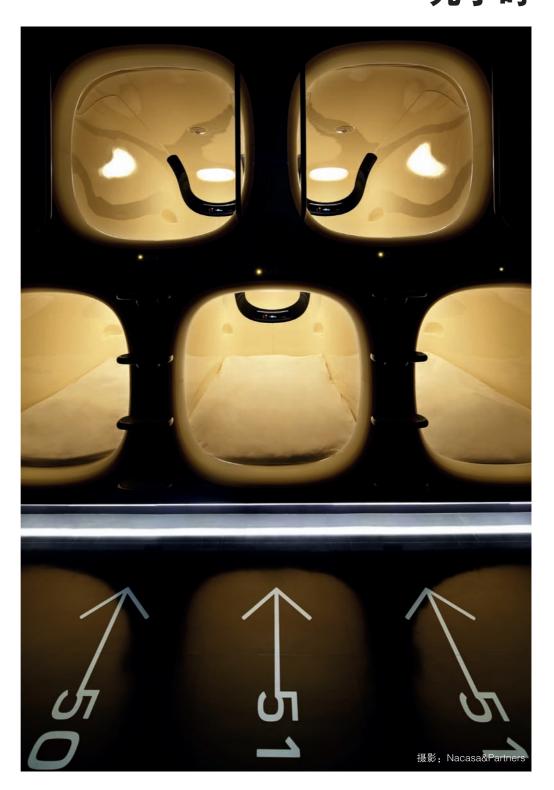


### Fumie Shibata

9h,九小时旅馆其独特的风格归功于创意设计总监Fumie Shibata,同时进行图解与标识设计的Masaaki Hiromura和室内设计的Takaaki Nakamura组成的二人组使得Fumie Shibata的设计概念成为现实。为了达到整个设计的统一性,Fumie Shibata也进行了旅馆所有原始产品线的设计。

# 9H / NINE HOURS 九小时



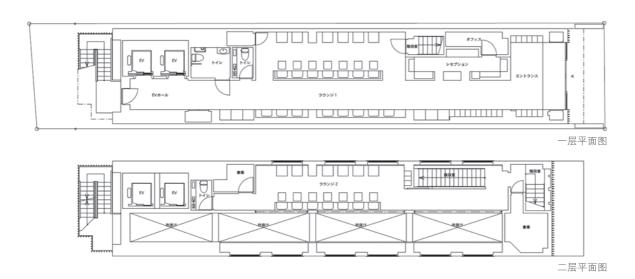


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## 关于设计

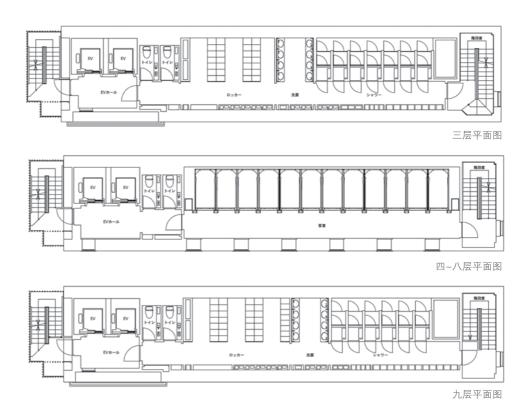
9h/ 九小时超越传统,提出了在城市区域提供住宿服务的一个前所未有的想法,服务的主题是"大都市的睡眠空间"。

9 小时是一天中在三个日常行为上所花的时间:洗澡、睡觉、休息,即 1 小时 + 7 小时 + 1 小时。基于这样的理念,9h 主要为那些在市区里忙碌了一天的人们提供住宿。9h 以其独特的设计和招待方式,甚至成为了一个极具创新的产品,并已在世界上许多地方建成。



摄影: Nacasa&Partners

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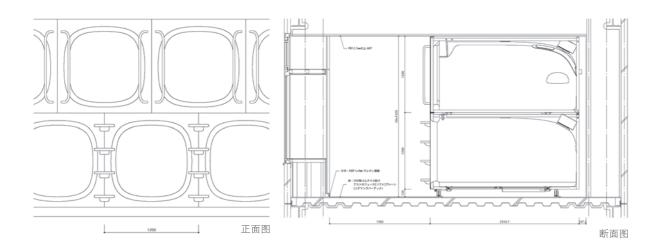




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## 设计解决方案

9h 在旅馆的设计中添加了有组织和无组织的元素构件,这种设计方式统一地贯穿于旅馆中。凭着简单的设计, 9h 既没有不协调的元素,也没有无意义的装饰,所有的物件都遵循着三个设计分类:简洁、形式和质感,同时 每个分类都有着自己适当的价值。没有奢华的元素,但是通过实用性设计出的新形式创造了一种满足感。

九小时最大限度地减少了胶囊旅馆的传统元素,从根本上优化设计了"休息"和"做准备"的功能。自那时开始,9h 这一新的住宿风格便诞生了。同时,新的风格也吸引了许多女顾客和国外的游客。在旅游旺季时期,来自国外的顾客占到了总数的80%。(译:赵欣/校:吴春花)



摄影: Akihiro Yoshida



摄影: Akihiro Yoshida



摄影: Akihiro Yoshida



摄影: Akihiro Yoshida



摄影: Akihiro Yoshida



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摄影: Akihiro Yoshida





摄影: Akihiro Yoshida

#### About the design

Shifting from the traditional, 9h / nine hours proposes an unprecedented idea of lodging service in an urban area. The service represents "the space for sleeping in a metropolis".

9h is the time spent for three basic actions: take a shower, sleep, and get ready: one hour + seven hours + one hour. Based on this concept, 9h offers urban stay for people, on business for instance, who spend a busy and active day in a metropolitan area. 9h, an innovative commodity enriched by the unique design and hospitality, is about to be exported to numerous places in the world.

#### Design solution

9h offers organic and inorganic elements of a hotel conceptualized in a consistent design manner. Simply designed, 9h has neither inconsistency nor meaningless decoration. All the objects fit into one of three design categories: FLAT, FORM, and TEXTURE. Each category has its own appropriate value, simple and satisfying. No luxuries and yet contentment is created by a new form of design practicality.

9h / nine hours minimizes the traditional elements of the capsule hotel to radically optimize the functions that relates to "sleep" and "get ready". It was then that the new accommodation style of 9h was born. The new style attracts a lot of female guests and non-Japanese tourists. Non-Japanese guests, in fact, account for over 80 % of the total number of guests during the on season.