

绘出大地新景象

二十一世纪华南最佳住区设计



A New Landscape Rising

21st Century Top-Selling Housing Designs in South China

城设设计国际集团编
SRT Design International



中国建筑工业出版社

图书在版编目(CIP)数据

绘出大地新景象：二十一世纪华南最佳住区设计 /
城设计国际集团编. —北京：中国建筑工业出版社，
2002

ISBN 7-112-01981-4

I. 绘… II. 香… III. 居住区—建筑设计—作品集—华南地区 IV. TU241

中国版本图书馆CIP数据核字(2002)第006783号

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中国建筑工业出版社出版、发行(北京西郊百万庄)

新华书店经销

利丰雅高印刷(深圳)有限公司

*

开本：880 × 1230 毫米 印张：14 1/2 字数：459 千字

2002年7月第一版 2002年7月第一次印刷

印数：1,900 册 定价：150.00

ISBN 7-112-04981-4

TU · 4443 (10484)

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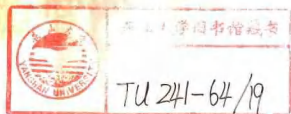
(邮政编码 100037)

本社网址：<http://www.china-abp.com.cn>

网上书店：<http://www.china-building.com.cn>

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序言 Preface:

在20世纪的后20年，在地球的东部，一个民族创造了人类历史上的奇迹：在邓小平理论指引下，中华民族奋力从贫瘠的黄土地上奋起，终于豪迈地大步跨入小康社会，成为世界大家庭中受人尊敬的一员。作为一个亲历半个多世纪中国由贫穷走向富裕曲折发展历程的一名建筑师，更是感到无比骄傲与自豪。

在这改革开放，致力于发展经济的种种变革与努力中，中国城乡大地的变化是最为直接、最容易为人们所感知的，成为改革开放、经济发展丰硕成果的生动鉴证。

本书是一本反映过去10年在华南地区，特别是珠江三角洲地区的建筑实践的专业书刊，其中介绍的15个项目全部都是居住区建筑。近几十年中国的住宅建设的蓬勃有力发展，几十亿平方米的建设量，不但是中国历史上空前，在人类历史上也是创纪录的，它已在人类居住建设史上写上了浓墨重彩的一笔。作为人工构筑物，住宅建设不但改变了城乡的景观面貌，同时也使中国人的生活质量得到了极大的提升。从这个意义上讲，本书也可作为一个历史的纪录，如同滴水映日。从书中丰富多彩的图片和充满热忱的叙述中，读者一定会获得这种真切的感受。此外，作为一本建筑专业图书，其也称得上是一个有关住宅建筑的上佳之作，业界内的同行、专业同仁也会从中吸取于各自有益的经验。

值得一提的是，本书的编写者，或者说是这15项工程的规划、设计者是来自香港的建筑师——城设建筑师事务所。多年来，港、澳、台的建筑同行来大陆做设计，搞开发已有不少，其中不乏多有建树者。由于工作缘故，我对城设建筑师事务所的建筑师有较多的了解。公司的创始人之一，沈嘉顺（埃迪）先生作为一名建筑师在香港建筑界已执业多年。自1989年创立事务所，在从事建筑设计的同时，他十分重视与大陆的交流。身为香港建筑师学会理事和注册委员会委员，为推进两地职业资格的互认和学术交流，十多年来，他往来穿梭于两地间，在交流中，他的敬业精神和诚挚、朴实的作风与为人给我留下深刻印象，并因此成为朋友。

故当此次他（们）拟推出10年设计作品专集，邀我为书作序时，我不揣浅薄，欣然承诺。这既是朋友间的信任，也是我对他（们）工作的信心使然。城设的各位先生为促进交流和推进国家住宅建设的一番诚心与热情从本书的内容也可可见一斑。本书内容充实，不事渲染；在介绍了各项工程之后，还坦诚了规划设计的思想理念与大家交流，其中不乏真知灼见，十分可贵。

