

商业景观设计

深度解析 DEEP ANALYSIS OF COMMERCIAL LANDSCAPE DESIGN

HKASP | 先锋空间 主编

ASPECT ASPECT

JISHENG WELLBORN FURNITURE
MALL STAGE II

吉盛伟邦国际家具村二期

CHINATOWN PUBLIC DOMAIN
UPGRADES

悉尼唐人街公共空间改造

SWA Group SWA Group

HEFEI RAYCOM CITY
合肥融科城

AKASAKA K-TOWER
赤坂 K 塔楼

POLY INTERNATIONAL PLAZA
保利国际广场

ZHONGSHAN INTERNATIONAL
EXHIBITION CENTER
中山国际会展中心

Hassell Hassell

CR LAND OAK BAY RETAIL, BEIJING
北京华润五彩城

CHONGQING PALM ISLAND
重庆棕榈岛

AECOM AECOM

COMPLEX OF OCEAN WORLD,
SHEKOU
蛇口海上世界综合体

SHANGHAI INTERNATIONAL FINANCE
CENTRE
上海国际金融中心

YANLORD LAND PLAZA
成都置地仁恒广场

COMMERCIAL STREET OF OCEAN
WORLD, SHEKOU
蛇口海上世界商业街

RSLA (Rainer Schmidt Landscape Architects + City Planners) RSLA (Rainer Schmidt Landscape Architects + City Planners)

WESERQUARTIER
Weserquartier 综合体

LEATOP PLAZA
利通广场

INFINEON HEADQUARTERS
英飞凌公司总部

KBPEU, a joint venture of Karres en Brands and Polyform KBPEU, a joint venture of Karres en Brands and Polyform

ARENA BOULEVARD & AMSTERDAMSE
POORT
阿姆斯特丹商业街区

KØBMAGERGADE
Købmagergade 购物街

OJB (The Office of James Burnett) OJB (The Office of James Burnett)

CITY CENTRE
综合体城市中心

THE CAMPUS AT PLAYA VISTA
Playa Vista 项目园

MSP (Martha Schwartz Partners) MSP (Martha Schwartz Partners)

FENGMING MOUNTAIN PARK
凤鸣山公园

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COMMERCIAL AND SHOPPING CENTER

商业与购物

031

SHANGHAI INTERNATIONAL
FINANCE CENTRE
上海国际金融中心

The great design attracts a large number of visitors and shoppers and also enhances its crucial role in the modern financial system.

出色的设计吸引了大量的游客和购物者，增强了上海国际金融中心在现代金融体系的核心地位。

047

LOCAL TRANSPORT HUB AT
GRAZ MAIN STATION, AUSTRIA
奥地利格拉茨火车站的当地交通枢纽

The square has planting area with lines ups and downs, while the planting area makes a solid lawn effect and strong visual impact. Meanwhile, it is convenient for people.

广场多边形起伏的种植床，让草坪效果更为立体和具有视觉冲击力，同时也方便人们使用。

013

COMPLEX OF OCEAN WORLD,
SHEKOU
蛇口海上世界综合体

The project brings the different specialty from all over the world together, so the customers can have the first-hand experience of the exoticism.

汇集世界各地特色美食，使顾客亲身体验来自世界各地的异域风情。

039

YANLORD LAND PLAZA
成都置地仁恒广场

Yanlord Land Plaza serves as an aggregation of business elites and human landscape. It is the base of regional headquarters of well-known enterprises at home and abroad, driving the growth of urban economy and enhancing urban developmental competitiveness.

汇聚成都商业精华和人文景观，吸引中外知名企业区域总部入驻，带动城市经济繁荣发展，提升城市发展的竞争力。

061

INDAUTXU SQUARE, BILBAO,
SPAIN
西班牙毕尔巴鄂 Indautxu 广场

The special leaves-like lamps attract people's attention, which are the important details of the square, making the square more charming.

广场上的叶子形的灯具，造型独特，成为标志性元素，为广场增添魅力。

071

JISHENG WELLBORN FURNITURE
MALL STAGE II
吉盛伟邦国际家具村二期

The comfortable leisure spaces and riverfront spaces attract large crowds, bringing more commercial opportunities for the Furniture Mall.

舒适的休闲空间和滨河空间使游客流连忘返，为家具村创造了更多商业机会。

077

CENTRAL PLAZA LARDPRAO
拉普绕中心广场

The avant-garde and innovative folded facades and new entrance create a modern shopping mall.

前卫、新颖的折叠建筑立面和入口广场营造出时尚的购物氛围。



**085 CR LAND OAK BAY RETAIL,
BEIJING**
北京华润五彩城

Reasonable spatial layout and orderly arrangement of the function area has played the role of gathering people for commerce. Meanwhile, the comfortable and pleasing leisure space created is also of great help to improve the commercial benefits.

