

景观森林

设计实践

景虎国际 / 龙赟 著



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一、实践历程——路在景虎脚下

景虎的故事是从2006年开始的。

公司刚成立时，不管多么不靠谱的甲方，只要有一点机会都得抓住啊！李晓岚、阎莹、李思远等最早的一批同事一起在时代天骄小区里埋头画图；第一次承接悉尼湾这样的百亩项目的喜悦；汶川地震后在温江继续战斗；铁面陈总滔滔江水般的怒言；福州的烈日下与母丹、雷冬一起爬了四年还没爬完的山顶公园；西安的雪地里种植物；融侨公园获奖；领导视察南江滨……这是我，景虎国际的总经理和设计总监，在公司成立十周年时的感言。

从最初在成都时代天骄小区里的拥挤办公室，到迁入写字楼，一群技术理想主义者，一群用作品说话的设计者，一群不断提升的攀越者，一群不畏艰难的乐天主义者不断围聚起来，一同走上景观设计“执着于景·敬天爱人”的不懈追求之路，始终秉承着“敬重自然、遵循天道、践行环保”的信念。我们切实探求景观设计、景观工程、苗木生产的产业一体化模式，并精专于景观研发、景观规划设计、景观产品集成、施工现场服务等项目管理与策划增值服务。

这一路是怎么过来的呢？这本记录景虎成长的书册不仅仅是纪念，更是小结，也是这个团体人人参与、不断总结的思想结晶。

2006年：萌芽。关键词：时代天骄、一无所有、水慕清华、人员、期待正式项目

本着诚信务实的态度，终于接到水慕清华的项目。景虎对这个项目投入了大量精力，到现场与施工方一起种树，购买雕塑小品、硬景材料。所幸的是，这个项目完工后在当地引起广泛关注，并受到一致好评。后来还被收录在《2010年中国景观设计年鉴》中。

2007年：存在。关键词：汇融项目、鸿阁一号、保利项目、搬家、设计师、团队组建

经过一段艰难的时光，公司慢慢创建了设计团队和研发团队。迎来了第一个一线开发商的项目：保利-洞庭东岸。鸿阁一号、汇融名城等项目终于以实景呈现。公司技术得以提升，设计流程也更加规范。

2008年：烙印。关键词：地震、金融危机、研发、为大公司做设计

作为一个刚起步、还未站稳脚跟的新公司，我们经历了接二连三的冲击：地震、金融危机、众多项目因开发商的土地转让而流产……但景虎坚持同舟共济，降薪不裁员。在这一年里，研发部对地产景观的系统研究也从未中断，使理论研究工作持续推进。

2009年：坚守。关键词：融侨、论坛

这一年是景虎大发展的一年，也是最艰苦的一年。景虎开始了和融侨集团的紧密合作。融侨集团的设计总监是施工单位公认的“陈杀手”，他的严格要求几乎压得我们喘不过气，施工图和种植设计图经过二十几轮修改才定稿。我们在城市之间不停穿梭……年终的时候，我们终于舒了一口气，熬过来了！这一年，我们还成功举办了“2009地产景观高峰论坛”。

2010年：涅槃。关键词：上海、经历、教训、经验、长三角系统了解、市场

2010年，景虎又搬家了。办公环境越来越好，各方面都步入正轨。但这一年也得到了不少的教训：在企业扩张方面，上海分公司组建又撤回的经历让我们对市场有了更清醒的认识，尤其是对长三角城市的设计市场有了更深刻的了解。研发部经过三年努力研发而成的《迈向产品系》也逐渐成形。这一年，景虎开始涉足苗圃业，为下一个五年计划，即产业链一体化做好准备。

2011年：甲方大爷。关键词：幸福感、Hold住、视野、奖金制度

面对依然强势的客户，我们无奈地称他们为“甲方大爷”。我们期待将设计行业的买方市场转变为共赢市场，用我们的

实力证明设计产品的质量，也许到那时甲方便不再是“大爷”了。同时，这一年是景虎着力提升幸福感的一年，公司实现了大幅度加薪，并建立了客观公正的奖金分配制度，激发了员工的潜力。

