陆风情也在自己的世界里吟唱着动人的咏叹调。于是我们看到了“C.J.W”里的繁华景象，“锦华宫”里别样中式风格。其实对观赏者来说，赏心悦目是最为重要的，那种风格的事情还是交给设计师去操心的好。经过近百年的文化洗礼，上海的时尚一族们有足够的勇气和信心去尝试不同的风格。墨西哥的热情鲜艳；百合居的清新脱俗，或是“品”的那种超现实主义，都会受到大家的欢迎。“mix & match”不仅是T台上的原则，更是生活的一种乐趣。在完成书稿的时候，2004年的上海下起了第一场雪，也是最后的狂欢。24小时后，计时器就将开始2005年的程序。都市的风情设计并不会因为雪花的消融而停止，当时间新旧交替的时候，灵感、创意将会有更多的精彩展示。

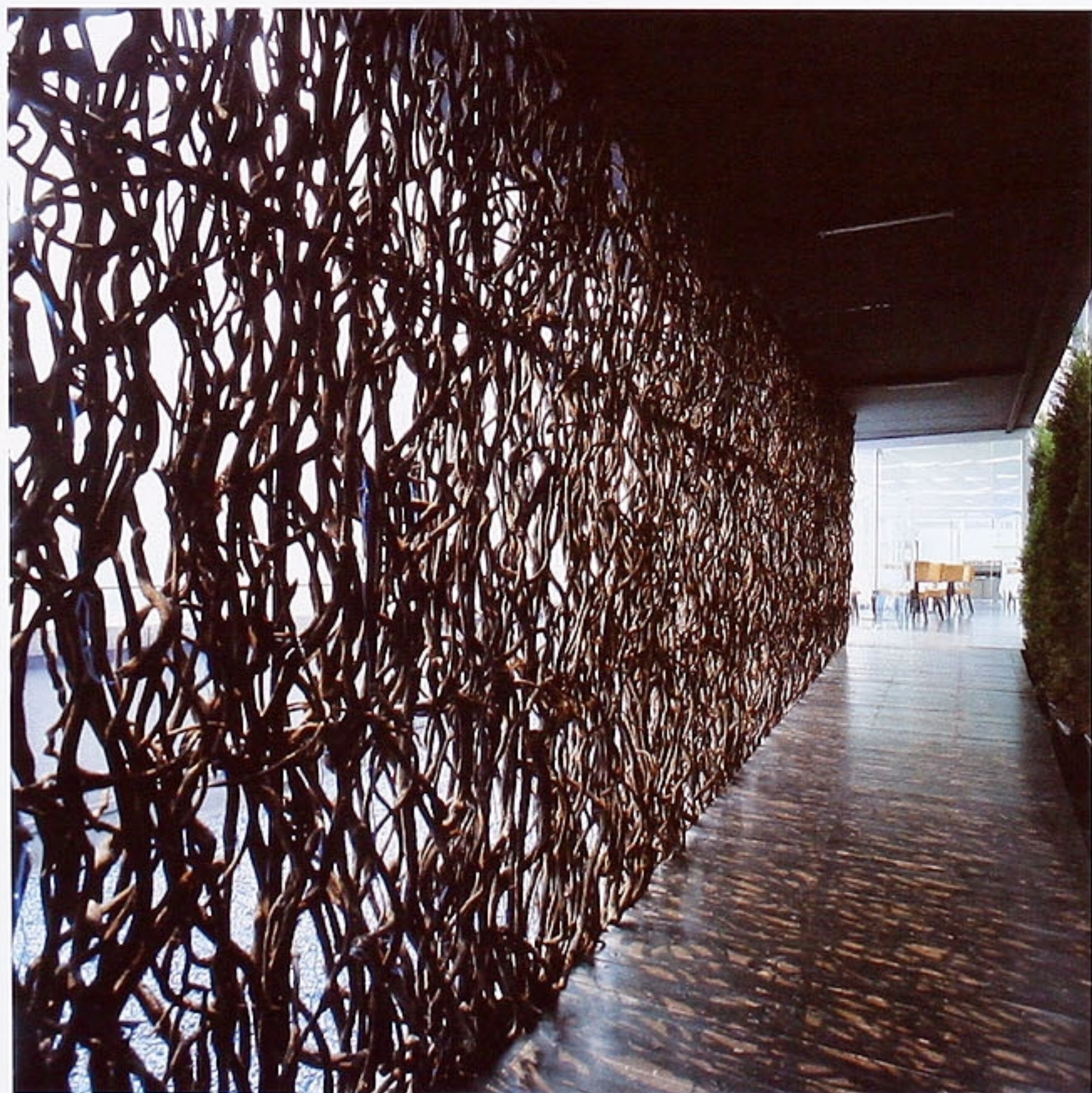
The moment the No.3 Bund unveiled herself for the long-awaited inquisitiveness from the fashion industry and the Vanity Fair alike in 2004, the city of Shanghai recaptured its popularity and again, attracted the world's attention for its gainly trendiness.

