

Shopping Mall

商业广场 II

香港科讯国际出版有限公司 编著

II

《华中科技大学出版社

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Shopping Mall II

商业广场 II

PREFACE

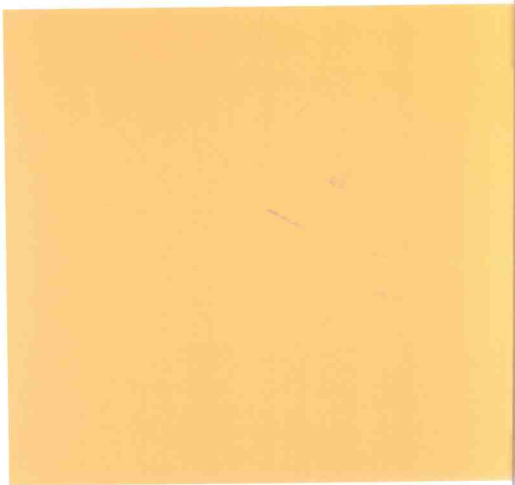
and use requirement of commercial building more than to emphasize the design constitution of building facade and the expression of materials, taking into account the visual identification, exhibition, performance, individuality and informatization of architecture to realize the strong communication of business culture. The practice shows that a successful design proposal not only can represent the value orientation of modern consumption, entertainment and culture, but also become the carrier of urban feature.

The publication of *Shopping Mall III* is on the basis of the book with the same title that has been published and won good market in 2007. The projects in this book are the newest and the best design proposals of commercial building at home and abroad, which are chosen strictly in a more scientific and rational presentation. It displays the creative philosophy, modeling design, functional construction and materials of the project, explains the design soul of high-class and classical works by exquisite pictures and concise words. This book provides the designers and relevant professional persons some precious reference.

As an emerging business pattern, shopping mall is prevalent among Occident in 1950s. After nearly 100 years development, it has become the mainstream of retail formats. The development wave quickly sweeps through the world, which shows a thriving spirit and attracts the attention of developer and architect.

Shopping mall is a new architecture pattern which develops from the traditional market place. It pays attention to the improvement of overall environment and function, applies a new consumption concept of "one-stop shopping" and creates a new shopping experience. That is why shopping is not only the consumption, but also the enjoyment for life. Its super huge volume, fully equipped facility, bold design and emotional color and shape attract more and more consumers. Shopping mall has become the most vigorous important part of city gradually and it reflects the feelings of urban culture from different sides.

Nowadays shopping mall is not only a pure shopping place, but also the spirit place possessing the deep culture connotation. More and more design works not only just to satisfy the space function



前言

商业广场作为一种新兴的商业形态,于20世纪50年代开始盛行于欧美等发达国家。经过近百年的发展,它如今不仅成为欧美国家的主流零售业态,其开发建设的风潮更是快速席卷世界各大城市,呈现出欣欣向荣的燎原之势,且长时间保持着对开发商及建筑界的吸引力。

作为传统集贸市场衍变而成的一种建筑形态,商业广场重视整体环境和功能提升,结合“一次性购足”的新消费理念,创造了一种全新的购物体验,使购物不仅仅是一种消费行为,更是生活的一大享受。其超大的体量、齐全的功能设施、大胆的设计和创新以及富有激情的色调和造型吸引了越来越多的消费者前往。商业广场日趋成为城市中最活跃、最富有活力的重要组成部分,且从不同侧面反映着城市文化的风情。

当下的商业广场不仅是作为购物环境而存在,它还成为一种具有深层次文化内涵的精神场所。越来越多的建筑设计师作品倾向于在满足该类型商业建筑空间功能及使用需求的同时,注重建筑外立面的设计构成及材料表现方式的探索,重视建筑的视觉识别性、展示性、表现性、个性化及其信息化,以实现商业文化的强势传播。实践证明,一个成功的设计方案不仅能够代表现代消费、娱乐、文化的价值取向,且能成为城市特色体现的载体。