毋庸讳言，随着本书的出版，会有更多的人通过这些实实在在的作品了解、认识城设建筑师事务所，也许还会带来“商机”。但试想，如果有更多的似书中那样的经过精心规划、设计的住宅区建成，为富裕起来的人民大众提供更好的居所，那不正是我们的“玫瑰园”之梦想吗？让我们共同努力，把为12亿人造屋、造好屋的历史任务做得更好，携手绘出更美的大地新景象。

谨此为序

中国建筑学会副理事长 窦以德

2002年元月

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前言 Foreword:



丰收的 10 年

20 世纪最后的 10 年，无可置疑是中国现代史上，经济以至社会转变最急剧的 10 年。短短 10 年间，12 亿中国人，亦即全球五分之一人口，从过往单一的中央调控计划经济模式，走向日益开放的社会主义市场经济。社会生产力得到解放：大量外国资金被吸引进入中国，数以千万甚至亿计的中国人民因而受惠于改革开放的成果，很快富裕起来。在农村或城市，中产家庭甚至富裕家庭纷纷涌现。

本书中的一个项目：东莞新世界花园的一位投资者是英国银行家，他曾对我赞叹：“这 10 年中国在经济上取得的成果，人类史未尝一见，可说是个奇迹。历史上另一个整个民族经济振兴的个案，是 19 世纪 60 年代，第二次世界大战后，得美国大力援助，重建工业的战败国日本。不同的是，中国的经济奇迹，发生在多于其数 10 倍的人民身上。而中国人民是在没有外国帮助，从‘文化大革命’的破坏与历史逆境中，自己站起来的。”

从 15 个发展项目看经济奇迹

不少经济专家、社会学学人以至政治评论家，都曾就 20 世纪 90 年代，中国经济突飞猛进这一题目做了不少文章。

这里要说的故事，就是透过 10 年来，15 个在南中国发展建成的住宅小区所折射、总括出的经验。这 15 个已发展项目，不论从居民的亲身体验，或从发展商的角度来看，都是极为成功的个案。

而 15 个项目的总体规划和建筑设计，则都是出自同一香港建筑师设计公司：城市建设建筑师事务所。

A Decade of Change

This last decade has been arguably the most important social and economic changes ever to happen in modern China. In the short span of little more than ten years, the most populated country in the world, where one fifth of mankind dwells, moved from a rigid centrally planned economy to an increasingly open-market economy. Productivity was liberated. Foreign investment sky-rocketed. Incomes for the masses rose to an unprecedented level. The middle-class and even the well-to-do has started to emerge from the masses.

The resultant economic changes were unprecedented. One British banker who personally invested in one of the projects described in this book remarked: 'The economic changes seen during this decade in China are unprecedented in the history of human society and are nothing short of a miracle. The only other decade for which economic improvements on such a scale occurred to a nation was the rise of the new Japanese economy in the 1960s, shortly after World War II. However, the Japanese were then greatly assisted by the economic might of the United States of America. In taking the Chinese economy from the desolation after the Cultural Revolution, the Chinese did it all by themselves. Furthermore, this time round, the economic miracle is happening to a far larger population.'

The Story Told Through Fifteen Private Housing Projects

Many books and articles have been written about the economic changes which took place in China during the 1990s by political observers, economists and sociologists. This book attempts to tell the story of this economic miracle through a total of fifteen private housing projects, mostly built in Southern China. All of these projects can be said to be big successes, not only for the developers but also for the residents. All of these fifteen projects have been designed by one architectural firm - SRT Architects, with Canadian and Hong Kong background with offices in Canada, Hong Kong and China itself.





