

MRD GROUP COMMERCIAL REAL ESTATE SERIES
SECRETS OF CHINESE STYLE COMMERCIAL ARCHITECTURE DESIGN

COMMERCIAL SPACE CONTROL MANUAL

鼎世（商业集团）商业地产经典丛书 中国式商业地产设计解密

商业空间控制手册

鼎实国际·鼎视环境·研发中心 著

 天津大学出版社
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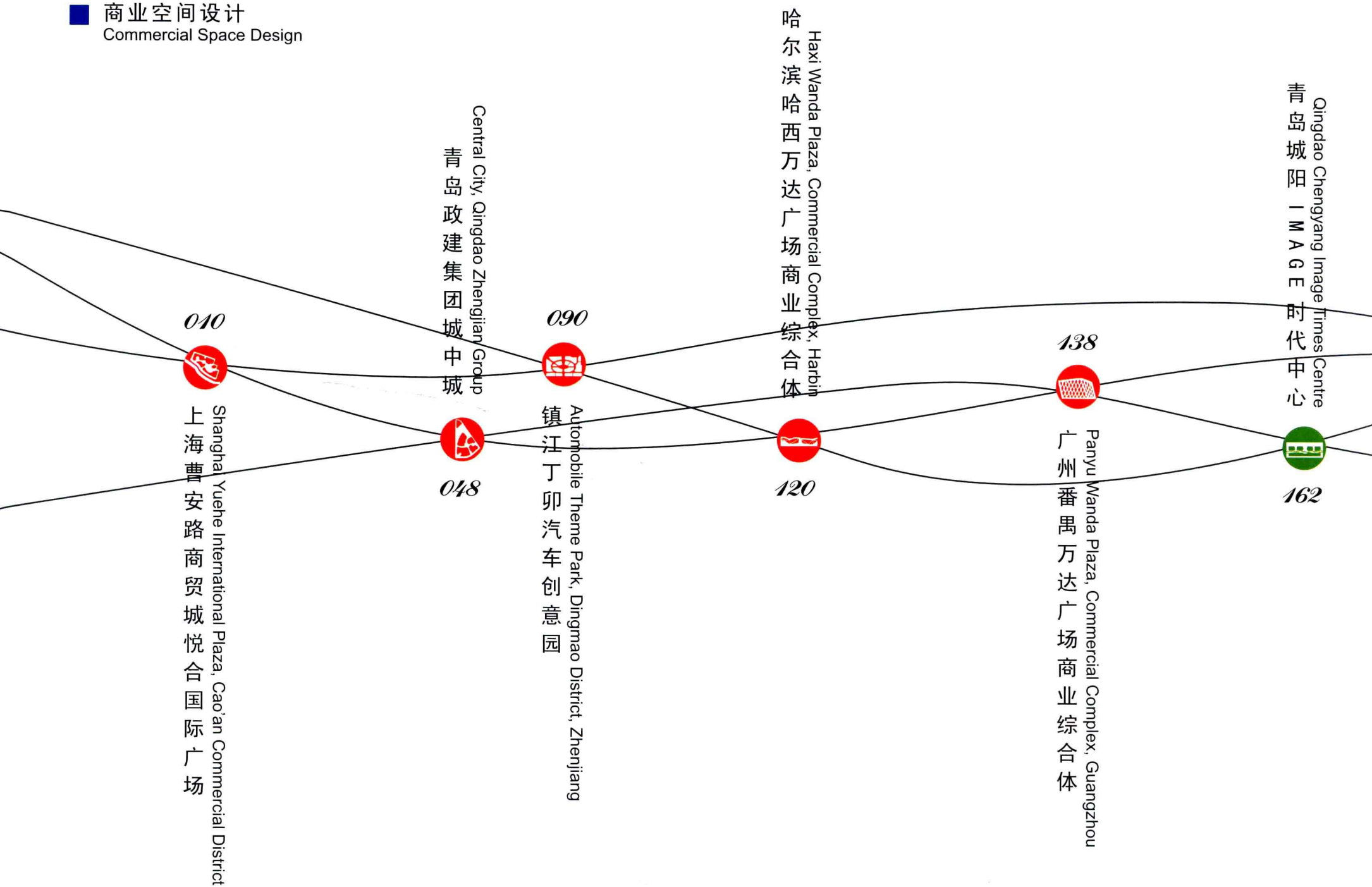
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PROJECT NAME 项目名称

