TOPWAY 拓维十年 2002~2012 上海拓方建筑设计事务所 编 大连理工大学出版社





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民营设计公司的蓬勃发展,是中国城市化进程带来的市场规模放大的结果。但是在众多产业"国进民退"的大背景下,设计产业是少有的"国民共进"的产业,原因在于设计市场的放开。市场化机制造就了今天众多大小不等、各具特色的民营设计机构,拓维设计机构经历了十年的市场检验与洗礼,由当初的几个人发展到今天百余人规模的建筑设计机构,足以证明其在市场检验后的生命力。

中国企业的平均寿命是8年,拓维公司已经走过了第一个10年,正在积极谋划第二个10年要做的事。通过10年间的项目合作,对拓维有了较为全面深入的了解。因为专注,所以专业!这是一个专注于房地产市场的设计公司,对房地产市场有着深刻的理解,能够在开发的不同阶段为房产商提供专业的设计服务。

十年的市场运作,造就了这个企业的核心竞争力。具有市场化服务理念的专业设计团队,以创新品质作为设计产品的核心竞争力,为客户提供地产开发全程的跟踪设计服务。

Rapid development of private design companies is the result of amplified market scale brought about by China's urbanization process. However, under the overall background that state-owned companies enter and private ones quit many industries, the design industry is a rare industry that both state-owned companies and private ones enter, and the reason lies in the openness of design market. The market mechanism creates the presently various and distinctive private design agencies. Experiencing the market testing and baptism for a decade, Tuowei Design Agency has developed into an architectural design agency with a scale of workforce from few people to about hundred people, which is sufficient to prove its vitality after the market testing.

The average lifespan of China's enterprises is eight years. Tuowei Company has gone through the first decade and is actively planning what to do in the second decade. Through project cooperation during the past ten years, we have a more comprehensive and deeper understanding of Tuowei. Absorption makes profession! As it is a design company which pays much attention to the real estate market, it has a deep understanding of the real estate market. Therefore, it can provide professional design service for real estate developers at different stages.

Operation of market for a decade creates the core competitiveness of this enterprise. This company owns a professional design team with the concept of market-oriented service, regards the creative quality as the core competitiveness of designing products and provides whole-process tracking design service about real estate development for customers.

2007年绿地进军芜湖,顺利竞标获得了镜湖新城的项目。考察芜湖房产市场时对当地几个楼盘的品质印象深刻,事后知道都是拓维的作品。品质这两个字留在了我对拓维的记忆中。2008年呼和浩特中央广场蓝海项目的国际招标,拓维参与并中标,这次在我对拓维的记忆中又加上了创新两个字。2010年,绿地公司在上海嘉定开发秋霞坊项目,项目所处的位置及开发时段都比较特殊,要求非常高。而且临近地块龙湖地产的蓝湖郡别墅产品已经面市,秋霞坊项目的产品定位要高于龙湖的相应产品。设计任务要求原创、高品质,同时要配合市场销售周期,一系列问题摆在我们面前,寻找什么样的设计公司才能胜任这项任务呢?绿地设计部经过了多轮慎重比较、考察,最终选定了拓维公司。通过近一年的共同努力,秋霞坊获得了房产界及设计界的充分认可。同时在简约现代中式合院式别墅产品这一特定领域内做了产品创新。这个过程中再一次体现了拓维公司的设计品质,设计创新及设计服务。

拓维有着扎实的设计功底,深厚的设计底蕴,经过十年开发市场的洗礼,开始了以创新为导向的新的十年。这样踏 实肯干的企业在未来的市场会大有作为,祝愿拓维在新的十年能有更大的建树。

In 2007, Greenland entered Wuhu and bid successfully for the project of Mirror Lake Town. At the time of investigating Wuhu's real estate market, we had a deep impression on the quality of several local buildings, and after that, we knew that they were all the works of Tuowei. The word "quality" left in my memory of Tuowei. In 2008, Tuowei participated in and won the bid for the international bidding of Blue Ocean project of Hohhot's Central Plaza. For this time, another word "innovation" was added to my memory of Tuowei. In 2010, Greenland Company developed the Qiu Xia Fang project in Jiading District, Shanghai; the project's location and development period were all special with very high requirements. Moreover, villa products of Blue Lake County for the neighboring land, Longhu Real Estate, had been launched in the market. Therefore, product orientation of Qiu Xia Fang project shall be higher than that of corresponding products of Longhu. The design task required originality and high quality meanwhile the market sales cycle shall be coordinated with. A series of problems were needed to be solved by us, and which kind of design companies shall be to assume the task? After several rounds of careful comparison and investigation, the Design Department of Greenland finally selected Tuowei Company. Through joint efforts for about one year, Qiu Xia Fang had obtained full recognition by the real estate industry and design industry. At the same time, it carried out product innovation in the special field of simple and modern villa products with Chinese and courtyard style. This process once again demonstrated the design quality, design innovation and design service of Tuowei Company.

