

深圳市博远空间文化发展有限公司 编

I (Vol.2) INTERNATIONAL COMPETITIVE BIDDING 国际竞标建筑年鉴 1 (下册)

OFFICE BUILDING AND PLANNING
URBAN PLANNING AND DESIGN RESIDENTIAL BUILDING AND PLANNING
办公建筑及规划 \ 城市规划设计 \ 住宅建筑及规划

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序言

Preface

在规划及开发过程中，政府及私营部门常常采用国际竞标的方式就某项目集思广益。国际竞标的一个重要组成部分是举办国际性设计竞赛，由设计公司和个人互相竞争，以最终赢取项目设计合同。

选拔参赛者基于多种因素，包括按国际标准提供高质量综合性设计服务的能力，对优秀案例和当代设计作品的掌握力，对市场的领悟力以及解决复杂规划设计难题的能力。灵活性、速度及创造力都是参赛者需要引入设计中的关键要素。

国际竞标是一个动态的充满活力的过程，各种创造性思维和理念不分国界，在这里交流碰撞；同时这也是个激烈竞争的过程，各参赛者都竭力创造出大胆且具有创造力的作品来超越对手。竞赛为设计者提供了想象力的驰骋空间，同时现实的市场环境也会对自由创新的设计理念形成一定的挑战。

很早前，中国就开始在项目起始阶段采用国际竞标的方式。

本书收集了由多位设计师提出的各类设计方案，特别是国际竞标方案。这些方案均致力于解决当前面临的环境、社会和经济挑战，且都具有复杂、能动、颇具争议的特点。无论国际竞标的成果是否最终付诸实施，或只停留在概念阶段，它们都是对人类想象力的挑战。尽管未来难以设想，但是作为规划师和建筑师，我们必须继续努力为当代及后代谋利。

In the planning and development process, International Competitive Bidding is a process often used by governments and the private sector to solicit a diverse range of ideas for any given project. A key component of this process is the use of International Design Competitions where design firms and individuals compete against one another to ultimately be awarded a design contract for a Project.

Competitors are selected based on a number of factors, including their ability to provide a high quality and comprehensive design service at internationally recognised standards, their knowledge of the best practice and contemporary design challenges, their understanding of the market and their ability to solve complex planning and design challenges. Flexibility, speed, and creativity are all key elements which need to be introduced by participants in their designs.

The International Competitive Bidding process is dynamic and involves a high flow of information and the exchange of international design ideas. The process is very competitive with each participant seeking to outdo each other in terms of the use of innovative and bold design ideas. Competitions allow designers to let their imaginations run wild and the challenge lies in the alignment of innovation and market reality.

China has long embraced the International Competitive Bidding process in the early stages of project development.

The Projects contained in this book showcase a wide spectrum of design solutions prepared by a host of designers, typically under the International Competitive Bidding process. The solutions are often complex, dynamic and controversial but all demonstrate a commitment to embracing the environmental, social and economic challenges we are facing. Regardless of whether the outcomes of the International Competitive Bidding process are carried through to implementation or remain only at the concept stage, such outcomes have challenged human imagination. Although it is difficult to envisage the future, as Planners and Architects, we must continue to push the boundaries for the benefit of our present and future generations.



Richard Durack
Regional Director

TOWNLAND CONSULTANTS LIMITED



城市规划顾问有限公司（TOWNLAND）是一间获得国际奖项的多专业规划设计顾问公司，总部位于香港，在中国深圳及成都、印度尼西亚雅加达和印度孟买均设有公司。详细信息敬请访问 www.townland.com。

