

激活街区 商业设计 Commercial design



墨尔本联邦广场 Federation Square, Melbourne



1998-2002 联邦广场 (公司代表作)

澳大利亚 墨尔本
项目类型: 综合文化中心、广场、商业、餐饮、停车场、交通枢纽
用地面积: 3.6 公顷
建筑面积: 55,000 平方米

成功运营10年以上的商业广场
世界著名地标
获得诸多奖项的绿色低碳建筑
在当地被评为历史保护建筑



2006 仙林商业中心

中国 江苏 南京
项目类型: 商业、休闲、娱乐、餐饮、公共空间
用地面积: 2 公顷
建筑面积: 100,000 平方米
业主委托 已建成



2009 河西城市综合体

中国 江苏 南京
项目类型: 城市设计 (住宅、文化、商业)
用地面积: 7.4 公顷
建筑面积: 9,180,000 平方米
业主委托 概念规划设计



2009-2010 金鹰国际中心B座

中国 江苏 南京
项目类型: 购物中心、商务办公、住宅、酒店、商务会所、餐饮
用地面积: 1.6 公顷
建筑面积: 130,000 平方米
业主委托 已建成



2011.01-2012.05 宁波万达商业综合体

中国 浙江 宁波
项目类型: 商业中心立面提升
立面面积: 18,000 平方米
方案竞标 第一名, 完成方案深化, 已建成



2014.04- 2014.11 东太湖黄金湾时尚中心

中国 江苏 苏州
项目类型: 企业会所, 时尚酒店, 商业配套, 餐饮, 休闲俱乐部, 时尚发布中心
用地面积: 5.4 公顷
建筑面积: 25,925 平方米
方案竞标 第一名, 完成方案深化



2014.06-2014.09 仙林金鹰奥莱城二期

项目类型: 度假、商业
用地面积: 6.4 公顷
建筑面积: 150,000 平方米
方案竞赛 入围



2018.03- 2018.06 金鹰 西安高新店立面提升设计

中国 陕西 西安
项目类型: 商业中心立面提升
业主委托 已建成



2018.08-2018.09 张江国际医学园区核心区 (包含商业街区)

中国 上海
项目类型: 城市设计
(住宅、文化、商业、SOHO、办公)
用地面积: 325.67 公顷
建筑面积: 3,710,735 平方米
国际竞赛 入围



2018.09-2018.11 深圳湾超级总部基地 (包含商业街区)

中国 广东 深圳
项目类型: 城市设计
(办公、商业、零售街区、文化、中央公园)
用地面积: 118 公顷
建筑面积: 5,186,000 平方米
国际竞赛 入围



2020.05 深圳市小梅沙 建筑方案设计

中国 广东 深圳
项目类型: 办公、零售、度假、酒店
用地面积: 4.18 公顷
建筑面积: 151,000 平方米
国际竞赛 入围



2021.01- 2022.02 金鹰 扬州文昌店立面提升设计

中国 江苏 扬州
项目类型: 商业中心立面提升
业主委托 建设中



2021.01- 2022.01 金鹰 南京珠江路店立面提升设计

中国 江苏 南京
项目类型: 商业中心立面提升
业主委托 建设中

Federation Square 联邦广场

代表作

Melbourne, Australia (1998-2002)

澳大利亚 墨尔本

type: mixed-use cultural facility, public square,
food + beverage, care park

site area: 3.6 ha

gross floor area: 55,000 m²

项目类型 综合文化中心、广场、商业、餐饮、停车场、交通枢纽

用地面积 3.6 公顷

建筑面积 55,000 平方米

The Federation Square project created a new cultural precinct and civic hub for the City of Melbourne, on a vacant area of railway land at the very centre of the city, at its most important intersection.

The focus of the project is the Square. This unique and flexible public space, in the form of a sloping and open-air amphitheatre, is used for a wide variety of events and performances, and is capable of accommodating up to 35,000 people. Complementing this are the interior public spaces: the large glazed atrium and the BMW Edge performance space.

