国内前沿商业地产设计解密

十个 SHOPPING MALL 的诞生

J 2 综 合 体 顾 问 集 团 • J 2 设 计 • 研 发 创 作 室 主 编

THE BIRTH OF THE TOP TEN OF THE SHOPE SHO

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序言一 FREFACE I

十年城市梦

Ten Years City Dream

番禺,广州中心南向十里,仅因江河相隔,长期城乡混合, 生活作息较为原始!虽然众多优质大盘如雅居乐、星河湾、锦 绣香江等,吸引众多名俊男靓女。

但在 2014 年 11 月 8 日,随着番禺 CBD 万达广场开业,这一切都会改变:番禺有了它的商业娱乐中心!这是除广州中心珠江新城以外最大的城市副中心。之后,番禺傍晚的车流不但向北,还会向南——亚洲最大双地铁地下商业加地上的 5 个城市综合体群,这等于创造了一个小型城市。

回到旧的纽约,当时规模最大而且最早的地标是洛克菲勒中心,因为美国经济危机而令兴建歌剧院的念头转为兴建商业楼群,不经意演变为世界首个城市综合体成为纽约新生活的一部分,从此影响世界100年。

回到现在,在东京的六本木、大阪的难波、迪拜的法赫德、香港的朗豪社区改造,无不带有铸造区域中心、打造城市名片的目的,理由有开发新区、改造旧区、创造城区、升级老区……但最终的目的都是提升价值。

在中国十年,急促而原始的城市梦过去了,居住、购物、餐饮的形态或即将退却,新的城市梦即将到来,聚会、欣赏、主题活动等新的生活形态即将开启。

J2 这十年梦,是随着万达、万科、恒大、龙湖、新城等开发企业的城市综合体发展而发展,包括近期开业的番禺 CBD 万达广场。

还有,都市化、垂直化、枢纽化、文艺化、主题化,无不是我们追求城市梦想的核心,但人口、交通、规划、商业等, 无不带来很多的负面影响……

祝福番禺,已走过粗放的城市路,今后的十年,从番禺 CBD 万达社区开始,将是更好的城市梦。 Panyu District, located in the south of Guangzhou, ten kilometers from the city center, where the rivers apart, long-term urban and rural mixture, more primitive lifestyle. Many high-quality real estate properties such as Agile, Star River, Global Villa Hotel attracted many handsome men and women.

But from November 8, 2014, with the opening of Panyu CBD Wanda Plaza, all this changed: Panyu District has its own business and entertainment center! This is the biggest city deputy center in addition to Zhujiang New Town. After this, The evening traffic in Panyu District not only to the north, will be toward the south—Asia's largest double metro mall plus five city complex group on the ground, which is equal to the creation of a small city.

Back to the old days in New York, the largest and earliest landmark is the Rockefeller Center, because the U.S. economic crisis for the construction of the opera house's thoughts turned to the construction of commercial buildings, inadvertently evolved into the first world city complex, becoming part of a new life in New York, which has influenced the world for 100 years.

Time back to now, Tokyo's Roppongi, Osaka's Namba, Fahad in Dubai, Hongkong Langham community transformation, all with the purpose of casting regional center and urban business card, the reasons for these projects include the development of the new district, the transformation of the old area, the creation of new urban areas, upgrade the old town...but the ultimate goal is to enhance the value.

In China a decade, rapid and original urban dream passed, living, shopping, dining lifestyle may be about to retreat, New city dream, like a party, appreciate, theme activities, such as the new lifestyle is upcoming.

J2 dream of this decade is realized with Wanda, Vanke, Evergrande, LongFor, Xincheng and other developers city complex development, including the upcoming opening of the CBD Panyu Wanda plaza.

Also, urban modernization, vertical integration, comprehensive hub, human culture, distinctive theme are the core of our pursuit of the city dream, but the population, transport, planning, commercial and other factors has brought a lot of negative urban problems.

Best wishes to Panyu District, it has gone through extensive city road, the next decade, beginning with the Panyu Wanda CBD community, will be better city dream.



