



PREFACE 前言

LWK + PARTNERS has practiced on dozens of sales galleries generated from different design methods. To take maximum advantage of such experiences, we have collected the works and accumulated the knowledge to compile this design manual. This systematic conveyance of the design methods adopted in our projects will assist architects in understanding clients' needs and idea communications.

The architecture itself is complicated by the fact that each design is a testing ground for a number of associated concepts and methods. Therefore, many attempts at defining a language of architecture have been necessarily repeated. The manual is an introduction to what we believe – in our 30+ years of design journey and experience – to be some of the more vital foundation of architectural design.

This manual is written for those who embark on this architectural practice of sales galleries, and who might find in it a series of subtle reminders or a mine full of possibilities. For fellow architects who are responsible for investigating client's needs, we intended each chapter to germinate ideas that would foster their own design or suggest more elaborate problems when combine with specific themes.

LWK + PARTNERS 以不同手法设计出多个别出心裁的住宅销售中心;这本设计手册是我们项目经验的一个小总结,将我们曾经采用的各种设计手法整理归类,旨在促进与客户的沟通,令设计师能够更快、更准的找到设计方向。

建筑往往在设计过程中试验各种理念及设计手法,弯弯绕绕过后才得出最终设计方案。本书并不是单纯地记载项目经验,而是在我们超过30年的设计旅程中挑选出关键的基础手法,将其归类并作说明,代表着我们对设计的一种信念。

本书是销售中心设计初学者的一个起点,也是在业建筑设计师的小提示 或者灵感宝库,希望每个章节中的设计手法及案例,能够协助建筑从业 者及设计师与客户的沟通,结合项目主题,更快、更高效地找到方向,完 成设计工作。

PROJECTS PREVIEW 项目梗概

Despite the numerous sales gallery projects by LWK + PARTNERS, the 20 cases were chosen for their distinctive characters.

The cases are arranged according to their strongest architectural characteristics which lead its design. The eight chapters: articulate, spatial, structure, context, texture, form, facade, and neoclassic; serve as the most distinctive architectural languages of the chosen cases. Within the chapters, the cases are arranged by date of completion descendingly in order to show the development of such characteristics throughout the years. Each architecture language is accompanied by a small text describing its relation and influence on sales gallery design with each language.

The cases are documented in their entirety; each project is described by the plans, design developments, dynamic visuals of both interior and exterior, by a general description of the sales gallery and its representing development, and by systemized additional information including the location of project, the gross floor area, the real estate developer, the LWKP involvement, in order to demonstrate a general overview of the case. The systemization of information enables readers to make comparisons and assessments in order to apply the showcased examples to their own work. For this is the aim of this book: it should be a useful source of advice to the architect, a reference handbook to be used during work on a design job or a competition.

A set of nine comparative analyses follows the showcase section: the logo collection provides an overview of first impressions of its architecture; building programme demonstrates different combination of programmes, some form of combination provides more conductive to communication, while creating isolated routes to avoid undesired communications; gallery area and height comparison shows what can and cannot be achieved with the restriction in scale; flexible plan for future reminds the temporary characteristic of its sales function and flexible characteristic in planning; arrival section lists different access methodologies of vehicle and pedestrian combinations; material gives an overview of the general atmosphere different materials can introduce.

在 LWK + PARTNERS 的众多住宅销售中心项目中,精选出这 20 个项目来表达我们的设计理念。

项目按其最主要的设计手法归类,分为八个章节:流线,环境,结构,文脉,材质,形态,表皮和新古典主义。进而总结出这八个引领设计的、最独特的建筑语言。在每个章节中,各个项目按完成日期的顺序排列,以显示近年这些建筑语言在具体应用中的发展变化。每一个设计语言都附有一段文字解释,描述解释了每种语言的理论依据,为其后的实例提供基础。

本书将各个项目按整体归档,每个项目都列出了平面、设计过程、室内外的视觉效果,通过对项目位置、项目面积、开发商、LWK + PARTNERS 参与的工作内容等基本信息的系统描述,加之项目说明对其设计特点的具体描述,将整个项目完整的呈现。这样系统信息整理让读者更清晰的阅读评价及比较各个项目,从过往项目中获得更清晰的设计思路,应用于自己的工作中。这正是本书的目标:成为建筑师的设计手册,应用于设计项目和各种竞赛。

项目章节之后,做了一组九个比较分析:项目图标集合概述了项目的第一印象;项目布局分析了各个功能的主要形式,以及他们之间的交通流线关系;展览空间面积和高度的比较都展示了这个主要空间的一般设计规律和客户需求;对未来功能变化的可变性分析表达了建筑师对建筑可持续性的思考,其中幼儿园是较为流行的一种做法;建筑的到达流线分为机动车直达落客区和人行到达两种;建筑形式的归类将所有项目分门别类,清晰明了;丰富的材料类型选择,更能帮助建筑本身创造氛围。

O1 ARTICULATE 流线



O2 SPATIAL 环境



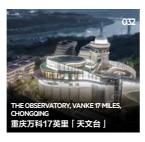




O3 STRUCTURE 结构











O8 NEO-CLASSIC 新古典

06 FORM 形态 O7 FACADE 立面



O5 TEXTURE 材质



















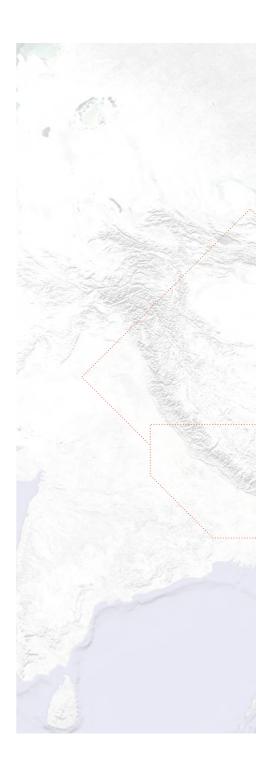




PROJECT LOCATIONS 项目地点

In recent years, sales galleries have boomed in China across various regions. Our rich design experience in these regions provides our designers with a better understanding on local regulations, bringing them a more diverse experience to cope with future designs.

近年,销售中心数目上升,并遍布中国各地不同地域。公司在各个领域和地域的丰富设计经验,令设计师能够对各本地规范拥有更深入认识,并为其提供更多样化的经验,应对未来设计需要。





DESIGN LANGUAGE 设计语言

01 ARTICULATE

流线

004 THE CITY CENTRE, KUNMING 昆明中交金地中央公园

012 CIFI MAJESTIC MANSION, HANGZHOU

杭州旭辉吴越府 018 LONGFOR FRAGRANT GARDEN,

> CHONGQING 重庆龙湖椿山

02 SPATIAL 环境 024 THE LOOP, SHUN SHAN FU, CHONGQING

重庆舜山府「THE LOOP」

032 THE OBSERVATORY, VANKE 17 MILES, CHONGQING 重庆万科17英里「天文台」

03 STRUCTURE 结构 038 LEGEND GALLERY, JIANGSHAN YUN

CHU, CHONGQING 重庆江山雲出

I Legend未来人居艺术馆]

04 CONTEXT 文脉 048 LANDMARK RIVERSIDE PARK,

CHONGQING 重庆长嘉汇

056 ANJI TOURIST CENTRE, ZHEJIANG

浙江安吉会所

05 TEXTURE 材质 060 FLOURISHING CITY, CHANGCHUN

长春中海·盛世城

066 THE AMETHYST, SHANGHAI

上海紫御豪庭

06 FORM 形态	O70 QIAN SHUI WAN PHASE III, CHENGDU 成都浅水湾三期 O76 VANKE FOREST PARK, CHONGQING 重庆万科森林公园 O84 PARK 1872, WUHAN 武汉公园1872	09 ANALYSIS 分析及研究	131 133	LOGO COLLECTION 项目图标 BUILDING PROGRAMME 项目布局 GALLERY AREA COMPARISON 展览空间面积比较 GALLERY AREA HEIGHT COMPARISON 展览空间高度比较
07 FACADE 立面	088 HUAKAI NATIONAL CREATIVE PARK, HUNAN 湖南华凯创意国家文化产业示范基地 094 JIANGSHAN CIFI, FOSHAN 佛山江山旭辉 100 GEMDALE LIBERTY CITY, CHONGQING 重庆金地自在城		141 143	FLEXIBLE PLAN FOR FUTURE 对未来功能变化的可变性 ARRIVAL / DROP-OFF 到达流线 / 落客区 FACADE COMPARISON WITH REPRESENTING PROJECT 售楼处与住宅项目立面对比 FORM 形态
08 NEOCLASSIC 新古典主义	 104 HEFEI COLI-CITY, SHANGHAI 上海合肥中海城・万锦公馆 112 JASPER SKY, CHONGQING 重庆龙湖・九里晴川 118 HUAYUAN TIME SQUARE, CHANGSHA 长沙华远华时代 124 MANOR NINTH, URUMQI 乌鲁木齐中海九號公館 	10 APPENDIX 附录		ATMOSPHERE 立面材料 LWK + PARTNERS 梁黄顾建筑事务所 LWK+ LWK+团队 BIBLIOGRAPHY 参考书目

ARTICULATE 流线

It is movement that transforms and animates an otherwise monosyllabic form, inert architecture, into an endless complex. Movement through a building or a city is a way of organizing one's experience of it, of orienting the body in relation to something outside of itself. Architectural and urban form and space are typically static - it is one's movement through them that constructs a continuously changing environment.

流线,将单一、静态的建筑转化演活成变幻无限的复合体。一座城市或一栋建筑的流线,是组织整理访客体验的一种方式,也是一种透过外在因素确认定位的方式。建筑和城市形态与空间一贯呈现静止的状态,令其产生不断变化的,是访客移动流线的动态环境。







THE CITY CENTRE, KUNMING 昆明中交金地中央公园



Location Kunming, China GFA

服务范围

1500 sq m Developer GEMDALE Involvement Master Planning,

十十二 中国昆明 建筑面积 1500 平方米 发展商 余地集团

> 总体规划设计 建筑设计方案

Architectural Design

Located in Kunming's Wujiaba district, the project site was the former Kunming Wujiaba Airport. Since it has become vacant in the last decade, the area has undergone replanning to recapitalise the land resource.

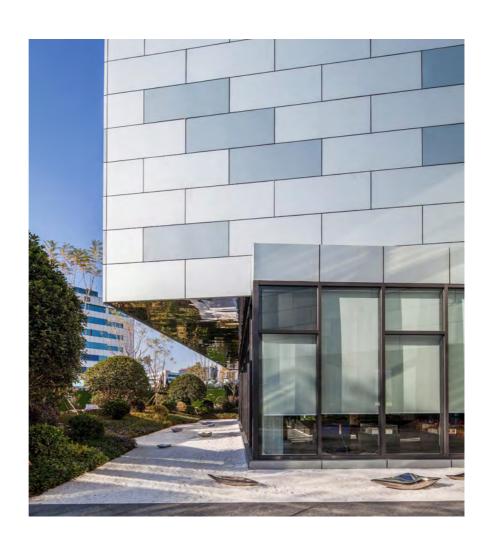
The architecture is inspired by the free spirited, elegant clouds above. The curved roof also rises towards the sky. The circulation is clear and simple, but it also enriches the space as it extends across the two-storey high gallery space, where visitors can enjoy arts, exhibitions and other recreational events from various angle, creating a multi-sensory experience.