体制改革与房改造就商品房需求

90年代之前,中国的房屋制度,是所有住屋都由国家拥有。由于人们都在国营单位中工作,住所亦通过工作单位分配。随着多种经济成分的产生,部分人不再服务于国营单位,甚至离乡别井,成为城市中的“流动人口”。商品房,亦即私人在公开市场可以用金钱购得的住房,就因需求应运而生。

80年代随着体制改革,土地虽仍由国家拥有,但土地上兴建房屋,连同有期限的土地使用权,经由法律准许可私人拥有,甚至转让,从而形成私有房产权的新概念。

土地使用管理部门的成立,土地使用权有偿转让的概念,加上规划法则日渐成熟,都为商品房的发展奠下基础。随着按揭法的出现,民间储蓄存款额的不断增长,继而流入银行体系,而购房者只需付房价的三或四成,余款由银行借贷,就可自置商品房。这些房主可按摊最长达30年的贷款期,每月连利息向银行还款,更造就了房地产业发展的兴旺。

90年代国家推行国企改革,国营单位一方面进行资产重组,另一方面推进住房改革,将本来国家分配给单位的住房,用补贴办法转售予住户。房产权由住户个人拥有已成为社会体制改革发展的大趋势。

私人购房始自一些先富起来的人

体制改革加上商品房政策的完善,固然有助于人民自行购置居所,但最重要的因素,还是邓小平在20世纪80年代倡导的改革开放国策,使国家、人民都富裕起来。人民住的房子,不再只是居所,亦同时是商品。不独是个投资,亦是个人努力工作、成功自创财富的见证。

邓小平曾提出“让一些人先富起来”的这二句简单但充满信心,打破了社会主义“大锅饭”的思想枷锁。不用说的下一句话,想来就是“大家继续努力,让每一个中国人都富起来。”改革开放,保证了社会主义市场经济的成功,也推动了20世纪90年代中国房地产业的蓬勃发展。

Legal Reforms, Housing Reforms Leading to Private Housing

Prior to the 90s, the housing system in China is one where all residential housing are allocated by the State, through the State-owned 'Unit' where an individual would be affiliated, and where he would work. Individual enterprise started to appear in the 80s, and a very small number of people started to become 'Personal Units', effectively private enterprise. These private enterprises would not be owned by the State and individuals in these private enterprises have to look after their own livelihood, and thus their own housing needs.

The legal reforms in the 80s established that although the ownership of land remain vested in the State, a term lease on the land together with legal title of the buildings built on the land can be vested in a private person or a corporate entity. Legal interest in land lease and building title can be owned privately and even transferred.

The establishment of the Land Use Bureau overseeing the administration of land leases, the concept of transfer of land interests for a consideration, the advance in planning and zoning laws, all paved the way for private land development. The explosion of wealth which then found its way into the banking system, the maturing of mortgage laws permit home buyers to pay only 30% of housing prices upfront, paying the rest through amortisation over 30 years; all help create a housing boom.

In the 90s, the instigation of housing reforms means that private ownership of homes are encouraged, even for State-owned enterprises. In most cases, the homes occupied by workers in a State-owned enterprise are given the option to buy the apartment allocated to them. In some cases, workers are offered an incentive to buy their apartments in the open market.

Private Housing Financed by Private Wealth

For the first time in modern China, the emergence of private wealth, the fruition of the economic reforms started by Deng Shao Ping in the mid-80s, has given further rise to demand for housing, in particular quality private housing. The privately-owned house or apartment is not just a home, but also a commercial commodity. Housing purchase is no longer just an investment, but a testimony to a self created fortune. It has been said that Deng Shao Ping once acknowledged that the economic reforms that he masterminded would initially 'permit some to become rich ahead of others', thus implying that all Chinese will, in the end of the China socialist market economy reforms, become equally rich. This brilliant concept neatly justifies the economic reforms and the resultant private wealth for some as ideologically compatible with the socialist principles of equality of wealth that socialist China holds so dear, and is in reality the foundation of the housing boom in China in the 90s.