冯厚华 /Jeff J2 设计与顾问集团总裁、设计总监 广州美术学院客座教授



广州番禺 CBD 万达广场

人与城市的远见 Human and the Vision of City









《图兰朵》/美丽的元朝公主,为复仇而出难题,让喜欢她的男子猜谜,结 果要么是死要么是下嫁。而仇家鞑靼王子偏猜出答案,也为公主爽约而出题, 结果是要么公主下嫁要么他死。公主的寻谜命令演绎为经典的《今夜无人入眠》 曲目!最终,王子一吻化恩仇,公主下嫁,也为王子终守秘密,这就是普契尼 的浪漫歌剧《图兰朵》!

城市 /《图兰朵》把中国元素,包括音乐《茉莉花》带到欧洲,不但在歌 剧院上演,亦成为社交场所的高尚元素,如电影《摩纳哥王妃》中,关键的慈 善国宴上玛丽亚卡拉斯演唱的就是歌剧《托斯卡》曲目《啊!我亲爱的爸爸》(历 史上实际是《蝴蝶夫人》曲目《晴朗的一天》)。这是城市的魅力!巴黎、伦敦、 柏林、纽约等,它们有社交、有欣赏、有庆典、有艺术,它们都是从最简单的聚居、 生存、食物、交换,而逐渐变为枢纽、交易、竞技、发明,到今天的大都市!

乡情 / 记得小时候去农村 ,尤其关注与等待每月(农历)两次的墟日(集市)。 家家户户早早谋计,想象着卖出成果、买入至爱,还有信息的收纳、亲情的传递, 每次回家,都流露出钱袋、身体、精神的满足而等待下一次。到现在,这还是 中国众多腹地的社会生态。

场所/场所与场地不同,它有人的行为,场地是死的,场所是活的,这是 大家,特别是建筑师与设计师应有的观念,我们创造的是场所,不是场地。城 市是动的,社区是响的,空间是活的,摆设是生的,这构成了我的记忆与文化。 因为,人是聚居物种,只有群居,我们才能进步!

财富/威尼斯共和国有过辉煌的历史,13—16世纪,是西方商业中心,地 位相当于今天的纽约,其海洋影响力与财富积累力史上无人能及。有人统计过, 其当时一个城邦的财富,相当于相同历史的中国明代全国之和,而人口后者却 是前者的 500~1000 倍。

Turandot / Beautiful princess of the Yuan Dynasty says that any potential husband must solve three riddles or he will be condemned to death. Enemy Tartar prince but answer the question and set the theme for princess's bailing on him, if she can guess his name by sunrise, she will not have to marry him, but can have him killed. The princess to find answers for command deduce for classical repertoire-None Shall Sleep! At the end of the story, the prince and princess unite in marriage, also for the prince to keep secret. This is Puccini's romantic opera Turandot!

City / Turandot brings the Chinese elements, including music Jasmine to Europe, not only in the Opera House, also has become a social place of the noble elements, such as the movie Princess of Monaco in the key of charity banquet Maria Callas singing is the opera Tosca track ah! My dear father (actually the history of Madame Butterfly track sunny day). This is the charm of the city! Paris, London, Berlin, New York, and so on, they have social, there is appreciation, there are celebrations, and artistic, they are from the most simple settlements, survival, food, exchange, gradually becomes hub, trade, sports, inventions, to today's metropolis!

Provincialism / I remember as a child to go to the countryside, especially attention and wait for market day (lunar calendar) twice a month. Every family is busy, early as soon as possible, imagine to sell products, to buy favorite items, as well as information collection and transfer of affection. After returning home, people are showing the income, physical, spiritual satisfaction and waiting for the next one. Up to now, this is still a social lifestyle in China's hinterland.

Place / Place and location is different, it is the person's behavior, which means the site is dead, the place is live, it is you, especially that architects and designers should have ideas, we create is the place, not the site. The city is moving, the community is bustling, the space is alive, furnishings are insensate, which constitutes my memory and culture. Because people are inhabited by species, only gregarious, we can progress!

Fortune / The Republic of Venice had a glorious history, it is the western commercial center in the late thirteenth century to sixteenth century, status equivalent to today's New York, and its marine influence and wealth accumulation in history is unmatched. Some statistics, It was a city-state of wealth is equivalent to the sum of the same historical period of the Ming dynasty of China national, while the population of the latter is 500 to 1000 times the former.

