

SHOPPING MALL Ⅱ

商业广场 Ⅱ

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赵波 段佳燕 译

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PREFACE

序言

Forward thinking Architects' reinvention of the shopping mall typology is directed at those developers who understand and are prepared to positively engage with the diverse requirements of the coming of age "Y Generation".

"Legacy" design strategies employed by traditional mall designers all over the world are either redundant or too inflexible. Design strategies developed for the 1970's out-of-town shopping mall have not evolved sufficiently to meet the needs of a new generation that has very different needs and aspirations from their parents.

The lifestyle, the shopping and entertainment requirements of a generation whose median age is now 16 is changing the future of the mall as we know it. The tech-savvy youth of today considers itself a part of a modern social network; the older generations were more family-oriented. This shift in the social dynamics should be reflected in the environments we design. Modern architecture should embrace the factors that are driving the change; it should have a mind-set that is aligned with the views of the Y Generation and the developers who are thinking outside the box.

Generation Y is consumed by entertainment in the broadest sense of the term. Implementing a 12-hour/24-hour multi-layered architecture that breaks the confines of the traditional shopping mall-box supports the "working-to-live" members of the most consumption-orientated generation in history. Such an approach to architecture is the future. The idea is to link shopping and entertainment to implement and improve the conviviality, vitality and sustainability of the traditional high street. Consequently the mall-box must dissolve, and turn into a permeable, porous network of spaces, with the urban landscape interwoven with the exterior and the interior of the retail spaces.

The Arcade of the 19th century Paris was the first retail typology that transformed the street into a place of social interaction; it was the domain of the flâneur. The aspiration was similar to that of, today's retail-space architecture. The deliberately ambiguous relationship between interior and exterior dissolved the boundary between public and private realm, and eliminated the pedestrian's concern of crossing a threshold.

The dissimilarity lies in the pace of today's world if in the 19th century's context "it was considered elegant to take a tortoise out walking", the tempo of today's "flâneur" is much more accelerated and much more target-oriented. The available time is scarce, and shopping itself is available through many other means. Following the trajectory of different 12h/24h retail terraces and pathways of a modern mall offers a dynamic experience that the Generation Y craves for.

As a consequence, the challenge is not only about dissolving physical barriers in order to create a transparent and fluid urban environment, but also about improving the social and educational consistency of the pedestrian street culture.

Conscious Architects across Asia are responding to these compelling challenges and helping developers rethink the mall business model that is being driven by a generation of new customers who, in turn, are engendering a profound social change. Thinking out of the box means creating a dynamic and unusual configuration of space that offers the opportunity to experience unexpected new activities.

Stephen Pimbley & Kamilla Csegzi, Spark Architects

SPARK ✨

前卫的建筑师们对商业广场类型的创新探索，是因为开发商明白并准备积极应对即将到来的“Y时代”的多样化需求。

全世界范围内，传统的商业广场设计师们通常采用的“旧式”设计策略要么冗余，要么过于僵化。20世纪70年代商业广场的设计策略现在已经没办法满足新一代年轻人的需求，他们的需求和渴望已经与他们的父辈相去甚远。

我们知道，现在16岁左右的一代人，他们的生活方式和对购物、休闲的需求将改变商业广场的未来。今天这些通晓科技的年轻人会把自身看作现代社会网络的一部分；而老的一代人则更注重家庭。因此，社会动力结构的变化应该反映在我们的环境设计中。现代建筑应该结合那些促成改变的因素；我们应该调整心态，与Y时代人的想法保持一致，尊重那些敢于突破传统的开发商。

Y时代充斥着最广义上的娱乐。他们是史上最会消费的一代，信奉着“工作是为了生活”的理念，因此，一座12小时或24小时营业的高层建筑满足了他们的需求，也打破了传统商业广场的局限。这就是建筑业的未来。将购物与娱乐结合在一起的理念提高了传统商业街的魅力、活力和发展动力。因此，原始的封闭的商业广场注定要消失，取而代之的是一个多功能的空间网络，商业广场的室内外空间与城市景观交织在一起。

19世纪巴黎的商业拱廊是第一代零售业建筑模型，它把大街改造成了一个小型的社会互动场所，成了“漫步者”的购物王国，与今天的零售空间建筑很相似。室内与室外的界限被故意模糊，公共与私人的空间得以融合，行人也不再有“跨越门槛”的感觉。

今天的时代节奏已不同往日。如果在19世纪，牵一只乌龟出去遛弯，是一件非常优雅的事情。可是今天这个时代的“漫步者”，节奏快了很多，也有更明确的购物目的。时间是很紧张的，购物本身也有着多种渠道。沿着一座12或24小时营业的现代商业广场的路径，穿越不同的零售走廊，满足了Y时代年轻人渴望的动感多变的体验。

因此，挑战不仅在于消除物理空间上的屏障，创造一个透明、流畅的都市环境，还在于提高步行街文化在社交和教育功能上的一致性。

亚洲建筑师中的有识之士都在积极应对这些不可逃避的挑战，开始与开发商一起重新思考商业广场的商业模式，以满足新一代顾客的需求，而新一代的顾客则是未来社会发展的重要影响者。突破传统的思维，意味着要创造一个动感十足、独一无二的空间格局，为顾客提供体验新奇的机会。

史蒂芬·平博理，卡米拉·科赛奇
斯帕克建筑公司



The design of shopping malls is the most challenging and specialized trades in architecture. A good retail project reflects the life style of a generation and the preferences of the most important part of a shopping center: The visitor.

This book aims to give an overview over current trends in retail design and the interpretation of the theme by some of the worlds most renowned architects' offices.

The projects presented here have been carefully chosen since they all show innovative approaches to the challenges of shopping venues. This challenge might be either the facade which typically allows little openings in order to be able to control the light. It might be the interior circulation and here especially the linking of floors and connection to the upper floors. Or it could be the integration of the large scale structure into an urban fabric. In the best case a design of course covers all this and also creates great interior spaces which in the end make a shopping destination successful.

The architectural solutions shown are very divers – not only do they express the design philosophy of each distinguished designer but they also react to the place they are build in: they reflect local idiosyncrasies and materials as well as weather conditions when the link to outdoor spaces is observed. But even if they vary greatly in interior expression they have all in common that they were successful in providing a sensible and coherent interior space – and ultimately a great place to be for shopping and leisure.

