




音韵传情

每个品牌，都有对应的音调

BEAUTY HIDDEN IN RHYME

Every Brand has its own tone.

■ 撰文 / 李欣煦 Written by Shirley

A young couple is shown in profile, smiling and looking at each other. The woman has long, wavy blonde hair and is wearing a grey top. The man has curly brown hair and a beard, wearing a grey t-shirt, and is holding a dark-colored acoustic guitar. They are outdoors, with a bright, hazy background suggesting a sunny day.

旅途中，悠淡的音乐再次响起，时而欢快，映衬着出行的喜悦，时而轻盈，偶然夹杂些许忧伤；时而悲愤，却又感悟到淡淡的平静。音乐演奏出人们的情调，这种情调，一直记录着每次旅途的心情。

若音乐是旅途的横向坐标，酒店则是每次旅途的纵向坐标。在复杂的社会上，现代人出于礼仪，习惯以微笑的姿态面对生活，而在旅途心中唤起的旋律，则不经意地透露出自己的个性。每个人都有属于自己的喜好标签，正如每个酒店品牌，都有对应的专属音调。如古典音乐的经典永存、轻音乐的别致悠扬、乡村音乐的淳朴自然、清新民谣的率真性情、中国民乐的韵味悠长、优雅爵士的随性自由、嘻哈音乐的追求自我、流行音乐的大众之选、纵情摇滚的激情洋溢、说唱新生的律动未来、新世纪音乐的遗世独立与巴萨诺瓦的慵懒随和。音乐，已成为个人或酒店品牌表达个性的途径。旅者心中的音乐，代表着其价值观与需求，是选择酒店的重要因素，本期音韵传情，让我们跟随心灵的指引，以音乐格调为载体，重新阐释和体会世界各地的酒店品牌。

Commuting to and from work, whether by public transport or whilst driving, the songs blasting out have always made the trip more bearable and more enjoyable.

Music is the expression of emotion and feeling. Hotel is the stage of experience and recorder. Movies have music soundtracks to accompany them in order to help intensify emotions and enhance meaning to particular scenes. Like every song has its own tone, every hotel has its own personality. Undoubtedly, music is the best way of expressing characteristic. Hotel brands just like a playlist of songs, representing different genre and singing their own tones. Why shouldn't you follow our guides, to listen to the music that play by different hotel brands.



