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UPPER EAST SIDE

阳光上东

冯卫 魏峰 主编

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中国建筑工业出版社

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A faint, repeating floral pattern in a light gray or pinkish tone covers the entire background of the page. The pattern consists of stylized leaves and small flowers, arranged in a dense, overlapping manner.

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Along with the rapid economic development and the acceleration of urbanization, the urban residential construction in China is driven forward in an astonishing speed, which improves the living conditions of the urban residents greatly and at the same time produces significant impact on the city image due to its largest scale of construction among the urban buildings. Being completely different to the state in two or three decades ago, where most of the people lived in a small house of dozens of square meters with the similar layouts in an identical multi-storey building of red brick wall and grey roof, Beijing is now marching towards a modern and international metropolis.

In the later 90s of last century, the big-scale housing development and construction due to the huge housings demand emerging along with the urbanization stressed to a great extent on the construction quantity, expansion of the market and the growth of economic benefits. Entering into the new century, some developers began to concern about the impact on the city image by the residential buildings & pay more emphasis on creating the living environments and improving the housing quality, and thanks to their efforts, there emerge some successful projects.

Upper East Side may be regarded as one of the successful cases. The project defined clearly its objectives, market positioning, developing methods and requirements on high-quality from the very beginning and invited 7 world-wide architectural design firms from different countries to participate in the master planning and architectural design, setting the first example of the successful cooperation between multi-international team with domestic team of design, construction, and development for one single community.

Although the site of Upper East Side is equivalent to the size of a former standard residential community of the past, it was not designed according to the conventional planning of a traditional community. Instead it introduces the new-urbanism planning concept with the respect to the specific site conditions and adopts the neighborhood blocks planning, which provides a high-quality residential community that is open and with a good living atmosphere, and the community is very unique. After visiting the project, I would like to summarize my first impressions in the following points:

1. It breaks through the closed-end planning structure of the traditional residential community, changes the close-end management model adopted by many residential communities and creates the vigorous & humanized open spaces which should be advocated and encouraged in the future residential development.
2. The neighborhood-block master planning and the multiple housing layouts suit the living habits and demands of different residents properly and help to create the international and harmonious living environments.
3. The rich spaces created by the mixture of high-rise, multiple story and low-rise buildings constitute a good city image. Generally the developments in the city centers are of high density, however the developer of Upper East Side does not exploit the limit of planning control index such as the building height in order to get the maximum FAR, instead it creates a space structure with dynamic integration of high-rise, multiple story and low-rise buildings. This is reflected especially along the south bank of Bahe River, where, instead of putting wall-like high-rise buildings together to get a water-front residential concept, it adopts the combinations of multiple-storey and high-rise buildings, making the dynamic communications and natural integration between inner and out space and constituting the good city

随着中国经济建设和城市化的快速发展,城市住宅建设也以惊人的速度推进,不仅大大改善了城市居民的生活居住条件,同时作为建设规模最大的城市建筑,必将对城市形象产生重大影响。一改二、三十年前大家都住几十平方米的小房子,格局差不多的标准住宅,清一色的红墙灰瓦的多层楼房的状况,如今的北京正向现代化、国际化城市迈进。

20世纪90年代后,城市的发展对住宅有巨大的需求,居住社区开始大规模地开发建设。但这种需求更多地体现在开发建设量的增加,市场规模的扩大和经济效益的增长。进入新世纪,一些开发建设单位越来越关注居住区对城市形象的影响,重视居住环境的营造和住宅品质的提升,其间出现了一些比较成功的开发项目。

阳光上东可以说是这些成功案例中的一个。该项目一开始就明确了自己的目标、定位、开发思路和高品质要求,先后邀请了7个来自不同国家的建筑设计事务所参与规划与建筑设计,开创了在一个社区内,多家国外设计单位与国内开发、设计、建设单位成功合作的先例。

阳光上东建设用地规模相当于过去一个标准的居住小区,但却没有按照传统小区的规划模式进行设计,而是结合具体的场地条件,引入新都市主义的规划理念,采取组团街坊式的规划布局,构成既开放又具良好生活氛围的高品质居住社区,使社区具有独特的个性。看过之后,我个人的初步感受大致有以下几点:

1. 打破传统居住小区封闭的规划结构,改变很多住宅小区封闭管理的模式,创造积极的人性化的开放空间,这是未来住宅区建设应该积极提倡和鼓励的。
2. 组团街坊式建筑布局模式和多元化的住宅户型设计较好地适应了不同住户的生活习惯和需求,有利于形成国际化的和谐的居住环境。
3. 高层、小高层和多层居住建筑相结合的住区空间形态塑造了良好的城市形象。城市中心地段一般是高强度的开发区域,但阳光上东没有竭力用足建筑高度的规划控制指标,片面追求高容积率,而能够做出高层、小高层和多层建筑有机结合的空间结构形态,尤其在坝河南侧,不是一味追求滨水住宅的概念,形成城墙式的高层住宅群,而是采取多、高层住宅结合,内外空间有机沟通,自然融合,并形成良好的城市天际线和界面,



是很难得的。

4. 住宅建筑风格突破一个小区一种建筑形式，重复制造的设计和建设模式，鼓励差异性、多样化，住宅建筑立面设计不只是简单地进行公建化的设计处理，在体现建筑品质的同时不失居住建筑的个性，整个小区达到形象丰富而又协调完整的效果。这是很不容易的。

