

MIXED-USE DEVELOPMENT



LAGUARDA.LOW

ARCHITECTURE • PLANNING • URBAN DESIGN

深圳华侨城欢乐海岸

OCT HAPPY HARBOUR

LAGUARDA.LOW ARCHITECTS is an international architecture, design and planning firm based in New York City. Founded in 2000 by Pablo Laguarda, FAIA and John Low, AIA, the studio has quickly gained a reputation for design excellence and a mastery of urban planning and mixed-use design. LAGUARDA.LOW's built work spans four continents and includes large-scale master plans, transit-oriented developments, residential and commercial towers, hotels and public buildings.

Photo Credits:
Roland Halbe Photography
傅兴建筑摄影工作室
方健摄影

© 2018 Laguarda.Low Architects LLC
ALL RIGHTS RESERVED.

This publication contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is strictly prohibited. No part of this publication may be reproduced or transmitted in any form or by electronic or mechanical means, including photocopying, recording, or by any information storage and retrieval system without permission in writing from the publisher.



项目介绍 Introduction

A MODERN MIXED-USE DESIGN THAT EVOKES SHENZHEN'S HERITAGE

位置

中国深圳

面积

300,000 m² | 3,229,000 ft²

客户

深圳华侨城

阶段

一期竣工 PHASE 1 COMPLETED 2011

二期开业 PHASE 2 OPENING 2015

现代风格与传统文化的交融

深圳华侨城欢乐海岸项目坐落于深圳湾畔的绝佳地块，它是华侨城商务、商业、休闲、旅游、文化综合体项目的开山之作。地块中心规划了一个可以亲水并远眺欢乐海岸的人工湖，建筑设计总体风格在体现强烈现代元素的同时，亦融合了中国传统建筑文化。

设计师对欢乐海岸项目的总体构想是打造一个综合的休闲文化娱乐商业场所和目的地，以满足和突显华侨城对此项目的创新性核心愿景。项目包含精品酒店、酒店式公寓、办公、文化旅游设施、娱乐和商业，提供一站式的创新型城市商业、文化、娱乐和旅游综合体。

OCT Happy Harbour represents an innovative new typology in master planned developments - an immersive entertainment and retail destination combining shopping, dining, cinemas, nightlife, offices, and on-site hotel accommodations along a pristine, lake-front site overlooking Shenzhen Bay.

The project was conceived in 2005, following an intensive, international competition among several globally-respected architecture practices. LAGUARDA.LOW ARCHITECTS was awarded first prize for their unique approach, which composed a bold arrangement of spaces, including indoor and outdoor venues, public plazas, landscaped pedestrian paths and waterways throughout the site.

Since opening in 2011, OCT Happy Harbour has become an important and popular destination in Shenzhen, and served as a model for similar developments.

