

Top Houses 顶级别墅

香港科讯国际出版有限公司编



《华中科技大学出版社

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PREFACE

前言

Villa is the bright pearl in the residential crown. As the top product in real estate industry, it serves the successful class in the tip of pyramid. The successful people pay attention to the taste, the exterior design of the building and the cultural connotation of the product, and have higher demand for humanity environment and supporting services. As the wealth game of "invisible top-level", corresponding to the mass market, villa is the niche and marginal non-mainstream product, but it does not mean that the villa cannot undertake function in the market, on the contrary, villa has unique feature in the real estate market.

With the maturity of real estate market, adjustment of the regulatinons and policies, emergence of the wealthier class and the increase of the market requirement, the villa industry is prosperous day by day. The development of villa no longer only pays attention to the concept and the quality of the building, but the market gives villa the impetus for more thinking. How to build the suitable villa for wealthy class in every district, and keep track of the demand trend of the villa market so that the villa can be more modern, international, humane and can develop sustainably. All these have become the mutual concern in architectural field.

Under the existing social system and historical stage of development, according to the different cultural backgrounds of cities, the current villa developers and architects are more inclined to focus on the optimized use of particular scarce resources so that the architectures could reach the top quality. The development and construction of the villa is no longer just the quantitative packing, but to increase the additional value of the product on the basis of the advanced concepts and the perfection of the technology, environment, function, materials and services, so as to produce the luxurious houses in the real sense.

Hong Kong Scientific Message Limited tries to build the effective communication platform for the developers and architects, the editors select some representative villa cases with the help of various design companies and hope this book will be helpful for the development and construction of the modern villa.

别墅是住宅皇冠上的明珠。作为房地产业顶端产品，它服务于金字塔尖的成功阶层。他们讲究品位，在意建筑的外观设计，关心产品的文化内涵，对人文环境和物业配套服务等有着更高的要求。作为一种“看不见的顶层”的财富游戏，相对大众市场而言，别墅是小众的、边缘性的非主流产品，但这并不意味着别墅在市场上不承担功能，相反，别墅在市场上的功能始终独一无二。

随着房地产市场的不断成熟和规范、政策的不断调整、财富阶层的不断涌现、市场需求的不断增长，别墅产业日益蓬勃发展。别墅的开发也已经不再停留在概念和建筑品质上，市场需要赋予别墅更多的思想。如何建造适合各个地区财富人群居住的别墅，寻求别墅市场需求动向，让别墅更快地走上现代化、国际化、人性化和可持续发展的道路，成为房产开发建筑界人士共同关注的话题。

在现有的社会制度和历史发展阶段下，根据城市文化背景的不同，目前别墅开发商和建筑师都更加倾向于注重对独有稀缺资源的最优化利用，以便使建筑等各方面都达到顶级品质。别墅的开发建设不再是作为一种数量的堆砌来进行，而是在吸收先进理念的基础上，在科技、环境、功能、用材、服务等方面都做到极致，从而提升产品附加值，创造出真正意义上的别墅豪宅。

作为长期致力于为开发商与建筑师搭建广阔有效的交流平台的香港科讯，此次联合各大设计公司遴选出目前极具代表性的别墅案例，以一贯严谨务实的态度汇编本书以飨读者，期待搭建起迅捷沟通的桥梁，为当代别墅的建筑开发略尽绵薄之力。

CONTENTS 目录

01

Single house 独栋别墅

Single house is the ultimate form of villa. The detached building has strong privacy, there is independent space upstairs and private garden downstairs and it is surrounded by greenbelt and courtyard of unequal sizes. Usually, it is defined as the high quality and high price residence, such as the Guilin Lijing.No 5 Villa and Beijing Uptown International Garden. The developers pay more attention to the diversification of the product's style in the developing process.

In recent years, the developing number of single house decreases gradually because of the scarce land and "forbidden villa paper" by the government. So, the price of single house is increasing in the property market.