5. 社区的交通组织没有过分追求所谓“人车分流”的概念，合理地安排机动车的行车路线，最大程度避免机动车对步行环境的干扰，同时又增强了居民出行的舒适性和便利性。社区的机动车库集中在每个组团的地下空间，直接与车行道路联系。集约式的地下空间开发给社区的绿化创造好的条件，有助于社区生态微系统的形成和植被的良好生长。

6. 社区的景观环境十分宜人。不过分强调景观的观赏性，而要体现环境的自然、舒适和可参与性。将居民日常活动所需的各种空间与绿化景观有机结合在一起，创造出具有良好居住氛围的外部空间环境。

总体而言，随着国家经济的增长和人们生活水平的不断提升，居住区和住宅建筑受到越来越多的重视。居住空间不仅是户内的小环境，尽管户型可以设计得很好，设施可以很现代化，但不可能完全解决人们对居住环境多元化和人性化的追求，人们对于居住体验的追求。因此，在居住社区的规划、设计和开发建设方面，还有很多值得大家去研究和思考的东西。可喜的是，阳光上东在这方面进行了一次有益的探索，期望今后有更多更好的居住社区涌现。

skylines and interface, which is not easy.

4. The project breaks away from one single architectural form for one community, avoids the repetitive design and construction and encourages the differences and diversifications in terms of architectural styles. The architectural design for housing is not treated in a simple way to acquire a public building appearance, but it reflects the personality of the residential building while maintaining the building quality, making the community acquiring the rich and harmonious effect, which is not an easy job.

5. The traffic organization for the community does not follow rigidly the concept of pedestrians - vehicles separation, instead it is organized to have a reasonable driving route for the vehicles, and avoid the disturbances on the pedestrian by the vehicles to the maximum extend, and at the same time improve the travelling comfort and convenience for the residents. The garages for the community vehicles are concentrated at the basements of each block, and are connected with the driveways directly. The intensive underground development will offer the better conditions for the community landscape, and is benefit for the formation of ecological micro-system and better growth of the plantation of the community.

6. The landscape environment of the community is pleasant and does not stress excessively on ornamental characters, but reflects naturalness, comfort and participation of the environment and integrates the various daily activities of the residents with the green landscape, and creates the external environments with better living atmosphere.

In general, with the economic growth of the country and continuous improvement of living standards, the residential community and residential buildings attract more and more attention. The living space is constrained not only to the indoor space. The well-designed house layout with the modern facilities is not sufficiently enough in satisfying the diversified and humanized pursuits on the living environments and experience. Thus it needs the profound study and reflection on lots of aspects in the planning, design development and construction of the residential community, which we are happy to see that such an exploration is undertaken in Upper East Side, and expecting more and better community of such kind will emerge in the future.

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Mr. Wei Feng, my former colleague and the present design director of Yangguang Co., Ltd, has edited a quality book about Upper East Side, a project that has been operated by his company over a decade. Abundant contents with excellent pictures and illustrations, the book faithfully represents the whole operation process of the project, summarizes the design concept of each block, and displays the post-construction images and results. The book also features the ideas of each design company involved and his own perceptions as the design director. It is an excellent recording of a single case, from which we can see the paces taken by Beijing as well as Chaoyang District in urbanization, modernization and internationalization, just like a drop of water reflects the world.

As the capital of China, it is undoubted that Beijing is the country's political and cultural centre. However it experiences a process of gradual development and understanding in how to elevate the international level of the city and march towards the target of the modern international metropolis as far as the global city. The reform and opening-up policy, especially the speech given by Mr. Xiaoping Deng during his south tour in 1992, has produced an enormous impetus to the social and economic development and urbanization. The state council stated the target clearly in the approval replies to the Overall Urban Planning of Beijing in 1993—"To build Beijing into a famous historic and cultural city and modern international metropolis of economic prosperity, social stability and the world-class public service facilities, infrastructures and ecological environments" and "to cater for the needs of the party central committee and the state council... to participate in international intercourse". Ever since then, building a modern international metropolis has been becoming a popular target pursued by many cities, and many efforts had been made during that period in order to enhance the influence and radiation of Beijing and gradually elevate the city's status in international intercourse. By the year 2005 the state council stated once again in the approval replies to Beijing Overall Urban Planning "To build into a world city as the goal of endeavor, and enhance the status and role of Beijing in the world system continuously" and proposed three phases of the implementation steps: first being modernized fundamentally and constituting the basic framework of international city; striving to realize a complete modernization by the year 2020 and establishing the position as an international metropolis with the distinctive features; entering the ranks of world cities by the year 2050. Meanwhile, detailed analysis and research had been made on the urban development and evolution of the cities such as New York, London and Tokyo. Especially, New York with a history of only 300 years is one of the pioneer cities that become the world city from an ordinary port city. The internationalization, regional and specialized features could be easily told from New York development, which refers not only to its 828 square kilometers land with almost 9 million population, but also to its global influences and control ability: there are 219 international banks, three headquarters among the five global largest accounting firms, and New York Stock Exchange- the world's largest security market; It is the most concentrated place of financial, real estate, insurance and business services and has the modern industrial system that supports the city. From the 70s of last century, the share of manufacturing industry has been declining and the tertiary industry dominated by the information, service-oriented business is taking the leading position and accounts for 90% of total employment; Its good social environment for the development hold the greatest attraction to the talents. According to statistics, nearly 40% of people in New York are born in foreign countries. Immigrants of high quality optimize the population structure and create the commercial spirit of New York City ... These figures from the aspects such as the economic development, infrastructure level, the level of international intercourse, influence and control provide a reference for Beijing's development, and is also an important prerequisite for the success of the Upper East Side.

