

Cultivating Compassion

人本建筑

Humanistic Architecture
as Practiced by JJP Architects
and Planners

潘冀联合建筑师事务所的
建筑实践

JJP



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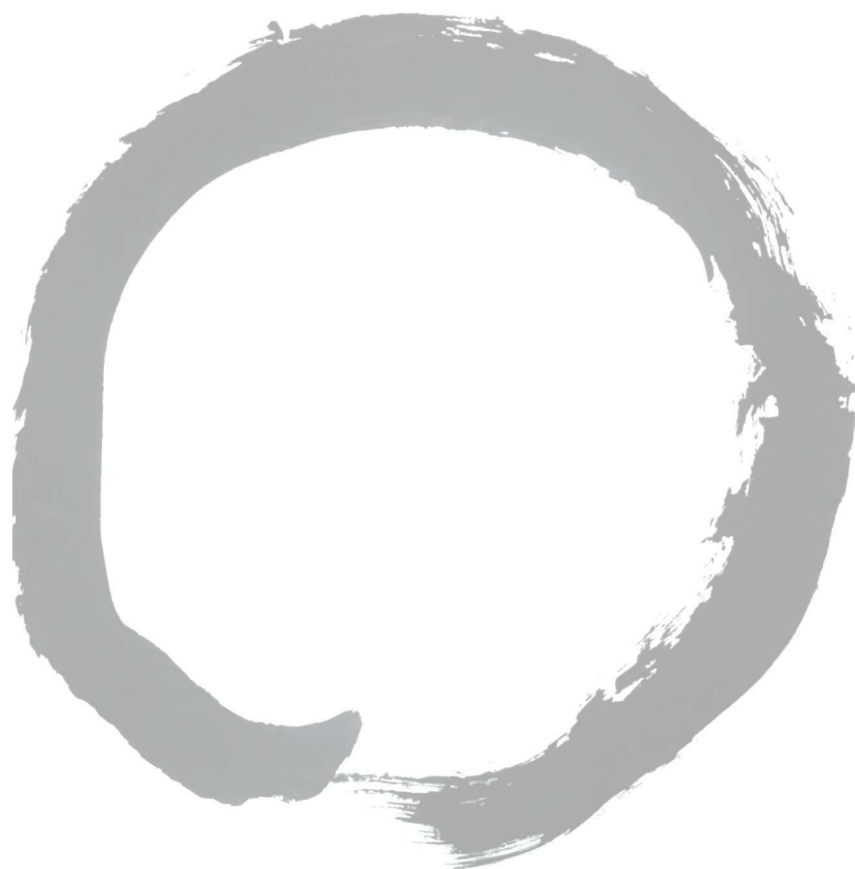
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Legacy
传承

Vision
视角

Social Impact
社会影响

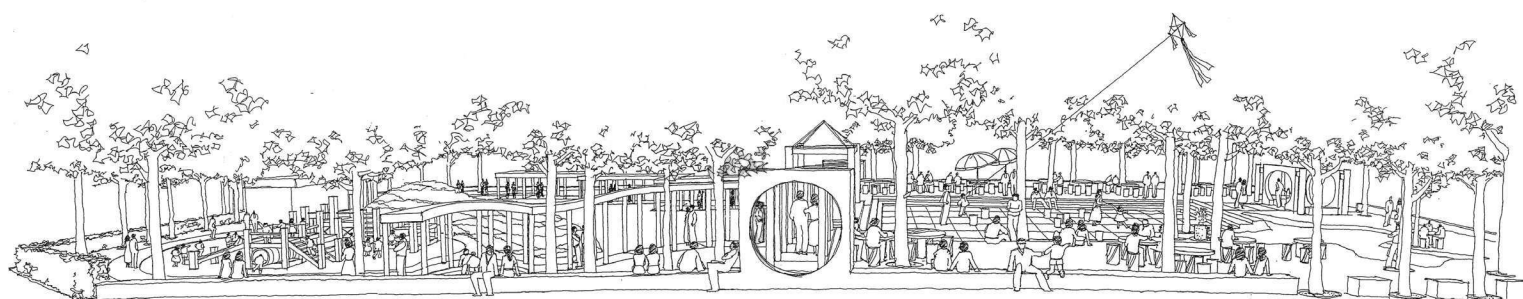
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Legacy Forward