2012年：《迈向产品系》。关键词：研发、沟通与交流、团队建设

《迈向产品系——地产景观之路》这一辛苦孕育的研发成果是景虎研发部对当时地产景观风格的详细梳理，这本书出版后在业内广受好评，乃至成为了开发商的工具书！这一年，景虎的成长也有赖于高素质团队的建设。与此同时，景虎提倡通过“提升技术、改进工作方法、提高工作效率、建设数据库”等手段对员工的工作方式进行改进，大大改变了设计师的亚健康状态。

2013年：提升。关键词：人才建设、团队智慧、发展计划

这一年是景虎持续成长和提升的一年。人才的全方位建设、注重个体的培训和训练，使个人发展和公司发展同步提升。

2014年：待续。关键词：平台——行业平台、事业平台、个人发展平台

大事件一：景虎着手搭建文化传媒平台，最终形成“设计—传媒”一体化的产业发展方向。“DE地意文化”对外建立景观行业最具影响力的企业精英组织——DE私董会，对内则作为景虎团队团结的纽带。“DE地意文化”的活动均以“助力景观设计+，服务园林产业链”为宗旨。

大事件二：2014年年底，景虎组建文旅团队，从此开启了璞旅、田园、文创等文旅细分领域的探索之路。

2015年：应变。关键词：整合团队、寻求突破

在2015这个“不寻常的变化之年”，景虎也在“阵痛”中成长。一方面，设计（人居、文旅）团队、传媒团队等各个部门进行了人力资源的优化整合；另一方面，“在这个最坏的时代，也是最好的时代”，景虎各个团队也在摸索中前进，三思而后行：人居力争资源、文旅构建资源、传媒整合资源。无论是项目投标，还是项目开发，2015，景虎都在市场的淬炼中无畏前行。

就这样，从一个人的理想到一个团队的理想，景虎国际坚持强调对景观的全面认识、理解和创造，坚持不懈地从文化背景、市场需求、区域条件和可持续发展的角度来审视景观行业，深入理解技术发展、市场变化带来的影响，以及其与经济、文化现实的矛盾，积极创造景观的新语言和新文化；在研发方面致力于在理论与市场的平衡中研发产品，加强与国内外相关学术机构的沟通、交流与合作；在标准化方面为开发商提供景观产品系研发服务，解决客户在快速开发过程中遇到的质量及成本控制等问题，通过构建标准化设计达到对项目的有效管控。

由此，景虎国际不断发掘特定条件下景观与市场、景观与社会构成中潜在的景观价值和社会价值，为不同文化生活、不同地区环境下的景观与规划塑造出具有标志性和导向性的作品。在成都、重庆、福州、西安、南京、合肥等中国中纬度区域的城市中，不断涌现出景虎国际的标志性作品。这些成果正是景虎国际在设计实践中的一个个坚实脚印。

二、设计实践——从思考到践行

实践的景虎，行进的景虎——这个团队有理想、有研究、有创新，在对话、在行动、在传播……景虎人是幸福的，景虎人正做着幸福的事。

景虎在思考

景观是人与人、人与自然的关系在大地上的烙印，是自然与美印记在人心中的永恒结合体。景观规划设计何尝不是对自然的关怀，对文化的关怀，对生存和生活的关怀。因此，唯有类本着仁爱的态度与自然相互作用，才能取得生动的和谐，平衡的大美。

景虎国际通过不断地学习、思考和创新，谨慎而大胆地进行每一次设计探索：与建筑学、城乡规划学、环境艺术、市政工程设计等学科和行业紧密联系，同时掌握好自然系统和社会系统的多方面知识，协调人与自然、人与城市的关系。道法自然，仁爱万物，让现代生态伦理与景观设计相互交融。力求设计出充满个性创意与人文气质的作品，同时倡导不盲目追求物质享受、多为社会奉献的绿色生活理念。

本书正是如此深入思考的作品呈现。景虎团队在深刻理解项目场所精神的基础上，综合协调各方面因素进行创作，包括文化气质、环境特性、功能需求、资金投入量等。

景虎在发声

“我一开始就没有把景虎国际简单地视为一个求生存发展的公司，如果自己的思考、研究、推动是有益的，为什么不对景观设计业界的一些困惑和流弊发出正当的回应？对社会的担当、对业界的影响，我义不容辞。”

