



地产名家系列

China

Resources Land

Quality Changes Life

华润

品质改变生活

佳图文化/主编



NLIC 2970700768

地产名家系列

China

Resources Land

Quality Changes Life

华润

品质改变生活

佳图文化/主编



NLIC 2970700768

图书在版编目(CIP)数据

华润——品质改变生活 / 佳图文化 主编. —南京: 江苏人民出版社, 2011.6

(地产名家系列)

ISBN 978-7-214-06885-9

I. ①华… II. ①佳… III. ①房地产业—企业管理—经验—中国

IV. ①F299.233.3

中国版本图书馆CIP数据核字(2011)第036426号

华润——品质改变生活

佳图文化 主编

责任编辑 蒋卫国 曹惠珍

责任监印 马琳

出版 江苏人民出版社(南京湖南路1号A楼 邮编: 210009)

发行 天津凤凰空间文化传媒有限公司

销售电话 022-87893668

网址 <http://www.ifengspace.cn>

集团地址 凤凰出版传媒集团(南京湖南路1号A楼 邮编: 210009)

经销 全国新华书店

印刷 利丰雅高印刷(深圳)有限公司

开本 965毫米×1270毫米 1/16

印张 19.25

字数 154千字

版次 2011年6月第1版

印次 2011年6月第1次印刷

书号 ISBN 978-7-214-06885-9

定价 280.00元 (USD62.99)

(本书若有印装质量问题, 请向发行公司调换)

Preface

前言

China Resources Land (CR Land) has been established for more than ten years. With the idea of "quality changes life", it has developed a series of boutique estates and greatly changed people's lifestyle. At present, CR Land has built high quality buildings in 26 cities of mainland, such as Beijing, Shanghai, Shenzhen, Chengdu, Wuhan, Hangzhou, Chongqing, Shenyang, Tianjin and so on. There is Oak Bay school series, Oak Bay England series, Phoenix City boutique series, million "City in the City" series, low-density bungalow series, and characteristic high-end product series which not only lead a new lifestyle, but also promote the economic development and transform the city.

This book has collected CR Land's recent products in many big cities, including residential projects, commercial projects, hotels, city complex, etc. The architecture, landscape and interior of these projects are all designed by well-known designers all around the world with innovative design ideas and superior quality to show CR Land's pursuit for high quality lifestyle.

华润置地成立十多年来，以“品质改变生活”为理念，开发了一系列精品建筑，为客户带来生活方式的改变。目前华润已在北京、上海、深圳、成都、武汉、杭州、重庆、沈阳、天津等中国内地26个城市进行高品质的建设，并形成橡树湾学府系列、橡树湾英伦系列、凤凰城精品都市系列、百万平方米城中城系列、低密度大平层系列和特色高端产品等六大产品线，在引领城市新生活方式的同时，带动城市经济的发展，改善城市面貌。

本专辑是华润置地近年来在各大城市开发的建筑汇集，涵盖住宅、商业、酒店、都市综合体等类型。这些建筑无论是建筑设计、景观设计还是室内设计，均邀请国内外名家完成，设计理念新颖，质量上乘，蕴涵着华润高品质的生活追求。