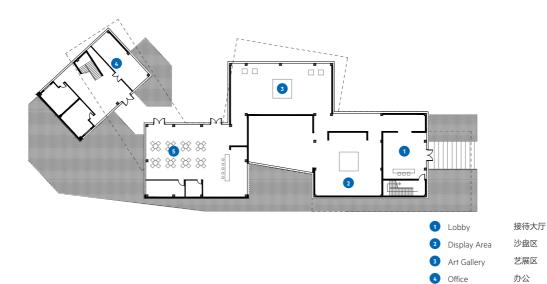
项目位于昆明巫家坝片区,该地前身为 昆明巫家坝机场,早年获重新规划,成 为现有用地。

项目立意取自天空云朵自由的意向,曲 面屋顶朝天上扬。建筑动线追求明确简 洁、空间丰富之感。访客的流线穿插于 双层高度的艺展空间之中,参观者可从 多角度感受艺展,满足多感官享受。









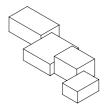


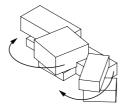
洽谈区

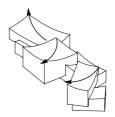
5 Discussion













CIFI MAJESTIC MANSION, HANGZHOU 杭州旭辉吴越府



 Location
 Hangzhou, China

 GFA
 2300 sq m

 Developer
 CIFI Group

 Involvement
 Master Planning,

Master Planning,
Architectural Design

地点中国杭州建筑面积2300 平方米发展商旭辉集团

服务范围 总体规划设计、建筑设计方案

The project is located 258km away from Shanghai in Hangzhou's Lin'an district. It sits on the tourist route from Hangzhou to the Huangshan Scenic Area.

The building design puts focus on creating a particularly rich experience of movement around the exterior as well as the interior. Entering from the gate, visitors would go through the courtyard landscape and waterscape before finally reaching the interiors of the building, thus procuring a vivid visitor experience.

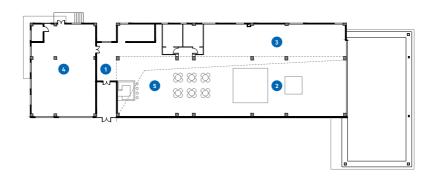
The building façade is humble with a modest personality, which greets visitors with a refreshing, vibrant image that radiates positivity, healthiness, harmoniousness and cultural taste.

项目位于杭州市临安区,距离上海市 258公里,地处杭州至黄山景区的黄金 旅游线上。

在建筑流线上,设计力求给参观者更为 丰富特别的体验。参观者由正门而入, 穿过景观庭院、亲水平台,再进入建筑 内部,观感丰富。

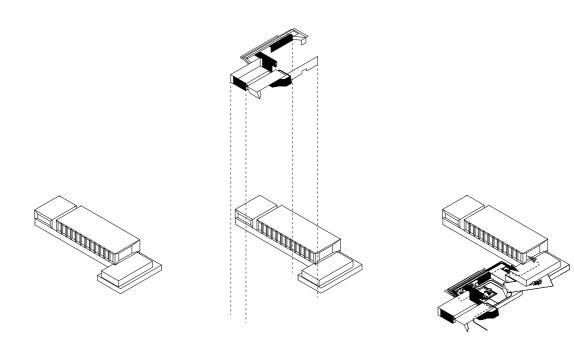
建筑立面造型含蓄,内敛而不失个性, 展示清新而有活力的建筑形象,散发积 极向上、健康和谐的社区文化品位。





1 Lobby 接待大厅
2 Art Gallery 艺展区
3 Site Model 沙盘区
4 Office 办公
5 Disucussion Area 洽谈区









LONGFOR FRAGRANT GARDEN, CHONGQING 重庆龙湖椿山



 Location
 Chongqing, China

 GFA
 2800 sq m

 Developer
 Longfor Properties Co. Ltd

Involvement Master Planning,
Architectural Design

 地点
 中国重庆

 建筑面积
 2800 平方米

 发展商
 龙湖地产

 服务范围
 总体规划设计

 建筑设计方案

Developed by Longfor Properties, the residential project has a GFA of 462,688 sq m. The name for the project was inspired by carefree spiritual beauty. It condensed 24 years of residential experience into waterside villas, hillside townhouses and riverside houses, creating a brand new poetic lifestyle for Chongqing mansions.

The sales gallery adopted a neo-Chinese design language with quality stone and glazing to enrich texture and combine the solid and the void. Overall, it projected a sense of nobility, familiarity and freshness that captured both traditional Chinese architectural aesthetics and modern trends.

住宅项目发展商为龙湖地产,总建筑面积为462,688平方米。项目名称取义「逍遥」,以灵成美,凝萃24年造墅精髓,匠心打造亲水小独栋、半山联排、溪谷洋房三大至美作品,首开重庆别墅生活诗意。

项目销售中心的设计采用新中式设计手法,选取优良石材与玻璃的材质,丰富质感,虚实结合,兼顾中国传统建筑的美感和流行趋势,给予访客高尚、亲切、新鲜之感。

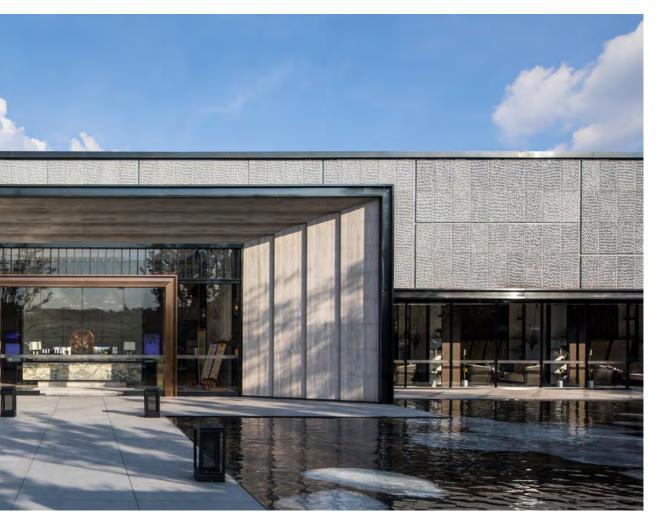


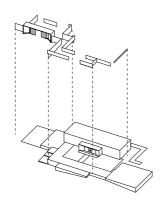


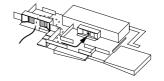
Lobby 接待大厅Brand Display 品牌宣传区Site model 沙盘区Office 办公

洽谈区

5 Disucssion











SPATIAL 环境

Space is, possibly, the principal defining characteristic of architecture, and the quality that distinguishes it from the other forms of art. It is the stage for human activity, encompassing the cadence of our movements and the duration of our experiences.

空间,可能是建筑的主要定义特征,也是它 有别于其他艺术的地方。空间是人类活动的 舞台,是我们运动的节奏、经历的时间。





THE LOOP, SHUN SHAN FU, CHONGQING 重庆舜山府「The LOOP」



Location GFA

Chongqing, China 2063 sq m

Developer Longfor Properties Co. Ltd
Involvement Master Planning,

Architectural Design

地点 建筑面积 发展商 服务范围 中国重庆 2063 平方米 龙湖地产 总体规划设计 建筑设计方案 The LOOP is conceived as brilliant gem hovering on top of the magnificent landscape of Zhao Mu Shan.

The two showrooms are linked by a glass-bottomed bridge named Skywalk. It offers visitors a stunning view of lush greeneries amidst the mountains. This scenario was made possible by the project's full steel frame structure and a onion ring-like cladding system, which responds to the dynamicity of the site.

THE LOOP被誉为重庆一颗屹立在照母山壮阔景致上的宝石,散发炫目光芒。

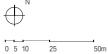
项目的两座展厅以玻璃底天桥「SKYWALK」巧妙地连接起来,访客可在桥上饱览郁郁葱葱、漫山翠绿的壮丽景色。项目采用了全金属部件作为建筑的主体结构,同时以状似洋葱圈的外挂板系统及将建筑融入周围的环境,带出地块的动感。





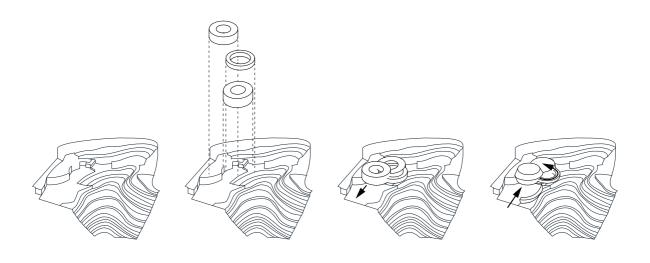














THE OBSERVATORY, VANKE 17 MILES, **CHONGQING** 重庆万科17英里「天文台」



Location Chongqing, China GFA Developer China Vanke Co.,Ltd

十十二

Master Planning, Architectural Design

中国重庆 建筑面积 2063 平方米 发展商 万科企业股份有限公司 服务范围 总体规划设计

建筑设计方案

The project is just across the river from Lijia, Garden Expo Park and the Central Park area. The design responds to the characteristics of the mountainous area, and adopts a multi-level layout that complements the landscape.

Taking into account the typological features of the site, the 'Observatory' was taken as the theme to create a unique space. In addition to its sales function, visitors are also entitled to a special visual experience.

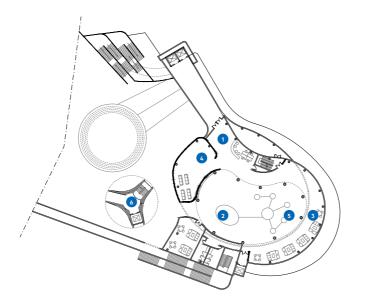
项目隔江紧临礼嘉、园博园及中央公园 片区,结合山地特色,依山就势,采用 合理分台的设计。

建筑配合地形特点,以天文台为主题, 设计出独特的空间。除销售功能外,项 目更为访客提供了独特的空间和观景体

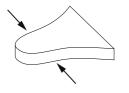




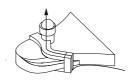


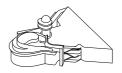












STRUCTURE 结构

A common metaphor, whereby architecture is represented as a body, considers structure to be a form of skeletal system. This is only sometimes true, however, in the cases when the various building systems – skin, mechanical, interior finishes, and so on – are separated, it is perhaps most profitable to consider 'structure' as the aspect of every construction that assists in countering gravity and transferring loads into the ground. The interplay between elements in tension and compression constitute a fundamental aspect in the development of architectural forms.

「如果建筑是人体,结构就是骨架。」这句话不无道理,但观乎表皮、力学、及室内装饰等各种建筑体系分离的建筑物而言,「建筑结构」更适合被理解为纾缓重力,并将载荷传递往地面的建筑构件。各种伸缩和压力形成的互动成为建筑形态中重要的一环,丰富了建筑多样性。



LEGEND GALLERY, JIANGSHAN YUN CHU, CHONGQING 重庆江山雲出「LEGEND未来人居艺术馆」



Location Chongqing, China **GFA** 2500 sg m

Developer Chongqing Xu Yu Hua Jin Real

Estate Development Limited

Involvement Master Planning.

Architectural Design

地点中国重庆建筑面积2500 平方米

发展商 重庆旭宇华锦房地产开发有限公司 服务范围 总体规划设计、建筑设计方案

Riverbends by the cliff is a symbolic setting in the Chongqing area. As a living gallery, the project is a trial for and response to localised architecture. It explores the spatial interaction between nature and geographical traits in an urban context.

The gallery is close to the Jialing River bank. The two riverbends that faces different directions influences the urban texture in its vicinity and forms a grand natural setting for the urban area. The site sits coincidentally on the highest point of the cliff, allowing visitors to get a full view of the riverbend and a bird-eye view of the future Yue Lai core TOD district.

