



GVL 怡境景观 Greenview Landscape

GVL 国际怡境景观设计有限公司、佳图文化 编



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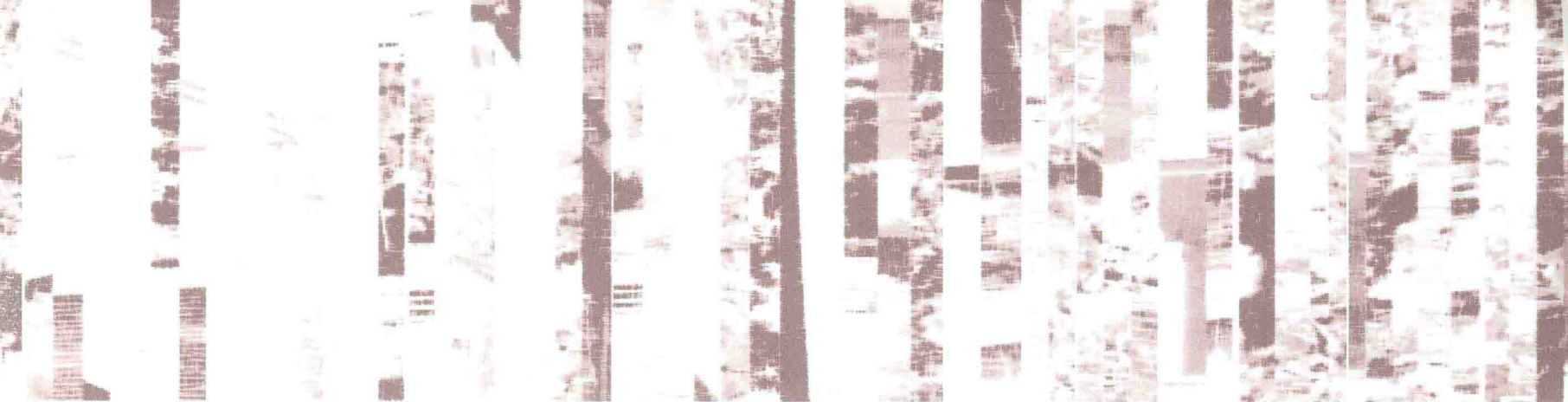
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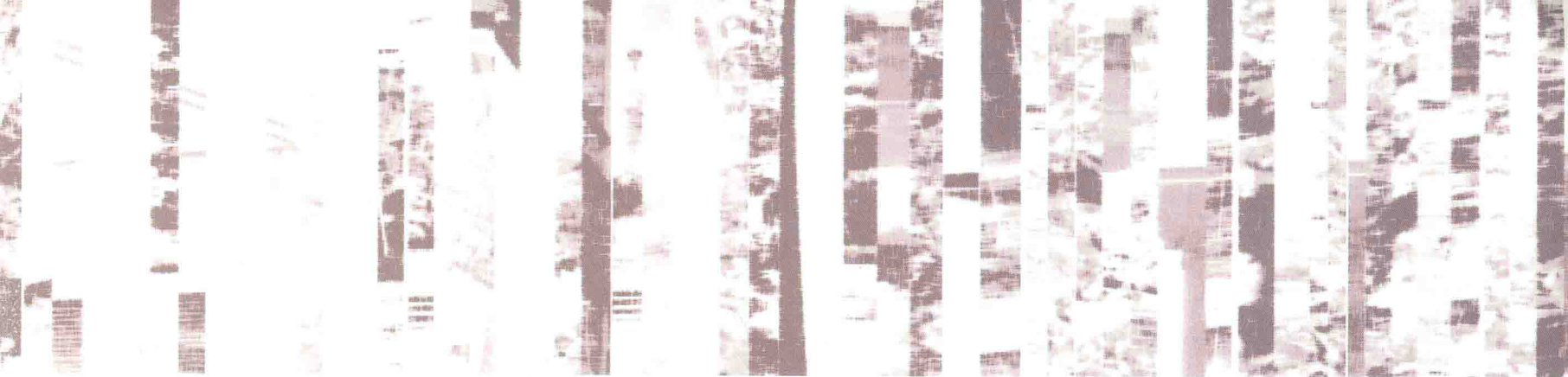
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Dedication and Determination lead to Success

With wisdom and efforts of all GVL people, the Collection of GVL Works is finally published. As a special “gift” for the 15th anniversary of GVL, it has collected GVL’s classic works in recent years and shown GVL people’s dreams of the future.

Since its foundation, GVL has created about 1000 projects in more than 100 cities, which carry our memories and have their own characteristics. Therefore, it is not easy for us to make a selection from them.

