



• SPECIAL • COMPLEX • LINE • CITY BLOCK • WIDE AREA • 特色式 • 综合式 • 单线式 • 街区式 • 广域式

Releasing the Core Value COMMERCIAL STREET

Trend and Analysis of Commercial Street Design

HKPIP · 深圳理工 主编

释放中心价值 商业街设计趋势与分析

Rainwater Garden | Eco-Environment Protection | Transformation of the Old Landscape | Participation 雨水花园 | 生态环保 | 旧景观改造 | 参与性



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**释放中心价值
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Commercial Street Landscape Design Hot Topics Top 4

商业街景观设计 4 大热点

1 生态环保

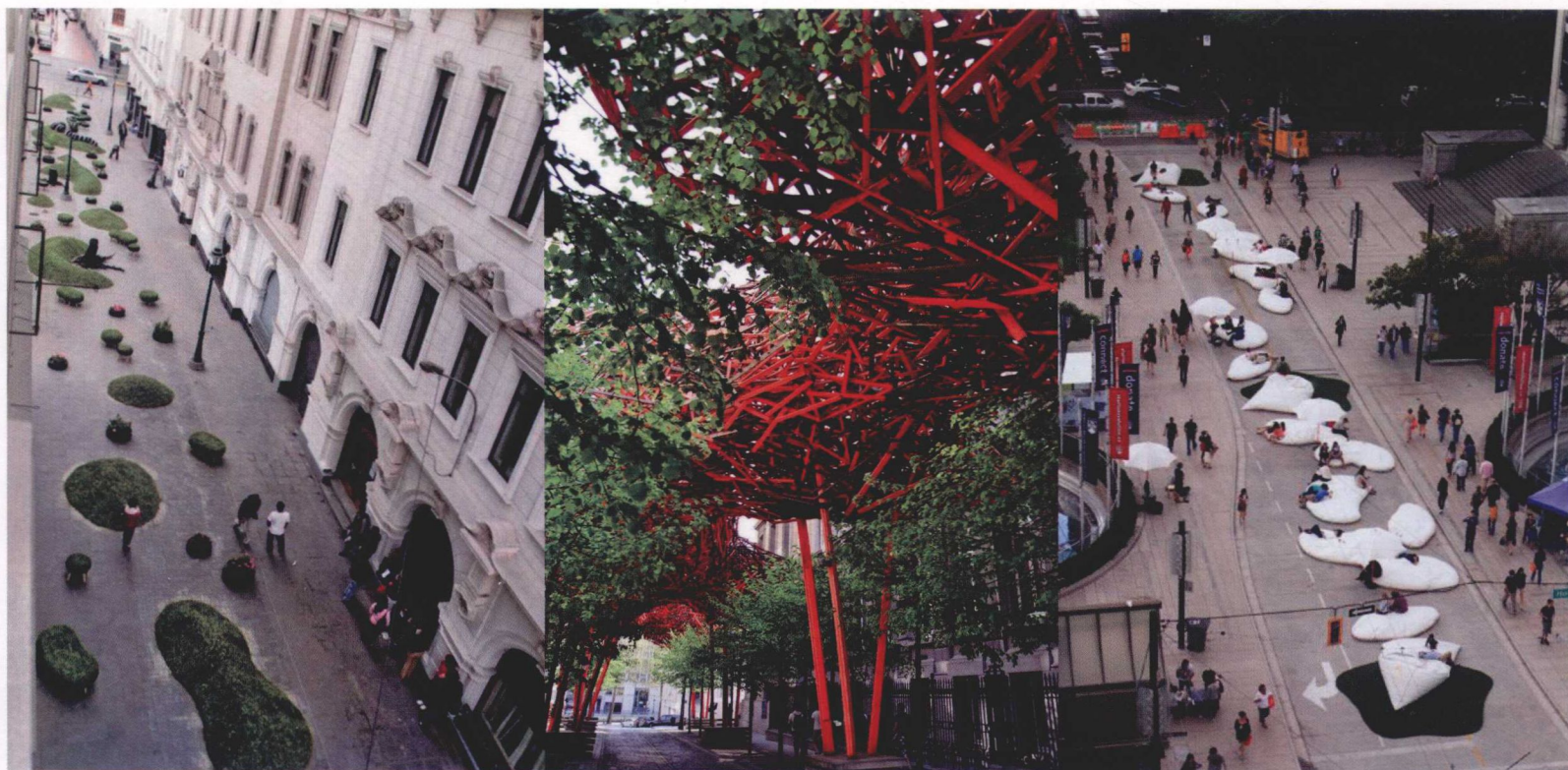
环境影响着人的行为。一个糟糕的环境让人麻木不仁、心生逃离。这样的后果,使人们反过来影响环境,如乱扔垃圾和各种小广告等。所以,如何把恶性循环转变为良性循环,对商业街景观设计极为重要。当商业价值和生态价值产生矛盾时,转变思维,获得共赢,才是良策。在布置和营造商业环境时,应该从使用者的感受出发,进行人性化的景观设计,培育和引导符合生态导向要求的生活方式和消费行为,全面提高公众的生态意识。

2 旧景观改造

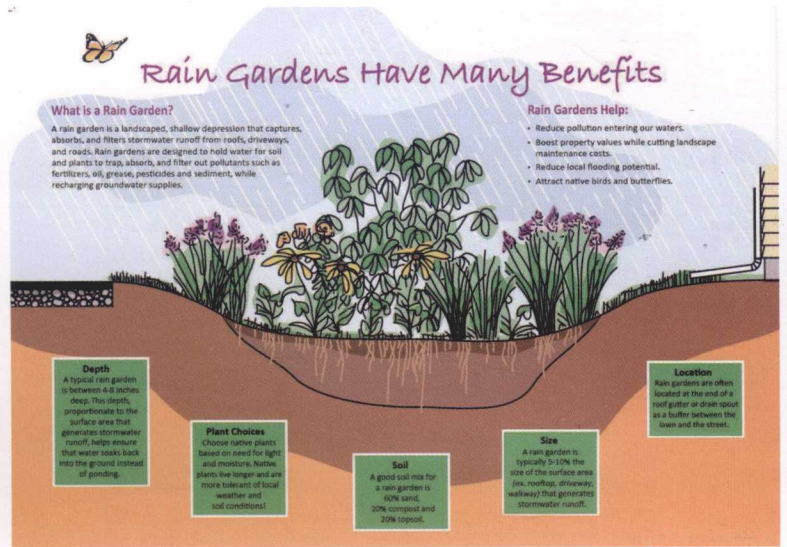
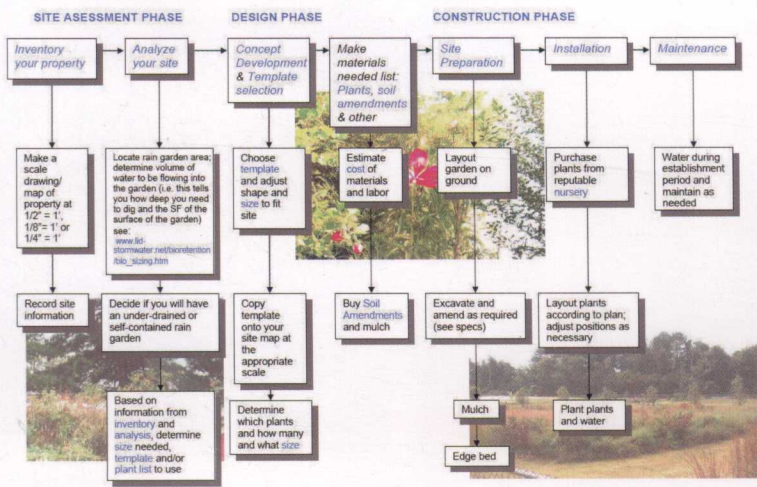
老街满足怀旧的心理、休闲的需求,以其特色引发人们对城市的记忆、自豪感,是城市的信息折射点、文明展示点。在旧景观改造中,如何对现有老建筑进行修葺、拓宽改造以提升其环境质量,重新布置城市环境空间,尤为重要。艺术构件、雕塑小品是体现街区个性特色的一种好方法。可以用纯艺术的抽象与具象雕塑小品,也可以用指示牌、灯饰广告、垂直绿化小品、公共家具等各种功能性构件彰显街区的时代特色,为街区营造艺术、文化氛围,体现地域的人文、历史,完善街区的休闲观赏功能。