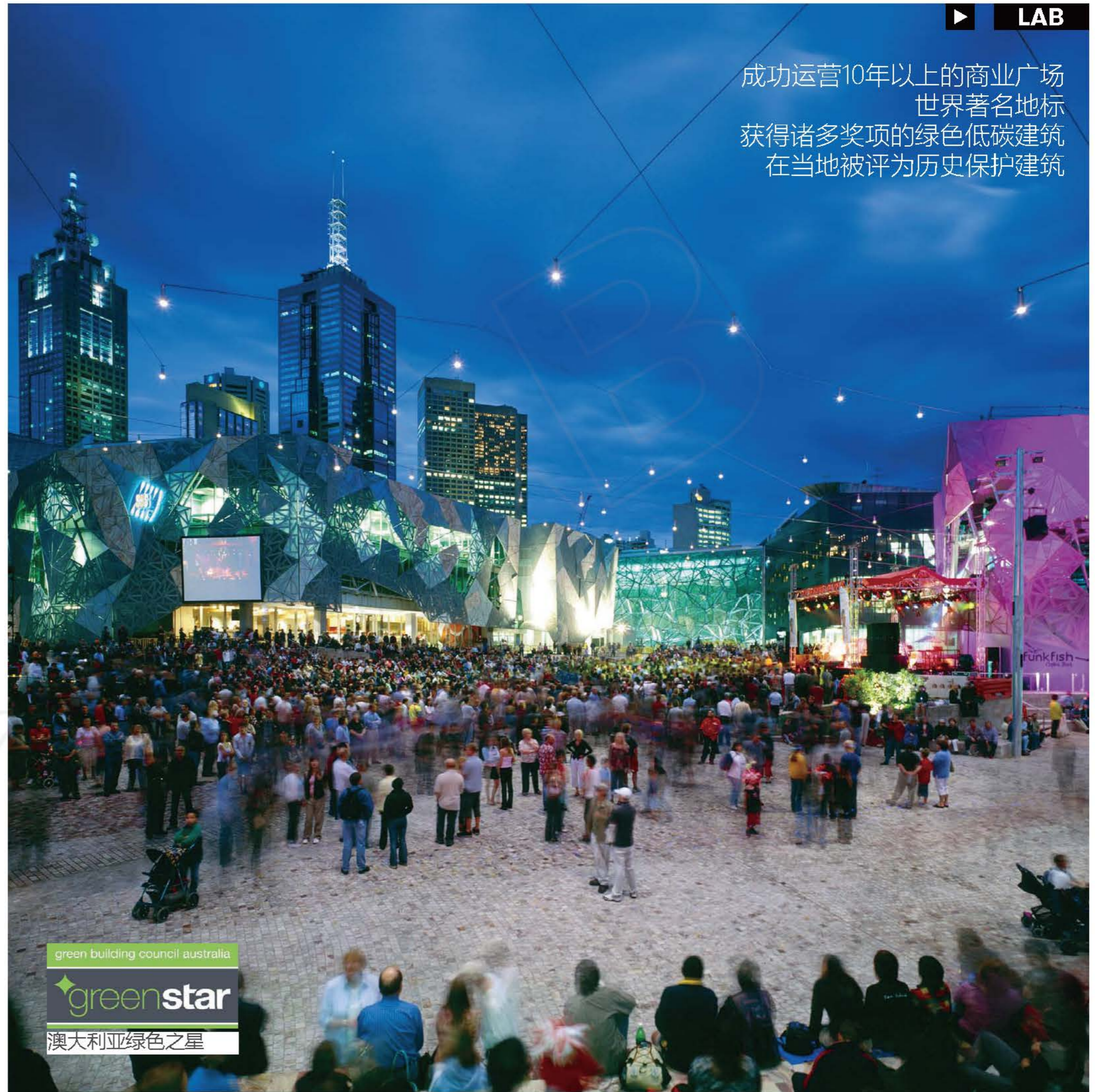
The precinct is composed of cultural and commercial buildings. These facilities total almost 55,000m² and include new galleries: NGV: Australia Collection, the Australian Centre for the Moving Image (ACMI), with offices, studios and galleries; facilities for the Special Broadcasting Service (SBS); as well as numerous restaurants, cafes and commercial tenancies. All this exists on a site of 3.6 hectares, equivalent to the construction of a new city block for Melbourne.

In the six years since the project opened, it has exceeded all expectations. Originally projected to have up to 4 million visitors annually, the precinct has welcomed on average 6.5 million each year, and has become the most visited cultural destination in Australia with over 31 million visitors since opening. The NGVA and ACMI have both greatly exceeded their anticipated visitor numbers and Federation Square has undoubtedly become the new centre – the new social, politic and cultural heart of Melbourne.

联邦广场为墨尔本创造了一个新的市民文化活动中心。他坐落在铁路空置的土地上，是城市中心最重要的交叉口。

设计的重点是广场。这是独特的自由公共空间，微微倾斜的露天剧场可以服务各种活动和表演。这个室外露天剧场最多可以容纳35,000人。另外，广场上还有其他的内部公共空间，如巨大的玻璃中庭以及BMWEdge表演空间。

整个区域由文化和商业建筑组成。建成七年来，联邦广场超过了所有的期望。项目最初预计每年有四百万游客，然而现在，联邦广场每年要接待超过650万的游客一举成为游览人数最多的文化景点。联邦广场无疑已成为墨尔本新的社交，政治和文化中心。



▶ LAB

成功运营10年以上的商业广场
世界著名地标
获得诸多奖项的绿色低碳建筑
在当地被评为历史保护建筑

green building council australia

green star

澳大利亚绿色之星

Xianlin Commercial Centre 仙林商业中心

已建成

Nanjing, China (2006)
中国 南京

type: retail, leisure, entertainment, F&B, public spaces
gross floor area: 100,000 m²
site area: 2 ha

项目类型: 商业, 休闲, 娱乐, 餐饮, 公共空间
建筑面积: 100,000 平方米
用地面积: 2 公顷

xianlin commercial centre is a mixed retail precinct forming the lakeside commercial focus of xianlin new town centre development. xianlin is one of nanjing's three primary satellite developments and has 10 new universities as well as related high-tech electronic.