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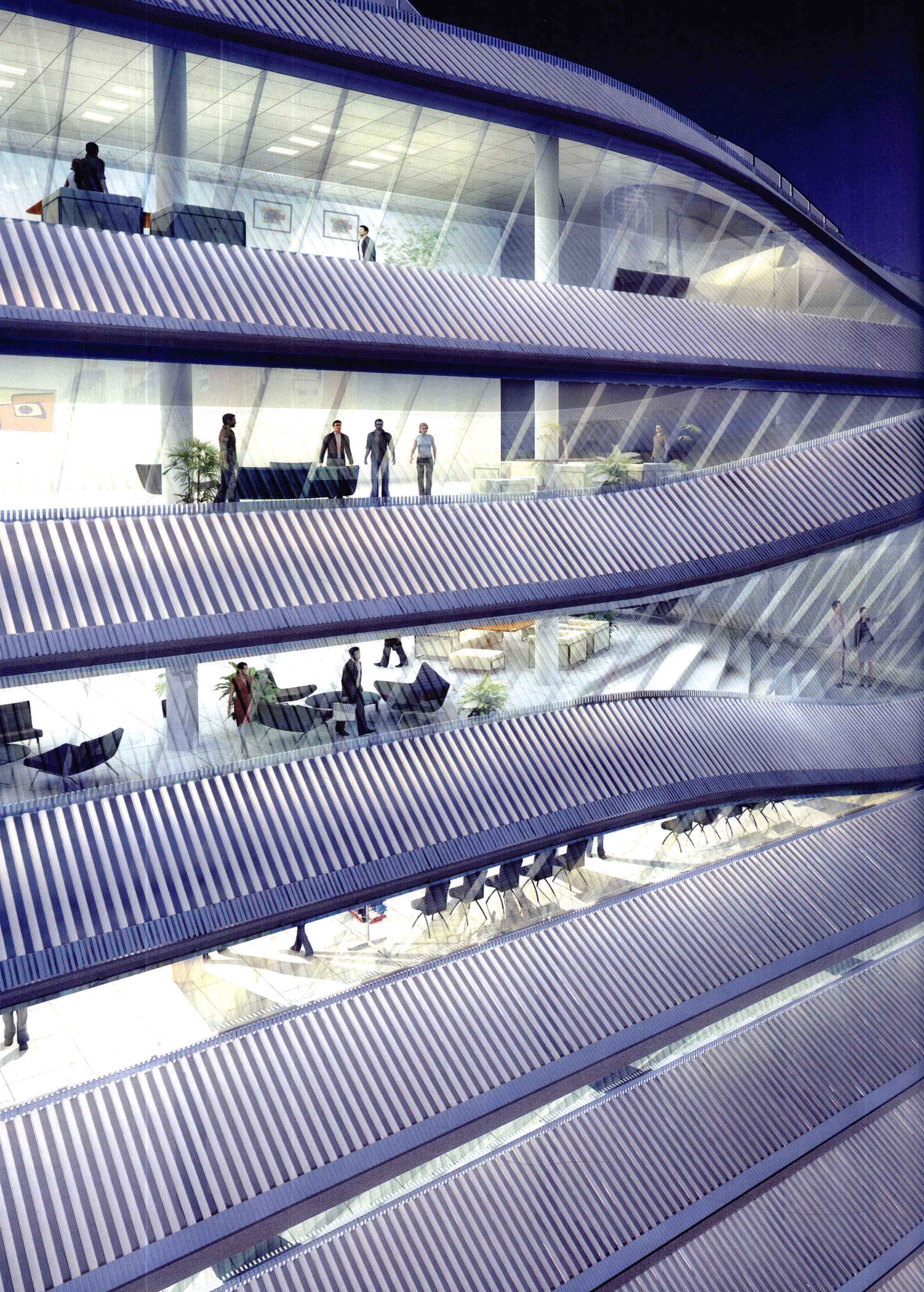
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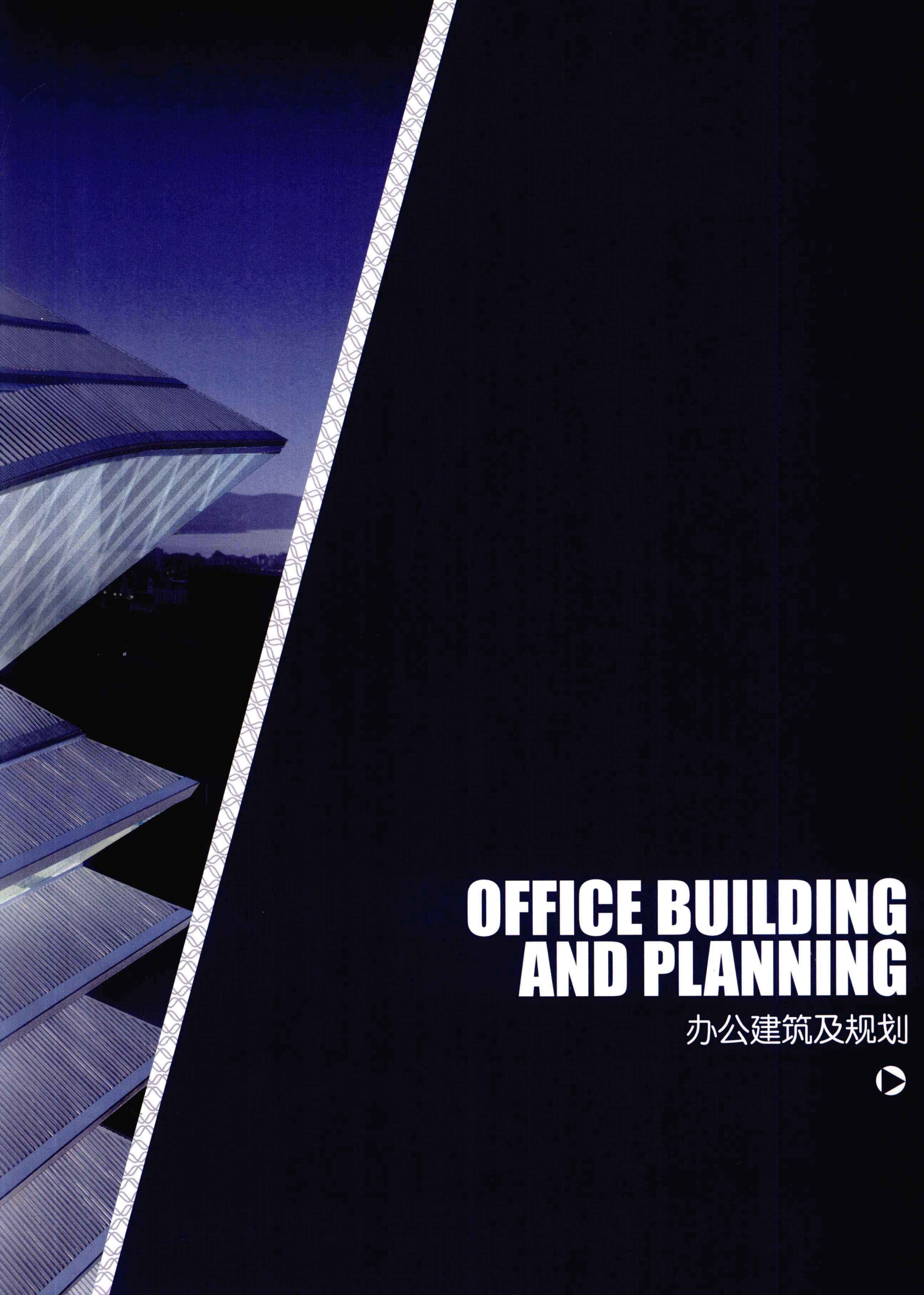
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OFFICE BUILDING AND PLANNING

办公建筑及规划



GUOSEN SECURITIES TOWER

国信证券大厦

设计机构: MVRDV

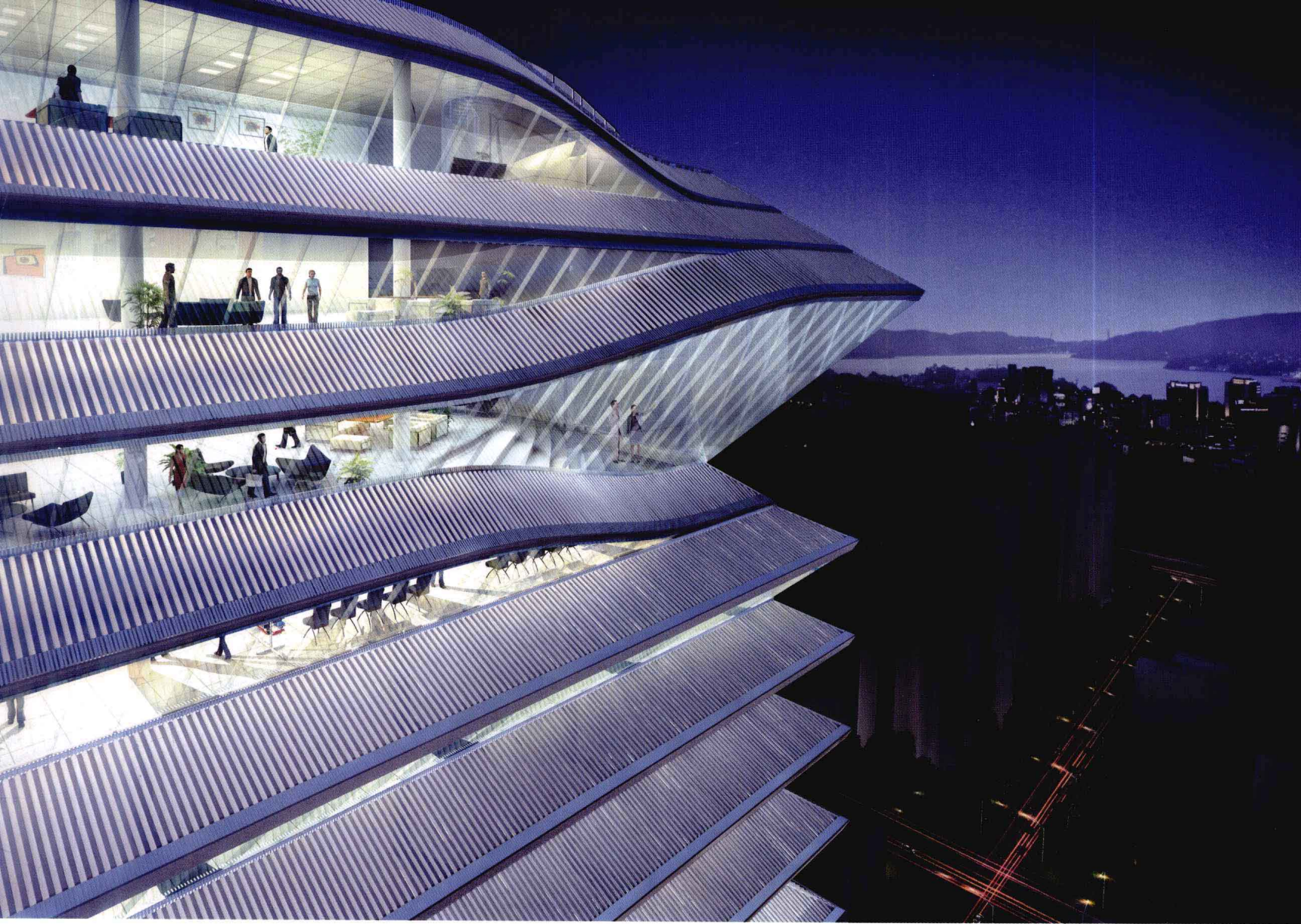
设计团队: Winy Maas、Jacob van Rijs and Nathalie de Vries with Wenchian Shi、
Nacho Velasco、Wenhua Deng、John Tsang、Sanne van der Burgh and Mateusz Mastalski

