

The Heart of Shopping Center

购物空间

SHOPPING MALL+SHOPPING STREET
购物中心+购物街

深圳视界文化传播有限公司 编

DESIGN CONCEPT ◆ 设计理念
FEATURE ◆ 特色
MATERIALS ◆ 材料
DESCRIPTION OF THE PROJECT ◆ 设计说明

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PREFACE 1

Norman Garden, Executive Vice President, RTKL Associates Inc.

It's clear that over the past few decades, people have started to rely on a different set of criteria to define shopping centers. The most successful retail centers today reflect shoppers' needs and desires, offer authentic social opportunities, and engage the public realm. Those factors, along with technological advancements and an increasingly global influence, are helping to redefine the shopping center. But forget what you've heard: the mall isn't dead; it has simply evolved. While it's true that the design standard has shifted from enclosed, atmospherically controlled environments to mixed-use, community-focused layouts, it's the result of people looking for more connected and meaningful experiences in all aspects of their lives, including their neighborhood shopping centers.

The New Mall

In an effort to attract more visitors, many developers are looking to the future of retail design for new properties and renovations, and it's changing the way we think about malls. Some centers are simply traditional malls with the roofs removed. Others have Main Street-style details and public spaces. Still others mix residential, transit, or incorporate untraditional anchors and more than ever, dining is front and center and retailers are heading the charge for the 'farm to fork' experience. No matter what form a retail project takes, the 'new mall' must include an emphasis on how people live, and align with shoppers' needs and expectations. These centers present the shopping center as a destination point, where the space becomes a community meeting place, not just a collection of retail options.

Impact of Technology

It's no secret that the rush toward online shopping has affected bricks-and-mortar retail and this trend is only going to get more pronounced; online shopping is expected to increase 62% to \$327 billion in the U.S. alone by 2016. The challenge for retailers lies in connecting our digital world with traditional stores and creating social and experiential incentives to drive to the mall, by offering cooking or pottery classes or developing retailtainment hot spots, for instance. In terms of individual brands, many competitive retailers are now working across channels to grow their customer bases—from stores, to an online presence, to catalog sales. Wider shopping centers can also take this "bricks-pics-and-clicks" approach to retailing, but it must work symbiotically or else run the risk of jeopardizing the integrity of a brand. Good retail design should emphasize the importance of brand, consider purchasing patterns, and aim to bring out a seamless service experience. In the end, this helps to create a stronger, more comprehensive retail experience across every channel.

Global Influence

Retail design will continue to evolve as new demographics and influences continue to reshape the industry. Many architects would agree that the time has come; retail is ready for some new thinking. But where will the ideas come from? At RTKL, we've taken advantage of our international portfolio, using our projects to learn more about what makes a successful retail center and measuring their impact. From green design to transit to smart growth, this global influence has shaped retail projects that thrive as both financial and social assets to their communities.

In all cases, our crucial design goal is to make the world a better place. Retail design is no exception, creating public spaces and meeting the needs of cities around the world. In the long run, it is an emphasis on people, coupled with a true understanding of culture, which allows shopping centers to stand the test of time.

很明显,在过去的几十年里,人们已经开始依靠一套不同的标准来定义商场。今天,最成功的零售中心反映了消费者的需求和愿望,提供真实的社交机会并参与了公众领域。随着技术的进步和日益全球化的影响,这些因素有助于重新定义购物中心。但是要忘记你所听到的:商场并没有死,它只是在发展。设计标准已从封闭、大气的受控环境转向综合、以社区为重点的布局,虽然这是一个事实,但人们在生活的各个方面包括他们的邻里购物中心,能寻找更多相连的、有意义的体验。

新商场

为了吸引更多的游客,许多开发人员正在为新的地产和改建寻找零售设计的未来,并改变我们对于商场的想法。一些中心仅仅只是移除屋顶的传统商场。其他有主街式的细节和公共场所。还有一些混合了住宅、交通或合并的非传统品牌店以及更多,餐饮店位于前面,中心和零售店是“从农场到餐桌”体验的主要消费场所。无论何种形式的零售项目,“新商场”必须要强调人们是如何生活,并符合消费者的需求和期望。这些中心将购物中心作为一个目标点呈现,在这里,该空间不只是一种零售方式的集中,也成为了一个社区聚集地。