空间的合理布局和景观功能的有序布置，起到了集聚人群的作用。同时也创建一个舒适宜人的休闲空间，对提高商业的效益有极大帮助。



**091 KUNMING GUANGFU
WATERTOWN**
昆明广福水城

The huge consumption potential can be exploited through developing the local tourism resources and attracting businessmen and tourists.

依托和发掘旅游资源，吸引商务人员和游客，挖掘强大的消费潜力。



103 CITY CENTRE
综合体城市中心

Maximal utilization of the public space is realized through building a multi-function landscape center with shopping mall, office area, hotels and housing, and economic benefits of the developer are bound to increase as the development of local business being pushed forward.

打造满足商业、办公、酒店、住宅的多功能用地景观，最大限度地利用该公共空间，提高开发商经济效益，并带动当地商业发展。



109 FENGMING MOUNTAIN PARK
凤鸣山公园

The project has provided an excellent space for activities and gathering of residents nearby. Meanwhile, the area is capable of attracting customers through pleasant environment.

该项目为周边居民提供了很好的活动聚集空间，同时，良好的环境为附近商业项目带来了旺盛的人气。



121 CHONGQING PALM ISLAND
重庆棕榈岛

Through the method of mutual foil of the buildings and landscape around, a fantastic and mysterious space is created. Moreover, it greatly promotes the business value of the land and drives the business development of the land.

通过建筑与周围景观相互映衬，打造如梦境般的奇幻空间，提高用地的商业价值，带动地块内商业的发展。



129 ABERDEEN CENTRE
时代坊

The clean design creates a comfortable shopping environment in the business street.

简洁的设计为商业街创造了轻松、舒适的购物环境。



COMMERCIAL STREET

商业街

151

VANKE CHEN AVENUE
杭州万科商业街“宸天地”

Situated in the bustling hub, the project can strengthen the connections between regions and the business district, and provide space for retail stores to drive the economic development.

项目位于繁华的枢纽地带，加强了周边各区域与商业区的联系，为零售店提供良好的购物环境，带动经济发展。

169

KØBMAGERGADE
Købmagergade 购物街

The guidance function of pavement as well as the appeal of landscape elements has attracted many people to the business street, followed by economic benefits.

导向性的铺装与十分具有吸引力的景观元素，为商业街聚集了大量的人气，带来了良好的经济效益。

193

CHINATOWN PUBLIC DOMAIN
UPGRADES
悉尼唐人街公共空间改造

The old street takes on a new look by widening the sidewalk, planting new trees, laying a better pavement and installing decorative light boxes, creating a public space that is more suitable to live, work and play.

通过拓宽人行道，种植新的街道绿化植物，铺设更好的道路铺装，安装装饰性的灯箱，使老街焕然一新，使其成为更适宜生活、工作和游玩的公共空间。

139

COMMERCIAL STREET OF
OCEAN WORLD, SHEKOU
蛇口海上世界商业街

The project develops the coastal region into the leisure coastline of culture, which reflects the living atmosphere of southern coastal cities.

将滨海地区发展成生活、文化、休闲岸线，体现南方滨海城市的生活气息。

159

ARENA BOULEVARD &
AMSTERDAMSE POORT
阿姆斯特丹商业街区

Based on the principle of nature, the project adopts sustainable materials in order to create a comfortable and delight atmosphere for customers.

遵循自然的设计原则，采用可持续的环保材料，为游客营造亲切、愉悦的消费场所。

177

HUANGSHAN
INTERNATIONAL CENTRE
黄山国际中心

The project sticks closely to the cultural characteristics of Huizhou and fully met the requirements of commerce, cultural exhibition and sightseeing from the aspect of functions, while highlighting the values of this cultural tourist attraction.

紧扣徽州文化特色，在功能上充分满足商业、文化展示及游览的要求，突出文化旅游胜地的价值。

MUNICIPALITY AND OFFICE

市政与办公



203 LANDSCAPE PLANNING AND DESIGN OF TIANJIN CULTURAL CENTRE 天津市文化中心核心区

The project takes the ecological lake as the main landscape element, and the whole base is divided into three regions as the waterscape, cultural belt and the square, with the purpose to realize the integral planning of the culture, humanism and ecological protection. It brings various experiences to local people as well as an ecological environment boasting of multiple functions.

项目以生态湖区为主要景观元素，将整个基地的景观分为水景、文化带、广场三大区域，以实现文化、人本和生态的整体规划，为当地提供具有多种体验感受和功能的生态环境。

215 HEFEI RAYCOM CITY 合肥融科城

The project adopts rainfall garden according to local conditions, creating a delicate and noble living and working environment for clients.

