

世界老龄化是危机还是商机



布克 (BOOK) 设计 主编 老有所居 老年公寓设计

SENIOR CENTRE DESIGN



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Is the population aging being a crisis or an opportunity?

Population aging is a common problem that the world may be faced with. Some economists see it as a crisis, and suppose that it will make the state finance overwhelmed; and some researcher and business man with pioneer awareness argues that it brings numerous commercial opportunity, even tries to convince the government and industrial circles to emphasis on the development of products and projects for the needs of the elderly.

The elderly demanded for something

In the United States, there are about 7,800 million people have born in baby boomers of World War II. Faced with such a huge group of consumers, many enterprises are still ashamed to carry out marketing to older consumers. In traditional concept, it is an unfashionable crowd, and may lose the hearts and minds of young consumers if cater to the elderly. With the increase of aging and there are few companies are beginning to realize the great potential of the "Gray hair market".

Cater to the trend with population aging

Mention the older products in the past, people often think of the technical aids for the elderly who are unable to look after themselves. But this concept has become obsolete for the scientists who commitment to the aging research, such as Coughlin. Older products of new era involve all technologies and services could improve the degree of elderly physical for the elderly physical and mental health, smooth action convenience, living autonomy and social contact. Which both have wireless kit can feedback the elderly patients' medication situation, also have financial services and living apartments for the elderly. Industry analysts believe that, these products and services for the elderly have formed a huge market worth hundreds of millions. It will alleviate a lot of the burden for the country's social security system if the innovations in this area really help to improve the health and independence of older persons.

Try new technology

In Portland, Oregon of United States, there is a "Mirabella" Building which is cost of \$ 130 million and it is a high-end pension apartment features environmental technology. The apartment is equipped with solar hot water, stereo garage, auto-sensing corridor lighting system, and has won the platinum certification for US Leadership in Energy and Environmental Design (LEED).

Oregon Health & Science University is next to the "Mirabella" Building, the apartment developer — Pacific Retirement Services Company has bought the land from the university and funded the establishment of "Aging and Technology Centre in Oregon." The company spent nearly \$500,000 to place the optical fiber in the condominium, and encouraged the residents volunteered to participate the "living laboratory" research program of the centre. The experiment is monitoring the activity status of the occupants in real time through the wireless mobile sensor which installed in the household, in order to analyze their health status.

Tap new markets

The CEO of Ageing research institutions "age wave" — Dihete Wald is 62 years old. He has been committed to transform the public opinions and hoped to mold the "old" into a kind of active phenomenon: years means that people have more leisure time, and more interested in trying new experience. Dihete Wald thinks that this huge aging group may become the attracted factors to the enterprise and business. If you are a "fortune" magazine company, or as a self-taught inventor, where will you find such large numbers and so strong consumptive ability, so high potential value and service needs are far from satisfied consumers?

人口老龄化是全世界面临的共同问题，一些经济学家视之为危机，认为它将使国家财政不堪重负；而一些具有先锋意识的科研和企业人士则认为其中蕴含了巨大的商机，正试图说服政府和产业界重视开发针对老年人需求的产品和项目。

“老”有“老”需求

在美国，二战后出生高峰期“婴儿潮”一代大约有 7 800 万人。面对如此庞大的消费群，不少企业仍缺乏对老年消费者开展营销的意识。因为在传统理念中，这是一个“不时髦”的群体，迎合他们可能会使自己企业的产品失去年轻消费者的欢心。而随着人口老龄化的加剧，已有少数企业开始意识到“灰发市场”的巨大潜力。

迎合“老”潮流

过去提到老年产品，人们通常会联想到那些为行动不便甚至生活不能自理的老人准备的辅助仪器。对库格林等致力于衰老研究的科学家而言，这种观念已经过时。新时代的老年产品涵盖了所有能提升老年人身心健康、行动方便性、生活自主性和社会联络通畅度的技术与服务。其中既有向医护人员即时反馈老年病人用药情况的无线药盒，又有针对老年生活的金融服务和老年公寓。产业分析师则认为，这类针对老年人的产品和服务已形成一个价值数亿的巨大市场，假如这个领域的创新确实有助于提高老年人的健康和独立性，那么它将为国家的社会保障体系减轻不少负担。

尝试新技术

在美国俄勒冈州波特兰市，有一栋造价 1.3 亿美元的“米拉贝拉”大厦，这是一所以环保技术为特色的高端养老公寓。公寓内配备了太阳能热水、立体车库、自动感应楼道照明系统等，曾获得“美国能源与环境设计先锋奖”白金认证。

