



# Ten Years SmithGroup CNA

十年 设计决定 .....  
Design Determines ...

思纳史密斯(集团)中国

**SMITHGROUP** *cna*

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Interiors Design · Art Consultant · Lighting Design  
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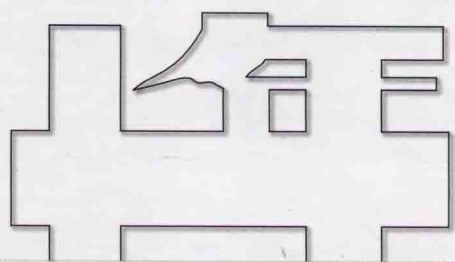
## 建筑设计 Architecture Design

公共建筑 Public Building  
城市综合 Urban Complex  
复合社区 Composite Community  
商业娱乐 Commercial Entertainment  
商务办公 Business Office  
酒店建筑 Hotels and Resorts  
居住建筑 Residential Building

## 规划设计 Urban Planning

滨水地区 Water Front  
城市街区 City Block  
城市空间 Urban Space  
旅游休闲 Travel and Leisure

## 景观设计 Landscape Design



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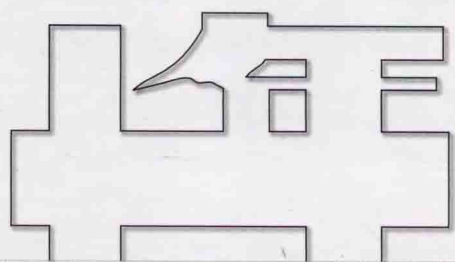


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Hein  
2011.9.12



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十年……设计决定……

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by SmithGroup CNA

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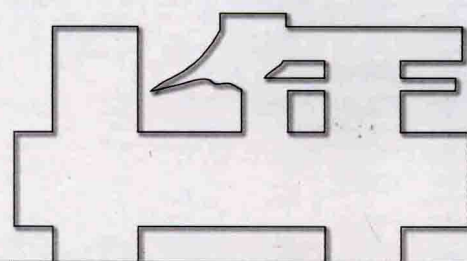
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**SmithGroup CNA**  
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SmithGroup CNA

As an architectural design practice and management organization, registered in the United States, Canada and China, SmithGroup CNA is one of the acknowledged leading architectural design firms in the world. The company has 3 regional offices and more than 20 subsidiary offices around the world, with more than 3,000 staff. The firm has outstanding designers in each specialized field including architecture, engineering, interior design, city planning, pre-phase planning, budget estimating, art-layout architectural engineering technology, environment analysis, building energy analysis, project management and facility management, etc.

SmithGroup CNA is committed to meeting different customers' market requirements by using art and technique method. The mixed-uses of urban planning, residence, retail, recreation and exhibition buildings are integrated as a creation and advocacy of a Happy Spending design strategy that is put into practice in various retail and planning developments. Groups of diverse people from different countries with considerable international project experience working in collaboration have brought success to large mixed-use projects.

Established in 2,000, SmithGroup CNA (China) is a design and business supervisor and decision-maker in China, available to provide full services in China and is devoted to making our dreams come true.

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# Foreword

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这里全部是快乐的记忆……

即使在以往的十年中经历那么多无助、悲伤、懊恼，也丝毫不能影响凝聚在这里的快乐、喜悦和激情。

您看到的我们就是有理想、有抱负、天天想着向上的一群人。

这里目力所及，能触及的不过是十年来的沧海一粟，如同管中窥豹，虽仅一鳞半爪，我们仍希望能由点及面，和您一起回忆过去这些年中那些有意义的项目和它们的设计过程，既以从容的心态重温往事，铭记那份宝贵的心境与体验，更用客观的目光再次审视这三千六百五十天的成长，以期获得不同的视角，然后，迎接更加精彩的又一个十年。



于安龙小站

All here is our happy reminiscence...

Even though we have experienced so much helplessness, sorrow, and chagrin in the past ten years, that can not affect our happiness, joy and passion cohered here in the least. We, as you see, are just a generation who have dreams, aspirations and want to make progress day by day. Here as far as our eye can reach, we can touch only a drop in the ocean over 10 years, like a peek at a leopard through a tube. Although it is only a small fragment, we still hope we can grasp the whole through points, and remember those meaningful projects and their design processes in those years together with you, review past events with an easy mood, enshrine that valuable mental state and experience, and still survey objectively the growth of these three thousand six hundred and fifty days once again, to try to acquire different angles of view, then to welcome another ten years of more magnificence.

## 两个问题

建筑设计在今天的中国有着相当重要的地位，从政府到公众都给予了这个行业超过历史上任何时期的重视和关注。虽然多数设计师依然延续着“匠人”的命运，但是必须承认我们赶上了一个好的时代！然而，我们还面临着两个更重要的问题，即使现在还没有找到答案，看到问题也总比对问题视而不见要好。

一、无论大家认为建筑设计该从哪里出发，最终都必须实现建筑的基本功能和使用需求，也必须去解决技术的可行性问题。当然，得承认建筑设计的变革可能会给生活甚至社会带来革命性影响，但是作为一个设计师在决定“变革”之前，应充分地去研究功能、需求和技术，因为建筑设计不是“私人”作品，它和绘画、雕塑不一样，建筑的公共属性决定了建筑无法成为“纯”艺术。但是，目前整个设计界都有越来越视觉化的倾向，有的设计甚至演化成了“行为艺术”，这不仅仅和决策者及公众的价值取向有关，也清楚地反映出整个社会的深层情绪。