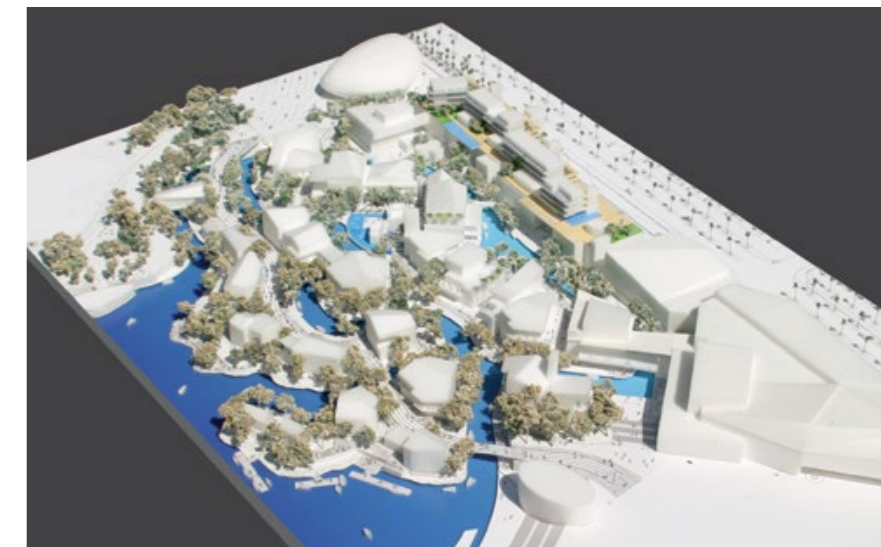
设计理念

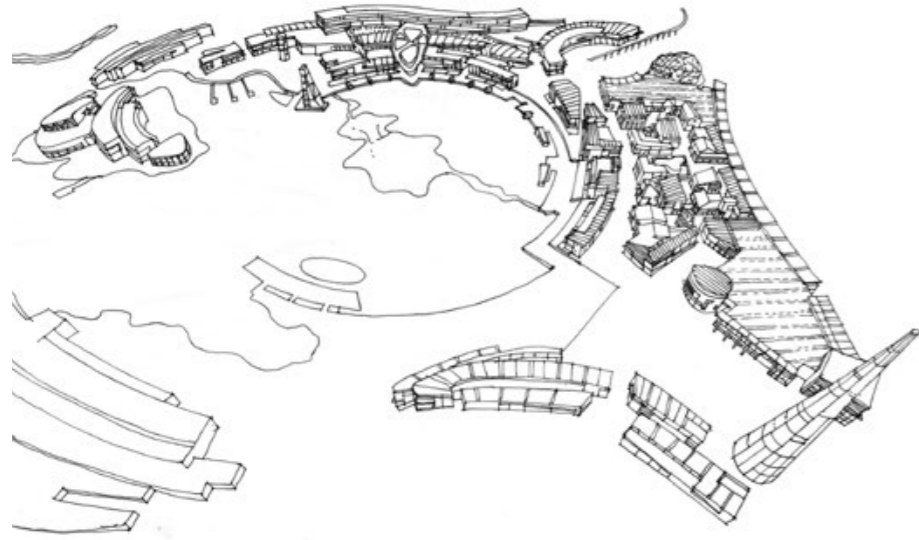
Design Concept

项目的规划设计充分利用深圳湾的地理地域优势,通过一系列场所空间的营造为滨海地区增添活力。建筑设计的风格既汲取了中国传统建筑的韵味和元素,又赋予充满现代气息的丰富的表现形式。为了进一步激发和丰富游客对于这个场所的兴趣及体验感,项目对于场地和景观的营造设计也给予了以极大的关注。水道系统的规划设计是其中的关键,它起到了组织连接不同组团板块以及室外公共活动空间的作用。水道的两侧均为河滨步道。漫步水边,或停或行,或静或动,绿植繁茂,水天相映,拱桥横波,楼台倒影,可凭窗赏景,可临水而憩,水道因此而变成了一个形态多变、内容丰富、极具人气、充满活力的公共空间场所。

From its inception, OCT Happy Harbour set out to elevate the shopping and entertainment experience through an exciting mix of spaces and activities. The primary goals of the design were to engage the natural setting, activate OCT Happy Harbour's bay-front site, and create a variety of experiences for visitors. This was achieved by arranging the buildings around a dynamic, man-made lake at the center of the site. The north and east edges of the site have been developed for commercial programs, while the south edge of the site maintains a lush landscape and access to the bayfront.

Water serves as both a focal point and a way to traverse the site. Performances and watershows can be viewed from the surrounding buildings and the amphitheater to the south, while water taxis depart from various piers and travel through the winding canals of the Village. The result is a first-of-its-kind experience that ensures that no two visits to OCT Happy Harbour are exactly the same.





