

在旅行中体验世界 在酒店中品味精华

# 酒店精品

# HOTEL ELITE



封面图片  
Cover Photo  
日月潭泛舟酒店  
The Lulu Sun Moon Lake

臺灣 **醉** 美酒店  
Fascinating Hotels of Taiwan 專輯

一座城市的荣光  
The Glory of A City  
维也纳帝国酒店  
The Imperial Hotel Vienna

深入其境，方掘其美  
Go Deep and Discover the Beauty  
寒舍·礁溪寒沐酒店  
MY HUMBLE HOUSE MU JIAO XI HOTEL

清迈庭院深几许  
A Thai Manor in Chang Mai  
斯丽姆潘精品水疗度假村  
Sireeampan Boutique Resort & Spa



EXPLORE THE WORLD IN TRAVELLING EXPERIENCE THE LUXURY IN HOTELS

# 文化 DNA 凝练现代精品酒店

## Cultural DNA Distilling Modern Boutique Hotel

■ 老王

### 清迈拉雅文化遗产酒店

#### Raya Heritage Hotel Chiang Mai

精品酒店实至名归，不比谁更大，而是比谁更精。远离喧嚣城市的精品度假酒店更是如此。觅得一块自然文化风光宝地，或能依傍美景，或可拥抱历史，环境美，视野好，历史久，这是第一要素。

泰国清迈2018年8月刚开业的拉雅文化遗产酒店Raya Heritage Hotel就是现代亚洲精品酒店中颇为成功亮眼的一例。

The boutique hotel that deserves its name is not about being bigger than anyone, but about being more refined. This is especially true of boutique resorts away from the city. The first essential element is to win a piece of natural and culture wonderland, so that one can either rely on the beautiful scenery and good view or embrace the long history.

The Raya Heritage Hotel, which opened in August 2018 in Chiang Mai, Thailand, is a successful example of a modern Asian boutique hotel. ▶





从左至右顺时针依次：  
 每间客房都配备面向河水的宽敞露台；  
 酒店的建筑新、简、美；  
 院子里的水池装置带来清凉；  
 客房建筑掩映在热带植物中；  
 客房内景，基本所有家具摆设皆由手工艺人制作。



最近，《酒店精品》的访问小组刚刚去拜访体验了一次。一组极简开放的空间大堂和数个精致的餐厅酒吧，带领33间自然生态客房，静静地依傍在湄平河边，任凭密集的绿林围抱，悉听鸟儿在屋前阳台的私语。无法疏忽的是这些空间宽大舒服至极的客房，超五星级材质的床品布草，顶级国际知名品牌的系列洗浴品，加上顶级的淋浴和泡浴设施，毫不含糊地满足了国际定位的精品酒店标配。

来自曼谷的建筑师Boonlert Hemvijitraphan原本是亚洲简约风的积极实践者，在亚洲现代别墅设计中得心应手，颇有心得。这是他第一次设计酒店，找到这个项目的“魂”比完成建筑本身显得更为重要。可喜的是，酒店的投资业主很快和建筑师达成共识，采集地域文化的优秀遗产，从自然，历史和原住民生活中汲取素材，建造一个真正的文化精品。清迈，是泰国最古老王国的文化古城，清迈连接泰北和周边文化相近的国家，拥有广阔的民族文化多样性和丰富多彩的生活习俗传统，为小小的拉雅酒店提供了取之不尽的设计素材。

Recently, the visiting team of Hotel Elite just visited and experienced this hotel. A minimalist lobby and several exquisite restaurants and bars, together with 33 natural and ecological rooms, quietly nestled alongside the waters of the Ping River, accompanied by dense green forests and the whispers of birds on the balcony in front of the house. It's impossible to ignore these spacious and comfortable rooms, super five-star bed linens, top internationally renowned brands of toiletries, plus top showers and bath facilities, which all surely meet the standards of an international positioning.