《商业广场II》在07年同名书出版并赢得良好市场声誉的基础上,延续精挑细选的原则,以更为科学合理的编排方式整合当下最新最顶级的中外商业建筑设计方案以赠读者。通过展示其创作理念、造型设计、功能结构、材质运用等重要,用精美的图片与简洁的文字全面诠释经典高端之作的的设计精髓,为广大设计师及相关专业人士提供宝贵的借鉴资料。

Comprehensive Shopping Mall

综合大型商业广场

CONTENTS 目录

Comprehensive Shopping Mall

综合大型商业

广场

001

This type of shopping mall is usually located in the center of city, which becomes the landmark of urban business and the window of fashion. It is incorporates a variety of services and competitive advantages, which is not only the one-stop shopping place, but also the center of culture, leisure, recreation and social communication. The designers melt the concept of "shopping happily" into the architectural design, put more emphasis on the interior landscape and adopt the techniques of artificial lighting and air-condition technology to break out the impact of natural condition. This type of shopping mall transfers to develop in suburb area because of the saturation of population and business buildings in the center of city.

位于寸土寸金的市中心的大型商业广场,往往是城市商业的标志性建筑,具有引领时尚的窗口作用。它整合了多种服务功能和竞争优势,不仅是一站式购物的消费场所,还是人们文化、休闲、娱乐和社交的中心。由于地理位置的限制,设计者在将“寓购于乐”的理念融入建筑设计过程之中的同时,侧重强调以内部绿化及灯光照明等手段营造自己的气候,以摆脱自然条件的影响。由于市中心人口与商业建筑密度的日趋饱和,这种综合大型商业建筑逐渐转向郊区发展。



Kamppi Commercial Center in Finland

芬兰 KAMPPI 商业中心

002~013

Kamppi Commercial Center is located in the Center of Helsinki, Finland, which is a new rising commercial and residential area in Helsinki. The project includes one shopping center, three office buildings and three residential apartments. The shopping centre owns about 150 shops and 22 restaurants. It is the biggest single architecture area and covers many reconstructions.

Kamppi 中心位于芬兰首都赫尔辛基市中心,被认为是赫尔辛基新崛起的商业区和住宅区。项目包括1个购物中心、3幢办公大楼和3幢公寓楼,其中购物中心容纳了约150个商店和22个餐厅。作为一个耗时4年的建筑工程,它是芬兰规模最大的单个建筑区,其中包括了大量难度较大的重建工程。



LOTTE TOWN in Korea

韩国 LOTTE TOWN

014~025

LOTTE TOWN has developed in two phases over ten years. In 2002, it began to develop AVENUE and fashion stores, at the same time it planned master layout and architecture redesign for the whole complex in order to create a new headquarter image for mature brand of Lotte Group and make it become the city within city in Seoul.

乐天城在十余年间,经过了两期的开发。在2002年进行规划设计第三期开发的同时,对乐天城的整体建筑群也进行了总体规划、建筑更新设计,以打造一个强势成熟品牌的崭新总部形象,使其成为首尔市名副其实的城中之城。



Sello Commercial Center in Finland (Phase I and II)

芬兰 SELLO 商业中心 (一期和二期)

026~033

The atmosphere of this project is both vivid and transparent. The architecture with several glass-roofed openings and various views form a gallery. When standing on Sellohaakio Inner Square, you will see all the floors easily. The same feeling of transparency is presented on the upper floors as well.

本案是一个具有生动活泼氛围的商业休闲空间。有敞口的玻璃屋顶建筑与众多的风景结合起来,形成了一个整体的长廊空间。站在 Sellohaakio 室内广场,可以一眼就看尽所有楼层,这种一览无遗的感受在顶层也同样存在。



Siam Paragon Shopping Center in Thailand

泰国 Siam Paragon 购物中心

—034~039

Siam Paragon is a world-class retail / entertainment complex that includes high-end retail shops, an upscale department store, a large modern gourmet supermarket, an auditorium, a cultural center, and attractions. It sits adjacent to a lush tropical garden and a proposed resort hotel. The overarching challenge of the project is to create a graceful yet functional design in combination with an exterior shell that unifies all the complex's disparate elements into a cohesive whole.

