

KINGS FOR BID WINNING —BID PROPOSALS **得标为王——方案篇**

2013-2014

中册

龙志伟 编著
Edited by Long Zhiwei

| 城市综合体 |
| Urban Complex |



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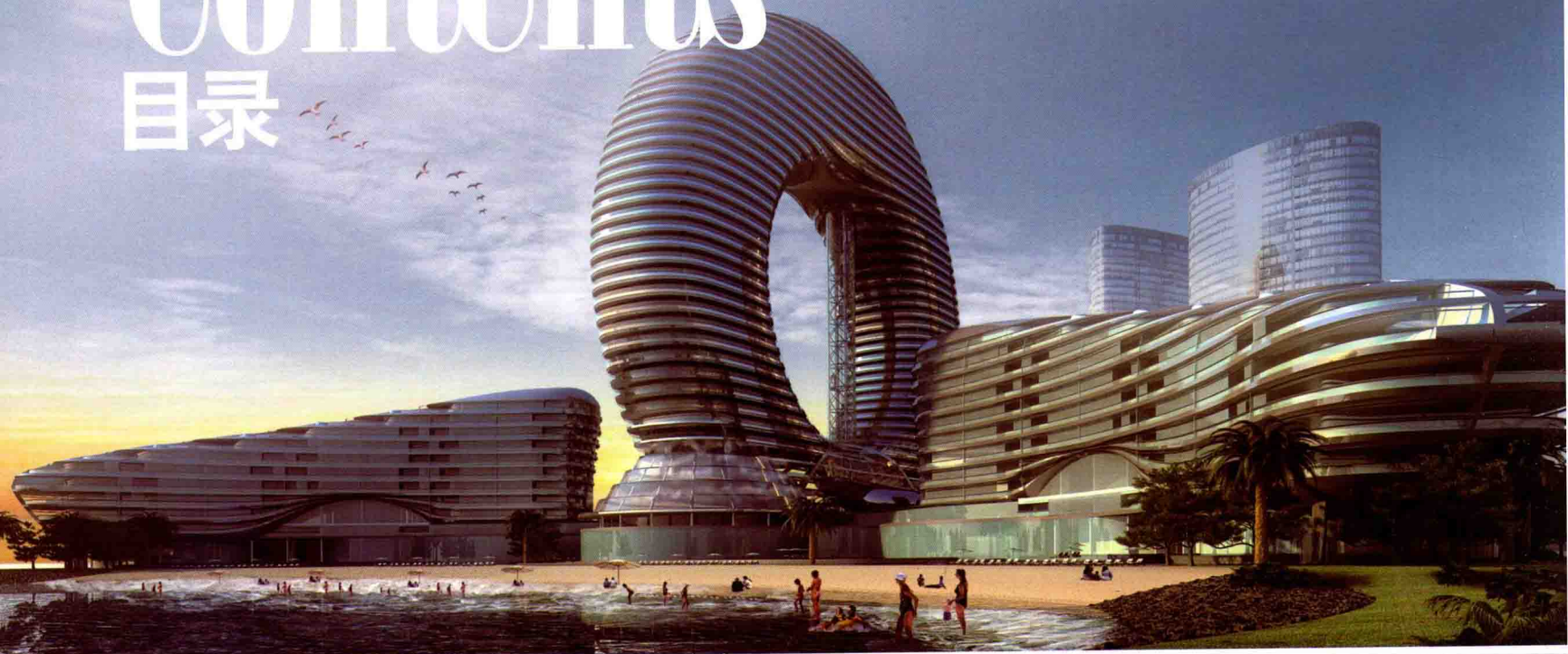