“米拉贝拉”隔壁就是俄勒冈卫生科学大学，公寓开发商“太平洋退休服务公司”从该大学买下地皮，同时在那里投资建立“俄勒冈衰老与技术中心”。公司花了近 50 万美元，在公寓大厦内铺设光纤，鼓励住户自愿参加该中心的“活人实验室”研究。实验通过装在住户公寓内的无线移动感应器，实时监测该住户的活动状况，以分析其健康状况。

开拓新市场

老龄化问题调研机构“年龄波浪”的首席执行官肯·迪赫特沃尔德现年 62 岁，他多年来一直致力于扭转公众观念，希望把“变老”塑造成一种积极现象：晚年意味着人们有更多的空闲时间，也更有兴趣尝试新的体验。迪赫特沃尔德认为，老人这个群体的人口基数，或许可以成为吸引企业和商家的因素。假如你是一家《财富》杂志“百强”榜知名公司，或是自学成才的发明者，你要上哪儿去找数目如此庞大、消费能力如此强劲、潜在价值如此高、而服务需求却远未得到满足的消费群？

China has entered into the aging society period! 中国已进入老龄化!

21 Century is a population aging era. At present, all the developed countries have entered the aging society, and many developing countries are or will soon enter the aging society. In 1999, China has entered the aging society, is one of the developing countries which earlier entered the aging society. China is the world's most populous country in the elderly, accounted for 1/5 of total population of global old age. The population aging in China is not only China's own problems, but also related to the global population aging process, is now the world attention spot. In order to find out the basic situation of Chinese elderly population aging and development, and grasp the specific national condition of the China aging problem in the future, the National Working Commission on aging undertake the special subject studies to the China's aging population trend, and the basic situation is as follows.

Pressure of aging population in China began to emerge:

From 2010 the sixth national census data can be seen, at present China has 26 provinces and cities enter the stage of an elderly . Population aged 65 and above of 119 million, accounting for 8.87% of the total population. Compared with the fifth national census in 2000, entered into the aging of population has increased by 13 provinces, the proportion of the population aged 65 and above increased by 1.91%. The aging level exceeds the national average in Chongqing (11.56%), Sichuan (10.95%), Jiangsu (10.49%), Liaoning (10.31%), Anhui (10.18%), Shanghai (10.12%), Shandong (9.84%), Hunan (9.78%), Zhejiang (9.34%), Guangxi (9.24%), Hubei (9.09%) provinces and cities.

21 世纪是人口老龄化的时代。目前，世界上所有发达国家都已经进入老龄化社会，许多发展中国家也正在或即将进入人口老龄化阶段。1999 年，中国已进入老龄化社会，是较早进入老龄化社会的发展中国家之一。中国是世界上老年人口最多的国家，占全球老年人口总数的五分之一。中国的人口老龄化不仅是自身的问题，而且关系到全球人口老龄化的进程，所以备受世界关注。为了了解中国老年人口的数量及老龄化发展的基本态势，认清未来中国老龄化问题的具体国情，全国老龄工作委员会对中国人口老龄化的发展趋势进行了专题研究，基本情况如下。

中国人口老龄化的压力已经开始显现：

从 2010 年的第六次全国人口普查的数据中可以看出，目前中国已有 26 个省市进入了人口老龄化阶段，全国 65 岁及以上人口为 1.19 亿，占总人口的 8.87%。与 2000 年的第五次全国人口普查相比进入人口老龄化阶段的省份增加了 13 个，65 岁及以上人口的比重上升了 1.91%。而人口老龄化超过全国平均值的有：重庆（11.56%）、四川（10.95%）、江苏（10.49%）、辽宁（10.31%）、安徽（10.18%）、上海（10.12%）、山东（9.84%）、湖南（9.78%）、浙江（9.34%）、广西（9.24%）、湖北（9.09%）11 个省市。

The rising proportion of aging leads to the huge potential in Senior Centre market 老龄化导致老年公寓的需求剧增

Nowadays, China is in the largest and fastest ageing process of the world, and the traditional home care has been unable to meet the needs of nursing. Face with the strong market demand of hundreds of millions of elderly, nursing and care services have become a new field of entrepreneurship. As a social pension of Senior Centre, Senior Centre is more and more be loved by people because of its specialization and humanity could meet the demands of the elderly. For the architectural design, Senior Centre is different from the ordinary apartments in many aspects. For example, the size of functional space, setting of channel, safety grab-bar everywhere and humanized stairs design are fully consider the psychological, physiological and behavioural needs of the elderly, comfort and safety.

