

CHANGING AND UNCHANGING II

An Interpretation of Core Competitiveness of Real Estate Development and Design

变与不变 2

解码楼盘开发与设计的核心竞争力

唐艺设计资讯集团有限公司 策划 黄宇征 编著

CHANGING AND UNCHANGING II

An Interpretation of Core Competitiveness of Real Estate Development and Design

变与不变2

解码楼盘开发与设计的核心竞争力

唐艺设计资讯集团有限公司 策划 黄宇征 编著

图书在版编目(CIP)数据

变与不变. 2, 解码楼盘开发与设计的核心竞争力 /

黄宇征编著. —长沙: 湖南美术出版社, 2012.4

ISBN 978-7-5356-5239-3

I. ①变… II. ①黄… III. ①住宅—建筑设计—案例

IV. ①TU241

中国版本图书馆CIP数据核字(2012)第048217号

变与不变2 解码楼盘开发与设计的核心竞争力

出 版 人: 李小山

策 划: 唐艺设计资讯集团有限公司

编 著: 黄宇征

责任编辑: 范 琳

流程指导: 陈 玲

策划指导: 黄 静

文字整理: 陈 玲 段妮静

装帧设计: 林国仁 陈光宝

出版发行: 湖南美术出版社

(长沙市东二环一段622号)

经 销: 新华书店

印 刷: 利丰雅高印刷(深圳)有限公司

开 本: 1016×1320 1/16

印 张: 20.5

版 次: 2012年4月第1版 2012年4月第1次印刷

书 号: ISBN 978-7-5356-5239-3

定 价: RMB 350.00 USD 72.00

【版权所有, 请勿翻印、转载】

邮购联系: 020-32069500

邮 编: 510630

网 址: www.tangart.net

电子邮箱: info@tangart.net

如有倒装、破损、少页等印装质量问题, 请与印刷厂联系调换。

联系电话: 0755-86063912



龚俊
一级注册建筑师
毕业于重庆建筑大学，建筑学学士
先后就职于新加坡杰盟建筑设计公司、新加坡新仕建筑设计公司
美国HOOP建筑设计咨询有限公司 首席设计师
现任上海霍普建筑设计有限公司 总经理

Jun Gong
A certified architect, class I;
Graduated from Chongqing Architecture University, a bachelor of architecture;
Has worked in Singapore Jap Architectural Design Co., Ltd, Singapore C&Z Architectural Design Co., Ltd.
A lead designer of American Hoop Architectural Design Consultants Incorporated;
At present hold the position of the general manager of Shanghai Hoop Architectural Design Co., Ltd.

前言

霍普建筑 龚俊

中国房地产市场在轰轰烈烈的城市化运动这种大背景下，经历了黄金发展的十年。十年间，房地产市场细分趋势愈来愈突出，居住者的需求由对量的满足转变为对质的满足、品种的满足，呈现多样化的特征。

当下持续三年的政策调控致使房地产市场骤然降温，从过度繁荣的黄金时代迅速进入利润相对低下的白银时代。白银时代是一个告别暴利的时代，也是一个房地产企业之间竞争更趋向白热化的时代。在这种背景下，提高产品竞争力、降低成本成为房地产企业过冬的必由之路。要探讨提升楼盘核心竞争力这个话题，可能需要撇开众多纷繁复杂的表象，看到居住的本质诉求——“宜居”，只有这样才能对提升楼盘核心竞争力的众多方向有透彻的认识：

（一）利于交往的规划布局

社区规划是提升楼盘核心竞争力的重要手段，在相当大的程度上它决定楼盘的宜居度。近几年小区规划一直在不断演化：流线组织从最初的人车混流发展到道路外环的局部人车分流，再到车辆在小区入口直接入库的全人车分流；规划结构上也由二级物业管理的单一结构发展到三级物业管理的细胞结构，而且组团有越来越小型化的趋势；更多地也在组团间创造利于人际交往的积极空间，是当下宜居楼盘的显著特征。

（二）彰显品质的立面风格

楼盘的外型一直是建筑界争论的话题。近年来，各种古典风格造型住宅轮番登场，从早期的欧陆风到英式、地中海风格、北美风格、Art Deco风格，再到最近最为流行的法式风格，以及本土现代风格的涌现，归根结底，这都是以购房者的需求为导向的结果，也可以理解为当下国人对理想家园的表征诉求。

