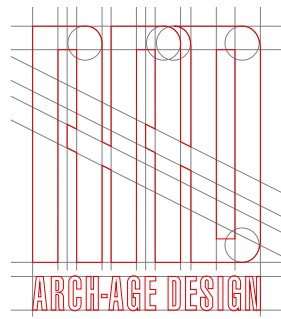


2021-2022
重庆·卓越·天元

CHONGQING EXCELLENCE TIANYUAN





激活城市新地标，南部重庆新网红。

Activate new city landmark, and new insta-famous business of chongqing south.





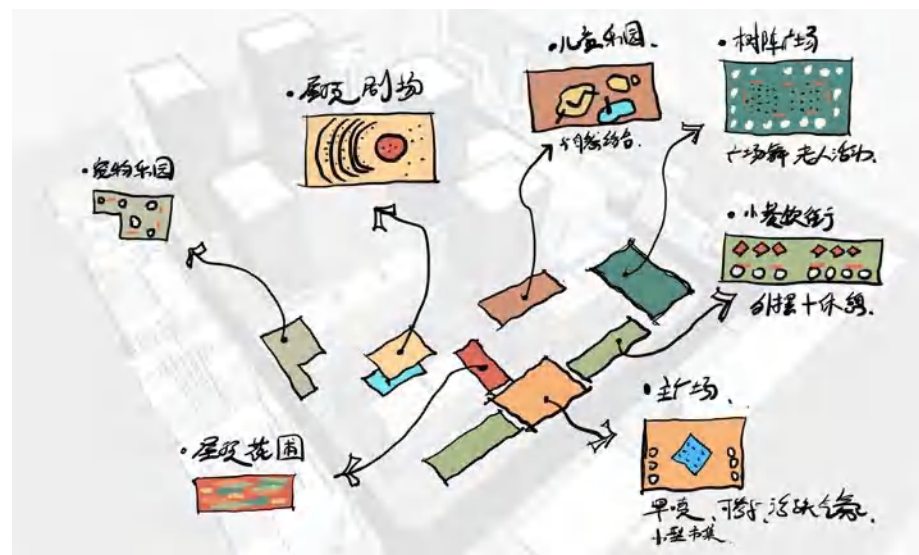
01 | 规划定位

PLANNING POSITIONING

结合场地区位条件，打造城市核心地标建筑、TOD 网红商业和立体城市公园，传承山城文脉特色，为城市提供丰富记忆点，满足不同人群的主题空间需求，开发南坪第一个集生态、美食、互动为一体的强 IP 体验式商业——重庆森林。

Combined with the location conditions, the city's core landmark building, TOD Internet celebrity business and three-dimensional urban park will be built to inherit the characteristics of mountain city culture, provide rich memory points for the city, meet the needs of different people's theme space, and develop chongqing Forest, the first strong IP experiential business integrating ecology, food and interaction in Nanping.





02 | 概念方案 CONCEPT DESIGN

南部重庆新网红, 在金色的晨光下享受咖啡馆的慢生活, 与家人沉浸在当代设计的开放式园景, 与三五知己贯穿街区体验式商业及活动, 景观与建筑之间的融合协调为区域提供一个优质的休闲放松空间。

Lifestlye Center of Highend Neighbourhood, Enjoy the slow life of the cafe in the golden morning light, Immerse yourself in the contemporary design of the open garden with your family, Experiencing business and activities with three or five confidants running through the block, Integration and coordination between landscape and architecture, Provide a high-quality relaxation space for the area.