部分文章摘录：

“我们应该思考如何将传统的居住模式与现代功能结合起来。在目前的阶段过去之后，国民的审美将发生很大的变化，会真正重视和尊重自己的文化、自己的生活方式……商业化是目前中国居住区存在最大的问题的症结所在。”

——《在中国过别人的日子》，龙贇（《景观设计学》第25期）

“景观已经沦为地产交易过程中的赠品！甲方大爷和我们都得思考：谁在为景观设计买单？”

——《谁在为景观设计买单》，龙贇（《国际新景观》第38期）

“2010年第二届成都景观论坛上，我们在呼吁：警惕新‘蜀山兀，阿房出’；看着路边哭泣的大树，看着村头、山头、田头日渐消失的大树，不由想到‘开发商要流着道德的血液’之语，我想这个道德，不光是社会道德，也包含着生态伦理与生态道德。”

——《血泪花园的联想》，龙贇（《国际新景观》第39期）

“东方，被国际化与现代主义摧毁了的东方，仅仅是商品，不再是生活的载体……西方更像是马赛克，不管深色、浅色还是杂色，我们总能从中看出整体的色彩与图像脉络。时代在色块中演进，生活在演进中还原。身临西方城市，你才觉得中国对于历史文化名城、传统街区的保护有多么可笑。”

——《东西方》，龙贇（《国际新景观》第41期）

“在公共景观设计领域，学术界也常常点起行政体制内的‘山火’。概念层出不穷（山水园林城市、田园城市、绿道、城市风貌、新农村，等等），每一个概念都伴随着一轮设计上的鼓吹，拆了建、建了拆……我们的教育需要告诉大家：真正做负责任的设计，真正做社会所需要的设计！”

——《景观理想的现实比照》，龙贇（《国际新景观》第42期）

景虎在研发

景虎拥有四大市场领域：地产景观、文旅景观、公共景观、生态景观。景虎人从不把“创新”简单地理解为“与众不同的形式”，而是赋予每一处景观不同的场所精神和生命特征。在这个过程中，景虎始终致力于对设计前沿问题的研究，在地产景观设计、公共景观设计、文旅景观设计等多方面形成了主题化、本土化、生态化、情境化四位一体的独到技术和独特趋势。

通过于2007~2010年间对全国21家优秀开发商的676个楼盘景观进行系统考察和研究，景虎收集了大量的第一手资

料。在剖析景观产品系意义的同时,探究其研发体系、实施体系以及景观功能模块等多个体系的内部环节,从而为企业构建景观产品系提供参考框架。其研究成果《迈向产品系——地产景观之路》已于2012年3月由上海科学技术出版社出版发行,受到广泛关注与好评,被作为行业手册。其后,景虎国际与复地集团、长虹集团、金融街集团合作完成了其景观标准化手册的研发任务。

景虎研发部关于景观产品系定制(设计)的研究成果还包括《景观产品系指引手册》《景观设计管理手册》与《景观设计标准及标准图集》等。除了在地产景观方面的钻研外,景虎也进行商业景观、文化旅游景观和生态景观领域的研究,并努力将其从研究转化为实践。

景虎国际一直希望做一个引领者,而不甘为跟随者。景虎国际将持续加大对研发的投入力度和对设计的深入研究,将产品系研发作为创新设计的助力器,并为项目研究提供理论支持。

景虎在对话

只有通过踏踏实实的交流和学习,才会具备更为广阔的视野。这些年来,景虎国际多次主办设计类的学术沙龙,各界朋友、同行、兴趣者等闻声而来。“浣花荟”系列学术沙龙曾邀请法国国立尼姆美术学院、北京大学景观设计研究院的安建国老师担任主讲嘉宾,举行“法国城市景观之路”讲座;上海资深景观设计师俞昌斌先生来讲解他的《源于中国现代景观设计:空间营造》,探讨如何寻求传统内涵与现代设计的平衡点,寻求传承中国文化传统内涵的现代表达方式。景虎国际还策划了“我的景观十年”设计随想类活动,活动参与方包括学术界、教育界人士,以及知名开发商和景观设计公司等,大家就案例分析、设计灵感之源、设计过程中的点滴等畅所欲言,分享了各自成功与失败的经验,引发了更有力量的设计思潮。

