



# VANKE PRODUCT FIRST

香港科讯国际出版有限公司 编

## 栖居 · 万科的房子 II

### 产品至上 —— 解构**万科**领跑的密码



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# 栖居·万科的房子 II

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流程指导: 叶雯枫

文编指导: 何小兰

美编指导: 杨 锋

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# 前言

## FOREWORD

万科追求产品至上,以“产品主义者”的形象和姿态在国内的房地产市场领跑20年,其产品的优秀品质更是众口皆碑。万科把产品与市场紧密地结合在一起,既是市场决定产品,又是产品决定市场。

产品的结构与生命周期紧随市场而变,不同的市场环境下有不同的产品结构。而且同一系列的产品,其生命周期也会随市场而变,这便是市场决定产品。因市场需求而变的产品,当其品质达到高标准高要求的水平时,便占有了大量的市场份额。并且,只要深刻掌握市场的复杂规律,就能引领市场走向。所以,产品也决定了市场。万科正是把产品与市场紧密地结合在一起,才使产品具有强大的市场竞争力。

万科的产品结构丰富,拥有满足不同人群需求的系列产品:金色系列、城花系列、四季系列、高档系列、人文自然系列等。本书以万科的系列产品为核心,从6个角度剖析了万科作为中国房地产领跑者的市场竞争力的原由,由此解开万科成功的密码。本书编辑的目的是要让读者有一个深刻的认

识——万科通过这6个角度的合力达到了目前的品牌影响力。

本书中对相关信息进行全面整合,提炼精华,并对万科进行解码对话。希望本书对地产界人士及相关设计人士有借鉴之用。

“Product First” is the eternal pursuit of Vanke Group. As the leader of domestic real estate market over 20 years, Vanke wins high praise from clients because of the good quality of product. Vanke puts the product and market closely together, because not only the markets could determine the product, but also the product could determine the market trend at the same time.

The product structure and lifecycle follow the change of market, different market environment determines the different product structure. And the lifecycle of products in the same series also follow the change of market. From this aspect, we could say the market determines the product. The products with high standard and high quality will occupy a high market share. Furthermore, if the company understands the market rules, then it could lead the market trend. From this aspect, we could also say the product determine the market trend. Why the products of Vanke possess strong market competitiveness? The reason is that Vanke puts the product and market closely to-

gether and pursues the theme of “Product First”.

Vanke has a rich product structure, owns various series to meet the needs of different people: Golden Series, Urban Flower Series, Four Seasons Series, High-grade Series, Humanity and Nature Series and so on. Taking the series product as the core, this book analyses the reason why Vanke could be the leader in domestic real estate market from six angles. This book aims to give the readers a profound understanding that Vanke got its present brand influence through the resultant force of these six angles.

The editors select the excellent projects to analyse the Vanke product, with the hope that this book will give some help to designers and real estate professionals.

# 目录 CONTENTS

## 与环境共生 Environmental Symbiosis

远瞻性与可持续发展，是万科产品生命力强盛的一个重要原因。

Perspectiveness and a sustainable development are the most important reasons why Vanke's product could keep such a strong vitality.



### 天津东丽湖·万科城 Tianjin Dongli Lake · Vanke City-----014~033

打造的是生态居住社区，南侧紧临7.3平方公里的东丽湖，湖水面积相当于杭州西湖的1.5倍，同时也是距天津市区最近的自然保护区。项目内建有10万平方米的国际标准滑水赛道和3000平方米潜水会所，潜水会所三楼为面积700平方米的万科生态居住区展览馆。

The eco-residential community adjoins to the 7.3 km<sup>2</sup> Dongli Lake, the lake area is 1.5 times of the West Lake, Hangzhou, and also the nearest nature reserve to Tianjin. The project has built a 100 000 m<sup>2</sup> of international standard water-skiing track and a water-skiing club of 3000 m<sup>2</sup>, and the third floor of club is a 700 m<sup>2</sup> of Vanke ecological residential exposition center.