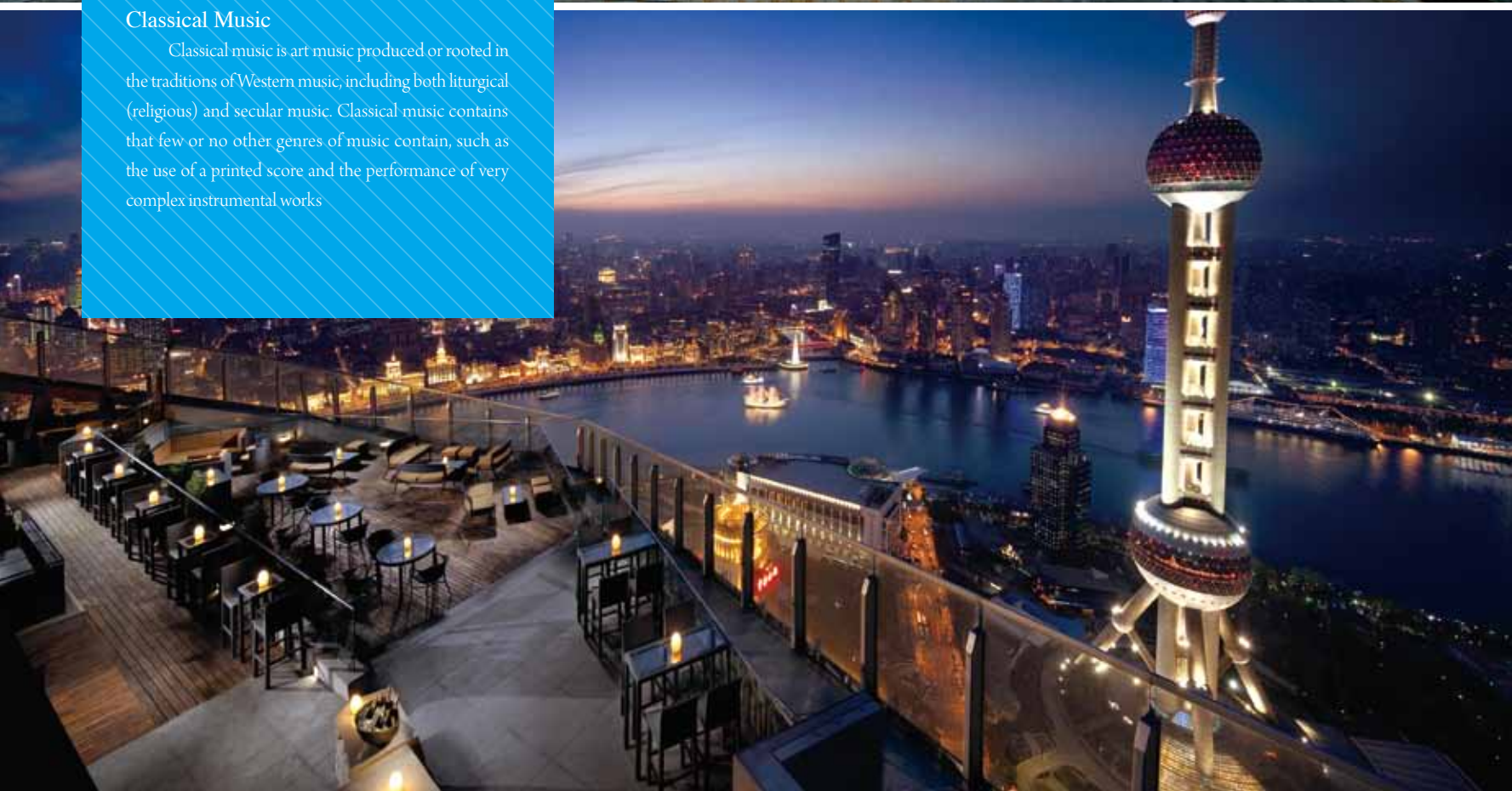


经典永存 古典音乐

历经岁月考验，久盛不衰，古典音乐是具有规则性本质的音乐，具有平衡、明晰的特点，注重形式的美感，被认为具有持久的价值，而不仅仅是在一个特定的时代流行。作为一个独立的流派，艺术手法讲求洗练，追求理性地表达情感。

Classical Music

Classical music is art music produced or rooted in the traditions of Western music, including both liturgical (religious) and secular music. Classical music contains that few or no other genres of music contain, such as the use of a printed score and the performance of very complex instrumental works





丽思卡尔顿

丽思·卡尔顿作为全球首屈一指的奢华酒店品牌，从19世纪创建以来，一直遵从着经典的风格，成为名门、政要下榻的必选酒店。因为极度高贵奢华，她一向被称为“全世界的屋顶”，尤其是她的座右铭“我们以绅士淑女的态度为绅士淑女们忠诚服务”更是在业界被传为经典。不管在哪个城市，只要有丽思酒店，一定是国家政要和社会名流下榻的首选。



THE RITZ-CARLTON®
HOTEL COMPANY, L.L.C.

Ritz-Carlton

With the idea of Offering Supreme Comfort, Exclusive Amenities & Impeccable Service, the legacy of The Ritz-Carlton, Boston begins with the celebrated hotelier Cesar Ritz, the “king of hoteliers and hotelier to kings.” His philosophy of service and innovations redefined the luxury hotel experience in Europe through his management of The Ritz Paris and The Carlton in London.





遗世独立 新世纪音乐

New Age 被翻译为新世纪音乐，也被翻译成新纪元音乐，是种宁静、安逸、闲息的音乐，营造出大自然平静的气氛或宇宙浩瀚的感觉，洗涤听者的心灵，令人心平气和。更有一些音乐家，通过他们特别设计的音波和“无污染构思”音乐理念来使听者的精神境界升华，达到鼓舞精神和生理治疗的作用。

New-age music

New-age music is a genre of music intended to create artistic inspiration, relaxation, and optimism. It is used by listeners as a method of stress management to bring about a state of ecstasy rather than trance, or to create a peaceful atmosphere in their home or other environments, and is associated with environmentalism and New Age spirituality.

ĀMAN
RESORTS



安缦

安缦的创始人 Adrian Zecha 曾说过，“安缦是与众不同的，就是这样。安缦酒店响应当代生活方式。所以我们提供一种无尽的生活享受。”这个酒店业的传奇完美诠释着新世纪音乐的风格，在世界各地最美丽，最具历史特色，最迷人的景点专注打造静谧与安宁的隐世之旅，打造一个放松身体，治愈心灵的度假之所。

Aman

The word "aman" means "peace, security, safety, shelter, protection" in the Sanskrit languages. Meticulously designed to frame their natural settings, Aman destinations are renowned for space and privacy. Each welcomes guests as if to the home of a close friend, instilling a sense of peace and belonging amid some of the most diverse natural and historical landscapes.





随性自由 优雅爵士

爵士乐于 19 世纪末 20 世纪初源于美国，讲究即兴，以具有摇摆特点的 **Shuffle** 节奏为基础，是非洲黑人文化和欧洲白人文化的结合，直至今天，爵士乐风靡全球。爵士乐是中国第一支舶来音乐形式。这个起源可以追溯到民国时期的上海，在大街小巷都可以听到乐手演奏爵士乐，这种慵懒又快乐的音乐形式很快便风靡上海上流社会。

Jazz

Jazz is a music genre that originated in African American communities of New Orleans, United States. A broader definition that encompasses all of the radically different eras of jazz has been proposed by Travis Jackson: "it is music that includes qualities such as swing, improvising, group interaction, developing an 'individual voice', and being open to different musical possibilities"



费尔蒙

拥有着超过 60 家地标性的豪华酒店，费尔蒙一直以其亲切贴心的服务及丰富的文化特色而著名，每一家无可比拟的古典酒店都充满着传统和典雅的气息，对当地社会均有着不可言喻的重要性。更是收购了上海和平饭店这一传奇自 1929 年起就坐落于外滩中心的一栋传奇地标式建筑，记录了那年今日上海最精致的奢华生活方式。

Fairmont

Fairmont prefers those buildings with legendary stories. Its passion is to connect our guests to the very best of our destinations. Aim to give guests an authentic experience of the locale Fairmont also guarantees consistent high standards throughout our collection of hotels and resorts. Contemporary amenities and timeless elegance—inspired by the unique destinations—are reflected throughout every Fairmont guest room.