Literature and Art / In addition to the money, the prosperity of Venice left us with endless artistic wealth. Special preferences to the water city-Venice, for it is the essence of urban design and construction of the Renaissance. Venice people advocating art genius, like 文艺/除了金钱,繁荣的威尼斯给我们留下无尽的艺术财富。大家特别喜好威尼斯水城,因它是文艺复兴时期城市设计与建设的精华;威尼斯人崇尚艺术天才,艺术家提香、乔尔乔内,委罗奈斯等,还有独有的"复合唱"乐派等;威尼斯有华丽的庆典,留下无尽艺术内涵的奢华生活细节,如舞会眼罩、水晶灯饰、琉璃饰品等等;他们还拥有深入到家家户户的独特自我艺术,这才是关键!这些都可以让当时的威尼斯与佛罗伦萨在文艺与生活方面平起平坐。

情趣/在上海世博会上,无数人去的中国馆中,最具吸引力的要数那幅《清明上河图》真迹及其动画,人们关注的是图上市井的乐迹及宏大的场面。但有多少人关注宋代的艺术?如当之无愧的艺术家皇帝宋徽宗,不但花鸟绘画了得,还发明了"瘦金体"书法(是我喜爱的一种);其次书画家有苏东坡、黄庭坚、米芾;诗词有王安石、陆游、范仲淹等;理学有程颐、程颢、朱熹等;工艺有钧窑,家具有完全取代席地而坐的中高型、垂足坐家具……宋代,是中国第二次文化与文明进步时代。

体验/鲁迅《花边文学·看书琐记》: "文学虽然有普遍性,但因读者的体验的不同而有变化,读者倘没有类似的体验,它也就失去了效力。" 因此,体验首先是双向的!设计师在发展商与项目顾客中,起到共同创造美好体验空间的支点作用;其次,体验应该是有品格的!试想,还是那么拥挤地回乡、观光,这么轻易地在电脑购物,而不愿意花时间去欣赏一件工艺品、回味一件艺术品、感觉山间的一草一木,我们的财富又有何用?

规划 / 芝加哥建筑在美国历史上举足轻重,当我们在五大湖边赞叹它有世上最好的天际线时,更惊叹其规划于1860年、成型于1893年的"伯思汉姆(建筑师)规划",并且用法律形式一直规范至今。

尊重/相对于美国的规划,欧洲可能不屑一顾,如巴黎规划始于12世纪,形成了以城岛为中心、跨河两岸建设锥型,同样伦敦规划亦始于12世纪,18世纪的海德公园,到现在也没什么变化。我认为欧洲的规划价值不在于早,而

Titian, Giorgione, Wei Ronas, as well as a unique "Polychoir" etc. Venice has a magnificent celebration, leave endless artistic content of luxury life details, such as dance goggles, crystal lamps, glass ornaments and so on, also they have deep into every household in the unique art of self, this is the key! These can make the time in Venice and Florence, on an equal footing in terms of literature and life.

Appeal / During the Shanghai World Expo, thousands of people go to the China pavilion, an important concern is genuine and animation of the *Riverside Scene at Qingming Festival*, focused on the street life of fun and disseminating text on the painting. But how many people are concerned about painting shows the art of the richest Song Dynasty in our history? Artist Emperor Huizong deserved, not only amazing paintings of flowers and birds, also invented the "skinny body" calligraphy (my favorite kind); this dynasty also emerged out of calligraphers and painters such as Su Dongpo, Huang Tingjian, Mi Fu, poets including Wang Anshi, Lu You, Fan Zhongyan and and Cheng Yi, Cheng Hao, Zhu Xi as the representative the Neo-Confucianism. In the process of manufacturing, Jun porcelain was made for the use of the royals only and people create completely replace the sit on the ground in high type, pedal sitting furniture. The Song Dynasty is Chinese second culture and the progress of civilization era.

Experience / Lu Xun Fringed Literature Read a Book Time: "Although the literature has the universality, but because of the reader's experience varies, the reader if no similar experience, it will lose its effectiveness." Therefore, the experience first is bidirectional! In the developer and project customers, the designers played together to create a better experience space fulcrum effect. Secondly, the experience should be dignified! Just imagine, still so crowded back to hometown, sightseeing, shopping so easily in the computer, but not willing to spend the time to enjoy a craft, reflected upon a piece of art, feel the landscape scenery, So, our wealth, what use is it?