### 深圳万科·东海岸三期 Shenzhen Vanke · East Coast (Phase III)---034~041

占据大梅沙片区腹地，其与市中心保持适度的距离，采用低密度的国际性规划，享有充足的山、海、湖、林等天然环境，因此其自然成为深圳特区内的仅有的最适宜人居的区域。深圳万科·东海岸三期采用热带简约的设计理念，选择自由生长形的“叶脉状”布局形式进行社区规划。

Occupies the hinterland of Dameisha district with precious mountain and ocean resources to produce a unique life state; the moderate distance from city center, the low-density international planning and the abundant natural environments of mountain, sea, lake and forest, all of these make Dameisha become the best place to living in Shenzhen city. Shenzhen Vanke · East Coast (Phase III) adopts the design concept of "Tropical Simplicity" and layouts the community in "vein-like" style.



### 深圳万科·东海岸四期 Shenzhen Vanke · East Coast (Phase IV)---042~053

深圳万科·东海岸四期的规划依然围绕自然和生态做文章，基地内天然形成的沟冲作为主要的景观点被保留了下来，并与下沉式的生态会所、室外泳池、叠落水景共同成为了景观的主轴，同时也是整个社区的绿色大动脉。高层建筑中的污水分离系统利用沟冲中的湿地过滤，将废水变为可以灌溉利用的水源，环保节能。

Shenzhen Vanke · East Coast (Phase IV), the planning puts more emphasis on nature and ecology. The natural ditches in the land are also kept, combined with the sunken ecological club, outdoor swimming pool and overlapping water series to create the landscape axis. The waste water separation system in the high buildings makes full use of the wetland in the ditch, changes the waste water into irrigation water.

## 应周期互动 Lifecycle

万科的产品结构丰富而多变，重视产品生命力与客户生命周期的关系与互动，紧跟市场脚步，在应对变化的市场环境时也能从容地未雨绸缪。

Vanke pays attention to the relation and interaction between product vitality and customer lifecycle, follows the turn of market and faces to the different market environment leisurely.



### 厦门万科·金域蓝湾 Xiamen Vanke · Jinyu Lanwan-----058~067

厦门万科·金域蓝湾是万科近年高格产品线研发的又一以“关注城市文化、建筑人文生活”为主旨的高品质特色系列产品，项目临近水景资源并将此优势打造为标志性特征。项目原址上来建筑品质同时注重自然景观的营造，占据城市核心领域及稀缺景观资源，因此成为城市精英人群专属领地。

Xiamen Vanke · Jinyu Lanwan, the highest product type in Golden Series, which takes the theme of "focus on the urban culture and build the humanity life" as its major idea. The project makes full use of the waterscape resources to produce a special feature. It pays more attention to the building quality as well as the construction of natural landscape. The special location and precious landscape resources of this project attract many urban elites.



### 广州中粮万科·金域蓝湾 Guangzhou COFCO Vanke · Jinyu Lanwan-068~077

广州中粮万科·金域蓝湾作为万科集团三大高端品牌产品之一，对地段、配套、周边环境等都有十分严格的要求。并且，金域蓝湾对于项目建设的配置，如施工材料、园林建造标准、大堂、电梯、外墙砖等都有不同程度的高要求，力求做到智能、环保、人性化。

Guangzhou COFCO Vanke · Jinyu Lanwan, one of three high-class products in Vanke Group, has strict demand for land, supporting facilities and surrounding environment. In addition, this project raises a high demand for materials, garden building standards, lobbies, elevators, wall bricks and others, tries to produce a community with intelligence, environment protection and humanization.



### 深圳万科·金域东郡 Shenzhen Vanke · Jinyu Dongjun-----078~089

深圳万科·金域东郡傲踞东部新城中央，坐享周边完善配套，出行便捷，路路通达。金域东郡是万科在楼市低迷的状况下，结合客户需要在深圳推出的首个“90/70”商品房小区。在当时买房者观望更多的形势下，此楼盘却逆反市场大势，销售情况良好。这与万科对产品生命力和客户生命周期的需求互动是分不开的。

Shenzhen Vanke · Jinyu Dongjun, situated in the middle axis of administrative and business district in the center of eastern new city, which owns complete supporting facilities and convenient traffic. This project is the first community of commercial residential buildings subjected by “90/70” in Shenzhen, combined with the customer demand and flagging property market condition. Why Vanke could get good sales performance under the flagging property market condition? It depends on the interaction between product vitality and the requirement of customer lifecycle definitely.



