

城市综合体 II

HOPSCA

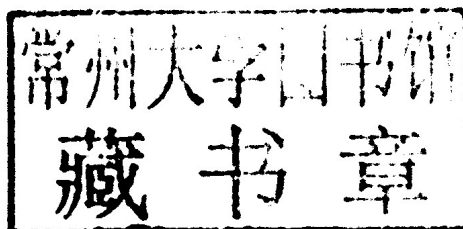


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王倩 戴显龙 译



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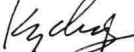
PREFACE 1

序言 1




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1. Atkins Senior Design Director,
K. Y. Cheung, AIA

阿特金斯高级设计董事 张国言 

2. Atkins Associate Director, Chenxing Kou

阿特金斯副董事 寇晨星 

What is people's perfect home town? Lost in this age of super fast urbanization and regeneration, what will be the new embodiment of their memory of such ideals? It should be a comfortable place to work, to live, to shop, to play and to relax.

Mixed use project is an indispensable piece that completes this puzzle. Recent rise of this project type shows a lesson well learned from many dysfunctional projects built just after World War II in the west and the open door policy in China. Initially these developments were built primarily with housing only but often pivotally lacking in community services that make a town one would like to call a comfortable home: convenient to travel from home to work, to school, to shop, to play, etc. and lastly but not least, efficient to keep particularly in an energy-conscious future.

Mixed use projects often labeled with the initials of HOPSCA (hotel, office, shopping-mall, convention, apartment) derived from the multi-functions usually found in these developments. In a simplified sense, such a mixed use project is the snap shot of a city that can fully sustain and enhance the life of a newly urbanized population. Historically the town centers and later the CBDs built-up over decades and centuries serve this same purpose but today all over the world the speed of change has made instant cities commonplace.

Project sizes have grown and the design briefs are complex enough to contain the many such previously spread city-wide functions in a "nutshell" in scale. Such trend is particularly dramatic in new developments all over China, where official policies and successful developers all are proposing mixed use projects essential in attracting an increasing sophisticated population which focuses much more on lifestyle than just the residential living quarters alone.

As such mixed-use projects set each development apart from one another by adopting cultural themes, features and imagery targeting a certain lifestyle and to establish their own unique identity. In other words the mission of mixed-use projects is ultimately to make the residents feel at home, a place where they can live and work conveniently in a suitable lifestyle of their choice.

真正的理想家园是什么样的？在这个城市化快速更新的时代，人们对于理想家园的新的评定标准又会是怎样的呢？不管怎样，它都应该是舒适安宁地工作、生活、购物、娱乐和放松的地方。

综合体很好地解决了这个问题，它的发展吸取了西方国家二战后众多功能不协调的失败案例的教训，显示了中国改革开放的成果。最开始，此类建筑只能提供基本的居住功能，缺少社区服务，缺少了能将其称之为家的元素，例如，便捷的交通，以方便人们工作、学习、购物、娱乐。此外，它在未来节能、环保方面也不够健全。

综合体又称为 HOPSCA，由酒店、办公楼、购物中心、会议厅、住宅（综合体的主要功能区）的英文首字母组成。简而言之，综合体可以理解成是城市的缩影，能够维持并提升新进入城市化人口的生活水平。很多闻名于世的城市中心和后期建成的中心商业区都是经过了几十年甚至是几个世纪的发展才形成的，而综合体则起到了和它们同样的作用，当今社会的高速发展催生了众多“速成”的新城中心。

项目的规模不断扩大，项目构思也越来越复杂，现如今的设计已经可以将从前分散于城市各处的功能区集中在一个“屋檐”下。这种发展模式在中国的新兴发展区已遍地开花。政府政策及成功的开发商也都提倡建造综合体建筑，认为它有助于吸引那些注重生活方式而不单是居住空间的人们。

此类综合体项目通过各种不同的元素相互区别——不同的文化主题、特点、以某种生活方式为目标的建筑设想，以建立各自独特的个性特征。换句话说，综合体项目的最终使命就是让住户有宾至如归的感觉，就是创建一个适合他们生活方式、迎合他们选择的地方，方便他们工作和生活。

The world is undergoing a rapid process of urbanization. While cities have constituted a critical part of humanity's cultural development for hundreds, even thousands, of years, most global urban centers and newly developed urban areas are now undergoing a rapid process of so-called "radical urban densification"; a phenomenon to which even western cities are not totally impervious. Although a natural result of the demands of population growth, resources depletion, investment scale, and related factors, the unprecedented speed of urban densification exacerbates the need to find new viable answers to the question of urbanization. It is indeed becoming harder to create urban breathing and public spaces within downtown and newly developed areas because the pace of development, prone to inducing mass and industrialized design and production systems, points towards an increasingly mechanical and generic process of urban downtown densification. This process necessitates an urgent need to create enjoyable, site-specific and spatially poetic areas; we could call such areas "civic centers".