我过去的同事，现任阳光新业地产股份有限公司设计总监的冯卫先生把他们公司操作了十年的项目——阳光上东编了一个很有分量的集子，内容充实，图文并茂，真实地反映了这个项目运作的全过程，总结了各组团的设计理念，反映了建成后的形象成果。也辑录了参与各方的想法及他作为设计总监的感悟，是一部很好的个案记录，同时从一滴水反映一个世界，从这个案例也可以看到北京以至朝阳区在城市化、现代化和国际化的进程中所走出的步伐。

北京是我国的首都，是全国的政治中心和文化中心，这是毫无疑问的。但在如何提升城市的国际化水平，建设现代国际城市以至世界城市的目标上，有着一个逐步发展和认识的过程。改革开放，尤其是1992年邓小平同志的南巡讲话，对社会经济发展和城市化起了很大的推动作用。国务院在1993年关于北京城市总体规划的批复中明确提出“将北京建设成经济繁荣、社会稳定和各项公共服务设施、基础设施及生态环境达到世界一流水平的历史文化名城和现代化国际城市”“保证党中央、国务院……开展国际交往的需要”。也就是那个时期，建设现代化国际城市成为许多城市热门的追求目标。在这一时期为增强北京的影响力与辐射力，逐步扩大城市在国际交往中的地位进行了很多的努力。到2005年国务院对北京城市总体规划的批复中又提出“以建设世界城市为努力目标，不断提高北京在世界体系中的地位和作用。”并提出三阶段的实施步骤：首先率先基本实现现代化，构建现代国际城市的基本构架；到2020年力争全面实现现代化，确立具有鲜明特色的现代化国际城市的地位；到2050年进入世界城市行列。与此同时，也细致分析和研究了纽约、伦敦、东京这些城市的发展和演变规律。尤其是纽约，只有300年的历史，却是最早从一个普通的港口城市迈入世界城市的城市之一。从纽约的城市发展可以看出明显的国际化、区域化及专业化的特征。这不仅是指它828平方公里的土地，近900万的人口，而体现在它对全球的影响力和控制力：有219家国际银行，全球五大会计公司中三家的总部，纽约股票交易中心是世界最大的交易市场，是金融、房地产、保险和商业服务业最集中的地方；有着支撑城市的现代产业体系，从上世纪七十年代以后，工业制造业的比重不断下降，而以信息、商业服务为主导的第三产业占了主导地位，其就业人口占总就业人口的90%；这里有着良好的社会发展环境形成了对人才的最大吸引力。据统计纽约有将近40%的人出生在国外，高质量的移民推动了人口结构的优化，造就了纽约城市的商业精神……这些数字从经济发展、基础设施水平、国际交往水平，影响力和控制力方面为北京的发展提供了借鉴，也是阳光上东项目取得成功的重要前提。

曼哈顿是纽约五个区之一，也是纽约的核心，这个只有57.91平



方公里的小岛上集中了美国最大的 500 家公司的三分之一，七家大银行中的六家和各大垄断组织的总部都设在这里。只有 500 多米长的华尔街就集中了近 3000 家金融和外贸机构，曼哈顿岛上的联合国总部、时代广场、中央公园和百老汇大街都是人们耳熟能详的地方，在迈向世界城市的进程中，北京市的朝阳区也有意识地把目光集中在这里。朝阳区面积 470.8 平方公里，是北京城近郊区中最大也是最具潜力的一个。从刚刚建区时的大片农田为主，到如今已经成为设施齐全、交通发达、环境良好、国际色彩突出的地区。从 2000 年开始建设的中央商务区经过十年运作，已经形成规模，如跨国公司驻中国代表处的 60% 和驻北京的 90%，外国银行驻北京分行的 90%，法人金融机构 151 家，金融机构代表处 146 家，世界 500 强企业中 114 家；在全市 46 家五星级饭店中，14 家在朝阳区；外国使馆区除建国门外、三里屯和亮马河之外，还将在东坝建设第四使馆区；国际机场、国际展览中心、会议中心、贸易中心、体育文化中心等都集中在这里。朝阳区汇集了北京 70% 的涉外资源，其第三产业占比达到 84.51%，其中金融保险，会计咨询等现代服务业占全区第三产业比重的 50% 以上（2007 年统计）。全区域绿化覆盖率达 30.6%，不同特色的公园 13 个，其中奥林匹克公园总面积（含中心区）11.59 平方公里，已建成和正在建设中的万亩以上的林地有 16 处，朝阳区为人们熟知的标志性景观正在陆续建成……结合这些天时地利条件，朝阳区在 2005 年与纽约曼哈顿结为姐妹区就更可以看出他们的雄心。

