SHOPPING

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J&A购物中心设计作品

辽宁科学技术出版社 编



SHOPPING



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PREFACE 前言

In recent years, under the impacts of urbanization, the development of commercial property has been in full swing. Owing to the bigger profit margin than other types of property products, property development enterprises are flocking to the development of commercial property. On the other hand, for commercial property, as a city image, policy makers are willing to put generously commercial property development industry into the blueprint of urban development. And shopping malls, a new industry in the 21st century, with the new business formats, are gradually occupying a commanding position in commercial property development in China, Asia and all over the world, which brings a new excitement to domestic retailers and property developers.

J&A, one of the pioneer interior design companies stepping into large commercial property development in China, has long been committed to the design of commercial space, to which they have attached great importance in their design works. And the design of commercial space also shows the quality of the design company. With the systematic and comprehensive research into the commercial space design, and the attitude of consistently pursuing the perfect design, J&A has won the trust of numerous branded companies, and has accumulated a wealth of experiences through years of work in commercial space design.

This book is a collection of some successful designs of commercial space J&A has done in recent years, which interprets fully their acute sense and deep understanding of commercial space design from different perspectives.

在城市化浪潮的推动下,近几年商业地产的开发如火如荼。相对于其它房地产产品,商业地产开发更高的利润空间使得众多开发企业趋之若鹜,作为城市的门面,决策者们将商业地产业大手笔地放入城市发展的版图中。作为 21 世纪的新兴产业,在全球、在亚洲、在中国,购物中心正在逐渐成为占据商业地产主流地位的新兴业态,为国内零售业者、地产业者带来了全新的震撼。

J&A 作为目前国内最早涉足大型商业地产的室内设计公司之一,长期以来一直致力于商业空间设计,并将其作为设计的重点领域。 商业空间设计体现着设计企业的品质,J&A 凭借对商业空间设计系统而全面的研究,不断追求完美的设计态度,赢得了众多品牌公司的信赖,并在多年的商业空间设计中积累了丰富的经验。

本书精选了 J&A 近年来在商业领域的成功案例,从不同的角度诠释了对商业空间设计深刻的理解和高度的认知。

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BUSINESS OF DESIGN

设计营商

It's not a long time since shopping mall came into China. For developers, operators, investment intermediaries, related construction teams and design teams. A shopping mall project is challenging whether in planning, development, design or operation. Therefore, a good understanding of the clue and some objective laws of shopping mall development is the preliminary requirement for the success of the project.

J&A plays the role in constructing commercial space, which is a key point in the whole process of commercial property design. A large shopping mall not only calls for a good organization of the space, where people, vehicles and commodities can coexist and would not interfere with each other, but also needs to meet the demands of different business formats and brands for different spatial environment. Therefore the design of space and interfaces appealing to customers should be made.

From our observation and experience, the commercial property development has been going through the transition from initial perception to present rationality. More and more developers realize that specialized and internationalized operation is the basic requirement to guarantee the success of a commercial project. A successful commercial property development should start with "construction" and end in "management". For today's commercial property development in China, days have passed when it would be successful as long as the project was located in the right location. But, today, if there is any defect in the design, it would be fatal for the developers.

Rational and excellent commercial space design will bring about a virtuous cycle. It is true that a good commercial space design is indispensable to many aspects: from the increase of business profit to the establishment of business influence; from the accurate positioning of a shopping mall's identity to the building of a brand.

A successful shopping mall design has three indispensable elements: architectural planning, distribution of business formats and interior design. Therefore, three factors: planning a clear shopping line, providing a perfect distribution of business formats, and making a decoration style in line with current trends and to stand the test of time, go hand in hand and are interconnected systematically. For a project, without a integrated team, a comprehensive system, and macroscopic thinking, only excellent individuals themselves would not do a good job that can stand the test of practice. Integrating these three factors, J&A is now in pursuit of maintaining and improving the comprehensive ability, hoping to present designs with no imperfections.

购物中心进入中国的时间不长,对开发商、运营商、招商中介机构、相关建筑团队、设计团队来说,无论是规划、开发、设计还是运营都是个新的课题。也正是因为这一点,充分掌握购物中心的发展脉络与客观规律,是项目得以成功的先要条件。

J&A 的角色是商业空间的构建,是商业地产设计整套流程中的关键环节。一家大型商场,不仅要做好人、车、货相互并存而又互不相扰的空间组织,还要满足多种业态、品牌对于空间环境的不同要求,要创造出对客流有吸引力的空间与界面设计。

从我们的观察与经验来看,商业地产的开发正由最初的感性向理性过渡。更多的开发商认识到,专业化和国际化的操作是商业项目成功的基本保障。商业地产的成功开发,应是始于"建"而终于"管"。如今的中国商业地产,已经过了只要选址得当就可以高枕无忧的阶段,对于现阶段商业地产而言,如果设计上有缺陷,一样足以致命。

合理、优秀的商业空间设计将带来一种良性循环,可以说,从经营利润的提高及行业知名 度的确立,到购物中心自身个性品质的准确定位及品牌构建,都离不开优秀的商业空间设 计的支持。

一个成功的购物中心设计有三大不可或缺的要素:建筑规划、业态分布、室内设计。规划清晰的购物动线、提供完美的业态分布、设计符合时下潮流趋势和经得住时间考验的装饰风格,三者系统关联,缺一不可。如果一个项目只有完美的个人,而缺乏整体的团队,没有一套完整的系统,不能够从宏观的角度去思考问题,这种状态下的成果总是缺乏实践的推敲。J&A 目前将三者合而为一,追求综合能力的提高与掌控,希望能帮助业主在设计方面不留缺憾。

In China, shopping malls are something novel, and they should grow in a forward-looking and strategic way at the initial stage. Therefore, whether in planning, design, or concrete management, decision makers of shopping mall industry should combine their advantages in architecture, business, environment, technology, etc. into a comprehensive use, and skillfully integrate them to achieve the effect of mutual promotion on the basis of harmonious development.