Axel Korn – Korn Architects

商业广场的设计可谓是建筑行业中最富挑战性且最具专业性的一项业务。一个好的零售商业工程项目能够体现出一个时代的生活方式， 对一个购物中心来说， 最重要的就是要迎合顾客的喜好。

本书全景式展现了当代零售商业建筑设计的风采， 也包含了一些世界知名建筑公司对其设计主题的诠释。

书中的建筑案例均是精心挑选的， 它们无一例外地都在挑战购物场所的设计中做到了创新： 有的在外观幕墙上， 减少了开口， 以控制光照； 有的在内部路径， 特别是在楼层之间的连接环节上别出心裁； 还有的则是建筑物与整体城市风格完美地融合在一起。最好的设计是综合了所有上述优点， 同时创造出舒适的内部环境， 实现了整体建筑设计成功。

书中展示的建筑设计方案是风格多样的， 它们不仅体现了每一位顶尖设计师的设计理念， 也与建筑场所的周边环境交相辉映： 设计不仅体现了地方特色， 使用了地方原材料， 还在室外空间设计上考虑了当地的气候特点。尽管它们的内部设计风格迥异， 但是它们都成功地为我们呈现了一个又一个功能齐备、 井然有序的室内空间， 当然， 最终也就打造出了一个完美的购物休闲场所。

The retail trends of recent years show that the visitors of a mall are increasingly demanding. To attract the consumers which shall fill the building it is not only necessary to provide a good retail mix with known brands as well as a convenient access and parking. The mall of today needs to be a brand by itself – the architectural space becomes an object of identification as much as the goods on offer. The place to shop is part of the individual presence and image. Since shopping became more than a singular activity and is now part of a lifestyle, the shopping mall becomes the stage to see and be seen. It is the backdrop of the documentation of status and place to spend the leisure time on a chosen level. Admittedly it is not only the architecture but also the program activities and "software" which contribute to a successful image. But the stage for the event need to be set and the operations carefully considered if a new shopping center wants to be a success. Coming to the programming of malls the trend is clear: Food is a more and more dominating factor in malls now – not only in Asia but also increasingly in Europe and America. This trend is in some respect a salute to history - the "Galleria" or "Arcade" as the predecessor of the mall was not much more than the covering of a street to protect the shops and restaurants from weather. The modern shopping center is looking back to bring the street life into the mall. The shopping venture of the future has to offer a lot and must be able to react to changing demands and style. The examples we present in this book will show how this can be achieved with great skill.

近几年零售商业建筑的趋势表明， 顾客对购物场所的要求越来越高。为了吸引顾客， 商业广场不仅要有知名品牌入驻， 还要有舒适便捷的购物通道和停车位置。今天的商业广场本身也需要成为一个品牌。建筑大楼和商品一样， 已经成为一个标志。购物场所也已经成为个人风格和形象的一部分。购物不再是一个简单的购物行为， 而是已经成为了一种生活方式， 商业广场也就成了一个互相展示自我的平台。它是人们表现地位的一种背景材料， 也是一个上档次的休闲场所。众所周知， 一个成功的商业广场不仅需要楼宇， 还需要设计和“软件”。一个新的商业广场要想成功， 还需要建立活动场所以及周密的管理体系。关于商业广场的设计， 趋势已经非常明显： 餐饮已经成为商业广场越来越重要的环节， 不仅在亚洲， 在欧美国家也是如此。在某种程度上， 这种趋势似乎有点复古。商业广场的前身“风雨商业街”和“商业拱廊”其实也就是为大街上的商铺和餐馆提供了一个遮风挡雨的顶篷。如今， 现代的商业广场继承了这一点， 将街景搬进了购物中心内部。未来的购物场所必须要满足不断变化的需求和风格， 需要做出更多的努力。设计师们如何用自己的精湛技艺实现这些目标？ 本书中的建筑案例将为大家一一呈现。

阿克塞尔·科恩
科恩建筑公司

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Interior Design

Spark

Design Director

Stephen Pimbley

Team

Lim Wen Hui, Luke Lim, Sevena Lee, Adi Indra, Rooseno Aji, Raymond Tirtawijaya, Chong Sing Keat, Lee Yong Hoe, Jacqueline Yeo, Carlo Joson

