

OCT LOFT 创意生态

华侨城创意文化园的实践



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创意生态：华侨城创意文化园的实践

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OCT LOFT

2004-2014

2004年前后，深圳华侨城开始推进其东部工业区转型，并升级为创意文化园区。2007年1月28日华侨城创意文化园南区开园，吸引了众多创意、设计、艺术等方面的机构进驻。2011年华侨城创意文化园北区完成第一阶段的改造，并实现了整体开园。

华侨城创意文化园通过十年的发展，形成了“OCT-LOFT创意节”、“OCT-LOFT国际爵士音乐节”、“深圳独立动画双年展”、“T街创意市集”、“举重若轻—艺术电影展映”、“一人一世界—新锐设计师讲座”等涉及当代艺术、创意设计、先锋音乐领域的展览、论坛、公共艺术等领域的自有文化品牌。与OCT当代艺术中心的持续较高学术水准展览和相关工作室活动并驾齐驱，逐渐成为国内知名的创意文化园区。

Shenzhen OCT started the transformation of its eastern industrial area around the year of 2004 and upgraded it into OCT-LOFT. On January 28th, 2007, the Southern District of OCT-LOFT was open to the public with a number of institutes and organizations in the field of creative idea, design and art attracted to the park. The first-stage renovation of Northern District was finished in 2011, then OCT-LOFT was entirely opened to the public.

Through 10 years of development, OCT-LOFT formed the "OCT-LOFT creative Festival", "OCT-LOFT international Jazz Festival", "Shenzhen Independent Animation Biennale", "T-street I-Mart", "Art Film Panorama", "one and one-Invitational Lectures of Rising Designers". All of the activities have its own cultural brand, it is involved in exhibitions, forums and public art events concerning the field of contemporary art, design, Avant-garde music, etc. With its sustained high-level academic standards exhibition and related studio in OCT, the OCT-LOFT has gradually become a well-known domestic culture park.

Preface | 序

Creativation Living 创意化生存

2004年前后，华侨城创意文化园启动规划，至今走过十年。同时期，也是华侨城集团走向全国的十年。在这十年间，华侨城将其在深圳成功的旅游加地产成片综合开发模式，以欢乐谷主题公园、生态旅游、高尚住宅等产品组合，完成了东西南北中的布点布局。

华侨城创意文化园这十年的深远意义在于：它在华侨城集团走向区外发展的同时，成功探索了内生性的变革与发展。其通过对华侨城经过第一个十年发展，在第二个十年从工业开发区转型为旅游城之后遗留下来的旧工业厂房产业升级，探寻了一条城市再生的可持续发展道路。这为华侨城保存了不可复制而宝贵的土地和空间资源，用以发展符合现代城市需求的新兴产业经济，而不是简单地通过资产出售或者居住型开发，将一个无限产能的产业中心变成出售型交易的城市居住中心。在深圳同期的工业区转型中，后者的模式满城皆是。从这一点观察，华侨城创意文化园完成的是一种可以模式化的生存拓展转型。它同时也给深圳乃至中国相似结构的城区转型提供了宝贵的经验借鉴。

任何一种探索都不是一蹴而就的，它是洞察的智慧与开拓的勇气完美契合的过程。在美国纽约、英国伦敦，乃至中国北京、上海，都存在着类似的城市更新和产业转型。华侨城创意文化园参考了它们的经验，但更多的是立足于珠三角和中国当下及未来的创新性变革。它形成了华侨城以“创意”为核心的独特模式和生命力。

It has been 10 years since 2004 when the plan of OCT-LOFT was launched. It is during the 10 years that OCT Group carried out its progression across the country. OCT has created presence all over China by coping the successful Shenzhen mode, which is to conduct integrated development encompassing tourism and real estate, and the product portfolio of Happy Valley themed parks, ecological tourism and upscale houses.

The far-reaching significance of these 10 years for OCT-LOFT lies in that it successfully explored possibilities of revolutions and development within OCT itself while it was making progression outside Shenzhen. OCT-LOFT was developed based on the old

industrial factories that remained after OCT's transformation from an industrial development area into a tourism city in its second decade following the first decade of development. It blazed a new path for sustainable development of city renewal by preserving precious land and space resources for OCT so that it can develop emerging industrial economies that provide what a modern city wants. It is not simply selling out the assets or developing houses, which turns an industrial center of infinite capacity to a city residential center for sale as what other enterprises have done in the same period in Shenzhen. From this aspect, OCT-LOFT has not only completed a survival and expansion transformation that can be modeled but also provided valuable experience for transformation of urban areas of similar structures and even Shenzhen.

Not every probe can be completed at once as it is a process perfectly combining insight and courage for pioneers. There are all similar city upgrade and industrial transformation in New York, London as well as Beijing and Shanghai in China. OCT-LOFT has learned from their experiences. But it laid more emphasis on the innovative revolution for the Pearl River Delta and China taking place now and in the future. It has also formed the unique model and vitality of OCT with "creative ideas" as the core.