Limited design language was amplified into usage of cliffs, riverbends, sunsets and mountains: the building form replicated the shape of the riverbend and mountain, using a simple curve to draw a stream in the sky. The triangular site also showed a clear sense of direction due to the curved cut across it.

临崖江湾,是重庆的地域特色场景。项目作为人居艺术馆,是对建筑在地化的一次尝试、一个回应;在城市背景下,探求自然与地理条件的空间映射。

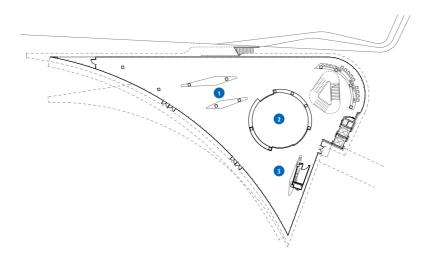
艺术馆临近嘉陵江畔,两条反向的江湾 左右了附近的城市肌理,形成城市区域 内宏大的自然背景,而选址恰好在临江 悬崖的制高点之上,能够将整个江湾的 景色纳入眼底,也可以俯瞰悦来未来核 心TOD区域。

有限的设计语言被放大为悬崖、江湾、夕阳、和山形的运用:建筑的整体形态复印江湾和山体的走向,用一条简洁的曲线,塑造空中一道湾流。三角形的边角地块也因为一条弧形的切割,而表现出明确的方向性。









1 Lobby

接待大厅

2 Site Model

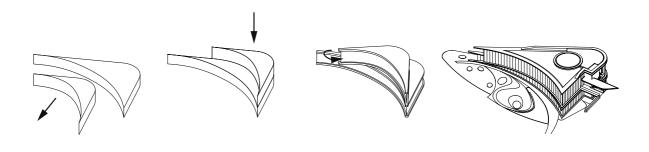
沙盘区

3 Discussion Area

洽谈区











CONTEXT 文脉

Architecture never exists in isolation. They derive meanings from associations with their contexts, and vice versa.

建筑不是被孤立的个体。周边文脉和建筑之间产生联系;文脉为建筑赋予更多意义,建筑为文脉添笔,两者相辅相成,相得益彰。





LANDMARK RIVERSIDE PARK, CHONGQING 重庆长嘉汇



Location Chongqing, China **GFA** 2325 sq m

Developer China Merchants Property Development Co.Ltd..

Hongkong Land Holdings Ltd.

Involvement Master Planning,

Architectural Design and LDI Consultancy Services

地点 中国重庆 **建筑面积** 2325 平方米

发展商 招商局地产控股股份有限公司

香港置地集团公司 总体规划设计

服务范围 总体规划设计 建筑设计方案

Located in the Nan'an district on the east bank of Yangtze River adjacent to the Yangtze-Jialing river junction, the project lies on the intersection of the French Navy Barracks Building and Danzishi Old Street, and is a visual focus for the entire development.

The cultural and historical surroundings project a Chinese classical undertone, which is continued by the use of traditional blue bricks similar to those used on Danzishi Old Street. Some of the walls also retained the traditional brick window grilles. Modern glazing can be seen crisscrossing the building mass and the translucent facade allows observers a peek of the indoor European column sets. The design intricately blends different architectural language and establishes a close correspondence between history and modernity.

项目位于重庆南岸区,地处长江东岸,毗邻长江、嘉陵江两江交汇处,并正好处于法国水师兵营及弹子石老街的交界,是整体项目的视线焦点,因此建筑也从周边提取其立面元素,而如何在发展中保留传统城市脉络则为设计增添了难度。

建筑主体墙面采用弹子石老街的传统青砖,部分墙面上保留了砖砌窗花的传统工艺;墙体中穿插现代玻璃材质,透过玻璃,能够隐约看到建筑内部的欧式建筑柱式。设计巧妙地把各种风格的元素叠合在一起,在传统老街、历史水师兵营、及现代建筑之间体现了紧密呼应的联系。







1 Lobby 接待大厅

2 Site Model 沙盘区

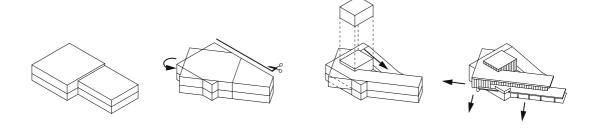
3 Office 办公

✓ Discussion 洽谈区











ANJI TOURIST CENTRE, ZHEJIANG 浙江安吉会所



Location GFA

Anji, Zhejiang, China 2600 sa m

Developer

China Travel Service(HK)Group

Corporation

Involvement

Master Planning,

....

Architectural Design

地点 建筑面积 发展商 服务范围 中国安吉 2600 平方米 中国港中旅集团公司 总体规划设计

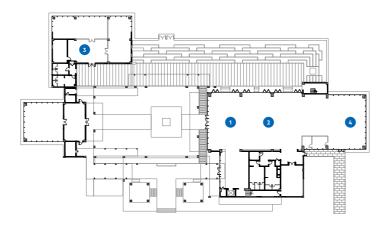
建筑设计方案

The project is a lakeside clubhouse situated in the Lingfeng scenic area of Anji, Zhejiang, bestowed with unparalleled natural landscape and scenery on three sides. The site is immersed in vertical and horizontal design elements: vertical is the pristine bamboo forest; horizontal is the horizon and terraced tea fields.

Meaning and design for the project are simple and rural, but Zen. Therefore, the design adopts local vernacular elements at its core. Vertically, the building form and landscape design adheres to the straightness of bamboos in mutual complement with the surroundings. Horizontally, the layered architecture frames picturesque sceneries on each level; visitors are placed inside a painting, getting closer to the water by each step that they take.

项目位于浙江省湖州市安吉县递铺镇灵峰风景区内,作为湖畔设计景观会所,三面临湖。项目地块拥有得天独厚的自然风光和景观条件,眼光所及之处,均是强烈的「横」与「竖」:横,是水天一色、茶田天梯;竖,是凤尾森森的竹林之境。

项目寓意和设计简单朴实,却又极具禅意,故选用了当地独有特色基本元素为设计的核心。横,在建筑上的营造层层叠进的观感,每一个层次都如同一幅画框;人在画中,渐入佳境,步及水面。竖,则在建筑形象与境观设计上贯彻翠竹的特点;竖直挺拔,与当地环境相得益彰。



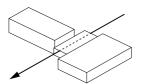
1 Lobby 接待大厅

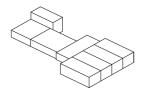
2 Site Model 沙盘区

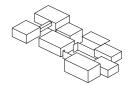
3 Office 办公

4 Discussion 洽谈区











TEXTURE 材质

Materials, in the form of traditional building materials, methodologies, and rituals of construction, carry meanings, which embodies the uniqueness of the less tangible aspects of place, programme, and culture.

Both natural and artificial materials retain traces of their origin. Communication between these intrinsic qualities evokes associations and responses in their perceivers.

材质,包括传统建材、建筑方法和建造工 艺,承载着地区性、系统性和文化等非物质 独特意义。

天然和人造材质身上都会保留它们起源的痕迹,材质既有特质之间的交流,能够引发旁观者的联想和回应。





FLOURISHING CITY, CHANGCHUN 长春中海·盛世城



Location Changchun, China GFA Developer China Overseas Building

Involvement Master Planning,

Architectural Design 十十二 中国长春 建筑面积

发展商

中海地产 服务范围 总体规划设计 建筑设计方案

1828 平方米

The project is located in Changchun, a city in the northeast of China known for its industrial importance as well as its historical and cultural value for the nation.

The design concept stems from three cultural symbols of Changchun, namely Changbai Mountain, clivia (the City Flower) and the Chinese traditional gate, which are combined to compose a distinctive and elegant urban poem.

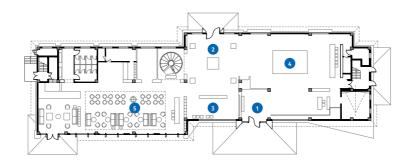
The metal fins, as an important decorative element for the architecture and landscape, draws an image of Changbai Mountain. An abstract clivia pattern is used as the architectural decoration motif, which has been applied to detail designs of doorways, wall lightings, landscape patterns and many more. From neighbourhood gate and sales gallery entrance to unit doors, a Chinese traditional gate image is adopted to create a noble atmosphere.

项目位于中国东北长春市,是重要的工 业基地及国家历史文化名城。

项目概念将属于长春的三个文化印记, 包括长白山、长春市花君子兰、以及中 国传统大门结合,共同组成了一幅具有 鲜明特色而优雅的城市意向图。

金属格栅作为建筑及景观的重要装饰元 素,以山水图案表达长白山主题;抽 象化的君子兰图案作为建筑装饰主题, 被活用在入口门头、壁灯、及景观图案 等细节设计上; 小区正门、销售中心入 口、以至单元户门、均以中国传统形象 大门营造尊贵大气的氛围。



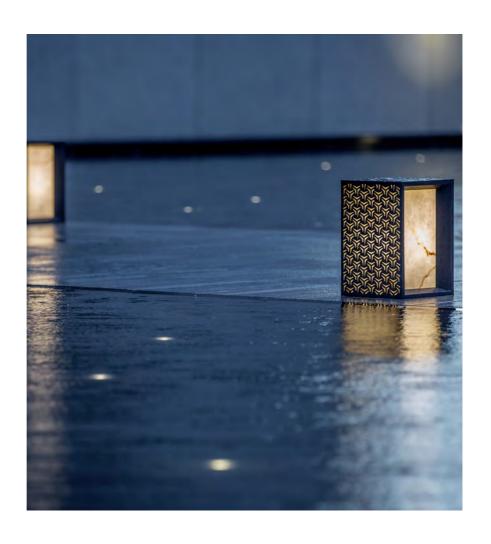


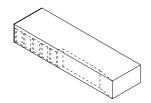
Lobby 接待大厅
 Art Gallery 芝展空间
 Brand Display 品牌展示
 Site Model 沙盘区

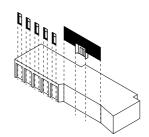
洽谈区

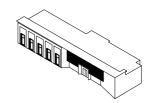
5 Discussion















THE AMETHYST, SHANGHAI 上海紫御豪庭



Location Shanghai, China **GFA** 5200 sq m

 Developer
 China Overseas Building

 Involvement
 Master Planning,

本 Architectural Design 地点 中国上海 建筑面积 5200 平方米

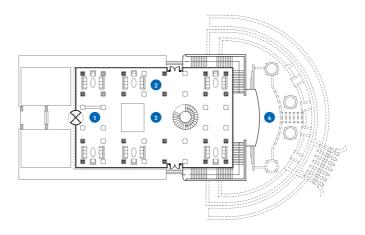
发展商

服务范围

中海地产 总体规划设计 建筑设计方案 area of Putuo district, the project has a total GFA of 438,144 sq m and the design is aimed at high-end consumers. It comprises houses, apartment buildings, and a clubhouse with lush classical landscape. The overall design adopts a neo-classical style with appropriate scales and proportions. The residential development conveys rich cultural taste and refined ambience through its classical motifs, bas-reliefs on the limestone facade, and wondrous shifts of materials and lighting.