Siam Paragon 是世界一流的零售和娱乐中心，项目包括高端零售商店、高档百货中心、大型现代美食超市、剧院、文化中心和其旅游景点。它毗邻一个郁郁葱葱的热带花园和度假酒店。该项目首要的挑战是要创造一个优美且极具功能性的外壳，统一所有复杂的不相干的内容，使其纳入一个有凝聚力的整体。



The MixC City in Shenzhen

深圳华润万象城

—040~053

The MixC city is a large shopping mall with about 300 different functional shops distributing in 6 floors, which combines retail, restaurant, entertainment, culture and sports into a whole. Furthermore, it is regarded as the largest interior shopping mall in Shenzhen, the best in South China and the most representative in China, which is also the symbol of new shopping malls in Shenzhen.

万象城是华南中心的购物及娱乐中心，拥有6个高厅楼面，近300个大小不一、功能不同的独立店铺，集零售、餐饮、娱乐、休闲、文化、康体等诸多元素于一身，被定位为深圳最大、华南最好、中国最具示范效应的超大型室内购物中心，是深圳新一代购物中心的标志。



Guangzhou Grandview Mall

广州正佳广场

—054~065

"Experiential theme shopping paradise" is the design concept of this project, as the largest mall in experiential consuming mode, it is a modern shopping center consisting of retail, leisure, entertainment, catering, exhibition, fitness, tourism and business. Designed as a world-class business center, with the optimal ratio of 18% catering, 30% amusement and 52% retail, the mall strictly arranges its business layout to create an exclusive experiential shopping mode in china.

项目以“体验式主题购物乐园”为设计定位，是当今中国最大的完全贯彻“体验式消费”模式，集零售、休闲、娱乐、餐饮、会展、康体、旅游及商务于一体的现代化购物中心。它以世界级商业中心为定位，严格按照餐饮18%、娱乐30%、零售52%的黄金比例安排商业布局，缔造了地步中国的体验式购物形态。



Shanghai Wanda Plaza

上海万达商业广场

—066~077

Shanghai Wanda Plaza is located in the center of Wujiaochang where has "one ring, five rays" road network, which is one of the biggest commercial projects in Shanghai. A solid communication network is constituted by middle ring overhead, underground traffic, ground traffic, sunken pedestrian square and subway system surrounding the plaza, which has a unique geographical advantage.

上海万达商业广场位于五角场环岛地面交通“一环四射”路网结构的中心，是上海市最大的商业项目之一。广场周围由中环高架、地下交通、地面交通、下沉式人行广场及地铁构成一个立体交通网，具有得天独厚的地理优势。

Theme Shopping Mall

主题式商业广场

078~079

Following the arrival of individualized era, the commercial buildings ask for variation. The designers break out the original concept on the basis of the comprehensive shopping mall, trying to produce various theme shopping places and look for enduring attraction with the help of different space atmosphere. Their uniqueness and individuality form the special brand personality. Commercial building is becoming mature, the theme design will become the main stream in the 21st with its advantages and strong vitality that traditional shopping center can not compete.

个性化时代的到来对商业建筑提出了差异化的要求,设计者在综合大型商业广场的基础上进行突破,着力以建筑语言营造主题各异商业场所,通过借助不同的空间气氛寻求并创造商业项目更为持久的核心吸引力,它们以别具一格的形象,形成了自身的独特化和个性化,从而树立了卓尔不群的品牌个性。随着商业建筑成熟期的到来,主题式的设计建筑趋势势必会以传统商场无法比拟的优势和强大生命力而成为 21 世纪商业建筑设计的主流。



Elements Mall in Hong Kong

香港圆方购物中心

080~091

As a retail centre that was predominantly on two levels, and a mall that was also very horizontal and linear as the retail spaces, central to Benoy's intention for the project was, to create a "sense of place." Designers explored different themes to give each of the different retail quarters its own distinct character.