因地制宜地采用雨水花园，为业主们营造出精致、时尚的生活和工作环境。



225 MACHIDA CITY HALL 町田市政厅

The design is themed on "green furniture", and special outdoor furniture can provide small space for stay. The lofty trees have provided an enclosed screen for the space, while the clean materials can make feel refreshing and delightful.

"绿色家具"是设计主题，具有特色的户外家具可形成小的停留空间，挺拔的树木为空间提供了围合的屏障，干净的材料让人赏心悦目，心旷神怡。



233 AKASAKA K-TOWER 赤坂 K 塔楼

The design conveys the concept of "buildings springing up from the forest". In such a populated city as Tokyo, the designers hope to shorten the distance between people, the city and the nature.

设计意在表达“森林中拔地而起的建筑”的理念。在人口密集的东京，设计师希望通过绿色空间拉近人、城市与自然之间的关系。

241 POLY INTERNATIONAL PLAZA 保利国际广场

By intensively planted trees, the heat island effects can be effectively relieved. And through differently-leveled gardens, the central garden is tactfully connected with exiting landscape around.

利用密集树木种植有效缓解热岛效应，并通过跌级种植花园将空间与周边现状景观巧妙地联系起来。



249

WESERQUARTIER Weserquartier 综合体

Landscape effects featuring the utilization of straight lines are presented through linear plantation area and pavement of different materials, and an office and leisure space with strong visual effects is created.

利用规则式种植区和材质变化的铺装，创造出直线条感极强的景观效果，营造出视觉效果强烈的办公区休闲空间。

255

LEATOP PLAZA 利通广场

The project integrates the architecture and urban open space by the abundant man-made and natural elements in a reconstructed and crafty way, setting a good example for the development of contemporary urban space.

将丰富多样的人造元素与自然元素结合起来，以重建和巧妙的方式将建筑和城市开放空间融为一体，为当今城市空间的发展提供了很好的榜样和参考。

261

140 WEST PLAZA 140 西广场

The cambered pavement and water spray system together with the colorful lights shining through the gap of metal components bring cool and pleasure to citizens, creating a dreamlike fantastic scene and an excellent activity space for citizens.

弧形铺装和水雾系统搭配从金属构件缝隙中透出的五彩灯光，创造出如梦境般的景象，为市民营造了一个很好的活动场地。

267

CHANGSHU MERCHANT CULTURE BUSINESS SQUARE

常熟招商文化商业广场

The project inclines to create a modern, high-quality and local-identity complex square of shopping and tourism.

项目致力于打造一个现代、高品质、具有地方特色的综合性购物旅游休闲广场。

273

ZHONGSHAN INTERNATIONAL EXHIBITION CENTER 中山国际会展中心

The Expo Center is located in the core business circle of eastern "Headquarter Business" and "Office Building Business" area in Zhongshan city, which attracts various people and companies to visit.

会展中心位于中山市东区“总部经济”和“写字楼经济”核心会展商务圈内，吸引了大批观众和企业前来参观、参展。

TECHNOPARK

科技园



285

CHAOYANGMEN SOHO
PHASE II
朝阳门 SOHO 二期

A comfortable activity space can play the role of gathering and attracting people, and this has provided a favorable commercial environment for the stores and brought huge commercial potentials.

舒适的活动空间可以起到聚集人群、增强当地人气的作
用，为商铺提供了很好的商业环境，带来了巨大的
商业潜力。

295

SPIELBERK OFFICE PARK
Spielberk 办公园

The landscape is a man-made ecological pool, and the footpath around pool connects the pool with the surrounding buildings, and nearby residents can enjoy the natural and tranquil lake view.

景观中心为人造生态池塘，环池塘的步行道很好
地连接了周边建筑，并为使用者创造了自然、宁
静的生态湖景。



303

THE CAMPUS AT PLAYA VISTA
Playa Vista 项目园

A layered and colorful garden is presented using differences of local plants in colors and textures, making the garden replete with the exquisiteness of private courtyard.

利用丰富的本土植物的质感与颜色的差距，营造出富
有层次和色彩的花园，给人一种私家庭院般的精致感。



309

LANDSCAPE IN MERCHANTS AND
ENTREPRENEURSHIP BAOYAO AREA
招商创业宝耀片区景观

The "broken line" is applied in the design, according to which a flexible and winding activity space is created.

以“折线”为设计语言，打造出曲折变化的活动
空间。



323

CRYSTAL PROJECT IN GREATER
PARIS, FRANCE
法国大巴黎水晶工程

The project serves the "island above water" as the space for leisure activities, which is surrounded by plants capable of purifying the water and through variation to the height of cascading, then enhancing the interest of connecting passages between the island, and thus a changing and fun landscape environment is produced.