### 广州万科·金色家园 Guangzhou Vanke · Golden Home-----090~099

广州万科·金色家园是万科进军广州城中心的开山作。该盘规划为3栋小高层洋房，约300多套住宅。应市场需求与政策变化，该项目90平方米以下的单位将占70%以上，首期主推小户型单位，面积在80平方米左右的两房、三房，以及少量大面积的三房、四房单位。

Guangzhou Vanke · Golden Home, is the first product that Vanke enters into the center of Guangzhou city. This project includes over 300 houses of 3 small high-rise buildings. According to the market demand and policy variation, this project puts the small house type in an important role. About 70% of units are under 90 m<sup>2</sup>, including two or three bedrooms of about 80 m<sup>2</sup> and a few three or four bedrooms of larger areas.

## 存建筑精神

### Architectural Spirit

建筑是有精神的，建筑之美超出其本身存在的意义。万科的建筑精神就在于营造一个完美的人居境界，使养身和养心成为生活的重要标准。

The architecture also has spirit. The beauty of architecture always goes beyond its inherent meaning. The architectural spirit of Vanke is to produce a perfect living state, which makes the body health and mental health become the important standards of life.



#### 东莞万科·棠樾 Dongguan Vanke · Tangyue-----104~115

东莞万科·棠樾的建筑精神是东方人居魅力。它是从北方院落和徽派建筑风格中捕捉灵感的现代建筑，在立面和自然材料的运用上把东方建筑传统艺术发挥得淋漓尽致，让世界领略一个更美好、更高雅的东方。

Dongguan Vanke · Tangyue, its architectural spirit is the charm of oriental human settlement. The modern architectural design inspiration originates from the northern courtyard and Anhui Characterized architecture, the oriental traditional architectural arts are expressed vividly and incisively in the application of facade and natural materials, which makes the world understand a more beautiful and elegant Orient.



#### 上海万科·白马花园三、四期

#### Shanghai Vanke · White Horse Garden (Phase III & IV)----116~127

上海万科·白马花园建筑精神是现代简约的人居之美。项目的色彩体现出做新如旧的品质感——建筑本已存在于此地，历经岁月蹉跎，依然历久不变。住宅里洋溢着对历史的留恋和再现，跨入社区，能够感受到的是——邻里、街坊，亦或是脚下的弹街石、水洗石的斑驳质感，使人仿佛回到童年的石库门。

Shanghai Vanke · White Horse Garden, its architectural spirit is the modern and simple beauty of human settlement. The color used in this project provides the people a feeling of old history. The neighborhood, the street stones and others make you feel back to the childhood.



#### 天津万科·霞光道5号 Tianjin Vanke · No.5 Xiguang Road-----128~135

天津万科·霞光道5号的新屋顶、红色的古文化砖、屋顶跑马等符号演绎着中世纪英室皇族专属的都铎式建筑风格。在景观风格上遵循着都铎园林几何对标的植物修剪、蜿蜒的砾石小径、小回廊花园及喷泉和砖石古朴的建筑基调，使整个社区贵气沉稳，符合了大隐隐于市的人居境界。

Tianjin Vanke · No. 5 Xiguang Road, the Tudor architectural style is expressed by the sloping roof, the red old brick and the chimney. The geometric symmetry of plant pruning, the wandering gravel walkway, the cloister garden, the fountain and the brick stone are all follow the style of Tudor garden, the whole community looks very noble.

## 创人性品牌

### Humanity Design

人性化设计，不断满足客户的需求，是万科品牌充满生命力的重要因素。品牌不是广告、口号，而是客户能体验得到的实实在在的益处。

The humanity design satisfies customers' requirement, and it is also the important reason why Vanke brand is full of vitality. The brand is not advertising or slogan, but the true benefits customers could get.





