

DETACHED COMMERCIAL ARCHITECTURE

单体商业建筑 (葡)科鲁兹 编著 常文心 译



辽宁科学技术出版社



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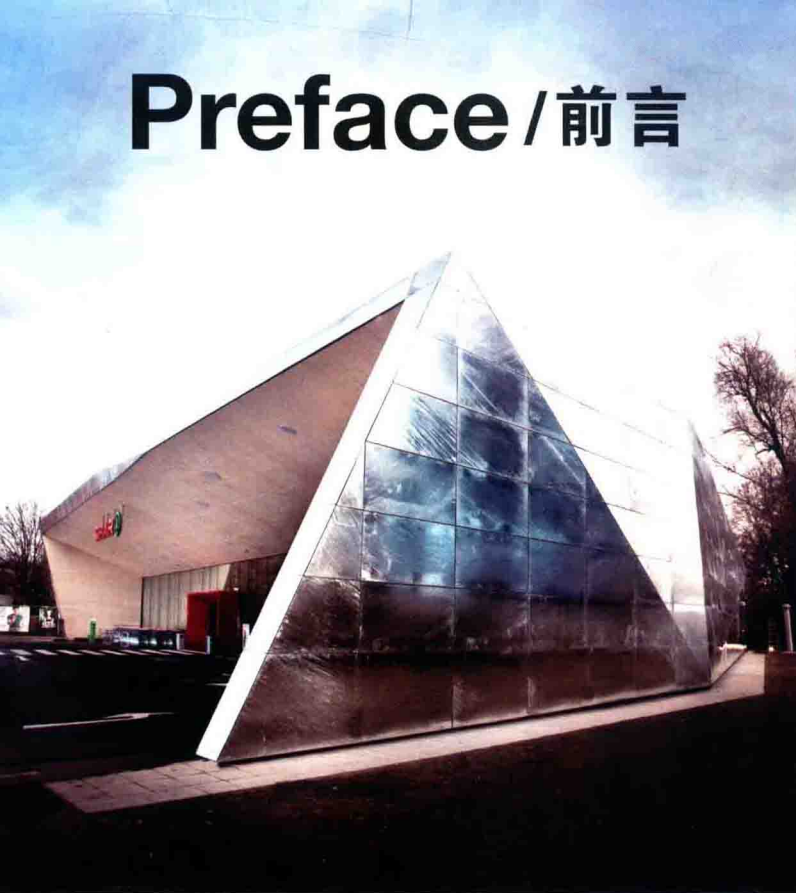
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Preface / 前言



004

Modern commercial space no more just focuses on functional requirements. The functional space, shopping experience and branding strategy are blending, interpenetrating and coexisting constantly. This phenomenon has reflected that people's consumer psychology and concept are changing. The design of a commercial building should consider the combination of natural environment, transportation condition and local features, as well as human behaviours in the environment. The design should consider the issues in the point of human requirements and internal changes. How does the commercial space adapt to the development of commercial activities and combine with urban development and social life and which role should the commercial space play in order to evoke consumers' buying inclination have become urgent issues.

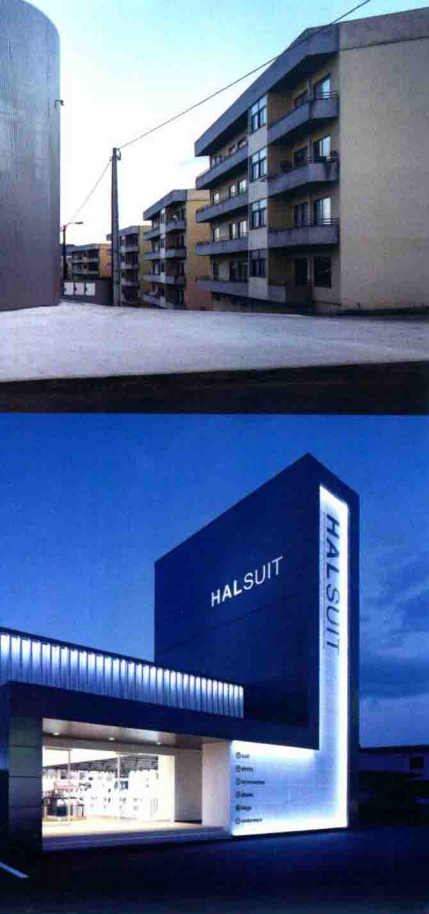
Before 1960s, all the commercial buildings were generally designed as single boxes. The façades were also simply treated with openings, without any unique features. Since 1960s, the rapid growth of commodity economy, the extensive spread of mass culture and the intense impact of pop art all imposed tremendous impact on architects and architectural trends.

