

清华大学建筑 规划 景观设计教学丛书

# 集 市 景 观

潘 家 园  
古玩市场改造

朱育帆 邬东璠 编著

中国建筑工业出版社



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# 前言

2015年9月3日,60多名来自西班牙加泰罗尼亚理工大学(UPC)建筑技术学院和美国德州大学奥斯汀校区(UT Austin)建筑学院的学生在中国阅兵式的当天顺利降落北京,开启了清华景观联合设计教学的一个大年,三校合作教学的规模达到了空前的80多人,合作的课题是共同探讨北京潘家园市场的未来。

值得一提的是这次来华并非是UT Austin第一次与清华景观学系进行教学合作,早在2008奥运年双方便有了一次以北京金五星市场改造为题的联合教学,那也是景观学系史上第一次国际联合教学,两次合作都要感谢一个人,弗雷德里克·斯坦纳(Frederick Steiner),斯坦纳可以说是清华景观教育的奠基人之一,2006年受之欧林的力邀加入清华景观学系的外聘讲席教授团,他的渊博学识和绅士风度给系里师生留下了极为深刻的印象,作为奥斯汀建筑学院的院长回到美国后他积极促进中美景观教育的交流与合作,第二次合作意愿和达成也是斯坦纳和庄惟敏院长共同推动下的成果。

UPC的米盖尔(Miquel Vidal)教授在联合设计studio的field trip环节的常规动作之一就是让中国学生浏览体验巴塞罗那的各种市场,如米拉耶斯(Enric Miralles)的圣·卡塔利娜市场(Mercado de Santa Catalina)。显然相对于美国,欧洲市场文化具有更为悠久的历史传统根基,关键是它还在不断地演化,时尚与传统相互交织所散发出的巨大的文化魅力给来自世界各地的观者都留下了极为深刻的印象,从这一点上,中欧具有更多的相似性,交流可以使我们受益。

当然潘家园的问题也是特殊的,在自下而上的巨大的民间需求的推动下,潘家园旧货市场经历了几十年的发展,从黑市到明市,再到北京国际名片,成为展示中国首都文化特质的形象窗口,而与品牌不匹配的市场形象,市场与周边社区的紧张关系等等,在巨大的经济利益背后,一切也都有可能演化成为无数个敏感的话题。潘家园的活力是毋庸置疑的,挑战之一是什么样的改造可以不伤及草根般的活力;另外一个挑战来自专业,潘家园市场改造明显是更为靠近建筑和城市设计专业核心的课题,甚至可以将其理解为一个建筑单体设计的课题,米盖尔曾经质疑过这个立意,主要是风景园林专业在题中的角色是什么?另外从选课学生构成角度,奥斯汀学生组成是来自建筑、城市规划和风景园林三个专业背景,最为合理,西班牙是一色的建筑专业,而清华是一色的风景园林专业,压力也更大些。潘家园旧货市场改造选题实际上更多的是作为2008年奥斯汀教学合作的市场主题的延续,重量级的市场本身就是非常重要的城市公共空间,市场建筑也是最具景观性的公共建筑,西班牙方面的加入让这个选题更具有丰富性和层次性,通过中西美三校不同专业背景和教育文化的交流和碰撞,它能产生更多的火花和灵感。

11月份作为回访,清华教师组由我和郭东藩老师带领清华学生分别做客巴塞罗那和奥斯汀,西班牙学生在workshop中的应变能力令人印象深刻,而在奥斯汀的review则让我们教师在思想层面受到了撼动,接近课程结束的austin的师生展现了极高的投入程度和专业性,由建筑理论家Wilfried Wang教授主导的设计课程教学更加接近对于建筑和文化本质的探讨和研究,扎实而深刻,非常有趣又发人深省的是处于课程中期的中国学生的提案基本都是各种针对大人流的“西班牙大屋顶市场”,而美国学生的方案大都是精巧细致的北京四合院空间,Wilfried Wang在review中展现出了犀利的批判性,而清华学生似乎更醉心于与世界性文化潮流的同步,对于中国文化本体思考的缺损是显而易见的,而这显然与我们教师的引导密切相关,相较于美国教师组对于中国传统文化的专注和针对于潘家园旧货市场这个题目,这种反差多少有了些反讽的意味,也成为此行我们最大的受教点,全球视野和自身文化特质必须保持某种平衡,我们要向这次studio中美国人所展现出的对于文化的尊重与执着以及欧洲人对于文化传承中的开放态度同时致敬。