Located in the Changfeng eco-commercial

本项目位于上海普陀区长风生态商务区,住宅区总建筑面积为438,144平米。本项目为高端消费群精心设计,包括有别墅、公寓楼和以绿意盎然的古典园境设计作烘托的会所。整体设计采用新古典主义风格,比例和谐恰当,通过石灰岩立面线条和古典符号的灵活运用,以及光影和材质的巧妙变化,传达出浓厚的文化品位和浪漫气息。



1 Lobby

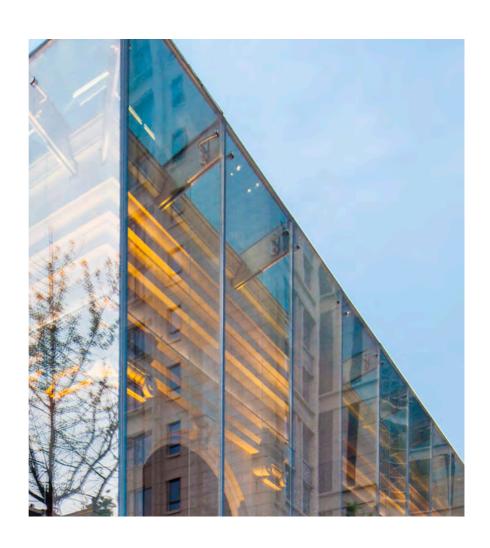
接待大厅

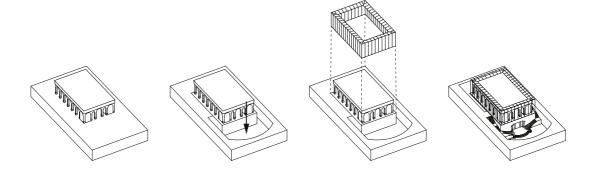
2 Disucussion

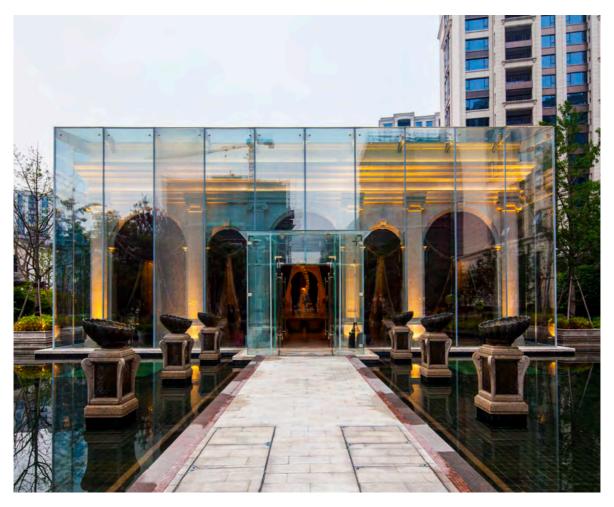
洽谈区

3 Site Model4 Courtyard

沙盘区 庭院景观







FORM 形态

Form and shape defines the area and mass of objects, and thence imply space; indeed they cannot exist without space. Their typology is a study in itself, due to the fact that they could be categorised on two-dimensional or three-dimensional terms, thus creating numerous possibilities for architecture.

形态和形状定义物体的面积和体量,从而揭示空间;当然,缺少空间,形态和形状也将不复存在。将两者归类的方式有很多,因应二维度或三维度的分类,丰富的形式,也帮助促成了建筑的多样性。







QIAN SHUI WAN PHASE III, CHENGDU 成都浅水湾三期



Location Chengdu, China **GFA** 1800 sq m

Developer Chengd Zhonglian Zhengxing

Properties

Involvement Master Planning,
Architectural Design

地点 中国成都 **建筑面积** 1800 平方米

发展商 成都中联正兴城市投资有限公司

服务范围 总体规划设计

建筑设计方案

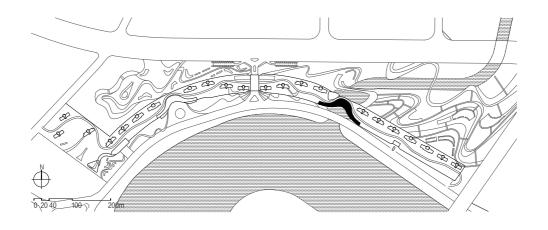
The project is located in Zhengxing Town of Tianfu New District, which one of the new key development areas of the local government in recent years.

The sales gallery is housed in the podium section, which features a lively curve to highlight its functional presence and corporate image. The design concept originated from the site's geographical traits, and the facade design aimed to make the most out of the surrounding view, which grants visitors a unique spatial experience. The podium also serves as a connection and visual attraction for the scattered residential buildings in the neighbourhood community.

项目坐落天府新区正兴镇,为当地政府 近年大力开发的新区之一。

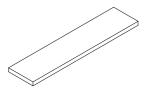
销售中心位于裙楼之中,其设计以灵动的曲线彰显自己的功能存在和企业形象。设计概念也从地块环境出发,在立面上促成观景面积最大化,给予访客独特的空间体验;裙楼在功能上也能起连接作用,为小区分散的住宅楼增添视觉亮点。



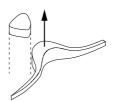


















VANKE FOREST PARK, CHONGQING 重庆万科森林公园



 Location
 Chongqing, China

 GFA
 1840 sq m

 Developer
 China Vanke Co.,Ltd

Involvement Master Planning, Architectural Design

 地点
 中国重庆

 建筑面积
 1840 平方米

 发展商
 万科企业股份有限公司

 服务范围
 总体规划设计

 建筑设计方案

Sitting next to the third largest urban public park in the world, Chongqing Vanke Forest Park Sales Gallery is a retreat between the city and nature.

Scenery is beauty; nature is grandeur. Abandon screams and self-expression, and embrace silence and tranquillity... "Retreat" is a design attitude. The project is a magical house hidden in nature, a wood cabin among fir trees. At its initial opening, it is the sales gallery of the residential project, but it will be turned into a kindergarten for the community in the future.

In terms of design, the building needs to satisfy both the initial commercial sales function and the later educational function, as well as to portray the overall design concept of the residential project.

位于世界第三大城市开放公园旁,重庆 万科森林公园销售及展示区是一个消隐 在城市与自然间的项目。

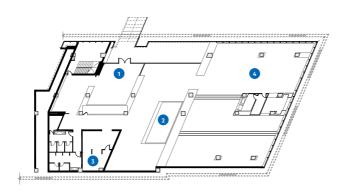
风景最美,自然最大。抛弃高声呐喊和自我表现,转向沉默、安静、悄无声息……「消隐」,也是一种设计态度。一座消隐在自然中的奇幻房子、水杉林间的小木屋。这栋建筑前期是整体住宅项目的销售与展示中心,日后将会改变用途,成为社区配套的幼儿园。

设计上,这栋建筑需要将前期的商业销售属性和以后的教育功能结合,同时也要体现住宅项目的整体设计理念。









1 Lobby 接待大厅

2 Gallery

沙盘区

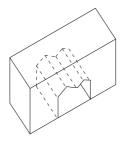
3 Office

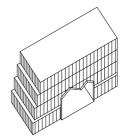
办公

4 Discussion

洽谈区













PARK 1872, WUHAN 武汉公园1872



Location Wuhan, China **GFA** 1800 sq m

Developer China Merchants Poperty
Dvelopment CO.LTD

Involvement Master Planning,
Architectural Design

地点 中国武汉 **建筑面积** 1800 平方米

发展商 招商局地产控股股份有限公司

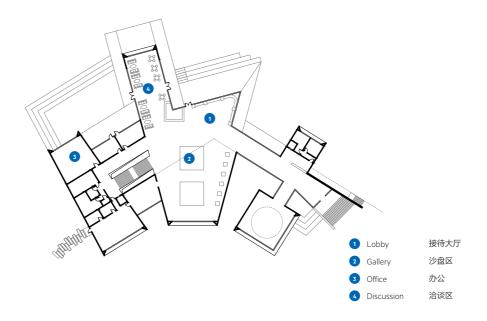
服务范围 总体规划设计 建筑设计方案

The project is located on the bank of the beautiful Mo Shui Hu in the Hanyang district. It is easily accessible from Jiangcheng Avenue to the east and 2nd Ring Road to the south. It enjoys an open view to astonishing scenic resources, which make the plot particularly fitted to forge an elegant ambience of living and creating a multi-functional sales gallery.

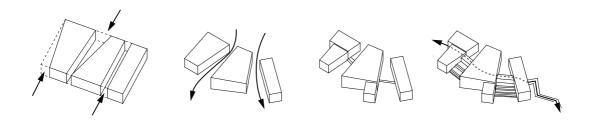
The architectural design subtly integrates radial patterns to fully embrace its surrounding sceneries. The concept of radiation is applied for a broader vision of space, more sufficient natural lighting and a more flexible combination of functions. The correspondence between architectural design and nature established direct contact between the interior space and exterior landscape.

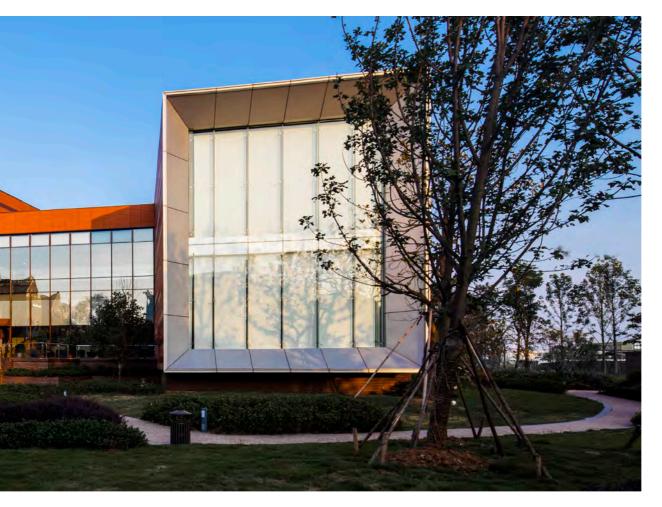
项目位于汉阳区优美的墨水湖畔,东临 江城大道,南临二环路,交通便利,四 通八达;周边视野开阔,坐拥得天独厚 的景观资源,尤其适合营造气质高雅的 品质生活,建立多功能售楼中心。

为尽收周边美景,建筑设计巧妙融入放射式图案元素,其优点在於能夠造就更宽广的空间视野,更充足的自然采光,以及更灵活的功能组合。设计与大自然建立亲近互动,实现了室内空间和室外景观环境的零距离接触。









FACADE 立面

The surface of a building is quite literally its face to the public, its civic mask.

Its enclosure is its primary contact with an exterior. Like clothing, its role is protection, while offering an insight into the personality that it projects.

建筑的外立面是其对外的形象,是公开的表 象。

建筑的外壳是其与外界接触的主要联系;犹如皮肤,既能起保护作用,又能展现建筑个性。







HUAKAI NATIONAL CREATIVE PARK IN HUNAN 湖南华凯创意国家文化产业示范基地



Location GFA Changsha, China 22000 sq m

Developer Involvement

建筑面积

发展商

China Overseas Building Master Planning, Architectural Design and

LDI Consultancy Services 地点 中国重庆

中国重庆 22000 平方米 中海地产 总体规划设计

服务范围 总体规划设计 建筑设计方案 The project is located in the economic and cultural centre of ChangSha. The area was also part the key industrial parks developed by the state.

The design aims to build an ecological office environment through preserving as much of the park's green landscape as possible, so as to create a natural atmosphere. The facade is an extension of the green landscape and gives visitors a complex experience and a vibrant company image.