不管是“拿来风”还是“本土风”，整体风格的纯粹都是极为重要的。从规划到立面、景观园林，再到内装应该都是一种语言手法设计。风格纯正、风格创新是提升楼盘竞争力的又一重要手段。

（三）以小见大的房型创新

在房地产调控时期，开发商的产品线纷纷下调，出现了更多趋向于中端或中低端的产品，于是，小户型的创新也成为当下最为重要的房型创新内容。小户型的房型创新精髓在于小空间能创造大面积的感受，它利用室内的活动隔墙变化，使不同时段使用的卧室、客厅之间相互借势，达到增大使用面积的效果。万科的 38 平方米小户型住宅就很好地体现了这点。

（四）可持续发展的绿色住宅

可持续性设计是全球趋势，也是当今楼盘提升竞争力的一个重要方向。由于充分利用了太阳能，使用环保建材，且提供了温湿度适当的健康生活环境，所以绿色住宅不仅能增强居住者的舒适感，还能大大降低使用者的居住成本。通常在绿色住宅前期多投入 2% 的资金，使用中总体能源能节约 20%，相当于初期投资成本的 10 倍。现实中，绿色住宅虽然能让居住者节省使用成本，但却使开发商增加开发成本，所以很多开发商开发绿色住宅的积极性大受影响。

（五）以人为本的精细化设计

我国正处在住宅的高速建设阶段，粗放型建设仍为目前的主要现象。然而，随着经济的发展和人民生活水平的提高，住宅设计精细化是必然趋势。精细化设计出发点是以人为本，更多运用在装修房，但这也并非高端住宅的专利。以精细化设计著称的日本集合住宅中的很多空间位置和细节处理，就非常值得我们借鉴。例如门厅空间的人性化，主卧功能的扩大化，储藏空间的细分化，卫浴空间的分间化，管井设备的可更替化等等。

相信大家能通过《变与不变2》看到不同楼盘对于核心竞争力的不同追求，也能透过表象看到这其中的本质诉求——打造“宜居”楼盘。

PREFACE

Hoop Architecture Jun Gong

Against the major background of vigorous urbanization, Chinese real estates have experienced a decade of golden development. During the period, subdivision tendency of real estate market has become more and more prominent. Dwellers have turned their attention to quality and product kinds, not only focus on quantity but have diversified requirements.

Because of the macro-control policies lasting for three seasons, real estate market sudden drops in temperature and transits from excessively prosperous golden age to silver age with relatively low profits. It is an age to say goodbye to sudden huge profits and also make the competition of real estate enterprises fiercer. Against this background, developers must improve product competitiveness and reduce cost to break through predicament. If talk about improving project core competitive power, we need to put aside many complex facades but pay attention to essential requirement in living, "livableness". Only this can have an in-depth conception of multiple directions of improving competitiveness.

(A) Planning layout Helps Promote Communications

Community planning is an important way to improve core competitive power and it determines livable degree of the project. Recent years, community planning has been evolving: Streamline organization has developed from initial intersecting flows of pedestrians and vehicles to partial separation on external roads until entire separation in inlet region; planning structure has also developed from single secondary management to the cell structure of three-level property management and building group is for a tendency of more and more downsizing; designers make more efforts to create active spaces among buildings to help promote human communication and this become a typical characteristic of livable projects at present.

(B) Elevation Style Underlines Qualities

Architectural appearance is always a matter of some debate. Recent years, various classical styles are interpreted in batches from early European, Mediterranean, North American, Art Deco style to the most popular French style and local modernity lately. In the final analysis, it results from the requirements of house purchasers or the expression of yearning for ideal home.

Either "copinism" or "localism", pure overall style is extremely important. For example, Language design method should be put into use from planning, elevation to landscape garden until indoor decoration. It is an alternative means to improve competitiveness by purifying and innovating style.

(C) House Type Innovation Imagines the Big from the Small

During the period of regulating real estate sector, developers lower product lines one after another. There are more middle end or mid and low-end products. So it becomes the most important content to innovate small dwelling-size houses whose essence lies in a sense of spacious area achieved by small space. Indoor activities are utilized to achieve changes through partition. Bedrooms or living room are used at different time to take advantage with each other to increase usable area. Vanke 38 square meter small residences reflect the point mentioned above very well.