项目北区和东区各具特色的业态组合和建筑及场所空间设计的相互结合, 为在此项目和周边生活、工作以及来此休闲娱乐的人们营造了难忘的滨海健康生活新体验。都市娱乐活动、优质购物空间和趣味多样场所的独特结合, 为游客创造了丰富的可能性, 使得每一次的造访都可能会得到不一样的难忘体验。

The built structures are divided into two primary zones; the large-scale hotel, office, and shopping center complex to the north; and the low-scale food and beverage village to the east. Both zones offer distinct entertainment experiences and lake-front views, and are connected by the riverwalk and landscaped paths.



欢乐海岸

OCT HAPPY HARBOUR



O'PLAZA 欢乐海岸购物中心

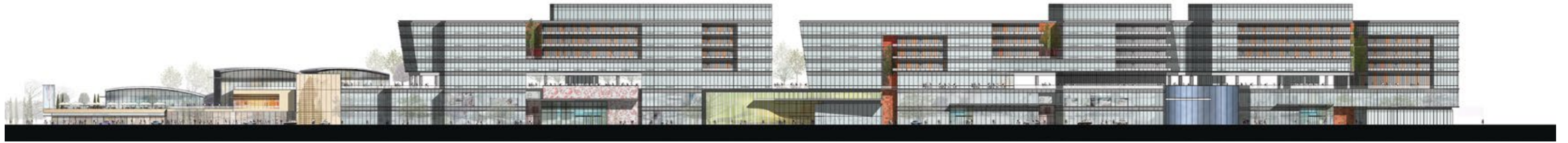
O'PLAZA SHOPPING CENTER



■ 北区 O'PLAZA 欢乐海岸购物中心

欢乐海岸的设计非常注重购物和消费体验的营造，北区的 O'Plaza 购物中心集中商业和东区的曲水湾餐饮休闲文化开敞式街区相辅相成、相映成趣，提供了多元化的购物生活新体验。

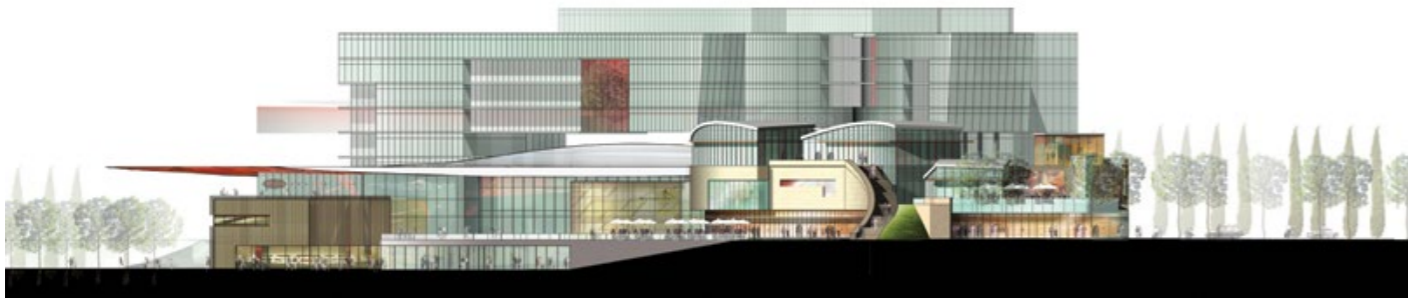
The O'Plaza Shopping Center stretches across the north edge of the site and provides a multi-level indoor luxury shopping experience with views of the lake. The 155-room Marriott Executive Apartments rise five levels above the shopping center to complete the structure.



□ O'Plaza North Elevation







O'Plaza East Elevation



O'Plaza South Elevation



O'Plaza 购物中心的设计突破了传统购物中心的模式，其每个区域所精心营造的购物体验都是独一无二的，并有大量的庭院、景观和自然光线贯穿其间，使顾客可以轻松穿行于各个区域之间。

Both the interior and exterior architecture guide visitors through the complex by employing gently curving forms, innovative lighting, and a modern mix of materials.





O'Plaza购物中心的室内设计借鉴了欧洲建筑传统中的拱廊，创造了独特而丰富的室内空间层次、形式和品质感。

The interior of the O'Plaza Shopping Center was inspired by the traditional retail arcades of Europe. Throughout the mall, expansive skylights bring natural light to all levels of the building.