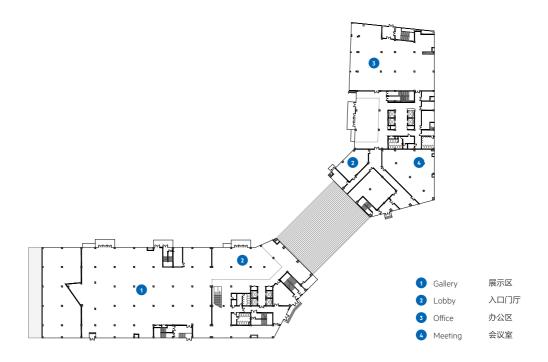
The pattern of the curtain wall at the entrance embodies a dynamic triangular pattern, which situates elegantly in the landscape and became an outstanding feature of the building to attract visitors' attention.

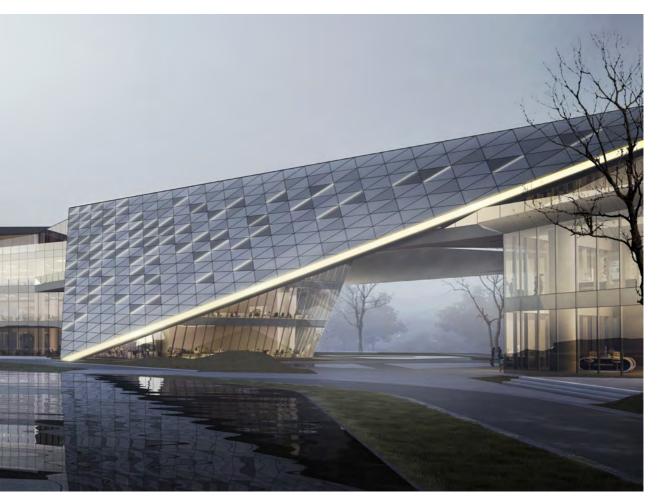
项目位于经济文化中心,长沙市国家高 新技术产业开发区麓谷国际工业园内, 其为国家重点开发的工业园区之一。

设计从创造生态办公环境出发,最大程度保留园区绿地景观,营造环抱自然的 氛围。建筑外立面延伸了绿地景观,给 予访客丰富体验之余,也能巩固充满活力的企业形象。

入口外幕墙部分采用随机渐变的三角图样,在景观环境中显得和谐又精巧,成为建筑一大特色,吸引访客视线。

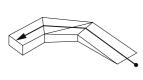


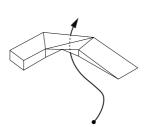


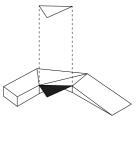






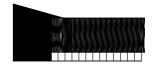








CHINA JIANGSHAN CIFI, FOSHAN SALES GALLERY 佛山江山旭辉



Location GFA

Developer Involvement

CIFI Group Master Planning, Architectural Design

Foshan, China

2800 sa m

十十二 建筑面积 发展商 服务范围

中国佛山 2800 平方米 旭辉集团 总体规划设计 建筑设计方案

Located at the intersection of Lucun Road and Songhe Road in the Sanshui district, the design made use of the geographical location of the project to bring focus to the site. Through connecting the main circulation of the building to the two arterial roads, a floating cubic treasure box, The Cube, stands out above the waters.

As the core exhibition area, The Cube not only reflects the client's pursuit for quality, but also the future development of the area. A novel and modern design approach that fulfills the project's pragmatic functions was adopted for the project.

The facade design demonstrates delicate craftsmanship - the glass box is encased by a curtain of louvers, orchestrating a rhythmic symphony of light and shadows on the building's envelope. Composed of over 1,000 individual metal fins, the curvature of the organic facade was precisely calculated and installed.

项目位处三水鲁村路及颂和路交界,巧妙 善用项目地理位置,透过加入连接两条主 干道的参观动线铺垫出地域焦点——漂浮 在水上的方型宝盒「方盒子」。

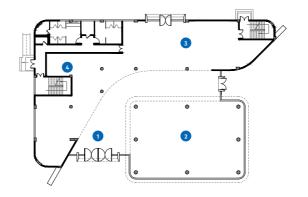
「方盒子」核心展示区域的设计不只反 映出客户对品质的追求,也预示未来大 区的面貌,因此设计在满足实际功能的 同时亦采取更新颖、更现代的模式。

立面设计进一步彰显出设计别具匠心: 由金属杆件包裹着的玻璃盒子,在建筑 体量外流动,产生光影的韵律。

「方盒子」的有机立面曲线由超过一干个 独立金属杆件组合而成,依靠具有参数化 逻辑变化的幕墙系统及BIM的技术,成 功让过干个金属杆件精准落地,实现如丝 绸布匹般围绕宝盒的形态概念。







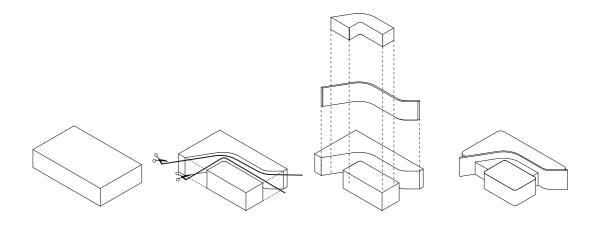
1 Lobby 接待大厅

2 Gallery 沙盘区

3 Discussion 洽谈区

4 Contract Room 签约区









GEMDALE LIBERTY CITY, CHONGQING 重庆金地自在城



Location GFA

GFA 2199 sq m

Developer Gemdale

Involvement Master Plan

nt Master Planning, Architectural Design

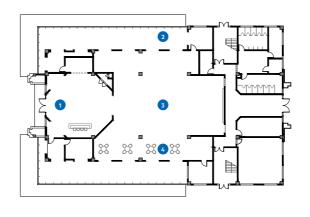
Chongqing, China

地点 建筑面积 发展商 服务范围 中国重庆 2199 平方米 金地集团 总体规划设计 建筑设计方案 The project is located in the Xicheng Huayan Business District with a well-established transportation network surrounded by parks and a good school network. It inherited Gemdale's traditional brownstone series to forge a neighbourhood that integrates green landscape, brownstone streetscape and comprehensive, healthy residence.

The building adopts a neo-classical style that helps to create a warm atmosphere for the community and an elegant ambience for the modern architecture.

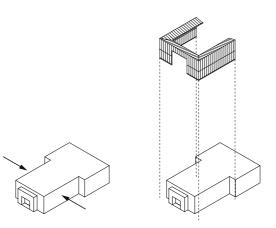
项目为西城华岩商圈百万方国际人居生活大城,外拥三横三纵两轻轨多公交立体交通路网,商圈公园名校环伺周围。项目传承金地经典褐石产品系,匠心打造微气候生态绿植园林、褐石风情街区、及360度全方位健康家。

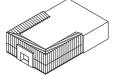
建筑采用新古典风格,兼顾社区建筑温 馨氛围与现代建筑优雅气质。



1 Lobby 接待大厅 2 Brand Display 品牌展示 3 Site Model 沙盘区 4 Discussion 洽谈区









NEOCLASSIC 拼队占

Tropes build connections in many aspects of our world, proposing relativity between the knowable and yet-to-be-known phenomena we observe. 拼贴能够组织及整理建筑各个方面的表达语言,实现有机融合,形成全新又和谐的建筑 观感。









HEFEI COLI-CITY, SHANGHAI 上海合肥中海城·万锦公馆



Location Hefei, China **GFA** 1500 sq m

 Developer
 China Overseas Building

 Involvement
 Master Planning,

Architectural Design

 地点
 中国合肥

 建筑面积
 1500 平方米

 发展商
 中海地产

 服务范围
 总体规划设计

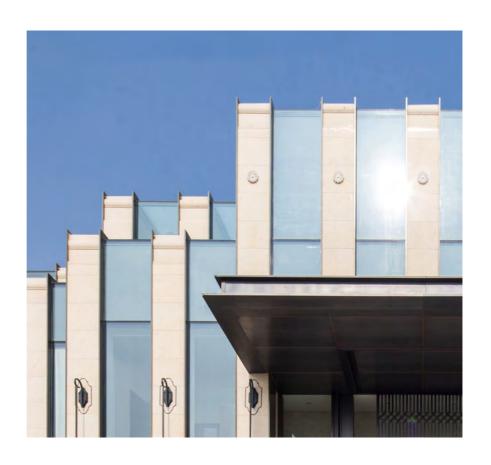
 建筑设计方案

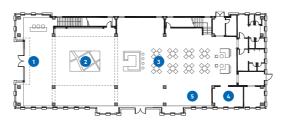
The project is located in the new district of Feidong with an area of 64,939 sq m. It is a new addition to China Overseas Grand Oceans' "COLI-CITY" series. A simple design language is applied to the overall design in order to create a modern community that can inherit the elegant and luxury ambiance of China Overseas' developments.

项目坐落肥东县新区,社区占地64,939平方米,是中海宏洋集团《中海城COLI-CITY》都会系列的又一新作。建筑整体定调采用简洁明快的线条,打造了富现代感的社区,并承袭发展商产品一贯典雅大方的气质。

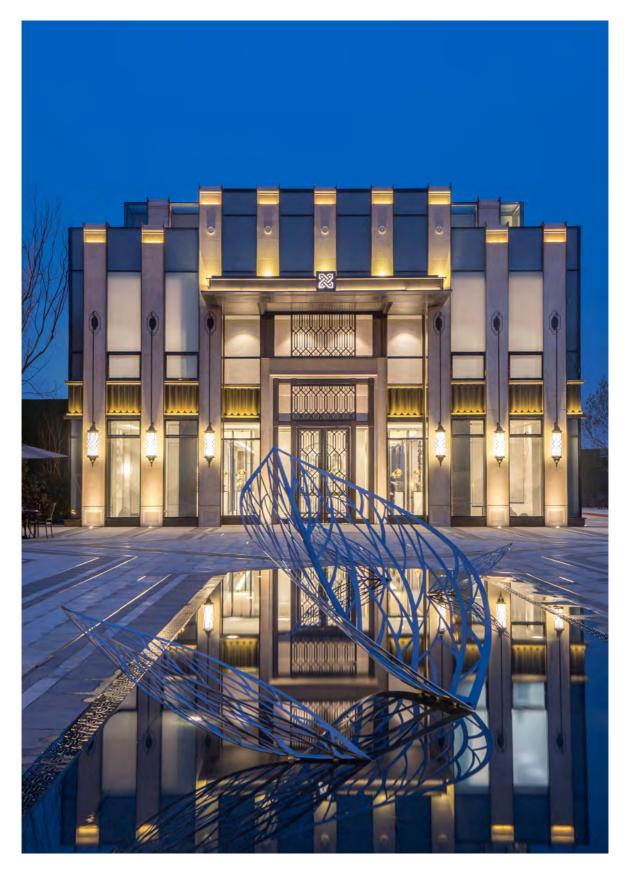


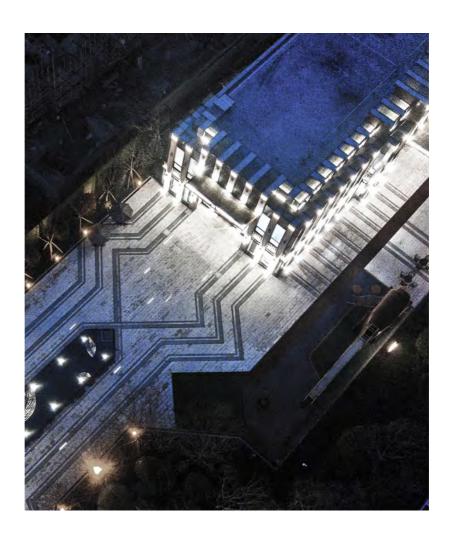




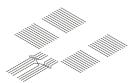


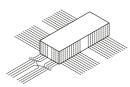
Lobby 接待大厅
 Site Model 沙盘区
 Discussion 洽谈区
 Office 办公区
 Children's Area 儿童天地

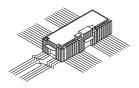
















JASPER SKY, CHONGQING 重庆龙湖·九里晴川



Location Chongqing, China **GFA** 1000 sq m

Developer Longfor Properties Co. Ltd
Involvement Master Planning,

Architectural Design

 地点
 中国重庆

 建筑面积
 1000 平方米

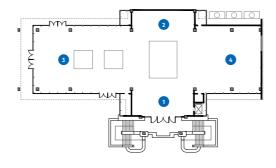
 发展商
 龙湖地产

 服务范围
 总体规划设计

 建筑设计方案

Situated in a prime location in Liangjiang New District, the project enjoys high accessibility and rich natural resources. Facing the lake view at the front, it makes use of the terrain height difference to combine the entrance stairs and observation platform in order to pave an elegant movement through the project. It also leans against the mountain range at the back, introducing Suzhou style landscape elements to create a poetic space.