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方案一 (L 型商业布局, 叠台类住宅)

Plan 1 (L-shaped commercial layout,
stacked terrace residential)



方案二 (U 型商业布局, 叠台类住宅)

Scheme 2 (U-shaped commercial
layout, terrace type residential)



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方案三 (L 型商业布局, 空中绿廊)

Plan 3 (L-shaped commercial layout,
green corridor in the air)





通过对商业多维度空间的打造，释放更大的城市广场空间，结合轨道交通站点打造 TOD 商业，延续南坪地下商业街，激活周边商业，形成丰富立体的城市公共空间，串联起人们的日常生活、休闲娱乐和交通出行的动线。

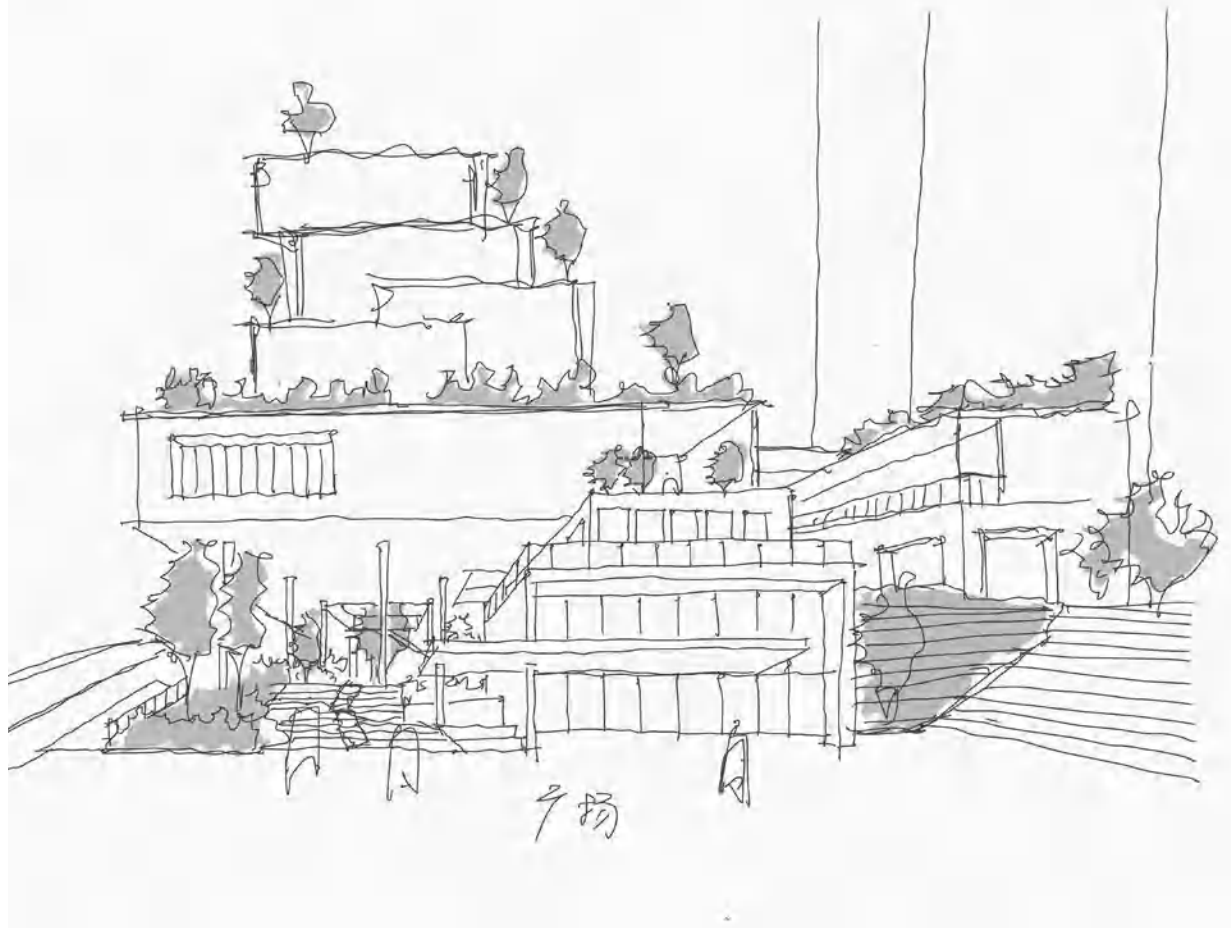
Through the creation of multi-dimensional commercial space, larger urban square space will be released, TOD business will be created in combination with rail transit stations, nanping underground commercial street will be continued, surrounding businesses will be activated, and rich three-dimensional urban public space will be formed, connecting People's Daily life, leisure and entertainment and transportation.