作为一个双层式商铺及水平横式的大型购物中心, Benoy 贯穿于其中的理念是创作一个“具有感觉的空间”,设计者探寻着给每一个不同的零售区域赋予不同的特殊主题,不仅像大多数香港的购物中心那样反应白、灰、玻璃和铝,同时也对香港现有的城市密度作出回应。



Beijing Shin Kong Place

北京新光天地

092~103

This case is located in CBD, Beijing. As the department store owns largest single area, Shin Kong Place integrates the leading advantages of retail trade of home and abroad, gathers the function of shopping, leisure and recreation, produces an international leisure shopping space.

本案坐落于北京 CBD 华贸商圈,作为中国单体面积最大的百货公司,新光天地整合国内外百货零售业的领先优势,集购物、休闲、娱乐为一体,以独特的“高舒适度国际百货”经营理念,打造了一个“与国际时尚零时差,不同消费者专属”的休闲购物空间。



Dolce Vita Shopping Mall in Portugal

葡萄牙 Dolce Vita 购物中心

104~111

The city of Porto in Portugal is home to the FC Porto Dragons, one of Europe's leading soccer teams. Dolce Vita Porto is dwarfed by the size of the stadium and is separated by a boulevard creating an urban canyon between the two projects. As a commercial venture, this created a problem for the architects, as it must be highly visible to attract customers.

Dolce Vita 购物中心坐落于欧洲著名足球队波尔图队的发源地波尔图,与高大雄壮的体育场仅以一条林荫大道相隔。体育场高大的水泥墙使其周围的建筑很难具有存在感,如何增强购物中心对顾客的吸引力,是设计者面临的一大难题。



Schönbühl Shopping Center in Switzerland

瑞士 Schönbühl 购物中心

112~119

Schönbühl is the first shopping center in Switzerland. Alfred Roth built it in 1967 at the same time as Alvar Aalto's Schönbühl building. In order to meet the 40th anniversary celebration of Schönbühl Shopping Center, Holzer Kobler Architekturen, undertook the redesign of the shopping center, which focused especially on the visitor's flow as well as the redesign of the interior. The main architectural and design changes occur at the main entrance and the atrium.

拥有“瑞士第一购物中心”之称的 Schönbühl, 1967 年由 Alfred Roth 建成。同年, Schönbühl 大厦由 Alvar Aalto 建成。为了迎接 Schönbühl 购物中心建成 40 周年庆典, Holzer Kobler Architekturen 对它进行了翻新设计,重点针对顾客人流及室内进行规划改造。其中,主入口及中庭是本次设计的最大亮点。



Yitian Holiday Plaza in Shenzhen

深圳益田假日广场

120~129

A large-scale complex building of experienced shopping center, ecological office building, and five-star theme hotel is located in the core section of humanity community in OCT, Shenzhen. This project has excellent geographical location and convenient transportation for it is built on the subway system.

本案是一座集体验式购物中心、生态写字楼、五星级主题酒店为一体的大型建筑综合体，坐落于深圳华侨城人文主题社区的核心地段，地理位置极其优越，还是深圳唯一拥有双地铁站厅的地铁上盖物业，交通极为便利。



Joy City in Beijing

北京西单大悦城

130~145

This project is characterized as the urban commercial center, includes a large shopping mall, office building, hotel, cinema, catering and entertainment facilities. It has 15 floors over ground and 4 floors underground, and it is the landmark project that leads a new generation of commercial compound building.