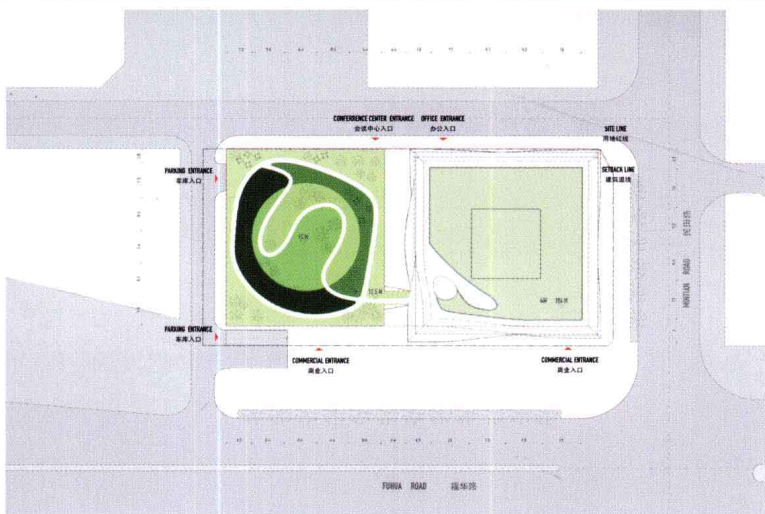
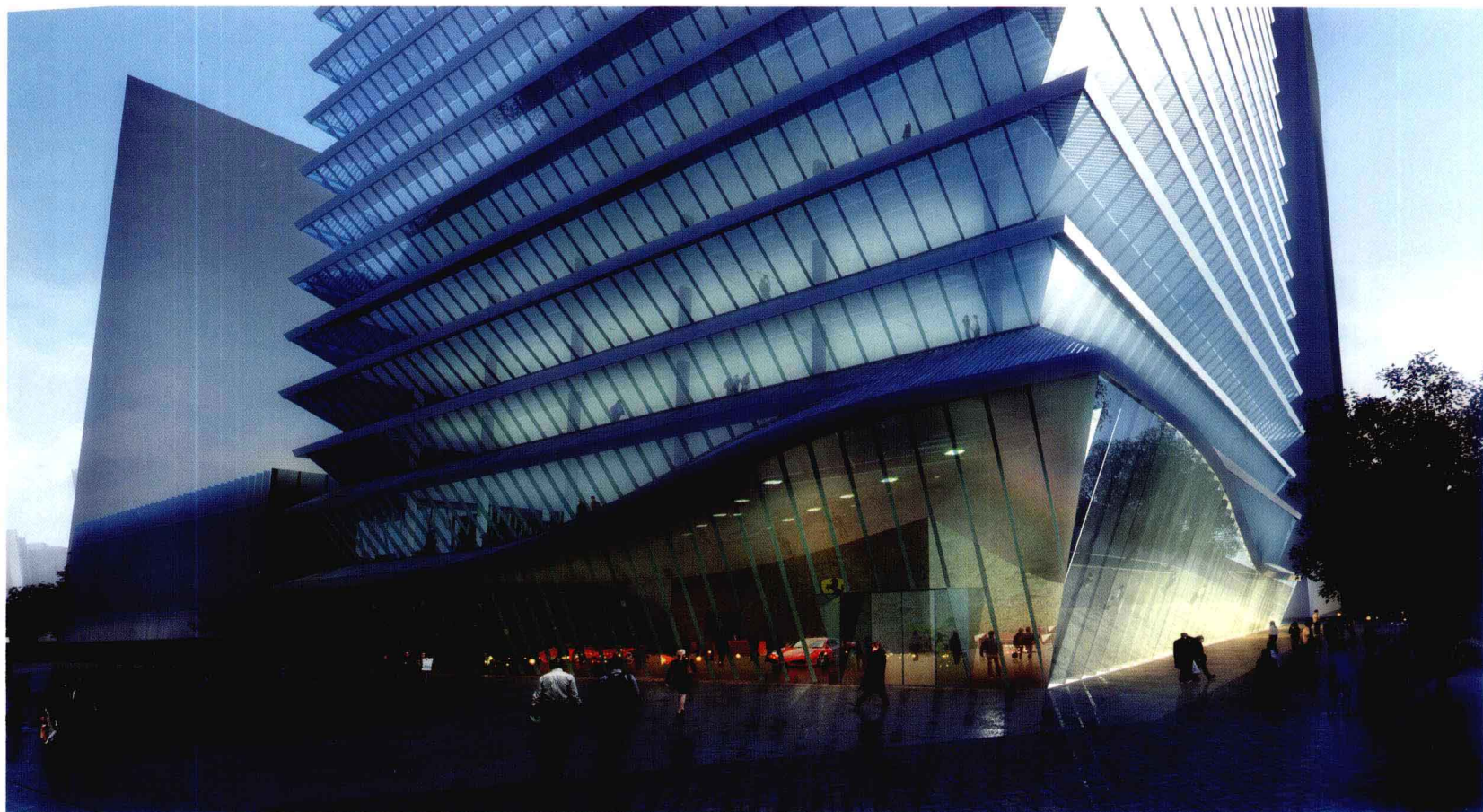
项目地点: 中国 深圳