Client

Golden Flower Group PT. Cakrawala Sakti Kencana

Local Architect

PTI Architects Indonesia

Quantity Surveyor

WT Partnership PT. Wolferstan Trower Indonesia

M&E Engineer

PT. Arnan Pratama Consultants

C&S Engineer

PT. Davysukamta Konsultan

Location

Semarang, Indonesia

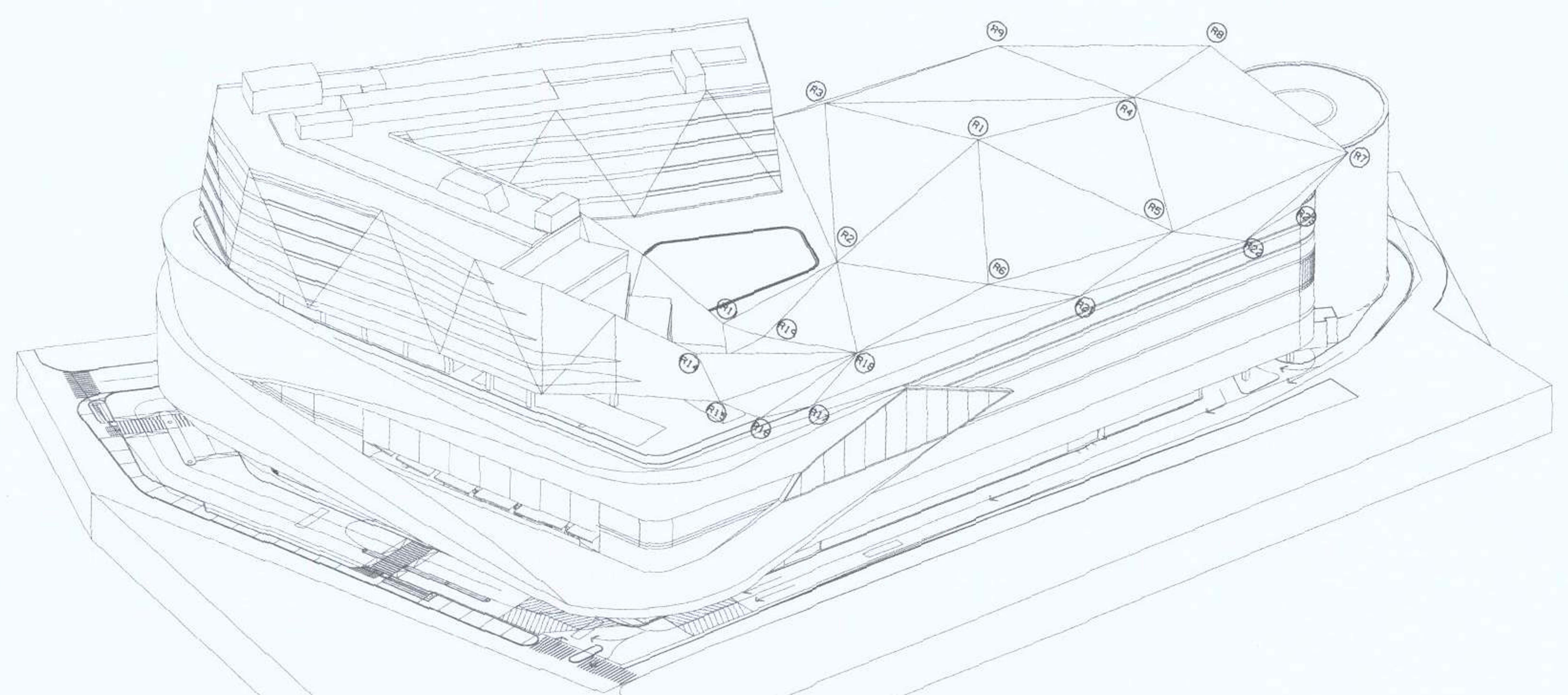
Area

100,000 m²

Photographer

Tim Nolan, Gabriel Ulung

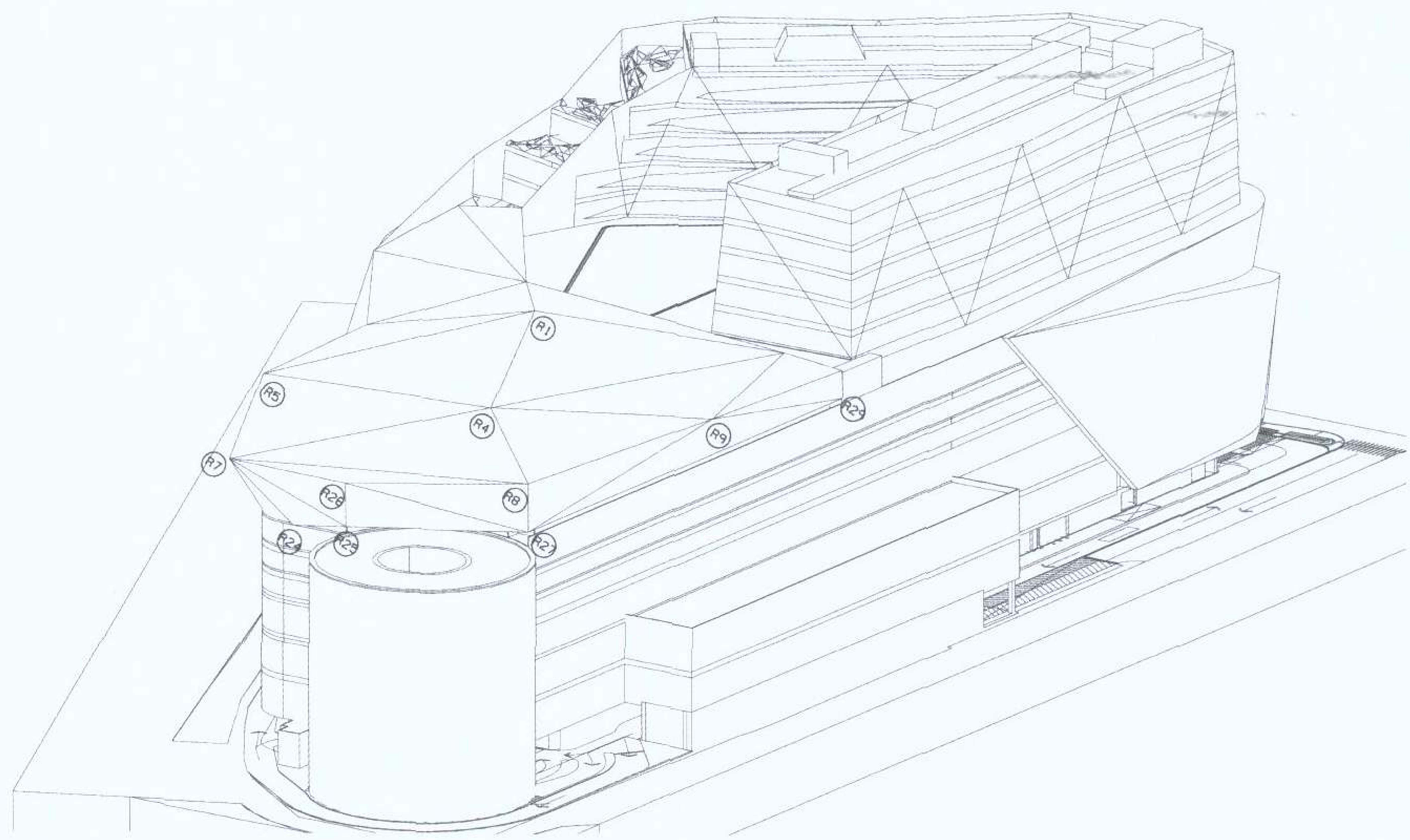
Located in Semarang, Central Java, is a mixed-use development comprising a 7-storey 75,000 sqm retail mall, a 220 bedroom 4-star hotel and a convention centre. The mall contains a basement hyper market; boutique, branded and anchor stores; and a 10-theatre cineplex. The facade of the mall is expressed as a pleated skirt as an abstracted motif of the Client's position as a leading regional manufacturer of garments. The hotel and convention centre sit on top of the podium and are expressed as a separate floating element that has a faceted glass skin, giving it a different identity to the podium's pleated facade.