In this century-old European building, with the simultaneous grand opening of the Giorgio Armani store on site, top-notch restaurants like Whampoa Club, Laris and New Heights are enthusiastically poised for displaying their charm and exquisiteness. Also, while the connoisseurs and social stars lingering over the fancy banquettes and posh pendant at Jean Georges, the No.18 Bund hurried itself for its renovation and caught up the last dance at the party of societal glamour. A grandiose Hellenistic edifice once owned by the Bank of Netherlands, finally is brought back to its historical pulchritude by the new tenants behind the Greek stone pillars - Tan Wai Lou Chinese Restaurant, an remarkable fusion of its classical ambience and taste bud enticing cuisine; Sens & Bund, the Le Guide Michelin Triple-Star Award wining restaurant, a French Romance orchestrated by the twin brothers, Jacques & Laurent Pourcel on the stage of Imaad Rahmouni.

Meanwhile, bourgeoisie of the affluence start to show their interests in a spectrum of boutique-like café and restaurants that set in old houses along the quiet streets with exuberant phoenix trees, like the nostalgic Hippiness Hiding and the unorthodox the Wu Li Xiang. Decorated skillfully in motifs with cross-culture milieu, each of them has a uniquely imprinted tale to deeply draw their patrons into and create the longing atmosphere for them to relive the life style of the past century.

Nostalgia and fashion, designers in this metropolitan city are constantly zigzagging along the line between them as well as bestowing their own creative elements peripatetically into the interior decoration, and colors and crafts in traditional Chinese culture are crooning abreast with the continental expressions in the aria of beauty making. From the flourishing CJW to the inimitable Mandarin Pavilion, the ingenious minds of moxie have been experimenting a great deal of variety in their creations - ardour and pomposity at Zapata's, lucidity and elegance at Chez Lily, and the surrealism at Been Café are all fine examples of their teeming accomplishments.

Shanghai, a city of style and scintillation, has been, and will always be entertained by the endless performance of originality, inspiration and perfection.





JEAN GEORGES



2

1. 同样是酒红和深蓝的组合，但主体换成了皮革沙发和背景墙，效果完全不同。

An imperturbable setting of blue wall, red ceiling and leather banquette.

2. 狭长的空间的两边墙壁采用了完全不同的造型，上方的水晶吊灯宛如星辰陨落。

A larruping space with starry pendant lights and unsymmetrical wall decoration.