■ 商业综合体
Commercial Complex

■ 商业街&商业单体
Shopping Street & Commercial Building

■ 商业空间设计
Commercial Space Design



Gemdale Fantastic Age Commercial Space Design, Hangzhou, Shanghai
上海航头金地艺华年商业空间整体包装

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常熟琴湖城市广场
Changshu Qinhu City Plaza

Qingde City Plot D Commercial Complex, Qingdao
青岛青特城项目 D 地块商业



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苏州石路佳和商厦
Suzhou Shilu Jiahe Shopping Centre, Suzhou



Plot 101 Project, Hanzhong Road, Shanghai
上海汉中路地铁 101 街坊



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中关村长三角创新园商务功能区
Z-Park Innovation Business Centre of the Yangtze River Delta



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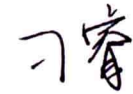
商业空间控制手册

鼎实国际·鼎视环境·研发中心 著

FOREWORD

— 序 —

FOREWORD · A DECADE 序·十年



2012·10 于新加坡
Ms. Diao Rui

中国的商业地产已经走过了蓬勃发展的十年。

这十年的现状可谓机遇与困难并存，成功与失败共生，然而中国商业地产的终极矛盾和决策的切入点却始终没有改变，一直凸显着分明的中国特色。十年的起步终于酝酿成熟，未来的十年将意味着真正大发展时期的到来，中国商业地产必然会表现出越来越成熟的专业化和多元化。

MRD鼎世集团涉足商业地产也已有近十年的时间，从最初从事商业设计开始，目前已发展成为包括鼎世商业、鼎实国际、谨阁中国、鼎视环境、研发中心五大板块的集团化公司。同时开始介入商业地产的全程服务，业务范围包括定位商业投资、资产管理、策划定位、建筑设计、招商运营、营销代理等商业地产全产业链。

十年的艰辛和挑战，鼎世的理念和理想始终未变，一直积极探索中国商业地产的中国模式。十年的亲历开花结果，鼎世对中国商业地产的理解开始形成了自己的系统。从2012年开始，MRD鼎世集团将陆续出版一系列中国商业地产经典丛书，内容包括以下几大主题：

中国式的商业地产开发

商业体的奥秘

完美的商业建筑设计

商业、城市与人

新时代下的商业革新

《商业空间控制手册》即是系列丛书的第一册。

心有多辽阔，路就可以走多远。MRD鼎世集团愿与所有致力于中国商业地产事业的朋友们共同努力，为中国的商业地产发展贡献自己的力量。

Commercial real estate has gone through a booming decade in China with challenges and opportunities, successes and failures coexisting. The essential conflicts and entry points for the policies have shown distinct Chinese characteristics. After ten years' growth, the commercial real estate is ushering in a new booming stage with more professionalized and diversified development.

After ten years' fast development, MRD Group has grown from a design firm to a fully-fledged, vibrant group encompassing five subsidiary companies, including MRD Investment Management, De-Sign Int'l Architectural Design, Attic China, DS Environment Design and Research Centre. The group is also engaged in full-chain service, ranging from business investment, assets management, business planning, architectural design, tenancy invitation and operation, marketing agency.

Our unwavering idea and vision in exploring a Chinese pattern for commercial real estate in the past ten years has enabled us to come to our own understanding of China's commercial real estate. Beginning from 2012, we will publish a series of books exploring China's commercial real estate from the following aspects:

Chinese Style Commercial Real Estate Development

Secrets of Commercial Complex

Best Commercial Architectural Designs

Business, City and People

Business Reform in the New Age

Commercial Space Control Manual is the first volume of the series.