景虎人还经常参加国内举办的各种论坛、展会、培训、交流等。如北京大学建筑与景观设计学院“弹性城市”论坛、哈佛设计研究生院兼职教授克里斯·里德的演讲、主题为“景观设计与社区营造”的上海万科论坛等,也曾在第三届成都景观论坛,就“景观创新与行业发展”“研究·设计·产品”等议题和与会同行进行了深入的研讨。此外,景虎在2012~2014年间连续三届担任全国高校景观设计优秀毕业作品展评委,并参与高校景观设计优秀毕业作品交流会暨高校学生论坛。

“学习、沟通、交流”逐渐成为公司的常态。通过这一系列行业内的、跨行业的、与国际接轨的、储备新生力量的对话和交流活动,景虎国际逐步展现出更强的创新力、行动力和执行力。

不仅仅是文化传播

自2014年起景虎国际加大了行业平台的建设力度。2014年2月开始运营“DE景观广角”微信公众号,每天发布景观行业的新资讯:世界前卫的创意设计;人居、文旅、市政等各类景观赏析与评论;景观工程技术推荐与博览;景观行业的培训和教育;著名企业和特色推广;景观的苗木商情……

景虎发起的DE景观私董会涵盖全国300余家主流设计企业,为景观设计企业的管理者们提供了交流互动的平台。至今已在成都、重庆、西安、北京、广州等各大城市举行了见面交流会,形式活泼生动,内容丰富精彩,使得景虎自身和参与的会员们都受益匪浅。

同时,景虎国际还开展各种形式的专业培训、行业考察等活动。我们在做的,不仅仅是一种文化传播、话语传递;景虎团队旨在成为有社会责任感和行业担当的观察者和引领者。

三、企业文化

“要时刻想想客户还能信任我们多久。”正是抱有这样的诚恳态度,景虎国际团体中的每一个人都尽力地回报合作方的信任和托付。我们“从心出发”的理念赢得了越来越多包括国际性企业在内的大公司的合作意愿。

紧紧围绕“For Land, For You”的核心价值观,景虎国际在项目实施中不断克服并跨越景观设计公司常见的问题,例如异地交流、效果把控、设计创新、精准实施等。2008年起,景虎采用“协同设计”的工作方式:按“标准作业流程”,达

到所有工种的全流程合作，以保证项目最终的可实施性。这其中包括对外合作和内部系统合作两个部分。对外合作包括与同行设计单位、专业机构、开发商等的合作，通过与各合作单位深入沟通，对项目定位、设计细节等进行深入探讨，为管理者提供良好的决策背景。在内部系统合作中，项目团队由各领域专业人员组成，共同参与设计方案制订、施工图绘制，以及后期服务等各个阶段，在实践中让多方受益，也让合作更顺畅，工作更有效率。

员工价值与幸福密码

所思、所做的这一切，都来自景虎国际这个生命有机体，来自这个亲密的大家庭式学习型组织。“敬天爱人”，景虎为团队中的每一个人都提供良好的成长环境和支持动力，让每一位员工在这里都能够愉快地工作与学习，从而使大家在合作中成长，在成长中更加紧密地合作、共同创造。在这一过程中，个体的价值、工作的意义融为一体，如同获得了春风雨润的田地，长出宝贵的资产。

景虎一直致力于员工幸福感的营造：让员工深感努力被认同、成绩被认可；建立完备的培训和发展体系，通过个人成长计划和导师制度，使每位员工都在岗位上有所作为，为每位员工规划出清晰的职业发展道路；在薪酬福利方面，景虎提供了富有竞争力的薪酬和完善的福利政策，建立了公平的分配体系；在对员工进行及时激励的同时，也建立了员工问题反馈的畅通渠道。

做一个幸福的人，才能做成幸福的事。

积极、简单、透明

公司的每一份成绩都是大家的荣誉，景虎国际以包容的心态破除思维定式，用整体而客观的历史发展看待各种景观形式和创作手法，随时做记录、查资料、梳理文献、整理研究笔记等。

在心思意念、团队合作、人际关系、工作程序，以及劳动分配等各个方面，我们都提倡并注重简单化，令员工能够在轻松、简单、纯净的环境中安心工作，专注于设计创作，而不为其他所影响。