With the changes of business operation mode, some commercial brands no longer limit themselves in a same shopping centre with other brands. They select detached build-

现代商业空间已不再是纯粹实现其功能化需求，而其功能空间、购物体验 and 品牌营销战略也在不断融合、互渗、共生。这种现象也从一个侧面反映了现在人们的消费心理和观念改变。商业建筑的设计既要考虑到与自然环境、交通条件、地域特色的结合，又要考虑环境空间中人的行为，从人的自身需要和内在变化角度看问题。商业空间如何适应商业活动的发展，并与城市开发、公共社会生活相融合，又将以何种角色出现唤起消费者的购买欲望，成为一个亟待解决的问题。

20世纪60年代以前，商业建筑基本都被设计成体形单一的方盒子，外立面设计也是简单的门窗处理，毫无个性。20世纪60年代以后，商品经济的高速发展，大众文化的广泛传播，加上波普艺术的强烈冲击，均对建筑师及建筑思潮产生了巨大的影响。商业建筑设计出现了多元化发展，既有外观简单实用的作品，又有表现奇特，手法创新的作品。

随着商业运作模式的转变，一些商业品牌不再局限于与其他品牌同在一家购物中心里出现，它们选择“独立门户”，有的立足于商业街



ings in commercial blocks, locations with dense clients or busy streets to run their business. The brand client and architect all pay careful attention to the design, in order to provide a comfortable consumer environment which can evoke buying inclination.

Focusing on “detached” and “commercial buildings”, this book includes more than 20 excellent projects of different business types from more than 10 countries. These projects interpret basic architectural vocabulary of detached commercial buildings and demonstrate design principles comprehensively. Each project has its unique characteristics: some use unique forms and skillful colour combination to give unique features to the buildings, some emphasise integration with environment, some place the buildings in historical and cultural inheritance, some use new materials and reasonable texture to reinforce the expression, some focus on the use functions, some conform to contemporary requirements of low carbon and energy saving...

The beauty of architecture is a coordinate system with multiple axes. It varies according to different times, local cultures and nationality backgrounds and condenses certain economical and cultural features, as well as efforts and talents of designers. We wish this book will open a gate to understand detached commercial building design for readers, widen their visions and enhance their minds.

区，有的在客户密集处选址，有的建于静谧的街巷。品牌客户和建筑师也在设计上颇为用心，都是为了给公众提供一个舒适宜人的消费环境，唤起消费者的购买欲望。

本书主题意在单体和商业建筑两点，收录了10余个国家的20余个不同商业类型的优秀案例。这些案例从不同角度诠释了单体商业建筑的基本建筑语汇，全景展示了单体商业建筑设计应遵循的一些原则。其中的每个项目都有自己鲜明的特点，它们或以独特的造型和巧妙用色赋予建筑物鲜明的个性，或以建筑与自然环境的融合为重点，或在历史和文化的传承中为建筑物定位，或充分运用新材料和建筑材质的合理使用以强化建筑物的表现力，或以建筑与使用功能的结合为重点考量，或以环保低碳与节能顺应时代的要求……

建筑之美是一个多轴的坐标系。在不同的历史时期，不同地域文化，不同民族背景下都不尽相同，凝结那个时代的经济、文化特征，凝结着设计者的心血和才华。愿这本书的问世能为读者打开一扇了解单体商业建筑设计的大门，达到令读者开拓眼界，精神升华的目的。

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Every building exists in its surroundings. Detached buildings play different roles according to their locations. The secret of harmonious unity between architecture and environment lies in integration. Today's consumers are highly attuned to the importance of branding. It isn't just labels and logos that need to be right, but the entire shopping environment must be pitched perfectly to support and enhance retailers' offerings.

