



KINGS FOR BID WINNING —INTEGRATED PROPOSALS 得标为王——标书篇

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龙志伟 编著

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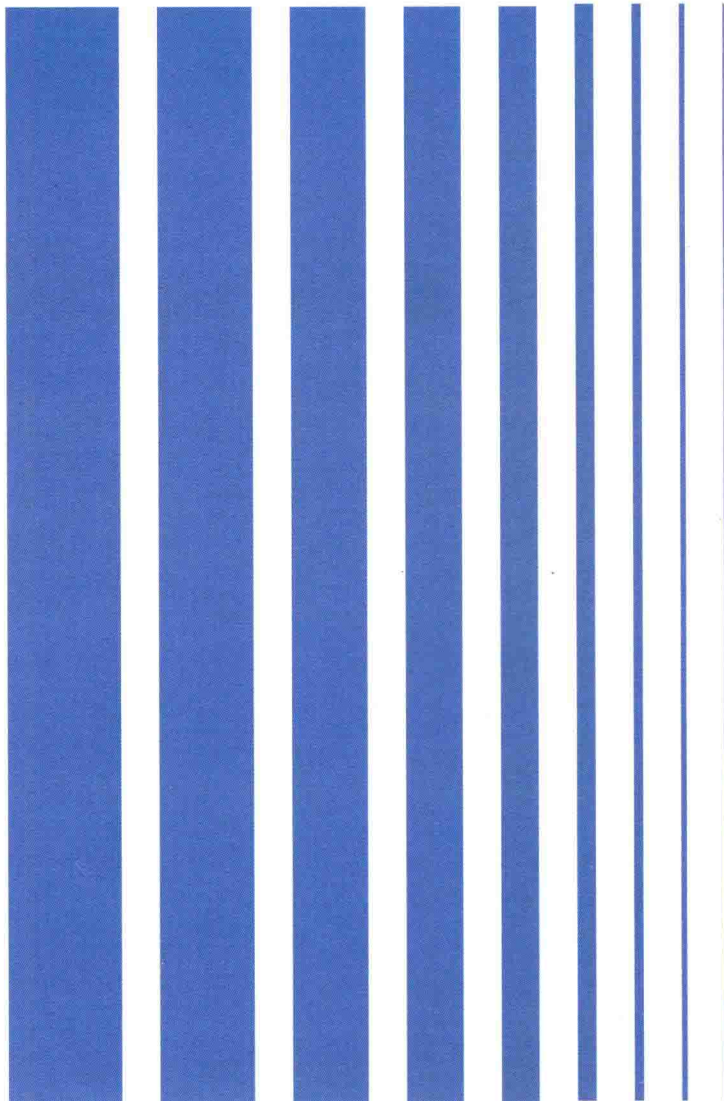
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Preface 序

“优胜劣汰，适者生存”这是人类文明几千年来亘古不变的生存法则，在这个弱肉强食、胜者为王的时代，处于食物链最顶端的我们，照样不能输在起跑线上。

《得标为王——标书篇》就是这样一本教你如何从起步就一路遥遥领先的智慧锦囊。

好的开始，就是成功的一半。在这个经济飞速发展，社会节奏不断加快的背景下，公平竞争早已成为各行各业的基本准则，公开招标也已经成为各大项目实施建设的主要方式，而这种竞争的方式往往都是从一份标书开始的。标书不仅仅是一份包含技术、质量、工期等在内的材料文件，更是投标人智慧的凝结、创意的结晶。如何将自己的构想蓝图在标书中体现出来，制作一份令招标人满意从而顺利中标的标书文件，是当下各个竞标单位最为关心的问题。

《得标为王——标书篇》就是这样一本竞标方案集成。本书系统地网罗了来自阿特金斯ATKINS、日本MAO一级建筑士事务所、JICA以及深圳天方、日兴设计、山鼎设计等全球范围内著名的设计公司的各类一流标书案例十来个，除了有办公建筑、商业建筑、景观设计等各类综合项目，更有包括广州新客站地区规划、海口西海岸规划以及国家广告产业园区在内的整体城市区域规划案例。本书以最详尽、最全面、最细节的标书设计，旨在为读者提供一个全方位、全角度的竞标视野。在各类名家的标书案例中，寻求自我的更为先进、合理、创新、实用的新突破、新理念和新的方法。

日新月异的生活变化，早已将世界联系成一个密不可分的超级大舞台，随着机遇的增多，人们的压力也越来越大。每个人都想变得更强大，每个人都想成为这个舞台上的佼佼者，如何使自己在众多的“舞者”中间脱颖而出，拔得头筹，并且一直成功地笑到最后，第一步往往就是关键。

翻开此书，希望能给你一些提示，一点启发，最后锻造一把开启成功之门的，属于你自己的金钥匙。

“Survival of the Fittest in Natural Selection” has been an eternally immutable rule, claimed to be words of wisdom in this fiercely competitive age. At the topmost of food chain, we, human being, cannot lose at the starting line.