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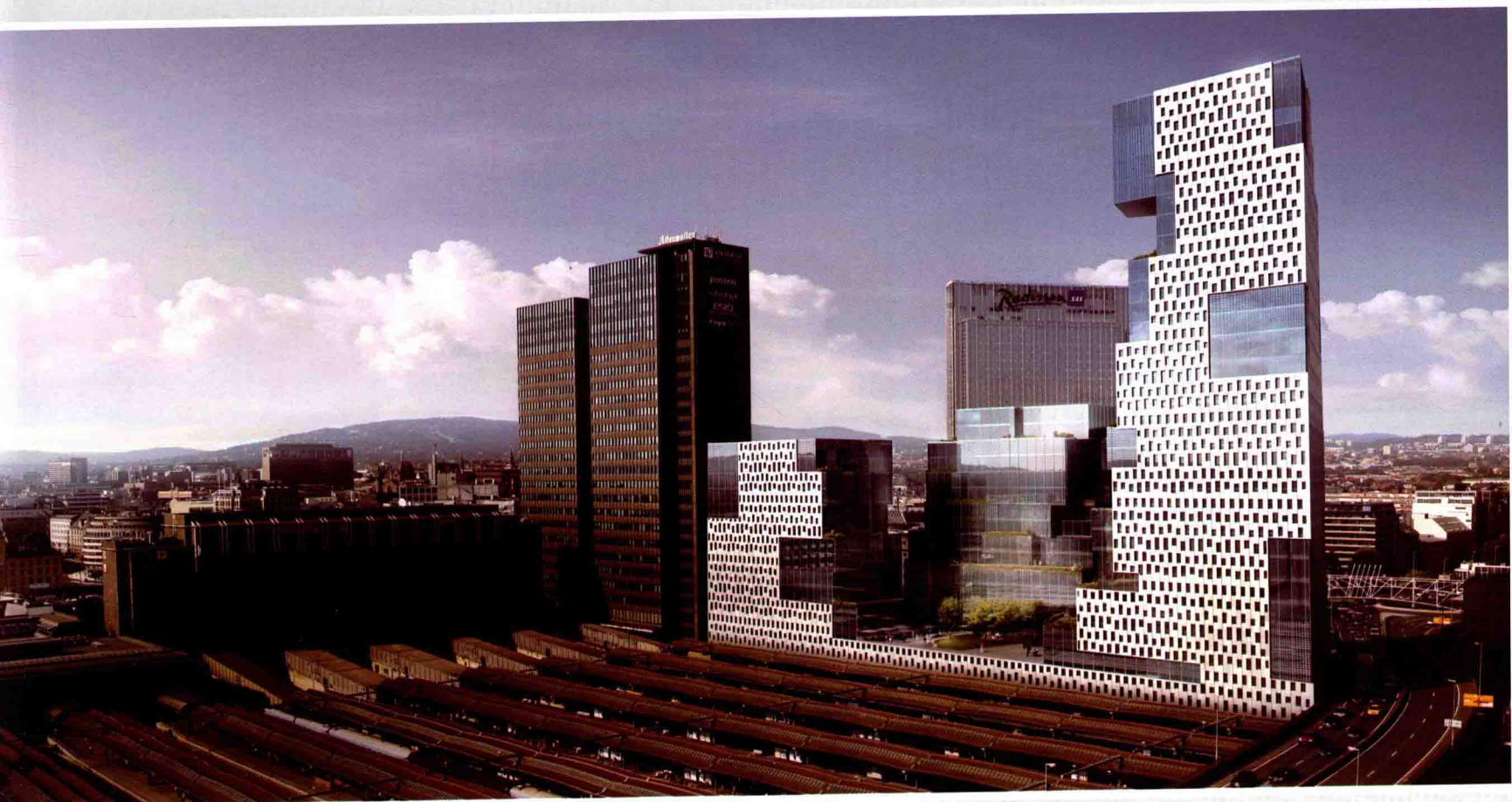
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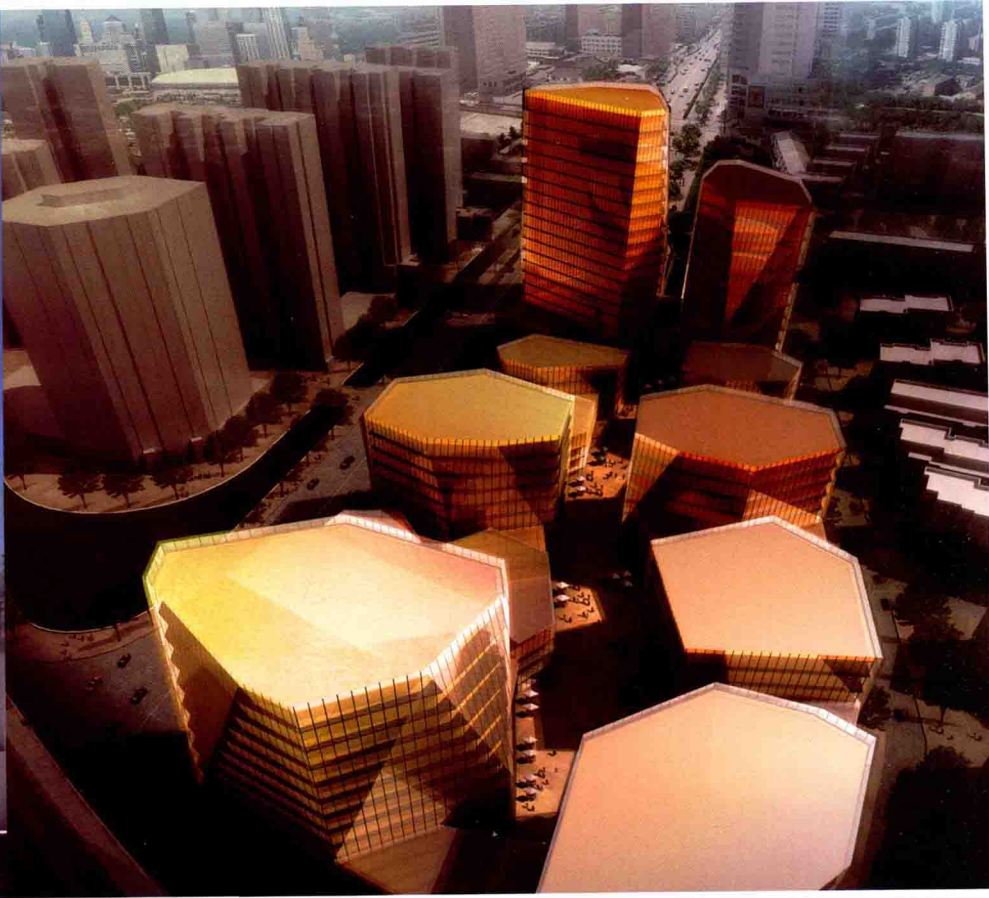
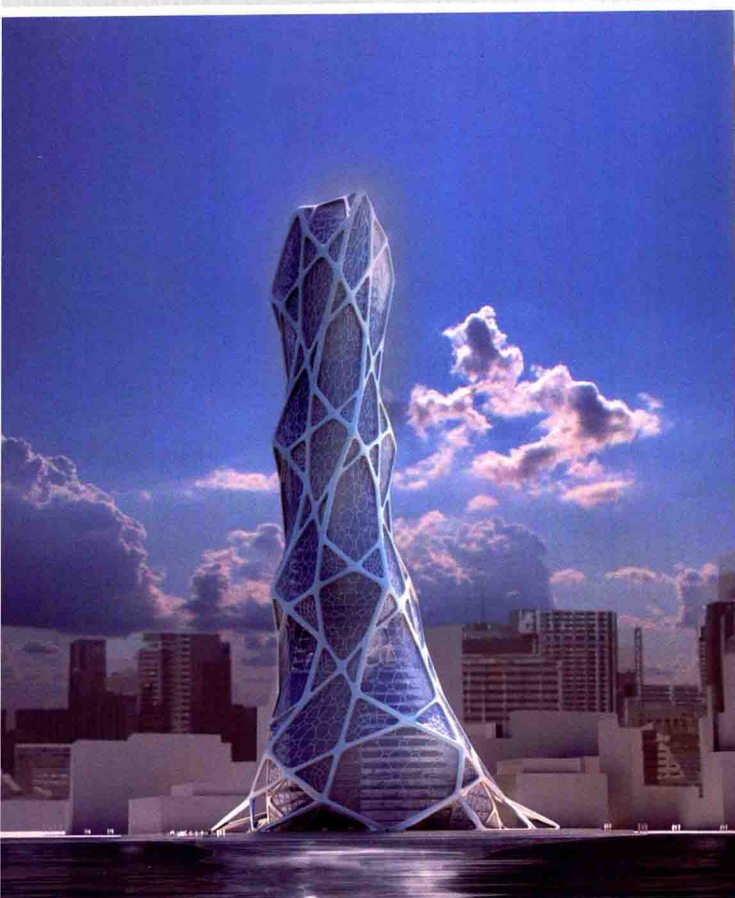
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序 Preface