The major pedestrian flows are anticipated between the northeast and southeast corners of the site, anchored by the new subway station to the south and the nanjing normal university to the north.

Through careful design of the building footprints to increase spatial cohesion and a sense of enclosure, pedestrians will be drawn either through the covered shopping street at the heart of the project or along the activated lakeside promenade lined with restaurants and cafes.

The development consists of six separate buildings, anchored with a brand-name department store, cinema complex and basement supermarket. these are complemented by a series of distinct zones within the development, devoted to food and beverage, convenience or fashion clothing, entertainment and electronics.

Linking the commercial elements together is a hierarchy of spaces, focused on a continuously covered street. a series of higher-level gallery balconies provides upper-level connection between the buildings along its length and a series of passages links to the waterfront promenade.

仙林商业中心是仙林新城的湖滨商业中心，由混合零售区组成。仙林是南京的三个一级卫星城市之一，同时拥有10个大学新校区与高科技电子产业和零件制造业园区。

基地的主要步行人流预计来自于基地的东北及东南方向，即来自于南边的地铁站与北边的南京师范大学之间。

通过对建筑足迹的认真设计，以提高建筑的空间感与围合感，将人流吸引到项目中心区有遮盖物的购物步行街或是设有餐厅、咖啡馆的湖滨散步带。

仙林商业中心由六栋独立建筑构成，设有品牌专卖店、综合电影院与地下超市。另外有餐饮服务、日用品或者服饰、娱乐和电子产品的零售专区。等级空间结构将商业元素联系起来，集中在一条有连续遮盖物的街道上。一系列高架走廊提供了建筑之间在沿长度方向上的上层连接，同时一些列的通道将游客领至湖滨散步带。



HEXI HOPSCA 河西城市综合体

业主委托 概念规划设计

Nanjing, China (2009)

中国 南京

type: urban design (residential, cultural, commercial)

site area: 7.4 ha

gross floor area: 9,180,000 m²

height: 368 m

项目类型: 城市设计 (住宅、文化、商业)

占地面积: 7.4 公顷

建筑面积: 9,180,000 平方米

高度: 368 米

The scale of the project site makes the architects must carefully consider the commercial value and architectural form of the project when planning the project.

A project of this scale should be open for construction and completion in phases. Therefore, it is important to consider how to make the project relatively "independent and complete" in each phase, and to integrate the characteristics and attractiveness of the whole large project.

The way we work on this project is to work with the owner, Golden Eagle, in order to establish a design model for retail business and urban design, which can realize phased implementation and maximize the benefits of the project.

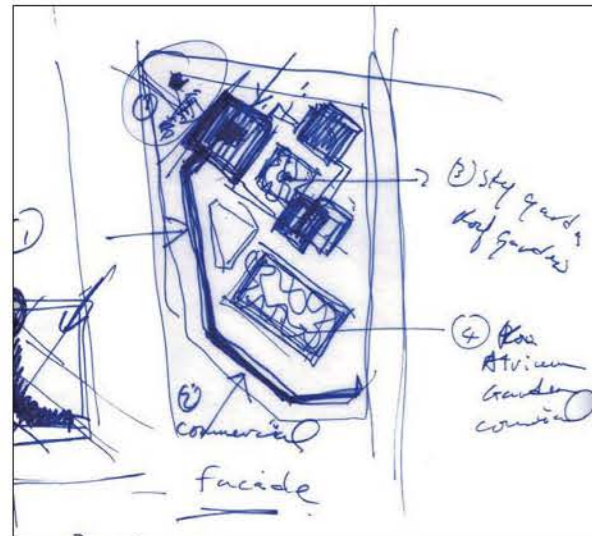
This is all based on a series of case studies of contemporary commercial development projects.

本项目基地的尺度，让建筑师在规划项目时必须谨慎地考虑项目的商业价值以及建筑形式。

这样规模的项目应该是需要分期建设和竣工开放的。由此，考虑如何使项目在每一个分期阶段都是相对“独立、完整的”，又能整合整个大项目的特点和吸引力是很重要的。

此项目我们的工作方式是和业主方金鹰一起工作，以期可以建立起一个零售商业和城市设计的设计模式，既能够实现分期实施，又能够使实现项目利益最大化。

这一切都是建立在一系列当代商业开发项目案例研究的基础上。



GEI Centre Tower B 金鹰国际中心B座

已建成

Nanjing, Jiangsu, China (2009)

中国 江苏 南京

type: shopping mall, business offices,
residential, hotels, business club, F&B

site area: 1.6 ha

gross floor area: 130,000 m²

项目类型: 购物中心、商务办公、住宅、酒店、
商务会所、餐饮

占地面积: 1.6 公顷

建筑面积: 130,000 平方米

Located in a busy retail area in central Nanjing close to the Xinjiekou intersection, this mixed-use development contains a department store, retail spaces, bank premises, a business club, commercial offices, a five star hotel and residential apartments. All vehicular access occurs to the rear of the site, keeping the street clear for pedestrian movement. The western side of the structure includes a small plaza, providing an urban address to a series of small-scale historic buildings.