独栋别墅是别墅建筑的终极形式，作为私密性很强的独立式住宅，上有独立空间，下有私家花园，且房屋周围都拥有面积不等的绿地、院落环绕，其定位多为高端品质，价格高昂，如桂林丽景·5号公馆、北京上城国际花园等。发展商在该类型别墅的开发过程中注重其产品风格的多元化，大多以精品思路打造风格别墅，一时形成了百花齐放的局面。

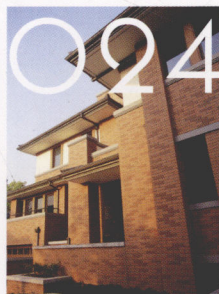
近年来，随着土地资源的稀缺及政府“禁别令”的发放，独栋别墅的开发量渐趋减少，独栋别墅变得奇货可居，呈现出价值攀升的趋势。

014

Poly Longshang Villa (Beijing) 北京保利垄上别墅

Characterized by classic North-American style, Poly Longshang Villa introduces neo-classical style architecture and perfect landscape design, which is extremely harmonious, natural, humanistic and comfortable.

保利垄上别墅从北美别墅建筑的经典风格出发，充分运用新古典主义建筑符号，融入唯美的园林艺术，将中外建筑语言有机地结合在一起，充分展示了垄上和谐、自然、人文、舒适的别墅环境。



024

Shanghai Qingpu Guanting 上海青浦观庭

The design principle of this project is "City wind—the anchorite of urban life", and a house unit is designed as a small group circled by 4 single villas. The ring road system connects the spaces among residential groups in the southern and northern side of the road.

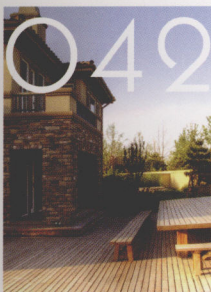
本项目以“城市风——都市生活的隐者”为设计原则，以4栋独立别墅围合成1个小组团的单元组合形式为设计单元，以环行道路结构为骨架，在道路南北两侧串联起这些组团单元的空间构筑形式来规划总平面。



Guangzhou Sunshine City Garden 广州新光城市花园

Citynet (China) proposes the concept of "northern ridge" on the basis of oriental Fengshui: The slope in the northern side isolates the noise from the road, and forms a south facing tailo which removes the weakness of this plot and at the same time promotes the plot value quickly.

城际(中国)结合东方人的风水观,大胆提出了“北面垄坡”的构思:在北面设计一个土坡,既满足隔绝城市道路噪音的功能,又形成南向阳坡;既消除地块的本身的弱势,又迅速提升其地块价值。



Beijing Uptown International Garden 北京上城国际花园

This project is the North America styled single residence with simple and natural shape, and each villa adopts natural stone facade to build simple country style and the individual character.

本工程为纯北美特色独立住宅,造型简约大气又灵活自然,每栋别墅均大面积采用了天然石镶嵌立面,真实再现了北美住宅个性化、自由奔放的时尚都市新贵豪宅的特质。



Guilin Lijing · No 5 Villa 桂林丽景 · 5号公馆

The design adopts the concept of "Organic Architecture" and utilizes the design ideas of "Moving Water Villa" and "Coexist with Nature" to produce the top-class natural ecological waterfront villa in the center area of this picturesque city. It follows the Occident modern architectural design technique, that is, to emphasize the horizontal lines through colors and materials and to pursue the living experience of individual residence.

设计秉承“有机建筑”的理念,借鉴“流水别墅”、“与自然共生”的建筑设计思想,打造出山水名城中心区域的原生态亲水顶级豪宅。整体沿袭欧美现代建筑设计手法,形体简洁明快,通过颜色材料强调水平线条,与桂林山水相得益彰并追求个性居住体验。



Ninetree Village in Hangzhou 杭州九树山庄

This project is defined as the "Non-experienced Residence", and great individuality and internal creative value make it just like an artwork more than a building. There area total of 60 buildings in this residential area, combining the European architecture concept with Oriental culture background to create a unique residential area.

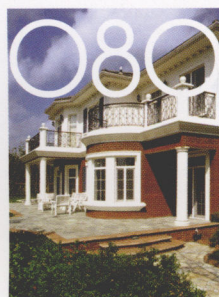
开发商将九树定位为“非经验住宅”,高度的个性化及其所蕴涵的创造性价值,让九树更接近艺术品的范畴。整个住区只有60套房子,体现了欧洲建筑理念与东方文化背景的奇妙融合。



Hangzhou Zonen · Romantic Heshan 杭州中能 · 浪漫和山

All design details in "Romantic Heshan" are produced to meet the needs of proprietors. It puts more emphasis on the living experience and the distribution of individual space and functional space in the building. It has simple outline, horizontal and unfolding window, smooth and clean outside wall, changeable space lighting, all of which reflect the new architecture aesthetics that is promoted by modernism architectural style. The expression technique and construction technique are unified together, and the architecture shape coordinates with the inner function very well, which reflects the most essential feature of architecture.

