

商业建筑美学

——解析商业街区与商业建筑设计 **上册**

Commercial Buildings Aesthetics

Design Analysis of Commercial Districts & Commercial Buildings (Vol.1)

商业建筑美学编委会 编著

商业广场&商业街&社区商业

Commercial Plazas & Commercial Streets & Community Commerce



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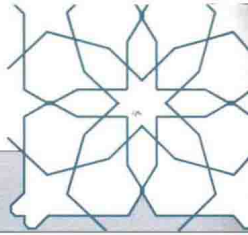


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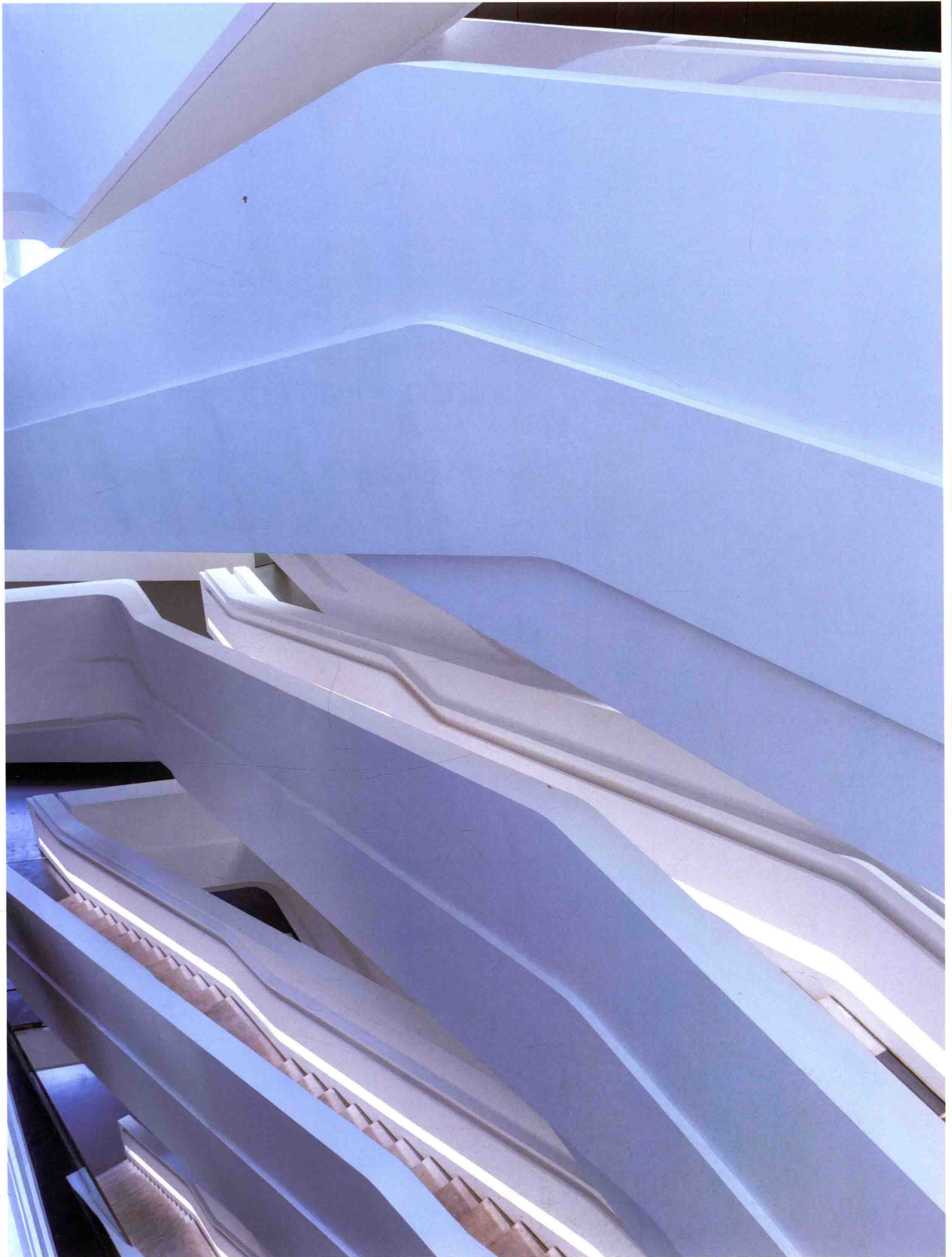


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商业建筑是一个城市的名片，
是一个城市的形象。
美的建筑环境，
是一切商业价值的基础。
创造有独特功效的美，
并让它稀缺。
这，就是大商业时代的竞争要求。

Commercial buildings are a card of a city,

and the image of the city.

Beautiful architectural environment,

is the basis of all commercial value.

Create beauty of unique efficacy,

and make it scarce.

This is a requirement for competing in this grand business era.



在国内外很多奖项中，大家可能看不到太多的商业建筑。

这实际上是一个传统，并不是最近的现象。在建筑业实际存在着对商业建筑相当大的抵触情绪或抵触态度。

对于正统的建筑师来说，他们对商业建筑有抵触情绪的，他们认为真正的建筑是不能和商业混为一谈的，真正的纯正的文化建筑是会被商业元素污染的。

从比较积极的角度来说，商业建筑最终的目的是追逐商业利益，而建筑师却有一个社会责任，就是维护公众的利益。从工作方式上来看也是不一样的，如果说做文化建筑，大家更多讨论的是一些想法、思路、概念、理念，那么在商业建筑设计里，第一步绝对不是这样开始，更多的是从功能空间的关系上入手，从这一点来说，它非常接近于城市设计，是非常理性的一个过程。在这个过程中很多情况下不是建筑师主导的，建筑师处于一个相对被动的位置，这也是很多建筑师不太愿意做商业建筑的一个重要原因。

本书从市场的角度，深入地阐述了每个项目从无到有的过程。每个项目中设计师都是遵循因地制宜、因势利导的设计原则，这种态度和立场是今天商业建筑领域里可喜的现象，是我们必须坚持的。希望能对大家有些启发！

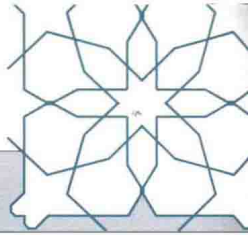
In many awards at home and abroad, commercial buildings are not commonly seen.

This is actually a tradition, not a recent phenomenon. In fact, there exists considerable emotional resistance or attitudinal resistance in architectural field.

Orthodox master architects' emotional resistance toward commercial architecture is not only about emotion, but also about cultural background. They deem that true architecture can't be confused with commercialization, and true and pure cultural architecture is to be polluted by commercial elements.

From a positive perspective, the ultimate goal of commercial architecture is to after commercial interests. Also architects have a social responsibility of protecting public interests. When it comes to doing a cultural building, people talk more about ideas, concepts and theories. However, it's quite a different case in designing a commercial building where the first step is definitely not that in a cultural building, instead, the relation between function spaces is more likely to be taken as the start. From this perspective, commercial architecture design is quite similar to urban design, featuring a rational process. During this process, many conditions are not led by architects. On the contrary, architects are stuck in a relatively passive position. This is an important reason why many architects don't like doing commercial buildings.

Starting from the market perspective, the book does a deep analysis on each project developing from nothing. In each project, designers adhere to the principles of acting according to local conditions and making the best use of local conditions. This attitude and stance is a gratifying phenomenon in present commercial architecture field, and is what we should pass on. Hope the book will inspire you somehow.



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