曲水湾

VILLAGE



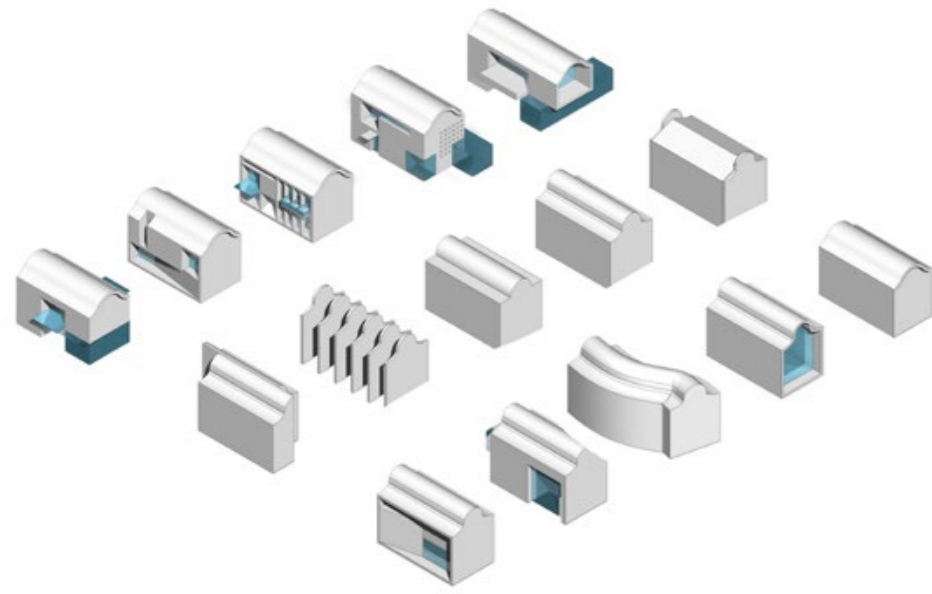


东区 曲水湾

东区曲水湾区块的设计从中国传统水乡城镇中获得灵感。水道及其沿线建筑、空间、场地等的规划设计经过精心构思，结合商业业态营造出极为丰富的体验感。从功能业态来说，东区包含精品酒店、餐饮、风情酒吧街、影院和舞台等。

The Village, an open-air waterfront neighborhood, is inspired by Shenzhen's traditional fishing villages. The experience of traveling through the canals and shopping streets is carefully choreographed, with waterways animating the development. Some of the many amenities of the Village include a boutique hotel, restaurants, water-front nightlife with live music, and an outdoor stage bridging the canal for performances.





曲水湾区块由一系列风格亲切的两层为主的单体建筑、景观步道、广场和曲折的水系构成。其建筑设计手法属现代风格，但也融合了中国传统建筑元素，包括木格栅、花窗、砖墙等，体现了现代与传统的和谐共生。横跨水道设置了一些精致的中国传统风格的小桥，它们点缀着现代风格的总体氛围，格外醒目。