在“浪漫和山”现代别墅，所有的设计细节似乎都是因人而造，它强调关注住户的居住体验，注重个体空间或功能空间在建筑内部的分布。轮廓简约，水平条窗平阔舒展，外墙光洁，空间光影变化丰富，深刻体现了现代主义建筑所提倡的新建筑美学原则。表现手法和建造手法相统一，建筑体形和内部功能配合默契，构图上灵活均衡，处理手法简洁，体形纯净，体现了建筑最本质的特点。



Shanghai Dahao Mountain Forest Villa 上海大豪山林庄园

The original design concept of Dahao Mountain Forest Villa is from Beverly Hill in California. The planning, landscape design and indoor design of this case follow the design standard of American villas.

大豪山林庄园最原始的设计理念来源于美国豪宅聚集的加州比华利山庄。本案从规划到建筑平立面至景观设计和室内设计都遵循了美式豪华别墅的设计标准。



Shanghai Vizcaya Villa 上海维诗凯亚别墅

The whole land employed in this project is about 1000 000 m², and the land of 60 000 m² are restored to hilly land. The mountain villa expresses the Spanish multiculturalism from Granada to Madrid. The villas are featured by stucco, granite, and Spanish-style tiles and mixed with Spanish-style architecture signal, which has become the model of Spanish architecture style.

该工程先后动用了100万平方米的土地，还原了6万平方米的丘陵地貌。维诗凯亚山地别墅再现了格拉那达到马德里的西班牙多元文化风情。别墅以灰泥涂料、花岗岩、西班牙式瓷砖等搭配使用，并加入西班牙式建筑符号，尽显世界豪宅典范的西班牙建筑风格。



Wuxi Impressive Cambridge Villa Area (Phase II)

无锡印象剑桥别墅区(二期)

Collaborative with housing design, the villa adopts L-type layout with courtyards enclosed by the buildings to enhance the privacy outdoors. Furthermore, the layout makes full use of the landscape conditions and water system to distribute medium houses in the best places.

别墅布局结合房型设计，以L形布局为主，以建筑形成对院落的围合，增加外部空间的私密性。充分利用基地景观条件，结合景观水系，将大部分中型别墅布置在景观最佳处。

02

Town house 联排别墅

The biggest difference between Town house and single house is that the town houses are parallel connected by several one-family villas less than 3 floors, they share the same outside wall and the price of this house is lower than single house. It has some features as follows: the low cost because of the large-scale development, high greening ratio and beautiful landscape make the community close to the nature, the residential function is similar with the single house, such as Yi Pi Man Cheng in Shanghai and Shanghai Vanke White Horse Garden (Phase III & Phase IV). All of those features make it welcome in middle class and parvenu.

The multi-leveled residence market suffers a lot because of the sales of town house with low density and high cost performance, and its special charm makes it become the first choice to the middle class.

独门独院的联排别墅与独栋别墅最大的区别在于，它由几幢小于三层的单户别墅并联组成，每几个单元共用外墙，其市场价也相对较低。其特征表现：规模化产出降低了建筑成本，高绿化率和优美的小区景观使居住环境更贴近自然，但在住宅功能和独栋别墅相差无几，如上海浦江一品漫城、上海万科白马花园（三、四期）等，因而深受中产阶级中上层人士及新贵阶层欢迎。

随着低密度、高性价比联排别墅的上市，多层住宅市场受到一定程度的冲击，联排别墅以其独特的魅力日渐成为中产阶级人士理想中的居家首选。

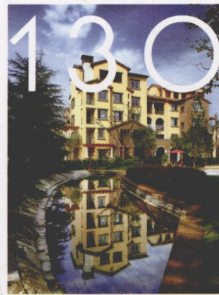


Shanghai Vanke White Horse Garden (Phase III & Phase IV)

上海万科白马花园（三、四期）

The project includes three types, that is, garden house, townhouse and semi-detached house. They break the traditional townhouse structure of small bay width, large depth and two-side lighting as far as possible. The architecture style of garden house transits to villa style while the townhouse and semi-detached house adopt the technique of "simple type, natural material". The architecture pays attention to the reminiscence feeling and façade design of coarse grained material texture, white wall is the main color and the color of door and window is changing from cold to warm.

