



SHOPPING CENTER

购物中心

香港视界国际出版有限公司 主编

THE SOUL OF SHOPPING CENTER
— TREND + INNOVATION + TECHNOLOGY



华中科技大学出版社
<http://www.hustp.com>

April

第 1 版
第 1 次印刷
3151

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中国·武汉

图书在版编目 (CIP) 数据

购物中心 / 香港视界国际出版有限公司 主编. — 武汉: 华中科技大学出版社, 2011.10

ISBN 978-7-5609-7279-4

I. ①购… II. ①香… III. ①购物中心—建筑设计—图集 IV. ①TU247.2-64

中国版本图书馆 CIP 数据核字 (2011) 第 166825 号

购物中心

香港视界国际出版有限公司 主编

出版发行: 华中科技大学出版社 (中国·武汉)

地 址: 武汉市武昌珞喻路1037号 (邮编430074)

出 版 人: 阮海洪

责任编辑: 熊纯

责任监印: 张贵君

责任校对: 彭江

制 作: 百彤文化

印 刷: 利丰雅高印刷 (深圳) 有限公司

开 本: 889 mm × 1194 mm 1/12

印 张: 22

字 数: 132千字

版 次: 2011年10月第1版 第1次印刷

定 价: 298.00元 (US \$46.99)



投稿热线: (010) 64155588-8000 hzjztg@163.com

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PREFACE DRAFT

EXPERIENCE + INNOVATION

Retail Design – Planning for Success

By John Simones, Partner, Director of Design, The Jerde Partnership, Inc.

By John Simones, Partner, Director of Design, The Jerde Partnership, Inc.

No matter how quickly technology continues to evolve and how many new gadgets or social media devices are developed, people will continue to desire communal experiences – the personal exchange of being with someone else; being in a group; seeing people and being seen by people. As the world inevitably becomes more virtual, people will also demand more visceral environments. In order to accomplish this, we focus on the building type that is the only remaining vestige of a communal scene – the Shopping Center.

Places that provide various offerings to purchase, and events that entertain – retail / leisure projects – are the places that will satisfy people's need to be together. Our goal is to focus on the public realm associated with retail development in order to transform the shopping center into an urban village that becomes the communal soul of a host City – whether it is Shanghai, Los Angeles, New York, Rotterdam, Warsaw, Tokyo, or Seoul – people want to interact and be social, but they need activated and compelling environments to do so.

How should these places be designed and what should happen there?

The success of our retail design work has been our ability to solve issues through what we call the “The Big Idea” – a design solution that creates an experience and place that is so compelling it will attract people in large numbers, provide pleasant memories so customers return with their family and friends, and cause huge economic success. These solutions include a spatial quality that is inspired by the local context and aspirations of the local citizens to create an authentic and vibrant project that becomes the most popular destination in the region. The spaces within the project are interwoven with the surrounding pedestrian circulation and are highlighted with contextual textures and colors along with a landscape that attracts people of all ages. Likewise the building shapes are formed to reinforce the spaces within and to establish an exterior identity and landmark within the city. This approach is both practical and artistic. The solution, despite its innovative qualities, feels as if the project belongs to the city thus grows in popularity over time, delivering a timeless quality.

There are two basic issues that make a retail project successful.

First, it must be a place that inspires people to engage in the human experience, and establish a sense of belonging. The project should not feel like a mall, but rather an extension of the city, thus becoming the most popular place to go by appealing to people's enjoyable emotions. By creating zones, or districts, within a single place, each expressing qualities of time, space, light, form, and texture, combined with issues of use, mood, vitality, geography, and human reactions to place, we develop retail and mixed-use projects based on discovery and experiential design. Therefore, the architecture and space is not a predetermined solution or style, rather a customization that is conceived to react and mature with the ever-changing demands of people's likes and dislikes, which ultimately creates a project that will attract increased numbers of people.

Second, the offering of various goods, food, beverages, entertainment and services must be configured in a way that maximizes the exposure for utilization, while creating new nodes of social interaction. Most competing retail projects offer essentially the same tenant mix. However, if that offering is situated within an attractive environment and arranged along a well thought out organizational framework and path of discovery, the space and environment will feel unique to the user. The planning and design of successful retail projects requires a strong understanding of the behavioral characteristics of consumers. A project must appeal to a collection of audiences: adults and families; children; young adults and professionals; seniors; locals; tourists; and the like. By understanding the desires of consumers, particular attention must be given to tailoring specific environments that cause an enjoyable emotional experience for each consumer group. Incorporated into a Jerde design are places that express the individual spirit of the locale, places for festive events, daily markets, and community gatherings. As a collective whole, we call this “heartmaking,” which by delivering memorable experiences and spaces for people will drive enhanced economic success for the project.