Though 15 years is just a moment in the long history of time, it is a critical period for further development of an enterprise. After 15 years of steady development, GVL has now become a professional and world-renowned landscape design company, whose works have won BALI (British Association of Landscape Industries) International Gold Award twice as well as other prizes and honors. What makes us even more excited is that GVL’s works are widely received by the market.

People often asked me about the secret of GVL’s growth and success. Simply speaking, it is due to three elements: talents, team and culture. Talents

form a team, and then shape the team culture. Peter Ferdinand Drucker, the inventor of modern management has said, for any organization, “ the key to greatness is to look for people’s potential and spend time developing it.”

In fact, every one has his own expectation for the future. During our career, we will always think about “who we want to be” and “what our company will grow like.” As the leader of the GVL team, I always insist on two things: good management and good design. With clear goal and firm determination, I will devote myself to building the platform where GVL people can realize their dreams.

Beijing Tongrentang, a famous time-honored brand in traditional Chinese medicine industry, has been adhering to the full significance of the handed down TRT’s commandment: “No manpower shall be spared, no matter how complicated the procedures of pharmaceutical production; and no material shall be reduced, no matter how much the cost.” Throughout history, we will find that almost all excellent enterprises have one thing in common: they are focusing on what they are doing and

ensuring the quality of their products or service. In GVL, we always do the same: we devote ourselves to presenting high-quality works and we treasure every design opportunity, no matter whether the project is big or small, profitable or not.

Dedication and Determination lead to Success. GVL keeps the faith to design well and to present classic works, and we have the confidence to be outstanding in the landscape design industry. After 15 years of development, now GVL is heading into a new era. With beautiful dreams in mind, we will walk forward step by step!

By Peter Peng , Managing Director, Senior Engineer, Greenview Landscape International Design Group (GVL)



Dedication and Determination lead to Success





勿忘初心，方得始终

GVL 怡境景观的《作品集》终于要面世了，这本汇聚了怡境人智慧结晶，收录了怡境近年经典项目的作品集，将作为怡境公司十五周年的献礼，承载着怡境人对未来的憧憬展现在世人面前。

GVL 怡境景观成立至今，作品遍布过百个城市，项目近千，要从中选出若干作品集集成册，着实不易，因为每个作品都有其专属回忆，都有其闪光点，让人难以取舍。

在历史的长河中，十五载不过是弹指一瞬，而在一个企业的成长史上，十五年正是迈向崭新时代的 key 时期。十五年来，GVL 怡境景观稳健发展，成长为国内外知名的专业景观设计公司，两度荣膺英国国家园景工业协会（BALI）国际园景项目金奖，亦数次获得其他荣誉，更宝贵的是赢得了市场的广泛认同。

常有人问我 GVL 成长的秘诀是什么，简单来说，就是：人才 + 团队 + 文化。人才组成团队，团队形成文化。管理大师德鲁克说过：“对于任何组织而言，伟大的关键在于寻找人的潜能，并花时间开发潜能，让凡人做非凡之事。”

事实上，每个人都对未来越有着独特的期许，从业过程中，大家也会不断思索，我们究竟想成为什么样的人，我们的公司将成长为什么样的公司。作为怡境的领队，

我始终坚持两个目标：管理好公司，做好设计。清晰定位、坚守本业，为怡境人提供实现梦想的平台。

“品味虽贵必不敢减物力，炮制虽烦必不敢省人工”，同仁堂凭借这条古训得以屹立百年。回顾历史，你会发现，几乎所有的优质企业，都有一个共同的特点：专注做事，坚守品质。怡境正是这样，从来都是心无旁骛地专注于精品设计，坚持信仰，沉心静气。不管设计大小，无论利润丰厚，珍惜每次创作的机会，用真材实料说话，用好作品说话。

勿忘初心，方得始终。怡境的初心，就是要做好设计，怡境追求的始终，就是要出经典作品，成为行业标杆的企业。十五年，怡境的又一个新时代来临，让我们坚持心怀梦想，仰望星空；让我们脚踏实地，迈步向前。

彭涛

GVL 怡境国际设计集团 董事长 | 高级工程师



Footprints on the Path of Landscape Design

There are four basic necessities of life since ancient civilisation: clothing, food, shelter and transportation. Among them, food and shelter are the primary essentials. With the improvement of living standards, more and more attention will be paid towards living conditions. Take Hong Kong as an example, in the 1950s whole families had to huddle in old dilapidated apartments under poor housing conditions. As the economy developed in the 1970s, both the Hong Kong government and private real estate developers had a surge in building public and commodity housing. At the same time, global political stability together with strong economic growth also accelerated the development of the real estate sector. Landscape architecture had emerged with this trend. At the time I just returned to Hong Kong from the United Kingdom, and I was fortunate in being able to participate in the pioneering landscape project for Swire Properties, which planned to develop a 60 acre dockyard into a modern residential town, Taikoo Shing (Taikoo City). After over 20 years of operation, the former dockyard had been transformed into one of Hong Kong's most prominent residential developments. Our Swire Properties Environment Department then evolved to be an independent environmental services company, which became the predecessor of today's GVL.