运作透明是与公平、公义和公正联系在一起的。让每一位员工都能成为主角，主动参与经营，减轻层级官僚气息。在经营上采用“阿米巴”模式，建设多个拥有明确志向和目标、持续自主成长的独立组织。以各个“阿米巴”的领导为核心，让团队自行制订各自的发展计划，并依靠全体成员的智慧和努力共同达到目标，进而实现“全员参与经营”的最终目的。公司的绩效指标直接落实到团队的项目组上，从而减少冗员，有效地应对环境变化，提高每个人的能动性。由此培养出一批又一批的实战型人才，从而让公司整体运作更加有效，同时也有力地支持了协同技术管理。

四、未来的路

回首景虎这些年来走过的道路，虽不够完美，但也没留下太多遗憾。景虎团队始终在努力，坚持着“工作是美丽的”这一理念。我们将工作中出现的问题看作自己成长的机遇，敢于面对和超越，每一次挑战都会带来多一点的进步。随着中国建设行业“白银时代”的到来，以及众多国际景观公司的入驻，本土的景观设计公司面临着更大的压力。相信压力也就是动力，总能有智慧和力量开出一条前行的路，且将会越来越宽阔。

龙 赞

2016年4月

于成都

LANDSCAPE FORESTS: PRACTICE OF LANDHOO DESIGN

I LANDHOO'S TEN-YEAR HISTORY OF PRACTICE

The story of LANDHOO began from 2006, "When the firm was first founded, we seized every bit of opportunity regardless of how ridiculous the clients were. Xiaolan Li, Ying Yan, Siyuan Li and other colleagues buckled down to work in our informal office in a residential area; the excitement when we first obtained a big project as Sydney Bay; the days of keeping working in Wenjiang after the earthquake; the raging face of Manager Chen; climbing the mountain-peak park that we had tried and failed for four years with Dan Mu and Dong Lei; planting in Xi'an on a snowy day; winning the award for the Rongqiao Park; government leaders' visit to the Nanjiangbin project..."

As the general manager and chief designer of LANDHOO, I present the above at the tenth anniversary of the company's foundation.

From the crowded, informal office in Shidaitianjiao Residential Area of Chengdu, to the magnificent office tower, we gathered as a group of idealists, a group of designers who voiced through work, a group of climbers who sought to higher goals, and a group of optimists who despised difficulties. We keep the faith of "ardent love for landscape and great respect for nature and human." We stay loyal to respecting the nature, following the natural laws and advocating environmental protection. We explore the integration mode of landscape design, construction and nursery production. We devote to landscape research and development, planning, product integration, as well as project management and value-added services such as on-site service.

How do we summarize the stories of LANDHOO in the past ten years? This publication documents the growth of LANDHOO. It is not only about memoirs but also a milestone, a collective achievement of all the team members.

2006: Sprout. Keywords: Shidaitianjiao Residential Area; Zero-start; Shuimu Qinghua Project; Team Members; Desire for Formal Project

Thanks to our honest and practical attitude, we finally won the Shuimu Qinghua Project. We spent great amounts of effort on the project, including planting trees with the contractor, purchasing ornamental structures and hardscape materials. Fortunately, the project ended well and gained wide attraction and good reputation. It was included in China's Landscape Design Yearbook of 2010.

2007: Existence. Keywords: Huirong Project; Hongge No.1 Project; Poly-Dongting East Bank Project; Relocation; Designers; Team Building

After a tough time, LANDHOO established the design and R&D teams. We also won a project developed by a premier developer — Poly-Dongting East Bank Project — for the first time. Other projects including Hongge No.1 and Huirong Mingcheng came to reality. Our technology was improved, our design process became more standard.

2008: Imprint. Keywords: Earthquake; Financial Crisis; R&D; Collaboration with Major Companies

As a start-up and unsteady company, LANDHOO experienced many blows: earthquake, financial crisis, and abortion of some projects due to land transfer by the developers... Even under such circumstances, LANDHOO kept solidarity by cutting down salaries instead of cutting employees. In this year, the crew of R&D department kept on their systematic study over real estate landscape.

2009: Holding on. Keywords: Rongqiao Group; Forum

2009 was the year of major development for LANDHOO and also the hardest year to the team. We began close cooperation with Rongqiao Group. Mr. Chen, the design director of Rongqiao Group, was called "the killer" by the local construction companies. His strict requirements weighed us down. Usually it took more than 20 rounds of revision to finalize the construction documents and planting design. In this year we had to travel among cities... By the end of the year, we finally took a breath. We survived! We also succeeded in holding the 2009 Real Estate Landscape Summit Forum.