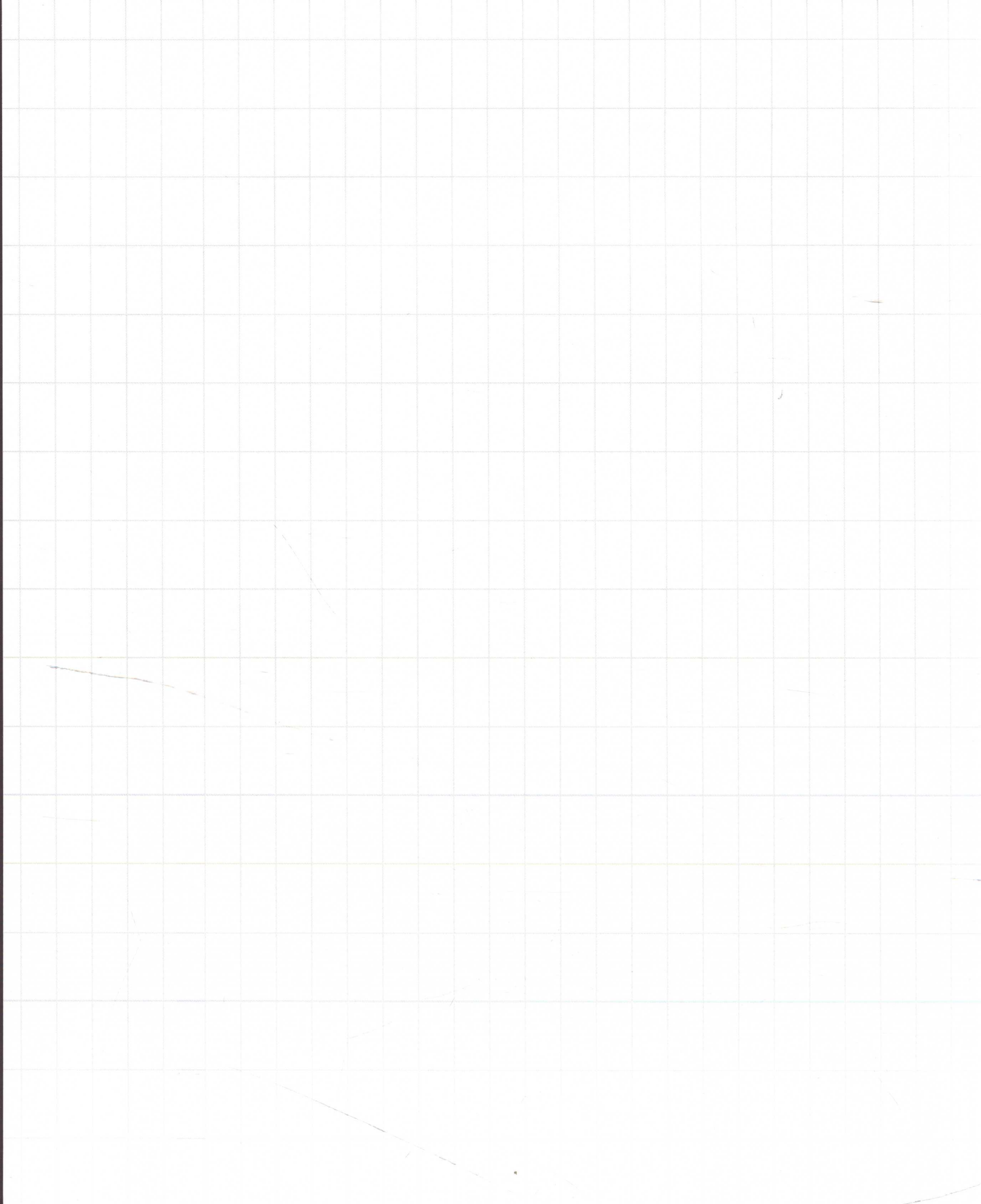
技术影响

网上购物的潮流已经不是什么秘密,网上购物已经影响到传统的零售,而且这种趋势只会变得更加明显。到2016年网上购物仅在美国预计将增加到62%,3,270亿美元。零售商所面临的挑战在于将我们的电子世界与传统的商店连接起来,并创造社会和体验的奖励措施来驱动商场,例如提供烹饪,陶器类或发展寓零售于乐的措施热点。在个别品牌方面,许多有竞争力的零售商现在正在通过各种渠道扩大客户基地,从专卖店到网售点,到目录销售。更宽的商场也可以采取这种零售方式,但它必须共生或冒着损害一个品牌完整性的风险。良好的零售设计应强调品牌的重要性,考虑购买模式,并计划带出了一种无缝的服务体验。最终,有助于在每一个通道建立一个更强大、更全面的零售体验。