该项目以“水中小岛”为休闲活动空间，以具有净化
水体功能的植物环绕，并通过高差叠水的变化，增加
小岛间连接通道的趣味性，从而打造一个变化丰富
而有趣的景观环境。



333

INFINEON HEADQUARTERS
英飞凌公司总部

The harmonious relation between people and the nature has been reestablished through restoring the local ecological system. Moreover, a new landscape experience has been offered to the people, which meanwhile will gradually change people's living styles.

还原当地生态系统，重新建立起人与自然的和谐关系，为
人们提供了全新的景观体验，同时逐步改变人们的生活方式。




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PREFACE

序言

The Creativity and Value of Commercial Landscape

Commercial landscape is very different from our usual landscape design. Many property owners, even designer think it only covers the designs on pavement, lamps and lanterns, plant, etc. Is it really so simple? Will the creative commercial landscape create the value for projects? Could we find the business minded landscape design companies in China?

By considering the impact of network on traditional business model, we think that traditional commercial complex could starts from the projects that strengthen the themes and experiences to realize the business layout and adjustment. It is very important to keep enough attractive to customer for commercial complexes in those area with enough and even excessive commercial projects. This paper aims to discover the creatively and value from the aspect of commercial outside environment.

1.The first step to happy shopping is to reorganize the streamline based on customer needs and realize the easy and convenient access.

According to our experience, many projects did not consider the traffic jams that caused by the city traffic flow and customer traffic flow in the future, which ignore the access experience of customer. We need to reorganize the traffic flow and pedestrian flow and control the customer traffic flow and freight traffic flow in different times and channels.

2.Considering the commercial landscape functional areas from the aspects of business operating companies and commercial tenants.

We should make specific analysis for different projects, which may include following functions:showing,relax and entertainment, commercial extension, commercial activities and commercial art display, etc. We might preliminary make specific functional analysis and division in the concept phase after we got the commercial function positioning.

3.Considering the commercial landscape functional areas from the aspects of business operating companies and commercial tenants.

We should make specific analysis for different projects, which may include following functions:showing,relax and entertainment, commercial extension, commercial activities and commercial art display, etc. We might preliminary make specific functional analysis and division in the concept phase after we got the commercial function positioning.

4.Approaching commercial landscape design.

What should we do if we are very clear about those preconditions? Commercial landscape could be divided into hardware decoration and soft decorative assembly, the former includes pavement, lamps and lanterns, waterscapes, sketches, plants, etc, which are the normal works made by landscape design company, but only the soft decoration could creates the atmosphere truly.

(1)Theme elements

"Change" is the eternal theme in business. The fashion is changing, the style is changing, people always love the new and loathe the old, why should we keep unchanged? People will ignore the beautiful landscape sculpture if we see it everyday.

How to attract people's eyes forever? How to become the topic and focus quickly in this city? We called this as interactive installation art, featuring the fresh and special elements, high technology and interactive with people, which also brings out different contents with the combination of different themes. Such big theme elements might become the topic and focus quickly in the whole city, so that the project could be familiar to fashion group as well as to save the advertisement cost.

(2) Commercial outdoor furniture

This is normal, we called this as the PtoF interactive outdoor furniture, people could interact with the furniture, children and young people could enjoy the shopping experience happily. This theme is "close more", we called it as PtoP interactive outdoor furniture, people could interact with each other, which helps to build a close relationship between couples.

(3)Commercial art display

Commercial art display is divided into two types: fixed and dynamic, the fixed art display could be like sculptures with specific theme and variable materials, while the dynamic art display will change according to different holiday activities, which features the theme of "change". There are so many material types for art display in the market, which has gone far beyond the sculptures. This art display is with a theme of "fire cloud" made by the soft reflective cloth, which will be blown by the wind.

(4)Commercial colors

The design of commercial colors affects the color control of all elements in the public area, including the landscape elements, indication signs, advertisements and lighting. Sometimes, the space will be separated by the color system.

(5)Lighting and decorative pictures

Although we had a good understanding on commercial lighting, we will still confused about the job content of architectural design company and landscape company. If we create the lighting effects of architecture, interior space and landscape separately, what we could get in the end? The commercial landscape lighting should make the integrated design on the basis of lighting effects made by different design units to meet the overall concept. What is the lighting decorative picture? It will not highlight the architecture and lighting function, but to create different atmospheres in different areas and spaces.