项目位于两江新区,位置优越,城际交通近在咫尺,更坐拥丰富的自然生态资源。建筑面朝湖景,利用地形的高低,将入口階梯及观景平台结合,精心铺排出优雅的参观流线体验;背靠山峦,引入苏式园林设计,打造诗意空间。



1 Lobby

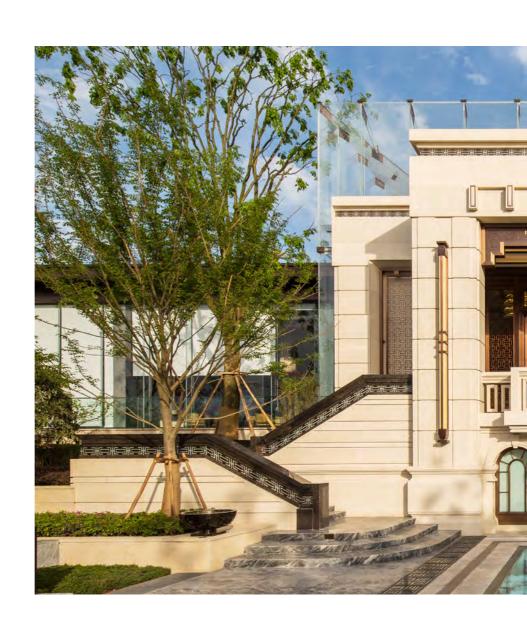
接待大厅

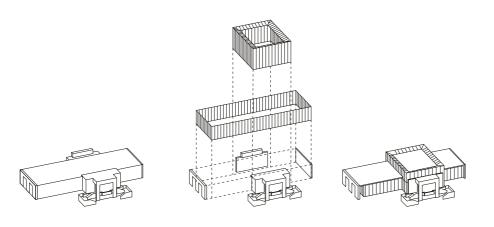
2 Art Gallery

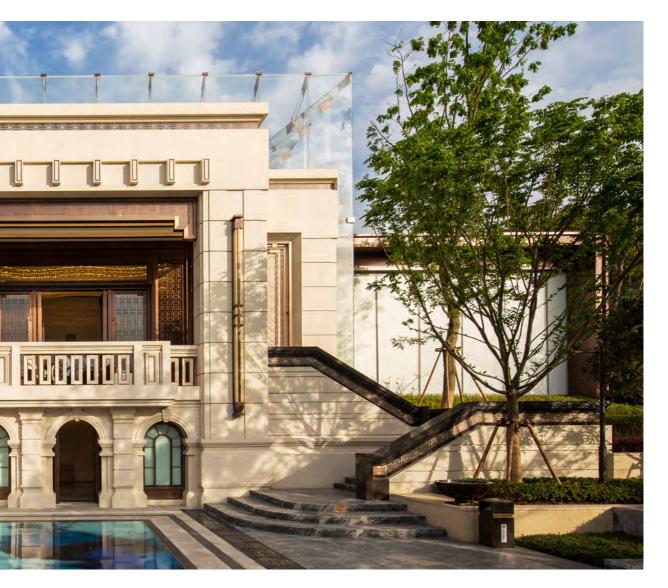
艺展空间 沙盘区

3 Site Model4 Discussion

洽谈区













HUAYUAN TIME SQUARE CHANGSHA 长沙华远华时代



LocationChangsha, ChinaGFA1133 sq mDeveloperHuayuan Group

Involvement Master Planning,

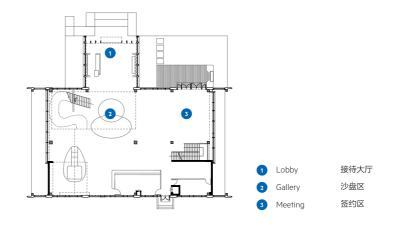
Master Planning,
Architectural Design
中国长沙

建筑面积1133 平方米发展商华远集团服务范围总体规划设计建筑设计方案

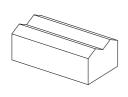
地点

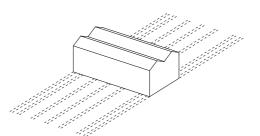
Located in the Kaifu district in Changsha, Hunan, the project design aims to integrate modern city and public view through replicating the historic Changshabei Railway Station, such that it can perform its sales function and provide citizens with a public space for leisure and entertainment.

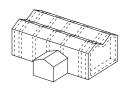
项目位于湖南省长沙市开福区。设计力 图复刻长沙老北站历史风貌,融合现代 城市及公共景观,在发挥自身销售功能 定位的同时为市民提供一处集休闲娱乐 于一身的公共建筑。

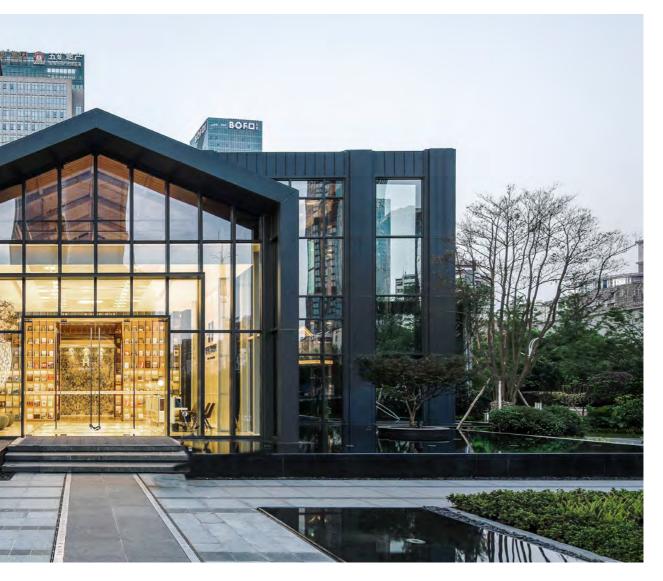


















MANOR NINTH, URUMQI 乌鲁木齐中海九號公館



 Location
 Urumqi, China

 GFA
 1828 sq m

 Developer
 China Overseas Building

Involvement Master Planning, Architectural Design

 地点
 中国乌鲁木齐

 建筑面积
 1828 平方米

 发展商
 中海地产

 服务范围
 总体规划设计

 建筑设计方案

The project is located in Urumqi, Xinjiang, which is an important city on the Silk Road. Hence, circulation of the project was inspired by 'silk', while its surrounding greens and individual commercial buildings were inspired by flowers petals.

As a continuation of the commercial architecture, the project's symbolic entrance establishes a strong presence on the existing architectural language. The fusion of circulation and landscape provide a refreshing and rich spatial experience for visitors.

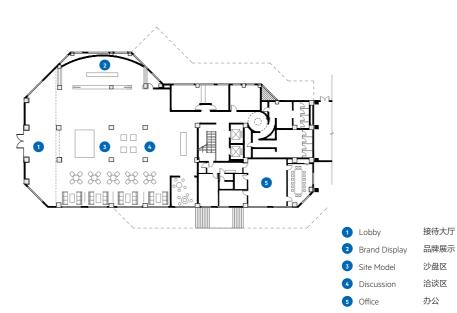
项目位于新疆自治区乌鲁木齐,是丝绸之路的重要节点,因此项目主动线也以 丝绸为意向设计,而紧邻的城市绿地与 独栋商业则以花瓣为意。

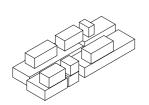
作为商业建筑的延续,项目在现有建筑语言的基础上,增添富强烈象征意义的大门,突出其在建筑群中的特点和地位;体验流线与景观的结合更给予访客充满新鲜感且丰富的空间体验。

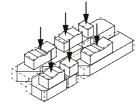


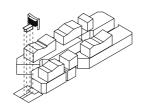


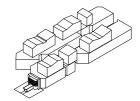








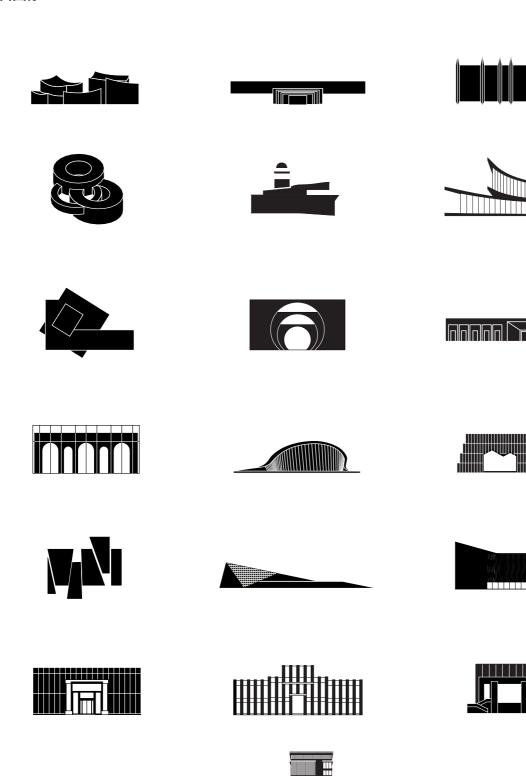




ANALYSIS 分析及研究

The aggregated analysis provides a more in depth understanding on the sales gallery projects in a holistic context. With a comprehensive understanding regarding the composition, programme, circulation, form, and many other aspects of these projects, future experiments on the subject could be conducted on solid ground and existing methods, so as to create design solutions that best fits the projects' individual contexts...

分析及研究汇总能对销售中心整体布局、空间体验、流线设计、建筑形态和其他各方面作出更完整、更深入的了解及展示,使将来对于同类项目的各种试验都能够基于实际理论和现有方法出发,演绎体验更为丰富的未来销售展览建筑,针对不同个案,成就最合适的最佳设计。



DISCUSSION AREA 洽谈空间





ART GALLERY 艺展空间











DISPLAY AREA 展示空间





RECEPTION 前台接待









Recommendation:

In purchasing a unit, customers look not only for a place to inhabit,消费者在选购单位时所追求的不仅是一个容身的地方,更是一种 but also a lifestyle which they sought after. The sales gallery presents an opportunity to showcase the different experiences that the brand or residence is offering. It is an infinitive playground for innovative programmes and a canvas for architects and designers to paint atypical identities.