(D) Green Residences with Sustainable Development

Sustainable design is a global tendency and an important direction for present projects to improve competitiveness. Green residences make full use of solar energy and environment-friendly building materials to offer healthy living environment with moderate moisture. So residential comfortableness is enhanced and the cost of living is greatly reduced. Generally speaking, front-end investment increases 2 % funds and overall energy can be saved 20 % which is equal to ten times of initial costs. In fact, green residences could make dwellers save use-cost but increase development costs, so many developers are greatly affected to have less enthusiasm to develop green residences.

(E) Refined Human-oriented Design

At present, our country is experiencing high-speed construction of residences and extensive pattern is the main content. However, refined design is an inexorable trend with economic development and the raise of living level. Refined design starts with human-oriented features and more put into use in finished houses, not a patent of high-end residences. Japanese amalgamated dwellings are known for refined design where many spatial positions and detail treatments are worth learning. For example, there are human-oriented entrance hall, functional expansion of main bedroom, subdivision of storage space, partition of bathroom space and replacement of tubular well equipments, etc.

I believe that you can see different developers have different ambitions in pursuit of core competitiveness through "Changing and Unchanging II" and see through the appearance and perceive the essence: creating "livable" buildings.

CONTENTS 目录

规划、造型与户型创新

THE INNOVATION OF PLANNING, ARCHITECTURAL APPEARANCE AND HOUSE TYPES

008

山东章丘泉山逸品

Quan Shan Yiping, Zhangqiu, Shandong Province

016

无锡深港国际A2地块

Shengang International Plot A2, Wuxi

024

海南天利龙腾湾

Tiley Royal Bay, Hainan Province

032

天津团泊新城现代风格住区

Tuanbo New City, Tianjin

038

