

## 全球新建筑

Global Architecture Today 10

商业空间

《设计家》编



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#### 序言——全景展现全球建筑最新成果与动态

《全球新建筑》是《设计家》编辑部继成功出版《中国新建筑》之后,及时推出的具有全球视野,关注全球范围内最具创新性、引导性的优秀建筑作品集,旨在为正在快速成长中的中国建筑业提供一个深入了解并感受世界各文化地域近年来最前沿的建筑发展动向及成果的机会,以期为中国的建筑实践提供有价值的参考。

《全球新建筑》共五册,书中汇集了来自全球七十多家著名建筑师事务所在全球范围内完成或在建的最新原创建筑设计作品 200 多个,涵盖商业、办公、酒店、文化、教育、体育、公共服务、宗教、会议、剧院、博览、美术馆、图书馆、居住等各种建筑类型,是当下国际建筑创作的集中体现,也是城市建筑风貌的一个很好缩影。

#### I 商业空间:

商业空间以全球最具代表性的商业类建筑事务所的最新优秀作品为主体,如美国凯里森的作品:杭州万象城;美国捷得的作品:日本桥本市 Konoha 购物中心;英国贝诺的作品: St.David 购物中心等。 甄选作品时,我们希望兼顾全面性与代表性,既有大型购物中心及旗舰店、商业综合体,亦收录了商业步行街及其它休闲娱乐项目的优秀代表作。

#### 11 办公、酒店:

办公部分由企业总部办公及展示、办公楼、市政办公、办公园区及小型创意办公五个章节组成。清晰详细的分类不仅提供了方便有效的阅读,同时也旨在展示一幅全景式的办公作品盛宴。如果说索尼大崎新楼、米兰杰尼亚总部等作品展现了高层、多层办公及企业展示项目的丰富经验,那么,光之屋、福戈岛艺术工作室等则为创意类工作场所的实践提供了丰富的灵感与想象。

此次酒店部分的作品甄选更加关注作品本身的独特性,因而我们分别从城市五星级酒店、度假型酒店、设计酒店案例中慎重筛选收录了十个最前沿、最经典、最设计、最浪漫的酒店作品,如:新加坡 St. Regis 酒店,克罗地亚 Lone 酒店,及悦榕庄的最新力作。

#### III , IV 文教空间: 博览空间

文教空间包含文化中心、剧院、音乐厅、会议中心、教育、体育及宗教等方面的作品。博览空间包括: 博物馆、美术馆、展览馆、图书馆、公共服务设施等方面的作品。

本套书的征稿过程中,文教及博览类项目给我们带来了连连惊喜。这些事务所及作品大多集中在欧洲、北美,也有部分作品分布在泰国、日本及中国等。它们在为我们展示多层次、多方面的空间形体的同时,也带来了全球各文化地域在建筑材料、技术等方面的丰富经验与创新成果,如 Henning Larsen 建筑事务所在雷克雅未克"哈帕"音乐厅与会议中心的立面设计中运用新材料——"准砖"(quasi-brick)创造出了一种模糊室内与室外,主体与客体,幻象与再现的视觉装置,令人印象深刻。

#### V: 居住及小型独立建筑

居住及小型独立建筑旨在收录全球各文化地域内既具本土特色又显现代设计理念的精品别墅及公寓,如:美国 Preston Scott Cohen 公司设计的林间雅舍、秘鲁 Jarvier Artadi 建筑事务所设计的浪漫的拉斯帕尔梅拉斯海滨别墅,日本富士山建筑事务所的代表作树屋,丹麦 Henning Larsen 事务所设计的滨水地标性公寓——瓦埃勒海浪等。

在中国建筑实践丰富多彩的当下,深入了解全球建筑的最新成果与动态,无疑将是中国建筑融入世界并凸显自我的最佳路径。

Global Architecture Today is a collection of the architectural works in the worldwide area by Designer & Designing Magazine, instantly after the successful publication of the series books- New Architecture In China. The new collection focuses on the most innovative and leading projects with a global vision, and aims at providing a valuable reference for the fast growing Chinese buildings with the thorough touch of the latest architectural development achievements and trend of the worldwide regions of different cultures.