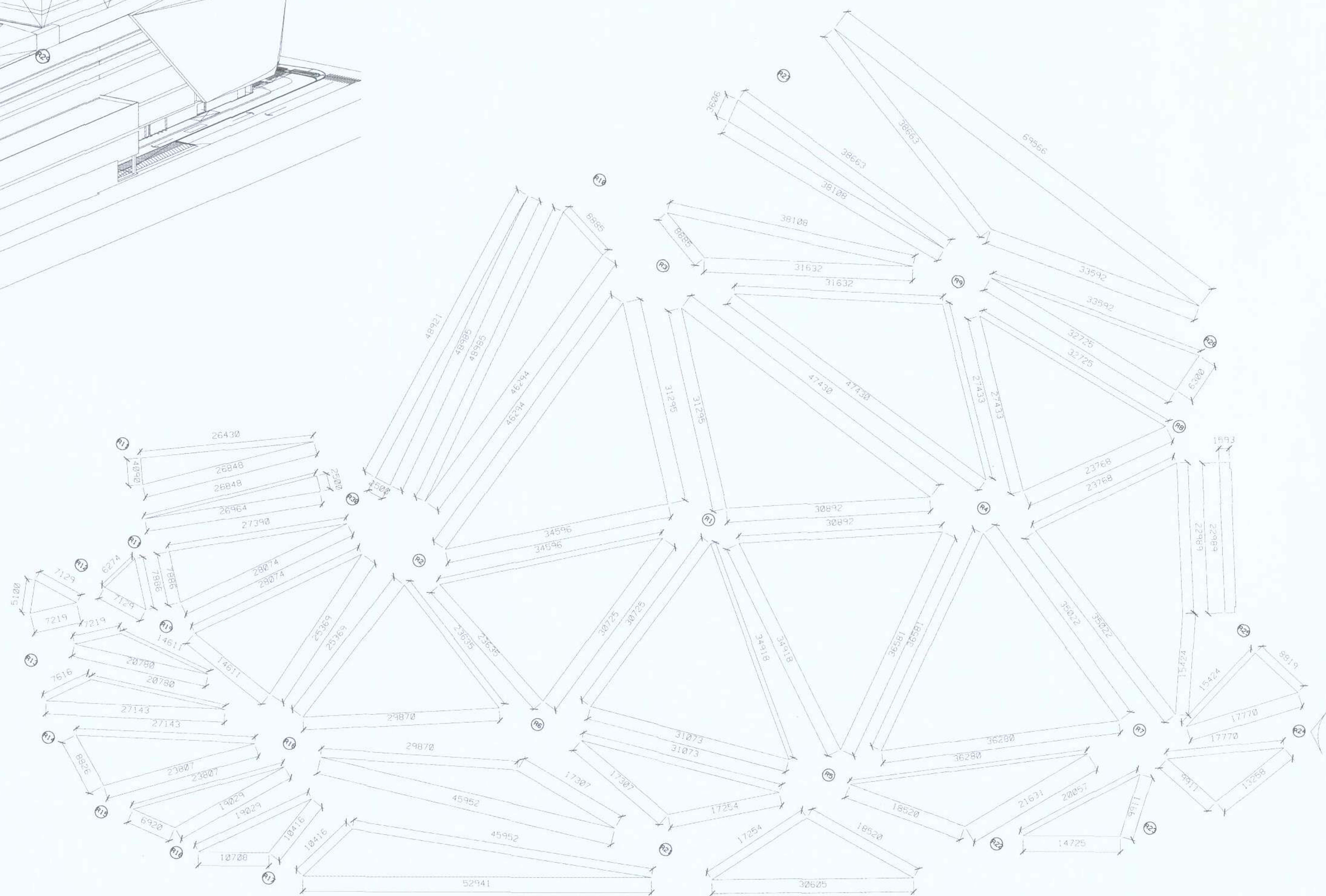
01.CONVENTION ROOF - PERSPECTIVE

1:500

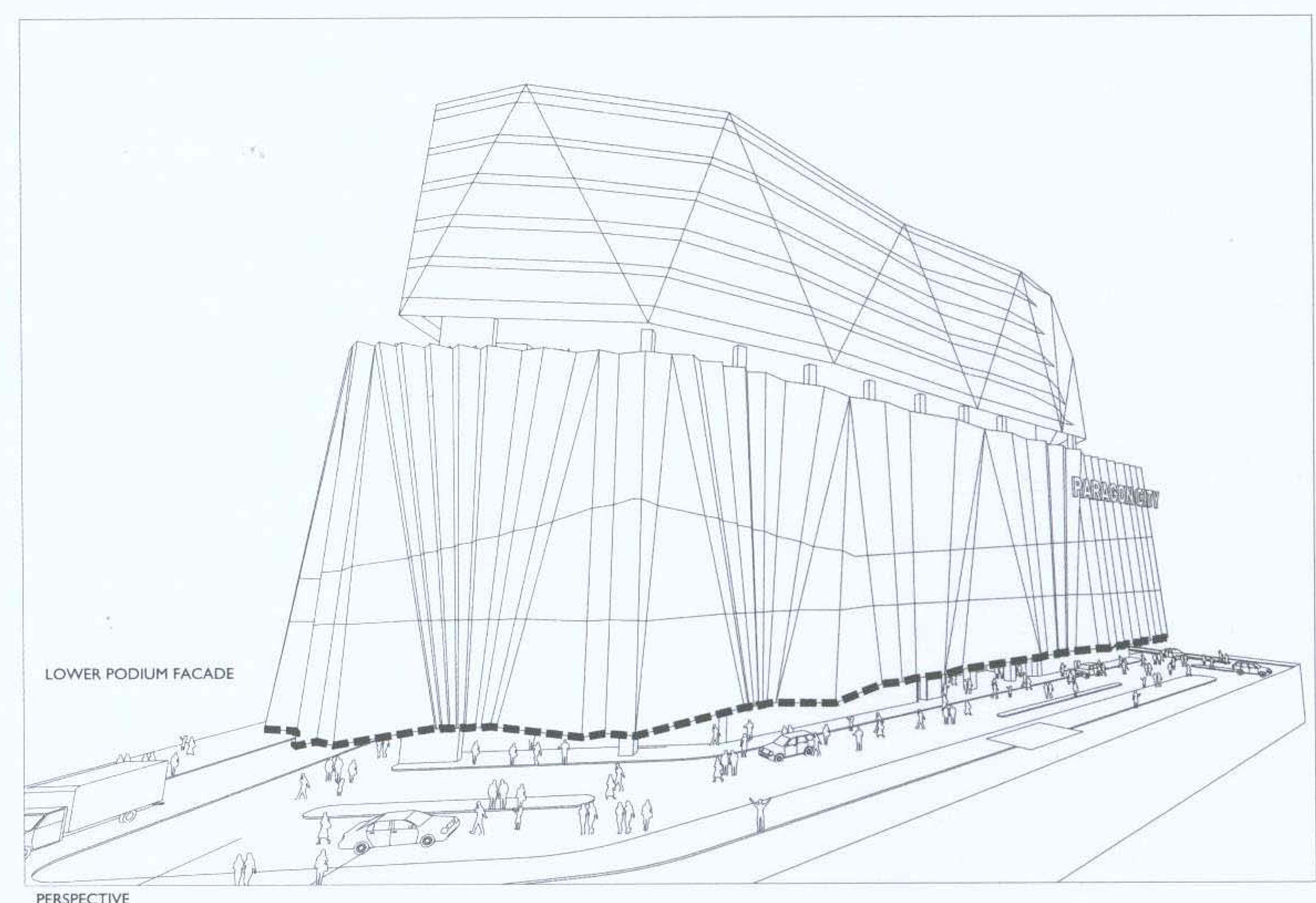
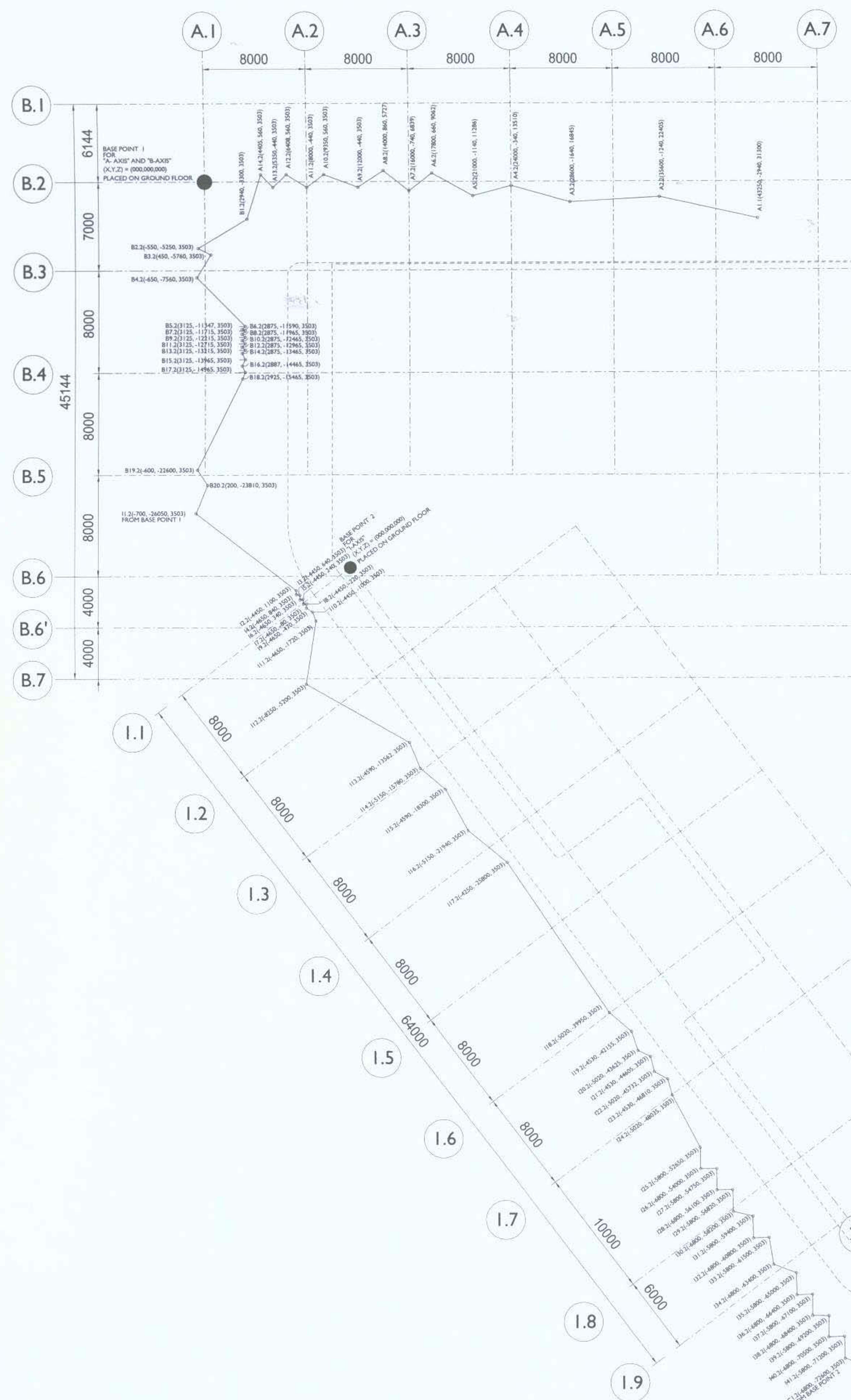