全球影响

零售设计将作为一种新人口统计数据 and 影响力继续发展,以重塑整个行业。许多建筑师都觉得这个时代已经到来,零售在准备一些新的想法。但是,这些想法从何而来?在RTKL,我们充分利用我们的国际组合优势,利用我们的项目来了解更多关于造就成功的零售中心和衡量其影响的方法。从绿色设计过渡到理性增长,全球影响力形成的零售项目作为他们的金融资产和社会项目而蓬勃发展。

在任何情况下,我们的关键设计目标是使世界变得更美好。零售设计也不例外,创建公共场所和满足世界各地的城市的需求。从长远来看,它是一种对人的重视,再加上一种对文化的真正的理解,使商场经得起时间的考验。



PREFACE2

Remo Riva, Design Director, P&T Group

Shopping centers are places to meet, mingle, shop, and places to go, to be seen and to see. They replace the traditional markets and street shops and the bazaars, providing the multi-sensory experience in a purposely designed and built environment. Usually complimented with extensive car park facilities, they are made convenient to visit and to stay.

Other than offering various goods, fashion, jewellery, toys for children etc., they also feature entertainment and extensive food and beverage outlets, creating nodes for social interaction. The place must appeal to all audiences, visitors and tourists, old and young. An attractive and inviting environment, sprinkled with visual accents and experiences needs to entice and lure the visitors inside.

Tenant mix is obviously a key consideration to any retail centre and there has to be something for everyone, for every need and every taste.

Yes, a shopping centre must be a place that is popular, lively and provides activities and amenities for all. It also has to be an integral part of the city but also a destination location, a place where people want to go and enjoy themselves. The architecture and interior design of any retail center are obviously critical components to create this leisure / activity node or hub, to provide the appropriate setting, feel and look of the place.

Circulation inside is equally important to allow the smooth flow of people through the place, high visibility of all the merchandise and shops and a convenient change of levels. Three retail levels seem to be the favorite design solution, allowing visual connections and a casual change of levels. Restaurants, clubs, destination retail outlets can be formed above the three standard circulation planes, extending and enriching the facilities and the experience.

Our "Bellavita" project is structured on the basis of this logic and common practice. Several retail levels are topped with restaurants above, but also below ground, encasing the brand name retailers above and below. To enrich the ambiance and atmosphere, a large, oval shaped plaza or piazza was formed in the center of the project, in line with some of the historic European precedents.

Outdoor cafes, landscaping, water features and art create a culturally inspired public space, which is covered with a glass roof for comfort.

High-end retailers line the plaza creating an ambiance of exclusiveness and elegance. The architecture of the project was inspired by French and Italian precedents and creates a luxurious back-drop and framework or stage for the activities contained and the up-market retailers.

Unlike "Bellavita", the shopping mall in Jinan is not located right in the city centre and as such a destination location. Iconic, fluid architectural forms are fused into a sculptural ensemble, promising novelty, and innovation, visual and sensory excitement. Larger than the Taipei project, it is designed to cater to all and not just the high-end customers. Again, retail outlets are combined with F&B above it, employing the well proven layering of facilities. The unusual architecture language devised for the project is extensively illuminated from outside and inside, like a lantern announcing its purpose and location.

Architectural elements, traditional and novel forms and textures, smooth and convenient internal circulation combined with places and spaces for people as well as extensive car park facilities, are the components which create the shell and framework for exciting shopping centers.

购物中心是一个见面、交流、购物的地方，也是一个往来、被看见以及能看见的地方。他们取代了传统市场、街边小店和集贸市场，在一个专门设计和构建的环境提供多感官体验。通常还配有大量停车设施，这受到购物者的称赞，很方便访问和停留。

除了提供各种商品、时装、珠宝、儿童玩具等，他们还配备了娱乐和大量的食品和餐饮店，给社交创建了一个连接点。该地方须吸引各年龄段的观众、访问者和游客。一个有吸引力的迷人环境给人一种视觉感环和视觉体验，需要吸引和诱惑游客进入商场。

对任何零售中心来说，租户的组合显然是一个重要的考虑因素，必须有一些东西能满足每个人，每种需要和每种口味。

是的，一个购物中心必须是一个受欢迎的、有活力的地方并给所有访客提供各种活动和设施。它必须是城市的一个组成部分，一个目的地的位置，一个人们想去享受生活的地方。很明显，任何零售中心的建筑和室内设计是创建休闲或活动的连接点或中心的关键组成部分，也是提供适当的环境、感觉和外观的关键组成部分。

室内流通也同样重要，这样可以实现人们可自由流动，所有商品和商店的高能见度以及层次的适当变化。三个零售层似乎是最受欢迎的设计方案，允许视觉连接和随意的层次变化。餐厅、俱乐部、目的地零售店可在三个标准的流通面上形成，扩展了设施，丰富了体验。