Global Architecture Today includes five volumes in all, which provides a professional platform for more than 200 works, finished or unfinished, from a global wide of 70 top architects studios. These latest achievements covered a wide range of fields, including commercial areas, offices, hotels, culture, education, sports, public facilities, religion, conference, theatre, exhibition, art museum, library, housing, etc. They showed readers with an overview of the latest international architecture works, and reflections of the images of urban buildings.

The Editorial Department of Designer & Designing

Magazine

May, 2012

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# Shopping Mall & Flagship Stores

购物中心及旗舰店

### The MixC, Hangzhou, China

#### 中国杭州万象城

Callison 凯里森建筑事务所

Location: Hangzhou, Zhejiang

Floor Area: 520,130 m<sup>2</sup> (Phase I: 150,000 m<sup>2</sup> Commercial +100,000 m<sup>2</sup> Residential;

Phase II & Phase III: 90 000 m<sup>2</sup> Apartment+170 000 m<sup>2</sup> Office+30,000 m<sup>2</sup>)

Status: Completed in 2010 Image Courtesy: Callison

区位:浙江,杭州

建筑面积: 520130 m² (一期150000 m² 商业+100000 m² 住宅,

二期及三期90000 m<sup>2</sup> 公寓+170000 m<sup>2</sup> 办公+30000 m<sup>2</sup>)

状态: 2010 年建成

图片提供: 凯里森建筑事务所

Planned at the eastern edge of Hangzhou's new CBD, the MixC envisions a 550,000 m<sup>2</sup> comprehensive mixed use development two blocks north of the Qiantang River, the primary context of the massive new downtown. The project incorporates a 147,960 m<sup>2</sup> Retail and Entertainment Centre as the catalyst and centerpiece of the phased project. Other components of the development consist of two residential towers, three serviced apartment / SOHO towers, a 5 star hotel and serviced apartment tower and a Class A Office Tower. Connected to the proposed subway line (currently under construction), the project promises to be a vibrant urban destination, incorporating a mix of shopping, living and working facilities affording choice, convenience and connectivity while simultaneously responding to the natural beauty of one of China's most dynamic cities.

The Architectural language of the development is thus based on the notion of the flow of "Chi", the



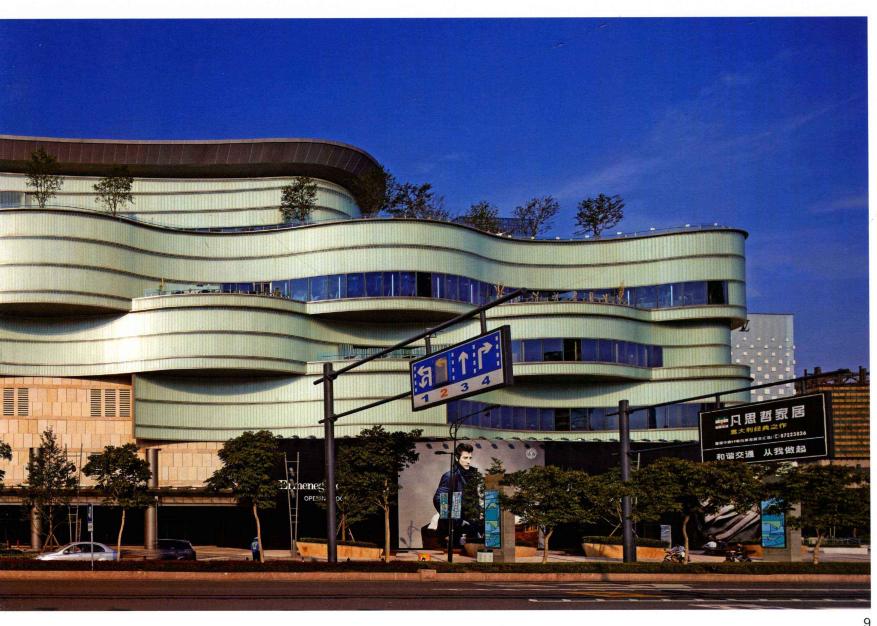
quintessential "energy" and "life-force" emanating from the banks of the Qiantang River and gently proceeding in the northeast direction, culminating in the assemblage of the phase two towers. The adjoining park at the southwest corner of the site also suggests a continuity of the greenery through the development. The design vocabulary hence subtly but consistently references this passage of energy in

manifestations of "wave" like facades, undulating and overlapping balconies, sinuous paving patterns, organic planters and roof gardens, in strong contrast to the streamlined and rectilinear facades representing the "urban and contemporary" aspects of the city. Each facade of the structure clearly expresses this dichotomy in the choice of materials, colors, textures and patterns. It comprises standard Ice Rink and several food and beverage outlets(including Foodepublic) in addition to approximately 60,000 m<sup>2</sup> of shops and specialty retail "semi-anchors" along with two and three story street shops. A lower level (B1) concourse accommodates a Supermarket and a semi anchor store along with several small shops and F and