当前，中国正处于世界历史规模最大、速度最快的老龄化过程中，传统的居家养老已无法满足当下养老的需求。面对亿万老人养老这一强烈的市场需求，养老、托老服务已成为一个新的创业领域。而作为社会养老方式之一的老年公寓更是由于其专业化、人性化满足了老年人对生活照料、护理康复和精神关爱等方面的需求，因此受到人们的热捧。对于老年公寓的建筑设计，在很多方面都与普通公寓不同。比如，功能空间的大小、通道的设置、随处可见的“安全抓杆”及人性化设计的楼梯等，这些特殊的设计，都充分考虑到老年人心理、生理和行为的需求，舒适且安全。

Senior Centre was built according to the characteristics and needs of the elderly. It emerged in the Nordic countries, developed in some cities of the United States in the 1990s. With the advance of economy and standard of living improvement, market demand for the Senior Centre is also growing. Today Japan and some Western countries has already begun to implement the elderly residential design and facilities to the ordinary residential design and construction, so that the elderly can live in comfort in their old age.

The housing problem of the elderly mainly comes from the lack of coordination between the body's natural aging and living conditions, and expands into a social phenomenon with the changes in family values. With the old people's social role have changing, their work time is greatly reduced and they have more leisure time to enjoy the life. Planning and design of the elderly community must adapt to the trend of an aging population, provide appropriate living conditions for the elderly which including the various needs of their body and the spirit, to enrich their lives and improve their quality of life.

Some scholars and designers pointed out, after deeply understand the need of the elderly to design the Senior Centre is the truly reflect the user-friendly design. Firstly, the physiological characteristics of the elderly determined the Senior Centre design should be convenient, practical, thus the low-density resident and green design has become the essential factors of the aging community. Room requires sunny and natural ventilation with compact layout, enable to minimize the difficulties of their self-care and daily activities. Attention to every detail is the basic needs to the design. Secondly, it need complete supporting facilities and services around the Senior Centre, such as hospital, fitness and entertainment, culture, education, books, shopping centres, banks, post offices and so on. In addition, the design of the outdoor environment should be designed according to the physiological and behavioral characteristics of the elderly and provide them more opportunity to get close to nature. Interaction space design not only meet the psychological needs of the older people eager to communicate with others, but also promote the elderly faced with the problem of aging in a positive frame of mind.

The aging of the population has become an undisputable reality, and only the comfortable living environment to make the elderly to enjoy their elderly life better. Today, the construction of Senior Centre has been relatively mature in the United States, Japan, Australia and some other countries. Which the construction concept and humane care has all become the object of many countries for reference. For example, nursing home for the elderly in Mishima, Whether from inside or outside of the building, one looks through the building to see the scenery that is beyond, be that mountains, streetscape, workshop, car, people, sky, birds and trees. And the designers successfully established the relationship between the elderly and beauty. the book has collect excellent global design case from the view of architectural design, and analysis the building layout and outdoor environment with detailed illustration.

老年公寓是依据老年人的特点和需求而设计、建造的专供老年人居住的住宅。老年公寓兴起于北欧，90年代在美国蓬勃发展起来。随着经济的发展、人民生活水平的提高以及观念的转变，老年公寓的市场需求也在不断增长。如今，日本和西方一些国家的老年住宅设计和设施已经“普通化”，即在普及住宅的设计和建设过程中，考虑老年人的需求，以便老人能在自己的住宅中安度晚年。

老年人的居住问题主要来源于人体的自然老化与一成不变的居住条件之间的不协调，加上家庭价值现的变化将这种不协调扩大成社会现象。随着社会角色的转变，老年人的工作时间大大缩短，比其他年龄的人群有更多的闲暇时光，从而有了足够的时间与他们所在的住所及其环境发生关系。因此，老年社区的规划设计必须要适应人口老龄化的趋势，为年老者提供恰当的生活环境，包括身体和精神的多种需求，以充实他们的生活内容，提高生活质量。