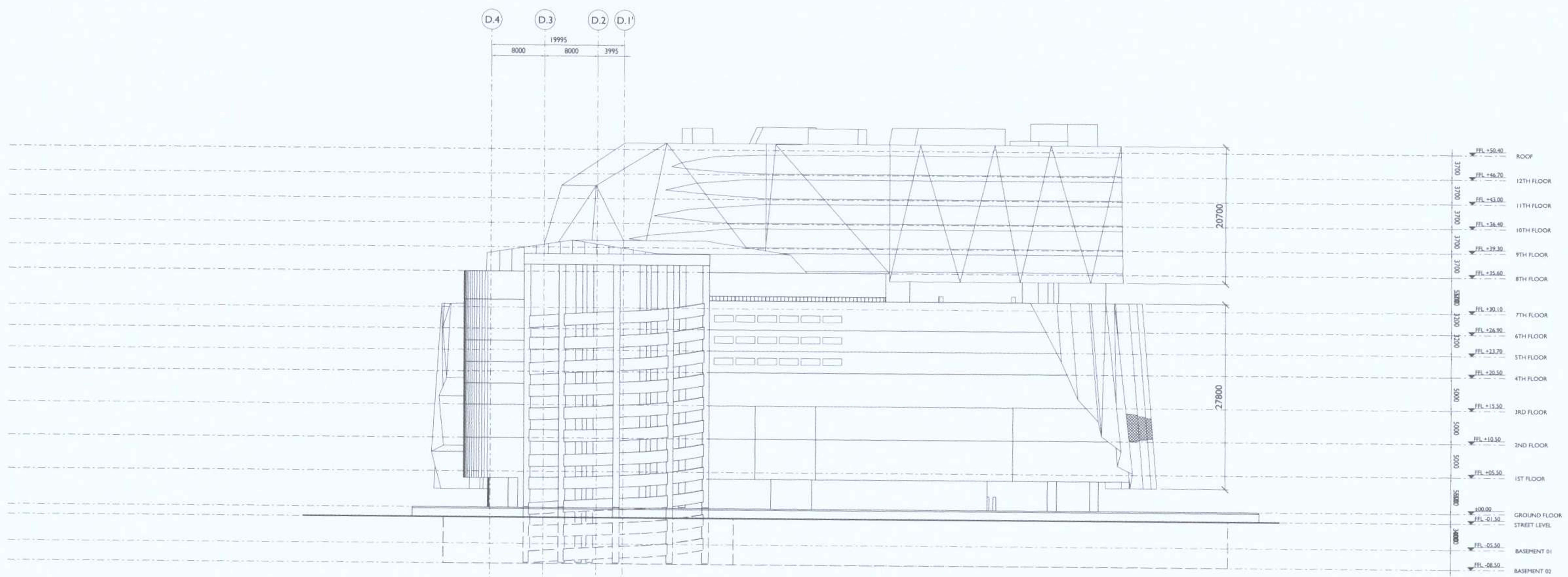
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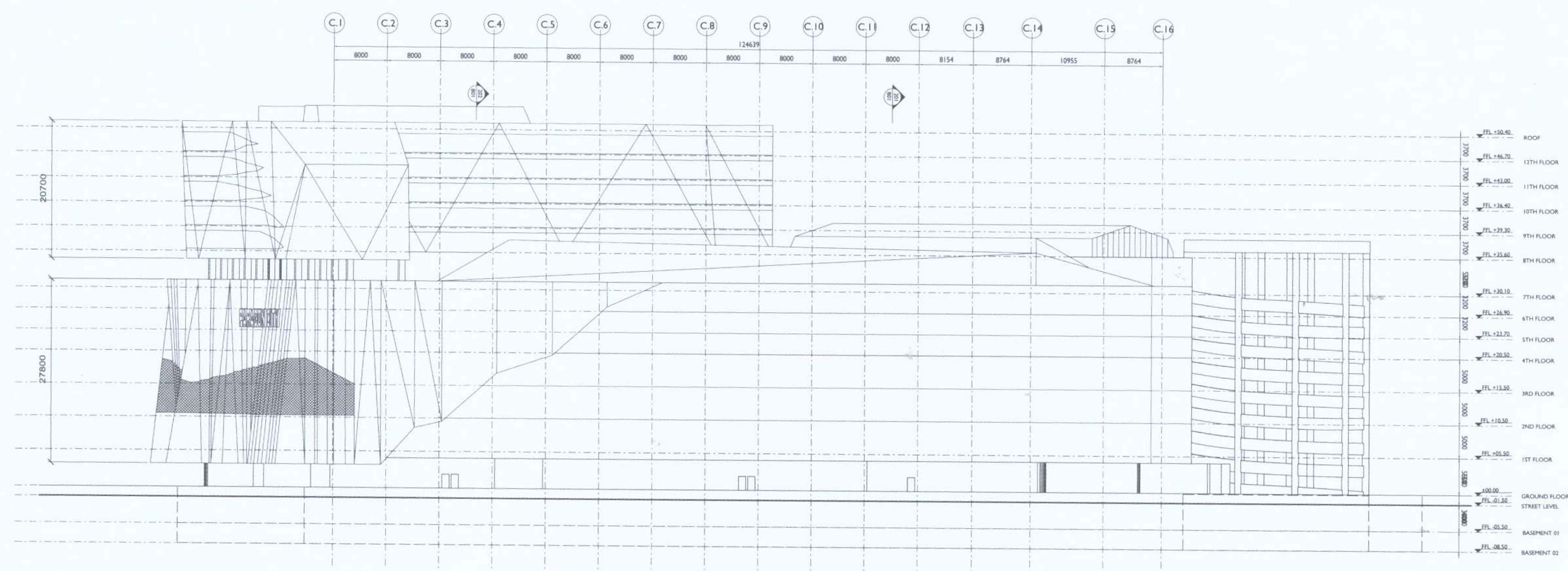
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