3 参与性

现状空间格局单一,区段内交通状况复杂,休憩设施少,导致商业街户外公共空间活动少,商业经济低迷。商业街设计应该利用环境行为学相关知识,如西方心理学家德克·德·琼治提出的边界效应理论,积极创造边界空间,为人们提供逗留、休息、交谈的场所,完善细部设计,从而促使空间中更多活动的产生,丰富行人的感官体验。另外,还要促使形成使用空间的稳定群体,激发商业街的活力,实现可持续发展。



HOW TO DESIGN AND BUILD A RAIN GARDEN Overview of three phases



4 雨水花园

随着城市化进程的加快,地表径流和雨水循环问题频繁出现,这同时也引发了水资源浪费与商业街生态环境恶化。雨水花园的推广、建设将是解决这一问题的有效途径之一。雨水花园是一种生态型且可持续的雨洪管理以及雨水利用设施,具有低成本、高效能、建造简单等优点。

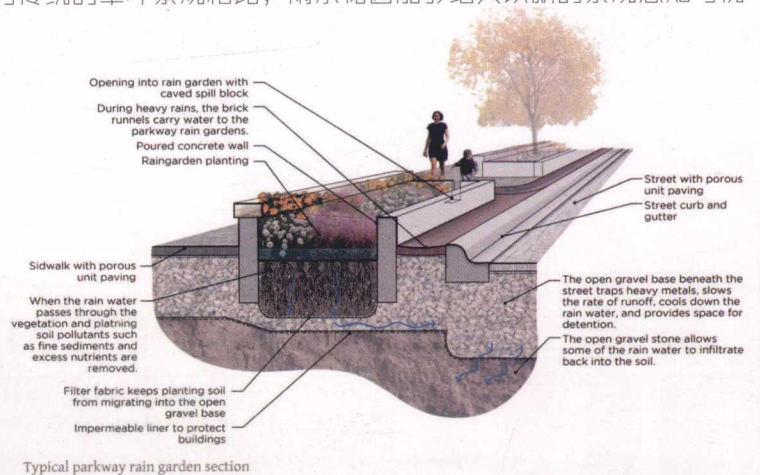
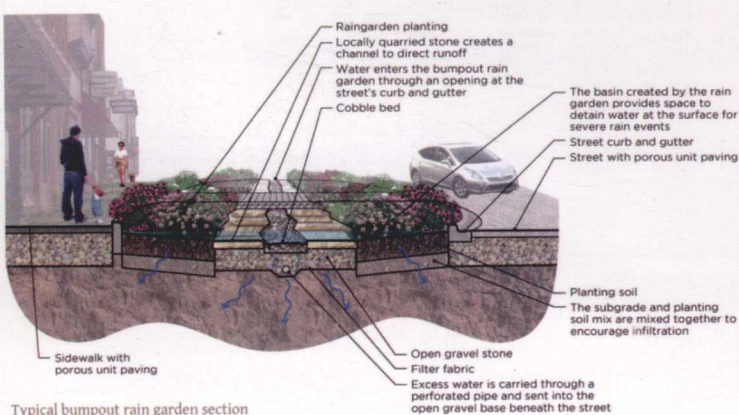
雨水花园出现于 20 世纪 90 年代,起源于美国,是一种以有效利用雨水和节约水资源为目的的新型花园形式。其定义是自然形成的或人工挖掘的浅凹绿地,用于汇聚并吸收来自屋顶或地面的雨水,是一种生态型且可持续的雨洪控制与雨水利用设施,也是一种有效的雨水自然净化与处置及生物滞留设施。

雨水花园除了能够有效地进行雨水渗透之外,还具有多方面的功能:

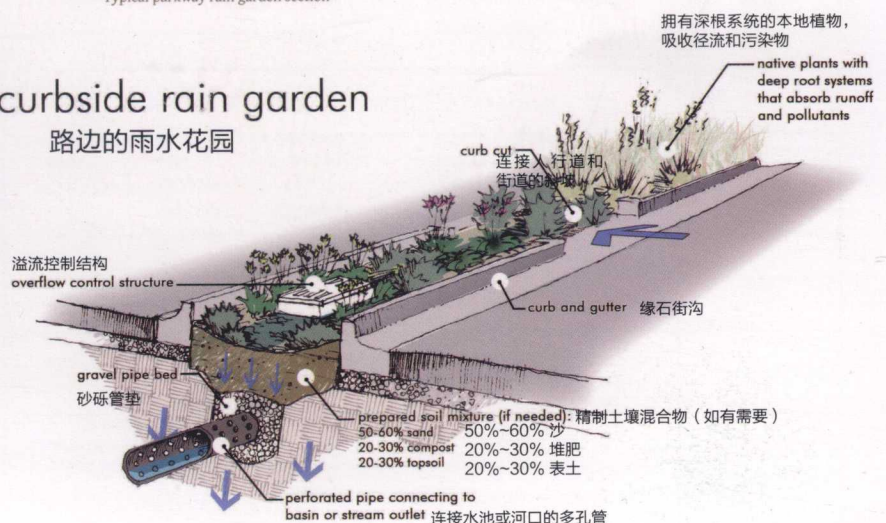
- 1) 能够有效地去除径流中的悬浮颗粒、有机污染物以及重金属离子、病原体等有害物质;
- 2) 通过合理的植物配置,能够为昆虫与鸟类提供良好的栖息环境;
- 3) 通过植物的蒸腾作用,可以调节空气的湿度与温度,改善环境小气候。

雨水花园的建造成本较低,且维护与管理比草坪简单。此外,与传统的草坪景观相比,雨水花园能够给人以新的景观感知与视觉感受。

The Rain Garden



curbside rain garden 路边的雨水花园



The commercial street is the lively business street composed of many shops, restaurants and service shops, all of which are arranged according to certain structural proportion and rules. It is also the epitome and essence of urban commerce, a commercial complex of various functions, business types and formats.