The bigger our dream, the further we can travel. MRD Group is committed to working with fellow professionals of the commercial real estate industry to contribute to China's commercial real estate development.

FOREWORD II 序二

成功的商业开发是一个全产业链的复杂过程，成功的商业开发设计也需要构建一整套全产业链的服务流程，包括前期开发咨询，业态定位规划，规划建筑设计，商业空间塑造，商业主题景观以及商业标识系统等等。MRD鼎世集团作为一家强调专业化发展的全产业链的集团化公司，始终将塑造高品质的商业空间作为设计活动的主要目标，并不断尝试在独特的本土文化语境下，融汇创新设计与商业意识，在多个商业项目的实践中致力于寻求具有前瞻性的商业空间设计。

在MRD鼎世集团的理念中，成功的商业空间绝对不是单纯购物的场所，它应该是城市生活的舞台，兼具着多重社会含义：创造新的公共空间、激发新的生活模式、提供全新的生活体验、为城市人创造一个温馨的精神家园。

商业空间是由多个复杂因素共同作用形成的，立体、多样、多维度的空间网络。每一个空间因素都可以变成策划和设计的重点，例如建筑界面、流线系统、广告、标识、灯光照明、VI系统、风格、主题、互动设计等等。另一方面，商业建筑由于涉及主题策划和业态招商等多个环节，在国内当下尚不成熟的开发流程中，设计方案经常面临着多次的调整，来适应和配合业态的变化。因此，在把一个建筑空间深度商业化的过程中，设计和把控商业空间的效果无疑是商业地产成功的重要环节之一。这也是我们本书讨论的重点议题——商业空间控制。

《商业空间控制手册》是MRD鼎世集团旗下的鼎实国际、鼎视环境和研发中心联合编制的，意在总结归纳已经成功运作的项目，与业界同仁广泛交流，完善商业地产项目设计及控制流程的重要环节。

在实际操作过程中，《商业空间控制手册》通常是在方案深化设计及扩大初步设计之后提交的设计成果。手册首先会控制方案设计理念的贯彻，例如建筑界面控制原则、景观空间设计要点、主题设计阐述、广告标识系统控制导则、灯光照明系统控制导则等等；继而深化空间立面造型、主要节点设计、广告标识规划、店前区设计、材料选择及工艺做法表达等方面。控制手册重在表达商业空间的整体化设计，同时要考虑未来结合租售要求的可调整性，特别是在商业空间中比较注重的租户门面规范设计方面，包括空调百叶、广告位置、灯光照明及店前区规划等等。

《商业空间控制手册》体现了MRD在商业地产设计方面的专业化和全面化，手册配合SKETCHUP全模型真正做到设计无死角，对施工图、幕墙、灯光等设计单位都能准确全面的提资，从而达到设计高完成度的精准把控。经过多个成功项目的实践，在商业地产项目后期服务中，控制手册也发挥了重要的作用。在设计配合招商情况屡次做出调整时有所依据，在控制材料的选择定样和配合现场协调时有所参考。

直观表达、细部推敲、节点深化、准确提资、验证图纸、材料选样、指导实施、现场协调，《商业空间控制手册》力求对商业空间进行深入、全面、全过程的高效控制。

商业空间包装

商业空间的包装是近几年来随着国内商业地产的繁盛而出现的一种设计类目，其主要目的是帮助开发商在项目营销之前对商业空间的商业氛围做具体的设计展现，如广告、招贴、标识、虚拟业态的橱窗、店前活动场所等，这样可以让潜在的租户更直观地感受项目未来的情况，有利于项目营销活动的开展。对于“商业空间包装”的理解，重点不在“包装”而在“空间”，也就是说绝不仅仅是对于商业建筑表面的装饰，而是整个商业空间立体的氛围营造及空间运营的体现。

停留在图纸上的效果不能产生任何价值，多层次全方位的空间感受才能够创造经济效益与社会效益。我们向往理想化的设计与现实的实施无限的接近，追求建造实现设计是《商业空间控制手册》的最高诉求。

The successful commercial development is a complex full-chain process, and the commercial development design also requires a full-chain design flow, which encompasses planning and consulting, commercial programme planning, architectural design, commercial space creation, landscape design to commercial signage system. As a multi-faceted full-service design group, MRD is committed to creating high-quality commercial space, alongside its unremitting exploration in integrating innovative designs and commercial concepts into its visionary commercial space design in the context of local culture.