2010: Nirvana. Keywords: Shanghai; Experiences; Lessons; Profound Understanding on Yangtze River Delta; Market

LANDHOO relocated again. The office was better and everything was on track. But we also learned a lot of lessons: as to the corporate expansion, the establishment and following dismissal of Shanghai branch made us more profoundly aware of the market, especially the design market in Yangtze River Delta. After three years of endeavor, the *Towards Product Lines* by LANDHOO R&D department began to take shape. In this year, we took our first step in nursery industry, preparing for the integration of full industry chain which was recognized as the next five-year goal of LANDHOO.

2011: Client the boss. Keywords: Happiness; Holding on; Vision; Bonus Scheme

Facing the aggressive clients, we reluctantly called them "Client the boss". We were looking forward to the shift

from the buyers' market to a win-win market, where we could prove the quality of our work and where the clients stopped being the boss. Meanwhile, LANDHOO focused on improving the employees' sense of happiness by not only realizing a sharp increase of salary but also establishing a fair and equitable bonus scheme that encouraged the team members.

2012: *Towards Product Lines*. Keywords: R&D; Communication; Team Building

Towards Product Lines — Real Estate Landscape Product Lines by LANDHOO R&D department represented thorough organization of the contemporary real estate landscape style and had become a reference book for developers. All through the year, the growth of LANDHOO was largely contributed by establishing a high-quality team. Meanwhile, employees' working methods were improved through better technology and working approaches, higher efficiency and database expansion. The health status of the designers was significantly improved.

2013: Improvement. Keywords: Talent Pool; Collective Wisdom; Plan for Future Development

2013 was a big year of growth and improvement for LANDHOO. We focused on establishment of comprehensive human resource system and talent pool, as well as individual training that was conducive to the growth of both the employees and the company.

2014: Continuance. Keywords: Platform — Industrial Platform; Career Platform; Individual Development Platform

Big Event One: LANDHOO started to build a culture media platform, DE Culture, with an ambition of forming the integration of "Design — Media" corporate industrial development. Externally, DE Culture founded the most influential business elite organization in landscape industry of China — DE CEO Group; internally, it bonded the LANDHOO's team. All the events hosted by DE Culture during the year were with the same goal of "facilitating landscape design+, serving the landscape industry chain".

Big Event Two: At the end of 2014, LANDHOO established its own team for cultural tourism business, and thereby started its exploration in the sub-fields such as tour of simplicity, rurality, and cultural creation.

2015: Flexibility. Keywords: Team Consolidation; Seek for Breakthroughs

In 2015, the year of unusual changing, LANDHOO grew in the "labor pain". On one hand, departments such as the design (residential design and cultural tourism) and media teams achieved optimization and integration; on the other hand, in this both "best of times" and "worst of times", each team of LANDHOO kept groping prudently. The residential design team endeavored for resources, while cultural tourism team structured resources and media team integrated resources. In 2015, LANDHOO kept moving fearlessly, whether in project bidding or the design process.

From one man's dream to a team's dream, LANDHOO insists on comprehensive understanding and creation of landscape, and examining the landscape industry through the lens of cultural context, market requirement, regional conditions and sustainability, thoroughly understanding the influence on technology development and market changes, the conflicts with economy and culture, as well as creating new language and culture in landscape. As to R&D, we focus on developing products, strengthening the communication and cooperation with both domestic and overseas academic institutions. Regarding the aspect of product standardization, LANDHOO provides the developers with R&D services of landscape product lines to balance the quality and cost control issue in the process of rapid development and achieve effective control over the project through standardized design.

Therefore, LANDHOO keeps exploring the potential landscape and social values between landscape design and market, as well as between landscape and social composition, providing symbolic and directive work of landscape design and planning for different cultural lifestyles and regional circumstances. LANDHOO's practice flushes in Central-China cities, such as Chengdu, Chongqing, Fuzhou, Xi'an, Nanjing, and Hefei. The works themselves speak the philosophy of LANDHOO.