The project approach sought to develop the tower and podium as a single, coherent design concept. Both share a stepped, or offset splay in their form, dissolving the monolithic reading, breaking down the overall scale of the tower and allowing expression of its different functional components.

In addition the structures share a single facade system which is visually ordered through a large-scale digitally inspired pattern. This integrates all the required conditions including podium advertising signage and showcase windows.

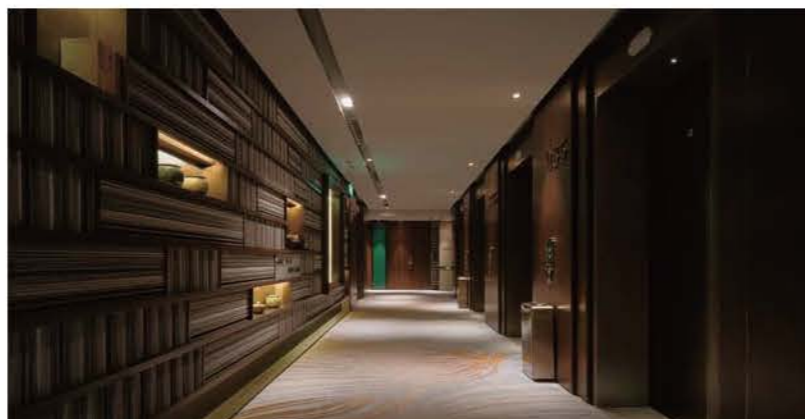
For the tower, the pattern is manifested through vertical (E+W) and horizontal (S+N) fins of varying depth, creating significant sun-shading to their respective orientations.

项目坐落于南京市中心繁华的商业区，临近新街口枢纽。是混合功能的综合性开发项目，包括百货商店、零售店铺、银行营业厅、商务会所、商务办公、五星级酒店和住宅公寓。

所有机动车辆从基地后部进出，保证了街道的人行畅通。西边空间布置了一个小广场，作为一座小型的历史标志性建筑。

在设计过程中，塔楼和裙房以整体概念进行综合考虑。他们共同形成了一个层层退进和倾斜的建筑样式。庞大的建筑体量得到了合理的分解。超尺度的塔楼被打破，展现了不同的功能布置。

另外，整个建筑使用共同的立面图案——大面积的数码肌理。该立面形式整合了所有功能需求，如广告标识和展示橱窗。塔楼立面清晰明确，同时在横向（南北）和纵向（东西）的深浅窗棱映衬下，与朝向形成显著的阴影。



Ningbo Wanda Facade 宁波万达商业综合体 立面改造

已建成

Ningbo, Zhejiang, China (2011)
中国 浙江 宁波

type: commercial centre facade renovation
facade area: 18,000 m²

项目类型: 商业中心立面提升
立面面积: 18,000 平方米

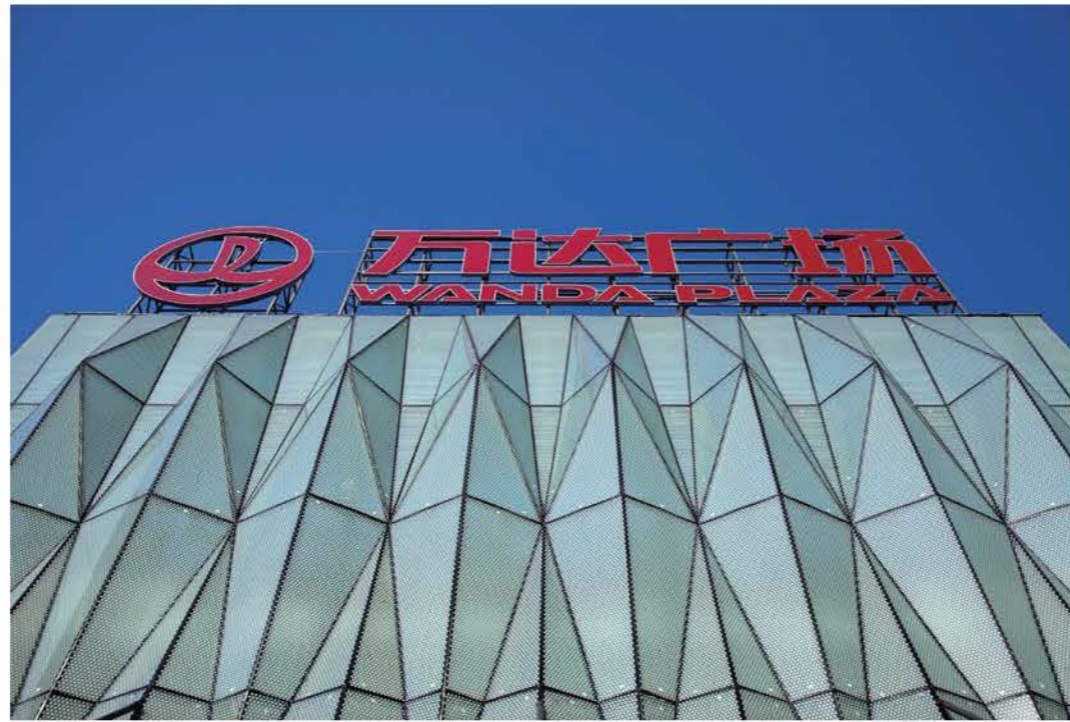
The Ningbo facade project is a design for the construction of a facade for a mixed-function building in the Zhejiang Province of China. Utilizing the existing layout, the facade creates a unified and rejuvenated face for the plaza.