Planing / Chicago Architecture is very important in the history of the United States. when we praise Great Lakes has the best skyline in the world, Hobbes ham more amazed by its planning began in 1860, formed in 1893 "(architect) planning", and with legal form specification all the time up to now.

Respect / For urban planning in the United States, Europe may be dismissed. Such as urban planning in Paris began in the 12th century, formed the island to the city center, building across the river on both sides of the cone type, also London planning began in 12th Century, Hyde Park, which was built in the 18th century, until now has not changed. In addition to planning, I think the European urban value lies not in history, but that it contains the meaning of respect, respect the gift of nature, respect for history and culture building and scenes, respect the theme of community and cultural habits.



财富



文艺



情趣



体验



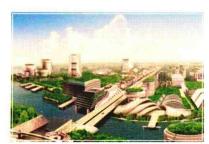
规划



尊重



林林田



在于它蕴含的意义,尊重自然,尊重历史文化建筑与场景,尊重社区主题与人 文习惯。

梦想/当芝加哥实施"伯思汉姆规划"时,中国还在太平天国运动,之后是如噩梦般残酷的历史进程。从 20 世纪 80 年代开始,我们经历了十年的温饱梦,再经历了十年的财富梦,再经历了十年的城市梦,之后就是现在的都市梦,这些无不在追求我们失去的财富与城市梦。也许现实中成功了,但却可能失去了我们的乡情与情趣。

远见/纽约中央公园 1850 年开始规划,无论是从规划、景观,还是从房产等角度考评均是极其有远见的,留给后代无限的享受与财富。中国人多地少,相比老牌现代国家,超级城市多而大。城市规划与建设的核心是以人为本,方法多为节奏化、枢纽化,甚至是垂直化。而我想说的是,规划与建筑固然重要,但我认为城市的人文与社区更关键。所以我们在经营与设计城市时,文艺与情趣更应该与财富结合,渗透到天际与室内空间中,建立我们新的人性与艺术体验;我们所追求的公共空间与场所,也更应该与昔日的尊重与乡情融合,营造服务公众的社区文化。

这,或许是我们未来十年的都市梦、中国梦的一部分。

《十个 SHOPPING MALL 的诞生》/主要以商业与购物中心设计的技术与文本为内容,相信只要有广阔的生活视野、专业的设计技能、科学的工作组织,这些是不难做到的。而我们 J2 的成功,在于经验与标准的研发,以及艺术的主题。在这里,我没有表达这些,而我想表达的,是思想与观念方面的点点滴滴。或许,我们可以尝试着想象一下三百年以后的城市!

冯厚华 /2014 年 12 月广州国际设计周上

Dream / When Chicago's implementation of the "Bosi Beckham planning", China is still in the Revolution of 1911, hereafter, the brutal process seemed a dream. From the beginning of the 1980s, we've gone through a decade of food and clothing for the dream, dream after a decade of wealth, has experienced a decade of city dream again, is now the dream of urban modernization. These dreams are the pursuit of wealth and the cities we lost. We realized, but may lose our nostalgia and fun.

Vision / New York's Central Park planning began in 1850, no matter from the aspects of design, landscape, real estate appraisal are very far-sighted, leaving future generations to enjoy and infinite value. China, with a large population but relatively little (arable) land, compared with the veteran modern country, and large multi-super city is in the affirmative, and far more significant than others. the primary core of urban planning and construction is people, method with rhythmization, comprehensive hub, even vertical integration, all of these are easily understood. And I want to say is that planning is more important than building, but the humanities and the urban community is more critical, we in the management and design of the city, literature and art should be combined with wealth and appeal, penetrated into the skyline and interior space, the establishment of our new humanity and art experience; public space and the we are pursuing, more should be fused with respect and nostalgia of the past, to create our posit ive public service of the community culture.

Perhaps this is part of the next ten years our city dream and Chinese dream.