项目中有花园洋房、联排别墅及双拼别墅三种类型，其特征均为尽可能打破传统联排别墅小面宽、大进深、两面采光的格局，并将一组别墅作为一栋别墅进行造型设计。花园洋房建筑风格向别墅类造型过渡，联排别墅及双拼别墅则采用“简洁类型，天然材料”的手法。建筑注重怀旧以及粗颗粒的材料质感的立面设计，白色墙面为主色彩，门窗色彩由冷变暖。

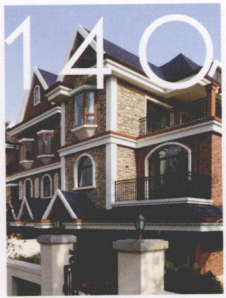


Beijing Longfor · Manpo Chianti

北京龙湖 · 香醍别苑

Longfor·Manpo Chianti is located in the administrative center of Shunyi New City, chaobai high-class villa district. Each household owns 180° viewing space, the space utilization rate is as high as up to 85%, and the space is fully transparent from the south to the north. It has reasonable function layout, which shows the golden ratio between nature and building through simple figures and creates comfortable Toscana life in Mediterranean architecture style.

龙湖·漫坡香醍位于顺义新城行政中心，潮白高尚别墅区内，每户设置180度观景空间，空间使用率高达85%以上，南北通透、开间方正舒适、功能布局合理。它以最简单的数字演绎自然与建筑的黄金比例，以地中海建筑风格，营造城市舒缓的托斯卡纳田园小镇生活。



Champagne Manor 成都香碧歌庄园

Based on the European classicism and Chinese living style, the project integrates European architectural aesthetics with ecological landscape, emphasizes details and materials selection, and aims to create a manor life in the city.

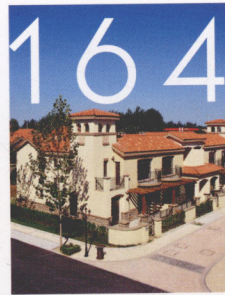
该项目结合欧洲古典主义和国人的居住模式，将欧洲建筑美学和生态景观相结合，注重细节和材料的选择，全力营造都市中的贵族庄园生活。



Shenzhen Zhonghai · Dashandi 深圳中海 · 大山地

This project is a large-scale mixed residential community with the feature of sloping field. It effectively utilizes and transforms the original landform into soft slope that maintains good orientation and view or high points that serve as landscape element, increasing the value of the site and balancing the earthwork.

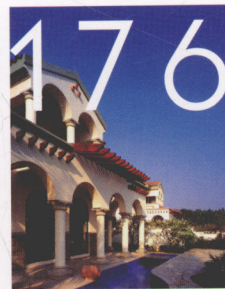
本项目是具有坡地特色的大型混合居住社区。规划中充分利用并整合原有地形地貌，将较为复杂的山体处理成对朝向及视线均有利的缓坡、台地，并将局部制高点作为景观要素，提高土地利用价值，同时确保场地内的土方平衡。



Langfang Peacock City (Phase III) 廊坊孔雀城(二期)

Peacock City deepens the design general policy of "Villa life, town feeling, urban elite community", and aims to produce a low and middle density community and create a pure American style living space through the perfect combination of urban planning and architectural design, leading the healthy new life model and urban new hotspot.

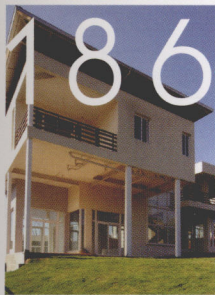
孔雀城秉承并深化“别墅生活、小镇风情、都市精英生活社区”的总方针，旨在打造中低密度住宅为主的小镇，通过依靠城市规划与建筑设计的完美契合来创造纯美式生活大社区，引领健康生活新模式，创造城市新热点。



Dongguan Vanke · Songshan Lake No. 1 Garden 东莞万科 · 松山湖1号花园

The design core of Songshan Lake No. 1 Garden is "trying to create low density residential space featuring large scale high quality residences and townhouses; it relies on the existing water system and reserves the original terrain features to transform the existing physiognomy and to form various residential groups connected by waters. Water surface is not only the important landscape, but also the basic pattern to constitute or divide the space. The ecological and natural scenery produces the sunny, elegant and healthy community life.