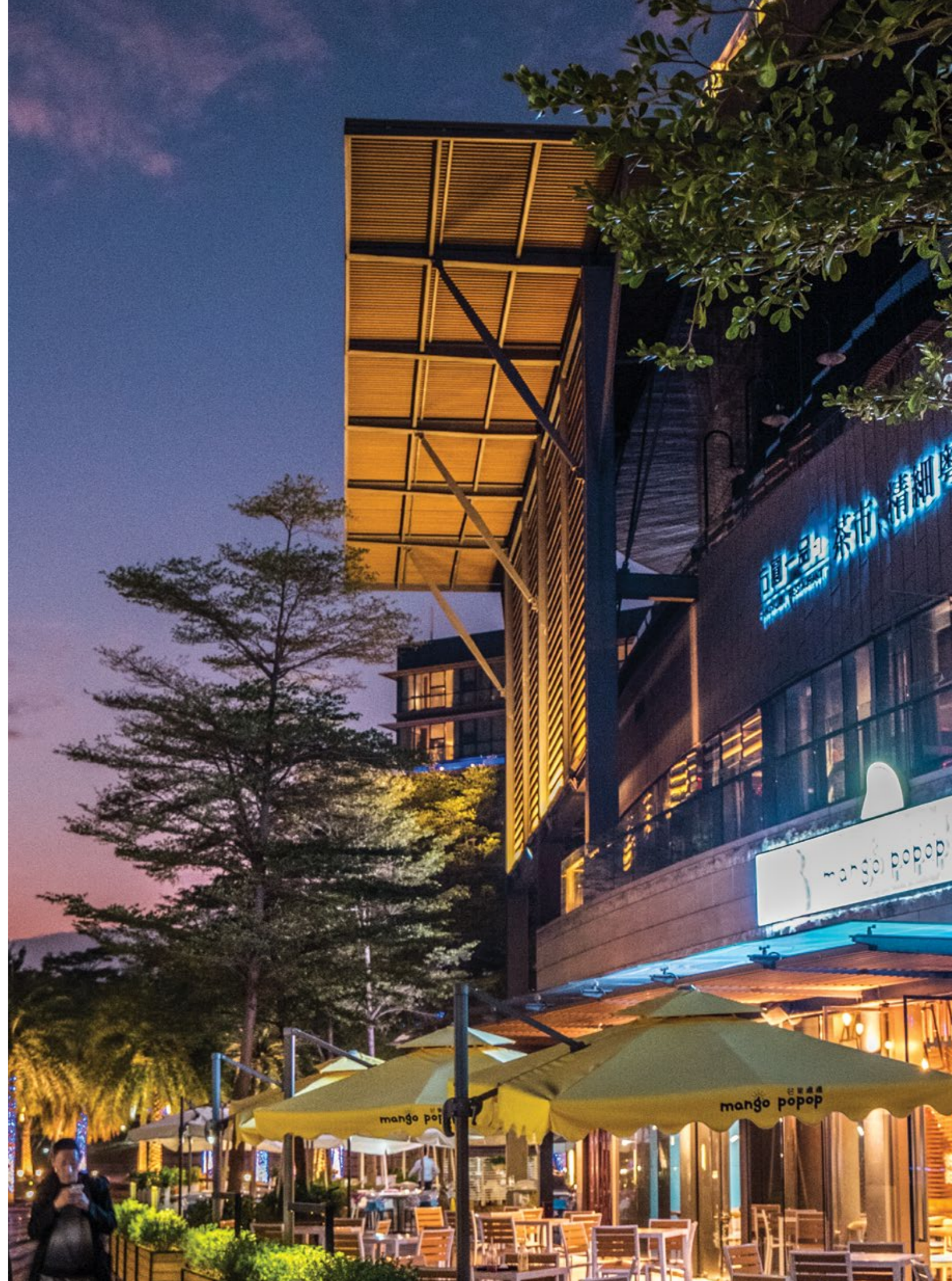
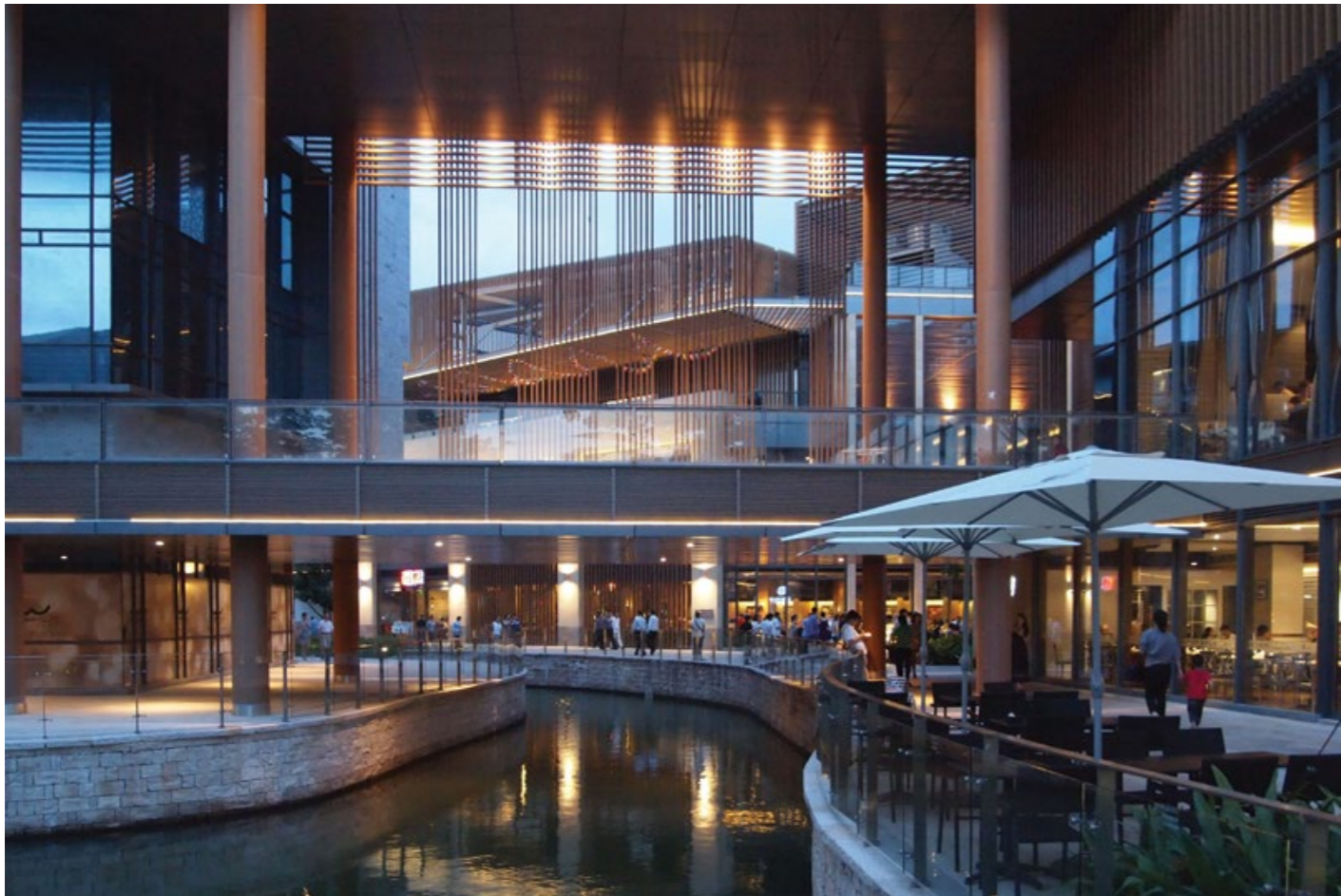
The Village is defined by a mix of intimate, low-slung buildings connected by landscaped walkways and a winding canal. The one and two-story structures incorporate traditional Chinese building materials, including wooden louvers, screens, and brick masonry, but express them in a modern way. Along the canal, a traditional bridge serves as an icon of Shenzhen's heritage and the marriage between modern and traditional.