建筑面积: 办公 68 000 m² 零售 12 000 m²

客 户: 国信证券集团

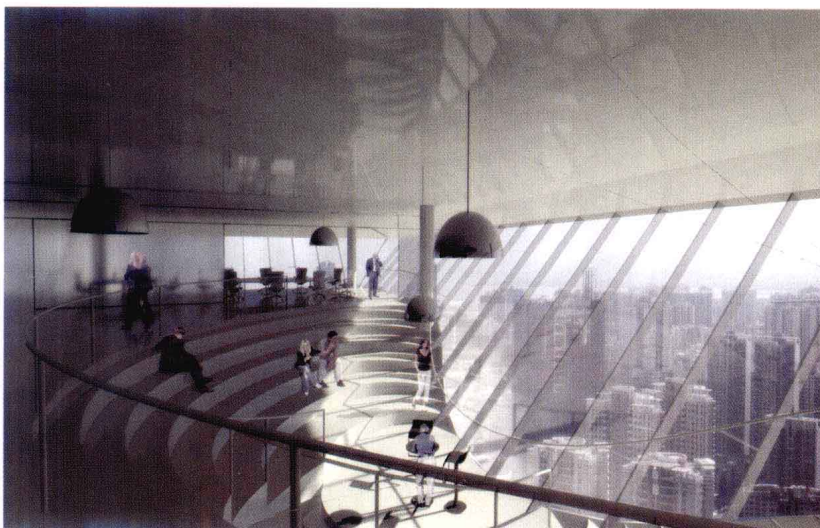
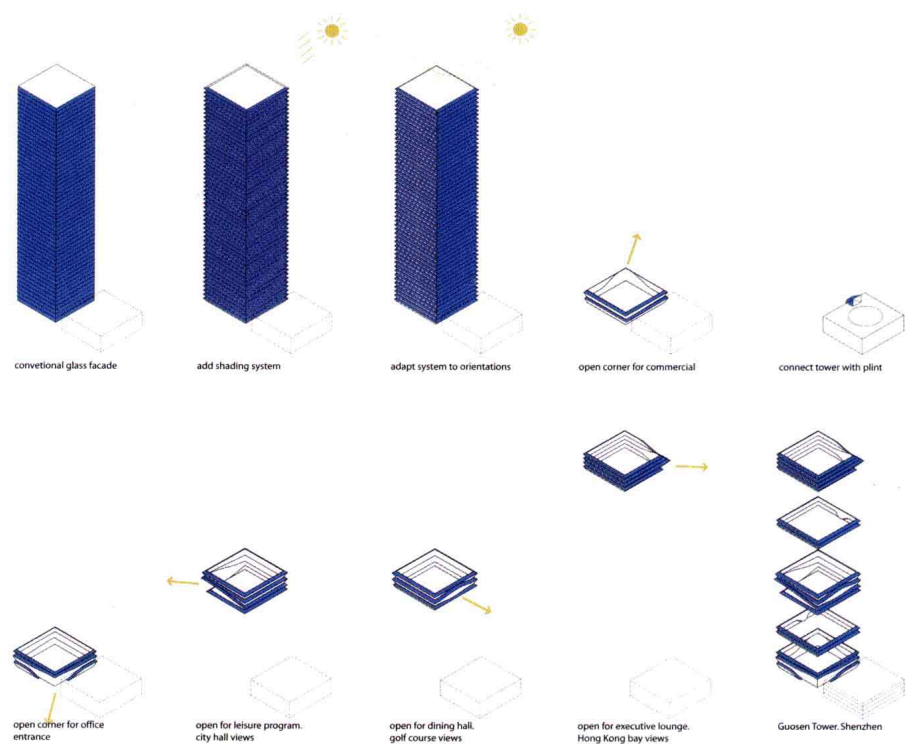
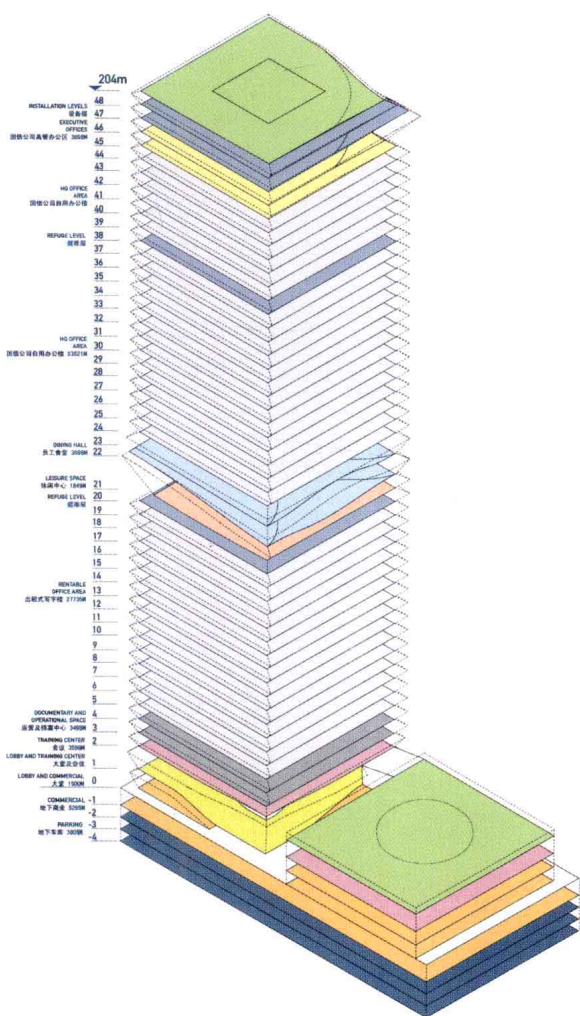
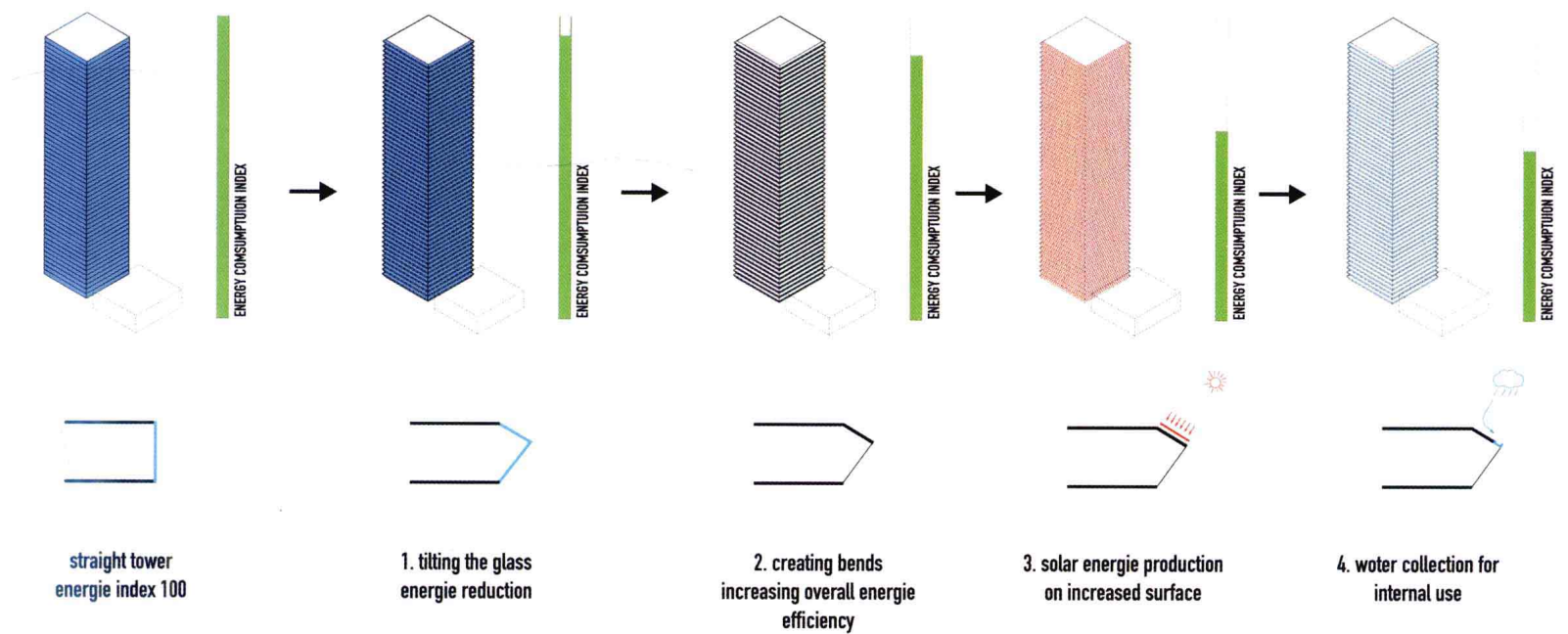