Fairmont
HOTELS & RESORTS

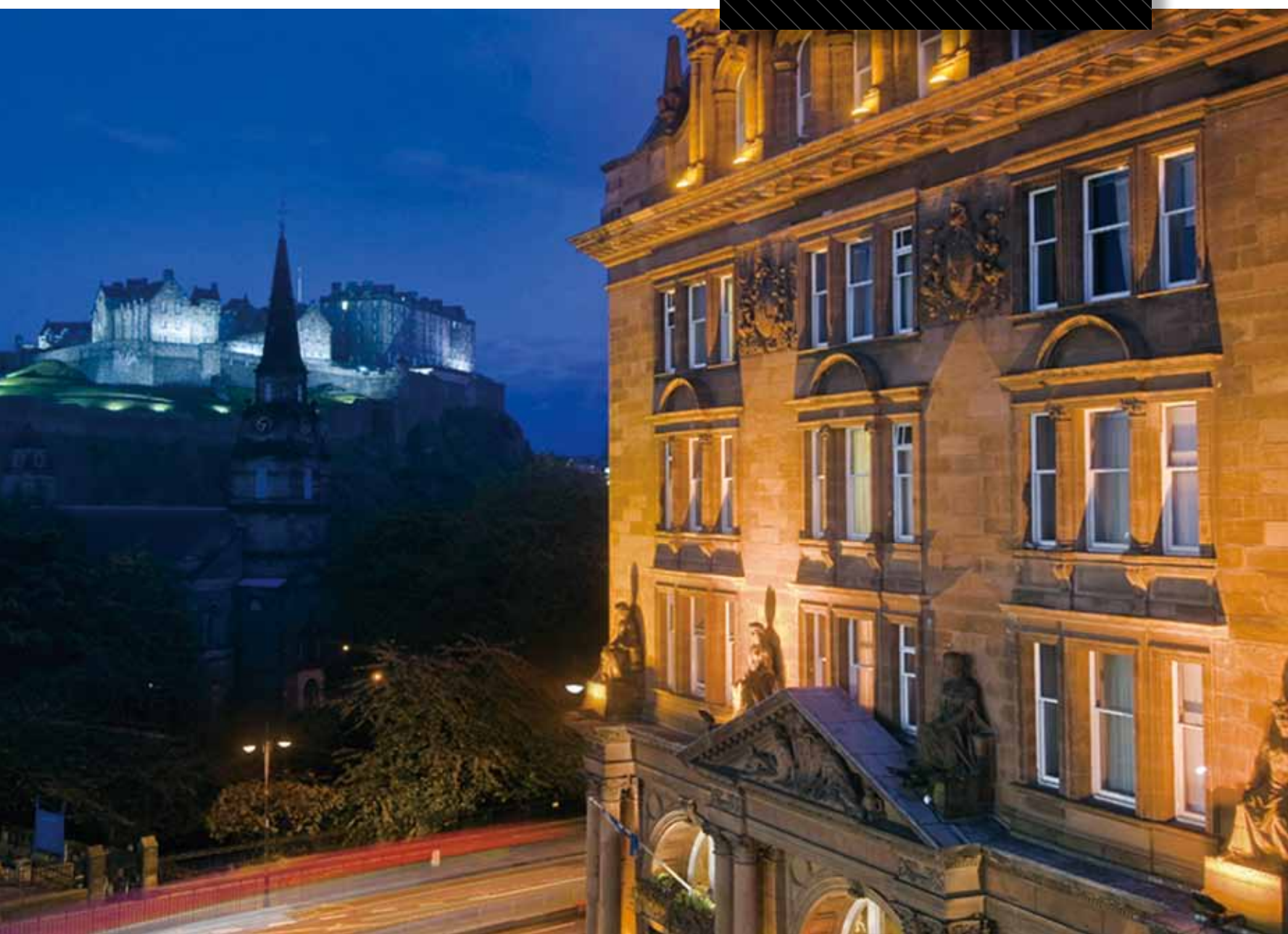


慵懒随和 巴萨诺瓦

巴萨诺瓦，是一种融合巴西森巴舞曲和美国酷派爵士的一种“新派爵士乐”，柔和、舒服、轻松、懒洋洋、浪漫乃其特色，乍听简洁轻快。巴萨诺瓦结构复杂；乐器的音阶或和弦转换的行进方式变幻莫测，往往乍听下以为可以掌握旋律的起落和节奏，和弦一转换后即捕足不及。

Bossa nova

Bossa nova is a genre of Brazilian music, which developed and was popularized in the 1950s and 1960s and is today one of the best-known Brazilian music genres abroad. The phrase bossa nova means literally "new trend". A lyrical fusion of samba and jazz, bossa nova defines as comfort, relax and romantic.





华尔道夫

华尔道夫是艺术设计和精致服务最好的结合，在涵盖从经典优雅到现代宏伟的全球地标目的地——共无与伦比的宾客服务。结合文化内涵、传奇色彩、恒久建筑与深厚历史，创造真实、难忘、独特的体验。与巴萨诺瓦一样，在不经意间打造舒适体验，在细节中打造永恒浪漫。

Waldorf

Waldorf Astoria Hotels & Resorts is a Hilton Worldwide luxury hotel and resort brand. It is positioned as the flagship brand within Hilton's portfolio, being used on hotels which offer the highest standards of facilities and service. Waldorf aims to create romantic and elegance with luxury services every Fairmont guest room.