这本书显现的三个学校的教学成果(包括清华6组和奥斯汀6组方案和2个workshop),希望得到同行的指正。在这里还是要同时感谢建筑学院庄惟敏院长、刘健副院长、伊利诺伊理工大学建筑学院Ron flenderson教授、简盟工作室的张利教授和潘睿博士,感谢刘畅老师、王南老师、刘海龙老师、庄优波老师、黄澄同学等对于本次课程的大力支持,感谢博士边思敏作为助教对三校联合课程顺利进行的贡献,以及本书在组织排版编写中的付出,在此一并致谢。

朱育帆  
北京海淀区学清苑一语云舍

# Preface

On September 3<sup>rd</sup> 2015 which was also the date of Chinese Big Parade, more than 60 students from Architecture School of UPC and UT Austin landed on Beijing. Together with the students from Tsinghua, the joint workshop in the year 2015 had reached an unprecedented scale of more than 80 people. This huge students union would discuss about the future of PANJIAYUAN antique market in the next one week.

It is worth mentioning that this was not the first time that Tsinghua and UT Austin cooperated on landscape teaching, actually the first cooperation of these two universities can be traced back to the year 2008, when Tsinghua first cooperated with a foreign university. The topic at that time was another market transformation-JINWUXING market. Furthermore, both these two chances of cooperation should thank to the same person, Frederick Steiner, who was one of the founders of Tsinghua's landscape education. In the year 2006, he was invited by Laurie Olin to be the external professor of Tsinghua. As a charming professor with profound knowledge and gentility, Steiner impressed the teachers and students deeply in our Landscape Department; also, as the dean of Architecture School of UT Austin, he played a very positive role in exchange and cooperation between China and America. Promoted by both Steiner and the dean in Architecture School of Tsinghua-Professor Zhuang Weimin, our second cooperation in 2015 finally realized.

Guiding the students to experience various markets in Barcelona in the field trip, such as Mercado de Santa Catalina designed by Enric Miralles, was almost a compulsory part of Professor Miquel Vidal's joint workshop activity list every year. Comparing with America, it was absolutely that market culture in Europe had much deeper traditional foundation, and it had kept changing in the modern time. The interweaving of fashion and tradition resulted in a kind of extremely charming culture that left deep impression to the tourists from all over the world. From this point, China and Europe had more similarities, and without doubt, this joint workshop and studio could benefit us in many aspects.

However, the problem of PANJIAYUAN was peculiar. Under the huge demands from the great number of civilian, during decades PANJIAYUAN had gone through a progress from black market to legal market, and finally became Beijing's city card. Whereas, the unmatched market image and the unfriendly relationship between the market and neighborhood and so on, all these problems could possibly become countless sensitive topics behind the enormous economic interest. One of the challenges of PANJIAYUAN transformation was how to transform the market but keep the plebeian vitality as well; another challenge was how the landscape designers play a proper role in this project, because this topic apparently was more close to an architectural or urban design project. Speaking of the composition, students from UT Austin contained all the three majors-architecture, urban planning and landscape architecture, which was most reasonable; UPC students were all majored in architecture, and Tsinghua students were all majored in landscape architecture. In other words, we had more pressure to challenge this topic. Actually, PANJIAYUAN was a continuation of JINWUXING market transformation in 2008. An important market was always an important public space in a city, and market buildings also had much more landscape



property compared with other public architectures. The attendance of UPC would undoubtedly enrich this discussing, and we believed that the joint workshop and studio would fully inspire the students through the three universities' cooperation, with the collision of different majorities and cultural backgrounds.

Vice professor Wu Dongfan and I took Tsinghua students to Barcelona and Austin as a return visit in November. Students of Spain impressed us with their good academic ability in the Barcelona workshop. We were also deeply moved by Austin students because of their highly enthusiasm and professional skills. Program leaded by Professor Wilfried Wang, who is a famous architectural critic, was really strong and profound, and was also much closer to the discussion and research of the essence of architecture and culture. An interesting thing was that different from Chinese students' proposals in mid-term which more focused on Spanish style of big roof market for huge passenger flow volume, most American students' proposals were traditional Beijing courtyard space. Apparently, American students' proposals were influenced by Professor Wilfried Wang's critical theory. The sarcasm was that for PANJIAYUAN antique market topic which was full of Chinese traditional cultural characteristics, American teams paid more attention to Chinese culture than Tsinghua teams, who were obsessed in catching the international trend. Obviously, Tsinghua teams' local Chinese culture thinking was not enough, which was unshakably related by Tsinghua teachers' guidance. From Wilfried Wang's review, we learned that global perspective should keep balance with local culture identity. I admit that we pay tribute to all the UT Austin students in this studio for their insistence and respect of culture, as well as all UPC students for their open mind of cultural inheritance.