有学者和设计师指出，只有深入了解老年人的需求，才能设计出合格的老年住宅，才是真正体现设计的人性化。首先，老年人的生理特点决定了老年人的住宅设计应从方便、实用的角度出发。清新的空气和开阔的视野是老年人对居住环境的基本要求，于是低密度住宅和良好的绿化设施就成为老龄社区的必备因素。道路要无障碍设计，户内则应有紧急呼叫与电子安防系统。居室要求阳光充足和保持自然通风，室内空间宜紧凑，使老年人平时生活自理和日常活动的困难减至最少。对每一个细节的重视，是老年人公寓设计的基本要求。其次，老年公寓周边要有完备的服务配套和设施，如医院、健身娱乐、文化教育、图书资料、购物中心、银行、邮局、交流活动区域等。此外，户外环境的设计也应该根据老年人的生理特点来设计，为老人提供更多亲近自然的机会。同时，在小区的整体规划中，还要考虑满足老年人开展户外活动、与邻里交流的要求，处理好其他设施与住宅之间的关系，避免老年人产生与社会隔绝、被社会抛弃的消极心理。交往空间的设计不仅满足了老年人渴望与人交流的心理需求，同时也激发老年人以一种积极的心态面对老龄化的问题。

人口老龄化已经是不争的事实，舒适安逸的居住环境才能确保老年人更好地享受晚年生活，让天下老年人能够实现老有所养、老有所乐、颐养天年的理想。现今，美国、日本、澳大利亚等国的老年公寓建设已经相对成熟。他们兴建老年住宅的理念、人文关怀的表现都被许多国家借鉴。如日本的三岛老年公寓，无论从老年公寓的内部还是外部，老人都可以饱览丰富壮观的景色，包括山景、街景、厂房、汽车、行人、天空、鸟儿、树木等，设计师成功建立起公寓内居民与美景之间的联系。本书从建筑设计角度，收集全球最适合老年人居住的老年公寓的成功案例，对建筑空间布局及户外环境进行详细的图解和分析，供广大设计师、开发商参考学习。

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Project Description

This Senior Centre located at Camden, on the western fringes of Sydney. The building includes 32 High Care beds and 68 Low Care beds, and is adjacent to the Carrington Centennial Hospital.

The hilltop site enjoys views over the surrounding countryside and is located in an area of well established landscaping. The form of the design following the contours of the natural landform minimizing the impact around the hilltop following limiting excavation and taking advantage of the natural levels of the land.

Location: Camden, New South Wales,
Australia
Architect: Jackson Teece
Client: Carrington Care
Total area: 6,285 m²
Units: 100 residents