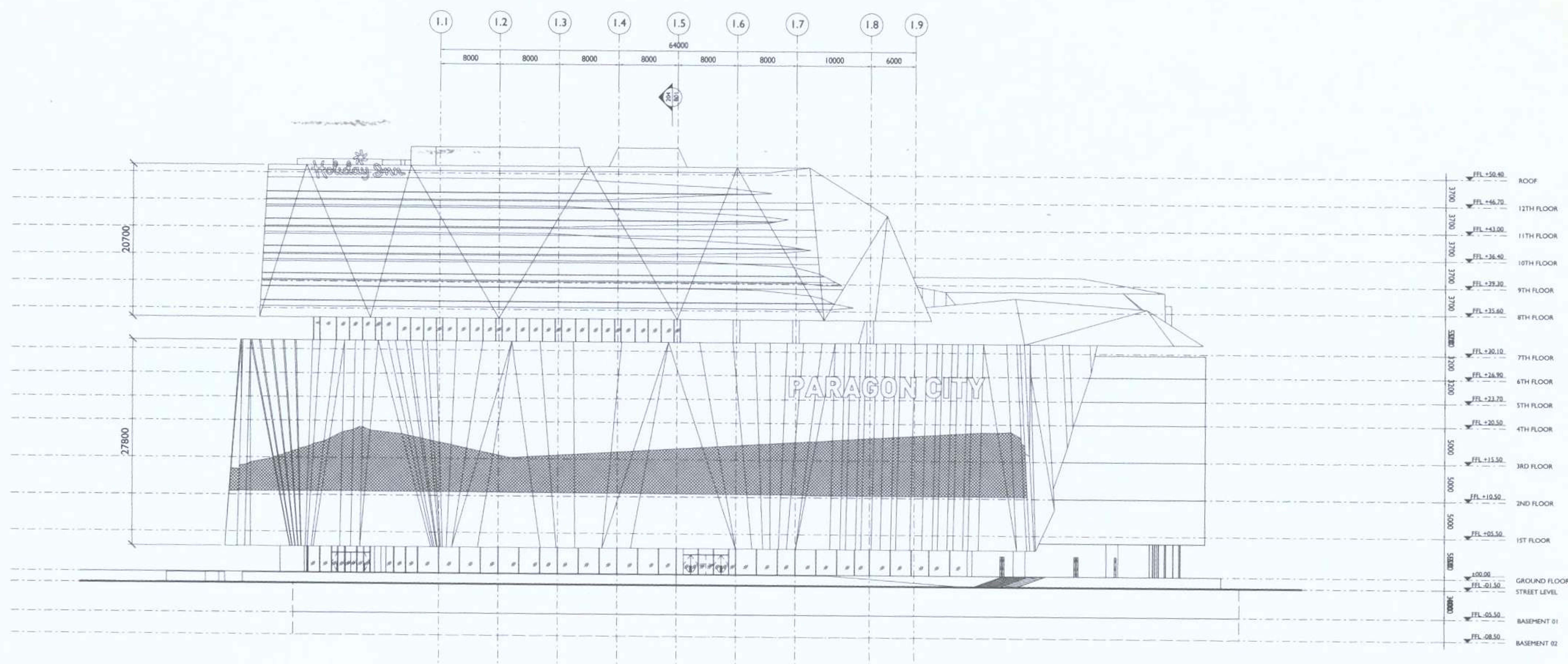
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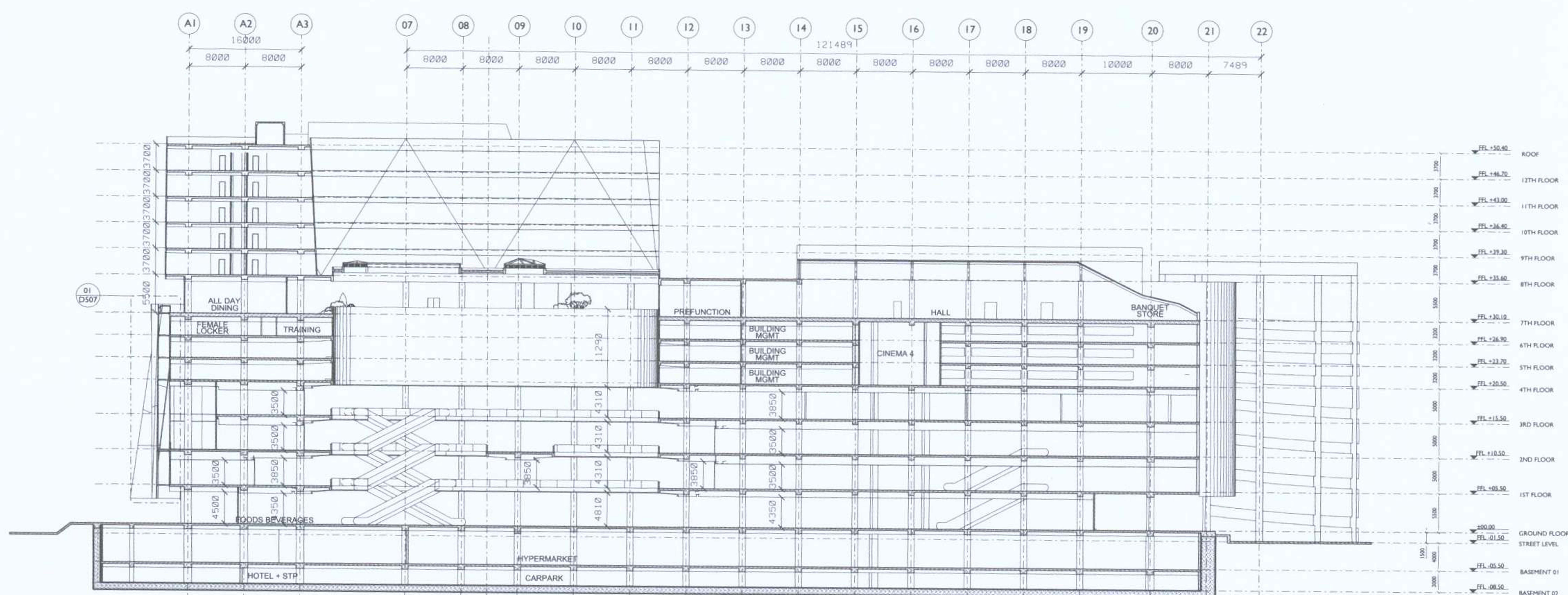
South Elevation