青岛中信璞玉岛

CITIC Jade Island, Qingdao

050

天津保利大都会（住宅）

Poly Metropolitan (Residences), Tianjin

058

深圳君临天下名苑

Grand Residences Descending the World, Shenzhen

064

宣城东方润园裙楼

Oriental Royal Skirt Buildings, Xuancheng

070

惠州汇星名庭

Huixing Grand Residence, Huizhou

076

重庆华美·御景盘龙

Huamei · Yujing Panlong, Chongqing

082

杭州金都·高尔夫艺墅

Jindu · Golf Art Villas, Hangzhou

092

海南中晨丽景水岸

Beautiful Waterfront, Hainan Province

096

泰国普吉岛乐古浪度假村豪华阁楼公寓

The Lofts at Laguna Village in Phuket Island, Thailand

104

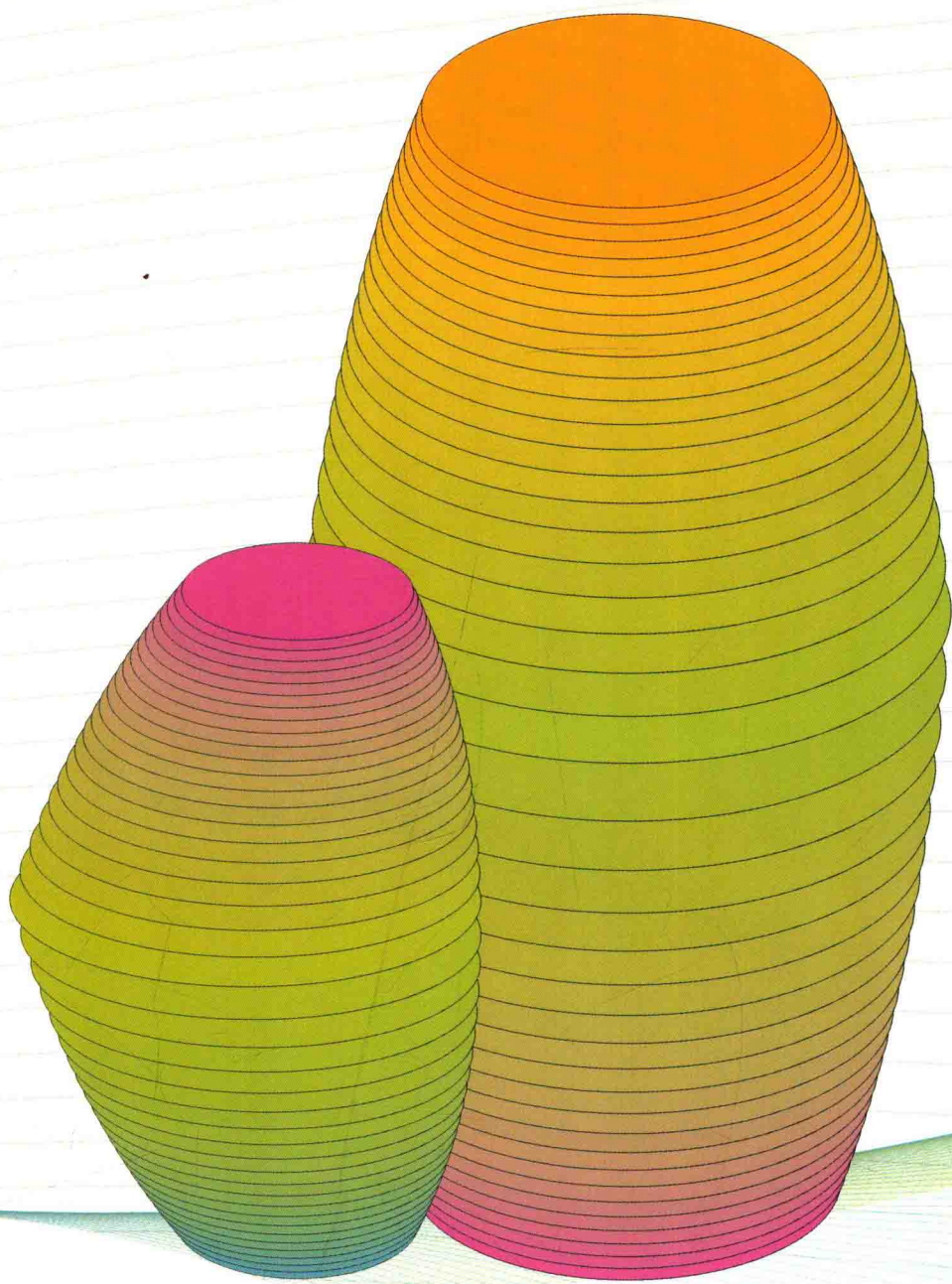
深圳花半里清湖花园

Essence of Life · Qinghu Garden, Shenzhen

112

成都来福士广场

Raffles City, Chengdu



地域文化的融合

THE INTEGRATION OF LOCAL CULTURE

- 120 上海松江广富林 (2-6号地块)
Songjiang Guangfulin (Plots No.2 to No.6), Shanghai
- 136 咸阳丽莱
Lilai Urban Redevelopment Project, Xianyang
- 144 北京庄胜 (二期)
Zhuangsheng Phase II, Beijing
- 150 桂林远辰国际文化中心
Yuanchen International Culture Center, Guilin
- 154 苏州领秀冠南苑
Essence of Suzhou Core, Prosperity of Sip
- 158 黄山水云涧
Shuiyunjian in the Yellow Mountain
- 164 泰国苏梅岛海滩度假别墅
Samui Beach Properties, Resort & Vacation Villas
- 174 昆明万科白沙润园
Vanke White Sand Run Garden, Kunming

- 186 桐乡乌镇御江南
A Paradise in South of the Yangtze River, Wuzhen, Tongxiang
- 192 海南白金海岸住宅商业区
Residential Business District in Bajin Coast, Wenchang
- 196 南昌伟梦·清水湾
Great Dream · Clear Water Bay, Nanchang

高端楼盘精细化设计

REFINED DESIGN OF HIGH-END BUILDINGS

- 210 桂林汇荣—桂林桂林
Guilin Huirong · Guilin Guilin, Guilin
- 216 杭州钱江新城
Qianjiang New City, Hangzhou
- 222 成都华润二十四城一期商业项目
Crll-Town 24 Retail Phase I Project, Chengdu
- 230 长沙创远湘江一号
Chuang Yuan · Xiang Jiang One, Changsha
- 238 重庆长嘉汇
DZS Project, Chongqing

生态节能技术与材料

ECOLOGICAL ENERGY-SAVING TECHNOLOGY AND MATERIAL

- 246 天津星耀五洲
Xingyao Wuzhou, Tianjin
- 256 安徽六安丽水康城B地块
Lishui Cannes Plot B, Luan, Anhui Province
- 264 江苏华润置地盐城橡树湾
China Resources Land · Yancheng Oak Bay, Jiangsu Province
- 276 云南颐康盛景
Yikang Grand Views, Yunnan Province
- 286 北京中化方兴金茂府
Sinochem Franshion · Jin Mao Palace, Beijing