In MRD's design philosophy, a good commercial space reaches beyond a shopping place; it is a stage for urban life, carrying a multi-fold of social functions: creating new public space, shaping new lifestyles, offering new life experiences and providing a cosy spiritual sanctuary for the urban residents.

Commercial space is a multi-dimensional spatial network shaped by several complex factors, every single one of which forms an integral part to the overall design, such as the building interface, circulation, advertisement, signage, lighting, VI system, style, theme, interactive design and so on. On the other hand, commercial building involves theme planning, tenant invitation; therefore against the background of immature development process, unavoidably it faces rounds of modifications to accommodate the changes in commercial programmes. Design and the control of commercial space effect are key aspects to ensure a successful commercial property project. This is also the main subject of this book-the commercial space design.

The *Commercial Space Design Manual*, a compilation of De-Sign International, DS Environment Design and the Research & Development Centre, aims to take a stock of the previous projects and to share experiences with fellow professionals in the field to improve the commercial property design and management.

The *Commercial Space Design Manual* is a design result delivered following the in-depth schematic design and design development. The manual ensures the implementation of the design concept, for example, building interface control, landscape design, theme design and presentation, advertising system control, lighting system design and so on. It also includes the facade design, detailing design, advertising signage design, store front area design, building materials selection and construction techniques. The centrepiece of the manual is the holistic design of the commercial space, at the same time, it takes into account the flexibility of the leasing and selling requirements, especially the shopfront design criteria which include air-conditioner shutter, advertising board and lighting as well as shop front area design and so on.

The *Commercial Space Design Manual* showcases MRD's extensive and proven expertise in commercial property design. Complemented by SketchUp models, the manual offers a comprehensive information feeding for construction drawing, curtain wall and lighting design firms, which in turn, guarantees a high-degree realization for our design. The manual also plays an important role in the post-service stage. It offers a key reference for modifications caused by changes in tenancy and building material selection and on-site coordination.

The *Commercial Space Design Manual* strives to offer an in-depth, extensive and efficient control on commercial space through its straightforward expression, detailing design, accurate information feeding, elaborate drawings, material selection, guidance on implementation and on-site coordination.