## 佛山万科·兰乔圣菲 Foshan Vanke · Rancho Santa Fe-----140~149

佛山万科·兰乔圣菲特别注重细节设计，从细节上强调全区建设的整体性。完整和谐的整体格局与精心设计的建筑细节充分体现居住建筑走向理性的同时，又注重对人性的全面关怀。项目引入小镇式设计，真正实现人车立体分流，最大限度地降低噪声干扰，并结合宅间绿地，组团绿地共同营造出幽静深远的居住氛围。

Foshan Vanke · Rancho Santa Fe puts emphasis on the details design and stresses the integrity of the whole community from details. The harmonious overall pattern and well-designed architectural details fully reflect that the buildings not only emphasize the rationalism, but also pay attention to the comprehensive care for human nature. This project adopts the town-typed design. Three-dimensional traffic systems are truly realized in the TH group, which reduce the noise to the utmost extent. The greenbelts create a quiet and elegant living atmosphere, which provides a comfortable and beautiful space and a formal road system for residents.



## 宁波万科·金色水岸 Ningbo Vanke · Golden Bank-----150~163

宁波万科·金色水岸最大的特点是南向层层退台。户户拥有独立花园或露台。其创新之处在于建立立面摆脱多层住宅的平板定律，形成交错有致的居住空间。院落—组团—小区的空间关系变化，有助于营造亲切的邻里互动氛围，适应城市人口老龄化及家庭结构的变化。创新的人性化设计能使品牌增值。

Ningbo Vanke · Golden Bank, each house in this project owns independent garden and balcony. The innovative design embodied in the interlacing living space, changes the traditional form of multi-layer buildings and adapts to the aging of population and changes in family structures. The space variation of courtyard—group—community, not only helps to create kindness neighborhood atmosphere, but also makes for the level administration of community. The innovative humanity design could increase the brand value.



## 苏州万科中粮·本岸 Suzhou Vanke COFCO · East West-----164~175

苏州万科中粮·本岸提出了富于创造性和革新性的标准，强调产品的创新力和客户的体验。户型设计个性而实用，并利用二二三院、多重景观、庭院和中庭围绕客厅的院落空间。各个空间相互独立、减少干扰的起居空间，以及设计个性化的地下层休闲空间，都强调其对客户体验的重视。

Suzhou Vanke COFCO · East West, raises the creative and innovative standards and emphasis on the product innovation and customer experience. The house type design owns the features of individuality and utility, which creates multi-leveled courtyard space. Each space is relatively independent, the underground space is also well designed, all of which emphasizes the importance of customer experience.



## 深圳万科·金域华府 Shenzhen Vanke · Jinyu Huafu-----176~187

深圳万科·金域华府是“高层+城市别墅”的复合型高品质现代居住区，一期主要是联排别墅、少量LOFT公寓和精装高层。和别墅区是独有的城市院落形态，LOFT的再设计双层空间可激发再设计的欲望；高层则利用全套房解决方案，精装修高品位素，秉承绿色、健康、安全、舒适的理念。

Shenzhen Vanke · Jinyu Huafu, the modern compound high quality community with "high-rise buildings + urban villas", the products in phase I include the townhouses, some LOFT apartments and high-rise buildings. The courtyard villa is a special form of courtyard in city, the space of LOFT gives people inspiration to redesign, while the high-rise building adopts the delicate fitment and continues the concept of "green, health, safe and comfort".



## 广州万科·云山花园 Guangzhou Vanke · Hillside Garden-----188~197

广州万科·云山花园的户型方正实用、设计合理，超高实用率达86%。通风、采光效果极佳，四面取景。入户花园、超大阳台、飘窗台、阳台花槽、隐性空调位、隐性飘窗护栏等设计，无不体现出设计师人性化的设计理念。

Guangzhou Vanke · Hillside Garden, owning practical house types and reasonable design, has an utility ratio up to 86%. The entrance garden, super-big balcony, bay window, flower chamfer, convert air conditioner chamfer, convert bay window barrier, all of these reflect the humanized design concept.



## 品社区气质 Community Culture

一个楼盘可以建得很高档,但如果没有了社区文化的内涵,就如同一个打扮艳丽,但没有气质的女子,让人觉得遗憾。  
A building without community culture is just like a dressed up girl without good temperament.



