

RETAIL DESIGN CENDES POINT

商业
设计
2015

RETAIL DESIGN 商业设计 2015

三鼎设计 出品



Cendes Point

RETAIL DESIGN

商业设计 2015

山鼎设计

传统购物中心走向死亡， 创新型的商业模式蓬勃发展。

几十年来，在商业行业里的人都清楚地看到传统的商业中心日子越来越不好过。最具代表性的 ICSC（国际购物中心协会）报告说明，在美国已经很少有新建的购物中心了，就连改扩建的商业项目都需要有魄力的眼光。

一些在以前被认为是商业规划里不太合适的功能，现在都已经成为了必要组成元素。类似开放式购物环境，多功能混合模式，非商业元素类似住宅和公共服务功能的加入等。同时再加上传统百货公司发展的多变性，新的智能化发展和 TOD 开发等因素，使整个商业开发行业必须要有新的发展思路。

虽然美国一直是现代商业开发行业的领先者，但近几年来在亚洲和欧洲的成功商业开发模式，使得美国的商业开发商要重新去学习和思考他们的开发经验。亚洲国家的商业开发商更愿意去尝试新的开发思路，同时在设计上更加注重创新的因素。新一代非美式商业中心的成功对美国的商业

开发商产生了重大的影响。但有意思的是这些为北美以外的商业开发商带去创新设计的设计师们大都来自美国，在中国的商业地产过去的黄金十年里，来自美国的 RTKL，Collison，Jorda 和英国的 Benoy 近乎包揽了所有高端购物中心的主创设计。他们一开始带来了纯美式商业中心设计思想，而这几年随着中国商业模式的变化，为中国本土开发商打造出了更多符合时代，符合当地消费模式的新一代购物中心。

山鼎设计和 PD 设计在这个转变过程中持续参与，在将传统商业的设计原则与符合本土开发运营模式，并符合本土消费习惯相结合的设计挑战中，呈现了引人关注的实例和成果。

现代商业中心将会在不断的新型设计和经营理念的引领下，发展成为更具复合性，目的性和主题性为一体的新一代商业综合体。

POINT

Let a Thousand Malls Bloom !

Shopping for Asians is much more complex than just a mere act of buying. It's all about the experience. Going to the mall is a form of recreation, entertainment, and bonding activity shared with family and friends. In short, for Asians, shopping and going to malls should be fun. And in the Asian context, fun means dynamic places, bright happy colors, movement, texture, and well-lit open spaces.

Asian markets are leading the group in a run of retail development deals worldwide, with China accounting for more than 60 percent of the world's shopping center space under construction, according to a Commercial Real Estate Services (CBRE) report released early this year. The retail development boom is attributed to the region's economic growth and stability. The urbanization of large cities, as well as the growing middle-class market in China and the rest of Asia. This middle market is the sector that is demanding more and better places for shopping, entertainment and recreation.

However, it is no longer enough to simply build a "shopping center". Because of market demand, malls are increasingly becoming more sophisticated. They are being designed to meet one goal—to create a fun and memorable experience for their customers. Retailers and designers need to constantly innovate and redefine the mall to capture people's attention. From the standalone traditional enclosed indoor retail center, malls,

especially in Asia, come in all shapes and sizes. The architecture of new shopping centers is anything but ordinary. Bold, fantastic, mind-blowing designs for both the exteriors and the interiors are becoming the new norm. Some malls embrace the outdoor lifestyle center concept to create an indoor/outdoor hybrid. Others build on the concept of nostalgia, and create themed places, often in traditional styles, to create a destination shopping environment. In relation to urban planning, many shopping centers are being developed as part of a mixed-use complex together with residential and office developments, following a transit-oriented design (TOD) model to capitalize on convenience and accessibility.

Instead of simply being a "shopping center", the new mall is more like a "lifestyle center" that focuses not just on retail, but also gives equal importance and attention to F&B, wellness and entertainment in their mix. It is safe to say that, in spite of the emergence of online retail, malls are not yet dead. They are far from becoming extinct. They are just evolving into something better.



山鼎 + PD

山鼎 (Cendes) 和 PD (Point) 在商业设计领域有二十多年的实践经验。除了建筑设计外，还提供对商业类项目的全方位设计服务，譬如，商业业态规划、购物中心、主力店、精品店的室内设计及品牌和导视系统的专项设计等。多年的项目经验积累，使山鼎和 PD 能够为开发商提供系统性的商业设计，以提升项目开发的高效性和完成度。

山鼎设计是具有国际视野的中国设计公司，在城市综合体和商业开发方面高度专注。拥有多年国际设计经验的主创设计师们，十多年来在中国积累了大量的符合中国商业发展环境的项目经验，是为数不多的，能够为国际主流开发企业完成全程设计的设计公司，比如：香港嘉里，新加坡丰树集团和菲律宾 SM 集团等。

美国 Point 专注于建筑设计和商业室内设计，并为商业中心、金融机构及零售店提供品牌策划。多年来，纽约总部联合布宜诺斯艾利斯、马尼拉的分支机构，为来自全世界的客户提供专业服务，其充满想象力和高附加值的设计追求，创造了诸多成功的零售空间、创新生动的商业氛围，以满足世界各地消费者的购物体验 and 生活方式。

Point 公司在商业室内和品牌设计方面为山鼎在中国的商业项目全方位设计上提供有力的支持，成功地完成了济南世茂中心，上海国浩，宁波丰树等多个大型商业开发项目建筑和商业室内的设计。类似的专业背景和设计追求，使 Cendes 和 Point 成为了长期的合作伙伴，除了在中国的发展，两家公司也将合作在中国境外的项目上进行深度合作，共同推动双方快速成长，实现成为全球有影响力的商业设计机构。

Cendes + Point

Cendes and Point has more than 20 years of practical experience in commercial and retail design. The partnership allows us to provide a complete range of design services, from master planning and architecture to the design of mall interiors and store environments in China and in other parts of Asia.

Cendes is a Chinese architectural design company that has a strong global outlook. The firm specializes in the planning and design of urban complexes and retail developments. The principal designers have numerous years of experience in international projects, and have, therefore, accumulated a great amount of knowledge and expertise which they consciously apply into their design practice in China. Cendes is one of a few design companies in China that can provide a complete menu of design services throughout the design and construction process as demonstrated in our work with major international developers such as Kerry Properties (HK), Mapletree (Singapore) and SM Group (The Philippines).

Point is an international design firm, with offices in New York, Buenos Aires and Manila, it is dedicated to the design of retail environments. The principals collectively have more than 20 years of experience in retail design in Asia particularly in Indonesia, Vietnam, Korea, the Philippines, and China. As retail designers with extensive international experience, the designers are aware of the global developments in retail, understand the demands of the retail business, and are conscious of the local customers. That knowledge and understanding allows them to come up with retail environments that aim to achieve key goals—to sell, to make the merchandise look good, to keep customers happy, to make the shopping experience easy and fun, and to make the store or mall look great for several years without losing its appeal.

Cendes and Point Design have been designing retail projects in China for over a decade. The collaboration has successfully completed such projects as the Shimao Center in Jinan, Changning Guoco Mall in Shanghai, the Mapletree Center in Ningbo, and a number of other large commercial building and retail interior design projects. Having parallel design philosophies and complementary design expertise, Cendes and Point intend to become long-term partners not just for projects in China but also in other countries and become one of the notable design firms in the world.



建筑

平衡消费者的需求与业主的盈利目标是商业设计的一个挑战。

我们曾经设计过许多全球知名的购物中心，擅长打造不同类型的美丽、高效、创新和具有成本效益的空间。

Architecture

Balancing the needs and aspirations of shoppers with the often conflicting financial goals of the developer is a particular challenge in designing shopping centers and malls.

We've long excelled at designing centers around the globe notable for their seamless integration of beauty, efficiency, and innovative and cost-effective use of space and materials.



商业室内

是什么将逛街的人变为顾客？是什么使得他们想要再次光顾？很难有唯一的答案。但是令人兴奋的、前卫的、生动的环境设计是必不可少的因素。

每一位客户的零售空间都是独特的，尽管所有的空间都为顾客提供了引人注目的购物体验

Retail Interior

What turns shoppers into customers? What makes them want to come back for more? There's hardly a single answer. But inventive, inviting, exciting, edgy and alive are all words that describe the hardworking retail environments we've designed around the world.

Each of our client's retail environments is unique, though all offer customers a compelling experience of the brand at every point of contact.



形象和导视

我们创建品牌。我们帮助新品牌的销售。
我们帮助建立的品牌销售的更好。

一个深思熟虑，战略化的品牌设计可以在
很多层面上服务于一个组织。它使一个
品牌有别于其竞争对手。它可以沟通价
值、敬业精神、信心给内部和外部的观众。
这让一个标志和所有元素之间的联系组
成一个品牌内涵——特别是其环境气氛。

品牌设计创建的作品不仅在纸上，还在三
维空间中，在任何消费者能看到的地方。

Identity & Graphics

We create brands. We help new brands sell.
And we help established brands sell more.

A thoughtful, strategically designed identity
can work for an organization on many levels.
It sets a brand apart from its competitors and
signals strength. It can communicate pride,
professionalism and a sense of confidence
to both internal and external audiences. And
it makes a vital connection between the logo
and all the elements that make up a brand –
especially its environment.

The identities we create work well on paper
and in three dimensions, wherever consumers
encounter them.

- ◆ 大理洱海外滩源
 - ◇ Erhai Lakeshore Development
- ◆ 大慈寺商业街区
 - ◇ Daci Temple Heritage District
- ◆ 嘉里建设沈阳综合发展
 - ◇ Shenyang Kerry Mixed-use Development
- ◆ 老挝 WTC 项目
 - ◇ World Trade Center, Laos
- ◆ 悦达奥特莱斯
 - ◇ Yueda Outlets



商业规划
MASTER
PLANNING



大理洱海外滩源

Erhai Lakeshore Development

地点：
中国，大理
规模：
150,000 m²
业主：
宏凌地产
时间：
2013 年 - 至今

“大理洱海外滩项目，将为大理成为世界级的旅居地形成新的价值支撑点，在开发与建造的过程中，实现自然与城市的共融共生，实现城市宜居与城市商业的平衡，实现城中村与城市建设的协同发展。”

项目用地位于大理市满江经济开发区核心区域，是链接大理主城区和海东新区的纽带，与规划中的火车站紧邻，距离机场 9 公里、州政府 1.6 公里，项目占地 590 亩，拟规划总建筑面积 15 万平方米，是包含住宅、城市综合体、星级酒店、文化商业街区等业态于一体的综合开发项目。

我们的灵感源自洱海本身的自然环境和历史文化，我们将利用自然和文化来创建一个具

有影响力的滨水生态现代复合新城，提供一个平衡的现代生活方式机会，独特的融合商务、商业、高品质居住、城市公园、精品教育于一体，将依次有组织的形成一系列的公共设施，提供了一个诱人的环境，通过洱海相连的户外园林广场，能使人们有回归大自然的感觉。对外开放的工作和生活空间将提供一个更好的生活和工作体验，适当重新利用现有的自然景观不但增添了一种独特的感觉，并创造了一个与历史相结合的意境。



Location:
Dali, China
Total Area:
150,000 m²
Status:
Hongling Property Group Co.,Ltd
Time:
2013 to Present

Situated in Dali City, Manjiang Economic Development Zone, the project covers an area of 590 acres with a total construction area of 150,000 m². Erhai Lakeshore Development is an urban complex composed of residential structures, five-star hotels, shopping centers and retail strips.

Inspired by Erhai's natural environment and historical culture, the project consciously integrates elements of nature and culture into every aspect of the design. The idea is to have a seamless combination of

modern commercial and institutional facilities with comfortable and enjoyable residential and recreational amenities. A key feature of the project is Erhai's outdoor garden squares that are spread throughout the development.

These landscaped outdoor areas, together with top-notch urban facilities, aim to provide a balanced lifestyle that allows people to take advantage of the modern conveniences of an urban center and the benefits of communing with nature.



总平面图 Master Plan





大慈寺商业街区

Daci Temple Heritage District

地点:
中国, 成都

规模:
130,000 m²

业主:
成都市统建办

时间:
2004-2005

获奖:
国际设计竞赛一等奖, 2004

“大慈寺历史文化保护区位于成都市中心地带, 属于成都市三大文化保护区之一。如何在保护原有地域特色及文化遗产的前提下, 激活地域及周边活力是我们重要的研究课题。”

设计在保留人性化的街、巷、院的传统空间尺度, 丰富的古建筑肌理, 以及建筑和民俗符号的同时, 小心地插入新的媒介, 使地域焕发新的容颜。我们在保护历史区域及建筑的同时, 让原有的传统民俗与未来新生活融合成一个可持续发展且具有独特魅力的丰富的城市风貌建筑群。



总平面图 Master Plan

Location:
Chengdu, China

Total Area:
130,000 m²

Client:
Chengdu Unified Construction Office

Time:
2004-2005

Awards:
The First Prize in International Design Competition, 2004

The Daci Temple Historical and Cultural Protection Area is located in the heart of Chengdu, and is one of the city's three major cultural protection areas.

The project required extensive research on how to stimulate the local economy and bring new vitality to the district, while protecting its local features and historical heritage.

The project was designed to carefully introduce new materials and systems while still maintaining the humanistic scale of the old streets, alleyways and courtyards, preserving the rich structural details of the ancient buildings, and respecting traditional building customs. The design intends to protect the site's historic structures while injecting the urban spirit into them so that the local neighbourhood is able to survive and develop in a sustainable manner without losing its unique, historical value.



四号楼立面图 #4 Elevation



四号楼平面图 #4 Plan



四号楼立面图 #4 Elevation



总平面图 Master Plan

嘉里建设沈阳综合发展 Shenyang Kerry Mixed-use Development

地点:
中国, 沈阳

规模:
397,000 m² (A 地块)

业主:
香港嘉里建设 (沈阳)

时间:
2014

Location:
Shenyang, China

Total Area:
397,000 m²

Client:
Hong Kong Kerry Estate (Shenyang)

Time:
2014

“ 10 万平方米的商业综合体作为写字楼的裙房，将为区域提供纷纭多彩的商业氛围与服务。 ”

本项目为香港嘉里集团投资建设的超大规模城市综合体，总用地面积约 66 万平方米，总建筑面积 170 万平方米。基地西侧为沈阳市的“黄金走廊”——青年大街，为贯穿市中心由北到南的主要动脉。南侧、北侧分别为城市主干道文化路与文艺路。交通便利，距沈阳桃仙国际机场仅 20 分钟车程，将是沈阳未来最重要的中央商务区。同时，项目北侧毗邻的青年公园，也为项目提供了优越的区域生态景观环境。

本项目由高端住宅、5A 级写字楼、五星级香格里拉酒店及大型商业等多业态组成。我司为项目提供了匹配城市区域的可持续发展的规划方案，同时目前正在进行精品住宅项目、5A 级写字楼项目及商业综合体项目的全专业全程设计。精品住宅由三栋超高平层单体组成；超高层 5A 级写字楼临近青年大街设计，为打造区域商务中心提供条件。

The project is a large-scale integrated city under Kerry Estate, with a land area of 660,000 m², and a total construction area of 1.7million m². With its accessible and strategic location, only 20 minutes away from Taoxian International Airport and is adjacent to Youth Park, the development was envisioned to be the most important commercial center in Shenyang.

The project consists of high-end apartments, 5A office buildings, a five-star Shangri-la Hotel, and commercial facilities.





总平面图 Master Plan

老挝 WTC 项目 World Trade Center, Laos

地点：
老挝，万象
规模：
310,000 m²
业主：
老挝国际发展有限公司
服务：
规划设计、方案设计
时间：
2014- 至今

依托“一带一路”战略构想，推进新格局区域合作，充分发挥我司国际化专业背景团队优势，积极延伸海外业务。老挝万象综合体因势而生。

万象，作为规模日益发展的国际都会中心，单一建筑功能已无法满足日益复杂复合型城市发展需求；世界最优秀的都会中心，均以其丰富完整的业态，集合多样的建筑群，生态绿色的环境吸引大量的使用者到来，该项目也将肩负起打造城市中心的重任，有机结合国际领先理念，以全面丰富的功能业态成为领先本土的示范性项目。

项目位于万象中心区域，紧邻城市中轴片区，具备得天独厚的区域优势。设计方案通过对项目周边的优势资源的整合和对城市脉络的梳理，使项目有机的融入城市。通过引入高端商业、办公、主题酒店等项目，将本项目

打造成为万象城市更新的催化剂，带动周边产业升级，为城市贡献公共服务和市政基础设施，而其本身也将成为万象地区新的产业中心和人们休闲娱乐的吸引点。

规划建设用地面积为 73,438 平方米，容积率 3.05，规划总建筑面积约 31 万平方米。项目拟建购物中心、风情商业街、主题酒店、公寓、商务酒店及停车楼；地下 1 层，地上 3-25 层。设计将多种功能进行组合布局，通过彼此在用地平衡、开发计划、空间形态、资源利用等方面进行全面规划，全面提升地块的活力，为本地居民带来可持续发展的生活方式。



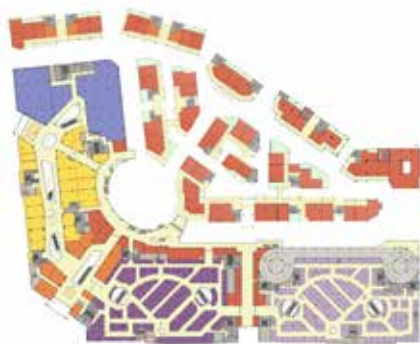
Location:
Vientiane, Laos
Total Area:
310,000 m²
Client:
Laos International Development Co., Ltd.
Time:
2014 to Present

The project is located at the heart of Vientiane, capital of Laos. With the increasing developments in the region, the city needs to keep up with the demands of the country's growing economy.

The World Trade Center development project aims to address Vientiane's need for more urban centers to support the continuous influx of businesses and tourists

into the country. It includes commercial, institutional, residential and recreational buildings and facilities within the 310,000m² project area.

With the modern lifestyle that the project aims to bring to the city, World Trade Center hopes to support and be a catalyst for further economic growth in Laos.



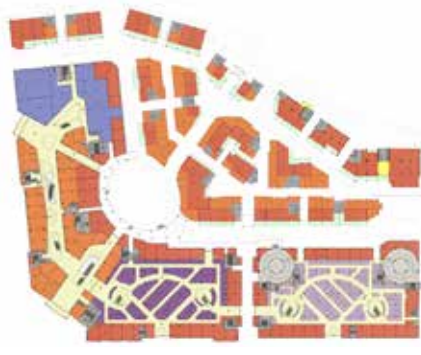
二层平面图 2nd floor



三层平面图 3rd floor



负一层平面图 B1 floor



一层平面图 1st floor





总平面图 Master Plan



如何把商业人流有效的引入到商业区成为了悦达奥特莱斯商业规划和设计需要考虑的首要因素。



悦达奥特莱斯 Yueda Outlets

地点:

中国, 西安

规模:

388,000 m²

业主:

悦达华美(西安)置业有限公司

时间:

2013- 至今

Location:

Xian, China

Total Area:

388,000 m²

Client:

Yueda Grand Canal Real Estate

Time:

2013 to Present

本项目设计方案经过多次的反复和讨论,按商业特性将建筑分成了家庭娱乐区、奥特莱斯区、影音休闲区、风情商业街、精品超市、教育培训等多个相对独立又互相连通的商业特色区,通过中庭和空间节点的连接,有效的减小了大体量商业给人们带来的疲劳感,提升了商业价值。

为了使建筑物在周围环境中脱颖而出,建筑立面采用了整体性强,现代时尚的设计手法,以简洁的线、面为主,追求纯净明快的现代建筑形式,着重展现商业建筑的品质和气氛。特别是在建立面玻璃幕墙的细部设计,大块面且不乏细部的刻画。

Because of the large scale of the project, the most important factor that needed to be identified was how to most effectively attract and keep as many people as possible in the commercial district. After numerous discussions, the team decided to plan and divide the area into sections according to retail categories such as fashion, recreation and entertainment, gadgets, food and beverage, groceries and a supermarket, etc.

Each section is connected through courtyards and atriums that allow customers to rest and transition from one category to another, giving them a more enjoyable shopping experience.