(6)Indication signs

The profession companies will be committed to make the specific design and production of indication signs, but the landscape company should responsible for the design concepts, styles, colors and materials of these signs. Normally, we will define the color system for conceptual scheme, and then to analysis the section information from the aspect of customers with the combination of commercial operating company's needs, thus to set up the sign systems in different levels.

(7)Hot projects

Snoopy World in Hong Kong occupies 132,000m², located in the roof of a commercial complex in Hong Kong, which used to be two tennis courts that nobody cares. After its transformation, the pedestrian volume could up to 1,400,000 to 1,800,000 per year, the commercial rent increases 20% in the second year upon the completion of Snoopy World.

We will find out that the creative design of commercial landscape could add the value to projects based on the above points. Our design should starts from people's feeling and strengthens customers' experiences, creating the convenient, easy-recognized and happy shopping atmosphere. According to our experience, the commercial complex will attract more customers if it could provide such experiences, and the pedestrian volume and business turnover will increase 20% - 70%.

Design Director
Ding Kai

Hong Kong Merily International CO.,LTD

商业景观的创意和价值

商业景观设计与我们通常所说的景观设计差别很大。很多甲方和设计师都认为其只是些铺装、灯具小品、植物等方面的设计。真的是这么简单吗？有创意的商业景观到底能否提升项目的价值？国内是否能找到具有商业思维的景观设计公司？

我们认为，考虑目前网络对传统商业模式的冲击，传统商业综合体只能从强化主题、强化体验感的项目入手，进行业态布局和调整。在商业项目供应充足甚至过量的区域，商业综合体能否充分吸引顾客至关重要。本文仅从商业外部环境的角度来探讨商业景观的创意和价值。

1. 从客户角度重新梳理车流、人流线，便捷、轻松地到达是乐享购物的第一步。

根据我们的经验，很多项目没有考虑到未来几年城市车流和顾客车流的拥堵所带来的问题，这大大减弱了顾客到达前的愉悦感；我们一般需要重新进行车流、人流关系的预判和梳理，对顾客车流、货运车流分时、分道管控。

2. 从商业运营公司和商户的角度来考虑商业景观功能分区。

这一点其实要根据项目进行具体分析，大致有这几种功能：展示吸引、休憩停留、商业外延、商业活动、商业美陈等。我们在获知甲方的商业业态定位后，才能在概念形成的初级阶段进行具体的功能分析和分区。

3. 从形象认知的角度清晰商业景观的定位。

商务人群？女性主题？家庭客群？休闲人士？婴童主题？到底哪些是项目的主要目标群体？含糊的定位会让顾客无所适从。弄清楚了我们的目标群体，才能展开商业景观设计的主题定位，从而去吸引他们的到来。

4. 深入进行商业景观设计。

以上这些前提条件已经很清晰了，我们下一步该设计哪些东西呢？我们把商业景观分成硬装部分和软装配饰部分，硬装部分包含了铺装、灯具、水景、小品等，这些都是景观设计公司通常的工作内容，但是真正营造出氛围的则是软装部分。

（1）主题元素

“变”是商业永恒不变的主题。流行在变，时尚在变，人们喜新厌旧，我们有什么理由不变？再漂亮的景观雕塑，总有一天大家也会熟视无睹地从旁边走过。

怎么做才能够始终吸引眼球？怎么才能够迅速成为城市的话题和焦点？我们把这个叫做“互动装置艺术”，新鲜特别、高科技、能够与人互动，结合不同主题还能够变化出不同的内容。这种大型主题元素，很快能够成为整个城市的话题和焦点，让项目在最短时间被时尚人群所熟悉，还省去了大量的广告费用。

（2）商业户外家具

除了普通商业户外家具，还有一种叫做“PtoF 互动室外家具”，人们能够与家具互动，从而给人留下难忘的乐购经历。此外还有一种叫

做“PtoP 互动室外家具”，人能够与人互动，人们之间的关系自然就拉近了。

（3）商业美陈

我们把商业美陈分为固定的和动态的两种。固定的美陈有些类似雕塑，但是主题会更符合项目定位，材质种类会更加多样化一些；动态的美陈根据不同节假日活动等更换，其实也是一种“变”。美陈的材质种类非常多，已经远远超出雕塑的意义范畴了。我们设计的“火云”主题美陈，材质是柔软的反光织物，在空中会随风起伏。

（4）商业色系

商业色系设计影响了公共区域所有内容的色系控制，包括景观元素、标志导视、广告、灯光，有必要的甚至会运用色系来分区。

（5）灯光及灯光装饰画

商业灯光好理解，但是大家往往弄不清楚哪些是建筑设计公司的工作内容，哪些是景观设计公司的内容。如果建筑、室内、景观各做各的灯光效果，最后会出来什么效果？商业景观灯光应该在各家设计单位的灯光效果基础上，重新进行整合设计，以符合设计的总体控制思路。灯光装饰画是什么？灯光装饰画是一种氛围灯光，不去突出建筑，也没有照明功能，但是用在不同的区域或场所能够营造氛围。