商业街是由众多商店、餐饮店、服务店共同组成，按一定结构比例规律排列的繁华商业街道，是城市商业的缩影和精华，是一种多功能、多业种、多业态的商业集合体。



The hanging style to thicken the commercial wall installations
商业广告等突出墙面装置尺度的悬挂方式

Building facade and color processing
建筑立面造型及色彩处理

Public equipment type, location, modelling design
公共设备种类、位置、造型设计

Greening tree type selection
绿化树种树型选择

Street public facilities embedded
街道公用设施预埋



Considering the ratio(D/H) between building height(H) and street width(D)

考虑建筑高度 (H) 与街道宽度 (D) 之比 (D/H 值)

Mutual infiltration of architectural space and street space
建筑空间与街道空间融合渗透

Pavement materials, pavement design
路面材料及铺装设计

Analysis of Commercial Street Components
商业街构成分析

商业街类型 COMMERCIAL STREET TYPES

按经营类型划分		按平面分布划分	按空间形态分
综合型	集“吃、住、行、游、购、娱”功能于一体，一般表现为城市商业综合体	单线型	露天式步行街
混合型	具有购物、餐饮、娱乐三大功能，旅游功能有所缺失	并列型	回廊（骑楼）式步行街
单一型	业态单一，差异小，如美食一条街、服装一条街等	合院型	室内商业步行街（MALL）
专业型	提供“一站式”主题购物服务，如家居装修、汽配等	发散型	地下商业街
		围合型	空中商业步行系统

Divided by business type		Divided by horizontal distribution	Divided by space form
Integrated	Encompassing the functions of “food, housing, transportation, tourism, shopping and entertainment”, with the general form of this type being the urban commercial complex	Single-line	Open-air pedestrian street
Hybrid	Satisfy the three functions of shopping, dining and entertainment, with the deficiency of tourism function	Side-by	Cloister (arcade) walking street
Single type	Single industry pattern, small difference, such as Food Court, Clothing Street	Courtyard type	Indoor commercial pedestrian street (MALL)
Professional	Provide “one-stop” themed shopping such as home decorations, automobile accessories etc.	Divergent type	Underground commercial street
		Enclosed type	Air commercial pedestrian system

国外专家研究表明，商业街就其发展演变的历程而言，可分为：近邻型、地域型、广域型、超广域型四种类型。

The study of the foreign experts shows that the commercial street in terms of its development and evolvement can be divided into neighboring type, regional type, wide-area type and ultra wide-area type.

1. 近邻型商业街 Neighboring Type Commercial Street

指城市周边和居民区内的小型商业街，主要由中小型商店构成，顾客来源主要是邻居居民。其商圈人口不到 1 万，以销售日常生活用品（食品、日用杂货、家庭用燃料等）为主，是当地居民每天徒步或骑自行车去购物的商业街。因此，这类商业街一般分布在居民区内或邻近居民区的周边地区。

It refers to the small commercial street surrounding the city and in residential area, mainly composed of small and medium sized shops, with the local or neighbor residents as the main customer resources. The population of its business circle is less than 10 thousand, and it takes daily supplies (food, daily groceries and home-use fuels etc) as the main business. It is within walk and ride distance. So this kind of commercial street is often located in the neighborhood of the residential area or within it.

2. 地域型商业街 Regional Type Commercial Street

指大中城市的中型商业街，如站前商业街大多属于这种类型，顾客来源仍然以周围居民为主。这类商业街可容纳 3 万人，其商圈人口不到 10 万，日用品商店和耐用品商店混杂在一起。以公共汽车、家用小汽车和铁路等为交通手段，提供比日常用品、习惯性用品更高一档的商品服务。因此，这类商业街一般地处市中心等交通便利的地方。

It refers to the medium sized commercial streets in the medium or large cities such as Zhanqian Commercial Street with the customer resources mainly from the surrounding residents. This kind of commercial street covers a population of 30 thousand, and the population of business circle is less than 100 thousand. The daily necessity stores and durable goods stores are mixed together. This type of commercial street often take bus, home-use cars and railways as the main traffic means, providing a higher level of product service than daily necessities and durable goods. Thus, this type of commercial street is generally located in some place with convenient traffic.

3. 广域型商业街 Wide-area Type Commercial Street

指地方中心城市的较大型的商业街，顾客群以本市和周边地区的消费者为主。其商圈人口为（15~20）万，主要出售耐用品而非日常用品。这类商业街包括具有广大商圈的百货店、大规模的综合超级市场、高级专门店、高级食品材料店、专门出售某种食品的商店。顾客以公共汽车、家用小汽车、地铁等为交通工具，每月来一两次，或者抱有一定的购物目的来此购物。因此，这类商业街一般分布在地方中心城市的外部交通便利、聚客能力较强的地区。It refers to the relatively large sized commercial street that locates in the urban city with local residents and people from neighbor area as the main customer resources. The population of its business circle is ranging from 150 ~ 200 thousand. It mainly sells the durable goods but not daily necessities. In this type of commercial street, there contains department stores with wide business circle, large sized comprehensive supermarket, senior specialist stores, senior food material store, and store that only sells one kind of food. The customers come to this area by bus, home-use cars and subways once or twice every month, or come to shop with certain purposes. Thus, this kind of commercial street is generally located in the external area with strong capacity of gathering guests and convenient traffic.

4. 超广域型商业街 Ultra Wide-area Type Commercial Street

指位于大型城市的中心商业区，以具有巨大聚客能力的大型零售商店为中心构成的超大型商业街。如东京的涉谷、银座新宿，其商圈人口在 20 万以上，百货店和大型商场出售的商品以耐用品为主。顾客利用铁路地铁等交通工具，不定期地从远处来这里购物。显然，这类商业街一般选择在流动性人口多、外部交通便利、聚客能力较强，或具有传统特色的地区，而且主要限于大城市。

It refers to the central commercial area in large cities. This type of commercial street is a ultra large commercial street constituted by large grocery stores with great capacity of gathering guests, such as the Shibuya in Tokyo and Ginza Shinjuku. The population of its business circle is over 200 thousand, with the durable goods as the main commodity in the departments and large shopping malls. The customers come to shop aperiodically from distant by railways or by subways. Obviously, this kind of commercial street is often located in the area with large people flow, convenient external traffic, and strong gathering capacity or some place with traditional feature, and it is often restricted to large cities.

步行商业街的发展 DEVELOPMENT OF PEDESTRIAN COMMERCIAL STREET

1. 布局形态上的变化 Changes in the Pattern Layouts



2. 现代步行商业街的发展大致经历的三个阶段 The Development of Modern Pedestrian Commercial Street Goes through 3 Phases

第一代步行商业街—— 仅仅为了吸引顾客，纯粹的商业性步行街。

第二代步行商业街—— 体现对步行者的关怀，注重环境的人性化建设。

第三代步行商业街—— 成为社会活动中心。

The first generation of pedestrian commercial street — only to attract the customers, the pure commercial pedestrian street.