West Elevation

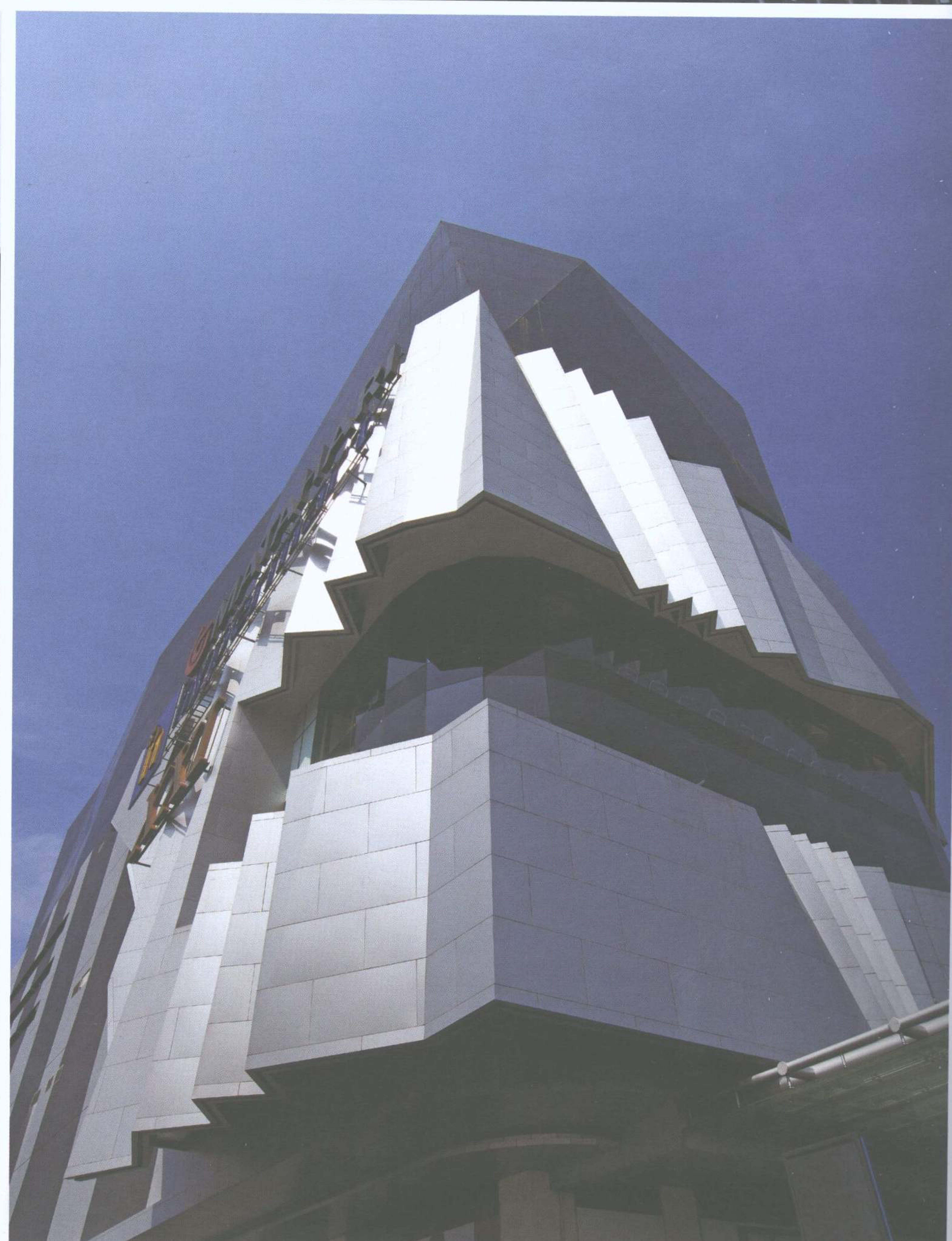


North Elevation



Section







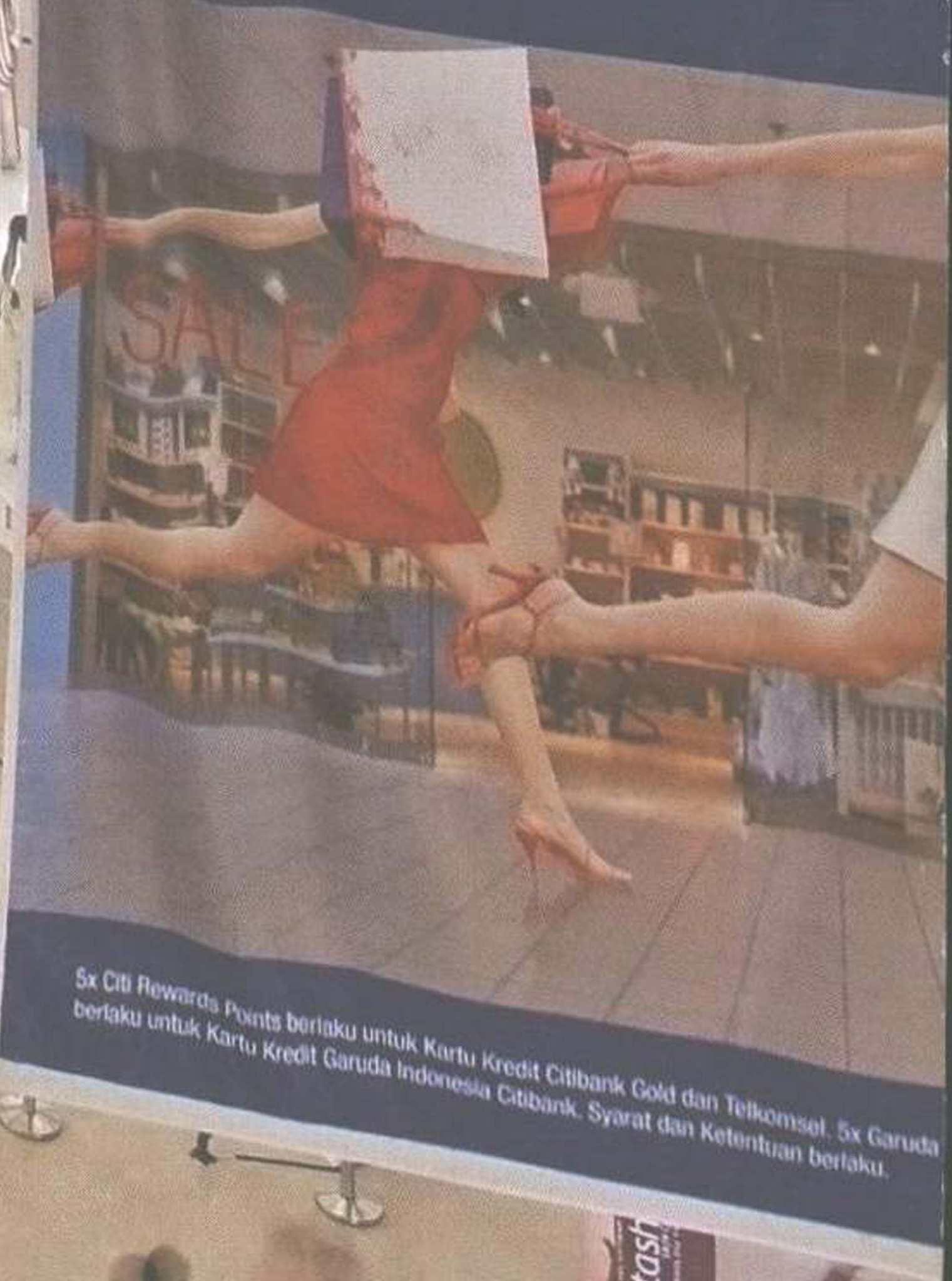


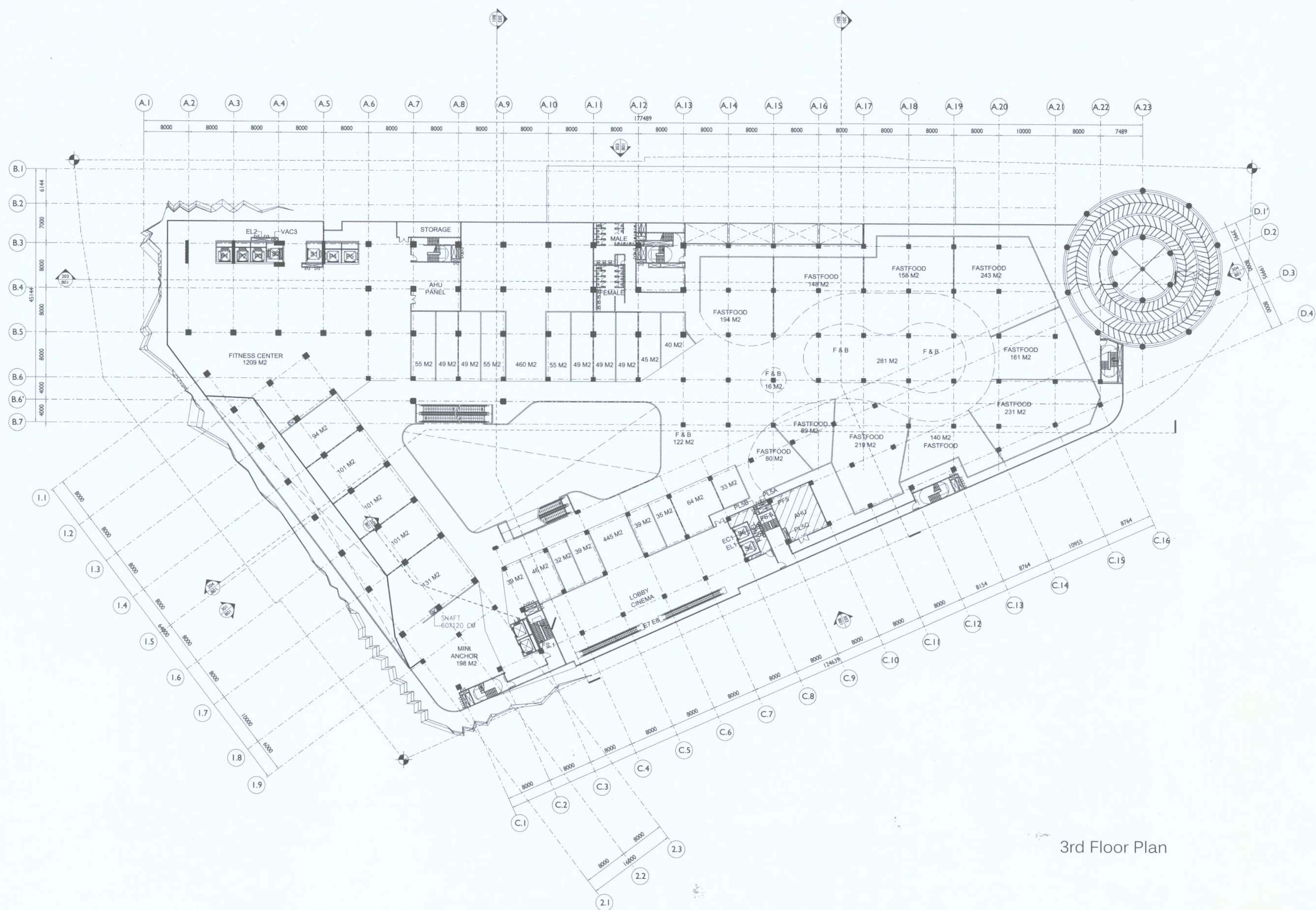


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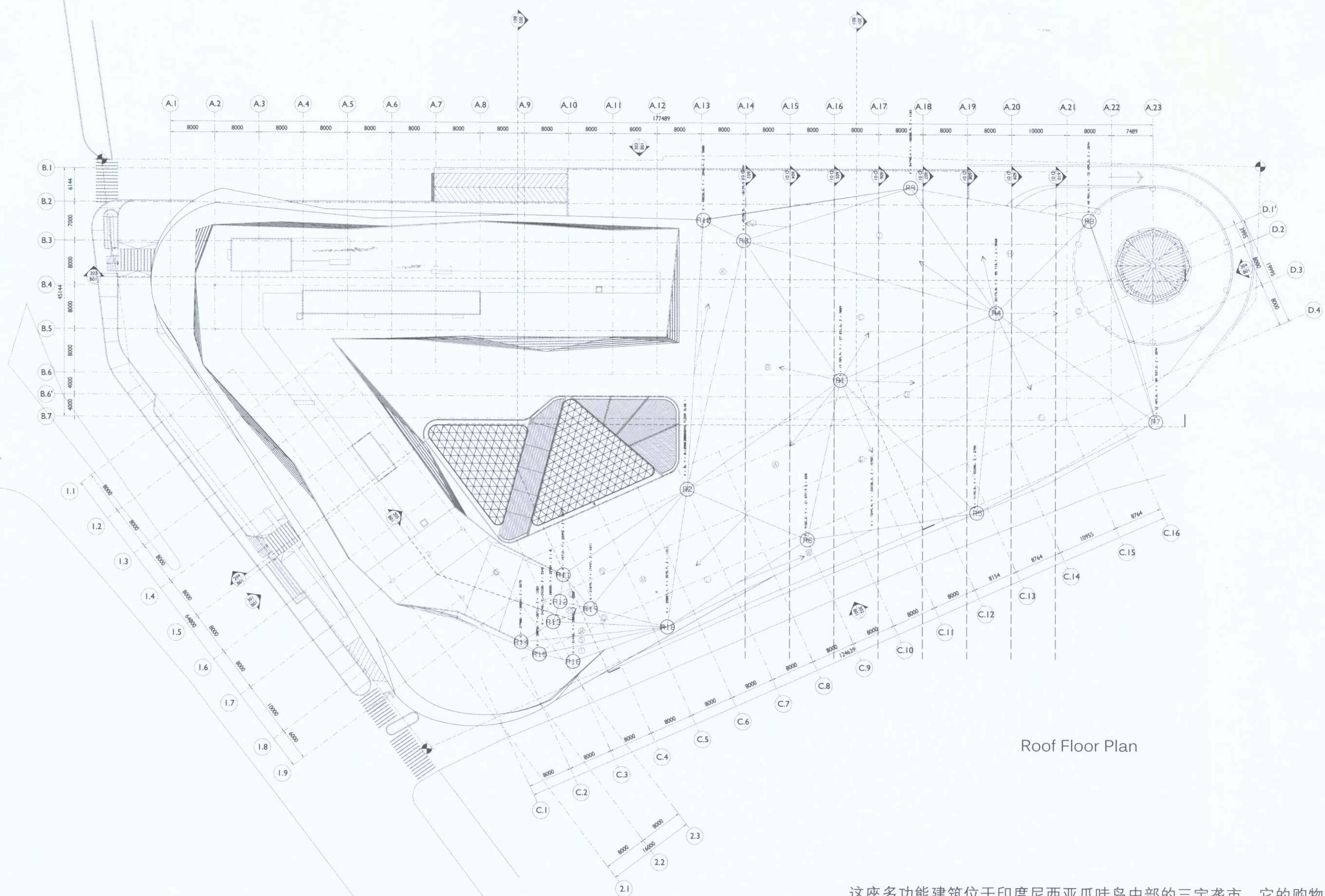
15 April - 14 Mei 2011.

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3rd Floor Plan



Roof Floor Plan

这座多功能建筑位于印度尼西亚爪哇岛中部的三宝垄市。它的购物中心共七层，总面积达到 75000 平方米，还有一个含 220 套客房的四星级酒店以及一个会议中心。购物中心包括一个地下大卖场，各种精品店、品牌店和旗舰店以及一个多厅电影院。商厦的外观幕墙就像一件百褶裙，抽象的主题暗示出投资方的身份：投资方是当地最大的服装制造商。酒店和会议中心位于裙楼的高层，外墙采用独立玻璃罩，体现出流动风格和鲜明个性，与裙楼百褶裙的外观幕墙形成反差。