十载房地产开发

本书提供的15个项目，都兴建于20世纪90年代的南中国，并且全部由私人发展商开发。其中两个项目的发展期，从第一期开始规划设计，到最后一期工程完成至住户迁入，差不多跨越了90年代的整个10年。

这15个项目的总体规划与建筑设计，均有一个共同点，就是都由香港一家在加拿大及中国内地具相当影响力的建筑设计公司：城设建筑师事务所执笔完成。

15个项目中有几个是与高尔夫球场一并发展的，发展区内都包含别墅、低层、多层、中高层或高层住宅及公寓。其中还有一个是在中山发展的全商业项目。

这些项目虽规模大小不一，较小的是在广州珠江小岛上兴建的数十幢别墅，大的则在中山可容上万户家庭，但其共同点是发展商、建筑师及其他参与专业人员的远见和努力不懈，以及项目本身的独特构思、精致设计。通过这些业界人士的贡献，数以万计的家庭，能够生活在既有中国特色，又温馨标致的玫瑰园中。

中国城区新景象

中国人喜欢说“安居而后乐业”。一些中国人既先富起来，便造就了中国近代史上首次出现大量私有民居的需求，一下子，全国到处都出现了私人发展商。懂的，不懂的都纷纷买地、建房、卖楼。千千万万发展商像发现了金矿似的疯狂起来，而可见的结果是：失败的多，成功的少。

本书要说的是15个成功的例子。

在极有远见的房地产发展商支持下，城设建筑师事务所的设计师与建筑师，在中国壮丽的大地上，画出了一个都市新景象，创造出多个玫瑰园。

A Decade of Private Residential Developments in China

This book presents fifteen property development projects in South China built in the last decade of the third Millennium. All were funded and marketed by private developers, and sold to private owners in an open housing market. One project, through its many phases, spanned almost the entire decade. In the latest projects, the paint is barely dry as the happy new owner-families moved in. All of these projects have been master-planned and designed by SRT Architects, a firm with Canadian as well as Chinese roots and are based in Hong Kong. Three of these projects are golf-related, and one is predominately commercial, almost all are predominantly private residential in nature. These projects range from small low-rise development with less than 100 apartments in Guangzhou, capital of the prosperous Guangdong province, to a sizeable communities housing over 10,000 families in Zhongshan, a second line city on the west side of the Pearl River Estuary. All represent the forward thinking of the developers, the master planners, the architects and the many other professionals that have contributed to these projects, which are so different from those in the cities that they are situated. This forward thinking, not to say hard work of the development team has given tens of thousands of families in China comfortable home and more importantly, warm, close-knit communities that previously did not exist.

A New Landscape Rising

It has been said that even in the 21st century, the Chinese remain peasants at heart and owning their own plot of land and the roof over their head remain the dream of every Chinese. The economic boom has given rise to housing demand, and suddenly, developers of all shapes and sizes are appearing all over China in the rush for gold. A few of these developers knew what they were doing, but the majority really didn't. The sight of hoarded land, or even half built abandoned projects, common in many Chinese cities, stand testimony to failed. This book is not about these, but about fifteen successful projects.





住进玫瑰园

玫瑰园是外来的概念。在西方社会，玫瑰园象征每个人梦想里追求的最漂亮居所和最理想的生活环境。而在中国人的心中，可从来还不敢想像会得到玫瑰园。以往充其量，中国人会如晋朝的陶渊明，追求可以告老归田，或不问世事的桃花源，含有极大的消极思想因素。相比之下，西方的玫瑰园则是要积极追求的。