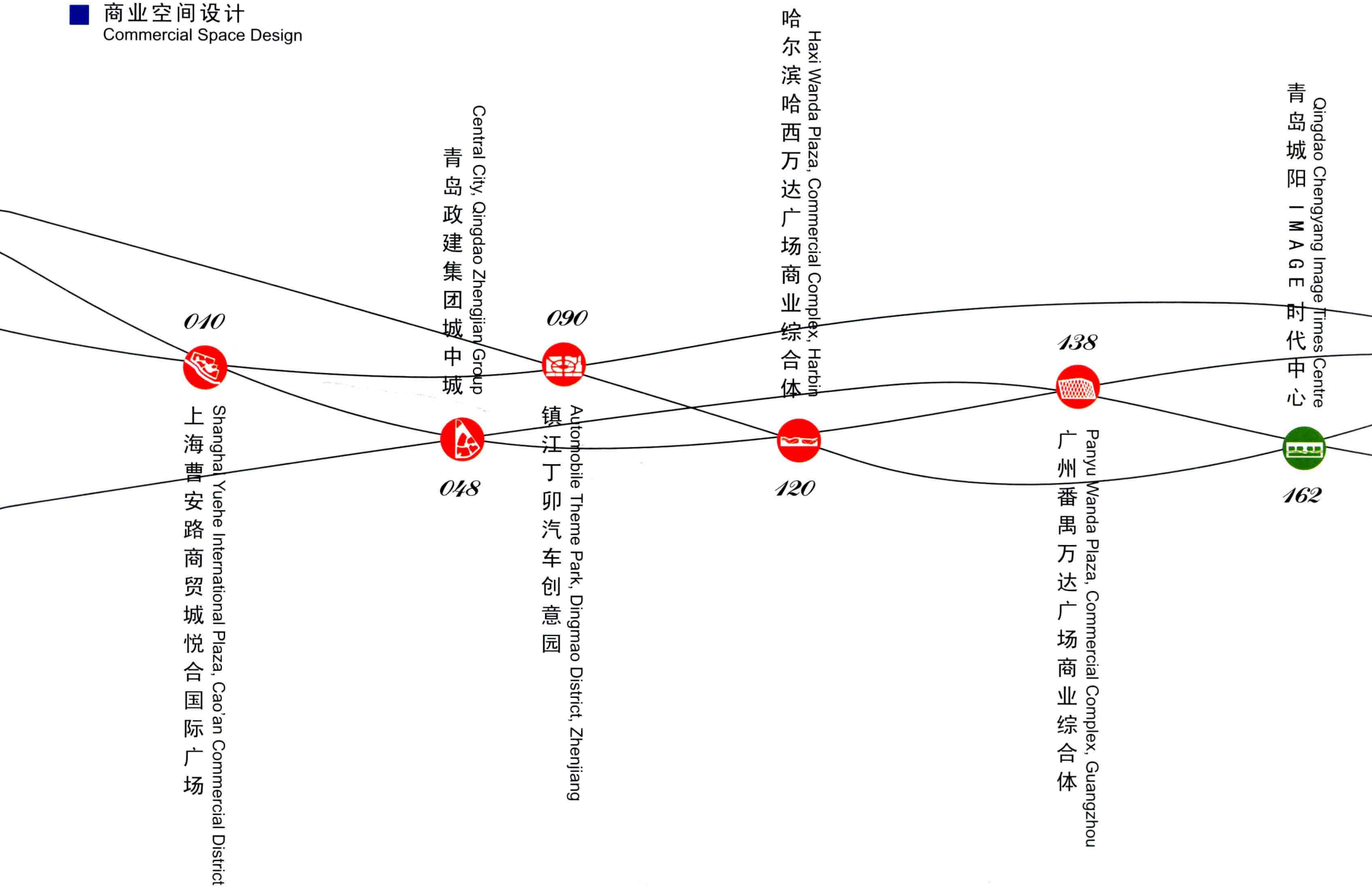
Commercial Space Packaging

The commercial space packaging is a new design field that has emerged from the robust commercial real estate development, which aims to offer a direct glimpse into the commercial atmosphere through advertisement, posters, signage and shop window, before the official operation kicks in. It serves to offers a more straightforward outlook for the potential tenants. The key part of the "commercial space packaging" is actually "space", which means it is not simply a decoration on the skin of the commercial building, but creation of commercial atmosphere for the entire commercial space.

Unrealized design will not generate any value; whereas a multi-layer spatial experience can successfully produce social and economic profits. The unlimited proximity between ideal design and design realization is the ultimate aim of this manual.