The most important outcome of the project is the design of the unified facade language. The repetitious design is generated from a Sierpinski Triangle fractal pattern - an 18,000m² triangular tiled facade screen created with the use of recurring basic units that are produced locally and suspended outside the building form to create the pattern.

In addition, the scope of the project also includes the integration of advertising spaces and LED screens on the high-rise office building creating new opportunities for retail owners, occupants, and tenants to promote and advertise their businesses adding to the economic viability of the complex.

客户提出的要求是翻新商业零售中心外立面。该综合体包括了如下元素：电影院、万达商业中心、沃尔玛、大众零售店、娱乐和餐饮区、数码商城和家居零售中心。

设计针对客户提出的新立面要求，从建造、施工的经济角度和各阶段对日常运营的最小化影响角度，研究了各种立面的可能性，以期达到一个理想的施工计划。将现有建筑的不同位置、商业元素形态、女儿墙高度、入口、开放和交流空间通过一个拱形循环相互连接，形成一个单一的入口外观形态。为改变现有形态，设计策略是采用三角瓷砖替代现有形态，构建18,000平方米的新外立面。灯光、广告位、标识和入口指示均采用了统一的制作方法，即借鉴了谢尔宾斯基三角形形态的同一种颜色和材质的瓷砖。



East Taihu Fashion Center 东太湖黄金湾时尚中心

方案竞赛 第一名；后续方案深化已完成

Suzhou, Jiangsu, China (2014)

中国，江苏，苏州

type: business club, commercial, food + beverage,
leisure club, media center

site area: 5.4 ha

gross floor area: 25,925 m²

项目类型: 企业会所, 时尚酒店, 商业配套, 餐饮,
休闲俱乐部, 时尚发布中心

占地面积: 5.4 公顷

建筑面积: 25,925 平方米

The master plan creates a new overall precinct of individual yet aggregated building, in doing so it allows new lateral connections to occur across and within the island, and fosters a greater diversity of ground floor retail and commercial uses.

The design offers a complex matrix of over-lapping facilities, intertwined experiences and mutually supportive aspirations. An 'ecology' of living, working and relaxing in a unique and progressive design. All paths lead to the water.

Public spaces expand and shift to create a fluid spatial system connecting across the three development sites and parks. Public life, commercial activity and movement work together across all scales, from key pedestrian spines to intimate retail arcades, and from large celebration spaces to small dining and recreation plazas.

The urban structure of this new centre is based on a connected series of private and urban spaces, ranging from private villas, dedicated fashion focused spaces and public squares to an extensive boardwalk promenade, connected by a network of pedestrian pathways inspired by the traditional 'longtang'.

The primary urban structure of the masterplan is founded on the distinctive character derived from the adoption of the lake and water as the key urban figure.

Traditional landscaping techniques such as framed views, obstructed views and leaking views have also been employed, and inform the way the buildings are positioned and viewed in the landscape as well as the way the landscape is viewed from the buildings.

Moving between the buildings and the landscape creates pedestrian circulation and connection to courtyards, plazas and parks, connecting public spaces and the building entries. The design incorporates continuous shade and shelter, with overhanging roofs, canopies and balconies.

These techniques emphasize the difference between views and physical connections, and the effect the buildings have on the immediate landscape, creating a dramatic sequence of unfolding spaces that enrich the experience of the buildings and the views of the landscape.

设计的总体规划平面创建一个极具个性但又不张扬的建筑群。采用一种全新的连接手法贯穿岛内的建筑，这种手法通过首层零售和商业孕育出更丰富的多样性。

动感交织重叠在一起的形态形成了整个建筑群的规划原则和特征。并且将柔性的生活、商务、休闲等功能也同样的交织在整组建筑群中。规划结构建立在一系列相对私密的城市空间中，建筑同样又被半私密空间所围绕。整个结构形成像“弄堂”一样的步行通道贯穿整个建筑群指向时尚中心和公众广场，所有的通道都跟水体产生联系。最基本的城市设计的结构灵感来源于当地特有的与水与湖有关、以及与传统景观和文化相关的符号元素。书法字体、框景构图、移步换景等园林及艺术手法应用在建筑的造型和视觉设计上。

折叠形态的建筑向外和向上张开，面向东太湖优美的景致以及周边的自然景观，同时这些建筑群形成的围合空间营造出时尚中心特有的公共活动区域。无论是硬质还是软质的景观在视觉上形成相互穿插的整体效果。