“物竞天择，适者生存”这句流传了几千年的警句在当今这个竞争激烈的时代已被奉为至理名言，“优胜劣汰”这一法则在建筑设计领域也同样发挥了指挥棒的作用。如何提高公司的业务水平及竞争力，使己方提出的设计方案赢得招标方及大众的青睐和认可进而得标，是每一个设计师和设计团队都必须深思的问题。一个能在众多方案中脱颖而出、独占鳌头的方案，不仅关系到提案的经济性，更与提案的原创性、创新性、合理性、实用性和完整性息息相关。一个富于想象又不脱离实际、富有创意又经济实用、彰显个性又贴近生活的独创性方案才是招标方心中的首选。

《得标为王——方案篇 2013-2014》是一本大型的设计方案集锦。该书收录了阿特金斯、斯蒂文·霍尔建筑师事务所、Jaspers-Eyers & Partners、3LHD、蓝天组、澳大利亚 SDG、C.F.Møller、UNStudio、深圳天方、北京殊舍等近百家国内外优秀建筑设计公司的知名设计方案。本书精选了度假休闲、商业建筑、酒店建筑、购物中心、文化艺术建筑、城市综合体、办公建筑、医疗建筑、学校建筑、交通建筑、住宅建筑等类别的方案近 200 个。