任何一个建筑都处于其所在的环境中。单体建筑要根据其所在的环境担任不同角色。实现建筑与环境和谐统一的奥妙在于融和。如今的消费者十分注重品牌。品牌不仅要有正确的商标和标识，整个品牌的购物环境都必须对商品销售起到辅助和促进的作用。

COMMERCIAL DESIGN INTEGRATED WITH ENVIRONMENT

与自然环境相互融和的单体商业建筑设计

1.1 Architecture and Environment

Architecture is functional and its spirit is deposited in the entity.

Every building exists in its surroundings. Some are located faraway, without any fundamental facilities. Their design focus on aesthetics and their uniqueness lies in the distinctiveness. However, most buildings coexist with other building groups. We could treat location factor in multiple levels because it concerns whether a building could blend with its surroundings' overall feeling.

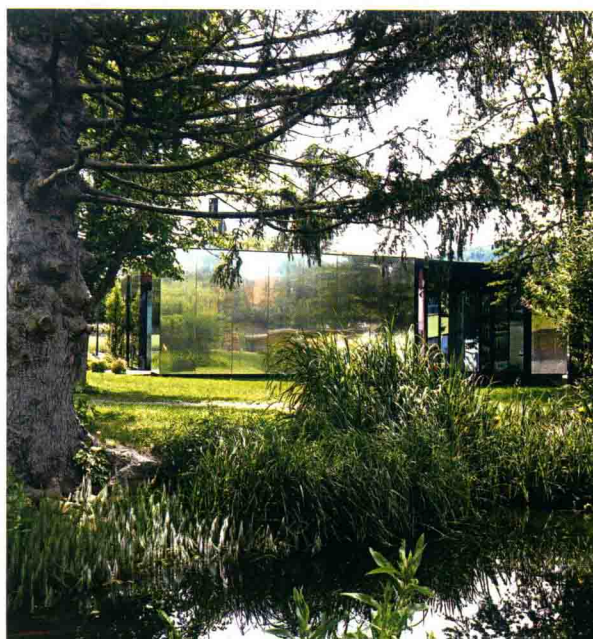
Detached buildings play different roles according to their locations. As a leading role, the building should express itself sufficiently and stand out; as a supporting role, the building should learn to coordinate and avoid overriding the leading role's privileges. The distinguishing feature and artistic expression of the building can highlight

1.1 建筑与环境

建筑是具有使用功能的，其精神因素应寄托在实体之中。

任何一个建筑都处于其所在的环境中，有的建筑位置偏远，甚至没有任何基础设施，在设计上主要强调美感，它们的独特之处正是缘于它们的与众不同。而大部分建筑常与其他建筑群共存。我们可以从多层次看待位置这个因素，这关系到一个建筑能否与其所在环境的整体感觉相融和。

单体建筑要根据其所在的环境担任不同角色。做主角时就应该充分的表现自己，能够脱颖而出；做配角时也应该学会配合，不可反宾为主。建筑的个体特色和极具艺术性的表现力可以凸显自己，但并不是每一座建筑都要成为一颗明星，有时，一幢建筑





it. However, not every building should become a star. Sometimes, a building looks ordinary, even dull, by itself; yet its interaction with surrounding buildings achieve a harmonious and appropriate total environment.

The secret of harmonious unity between architecture and environment lies in integration. Coordination is integration and comparison is integration too. The ultimate goal of architects should be "achieving a whole overwhelming the summation of its individual parts".