A couple is standing in a restaurant with a large, curved glass ceiling that looks like an underwater scene with many fish. The man is wearing a white shirt and shorts, and the woman is wearing a long, patterned dress. They are holding glasses and looking at each other. The restaurant has wooden floors and tables with white chairs.

大众之选 流行音乐

流行音乐，又称波普音乐，或许是最为大众所熟悉的一种音乐曲风，一般认为，流行音乐有广义和狭义之分，这里的“波普”是指狭义的流行音乐，是一种具有强烈节拍的现代流行音乐曲风，琅琅上口，易于传唱，深受大众喜爱。

Pop music

Pop music is a genre of popular music that originated in its modern form in the United States and United Kingdom during the mid-1950s. Although pop music is seen as just the single charts, it is not the sum of all chart music. Pop music is eclectic, and often borrows elements from other styles

康莱德

作为希尔顿酒店集团旗下最高级别的超豪华酒店，康莱德酒店不仅是希尔顿集团的集大成者，更是世界上最奢华酒店的代名词。其以希尔顿创始人——康莱德·希尔顿（CONRAD HILTON）的名字命名，是希尔顿放手世界的又一大品牌标志，目前在全球仅 20 家，高端性溢于言表。康莱德酒店的核心旨在向高品位人士提供独特的体验，打造高品位人士首选的奢华酒店，创造极致个性天地。

CONRAD
HOTELS & RESORTS™

Conrad

Conrad Hotels & Resorts is an international brand of luxury hotels and resorts owned and operated by Hilton Worldwide. Conrad was considered the luxury flagship brand in the Hilton Family of Brands, named after company founder Conrad Hilton.



硬石酒店

硬石酒店无疑是最为名副其实的摇滚代言人 Hard Rock 拥有全球最珍贵的音乐珍藏品，硬石酒店用音乐缔造难忘体验，提供全方位音乐服务，唤醒内心渴望，在客房内体验酣畅淋漓的音乐快感。融合了流行文化元素和一流服务理念，以世界顶级的休闲、餐饮和娱乐设施，以及贯穿一切的主题—音乐，为渴望摆脱传统住宿模式的现代旅客营造奢华新体验。

Hard Rock

Hard Rock Hotels, where modern comfort meets rock style. Submerge yourself in the rhythm & soul of our exclusive experiences with luxurious destinations. Hard Rock Hotels span the globe with an uncompromised dedication to hospitality that promises so much more than merely a place to stay, rooted in a rock 'n' roll spirit.