Bangkok architect Boonlert Hemvijitraphan is originally an active practitioner of the Asian minimalist style, and he has a lot of experience in the design of modern Asian villas. This is his first time designing a hotel. Finding the "soul" of this project is more important than completing the building itself. Fortunately, the hotel's investment owners quickly reached an agreement with the architect to collect the excellent heritage of regional culture, extracting materials from nature, history and aboriginal life to build a true cultural boutique hotel. Chiang Mai, the cultural city of Thailand's oldest kingdom, connects Northern Thailand with neighboring countries and has a wide range of ethnic cultural diversity and rich traditions of life and customs, providing Raya Heritage Hotel with endless design material. ▶



访问小组在酒店住下的第一天，正巧赶上酒店举办当地著名民间手工艺传人的艺术展览开幕，不同年龄各有绝活儿的民间雕刻家，编织家，印染家，陶艺家齐聚一堂，讲述“遗产”，表演绝技，使安静的酒店难得热闹了一次。这样的活动，无疑增加了住客对酒店的尊敬和喜爱，文化的力量使人亲近，信任和理解，优秀的精品酒店更多精于此道。

当然，精品酒店还要精选配置既独特又上档次的餐饮项目。拉雅酒店的KHU KHAO餐厅以取之本土的洞石和原木作为设计取材，以当地民间的竹编和麻布印染做装饰，再以百分百产于当地的大米、蔬菜和水果作为有机食材，提供出优雅精致美味的菜肴，令客人喜爱有加，流连忘返。

精品酒店独创的自家餐厅也可称为“精品餐厅”，有的甚至签约米其林星级大厨，出品别致与众不同，使酒店更加亮眼诱人，名声在外。

像多数现代精品酒店一样，拉雅文化遗产酒店也少不了设置必要的辅助功能：休闲酒廊，会议室，游泳池，健身房和SPA。这些项目的设计样样精致出彩，尤其是二楼面向溪流的LAAN CHA开放茶吧，设计师找来的八九个民间储茶大木桶被翻转过来倒挂在天花上，瞬间变身为灯饰。酒店的姑娘介绍说，这样的茶桶家里已经用过几代人，到现在还在使用，感觉特别亲切，可见Boon的“遗产设计”在员工中也已深入人心。的确，精品酒店的功能设置可以因店而异，因地制宜，将计就计，大不如小，小不如精，只要有，就必须是最受欢迎和最能留住客人的地方，否则就不要。拉雅酒店，在这一点上把握得十分成功。





On the first day of our stay, the visiting team happened to catch up with the hotel's art exhibition opening of the local famous folk craftsmanship. The folk sculptors, weavers, printing and dyeing artists and ceramic artists of different ages gathered together to tell the story of the "Heritage", performing their skills, making the quiet hotel a lively place. Such activities undoubtedly increase the respect and love of the guests for the hotel. The power of culture make people feel close with trust and understanding.

Of course, the boutique hotel also needs to select a unique and top-grade catering project. The KHU KHAO restaurant at Raya Heritage Hotel is designed with local travertine and logs, decorated with local folk bamboo and linen dyeing, and then with elegant and

exquisite dishes made with 100% local rice, vegetables and fruits as organic ingredients, that make you love and linger.

Like most modern boutique hotels, Raya Heritage Hotel also has the necessary accessibility features: lounge, meeting room, swimming pool, gym and spa. The design of these projects is exquisite, especially the LAAN CHA open tea bar facing the stream on the second floor. The eight or nine private tea storage wooden barrels that the designer has found were turned over and hung upside down on the ceiling, instantly turning into lighting device. The girl working in the hotel said that her elders have also used such tea buckets for generations and they are still in use today, and her talk brought a cordial feeling. It can be seen

that Boon's "heritage design" has been deeply rooted among the staff. Indeed, the function setting of a boutique hotel can vary from hotel to hotel, depending on local conditions; in this field, small is better than big, and sophistication is better than small, once something's installed, it must make the hotel the most popular and best place to stay, otherwise it is better not employed, and the Raya Heritage Hotel has been very successful at this. ▶