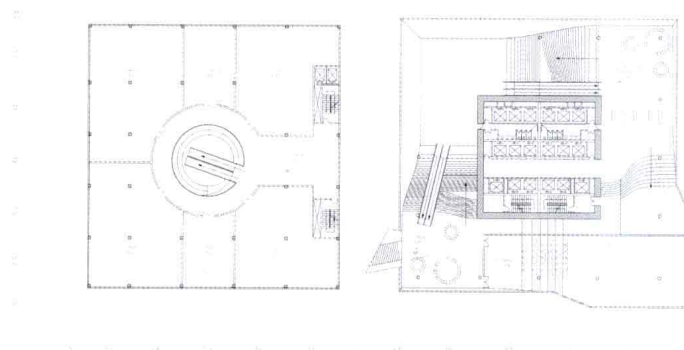
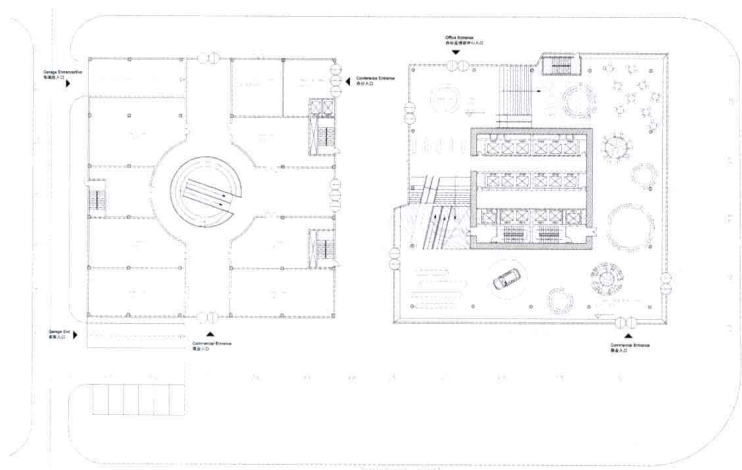
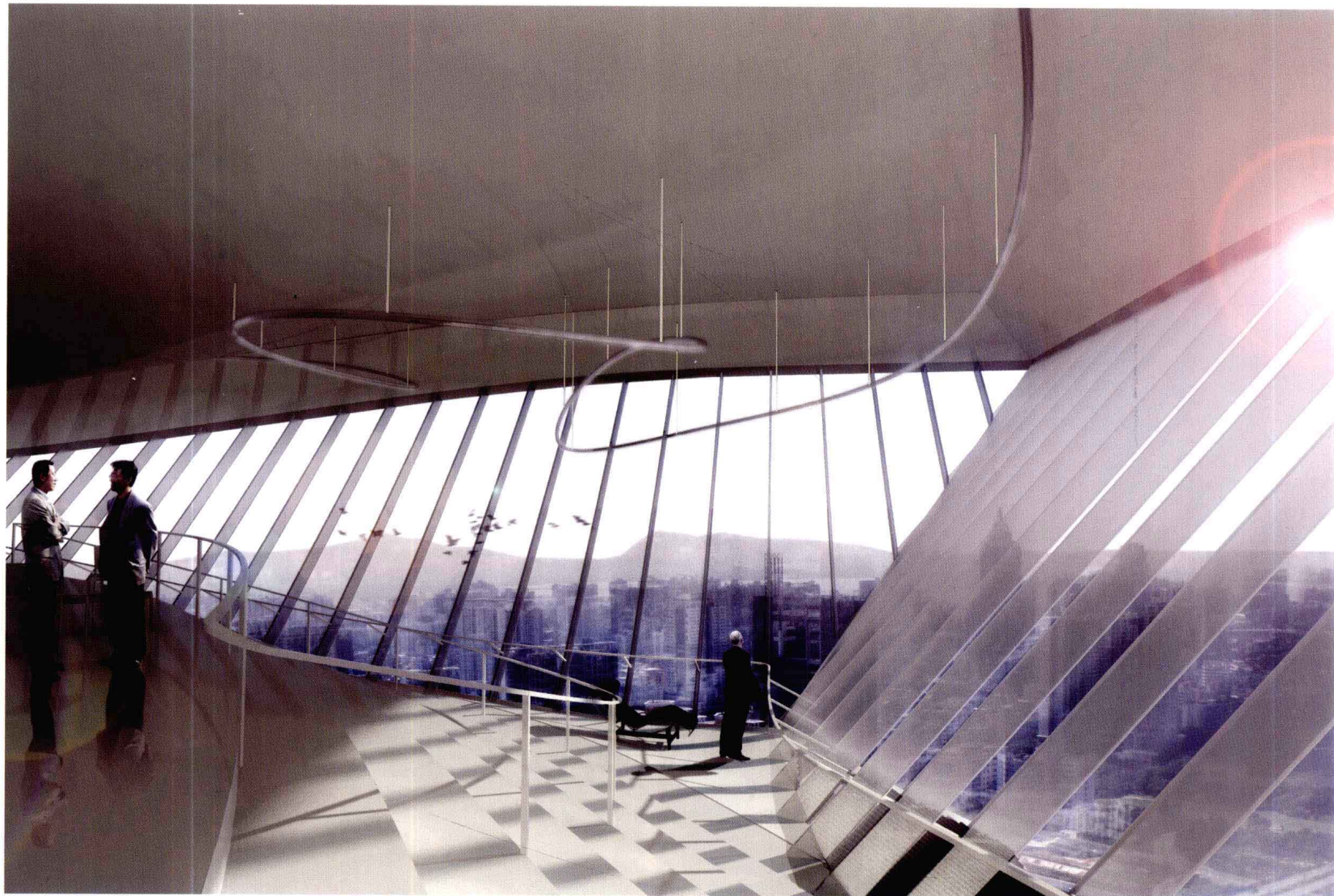