人性化设计

HUMAN-ORIENTED DESIGN

294 北京市松鹤温泉新村养老中心
Songhe Hot Spring New Village Retirement Center, Beijing

304 三亚领海国际
Top Ocean Town, Sanya

312 唐山万科金域华府
Golden Palace Community, Tangshan

规划、造型 与户型创新

建筑需要创新，缺乏创新，建筑就会失去灵魂。所以，建筑的创新，是一个永恒的话题。

建筑创新要注重建筑与人的关系，注重人们所需要的功能和需求，
态、适宜人们生活环境的住宅建筑。建筑创新是科技、社会与人的创造
理解社会的需要，如在形态上如何满足现代社会、现代生活的需要，才能

讲究一种健康、生
力结合的产物。建筑师要先
创新。

建筑的创新首先体现在规划上，任何一个居住小区建成投入使用后，便形成了一个“小社会”，它不再是以前单纯的
最大化利用占地，而是从居住的环境去考虑布局。所以，在规划设计居住小区时必须考虑居住小区的环境效益和社
会效益。居住小区必须有恰当的功能和合理的经济性，但也同时必须使人们感到愉快即环境优美和舒适。为此在居
住小区规划设计、运用现代科学技术解决功能问题的同时应将环境美融合在一起考虑。

造型的创新可以说是形式上的不同，风格上的创新，但这只是表面的创新；另一种创新，则需要建筑师对社
会、对建筑的理解。现在的建筑在建筑技术上与上世纪没有太大的差别，但科技含量却很高。虽然几大重要的
材料，如钢筋、混凝土、玻璃没有什么变化，但随着审美的变迁，现代的需求，就算是用旧的建筑材料，也
一样可以创新出新的建筑。例如建筑立面使用古朴的石材、木材，通过材质让建筑的形式变得更加有特色、
生动；又或者通过一些细小的立面线条变化，去营造不同的造型。

“买不买房看地段，掏不掏钱看户型。”户型永远是购房者考虑的关键点，随着生活水平的提高，消费者对居住舒适度的要求也越来越高，而未来的居住空间，在强调舒适度的同时，应提供更多元、时尚、生动的房子，像奢侈品一样给人们带来前所未有的体验。这样开发商在户型上的创新就不是只流于形式而是落到了实处，并非将户型的概念作为推进销售的一个噱头。

建筑不能与人脱离关系，它具有很强的社会性。建筑的发展创新应该跟随人的需求而变化。不同的社会、不同的年代，同一种建筑的使用都是不同的。就住宅而言，现代的居住模式与旧时代有较大差别，创新就要在新的需求下有所突破，分析社会的需求、分析人们的需求，才能做出一种真正有意义的创新。

The Innovation of Planning, Architectural Appearance and House Types

Architectural innovation is necessary. Buildings will lose their soul from lack of innovation, so innovation is an eternal topic in Construction Industry.

Architectural innovation should pay attention to the relationship between buildings and human, the functions and needs required by people and strive for healthy, ecological and livable residential buildings. It is produced by the combination of science and technology, social and human creativity. Only understand social needs such as how to meet the needs of modern society and modern life on architectural forms at first, can architects carry out the innovation.

Architectural innovation is firstly reflected by planning. When any built residential community put into use, it shapes into "a small society". It is no longer a pure maximization of an area but considers the layout from residential environment, so planning design must consider social and environmental benefits. Residential communities must possess right functions, reasonable economical efficiency and offer cheerfulness at the same time, or excellent surroundings and comfortableness. Therefore, when solve function problems by modern science and technology, planning design should take the consideration of environmental beauty in addition.

Appearance innovation can be defined as the differences on the form and the innovation of styles but this is only on the surface; another kind of innovation requires

comprehension of society and buildings by architects. Nowadays building technology has no obvious difference from the one in last century but with increased content. Though several kinds of important materials haven't changed much such as steel, glass and concrete, with aesthetic changes and modern needs, old materials can innovate out new buildings, too. For example, the elevation uses simple stone and wood to achieve more uniqueness and liveliness; or create different appearance through small changes of elevation lines.