- ◆ 嘉里中心改造
 - ◇ Kerry Center Renovation
- ◆ 银泰城
 - ◇ Intime City
- ◆ 安诚时代广场
 - ◇ Times Square
- ◆ 唐山香格里拉综合发展
 - ◇ Tangshan Shangri-la Hotel and Commercial Development
- ◆ 济南香格里拉综合发展
 - ◇ Jinan Shangri-la Hotel and Commercial Development
- ◆ 成都饭店综合发展
 - ◇ Chengdu Hotel Complex Development



商业综合体
MIXED-USE
RETAIL
COMPLEXES



嘉里中心改造

Kerry Center Renovation

地点:
中国, 北京

规模:
330,000 m²

业主:
香港嘉里建设 (北京)

时间:
2011-2014

顾问:
CID (商业室内)
BTR (写字楼室内)
China Team (机电)
Wong Tung (幕墙)

北京嘉里中心坐落于北京中央商务区核心地段, 东三环路与光华路交界西北口, 占地面积达 28,000 平方米, 总建筑面积约 330,000 平方米。嘉里中心于 1999 年竣工, 是一个集商业、办公、公寓、五星级酒店及休闲娱乐设施于一体的大型综合项目。

本次改造主要包括地下车库、后勤管理用房、商业、办公楼大堂及标准层的公共区域、酒店式公寓及会所等整体室内工程, 以及室外城市广场景观、商业立面等。



通过建筑、结构、机电、室内、导视、景观、幕墙、照明等专业工程师的紧密配合, 旨在通过创新型的现代设计手法和专业设计, 重塑了嘉里中心的商业定位及其氛围, 提升了其商业价值与品质。



Location:
Beijing, China
Total Area:
330,000 m²
Client:
Hong Kong Kerry Property (Beijing)
Time:
2011-2014
Consultant:
CID (Retail Interiors)
BTR (Office Interiors)
China Team (M/E)
Wong Tung (Curtain Wall)

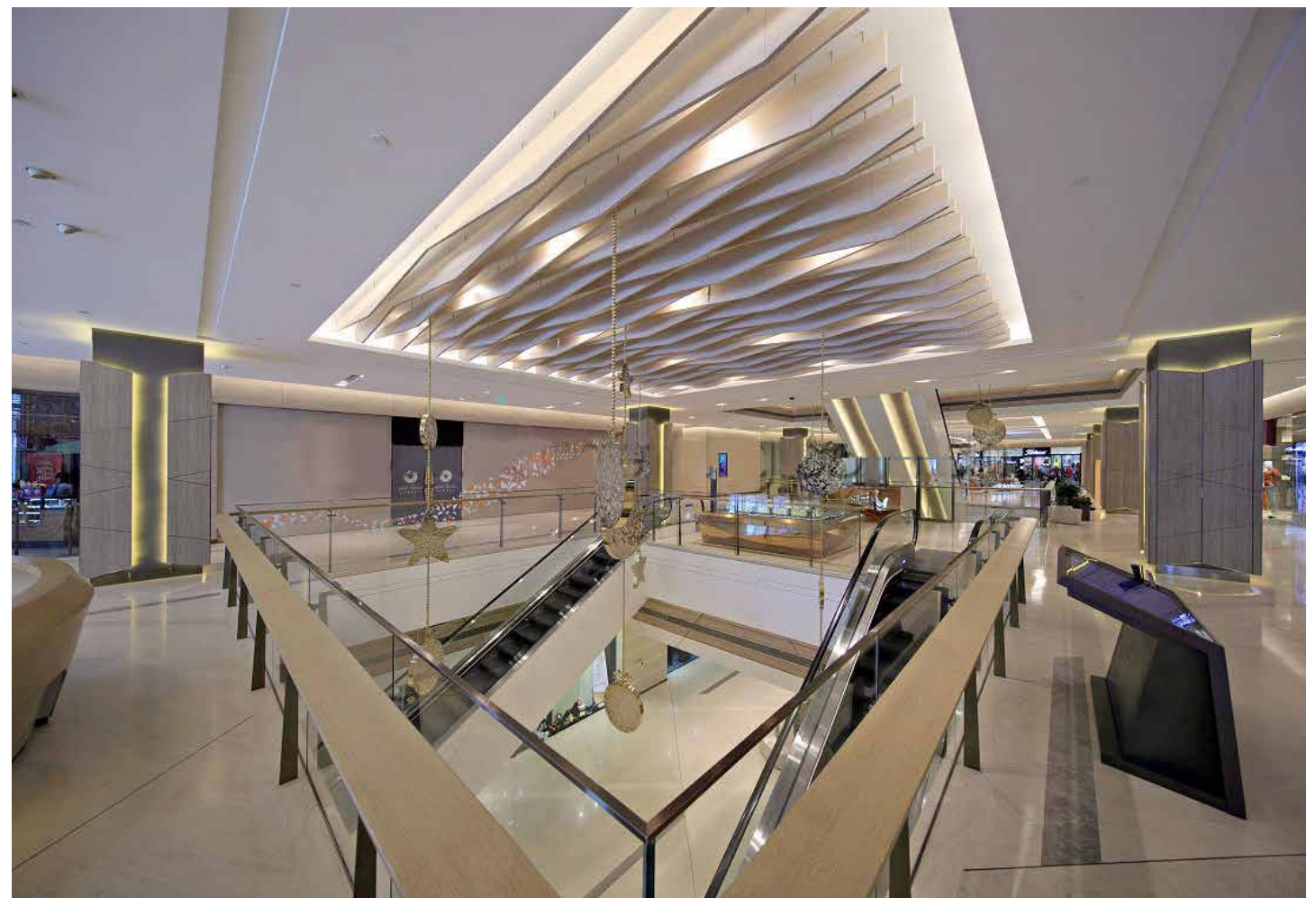
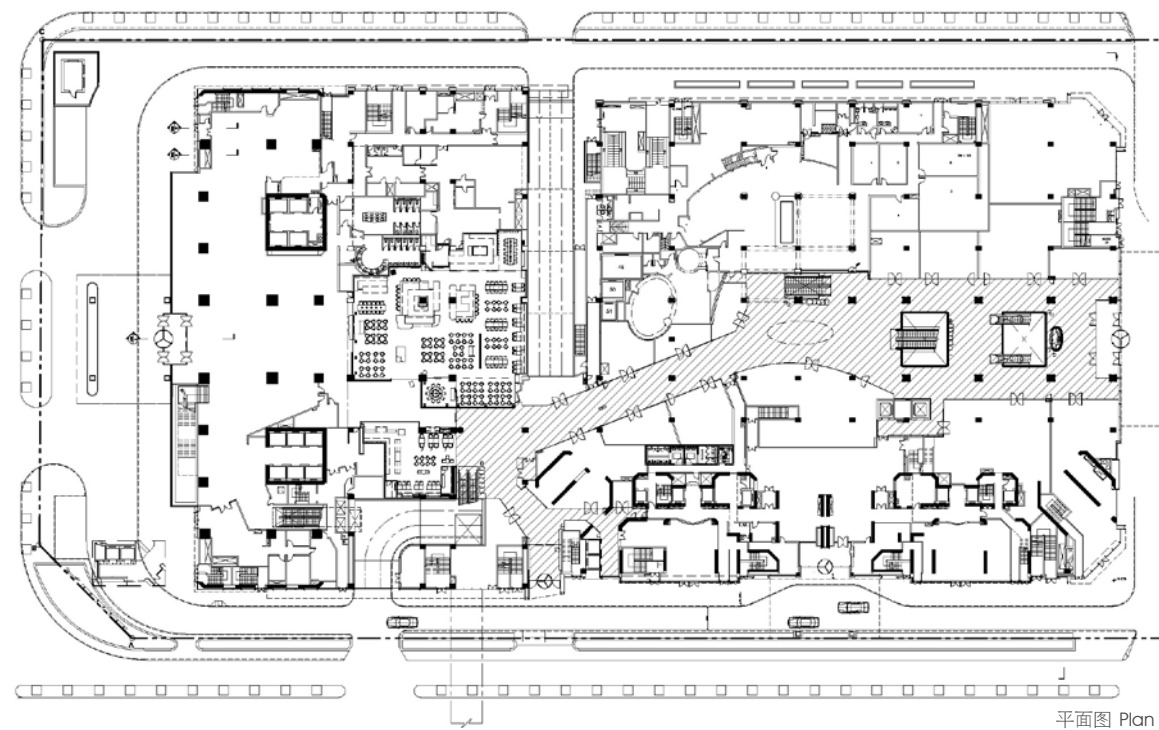
The Beijing Kerry Center is located in the heart of Beijing's central business district, at the northwest corner of the intersection of Guanghua Road and the East Third Ring Road. Completed in 1999, it encompasses an area of 28,000m² and a total floor area of approximately 33,000m². The Kerry Center is a large-scale multi-functional project that includes retail, offices, apartments, five-star hotels and leisure and entertainment facilities.

The renovation project included mainly the addition of underground garages, logistics management rooms, commercial spaces, lobbies and public spaces on office floors. Interiors were reworked to create

hotel-style apartments and clubs, as were outdoor spaces through the landscaping of urban squares and the design of business facades. The goal of the project was to restore this site to its former glory via innovative, modern techniques and professional design.

Carried out through close collaboration with numerous professional architects, construction engineers, mechanical and electrical engineers, interior designers, landscape designers, curtain-wall specialists, lighting designers and other professionals, this remodeling of the Kerry Center reinforced its commercial value and created a much better atmosphere.







银泰城 Intime City

地点：
中国，攀枝花
规模：
473,000 m²
业主：
银泰集团
时间：
2012- 至今

银泰城作为银泰置业进入四川的首个大型商业城市综合体，具有标志性意义，将引入银泰百货作为旗舰主力店。项目包括甲级办公楼、酒店、SOHO、银泰百货、主题商业街区、高端居住等综合业态，极具特色的“山地城市综合体”的建成，将重塑城市的核心。



设计充分利用攀枝花地区山地地形特点，在不同标高组织综合体的入口，设计室内精品街、风情商业街、景观餐饮街等多种商业空间。力求创造一个一站式公园化的购物、休闲、娱乐场所，一个独具特点的山地城市购物中心。在两条主要城市交通主干道交汇处，以含苞欲放的木棉花（攀枝花）为意象设计的总高160米的办公楼，建成后将成为川南的城市地标典范。



Location:
Panzhihua, China
Total Area:
473,000 m²
Client:
Intime Group
Time:
2012 to present

This landmark project has symbolic significance, as it marks the first time that Intime will enter a major commercial complex in Sichuan. This site will eventually become Intime's flagship store.

Due to the property's mountainous topography, entries to the buildings were created at a number of different heights. Inside there are numerous indoor boutiques, elegant commercial streets, dining options, etc. The goal of the project was to create a community where shopping, relaxation and entertainment

were all within easy distance of each other. Its mountainous location makes this commercial center unique. Its 160m-high office building in the shape of a "Panzhi" flower will become a landmark of southern Sichuan.

The project includes Grade A office buildings, hotels, SOHO facilities, the Intime department store, themed business districts, high-end residences and more. This unique "mountain city complex" will reshape the heart of the city.



二层平面图 2nd floor



三层平面图 3rd floor



负一层平面图 B1 floor



一层平面图 1st floor





安诚时代广场 Times Square

地点:
中国, 西安

规模:
361,000 m²

业主:
西安安诚房地产开发有限公司

时间:
2012 年 - 至今

Location:
Xi'an, China

Total Area:
361,000 m²

Status:
Ancheng Estate(Xi'an)

Time:
2012 to Present

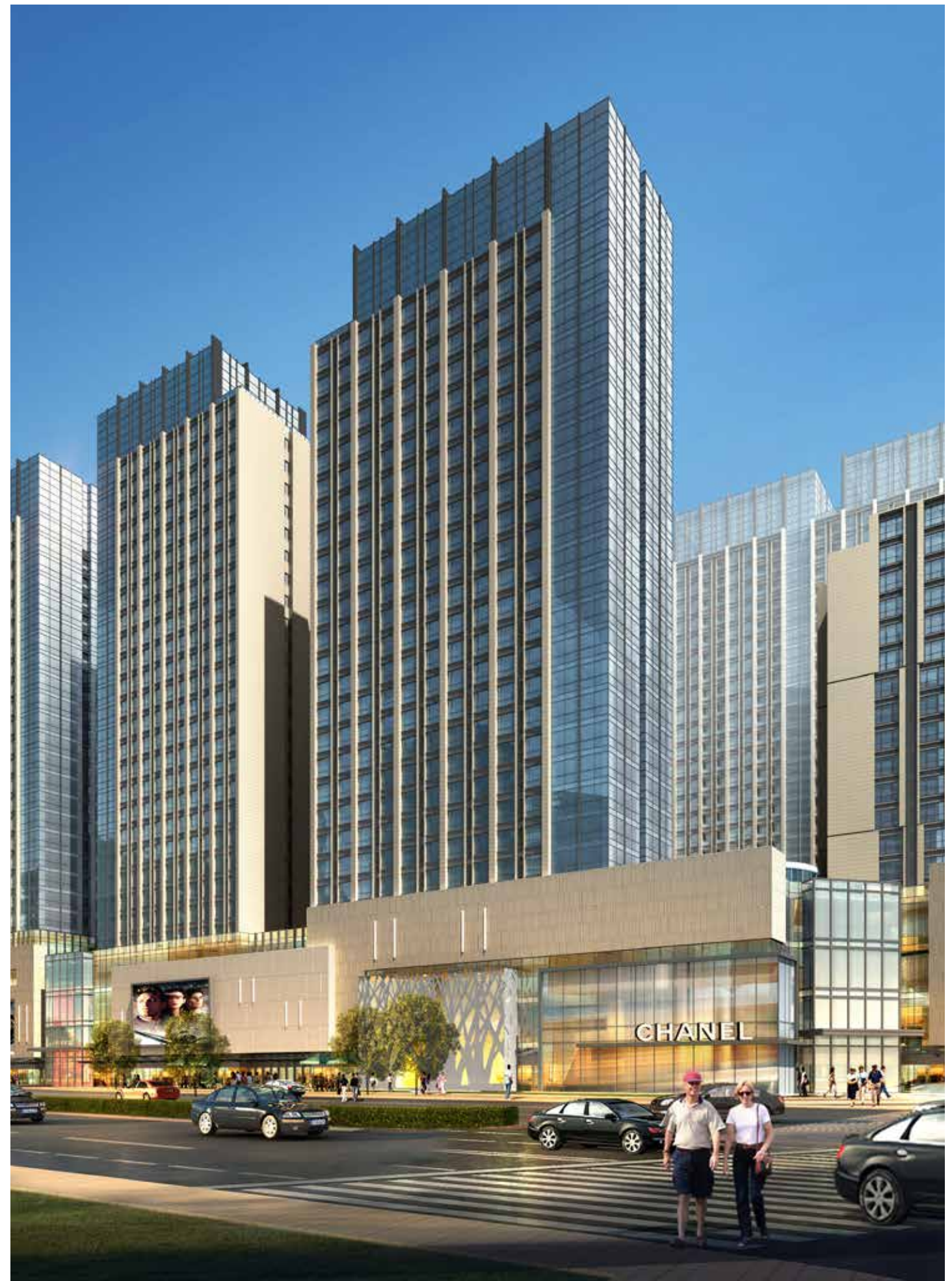
安诚时代广场处于西安市未央区东南, 大明宫国家遗址公园东, 项目东临二环东路, 北临玄武路, 地下则有地铁 3 号线, 项目现状道路网较完善, 通达性较好。

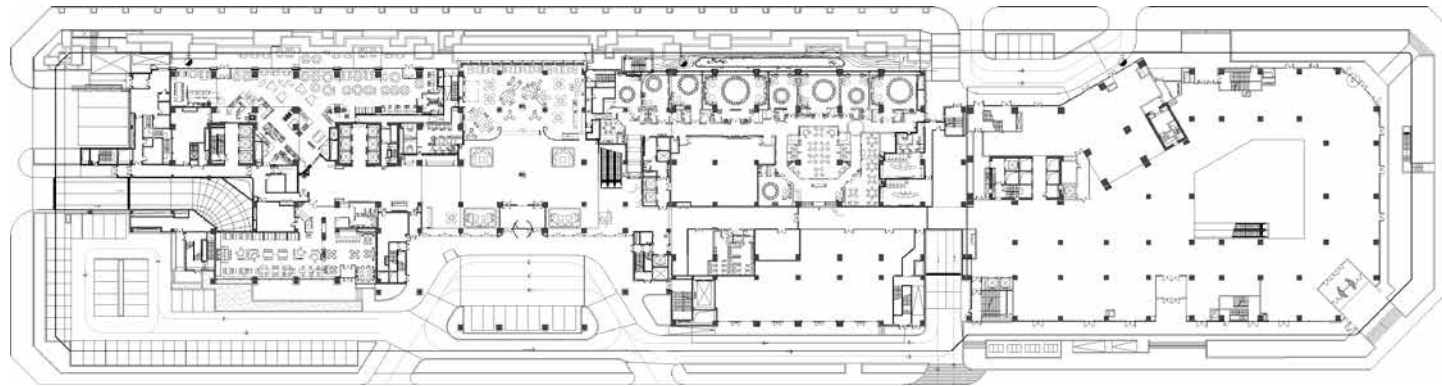
从土地利用和土地使用方面综合考虑, 本项目在商业的主导功能外, 引入酒店办公、步行中心广场、餐饮、娱乐等多种城市功能, 补充并丰富该地区的功能类型。注重整体性, 从商业本质、地理环境各方面着手, 注重对自然环境特质挖掘与利用, 将使安诚时代广场成为西安市一个极具现代品味、时尚年轻、高效科学的都市商住综合体。

“ 本项目设计理念超前, 力图打造多功能复合、充满朝气和活力的都市商业综合体。 ”

The advanced design concept of this project aims to create a multifunctional composite, full of the vigor and vitality of an urban commercial complex.

Considered from the aspects of land use, the dominant functions are commercial offices, a hotel, F&B, entertainment and other functions. These complement and enrich each other. From the beginning, attention was paid to the integrity of the whole, the business aspects, geographical environment, with the focus on exploiting the features of the natural environment. This will enable Hyder Times Square complex to become a modern, tasteful, fashionable and hip destination for young people in Xi'an.