在这个逻辑和惯例的基础上，我们设计了“百丽广场”这个项目。一些零售层位于餐馆上面，但也有位于地下层的，上下包围着品牌零售商。为了丰富氛围，在项目中心设有一个大的、椭圆形的广场或露天广场，与一些历史悠久的欧洲先例一致。

户外咖啡馆、景观美化、水景以及艺术创建了文化灵感的公共空间，考虑到舒适，这个空间还覆盖了一个玻璃屋顶。

广场排列着高端零售商，营造了一个的专享和高雅的氛围。该项目架构的灵感来自法国和意大利的先例，为包含的活动以及高端市场的零售商创建了一个豪华的场所和框架或舞台。

在济南的购物中心不像“百丽广场”坐落在市中心和这样的一个目的地位置。标志性的流体建筑形式融合了一个雕塑般的整体，赋予一个新颖、创新、视觉的和感官上的刺激。这个购物中心比在台北的项目要大，它的设计不只是满足高端客户，也满足所有人。同样，零售店与它上面的餐饮店相结合，采用成熟的分层设施。为该项目设计的独特的建筑语言从室内外被完全照亮，像一盏灯笼一样宣布其目的与位置。

建筑元素、传统和新颖的形式和纹理、顺畅与便捷的内部流通结合为人们设置的场所和空间以及大量的停车场设施，是创建令人兴奋的商场的外壳和框架的组成部分。

The background of the page features a light gray grid. Overlaid on this grid are several concentric circular arcs. In the upper left, there are two smaller arcs, one red and one dark red. To their right and slightly lower is a yellow arc. Dominating the center and right side is a large, multi-layered circular structure composed of concentric arcs in shades of orange and yellow. The word "CONTENTS" is printed in a bold, black, sans-serif font, positioned to the right of the central circular graphic.

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With the development of more and more shopping centers business, shopping centers gradually become commercial landmark and a city-led symbol. Accompanied by the intervention of the high-tech and Internet, large shopping centers also begin a new round of reform wave and some large shopping malls already gradually introduce some innovative elements. Therefore, the shopping center as a leisurely commercial real estate, reflects that the business is an indispensable part of life, and the shopping centers of commercial buildings has become a typical representative of the construction industry.

Through illustrated examples, this chapter shows you the world's top business center cases. We not only can see the technicality of the shopping center, enjoy the architectural features of the shopping center, taste the building philosophy of shopping center, and innovatively interpret soaring buildings of composite products. At the same time, the book matches building materials, architectural features and analysis of architectural concept with floor plan and elevations of architecture, which not only provides you with a wealth of knowledge of architectural theory but also brings you a profound experience, but also plays an active guide for the development and construction of architectural industry and enhance it.

SHOPPING CENTER

购物中心

随着越来越多的购物中心企业的发展，购物中心逐渐作为商业地标，成为一个城市的主导标志。伴随高科技、互联网的介入，大的购物中心也开始了新一轮的改革浪潮，已有的大型购物中心建筑也逐渐引入了一些创新的元素。因此，购物中心作为休闲商业地产，体现了商业是生活不可缺少的一部分，商业建筑购物中心已经成为建筑行业的典型代表。

本书通过图文并茂的实例介绍，向您展示全球顶级商业中心案例，大家不仅可以看到购物中心的技术性，欣赏购物中心的建筑特色，品味购物中心的建筑理念，以及对复合产品高屋建瓴的创新解读。同时，本书把建筑材料、建筑特色及建筑理念分析与建筑平面图、立面图相搭配，不仅为您提供了丰富的建筑理论知识，并为您带来深刻的体会，而且对建筑行业的发展和建设也必将起到积极的引导和提升作用。

STARLIGHT PLACE

星光时代广场

设计公司

DESIGN

COMPANY:

Aedas Limited

建筑师

ARCHITECT:

Ms. Xu Zi-ping

地点

LOCATION:

Chongqing, China

摄影师

PHOTOGRAPHERS:

Aedas

面积

AREA:

466,343 m²

Design Concept ◆ 设计理念

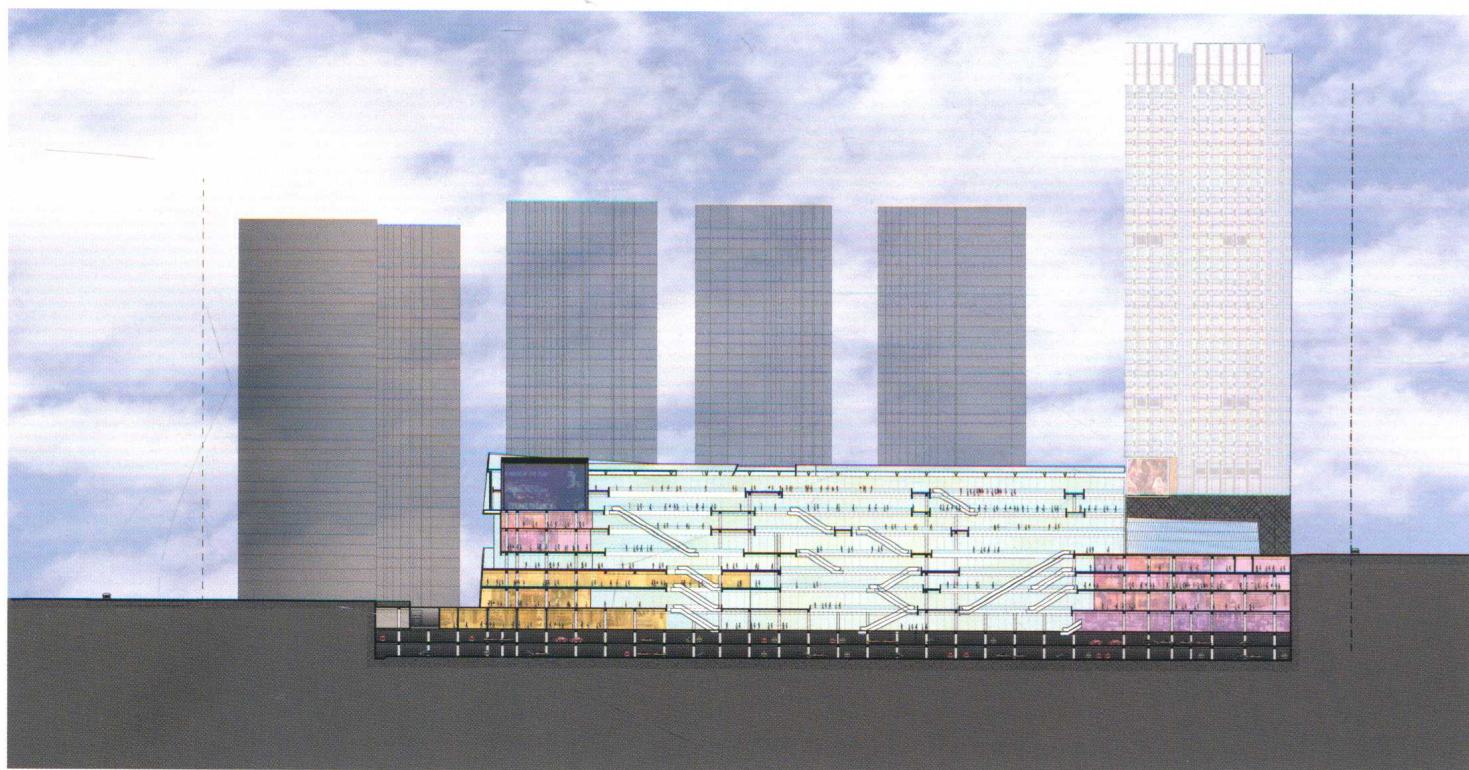
The shopping mall is an immediately dramatic design that invokes the spirit of monumental abstract sculptural works. The angular forms and spirit of the design are inspired by the Basque sculptor Eduardo Chillida.

The design of the shopping mall uses dynamic lines and stretched forms to create a powerful and iconic architectural statement which dominates the stretch of Jiangnan Avenue that it occupies. The eye-catching forms are accentuated by the bold contrast of materials - polished black granite, grey aluminum and copper-toned cladding. The fenestration and cladding patterns are not applied in the conventional vertical / horizontal manner, but rather in a clashing manner of angles that further compliment the dynamism of the forms.

The design of the residential towers takes a complimentary

role to the shopping mall by expressing a strong contrasting verticality to the horizontality of the shopping mall. The landscape design is strongly influenced by the shopping mall architecture and thereby takes on many of the Chillida-inspired angular forms and patterns. Paving patterns, signage and sculptural works of art all display the theme.

As an interesting contrast, the Interior design concept by Aedas Interiors is a reaction to the angular, Chillidaesque boldness of the external architecture. Their concept is 'opposites' - the mall interior compliments the strong angular design of the exterior by choosing soft and curvaceous forms, deliberately avoiding sharp edges. The colour palette is also softer and less striking than the exterior.





星光时代广场
STARLIGHT
PLAZA

KING & QUEEN'S STAR