外滩3号的这家Jean Georges法国餐厅是旗下的第二家招牌餐厅。以大师名字命名的餐厅在全世界最高级的法国菜餐厅之列。国际消息发布组织(International Herald Tribune)对它的评价是：Jean-George法国餐厅“能够让您心旷神怡，身体享受到一种飘忽的魔幻般的抚慰”。

餐厅是由著名的建筑学家Michael Graves设计的。同样大牌的Michael在这个1500平方米的敞亮空间里，兴致盎然地涂涂改改。奢华浪漫是法国餐厅固有的主题，设计师在其间还加入了不少复古的成分。近5米高的挑空天顶上覆满铜箔，宫廷似的装饰风格在空间里蔓延开来。酒红、深蓝，两种独特的色彩组合给人最醒目的视觉效果。餐厅中所选用的材质都相当昂贵。休息区

内漂亮的家私都覆有珍奇的皮革，有马鬃低靠背逍遥椅，及人工精心制作的以鳗鱼皮包覆的蛇形凳。造型优美而性感的吧台用Giallo Reale赭石覆面。开放式厨房是Vongerichten先生的招牌标志。由于使用稀有的Portoro大理石，厨房和餐厅中其他的区域一样显得富丽堂皇。值得一提的是这里的酒窖也可以用作可供30位客人用餐的特殊包厢，比其他包厢大了一倍。置身其中，还可以观赏到Bordeaux酒窖的建筑艺术。夜晚的时候，挑选一个临窗的位置用餐，绝对是件惬意的事情。华灯绚烂的外滩在那时是最迷人的，你可以感受到一种悠远的美丽。Jean Georges里悠扬的音乐，为你营造出充满情趣的用餐氛围。

Christened by the name of the great chef, the Bund located Jean Georges French Restaurant is the flagship of the group's operation. An active character on the list of the most prestigious French restaurants, the International Herald Tribune endorses Jean Georges and among the illustrative vocabularies of its write-up are "ecstatic, celestial and mysterious solace".

Designed by the renowned architect Michael Graves, the restaurant is an ensemble of romance and exhilaration. Slightly touched by the air of nostalgia, the 1500m² space is an extensive extravaganza of palace-like decoration, as well as an impressive visual image of grape scarlet and ocean blue. Under the 50m high ceiling which is fully covered by bronze plaques, the dining hall is full of rich materials and exotic hide-covered furniture. Sitting in one of the charming low back leather chair or the wonderfully hand made banquette and shifting the glimpse through the entire interior, from the graceful and voluptuous bar with the Giallo Reale ochre counter to the rare Portoro marble decorated open kitchen, an autographical sign of Mr. Vongerichten, the complete restaurant is in a setting of sumptuous beauty.

The restaurant cellar also offers a special private room that accommodates 30 people for its guests. Gathering around the table and be encompassed by the original tectonic art of the Bordeaux Region as well as the crooning music, each patron at Jean Georges is profusely bestowed with the flawless dining experience as dazzling as the night lights of the Bund.

3



3 深蓝色的窗帘为暗淡的过道增添了几分复古的韵味。

The navy blue curtains bring up a touch of freshness along the demure corridor.

4 世界统一的LOGO镶嵌在造型相似的墙壁上。

The mural restaurant logo.