### 上海万科·四季花城 Shanghai Vanke · Wonder Land-----202~213

上海万科·四季花城属于四季花城系列产品,该系列特点是建在城郊结合部,历年来诸多四季花城产品都成功开发,并间时带动了周边地区的开发。上海万科·四季花城拥有成熟的配套设施、社区商业和人文环境,入住人群大多数是年轻白领。由于入住人群的高度集中,同时也给万科的业态规划带来了方便。

Shanghai Vanke · Wonder Land, belongs to the Wonder Land series developed by Vanke in the late 1990s. The complete supporting facilities, community business and humanity environment attracts many young "white-collar". The high centralization of residents brings convenience for Vanke's ecological planning.



### 北京万科中粮·假日风景(紫苑) Beijing Vanke COFCO · Glorious Garden-----214~223

北京万科中粮·假日风景(紫苑)的社区整体体现了“城”的概念,以城市的新旧变化为主线,演绎了一个城市的历史进程。本项目是为高端人群打造的纯质大宅社区,社区内还拥有高端会所、独立商业和风情商业街等成熟配套设施。社区举办的“幸福家庭评选”活动充分演绎了家庭的温馨和热情。

Beijing Vanke COFCO · Glorious Garden, adopts the concept of "city" and takes the change of city as its main line, which deduces the history course of city. The community provides high-end club, individual commercial, business street and other supporting facilities for high-class residents. The activity of "happy family" expresses the warm and passion of family perfectly.



### 武汉万科·高尔夫城市花园 Wuhan Vanke · Golf City Garden-----224~233

武汉万科·高尔夫城市花园临世界顶级假日酒店,创造高于生活的假日体验。集翠五星級会所、风情商业街……演绎武汉最讲究的生活方式,湖光水色、果岭生活、骑士的盛装舞步由此开启。在武汉万科·高尔夫城市花园,一年一度的万科社区HAPPY家庭节活动上,上万家庭倾情参与健康的万科社区活动。这已成为万科业主的一种习惯。

Wuhan Vanke · Golf City Garden, copied from the top international holiday hotel, produces a holiday experience that higher than normal life. The five-star club, business street and other facilities provide an exquisite life style for Wuhanese. Tens of thousands of families play an active part in "Happy Family Festival" that held every year. It has become a kind of custom for many Vanke residents.



### 广州万科·天景花园 Guangzhou Vanke · Tianjing Garden-----234~243

广州万科·天景花园位于天马河两岸的高尚人文社区。花都区政府对天马河“一河两岸”工程的大规模开发,也带动了天马河两岸的国际居住项目的开发,享有珍稀自然风景,并西临新华镇中心商业圈,坐享优良的教育、医疗、交通配套设施。社区内拥有约3000平方米的商业配套设施和丰富的社区活动。

Guangzhou Vanke · Tianjing Garden, a high-class humanity community that located in the west bank of Tianma river. The developing of "one river, two banks" project drives the development of residential projects in the two banks of Tianma river. The project has precious natural landscape. It adjoins to the central commercial circle of Xinhua town, with good educational, medical and traffic facilities. There are about 3000 m<sup>2</sup> of commercial facilities and abundant community activities in this community.

## 论环保节能 Environmentalism

节能减排是环保建筑永远的课题，也是建筑可持续发展的一个重要因素。

Energy-saving and emission reduction are the forever issues for green buildings, and also the important elements for sustainable buildings.



### 广州万科城·明 **Guangzhou Vanke City · Ming**-----248~257

广州万科城·明拥有十大生态系统。百年荔枝林是万科城的标志，这个纯山地国际社区保留了上百棵原生荔枝树，在树木与建筑规划产生冲突时，甚至不惜牺牲建筑来保护荔枝林的原貌。万科城在社区中轴修建了一条人工湿地，还充分利用太阳能技术进行节能环保。在建筑材料的运用上，万科城也讲究环保减排。

Guangzhou Vanke City · Ming, owns 10 ecological systems. The litchi forest over one hundred years is the symbol of Vanke city, over a hundred native litchi trees are kept in this mountain community. Sometimes the building planning conflicts with the trees, the buildings will be sacrificed to protect the original litchi forest. Except the original litchi forest, an artificial wetland is built in the middle axis area of community. Vanke city makes full use of the solar technology to save the energy and protect the environment. The application of architectural material also pays particular attention to the energy-saving and emission reduction.