（6）标志导视

标志导视的具体细化设计和制作是由专业公司来完成，但是其设计的思路包括风格、色彩、材质等，这都是商业景观设计公司的事情。在概念方案中我们通常会先进行色系定性，然后会从顾客的角度分析在什么区域需要获知什么信息，同时结合商业运营公司的需求，进行一级、二级、三级标志系统的分级设置。

（7）超人气项目

例如香港史努比乐园，其占地 132 000 平方米，位于香港商业项目屋顶。这里之前是两块网球场，无人问津。改造为史努比儿童乐园后，人流量固定在 140 万~180 万人/年。乐园落成后的第二年，商业租金上涨了 20%。

从以上这些分析可以看出，商业景观设计的创意确实能够提升项目带来价值。我们其实需要从人的感受出发，不断地去强化顾客的体验，给顾客带来便捷、易识别、轻松、惊喜、欢乐的购物氛围。根据我们的经验，商业景观设计如果能做到以上几点，同类比能带来 20%~70% 的人流和营业额增加。

设计总监

丁凯

香港美林国际景观设计有限公司

COMMERCIAL AND SHOPPING CENTER

商业与购物

031

SHANGHAI INTERNATIONAL
FINANCE CENTRE
上海国际金融中心

The great design attracts a large number of visitors and shoppers and also enhances its crucial role in the modern financial system.

出色的设计吸引了大量的游客和购物者，增强了上海国际金融中心在现代金融体系的核心地位。

047

LOCAL TRANSPORT HUB AT
GRAZ MAIN STATION, AUSTRIA
奥地利格拉茨火车站的当地交通枢纽

The square has planting area with lines ups and downs, while the planting area makes a solid lawn effect and strong visual impact. Meanwhile, it is convenient for people.

广场多边形起伏的种植床，让草坪效果更为立体和具有视觉冲击力，同时也方便人们使用。

013

COMPLEX OF OCEAN WORLD,
SHEKOU
蛇口海上世界综合体

The project brings the different specialty from all over the world together, so the customers can have the first-hand experience of the exoticism.

汇集世界各地特色美食，使顾客亲身体验来自世界各地的异域风情。

039

YANLORD LAND PLAZA
成都置地仁恒广场

Yanlord Land Plaza serves as an aggregation of business elites and human landscape. It is the base of regional headquarters of well-known enterprises at home and abroad, driving the growth of urban economy and enhancing urban developmental competitiveness.

汇聚成都商业精华和人文景观，吸引中外知名企业区域总部入驻，带动城市经济繁荣发展，提升城市发展的竞争力。

061

INDAUTXU SQUARE, BILBAO,
SPAIN
西班牙毕尔巴鄂 Indautxu 广场

The special leaves-like lamps attract people's attention, which are the important details of the square, making the square more charming.

广场上的叶子形的灯具，造型独特，成为标志性元素，为广场增添魅力。

071

JISHENG WELLBORN FURNITURE
MALL STAGE II
吉盛伟邦国际家具村二期

The comfortable leisure spaces and riverfront spaces attract large crowds, bringing more commercial opportunities for the Furniture Mall.

舒适的休闲空间和滨河空间使游客流连忘返，为家具村创造了更多商业机会。

077

CENTRAL PLAZA LARDPRAO
拉普绕中心广场

The avant-garde and innovative folded facades and new entrance create a modern shopping mall.

前卫、新颖的折叠建筑立面和入口广场营造出时尚的购物氛围。



085 CR LAND OAK BAY RETAIL,
BEIJING
北京华润五彩城

Reasonable spatial layout and orderly arrangement of the function area has played the role of gathering people for commerce. Meanwhile, the comfortable and pleasing leisure space created is also of great help to improve the commercial benefits.

空间的合理布局和景观功能的有序布置，起到了集聚人群的作用。同时也创建一个舒适宜人的休闲空间，对提高商业的效益有极大帮助。

091 KUNMING GUANGFU
WATERTOWN
昆明广福水城

The huge consumption potential can be exploited through developing the local tourism resources and attracting businessmen and tourists.

依托和发掘旅游资源，吸引商务人员和游客，挖掘强大的消费潜力。



103 CITY CENTRE
综合体城市中心

Maximal utilization of the public space is realized through building a multi-function landscape center with shopping mall, office area, hotels and housing, and economic benefits of the developer are bound to increase as the development of local business being pushed forward.