In order to create these spaces, we focus on the need and desire of people wanting an experience while shopping. It is generally acknowledged by leading retailers that enhanced social destinations tend to attract people longer, leading to additional purchases. Therefore, creating a communal place that people return to will drive retail sales much higher than creating a standard, uninspiring solution.

For a retail project to be truly successful, the design must acknowledge, accommodate and encourage the activity of shopping. Historically the exchange of goods took place in a marketplace, along the downtown “main street,” in a bazaar with street vendors, or in a farmer's market. These were not typical mall environments; they were a part of everyday activity and created over time in response to the characteristics of the City and people that lived there. These are the true inspirations for our design of retail spaces of today.

无论技术持续发展的速度有多快，无论开发了多少新玩意或社交媒体设备，人们仍然渴望集体经历——跟其他人在一起的人际交流，在一个集体里，看到人与被人看到。由于世界不可避免地变得更加实际，人们也将要求更多的发自内心的环境。为了实现这一点，我们专注于购物中心这种建筑类型，它是公共场景唯一剩下的遗迹。

人们可以购买各种东西，或者进行娱乐活动（零售或休闲项目）的地方将是可以满足人们聚在一起的这种需求的好去处。我们的目标是专注于与零售业的发展相关的公共领域，以便把购物中心转化为城中村，成为主办城市的公共灵魂。无论是上海、洛杉矶、纽约、鹿特丹、华沙、东京或首尔，人们想要互动和社交，但是他们同样需要活跃和令人信服的环境。

这些地方应该如何设计，应该做些什么？

我们的零售设计工作的成功是通过我们所说的“大创意”来提升解决问题的能力，“大创意”是一个能创建激发兴趣的经历和地方的设计解决方案，它会吸引大量的人，并为顾客提供愉快的回忆，所以顾客会带着他们的家人和朋友回到这里，并创造巨大的经济效益。这些解决方案包括空间的品质，它受到当地背景和当地市民愿望的激励，创造出一个真实并充满活力的项目，并且该项目成为了该地区最热门的目的地。该项目里面的空间和周围的行人流通交织在一起，并因背景的纹理、颜色以及一条吸引了各种年龄层次的顾客的风景区线而成为突出的亮点。同样地，建筑形状的形成是为了加强里面的空间，并在全市范围内建立一个外部特征和地标。这种方法既实用又有艺术性，不论其创新的特质，这解决方案让人感觉好像该项目是属于这个城市的，并随着时间推移而大受欢迎，且传达着一种永恒的特质。

有两个基本问题，解决了，零售项目即可成功。

首先，它必须是一个可鼓励人们参与人类体验和建立一种归属感的地方。项目不应感觉像个商场，而是城市的一个延伸，由于使人们心情愉悦而成为最受欢迎的地方。通过在一个独立的空间建立地带或地区，使每个地带和区域都体现时间、空间、光、形状和纹理的特性，结合使用、情绪、活力、地形和人们反应的问题，我们是基于发现与经验设计而发展零售和混合使用的项目。因此，建筑空间不是一种预定的解决方案或样式，而是一种定制，设想人们对人们喜恶不断变化的要求而做出反应并使之成熟，最后创建一个项目可吸引越来越多的人。

其次，各种各样的商品、食物、饮料、娱乐和服务的提供必须以最大限度地使用方式进行配置，同时创造社会互动的新节点。大多数竞争性的零售项目本质上提供相同的租户组合。然而，如果提供的配置是位于一个引人入胜的环境里，并且安排在一个经过深思熟虑的组织框架和发现路径中，空间和环境对于用户来说是独一无二的。成功零售项目的规划和设计要求对消费者的行为特征有深刻的理解。一个项目必须吸引到一批观众：家庭、儿童、职业人士、年长者、当地人、游客等等。通过了解消费者的需求，必须特别注意一些量身定制的特定环境，这种环境会为每个消费群体带来一种愉快的情绪体验。纳入Jerde设计的地方有表达场所、举行节日活动地方、日常集市和社区聚会的独特精神。作为一个共同整体，我们把这叫做“用心制作”；通过为人们提供难忘的体验和空间，它将为该项目带来经济方面的成功。