II PRACTICE — FROM THINKING TO INITIATION

LANDHOO in practice, LANDHOO in process—LANDHOO is a team with ambition, study and innovation. LANDHOO is a platform for dialogue, action and communication... LANDHOO staffs are happy; LANDHOO staffs do cheerful things.

LANDHOO is Thinking

LANDHOO believes landscape is the imprint of relationship between human and human, and between human and nature. Landscape is the eternal home and branded on men's heart. Landscape planning and design is the care for nature, for culture, and for subsistence and life. Therefore, the dynamic harmony and balanced beauty can only be achieved through respectful touch on nature.

LANDHOO never stops learning, thinking and innovating. Every exploration on design is conducted in discretion and dauntlessness: we work closely with related disciplines and industries including architecture, urban and rural

planning, environmental design, civil engineering, etc.. Meanwhile, we grasp the knowledge of natural and social systems, and harmonize the relationships between human and nature and between human and city. We mimic the nature, care for all creatures and advocate integration of modern ecological ethic with landscape design. LANDHOO's work strengthens both creativity and cultural quality, and also highlights the life philosophy of avoiding blind pursuit of material comforts and the spirit of devotion.

All LANDHOO's practices in this collection are based on thorough consideration, deep understanding on the spirit of the place, with integration of various elements, such as cultural features, environmental characteristics, functional demands, and financial investment.

LANDHOO is Voicing

I never regard LANDHOO as a company only seeking for survival. Why do not we give proper response to confusions and popular yet improper practices in the landscape design industry if our own thoughts and studies are beneficial? I am obligated to the social responsibilities and industrial influences.

Excerpts of Publications by LANDHOO:

"We should think of how to integrate traditional living modes with modern functions. The national aesthetic will change dramatically when the current trend is over. We will value and respect our culture and lifestyle... commercialization is the major crux of the design of residential areas in China."

— Living Foreign Life in China, Yun Long (Landscape Architecture Frontiers, No. 25)

"Landscape has fallen to become the gift during the real estate selling. Clients and designers should think about a question: who is paying for the landscape design?"

— Who is Paying for the Landscape Design, Yun Long (International New Landscape, No. 38)

"On the 2nd Chengdu Landscape Forum in 2010, we pointed out that we should be on guard against the emerging phenomenon of 'Epang Palace was built as all woods of Shu Mountain were stripped'. Looking at the miserable trees in cities and disappearing trees in the villages, hills and fields, we cannot help recalling the saying 'developers should have moral blood'. I think the moral code here does not only refer to social ethics but also ecological ethics."

— Thoughts on Garden of Blood and Tear, Yun Long (International New Landscape, No. 39)

"Orient, where has been being corroded by internationalization and modernism, is nothing but a commodity that is no longer suitable for living... Occident is more like mosaic. Whether it is dark, light or mixed, we can always figure out the holistic color and image. Eras evolve in these colors while life changing and reintroducing; then you start to realize how ridiculous China's protection over historic cities and traditional neighborhoods is when you visit and understand western cities."

— Orient and Occident, Yun Long (International New Landscape, No. 41)

"In the realm of public landscape design, academic experts often help governments hyping up movements. Coming along with different concepts (garden city, greenway, urban appearance, new countryside, etc..), the direction of design changes, resulting in new round of urban construction and demolition... The landscape education should teach us to be responsible to our design, and meet the real society needs."

— Landscape Ideal and Reality, Yun Long (International New Landscape, No. 42)

LANDHOO is Researching and Developing

The business of LANDHOO covers four major areas: residential landscape design, cultural tourism landscape design, public landscape design, and ecological landscape design. We never simply interpret innovation as to present an unprecedented style; instead, every project should have its own unique sense of place and life characteristics. During each design process, LANDHOO has long devoted itself to the study on the issues of design frontiers, and the development of its original technique and prediction in theme, locality, ecology, and scenario, ranging from residential landscape design, public landscape design, and cultural tourism landscape design.

Primary materials were collected during the systematic survey and research of 676 residential landscape design projects in China by 21 Chinese major developers from 2007 to 2010. We analyzed the internal link among diverse systems including R&D, construction, and landscape functional modules etc., while exploring the meaning of the landscape product lines in order to provide a general frame of landscape products for developers. We documented and published the research findings and results in a book, titled *Towards Product Lines — Road to Real Estate Landscape*, by Shanghai Science and Technology Press in March 2012. The publication has attracted wide attention and raised good reputation as a guidebook. After that, LANDHOO collaborated with Forte Group, Changhong Group and Financial Street Holdings in developing their own landscape standardization.