下面就要提到占地 20.67ha 的北京阳光上东项目了。“上东”是一个特定的概念，它是曼哈顿岛中一个更小的区域。狭长的曼哈顿岛除上、下曼哈顿，中城以外，中间还夹有村、上东、上西、中央公园、海茨和哈莱姆各部分。其中位于曼哈顿岛中部中央公园两侧的区域就是人们常说的上东和上西。面积 341 公顷的中央公园分别由中央公园南、北街和中央公园西街和第五大道所围合，而“上东”则是指第五大道以东直到东河岸边，南到 59 街，北到 96 街（一部分到 106 街），如果细分还可分为金海岸、东埃顿，大都会博物馆周边、约克村、卡内基山周边等。有人把上东简化为纽约的“富人区”“上流区”的代称，可能也过于简单单一化了。这里有正对 82 街的著名的大都会博物馆，马路对面 88 街的所罗门·古根海姆博物馆，除 1959 年由赖特大师设计的主体之外，1992 年又由白色派的格瓦斯梅·西格尔加以扩建。86 街路口的德国表现主义萨巴斯基博物馆、还有为数众多的各色俱乐部、大小教堂，包括 96 街上由 SOM 设计的伊斯兰文化中心，还有包括洛克菲勒大学在内的学校，以及包括癌症中心、考奈尔医疗中心、圣·西奈医疗中心等医疗保健和研究机构，也有包括纽约科学院和美国艺术联合会等办公机构。即使是居住建筑，除单栋住宅和联排式住宅外，在上个世纪中建了许多高层公寓式住宅，除富人居住外，不少

Manhattan, one of the five boroughs of New York as well as the heart of New York City, concentrates one third of the 500 largest U.S. companies, six of seven biggest banks and the headquarters of big monopolies on this small island of only 57.91 square kilometers. The Wall Street of 500 meters only gathers nearly 3,000 financial and trade institutions while the United Nations Headquarters, Times Square, Central Park, and Broadway are the well-known places. In the process of marching towards to a world city, Chaoyang District of Beijing also focuses on here consciously. Chaoyang District, an area of 470.8 square kilometers, is the largest and most promising suburban in Beijing. It has been transformed from the large farm-based zone into a region of strong international features with good service facilities, well-developed transport and a good environment. The Central Business District constructed from the year 2000 has become large scale after a decade of operation: it has 60% China offices and 90% Beijing offices of multinational corporations, 90% of Beijing Branches of foreign banks, 151 corporate financial institutes, 146 representative offices of financial institute, and 114 of the top 500 companies of the world, 14 of 46 five-star hotels in the city; In addition to the traditional districts of the foreign embassy such as Jianguomenwai, Sanlitun and Liangmahe, the fourth embassy district will be built in Dongba; International Airport, the international exhibition center, convention center, trade center, sports and cultural centers are also concentrated here. Chaoyang District gathers 70% of foreign resources and 84.51% of the industry is the tertiary industry, among which finance, insurance, accounting, consulting and other modern services take a share of more than 50% in the region's tertiary industry (2007 statistics). The green coverage rate of the district is 30.6%. It has 13 parks with different characteristics, including the Olympic Park with an area (including the central area) 11.59 square kilometers and 16 woodlands that have been completed or are under construction. The well-known landscapes of landmark in Chaoyang District are built in succession... With these advantages, Chaoyang District seems even more ambitious when he formed the sister-district relationship with Manhattan of New York in 2005.

Here we must mention Beijing Upper East Side project with an area of 20.67ha. "Upper East Side" is a specific concept which refers to a smaller area of the island of Manhattan. In addition to the division of Downtown, Midtown and Uptown, the narrow island of Manhattan gets the neighborhoods such as Village, Upper East Side, Upper West Side, Central Park, Heights and Harlem. The two neighborhoods along the both sides of the Central Park in the middle of Manhattan are commonly known as Upper East Side and Upper West Side. Central Park of an area of 341 hectares is enclosed by Central Park South, North and Central Park West and Fifth Avenue and "Upper East Side" refers to the zone between Fifth Avenue to the East River shore bounded by 59th Street at the south and 96th Street (part of the 106 Street) at the north. The neighborhood could be further segmented into the Gold Coast, East Eden, the Metropolitan Museum of Art around, York Village, Carnegie Hill around. Some people take Upper East simply as the symbol of "rich area", "upper zone" of New York City, which may be too simplified. The area is host to some of the most famous museums in the world such as Metropolitan Museum of Art facing 82nd street, Solomon R. Guggenheim Museum at 88th street, designed by the master of modern architecture Frank Lloyd Wright in 1959, and renovated with a new addition by Gwathmey Siegel, and Neue Galerie dedicated to German Expressionist Art toward 86th street. It has many different clubs, large and small churches including Islamic Cultural Centre at 96th street, designed by SOM; colleges such as Rockefeller University and the medical and health, research institute such as Memorial Sloan-Kettering Cancer Center, Cornell Medical Centre and Mt Sinai Medial Centre and institutions such as New York Academy of Sciences and American Art Union. As for the residential buildings, many high-rise apartment buildings were built in the middle of last century, apart from single houses and townhouses. The area has been the home of richest people as well as many



diplomats because of the easy access to United Nations Building on the east bank of the River. Because most buildings were built in the late 19th century or early 20th century, many areas close to Central Park have been designated as the historic district. For example, in the vast area between 59th street and 78th street to the west of Lexington Avenue and part of the area between 78th to 86th streets to the west of Madison Avenue, the most architectural styles are in Renaissance and Academism with some in Gothic and Roman, Baroque and Georgian. Most modern buildings were built before the nineties of last century, in addition to Wright's museum, there are Breuer's Whitney Museum, the SEG Foundation designed by Philip Johnson, and the works of SOM, KPF and other famous design firms. Particular mention is given to the statue in the 70th Street facing directly to Central Park- Morris Hunter, who is the first architect in American studying at the College of Fine Arts in Paris, and the founder of American Institute of Architects (AIA). All of these are simply to illustrate that the functional and cultural diversity makes Upper East Side in New York City acquire a comprehensive international complex character.