平面图 Plan

唐山香格里拉综合发展

Tangshan Shangri-La Hotel and Commercial Development

地点:

中国, 唐山

规模:

407,000 m²

酒店: 56,000 m²

商业: 22,000 m²

住宅: 222,000 m²

业主:

香港嘉里建设 (唐山)

时间:

2011-2015

Location:

Tangshan, China

Total Area:

407,000 m²

Hotel: 56,000 m²

Retail: 22,000 m²

Residence: 222,000 m²

Client:

Hong Kong Kerry Property (Tangshan)

Time:

2011-2015

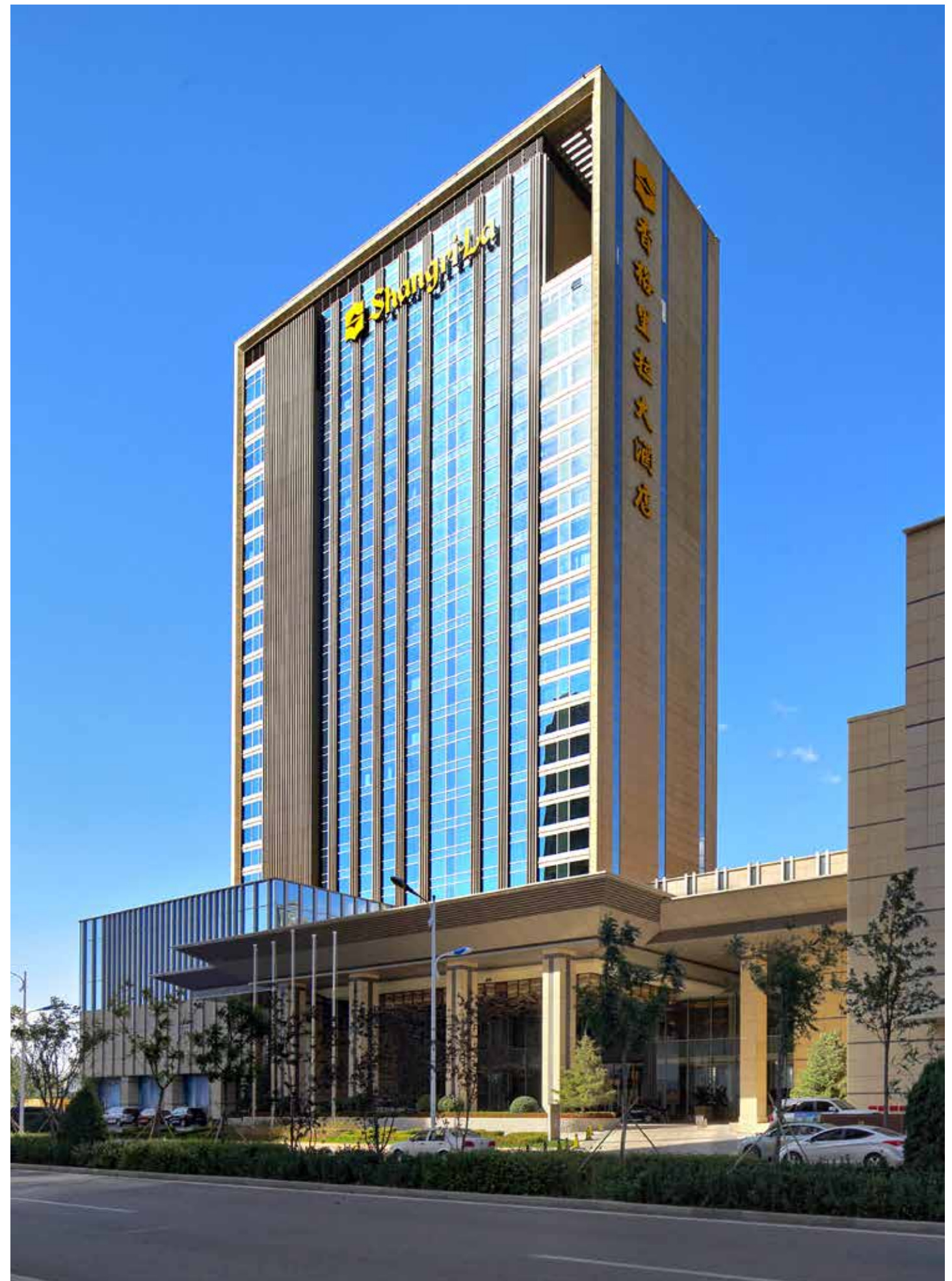
“ ” 地块围绕城市中央公园，成“ ”形，周边为市政道路，交通便利；因此整体项目发展是以中央公园为核心，形成节能、安全、人文与自然和谐共生的高端商旅、居住、购物、休闲区。

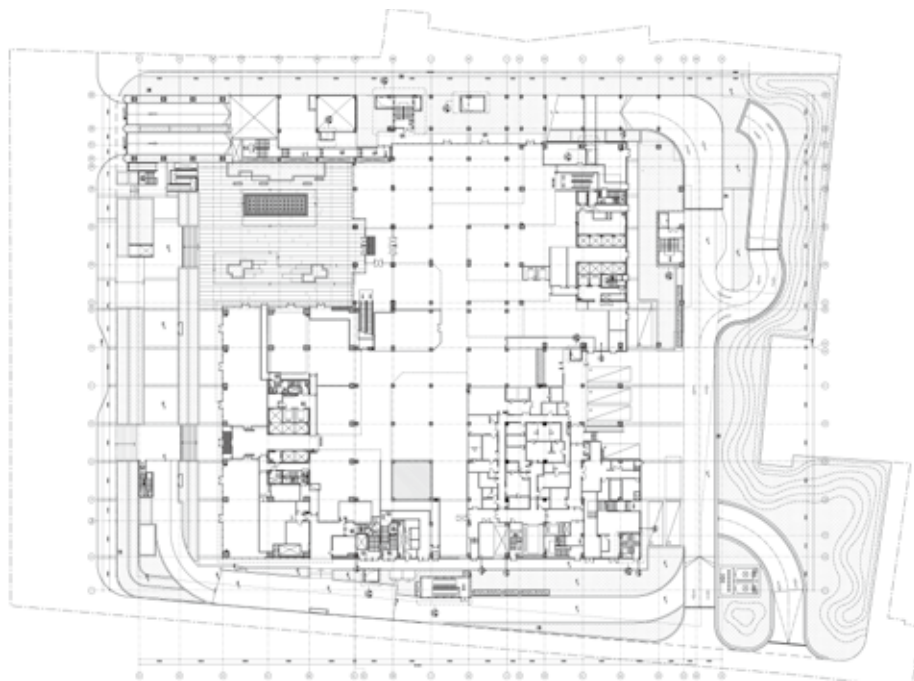
唐山综合发展项目，是嘉里置业（中国）有限公司和香格里拉大酒店集团共同响应唐山市“凤凰新城”开发战略的重点发展项目，包括香格里拉大酒店、雅颂居住宅、购物中心及配套服务设施。

项目整体外立面简洁大方，采用抗震、高效、天然的建筑材料，辅以变化的顶部空中线条，以期与中央公园融为一体。

The property forms a "J" shape around the city's central park, and is surrounded by municipal roads and conveniently accessed via public transit. It sought to create an area of high-end businesses, housing, shopping and leisure areas that would be energy-efficient, safe, and in harmony with nature.

The buildings possess simple yet elegant facades, and are constructed using earthquake-resistant and energy efficient materials that are of natural sources.





平面图 Plan

济南香格里拉综合发展

Jinan Shangri-La Hotel and Commercial Development

地点:

中国, 济南

规模:

130,000 m²

业主:

香港嘉里建设 (济南)

时间:

2012- 至今

Location:

Jinan, China

Total Area:

130,000 m²

Client:

Hong Kong Kerry Property (Jinan)

Time:

2012 to present

建筑外型设计整体简洁大方, 并强调精致的细部设计, 以求体现时空永续的审美形象。

该项目地处山东济南中心城区泉城广场的正南侧, 为集国际五星级大酒店、商业设施和国际甲级办公楼为一身的综合性项目。

北侧酒店塔楼面向泉城广场, 使得客房居住者在尽享泉城广场的同时, 亦可远眺大明湖。酒店诸如餐饮等重要功能, 亦能享受泉城广场景色及首层室外绿化广场景色。南侧位置较幽静, 在布局上设置为办公区域, 主立面亦面向泉城广场。两栋建筑与其他周围建筑保持适当距离, 避免由于间距过近而造成的互望弊端。

The project is located to the south of Quancheng Square in the center of Jinan, Shandong. It is a mix-use project that combines international five-star hotels and Grade A office buildings with other commercial facilities.

The overall architectural style is simple and elegant, and focuses on the design of exquisite details so as to be aesthetically pleasing and time defying. It is a reflection of the best design principles related to energy-efficiency, safety and environmentalism.





成都饭店综合发展

Chengdu Hotel Complex Development

地点:
中国, 成都

规模:
150,000 m²

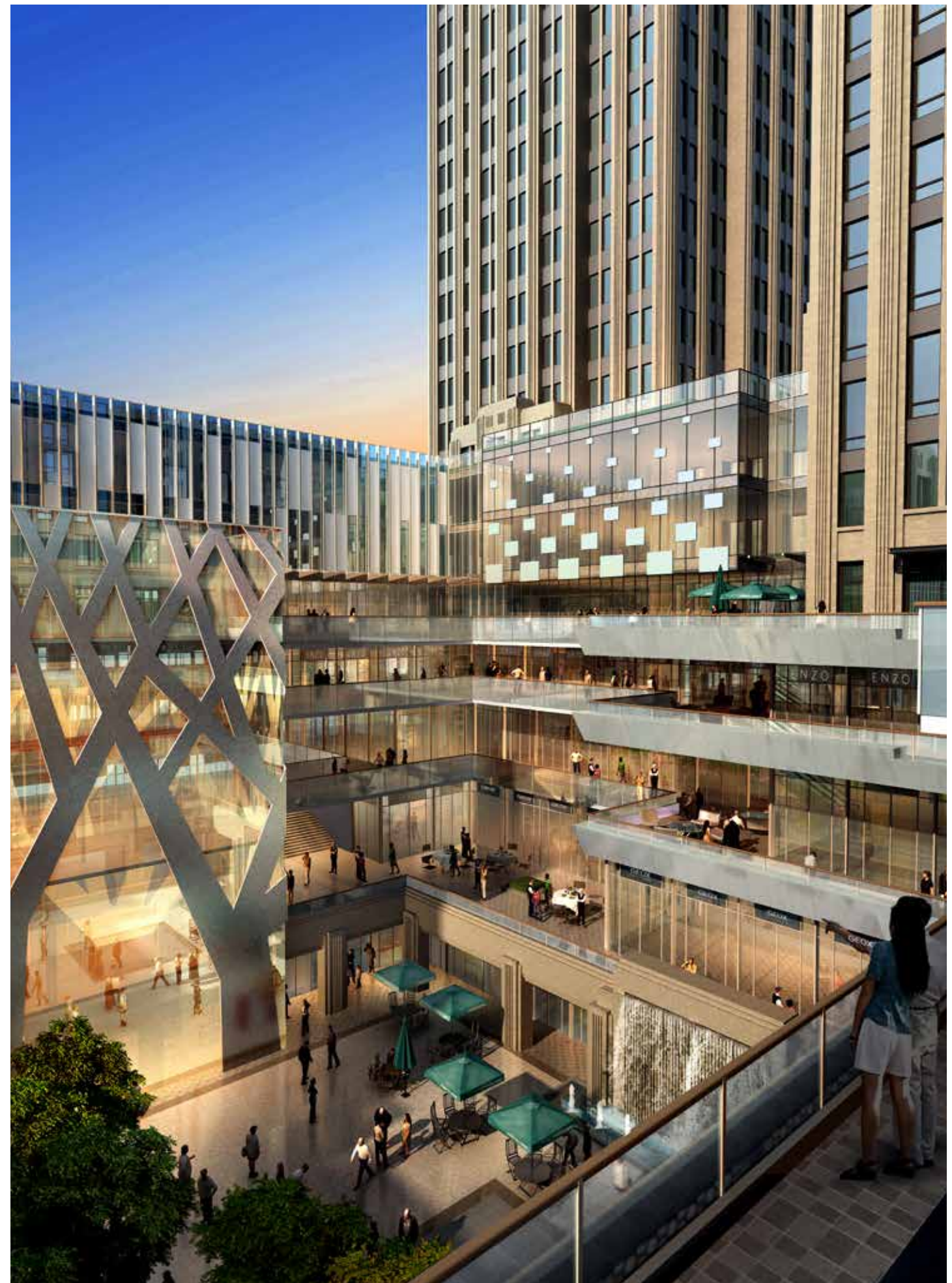
业主:
洋洋成都饭店有限公司

时间:
2014- 至今

该项目包含零售商业、甲级办公、五星级酒店、城市公寓等多种业态, 通过功能组织设计而形成一体化的大型商业综合体。

设计以成都饭店的场地记忆和认同感展开, 为该区域打造一个“共生、共融、共享”的新型城市综合体。在设计手法上通过将开放式街区与传统商场相融合, 创造全新的开放式街区商业综合体模式, 下沉庭院、屋顶露台等元素的引入不仅为市民增加了丰富的购物体验, 同时也给该区域提供了更为丰富的公共空间。

“整体建筑设计风格以经典元素融合现代风格, 既体现出场地的历史传承精神, 又不失现代特征。”



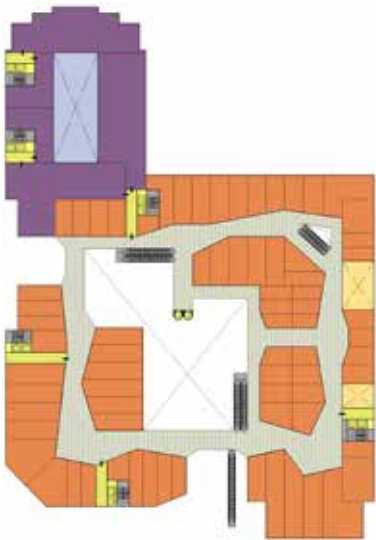
Location:
Chengdu, China
Total Area:
150,000 m²
Client:
Yangyang Chengdu Hotel Co. Ltd.
Time:
2014 to Present

This project is a large commercial complex that houses retail businesses, Grade A offices, apartments and a five-star hotel.

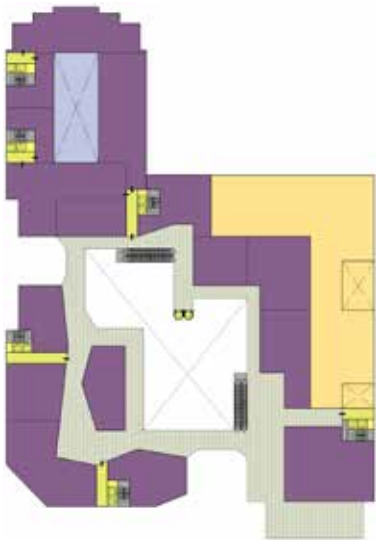
The design drew inspiration from the history and memories of the original Chengdu Hotel in order to create a new urban complex that is "bred, integrated and shared" here. It combines the characteristics of open blocks and traditional shopping centers in unique ways, evolving as a new model showcasing

the possibilities of local commercial complexes. Sunken courtyards and rooftop terraces enhance the customers' shopping experience while also serving as additional open public spaces.

The architectural style combines traditional elements with modern aesthetics, preserving the historical character of the site while adding fine, contemporary features.



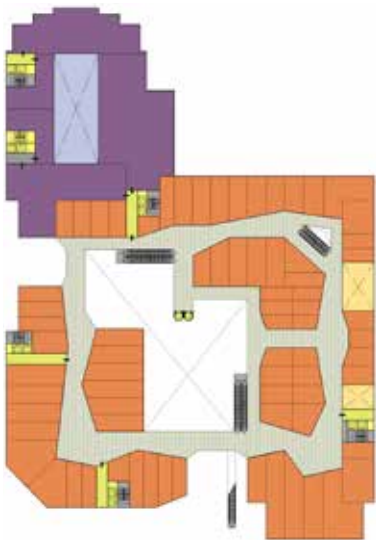
三层平面图 3rd floor



四层平面图 4th floor



一层平面图 1st floor



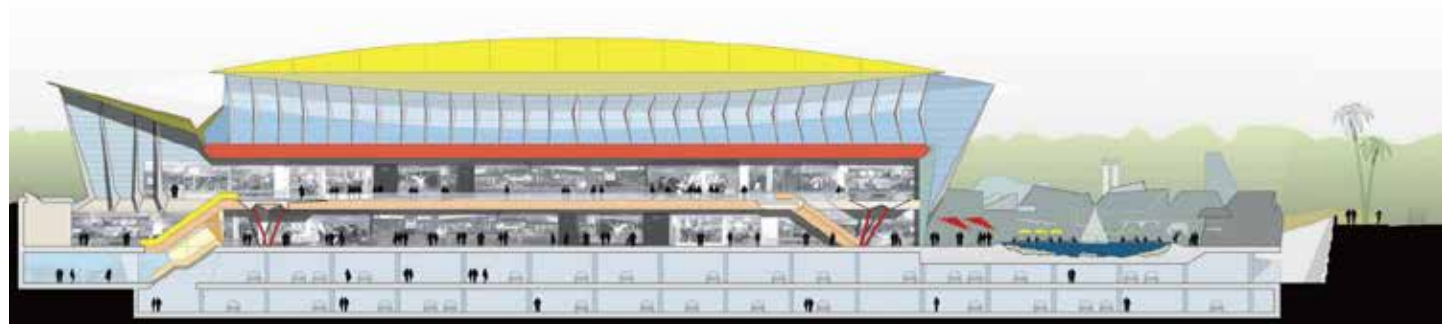
二层平面图 2nd floor



- ◆ 运动城
 - ◇ Mall Sport
- ◆ 新世界购物中心
 - ◇ New World Shopping Mall
- ◆ 重庆 SM 城市广场
 - ◇ SM City, Chongqing
- ◆ 尚都服饰广场
 - ◇ Stylemax Plaza
- ◆ 淄博 SM 城市广场
 - ◇ SM City, Zibo
- ◆ 海底捞静海广场
 - ◇ Hai Di Lao Plaza
- ◆ 丰树谢家滨江综合开发
 - ◇ Mapletree Xie Jia Riverside Mix-Use Development
- ◆ 润驰国际广场
 - ◇ Runchi International Plaza



购物中心
SHOPPING
MALLS



剖面图 Section Plan

运动城 Mall Sport

地点:
智利, 圣地亚哥
时间:
2005 建成

Location:
Santiago, Chile
Time:
Completed in 2005

“ From sports gear, equipment, and fashion, Mall Sport covers a large variety of sports activities and houses both local and international sports and fitness brands. ”

运动城是位于智利首都圣地亚哥的一座独一无二的购物中心，100% 致力于所有与体育和健身相关的产品。从体育装备、体育设施到时尚产品，运动城购物中心涵盖了各种各样的体育类相关产品，包括当地的和国际的体育健身品牌。

商场被定位成：满足探险、游戏玩乐、热爱户外运动的智利人的需求。从体育的概念出发，该商场被设计成为一个动态的形式，在室内和室外都具有大型的开放空间。

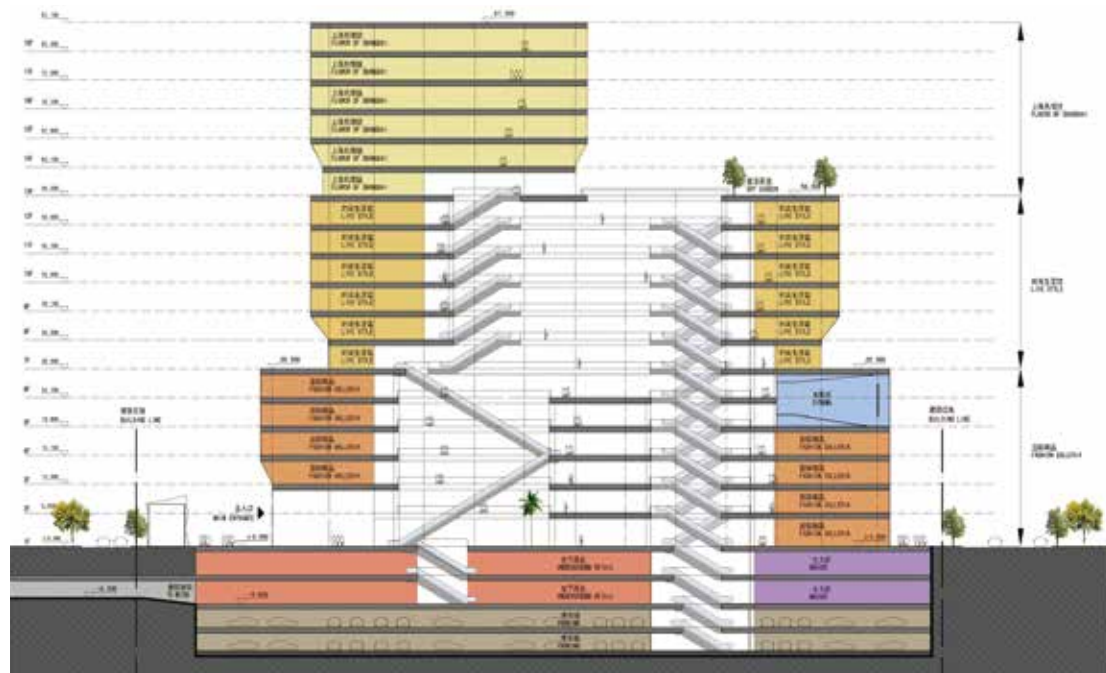
除了零售，商场确立了自己作为一个大型体育赛事和活动首映会场的定位。巨大的室内中庭可以做为溜冰场，攀岩墙甚至网球比赛场地等等。外面有一个造浪池，人们可以学习如何冲浪，以及在水面上展示船只。

The mall was established to cater to adventure-seeking, game-playing, outdoor-loving Chileans. Taking off from the concept of sports, the mall was designed to have a dynamic form with large open spaces both indoors and outdoors.

Aside from retail, the mall has established itself as a premiere venue for sports events and activities which require large spaces.

The huge indoor atrium can be a venue for ice skating, wall climbing and even tennis competitions, to name a few. Outside, there's a wave pool where people can learn how to surf, as well as a section showcasing boats on water.