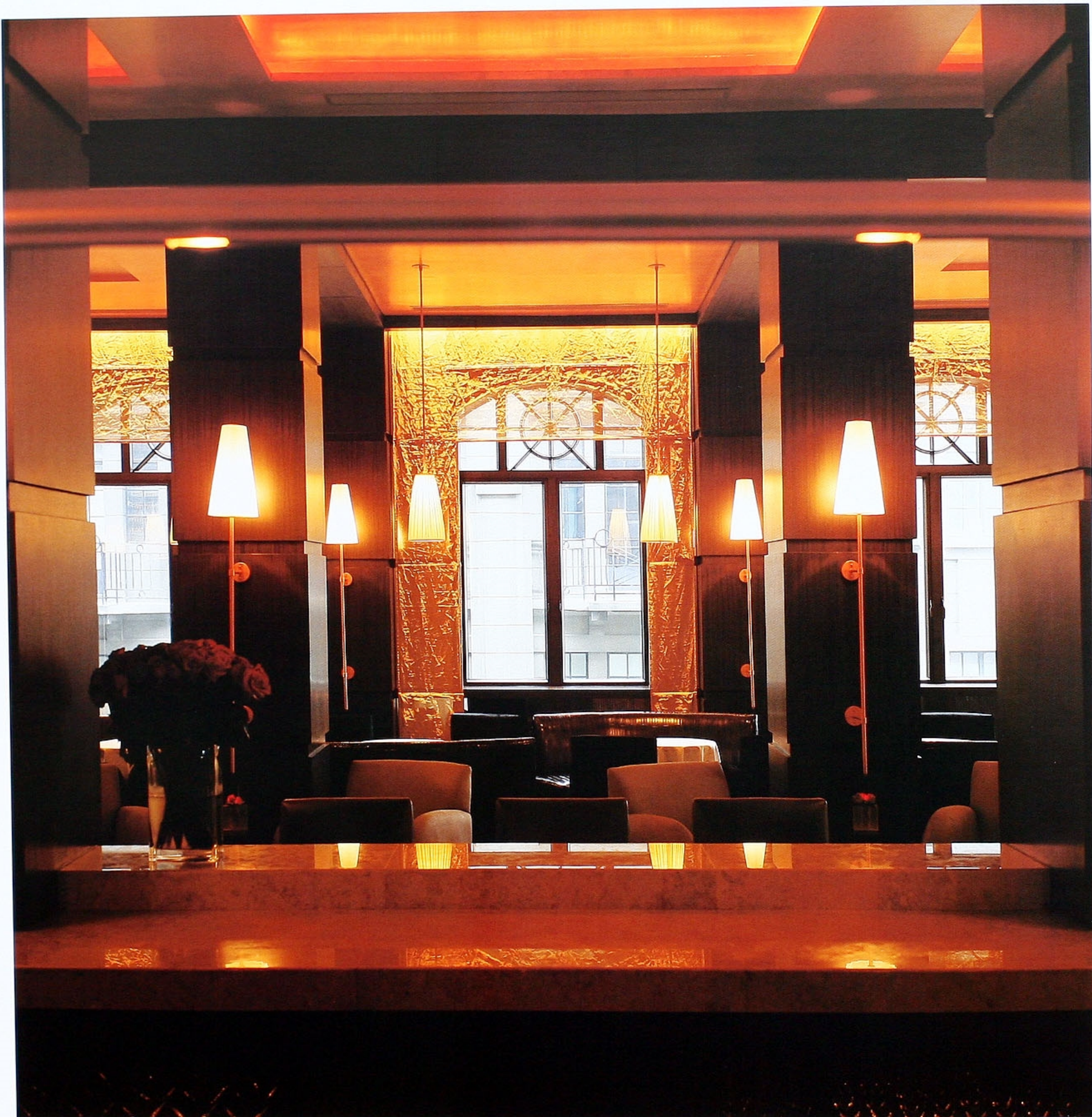
5 在一统褐色的空间里，顶上花朵造型的白色吊灯显得格外出众。

The remarkable application of the white flowery lights in a room of dark burgundy.