无论是理念的创新、思维方式及构思角度的转换，还是最新技术的运用、生态节能材料的使用，抑或是独特的造型与外观，它们既使该方案变得独特而唯一，也使之成为备受客户认可和推崇的新设计、新理念、新方案。本书指明了当今建筑设计领域智能、仿生、生态的设计新趋势，阐释了当今备受世人关注的绿色、低碳、以人为本的设计理念，反映了使用者生理上和心理上的需求。这些方案的实施，不仅将促使许多新形式、新类别的建筑的诞生，使人与社会、人与自然和谐发展，同时也将改善人们的生活方式。

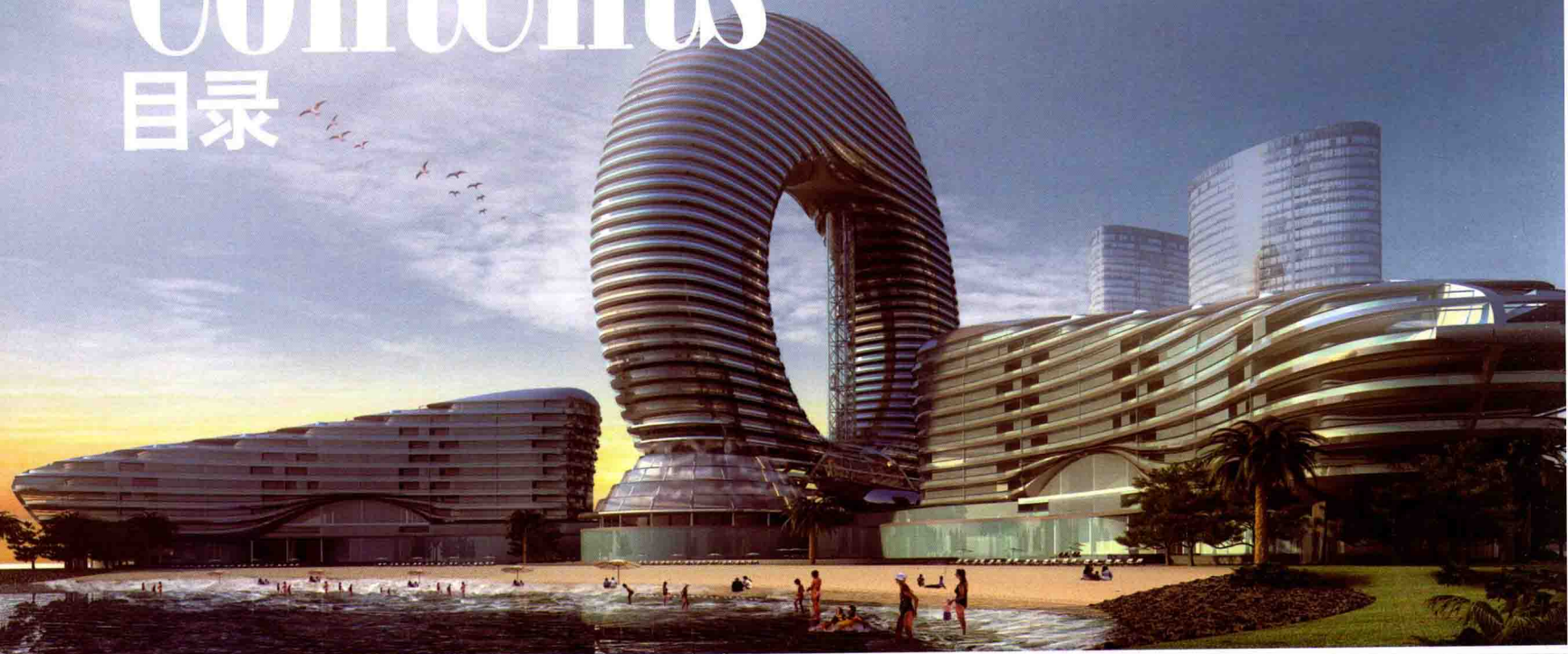
“Survival of the Fittest in Natural Selection” has been claimed to be words of wisdom in this fiercely competitive age. “Survival of the Fittest” also plays a leading role in architectural design. How to boost competitiveness and improve professional skills, making the design scheme be favored and accepted by tenderers and the public so as to win the bid has become a thought-provoking issue to every designer and each design team as well. The design scheme, which stands out from numerous proposals, must be not only economical, but also originaive, innovative, rational, practical and integrated. Only the most unique proposal that is imaginative, practical, creative, economical, characteristic and close to life can be the priority for tenderers.