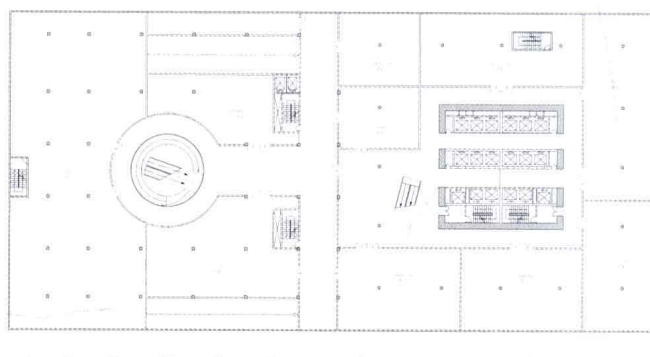
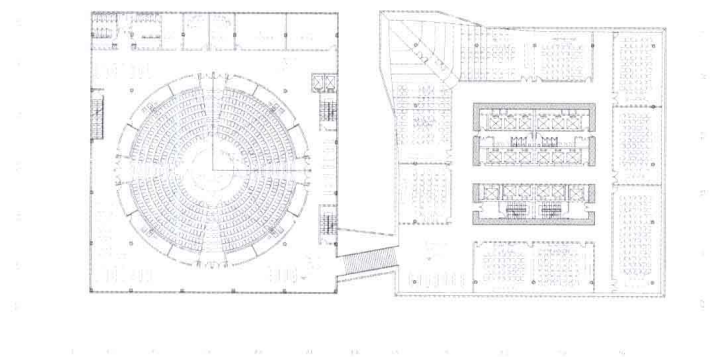
国信证券新落成的位于中国深圳的总部大楼，旨在呈现出一种高效感与酷感。作为这家极具活力的企业的新象征，它需要兼具能量饱满的高效与怡人的工作环境。为了实现每位员工都能享受优美景观和直接日照，一项有 1849 平方米且紧凑的楼层布局规划被作为首选，没有任一办公区域与外墙的距离超过 11 米。这些楼层的堆叠造就了这座高 204 米的塔楼，并带有方形的布局和文雅修长的容量空间。
 在大厦公共空间的部分，百叶窗令透过玻璃的视线范围更为宽阔。主入口、餐厅、会议厅都能被清晰辨识，而且备用双层天花板的高度。
 大厦与城市环境配合得天衣无缝；首层的各个方向都有一处商业用底座或玻璃外墙可连通内外。楼身隔壁底层的容量空间是购物中心与会议中心。在大厦底部，一人行隧道连接附近的地铁站。
 塔楼顶部，有一处双层高度的行政休闲室。开放式的外墙营造出全景视野，可眺望香港湾。

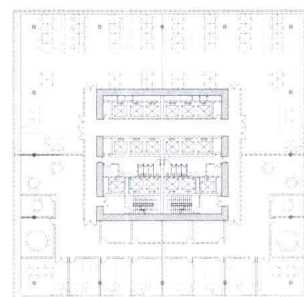
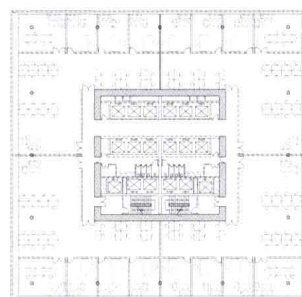
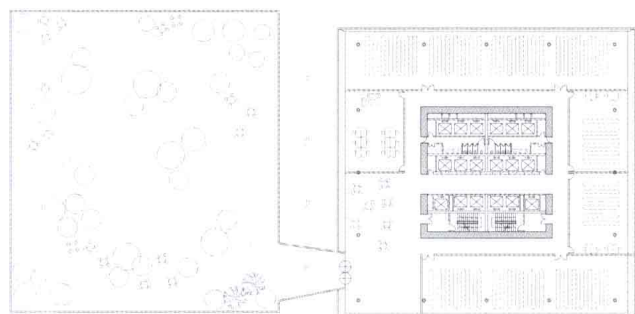
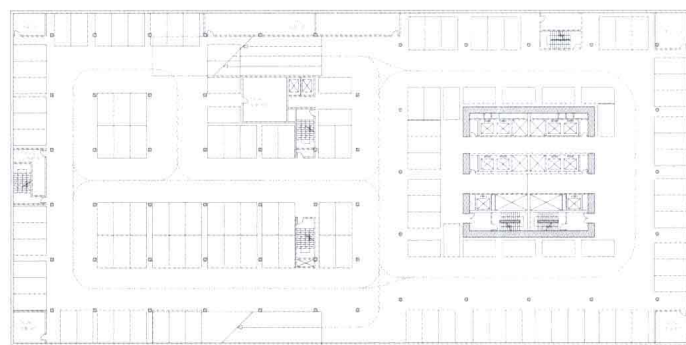
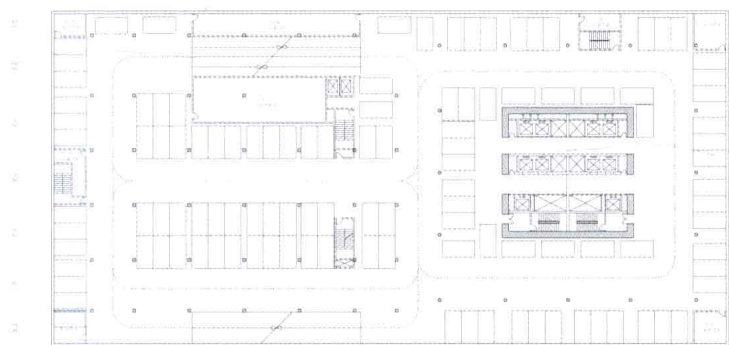