打造满足商业、办公、酒店、住宅的多功能用地景观，最大限度地利用该公共空间，提高开发商经济效益，并带动当地商业发展。



109 FENGMING MOUNTAIN PARK
凤鸣山公园

The project has provided an excellent space for activities and gathering of residents nearby. Meanwhile, the area is capable of attracting customers through pleasant environment.

该项目为周边居民提供了很好的活动聚集空间，同时，良好的环境为附近商业项目带来了旺盛的人气。



121 CHONGQING PALM ISLAND
重庆棕榈岛

Through the method of mutual foil of the buildings and landscape around, a fantastic and mysterious space is created. Moreover, it greatly promotes the business value of the land and drives the business development of the land.

通过建筑与周围景观相互映衬，打造如梦境般的奇幻空间，提高用地的商业价值，带动地块内商业的发展。



129 ABERDEEN CENTRE
时代坊

The clean design creates a comfortable shopping environment in the business street.

简洁的设计为商业街创造了轻松、舒适的购物环境。



COMMERCIAL STREET

商业街

151

VANKE CHEN AVENUE
杭州万科商业街“宸天地”

Situated in the bustling hub, the project can strengthen the connections between regions and the business district, and provide space for retail stores to drive the economic development.

项目位于繁华的枢纽地带，加强了周边各区域与商业区的联系，为零售店提供良好的购物环境，带动经济发展。

169

KØBMAGERGADE
Købmagergade 购物街

The guidance function of pavement as well as the appeal of landscape elements has attracted many people to the business street, followed by economic benefits.

导向性的铺装与十分具有吸引力的景观元素，为商业街聚集了大量的人气，带来了良好的经济效益。

193

CHINATOWN PUBLIC DOMAIN
UPGRADES
悉尼唐人街公共空间改造

The old street takes on a new look by widening the sidewalk, planting new trees, laying a better pavement and installing decorative light boxes, creating a public space that is more suitable to live, work and play.

通过拓宽人行道，种植新的街道绿化植物，铺设更好的道路铺装，安装装饰性的灯箱，使老街焕然一新，使其成为更适宜生活、工作和游玩的公共空间。

139

COMMERCIAL STREET OF
OCEAN WORLD, SHEKOU
蛇口海上世界商业街

The project develops the coastal region into the leisure coastline of culture, which reflects the living atmosphere of southern coastal cities.

将滨海地区发展成生活、文化、休闲岸线，体现南方滨海城市的生活气息。

159

ARENA BOULEVARD &
AMSTERDAMSE POORT
阿姆斯特丹商业街区

Based on the principle of nature, the project adopts sustainable materials in order to create a comfortable and delight atmosphere for customers.

遵循自然的设计原则，采用可持续的环保材料，为游客营造亲切、愉悦的消费场所。

177

HUANGSHAN
INTERNATIONAL CENTRE
黄山国际中心

The project sticks closely to the cultural characteristics of Huizhou and fully met the requirements of commerce, cultural exhibition and sightseeing from the aspect of functions, while highlighting the values of this cultural tourist attraction.

紧扣徽州文化特色，在功能上充分满足商业、文化展示及游览的要求，突出文化旅游胜地的价值。

MUNICIPALITY AND OFFICE 市政与办公



203

LANDSCAPE PLANNING AND DESIGN
OF TIANJIN CULTURAL CENTRE

天津市文化中心核心区

The project takes the ecological lake as the main landscape element, and the whole base is divided into three regions as the waterscape, cultural belt and the square, with the purpose to realize the integral planning of the culture, humanism and ecological protection. It brings various experiences to local people as well as an ecological environment boasting of multiple functions.

项目以生态湖区为主要景观元素，将整个基地的景观分为水景、文化带、广场三大区域，以实现文化、人本和生态的整体规划，为当地提供具有多种体验感受和功能的生态环境。



225

MACHIDA CITY HALL

町田市政厅

The design is themed on "green furniture", and special outdoor furniture can provide small space for stay. The lofty trees have provided an enclosed screen for the space, while the clean materials can make feel refreshing and delightful.

“绿色家具”是设计主题，具有特色的户外家具可形成小的停留空间，挺拔的树木为空间提供了围合的屏障，干净的材料让人赏心悦目，心旷神怡。



233

AKASAKA K-TOWER

赤坂 K 塔楼

The design conveys the concept of "buildings springing up from the forest". In such a populated city as Tokyo, the designers hope to shorten the distance between people, the city and the nature.

设计意在表达“森林中拔地而起的建筑”的理念。在人口密集的东京，设计师希望通过绿色空间拉近人、城市与自然之间的关系。

215

HEFEI RAYCOM CITY

合肥融科城

The project adopts rainfall garden according to local conditions, creating a delicate and noble living and working environment for clients.