Tuowei owns a solid skill of design basis and a profound design heritage. Through the baptism of development market for a decade, it starts the new innovation-oriented decade. This practical and hard-working enterprise will accomplish a great deal of achievements in the future market. Wish Tuowei a greater achievement in the new decade!

绿地控股集团副总裁、总建筑师

DECADE OF TOPWAY 拓维十年

2002年的春天,赵竑懿、蒋玮、宫庆欣三位年轻的建筑师在经过了几年大型国企设计院的熏陶和磨练后,基于对建筑设计的热情和自我设计理念的实现,成立了拓维设计机构的前身——拓维都市设计顾问有限公司。

公司的三位创始人之前分别担任大型国企设计院方案创作的主创建筑师,对设计公司的项目运作体系方面已较为熟悉;且当时正值中国房地产开发进入规模化发展阶段,迫切需要优质的设计服务,这样才华横溢的建筑师们开始了独立的设计实践。

公司成立之初规模较小,采用咨询顾问公司的模式;随着公司规模的扩大,2005年成立了具有国家建设部颁发的甲级设计资质的拓方建筑设计事务所(上海拓方建筑设计事务所与加拿大TOPWAY建筑设计机构同时隶属于拓维设计机构),采用国际通用的建筑师合伙人制度,尊重创意与协同合作并重,并一直延续至今。

今天,2012年,拓维机构已经在中国大陆及海外运作10年,成长为一个综合性的规划及建筑设计综合机构。业务范围涵盖大型住宅区开发、城市综合体、商业购物中心、五星级酒店、产业地产及办公、学校、医疗等公共类建筑的设计服务,为遍及全国的100多个城市创作了600多个设计精品。

回首10年, 拓维的发展经历了三个重要阶段。

2002年公司成立时规模较小,公司的经营模式基本为"以设计带动经营"——项目由合伙人为设计负责人,在严格控制好设计效果和质量的同时获得业主的认同并赢取其他的项目。这样的操作模式在公司初期确实取得了好的效果,能较好地控制效果并在一定程度上形成公司的品牌,但同时,这种模式也对公司的规模化发展形成制约和瓶颈,迫使公司做出改变以适应发展的需求。

2005年,公司成立三周年时,合伙人宋勇强、孟浩加盟拓维设计,同年成立具有国家建设部颁发的甲级设计资质的拓方建筑设计事务所。新鲜血液的加入带来了新的经营理念和设计管理模式:早期口碑相传发展起来的模式转变为公司经营发展的模式,逐步建立项目、人才、创新、激励机制。相应地,在设计上,公司经营层明确提出由"精品化设计"向"原创精品"转变,即不是像卖产品一样卖设计,而是保持和鼓励创新。公司从原来的初步发展到注重人才培养,注重团队设计能力的提升。

这样的改变的确带来了公司规模的扩展和业务量的提升。但随着市场的不断变化,如何适应严峻形势下的房产设计市场,如何满足不断提高的项目要求,如何完善公司构架,吸引更多人才的加盟,成为公司进一步发展必须解决的课题。

In the spring of 2002, based on passion for architectural design and realization of self-design Predecessor, three young architects, Hongyi Zhao, Wei Jiang and Qingxin Gong, founded the precursor of Tuowei Design Agency – Tuowei Urban Design Consultant Co., Ltd. after experiencing matureness and cultivation in a large state design institute for several years.

Three founders of the company acted as the main architects for plan creation in large state-owned design institutes. Therefore, they were very familiar with the aspect of project operating system for Design Company. Moreover, at that time, China real estate development was entering the scale development stage and design service with excellent quality was urgent, and under this condition such talented designers started their independent design practice.