东西两侧入口空间及中庭主要营造空间氛围及植入主题 IP。

The entrance space and atrium on the east and west sides mainly create space atmosphere and implant theme IP.



森系景观 + 舒适空间 + 生态中庭 + 互动盒子。

Forest landscape + comfortable space + ecological atrium + interactive box.



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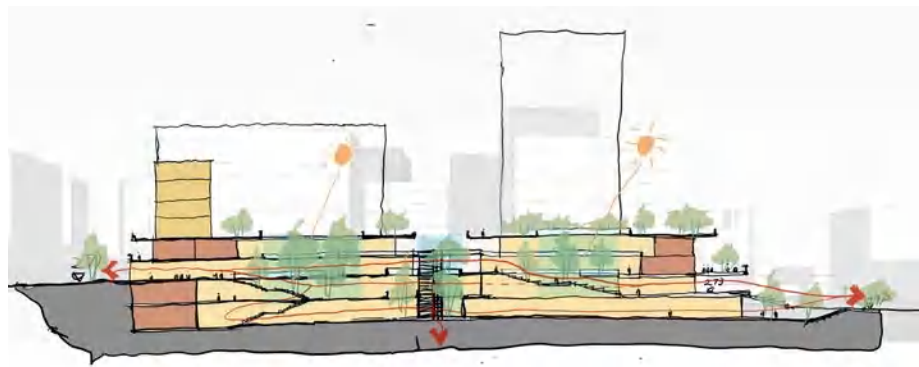


03 | 设计策略 STRATEGIES

联结周边现状商业，形成情景式体验商业街。

Connecting the surrounding current commercial situation, forming a situational experience commercial street.