二、从技术角度来看，“绿色”“环保”“节能”“科技”“智能”等名词是最近这段时间被提及最多的概念，但是我们应该要知道“永动机”是不存在的，所有的先进技术都是需要付出代价的，更何况很多的新技术其实是“伪技术”甚至是技术的倒退。因此在设计当中也不应该陷入新概念和所谓新技术的陷阱，而忘记了最传统最有效的技术手段和经验。

2010年，公司走过了整整十年，而本人也入行快二十年了，有很多的感慨和领悟，也有很多的困惑和迷茫。但是无论如何，作为一个设计者是需要有信念的，即使在“消费至上”“娱乐到死”甚至“礼崩乐坏”的年代也要保持一份真诚、一份坦率、一份独立的思考和一颗“求道”的心。





## Two Questions

Architectural design occupies a quite important position in today's China, and both the government and the public lay great store on this industry, as has never been seen before in history. Although most designers are still continuing the lot of a "craftsman", yet it must be recognized that we have met with a good era! But we are still facing two important questions, and even if at present no answers to them has been found yet, setting eyes on the questions is always better than turning a blind eye to them.

No matter whence architectural design should be starting as people may think, at last the basic functionality and utility demand, as well as the technical feasibility must be achieved. Of course, it has to be acknowledged that a reformation of architectural design may bring about a revolutionary influence on life and even on society, and yet a designer, before he decides to "reform", should adequately study the functionality, demand and technology, since architectural design is not "personal" work and it is also different from painting and sculpture, and the public attribute of a building determines that it can not become "pure" art. But at present, the whole design industry has the tendency of becoming more and more visualized, and some designs even become an "action art", which not only is related to the value orientation of policy-makers and the public, but also clearly reflects the whole society's deep sentiments.

In terms of technology, such terms as "green", "environmental protection", "energy saving", "technology", "intelligence", and so on, are the concepts most frequently mentioned in the recent period of time, but we should know that no "perpetual motion machine" exists, and all advanced technologies will require costs, not to mention that many new technologies in fact are "false technologies" and even a retrogression of technology. Therefore in design, we should not run into the pitfall of new concepts and so-called new technologies, or forget the most traditional and effective technical means and experience.

In 2010, the Company has journeyed for ten years, and I have also engaged in the industry for nearly 20 years, and have many sentiments and comprehensions, as well as many puzzles and bewilderments. But in any case, a designer needs to have faith, and even in an era of "consumption paramount", "recreating until death", and even "ritual collapse and music decline", and should keep sincerity, guilelessness, independent thinking, and a "pursuing-the-truth" heart.

“一年之计，莫如树谷；十年之计，莫如树木；终身之计，莫如树人。一树一获者，谷也；一树十获者，木也；一树百获者，人也。”——《管子 权修》

历经十年，思纳已经成长为枝繁叶茂的参天大树了，现在，在中国东西南北的各个大城市都能看到思纳的作品矗立起来，还有更多的标志性建筑正在一幢幢崛起，这真是一件让所有思纳人非常骄傲和自豪的事情！

历经十年，思纳已经从史密斯集团的中国代表处，发展成四百多人的大型集团设计公司，规模堪比大型国营设计院、业务范围覆盖整个中国，思纳的核心竞争力引发的是一场令人震撼的“核聚变”！

历经十年，思纳成就了一大批建筑精英，当初而立之年的年轻人如今已是沉稳睿智的资深建筑师，初出茅庐的学生如今已是独当一面的中坚力量。思纳所聚集的是一个朝气蓬勃、充满激情的设计师群体！

开放的平台是思纳发展的基础！

无限成长的空间是思纳吸引人才的秘诀！

对建筑艺术的不懈追求是思纳作品成功的动力！

思纳一定会不断进步，让我们期待思纳未来的辉煌！

王政



"If you want one year of prosperity, then grow grain; if you want ten years of prosperity, then grow trees; if you want one hundred years of prosperity, then you grow people. What you can harvest after one year of cultivation is the crop; what you can harvest after ten years of cultivation is the tree; and what you can harvest after one hundred years of cultivation is the talented person."

Through ten years, CNA has already grown into a mighty oak with thriving branches and profuse leaves, now, CNA's works can be seen in all major cities all around China, also more iconic buildings are still towering one after another, and this really is a great thing for all CNA people's great pride and glory.

Through ten years, CNA has already grown from the Chinese representative office of Smith Group into a large group design company with more than 400 staff, with its scale equivalent to large state-run design institute and its business scope covering all China. CNA's core competitiveness has generated an amazing "nuclear fusion".

Through ten years, CNA has brought forth a great number of architectural elites, the young people have already become composed and sagacious senior architects now, and the young and inexperienced students have already been the core strength working on their own now. What CNA has congregated is a design group full of vigor and enthusiasm!

An open platform is the foundation of CNA's development!

A space of boundless growth is CNA's secret of attracting talents!

The unremitting pursuit of architectural art is the motivation for the success of CNA's works!

CNA will keep moving, and let's expect CNA's glories future!

王玫 ~ 思纳史密斯 (集团) 中国 (SmithGroup CNA) 成都创作中心执行总裁