Within the context of urban development, the lived-meaning of such civic centers could be extended to encapsulate or redefine what are commonly called "mixed-use projects". Positioned at the confluence of architecture and urban planning, the mixed-use project can be seen as a micro-downtown. The mixed-use typology is the densest, most comprehensive form of urban development. Its potential as an intermodal traffic interchange makes it a prime candidate to becoming the building block of network cities of the future: interconnected cities and neighborhoods that consider comprehensive pedestrian circulation networks and create vertical cities; where additional layers of pedestrian and vehicular circulations are positioned above and below the ground level; that apply an integrated design process and incorporate advanced sustainable strategies with green spaces and parks.

As mixed-use centers progressively become the beating hearts of the old and new metropolis, it is our opinion that the typology will encourage and enhance new depths of civic and cultural responsibility. Successful historical examples of mixed-use developments, including Rockefeller Center in New York and Roppongi Hills in Tokyo, have all incorporated a measure of civic and public responsibility in the design of the micro-downtown that mixed-use developments have come to embody. Only by transcending the commercial nature of the mixed-use development can civic centers become the urban landmarks of the cities of tomorrow.

当今世界的城市化进程已进入快速发展阶段。城市作为人类文化发展的一个关键的组成部分，尽管已经发展了数百乃至数千年，但大多数全球性的城市中心和新开发的城区却还在经历着所谓的“激进的城市化”的快速进程，甚至连西方城市也不能完全不受这种现象的影响。虽然这是人口增长、资源匮乏、投资规模以及其他相关因素影响下的自然结果，但城市化正以前所未有的速度加剧，这就要求人们必须找到新的可行的解决城市化问题的方案。事实上，因为发展的快节奏，在市中心和新开发的地区打造城市的“呼吸”和公共空间已变得越来越困难，设计和建设大规模的工业化生产企业，渐渐使城市化的进程变得工业化、趋同化。在这一过程中，迫切需要建立令人愉快的、地点特定的、具有宽敞空间的诗情画意的地方，我们可以把这样的地方叫做“城市中心”。

在城市发展的背景下，这种城市中心的存在意义已被延伸为概括或重新定义名为“综合体”的项目。位于建筑和城市规划的交汇处，综合体项目可以被看作是“微城市中心”。它具有城市发展最密集的分类、最全面的形式。因可作为综合交通的交汇处，它成为了未来城市网络的首选：城市和居民区相互连接，综合性的行人流动网络建立起垂直的城市，人流和车流的主要运行层设置在地面以上或者地下，并运用综合性的设计流程，把可持续发展战略融入到绿地和公园的设计中。

随着城市综合体逐步成为新老大都市律动的中心，我们相信它将强化公民意识、加深公共文化责任感。成功的综合体的例子包括纽约的洛克菲勒中心、东京的六本木新城等，这些“微城市中心”在设计中都融入了公民意识和公共责任感，充分体现了多元化发展的态势。只有超越了综合体项目的商业本质，这些“城市中心”才能成为未来城市的地标。



PREFACE 2

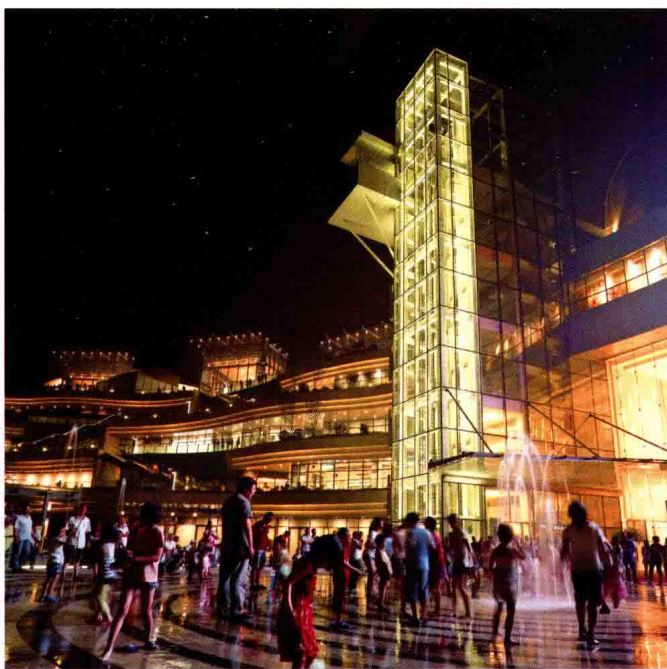
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Li-An Tsien, Founder
ATOL Architects