The second generation of pedestrian commercial street — expresses the care for pedestrians and focuses on the humanistic construction of the environment.

The third generation of pedestrian commercial street — becomes the center of the social activities.

商业街区的变迁体现了人们对其社会效益、环境效益、经济效益的综合需求。

The change of commercial block expresses people's comprehensive pursuit of social benefits, environmental benefits and economical benefits.

商业街景观构成要素 COMMERCIAL STREET LANDSCAPE CONSTITUENTS

静态构成要素		动态构成要素	Static Components		Dynamic Components
硬质景观要素	软质景观要素	特色交通	Hard Landscape Elements	Soft Landscape Elements	Features Traffic
基础设施：铺地、果皮箱、座椅、公厕、书报亭、街道照明灯、无障碍通行设施	植物	游人	Infrastructure: shop, garbage bin, seats, toilets, kiosks, street lights, traffic barrier-free facilities	Plant	Tourist
建筑立面：店面展示、广告招牌、展示柜台、橱窗陈设		表演	Facade: store displays, advertising signs, display counters, window furnishings		Performance
小品：雕塑、花坛、水池	水体	特殊业态等	Pieces: sculpture, flower beds, pool	Water body	Special formats, etc.
过渡空间：入口标志、大门、拱廊、骑楼			Transitional space: entrance signs, gates, arcades, sotto porticos		

商业街景观设计的特点 COMMERCIAL STREET LANDSCAPE DESIGN FEATURES

艺术性：强调景观构成要素与街道两侧建筑物之间的组织艺术。
参与性：商业街行人希望将自己融入景观，并参与其中。
综合性：商业街景观是自然景观和人工景观交织在一起而形成的综合景观形态。

Artistry: Stresses the landscape component factors and the art of framing among the buildings along both sides of the streets
Participatory: The pedestrians in the commercial street demand that they may fully integrate with the landscape and fulfill their wish to participate.
Comprehensiveness: The landscape of the commercial street is a comprehensive landscape pattern that blends natural landscape with artificial landscape.

空间形态 SPATIAL FORM

1. 带状中心商业街 Strip Central Commercial Street

指沿街线性展开的带状商业街，是商业中心常见的基本布局类型之一。
It refers to the strip commercial street that expands unceasingly in a linear form along the street, which is one of the common basic overall arrangements in the commercial center.

2. 单一线性商业街 Single Linear Commercial Street

是沿一条城市道路展开的布局形式。
It refers to the layout pattern that expands along an urban road.

3. 复合型商业街 Composite Commercial Street

指具有比单一线性商业街复杂的体型，主要指以交通枢纽、干道交叉口为中心，公共设施沿几条道路的方向带状沿街延伸“复合”而形成的商业中心，采用L形、T字形、十字形等布局形式。
It has more complex body than single linear commercial street, mainly referring to the business center that takes traffic hub, trunk road intersection as the center core with public facilities stretching and combining in stripes along the directions of various roads, forming the layout patterns of L shape, T shape and + shape.

环境构成要素 ENVIRONMENTAL CONSTITUENTS

空间分区	环境构成要素	作用、功能	内容组成
商店	店面展示	传达商品信息，刺激购物欲，吸引顾客入店购买	广告、招牌、橱窗陈设
步行空间	街道设备	提高环境舒适度，建立人与空间的联系，规定行为的情境	公用设施、景观、休息、卫生、信息、安全设施
休息停留区	绿化景观	美化环境，改善自然条件，增强地域特色	行道树、植栽、草坪、花坛、水景、雕塑、小品
通行道路	步车分离	保证步行安全，建立与城市相协调的交通系统	步行分离交通管理措施、步车分离空间设计
休息停留区	标志信号	强化城市功能，契合社会行为需求，提供时空认知坐标	定点标志、定向指引系统与报时装置
步行浏览区	过渡空间	加强内外空间联系，提升城市空间质量，丰富街道空间“图底”关系变化	骑楼、拱廊、遮阳、出挑

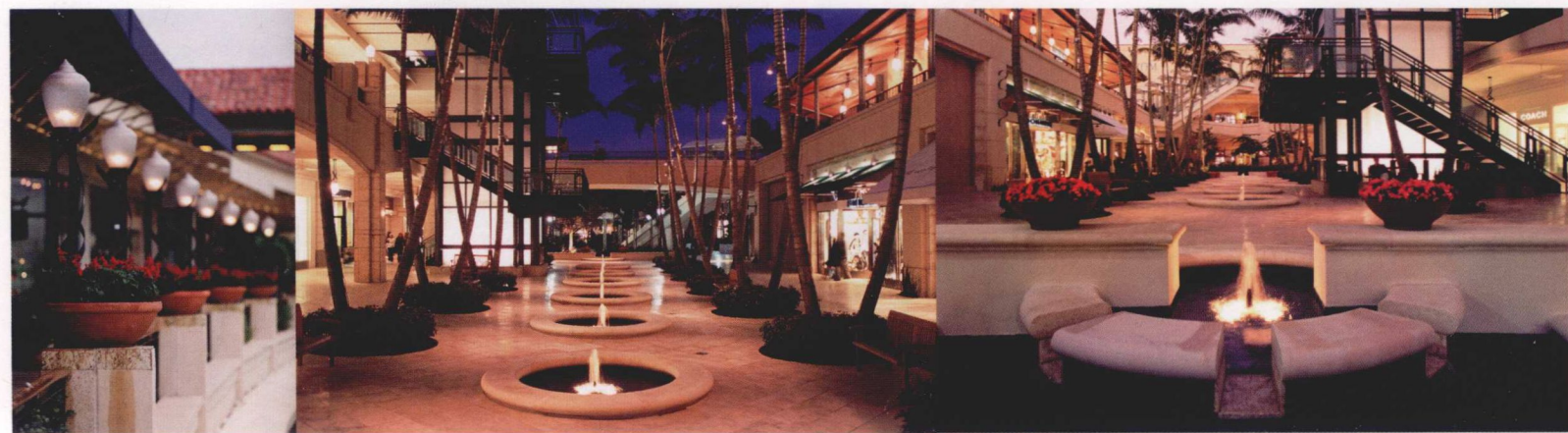
Space Partition	Environmental Constituents	Roles and Functions	Content Composition
Store	Store Display	Convey commodity information, stimulate the shopping needs, attract customers into the store to buy	Advertising, signs, window display
Walking Space	Street Equipment	Improve the environmental amenity, establish the connections between human and space, and, stipulate the context for behaviors	Public facilities, landscape, rest, health, information, security equipment
Rest/Stay Area	Greening Landscape	Beautify the environment, improve the natural conditional, and intensify the local sense	Trees, shrubs, lawn, flower beds, water features, the sculpture, the sketch
Pathway	Separation of Vehicles and Pedestrians	Ensure safe walk, establish traffic system that is coordinate with the city	Walking traffic management measures, step separation space design
Rest/Stay Area	Marking Signals	Intensify the urban functions, meet the needs of social behavior, and provide the temporal and spatial cognitive coordinates	Fixed signs, directional guidance system, time unit
Pedestrian Browsing Area	Transitional Space	Strengthen the connections between inner space and outer space, improve the urban space, and enrich the relationship variations of street space	Sotto portico, arcade, sunshade, overhang