本项目为都会型商业中心，包括一个大型购物中心、办公大楼、酒店、电影院、餐饮及娱乐设施，地上15层，地下4层，是引领北京新一代商业复合式建筑的地标式开发案。



Danling International Commercial Plaza in Shanghai

上海大宁国际商业广场

146~155

This project abandons the traditional layout, integrates a series of commercial, office and life facilities, adopts design approach that combines with multi-storey and high-level, scattering large and small commercial space at random, creates a comfortable space with stream of people and traffic that includes building, shopping street, lane, square, arcade and green platform.

该项目摒弃传统的大型集中框式布局，另辟蹊径，将一系列商业、办公及生活设施自然结合，采用多层与高层结合、大型与小型商业空间错落分散设置的手法，创造出由建筑、购物街、里弄、广场、拱廊、林荫道、绿化平台等组成的人流与车流舒适共存的空间。

Regional Shopping Mall

区域型商业广场

156~157

In the development trend of economic regionalization, the regional shopping mall locks the target group of consumers in a certain area and is built according to the local business environment and the characteristics of consumers. This type of shopping mall will become the hot spot in the coming time. The designer strengthens the feature of experience and the expression of regional culture, gives prominence to the communication with the urban space. They fill up the commercial blank of one district and improve the economic development of area. Some shopping malls have become the landmark buildings in this district with its special building design style.

在商业经济区域化的发展趋势下，将商业项目的目标消费群锁定在一定范围内，根据本区域商业环境及消费者特点而创建的区域型商业广场伴随着城市化进程的加快而获得了极大发展，在未来一段时间内很有可能成为商业广场的主流热点。设计者在该类型建筑上加强了体验化及地域文化表现，突出其与城市空间的交流互动功能，它们或填补了某一区域的商业空白，或以其独特的建筑设计风格成为该区域的地标性建筑。



Cloud Nine Shopping Mall in Shanghai

上海龙之梦购物中心

158~169

Cloud Nine Shopping Mall is the shopping mall with largest single building so far in Shanghai and the only commercial center combined the functions of traffic transit, shopping, leisure, entertainment, business and hotel in mainland.

“龙之梦”是上海中山公园商圈的核心，是上海迄今为止单体面积最大的购物中心，也是中国大陸目前唯一的一座融城市交通换乘、购物、休闲、娱乐、商务、酒店等多种功能于一体的商业中心。



Shekou Garden City in Shenzhen (Phase II)

深圳蛇口花园城中心 (二期)

-----170~183

Garden City (phase II) is located in the joint part of Nanyou and Shekou and the junction of Dongbin road and Nantai avenue, which are the two main artery traffics in Nanshan district. Its commercial area reaches over 70 000 m² with five strength stores and nearly 100 brand specialty stores. After the opening up of Garden City, it has become the large-scale commercial complex for shopping, recreation, dining and leisure use, which fills in the gap of high-end business in Nanshan district.

花园城中心 (二期) 位于南油和蛇口两大片区的连接部位, 在南山区两大重要交通干线东滨路和南海大道的交汇处, 商业面积达 7 万多平米, 有 5 家主力店和近百个品牌专门店。花园城中心开业后, 成为当时南山区首个集购物、餐饮、休闲、娱乐为一体的大型综合类商业项目, 填补了南山区中高端商业的空白。



Shenzhen Coastal City

深圳海岸城

-----184~199

Coastal City adjoins to the Houhai Binlu and Chuangye Lu in the southeast and the Binhai Dadao and Houhai Dadao in the northwest. It constitutes the Nanshan business culture center combined with Kempinski Hotel, Poly Cultural Square and Tianli Central Plaza. It has become the representative urban complex with the large area, complete function, extensive consumer group and intense fashion feeling.

海岸城东南毗邻海滨路、创业路, 西北接壤滨海大道、后海大道, 以核心商业的姿态, 携领凯宾斯基酒店、保利文化广场、天利中央广场, 共同构建出南山商业文化中心区。它是迄今为止深圳西部经营面积最大、功能最齐全、服务人群最广泛、最具代表性、时尚气息最浓郁的滨海风情多功能城市复合体。



Q19 Shopping Center in Austria

奥地利 Q19 购物中心

-----200~211

The architect Peter Lorenz has successfully designed the Q19, a high quality shopping centre, in Vienna Döbling. It is an extraordinary urban and formal work and an example of a new architecture of international fascination. The exterior is attractive without sensational and trendy details; the interior is an exemplary, constructed, generous and functional space. This shopping centre can be considered as a remarkable contribution to Viennese contemporary architecture.