Deep understanding of people's consumption pattern is the precondition for interior design. As far as shopping methods, shopping environment, catering services, leisure and entertainment and social activities are concerned, the emergence of shopping malls is to meet people's such needs and offer them places to experience. The key point of experience shopping is to add pleasure to shopping process, which requires design teams to learn to analyze consumers' psychology and behaviors.

Returning to the essence of business value will lead the design trends. As the design ideas of shopping mall lie no longer in blindly pursuing of theme and personalization, design teams should have rich practical experience and profound understanding of business; master the future development trends of commercial design; understand that the key point of the design is to go back to the essence of business value, and embody that business value created by design is the long lasting vitality and business potentials.

The success of a shopping mall design calls for the integration of architectural planning, distribution of business formats and interior design. Currently, commercial property design shows different situations: On the one hand, some developers have rich experience in the development of shopping malls, and they have professional teams for architectural planning and business format planning. As they have relatively mature planning system at the early stage of design, design teams tend to play the role of adjusting, optimizing and making things even better. On the other hand, some developers just enter into commercial property, and they may meet a difficant situation, such as understanding little of the operation of shopping malls, uncertain of business positioning, unreasonable business format planning, incomplete architectural planning and imperfect planning system. Therefore, under such condition, it is the professional advices and experiences of the design teams that will play a crucial role.

To sum up, in an era of experience economy, a whole set of system, such as providing clients with professional design of architectural flowing lines, advices on business format distribution and interior decoration, etc., is not just a technical issue, and more importantly, it requires that these techniques should be based on the professional knowledge of business operation and planning ability. It also requires that design teams should be good at "understanding people", "accepting and giving ideas", and "taking opportunities to make things better", in order to develop driving force for business, and ultimately to realize and enhance the business value of the commercial space.

在国内,购物中心作为新生事物,在发展之初就应该有一个前瞻性的战略眼光,无论从规划设计,还是从具体的经营管理,都需要购物中心产业的决策者综合运用建筑、商业、环境、技术等各方面的才能并且使之很好地融合,在协调发展的基础上达到相互促进的效果。

购物中心的出现满足了人们对购物方式、购物环境以及餐饮服务、休闲娱乐、社交活动的要求与体验,而体验商场的核心就是增加人们购物过程中的愉悦感,这需要设计团队懂得分析消费者的心理和行为。

回归到商业价值的本源将成为设计趋势。一味追求主题式、个性化购物中心的设计理念已成为过去时,这时,需要设计团队拥有丰富的实践经验,对商业设计有深刻的理解和认识,清晰掌握商业设计未来的发展方向,懂得将设计的重心趋向于回归到商业价值的本源,并通过设计体现出商业价值才是最具长久的生命力与商业潜力的根本。

商场设计的成功需要建筑规划、业态分布和室内设计三者之间的整合。目前商业地产设计现状具有多种状况:一种是开发商具备丰富的购物中心开发经验,拥有专业的建筑规划、业态策划团队,在设计前期已经具备相对成熟完善的策划体系,这时设计团队往往担任优化调整、锦上添花的角色;另一种则为开发商初次接触商业地产,对购物中心的运营不够了解,商业定位不确定,业态策划不合理,建筑规划不完善,欠缺完整的策划体系,此时设计团队的专业经验和建议便发挥着至关重要的作用。

总而言之,在体验经济时代,为客户提供专业的建筑动线设计、业态分布建议、室内装饰设计这一整套系统并不仅仅是技术层面的问题,它更要求这些技术手段是建立在专业的商业运营知识和策划能力上的。它要求设计团队能"善解人意"、能"纳谏进言"、并能"借势打力",制造商业驱动力,最终实现并提升商业空间的商业价值诉求。

J&A IN CHINA J&A 在中国

SHENYANG 沈阳

BEIJING 北京 **NILNAIT**

BAODING

天津

营口

DALIAN

SHIJIAZHUANG 石家庄

JINAN 济南

weifang 潍坊 **QINGDAO**

青岛

ZHENGZHOU 郑州

JINING 济宁

XIANYANG

HEFEI

宁波

NANJING 南京 SHANGHAI CHANGZHOU KUNSHAN 上海 SUZHOU WUXI 昆山 苏州 无锡

WUHAN 武汉

JIUJIANG

CHANGSHA

长沙

WENZHOU

GANZHOU

FUZHOU

HEYUAN

QUANZHOU 泉州

GUANGZHOU DONGGUAN ^{惠州}
FOSHAN 广州 东莞
佛山
ZHONGSHAN
中山
XIANGGANG
香港
深圳

HAIKOÙ

KUNMING

CHNGDU

成都

CHONGQING

重庆

AS A VERY IMPORTANT INTERNATIONAL GATEWAY OF CHINA, SHENZHEN CONTRASTS FINELY WITH HONGKONG WHICH IS ADJACENT TO IT. IT IS BRINGING TOGETHER A LOT OF ELITE FULL OF IDEALS AND GROWING INTO A BRAND-NEW MODERN CITY.

作为中国的重要国际门户,它与毗邻的香港交相辉映,汇集了满怀理想的精英,铸就了一个崭新的现代化都市。