Kings for Bid Winning – Bid Proposals 2013-2014 is a large collection of design schemes. Well-known design proposals from nearly 100 national and international renowned architectural design companies, such as Atkins, Steven Holl Architects, Jaspers-Eyers Architects, 3LHD, COOP HIMMELB(L)AU, Shine Design Group, C.F. Møller, UNStudio, Shenzhen TAF Architect and Beijing Shushe Architecture, are included. New projects of about 200 cases involve Resort, Commercial Building, Hotel, Shopping Center, Culture & Art Building, Urban Complex, Office Building, Medical Building, School Building, Transportation Building and Residence.

The innovative concept, thinking mode, design perspective, or the application of latest technology and ecological energy-saving materials, or distinct shape and appearance, make the proposal a special and unique new design, new concept, new scheme recognized and highly appraised by clients. The book implies the architectural design trend for intelligent, bionic and ecological design solutions, interprets a design concept of “Green, Low-carbon and People-oriented” and reflects physical and psychological demands of users. Implementing these proposals not only means the emerging of new forms and new types of buildings, a harmonious development between man and society, man and nature, but also improves people's lifestyle.

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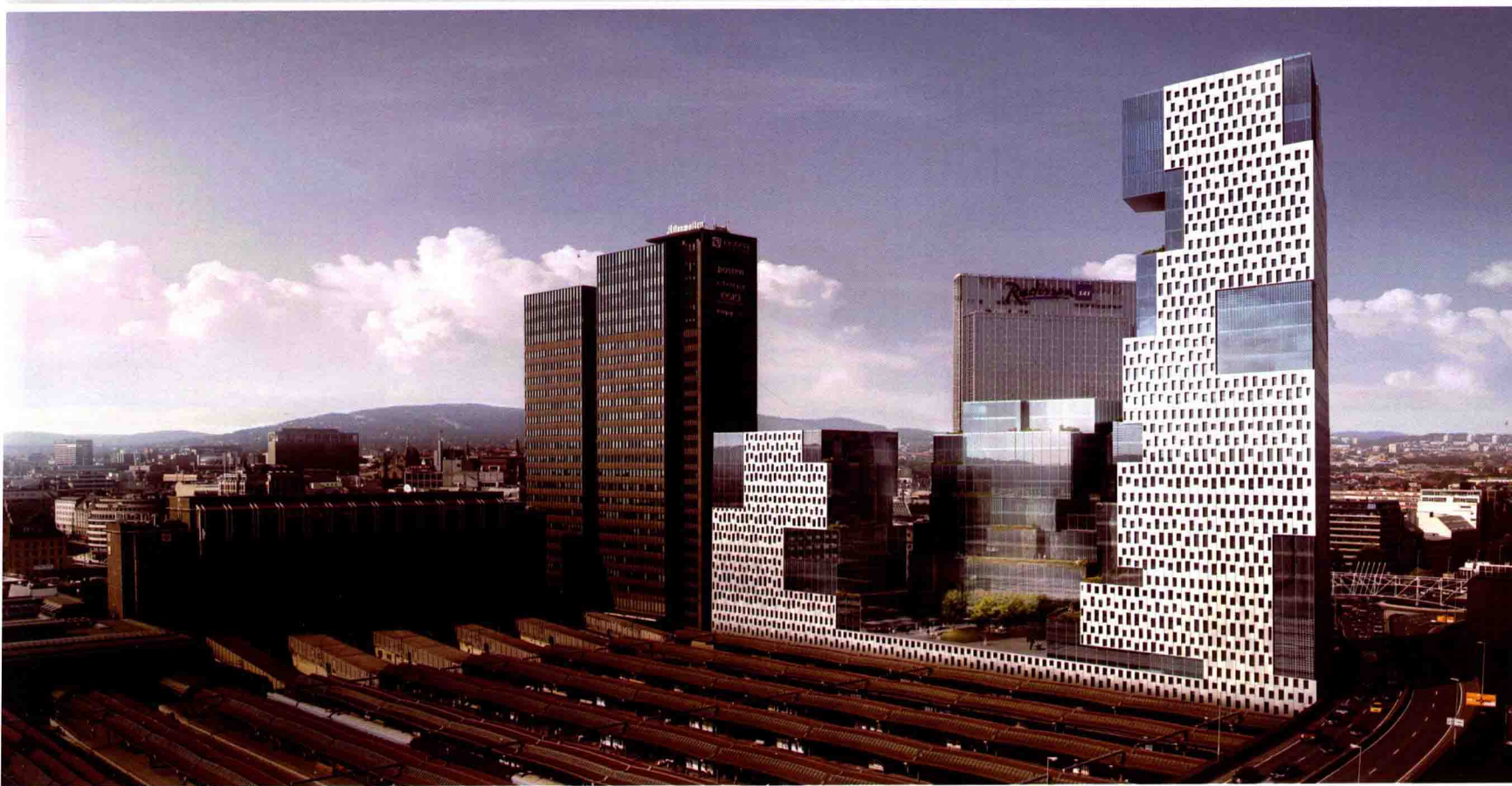
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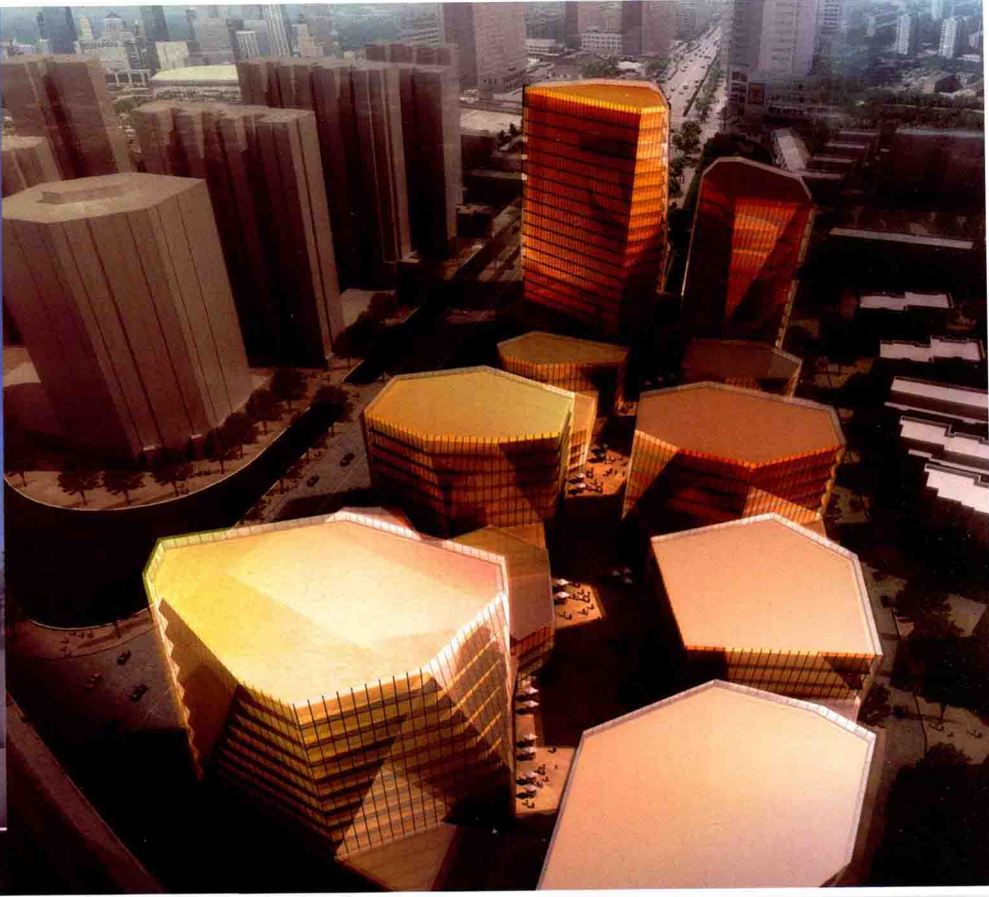
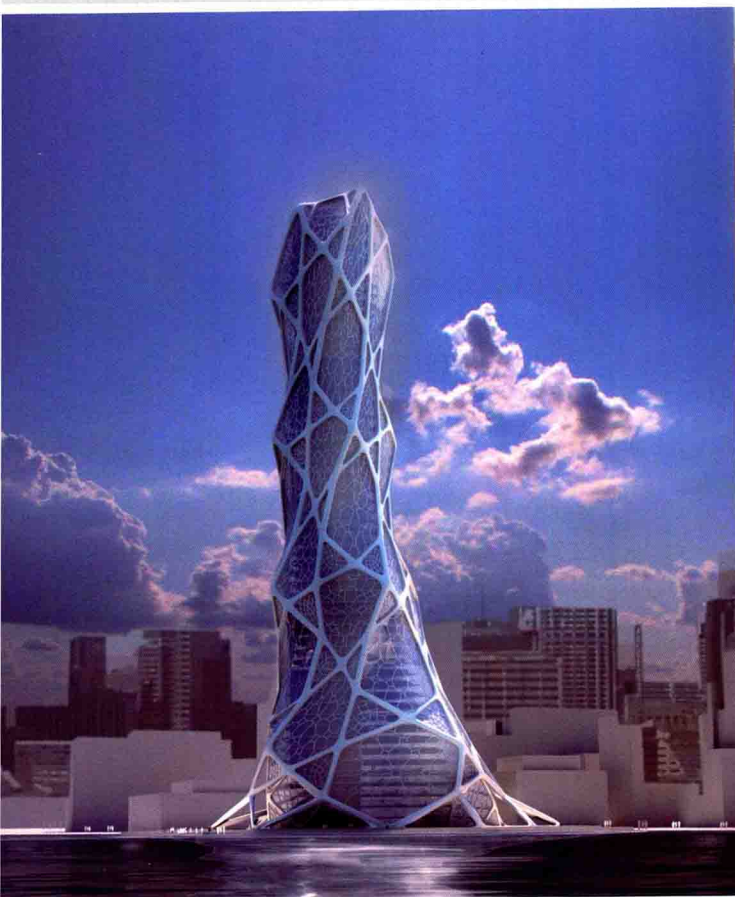