为了建造这些空间，我们着重于人们购物时理想体验的需要和渴望。增强的社会目的往往吸引人们的购物时间更长，从而引起更多的购买行动，这是领先的零售商所公认的。因此，建造一个人们会回来购物的公共地方将会比建造一个普通的、不能引发兴趣的地方更能提高零售销售额。

零售项目要真正成功，其设计必须认可、容纳和鼓励购物的活跃性。历史上商品交换是发生在市场里，在沿着市中心的主要街道，在街头摊贩的集市里或者是在农贸市场里。这些都不是典型的商场环境；他们是日常活动的一部分，并随着时间的推移而创建，以反应城市和生活在那里的人们特点。这些是我们今天设计零售空间的真正灵感。

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Forum Istanbul Shopping Center

伊斯坦布尔Forum购物中心

Forum Istanbul Project was developed in a design partnership between ERA, BDP, T+T, and Chapman Taylor for Bayrampasa district where E5 highway marks the south boundary of the site. The east and north ends are lined off by tramlines. The project is a mixed - use development including retail, residential, office and entertainment areas settled in three combined parcels. The project's retail functions cover a shopping center with 100,000 sq.m. leasable area, 15,000 sq.m. hypermarket, 30,000 sq.m. Ikea Store, 10,000 sq.m. DIY stores, and 5,000 sq.m. sports store with large parking space for 5,500 vehicles. 20,000 sq.m. of office area also supports retail functions. The shopping center is planned on four storeys with shops, department stores, restaurants, leisure area, cinemas, and a 7,500 sq.m. aquarium which was designed in the basement levels where ocean life can be discovered. The building is inspired by "city within the city" concept. A traditional city structure has been the inspiration for the design master plan. A city like image and scale is aimed through a combination of different buildings on the exterior as well as interior spaces...

Location

ISTANBUL, TURKEY

Area

164,000 sq.m.

Company

ERA PLANNING ARCHITECTURE
CONSULTING CO. LTD.

Designer

ERA PLANNING ARCHITECTURE
CONSULTING CO. LTD.