I sincerely welcome critics from the colleague for the three universities' teaching achievements, including 6 Tsinghua teams' design projects, 6 Austin teams' design projects and 2 workshops' program. I appreciate the help from Zhuang Weimin who is the dean of Architecture School in Tsinghua University, Liu Jian who is the vice dean of Architecture School in Tsinghua University, Professor Ron Henderson from IIT College of Architecture, Professor Zhang Li and Doctor Pan Rui from JIAN MENG STUDIO, Professor Liu Chang, Teacher Wang Nan, Professor Liu Hailong, Teacher Zhuang Youbo, and our student Huang Cheng. I also thank Doctor Bian Simin for her work to support the joint studio and workshop, and for her effort to this book.

Zhu Yufan  
at Yiyu Yunshe, Beijing  
(Translator: Bian Simin)



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## 课程简介 Brief Introduction of Studio

如果一座城市拥有古玩市场，那么这座城市一定拥有悠久的历史。古玩市场不仅存在于物质空间中对周边城市环境产生影响，更加存在于一座城市的文化特质中，代表着城市的某种精神。

本次设计选题位于北京市潘家园旧货市场。潘家园旧货市场位于北京东三环南路潘家园桥西南，占地 4.85 万平方米。作为中国最大的古玩交易市场，潘家园拥有 4000 余家经营商户，售卖商品囊括了文玩、字画、书法、陶器、瓷器等。潘家园独特的气质使其成为北京的一种文化地标。

以拥有如此鲜明传统文化的古玩市场为设计前提，快速的城市化脚步和 O2O 的先锋商业模式不仅可以得益于市场的文化积淀，又可以在物质空间上对古玩市场产生影响。

潘家园市场的空间形态会有新可能吗？

交易模式会与新媒体产生关联吗？

市场会吸引新的买家群体吗？

可能在传统古玩市场基础上加入新特质吗？

我们相信，“现今的潘家园”必然不会是“永远的潘家园”，这座古老的市场依旧充满着无限的可能性。而探索挖掘潘家园的潜质，便是本次联合设计课程和工作营的使命。

If there is an antique market in a city, there is a long history in the city. An antique market not only exists as a physical space, influencing other spaces in a city, but also exists as a cultural identity, representing the spirit of a city.

The site of this studio is Panjiayuan Antique Market, which located at southeast of the 3rd Ring Road of Beijing. The area of the whole market is 48,500m<sup>2</sup>. As the biggest and oldest antique market in China, Panjiayuan has over 4000 stalls selling cultural relics, painting and calligraphy, pottery and porcelain, and so on. The distinctive feature of Panjiayuan makes it a cultural representative of Beijing.

Given the traditional culture of antique market, rapid urban development and O2O commerce model could both benefit from the rich culture and influence the physical space of the old market.

Will the space of Panjiayuan change into a new model?

Will the trading mode be combined with new media?

Will the market attract new group of buyers?

Will Panjiayuan create new feature in addition to its traditional culture?

We believe "this Panjiayuan" is definitely not the "forever Panjiayuan", there are still infinite possibilities in this old market. And excavating the potential of Panjiayuan, is right the task of this joint studio and workshop.

## 清华大学建筑学院

School of Architecture, Tsinghua University



朱育帆 教授  
景观系副系主任  
博士生导师



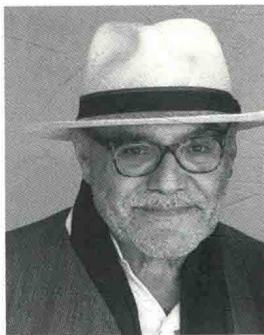
郭东璠 副教授  
硕士生导师



边思敏 博士

## 加泰罗尼亚理工大学建筑学院

School of Architecture, UPC



Miquel Vidal Pla 教授  
博士生导师



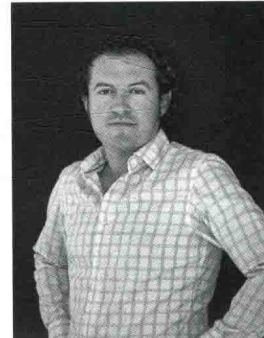
Pamela Duran 博士后

## 德州大学奥斯汀分校建筑学院

School of Architecture, UT-Austin



Wilfried Wang 教授  
博士生导师



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