This corresponds to the Upper East Side of Chaoyang District, where Chaoyang Park with area of 336 hectares close to New York's Central Park area is the "green lung", and the large area at northeast is the earliest developed area of Beijing. The Great Wall hotel designed by the American architect in 1983 is known as "to bring Beijing into the 21st century"; the third embassy area has many embassy buildings designed by architects from their own countries; In recent years with the continuous improvement of function, gradually completion of facilities and participation of design teams from various countries, the international, diversified, individualized characteristics in this region are gradually taking shape, and gathered a very good popularity.

Upper East Side project experienced a decade of planning and operation. The developer has the keen and accurate understanding of the international character in the region and the name of "Upper East Side" given to the project expresses the market positioning of the project implicitly. The book "Upper East Side" has a very detailed graphic description on the development process, the completely new planning framework and design concept, and the approach of the landscape and interior design style, which I will not repeat here. I am deeply impressed that the design for this large-scale project with the total construction area of 720,000 square meters is completed by seven international architectural firms from six countries, and is coordinated by six local design companies. Coming from the United States, Northern Europe, Southern Europe, Central Europe, Australia and other places, the creative firms bring their own personality style and their different design concepts and approaches, take a step forward to enhance the region's international color of this project, making the corner between the North Fourth Ring Road and the East Fourth Ring Road spectacular. Moreover, the project team keeps a constant consistency on the goal and concept of the development. Through the interpretation of the project, the review on the construction process and the post-construction reflection made by the design director Mr. Wei Feng in the book, it could tell how difficult but essential the communication process is. As far as I know, the overseas design firms still need time to make them accustomed to the Chinese market gradually in spite of its personality and unique features. As the owner, at the same time considering the project's commercial interests, he also needs to coordinate a number of contradictions in the design, review, construction, supervision and processing orders, and ensure that the project has the desired degree of completion and sales results. The feedbacks collected so far demonstrate it is only when paying the close attention to every aspect of the whole process of design - construction - delivery, adhering to the pursuit of high quality of modernization, internationalization and personality, learning the mature experience and the lessons from overseas similar projects that

外交官也在此居住，因为离东河畔的联合国大厦不远。由于有许多建于 19 世纪末或 20 世纪初的建筑，所以靠近中央公园一侧许多地段都划为历史建筑区。如自 59 街道 78 街之间，列兴顿大道以西的广大地区由 78 街到 86 街之间，麦迪逊大道以西的部分地区，建筑风格以文艺复兴或学院风居多，哥特和罗曼、巴洛克、乔治风也有一些，现代建筑大多是上世纪九十年代以前建的，除赖特的博物馆外，还有布鲁耶尔的惠特尼博物馆，约翰逊设计的赛格基金会，以及 SOM, KPF 等事务所的设计，尤其要一提的是在中央公园正对 70 街的一侧有摩里斯·亨特的雕像，这是美国第一位在巴黎美术学院学习的建筑师，并是美国建筑师协会（AIA）的奠基人。所有这些无非是想说明纽约上东的功能多样性，文化的多样性是一种综合性的国际化复杂性格。

于此对应朝阳区的上东则是以朝阳公园为参照，面积 336 公顷的朝阳公园是与纽约中央公园面积相近的“绿肺”，其东北方向的大片区域是北京最早开发的地区。1983 年由美国建筑师设计的长城饭店就称“要将北京带入 21 世纪”第三使馆区有许多由该国建筑师设计的使馆建筑，近年来随着功能的不断完善，设施的逐渐齐全，各国设计力量的陆续介入，这一地区国际化、多样化、个性化的特色正在逐步形成，并聚集了很好的人气。

阳光上东项目经历了十年的策划运作，开发公司敏锐并准确地把握了这一地区的国际化特色，名之为“阳光上东”正是表明了对这一开发项目的定位，在《阳光上东》一书中，对于项目的开发过程，全新的规划构架和设计理念，景观和室内设计风格的处理都有十分详尽的图文介绍，此处不再重复。我印象很深刻的是这个总建筑面积为 72 万平方米的大型项目是由来自 6 个国家的 7 个国际建筑设计事务所共同完成，并且有 6 家国内的设计公司与之配合，由于主创事务所分别来自美国、北欧、南欧、中欧、澳大利亚等地，他们带来了各自的个性的风格，其不同的设计理念和处理手法进一步增强了本区域和本项目的国际化色彩，使之在北四环东路和东四环北路的转弯处显得十分引人注目。另一点是项目团队在开发目标和开发理念上的始终如一。仅从设计总监冯卫先生在书中对项目的解读，对于工程建设过程的回顾，对建成后的反思和体会，表明这是一个十分艰巨、困难而又不可缺少的沟通过程。就我所知，各个国外设计事务所固然有其个性和特色的一面，同时也有克服对中国水土不服而逐渐适应的过程，作为业主方既要考虑项目的商业利益，同时又要协调设计、审查、施工、监理和加工订货的诸多矛盾，还要保证项目有理想的完成度和销售结果，从现在的反馈情况来看，正是抓紧了设计——施工——交付的全过程的一个环节，坚持以现代化、国际化、个性化的高品质为追求，注重吸取国外在同类项目上的成熟经验和有关教训，才能保证了新项