When the company was founded, the size was small. The company adopted the mode as that of Consultant Company; with the development of company, Tuofang Architectural Design Firm with Grade-A design qualification issued by the Ministry of National Construction was founded in 2005. It adopted the architect partner system accepted internationally; emphasized respect for innovation and cooperation, which continued today.

Today, in 2012, Tuowei Agency has operated in the mainland of China and overseas for ten years. It has grown into a comprehensive planning and architectural design agency. The business scope covers design service for public buildings, such as large housing development, urban complex, commercial shopping center, five-star hotel, industrial real estate and office work, school, medical care and etc., which creates more than 600 fine design works for more than 100 cities around the world.

Looking back to the past ten years, the development of Tuowei has experienced three important stages. In 2002 when the company was founded, the size was small. The business mode of the company was basically "Design-oriented Business" – the project partner was developed into personnel in charge of design. While strictly controlling the design effect and quality, recognition by the owners shall be obtained and other projects shall be won. Such operational mode obtained good effect in the early period for company: better control the effect and form the brand of company to some extent. However, this mode set some limitations and bottleneck for greatly developing the company, which forced the company to change so as to adapt to the development requirement.

In 2005, partners of the company, Yongqiang Song and Hao Meng joined Tuowei Design at the third anniversary of foundation for the company. In the same year, Tuofang Architectural Design Firm with Grade-A design qualification issued by the Ministry of National Construction was founded. Fresh blood pouring in brought about new business concept and design management mode: the mode developed by early public praise turned into the mode for operating and developing the company. Moreover, the mechanism of project, talent, innovation and incentive was established. Correspondingly, the company management staff clearly proposed the transition from "Fine Design" to "Original Fine Works" with respect to the design. Namely, the design works shall not be sold as products, rather than keep and encourage innovation. Thus, the company had developed to emphasize promotion of personnel training and deign capacity of a team from the preliminary development.

Indeed, such change brought about the expansion of company size and promotion of business quantity. However, with the constant change of market, how to adapt to the design market of real estate under the severe situation, how to meet increasing project requirement, and how to perfect the company structure and attract more talents have been the issue which shall be solved for further development of company.

2009年,公司进入快速发展阶段。此时的房地产市场随着城市价值面临重新估值,对创新和高端的设计的需求越来越强烈,项目的要求不断提高。为适应这一趋势,公司不断完善自身构架的建设,通过建立市场开发团队、创新研发团队和知识管理体制来保证原创精品的实现。

经营管理方面,成立市场研发部门,由专业的市场开发人员拓展市场,获取稳定的项目来源,同时将项目管理人员与设计人员分开以提高各职能的工作效率。凭借完善的机制和良好设计能力,拓维战略性拓展自身的业务范围,使公司在商业地产、产业地产、城市商旅文化商业、城市综合体等领域获得了较为显著的提升:2010年,爱家句容社区商业街、绿地腾飞一号、哈投王岗商业中心等一批项目的成功设计,使公司在社区情景商业、城市综合体、高端城市体验型商业上沉淀了丰富的经验;2011年,随着清华科技园等一批产业项目的设计开发,拓维建立了产业地产的规划策略专家系统,提供从政策分析、产业发展、园区效益模型、规划模式、土地利用、案例积累、规划设计、建筑设计的全程专家服务体系,服务从单纯的设计向整个知识链条上延伸。

技术管理方面,为了让沉淀的知识和经验更好的传递到设计团队,拓维建立了专项研发团队,运行知识管理体系。2010年与绿地合作推出的创新现代中式别墅——嘉定秋霞坊,从设计到施工,每个细节都充满了原创的精神。公司形成了住宅开发中的模块化产品线的研发,即针对土地属性、客户属性进行产品线的研发,打造满足客户审美的立面设计,并完成了多种建筑风格的创新升级。同时,公司建立了土地利用大师系统,从土地价值分析、容积率分配到一百多种创新手段的体系。2011年,拓维与多个知名房产集团的技发部和产业部进行合作研发,制订产业地产开发的设计导则和设计标准。企业也借力开发企业的发展平台,实现一次研发到全国推广。同年,商业地产资源整合力量加强,与行业领先的商家建立合作和交流,与业内知名商业运营团队建立合作。公司成立商业研究组,来推动商业地产的行业标准建立和精细化设计。