说来令人感叹，中国人民几千年来从不敢希冀要求得到玫瑰园。但今非昔比，今天的中国人，不单能在梦想中寻找玫瑰园，更可以生活在真实的玫瑰园中。

亲切愉快的新社区

本书的重点，不在探讨书内项目的总体规划及建筑设计。当然，我们也希望书内谈到的专业心得，可以在专业上发挥影

更重要的是，通过这些项目的发展，要展现我们在中国创立了多个西方称为“次城区社群”的小区，而这些具备“次城区社群文化”亲切愉快的新社群，在中国城区里出现。

新社群的创成经过相当独特的过程及手法，结果是社区内的千万家庭，能享受独特舒适的住宅和亲切愉快的生活环境。这些社群提供的居住生活环境，是世界级的。这些社区，见证了中国过去10年经济和社会的进步。但这些进步状况，在中国境外却甚少报导。甚至于在国内，有关这些亲切愉快居住环境的讯息，也流传不广。

但在房地产发展商圈子里，讯息已经开始传播开来。本书提及的有关住宅社区，每周都接待不少从大江南北到来的访客。这些访客大多抱着取经心态，来参观获建设部颁发“优秀小区”奖的房地产发展项目。

Living in Rose Gardens

Rose gardens are an imported concept to China. In the West, the rose garden presents the ultimate dwelling, the beautiful dream home that every person ever dreams of. The Chinese knew nothing of rose gardens. At most, the Chinese longs for the peach blossom retreat penned by the Sung scholar Tao, and where he would escape the realities of life. The rose garden is the reward of a lifelong pursuit, but the peach blossom retreat is the product of negative thinking. Pity the Chinese throughout the thousands of years, who never dared to even dream of rose gardens. Nevertheless China today is no longer the China of old. Today, Chinese people are not only dreaming of rose gardens, tens of thousands of them are living in rose gardens.

Happy and Close-knitted Communities

This book is not so much a discussion on the master planning or the architecture created by the architects. The story that this book tells is of the creation of happy and close-knitted communities encompassing what in the West is known as suburban values, (which in itself is a concept foreign to the Chinese, such that there is no real Chinese translation), but located in urban China.

This is a book about the communities that have been created in a very unique way, and the families who have benefited from living in these communities. This is a book that, through the creation of these communities, chronicles the social and economic changes happening within China in the last decade, and the ones that are on-going now. Little of it is known outside of China, or indeed outside of the localities where these projects are situated. Yet word is travelling fast, at least within China, and these projects have received visitors far and wide from all over China; visitors who are keen to get a glimpse of what China is capable of achieving; the creation of communities which would do its residents proud anywhere in the world.





缤纷自信的新社群

说句老实话，在中国都市的城区，所见大多是沉闷而乏味的景象。书内的社群明显地与众不同，房屋组合灵活生动，绿化空间变化多端，色彩运用也在和谐中见缤纷。这些具西方“次城区社群”特色的发展项目，风格自信而轻快，在动感中能令人安然。这样的发展模式，是否适应了改革开放的中国，符合住宅规划设计要走的方向？环目四看这些新社群，清晰见到的是在中国城区凸显出的一片新景象。

销售成功是发展原动力

书中每一个发展项目，不论其售价或销售速度，都表现异常成功。其中部分售价，可说达到令人难以置信的高位。比如广州新世界花园一套约600m²的别墅，售价是300多万美元。东莞新世界花园另一套大小相近的别墅，也以200多万美元卖出。中山市雅居乐集团的凯茵豪园区内别墅的售价，每平方米也超过了1万元人民币。

当然，并非每一个在书内谈及的住宅，都是以天文数字售出的。但可以说，书中有关项目的售价，大都被列为所处的市内售价最高的住宅。而这些项目的销售价，也都比其市内，甚至附近区内的其他项目为高。

以发展商的经济角度来看，住宅销售的速度，直接影响资金的回收。书内项目的销售速度皆非常理想。基本上每一个项目，特别是分期发展的，由于有前期的发展作样板，很多时候尚在建筑期内即已预售一空。在随处可见“烂尾”楼盘，或是房屋空置的同一城市内，仍然能够取得如此销售佳绩，实属不易。

Colourful and Confident New Communities

All of these projects clearly stands out from the rather mundane city-scape that has become the bane of Chinese cities. SRT Architects skillfully made use of suburban planning principles and values, a varied approach to the enclosure of space, non-regimented disposition of buildings, a bold visual vocabulary, rainbow-ful of colours, and a sensitive understanding of how families in China live their lives. The result is a new landscape that has never before been seen in China - one which is as assuring as it is dynamic, and one that is as confident as it is pleasant, and more importantly, one that points the way of how communities can be designed and built in modern China.