### 佛山万科城 **Foshan Vanke City**-----258~267

佛山万科城从规划设计起就把节能放在重要位置。其建筑节能率达65%，其中可再生能源利用率占5%。在生态环境控制上，万科城采用中水循环利用、雨水利用等设施，节能效益显著，在建筑设计上采用通风设计，并大量使用节能材料。小区每年可节电103万度。同时，万科城对所有住宅进行精装修，减少大量装修垃圾。

Foshan Vanke City, puts the energy-saving in the important location when doing the plan. The building energy saving rate in this project reaches 65%, among which the sustainable resources utilization rate occupies 5%. Vanke city adopts the recycled water technology, which is of benefit to the energy-saving. Because of the application of ventilation design and energy-saving materials, 1.03 million kWh of electricity were saved each year. At the same time, all houses in this project were well decorated, which reduces the fitment garbage.



### 东莞常平·万科城 **Dongguan Changping · Vanke City**-----268~277

东莞常平·万科城生态环境良好。其北边群山环抱，远近山景分明，植被丰富。外部主入口北侧有一个较大湖泊，水质尚好，景色宜人。在节能设计方面，万科城的上人平屋面采用隔热保温层和铺地砖取代空气层和架空板，对坡屋顶隔热加设一道隔热保温层，以提高屋面整体隔热效果。

Dongguan Changping · Vanke City has a great ecological environment. There is a big lake on the north side of the main entrance. The project has abundant vegetation, beautiful waterscapes and mountain views. The flat roof takes the thermal insulation and paving brick to replace the air layer and aerial plate, which could increase the overall heat insulation effect of the roof.

只有一个万科  
Only One Vanke

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与环境共生

Environmental Symbiosis

应周期互动

Lifecycle

存建筑精神

Architectural Spirit

创人性品牌

Humanity Design

**PRODUCT  
FIRST**

品社区气质

Community Culture

论环保节能

Environmentalism

只有一个万科

Only One Vanke

PRODUCT FIRST 010 VANKE

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远瞻性与可持续发展，是万科生命力强盛的一个重要原因。

Perspectiveness and a sustainable development are the most important reasons why Vanke's product could keep such a strong vitality.

无论是东海岸还是天堂花园，无论是万科城还是兰乔圣菲，万科每进入一个城市，都是从边缘地带进入，然后创建新的生活理念和社区文化，再逐渐进入城市中心，最终成为一方霸主。

首先，万科提倡“与环境共生”，城市边缘地带能够提供最好的自然生态环境。城市边缘地带具有几大优势：地块广，自然环境丰富，具有较大的开发潜力。虽然这一地区的土地利用类型多，结构复杂，但也促成了丰富的建筑类型。如山建建筑、海景建筑等，都是与自然环境紧密结合的生态型建筑，适宜人居。同时，万科根据项目所在的城市、环境、市场情况，在户型设计、建材使用、采暖技术、社区配套等细节上进行有针对性的设计，提高产品品质。

其次，万科敢从城市边缘区域开发项目，一方面表明对自己的产品和能力有充分的信心；另一方面展现对于城市发

展的远瞻性是非常准确的。万科除了对产品品质提出了高要求，还打造了完善的生活社区，给城市带来全新的生活理念和独特的社区文化，逐渐产生深远的影响。当然，万科对城市边缘地带的选择不是盲目、偶然的。在项目产生之前，万科对所在城市的发展有一个深入的了解，并对城市未来的发展做出准确的判断，使万科的产品在未来的城市发展里具有更强的竞争力。

因此，远瞻性与可持续发展性，是万科生命力旺盛的一个重要原因。

**天津东丽湖·万科城**打造的是生态居住社区，南侧紧临7.3平方公里的东丽湖，湖水面积相当于杭州西湖的1.5倍，同时也是距天津市区最近的自然保护区。项目内建有10万平方米的国际标准潜水赛道和3000平方米潜水会所，潜水会所三楼为面积700平方米的万科生态社区博物馆。随着滨海新区在天津经济

发展中所占比重越来越大，更因自身优越的自然环境，东丽湖地区在未来将更多地承担产业和居住流动中继站的角色，成为重要的产业走廊。天津东丽湖·万科城契合了政府城市发展战略脉搏，更具备了充足的升值发展潜力。