在开拓全球市场方面,公司成立了海外分支机构——加拿大TOPWAY建筑设计机构,同时,加强进行与国外设计团队和教育机构的合作和交流。2011年与丹麦皇家学院合作,建立设计师互访制度,每年推荐欧洲获奖设计师来拓维工作交流。

今天,经历三个发展阶段的拓维已经奠定了国际化、企业化发展的基础。10年踏实的工作,孜孜不倦的追求,拓维设计机构已由三位创始人发展为100多位来自中国和海外的设计师构成的设计团队,沉淀了满满的智慧,希望这支具备充足实力的设计团队在明天创造更加美好的未来。

In 2009, the company entered the stage of rapid development. At this time, the market of real estate needed to be re-evaluated with the urban value; the demand for innovation and high-end design was more and more intensifying and the requirement of the project was increasingly higher. In order to adapt to this trend, the company constantly perfected the construction of its structure and guaranteed the realization of original fine works by building up the market development team, innovative R&D team and knowledge management system.

In the aspect of operation and management, the market R&D department is established. Professional market developers will expand the market and obtain steady project source. Meanwhile, the project management personnel and designers are separated to improve the work efficiency for each position. With perfect mechanism and good design capacity, Tuowei strategically expands its business scope making the company obviously promoted in the aspects of commercial real estate, industrial real estate, urban commerce for commercial travel culture, urban complex and etc. In 2010, successful design of a number of projects, such as Aijia Jurong Community Commercial Street, Greenland Gateway No. 1, Hatou Wanggang Commercial Center and etc., made the company accumulate rich experience in community scenario commerce, urban complex and testing commerce of high-end urban. In 2011, with design and development of a number of industrial projects such as Tsinghua Science Park and etc., Tuowei had established the expert system of planning strategy for industrial real estate, which provided a complete expert service system involving policy analysis, industry development, benefit model in the park, planning model, land use, case calculation, planning and designing, and architectural design. Moreover, the service was extended from pure design to the entire knowledge link.

In the aspect of technical management, TOPWAY builds up a special R&D team and operates the system of knowledge management so as to allow the integrating knowledge and experience to be better delivered to the design team. In cooperation with Greenland, the innovative and modern villa in Chinese style - Jiading Qiuxiafang, was launched in 2010. From the design to construction, every detail was filled with the spirit of originality. The company had formed R&D for modularized product line in the development of housing, namely, it carried out R&D of product line with respect to land attribute and customer attribute so as to create elevation design that could meet the customer's esthetic requirement. Moreover, it had completed innovation and upgrading for multiple architectural styles. Meanwhile, the company had established the land-use master system, a system with a range of covering land value analysis, land plot ratio to more than one hundred innovative approaches. In 2011, Tuowei carried out cooperation and R&D with the Department of Technological Development and Industry Department of various famous real estate groups to formulate the design principle and design standard of real estate development in the industry. Based on this, the enterprise developed its development platform, realizing one-time R&D to national promotion. In the same year, it enhanced its integrated strength of commercial real estate; built cooperation and exchange with leading enterprises in the industry and established cooperation with famous commercial operation team in the industry. Furthermore, the company had established the commercial research group to promote the establishment of industrial standard for commercial real estate and fine design.

In the aspect of exploiting the global market, the company has established overseas branch – Canada TOPWAY Architectural Design Firm. Meanwhile, it enhances the cooperation and exchange with overseas design teams and educational services. In 2011, in cooperation with Royal Danish Academy, it established the system of exchange visits for designers. Therefore, the company has established a team comprised of international architects.

Today, after experiencing three development stages, Tuowei has laid the foundation for internationalized and enterprise development. With practical work and tireless pursuit for more than 10 years, Tuowei Design Agency has developed into a design team with a scale of people from three founders to a hundred of designers from China and overseas. These designers are full of wisdom. Moreover, it is hoped that this design team with sufficient strength can create a better future!