翠社工作室 创始人 钱立安

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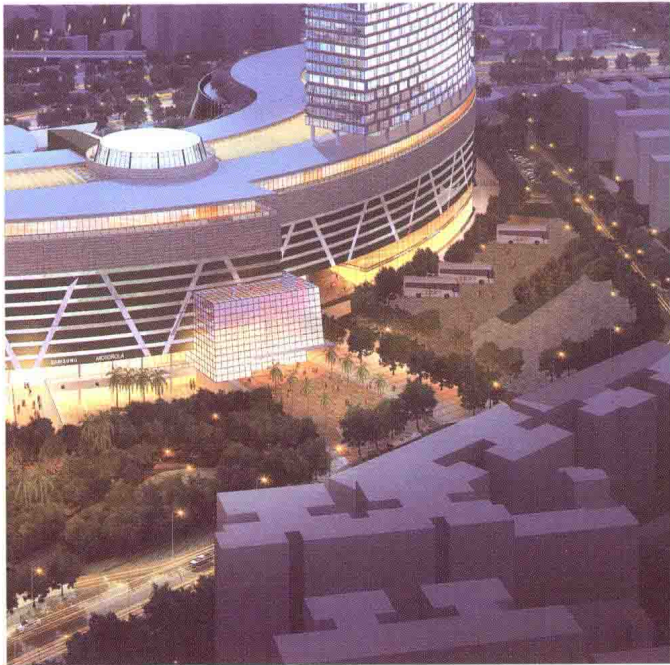
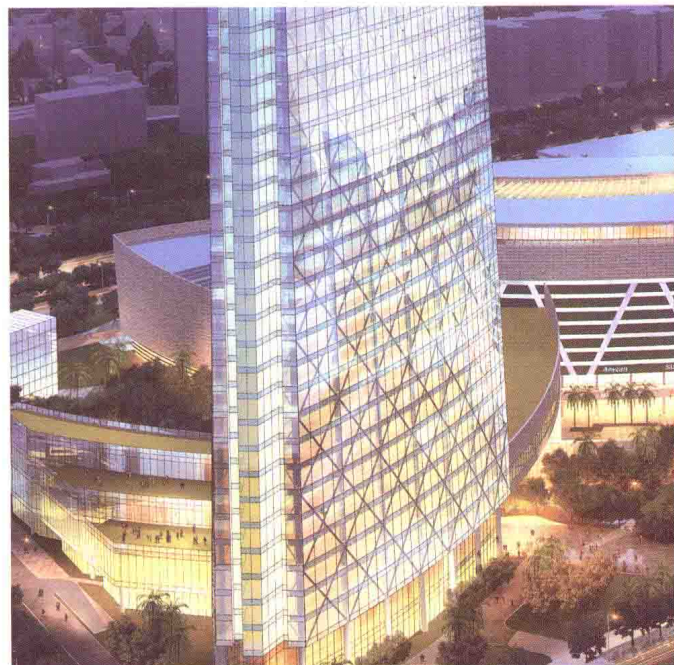
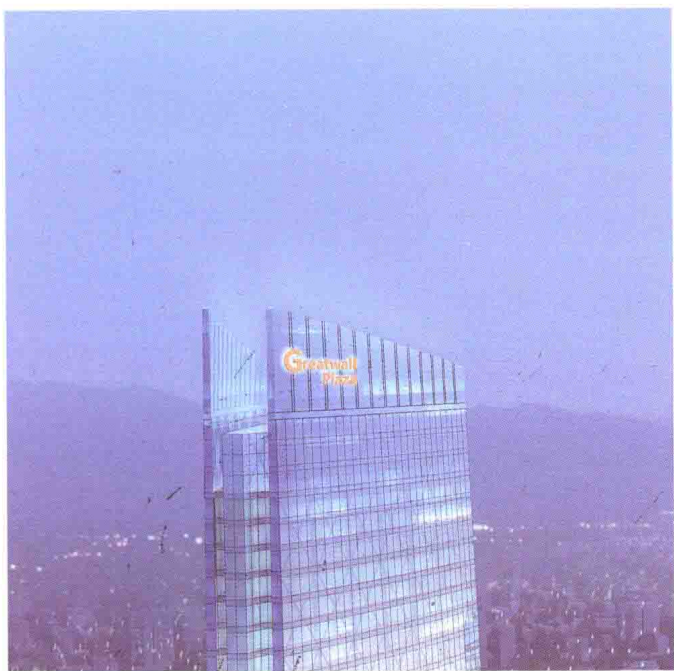
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随着城市综合体逐步成为新老大都市律动的中心，我们相信它将强化公民意识、加深公共文化责任感。成功的综合体的例子包括纽约的洛克菲勒中心、东京的六本木新城等，这些“微城市中心”在设计中都融入了公民意识和公共责任感，充分体现了多元化发展的态势。只有超越了综合体项目的商业本质，这些“城市中心”才能成为未来城市的地标。