The Birth of the Top Ten Shopping Malls | The content is mainly about business and technology of the design of shopping center and the text content, such as long as there is a broader perspective of life, professional design skills, scientific organization of work, I believe is not difficult. And the success of J2 lies in the experience and the standard research and development, as well as the theme of the art. Here, I did not express these. What I want to talk about is ideas and concepts. Maybe, we can try to thinking and looking forward to the city in the next three hundred years.

Feng Houhua /2014 December Guangzhou International Design Week

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但在 2014 年 11 月 8 日,随着番禺 CBD 万达广场开业,这一切都会改变:番禺有了它的商业娱乐中心!这是除广州中心珠江新城以外最大的城市副中心。之后,番禺傍晚的车流不但向北,还会向南——亚洲最大双地铁地下商业加地上的 5 个城市综合体群,这等于创造了一个小型城市。

回到旧的纽约,当时规模最大而且最早的地标是洛克菲勒中心,因为美国经济危机而令兴建歌剧院的念头转为兴建商业楼群,不经意演变为世界首个城市综合体成为纽约新生活的一部分,从此影响世界100年。

回到现在,在东京的六本木、大阪的难波、迪拜的法赫德、香港的朗豪社区改造,无不带有铸造区域中心、打造城市名片的目的,理由有开发新区、改造旧区、创造城区、升级老区……但最终的目的都是提升价值。

在中国十年,急促而原始的城市梦过去了,居住、购物、餐饮的形态或即将退却,新的城市梦即将到来,聚会、欣赏、主题活动等新的生活形态即将开启。

J2 这十年梦,是随着万达、万科、恒大、龙湖、新城等开发企业的城市综合体发展而发展,包括近期开业的番禺 CBD 万达广场。

还有,都市化、垂直化、枢纽化、文艺化、主题化,无不是我们追求城市梦想的核心,但人口、交通、规划、商业等, 无不带来很多的负面影响……

祝福番禺,已走过粗放的城市路,今后的十年,从番禺 CBD 万达社区开始,将是更好的城市梦。 Panyu District, located in the south of Guangzhou, ten kilometers from the city center, where the rivers apart, long-term urban and rural mixture, more primitive lifestyle. Many high-quality real estate properties such as Agile, Star River, Global Villa Hotel attracted many handsome men and women.

But from November 8, 2014, with the opening of Panyu CBD Wanda Plaza, all this changed: Panyu District has its own business and entertainment center! This is the biggest city deputy center in addition to Zhujiang New Town. After this, The evening traffic in Panyu District not only to the north, will be toward the south—Asia's largest double metro mall plus five city complex group on the ground, which is equal to the creation of a small city.

Back to the old days in New York, the largest and earliest landmark is the Rockefeller Center, because the U.S. economic crisis for the construction of the opera house's thoughts turned to the construction of commercial buildings, inadvertently evolved into the first world city complex, becoming part of a new life in New York, which has influenced the world for 100 years.

Time back to now, Tokyo's Roppongi, Osaka's Namba, Fahad in Dubai, Hongkong Langham community transformation, all with the purpose of casting regional center and urban business card, the reasons for these projects include the development of the new district, the transformation of the old area, the creation of new urban areas, upgrade the old town...but the ultimate goal is to enhance the value.

In China a decade, rapid and original urban dream passed, living, shopping, dining lifestyle may be about to retreat, New city dream, like a party, appreciate, theme activities, such as the new lifestyle is upcoming.

J2 dream of this decade is realized with Wanda, Vanke, Evergrande, LongFor, Xincheng and other developers city complex development, including the upcoming opening of the CBD Panyu Wanda plaza.

Also, urban modernization, vertical integration, comprehensive hub, human culture, distinctive theme are the core of our pursuit of the city dream, but the population, transport, planning, commercial and other factors has brought a lot of negative urban problems.

Best wishes to Panyu District, it has gone through extensive city road, the next decade, beginning with the Panyu Wanda CBD community, will be better city dream.



冯厚华 /Jeff J2 设计与顾问集团总裁、设计总监 广州美术学院客座教授



广州番禺 CBD 万达广场

人与城市的远见 Human and the Vision of City



// PEI 34 / T. II



tatiriti



乡情



《图兰朵》/美丽的元朝公主,为复仇而出难题,让喜欢她的男子猜谜,结果要么是死要么是下嫁。而仇家鞑靼王子偏猜出答案,也为公主爽约而出题,结果是要么公主下嫁要么他死。公主的寻谜命令演绎为经典的《今夜无人入眠》曲目!最终,王子一吻化恩仇,公主下嫁,也为王子终守秘密,这就是普契尼的浪漫歌剧《图兰朵》!