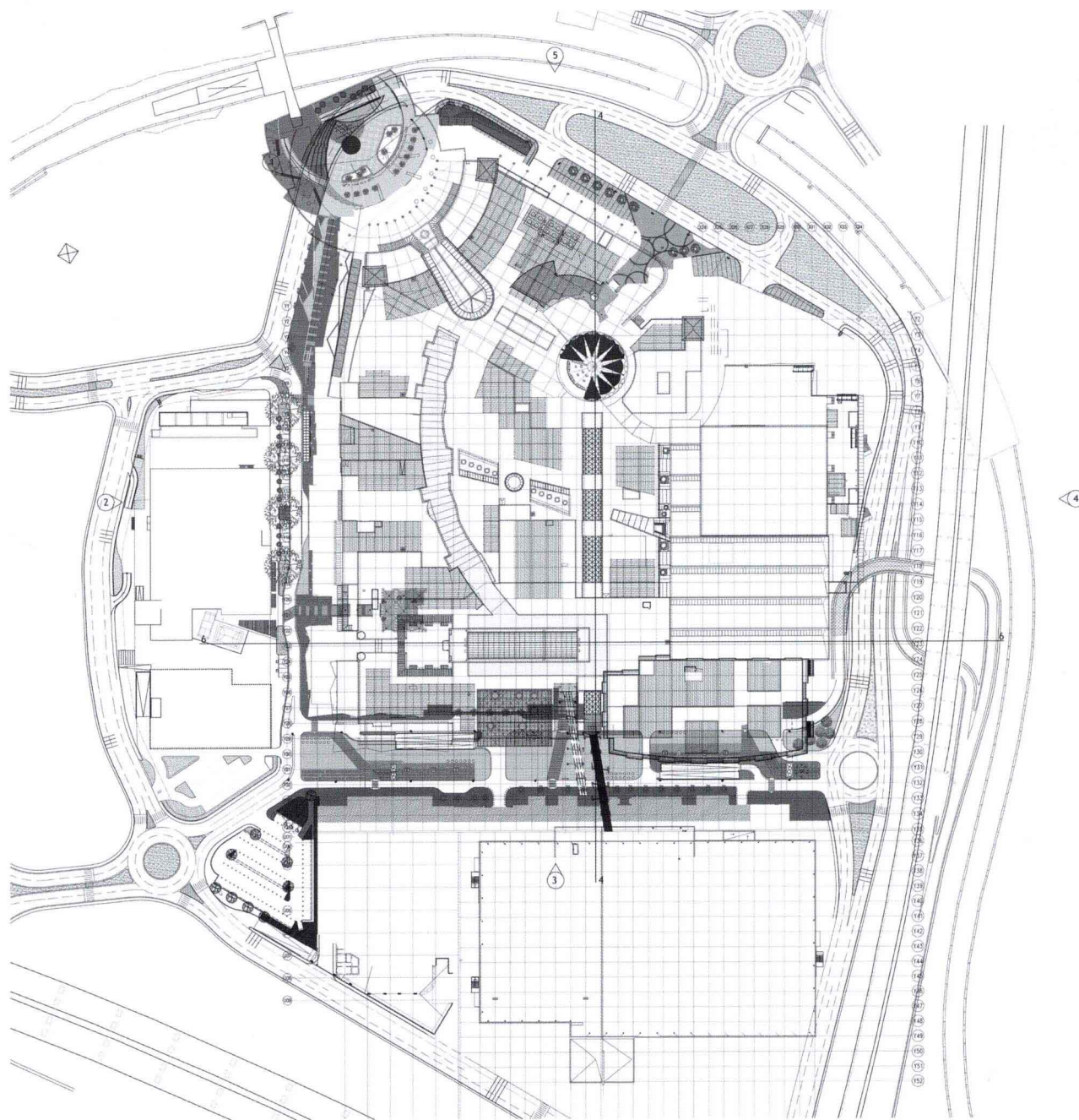
伊斯坦布尔Forum项目是ERA, BDP, T+T, 和 Chapman Taylor在Bayrampasa区联合开发的一个项目, 该地区的E5高速公路是该地区南部边界的标志, 东部和北部两端由电车轨道一字排开。该项目是一个综合用途发展项目, 包括位于3个相连区域的零售、住宅、办公和娱乐区。该项目的零售功能涵盖可供出租的10万平方米的购物中心, 15,000平方米的大卖场, 30,000平方米的宜家商场, 10,000平方米的自助商店, 以及带有可停5,500辆汽车的大型停车场和5,000平方米的体育商店。20,000平方米的办公面积同时也有零售功能。购物中心规划为四层楼, 有商店、百货公司、餐厅、休闲区、电影院和一个7,500平方米的水族馆, 这个水族馆以前是设计在能发现海洋生物的是地下室层。该建筑的灵感来自于“城市中的城市”这一概念。一个传统的城市结构为设计总体计划提供了灵感。城市的形象和规模是通过不同的建筑外观以及内部空间的组合而达成的。