商业街聚集区的类型及特征

Types and Characteristics of Commercial Street Community

类型特征	近邻型	地域型	广域型	超广域型
立地环境	1. 居民区住宅地域，城市周边地域； 2. 即便有交通路线通过，仍然缺乏集中性； 3. 商圈人口不超过 1 万	1. 地区型城市的中间地域； 2. 限定地区的交通中心地； 3. 商圈人口为（3 ~ 10）万； 4. 在其后方拥有多个近邻型商业街	1. 市政府所在城市； 2. 铁路、地铁、公共汽车等大批量输送的交通路线的集中地； 3. 商圈人口为（15 ~ 20）万，聚客能力较强，辐射范围较广； 4. 在其后方拥有多个地域型商业街	1. 大型城市商业中心部； 2. 铁路、地铁、公共汽车等大批量输送的交通路线的集中地，交通便利； 3. 商圈人口在 20 万以上，聚客能力强，能吸引外地流动人口的购买力； 4. 在其后方拥有多个广域型商业街
规模与密度	1. 街区长度为 100 ~ 200 米； 2. 商店密度为 50% ~ 80%	1. 街区长度为 500 ~ 700 米，在街区边缘，多转变为近邻型商业街； 2. 商店密度为 70% ~ 90%	1. 街区长度为 1000 ~ 1500 米； 2. 商店密度为 80% ~ 100%	1. 街区长度为 2000 米以上； 2. 商店密度为 90% ~ 100%
业种构成	1. 以日常用品为主体，如少数耐用品； 2. 重视实用性，价格低	1. 耐用品加日常用品； 2. 在顾客层分布和价格上均较为广泛，重视感觉、流行性、品质等	1. 以耐用品为主体； 2. 顾客层较窄，重视感觉、流行性、品质等	1. 以耐用品为主体； 2. 顾客层较窄，重视感觉、流行性、品质等
店铺构成	1. 店门易于进入且形象大众化，让人倍感亲切； 2. 核心店铺为地方性连锁店、超级市场、廉价杂货店等	1. 高级、个性的形象与亲切的形象并存； 2. 核心店铺为全国性连锁店、地方性百货店、超级市场等	1. 豪华、高级的形象，强调个性； 2. 核心店铺为全国性连锁店、百货店、超级市场等	1. 豪华、高级的形象，强调个性、享受； 2. 核心店铺为国际性与全国性连锁店、百货店、超级市场等

Type Features	Neighboring Type	Regional Type	Wide-area Type	Ultra Wide-area Type
Site Environment	1. Residential housing area, peri-urban area; 2. Even if there are traffic routes through, it still lacks concentration; 3. The district population does not exceed 10,000	1. Middle area of the regional city. 2. Traffic central place in the restricted area. 3. The population of the business circle is about 30-100 thousand. 4. A plurality of neighboring commercial street in the rear	1. The city where locates the city government 2. Gathering place of the traffic routes that is transported in large quantities by railway, subways and buses etc. 3. The population of business circle is about 150-200 thousand, showcasing great gathering capacity and widespread radiation range. 4. A plurality of neighboring commercial street in the rear	1. A large urban commercial center; 2. Gathering place of the traffic routes that is transported in large quantities by railway, subways and buses etc, featuring convenient traffic. 3. The population of the business circle is over 200 thousand, with strong capacity to arrest the attention and buying power of the local people and the floating population from other cities. 4. A plurality of neighboring commercial street in the rear
Scale and Density	1. The block length is about 100 to 200 meters; 2. Store density is between 50%-80%	1. The block length is about 500~700 meters, the program is mostly transformed into the neighboring commercial street in the edge of the block; 2. The shop density is ranging from 70% to 90%	1. The block length is ranging from 1,000 to 1,500 meters; 2. The shop density is ranging from 80% to 100%	1. The length of the block is over 2,000 meters. 2. The density of the shop is ranging from 90% to 100%
Industry Types Component	1. Take the daily necessities as the main products, such as a small number of durable goods; 2. Lay emphasis on practicality and low prices	1. Durable goods and dailies supplies 2. Widely distributed in the customer layer and price layer, lay emphasis on feelings, fashion trends and quality etc	1. With durable goods as the main products; 2. Relatively narrow customer layer, lay emphasis on feeling, fashion trend and quality etc	1. With durable goods as the main products; 2. Relatively narrow customer layer, lay emphasis on feeling, fashion trend and quality etc
Store Component	1. Inviting store front, familiar sense, public image; 2. Core shops for local chain and supermarket, grocery stores etc	1. A senior, personalized image and friendly image coexist; 2. The core shops are national chain, local grocery store, supermarket etc	1. A luxurious, sophisticated image, emphasizing individuality; 2. The core shops are national chain, local grocery store, supermarket etc	1. A luxurious, sophisticated image, emphasizing individuality, enjoyment; 2. The core of the international and national chain stores, department stores, supermarkets and so on



PREFACE

序言

龚俊，毕业于重庆建筑大学，建筑学学士，国家一级注册建筑师，曾就职于新加坡杰盟建筑设计公司。2003年创办上海霍普建筑设计事务所有限公司，出任执行董事、总经理、首席设计总监，凭着敏锐的市场洞察力、对设计价值的深刻理解，十年来一直专注于对商业综合体和高品质住宅的设计研究与创新，带领霍普建筑设计事务所不断发展壮大，致力打造一个追求理想的建筑设计事务所。在此期间，曾主持设计过大量的优秀作品，以精细化的设计赢得了业内口碑和认可。

Gong Jun received the Bachelor of Science in Architecture from the Chongqing Jianzhu University. He is a national first-class certified architect and has the work experience in the JGP Architecture. In 2003, he established the Shanghai HOOP Architectural Design Co., Ltd as the executive director, general manager and chief design director. In the past decade, he has been specialized in the design research and innovation of commercial complex and high quality residence with his keen marketing insight and deep understanding of design value, leading the team to develop continuously with an aim to pursue their dream. In the meanwhile, he has been in charge of abundant excellent works and gained the public praise and acceptance in the industry with his elaborate design.