左页顺时针：  
酒店室外泳池布置在溜平河畔；  
当地民间手工艺人在艺术展上合影，受到客人们致敬；  
纺棉花的老人表示这就是她的生活；  
将一种叫Yang的水生植物晒干切成成长条用于编织。

右页顺时针：  
KHU KHAO餐厅以当地民间竹编做装饰；  
捕鱼的鱼篓作为墙饰；  
LAAN CHA茶吧用储茶桶做灯饰；  
洗手台上的物品全部为手工制作。

在拉雅住下的几天，感受最深的还有酒店无所不在的微笑、问好和迅速有效的服务。看得出来，这里的经理和员工都师出经典，团队专业，每位员工发自内心面对客人展现出来的礼貌、自然、亲和，使客人很快产生了信任和依赖，无论订车问路，介绍酒店和讲解用餐，甚至临时帮助客人解决难题，都能及时快速地满足客人需要，使人满意中暗含感激。能做到这一点真要有强大的酒店文化做支持，也许，这个文化就来源于这块土地本身。

我想，这种精品酒店文化就是由酒店投资人和设计者合作凝练而成的酒店DNA吧，可能从第一次交谈，从勾画第一张设计草图时就开始孕育了，致使小小拉雅酒店持续四年设计建设，精雕细琢，终于精彩亮相，一鸣惊人。可见，相比连锁品牌的大型城市豪华酒店来说，精品酒店的市场策划和文化定位更精准，更明确，更有耐心，尤其更富有地域性和稀缺性，因此也更为特色鲜明引人入胜，独此一家容易成功。

拉雅酒店的成就源自“遗产”，源自本地几百年来原住民的生活方式、生活材料和生活用具，源自数代传承的淳朴民风始终未变，源自木茶桶，竹鱼篓，土陶缸，手工织布和土料染色……看上去简单，但偌大泰北偌大南亚，现代民间遗产精品酒店，可能只此一家。



左页从上至下：  
酒店设计由曼谷建筑师Boonlert Hemvijitraphant操刀，  
堪称2018年的惊艳之作；  
纯白的建筑与苍翠的古树构成静谧的图画。

右页从上至下：  
在河畔品尝下午茶，度过惬意时光；  
一切从自然中来，一切都归于自然；  
手工打造的家具陈设。







In the next few days I stayed at Raya, I also felt the hotel's omnipresent smile, greetings and quick and effective service. It can be seen that the managers and employees here are all professionals, each employee faces the guests with courtesy and natural affinity, so that the guests quickly generate trust and dependence. No matter it be questions concerning the car service, introduction of the hotel or explanation of the meal, they all meet the needs of the guests in a timely and rapid manner, which makes people grateful with satisfaction. To be able to do this, they must have a strong hotel culture to support it. Perhaps this culture comes from the land itself.

I think this kind of boutique hotel culture is a hotel DNA that is co-constructed by hotel investors and designers; it may be nurtured from the first conversation, from the first sketch. Raya Heritage Hotel has been designed and constructed for four years, and it has been carefully crafted and finally made its debut. Compared with the large-scale urban chain luxury hotels, the boutique hotel's market planning and cultural positioning are more precise, clearer and more patient, especially more regional and rarer, so it is also more distinctive and fascinating. Being the unique one makes it easier to succeed.

The achievements of the Raya Heritage Hotel are derived from the "heritage", which originated from the lifestyle, living materials and living utensils of the indigenous peoples for hundreds of years. The simple folk customs that have been passed down from generation to generation have never changed. They are derived from wooden tea barrels and bamboo fish baskets, earthenware pots, hand-woven fabrics and earthenware dyeing... It looks simple, but it is probably the only modern private heritage boutique hotel in Northern Thailand and Southern Asia. **HF**

#### TIPS:

- 距清迈国际机场30分钟车程
- CNY3000/间夜起
- 33间客/套房
- 157 Moo 6, Tambol Donkaew, Amphoe Mae Rim, Chiang Mai 50180, Thailand
- (66-53) 111 670
- [www.rayaheritage.com](http://www.rayaheritage.com)