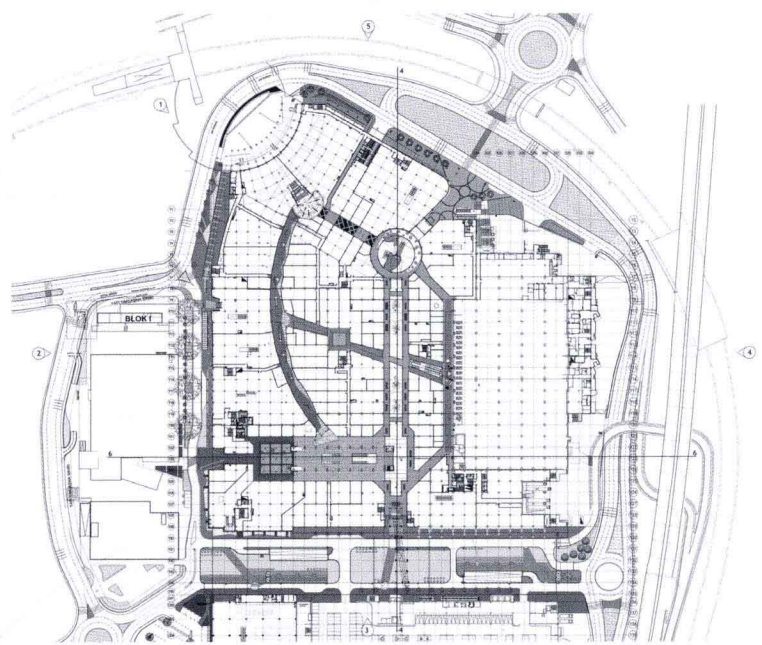




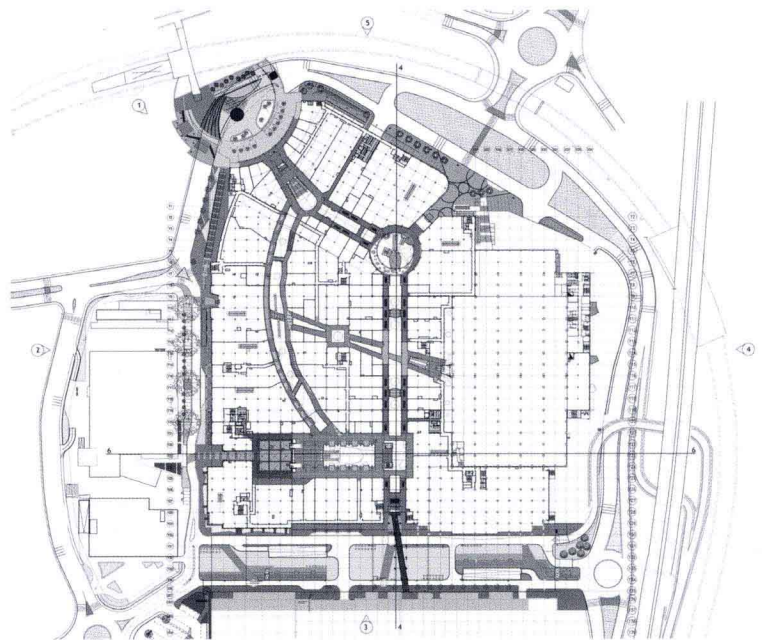


SITE PLAN

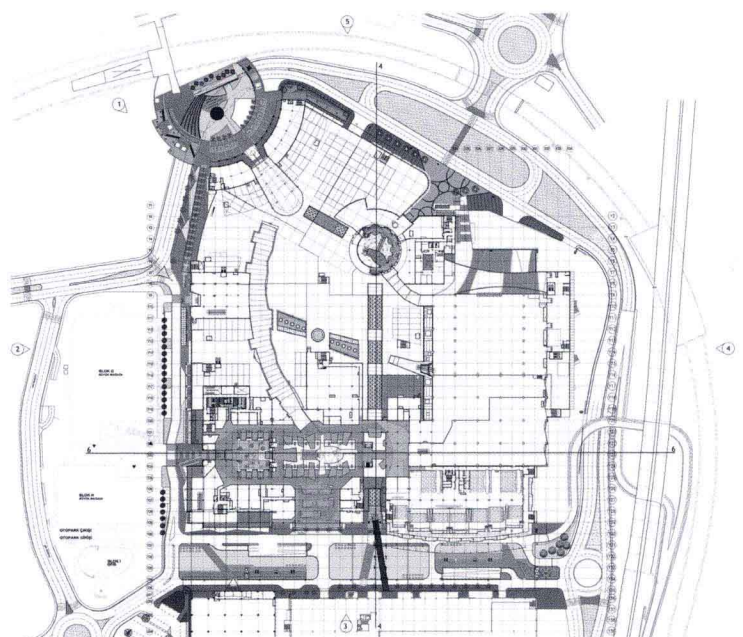