"Buy or not buy focuses on the location, while pay or not pay depends on house types". House types are always the key point considered by house purchasers. With the improvement of living standard, consumers increase the requirement of residential comfortableness. When putting emphasis on comfortableness, future residential spaces should provide more diversified, faddish and lively houses like luxury goods to bring in unprecedented experiences. In this way, developers put innovation into action, not a formality and avoid regarding house types as a stunt to promote sales.

Buildings can't rupture the connection with human because they are strongly sociable beings. Architectural development should keep up with people's requirements. The utilization of the same building is different in different societies and different times. As for modern residential patterns, they greatly differ from the ones in old age. Innovation requires a breakthrough with new demands. Only analyze social and people's needs, can buildings achieve a truly meaningful innovation.

历史感城市规划 演绎新城市空间

Planning Reflects Historical Sense of a City A New Interpretation of Urban Space

山东章丘泉山逸品

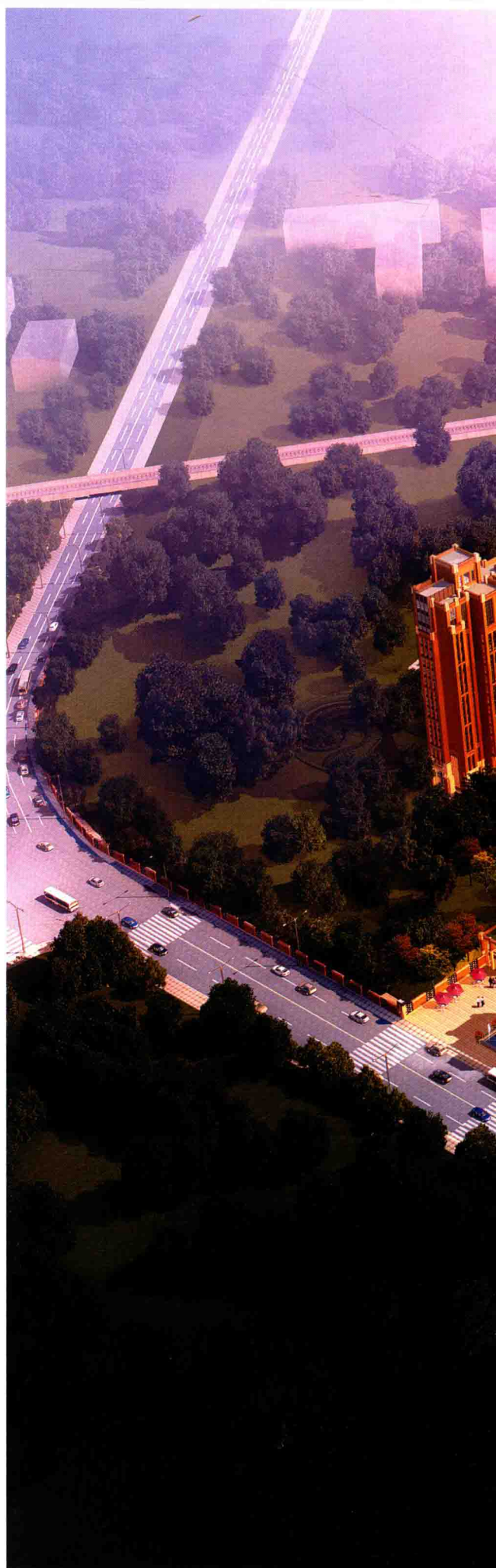
Quan Shan Yiping, Zhangqiu, Shandong Province

设计亮点

设计师希望项目既要规划到位并形成实施带来的强烈的整体感，又要避免其一次性生长方式带来建筑类型的单一化和城市空间的单调感。因此，设计师试图再现一种具有生长感的城市建设模式，及其在适当密度下的有机生长。

Highlight

Complete planning and execution result in wholeness but one-time development mode causes singleness in building types and monotony of urban space. To avoid the weakness, designers intend to re-create an urban construction mode with a sense of growth and an organic development under suitable density.



开 发 商: 宏大房地产

建筑设计: 中联筑境建筑设计有限公司

项目地址: 山东章丘市明堂街以东, 胶济铁路以南

占地面积: 112,906平方米

建筑面积: 161,000平方米

容 积 率: 1.8

绿 化 率: 35%

供稿单位: 中联筑境建筑设计有限公司

采 编: 盛随兵

Developer: Hongda Real Estate Co., Ltd.