Hong Kong's Taikoo Shing is an exemplary combination of well designed landscape and residential architecture, which brought high profits for Swire Properties, hence other local developers began to follow suit. Since then, the landscape design industry in this region flourished.

In 1980s and 1990s the real estate of mainland China was booming along with the rapid economic development. Accordingly, there was increased demand for high quality landscape design. GVL seized the opportunity and shifted the focus of business to mainland China. In the following decade, GVL's business expanded swiftly with new branches established in main cities, and accomplishing projects all over China. Under sound leadership and the combined efforts of all GVL staff, by adhering to the principle of "design to establish excellent brand, service to accomplish excellent work", our projects are well received by satisfied clients. GVL is highly regarded and have won numerous national and international awards. In this collection, we have selected some exemplary projects to share with you.

Since the establishment of GVL we have been carrying out the idea of "eco-landscape design", which aims to create a high quality living environment for inhabitants. Nowadays, the declining environment and unsustainable developments have drawn the

attention of many concerned governments and the public. We endeavour to preserve and improve the natural environment, reduce pollution, and save energy. Let living together in harmony with nature be our dream and goal, to advance a better environment and the people living within it.

In today's highly materialised and mechanised society, our environment is greatly polluted by noise, waste, exhaust gas and excess lighting. It seems that we are getting further and further away from nature and it is challenging to achieve sustainable development. It is crucial for landscape designers like us to always keep in mind to create well designed micro-environment which would in turn benefit our macro-environment of our whole ecosystem. This would also be part of our idealistic dream for a greater China.

By Dr WAI Tze-Kong

Chairman, Greenview Landscape International Design Group (GVL)

Chairman, Environment Committee, The General Chinese Chamber of Commerce, Hong Kong

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Research fellow, Department of Environment, U.K. Government

向着我们的理想迈进

从古到今，人类社会最重要的四大元素是衣食住行，而其中又以食和住为首要。随着生活水平的提高，人们对于居住条件也逐渐讲究起来。以香港为例：20世纪50年代，居住条件相当落后，一家人挤在残旧楼宇中，卫生条件差，居住空间小。随着经济发展，70年代政府大量兴建公共房屋，加以私营发展商（地产商）看到商机也大举兴建建屋。国际上也因政局稳定和经济蓬勃而促进了房地产建设，景观建筑设计应运而生。其时我自英国回港，适逢其会投身这行业，参加了太古地产公司改造太古船坞项目。该公司当时计划将60多英亩（24万多平方米）的船坞所在地打造一个现代化的具有优良人居条件的小城——太古城。经过二十多年的经营，这片“壁断垣残、一泓碧水破船湾”被改造成为当时有名的优质居所。原属太古地产的环境部亦顺应发展要求分拆成独立的环境服务公司，及后，又以此为基础在港成立怡境景观设计有限公司。

香港“太古城”树立了典范，不但给市民提供了稍具较好的景观和设计的居所，同时，发展商亦因销售迅速而大获其利。因此当地发展商便纷纷效法，而景观建筑设计行业亦趋蓬勃。

至20世纪80—90年代，国内地产行业随经济发展呈兴旺势，对景观设计要求甚严，怡境亦因势利导将业务重点转移国内，十数年间，业务发展迅速，项目遍全国，分公司驻数大城市。端赖同仁努力及领导有方，本着“设计创造品牌，服务雕琢精品”宗旨，所负责的项目俱达满意水平，获业界称誉，屡得国内外奖项。其中在本刊介绍者，可见鳞爪。

怡境创建伊始便以履行生态景观设计为目标，使居民能获得全面的优质生活环境。值此地球自然环境条件日趋恶化，持续发展日趋困难，对人民生活关注的政府及人士，咸相设法维护及提升自然环境的主要元素，减少污染节省能源。返璞归真，让人们回归自然；天人合一，让人们与天地同在。

在现今高度物质化和机械化的社会，居住区的小环境往往被噪音、废物、废气甚至光电污染，人们距离自然越来越远，持续发展的可能性越来越微。因此，从力所能及把居住的小环境景观设计做起，让其回复生气盎然的状态，进而投身大环境的改造与建设，把荒漠秃山瘠地流沙铺上植物、育成福地、为民所用，这是常系景观设计者心中的理想，也是圆我们中国梦心念的一环。

韦子刚



韦子刚 博士

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