PROJECT NAME 项目名称

-  商业综合体
Commercial Complex
-  商业街&商业单体
Shopping Street & Commercial Building
-  商业空间设计
Commercial Space Design



Gemdale Fantastic Age Commercial Space Design, Hangzhou, Shanghai
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Changshu Qinhu City Plaza

Qingde City Plot D Commercial Complex, Qingdao
青岛青特城项目 D 地块商业



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Suzhou Shilu Jiahe Shopping Centre, Suzhou



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上海汉中路地铁 101 街坊



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中关村长三角创新园商务功能区
Z-Park Innovation Business Centre of the Yangtze River Delta



Automobile Theme Park, Dingmao District, Zhenjiang
镇江丁卯汽车创意园



Central City, Qingdao Zhengjian Group
青岛政建集团城中城



Shanghai Yuehe International Plaza, Cao'an Commercial District
上海曹安路商贸城悦合国际广场



COMMERCIAL COMPLEX 商业综合体

Panyu Wanda Plaza, Commercial Complex, Guangzhou
广州番禺万达广场商业综合体



Haxi Wanda Plaza, Commercial Complex, Harbin
哈尔滨哈西万达广场商业综合体





Shanghai Yuehe International Plaza, Cao' an Commercial District

上海曹安路商贸城悦合国际广场

项目地点: 上海市嘉定区

用地面积: 45 868 m²

总建筑面积: 218 844 m²

容积率: 2.7

设计时间: 2009年

预计竣工: 2014年

商业规模: 167 900 m²

业态配比: 商业 76 916 m² (含地下30 996m²)

公寓式办公 50 173 m²

甲级办公 24 788 m²

服务范围: 开发策略及定位

总体规划及概念设计

方案设计

扩初设计及商业空间设计

后期服务

Location: Jiading District, Shanghai

Site Area: 45,868 sq.m.

Gross Floor Area: 218,844 sq.m.

FAR: 2.7

Year of Design: 2009

Projected Completion: 2014

Commercial GFA: 167,900 sq.m.

Programme: Retail 76,916 sq.m.(including 30,996 sq.m. below grade)

Apartment-office 50,173 sq.m.

Grade A Office 24,788 sq.m.

Services: Project development strategies and business orientation

Master planning and conceptual design

Schematic design

Development design and commercial space design

Post-design Services

无公园不生活

城市——希望从城市的角度审视整个设计过程。

商业——多首层、立体化解决商业人流。

生态——希望能与周边的绿地、公园相互渗透，融为一体。

项目位于上海市嘉定区真新社区曹安商贸城，地处沪宁高速、外环线与曹安公路交汇之地。地块总用地面积为61 789 m²，其中建设用地面积为45 868 m²。设计中首先由东至西规划了一条景观轴线，连接曹安商贸城内部轴线与城市公共绿地。其次，将景观轴线立体化，形成二层开放景观平台，有效地建构整个商业街区的立体人行系统。规划设计中近四万五千平方米的商业街区主要布局在一层和二层，局部设在三层。商业流线以景观轴为核心，形成环线，保证商业价值的最大化。同时在地下和三层引入几个大型主力店，形成强大的商业吸引力以保证商业持续良性的运营。近八万平方米的办公楼设置成四栋高层。三栋为公寓式办公，以微曲的弧线塑造一个连贯的沿河界面，通过水平线条和大手笔构成手法形成群体形象。约二十万平方米的甲级综合办公楼位于基地的西南角，以富有现代感的、务实而不陈旧的竖向线条设计，形成造型上的标志节点。

Garden Makes Life Complete

City — We envision the design in keeping with the context of the city.

Retail — Three-dimensional people flow solutions.

Ecology — Blending in with the neighbouring green space and park.

Located at the intersection of Huning Expressway, Outer Ring Expressway and Cao'an Road, the site occupies a total area of 61,789 sq.m., of which construction land occupies 45,868 sq.m.. Our design connects the site axis to the city's green space by an east-west two-story landscape axis, which turns into an outdoor terrace on the second floor to create an interactive and vertical circulation. The 45,000 sq.m. commercial space is distributed on the first, the second and part of the third floor. The circulation circles around the landscape axis to achieve the maximum commercial value. Anchor stores are located on the basement and the third floor to achieve strong commercial attraction. Four high-rise office towers occupy a GFA of 80,000 sq.m., three of which are SOHO, linked into a gentle curve along the river. Located on the southwest corner of the site is a 24,788 sq.m. Grade-A office complex, with modern and practical vertical lines as its signature design feature.