建议:

令人向往的生活态度。销售中心正是让品牌或住宅项目体现其生 活体验的舞台。不同的布局为建筑带来无限可能性,也是建筑师 和设计师创造独特个性的画布。

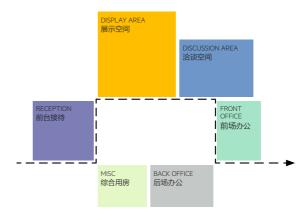
PROGRAMME FROM CONSTRUCTED BUILDINGS 已建成项目设计策略



PARK 1872, WUHAN 武汉公园1872



HEFEI COLI-CITY, SHANGHAI 上海合肥中海城·万锦公馆



LANDMARK RIVERSIDE PARK, CHONGQING 重庆长嘉汇

Recommendation:

From the analyses of these design strategies, it can be concluded that the display area is the soul of a sales gallery. All other spaces act in concert with the main space, which characterises the exhibition space and allows the building to better perform its function.

建议:

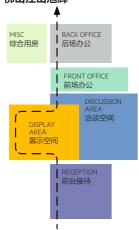
从以上设计布局分析图中,可见展示空间 是销售中心类型建筑的主要空间。其他各 种空间均为配合主空间的建设,令展示空 间更具特色,使其能更完善地发挥建筑功 能。



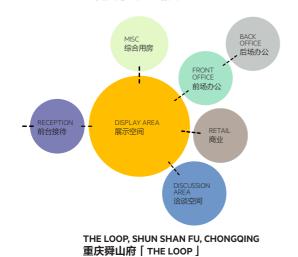
HUAYUAN TIME SQUARE, CHANGSHA 长沙华远华时代

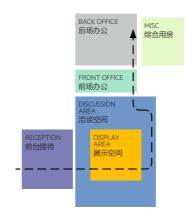


JIANGSHAN CIFI, FOSHAN 佛山江山旭辉

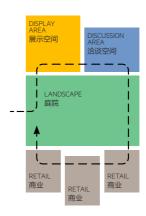


JASPER SKY, CHONGQING 重庆龙湖·九里晴川





CIFI MAJESTIC MANSION, HANGZHOU 杭州旭辉吴越府



ANJI TOURIST CENTRE, ZHEJIANG 浙江安吉会所



GALLERY AREA COMPARISON 展览空间面积比较

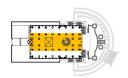


10% Gallery Area 展览空间



11% Gallery Area 展览空间

10%=**150**/1,500 sq m HEFEI COLI-CITY, SHANGHAI 上海合肥中海城·万锦公馆 11%=**171/**1,500 sq m LONGFOR FRAGRANT GARDEN, CHONGQING 龙湖椿山售楼处



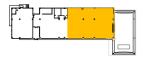
16%=**250**/1,500 sq m THE AMETHYST, SHANGHAI 上海紫御豪庭





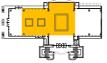
24% Gallery Area 展览空间

24%=**357**/1,500 sq m THE CITY CENTRE, KUNMING 昆明中交金地中央公园



17%=**396**/2,300 sq m CIFI MAJESTIC MANSION, HANGZHOU 杭州旭辉吴越府

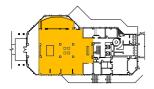




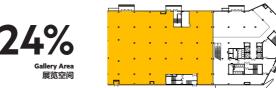
30%Gallery Area 展览空间

Gallery Area 展览空间

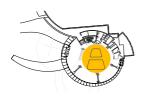
30%=**435**/1,500 sq m JASPER SKY, CHONGQING 重庆龙湖·九里晴川



24%=**738**/3,120 sq m MANOR NINTH, URUMQI 乌鲁木齐中海九號公館



10%=**2,009**/22,740 sq m HUAKAI NATIONAL CREATIVE PARK, HUNAN 湖南华凯创意国家文化产业示范基地



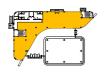
12%



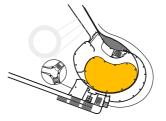
16%

12%=175/1,500 sq m THE LOOP, SHUN SHAN FU, CHONGQING 重庆舜山府「THE LOOP」

16%=**184**/1,133 sq m HUAYUAN TIME SQUARE, CHANGSHA 长沙华远华时代



24%



26%

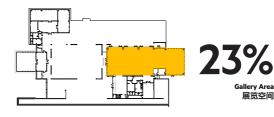
展览空间

24%=**357**/1,500 sq m JIANGSHAN CIFI, FOSHAN 佛山江山旭辉

26%=**395**/1,500 sq m THE OBSERVATORY, VANKE 17 MILES, CHONGQING 重庆万科17英里「天文台」



28%



23%=**591**/2,600 sq m ANJI TOURIST CENTRE, ZHEJIANG 浙江安吉会所

28%=**508**/1,800 sq m PARK 1872, WUHAN 武汉公园1872

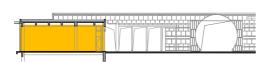
Recommendation:

Among built projects, the display area could take up to 2,000 sq m and over 30% of the overall gross floor area. This highlights the importance and domination of such programmes in the industry. The display area can also appear in various shapes and forms, meaning that it is not limited to the site models or building models. This opens up new possibilities in creating different kinds of experiences in a sales gallery.

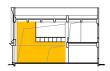
建议:

在建成项目中,展示空间的面积最高能达到2,000平方米,并占 总建筑面积的30%以上,揭示其在此类型建筑中的重要性和支 配地位。此外,实例也证明,展区能以不同的形态或形式出现, 而不仅限于场地模型或建筑模型,显示销售中心在观感体验拥有 非常大的潜力,能够实现多种崭新可能性。

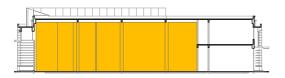
GALLERY HEIGHT COMPARISON 展览空间高度比较



H=**5.2** m
ANJI TOURIST CENTRE, ZHEJIANG
浙江安吉会所

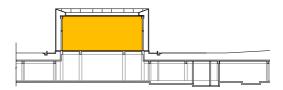


H= **M** M
CIFI MAJESTIC MANSION, HANGZHOU
杭州旭辉吴越府



H= **9.5** m

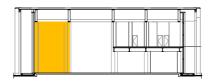
GEMDALE LIBERTY CITY, CHONGQING
重庆金地自在城



H=**6.7** m
THE AMETHYST, SHANGHAI
上海紫御豪庭



H=**8・8** m HEFEI COLI-CITY, SHANGHAI 上海合肥中海城・万锦公馆

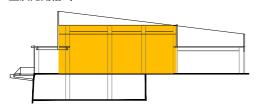


H=**9.8** m
HUAYUAN TIME SQUARE, CHANGSHA 长沙华远华时代



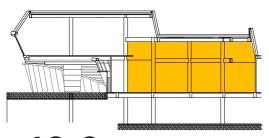
H=**7.1** m

LONGFOR FRAGRANT GARDEN, CHONGQING 重庆龙湖椿山



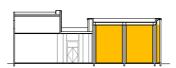
H= **9.0** m

THE OBSERVATORY, VANKE 17 MILES, CHONGQING 重庆万科17英里「天文台」



H=**10.0** m

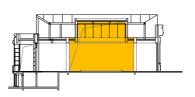
THE LOOP, SHUN SHAN FU, CHONGQING 重庆舜山府「THE LOOP」



H=**7.2** m

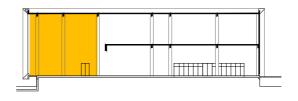
JIANGSHAN CIFI, FOSHAN

佛山江山旭辉



H= **9.5** m

JASPER SKY, CHONGQING 重庆龙湖·九里晴川



H= 11.8 m

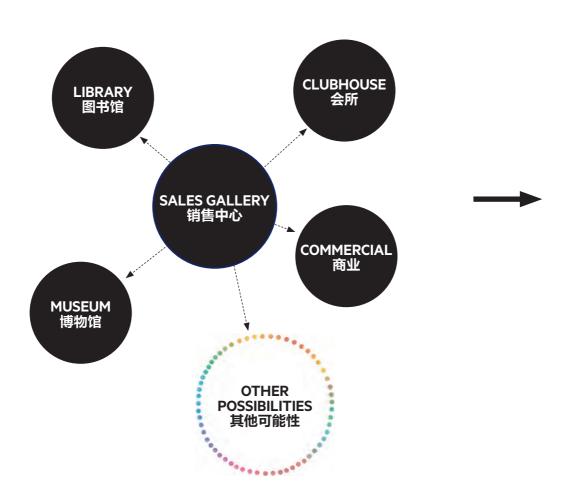
PARK 1872, WUHAN 武汉公园1872

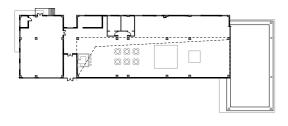
Recommendation:

It is most common for a sales gallery in mainland China to be one or two storeys, where most developers would choose to go with double-height for the display area. This is presumably due to the fact that such vertical atmosphere would bring focus to the area and away from other scattered programmes in its surrounding.

建议:

中国内地销售中心最常见的高度为一至两层高,而大部分发展商均会建造两层高的的展区。原因估计因为两层高的垂直空间能够更容易将焦点带到该区域,并可避免访客对其他相对次要的空间产生过于深刻的印象。





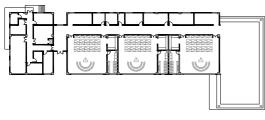


SALES GALLERY 销售中心











KINDERGARTEN 幼儿园

Recommendation:

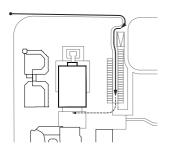
Most sales galleries are embedded in its product development. After the termination of sales activities, the structure, with respect to sustainability and cost effectiveness, would most likely be reused for other functions. Therefore, flexibility of the structure is critical in its design process. While these new programmes injected into the project are often public or community focused that would serve the whole neighbourhood, the possibilities are endless. These possible adapted facilities are bonus features for the buyers. Project CIFI Majestic Mansion, Hangzhou is shown as an example.

建议:

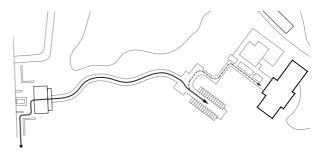
大多数销售中心均设立在销售楼盘内,而在销售期完成之后,基 于可持续性及成本效益等方面的考虑,此等空间都有很大可能被 重用作其他用途。因此,建筑设计师在设计过程中也必须考虑到 建筑的灵活性和可塑性。截至目前,大部分项目在销售期完成后 均被转化为各式公共设施或社区中心,继续为社区服务,但就我 们的项目经验而言,此类建筑实则拥有无穷潜力,能够发挥多种 不同类型的功能。此等可能性也为买家形成一种额外的投资,足 够为项目增添吸引力。上图为案例杭州旭辉吴越府。

ARRIVAL / DROP-OFF 到达流线 /落客区

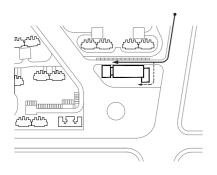
INDIRECT ARRIVAL 步行到达门口



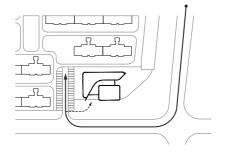
THE AMETHYST, SHANGHAI 上海紫御豪庭



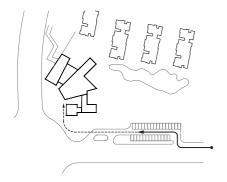
JASPER SKY, CHONGQING 重庆龙湖·九里晴川



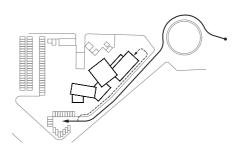
CIFI MAJESTIC MANSION, HANGZHOU 杭州旭辉吴越府



CHINA JIANGSHAN CIFI, FOSHAN 佛山江山旭辉

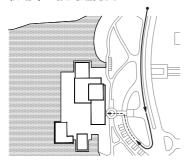


PARK 1872, WUHAN 武汉公园1872

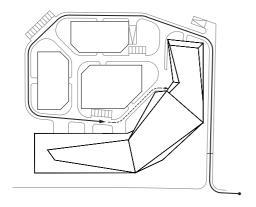


THE CITY CENTRE, KUNMING 昆明中交金地中央公园

DIRECT ARRIVAL 机动车直接到达门口



ANJI TOURIST CENTRE, ZHEJIANG 浙江安吉会所



HUAKAI NATIONAL CREATIVE PARK, HUNAN 湖南华凯创意国家文化产业示范基地

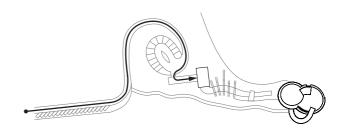
Recommendation:

The Arrival is one of the most important features of a sales gallery. It constitutes visitors' first impression towards the development or brand at their first visit to the building. There are usually 3 types of drop-offs:

- Direct Arrival, where visitors can get the most distinctive arrival experience.
- Indirect Arrival, where visitors would get off at a car park and walk along a designed path intended to enhance their experience in order to enter the sales gallery.
- Underground Car Park Arrival, where visitors arrive at an underground parking space, thence travelling up in an elevator, enter the sales gallery directly, and only get to see the exterior of the gallery when they exit the premises.