Architectural Design: CCTN · ARCH

Location: East of Mingtang Street, south of Jiaoji Railway, Zhangqiu, Shandong Province

Site Area: 112,906 m²

Building Area: 161,000 m²

Plot Ratio: 1.8

Greenery Ratio: 35%

Contributed by: CCTN · ARCH

Contributing Coordinator: Suibing Sheng



区位概况

项目距火车站约2.5公里，距章丘市中心约2公里，距大学园区为4.5公里左右，具有良好的道路交通条件，在章丘市内具有明显的综合区域优势。

功能内容与分期开发

小区以高层，小高层住宅建筑为主。包含19栋13~18层高层住宅，4栋7~9层多层住宅，2栋3层联排别墅，沿明堂路、车行南入口的1~3层配套商业用房与会所，以及一所4班幼儿园，形成小区东南侧的低层别墅区、南侧的多层住宅区，以及位于北、东、西组成品字形的三个高层住宅组团。

城市生长主义

在城市化浪潮中新建起来的居住区都普遍具有以下特征：一方面是一次性规

划到位并实施形成带来的整体感强，生活配套完善；另一方面也因其一次性生长方式带来建筑类型的单一化和城市空间的单调感。

然而城市以及城市感的产生又岂是朝夕便能形成的？城市是历史叠加的产物，是不断成长而生成的，“罗马并非是一天建成的”这句话是对生长型城市的最好解读。面对来势汹汹的城市化巨潮和千篇一律的现代化城市与居住模式，怎样的设计才能体现出具有历史积淀的城市感呢？带着对这一问题的思考和理解，设计师试图再现一种具有生长感的城市建设模式，及其在适当密度下的有机生长，以提供给城市生活可以依附的载体。