建筑师 Peter Lorenz 成功地设计了 Q19, 一个建立在维也纳 Döbling 地区的高品质购物中心。这是一个极具都市感和新国际建筑魅力的创作, 虽然外观并不新奇时髦但却很有吸引力, 且内部空间结构大方严谨, 功能齐全, 可以说是维也纳当代建筑艺术的典范。



Max-mall in Shanghai

上海 Max-mall

-----212~225

Max-mall is located in fringe area of Shanghai, which is a large integrated project in Minxing district. This project not only is filled with modern atmosphere in appearance and building a unique open space, but also divided into the different complementary service area to satisfy the need for modern urbanization.

Max-mall 坐落于市郊结合部, 是上海闵行区域内较大的一个综合性项目, 不仅在建筑外观上洋溢着十足的现代化气息, 构建出别致错落的开放空间, 且充分满足了城市次中心现代人对生活都市化的迫切需求。



Shenzhen COCO Park

深圳 COCO Park

-----226~235

This project is located in the center of CBD, Shenzhen, as the first shopping mall with interior streets, it has 12 devious interior corridors and 8 atriums. The bold and original technique in COCO Park is that 85% of the commercial spaces are designed as garden and water features. 85% greenery in vision gives a sense of leisure and enjoyment, it aims to produce a popularized shopping paradise.

本案占据深圳 CBD 中央, 是中国首个内街式购物中心, 有 12 条曲折的内廊及 8 大中庭。设计大胆创新, 将 85% 的商业空间用来做园林和水景, 创造出健康绿色的购物休闲空间, 带给人们悠闲生活的惬意, 旨在打造一个颇具特色和人气的新生代休闲购物乐园。

Shopping Street 商业街

236 ~ 237

Shopping street is the Vanity project of modern city as well as the shopping place. The designer should hold the principles of image design and function design to figure the feature of landmark business scene in central city. As the hot business mode at the present day, the development of shopping street has become another light spot in real estate market. The length and size of newly built shopping street refresh the record continuously, the competition of investment and promotion is getting intense, which makes the shopping street become the focal point.

商业街不仅是消费休闲的购物中心,也是现代城市的形象工程,设计者必须在具体操作中坚持形象设计和功能设计并重的原则,以凸显其中城市标志性商业地段特色。作为当下最为火热的一种商业模式,商业街近几年的开发建设已使其成为房地产市场又一大亮点。新建商业街的长度和体量不断地刷新纪录,招商和推广的竞争也日趋激烈,商业街日益成为众人关注的焦点。



Clark Quay in Singapore

新加坡克拉码头

238~243

This is the first large project in Asia designed by Alsop. After the transformation of Clark Quay, which is a historical site along the Singapore River, it has become a unique waterfront entertainment place that gained architectural development and design awards many times in Singapore.

本案是 Alsop 在亚洲设计的第一大型项目,通过对新加坡河沿岸的历史遗迹项目——克拉码头的改造,使其成为了新加坡独特的并多次获得建筑开发和设计奖项的水边娱乐胜地。



Taojie Shopping Street of Xi'an Greenland Century City

西安绿地世纪城寰界商业街

244~255

This project is located in the CBD of high and new technology industrial development zones in Xi'an. It owns excellent commercial environment, large-scale ecological environment and convenient traffic. This case includes 1 underground floor with 273 parking spaces and 3 floors over the ground. The building area over the ground is 19 825 m², and the underground area is 11 288 m².