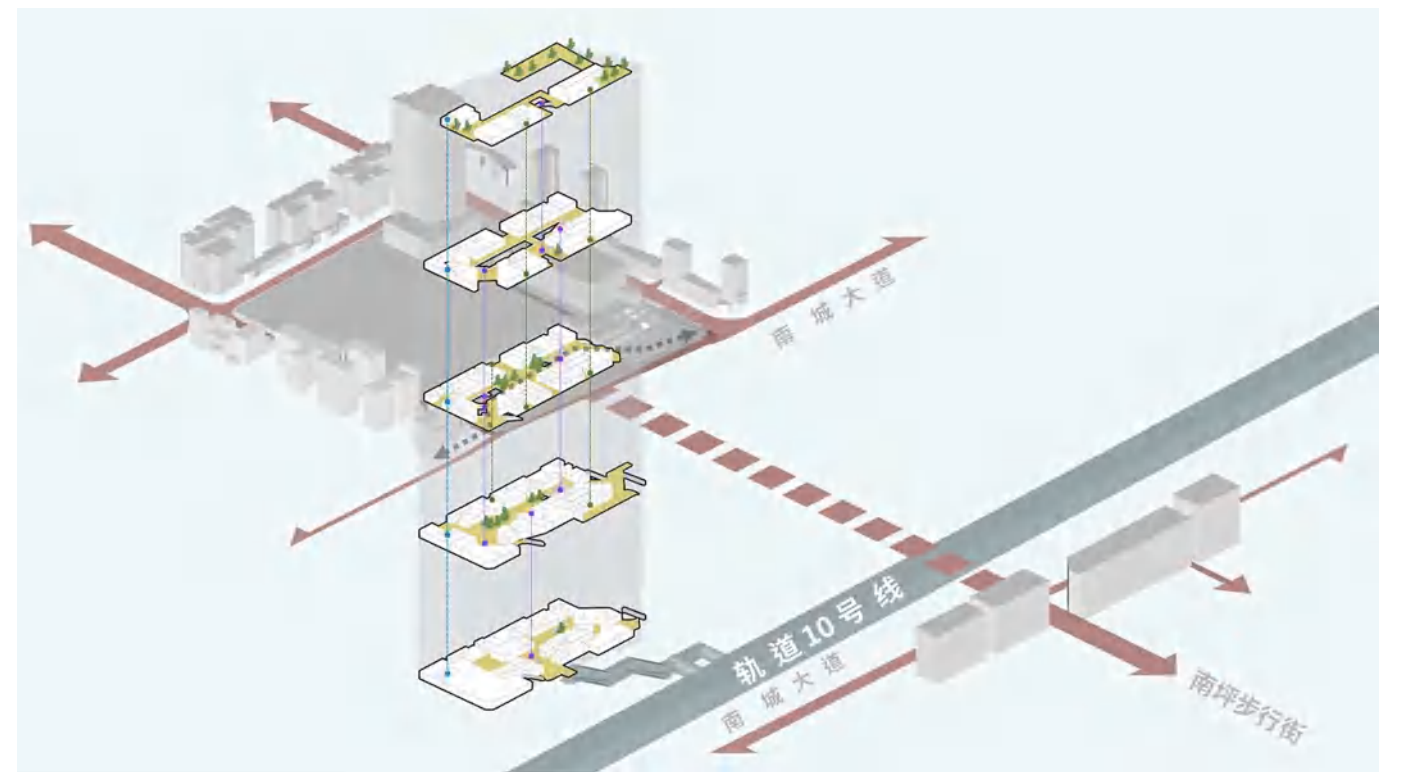




立体公园 | VITICAL PARK

结合地铁站点接驳口整体设计打造 TOD 立体商业空间，提升城市交通资源利用率、优化城市通行体验的同时，激活周边商业和城市广场活力，丰富城市的休闲生活空间。

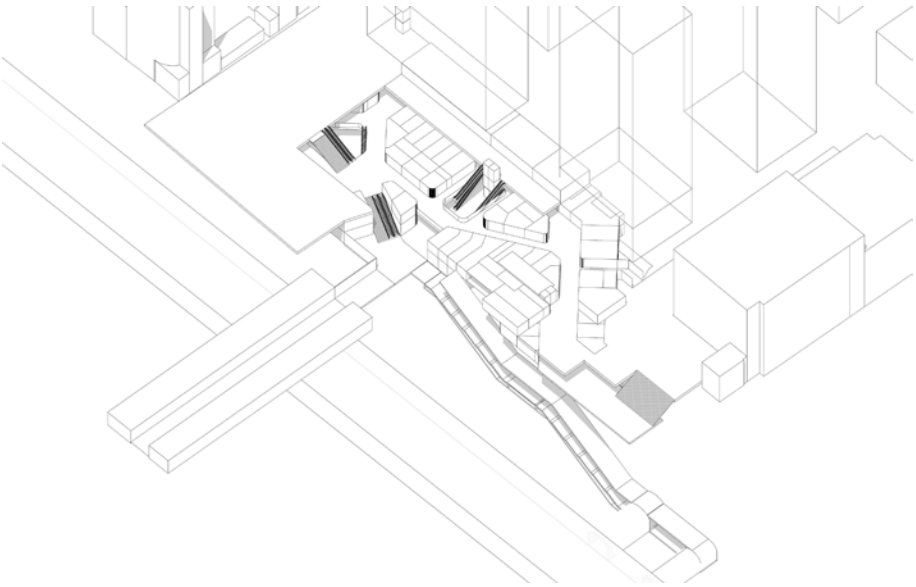
TOD three-dimensional commercial space is created in combination with the overall design of subway station connection, which can improve the utilization rate of urban traffic resources and optimize urban traffic experience, activate the vitality of surrounding businesses and urban squares, and enrich the leisure and living space of the city.