剖面图 Profile

新世界购物中心 New World Shopping Mall

地点:
中国, 上海

规模:
98,000 m²

业主:
上海新世界股份有限公司

时间:
2010年

Location:
Shanghai, China

Area:
98,000 m²

Client:
Shanghai New World Co., Ltd

Time:
2010

“本项目的立面是在通透与半通透之间寻求美学的平衡, 外墙上的高科技数字广告牌会让行人对内部展示产生无限遐想, 消费者可以尽情享受现代购物体验的活动空间。”

就像购物大获丰收后堆积起来的盒子, 里面汇聚了各种精美的商品, 新世界购物中心的设计理念正是来源于此, “盒子”之间的进退和变化也满足了上海规划退距的要求。而60米高的独特中庭设计, 不仅在视觉上联系着不同的购物层, 同时也在竖向交通体系上给购物者带来愉悦的购物体验。

Much like a pile of boxes filled with designer clothes from a day's worth of shopping, the design for the New World Shopping Mall is conceived as a mass of stacked boxes.

The facade of the mall attempts to strike a balance between opacity and transparency. Hi-tech digital billboards that fill the exterior walls of the building provide people with glimpses of what to find inside.





SM 城市广场

SM City

地点:
中国, 重庆

规模:
149,076 m²

业主:
菲律宾 SM 集团

时间:
2008-2013

Location:
Chongqing, China

Scale:
149,076 m²

Client:
The Philippines SM Group

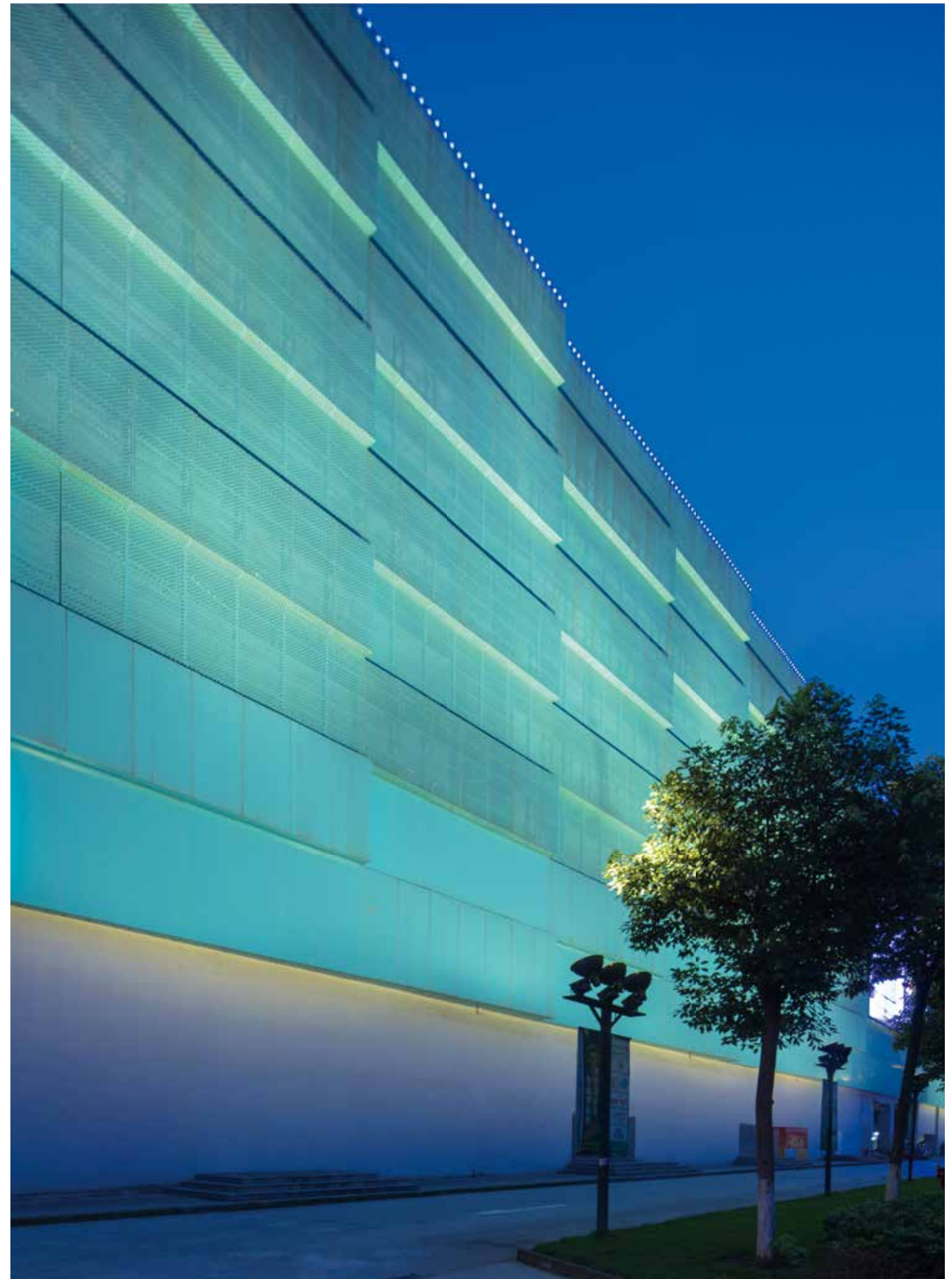
Time:
2008-2013

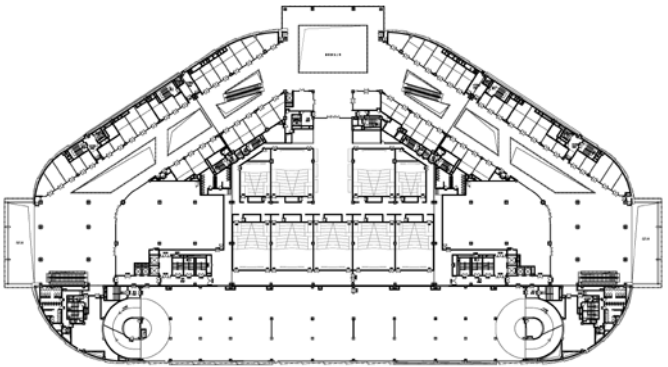
重庆 SM 广场是菲律宾 SM 集团在中国西南地区开发的第二个大型综合性商业购物中心, 集超市、百货、影城、零售为一体, 建筑面积约 150,000 平方米, 单层面积达 30,000 平方米。

项目总体上是按国际标准商业中心 (Shopping Mall) 的标准, 并结合项目所在地的地方特色和消费模式进行设计的。山鼎设计自主统筹完成了从总平规划、商业流线、建筑工程到室内装饰的设计全过程。

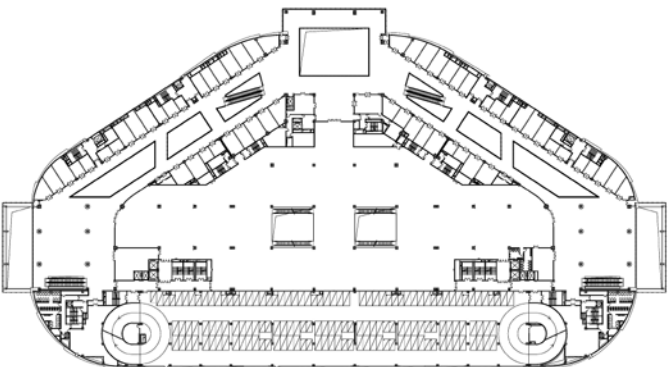
SM CITY in Chongqing is the second-largest shopping mall complex developed in southwest China by the Philippines' SM Group.

The design of the shopping center used the local customers' shopping habits and aesthetic preferences as sources of ideas to create a retail setting that will greatly appeal to the local market. Towards the end of the project, Shanding Design independently completed planning, interior design, and construction monitoring of the mall.

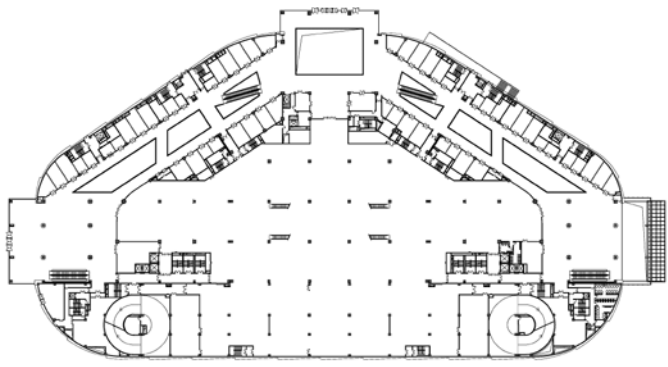




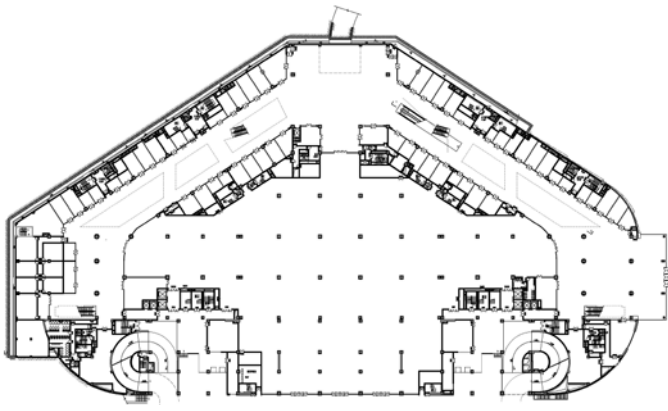
五层平面图 5th Floor



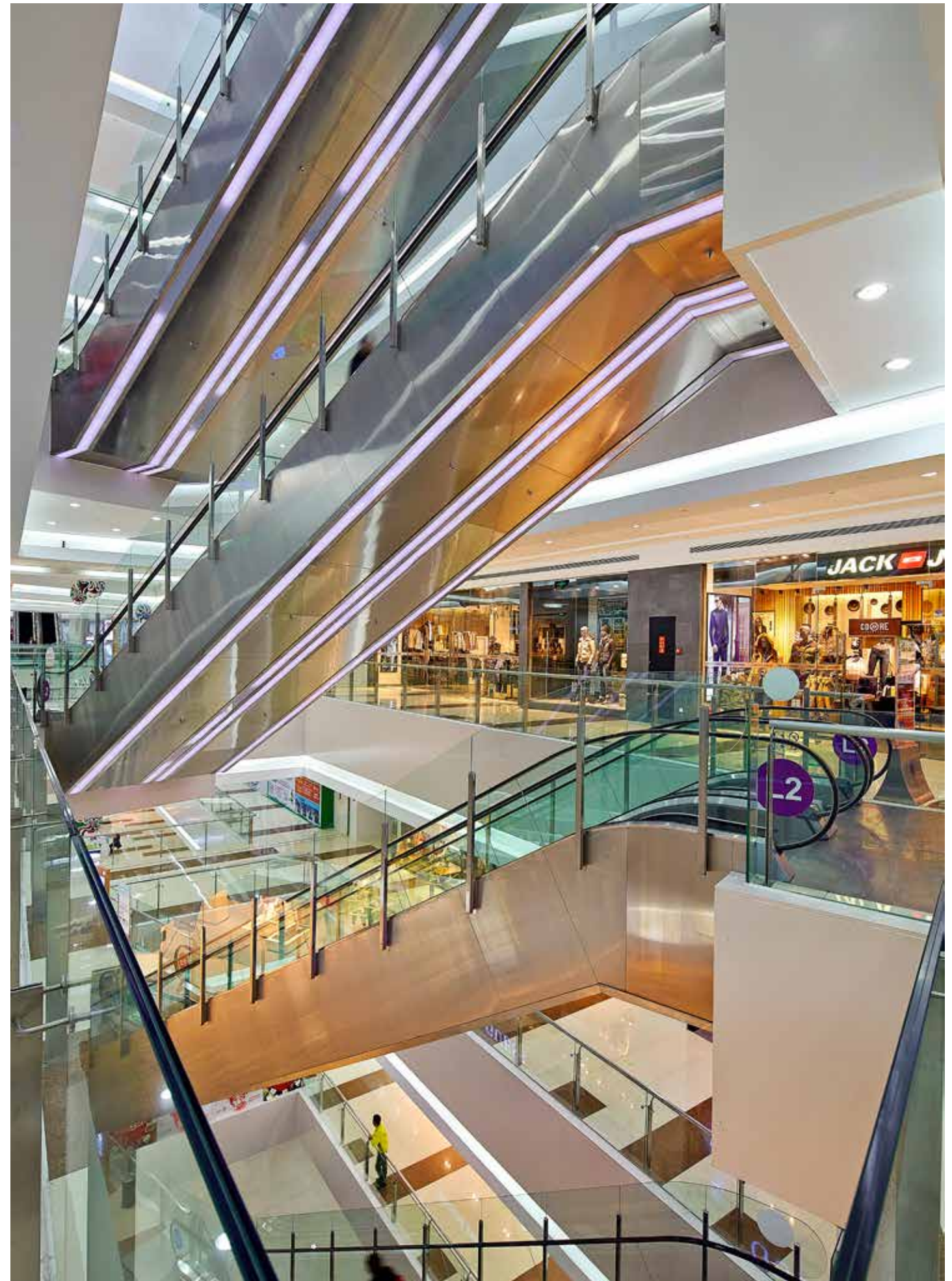
三、四层平面图 3rd & 4th Floor



二层平面图 2nd Floor



一层平面图 1st Floor





尚都服饰广场 Stylemax Plaza

地点:
中国, 成都

规模:
104,000 m²

业主:
成都通生房地产有限公司

时间:
2005 年建成

奖项:
2008 年工程勘察设计“四优”二等奖

Location:
Chengdu, China

Area:
104,000 m²

Owner:
Chengdu Tongsheng Real Estate

Time:
Build in 2005

Award:
Second prize for survey and design services awarded by Sichuan Ministry of Housing in 2008

“ 本项目着重于商业氛围的营造。广场空间、街道线性空间与建筑本身的结合，有效的引导人流进入商场且具有调节大量人流的功能。 ”

建筑内部精心设计了一条商业流线，室内商业中庭不受室外环境影响而又可以享受阳光和景观，创造出更为舒适的以人流动线为设计重点的购物休闲环境。

由于本案位于繁华的春熙路商圈，周边商城、写字楼林立，故造型和色彩上的设计手法反其道而行之，以传统的方式在细节处理上使本案明显有别于周边建筑，同时外立面注重整体效果，行人在繁花似锦的楼群中能迅速被其低调大气的特质所吸引。

Stylemax Plaza is a retail and office complex located in Chunxi Road, right at the center of Chengdu's pedestrian area. Given its strategic location, the Mall attracts shoppers through an eye-catching design. Upon entering the building, shoppers are greeted by a grand 8-story high central atrium.

The atrium functions as the central vertical circulation of the mall by means of glass scenic elevators at the center and escalators along the perimeter. At night, Stylemax Plaza transforms into a vibrantly glowing lantern, positioning itself as an important landmark in Chengdu.





SM 城市广场

SM City

地点:
中国, 淄博

规模:
170,000 m²

业主:
SM 广场 (淄博) 有限公司

时间:
2007-2014 年

Location:
Zibo, China

Total Area:
170,000 m²

Client:
SM City Group (Zibo)

Time:
2007-2014

“整体建筑配合历史、场地、使用功能、商业流线设计为自由型，神似古代出土文物“鸢”。”

本项目位于山东省淄博市淄川区，总建筑面积约15.5万平方米，地上4层，地下1层。项目包括超市、百货、餐饮、电影院、精品店、娱乐等多功能为一体的大型商业中心。

建筑立面设计为长方形透明玻璃幕墙、铝板幕墙相互交叉搭接，用竖隐横明的安装方式，同时铝板颜色共分为：浅蓝色、蓝色、深蓝色、白色，互相交替使用，形成一幅有逻辑性和运势的构图纹理，简约而不缺乏细部，再配合通透入口的设计，极大的提升了本建筑的视觉艺术效果。

Located in the Zichuan District of Zibo, Shandong, the project is a six-level shopping mall with a total floor area of 155,000 m². This shopping center consists of a supermarket, a wide range of retail, F&B outlets, a cinema, and other entertainment and recreational establishments.

Designed to be in harmony with its surroundings, the facade is clad with a clear glass curtain wall and aluminum strips arranged in a crisscross pattern.





海底捞静海广场

Hai Di Lao Plaza

地点:

中国, 简阳

规模:

146,300 m²

业主:

简阳市静海投资有限公司

时间:

2012年 - 至今

Location:

Jianyang, China

Total Area:

146,300 m²

Client:

Jinghai Investment Co., Ltd

Time:

2012 to Present

本项目为商业酒店综合体发展项目, 规划建设用地面积约 36,000 平方米, 建设规模 146,300 平方米, 地上面积为 84,300 平方米, 地下建筑面积 62,000 平方米。

此地块为发展商业以及酒店的极佳地块, 力求打造一个具有时代感, 艺术性的城市商业综合体, 力争成为可以代表城市特点的城市新名片。

“该项目的创作灵感取自船帆, 以‘帆’作为设计理念, 寓意城市以及海底捞将从这里扬帆起航, 开启新的篇章。”

This is a project of the The Commercial Hotel complex development projects, the planned construction area is about 36,000m², construction area of 146,300m², floor area of 84,300m², underground construction area of 62,000m².

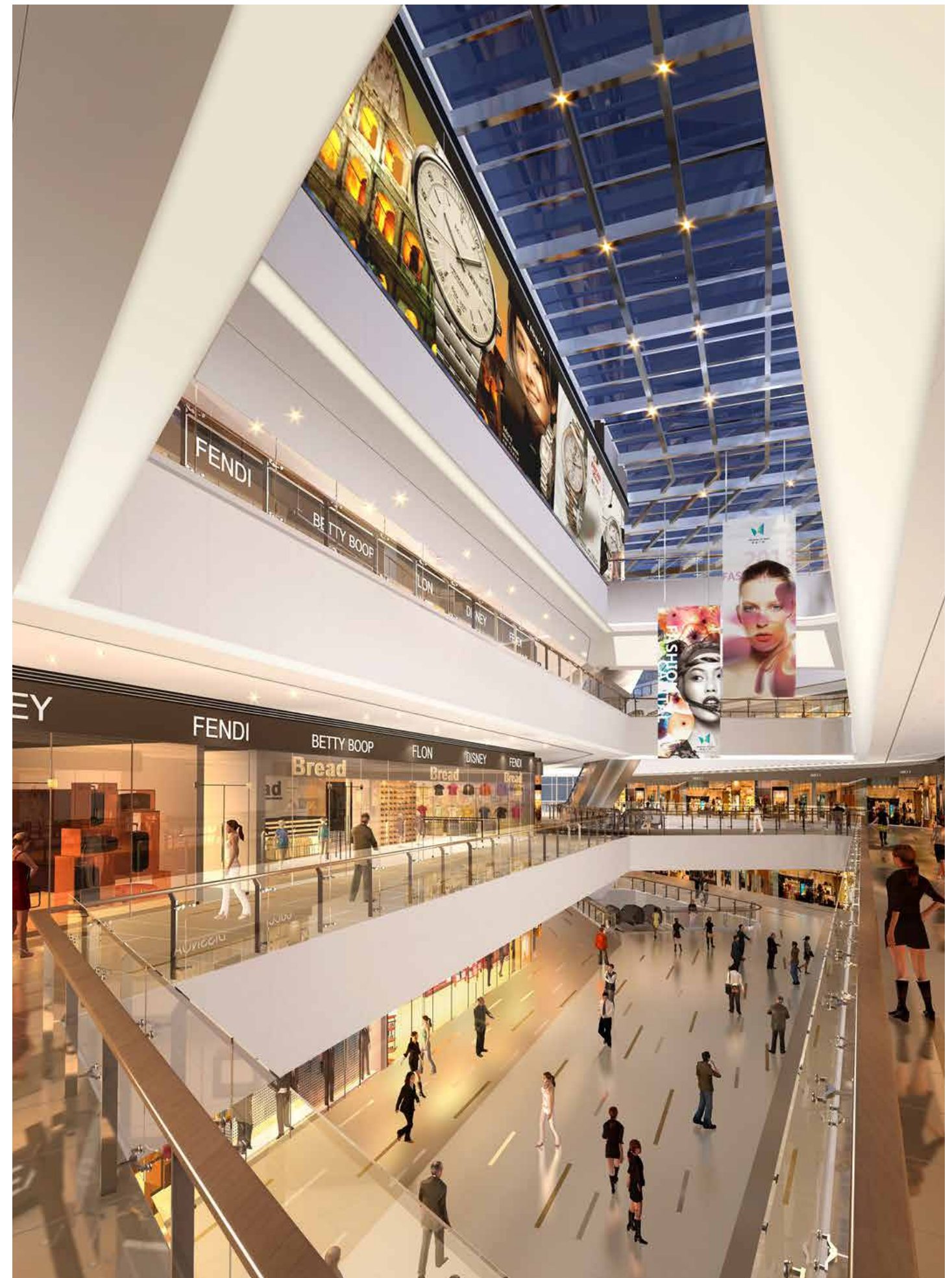
The development includes commercial and a hotel, and strives to create a sense of the times. The commercial complex is representative of the city's vibrant modernity.