PROFILE

2012年荣获 CIHAF “中国青年建筑师年度贡献奖”

2012年至今任《城市·环境·设计》(UED)杂志编委委员

2013年任上海市建筑学会商业委员会委员、第八届金盘奖评委

2012—2014年任 UIA-霍普杯国际大学生建筑设计竞赛专业评委

A Winner of China Young Architects Awards CIHAF 2012

An Editorial Board Member of *Urban · Environment · Design*(UED) from 2012 to Present

A Member of Commercial Committee of ASSC and a Judge of the Eighth Golden Awards in 2013

A Judge of UIA-HYP International Student Competition in Architectural Design, 2012-2014

商业街作为城市中的一种空间存在，关于它的讨论不得不从城市开始。在大家的心目中，理想的城市应该承载一种美好生活的感受。生活在城市中的人们，不仅仅需要商品交换的场所，更需要市民社交的场所，所以，从社会行为学的角度，集这两种功能于一身的商业街，其存在具有极大的社会意义。商业街的存在、发展与消费者的需求直接相关。随着生活水平的提高，消费者不再仅满足于追求有形的物质，而是越来越追求心理的愉悦、精神的满足、美的享受，即精神文化方面的东西。

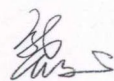
从国外商业街的发展经验来看，商业街的功能拓展和互补极为重要。国外商业街流行豪布斯卡原则，也就是酒店、办公楼、停车场、购物区、集会区、公寓、住宅配套等相互融合，变传统的“购物街”为“生活街”，即商业街不仅是一个购物的场所，更是一个集购物、餐饮、休闲、居住于一体的生活空间。可以说，人与人之间的关系是街区的生命力，一条商业街就是一部人文历史，每一个街区都有许多动人的传说。如世界级的商业街：巴黎香榭里大街、纽约第五大道、东京银座大街、伦敦牛津大街等，其成功之处在于悠久的历史、独特的建筑和商业格局、便捷的公共设施、愉悦的环境、不断自我更新的主力商户等。

长期以来，国内商业街一直是作为“购物街”来经营的，这种陈旧的经营理念限制了商业街的思维模式，限制了商业街的拓展空间。尽管商业街的数量越来越多，但功能越来越趋同，大多数特色不足。尤其在互联网经济高速发展的时代，商业消费的习惯已悄悄改变，商业地产直接面临这种购物方式的冲击。

现代人既需要快节奏的生活也追求生活的享受，单纯的网络电商很明显无法满足大多数人精神方面的需求。许多人并不是很愿意“宅”在家里，只是由于缺乏理想中的场所退而求其次。由消费行为学可知，有“需求”必须也要有“目标”，杂乱无章的购物场所让消费者无法形成一个很好的目标。

消费者的需求对商业街设计提出了新的挑战，很多开发商也已经意识到变化的趋势，在社区 O2O 模式不断发展的情况下，积极地寻找嫁接之路。我认为，这既是挑战也是机遇，商业街不会消失，但必然会优胜劣汰，其体验性和服务性更加重要。未来的商业街设计必须不断创新，强调体验性、社交性、文化性；只有这样，才能获得差异化的竞争优势，并持续健康地发展。

撰文 / 霍普建筑 执行董事、总经理、首席设计总监 龚俊



When we speak of the commercial street, we have to start with the city, as it is a kind of space in the city. To us, the ideal city should provide us a wonderful life. The people live in the city need a place not only for commodity exchange, but also for social contact. Therefore, in terms of the social ethology, it has a great social significance as the commercial street can integrate both functions. The existence and development of the commercial street are directly related to the consumer demand. With the growth in the living standard, the consumers are not only satisfied with pursuing the corporeal substance, but increasingly tending to pursue the spiritual & cultural satisfaction, such as psychological pleasure, mental satisfaction, aesthetical feeling.

According to the developing experience of the foreign commercial streets, the function expansion and complement are quite important. The HOPSCA principle is popular in the foreign commercial streets, which integrates hotels, offices, parking lots, shopping malls, gathering areas, apartments and residential facilities, changing the traditional "Shopping Streets" into "Life Streets". In other words, the commercial street is not only a place of shopping, but a living space integrating shopping, catering, relaxation and inhabitancy. As it were, the interpersonal relationship is the vitality of the block. A commercial street is the reflection of culture and history, and every block has many touching stories. Just like the following world-class commercial streets: Paris Champs Elysees Street, New York Fifth Avenue, Tokyo Ginza Street, London Oxford Street, etc., the successful secret is the long history, unique architecture and business structure, convenient communal facilities and pleasant environment, and the commercial tenants that constantly self-renew.

For a long time, the domestic commercial streets have been operated as the "Shopping Streets". This old management concept restricts the planning mode of the commercial streets, and limits their expansion space. Although there are increasing commercial streets, the functions are more and more similar and most of them lack characteristics. Especially in the rapid development of Internet economy, the habits of commercial consumption have changed slightly, and the commercial real estate has to directly face the impact of the shopping mode.

What modern people pursue is not only the fast-paced life, but



also the enjoyment of life, so the simple e-business obviously can't satisfy the spiritual needs of most people. Many people are actually not willing to stay at home, but just because of the lack of the ideal places, they have to choose the online shopping. From the commercial behavioristics, we can see that requirement comes with objective, and the disordered shopping places cannot provide the consumers a good objective.

Since the consumer demands provide new challenges to the commercial street design, many clients have realized the variation trend, and searched the new way positively in the continuous development of community Online to Offline mode. In my point of view, this is both a challenge and an opportunity. The commercial street won't fade away, but only the fittest survive. The experience and service will become more and more important, and the future commercial streets must continuously innovate. Only with emphasizing the experience attribute, social attribute and cultural attribute can they have the differentiation competitive advantage and develop continuously.

Text / HYP-ARCH Executive Director, General Manager,
Chief Design Director
Gong Jun

商业景观 中的水景观

上海素水艺术设计有限公司，简称“素水设计”。素水设计是一家专业的水景设计公司，提供水景喷泉设计咨询，不生产产品，不提供喷泉产品供应和施工建造服务。

Shanghai Sushui Art Design Co., Ltd., or “Sushui Design” for short, is a professional waterscape design company, which specializes in the water feature fountain design consultation but doesn't produce products and doesn't provide fountain product and construction service.

服务范围 Services Fields

素水设计提供景观水景概念设计、方案设计、扩初设计、动画设计、招标文件、施工设计监理的整套设计咨询服务。素水设计的作品涵盖公共水体、商业水景、住宅水景等诸多类型的项目。素水设计从创意、设计、招标到施工每个环节帮您把关水景的效果、质量以及预算。

Sushui Design provides design consultation containing concept design, project design, developed preliminary design, animation design, bidding document, construction design of waterscape. The works of Sushui Design covers public water body, commercial waterscape, and residential waterscape, etc. Sushui Design helps you to check out the quality of waterscape effect and the budget of the waterscape in every part of the bid inviting construction.

设计理念 Design Concept

素水设计所做的不是复制一个现有的世界，而是通过艺术捕捉这个神秘世界的另一面。素水设计的艺术作品大多运用流水、雾、光、风等自然元素，创造一个微妙并持续变化的系统。素水设计被大自然的语汇深深触动，尤其当这些元素处于持续变化的过程中。它们是大自然的肌理，持续变化，周而复始，循环往复，生生不灭。

Sushui Design is less interested in copying an existing world than capturing the other side of the mysterious world through art. Their art works frequently incorporate the natural elements such as flowing water, fog, fire and light to create a complex and continually changing system. They are intrigued with the way patterns can emerge when things flow. These patterns are not static objects, they are patterns of behavior recurring themes in the nature.