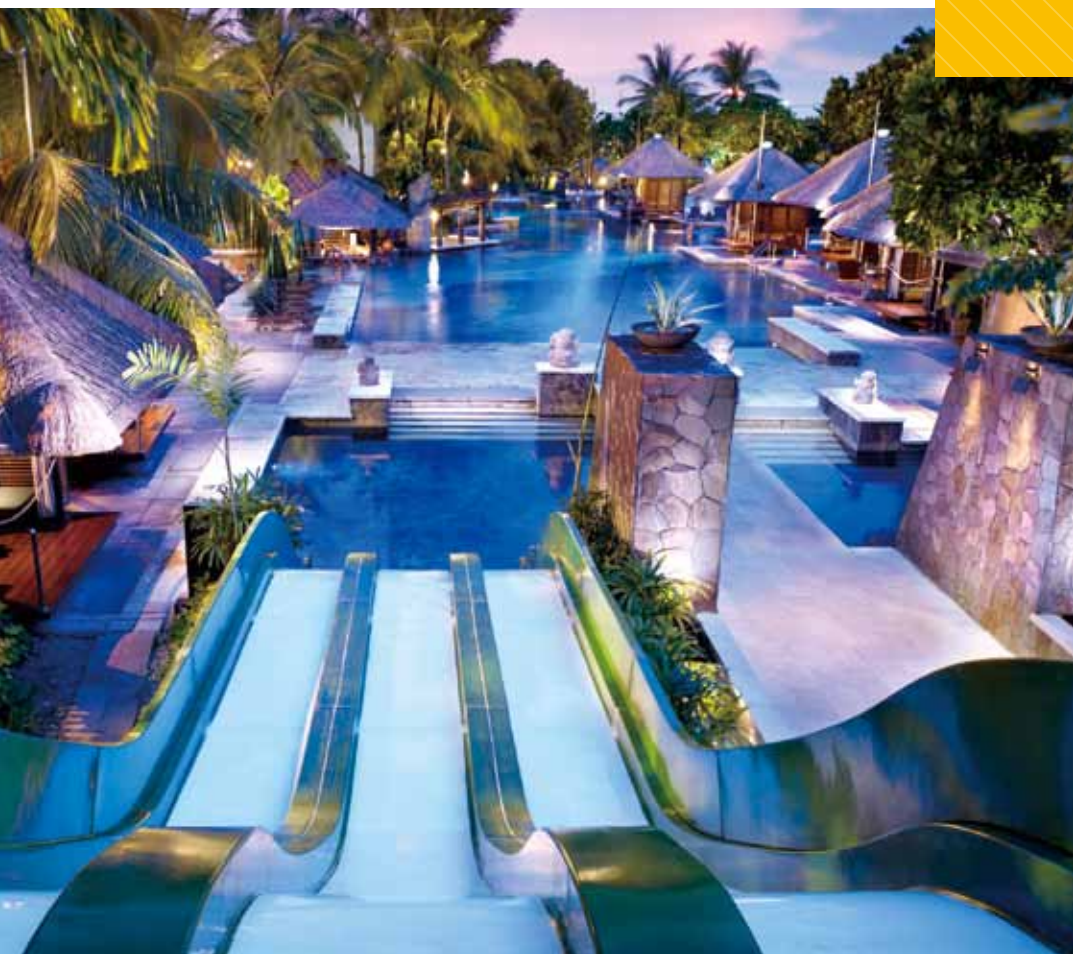


激情洋溢 纵情摇滚

摇滚 (Rock and Roll) 是一种音乐类型，起源于 1940 年代末期的美国，1950 年代早期开始流行，迅速风靡全球。摇滚乐以其灵活大胆的表现形式和富有激情的音乐节奏表达情感，受到了全世界大多数人的喜爱。

Rock and Roll

Rock music is a genre of popular music that originated as "rock and roll" in the United States in the early 1950s. Musically, rock has centered on the electric guitar, usually as part of a rock group with electric bass and drums and one or more singers.



英迪格

英迪格作为洲际旗下的潮牌酒店，完美平衡了追求潮流与表达自我之间的平衡，结合了人文风情与当地特色的英迪格酒店，特立独行却又直击人心，注重打造“耳目一新的邻里文化”匠心独运地展现出社区特色，无疑是源自街头，体现自我的嘻哈精神的最好代言





Indigo

Hotel Indigo is a chain of boutique hotels. It is promoted as being "the industry's first branded boutique hotel experience." The concept includes a retail-inspired design concept. Guestrooms feature murals, area rugs, duvets and slipcovers that change periodically. Public spaces are transformed seasonally through changing aromas, music, artwork, murals and directional signage.

追求自我 嘻哈音乐

嘻哈即“Hip-Hop”。Hip-Hop 意为“摇摆的屁股”，源自美国黑人社区，其渊源可上溯至 20 世纪 70 年代。Hip-Hop 是一种由多种元素构成的街头文化的总称，它包括音乐、舞蹈、说唱、DJ 技术、服饰、涂鸦等。Hip-Hop 是街头的文化，是一种生活态度。

Hip-Hop

Hip-Hop music, is a music genre developed in the United States by inner-city African Americans in the 1970s which consists of a stylized rhythmic music that commonly accompanies rapping, a rhythmic and rhyming speech that is chanted.



律动未来 说唱新生

Rap 是一个黑人俚语中的词语，即有节奏地说话的特殊唱歌形式。它以在机械的节奏声的背景下，快速地诉说一连串押韵的诗句为特征。在音乐爱好者的眼中，说唱仿佛是新文化运动的代言人，包涵了你今天能感受到的一切新鲜玩意，词是说唱的灵魂你跟着节奏唠叨，仿佛是在宣读一份洗新革面的宣言。

Rap

Rapping is a musical form of vocal delivery that incorporates "rhyme, rhythmic speech, and street vernacular", which is performed or chanted in a variety of ways, usually over a backbeat or musical accompaniment. The components of rap include "content", "flow", and "delivery".