本案位于西安高新技术开发区 CBD 内,具有优越的商业环境和大型生态环境,交通便利,项目包括停车位达 273 辆的地下 1 层车库及地上 3 层商业用房,地上建筑面积 19 825 平方米,地下建筑面积 11 288 平方米。



Hangzhou Hubin International Boutique Compound

杭州湖滨国际名品街

256~265

This project is located in an old district near the West Lake with several streets, will be constructed to a mixed-use area integrating with office buildings, leisure center, entertainment and shopping area, which will serve as a new landmark of urban activities for local people. Drawing inspiration from the diverse waterscape of the West Lake, the design of this project blends the modern architecture with natural landscape elements and as a result the history and the environment of this famous city harmoniously mingle with the modern district.

本案位于杭州西湖边的旧城区,是集办公、休闲、娱乐与购物为一体的街区及时尚品牌的荟萃中心。项目设计灵感源于变化万千的西湖水,其融合现代建筑学和自然景观因素,将历史名城的历史文化和自然景观有机融入现代化的城区之中,营造了城市活动的新标志。



Beijing RMBox Shopping Street

北京望京六佰本商业街

266~277

This project is the only Pedestrian Shopping Street in Wangjing district, Beijing. Its design concept features with non-limitation dining, retail without borders, zero-day entertainment and special access club. It is a comprehensive urban life plaza that provides business and life facilities and services, integrating the functions of dining, entertainment, shopping and recreation.

本案是北京望京地区唯一的商业步行街,以不设限餐饮、无国界零售、零时差娱乐、特别准入俱乐部为设计理念,整体定位于提供商务、生活配套服务的综合性城市生活广场,是集餐饮、娱乐、购物、休闲功能为一体的中高档综合建筑。

Others

其他

278~279

Professional Shopping Center, mainly runing one special commodity, develops very well at a surprising speed for the past few years. Combining the "one-stop shoppings" concept of Mall and specialized market, it introduces various international high class brands and domestic top brands, which not only satisfies the requirement of consumers in middle and upper class, but also develops new territory by its specialization. In terms of the architectural design, the designer pays attention to the environment and location of business circle, as well as emphasizes the feature of industry through building itself and a corresponding business atmosphere.

以某一类商品为主要经营品种的专业型商业中心近年来异军突起。由于将当代最先进 Mall 的“一站购齐”理念和专业化市场结合,引进了众多国际高端品牌及国内顶级品牌入驻,它们不仅满足了中高阶层消费群体的需求,还以其专业化特色在商业开发领域实现了空前的繁荣。在该类型商业中心的建筑设计上,设计者不仅注重对其所在商圈位置的考察和适应,更强调通过建筑本身来体现其行业特色,并竭力营造相应的商业氛围。



Shanghai Jisheng Wellborn International Furniture Village

上海吉盛伟邦国际家具村 -----280~295

Furniture Village is featured by global furniture flagship store group, which is totally overturning the traditional model of furniture mall. It will be another experienced shopping center with suburbanization and ultra-large type after the built of Shanghai Outlets. It forms furniture brand echelon led by world-class brands and introduces the new home life style into Shanghai and even Yangtze River Delta.

家具村以全球家具旗舰店集群的形式颠覆了传统家具卖场模式,将成为继上海奥特莱斯之后又一郊区化、超大型、体验式购物中心,形成以国际一线品牌领衔的家具品牌梯队,为上海乃至长江三角洲的消费者引入全新的家居生活方式,并提供了一个家居购物和休闲的好去处。



Shanghai Red Star Macalline Global Residential Mall

上海红星美凯龙全球家居生活广场 -----296~309

This project is located in the junction of Wenshui road and Hutai road, and belongs to Wenshui business circle. This project has 7 floors, integrating furniture, building materials, ornaments, home decoration, home appliances, the marriage celebration and house properties display. It also combined the function of recreation, dinning, exhibition, entertainment and service, which has become the biggest residential. The case is located at the intersection of Zhonghuan Wenzhuan Road and Shanghai Expressway, belonging to Wenzhuan Water Circle. The project has built 7 floors, integrating furniture, building materials, home decoration, home appliances, the marriage celebration and house properties display. It also combined the function of recreation, dinning, exhibition, entertainment and service, which has become the biggest residential. The case is located at the intersection of Zhonghuan Wenzhuan Road and Shanghai Expressway, belonging to Wenzhuan Water Circle.