B outlets and runs diagonally through the centre and the office / hotel complex to the north, connecting the subway stations with a continuous link of shops. The main entrance of the Centre is oriented toward the northwestern corner, opening up to the boulevard that culminates at the City Hall. An expansive Performance Plaza is appointed by an amphitheater, water features and landscaping and defines a grand entrance partially covered by a cantilevered semi sphere that doubles as a digital media wall. A drop off area is provided along Jiangjin Road and the lower parking and service levels accommodating 1,330 spaces are accessed by three clearly defined automobile entrances.

Conceptually, the shopping centre acts as a catalyst within the phased development and articulates the main pedestrian flow between the two major transportation nodes and subway stations in the form of a gently curved five story high spine, interspersed by a six level central volume that serves as the veritable "nucleus" of the project.

Express escalators within this court facilitate the pedestrian flows to the key retail and entertainment anchors. The primary concourse connecting two rotundas is loosely expressed with a curved undulating and cascading side and a "cliff" like vertical "wall" defining the "urban" edge. A 12 screen "double decked" cineplex is located on the third to fifth levels of the Center Court and the Ice Rink, located on the fourth level





is overlooked by stadium seating and Food Court dining on the fifth level. The north and south parts of the galleria and the Center Court are each expressed as distinctly identifiable volumes with skylight systems ranging from a cable truss glass "oculus" to "lanterns" and "arcades", each providing visual "clues" as the journey proceeds through a museum like environment. The partial sixth floor comprises three restaurants opening up to a free flowing roof garden and observation deck overlooking the Qiantang River and its annual overflow spectacle!

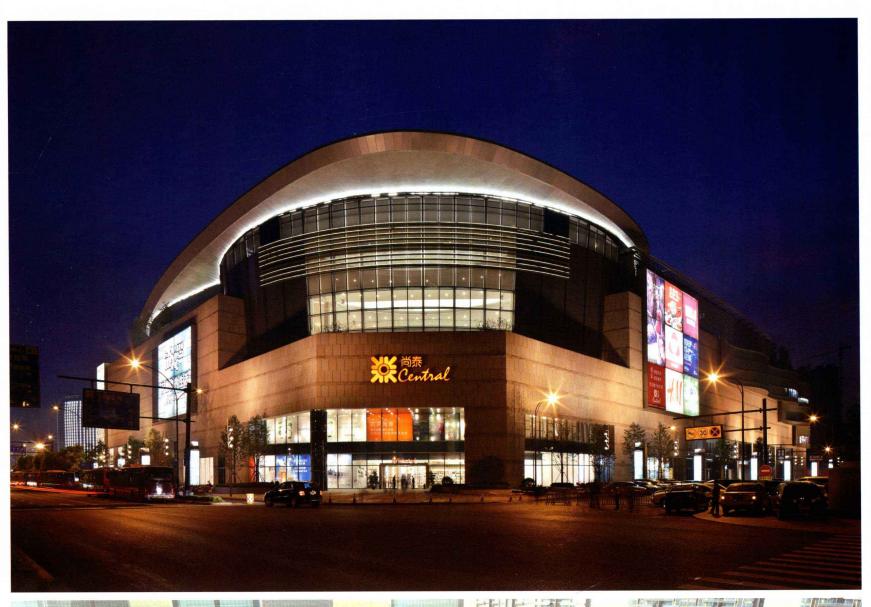
As a major departure from the traditional department store, the business format of the MixC is every bit as variable. The master plan of the project is designed as follows: 40% is shopping area, 20% is beverage & food zone, another 20% is for recreation and entertainment, and the rest are other functions that related to lifestyle. Over 500 brands are included as well as more than 30 restaurants, beyond that, the first largescale ice rink in Hangzhou is located here. Callison endows the MixC with convenient

external traffic streamline and scientific internal circulation, the rich business forms are blended into each floors, and the fresh shopping experience of being in an international metropolis are created. People of all ages are enthralled to the mall making the MixC the most attractive destination in Hangzhou.