因地制宜地采用雨水花园，为业主们营造出精致、时尚的生活和工作环境。



241

POLY INTERNATIONAL PLAZA

保利国际广场

By intensively planted trees, the heat island effects can be effectively relieved. And through differently-leveled gardens, the central garden is tactfully connected with exiting landscape around.

利用密集树木种植有效缓解热岛效应，并通过跌级种植花园将空间与周边现状景观巧妙地联系起来。

249

WESERQUARTIER Weserquartier 综合体

Landscape effects featuring the utilization of straight lines are presented through linear plantation area and pavement of different materials, and an office and leisure space with strong visual effects is created.

利用规则式种植区和材质变化的铺装，创造出直线条感极强的景观效果，营造出视觉效果强烈的办公区休闲空间。

255

LEATOP PLAZA 利通广场

The project integrates the architecture and urban open space by the abundant man-made and natural elements in a reconstructed and crafty way, setting a good example for the development of contemporary urban space.

将丰富多样的人造元素与自然元素结合起来，以重建和巧妙的方式将建筑和城市开放空间融为一体，为当今城市空间的发展提供了很好的榜样和参考。

261

140 WEST PLAZA 140 西广场

The cambered pavement and water spray system together with the colorful lights shining through the gap of metal components bring cool and pleasure to citizens, creating a dreamlike fantastic scene and an excellent activity space for citizens.

弧形铺装和水雾系统搭配从金属构件缝隙中透出的五彩灯光，创造出如梦境般的景象，为市民营造了一个很好的活动场地。

267

CHANGSHU MERCHANT CULTURE BUSINESS SQUARE 常熟招商文化商业广场

The project inclines to create a modern, high-quality and local-identity complex square of shopping and tourism.

项目致力于打造一个现代、高品质、具有地方特色的综合性购物旅游休闲广场。

273

ZHONGSHAN INTERNATIONAL EXHIBITION CENTER 中山国际会展中心

The Expo Center is located in the core business circle of eastern "Headquarter Business" and "Office Building Business" area in Zhongshan city, which attracts various people and companies to visit.

会展中心位于中山市东区“总部经济”和“写字楼经济”核心会展商务圈内，吸引了大批观众和企业前来参观、参展。

TECHNOPARK

科技园



285

CHAOYANGMEN SOHO
PHASE II
朝阳门 SOHO 二期

A comfortable activity space can play the role of gathering and attracting people, and this has provided a favorable commercial environment for the stores and brought huge commercial potentials.

舒适的活动空间可以起到聚集人群、增强当地人气的作
用，为商铺提供了很好的商业环境，带来了巨大的
商业潜力。

295

SPIELBERK OFFICE PARK

Spielberk 办公园

The landscape is a man-made ecological pool, and the footpath around pool connects the pool with the surrounding buildings, and nearby residents can enjoy the natural and tranquil lake view.

景观中心为人造生态池塘，环池塘的步行道很好
地连接了周边建筑，并为使用者创造了自然、宁
静的生态湖景。



303

THE CAMPUS AT PLAYA VISTA
Playa Vista 项目园

A layered and colorful garden is presented using differences of local plants in colors and textures, making the garden replete with the exquisiteness of private courtyard.

利用丰富的本土植物的质感与颜色的差距，营造出富
有层次和色彩的花园，给人一种私家庭院般的精致感。



309

LANDSCAPE IN MERCHANTS AND
ENTREPRENEURSHIP BAOYAO AREA
招商创业宝耀片区景观

The "broken line" is applied in the design, according to which a flexible and winding activity space is created.

以“折线”为设计语言，打造出曲折变化的活动
空间。



323

CRYSTAL PROJECT IN GREATER
PARIS, FRANCE
法国大巴黎水晶工程

The project serves the "island above water" as the space for leisure activities, which is surrounded by plants capable of purifying the water and through variation to the height of cascading, then enhancing the interest of connecting passages between the island, and thus a changing and fun landscape environment is produced.

该项目以“水中小岛”为休闲活动空间，以具有净化
水体功能的植物环绕，并通过高差叠水的变化，增加
小岛间连接通道的趣味性，从而打造一个变化丰富
而有趣的景观环境。



333

INFINEON HEADQUARTERS
英飞凌公司总部

The harmonious relation between people and the nature has been reestablished through restoring the local ecological system. Moreover, a new landscape experience has been offered to the people, which meanwhile will gradually change people's living styles.

还原当地生态系统，重新建立起人与自然的和谐关系，为
人们提供了全新的景观体验，同时逐步改变人们的生活方式。