Commercial Complex Building 商业综合体建筑

- 014 中国·大连金州新区绿地中心/Green Center in Dalian Jinzhou China
- 018 大连绿地中心 / Dalian Greenland Center
- 020 上海国际金融科技产业园 / Shanghai International Financial Science and Technology Industrial Park
- 026 花桥梦世界电影文化博览园 / Huaqiao Dream World Film Culture Exposition Park
- 030 上海国际鞋城 / Shanghai International Shoe City
- 034 清华科技园 / Tsinghua Science Park
- 040 绿地•中央广场 蓝海A、B座 / Greenland Central Plaza Blue Sea Block A, B
- 044 铂金时代广场 / Platinum Times Square
- 048 哈尔滨王岗地块商业综合体 / Commercial Complex in Wanggang Plot, Harbin
- 052 绿地•腾飞壹号 / Greenland Gateway No. 1
- 056 宜兴现代生活广场 / Yixing Modern Life Square
- 058 义乌北门商厦 / Yiwu Beimen Commercial Building
- 060 象山某商业 / Commercial Project in Xiangshan
- 062 东南大学校前商业 / Commercial Unit in Front of Southeast University
- 064 义乌北门街拓宽改造 / Extended Reconstruction of Yiwu Beimen Street
- 066 潍坊富华水上乐园 / Weifang Fuhua Water Park
- 070 芜湖大砻坊商业中心 / Wuhu Dalongfang Commercial Center

Office Building 办公建筑

- 078 伟星时代金融中心 / Weixing Times Financial Center
- 084 晨讯科技大厦 / SIM Technology Building
- 090 伟星总部大厦 / Weixing Headquarters Building
- 092 哈投经济创新研发中心立面改造 / Facade Reconstruction of Hatou Economic Innovation Research Center
- 096 哈尔滨华尚总部办公楼 / Harbin Huashang Headquarters Office Building
- 100 无锡嘉锡大厦 / Wuxi Jiaxi Building
- 102 成都台州商人大厦 / Chengdu Taizhou Merchant Building
- 104 中海油渤海技术部大楼 / Building of Bohai Sea Technology Department, CNOOC
- 108 天津地铁东南角地块 / Plot to the Southeast of Tianjin Metro
- 110 北京嘉铭大厦 / Beijing Jiaming Building

Commercial Street Building 商业街建筑

- 124 金域蓝湾商业街 / Gold Area Blue Gulf Commercial Street
- 128 石湖华城商业街 / Shihu Huacheng Commercial Street
- 132 铜陵江南文化园 / Tongling Jiangnan Cultural Park
- 136 青白江商业街 / Qingbaijiang Commercial Street
- 140 钱江美域商业街 / Qianjiang Meiyu Commercial Street
- 144 芜湖东郊路商业街旧城改造 / Reconstruction of the Old Downtown of Dongjiao Road Commercial Street in Wuhu

Hotel Building 酒店建筑

- 148 巢湖远洲大酒店 / Chaohu Yuanzhou Hotel
- 154 辰能溪树酒店 / Chenneng Xishu Hotel
- 158 常熟大酒店 / Changshu Hotel
- 160 马鞍山蓝山酒店 / Ma'anshan Lanshan Hotel

Building for Education, Medical Treatment and Culture 教育、医疗、文化建筑

- 164 梅家浜小学 / Meijiabang Primary School
- 170 宜昌金东方学校泰江校区初中部 / Middle School, Yichang Jindongfang School Taijiang Campus
- 176 芜湖育红小学 / Wuhu Yuhong Primary School
- 180 海南师范学院图书馆 / Library of Hainan Normal University
- 184 南京气象学院二级学院及西区扩建 / Expansion of Level-two Institute and the Western Area of Nanjing Institute of Meteorology
- 186 芜湖市弋江区医院 / Wuhu Yijiang District Hospital
- 190 居巢文化馆 / Juchao Cultural Center

Residential Building 住宅建筑

- 202 爱家昆山市锦溪淀山湖花园 / Aijia Kunshan Jinxi Dianshan Lake Garden
- 210 潍坊峡山新域 / Weifang Xiashan Xinyu
- 214 伟星城 / Weixing City
- 220 安徽六安恒生阳光城 / Hengsheng Sunshine City in Liu'an, Anhui
- 222 哈尔滨王岗地块 / Wanggang Plot in Harbin
- 228 临湖公馆 / Linhu Mansion
- 234 蓝山雅筑 / Lanshan Yazhu
- 240 成都青白江 / Chengdu Qingbaijiang
- 242 圣地雅歌 / Shengdi Yage
- 248 哈尔滨托斯卡纳 / Harbin Tuscany