规划演绎城市空间秩序

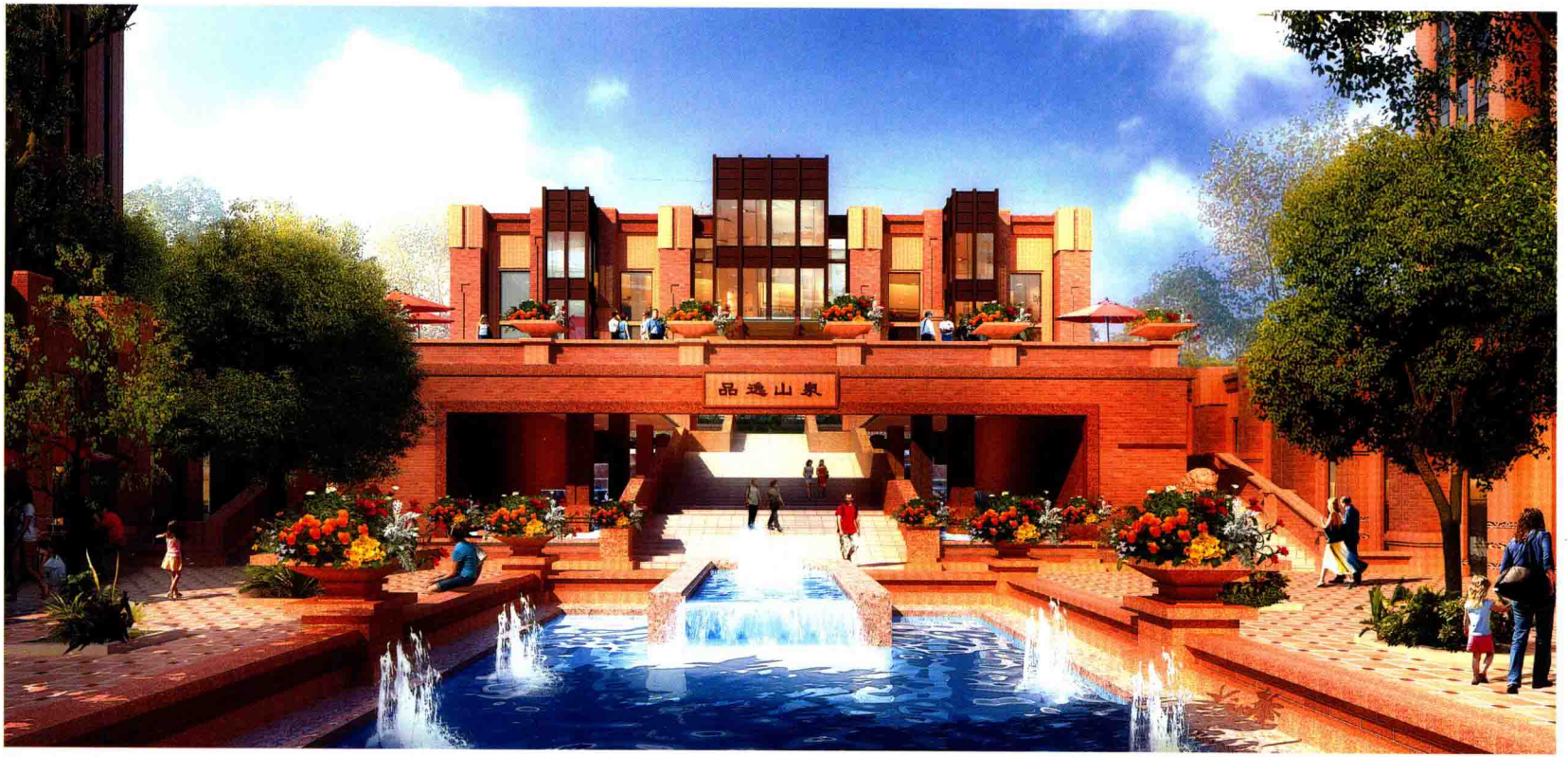
如何缝合城市肌理的创口？项目通过规划，拼贴、并置、混合建筑与园林景



观，让城市空间秩序重新被演绎。表现在建筑风格上，项目采用Art deco建筑风格，强调建筑物的高耸、挺拔，给人以拔地而起、傲然屹立的非凡气势，体现出工业革命技术革新所带来的不断克服地心引力而达到新的高度，表达出不断超越的人文精神和力量。

与曾在欧美大行其道的建筑风格形成呼应的则是传统的中式园林景观，中式园林以再现自然山水为设计的基本原则，追求建筑和自然的和谐，达到“天人合一”的效果。这一思想在造园当中的具体表现就是“因地制宜”，“依山就势”，善于利用现有的自然环境条件，体现出人工建造对自然的尊重与利用。“虚实相间，以虚为主”强调建筑群体之间的关系，而不是强调建筑单体，这使建筑物之间的院落往往成为设计的重点。





Location Description

The project is 2.5 kilometers away from railway station, 2 kilometers away from the down-town and about 4.5 kilometers away from University Park. With good traffic conditions, it possesses distinct advantages as a mix-used zone in Zhangqiu.

Function Contents and Construction in Phases

Mainly high rises and small high rises, there are nineteen 13 to 18-story high-rise buildings, four 7 to 9-story buildings, two 3-story townhouses, a four-class kindergarten, 1 to 3-story affiliated commercial buildings and club houses along Mingtang Road and southern vehicular entrance. Low-rise villas take shape in the southeast corner and multi-story residences in the south. Three high-rise residential groups stay in “品” shape, occupying eastern, western and northern areas.

Urban Growth Ideology

In booming urbanization, newly-built dwelling districts have the following characteristics: Complete planning and execution result in wholeness with perfect living facilities, but one-time development mode causes singleness in building types and monotony of urban space.

Can cities and the sense of city take shape in a day? The answer is “No”. Every city is a kind of historical superposition which grows in size progressively. “Rome is not



built in a day." It gives a best interpretation of growing cities. Confronted by tidal wave of urbanization and undiversified contemporary city residential model, what kind of design can evoke a sense of historical precipitation? To solve the problem, designers intend to re-create an urban construction mode with sense of growth and an organic development under suitable density which provides city life with attachable carriers.

Planning Realigns Urban Space Order

How to suture the wound of urban texture? Through planning, piecing, apposition and mixing buildings with garden landscape, the project realigns urban space order. It adopts Art Deco architectural style and strengthens the height and straightness of the buildings to rise abruptly and stand proudly. With technical renovation, the new height fulfilled by vanquishing gravity embodies constant improved humanistic spirit and power.

Chinese traditional garden landscape responds to occident commonly used architectural style. Combining man and nature, natural landscape reappears in Chinese gardens to fulfill the harmony between nature and architecture. Making full use of natural environment, "take actions that suit local circumstances", "harmony with site", the thought is reflected in garden construction to show respect for nature. Meanwhile, "mix reality with fantasy, mainly features fantasy", the relationship among the building groups, not single building, is emphasized and courtyards among buildings become designing focal points.