GROUND FLOOR PLAN

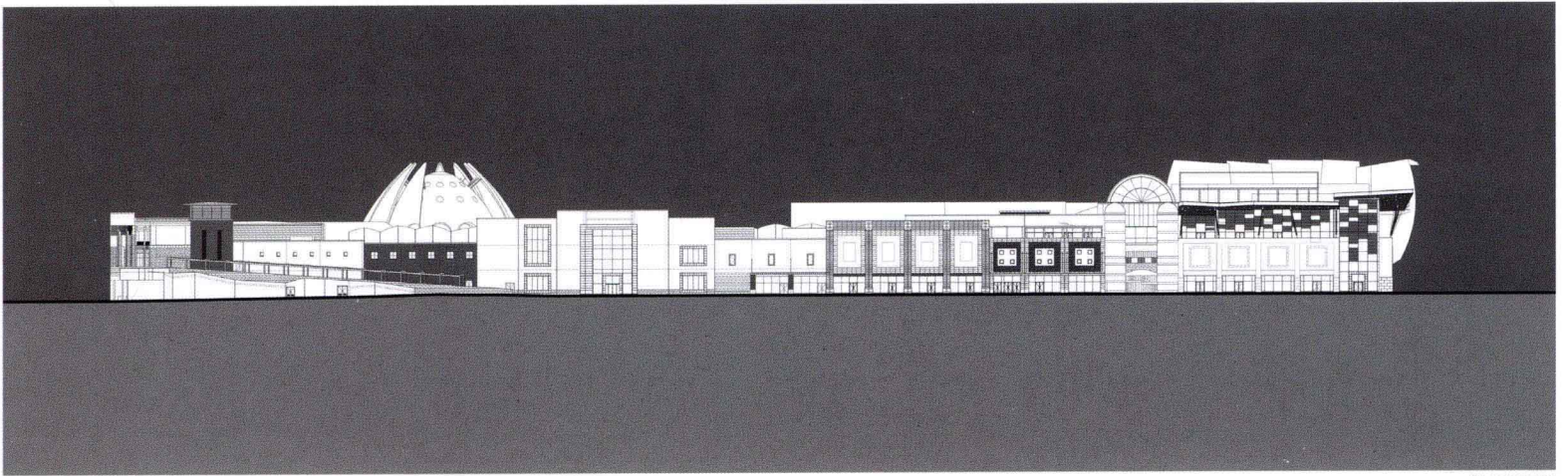


FIRST FLOOR PLAN

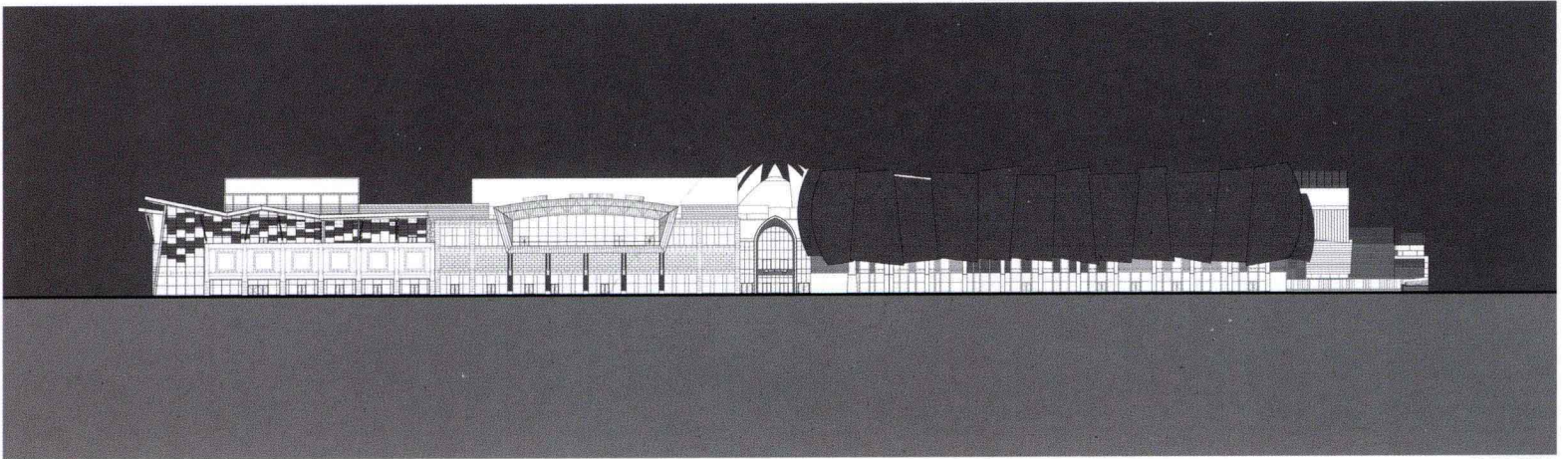


SECOND FLOOR PLAN