万科·松山湖1号花园以“努力营造一种以大型高档住宅、联排住宅为主的低密度人文精品社区的居住氛围”作为规划设计的核心；以现有大小水面为依托，保留原始地形特点，通过对现有地貌的合理改造，形成多个以水面联系的居住组团。水面既是最重要的景观，同时也是空间构成和划分的基本手段。原生态、自然的湖光山色，营造出阳光、高雅、健康的社区生活，也体现了本案展开设计的追求所在。



Eco-community in Kunming Expo. Garden (Phase 1)

昆明世博生态社区(一期)

Taking into consideration surrounding environment and local climate, adopting natural materials such as stones and wood, and introducing comparison methods, designers intend to create a simple, elegant and individualized living space.

设计师从量身定做的角度出发,结合周围自然环境以及当地地域气候特征,并通过石材、木材等天然材料的采用,运用加减对比等处理方式,全力营造一种丰富简约、尊贵典雅的个性化现代建筑风格与居住环境。

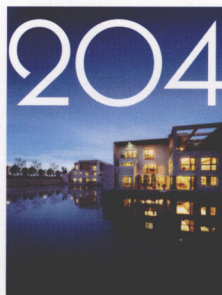


Nanjing CNK • Tangshan Villa

南京城开 • 汤山公馆

This case is trying to pursue the traditional buildings and landscape, and it produces outdoor space in keeping with the traditional residential feeling. The house type design creates the courtyard and patio to form the residential space integrated by the tradition and modernity, history and reality.

本案着力追寻传统,通过建筑围合、景观烘托,营造出符合传统人居感受的户外空间,同时通过建筑户型设计,创造户内庭院、天井,营造出传统与现代结合、历史与现实对话的人居空间。



Yi Pi Man Cheng in Shanghai

上海浦江一品漫城

Researching on European slow city, designers intend to create a cozy Mancheng city. On one hand, they perfect Boutique system and present exquisite living style in Shanghai vividly; on the other hand, they introduce Boutique features to structure layout, urban transport and landscape design.

规划通过对欧洲漫城城市肌理的沿用,在功能上营造出随性惬意的漫城,又通过完善的Boutique体系,将Boutique 上海精致的生活方式演绎得淋漓尽致,并且从布局结构、道路交通到绿化景观设计,处处体现出“创造融入Boutique元素的随性的漫城”的设计理念。



Shenzhen Xianhu Villa (Phase II)

深圳仙湖山庄(二期)

The base is shaped like the Character of "P" with the high east and low west. The design combines the features of topography and makes use of the surrounding natural environment to create the high-grade residential community.

基地呈横“P”字形,地势呈东高西低之势,场地坡度较大。设计结合地形地势之特点,因地制宜,利用周边自然环境,营造高品位生活社区。

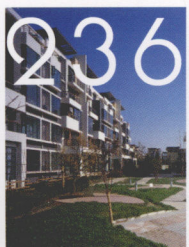


Suzhou Evian Town (Phase II)

苏州依云水岸(二期)

The architectural design of Phase II continues the design concepts of Phase I, such as the big bay width, the lighting courtyard and "one building and four yards". It originates the sunken garden and Bahe Yuan, and reshapes the modern neighbor relationship, which has become the new living standard in Suzhou.

延续一期大面宽、中庭采光、一宅四院等设计精髓，突出现代、水岸、江南的设计理念，并首创下沉式花园、八合院，重塑现代邻里院落的居住情结，代表苏州别墅居住新标准。

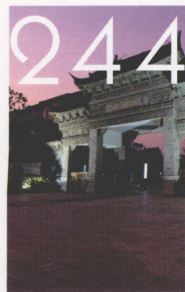


Tianjin Juncheng • Qianshuiwan

天津俊城 • 浅水湾

Juncheng • Qianshuiwan is a mixed community with multi-type product, which is situated in a 22 ha park themed by urban recreation and sports. The garden scenery combined with the residential buildings to form a unique landscape, the buildings occupy the highest point of theme park, and form a pan-park ecological living circle with the feature of "the house is in the park, the park is in the community".

俊城·浅水湾项目是多产品类型的混合社区，地块本身坐拥一座22公顷的城市级休闲运动主题公园。园景与住宅水乳交融，相映成趣，建筑占据主题公园的高点，形成“房子在公园里，公园在社区中”的泛公园式生态生活圈。



Wuxi Jiangnan Fang

无锡江南坊

This case features wuxi cultural characteristics-it adopts the Jiangnan Gardening techniques and emphasizes the memory of traditional ways of life. It is the Jiangnan traditional style community full of the cultural atmosphere of Chinese garden.