目的成功。

说起纽约上东和阳光上东还有一个有趣的相似处：纽约上东因电视剧《绯闻女孩》的拍摄和明星布莱克·莱弗利的表演而进一步吸引人们的目光，而阳光上东也因是《非诚勿扰》、《婚姻保卫战》、《杜拉拉升职记》、《李春天的春天》等众多电视剧的外景、内景地而进一步证明了项目在运作上的特色和成功。

当然一个成熟而优良的项目成功运作有待于周边环境的逐渐完善，依靠有效而到位的维护和管理，也有赖于社区全体居民的共同维护和支持，需要长时间的磨合，尤其是人文气氛的积累和历史的感更不是一朝一夕的事情。阳光上东项目已经在北京以及朝阳区建设现代化的国际城市以至走向世界城市的进程中做出了自己的贡献。本书的出版正是一次很好的总结，笔者对于房地产项目没有太深入的研究，仅以此文作为对《阳光上东》的读后感并求教于方家。

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2011 年 8 月 15 日

the success of new projects can be ensured.

When speaking of New York's Upper East Side and Beijing's Upper East Side, there are some interesting similarities also: New York's Upper East side further attracts people's attention because of the shooting of TV drama "Gossip Girl" and the performance of star Blake Lively, while Beijing's Upper East Side further demonstrates the success and unique features in the operation, because it has been a setting for many TV series such as "If You Are the One," "Defense of Marriage", "Go LaLa Go!", " Spring of Spring Lee ".

Of course, a mature and successful operation of the project is also relying on the gradual improvement of a good surrounding environment, the effective and proper maintenance and management, and the common maintenance and support of all residents of the community. It needs adjustments in a long run, especially when the cultural atmosphere and a sense of history are not accumulated overnight. Upper East Side project has made its own contribution to Chaoyang District and Beijing in building a modern international city as well as the process towards the world city. The publication of the book is a very good summary. As I have less in-depth study on real estate projects, I would like to take this article only as my review for the book "Upper East Side" and seeking the advices from the experts.

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20 世纪 80 年代北京住宅 |  
Beijing Housing In 1980s



住宅开发快速发展 |  
High-speed Housing Development



大规模的住区开发 |  
Large-scale Residential Development



商品房需求旺盛 |  
High Demand for Commodity Housing

In 1998, the programmatic document for China's housing reform "*The Notice on deepening of the urban housing system reform & speed up housing construction*" was issued, making an end to the welfare housing practice under the planned economy system and establishing the new market-oriented housing supply system. This significant reform pushed greatly the development of China's real estate market. In the twenty-first century, the speed of China real estate development and construction are unimaginable. With China's rapid economic development and the process of internationalization, the Chinese living concepts and habits are also changed. In the large international cities such as Beijing, Shanghai, Guangzhou, Shenzhen, where there are many international residential neighborhoods, the foreign living concepts and the traditional Chinese living habits are mixed, thus leading to more diversified and multiple needs in the planning and design of living areas and residential buildings in China.

Looking back the last ten years of the new century, the evolvement of residential communities and residential buildings in Beijing manifests in following several aspects:

*People's income enjoys a constant growing thanks to the sustained & rapid development of Chinese economy, and this has been raising the people's requirements for a better living.*

Before the real estate market was established, most people's houses were allocated by the government, overall, the housing conditions are relatively poor. The government imposed strict controls on the usable floor area of a residential unit, and housing design was based on the standard drawings, which means, the same construction drawings could be exactly used no matter who built housings and where the house was build. To urbanite, it was very lucky if a four-member family could be provided with a unit of 50 square meters with a separated kitchen and bathroom; there was no way to pay attention to the quality of design and construction. In the early stage when the market was established, it was very exciting and proud for some people, especially non-civil servant, to have their own housing unit which was their parents' lifetime dream. In those days, very few people paid attention to the residential planning and design, most developers only concerned about the possibility of building more square meters on limited land. With the development of real estate market, home buyers have more choices. Earlier customers only focus their concern on the housing unit itself, such as the size, efficiency and layout of the unit, etc.; gradually, many factors other than the unit itself also draw the concerns to home buyers: project location & the natural conditions or humanistic environment surrounded, the facilities and transportation around, living environment and community management, the reputation of the property and the developer and so on.