The MixC thus promises to provide a dynamic mix of shopping, hospitality, living and working environments within this historic city's growth pattern and creates an opportunity to define the prime destination within the new Central Business District for residents and tourists alike.

杭州万象城位于钱塘江以北两个街区,杭州新中心商业区的东部,是一个占地55万m²的综合开发项目,而钱塘江则是整个新城市中心大型规划的主要文脉。凯里森将一个147 960 m²的商业及娱乐中心作为"万象城"项目设计规划的中心焦点,同时包括高档住宅楼、酒店式公寓/SOHO、五星级酒店和甲级办公楼建筑组合体。与正在建设中的地铁线相连,结合购物、生活和工作设施,集多元化及便捷性于一体,并与中国最多姿多彩的城市自然美景相呼应,杭州万象城注定将成为一个充满活力的都市目的地。

杭州万象城的设计语汇源于"气"的意念,钱塘江便是其"能量"和"生命力"的源泉,它穿过项目,缓缓地流至东北方,直至二期两幢塔楼的组合处。设计含蓄内敛却又和谐地描述着能量的流动,比如波浪式的立面、错落的平台、迂回的铺地图案、自然植物、屋顶花园,这与流线型及直线立面所代









表的 "都市和现代"形成了鲜明对照。每一个结构立面都清晰地表达了这两性化的概念,包括材料、颜色、质感和图案的选择。从古朴的中国石材至不锈钢铁丝网面,从拉索玻璃幕墙至郁郁葱葱花园的排列。这一概念最终延续至两幢标志性塔楼之间的多层空间,体现了一种宁静与平和。

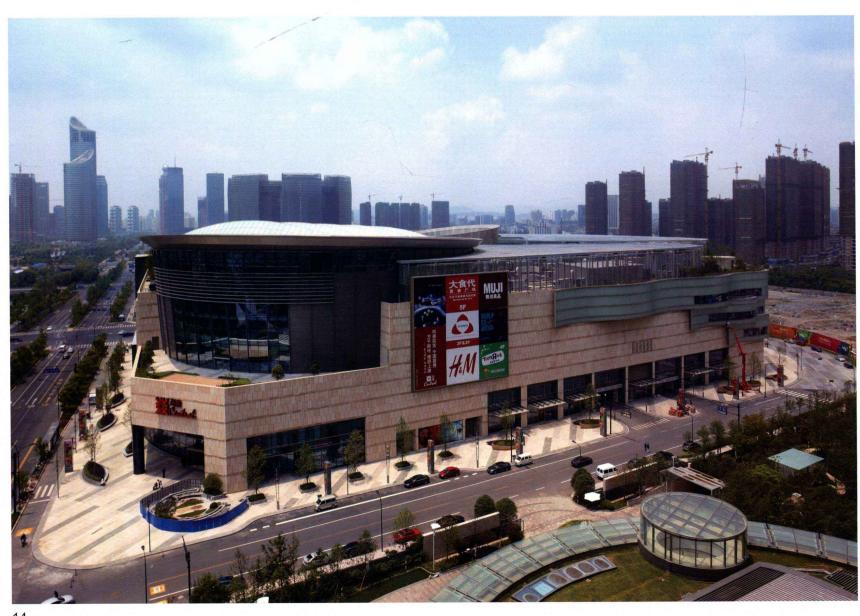
商业及娱乐中心除约6万m²的零售店、"次主力"专卖店、街面商铺外,还包含一个3ha的四层泰国 尚泰百货公司,一家12 厅、拥有IMAX 巨幕的香港百老汇电影城,一个奥运会标准的"缤纷万象"真冰 溜冰场和数个大型餐饮及大食代美食广场。地下一、二层包括一个精品超市、一个次主力店、一些小型 零售店和餐厅,斜向穿过购物中心和办公楼/酒店建筑组合体并连接地铁站。购物中心主入口朝向西北角,打开了通往市政厅的道路。圆形剧场、水景和绿化共同烘托出一个宏大的表演广场,这个大型入口部分被上方悬挑出来的半球面双层电子媒体墙所遮盖。沿江锦路布置了一个下客区,地下停车场和后勤服务层一共有1330个停车位,也布置了三个清晰的汽车入口。