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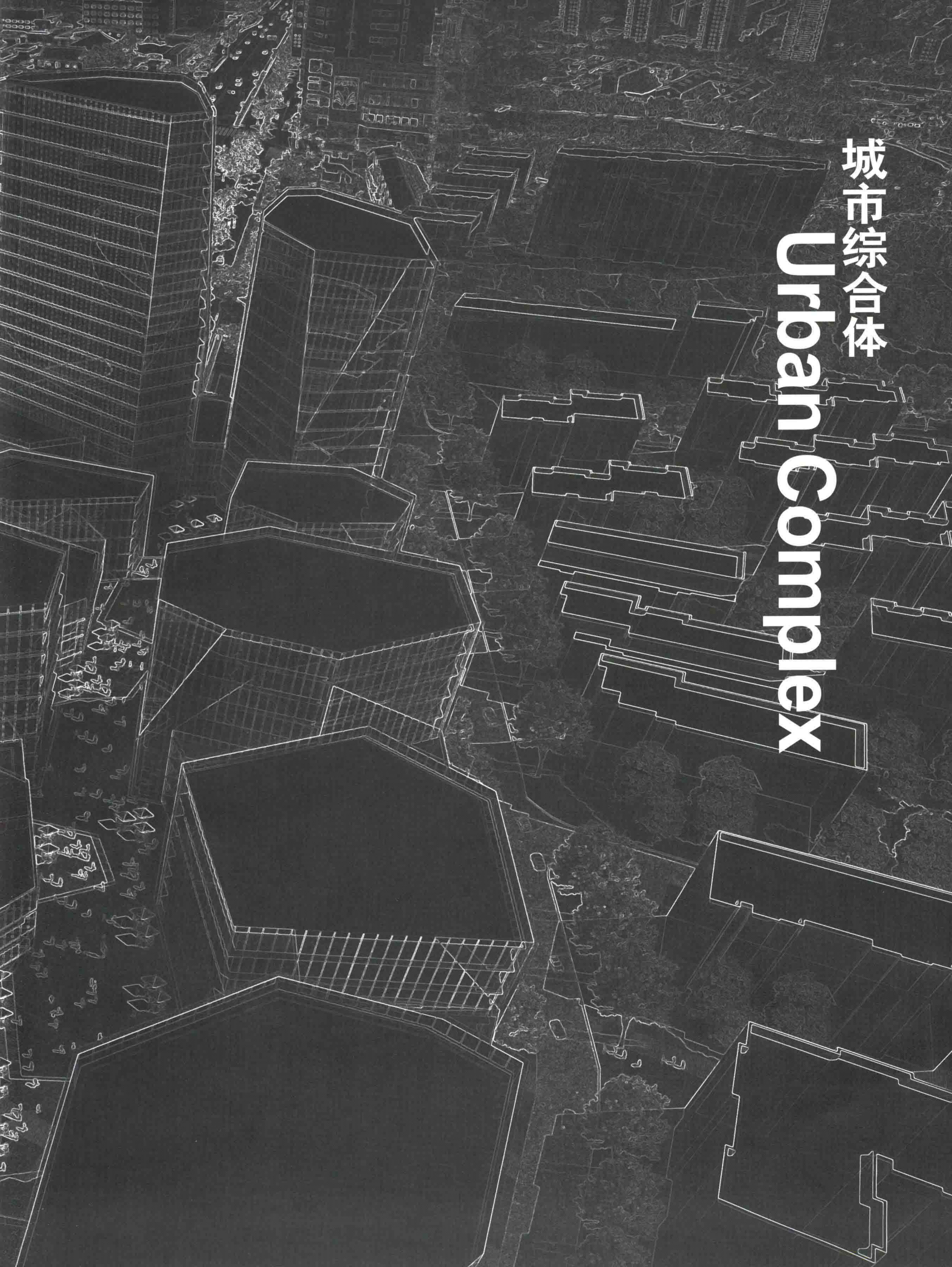
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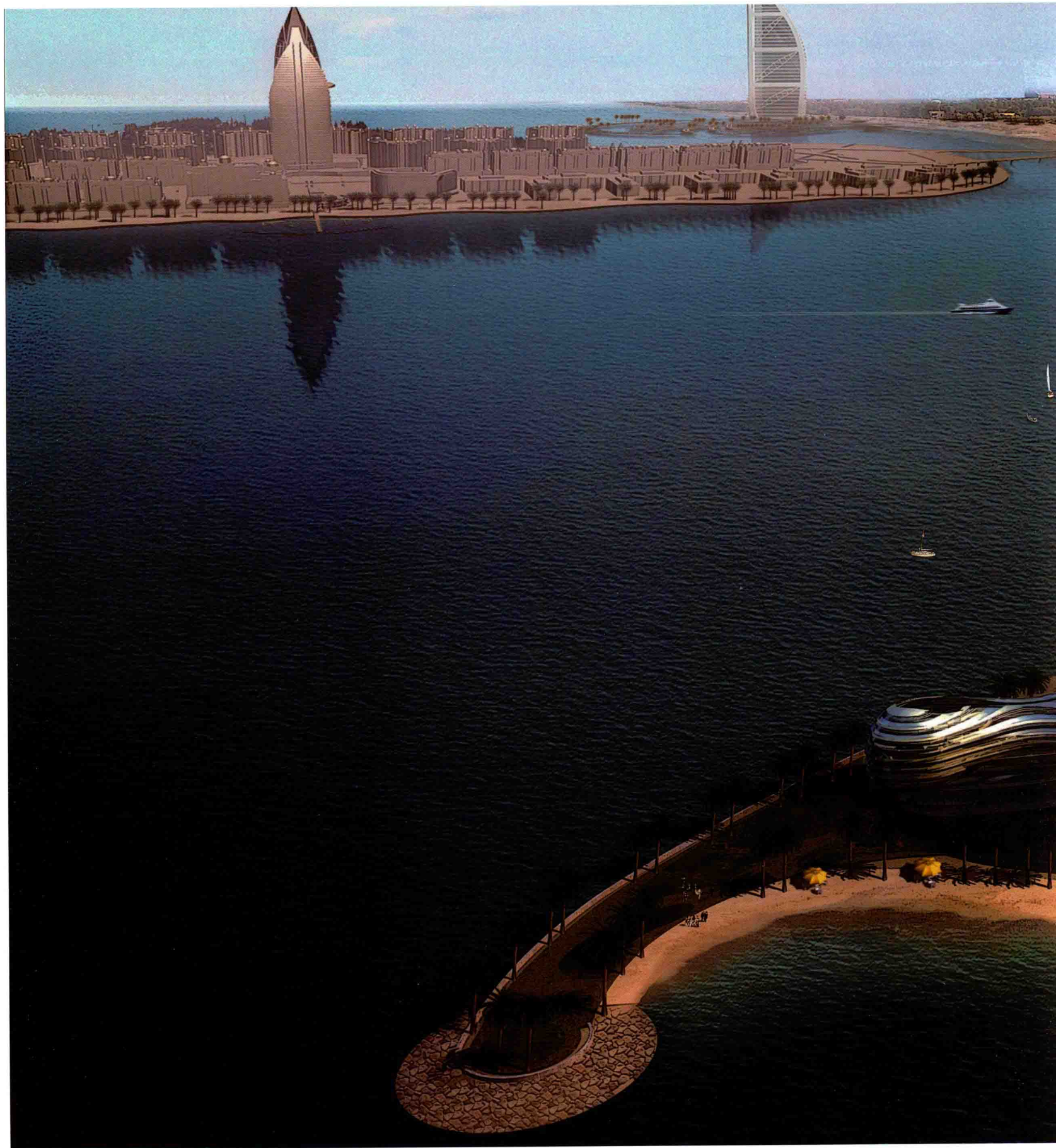
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城市综合体

Urban Complex



阿联酋迪拜 The Promenade

The Promenade

设计单位：阿特金斯 ATKINS

开发商：棕榈岛集团

项目地址：阿联酋迪拜

建筑面积：1 060 000 m²

Designed by: Atkins

Client: Nakheel

Location: Dubai, UAE

Built Up Area: 1,060,000 m²



项目概况

项目是由棕榈岛集团负责开发,位于迪拜码头区附近的一个专属区域,这一区域也被称为“The Promenade”,它是迪拜码头区最后一个面向大海、可以欣赏到阿拉伯湾风光的地块。