Contents

目录

Characteristic High-end Product Series

特色高端作品



010

Tuscany Lake Vally, Ningbo

宁波华润置地卡纳湖谷



028

Suzhou Villa

苏州平门府

Oak Bay England Series

英伦风情系列



042

Oak Bay, Fuzhou

福州橡树湾



050

Central Park, Wuhan

武汉中央公园



056

Central Park, Cixi

慈溪中央公园



066

Oak Bay, Shanghai

上海橡树湾



072

Oak Bay, Shenyang

沈阳橡树湾

Oak Bay School Series

尊贵学府系列



082

Oak Bay, Beijing

北京橡树湾

Phoenix City Boutique Series

精品都市系列



094

Phoenix City, Chengdu

成都凤凰城



102

The Bund Side, Shanghai

上海滩花园



108

The Bound of Bund, Shanghai

上海华润·外滩九里



122

The Arch, Shenyang

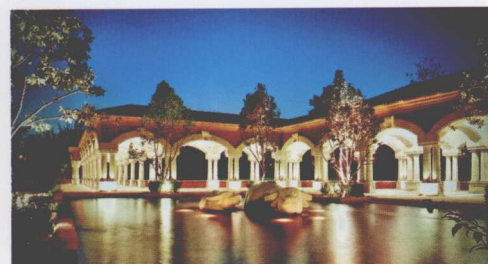
沈阳凯旋门



130

Gardenia Lane, Hefei

合肥华润幸福里



138

SOMO, Beijing

北京红山世家



150

Landmark Residence MO+ Project

华润MO+项目



154

Phoenix City, Changsha

长沙凤凰城



164

Phoenix City, Beijing

北京凤凰城



172

Phoenix City, Wuhan

武汉凤凰城



180

Changzhou CR Land International Community

常州华润国际社区



190

Wuxi CR Land Super High-rise

无锡华润超高层

“City in City” Series

城中城系列



206

Lanxi Town, Hefei

合肥华润澜溪镇



216

Futi Island of the Emerald City

华润翡翠城福提岛



226

Taihu International Community

无锡太湖国际社区



236

CR Land Maritime

大连华润海中国



244

Twenty-four City, Chengdu

成都华润二十四城



256

Twenty-four City, Chongqing

重庆华润二十四城



262

Emerald City, Chengdu

成都翡翠城

Low-density Bungalow Series

低密度大平层作品



274

Oriental Xanadu, Dalian

大连华润星海湾一号

Urban Complex Series

都市综合体系列



284

City Crossing, Nanning

南宁华润中心



292

City Crossing, Shenyang

沈阳华润中心悦府



296

The MIXC Residence,
Hangzhou

杭州华润万象城悦府



302

The MIXC, Shenzhen

深圳万象城

Characteristic High-end Product Series

Representative Works: Tuscany Lake Valley Ningbo and Suzhou Villa

CR Land characteristic high-end products are the top residences in China. From the very beginning, CR Land is famous for its villas. Till now, CR Land No. 2 Peak Road and No. 40 Parker Road are the representative top villas in Hong Kong. When entering the mainland, CR Land has brought in the advanced concept of luxury villa development. Based on the aristocratic culture of the city through 2,500 years, Suzhou Villa is an outstanding Chinese residence. It features the dual value of inhabitancy and collection. The pure villa community in the big central landscape garden can enjoy the views of North Temple Pagoda and the garden. In Ningbo, the low-density Tuscany Lake Valley is the unique landscape villa community occupying the best land of Dongqian Lake area.

特色高端作品

代表作品：宁波卡纳湖谷、苏州平门府

华润特色高端作品系列站在国内顶级豪宅之巅。自涉地产，华润就以豪宅取胜。直到现在，华润山顶道2号、白加道40号依然是香港顶级豪宅的代表。进入大陆，华润将先进的豪宅开发理念一起带入。苏州平门府以一座城市2500年的贵族文脉为基础，继承了中式建筑精髓，打造了高调而不张扬的中式豪宅。平门府兼具居住和收藏的双重价值，打造的纯独立别墅社区在近万平方米的中央景观园林内借景北寺塔，园林景观完整、宜游。在宁波，卡纳湖谷高档低密度社区更是首屈一指的。这种山水别墅社区，独享东钱湖区域资源最好的地块。