The consumers in Beijing's real estate market have been divided into several categories: the first-time home buyers that have the urgent needs to solve their housing problem; second time or even multiple buyers that have need to improve their living standards;

1998 年, 中国住房体制改革的纲领性文件《关于进一步深化城镇住房制度改革, 加快住房建设的通知》出台, 停止了计划经济时代的住房实物分配制度, 建立了市场化的住房供给新体制。这项重大改革举措对中国房地产的发展产生了巨大的推动作用。进入新世纪以来, 中国住宅开发建设的速度是令人难以想象的。伴随着中国经济的高速发展以及国际化的进程, 中国人的居住理念和居住习惯也发生了深刻的转变。在北京、上海、广州和深圳等一些大型国际化城市, 同时存在着服务于外国人的住宅市场, 国外的一些居住理念也与中国传统的居住习惯发生了融合, 这使得中国的居住区和居住建筑在规划和设计上有着更加多元和多样化的需求。

回顾新世纪的前 10 年, 北京的居住区和居住建筑的演变体现在以下几个方面:

随着中国经济的持续、高速发展, 居民收入水平不断增长, 人们对居住的要求也不断提升。

在房地产市场化之前, 大多数人的住房是由政府配给的, 居住条件相对较差。国家对住宅的使用面积有严格的标准控制, 住宅设计也多采用标准图, 也就是说, 无论谁要建造住宅, 在哪里建造住宅, 都可以采用完全一样的设计图纸。对城市居民来说, 一个四口之家能够分配一套 50 平方米的住宅, 带有独立的厨房和卫生间, 这已经是非常幸运的了, 没办法讲究品质。到市场化初期, 一些人, 特别是非公职人员, 能够拥有一套自己的住房, 实现其父辈一生恐怕都难以实现的梦想, 这是非常令人激动和骄傲。在那个阶段, 住宅的规划和设计还很少被人关注, 开发商只关心能否在有限的土地上建造更多平方米的房子。随着房地产市场的发展, 提供给购房者更多选择的机会变得日益重要。初期的客户仅仅关心户型本身, 比如所购房型的面积大小, 使用效率以及平面布局等; 逐渐, 很多户型以外的因素也被购房者所关注: 项目的区位及其拥有的自然条件或人文环境, 项目周边的生活配套设施和交通状况, 居住社区的环境和管理水平, 项目的市场口碑以及开发商的声誉, 等等。



北京房地产市场进入成熟期后,消费者已经分化为几类人群:需要迫切解决其居住需求的初次置业者;已有住房,但需要改善提升其居住水平的二次甚至多次置业者;将置业作为投资方式的投资客户。从某种角度讲,二次和多次置业者是推动住宅开发不断进步的主要推动力。这部分人群有较强的购买力,有以往的居住体验,重要的是他们对新的住房有更高的预期。

住宅舒适度的提升不仅体现在住房面积的增加,更表现在居住体验方面。中国传统的居住习惯中,厨房和卫生间是住宅中比较次要的空间,往往给人脏乱的印象。现在更多人的观念是,厨房和卫生间是住宅中最重要的空间。厨房和卫生间的设备往往花费很高,这些装备的选用,可以从一个侧面反映出主人的生活品位和生活态度。对于有过西方生活经验的人来说,厨房不仅是准备餐食的功能空间,也是家庭生活的核心空间,因为厨房可能是家庭成员聚会时间最长的场所。卫生间的私密性和便利性变得更加重要,因此,一套住宅拥有两个甚至多个卫生间也成为必要。卧室,特别是主人卧室也成为体现住宅舒适程度的标志,也许用“主卧套房”这个词更能反映主人卧室的含义,主卧套房除了包含宽敞的、阳光明媚的就寝空间外,往往还附带有宽大的衣帽间和专用的卫生间,卫生间的面积可能要大过一般的居室,不仅如此,有的主卧套房还带有专用的书房。

不只是住宅本身的舒适性,整个居住社区的品质和体验也被置业者所关注。安全的居住环境、漂亮的建筑外观、如画的园林景观,再加上社区的便利性,很容易激发出购房者非理性的冲动。居住社区的规划、建筑设计以及景观塑造变得越来越重要。

由于房地产市场化竞争的加剧,居住区的规划设计受到了广泛的重视。

北京房地产市场化初期,旺盛的住房需求使得房地产开发商一方面追求开发速度,另一方面追求较低的开发成本,这样造成很多居住区的开发不注重城市形象和社区环境,同时住宅建筑的质量和品

the investors who regard housings as investments. In some ways, secondary and multiple home buyers are the main driving force to promote continuous improvement of residential development. The part of population have a stronger purchasing power, have the past living experience, and the most important is that they have higher expectations to the new housing.

To improve the comfort of a housing unit does not only mean to increase the unit area, but also stress on the living experience. Giving often a messy and dirty impression, the kitchen and bathroom was traditionally treated as the minor spaces in the house according to Chinese traditional living habits. Whereas nowadays more and more people realize that the kitchen and bathroom are becoming the most important spaces in a house, and are ready to spend more on the facilities which could stand for the owner's tastes and lifestyles. For people with western living experience, kitchen is not only a functional space just to prepare food, but also the core area of family life. The kitchen is probably the space where the family members gather the longest time of a day. Privacy and convenience of bathrooms become more important in a housing unit also, therefore, a unit with two or even more bathrooms has become necessary; the bedroom, especially the master bedroom becomes the symbol that reflects the degree of residential comfort, perhaps the word "master suite", can better reflect the meaning of master bedroom. In addition with spacious & sunny bed space, master bedroom suite often also comes with a large walk-in closet and a private bathroom where the area may be larger than an average bedroom. Additionally, some master bedroom suites also have a private study room.

Not only the comfort of the housing unit itself, the overall quality of the community and the living experience are also the concerns to home buyers. The safe community environment, beautiful architectural appearance, and the picturesque landscape plus the convenience of the community, are easy to inspire irrational impulse of buyers. The residential planning, architecture design and landscape creation are becoming more and more important.