城市/《图兰朵》把中国元素,包括音乐《茉莉花》带到欧洲,不但在歌剧院上演,亦成为社交场所的高尚元素,如电影《摩纳哥王妃》中,关键的慈善国宴上玛丽亚卡拉斯演唱的就是歌剧《托斯卡》曲目《啊!我亲爱的爸爸》(历史上实际是《蝴蝶夫人》曲目《晴朗的一天》)。这是城市的魅力!巴黎、伦敦、柏林、纽约等,它们有社交、有欣赏、有庆典、有艺术,它们都是从最简单的聚居、生存、食物、交换,而逐渐变为枢纽、交易、竞技、发明,到今天的大都市!

乡情/记得小时候去农村,尤其关注与等待每月(农历)两次的墟日(集市)。 家家户户早早谋计,想象着卖出成果、买入至爱,还有信息的收纳、亲情的传递, 每次回家,都流露出钱袋、身体、精神的满足而等待下一次。到现在,这还是 中国众多腹地的社会生态。

场所/场所与场地不同,它有人的行为,场地是死的,场所是活的,这是大家,特别是建筑师与设计师应有的观念,我们创造的是场所,不是场地。城市是动的,社区是响的,空间是活的,摆设是生的,这构成了我的记忆与文化。因为,人是聚居物种,只有群居,我们才能进步!

财富/威尼斯共和国有过辉煌的历史,13—16世纪,是西方商业中心,地位相当于今天的纽约,其海洋影响力与财富积累力史上无人能及。有人统计过,其当时一个城邦的财富,相当于相同历史的中国明代全国之和,而人口后者却是前者的500~1000倍。

Turandot / Beautiful princess of the Yuan Dynasty says that any potential husband must solve three riddles or he will be condemned to death. Enemy Tartar prince but answer the question and set the theme for princess's bailing on him, if she can guess his name by sunrise, she will not have to marry him, but can have him killed. The princess to find answers for command deduce for classical repertoire—None Shall Sleep! At the end of the story, the prince and princess unite in marriage, also for the prince to keep secret. This is Puccini's romantic opera Turandot!

City / Turandot brings the Chinese elements, including music Jasmine to Europe, not only in the Opera House, also has become a social place of the noble elements, such as the movie Princess of Monaco in the key of charity banquet Maria Callas singing is the opera Tosca track ah! My dear father (actually the history of Madame Butterfly track sunny day). This is the charm of the city! Paris, London, Berlin, New York, and so on, they have social, there is appreciation, there are celebrations, and artistic, they are from the most simple settlements, survival, food, exchange, gradually becomes hub, trade, sports, inventions, to today's metropolis!

Provincialism / I remember as a child to go to the countryside, especially attention and wait for market day (lunar calendar) twice a month. Every family is busy, early as soon as possible, imagine to sell products, to buy favorite items, as well as information collection and transfer of affection. After returning home, people are showing the income, physical, spiritual satisfaction and waiting for the next one. Up to now, this is still a social lifestyle in China's hinterland.

Place / Place and location is different, it is the person's behavior, which means the site is dead, the place is live, it is you, especially that architects and designers should have ideas, we create is the place, not the site. The city is moving, the community is bustling, the space is alive, furnishings are insensate, which constitutes my memory and culture. Because people are inhabited by species, only gregarious, we can progress!

Fortune / The Republic of Venice had a glorious history, it is the western commercial center in the late thirteenth century to sixteenth century, status equivalent to today's New York, and its marine influence and wealth accumulation in history is unmatched. Some statistics, It was a city-state of wealth is equivalent to the sum of the same historical period of the Ming dynasty of China national, while the population of the latter is 500 to 1000 times the former.