Chungwei Su

Principal, J. J. Pan and Partners

It was 1976 when Mr. Joshua Pan, who was amongst those few Western educated and trained elite architects from Taiwan, decided to relocate his practice from the well established professional environment of the United States back to a then under-developed Taiwanese market. The post WW II economic boom attracted worldwide architectural scholars and developers to major American universities and cities during the 1960s and 1970s. To most young architects from Taiwan, the privilege of attending top US universities for education and then practicing in renowned offices has been a guaranteed successful career model during that period of time. Nevertheless, by settling down within a comfort zone and striving for a firm partnership in a foreign land also meant breaking away from the motherland and leaving the nourishment of one's native culture. In spite of all the risks, Mr. Pan's decision to return with what he had learned and began the endeavor to build up a healthy professional environment for his homeland was clear.

Defying the under-developed architectural practice environment of Taiwan in the 1970s, a lot of Western trained architects started their offices with new design thinking coupled with solid knowledge and experiences, which initiated a wave of refreshing development that lasted through the next few decades. However, these success stories gradually dissipated after decades due to the lack of core values, firm heritage and management necessary for sustainable generational transitions.

As an architect, it is quite natural to pick a well established market with thriving opportunities rather than to enter a vague system full of uncertainties. However, for Mr. Pan, the choice to return meant that he was determined to fully utilize what he learned and experienced through 12 years of study and working in the United States to bring about a more mature practice environment to the land where he grew up. It takes a highly matured professional with confidence and clear cultural recognition to choose this uncertain path. For him, the basic belief of architecture behind his pursuit of excellence falls on the harmony with nature, the proper application of technologies and materials, and sincerity towards users. These principles established by Joshua Pan not only have guided the firm for the past four decades but will continue to guide JJP's future generations through various challenges and lead to a glorious future.



承 · 传

苏重威

潘冀联合建筑师事务所 主持人

潘冀建筑师 1976 年回到台湾，至今已逾 40 年，可算是相当早期的返台学人。回顾 20 世纪现代建筑风起云涌的 70 年代，由于亚欧大陆“二战”后的经济重建，使得当时的美国大城市与建筑学校成为全球建筑精英汇聚的殿堂。台湾战后经济条件欠佳，对于许多建筑新人来说，进入美国顶尖学府、大型国际事务所并奠定专业基础，已成为留学海外的成功模式。然而留在异乡安逸地执业、成为外国事务所合伙人，也意味着失去了一展抱负，为自己的故土提升建筑环境的机会。

相对于成长快速、制度成熟的西方社会，1970 年代的台湾建筑环境有待改进，专业制度也未臻完善，却仍有不少留学海外的建筑前辈选择了返台创办事务所，发挥所学，也带回建筑新思维。而今回首，曾经风光一时的建筑师们，能清楚而完整地建立事务所核心价值，并将理念传承制度化，继而永续经营的却不多见。身为建筑师，在专业与机会都成熟的环境执业，相对容易且自然。然而潘先生却在 40 年前选择了一条不一样的道路：在完全融入美国文化后却决定回到成长的地方，试图将国外所学的专业与制度，努力实践在自己的土地与文化上。走一条完全未知的路，必然需要在专业上有高度的成熟与自信，热爱并认同自己的文化，且对社会有强烈的使命感，而这些清楚的认知即是建立在对建筑的基本信念上：合乎自然与功能的法则，正确使用技术与材料，关怀环境与社会，坚守人本价值，并不断追求卓越。如同日月星辰之于海上行舟，一旦定位，航行者就能有所依循地向目标前进；40 年的基本信念也将如建筑航道上的坐标，继续引领着 JJP 的新世代，坚定不移地驶向未来。

01 LEGACY

Enlightened by modern architecture's emphasis on professionalism and discipline while guided by a clear design philosophy and purpose on the path of practice

启蒙于现代建筑的专业及严谨务实精神，传承理念、态度与设计意涵的实践之路

传承



Ethos

Set your heart upon the way

- respect nature

Base yourself on integrity

- harmony with the environment

Lean upon goodness and virtue

- compassion for man

Enjoy free spirit in the arts

- freedom in design

Verse 6, Book 7 of *The Analects of Confucius*

志於道 據於德
依於仁 游於藝

辛巳年 春 潘世榮

1960

Foundation 建筑启蒙



1