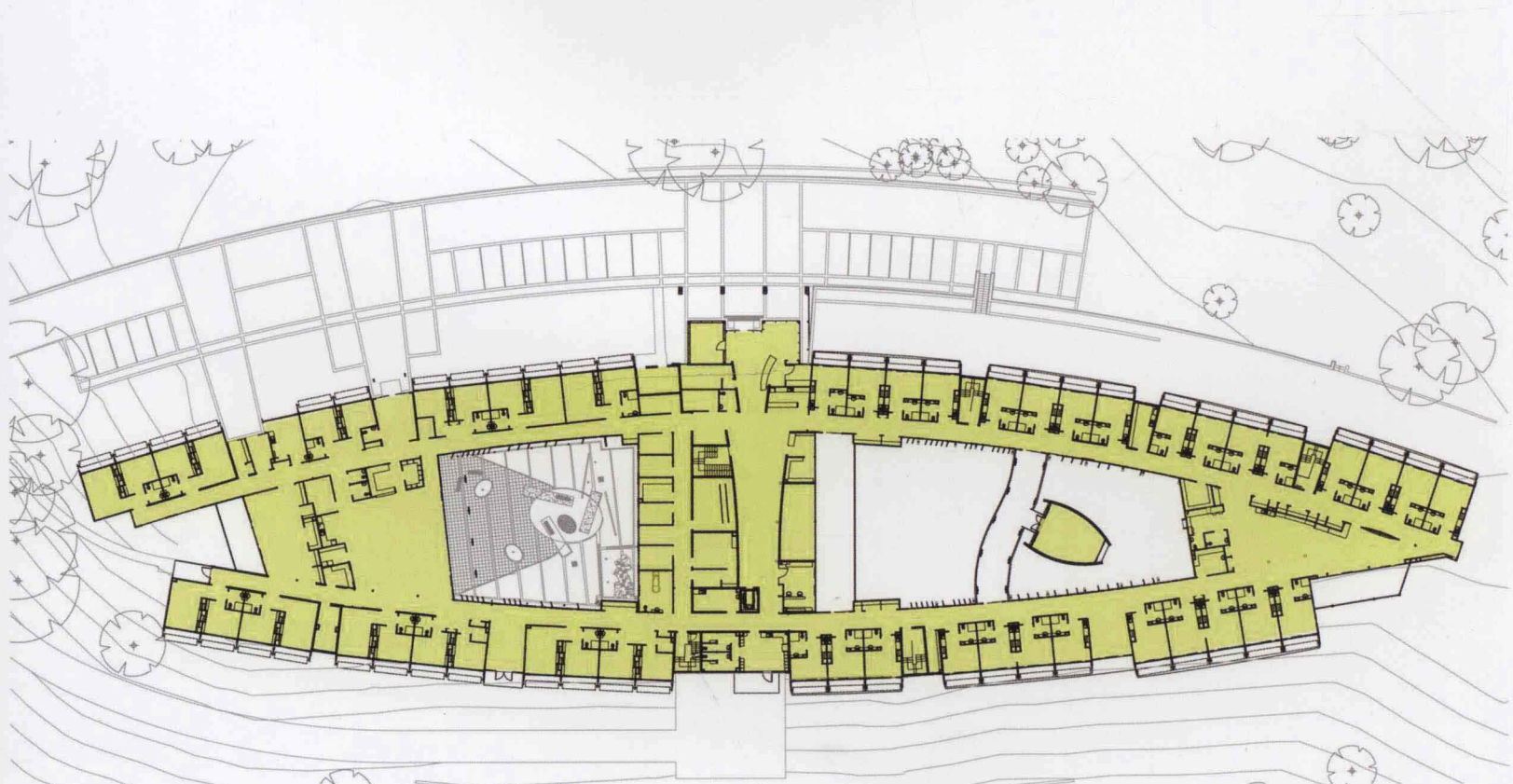
项目地点：澳大利亚新南威尔士州卡姆登
项目设计：Jackson Teece 建筑事务所
项目开发：Carrington Care
建筑面积：6 285 平方米
公寓容量：100 人

Grasmere Terrace

格拉斯梅尔露台老年公寓







First Floor Plan / 一层平面图



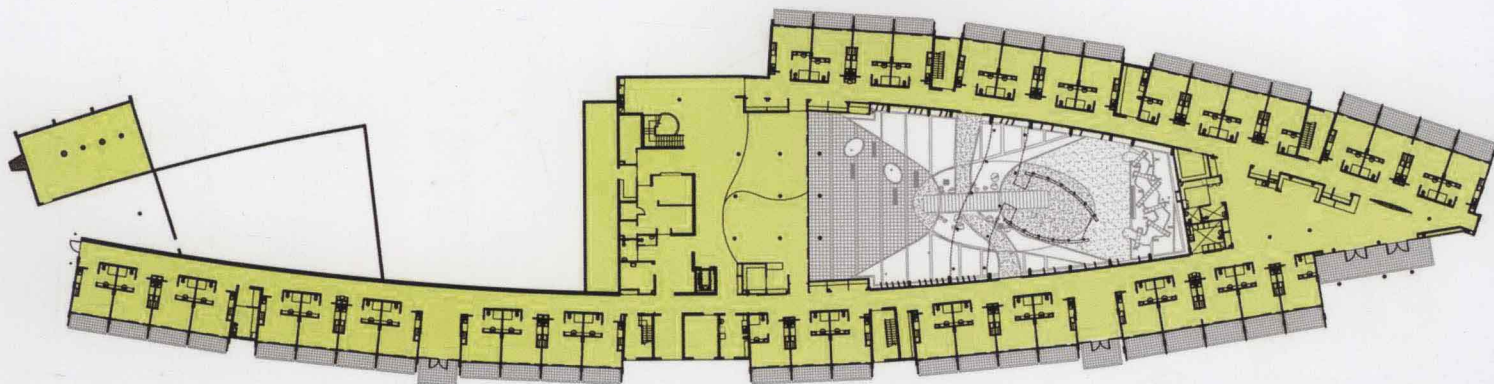
Functional Space

The core of the design is two courtyards on differing levels, one serving High Care, the other, Low Care. Each of these is surrounded by glass to space communication, and allowing natural light and ventilation into the heart of the building, while providing a secure outdoor environment for the enjoyment of the residents.