OCT-LOFT

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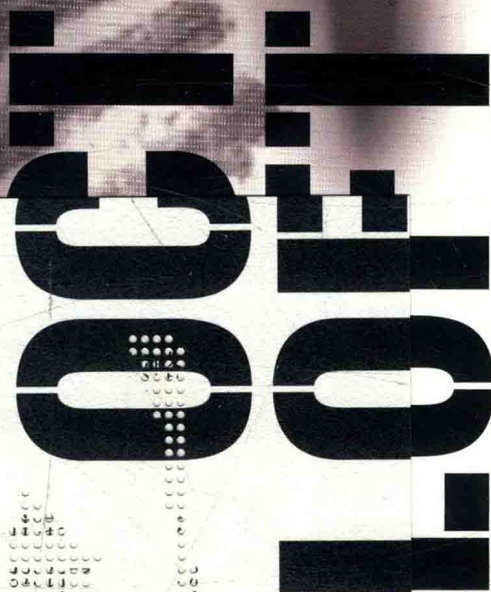
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Create

Model

模式



Create

Model

2004年，华侨城启动创意园计划，与深圳实施“文化立市”战略不谋而合。它见证了深圳乃至中国文化战略转型，并成为中坚力量。

华侨城在旧厂房改造中，没有转向住宅，没有转向商业，没有转向其传统业务城市旅游，而是转向了从未涉水的创意产业。其珍贵之处，是为深圳城市可持续发展，探索并提供了另一种成功的样本。这显示了一个伟大企业对未来谋求创新的重任。大多数企业会选择在墨守陈规中生存，而只有少数先知去探究未来。

华侨城创意文化园给予这个城市截然不同的景象和无数的惊喜，使得许许多多有着同样情趣和梦想的人，可以聚集在一起，构成耳目一新的城市气质。

它看起来不像是一个产业园区。因为，观光者比工作室里的创意者还多。观光客常常好奇于看似平常的东西，却因为某个不经意的创意打动自己，或许，这一瞬间的触动，改变了他对生活美学的认知与习惯。

无疑创意园是颠覆传统美学的最佳场所。它不仅通过设计为最终的产品提供创意媒介，同时，通过别致而开放的雅趣生活场景，让创意改变城市，从而在微细中融入人们的生活。

Create

In 2004, OCT launched its LOFT Program which happened to coincide with the strategy of Shenzhen "to support the city with culture". It witnessed the cultural strategic transformation of Shenzhen and even China and became the mainstay.

In renovating old factories, OCT turned to the creative industry which it has never involved in before instead of housing, commerce or other traditional city tourism. What is valuable is that it has provided another successful sample for sustainable development in Shenzhen. It demonstrated the heavy responsibility for a great enterprise to seek innovation. Only a few enterprises of vision will explore into the future while most of them choose to survive by sticking to convention.

OCT-LOFT has given the city distinct scenery and numerous surprises. It has also gathered people of the same interests and dreams to refresh the city temporary.

It does not look like an industrial park because the number of sight-seers outruns that of creators in studios. The sight-seers are often amazed at something that looks common but strikes them with its inadvertent creative ideas. Maybe this moment of striking changed their cognition and habits toward life aesthetics.

It is undoubted that OCT-LOFT is the best place for subverting traditional aesthetics. It not only provides creative media for ultimate products through design but also changes the city with creative ideas and let creative ideas fuse into human life by virtue of special and open life scenes.

模式

二二

OCT-LOFT

模式探讨

The Model of OCT-LOFT

华侨城创意文化园从2003年构思，2004年启动对旧厂房改造至今，恰好走过十年光景。相对于仅有30余年建城史的深圳来说。华侨城创意文化园的轨迹在某种意义上，也是这座城市从工业转向后工业的一段历程。

It is right ten years ever since the idea of OCT-LOFT was conceived in 2003. In 2004, OCT launched the renovation over the old factories in 2004. For the city of Shenzhen which was built only 30 years ago, the course of OCT-LOFT is also a process of transforming from the industrial era to the post-industrial era.

工业作为深圳城市主体的历史并不长。虽然，有大量的制造业品牌出自深圳。比如，与华侨城创意文化园毗邻的康佳，就出自改造之前的华侨城东部工业区。这个始建于上世纪80年代的工业区，有近30年的历史，曾经是华侨城最重要的城区，鼎盛期有大大小小工业企业数百家，整个工业园区大约占地一平方公里，是当时华侨城4.8平方公里的约五分之一。如果去除山地和湖水道路面积，工业区的占地面积比重约是四分之一。千禧年后随着工业逐步退出深圳，华侨城的工业退出的时间就更早，在1998年华侨城第二次城区规划纲要中就提到“控制工业发展的规模，扩大人文旅游产业的比重”。