Sushui
素水设计

“水予万物以翅膀……”

唯有在水中，我们才能真实地感受到空间之三维。”

——查尔斯·摩尔

查尔斯·摩尔的这句话道出了水的本质，水是一种神奇的语言。水本无形，它的物理特性让它能够轻易地随容器的变化而呈现不同的面貌，独特的延展性使它能够形成无以计数的不同效果。光的布置，介质的纹理、颜色和动态都能给水带来无穷的变化。

水景给现代商业体带来了不少价值。其一，水在中国文化中的影响已经根深蒂固，每个开发商在商业体开发时都会格外关注。水寓意“财”，水的寓意对商业体非常重要。其二，如果说建筑是体，景观是面，那么水景发挥的就是线和点的作用，作为线和点将商业体的所有区域串联起来，确保把客人引向商业体的每个角落。其三，水景是大景观中唯一的动态元素，而人的目光总是会被动态元素所吸引，同时恰到好处水声带给人身心愉悦的享受。水的这些特性在商业体策划初期被开发商充分考虑，他们从设计和营销的角度，用水景引导和影响消费者的行动流线和消费行为。

近几年，商业地产的发展具有两大特色：独特性和品质感。开发商意在开发有特色的商业体，避免同质化，吸引消费者；品质感则是永恒的追求，高品质的购物环境始终带给人愉悦的购物享受。无论从独特性还是品质感的角度，水景都有文章可做。日本的 Cannel City 对水景的运用给中国的商业综合体带来了启发，第一个展现就是南京水游城。消费者享受着以“阳光、空气、山谷、水系”为主题的商业环境，开发者则欣喜于人群带来的销售额。上海 K11 的巨型水幕也显示了水景对商业体的重要性。水这一元素激发出一种奇妙的活力，让商业体看上去不那么商业了，而是充满了生活气息和艺术气氛。

越来越多的开发商开始尝试在水景的独特性和品质感方面做文章，但是效果不是很理想。原因不外乎水景的营销价值和景观价值两点。很多设计师甚至开发商忽略了水景的营销价值，只利用了其景观价值，且没有认识到水景设计其实是一个跨专业的综合行业。大部分人认为水景设计属于景观设计的范畴，景观设计师可以搞定一切。其实，水景设计融合了景观设计、喷泉给排水、水下照明、喷泉设备、水质管理、喷泉控制系统等专业。仅从景观设计和喷泉给排水的角度举例剖析：与水景设计最接近的设计行业是景观设计，然而景观设计师不熟悉喷泉系统和给排水原理，担心无法确保设计的可实施性而屈从了传统。与水景设计最接近的技术行业是给排水，然而给排水设计师又难以从环境艺术的角度全面地把握水景的效果。总而言之，在策划一个水景之前需要完整地认识水景的价值和作用，然后再考虑怎么利用它。

浅谈一下商业水景的未来。水只是一种元素，这种元素要融入商业景观大环境中才能绽放光彩。多专业合作是未来设计行业的发展趋势。除传统水景之外，水景联合舞台策划、商演等作为一种商业营销的表演模式；水景联合舞美灯光、T台发布作为一种商业营销的展示模式；水景联合其他互动艺术作为一种商业营销的艺术品展示模式。此外，互动水秀、水中餐厅、水下客房等都是商业水景未来可开发的新模式。

和我们一起“玩”水，开启本书的阅读之旅吧！

素水设计 设计总监

郑伟峰

Waterscape in the Commercial Landscape

"Water gives things wings...Only in water can we truly grasp the three-dimensionality of space."

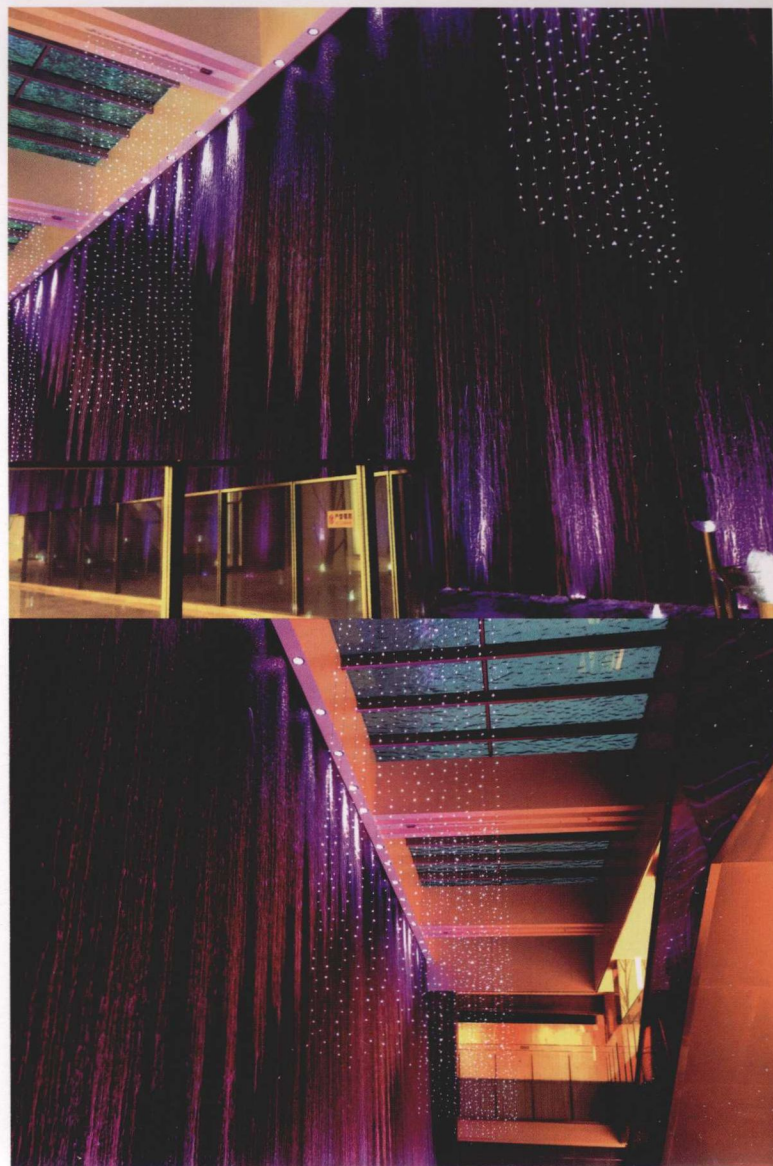
— Charles Moore

The words of Charles Moore show the nature of water that water is a magical language. Water is essentially invisible, but it can show different appearance because of its physical property, and it can show countless effects because of its unique malleability. The layout of the light, the texture, color and dynamic condition of the medium can make the water vary endless.

The waterscape creates much value to the modern commercial complex. Firstly, water is deep-rooted in Chinese culture, every development company always considers the Chinese Fengshui during the commercial complex development. Water means wealth in China, so the meaning of water is especially important to the commerce. Secondly, if the architecture is the object and the landscape is plane, the waterscape will play a role as the line and point, and links all the areas of the commercial complex, in order to lead the guests to every corner of the commercial complex. Thirdly, the waterscape is such a flexible and only movable element in the whole landscape. The dynamic element is always attractive, while the sound of water can also be enjoyable. The developers have considered about these nature of water at the beginning of the project, and influenced the consumer action line and behavior from the angle of the design and marketing.