在整个景观环境内，既能体验整个景观的美感，又能感受到当代史上的新潮气息。



GEI Xianlin Outlets II 仙林金鹰奥莱城二期

方案竞赛入围

Nanjing, Jiangsu, China (2014)

中国 江苏 南京

type: resort, retail

site area: 6.4 ha

gross floor area: 150,000 m²

项目类型: 度假、商业

占地面积: 6.4 公顷

建筑面积: 150,000 平方米

The structure of the whole area is based on a simple yet powerful posture - a pair of axes that cross the lake, and a pair of buildings located at the corners to better guide the crowd to the waterfront. Based on this, the planned structure is designed to connect across and around the lake, presenting a clear entry route for people from the wider area.

The new one-stop living center is based on a fixed retail center transportation network, but also brings its distinctive features - a sinuous façade texture and unique mixed-use functions.

整个区域的结构是基于一个简单而有力的态势——一对穿过湖面的轴线，一对位于角部的建筑，更好地将人群引导至水岸。在此基础上，规划结构旨在连接穿过并且环绕起湖面，并为从更大范围来的人群呈现出一个清晰的进入路线。新的一站式生活中心基于一个固定的零售中心交通网络，与此同时也带来了其与众不同的特色——一个蜿蜒曲折的立面肌理以及独特的混合使用功能。



LAB

GEI Xian Gaoxin Mall
金鹰 西安高新店立面提升

已建成
Xi'an, China (2018)
中国 西安
type: commercial centre facade renovation
项目类型: 商业中心立面提升



Zhangjiang International Medical Park Core Area

张江国际医学园区核心区 (含商业街区)

国际竞赛入围

Shanghai, China (2018)

中国 上海

type: urban design (residential, culture,
commercial, SOHO, office)

site area: 325.67 ha

gross floor area: 3,710,735 m²

项目类型: 城市设计 (住宅、文化、商业、SOHO、办公)

占地面积: 325.67 公顷

建筑面积: 3,710,735 平方米

The 15 year planning and construction of Shanghai Zhangjiang International Medical Park has realized the "Medical Valley" featuring four major industries: high-end medical care, advanced medical care, testing and precision medical care, and modern medicine. Core positioning upgrade and transformation "Globally influential science and technology innovation center" and "comprehensive national science center", transforming from "park" to "life wisdom city".

Design and development of the "dumbbell + pole" model: Yiye, the core area "connects the previous and the next" with the medical industry cluster on the south side, undertakes medical services and industries, and forms a complete industrial chain with the industrial cluster on the south side. Livable, the core area is "left and right", and the public construction services in the "Leaf of Life" international community east of the Gaoxin River are dislocated and divided, and the overall complementarity.

The core area of healthy public activities, benchmarking against international advanced cases, bearing the needs of different groups of people, and matching diverse public services.

上海张江国际医学园区十五年的规划与建设，实现高端医疗、先进医疗、检测与精准医疗和现代医药、四大产业特色的“医谷”。核心定位提升转型“具有全球影响力科技创新中心”和“综合性国家科学中心”，从“园区”向“生命智慧城”转型。设计发展了“哑铃+扁担”模型：宜业，核心区“承上启下”与南侧医疗产业集群、承接医疗服务及产业，与南侧产业集群形成完整的产业链交圈。宜居，核心区“左右逢源”、与高新河以东的“生命之叶”国际社区内的公建服务错位分工，整体互补。健康的公共活动核心区，对标国际先进案例，承载不同人群的需求，匹配多元的公共服务。



LAB

Shenzhen Bay HQ Base 深圳湾超级总部基地

国际竞赛入围

Shenzhen, Guangdong, China (2018)

中国 广东 深圳

type: urban design (office, commercial, retail, culture, parks)

site area: 118 ha

gross floor area: 5,186,000 m²

项目类型: 城市设计 (办公, 商业, 零售街区, 文化, 中央公园)

占地面积: 118 公顷

建筑面积: 5,186,000 平方米

The Shenzhen Bay Super HQ Base aims to create a new financial centre with top headquarter offices for global corporations and related venues for international conferences, exhibitions, and cultural programs.

Built upon a reclaimed waterfront, and already layered with an infrastructural grid, the main remaining challenge is the creation of a district that will be liveable, attractive to capital, respectful to the local context, technologically innovative and decarbonizing the planet.

The masterplan proposal by LAB is a pedestrian-friendly, multinodal masterplan concept that focuses on addressing these challenges with seamless integration of horizontal and vertical functions and urban principles that prioritize publicness.

Our vision is to facilitate the headquarter area of the Shenzhen bay as the real leader of this new regional superpower. The bold vision of the city will be setting urban standards for advanced, yet human and planet-centric urban development.

There are two 3D dimensional city clusters. As destined by the skyline the 3D dimensional city clusters provide mixed-use program including office, retail, residential as well as supporting public facility and city culture and civic spaces.