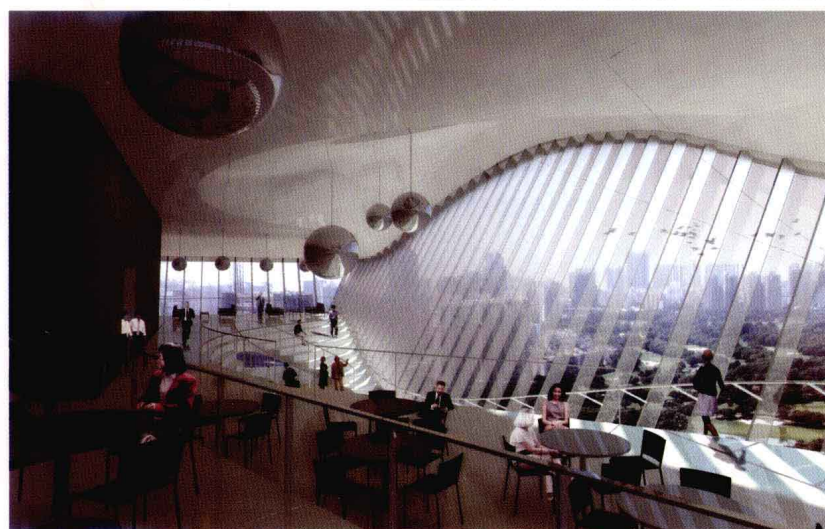
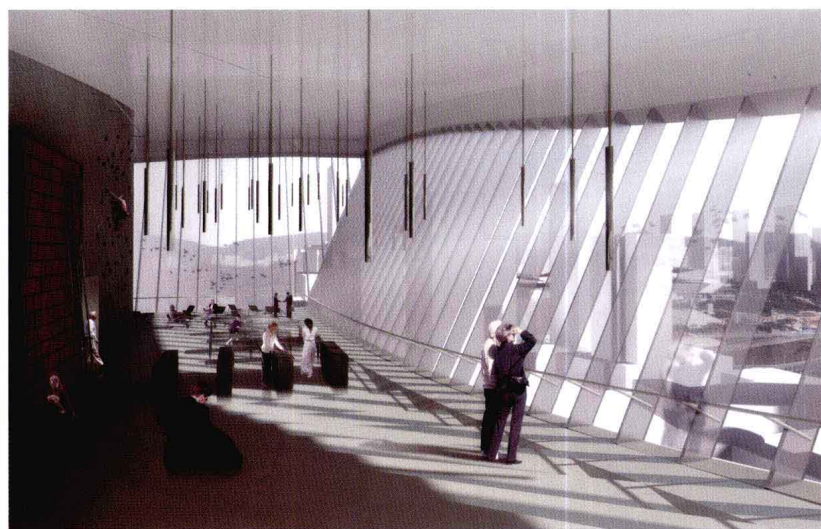
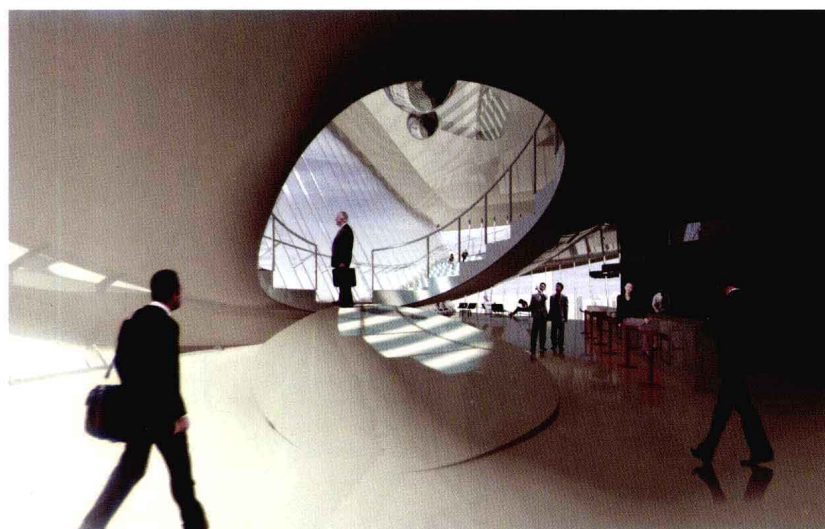


地下一层





The new headquarters building for the Guosen Securities corporation in Shenzhen, China, has the objective to be efficient and cool. The new symbol for the dynamic corporation needed to be energy efficient and a pleasurable working environment. In an effort to realize good views and direct daylight for every worker, a compact floor plan of 1,849 m² has been chosen as a basis, no workplace is further than 11 meters away from the façade. Stacking these floors leads to a 204 meter tall tower with a square floor plan and an elegant, slender volume. At the collective parts of the building, the louvers are lifted to allow for a larger glass front. The main entrance, the restaurant, the conference centre are clearly recognizable and offer double ceiling heights. The building fits seamlessly into the urban surrounding; all sides of the ground floor have a commercial plinth or glass facades that connect inside and outside. The low rise volume next to the tower holds a shopping centre and a conference centre. Underneath the building, a tunnel offers pedestrian access to a nearby metro station. At the top of the tower, the double high executive lounge is situated. The façade has been opened to create a panoramic view towards Hong Kong Bay.