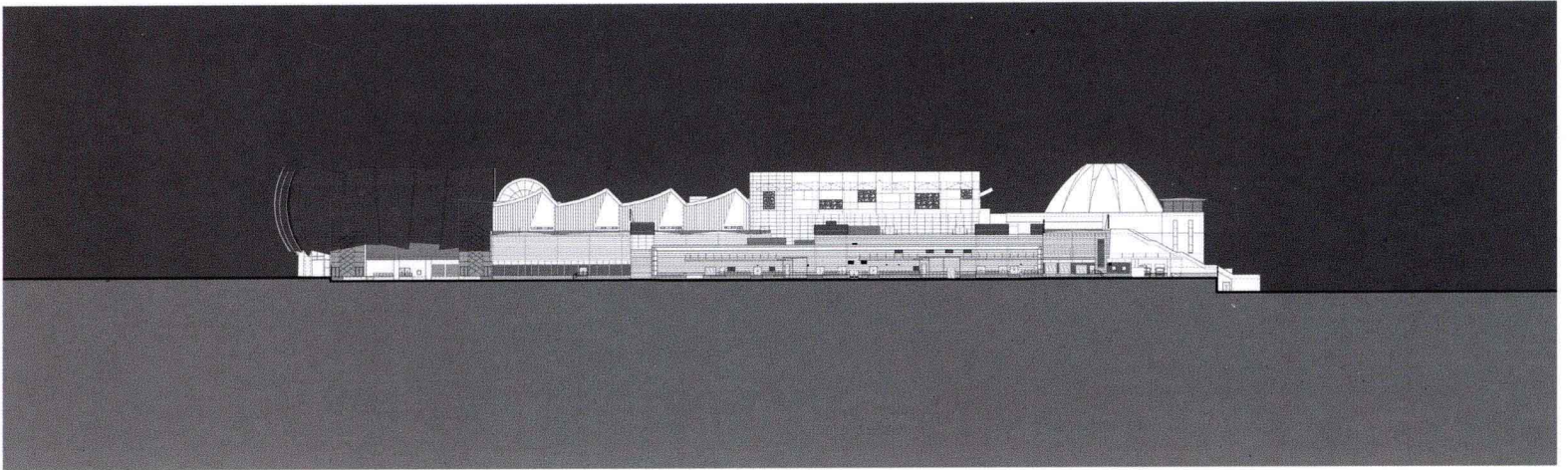




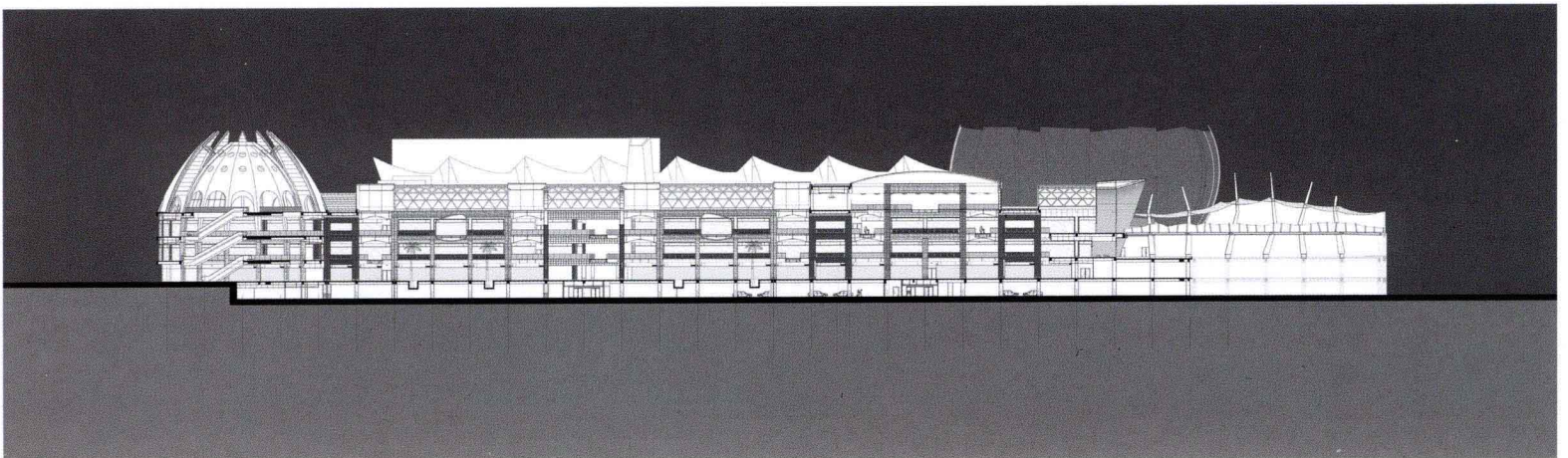
FACADE 2



FACADE 3



FACADE 4



SECTION