The final approach takes away the first impression on the form of sales gallery and asks visitors to focus on the actual sales content before the form of building is revealed at the very end of their visit, hence creating a lasting impression on their minds.

UNDERGROUND CARPARK ARRIVAL 机动车到达地下停车场



THE CITY CENTRE, KUNMING 昆明中交金地中央公园

建议:

访客的到步体验及流线是销售中心设计的主要环节,其会在访客 首次访问建筑时形成他们对整体项目的第一印象。到步形式普遍 分为三种:

- 直接到步, 让访客体会最尊贵的体验。
- •间接到步,让访客在停车场下车,并沿设计流线到达展厅,旨在丰富他们的感官体验。
- 经地下停车场到步,访客在地下停车场下车乘搭电梯,直接 前往销售中心内部,完成整个参观过程后,在离开时方能看 到建筑全貌。

最后一种流线剥夺访客对销售中心外形造成第一印象的机会,旨 在令他们更专注于实际销售内容,在完成参观后才展现建筑全 貌,能够加深他们对项目的整体印象。

FACADE COMPARISON WITH REPRESENTING PROJECT 售楼处与住宅项目立面对比



LANDMARK RIVERSIDE PARK, CHONGQING 重庆长嘉汇



GEMDALE LIBERTY CITY, CHONGQING 重庆金地自在城



ANJI TOURIST CENTRE, ZHEJIANG 浙江安吉会所



JIANGSHAN CIFI, FOSHAN 佛山江山旭辉



LONGFOR PROPERTIES SALES GALLERY 重庆龙湖椿山



THE AMETHYST, SHANGHAI 上海紫御豪庭



CIFI MAJESTIC MANSION, HANGZHOU 杭州旭辉吴越府



HEFEI COLI-CITY, SHANGHAI 上海合肥中海城·万锦公馆



THE OBSERVATORY, VANKE 17 MILES, CHONGQING 重庆万科17英里「天文台」



JASPER SKY, CHONGQING 重庆龙湖·九里晴川



THE LOOP, SHUN SHAN FU, CHONGQING 重庆舜山府「THE LOOP」



HUAYUAN TIME SQUARE, CHANGSHA 长沙华远华时代

Recommendation:

The relationship between the facades of the sales gallery and its representing project is generally a unified design language. Though, the more important function of sales galleries is to present and project a corporate image, which is not necessarily close to the project for sale. Hence, its design language is unbounded.

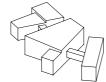
建议:

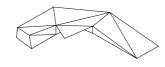
销售中心与销售项目的立面之间一般采用统一的设计语言,但相 较之下,销售中心更需要彰显及表达企业形象,而其并不一定贴 近销售项目的形象,因此相关因素并不会为销售中心的设计语言 设限。

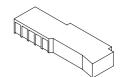
FORM 形态

LINEAR 线性



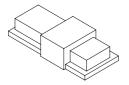


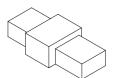


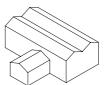


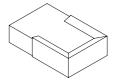
RECTANGULAR 矩形





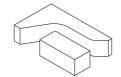


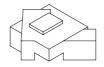




COMPACT 凝练



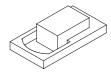


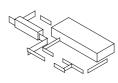




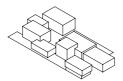
COURTYARD 庭院

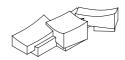


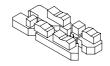












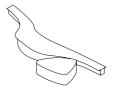
CURVE 曲线











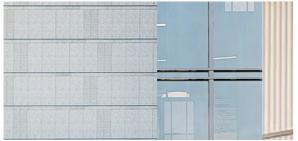
Recommendation:

Sales galleries could exist in many different forms. Some extraordinary or dynamic forms would grab a lot of attention and could create some dynamic programme too.

建议:

销售中心在体量上没有限制,以尽可能表达立意为目的。大致可 归为线型、矩型、凝炼型、庭院型和曲线形式。

ATMOSPHERE 立面材料



THE OBSERVATORY, VANKE 17 MILES, CHONGQING 重庆万科17英里「天文台」



THE CITY CENTRE, KUNMING 昆明中交金地中央公园



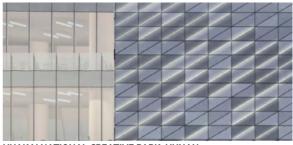
LEGEND GALLERY, JIANGSHAN YUN CHU, CHONGQING 重庆江山雲出「LEGEND未来人居艺术馆」



THE LOOP, SHUN SHAN FU, CHONGQING 重庆舜山府「THE LOOP」



HUAYUAN TIME SQUARE, CHANGSHA 长沙华远华时代



HUAKAI NATIONAL CREATIVE PARK, HUNAN 湖南华凯创意国家文化产业示范基地



VANKE FOREST PARK, CHONGQING 重庆万科森林公园



JIANGSHAN CIFI, FOSHAN 佛山江山旭辉



ANJI TOURIST CENTRE, ZHEJIANG 浙江安吉会所



FLOURISHING CITY, CHANGCHUN 长春中海·盛世城



JASPER SKY, CHONGQING 重庆龙湖·九里晴川



QIAN SHUI WAN PHASE III, CHENGDU 成都浅水湾三期



THE AMETHYST, SHANGHAI 上海紫御豪庭



LONGFOR FRAGRANT GARDEN, CHONGQING 重庆龙湖椿山



LANDMARK RIVERSIDE PARK, CHONGQING 重庆长嘉汇



PARK 1872, WUHAN 武汉公园1872

Recommendation:

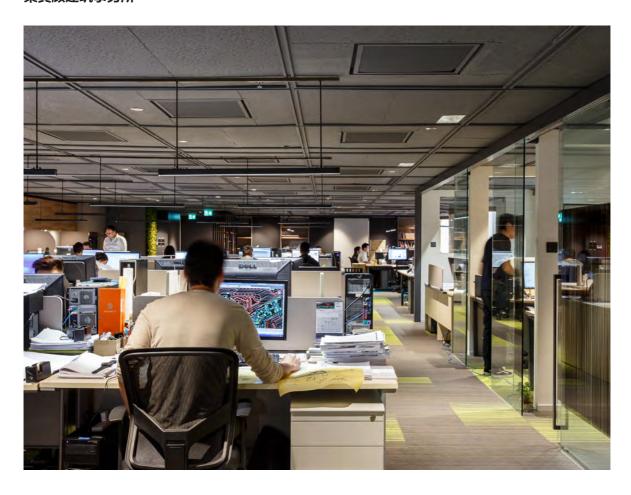
Materials create atmospheres in architecture. It demonstrates, from multiple prospective, such as texture, color and temperature, how certain atmospherics are procured in architecture and space.

建议:

材质,创造氛围。透过改变材质的触感、色彩及温度等,能够为 空间套上各种氛围,给予人不同的心情和体验。

APPENDIX 附录

LWK & PARTNERS 梁黄顾建筑事务所



LWK & Partners (HK) Limited ("LWK + PARTNERS") is an organic and dynamic entity. Over 33 years of growth, the Company has evolved from a local architectural practice into a global integrated design studio rooted in Hong Kong. With studios spread across Greater China, Southeast Asia and MENA, LWK + PARTNERS professionals collaborates across disciplines, sectors and locations, incorporating latest construction technologies to design and deliver best design solutions for clients.

LWK + PARTNERS creates infinite possibilities.

梁黄顾建筑师(香港)事务所有限公司(「LWK + PARTNERS」)灵活多变,不断成长。经过33年的发展,已由本地建筑师楼进化成为扎根香港的国际综合设计工作室。LWK + PARTNERS 于大中华、东南亚与中东及北非地区开设共多间工作室,各地专才透过跨领域、跨板块及跨地域合作,配合最新的建筑设计及建造科技,为客户设计以及实现最佳方案。

LWK + PARTNERS,创造无限可能。

LWK+团队



LWK+, a brilliant, young and passionate team headed by LWK + PARTNERS Director, Calvert Chan, and Associate Director, Erik Amir, looks into the past, identifies best practices, and injects them with innovative ideas to come out with most suitable and efficient solutions.

LWK+ dives into projects from various disciplines with in-depth research on every aspect. With a project site focus, the team takes into account current trends, as well as latest technologies and new tools available for architects to provide project teams with alternative design options, stirring things up to find new angles. It also makes use of various tools, such as physical models and 3D technology, to analyse and evaluate the merits of the design.

LWK+ also puts a focus on broader subjects. With a reservoir of knowledge, it is put in a position to benefit the whole of LWK. The team organises various workshops on different topics from time to time to ensure that LWK + PARTNERS' powerful teams can fully utilise the vast resource.

The team also shares this information with the industry and the rest of the world for the sake of overall social progress. Through public speaking, presentations, publishing and many other means of communication, LWK+ is playing its part to drive LWK + PARTNERS, the industry, and society forward.

由 LWK + PARTNERS 董事陈家伟(CALVERT CHAN)以及总经理 ERIK AMIR带领的LWK+团队,鉴古知今,辨识最佳实践方法,加 入创新意念,成就更好、更高效的解决方案。

LWK+对不同范畴的项目从多角度进行深入研究,环绕项目地点特性,加入流行元素、尖端科技及最新设计工具,为项目团队提供别出心裁的设计方案,透过多样而批判的思考方式寻找新角度,又利用不同工具,例如实体模型以及3D科技,分析及衡量设计的优劣。

作为 LWK + PARTNERS 的自设研究团队,LWK+不仅为项目作出 贡献,展现其价值之处实则更宽更广。其所掌握的强大知识库, 能够占据先机,为公司整体增值。LWK+不定时举办不同主题的 工作坊,确保内部专业团队能用尽公司的固有及潜在资源。

此外,为了社会整体利益,LWK+团队也将这些知识与行业及公 众共享;透过参与不同的公众演讲,演示,出版书籍以及其他沟 通渠道,LWK+一直推动公司、行业以及社会逐步向前。

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