The project's creative inspiration from the sails of yachts, and takes these as the design concept, meaning the city and the sea sailing from here, open a new chapter.





平面图 Plan





总平面图 Master Plan

丰树谢家滨江综合开发

Mapletree Xie Jia Riverside Mix-Use Development

地点:

中国, 宁波

规模:

290,000 m²

业主:

新加坡丰树集团

时间:

2014

Location:

Ningbo, China

Total Area:

290,000 m²

Client:

Mapletree group

Time:

2014

宁波谢家滨江丰树商业城一项综合性的区域商业中心项目。位于宁波市江北区中心位置, 项目总用地 8.48 公顷, 商业面积为 7.8 万平方米, 该商业中心采用前沿商业理念, 强调娱乐体验, 传统商业购物为辅。

This comprehensive development for a mixed-use complex is for the Mapletree Group of Singapore.

The project includes the architecture and design of an upscale shopping center in Ningbo, China.

通过层层退让的室外平台, 二层中心广场, 室内层层共享空间为人们提供了更多室内外互动空间。





润驰国际广场

Runchi International Plaza

地点：
中国，成都

规模：
134,000 m²

业主：
四川润驰实业集团

时间：
2012-2014

润驰国际广场地处成都双流县，涵盖了精品商业、影院、大型 MALL(华润万家)、酒店等功能。项目紧邻成都国际机场，也为商业室内设计提供了灵感。

项目以满足复合型商业各功能空间需求为前提，力图营造一个多功能、舒适、令人愉悦的购物休闲环境。商业街区的室内化使商业更具规模效应，提升项目品质。从城市设计角度出发，充分考虑与周边的环境关系，建筑的形体和城市道路尺度相呼应。极富雕塑感建体块形态和变化的风格，块与块的叠合，都体现了设计的用心之处。华灯初上，绚丽的色彩将为夜晚的本区域添加一分浓重的商业氛围。

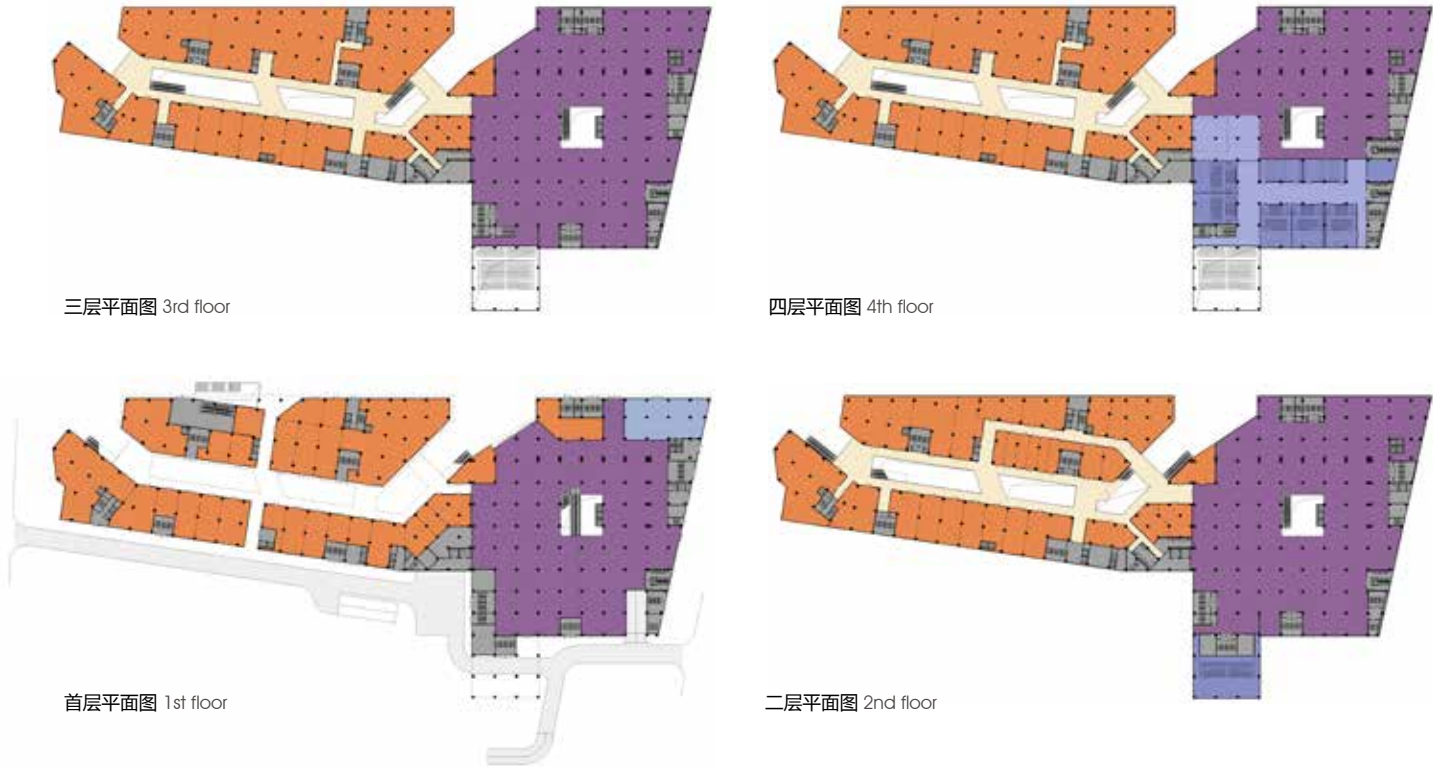
规划布局中，尊重城市机理，形成开放空间，完美的导入消费者，形成互流互通，寻求商业价值最大化和建筑形态间的平衡。



Location:
Chengdu, China
Total Area:
134,000 m²
Client:
Sichuan Runchi Industry Group
Time:
2012-2014

Runchi International Plaza is located in Shuangliu County, Chengdu, and is close to Chengdu International Airport.

The complex aims to accommodate different needs and functions through a range of facilities, such as boutique offices, cinemas, retail establishments and hotels.





- ◆ 钟鼓世家
 - ◇ Zhong Gu Shi Jia
- ◆ 新津水城
 - ◇ Water City
- ◆ 朱辛庄商业综合体
 - ◇ Zhu Xin Zhuang Complex



商业街区
RETAIL
ARCADES



钟鼓世家

Zhong Gu Shi Jia

地点：
中国，泸州

规模：
174,000 m²

业主：
新加坡晋合置业（四川）

时间：
2008-2010 年

该项目以内街的形式增加商业面，以立体的商业模式激活各种商业形态。致力以灵动、简洁的形象，提供大众休闲、购物、娱乐等活动的“场所”区域，创造出和居住环境相匹配的轻松、自由的商业空间氛围，从而体现出领先市场、引导市场的创新精神。



Location:
Luzhou, China

Total Area:
174,000 m²

Client:
Singapore Jinghope Real Estate
(Sichuan)

Time:
2008-2010

The planning for this project significantly increased the amount of leasable spaces through the concept of interior streets.

The project primarily aim was to revitalize the area by attracting and introducing new retail and recreational concepts, while the simple and relaxing setting creates a retail environment that corresponds to the easy, carefree lifestyle of the target customers.



总平面图 Master Plan



平面图 Plan



新津水城 Water City

地点：
中国，成都

规模：
103,000 m²

业主：
成都华信大足房地产开发有限公司

时间：
2012-至今

为突出地方文化的主体地位，使其充分发挥城市基层文化设施的作用和职能，本项目采用传统建筑文化布置特点，建筑单体自身及区域均采用半围合的庭院布局方式，建筑单体之间既相互独立又相互呼应。

项目位于新津县大件路西南角，新南桥桥头，与主城区隔河相望，同时属于政府规划的三大水城之一——“时尚水城”范围之内。

本项目为多层商业区，三个地块均由主街、次街两条步行街组成，且中间用通道连接，实现了人气、商气的互通。另外在每个地块入口两端设置文化广场，起到聚集人气并能开展文化、商业活动等作用。1#地块步行街长约180米，2#地块长约270米，3#地块长约250米，主街宽约8至10米，次街宽约6至8米，适宜人气的聚集。三个地块四周均有汽车出入口及消防道路，满足消防及临时机动车出入的需要，均设有地下汽车库，平时机

动车直接就近进入地下车库，减少对地面人流步行的干扰。

设计借鉴成都地区地方建筑的格局与苏州园林的设计手法，室外景观根据西晋文学家左思《蜀都赋》中对高门、华屋、丽馆、贵里的描述，其庭院堂室骈比、徘徊连属、重阁延廊，故结合建筑单体的坡顶造型，用连绵起伏的连廊将两侧单体连接起来，其间水体穿越，假山堆叠。两个相对独立的院落也密切地串联交织在一起。在适当的地方，结合使用功能，设置了荷风四面水池、都堂、海棠春坞、丹砂绿屿等观赏点及实用景观小品，形成一系列既传统又现代的院落景观。



总平面图 Master Plan

Location:
Chengdu, China
Total Area:
103,000 m²
Client:
Hua Xin Da Zu Real Estate
Time:
2012 to Present

The project is located in the southwest corner of Xinjin main road in Chengdu, with a river separating it from the urban zone across from it. The site is one of the three water, cities or "fashion cities", of the area that the government intends to develop.

Water City is a multi-storey business district that draws inspiration from the local culture

and combines it with modern urban planning strategies. Unique to the project is its use of regional architectural principles and themes from Chengdu as well as the use of the classical Suzhou garden design style to create the outdoor landscaped areas of the complex that replicate the natural scenery of rocks, hills and rivers with strategically located pavilions and pagodas.





朱辛庄商业综合体

Zhu Xin Zhuang Complex

地点:
中国, 北京
规模:
251,840 m²
业主:
融创地产
进度:
2014 - 至今

Location:
Beijing, China
Total Area:
251,840 m²
Client:
SUNAC
Time:
2014 to Present

项目位于昌平区沙河镇七里渠南北村, 处于北京科技商务区 (TBD) 核心位置, 紧邻地铁昌平线以及地铁 8 号线。

TOD 模式: 利用运输与土地使用之间的一个基本关系, 将开发集中在沿轨道交通线和公交网络的节点上, 把大量人流发生点设置在距轨道或公交车站很近的步行范围内, 鼓励更多的人使用公共交通。

“本规划方案运用 TOD 模式, 以朱辛庄地铁站为核心, 通过商业、办公、住宅综合设置, 达到了各种功能在空间和时间上的复合、互补, 形成了一定凝聚力的商业综合体, 从而使用地价值达到最大化。”



The project is located in the Changping District within the science and technology business district (TBD) northwest of Beijing. The site's strategic location is adjacent to both The Changping Line Subway and Subway Line 8.

Central to the planning of the complex was relating the land use to the district's mass transportation system. Given the project's close proximity to two subway lines, the development gave special attention to points along the rail transit and bus networks and build the commercial, office, and residential structures around them.

This strategy not only allows people to conveniently move in and out of the complex, but it also encourages them to take public transport.



- ◆ 世茂国际广场
 - ◇ Shimao International Plaza
- ◆ 勿加泗购物中心
 - ◇ Bekasi Shopping Center
- ◆ 门多萨广场
 - ◇ Mendoza Plaza
- ◆ SM Lanang 购物中心
 - ◇ SM Lanang Mall
- ◆ 国浩长风
 - ◇ Guoco Mall
- ◆ 中渝万锦城
 - ◇ Wan Jin Cheng
- ◆ 汉森恒发地下商业中心
 - ◇ Hansen Hengfa Underground Shopping Center



商业中心室内
MALL INTERIORS



世茂国际广场

Shimao International Plaza

地点:
中国, 济南

规模:
21,000 m²

业主:
济南世茂置业有限公司

时间:
2011-2015

Location:
Jinan, China

Total Area:
21,000 m²

Client:
Shimao Estate

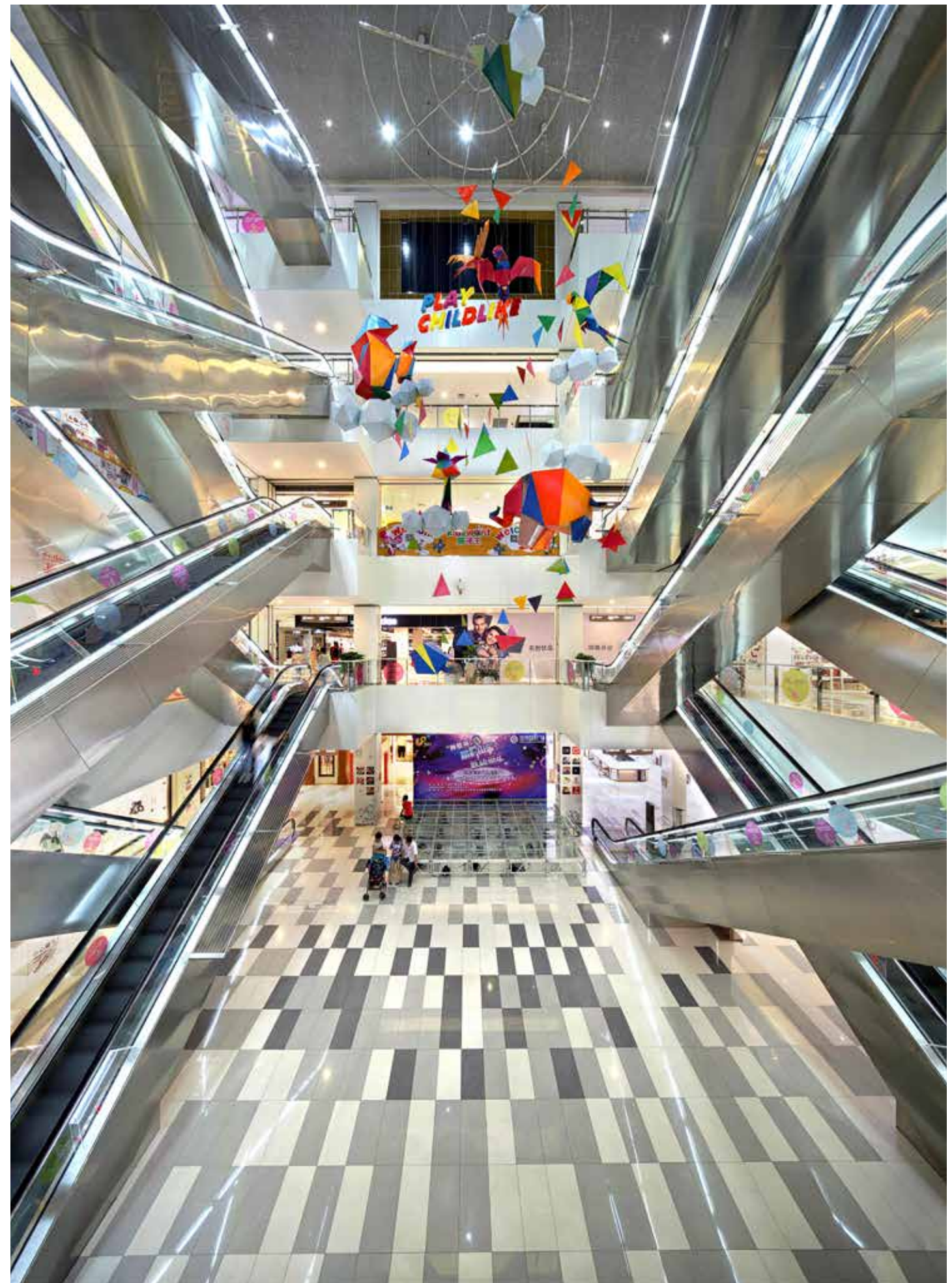
Time:
2011-2015

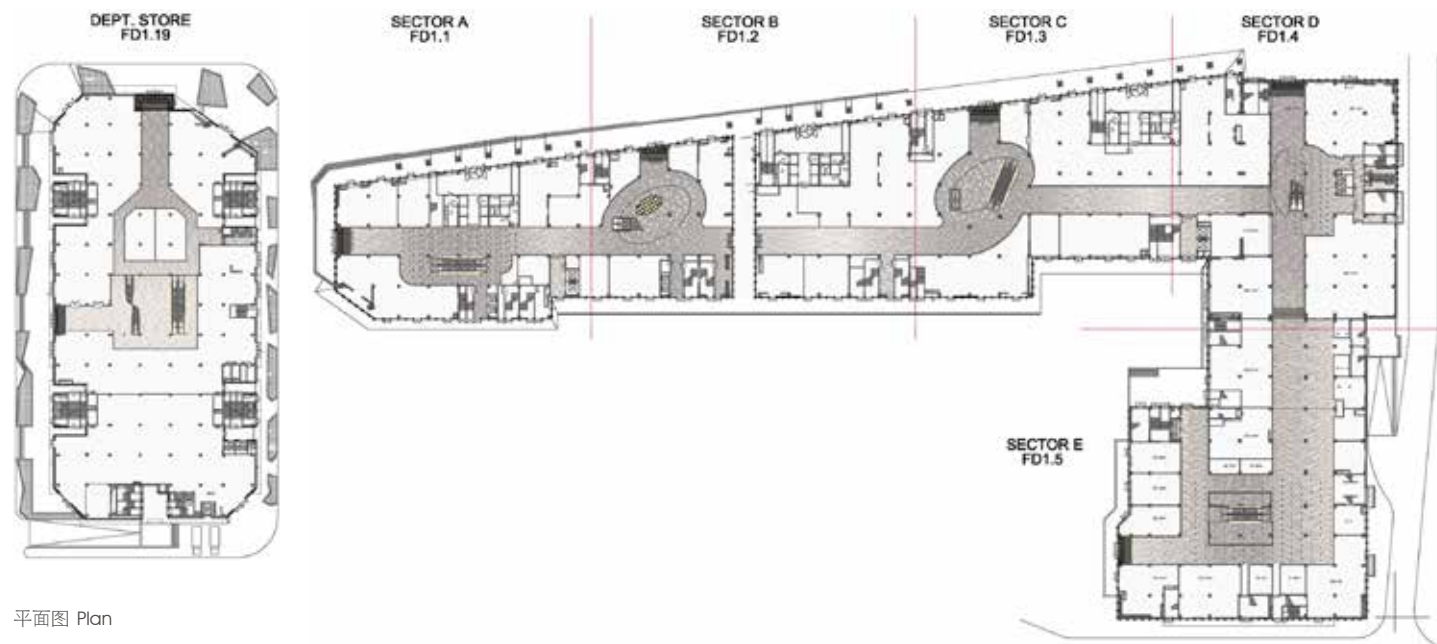
本项目是世茂置业有限公司开发的集商业、办公、公寓为一体的商业综合体项目，位于济南市中心，在我司济南香格里拉酒店项目的对面和恒隆广场旁边，地理位置重要。

“该项目是高端商业项目，对山鼎进入商业设计版块有重要意义。”

Jinan Shimao International Plaza is a high-end retail, office, and residential complex developed by Shimao Property Holdings. The project is located at the center of Jinan, across from the Shangri-la Hotel project and Plaza 66.

The mall was conceived as a fashionable upscale shopping center for the young consumers of Jinan. The design puts together a sleek, white contemporary retail space with hints of color, dramatic lighting, and a rich palette of textures to create a young, sophisticated shopping environment, setting it apart from the other malls in the area.





平面图 Plan





勿加泗购物中心 Bekasi Shopping Center

地点:
印度尼西亚, 雅加达
规模:
108,000 m²

Location:
Jakarta, Indonesia
Total Area:
108,000 m²

“ From its existing European-inspired exterior, the new design proposed updating the overall image and environment of Bekasi Mall in Jakarta, Indonesia and give it a sleek, modern facade and interiors that have a high visual impact. ”

位于印度尼西亚首都雅加达的 Bekasi 商场原来具有欧式风格的外观, 新设计赋予它全新的整体形象和环境, 成为一个时髦的、现代的建筑, 具有很高的视觉冲击力。

Point Design 对建筑外立面和内部布局所做的更改和添加以及对总体设计审美的建议, 都是为了满足 Bekasi 市场的愿望, 零售需求和审美情感, 同时提供激动人心的和有效率的现代购物环境, 吸引和鼓励顾客长久的惠顾。

Point's recommended changes and additions to the facade, interior layout and overall design aesthetic intend to capture the Bekasi market's aspirations, retail demands, and aesthetic sensibilities, while providing a modern shopping environment that's exciting, efficient and easy to travel to, encouraging customers to keep coming back.