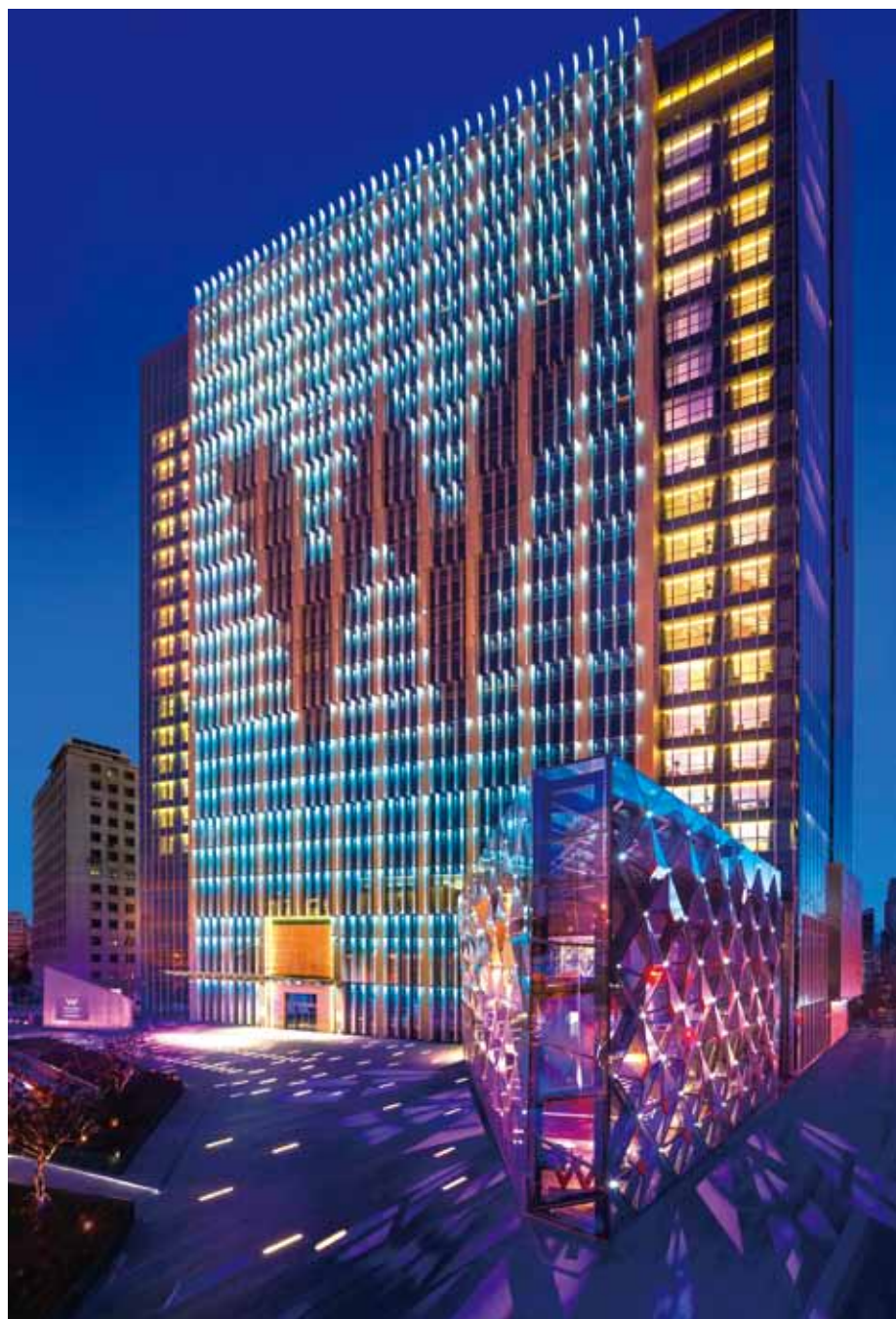


W 酒店

W 酒店无疑是说唱精神在酒店届最好的代言人，创立之初便被视为酒店业的颠覆者，以别具一格的创意迅速地打开了新天地。激发灵感、创造潮流、大胆创新的 W 酒店在业界影响深远，以独树一帜的风格，发扬自我，以潮流创造传奇。

W Hotel

Escape to where iconic design and contemporary luxury set the stage for exclusive and extraordinary experiences at W Hotels. Retreat to surprising, sensory environments where amplified entertainment, vibrant lounges, modern guestrooms and innovative cocktails and cuisine create more than just hotel experience, but a luxury lifestyle destination.





别致悠扬 轻音乐

20 世纪 30 年代后期出现的轻音乐介于古典音乐和流行音乐之间，是对二者鲜明对立的一个折中，可谓是音乐中的“第三种势力”。它古典气息和现代风味兼而有之，华丽而不艳俗，浪漫而不轻浮，抒情而不缠绵，既通俗易懂、平易近人，又格调高雅、风度不凡。这种小巧精致的音乐让乐迷们感到两耳一新，风味别具。

Light Music

Light music is a generic term applied to a mainly British musical style of "light" orchestral music. The style is a less "serious" form of Western classical music, featuring through-composed, usually shorter orchestral pieces and suites designed to appeal to a wider audience than more serious compositions.





BANYAN TREE
HOTELS & RESORTS

悦榕庄

悦榕庄正如轻音乐一般，以优雅浪漫的设计与舒适健康的 spa 服务抚慰着每一位客人的身心，以充满活力与异国情调的度假环境为顾客提供亲密的身心灵体验。悦榕庄旗舰店于 1994 年在泰国普吉岛创立。悦榕把环保意识完美融入于浪漫旅行中，提供一个能够让人完全放松身心灵的“心静轩”。身为热带花园 Spa 概念的先锋，悦榕 Spa 提供世代相传的亚式健康美容 Spa 体验，在所有悦榕度假村成为悦榕经典体验的一部分。

Banyan Tree

In days gone by, the Banyan tree provided shelter to weary travelers. With attentive yet discreet service and associates representing more than 50 nationalities, Banyan Tree Hotels & Resorts provide naturally-luxurious, ecological, culturally-sensitive experiences.



淳朴自然 乡村音乐

乡村音乐 (Country Music) 出现于 20 世纪 20 年代，它来源于美国南方农业地区的民间音乐，最早受到英国传统民谣的影响而发展起来。最早的乡村音乐是传统的山区音乐 (Hillbiy Music)，它的曲调简单，节奏平稳，带有叙述性，与城市里的伤感流行歌曲不同的是，它带有较浓的乡土气息。

Country Music

Country music is a genre that originated in the Southern United States in the early 1920s. Country music often consists of ballads and dance tunes with generally simple forms, folk lyric and harmonies accompanied by mostly string instruments such as banjos, electric and acoustic guitars, steel guitars, and fiddles as well as harmonicas.