Literature and Art / In addition to the money, the prosperity of Venice left us with endless artistic wealth. Special preferences to the water city-Venice, for it is the essence of urban design and construction of the Renaissance. Venice people advocating art genius, like

文艺/除了金钱,繁荣的威尼斯给我们留下无尽的艺术财富。大家特别喜好威尼斯水城,因它是文艺复兴时期城市设计与建设的精华;威尼斯人崇尚艺术天才,艺术家提香、乔尔乔内,委罗奈斯等,还有独有的"复合唱"乐派等;威尼斯有华丽的庆典,留下无尽艺术内涵的奢华生活细节,如舞会眼罩、水晶灯饰、琉璃饰品等等;他们还拥有深入到家家户户的独特自我艺术,这才是关键!这些都可以让当时的威尼斯与佛罗伦萨在文艺与生活方面平起平坐。

情趣/在上海世博会上,无数人去的中国馆中,最具吸引力的要数那幅《清明上河图》真迹及其动画,人们关注的是图上市井的乐迹及宏大的场面。但有多少人关注宋代的艺术?如当之无愧的艺术家皇帝宋徽宗,不但花鸟绘画了得,还发明了"瘦金体"书法(是我喜爱的一种);其次书画家有苏东坡、黄庭坚、米芾;诗词有王安石、陆游、范仲淹等;理学有程颐、程颢、朱熹等;工艺有钧窑,家具有完全取代席地而坐的中高型、垂足坐家具……宋代,是中国第二次文化与文明进步时代。

体验/鲁迅《花边文学·看书琐记》: "文学虽然有普遍性,但因读者的体验的不同而有变化,读者倘没有类似的体验,它也就失去了效力。" 因此,体验首先是双向的!设计师在发展商与项目顾客中,起到共同创造美好体验空间的支点作用;其次,体验应该是有品格的!试想,还是那么拥挤地回乡、观光,这么轻易地在电脑购物,而不愿意花时间去欣赏一件工艺品、回味一件艺术品、感觉山间的一草一木,我们的财富又有何用?

规划 / 芝加哥建筑在美国历史上举足轻重,当我们在五大湖边赞叹它有世上最好的天际线时,更惊叹其规划于1860年、成型于1893年的"伯思汉姆(建筑师)规划",并且用法律形式一直规范至今。

尊重/相对于美国的规划,欧洲可能不屑一顾,如巴黎规划始于12世纪,形成了以城岛为中心、跨河两岸建设锥型,同样伦敦规划亦始于12世纪,18世纪的海德公园,到现在也没什么变化。我认为欧洲的规划价值不在于早,而

Titian, Giorgione, Wei Ronas, as well as a unique "Polychoir" etc. Venice has a magnificent celebration, leave endless artistic content of luxury life details, such as dance goggles, crystal lamps, glass ornaments and so on, also they have deep into every household in the unique art of self, this is the key! These can make the time in Venice and Florence, on an equal footing in terms of literature and life.

Appeal / During the Shanghai World Expo, thousands of people go to the China pavilion, an important concern is genuine and animation of the *Riverside Scene at Qingming Festival*, focused on the street life of fun and disseminating text on the painting. But how many people are concerned about painting shows the art of the richest Song Dynasty in our history? Artist Emperor Huizong deserved, not only amazing paintings of flowers and birds, also invented the "skinny body" calligraphy (my favorite kind); this dynasty also emerged out of calligraphers and painters such as Su Dongpo, Huang Tingjian, Mi Fu, poets including Wang Anshi, Lu You, Fan Zhongyan and and Cheng Yi, Cheng Hao, Zhu Xi as the representative the Neo-Confucianism. In the process of manufacturing, Jun porcelain was made for the use of the royals only and people create completely replace the sit on the ground in high type, pedal sitting furniture. The Song Dynasty is Chinese second culture and the progress of civilization era.

Experience / Lu Xun Fringed Literature Read a Book Time: "Although the literature has the universality, but because of the reader's experience varies, the reader if no similar experience, it will lose its effectiveness." Therefore, the experience first is bidirectional! In the developer and project customers, the designers played together to create a better experience space fulcrum effect. Secondly, the experience should be dignified! Just imagine, still so crowded back to hometown, sightseeing, shopping so easily in the computer, but not willing to spend the time to enjoy a craft, reflected upon a piece of art, feel the landscape scenery, So, our wealth, what use is it?