The research achievements of LANDHOO's R&D department also include *the Guidebook of Landscape Product Lines*, *Landscape Design Management Manual* and *Landscape Design Standard and Standard Drawings*, etc. Besides the in-depth research in residential landscape design, LANDHOO also conducts researches in the areas of commercial landscape design, cultural tourism landscape design, and ecological landscape, and attempt to apply the research results into practice.

LANDHOO has long intended to be a leading group of research. We will continue to increase the investment to R&D and study on landscape design, taking our products as the catalyst to innovative design and providing theoretical supports to project research.

LANDHOO is Communicating

I like to communicate and learn earnestly to broaden my horizon. In the past years, LANDHOO has hosted a series of design salons. "Huanhuahui" serial academic salons used to invite Jianguo An, visiting lecturer at Ecole Supérieure des Beaux-arts de Nîmes and the Graduate School of Landscape Architecture of Peking University, to give his speech on "Development of French urban landscape". Changbin Yu, senior landscape architect from Shanghai, shared his work, *Modern Landscape Design Originated from China: Space Creation*, to discuss how to balance the traditional meaning and modern design and seek for modern expression of the traditional Chinese culture. LANDHOO also held the serial activities "My ten years of landscape design". Participants ranged from academic and educational experts, to renowned developers and landscape practitioners. Case studies and stories of design inspiration and process were discussed on such activities to evoke and inspire broader thoughts.

My colleagues and I often attend domestic communication events. For example, we attended the Forum on Resilient City held by the College of Architecture and Landscape Architecture of Peking University, the lecture given by Chris Reed, visiting professor of Harvard Graduate School of Design, the Shanghai Vanke Forum on Landscape Architecture and Community Establishment. We were also invited to the 3rd Chengdu Landscape Forum and shared our views on the topics including "landscape innovation and industrial development" "research, design, and products", etc.. In addition, I was invited as a jury member of the Chinese Landscape Architecture Graduate Works Exhibition from 2012 to 2014, and participated in the Outstanding Graduate Works Communication and Student Forums.

"Learning, communicating, and exchanging" is becoming a normalcy of LANDHOO. I delightfully witness the innovation, action and execution in LANDHOO through these cross- and inter-industry international dialogues and communications participated by emerging talents and young designers.

More than Cultural Communication

LANDHOO has put more efforts in establishing the industrial platform since 2014. The WeChat public ID "DE Landscape Panorama" was formally initiated in February 2014. It releases industrial news every day, including reviews and comments on recent projects of residential landscape design, cultural tourism landscape design, public landscape design; landscape engineering technology; industrial training and education; famous companies and promotion updates; nursery market information, etc..

The DE CEO Group initiated by LANDHOO now covers more than 300 major design companies, providing an interactive platform for company managers. Serial meetings have been held in Chengdu, Chongqing, Xi'an, Beijing, and Guangzhou. Through various forms and agendas, while stimulating larger communication, the members of DE CEO Group bond.

Meanwhile, LANDHOO will conduct various professional trainings and industrial visits. What we are doing is not only cultural communication; instead, my team and I aim to become observer and leader with social responsibilities and industry missions.

III Corporate Culture

What I often stress is "always remind to ask ourselves that how long the clients trust us". With such attitude, everyone in LANDHOO is trying to pay back the clients' trust. Therefore we earn collaboration opportunities from more and more major companies, including international enterprises.

Based on the core philosophy of "For Land, For You", LANDHOO overcomes and transcends beyond the common issues encountered by landscape architecture companies, such as long-distance communication, effect control, design innovation, accurate and refined implementation, etc. We have adopted the "synchronous design" method since 2008. Following "standard process" — synchronous landscape design, all professionals collaborate with each other to guarantee the final implementation of projects. There external and inner cooperation are included. The external cooperation includes collaborations with other design companies, institutes and developers in order to better position the project, refine the design details and provide solid background for decision-making. In inner cooperation, each project team is composed of professionals of various backgrounds who work together in the entire