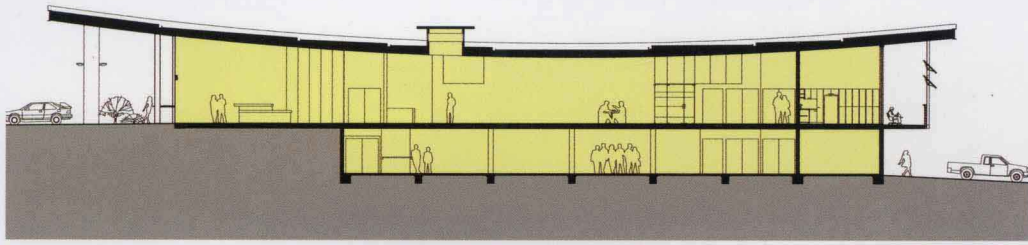
The Low Care courtyard includes a chapel, accessible from a curvilinear bridge which also provides a link between wings on the upper level. The sculptural form of the free-standing chapel also provides welcome shade for residents using the landscaped courtyard below.

Humanization Design

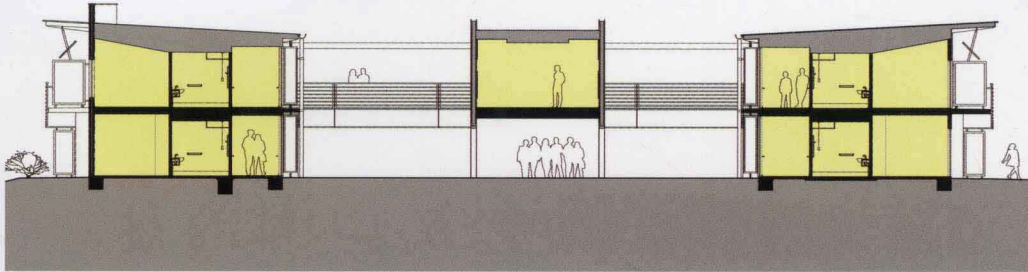
The project was built in 1890. The design for the new building takes account of the important relationship between the old and the new, making an allowance for the difference between traditional and modern architecture.



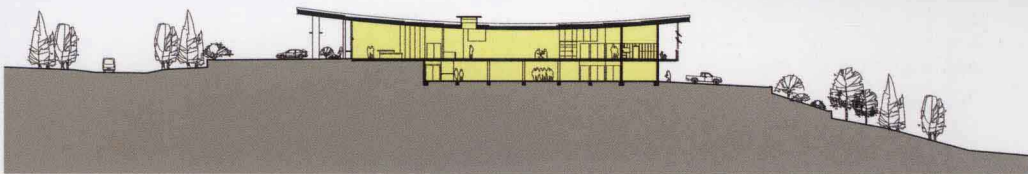
Second Floor Plan / 二层平面图



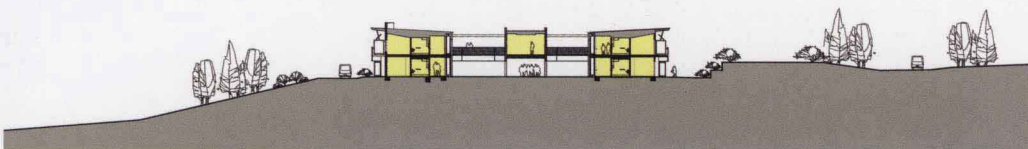
Sectional Drawing / 剖面图



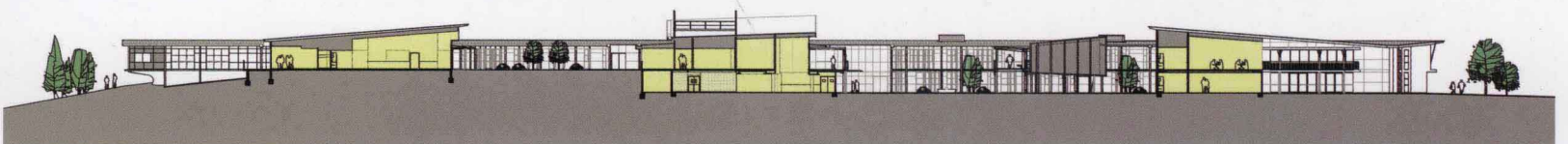
Sectional Drawing / 剖面图



Sectional Drawing / 剖面图



Sectional Drawing / 剖面图



Sectional Drawing / 剖面图