购物中心在项目的阶段性开发中扮演了催化剂的角色,在两个主要交通节点和地铁站之间通过一个流线型的五层中庭为轴线引导了主要人流,而六层的椭圆形中庭则展示着其名副其实的"核心"地位。中庭内的快速扶梯将人流输送至商业重点区域和娱乐主力店。圆形中庭连接着两个主要走廊,沿途一侧蜿蜒曲折,层叠错落,而一面如"悬岩"般的垂直"墙"界定了"都市"边缘。香港百老汇电影城位于三到五层,五层的阶梯座位和美食广场则可俯瞰四层的真冰溜冰场。圆顶场所和中庭空间以显著的体量及天窗系统为主要特征,从通透的"开放式圆顶"、"灯笼"到"拱廊",在这个有如博物馆的环境之中,每一处建筑设计都为"参观者"提供了视觉的"索引"。六层屋顶室外花园包含三个餐厅,在此可饱览钱塘江美景,观赏每年钱江潮的壮丽景象。

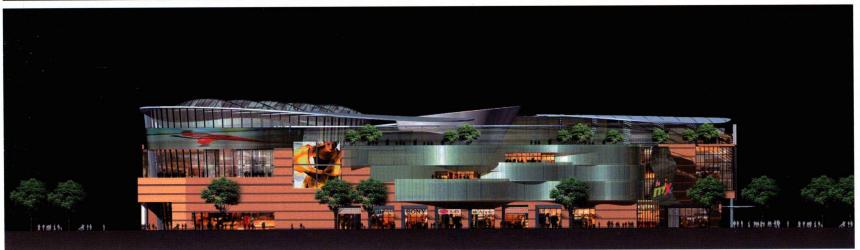
有别于传统的百货店,万象城的商业业态种类十分丰富,整体规划为40%的购物,20%的餐饮,20%的休闲娱乐,余下的20%则是与生活方式相关,囊括了500多家品牌店和30多家餐饮企业,拥有杭州首个大面积的真冰溜冰场。凯里森赋予了项目快捷的内外部交通规划,楼层分布穿插的多样业态,新鲜的都市化购物体验,吸引了各个年龄层顾客络绎前往,万象城已成为杭州炙手可热的流行标杆。

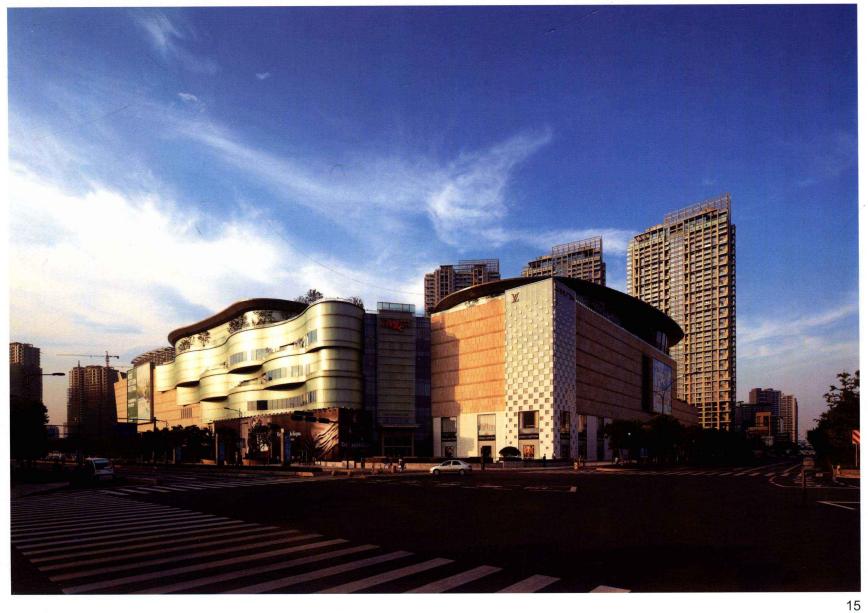
杭州万象城项目,整体着重于交通模式、景观、照明、图案及标识设计,以深厚的历史文化为背景,同时蕴涵着现代都市的和谐感与蓬勃朝气。在历史悠久的杭州城市发展进程中,这座集购物、旅游、生活和办公于一身的动感综合体,将为居民和游客提供一次在全新中心商业区内定义城市地标的非凡旅程。















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