4



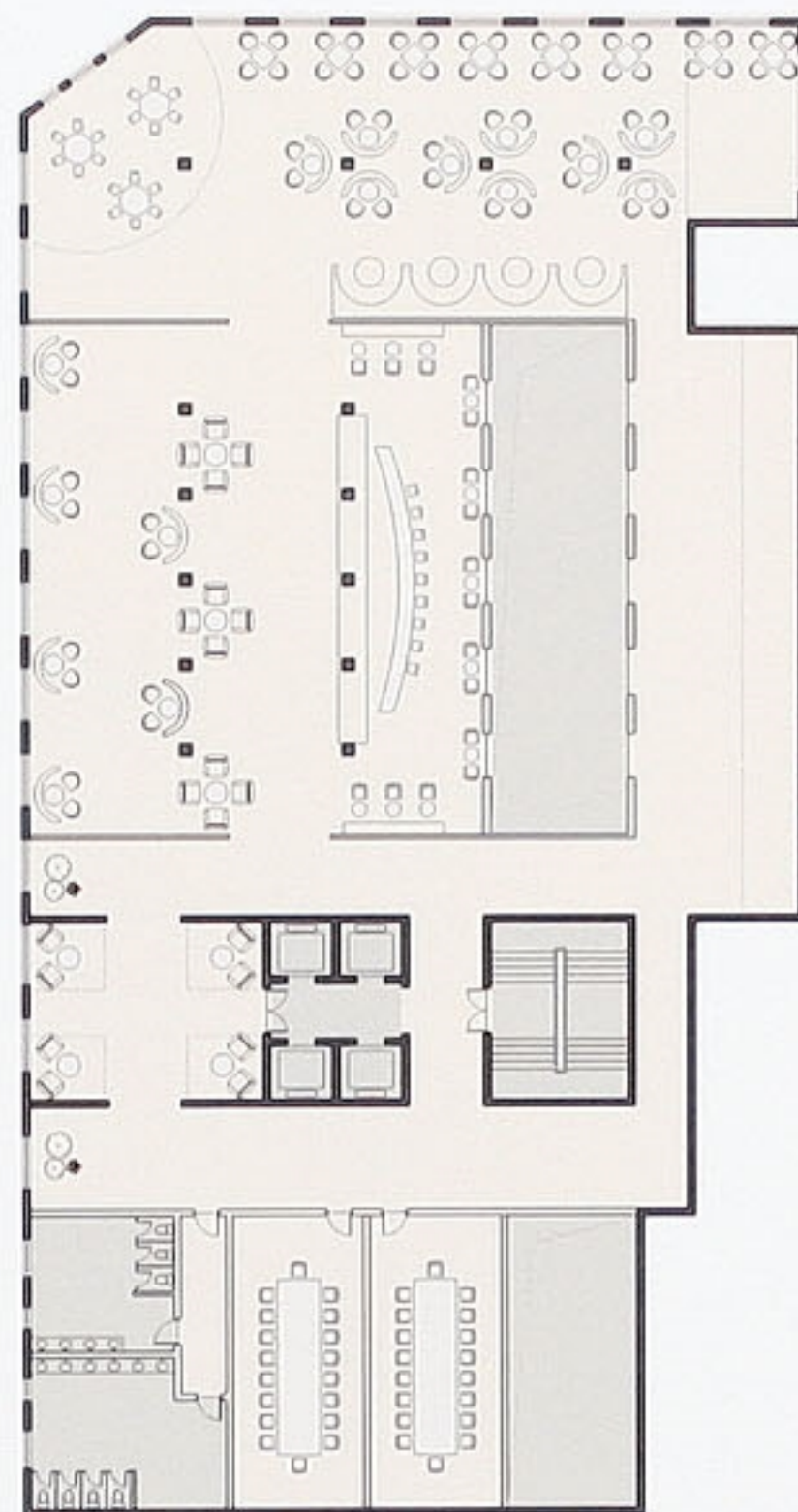








8



平面图

6. 金色大厅里的灯光和室外的明媚阳光遥相呼应。

The golden amber lights in the dining hall.

7. 酒红、深蓝，两种独特的色彩组合给人最醒目的视觉效果。

An impressive combination of grape scarlet and ocean blue.

8. 老式建筑里人为地划出一个圆弧的形状，所有的装饰都因此而设计。

A gliding orthodrome to stage the dinner party.

9. 深蓝色的沙发如花朵般在餐厅里盛开。

The blooming white flowers in the midst of the blue ocean.

9







11

10 拉下皱折的窗帘。造型精致的沙发是为等位的客人准备的。

A cozy rest in the charming couch with the crepe curtain behind.

11 近5米高的挑空天顶上覆满铜箔，宫廷似的装饰风格在空间里蔓延开来。

An extensive extravaganza of palace-like decoration under the bronze plaque covered high ceiling.

12 造型优美而性感的吧台用Giallo Reale赭石覆面。

The graceful and voluptuous bar with the Giallo Reale ochre counter.



12