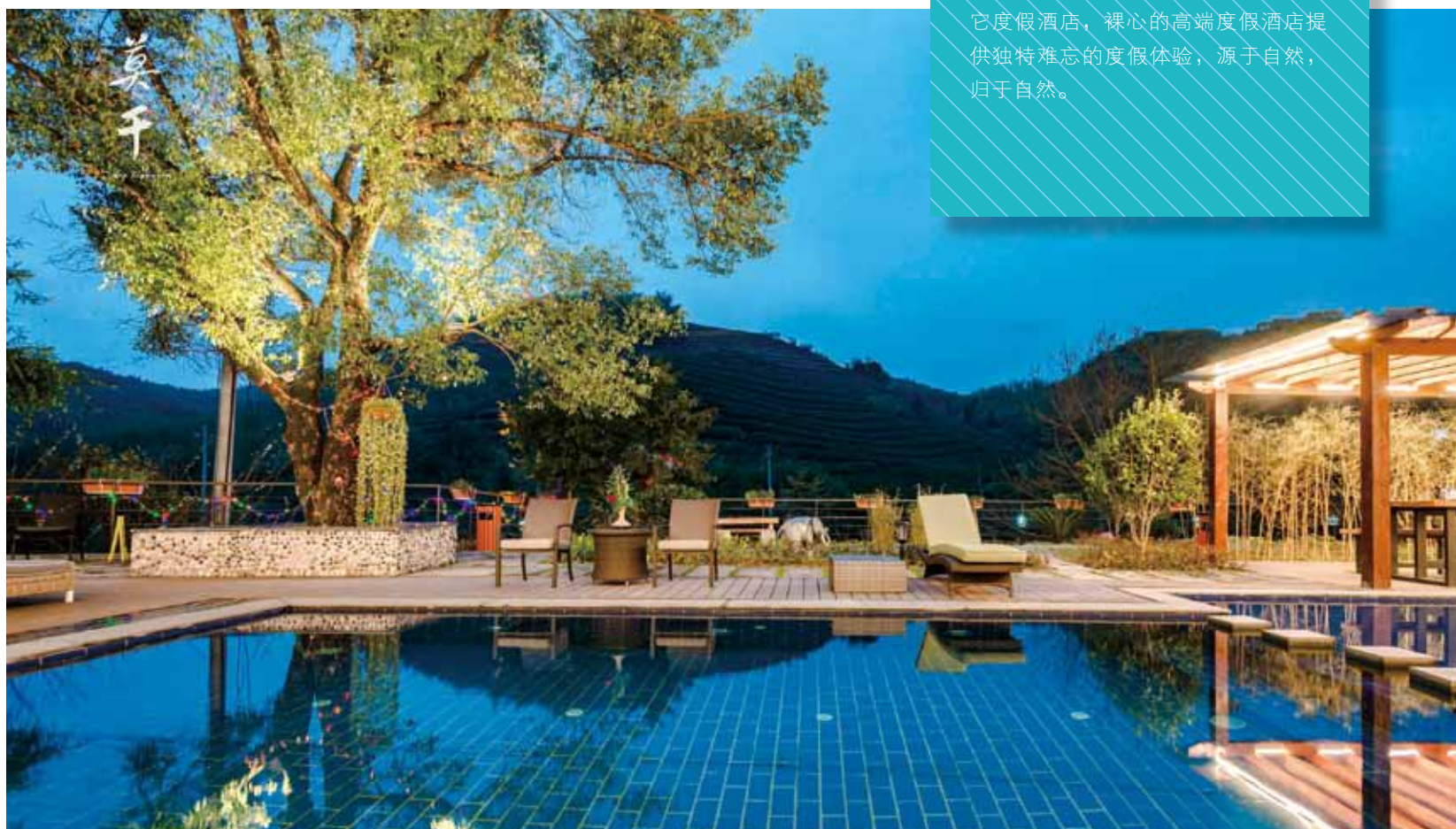


Naked

Mankind wasn't designed to live in a city. The luxury resorts seek to encourage people to retreat and bare themselves to nature in elegance and luxury. Naked offer a unique and memorable experience unlike anything else found in China: nature, sustainability, design and exceptional guest service are signature features at our resorts.

裸心谷

正如源自于民间传唱的歌谣的乡村音乐一般，裸心注重于和周围的自然环境融为一体，使人能无拘无束的接近大自然，源于自然，归于自然，人类原本不是生活在喧嚣的城市里。我们已经完全适应这种都市的生活方式了，但有时，我们应该赤裸裸的回归那个最原本的自己。有别于中国其它度假酒店，裸心的高端度假酒店提供独特难忘的度假体验，源于自然，归于自然。



A couple is relaxing on a large, dark-colored outdoor sofa with a woven backrest. They are both wearing light blue shirts and are holding wine glasses, smiling and looking towards the right. The background shows a sunset scene with a body of water, some trees, and a building with a traditional roof. The overall atmosphere is romantic and peaceful.

率真性情 清新民谣

民间流行的、赋予民族色彩的歌曲，称为民谣或民歌。民谣表现一个民族的感情与习尚，因此各有其独特的音阶与情调风格。校园民谣朝气蓬勃，极富有校园味道，毫无矫饰，完全是率真性情的流露，听起来十分感人，其曲风总体来说朴实明快、积极向上，充满活力

Folk Music

Folk music includes both traditional music and the genre that evolved from it during the 20th century folk revival. Some types of folk music are also called world music. Traditional folk music has been defined in several ways: as music transmitted orally, music with unknown composers, or music performed by custom over a long period of time. It has been contrasted with commercial and classical styles.

阿丽拉

阿丽拉酒店的选址偏爱风景如画的乡村，以结合地方特色的设计，打造世外桃源，“阿丽拉”源自梵语，意为“惊喜”，十分贴合酒店独一无二的个性和宾客休憩于此获得的体验。阿丽拉酒店和度假村致力于打造段忘的当地文化之旅，为客人带来终极目的地体验。

Alila

Alila means “Surprise” in Sanskrit, which suitably describes the refreshing character of our properties and impressions of our guests when they stay with us. To stay at any of Alila’s hotels and resorts is to embark on a destination experience. Be it in recreating the flavours of the local cuisine, enhancing your well-being through ancient healing arts or the thrill of adventure sports.