Kings for Bid Winning – Integrated Proposals is such a collection of wisdom which will guide you how to walk ahead from the first step.

“Well begun is half done”. In this context with fast-growing economy and accelerated social steps, fair competition has become the basic norm of all industries. Also, open tendering has become the main way of implementation of every project. This way of competition always begins from a bidding document. A bidding document is not only a data including technique, quality and deadline, but more the crystallization of bidder's wisdom and innovation. How to reflect the conception blue print and to make a satisfying bidding document that can win the bidding is the most concerned issue to every competitor.

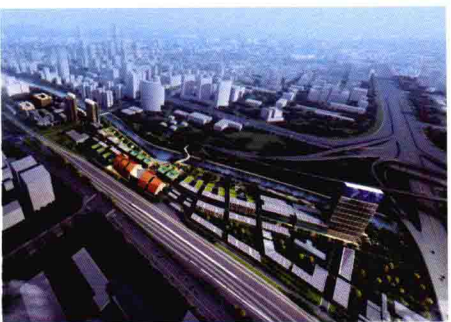
Kings for Bid Winning – Integrated Proposals is such a collection of bidding proposals, which features a dozen of integrated cases from world-known design companies including ATKINS, MAO, RTKL, CCI Architecture Design & Consulting Co., Ltd., Cendes Architectural Engineering Design Co., Ltd., etc. Besides office building, commercial building, landscape design, the book also has overall city regional planning cases including Guangzhou New Railway Station Region, Haikou West Coast, and Beijing National Advertising Industry Park. With the most, careful, comprehensive and detailed bidding designs, the book aims to provide an all-dimensional bidding perspective. In the cases of all the famous designers, you can find the new breakthrough, conception and method which are more advanced, rational, innovative and practical.

The rapid change of life style has already linked up the world into an inseparable super stage. With the increase of opportunities, more pressure has been put on people. Everyone wants to be stronger and become the main character on this stage. How to stand out in the numerous “dancers” and be ahead to the end, the first step is the key.

We hope this book can give you some tips, inspiration and a golden key to success.

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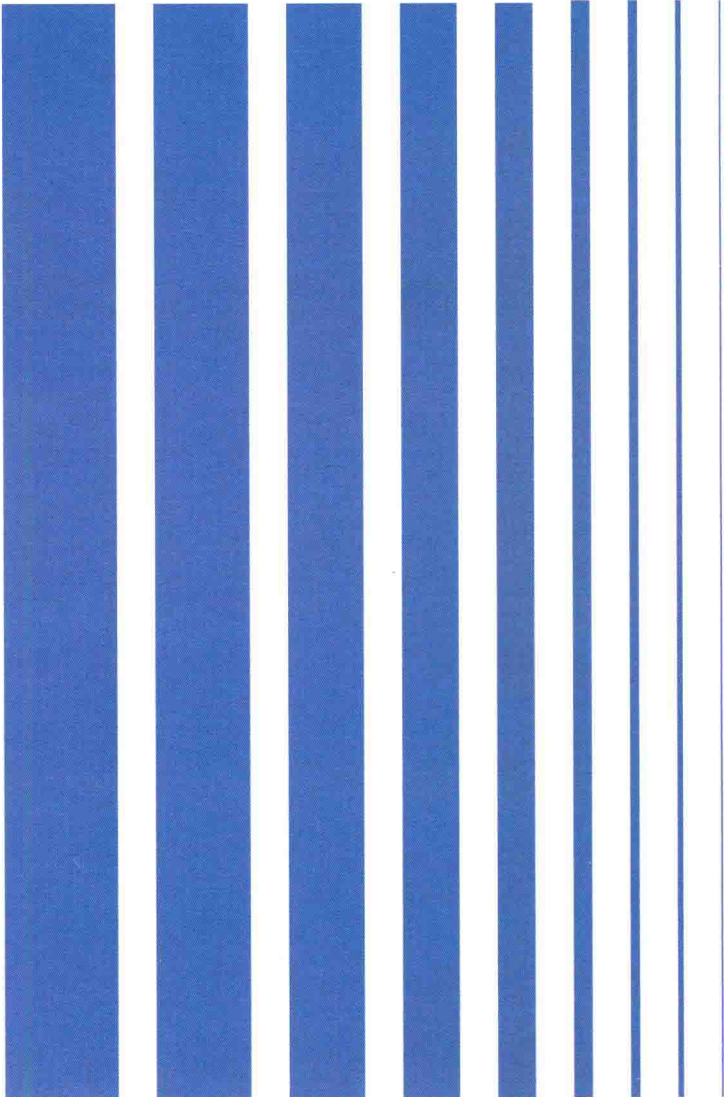
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北京国家广告产业园