In looking at these projects, one sees a new landscape rising, one of quality suburban living in urban China. Finally there are rose gardens for the Chinese people.



Commercial Success as A Driving Force

These projects have all been enormous commercial successes, some perhaps even more so than others. In fact, it defies the imagination to find that the most expensive house, a 550 sq m house sitting on a minule 1,000 sq m lot, in the New World Gardens in Guangzhou sold for some US\$3.5 million, and another similar one in Dongguan, a second line city, sold for US\$2.5 million. Of course, not all of the housing units sold for such astronomic prices. However, even the least expensive of these projects are selling for a hefty premium compared to other new developments in the same city, sometimes only across the road. Furthermore, houses or apartments in these projects are selling so quickly that they are never really in the market for too long. The developers have been able to sell as fast as the houses can be designed, approved by the authorities, built and marketed.





改革开放制造经济奇迹

这些住宅项目的最低售价,差不多全都超过500美元 $1m^2$ 。相比全国2000年房地产每平方米人民币1913元的销售价,高出一倍多。以人均年收入低于300美元的中国来说,这可说是极高的消费。至于最高售价300多万美元一套的别墅,可以与美国比华利山的豪华别墅相比,更是令人惊讶。

没有改革开放带来的经济成果,这些近乎奇迹的现象当然都不可能发生。但无可置疑的是,发展商的前瞻思想,总体规划师及建筑师的功力及努力,都是这些房产发展项目在商业上取得巨大成功的重要因素。

展望明天

本书最后一章谈及的几个仍在规划、设计或是建设中的项目,预计将在21世纪的第一个10年陆续落成。相比上一个10年的项目,这些新项目发展规模更大,构想也更为前瞻。

我们希望10年后,能够替本书出版集,显示另一个10年的成果。最重要的是,不在于发展商或总体规划师、建筑师通过这些项目的发展,可以取得什么业绩成果,而更重要的是将有更多的中国人,能够在生活上、日常居住环境中,寻找到更多的玫瑰园,圆几代人的美好梦想。



It is wonder enough that few of the property presented in this book sold for less than US\$30,000, and averaged over US\$500 per sq metre, more than double the national average of RMB1,913 per sq m. In a country where the annual per capita income is well under US\$ 300, this is staggering figures. Furthermore, it is nothing short of incredible that the most expensive houses of these projects have price tags more usually associated with such as can be found in such world-renowned places as Beverley Hills in Los Angeles, USA. There is little doubt that without Deng's Reform and Open Door Policy, the economic miracle in China would not have happened, and there would be no housing boom. However, the forward thinking of the various developers, and the hard work plus dedication of the various development teams are at the root of the success of these developments. Nevertheless, the insight gained by the directors of SRT Architects, in the role of developers of similar projects has ensured that market forces and the well-being of the occupants remain high on the agenda at the time of master-planning and designed. This has obviously contributed to the commercial as well as popular success of these projects, some of which have continued to build, and more importantly sell, and at premium prices, for some ten years.

Looking to the Immediate Future

Towards the end of this book are projects still on the drawing board, or are in the early stages of construction. They are generally even larger in scale and represents even more forward thinking than the projects master-planned and designed by SRT in the last decade. The approach in some of these projects are bolder and quite different from the ones which have come before. Attempts are being made that, if successful, would create complete new towns with population approaching 100,000.

Hopefully, within the next ten years, a sequel may be produced of this book, and more importantly, more people would have had their way of life improved to an extent that they had little thought possible just a decade ago.