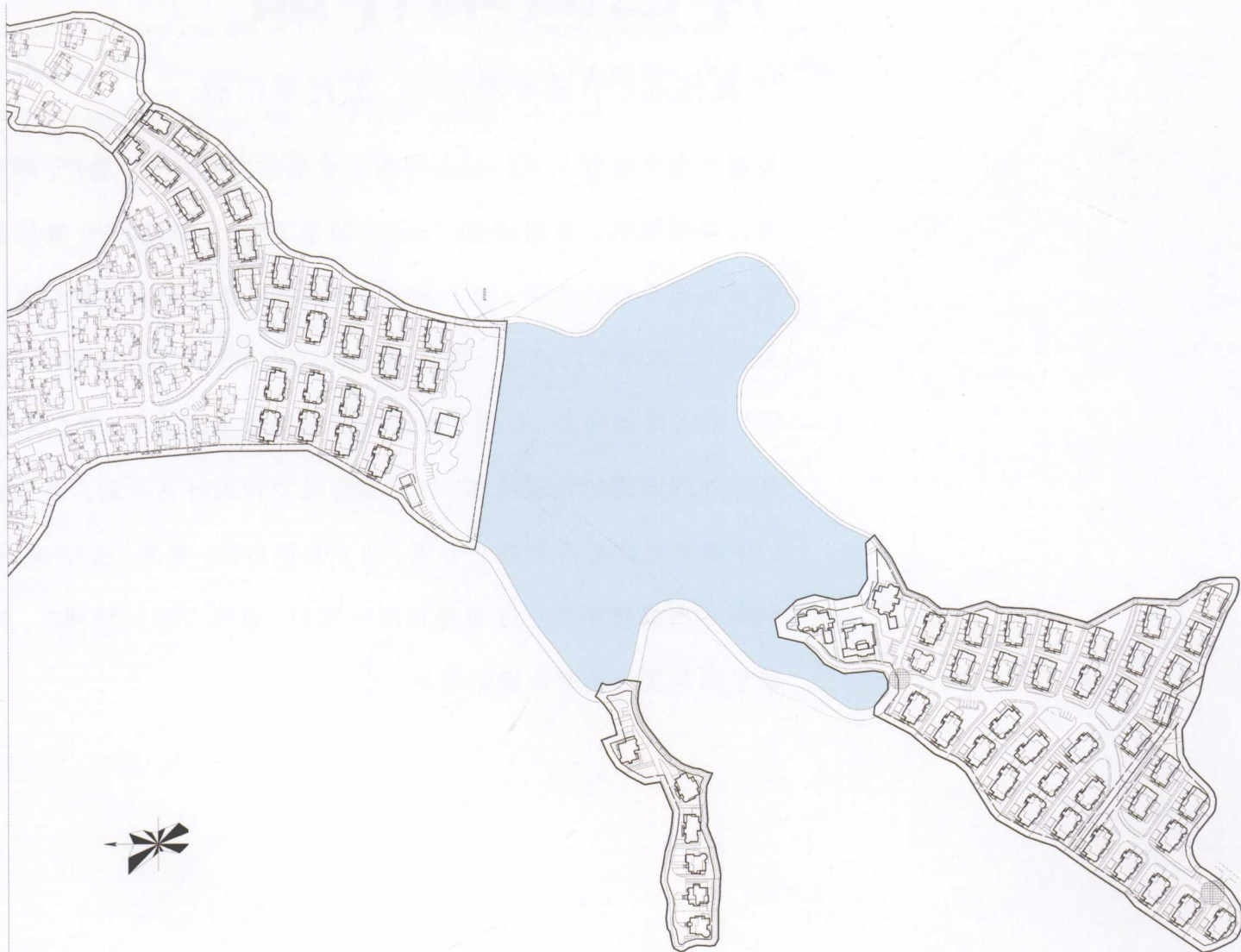
Tuscany Lake Valley, Ningbo 宁波华润置地卡纳湖谷

Location: Hunan Road 288, Dongqian Lake Tourism & Resort Zone, Ningbo, Zhejiang Developer: China Resources Land (Ningbo) Co., Ltd. Architecture Design: DC Alliance, Singapore
Landscape Design: A&I International Land Area: 317,155m² Plot Ratio: 0.41 Greening Ratio: 35% Household Number: 480
项目地址: 东钱湖旅游度假区环湖南路288号 开发商: 华润置地(宁波)有限公司 建筑设计: DC国际建筑设计事务所 景观设计: 安道国际
占地面积: 317 155 m² 容积率: 0.41 绿化率: 35% 总户数: 480余

Tuscany Lake Valley, where CR Land has its project, is located in Dongqian Lake Tourism & Resort Zone in Ningbo City. The villas, the CR Land project, facing the Dongqian Lake and surrounded by mountains on its three sides, is possessed of an area of over 300 thousand square meters including a lake covering 60 thousand square meters inside and a natural forest covering over 40 thousand square meters. The project is planned for about 480 households. Its area is the largest in Ningbo City.

The buildings of phase I are designed in Mediterranean palace style with stocky, simple, elegant and romantic facade presenting the pure natural manor world in the sloping field. 160 semi-detached houses are planned to be built against the mountains with waterscapes in between. The facade of each buildings is designed asymmetrically. Each house has gardens surrounding on three sides.

When these villas were marketed, they were well praised by the property market and consumers. The 160 semidetached houses all had been sold in the period between September, 2008 and June, 2009. Its sale was on the top list of the high-end houses.



General Layout Plan 总平面图



Aerial View of Planning 规划鸟瞰图

华润置地卡纳湖谷项目位于宁波市东钱湖旅游度假区内，三面环山，面朝东钱湖，拥有一线湖景，为宁波景观资源最好的别墅区。项目总占地面积为30多万平方米，内拥稀缺至极的6万平方米内湖和4万多平方米天然山林，整体项目规划约480户，也是目前宁波最大的纯别墅社区。

项目一期采用地中海宫廷建筑风格，立面结构敦实、质朴、大方、浪漫，展现纯粹的坡地原生庄园世界。规划160户纯双拼别墅，布局依山就势，景观水系贯穿其中。每栋建筑采用非对称外立面设计手法，户户尊享3面庭院。

项目一经面市，就获得了宁波业内和市场的好评。从2008年9月份开盘到2009年6月份，一期160户双拼别墅已全部售罄，位列宁波2009年上半年豪宅销售榜首。