**深圳万科·东海岸三期**占据大梅沙片区腹地，坐拥城市中不可多得的山海资源，营造非同凡响的生活境界。深圳拥有120公里长的海岸线，海岸数目多达23个，可真正能与城市保持恰当距离，并且适宜居住的天然海岸却屈指可数。深圳虽然是一个滨海城市，但事实上，又有多少人能享受“面朝大海，春暖花开”的惬意生活？要么距离市区太远，要么淹没在都市嘈杂与混沌的环境中，让人徒生失落之感。唯有大梅沙与市中心保持适度的距离，采用低密度的国际性规划，享有充足的山、海、湖、林等天然环境，因此，其自然成为深圳特区内仅有的最适合宜居的区域。

## 与环境共生 Environmental Symbiosis

天津东丽湖·万科城

深圳万科·东海岸三期

全新的万科·东海岸四期

No matter the East Coast or the Tianjin Garden, no matter the Vanke City or the Rancho Santa Fe, Vanke enters every city from the borderland and brings into new life concept and community culture, and then gradually enters into the urban centers, eventually becomes the overlord of this city.

First of all, Vanke advocate "Environmental Symbiosis", the peri-urban areas can provide the best ecological environment. Peri-urban areas have several major advantages: wide block, rich natural environment and tremendous development potential. The various land use types and complex structure contributed a wealth of building types, such as the mountain buildings and sea view buildings, which are eco-buildings integrated with the natural environment closely and suitable for living. At the same time, Vanke focuses on the detail designs of house type, material use, heating technology and

community support in accordance with the conditions of city, environment and market, which also enhance the product quality.

Secondly, there are two reasons why Vanke dares to develop projects in peri-urban areas, one is its confidence for the products and quality, the other is its forward-looking for city development. Except for the high quality requirement, Vanke also produces a perfect living community, and brings into a new life concept and unique community culture, which gradually create profound impact. Certainly, the choice of peri-urban areas is not blind or by accident, Vanke has researched the city and made appropriate adjustment of future city development before the production of projects, which increase Vanke products' competitive ability in the future city development.

Therefore, forward-working and sustainable development have become the most important reasons why Vanke's products could keep such strong vitality.

**Tianjin Dongli Lake · Vanke City**, the eco-residential community adjoins to the 7.3 km<sup>2</sup> of Dongli Lake, the lake area is 1.5 times of the West Lake, Hangzhou, and also the nearest nature reserve to Tianjin. The project has built a 100 000 m<sup>2</sup> of international standard water-skiing track and water-skiing club of 3000 m<sup>2</sup> and the third floor of club is a 700 m<sup>2</sup> of Vanke ecological residential exposition center. With the economic development in Tianjin and the excellent natural environment of Binhai New Area, the region of Dongli Lake plays the role of relay station of industry and living in the future and has become an important industry corridor. Dongli Lake · Vanke City fit for the government's city development

深圳万科·东海岸四期的规划依然围绕自然和生态做文章，基地内天然形成的冲沟被作为主要的景观点保留了下来，并与下沉式的生态会所、室外泳池、叠落水景共同营造了景观的主轴，也成为整个社区的绿色大氧吧。高层建筑中的污水分离系统利用冲沟中的湿地过滤，将废水变为可以循环利用的水源，环保节能；同时，因基地急剧的高差变化，形成了层层叠加、层次分明的山地建筑形式，尽可能地减少对原地形的破坏。



strategy, which makes it fulfill the sufficient development potential.

**Shenzhen Vanke · East Coast (Phase III)**, occupies the hinterland of Dameisha district with precious mountain and ocean resources to produce an unique life state. Shenzhen has 120 km of coastal line and 23 coastal projects, but there is very few of natural coast fit for living and keeping the moderate distance of city. Shenzhen is a coastal city, but in fact, not many people could enjoy the happy life of "towards the sea, with spring flowers blossoming". Either too far away from urban areas, or drowned in the city's noisy and stuffy environment, which gives people a sense of loss. The moderate distance from city center, the low-density international planning and the abundant natural environments of mountain, sea, lake and forest, all of these make Dameisha become the best place to live in Shenzhen city.