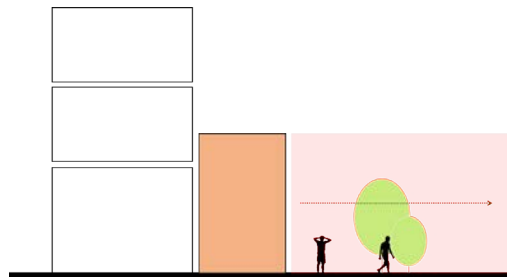
界面优化 | INTERFACE OPTIMIZE

结合周边现状建筑高度及北侧重要城市形象展示面，打造北低南高的建筑高度变化，缓解城市界面压力的同时，丰富城市天际线，形成更加友好的城市界面。

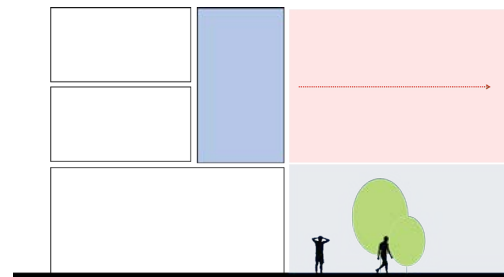
Combined with the surrounding building height and the important city image display surface in the north, the building height change with low north and high south is created to relieve the pressure of the urban interface, enrich the urban skyline and form a more friendly urban interface.



原始风井



风井架空整合

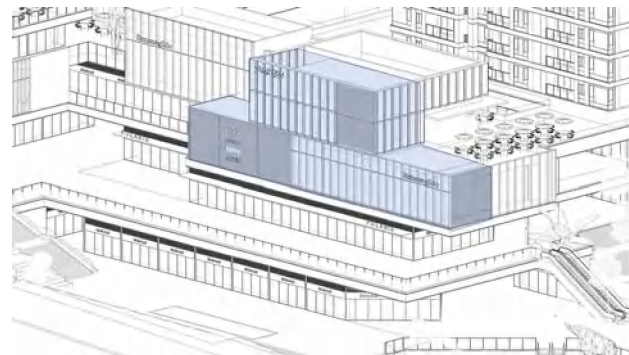
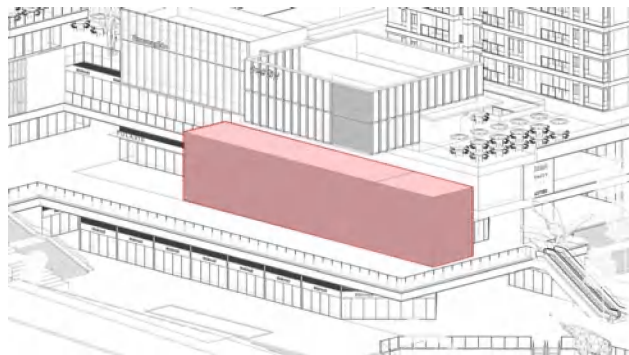


轨道出口直吹广场，对广场正常使用形成负面影响，传统风井的城市展示面较差。

The rail outlet blows directly into the square, which has a negative impact on the normal use of the square. The urban display surface of the traditional air shaft is poor.

将出口下方进行立面整合设计，减少风井下方消极空间对于城市形象的影响。

The rail outlet blows directly into the square, which has a negative impact on the normal use of the square. The urban display surface of the traditional air shaft is poor.



















项目档案

项目名称：重庆·卓越·天元

项目地址：重庆市南岸区

项目业主：卓越地产

业主设计管理：何明民、陈智、郭勇

方案设计：AAD 长厦安基

项目设计董事：杨强

项目主持建筑师：周辉

项目建筑师：温阿龙、边峻、李宝鹏、秦辉燕、谭梳琪、赵顺尧、丁玲、刘一飞、余江、罗世娴

设计时间：2021 年



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