*As the competition in real estate market intensifies, the residential planning and design have drawn a wide attention.*

At the early stage of Beijing real estate market, the strong housing demand made the real estate developers seek the development speed on one hand and the lower development costs on the other hand. This results that many residential developments do not pay attention to the city images and community environments, while at the same time the quality of residential building design and the construction is relatively low. In some large residential communities, residential buildings created new urban images, but too monotonous public spaces and the architecture forms also make people feel boring.



宽敞的起居空间 | Spacious Living Room



开放厨房 | Well-designed Open Kitchen



豪华的主卫生间 | Luxury Master Bathroom



步入式衣帽间 | Walk-in Closet





霍尔设计的当代 MOMA |  
MOMA Designed by Steven Holl



考克斯设计的锦秋知春 |  
Jinqiu New Horizon Designed by Cox



华贸中心公寓 KPF 设计 |  
Apartment Buildings in China Center Design by KPF



施泰德勒设计的北京印象 |  
Beijing Impression Designed by Otto Steidle

In some residential communities, as developers often ignore the construction quality and property management, the building developed at early stage has become very obsolete before the last phase of residential development has been completed.

The intensified market competition imposes higher requirements on the residential planning and design. Around the year of 2000, the residential design and planning experience of domestic design institutes stayed to the low design standards of the planned economy era. Excellent architects often disdain to engage in residential building design. In order to seek a high quality planning and architectural design concept, the developers had to look to the foreign architects. It was found that the communication and understanding with foreign architects was not easy due to the big culture and mentality differences at the early stage when the foreign architects entered the Chinese market and this adds the complication to the project design process. Even though in general, foreign architects have brought vitality to domestic residential planning and design. In Beijing, many outstanding residential communities including Upper East Side are designed by foreign architects. Today, more and more foreign design companies have established branches in China with their business growing in China. The understanding between Chinese developers and the foreign architects has been deepened, and the communication become more smoothly. Meanwhile, Chinese local architects have also made remarkable progress in competing with foreign architects. Some design concepts such as the philosophy of new urbanism introduced by foreign architects have made a success in China practice and help the Chinese architects understand further the western architectural theory. In the extensive cooperation with foreign architects, local architects have learned method of design management and quality control from them, and the design quality continues to increase. The better understanding of the regional living culture and codes by the Chinese architects also adds the advantages in their abilities to compete with foreign architects on the residential planning and design.

Today, when discussing the residential development with architects, the developer will not limit the discussion only to the measurable indicators such as market prices, construction costs, housing unit size, architectural style and other, but also to the abstract elements such as city image, community experience, customer demands, the developer image, which are more important. More and more factors need to be considered in the process of planning and design, which plays a decisive role in the project's success.

*Because the differences of housing buyers in their own growing environments, life experiences, education backgrounds and workplaces, they have diversified living demands.*

Beijing is a diversified international metropolis, where home buyers are not limited to local residents. Many outsiders such as non-permanent Beijing residents and expatriate working in Beijing may become the consumers for Beijing property market. The age span

质也比较低下。一些大型居住区，居住建筑塑造了新的城市形象，但过于单调的公共空间和建筑形式又让人感到乏味。在居住区内部，由于开发商忽略质量和管理，使得往往最后一期住宅的开发还没有完成，早期开发的建筑就已经显得很陈旧了。

市场竞争的加剧对居住区的规划和设计提出了更高的要求。在 2000 年前后，国内设计机构在居住建筑上的设计经验大多还局限在之前计划经济时代低标准的住宅设计上，国内优秀的建筑师往往也不屑于从事居住建筑设计。开发商为寻求高水平的规划和建筑设计，不得不将目光转向了境外。境外建筑师在进入中国市场的开始阶段，和中国业主在文化、观念上的巨大差异，使得双方在沟通、理解方面存在着一定困难，在项目设计的过程中难免要走一些弯路。但总体上，境外建筑师给国内的居住建筑的规划设计带来了活力，在北京，包括阳光上东项目在内的许多优秀住区都是由境外建筑师规划设计的。今天，随着在华业务的不断增长，越来越多的境外设计公司在中国建立了分支机构，中国业主和境外建筑师相互之间有了更多的相互了解，沟通也变得更加顺畅。与此同时，在与境外建筑师的市场竞争中，中国本土建筑师也取得了长足的进步。一些由境外建筑师带来的设计理念，比如新都市主义的开发理念，在中国的实践中逐步取得成功，加深了中国建筑师对西方规划理论的理解。在与境外建筑师的广泛合作中，中国建筑师也学习到了境外设计公司的设计管理和控制的方法，设计质量不断提高。加上中国建筑师对本地域居住文化和建筑法规有更深入的理解，这种优势使得中国建筑师有能力在居住区的规划和设计中与境外建筑师进行竞争。

今天，许多开发商在与建筑师讨论社区开发时，不会只局限在讨论市场价格、建造成本、户型大小、立面风格等客观指标，也会更多地谈论城市形象、社区体验、客户诉求、开发品牌等抽象概念，但也是更为重要的方面。越来越多的因素要在规划设计的过程中予以考虑，规划设计对一个项目的成功起着越来越大的作用。

置业者由于其生长环境、生活经历、教育背景