**Shenzhen Vanke · East Coast (Phase IV)**, the planning puts more emphasis on the nature and ecology, the natural ditches in the land are also kept alive, which combined with the sunken ecological club, outdoor swimming pool and overlapping water scenes to create landscape axis. The waste water desperation system in the high buildings makes full use of the wetland in the ditch, changes the waster waters into irrigation water. At the same time, the altitude difference suits for the mountain buildings, which reduces the destroy of original terrain as much as possible.



**开发商:** 天津万科房地产有限公司  
**规划设计:** 瑞典SWECO FFNS Architects  
**建筑面积:** 200 000平方米  
**项目地址:** 天津市东丽区

**Developer:** Tianjin Vanke Real Estate Co., Ltd.  
**Planning Design:** SWECO FFNS Architects (Sweden)  
**Architectural Area:** 200 000 m<sup>2</sup>  
**Location:** Dongli District, Tianjin

## 天津东丽湖·万科城

天津东丽湖·万科城打造的是生态居住社区，南侧紧临7.3平方千米的东丽湖，湖水面积相当于杭州西湖的1.5倍，同时也是距天津市区最近的自然保护区。项目内建有10万平方米的国际标准滑水赛道和3000平方米滑水会所，滑水会所三楼为面积700平方米的万科生态住区博览馆。随着滨海新区在天津经济发展中所占比重越来越大，更因自身具有优越的自然环境，东丽湖地区的未来将更多地承担产业和居住流动中继站的角色，成为重要的产业走廊。天津东丽湖·万科城契合了政府城市发展战略脉搏，更具备了充足的升值发展潜力。





天津东丽湖·万科城分七期开发，以情景大道为主干道由西向东逐期开发，是万科集团打造的一个拥有全新设计理念的低密度新城镇，也是万科集团迄今为止规模最大的居住社区。整体规划为北欧风格。项目一期为北欧型，二期为城市天际，后期产品包括中高密度经济型集合住宅和联排产品等。本项目为二期城市天际。

### 【设计理念】

- 一、以人为本，从居民生活和心理要求出发，创造安静、优美、宜人的居住环境。
- 二、以市场为导向，从实际出发综合考虑社会、经济、环境三大效益。
- 三、在体现自然风光的前提下，吸取传统造景手法的精华，运用当代技术手段，实现新型离离住宅小区特色。

### 【设计要点】

用地的位置和形状决定了该项目将由从南到北分布的一组不同形态特征的区域组成：北区、中区、情景大道两侧的城市街坊、南区。

北区由几个小的住宅组团组成，许多建筑与绿化结构之间形成不同的角度，以争取更好的视野。

1. 小高层薄板住宅界定用地的北边界，在进入新城的主要入口处具有标志性，同时保护住宅区内部免受北面主要交通干道的干扰。

2. 沿主要入口道路布局的多层住宅组团界定了用地的西北边界，并将住宅区内部的环境与交通型的主要入口道路以及二期住宅区的北入口分隔开。

3. 沿用地的东北边界布局的是一组向水面延伸的较为开放的多层建筑，在接近边界时建筑层数减少。

中区由绿化轴线两侧的两个住宅组团形成。

南区是一个较大的较高档的住宅组团。规划的重点是处理好二期与中央公园相接的南边界，既要形成清晰的界定，但又还要具有一定的开放和渗透性的边界。

## Tianjin Dongli Lake · Vanke City

Tianjin Dongli Lake · Vanke City, the eco-residential community adjoins to the 7.3 km<sup>2</sup> of Dongli Lake, the lake area is 1.5 times of the West Lake, Hangzhou, and also the nearest nature reserve to Tianjin. The project has built a 100 000 m<sup>2</sup> of international standard water-skiing track and a water-skiing club, of 3000 m<sup>2</sup> and the third floor of club is a 700 m<sup>2</sup> of Vanke ecological residential exposition center. With the economic development in Tianjin and the excellent natural environment of Binhai New Area, the region of Dongli Lake plays the role of relay station of industry and living in the future and has become an important industry corridor. Dongli Lake · Vanke City fit for the government's city development strategy, which makes it fulfill the sufficient development potential.



PRODUCT FIRST 016 VANKE