Photo by SWA Group © Tom Fox





老房子 水

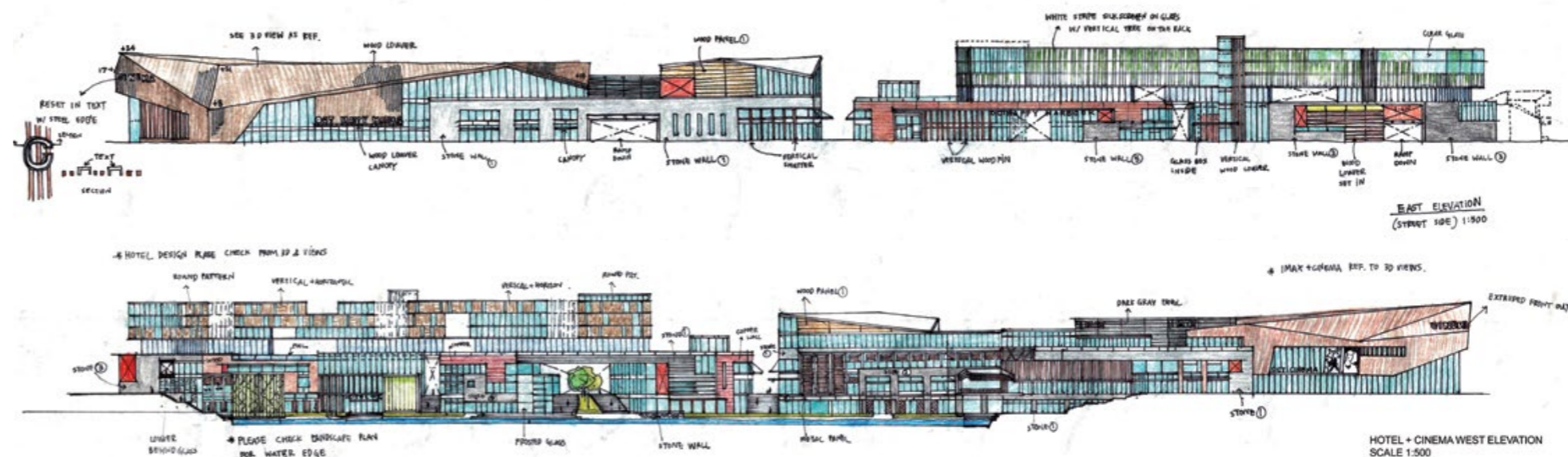
蓝汐精品酒店
BAY BREEZE HOTEL



■ 蓝汐精品酒店

蓝汐精品酒店位于东区曲水湾的入口位置，建筑面积约7000平方米，共拥有57间特色客房，近可欣赏欢乐海岸项目全景，远可眺望无际的海湾美景。作为华侨城鼎力打造的创意型精品酒店，其建筑设计融合了中国传统建筑结木构元素与现代建筑形式和材料。建筑在地面以上共五层，为一系列玻璃块体量，间以取意于中国传统木构作法的垂直木质百叶。西侧酒店入口的雨篷设计引人注目，穿过水景石道便进入酒店大堂，大堂内宽阔的台阶将人的视线导向开发并通向一个宏伟的台阶，将客人带向水边。台阶上设置的座椅成为休息、会友、和赏景的绝佳位置。

Set on the eastern edge of OCT Happy Harbour, the **Bay Breeze Hotel** is a 57-room luxury hotel with sweeping view of the water. The architectural design is a fusion of traditional Chinese construction with contemporary forms and materials. Rising five levels above ground, the structure is rendered as a series of glass volumes obscured by vertical wooden louvers that reference the region's ancient wooden construction methods. A dramatic canopy at the west façade announces one's arrival to development and leads to a grand stair that brings guests down to the water.





36 Bay Breeze Hotel



USA / NEW YORK

Laguarda.Low Architects LLC
25 East 21st Street, 2nd Floor
New York, New York 10010, USA

P 1 646 823 9770

F 1 646 823 9891

E pablo.laguarda@laguardalow.com
john.low@laguardalow.com

CHINA / BEIJING

Laguarda.Low Architects LLC
Rm501 Tower15 Jianwai SOHO
No.39 East Third Ring Road,
Chaoyang District, Beijing, 100022, China

P 86 10 58691560

F 86 10 58691224

E james.wu@laguardalow.com

LAGUARDA.LOW

NEW YORK | BEIJING | TOKYO