Planing / Chicago Architecture is very important in the history of the United States. when we praise Great Lakes has the best skyline in the world, Hobbes ham more amazed by its planning began in 1860, formed in 1893 "(architect) planning", and with legal form specification all the time up to now.

Respect / For urban planning in the United States, Europe may be dismissed. Such as urban planning in Paris began in the 12th century, formed the island to the city center, building across the river on both sides of the cone type, also London planning began in 12th Century, Hyde Park, which was built in the 18th century, until now has not changed. In addition to planning, I think the European urban value lies not in history, but that it contains the meaning of respect, respect the gift of nature, respect for history and culture building and scenes, respect the theme of community and cultural habits.



财富



文艺



情趣



体验



规划



尊重



林林田



在于它蕴含的意义,尊重自然,尊重历史文化建筑与场景,尊重社区主题与人 文习惯。

梦想/当芝加哥实施"伯思汉姆规划"时,中国还在太平天国运动,之后是如噩梦般残酷的历史进程。从 20 世纪 80 年代开始,我们经历了十年的温饱梦,再经历了十年的财富梦,再经历了十年的城市梦,之后就是现在的都市梦,这些无不在追求我们失去的财富与城市梦。也许现实中成功了,但却可能失去了我们的乡情与情趣。

远见/纽约中央公园 1850 年开始规划,无论是从规划、景观,还是从房产等角度考评均是极其有远见的,留给后代无限的享受与财富。中国人多地少,相比老牌现代国家,超级城市多而大。城市规划与建设的核心是以人为本,方法多为节奏化、枢纽化,甚至是垂直化。而我想说的是,规划与建筑固然重要,但我认为城市的人文与社区更关键。所以我们在经营与设计城市时,文艺与情趣更应该与财富结合,渗透到天际与室内空间中,建立我们新的人性与艺术体验;我们所追求的公共空间与场所,也更应该与昔日的尊重与乡情融合,营造服务公众的社区文化。

这,或许是我们未来十年的都市梦、中国梦的一部分。

《十个 SHOPPING MALL 的诞生》/主要以商业与购物中心设计的技术与文本为内容,相信只要有广阔的生活视野、专业的设计技能、科学的工作组织,这些是不难做到的。而我们 J2 的成功,在于经验与标准的研发,以及艺术的主题。在这里,我没有表达这些,而我想表达的,是思想与观念方面的点点滴滴。或许,我们可以尝试着想象一下三百年以后的城市!

冯厚华/2014年12月广州国际设计周上

Dream / When Chicago's implementation of the "Bosi Beckham planning", China is still in the Revolution of 1911, hereafter, the brutal process seemed a dream. From the beginning of the 1980s, we've gone through a decade of food and clothing for the dream, dream after a decade of wealth, has experienced a decade of city dream again, is now the dream of urban modernization. These dreams are the pursuit of wealth and the cities we lost. We realized, but may lose our nostalgia and fun.

Vision / New York's Central Park planning began in 1850, no matter from the aspects of design, landscape, real estate appraisal are very far-sighted, leaving future generations to enjoy and infinite value. China, with a large population but relatively little (arable) land, compared with the veteran modern country, and large multi-super city is in the affirmative, and far more significant than others. the primary core of urban planning and construction is people, method with rhythmization, comprehensive hub, even vertical integration, all of these are easily understood. And I want to say is that planning is more important than building, but the humanities and the urban community is more critical, we in the management and design of the city, literature and art should be combined with wealth and appeal, penetrated into the skyline and interior space, the establishment of our new humanity and art experience; public space and the we are pursuing, more should be fused with respect and nostalgia of the past, to create our posit ive public service of the community culture.

Perhaps this is part of the next ten years our city dream and Chinese dream.

The Birth of the Top Ten Shopping Malls / The content is mainly about business and technology of the design of shopping center and the text content, such as long as there is a broader perspective of life, professional design skills, scientific organization of work, I believe is not difficult. And the success of J2 lies in the experience and the standard research and development, as well as the theme of the art. Here, I did not express these. What I want to talk about is ideas and concepts. Maybe, we can try to thinking and looking forward to the city in the next three hundred years.

Feng Houhua /2014 December Guangzhou International Design Week

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