This type of shopping mall usually located in the center of city, which often the landmark building of urban business and the window of fashion trend. It incorporates a variety of services and competitive advantages, which not only the one-stop shopping place, but also the center of culture, leisure, recreation and social communication. Because of the limit of location, the designers melt the concept of “shopping happily” into the architectural design, put more emphasis on the interior landscape and adopt the techniques of artificial lighting and air-condition technology to break out the impact of natural condition. This type of shopping mall transfers to develop in suburb area because of the saturation of population and business buildings in the center of city.

位于寸土寸金的城市中心的综合大型商业广场，往往是城市商业的标志性建筑，具有引领时尚的窗口作用。它整合了多种服务功能和竞争优势，不仅是一站式购物的消费场所，还是人们文化、休闲、娱乐和社交的中心。由于地理位置的限制，设计者在将“寓购于乐”的理念融于建筑设计过程之中的同时，侧重强调以内部绿化及灯光照明等手段营造自己的气候，以摆脱自然条件的影响。由于市中心人口与商业建筑密度的日趋饱和，这种综合大型商业建筑逐渐转向郊区发展。

Kamppi Commercial Center in Finland

芬兰 KAMPPI 商业中心

Client: Limited Company SRV-Viitaset Oy, Helsinki City Real Estate Department, Helsinki Kamppi Center Ltd.

Architects: Juhani Pallasmaa Architects, Helin & Co Architects, Marja-Riitta Norri Architects, ARX Architects
Floor area: 81 250 m²

Gross area: 131 300 m² (commercial 45 500 m², offices 14 150 m², housing 9000 m², pedestrian 10 700 m², terminals and parking 36 500 m², traffic tunnels, ramps, technical area 15 450 m²)

Location: Helsinki, Finland

开发商: Limited Company SRV-Viitaset Oy, Helsinki City Real Estate Department, Helsinki Kamppi Center Ltd.

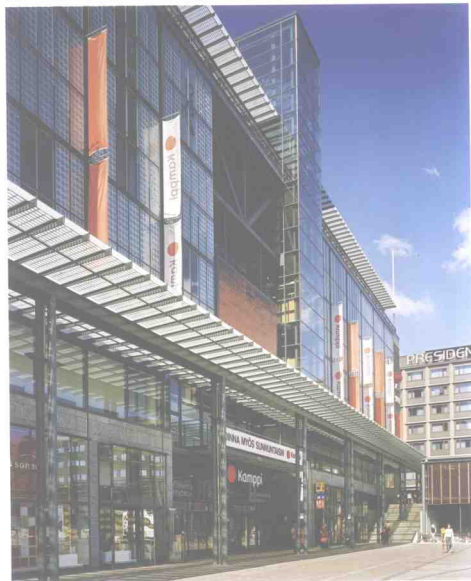
建筑师: Juhani Pallasmaa Architects, Helin & Co Architects, Marja-Riitta Norri Architects, ARX Architects

建筑面积: 81 250 平方米

总体面积: 131 300 平方米 (商业 45 500 平方米, 办公 14 150 平方米, 住宅 9000 平方米, 人行 10 700 平方米, 停车场 36 500 平方米, 交通通道/坡道 15 450 平方米)

项目地址: 芬兰赫尔辛基市

Kamppi Commercial Center is located in the center of Helsinki, Finland, which is the new rising commercial and residential area in Helsinki. The project includes one shopping center, three office buildings and three residential apartments. The shopping center owns about 150 shops and 22 restaurants. It is the biggest single architectural area and covers many reconstruction engineers.





Master Plan 总平面图