门多萨购物中心

Mendoza Plaza

地点:
阿根廷，布宜诺斯艾利斯
规模:
120,000 m²

Location:
Buenos Aires, Argentina
Total Area:
120,000 m²

“ Designed to stand out, its exterior is covered with large volumes in a variety of colors and shapes. ”

位于阿根廷首都布宜诺斯艾利斯的门多萨购物中心，是一个面积超过 12 万平方米的大型商业体。一座横跨城市街道的桥梁把原有的建筑和新购物中心连接起来。门多萨购物中心覆盖两个城市街区，包含了一个酒店，美食广场和演出空间。其外立面采用了丰富多彩的颜色和形状，旨在脱颖而出成为城市中的亮点。

Located in Buenos Aires, Argentina, the dramatic expansion of this 120,000 m² shopping center included the construction of a bridge over a city street to enable pedestrians to move from the existing building to the new one. Covering two city blocks, the center contains a hotel, food court and performance space.





SM Lanang 购物中心

SM Lanang Mall

地点:
 菲律宾，达沃
规模:
 145,000 m²
时间:
 2011 年建成

作为菲律宾南部达沃省的第一个高档商场，SM Lanang Premiere Mall 是一个具有创造性的建筑理念和聪明的零售设计的综合体。

由于其压倒性的长度和商场中央的室内空间，室内外设计采用了“超大比例”的想法。受到折纸工艺的启发，商场的外立面采用棋盘式的风格特征，目的是为了打破商场的长度。在室内，巨型中庭最凸出的是“片咖啡”——一个悬臂挑出的咖啡厅，看上去

像是悬浮在中庭的中央。除了提供一个设计的焦点，片咖啡还提供了一个优质的餐饮租赁空间。

此外，中庭两端雕塑般的楼梯；超大型曲折造型的橙色长凳；两个天窗；全景电梯；天花的图案和黄色；橙色；灰色的地面，所有这些元素都是为了在商场超大的空间中塑造有趣的设计亮点。



Location:
Davao, Philippines
Total Area:
145,000 m²
Time:
Completed in 2011

“Because of the overwhelming length and central interior space of the mall, the design introduced “large scale ideas” to both the exterior and the interior spaces.”

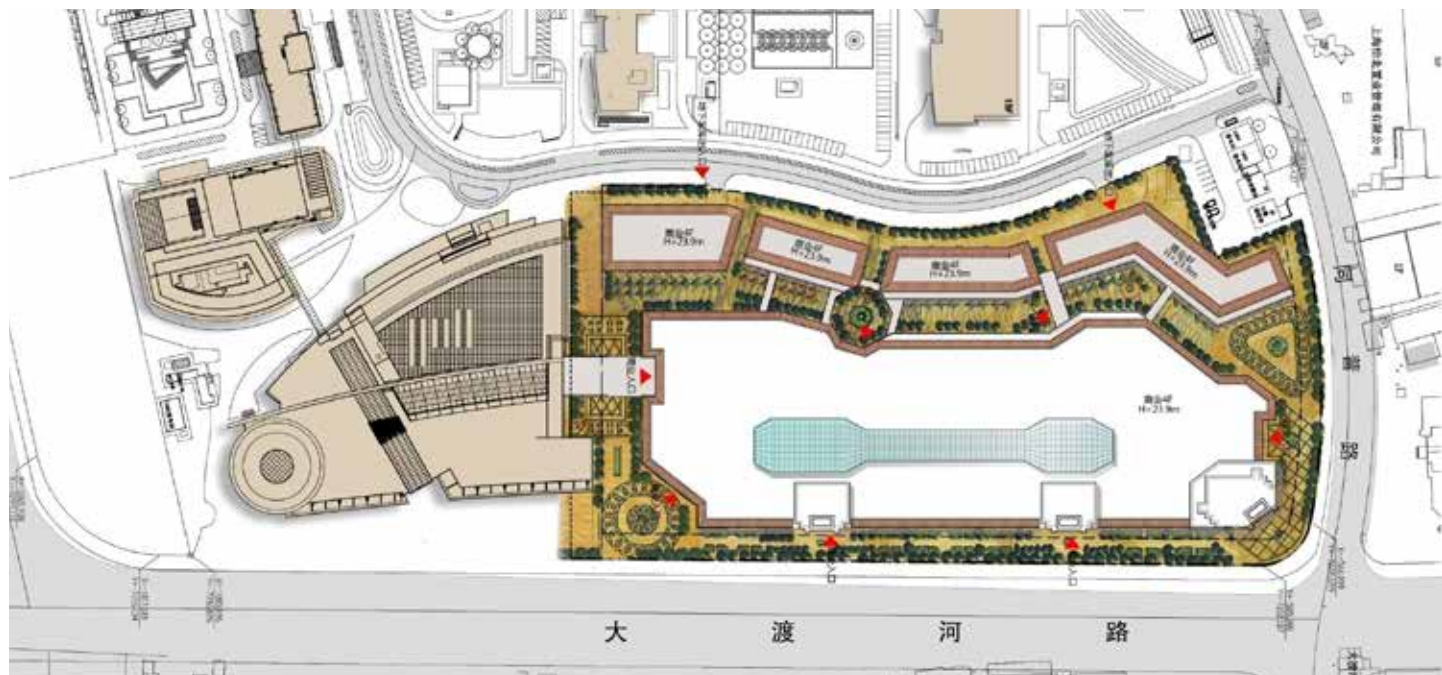
Inspired by the origami, the mall exterior features tessellations on the facade which aims to playfully break the extensive length of the mall. Inside, one of the highlights in the large atrium is the “slab cafe”—a cantilevered coffee shop that is made to look like it is floating in the middle of the atrium.

Aside from providing a design attraction and focal point, the slab cafe creates an

opportunity for a premium leasable space for F&B.

Additionally, the sculptural stairs on both ends of the atrium, the supersized zigzag orange benches, a pair of skylights, the panoramic elevators, and the patterned ceiling and flooring in yellow, orange, and gray all have the same function of creating points of interest in the mall’s large space.





总平面图 Master Plan

国浩长风 Guoco Mall

地点:
中国, 上海
规模:
120,000 m²
业主:
上海新浩隆房地产开发有限公司
时间:
2012 年

Location:
Shanghai, China
Total Area:
120,000 m²
Client:
Guocoland Co., Ltd
Time:
2012

一期商业面积约 3.1 万平方米。包括地上四层、地下一层，为现有商业改造项目。二期商业面积约 9 万平方米：包括地上四层、地下二层，为新建商业项目，建成后同一期商业连通。业态包含商业、餐饮、娱乐、影院等。

国浩长风项目是由上海新浩隆房地产开发有限公司开发的一个集商业、办公、公寓式办公楼、公寓式酒店、酒店于一体的“一站式”的综合项目，位于上海市普陀区，紧邻长风公园西面。

Guoco Mall is located within a mixed-use development by GuocoLand Ltd., in Putuo district in Shanghai adjacent to Changfeng Park to the west, and the Dadu River to the east, south of Yuengling.

The first phase of the project involves the renovation of the 31,000m² existing mall, while the second phase is the development of a new 90,000m², six-level mall annex.





中渝万锦城

Wan Jin Cheng

地点:

中国, 贵阳

规模:

620,000 m²

业主:

中渝置地

时间:

2012- 至今

Location:

Guiyang, China

Total Area:

620,000 m²

Client:

C C Land Holdings Ltd

Time:

2012 to Present

中渝万锦城总建筑面积约 62 万平方米, 是集公寓、大型购物中心、超市、电影院、美食广场等为一体的综合性高端品质商业综合体。



该项目是贵阳中渝置地继中渝第一城之后在贵阳精心打造的, 又一个具有顶级规划设计、顶级建筑品质、顶级港式物业服务、顶级休闲配套的精品项目。

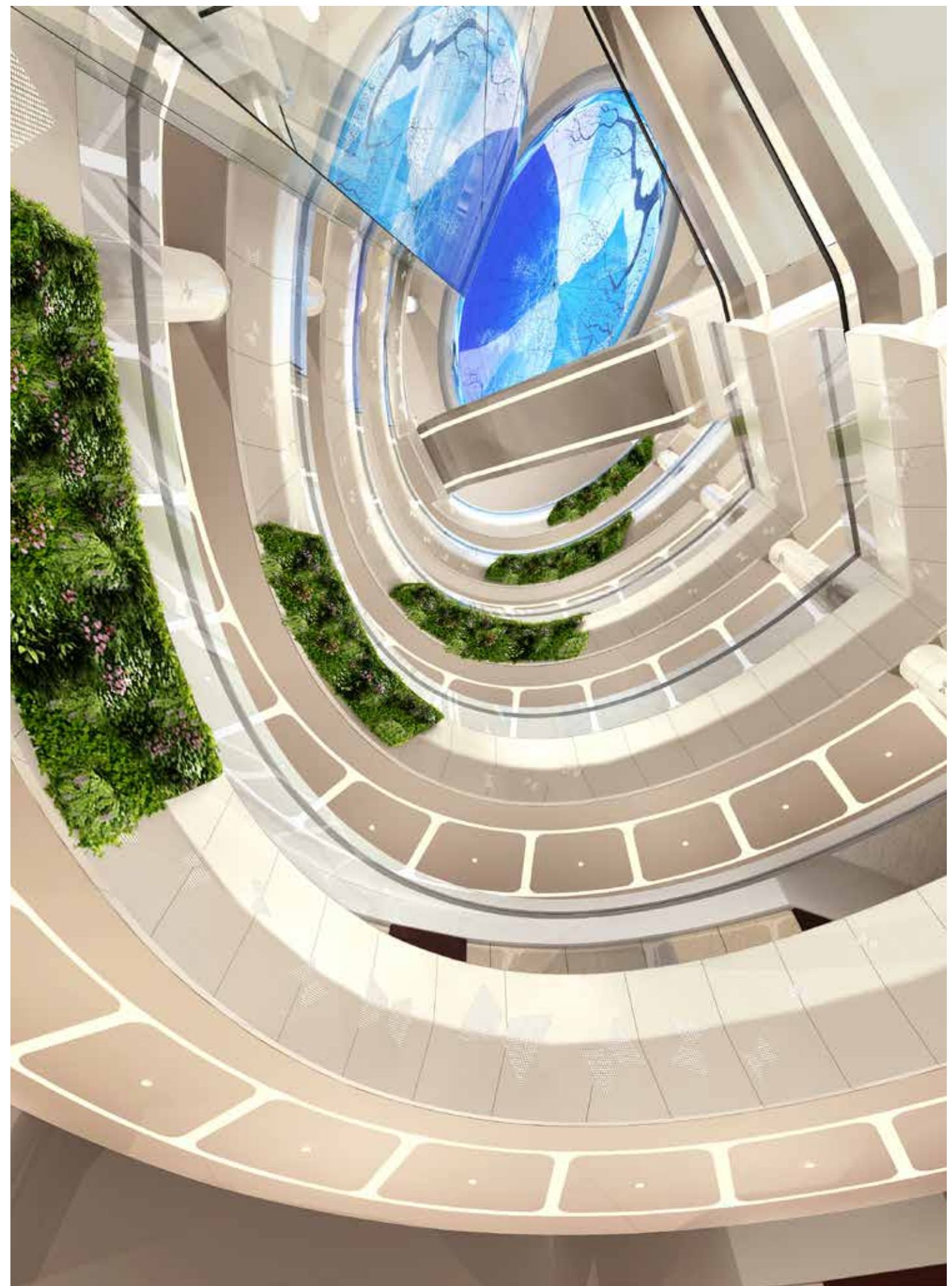
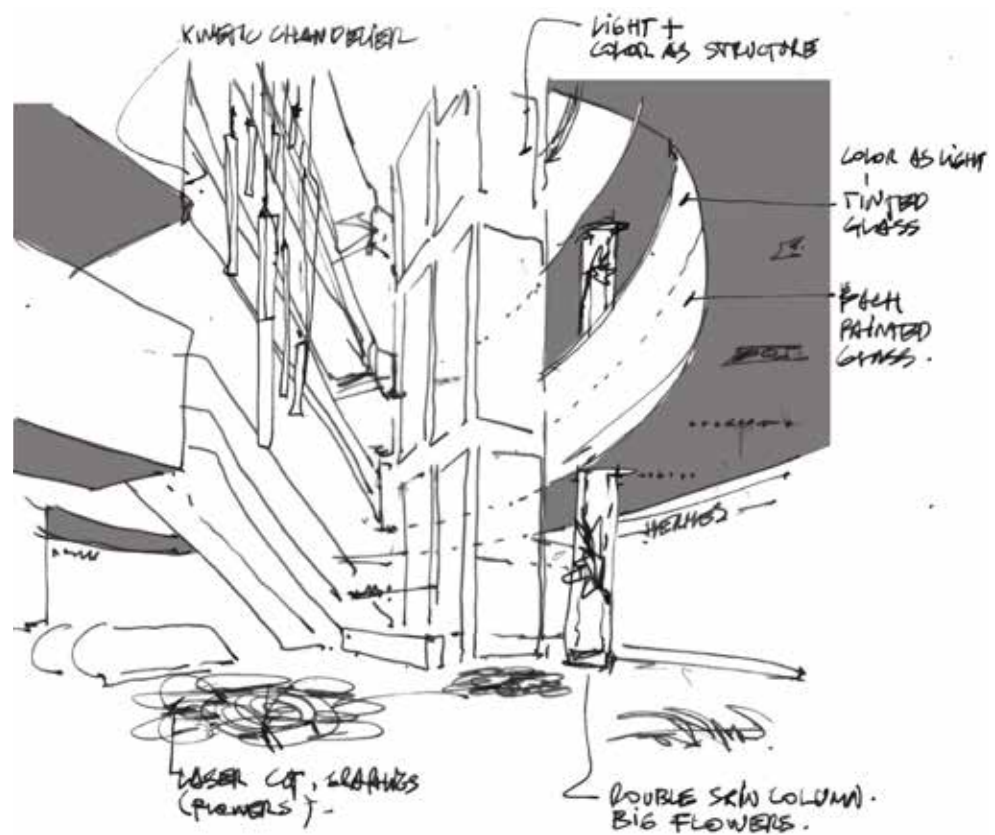


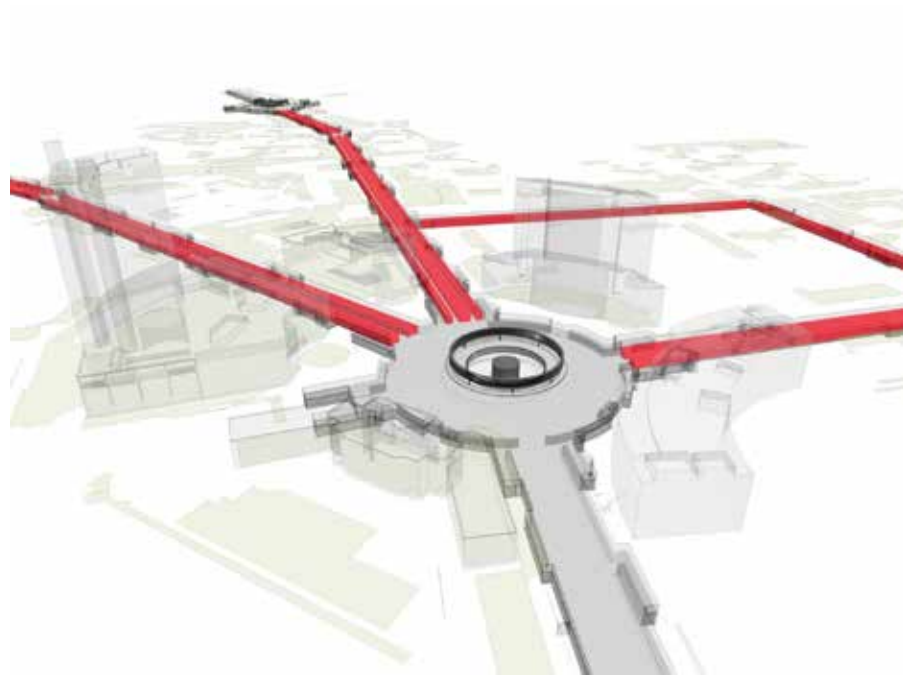
Modern, sophisticated, fun, creative, and exciting--these are the characteristics that became the focus for the 7-storey 620,000 m² shopping center in Guiyang City, China. It is part of a highend commercial complex developed by CC Land.

The mall was designed bearing in mind the young market in this emerging city. It features Hong Kong style recreational facilities including a mini theme park cum playground, which is intended to be the mall's main attraction.

Other fun design features include wall gardens, quirky contemporary sculpture and furniture, and a kinetic sculpture in the main atrium.







汉森恒发地下商业中心

Hansen Hengfa Underground Shopping Center

地点:
中国, 南充
规模:
50,000 m²

Location:
Nanchong, China
Total Area:
50,000 m²

“ In order to address the challenges that come with the project's underground setting, the design involved smart planning solutions, innovative design features, and creative alternatives to ensure that the shopping center will be easy to experience and will become the leading leisure and lifestyle venue in the city. ”

南充的地下防空洞,正在发展成一个地下购物中心,成为一个盈利的零售复合体。在南充主要交通干道的下方,地下商业共有五条商业街和两个中庭。它涵盖了所有不同的零售类别:从男女时装到餐饮,从家居用品到电子产品。为了解决项目位于地下而带来的挑战,我们把设计重点放在以下几点:巧妙的平面解决方案;创新的设计特性;采用创造性的方式确保购物中心很容易到达,并成为城市中领先的休闲和生活场所。

Created to be Nanchong's bomb shelter, this one-level subterranean street is now being developed into an underground shopping center to turn it into a profitable retail complex. With a total of five corridors and two atriums that run under the main streets and rotundas of Nanchong, it covers all the different retail categories of a typical shopping center, from men's and women's fashion and F&B, to home furnishings and electronics.



- ◆ 蒂胜购物中心
 - ◇ TSUM

- ◆ 免税店
 - ◇ Duty Free Shop

- ◆ 印尼 Centro 百货
 - ◇ Centro Department Stores

- ◆ SM 百货系列
 - ◇ SM Department Stores
 - SM Fairview（锦绣）
 - SM Aura（奥拉）
 - SM Makati（马卡蒂）
 - SM BF Succi（苏科特）
 - SM MOA（亚洲购物中心）
 - SM Bacolod（巴科洛德）

- ◆ 凯特菲尔
 - ◇ Corfield

- ◆ 艾帝·内格拉
 - ◇ Etiqueta Negra

- ◆ 我们家
 - ◇ Our Home

- ◆ 玩具王国
 - ◇ Toy Kingdom

- ◆ SM 奥拉超市
 - ◇ SM Supermarket Aura



主力店室内
ANCHOR
STORES



蒂胜购物中心 TSUM

地点:
 俄罗斯，莫斯科
规模:
 36,000 平方英尺
时间:
 2004 年建成

莫斯科蒂胜购物中心“真正的百货商店”的理念使俄罗斯新生代由“共产主义”快速转变到“消费主义”。今天，这座总建筑面积 36,000 平方英尺的购物中心展示的是高端时尚奢侈品及世界顶尖设计师的品牌，如香奈儿、普拉达和阿玛尼。精致的色调搭配抛光及亚光的石材、马赛克贴砖，精美的墙面及戏剧性的灯光效果。设计满足了正在增长的俄罗斯新贵们对高端奢侈品的诉求。购物中心的成功推动了它的扩张及圣彼得堡新区的发展。



Location:
Moscow, Russia
Total Area:
36,000 square-foot
Time:
Completed in 2004

“ Today, the 36,000 square-foot. store features high-end fashions and luxury goods and top international designers such as Chanel, Prada, and Armani. ”

Employs a sophisticated palette that incorporates polished and honed stones, mosaic tiles, textured wall coverings and dramatic lighting.

Designed to appeal to the growing Russian elite's appetite for high fashion, the store's success has led to its expansion and development of a new location in St. Petersburg.