- 252 辰能•溪树庭院 / Chenneng Xishu Yard
- 256 芜湖香格里拉花园 / Shangri-La Garden in Wuhu
- 260 平湖秋月 / Autumn Moon over Calm Lake
- 266 常德伟星•金域蓝湾 / Weixing Jinyu Lanwan in Changde
- 270 左岸生活 / Life on the Left Bank
- 276 复地上城 / FORTE UPTOWN
- 280 宿州融景苑 / Suzhou Rongjingyuan
- 284 靖江花城 / Jingjiang Flower City
- 286 阳光花城 / Sunshine Flower City
- 288 天台杨家山一号住区 / Yangjiashan No.1 Residential Area in Tiantai
- 292 天台龙湾小区 / Longwan Estate in Tiantai

302	伟星金域华府 / Weixing Jinyu Huafu
306	伟星金域蓝湾 / Weixing Jinyu Lanwan
310	大砻坊周边地块总体规划 /
	Overall Planning of Lands Surrounding Dalongfar
316	临海世纪花城 / Linhai Century Flower City
318	太原绿地世纪城 / Taiyuan Greenland Century Cit
322	绿地秋霞坊 / Greenland Qiuxiafang
332	伟星和院 / Weixing Heyuan
336	灌园小筑 / Guanyuan Xiaozhu

296 合肥华都圣地亚哥 / Hefei Huadu Santiago298 淮北东湖公馆 / Donghu Mansion in Huaibei

TOPWAY CHRONICLE 拓维纪事

338	重庆弹子石宏声假日广场•阳光绿洲 /
	Chongqing Danzishi Hongsheng Holiday Plaza, Sunshine Oasis
340	南溪新港华府 / Nanxi Xingang Huafu
342	石湖华城 / Shihu Huacheng
350	南京天泽苑 / Nanjing Tianzeyuan
354	钱江美域 / Qianjiang Meiyu
358	重庆涪陵宏声项目 / Hongsheng Project in Fuling, Chongqing
360	凤鸣湖•凤凰城 / Fengming Lake, Fenghuang Town
364	爱家淮安 / Aijia Huai'an
366	奇瑞城北住区 / Chery Residential Area in Chengbei

368 芜湖镜湖新城 / Jinghu New City in Wuhu





Green Center in Dalian Jinzhou China

中国・大连金州新区绿地中心

Project venue: Dalian, Liaoning **Developer**: Shanghai Green Group

Land scale: A plot:18,944 m², B Plot: 6486 m².

Construction scale: A plot: 211,115 m² B plot: 46,306 m².

FAR: A plot 9.4, B plot 6.0

Design time: 2012

Dalian Jinzhou Green Center is located in Dalian, Xiaoyaowan International Business District core area, on the east side of the center of main axis of the Green Belt. Plot is surrounded by fast-track line 9 and line 3; therefore there is convenient transportation and excellent land use condition.

Dalian Jinzhou Green Center is consisted of north block and south blocks: There are a 300 m high-rise office building and three eight-storey commercial buildings in south block. There are two 100 m high-level buildings in north block. North and south block is connected to each other by the corridor at the bottom, forming a city complex. Total floor area is approximately 257,000 m².

Learning the essence of Dalian - gateway to history and culture and the coastal context, the world's coastal financial center, financial business, leisure, office, entertainment, science and technology hall, sports and leisure, ecology - the project should be ranks as one of the characteristics of the core of the CBD, to create an open neighborhood, colorful three-dimensional urban space, and shape the classic architectural image as one whole with a tower by the sea.

项目地点:辽宁大连 **开发商**:上海绿地集团

用地规模: A地块18944平方米, B地块6486平方米 **建筑规模**: A地块211115平方米, B地块46306平方米

容积率: A地块9.4, B地块6.0

设计时间: 2012

大连金州绿地中心位于大连小窑湾国际商务区核心区域的中心主轴线绿带东侧,基地四周均有城市道路环绕,快轨9号线和3号线在此交汇,基地交通便利,用地条件优越。

大连金州绿地中心由南北两地块组成,其中南地块由一栋300米的超高层办公楼和三栋8层的商业楼组成,北地块由两栋100米的高层构成,南北地块由连廊在底部连接,形成综合体。总建筑面积约257000平方米。

总体创意汲取大连门户的历史文化及滨海之文脉精华,以世界级滨海金融中心为主题,融商贸金融、商业服务、行政办公、生产服务、文化娱乐、科技会展、体育休闲、生态宜居等为一体的特色CBD之核,打造开放的街区,多彩的立体城市空间,塑造经典的建筑形象为一体的海边之塔。