PREFACE 2

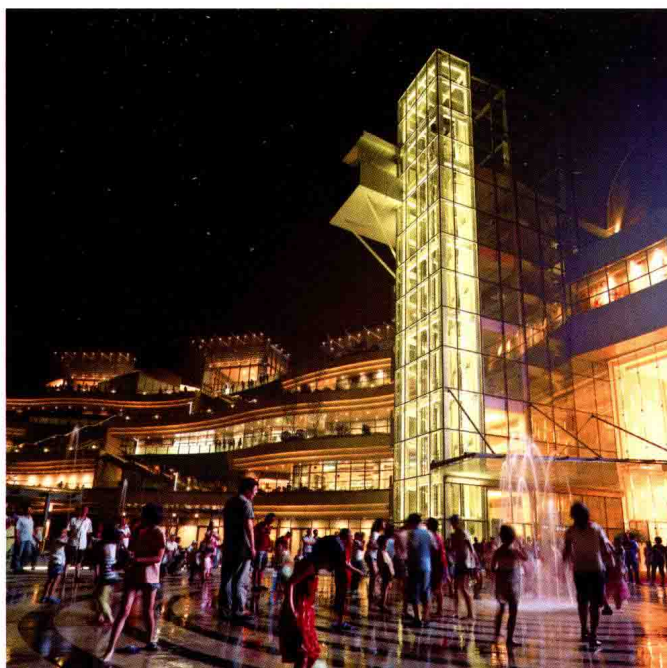
序言 2

Li-An Tsien, Founder
ATOL Architects

翠社工作室 创始人 钱立安

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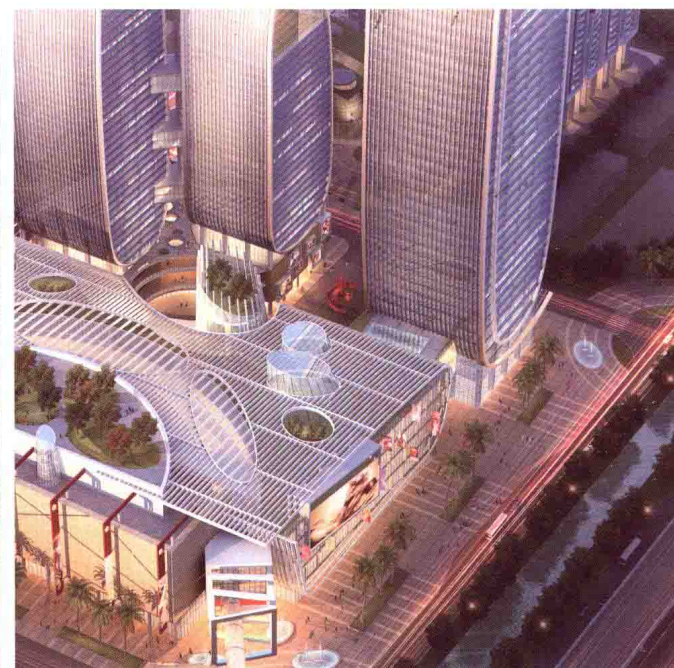