免税店 Duty Free Shop

地点:
布宜诺斯艾利斯, 阿根廷

Location:
Buenos Aires, Argentina

“ With a combination of a clean, straightforward layout, sophisticated color palette, and dramatic lighting features, the design creates a simple yet chic environment for the store. ”

阿根廷这家免税店的设计, 赢得了众多奖项, 极大地提高了顾客平均购买价值。结合简洁, 明确的平面布局, 精致的颜色搭配, 和戏剧性的照明功能, 整体设计呈现出一个简单而别致的环境。我们采取一种新颖的销售方式, 将香水和化妆品的柜台布置在整个商店的周边通道上, 这个策略被证明有效地吸引了流量, 不仅针对化妆品类别, 还包括其他产品。

Taking a novel approach to merchandising, fragrances and cosmetics were positioned along the entire length of the shop.

This strategy proved to be effective in drawing traffic, not only to the cosmetics category, but also to the other products along the way.







印尼 Centro 百货

Centro Department Stores (Mall of Indonesia)

地点:
印度尼西亚, 雅加达
规模:
10,000 m²
时间:
2006-2008 年

Location:
Jakarta, Indonesia
Total Area:
10,000 m²
Time:
2006-2008

“ This time around, Centro sought the expertise of our retail design team to update their brand image by refreshing their logo and creating an exciting retail environment that's cool, modern, and fashionable. ”

位于雅加达 MOI 商场内的 Centro 第四家店的开业标志着这家百货公司的转折点。这一次, Centro 寻求我们商业设计团队的专业意见, 通过更新他们的商标和创造激动人心的商业环境来更新他们的品牌形象, 使其更加的出色; 现代和时尚。

MOI 百货的设计为 Centro 创造了一个更强大更明确的企业形象, 更时尚的形象使得它吸引高级化妆品和时尚品牌的加入。继 MOI 内 Centro 百货的成功之后, 一个相似的设计概念被应用在苏腊巴亚的 Galaxy Mall 百货和雅加达的 SMS 购物中心内的百货。这进一步确立了 Centro 在印尼作为一个时尚购物目的地的地位。

Centro's fourth store in Mall of Indonesia (MOI) in Jakarta marked the turning point for the department store. The design for the MOI store created a strong and more defined identity for Centro. The more fashion-forward image allowed them to attract upscale cosmetics and fashion brands.

After the success of Centro MOI, a similar design concept was followed for two other stores in Galaxy Mall in Surabaya and SMS Shopping Center in Jakarta, which further sealed Centro's position as a chic shopping destination in Indonesia.





SM 百货系列

SM Department Stores

- ◆ SM 锦绣
- ◆ SM 奥拉
- ◆ SM 马卡蒂
- ◆ SM 苏科特
- ◆ SM 亚洲购物中心
- ◆ SM 巴科洛德

在菲律宾，购物是一种休闲、娱乐的生活方式，而百货商店和购物中心是人们聚集的场所。人们跟随风潮去寻找当下最有趣的商场，经历令人兴奋和独特的购物体验。当这个国家最大的连锁百货商店 SM 集团认识到这个现实，并发现他们的商店在五年多的时间都没有任何变化，管理层意识到是需要做出改变了。SM 不仅仅是简单地对室内装饰进行翻新，而是抓住机会使他们的品牌得到新生，把购物环境本身作为一个关键元素来吸引新老客户。

SM 由一家亨利 SY 先生成立的鞋店，经过半个世纪的发展最终成为了一个大型综合百货商店。如今它在菲律宾首都马尼拉和其他主要城市拥有超过 40 家分店和商场。多年的业务使 SM 成为零售领域杰出的领军者，拥有各个层面的消费人群。在新制定的振兴计划中，目标针对稍微偏高端的客户，同时也不会疏远其现有客户基础。从 2005 年设计第一家百货商店 (SM 的摩尔商场) 以来，设计团队着手设计的每一个商店都具有更有趣、更精致的外观和商业氛围。



SM Fairview

- ◆ SM Fairview
- ◆ SM Aura
- ◆ SM Makati
- ◆ SM BF Sucat
- ◆ SM MOA
- ◆ SM Bacolod

In the Philippines, where shopping is considered a form of recreation and entertainment, department stores and malls are gathering places. People listen to the buzz, and go to the venues that offer the most fun, excitement and distinctive shopping experiences. When Shoe Mart (SM), the country’s largest department store chain, recognized this new reality, their stores hadn’t been updated in more than five years. But rather than simply modernize interiors, SM jumped at the opportunity to revitalize their brand, using the shopping environment itself as a critical element in appealing to customers new and old.

Originally a shoe store founded more than a half-century ago by Henry Sy, SM eventually developed into a full-line department store. Today the chain encompasses 40 branch stores and malls strategically located in Manila and in key cities around the Philippines. Long years in the business have made SM a significant player in the country’s mass-market retail arena, catering largely to a lower-middle-market clientele. With the revitalization program, the management has set its sights on a slightly higher-level customer, without wishing to alienate its existing base. Starting with the Ortigas store (SM Megamall) in 2005, the design team set out to redesign the stores, giving them a more fun and sophisticated look and feel.



SM Aura









凯特菲尔 Cortefiel

地点：
西班牙，马德里

Location:
Madrid, Spain

“ The modern, crisp, black-and-white interiors were made more soulful by introducing drama through innovative lighting, natural textures, and color contrasts to direct the attention to the merchandise while creating a luxurious shopping atmosphere. ”

凯特菲尔是西班牙第二大服装零售商凯特菲尔集团旗下的品牌之一，在全球拥有1100家门店。设计的挑战在于需要重新定位这一成功的专业零售商，使他能够吸引更多年轻、时尚的人群，同时保留相对保守的原有客户基础。优雅和成熟的生活方式是凯特菲尔的珍贵遗产，以及对未来的展望。因此，优雅的理念被有意识地体现在设计的方方面面。

天然材质例如：石材马赛克，精细的木工装饰等，反映出商店优雅成熟的气质。而中性的建筑背景：展示商品所应用的干净凌厉的线条，又提供了一个更现代、前卫的形象，同时还保留着品牌的经典魅力。现代、干脆、黑白色内饰、戏剧化的照明、自然的纹理和颜色的强烈对比，使得顾客的注意力直接被商品所吸引，并且营造出一个豪华的购物氛围。

Cortefiel is one of the brands under Grupo Cortefiel, Spain's second-largest apparel retailer that boasts of a total of 1,100 stores worldwide. The challenge is to reposition this successful specialty retailer to compete effectively among a younger, fashion-forward demographic while retaining its more conservative customer base. A lifestyle of elegance and sophistication is the foundation of Cortefiel's heritage and its vision for the future. Therefore, the concept of elegance was consciously integrated throughout the different components of the design.

Elegant natural finishes such as stone mosaics and fine woods reflect the store's conservative yet opulent heritage, while the neutral architectural background of clean, sharp lines that showcase the merchandise provides a more contemporary, forward-looking aesthetic that still maintains the brand's classic appeal.





艾帝·内格拉

Etiqueta Negra

地点：
美国，纽约

阿根廷奢侈品牌 Etiqueta Negra 的品牌含义是“黑色标签”，它位于纽约苏荷区的门店成功地呈现出感性和前卫的品牌特性，以及精致的个性和百年历史建筑的岁月感。

Etiqueta Negra 以现代男性、马术和运动风格而闻名。创始人费德里科·阿尔瓦雷斯卡斯蒂略非常热爱汽车，是一个狂热的汽车收藏家。这种对汽车的偏爱在品牌的建立初始就发挥了核心作用，影响着整体的设计手法和审美趣味，所以商店的室内设计参照 1938

年阿尔法罗密欧 158 汽车的展示形式也是相得益彰的。

采用古董装饰给商店的商品带来无可挑剔的精致、时尚、性感的气质。老式皮革行李箱、赛车头盔和手工制作的马靴，以及配有暗木镶板、铁梁、黑白摄影、古典工业照明的背景相映衬。商店的整体氛围具有强烈的对比——怀旧而新鲜 清爽而粗糙 传统而现代。结合戏剧化的风格，你可以听到、闻到的颜色和视觉效果，感受到一个完美的气氛。



Location:
New York, USA

“ The store is a fierce mixture of contrasts—it is nostalgic but fresh, crisp but rough around the edges, traditional but with a modern flair. It has a perfect ambiance that combines theatricality and drama through textures that you can hear, colors that you can smell, and visuals that you can feel. ”

Argentinean luxury brand Etiqueta Negra, which means “black label”, successfully rendered a sensual and edgy character for its store in SoHo, New York, integrating the brand's sophisticated identity with the feel of the century-old building,

Etiqueta Negra is known for its modern take on the masculine, equestrian and sporting style. The founder, Federico Alvarez Castillo, is very passionate about automobiles and is an avid car collector. This appreciation for beautiful cars has played a central role in the design and aesthetic of Etiqueta

Negra as a brand from its inception. It was only appropriate to integrate the vehicles into the design of the store, with reference to the 1938 Alfa Romeo 158 on display.

Vintage decor gave the store's timeless and impeccably-crafted merchandise a chic, sexy attitude. Furnished with vintage leather luggage, racing helmets and handmade riding boots set against a background of dark wood paneling, iron beams, black and white photography and vintage-inspired industrial lighting.





我们家 Our Home

地点：
菲律宾

Location:
Philippines

“The result is a stylish white box with impeccable lighting and finishes. The merchandise is displayed without any fuss or embellishment, allowing customers an easy shopping experience.”

“我们家”是“家世界”的姐妹公司，是SM百货家具分部。“家世界”希望我们设计一个具有欧式风格的高档家具与配饰商店。我们把“我们家”商店定位为展示外国设计师作品，包括现代家具、床品布艺、饰品及其它家居用品的商店。最后呈现出一个白色盒子与完美照明搭配的时尚空间，整个室内环境可以更好的展现商品，让顾客一览无余，购物更加轻松。

Our Home is a sister company of Home World, the furniture branch of SM Department Stores. Home World asked us to design a high-end furniture and accessories store with a European look. We developed Our Home as a store that offers a curated selection of foreign designers, including modern home furniture, beddings, accessories, and other home decor.







玩具王国 Toy Kingdom

地点：
菲律宾

Location:
Philippines

“ Toy Kingdom is making waves in store design. ”

位于菲律宾的玩具王国，是亚洲最大的玩具连锁店，面积超过 4,000 平方米。此项目既要考虑现有的店面，又要考虑积极增长的计划，客户要求我们创建一个更灵活、更高效、更容易推广的标准店，而且建成后，可以灵活改变售卖商品的形式。为了拥有一个干净的地面以适应不同的商品，大部分的设计主要针对天花和墙面。采用不断变化的灯光效果，打造了一个色彩丰富且具有趣味性的活跃空间。中央销售区采用上下颠倒的盒子设计，使商品更加突出。设计中采用不同的设计亮点来区分商品类别，方便购物者选购。玩具王国是门店设计的一个里程碑。

Toy Kingdom in the Philippines is one of the biggest toy store chains in Asia, with some formats exceeding 4,000 m² in size. With an aggressive growth plan in mind, and limited by the existing prototype, Toy Kingdom asked us to create a more flexible and cost efficient store prototype that would be easy to roll out, and, once built, easy to change, redefine and merchandize. In order for Toy Kingdom to have a clean floor plan for merchandize, most of the design was directed at the perimeter ceilings and walls, and the result was an exuberant combination of style, color and a playful design with a constantly changing color spectrum, complementing the merchandising categories. The central selling pads were defined and featured with a series of upside down boxes: each one highlights a merchandise category and helps to orient shoppers within the store.





SM 奥拉超市

SM Supermarket Aura

地点:
菲律宾, 达义

规模:
9,300 m²

时间:
2014 年建成

灵感来自于北美的城市美食超市, 我们创建了一个食品杂货店的经验, 基于真实的客户基础沟通了国际化的品味和生活方式。

不同于这个国家其他典型的超市, 这个位于 SM Aura 商场内的 9,300 平方米的超市被分成不同的“世界”, 每个类别有不同的设施, 并且依照它所售卖的商品来设计。虽然超市由不同的子环境组成, 整个商店室内设计遵

循一个有凝聚力的概念联系在一起。设计的颜色和材质打造出新鲜的概念, 灰色的地板, 天花板和墙面组成一个酷炫的背景使货品凸出。木饰面墙壁和展示设施及照明提供一个新鲜和自然的背景, 尤其是针对新鲜农产品。部分墙面采用白色的瓷砖提供一个干净、精致的背景, 新鲜、生动的绿色用于关键位置, 提供一个凉爽, 自然的室内风格。



Location:
Taguig City, Philippines
Total Area:
9,300 m²
Time:
Completed in 2014

“ Unlike the typical supermarkets in the country, The 9,300m² supermarket in SM Aura was divided into different “worlds”, with each category featuring a different setting from the rest of the store, and designed in accordance with the merchandise that it carries. ”

Though the supermarket consists of different sub-environments, the whole store interior was designed following a cohesive concept that ties everything together. The colors and materials communicate the concept of freshness throughout the store. The gray floor, ceiling and wall finishes set a cool background to make the grocery products pop. Wood finishes for the walls,

display fixtures and lighting provide a fresh and natural backdrop especially for the fresh produce. Selected walls were finished in white subway tiles to provide a clean, sophisticated background for the merchandise. To complete the palette, a fresh, vivid shade of green was used in key spots of the store, providing a cool, natural color accent for the interiors.



- ◆ 布朗尼甜品店
 - ◊ Brownies
- ◆ 蒂胜购物中心
 - ◊ TSUM
- ◆ Havanna 咖啡
 - ◊ Havanna
- ◆ Megatone 家电
 - ◊ Megatone
- ◆ 印尼 Centro 百货
 - ◊ Centro Department Stores
- ◆ 泰华银行
 - ◊ Platinum Signature
- ◆ 玻利维亚国家银行
 - ◊ Banco Nacional de Bolivia (BNB)



形象设计
IDENTITY
AND
GRAPHICS





布朗尼甜品

Brownies

地点：
菲律宾

Location:
The Philippines

在确立为菲律宾领先甜品店的地位后，布朗尼希望逐渐由一家外卖亭逐步扩大成为咖啡店的规模。根据布朗尼甜品店的扩张计划，PD 已经为该品牌创作了一个强大、简洁及易于辨认的新标识系统。已经有七家布朗尼甜品店按照新的方向设计，目前正在菲律宾全面展开。

After establishing itself as one of the leading dessert shops in the Philippines, Brownies wanted to gradually expand from a small kiosk to a coffeeshop. In line with that, Point Design created a new identity program for the brand that is strong, simple and recognizable. Seven new store formats were also designed for Brownies to match its new direction, and these are currently being rolled-out across the Philippines.





蒂胜购物中心 TSUM

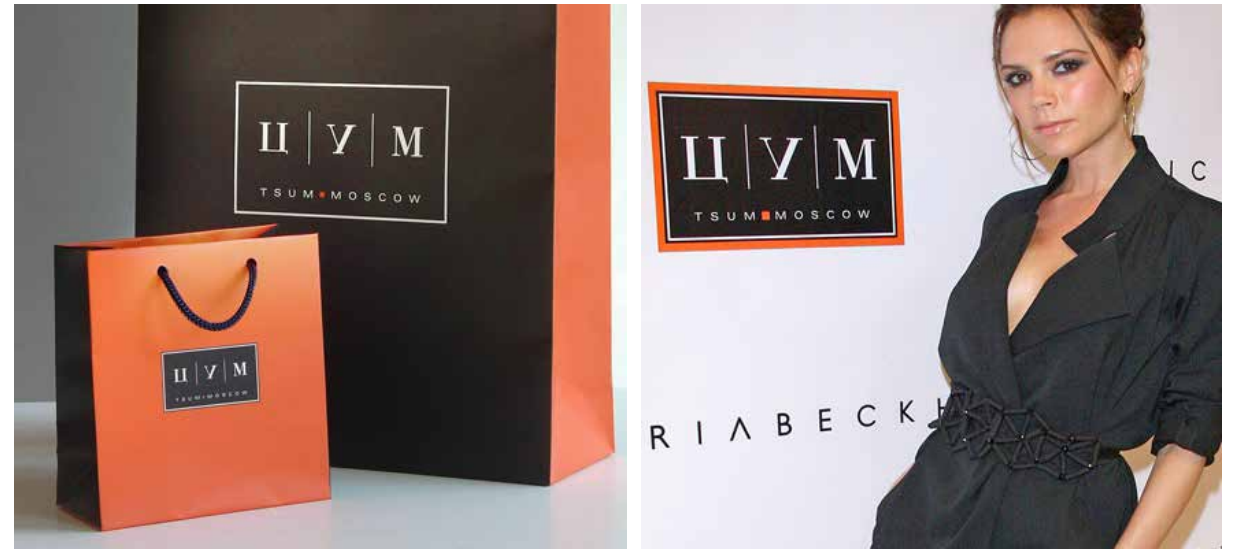
地点:
俄罗斯，莫斯科

Location:
Moscow, Russia

我们对莫斯科 Tsum 旗舰店的新形象设计包含标识设计、广告设计和最重要的包装设计。

它不仅仅是一个简单的标识设计项目，而是采用新的品牌形象取代前苏联时期的设计，树立在繁忙的城市街道一眼可以注意到的新形象，使业主管理层的夙愿得以实现。我们选择橙色作为 Tsum 的形象色，如今商场的购物袋受到俄罗斯精英阶层的普遍喜爱。

Our design of a new identity for Tsum's Moscow flagship store encompassed signage, advertising and, most importantly, packaging. More than simply a logo project, the new identity replaced a Soviet-era design and responded to management's desire for a brand identity that would be immediately recognizable on busy city streets. We chose orange as the Tsum color and today, the store's merchandise - and bags - are among the most ubiquitous and most sought after by Russia's elite.





Havanna 咖啡

Havanna

地点:
拉丁美洲

Location:
Latin America

Havanna 品牌形象的设计包括更新所有的流通渠道和包装的设计, 把 Havanna 咖啡发展为一个典型的咖啡馆和零售商店。

新的品牌身份应用在所有媒介, 包括招牌、信笺、菜单、物流卡车和制服, 得到业主的青睐并获得巨大成功。

Updating Havanna's brand identity included review of all delivery channels and packaging and the development of Havanna Cafe, a prototypical café and retail shop. A resounding success, the new identity is now applied consistently across all media, including signage, stationery, menus, delivery trucks and uniforms.



Megatone 家电

Megatone

地点:
拉丁美洲

Location:
Latin America

这个家电类企业的领军者希望让我们升级其企业形象, 与新的零售环境相配合。

我们使得其企业标志更加柔和, 保持其标志性红色, 并把这个新的形象应用到所有新的商店和与品牌相关的方方面面。

This home electronics category killer asked us to upgrade its corporate identity in connection with our design of a new retail prototype. We softened the logo, maintaining its signature red color, and introduced the system in all new stores and at all points of brand contact.





印尼 Centro 百货

Centro Department Stores (Mall of Indonesia)

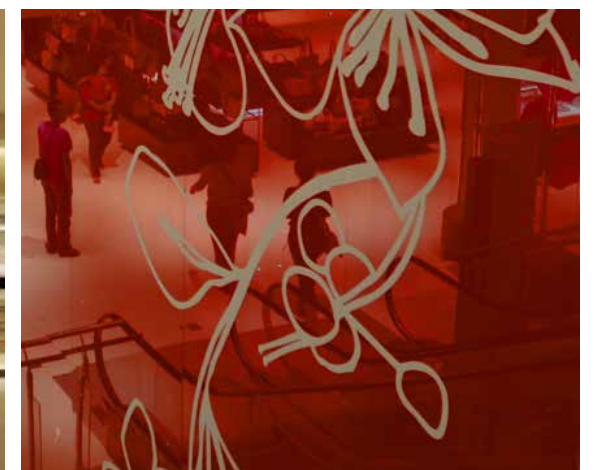
地点:
印度尼西亚，雅加达

Location:
Jakarta, Indonesia

Centro 从开业初始就很成功，现在其品牌形象与印尼人民的生活更是息息相关，尤其是在其国家的首都雅加达。现在 Centro 准备开始积极的区域扩张，要求我们重振其现有的品牌形象。

原点设计提出了一种新的排版、新的形象色和简化的图形设计，以凸显品牌的能量和时尚感。新的形象设计体现在所有渠道：从室外店面设计到室内内标识设计，甚至细化到购物袋和广告设计。

Centro's success began on opening day, and its logo is now a retail staple of Indonesian life, particularly in Jakarta, the nation's capital city. About to embark on an aggressive regional expansion plan, Centro asked us to revitalize its existing identity. Point proposed a new typography, new corporate colors and simplified graphics - both to reflect the brand's energy and fashion sense, and for ease of implementation across all channels, from storefronts and in-store signage to shopping bags and advertising.