HIGH-TECH ENTERPRISES JOINT HEADQUARTERS

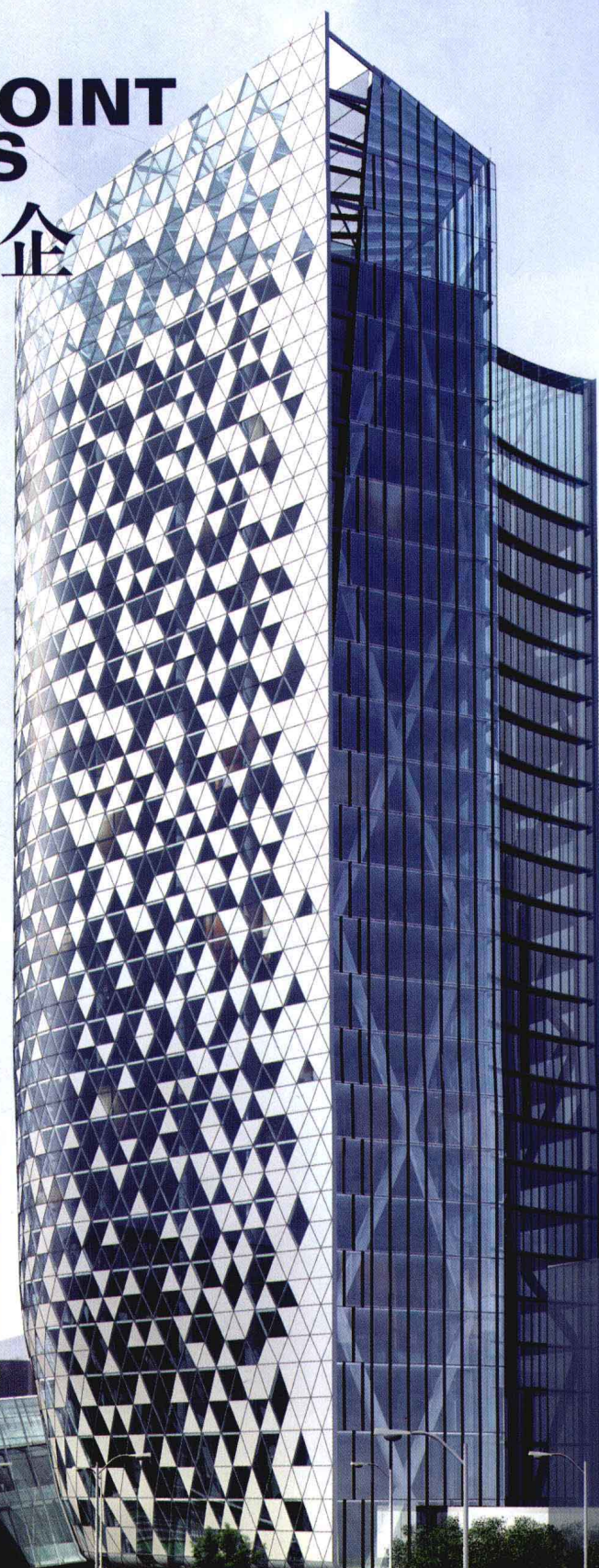
深圳市高新技术企业 联合总部大厦

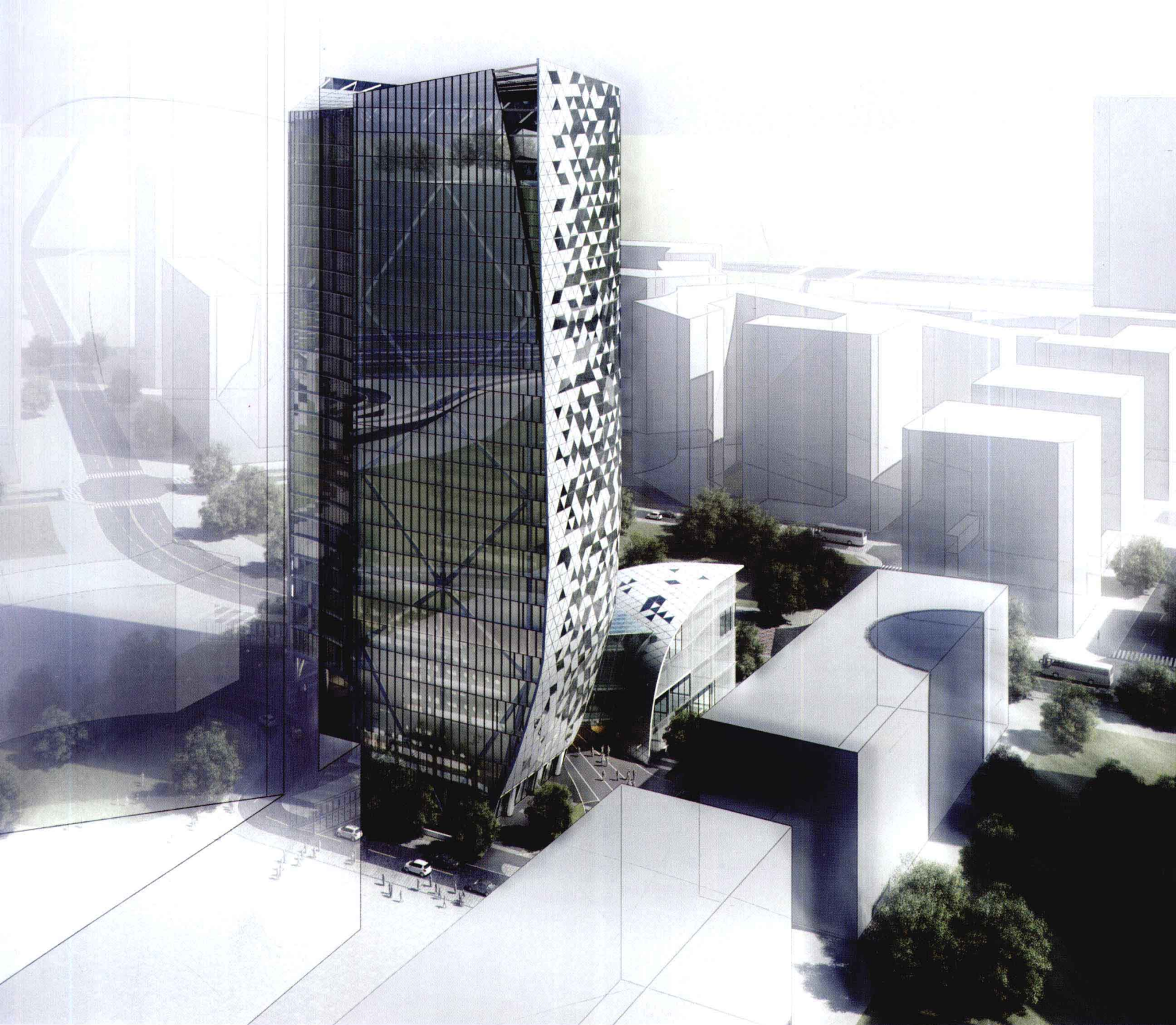
设计机构：深圳机械院建筑设计有限公司
设计团队：王禾、李波、刘明、邓宏义
项目地点：中国 深圳
建筑面积：75 865 m²



项目位于南山区高新南区填海六区，项目用地编号 02-14，科苑南路以西，滨海大道以北，西北紧临学府路。主要功能定位是以属于政府鼓励扶持产业类企业的企业总部，总部具有办公和研发功能。

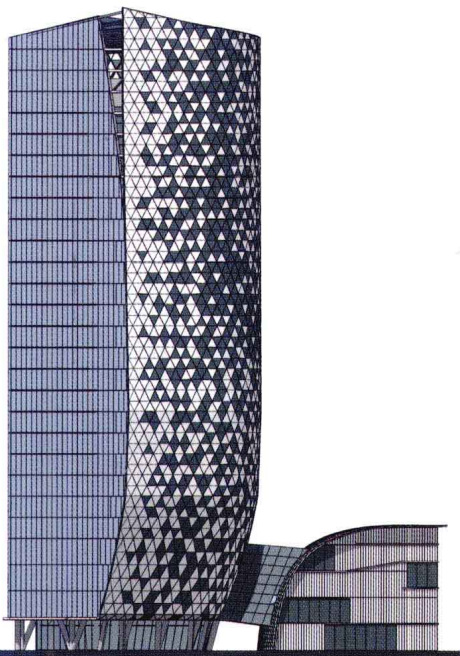
The project is located in high-tech zone of Nanshan district in Shenzhen. It is in the west of Keyuan road and in the north of Binhai avenue. The building accommodates headquarters of small and medium size enterprises which are encouraged and supported by government. The headquarters can be used both as office and research works.





(+115, 000)

ROOF (+98, 400)
 24F (+94, 500)
 23F (90, 600)
 22F (+86, 700)
 21F (+82, 800)
 20F (+78, 900)
 19F (+75, 000)
 18F (+71, 100)
 17F (+67, 200)
 16F (+63, 300)
 15F (+59, 400)
 14F (+55, 500)
 13F (+51, 600)
 12F (+47, 700)
 11F (+43, 800)
 10F (+39, 900)
 9F (+36, 000)
 8F (+32, 100)
 7F (+28, 200)
 6F (+24, 300)
 5F (+20, 400)
 4F (+15, 500)
 3F (+10, 600)
 2F (+6, 000)
 1F (+0, 000)



以城市空间为导向的设计

以流动性 (Fluidity) 为空间形态母题, 以穿越 (Traverse) 和渗透 (Permeability) 为城市肌理动线的设计概念, 从而减少建筑带来的巨大空间压迫感, 提高建筑及周边城市空间的品质, 创造出可呼吸的都市空间 (Breathable urban space)、可渗透的建筑底层 (Permeable Ground Level), 同时, 塑造出动态、科技的建筑形态 (Dynamic urban form)。

Design guided by city planning

The concept derive from theme of fluidity and keynotes of traverse and permeability, which is oriented to reduce the space constriction of big architecture and create breathable urban space, permeable ground level and dynamic urban form.