In recent years, the development of commercial property has showed two points: specialty and quality. The developers intend to develop the distinctive commercial complex, and to attract the consumers avoiding being the same. While the quality is an eternal pursuit, as the high-quality shopping environment always brings a joyful shopping experience. No matter from the specialty or quality, we can make an issue of the waterscape. The waterscape application of the Cannel City in the Japan brings the inspiration to the Chinese commercial complex, which is firstly shown in the Nanjing Aqua City. While the consumers are enjoying the commercial environment with the theme of "Sunshine, Fresh air, Valley and the Water System", the developers are enjoying the profit from the consumers. The large water curtain of the Shanghai K11 also shows the importance of the waterscape. The water element stimulates a fantastic atmosphere, which makes the commercial complex seem not so commercial, but filled with vitality and artistic atmosphere.

There are increasing number of developers who start to make an issue of the waterscape specialty and quality in the commercial area, but many of them are not successful. The reasons I summarize are nothing but marketing value and landscape value of waterscape. Many designers and even the developers neglect the marketing value of the waterscape in the commercial complex, and only make use of the landscape value. As for the landscape value of the waterscape, they haven't realized the waterscape is a trans-disciplinary comprehensive industry. Most people think that the waterscape just belong



to the landscape design, and the landscape designers can get all things done. Actually, the waterscape integrates different professions including landscape design, fountain water supply and drainage, underwater lighting, fountain equipment, water quality management, fountain control system, etc. Just take the landscape design and the fountain water supply and drainage as the examples: the closest design industry to the waterscape is the landscape design, but the landscape designers are not familiar with the fountain system and the water supply and drainage system, and they will follow the tradition for worrying that the design cannot be put into effect. And the closest technological industry to the waterscape is the drainage design, but it is difficult for the drainage designers to control the waterscape effect from the environmental art. In one word, we should fully understand the waterscape value and function before planning and using it.

I think the future of the commercial waterscape is brilliant. Water is just an element which only integrates with the commercial landscape system can it burst into bloom. The multi-specialty cooperation is the development tendency of the future design industry. In addition to the traditional waterscape, there are many other modes including the business marketing performance mode combining the waterscape with the stage planning and the commercial performance, the business marketing exhibition mode combining the waterscape with the stage lighting and T-stage presentation, and the business marketing artwork exhibition mode combining the waterscape with other interactive art. What's more, the interactive water shows, the underwater restaurant and the underwater rooms are the new mode that can be developed in future business development.

Let's play with the water, and start the journey of the book!

Zheng Shuting, Design Director of Sushui Design

对话 中建西南院



中国建筑西南设计研究院(简称“中建西南院”)始建于1950年5月,是国家级大型甲级建筑设计院。一直处于全国工程勘察设计单位综合指标百强前列。中建西南院至今已走过了60多个年头,已设计完成的各类工程项目超过1万项。中建西南院深圳公司,是西南院的分支机构,独立拥有国家甲级建筑设计资质,独立法人。深圳公司在改革开放的

前沿也经历了30多年的发展,先后完成近千项各类设计项目,作品涉及教育、医疗、酒店、住宅、商业、旅游等多个领域。作为一个有着深厚底蕴的国家级大院,中建西南院始终坚持“创作精品、创造价值”的核心观念,以弘扬“人本文化”精神为理念。西南院的作品遍及我国各地及全球10多个国家和地区。

Established in May 1950, China Southwest Architecture Design and Research Institute Corp., Ltd is one of the large-scale, Grade-A national architectural design institutes. It is subordinated to one of the aggregative indicator top 100 of the China State Construction Engineering Corporation. The institute has fulfilled almost 10 thousand design tasks during the 60 years or more since it was founded. The China Southwest (Shenzhen) Architects & Engineers is a branch of the CSCEC, which independently owns national Grade-A architectural design qualification and independent legal entity. The Shenzhen Office has experienced more than 30 years since the beginning of the reform and opening-up policy, and has completed nearly a thousand various design projects, covering several fields including education, medical, hotel, resident, commercial, tourism. As a great national institute which has deep profundity, the institute always insists on the core concept about “Create High-quality and Valuable Projects” and considers the spirit of “Humanistic Culture” as the concept. Their works have covered around the country and more than 10 countries and regions all over the world.

HKPIP: 一座城市的著名商业街可以成为商业与旅游的黄金结合点。但是很多著名商业街经过改造之后客流量急转直下,风采不再。在这类商业街改造中,需要注意的是什么?

中建西南院:传统商业街以超其物质功能而成为城市中具有魅力和活力的场所。它的魅力主要来源于其传统的历史文化氛围,这种氛围最易给人以归属感和认同感。传统商业街穿越了历史时空,是城市的集体记忆和城市发展的标签。如北京的前门大街、南京夫子庙、重庆磁器口等。它以一定规模的历史遗存为基础,具有较为完整的历史建筑街区风貌,空间尺度适宜,使人感到亲切自然,充分体现了当地的风土民情,不同类型与尺度的建筑构成了多样化的商业空间;更为重要的是传统商业街具有完整的、延续的社会结构和综合功能,集商业、服务、娱乐、游览、休息于一体;这种相对尺度较小、功能混合、步行环境良好的街区满足了人们的多样化需求。

传统商业街改造设计应遵循三个原则。第一,“整体延续原则”,即尊重历史街区的历史与现状,保持街区肌理的相对完整性;保留街巷自由式布置的传统格局及有价值的院落和古老树木;新规划的院落宜沿原有街巷格局布置,建筑形式与色彩在因袭传统的基础上有所创新。第二,“宜人性原则”,即空间设计中应保持传统的“人文尺度”,通过控制街巷的道路宽度、开敞空间的比例尺度、建筑的高度来构建宜人的传统街道空间。第三,“空间多样化原则”,在改造设计时应应对传统院落及建筑做深入研究,提炼总结不同的单元建筑模式、空间模式、广场节点模式,创造多样化的商业空间,以满足多业态经营需求。

HKPIP:现在的商业街大多是组合多种业态、满足多种需求的有机组合体。但是对一些较小城市或小型的步行商业街来说,综合化发展、面面俱到是不可能的,如果仅专业化地满足一种需求反而能够自成特色。专业化商业街和多样化商业街在设计上有哪些异同点?

中建西南院:是的,小型的商业街往往更需要准确的定位和鲜明的主题,或者走“扎堆式”的专业化商业街之路。专业化商业街和多样化商业街,在设计上并没有太大的不同。专业化商业街具有特定的文化主题和文化内涵,同时需要设计师具有更明确的思考方向 and 更深入的专业知识。即便是专业化商业街,依然需要多样化的空间设计。如北京的三里屯酒吧街和马连道茶业一条街、杭州的丝绸城、广州番禺区的电器一条街都是专业化商业街的范例。多样化商业街只是设计主题更加丰富、空间更加多样化而已。