1.2 Shopping Environment

Brands can be global, but the shopping environment should celebrate the cultural aspects of its location, inspiring shoppers to have fun, take time to enjoy what's on offer and ultimately return time and again. From defining the personality of a major urban regeneration scheme to the finer details that get noticed and give a place its identity, architects need add real value to the projects.

1.3 Brand and Design

Today's consumers are highly attuned to the importance of branding. They are demanding. Brands have to innovate constantly to keep up with the continually changing requirements of the public. Some of the best known brands on the high street to create stores that embody their cultural ethos and values, from ensuring maximum kerb appeal to the right lighting and finishes on the shop floor. It is here, where the consumer meets the products in person, that the brand becomes a reality. The brands should be focused and respondent to the needs of society.

1. The reflective façade of Parkpraxis can reflect the surroundings
2. The clinic is set off by the park green space
3. Wincenter Winzerhof Dockner is built according to the terrain

单独看并不出彩，甚至平淡无奇，但由于与其周边建筑的相互作用，反而会使其在总体环境中显得协调得体、相得益彰。

实现建筑与环境和谐统一的奥妙在于融和。协调是一种结合，对比也是一种结合。建筑师的最终目的应该是实现“整体大于它的各部分的总和”。

1.2 购物环境

品牌可以全球化，但是品牌的购物环境应当凸显它所在地的文化氛围，让消费者享受购物的乐趣，从而再次进行消费。从明确城市复兴规划的特征到注意细节设计并赋予某个地点特定的身份，建筑师需要增加项目的真正价值。

1.3 品牌与设计

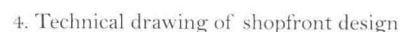
如今的消费者十分注重品牌，他们十分苛刻。品牌必须不断改变以迎合公众的需求。一些位于主要商业街上的著名品牌在店铺设计中体现了自身的文化品质和价值观。从路缘石的宽度、合适的照明到地面的装饰，无一不在设计考虑之中。消费者在店铺中亲身接触商品，使得品牌成为现实。品牌必须注重并反映社会的需求。

1. 公园诊所具有反光的外立面，将周围环境反射出来
2. 掩映于公园绿地中的诊所
3. 依地势而建的多克纳酒庄

品牌不仅需要有正确的商标和标识，整个品牌的购物环境都必须对商品销售起到辅助和促进的作用。

1.4 店面设计

优良的店面设计可以创造高品质建筑环境，也能为街景增添色彩。以下是店面设计的一些基本原则。



4. 店面设计技术图

1. 10in HQI 250W multi
Size: W 275mm* D 130mm* H 150mm
2. T 8mm mirror glass fin.
3. App. gray water paint fin.
4. 20*20 G/V steel plate/app. white emulsion paint fin.
5. T 8mm tempered glass/orange veneer sheet fin.
6. 20*20 G/V steel plate/app. white emulsion paint fin.
7. T 18mm MDF/app. orange emulsion paint fin
8. App. self-leveling fin.

1. 10" 250W卤素灯
- 尺寸: 宽275mmX直径130mmX高150mm
2. 8mm厚镜面玻璃
3. 灰色水性涂料
4. 20X20 G/V钢板/白色乳胶漆
5. 8mm厚钢化玻璃/橙色层压板
6. 20X20 G/V钢板/白色乳胶漆
7. 18mm厚中密度纤维板/橙色乳胶漆
8. 自动调平层

1.4.1 门和出入通道

入口门的设计必须反映其他店面元素的设计。特别应当注意与门底板同高的窗户,店面底座与门框、窗框应采用同种材料。

建议在店铺入口处采用 2/3 玻璃镶嵌的彩漆木门。实心门适用于店铺上方住宿区域的入口。入口门和出入坡道的设计应当为残障人士提供便利。这意味着门的净开宽度至少应为 750mm，最好可达到 800mm。如果门口设有坡道，其坡度不应超过 1:12。

1.4.2 橱窗

如果大型平板玻璃店面的上方没有视觉支撑，可能会造成反面效果。窗户应当与建筑的比例相称并略