Alila
HOTELS AND RESORTS



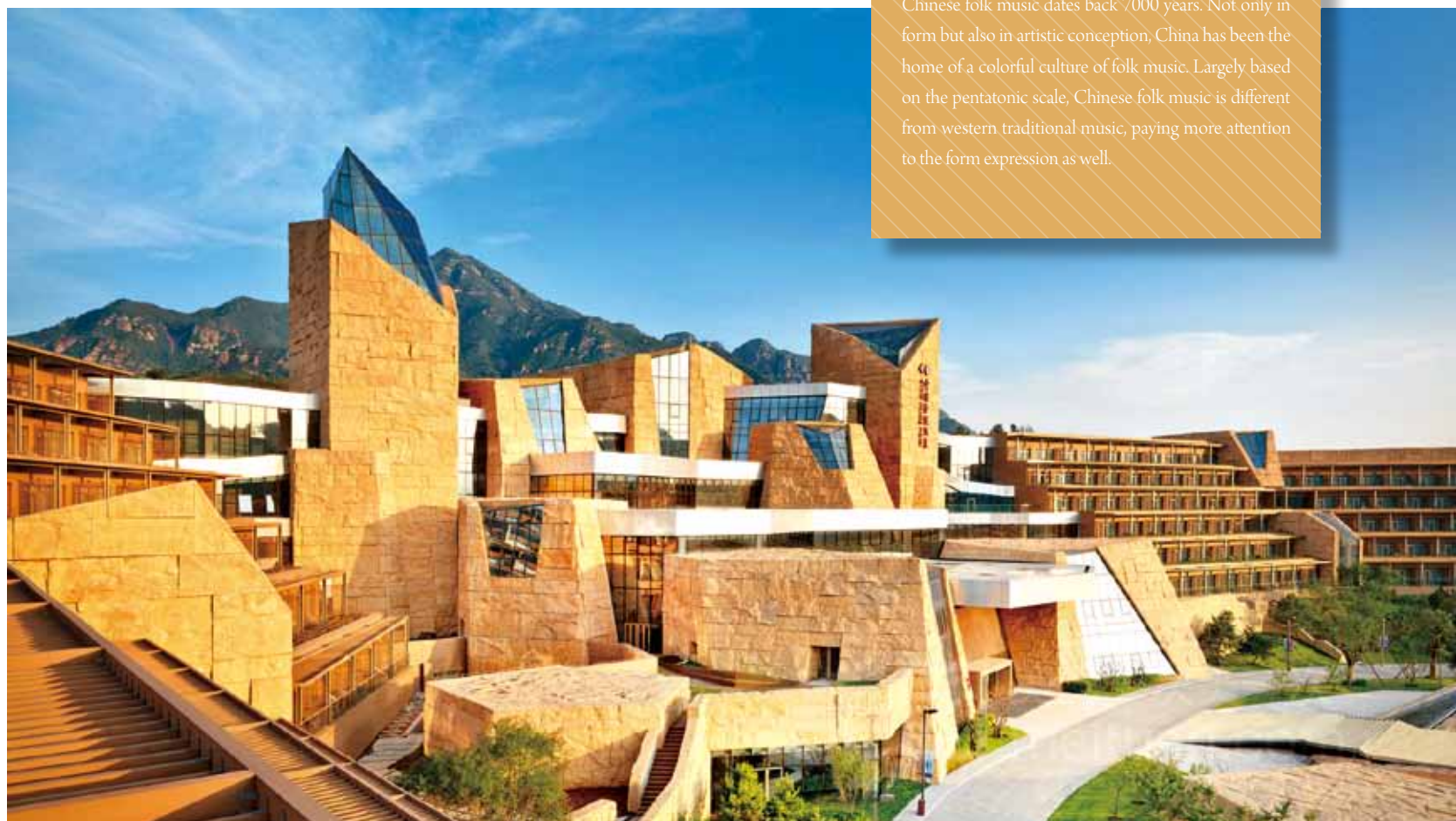


韵味悠长 中国民乐

中国民族音乐，又称中国传统民族音乐。指用中国传统乐器以独奏、合奏形式演奏的民间传统音乐。中国民族器乐的历史悠久。民乐通过细腻的音色和旋法变化，来营造出只可意会不可言传的韵味，就像国画，简单勾勒几笔，水墨留白构造山水意境

Chinese Folk music

According to current archaeological discoveries, Chinese folk music dates back 7000 years. Not only in form but also in artistic conception, China has been the home of a colorful culture of folk music. Largely based on the pentatonic scale, Chinese folk music is different from western traditional music, paying more attention to the form expression as well.





金陵

与民乐一样，金陵酒店是中国民族品牌之光，成立于 1993 年的金陵酒店管理公司是中国最大的轻资产酒店连锁经营专业机构，将 30 年东西方酒店成功经验的融会创新，金陵以敦厚的人文素养与婉约的殷殷之情，创造了盛受国际赞誉的酒店品牌。

Jinling

Jinling Hotels & Resorts is distinguished by more than 30 years' experience of successfully managing luxury hotels. It has overcome fierce competition developing its brand name in the hospitality industry worldwide through creative management ideals. It offers professional services and management support achieving goals for each owner's success.





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