Beijing National Advertising Industry Park

设计单位：阿特金斯 ATKINS

项目地址：中国北京市

占地面积：60 000m²

Designed by: ATKINS

Location: Beijing, China

Site Area: 60,000m²

项目概况

国家广告产业园位于北京 CBD 南部惠通河畔，该项目总体规划由阿特金斯操刀设计，旨在能与伦敦 Soho 街和纽约麦迪逊大街等代表性广告区相媲美。项目建成后，将容纳众多国内外广告和创意产业公司，成为此类产业的国家级中心区。

规划设计

项目基地长约 1 609 米，面朝京杭大运河的惠通河段，沿河畔呈带状分布。总体规划设计多达 30 多栋建筑物，包括小型创意工作室、博物馆、会议中心，以及一系列地标性塔楼和写字楼等。基地范围通过一条平行的主要街道和滨河公园加以界定，街道两旁坐落着各种三至五层的低层建筑，这些建筑的一层规划为展示区和零售区，使该园区的“街道生活”显得更为亲切而真实。

总体规划的中心是一个公共广场和步行区，设计新建一座步行桥连接北侧的 CBD 和南侧的博物馆

以及会议中心。通过控制这些建筑的规模，在公共广场周围建立一种亲切感，既使博物馆和会议中心成为重要的公共设施，也使得该区整块线形基地形成一个功能性的循环系统。

建筑设计

对于更为广泛的城市文脉来说，基地端头的超高层建筑在该方案中起到了地标的的作用。东侧塔楼富有创意的现代感立面设计，为邻近的四环路创造了极具视觉冲击力的震撼效果。塔楼顶部有巨大的 LED 屏，成为媒体宣传的重要窗口。

而位于基地西侧的一对塔楼，分别坐落在连接北京南部和 CBD 的主干道两侧，宛如两座耸入云端的拱门，成为该产业园区的门户。

区内所有的建筑都具有很好的可持续性，并配备有浅楼面板，以获得最大限度的自然光和通风，体现了当下生态环保的建筑理念。

Profile

Atkins' masterplan for the National Advertising Industry Park, aimed at rivaling the success of areas such as Soho in London and Madison Avenue in New York, has been chosen following an international design competition. The National Advertising Industry Park is located to the south of the Central Business District of Beijing. It will house both Chinese and international advertising and creative industry companies, and is intended to be a national hub for these sectors.

Planning Design

The length of the site is about 1,609meters. Reach of Huitong River facing Beijing-Hangzhou Grand Canal is distributed in belt along the riverside. Over 30 buildings are planned in the project, including small creative studio, museum, meeting center and

a series of landmark towers and office buildings. A paralleled main street and waterfront park define boundary of the site, with various three to five-storey low-rise buildings. First floors of these buildings are planned as exhibition and retail zones, making "street life" in the Park more cordial and real.

In the center of the plan are public plaza and pedestrian district. A newly-built footbridge connects CBD in the north side to museum and meeting center in the south. By controlling scale of these buildings, a friendly feeling is conveyed in the public plaza to make the museum and meeting center become important public facilities and make the whole linear site form a functional circulatory system.

Architectural Design

With regards to more extensive urban context,

the super high-rises in the end of the site play a role of landmark. The tower with innovative and modern façade design in the east side creates shocked visual effect to adjacent Fourth Ring Road. LED screen on the top of the tower becomes an important window of media publicity.

Two towers in the west side are located at two sides of the arterial road connecting south Beijing and CBD, just like two lofty gateway arches of the Park.

All buildings in the Park are characterized by excellent sustainability, equipped with shallow floor plate to maximize natural light and ventilation and reflect architectural concept of ecology and environmental protection.