The Skyline as elevated deck links together mixed-use buildings and landscape; next to linking the destinations, it also provides artistic installation, furniture and scenery for recreation. It offers also spaces for urban farming as supply to the new city.

深圳湾超级总部基地旨在建造一个全新的金融中心，为全球知名企业及相关场所提供国际会议、展览和文化创意项目的总部办公室。基地位于一片再生海滨区域，在基础设施网络分层之上，我们的主要挑战是打造一个和谐宜居、有吸引力、充分尊重当地资源环境、科技创新、兼顾低排放量的低碳生态可持续地区。

总体规划的提案是一个适宜步行的、多节点的概念，侧重于通过水平和垂直功能的无缝连接以及优先考虑公共性的城市原则来应对这些挑战。

区域规划设计了两个三维立体城市群。由于天际线的规定，两个三维城市群将提供商住综合体，其中包括办公、零售、住宅以及辅助公共功能设施和城市文化和市政空间。

架空的Skyline空中走廊将和建筑和景观连接在一起，不仅连接各种目的地，还提供了艺术景观装置，户外家具和休闲娱乐景观。于此同时，它为都市农业提供了新的供应空间。



The Coastal Area of SZSS 梅沙观景台

国际竞赛入围

Shenzhen, Guangdong, China (2020)

中国 广东 深圳

type: office, retail, resort, hotel
site area: 41,760 m²
gross floor area: 151,000 m²

项目类型: 办公, 零售, 度假, 酒店
占地面积: 41,760 平方米
建筑面积: 151,000 平方米

The site is a portion of the Eastern golden coastline of Shenzhen, and only 28 kilometres away from Shenzhen Futian Central District. The crescent-shaped Xiaomeisha Beach is surrounded by mountains on three sides and facing the sea, known as the 'Oriental Hawaii'.

The mixed-use scheme directly overlooks Mirt Bay and its famous golden beach, surrounded by the green hills. It offers amenities with stunning ocean views from every one of its commercial or hospitality suites.

Our proposal is offering a new direction for integral development in the field of tourism and commerce. The coastal character of the place offers a marriage between the two, where lifestyles and work styles crossover in a harmonious way. The approachability of our resort design features a choice of retail, business, leisure and recreational facilities.

本方案基地是深圳东部黄金海岸线的一部分，距深圳福田中心区仅28公里。月牙形的小梅沙海滩三面环山，面向大海，被称为“东方夏威夷”。

在这里可以直接俯瞰大鹏湾及著名的黄金海滩，周围环绕着绿色山丘。每一处商业及酒店套房在提供服务的同时，还能带来迷人的海景体验。

设计方案为旅游和商业领域的整体发展提供了一个新的方向，独具特色的滨海空间将两者紧密联系在一起，全新的生活方式和工作方式和谐地交织在一起。方案可以根据需要调整各类购物、商业、休闲、娱乐等一系列设施，从而为当地及开发商带来真正适宜的服务。



GEI Yangzhou Wenchang Mall 金鹰 扬州文昌店立面提升

Yangzhou, China (2021)

中国 扬州

type:

项目类型:

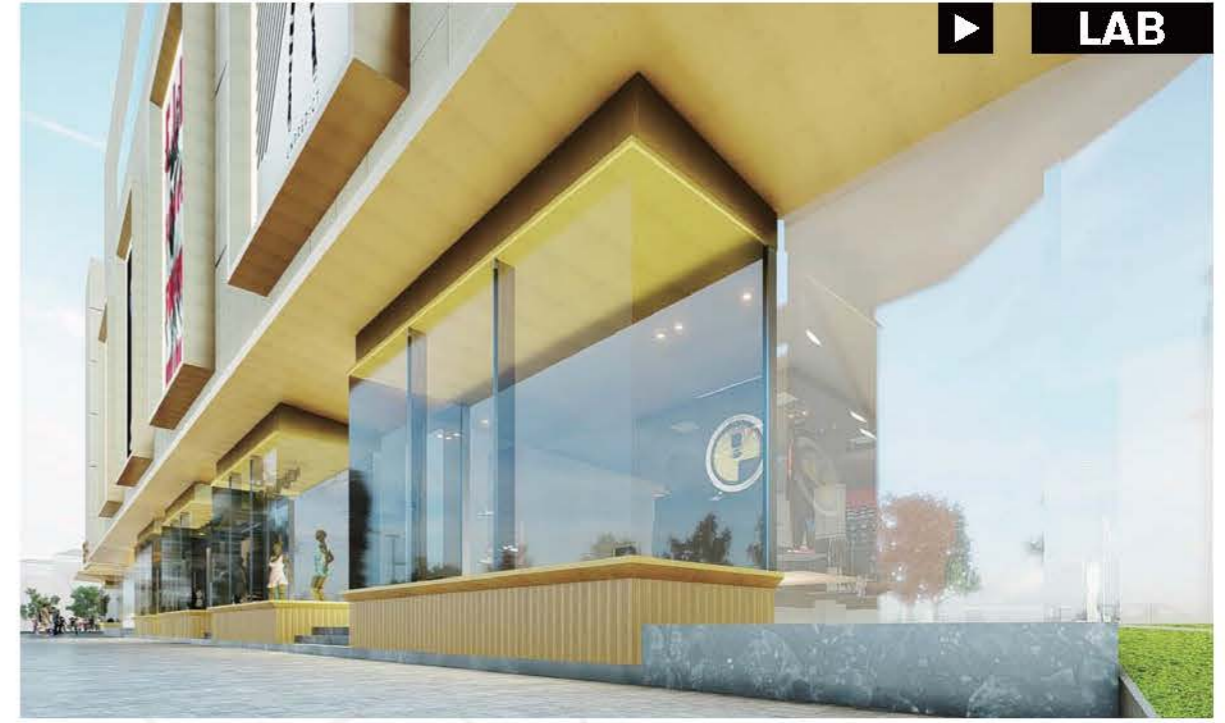
commercial centre facade renovation

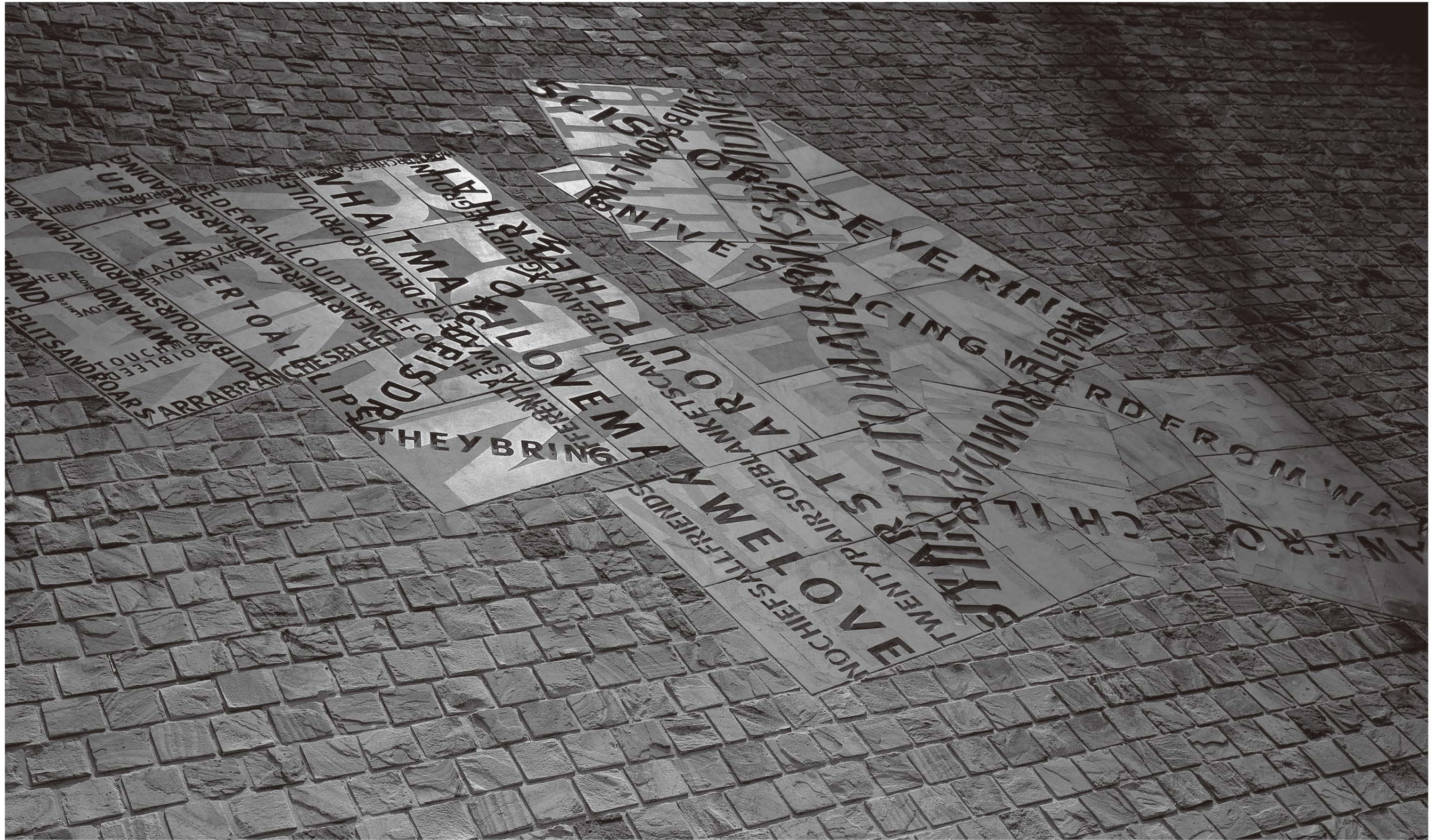
商业中心立面提升



GEI Nanjing Zhujiang Mall 金鹰 南京珠江路店立面提升

Nanjing, China (2021)
中国 南京
type: commercial centre facade renovation
项目类型: 商业中心立面提升





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