本案结合无锡地域文化特色，使用江南园林处理手法，强调传统生活方式的回忆，是具有浓厚中国园林古典文化气息的传统江南民居风格社区。



Zhongshan Qinghua Fang (Phase I)

中山清华坊(一期)

This case aims to produce a modern community full of Chinese culture flavor. It takes the courtyard as the residential core, the courtyards, grass lands and trees provide the proprietors with a quiet, private, clean and civilized living environment.

本案旨在创造一个现代化的体现中国文化的居住体，它以内向性的庭院为居住核心，处处有树庭院、绿地、为居者提供了一个安静、私密、清洁、美观、文明的居住与交流环境。

03

Overlapping house 叠拼别墅

Overlapping house is a kind of architectural style between duplex residence and single house, constituted and overlapped by multi-leveled duplex residence with big terraces upstairs and downstairs. The proprietors downstairs could enjoy the private garden and roof garden upstairs guarantees the separated recreational space. This kind of product is defined as the economic villa. Although it has worse privacy and scarcity than single house, but it still owns the high quality to attract more customers in middle class.

The developers emphasize the function development of the product and the processing of the details, and add some creative elements to win the market.

叠拼别墅介于复式住宅与独栋别墅之间，由多层复式住宅叠加组合而成，其间加大了上、下露台面积，使底层住户享有私家花园，顶层住户享有层顶花园，从而保证了各自的独立休闲空间。该产品类型定位于经济型别墅，其私密性与稀缺性较独栋别墅差，但依然具有别墅般生活享受的高品质，因而对社会中产阶级深具吸引力。

发展商在做这类产品时注重产品功能开发以及对细节的处理，并通过创新元素的注入赢得了市场的青睐。



Shenzhen OCT Oriental Garden (Section P1 & M3) 深圳华侨城东方花园 (P1+M3区)

The planning integrates the original natural environment and landscape here with features of architectural & landscape designs so as to create a complete ecological system.

规划设计完全尊重基地原有自然环境、地貌，并在此基础上结合建筑设计、景观设计特色，创造出多层次、多形态、全方位的生态环境系统。



Beijing Wancheng Huafu 北京万城华府

The project is defined as "the urban villa with low density and high quality", and the natural environment, buildings and garden are unified in the planning. It makes the best of natural landscape of "three mountains and five gardens", and optimizes the long-range view of residential area.

项目定位于“低密度、高品质城市别墅”，将不可或缺的自然环境与建筑及园林统一规划，将优良的自然山水资源与室内空间有机结合。充分利用三山五园的自然远景，建筑高度南高北低，最大化地赋予住宅以充分的远景条件。

独栋别墅

独栋别墅是别墅建筑的终极形式，作为私密性很强的独立式住宅，上有独立空间，下有私家花园，且房屋周围都拥有面积不等的绿地、院落环绕，其定位多为高端品质，价格高昂，如桂林丽景·5号公馆、北京上城国际花园等。开发商在该类型别墅的开发过程中注重其产品风格的多元化，大多以精品思路打造风格别墅，一时形成了百花齐放的局面。

近年来，随着土地资源的稀缺及政府“禁别令”的发放，独栋别墅的开发量渐趋减少，独栋别墅变得奇货可居，呈现出价值攀升的趋势。

SINGLE

HOUSE

Single house is the ultimate form of villa. The detached building has strong privacy, there is independent space upstairs and private garden downstairs and it is surrounded by greenbelt and courtyard of unequal sizes. Usually, it is defined as the high quality and high price residence, such as the Guilin Lijing · No 5 Villa and Beijing Uptown International Garden. The developers pay more attention to the diversification of the product's style in the developing process.

In recent years, the developing number of single house decreases gradually because of the scarce land and "forbidden villa paper" by the government. So, the price of single house is increasing in the property market.

Poly Longshang Villa (Beijing)

北京保利垄上别墅

Developer: Poly Real Estate Co., Ltd.

Building Area: 375 100 m²

Occupied Area: 506 000 m²

Plot Ratio: 0.63

Greening Ratio: 48%

Location: Xiaotangshang Town, Changping District, Beijing

开发商: 保利房地产股份有限公司

建筑面积: 375 100平方米

占地面积: 506 000平方米

容积率: 0.63

绿化率: 48%

项目地址: 北京昌平区小汤山镇



Master Plan 总平面图