Easy 家居

Easy

地点：
阿根廷

Location:
Argentina

阿根廷首屈一指的家居店 Easy 要求我们完善其品牌形象、标识和商店设计，我们专注于商店的规模、环境、客户服务和产品的选择。

商店的外观选用 Easy 标志性的黄色金属板来突出品牌的个性。

When Argentina's leader in home improvement stores, Easy, asked us to refine its identity, signage and store design, we focused on issues of scale, creating environments within the store to facilitate wayfinding, customer services and product selection. The store's exterior features metal panels in Easy's signature yellow to add dimensionality to its surface.





泰华银行

Platinum Signature

地点：
泰国

Location:
Thailand

Platinum Signature 这个泰华银行的高端子品牌有效的吸引了泰国日益增长的富有阶层，已成为高档银行业的代名词，其中包括传统的全球银行服务和行政酒廊服务，提供新闻、互联网接入、艺术、茶点等人性化的服务。

This high-end sub-brand of Kasikornbank effectively reaches Thailand's growing population of wealthy professionals. Its identity has become synonymous with an upscale offering that includes traditional global banking services and executive lounges providing access to news, Internet, fine art, refreshments and personalized attention.





玻利维亚国家银行

Banco Nacional de Bolivia (BNB)

地点:
玻利维亚

Location:
Bolivia

我们致力于振兴玻利维亚第一个也是最老的银行，通过对公司办公场和小型分支机构的设计，甚至到存款单的设计，为其业务的各个方面带来全方面一致性。新标识设计吸引了更大的市场份额和日益增长的年轻专业人士，并有效的降低了运营成本。

Our efforts to rejuvenate Bolivia's first and oldest bank led to a program that brings consistency to every area of its business, from corporate offices to mini branches to deposit slips. BNB's new identity has attracted a greater share of the market's young professionals while cutting operating costs.



OFFICE LOCATIONS



COMMERCIAL PLANNING
MIXED-USE RETAIL COMPLEX
SHOPPING MALL
RETAIL ARCADE
MALL INTERIOR
ANCHOR STORE
IDENTITY AND GRAPHICS



Cendes
&
Point Design



Point -----

MANILA (马尼拉)
11N Tower 1 Paseo Park View Suites142 Valero St.Salcedo Village Makati City 1227 Philippines
T: +63 2 893 9390

BUENOS AIRES (布宜诺斯艾利斯)
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NEW YORK (纽约)
21 Howard St. Suite 202 New York , NY 10013
T: +1 212 625 9993

MIAMI (迈阿密)
117 N.W.42nd Avenue,C.U.2 Miami, Florida 33126
T: +1 305 643 4771

CORDOBA (科尔多瓦)
Achaval Rodriguez 70 1°A Cordoba,Argentina
T: +54 351 4117 719

Cendes -----

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北京 (BEIJING)
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西安 (XI`AN)
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领导团队

LEADERSHIP
OF
POINT



Diego
Garay, AIA

董事
高级设计总监
注册建筑师（美国）
Director
Senior Design Director

Diego 在 1997 年建立 Point Design 为国际客户提供综合商业名牌和建筑服务。他为客户进行全方位的市场战略和概念深化方面的服务。

在之前的 13 年，Diego 担当 Walker Group / CNI 的创意总监和区域副总裁。其主要负责大型商业项目，专业和服务商业项目。公司的作品在全世界发表并获得许多奖项。

Diego Garay was born in Detroit and raised in Argentina where he earned a BS and MS in Architecture and Urban Planning from the University of Buenos Aires. He established Point Design in 1997 after serving as Creative Director and Regional Vice President at WalkerGroup/CNI for more than a decade.

His experience as an architect, brand strategist and designer is comprehensive and spans the globe, including Asia, the Americas, the Middle East and Europe. Published worldwide, Diego's work has been recognized with design, retail and architectural awards and he is sought after as a speaker in the U.S. and abroad.



Allen
Felsenthal

董事
高级设计总监
Director
Senior Design Director

Allen 将 30 多年的设计经验带入 Point Design。他在美国及亚洲很多设计公司曾担任高级职位，包括 Design International 的副主席和 CEO，F/M Associates 的主席以及 Walker Group 太平洋分公司的总经理。

Allen 曾领导规划设计过很多大型项目，其中最著名的项目有吉隆坡城市设计，上海不夜城和上海 Great Mall。

Allen Felsenthal brings more than 30 years of experience to Point Design, having held senior positions in several leading design firms in the U.S. and Asia, including Vice Chairman and CEO at Design International, Chairman at F/M Associates and Managing Director of Walker Group Pacific.

He has led the planning and design of many large-scale projects, most notably Kuala Lumpur City Centre and Everbright City and Great Mall, both in Shanghai, China.



Leandro
Artigala

董事
高级设计总监
Director
Senior Design Director

Leandro 曾就职于 Mario Roberto Alvarez 建筑事务所，担任设计师；随后加入 Bodas Miani Anger 公司，参与多个大体量项目，包括布宜诺斯艾利斯国内机场。Leandro 于 2000 年加入 Point 设计公司。

自 2005 年起，作为公司的首席设计师，他负责项目由概念到执行的全程设计。在拉丁美洲、欧洲、亚洲备受赞誉。

Leandro Artigala joined the firm of Mario Roberto Alvarez Architects as a designer and then moved to the firm of Bodas, Miani and Anger, working on large-scale projects including the development of Buenos Aires Domestic Airport. Leandro joined Point in 2000.

As principal of the firm since 2005, he is responsible for all phases of our projects – from development through implementation of design concepts. Award-winning work in Latin America, Europe and Asia attest to his talents as an architect, retail designer, and team leader.

主创设计团队

LEAD
DESIGNERS



袁歆
Mario Yuan
董事长
高级设计总监
Chairman
Senior Design Director

毕业于西安建筑科技大学，建筑学学士。创办山鼎设计前，曾就职于新加坡建屋发展局、新加坡 NETEC 建筑设计事务所及 DCA 建筑设计事务所。

曾参与设计和施工管理的工程类型多样化，其中包括城市规划、办公楼、多功能商业综合楼、度假村和住宅小区的设计。多年来专注从事建筑设计工作，已积累了相当成熟的中外结合的建筑理论和实践经验。参与过的工程坐落在世界多处，尤其是在住宅设计和环境艺术研究方面有过诸多杰出的作品和独特的探索。

Graduated from Xi'an University of Architecture and Technology with a Bachelor of Architecture, Mario Yuan worked in Singapore for several years with the Housing Development Board, NETEC Architects and DCA Architects before founding Cendes Design.

Mario is a project designer and project manager with a broad range of experience, from urban planning, multi-functional sites, office complexes, resorts to residential projects. With his extensive experience and wide network of relationship, he has been actively involved in projects worldwide. Many of his commissions, particularly in residential development and urban landscaping, have resulted in unique and creative solutions, recognized by professional associations and his clients.



陈栗
Andrew Chen, AIA
董事
总建筑师
注册建筑师（美国）
Director
Chief Architect

美国德克萨斯州工程和建筑学双学士。创立山鼎之前，曾任职于世界著名建筑事务所 RTKL Associates 和 Design International 。

陈先生主持设计的工程项目类型多样，特别在甲级写字楼、酒店、多功能商业综合楼方面，积累了相当丰富的创作经验和施工配合方法。陈先生所参与过的项目坐落于世界各地，对全球多元化的经济与文化有着深厚的认识，善于将各地的文化特色融于设计之中，充分体现不同文化背景和社会阶层的需求。

近几年来，陈先生不仅在建筑设计上表现出杰出的专业才能，而且在施工管理、市场分析和项目价值分析方面作出了卓有建树，赢得了世界顶级开发企业的高度认可，并成为他们的御用建筑师。

Graduated from University of Texas at Austin (UT Austin) with a dual degree in Architecture and Building Engineering. Prior to founding Cendes Architecture, Andrew Chen worked for RTKL associates, a global architecture, planning and design firm.

He has diversified project portfolios, located in many different countries, including urban planning, commercial complexes, office buildings, hotels and residential developments. Andrew skillfully combines his vast international experiences, his understanding of both local and international practice and appreciation of local cultures into his architectural designs, customizing them to the different social needs and background.

Over the recent years, Andrew has not only developed into an outstanding architect and project manager, he has also been the driving force for developing market analysis and feasibility studies in Cendes organization.



张鹏
Robert Zhang
设计总监
Design Director

重庆大学，建筑学学士。作为合伙人参与创建四川山鼎建筑工程设计股份有限公司，十余年建筑设计从业经历使他积累了丰富的专业经验。担纲主持包括大型商业购物中心、办公楼、度假酒店、影剧院、高尚别墅及大型住宅规划在内的大量工程项目设计工作。

张先生出色的方案设计和精巧的构思，在为项目赢得持久表现力的同时，也创造了潜在的地产提升价值，他还谙熟各种工程相关规范，能够在满足各地不同控规条件下为业主提供有效的解决方案。张先生在项目设计管理、设计质量控制、项目跟进配合等多方面具有卓越的专业技能，是一位优秀的项目管理者。

Graduated from Chongqing University with a Bachelor in Architecture, Zhang Peng is a founding partner of Cendes (Chengdu office). He has over 10 years of experience developing commercial buildings, holiday resorts, theatres and luxury villas.

Robert's creative and innovative concepts and designs and his familiarity with engineering specifications and regulatory controls is a great asset and often help enhance the value of projects. He is an outstanding project manager, well-known for his ability to produce quality projects and his excellent follow-up with clients.



林昇
Aaron Lin, AIA, LEED AP
BIM / 设计总监
注册建筑师（美国）
LEED 认证专家
BIM / Design Director

林先生拥有建筑学硕士学历，美国注册建筑师、LEED（环境设计先锋）认证专家 及欧特克 Revit 工程师等多项资格。作为山鼎设计新技术和绿色设计的领军人物，林先生在国内外市场积累了 19 年丰富的建筑设计和项目管理经验。历年来所从事的项目涵盖了从高端商住到极具挑战性的航空港。得益于其完善的专业背景，林先生兼具建筑设计的创新理念，科学的设计技巧和严谨细致的专业精神。

林先生为国内少有的集绿建与 BIM 权威资质为一身的专家级人才，享有劳工部及外事专家局津贴；其主持的设计项目连续两届获得四川省 BIM 大赛奖项，目前管理着西南地区最大的 BIM 团队，在复杂大规模项目的设计和实施方面处于行业领先地位。

Graduated from SUNY with Master's a degree in Architecture, Aaron Lin is a leader in Cendes practice on advanced technology and green design. With more than 17 years of global experience in architectural design and project management, his portfolio covers commercial, residential projects as well as complex airport terminals. Thanks to his excellent professional qualification,

Aaron has achieved a perfect combination of cutting-edge technology, rational design measure and innovative idea in his undertaking.

主创设计团队

LEAD
DESIGNERS



邹大冬

David Zou
董事（北京山鼎）
设计总监
Director (Beijing)
Design Director

东南大学建筑学学士，曾就职于北京市建筑设计研究院（BIAD），世界第二大建筑设计公司凯达环球（AEDAS）北京公司。

邹先生在高端住宅、写字楼、商业地产项目中积累了丰富的设计与管理经验。其主持设计的北京富力城、桐城国际均被评为北京十大明星楼盘。专长于建筑方案的创作，他的设计方案多次在国际设计竞赛中获奖或中标。

邹先生多次与日本、香港、美国建筑师合作，具有丰富的国际设计合作经验，融聚中国传统智慧，结合国际创新思维的设计理念，是邹先生深受业主青睐的创作手法。

Graduated from Southeast University with a Bachelor in Architecture, David Zou has previously worked for Beijing Institute of Architectural Design (BAID) and AEDAS Beijing office.

He has worked on designed and managed projects of varied natures, including luxury residential compounds, office buildings and commercial developments. His well-known works R&F City and Sage's Wood Compiles are rated as Beijing top 10-star properties. His designs have won several international design awards.

Having collaborated with international architects from Japan, Hong Kong and America, David infuses international ideas and experiences into his designs, tapping into the innovative design concepts of the international arena and combining them with the Chinese culture, thereby creating a unique design that is favored by many of our clients.



王广庆

Peter Wang
董事（北京山鼎）
设计总监
Director (Beijing)
Design Director

东南大学建筑学学士。十多年的建筑设计从业经历，特别是在世界前五名设计公司凯达环球（AEDAS）的五年服务经历，使王先生积累了丰富的专业经验。通过参与、主持多个工程项目的设计工作，王先生已熟练地掌握了各种工程相关规范、项目设计及管理、设计质量控制、项目跟进配合等多方面的专业技能。

王先生主持设计的工程项目范围广泛，包括大型综合中心、办公楼、酒店及大型住宅区规划等，为业主及发展商提供了高品质的项目运作回报。

Peter Wang has a Bachelor in Architecture from Southeast University, and over 10 years of experience in architectural design. He used to work for the leading AEDAS for 5 years. In AEDAS, he has led and participated in numerous project developments and has further enriched his knowledge in the specifications and requirements of the of different interrelated engineering fields, thereby enhancing the quality of his projects.

He has presided over a variety of profitable projects, including multi-use integrated centers, office complexes, hotels and large-scale residential compounds.



黄强

George Huang
设计总监
Design Director

黄先生专注于方案创作，其出众的场地规划思路和空间利用能力深受行业赞誉，能够将各种地域条件下的项目发展提供最大化的附加值。

十余年的建筑设计经历中主持设计的工程项目范围广泛，包括大型商业购物中心、办公楼、高尚别墅及大型住宅区规划等。他参与、主持的工程项目类型多样，分布地域广泛，其新颖的设计方案和娴熟的专业技巧，在推进项目取得优质表现力的同时，也为业主及发展商提供了高品质的项目运作回报。

George Huang specializes in creative site planning and innovative space utilization. His strength lies in his ability to incorporate his design into the natural surroundings, maximizing the use of the given geographic conditions. His designs are highly acclaimed by industry peers and competitors.

He has over 10 years of architectural design experience and has presided over projects of all natures in different geographic regions. His projects include large commercial shopping complexes, office buildings, luxury villas and large-scale residential compounds. He is known to produce quality projects that result in promising returns for both developers and owners.



廖方跃

Leo Liao
设计总监
Design Director

十余年的建筑设计从业经历，主持设计的项目范围广泛，包括大型商业购物中心、办公楼、高尚别墅及大型住宅区规划等，善于以创新思维开展设计工作，为业主提供了高品质的设计成果，累积了丰富的专业经验。廖先生对商业建筑和高端住宅项目的设计既能充分结合市场需求和建筑美学，又能通过巧妙的规划引导提升价值空间，其作品设计赢得了业主的广泛认可和尊重。

Having been in the industry for more than 10 years, Liao's project portfolio covers retail, complexes, office buildings, luxury villas and apartments. His work is reflective of his talent throughout new concepts and ideas, combining aesthetics with functionality. Leo's unique strength lies in his creative use of space and this has earned him respect from peers and clients alike.



杜斌

Brandon Du
设计总监
Design Director

多年的建筑设计从业经历使杜先生积累了丰富的专业经验，其中，国外考察经历使他博采众长，吸收的许多先进设计理念成功运用于多个工程项目，包括大型购物中心、办公楼、大型住宅社区及高尚别墅。

通过公司多年培养，他已熟练地掌握了各种工程相关规范、项目设计管理、设计质量控制、项目跟进配合等多方面的专业技能，深入把握市场动向及业主需求，设计并主持多项重大工程项目，充分体现其勤勉的工作风格和优秀的设计才华。

Brandon Du has been in this industry for many years, and brings a wealth of experience to Cendes. He has been exposed to many advanced architecture ideas and concepts particularly from experiences on overseas study trips. He creatively adopts these new concepts and incorporates them into his various projects, which include mixed-use developments, shopping complexes, office buildings and large-scale residential projects and villas.

Through his continuous professional development in Cendes, he has further developed his understanding of different engineering specifications and mastered more sophisticated project management methodology and skills. His understanding of market trends and needs is fully embodied in his project works, which fully showcase his talent and diligence in this field.

项目列表

PROJECT
DIRECTORY

商业规划 Commercial Planning	商业综合体 Mixed-use Retail Complexes	购物中心 Shopping Malls	商业街区 Retail Arcades	商业中心室内 Mall Interiors	主力店室内 Anchor Stores	形象设计 Identity & Graphics
014 大理洱海外滩源 中国，大理 Erhai Lakeshore Development Dali, China	032 嘉里中心改造 中国，北京 Kerry Center Renovation Beijing, China	054 运动城 智利，圣地亚哥 Mall Sport Santiago, Chile	082 钟鼓世家 中国，泸州 Zhong Gu Shi Jia Luzhou, China	094 世茂国际广场 中国，济南 Shimao International Plaza Jinan, China	116 蒂胜购物中心 俄罗斯，莫斯科 TSUM Moscow, Russia	158 布朗尼甜品店 菲律宾 Brownies Philippines
018 大慈寺商业街区 中国，成都 Daci Temple Heritage District Chengdu, China	038 银泰城 中国，攀枝花 Intime City Panzhigua, China	056 新世界购物中心 中国，上海 New World Shopping Mall Shanghai, China	086 新津水城 中国，成都 Water City Chengdu, China	098 勿加泗购物中心 印度尼西亚，雅加达 Bekasi Shopping Center Jakarta, Indonesia	122 免税店 阿根廷，布宜诺斯艾利斯 Duty Free Shop Buenos Aires, Argentina	160 蒂胜购物中心 俄罗斯，莫斯科 TSUM Moscow, Russia
022 嘉里建设沈阳综合发展 中国，沈阳 Shenyang Kerry Mixed-use Deve- lopment Shenyang, China	042 安诚时代广场 中国，西安 Times Square Xi'an, China	058 SM 城市广场 中国，重庆 SM City Chongqing, China	090 朱辛庄商业综合体 中国，北京 Zhu Xin Zhuang Complex Beijing, China	100 门多萨购物中心 阿根廷，布宜诺斯艾利斯 Mendoza Plaza Buenos Aires, Argentina	126 印尼 Centro 百货 印度尼西亚，雅加达 Centro Department Stores Jakarta, Indonesia	162 Havanna 咖啡 拉丁美洲 Havanna Latin America
024 老挝 WTC 项目 老挝，万象 World Trade Center, Laos Vientiane, Laos	044 唐山香格里拉综合发展 中国，唐山 Tangshan Shangri-la Hotel and Commercial Development Tangshan, China	064 尚都服饰广场 中国，成都 Stylemax Plaza Chengdu, China		102 SM Lanang 购物中心 菲律宾，达沃 SM Lanang Mall Davao, Philippines	128 SM 百货系列 菲律宾 SM Stores Philippines	Megatone 家电 拉丁美洲 Megatone Latin America
028 悦达奥特莱斯 中国，西安 Yueda Outlets Xi'an, China	046 济南香格里拉综合发展 中国，济南 Jinan Shangri-la Hotel and Commercial Development Jinan, China	066 SM 城市广场 中国，淄博 SM City Zibo, China		106 国浩长风 中国，上海 Guohao Mall Shanghai, China	138 凯特菲尔 西班牙，马德里 Cortefiel Madrid, Spain	164 印尼 Centro 百货 印度尼西亚，雅加达 Centro Department Stores Jakarta, Indonesia
	048 成都饭店综合发展 中国，成都 Chengdu Hotel Complex Deve- lopment Chengdu, China	068 海底捞静海广场 中国，简阳 Hai Di Lao Plaza Jianyang, China		108 中渝万锦城 中国，贵阳 Wan Jin Cheng Guiyang, China	140 艾帝·内格拉 美国，纽约 Etiqueta Negra New York, USA	166 Easy 家居 阿根廷 Easy Argentina
		072 丰树谢家滨江综合开发 中国，宁波 Mapletree Xie Jia Riverside Mix-Use Development Ningbo, China		112 汉森恒发地下商业中心 中国，南充 Hansen Hengfa Underground Shopping Center Nanchong, China	144 我们家 菲律宾 Our Home Philippines	168 泰华银行 泰国 Platinum Signature Thailand
		074 润驰国际广场 中国，成都 Runchi International Plaza Chengdu, China			148 玩具王国 菲律宾 Toy Kingdom Philippines	170 玻利维亚国家银行 玻利维亚 Banco Nacional de Bolivia (BNB) Bolivia
					150 SM 奥拉超市 菲律宾，达义 SM Supermarket Aura Taguig City, Philippines	



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