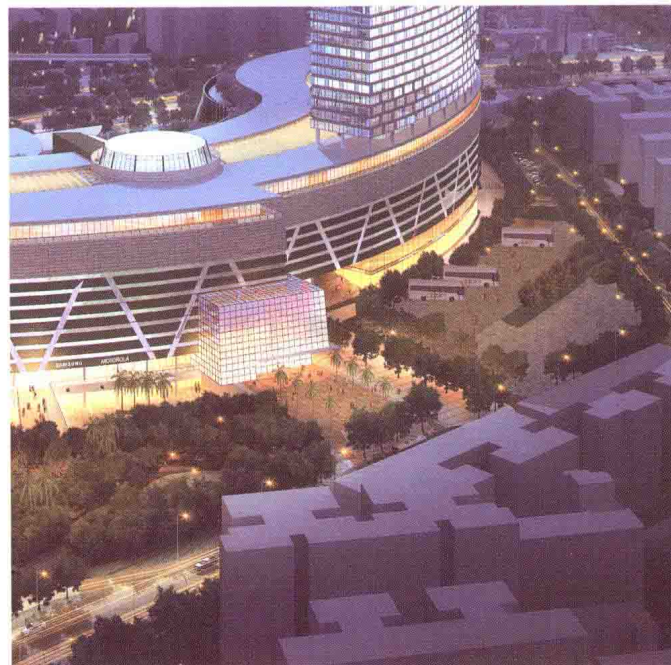
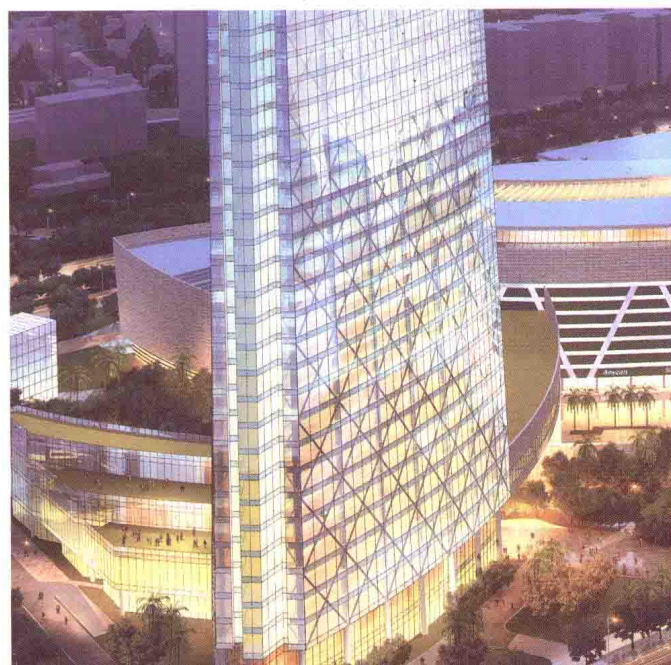
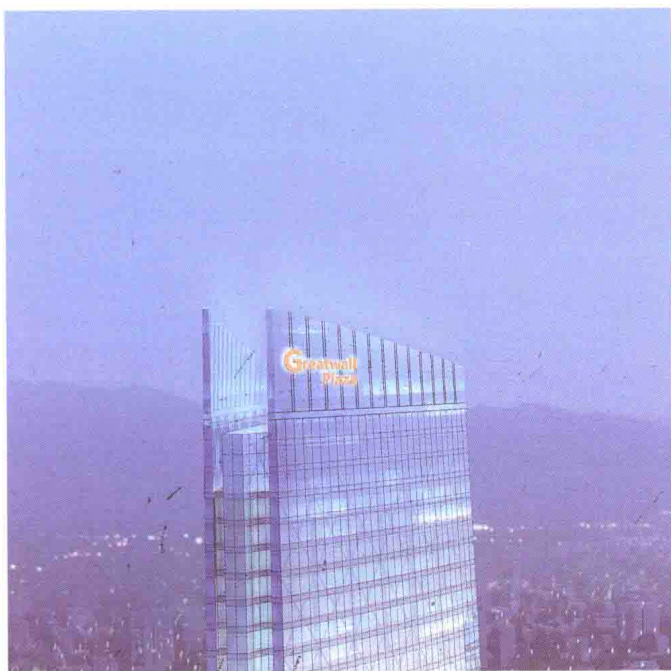
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WTORRE PLAZA

Architect
Arquitectonica

Associate Architect
Washington Fiuza

Location
São Paulo, Brazil

Client
WTorre Empreendimentos
Imobiliários S.A.(WT)

Landscape Architect
Isabel Duprat

Area
411,975 m²

Partners-in-Charge of Design
Bernardo Fort Brescia, FAIA,
Laurinda Spear, FAIA, ASLA

Interior Designer
Arquitectonica Interiors (Public
Areas), Edo Rocha (Office and all
other areas)

Photographer
Francisco Donadio

巴西圣保罗 WTorre 广场

This mixed-use project involves new construction of a shopping mall and two offices towers and the facade design and interiors for an existing structure to be fitted out as an office tower. The new buildings include a 66,183m² Iguatemi Shopping Mall, a 22-storey office tower, a 19-storey office tower and underground parking for the development.

The work scope for the 88,630m² existing structure includes design of the tower's facades, and interior floor plan layouts and interior design of lobbies and common areas. Santander is the anchor tenant for that office tower.

Another 32,000m² existing structure (Block B) will be fitted out as office building and theater.



