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A Cultural Brand's Journey Toward Building A Better New World | 文化品牌的发展旅程:建设更美好的新世界



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Abstract | 摘要

New World Development Company Limited (NWD) has been a listed property developer in Hong Kong for nearly half a century. With businesses encompassing property development, retail, hotels and serviced apartments, infrastructure, and services, spanning Hong Kong, Mainland China and Macau, NWD is committed to upgrading the environment of cities to meet the desire of quality of community in pursuit of excellence. At NWD, colleagues are devoted to expanding their imagination, persistence in delivering bespoke craftsmanship, manifested by design originality and respecting of heritage and contemporary culture. This unique personality is powered by "The Artisanal Movement." Art, People and Nature are the three essential elements of our first museum retail in the world – K11. NWD has a strong commitment to sustainable development. Its daily business operations strive to preserve the environment and increase community space. This paper illustrates how NWD would accomplish its missions through skyscraper projects in Greater China.

Keywords: Art, People and Nature, CTF Finance Centre, K11, Sustainable, The Artisanal Movement

新世界发展有限公司(以下简称新世界)作为在香港上市的地产发展商已有近半世纪历史。现时业务范围包括物业发展,零售,酒店及服务式公寓,基建及服务业等,其足迹遍布中国大陆,香港及澳门等地区。新世界致力于追求卓越,以提升城市公共空间和营造高质量共生社区为己任。 每一个新世界人都一直致力于拓展想象力空间,坚持提供工匠般的定制服务,注重设计的原创性,尊重历史及当代文化而奋斗。这种独特的个性是由"The Artisanal Movement"工艺运动所推动。 艺术、人文与自然是世界上第一个购物博物馆—K11的3大核心元素。新世界还致力于可持续发展,每天的商业运作均以保护环境及增加社区空间为奋斗目标。 这份文章将会详细诠释新世界是如何通过在大中华区域建设超高层建筑完成其使命。

关键词: 艺术、人文与自然, 周大福金融中心, K11, 可持续性的, 工匠精神

New World Development's Mission

Modern tall buildings are apparently evolved from the high land cost and high density of the urban area in cities around the globe. Today, super skyscrapers have distinguished themselves from merely fulfilling the accommodation needs of the urban areas to become landmark crown jewels that redefine a city skyline. Since its establishment in 1970, New World Development Company Limited ("New World Group" or "the Group") has grown into what is today a premium brand with a primary focus on four major areas: property development, infrastructure and service, retail, and hotels and serviced apartments.

As a market leader in local property development, the Group at different stages has celebrated a well-diversified property portfolio, comprising many major projects in over 20 regions across mainland China and Hong Kong. The Group has also made it their mission to create habitats with greater communal areas, more social interaction

新世界发展的使命

现代巨型都市不断涌现的摩天大厦,明显是高地价和城市高密度化的产物。时至今日,摩天大厦不仅可满足都市环境的居住和工作等需要,更成为了改写城市轮廓的地标和瑰宝。新世界发展有限公司("新世界集团"或"集团")于1970年在香港成立,至今已发展成为一个具有独特个性的品牌,并集中于四个主要的业务范围:物业发展、基建与服务、零售、酒店及服务式住宅。

作为本地领先的物业发展商,集团在不同阶段拥有多元化的物业发展经验,当中包括遍布中国大陆与香港20多个地区的主要发展项目。集团同时以致力打造拥有更大共享空间、更多社会互动平台、更佳节能效益和更灵活生活方式的建筑为己任。在进一步详细介绍有关理念前,我们需要明白推动这些发展背后的动力。

platforms, significant energy conservation opportunities and much more vibrant lifestyles to showcase. Before getting into more details about this concept, it's important to understand the driving momentum behind it.

The Artisanal Movement

Since its inception, New World Group has nurtured a brand personality that sets itself apart from the others in the industry. This can best be described as The Artisanal Movement. Founded and curated by cultural entrepreneur Mr. Adrian Cheng, Executive Vice-Chairman and Joint General Manager of the New World Group, The Artisanal Movement is a journey of expanding one's imagination. Its practice is not only limited to design and aesthetics, but also amassing a modern living culture through persistence in delivering bespoke craftsmanship manifested by originality. Embracing five core elements, namely: Imagination, Bespoke, Craftsmanship, Heritage and Contemporary, the artisanal spirit is infused into the Group's every single development projects and services. New World's artisans search the world over for the finest artefacts brimming with rich cultural and historical significance for every individual project. In this paper, we will look into some of New Wold's signature projects to see how this momentum has driven the New World artisans to accomplish their mission.

Guangzhou CTF Finance Centre

Rising 530m to be the city's tallest building, Guangzhou CTF Finance Centre (CTFGZ) sits adjacent to a large central park and a subterranean retail concourse benefited by numerous transportation interchanges (Figures 1 & 2). The tower and a podium will house a mix of sites, including a 221,000 m² grade-A office, 71,000 m² of serviced apartments, a 41,000 m² luxury hotel, and 62,000 m² of retail space. There will also be a podium stepping up with spiral roofs, segmented terraces housing a hotel ballroom, function rooms, restaurant, and cinema. At its peak, the completed development can accommodate more than 30,000 occupants.

The design of CTFGZ derives naturally from an efficient integration of various programs, and it is a sensitive response to its urban surroundings. The tower is uniquely sculpted at four major transitions; from offices to serviced apartments; serviced apartments to the hotel; hotel to the tower crown; and tower



Figure 1. CTF Guangzhou (Source: NWD) 图1. 广州周大福金融中心(来源:新世界发展)

crown to the sky. These dynamic architectural markers are sculpted to acknowledge the varying heights of the nearby towers, and announce a new crescendo on the city's everexpanding skyline. The overall visual effect of the tower is a crystalline form ascending to the sky. This sculptural architectural vocabulary extends all the way to the podium with step terraces that frame a large atrium skylight. An excellent example of how "Imagination" and "Craftsmanship" born of The Artisanal Movement have influenced the design process.

The tower's façade vertically accentuates its mega height over its vicinity. Long serrated strips of terra-cotta extend from the tower base and wrap around the tower's chiselled setbacks. Terra-cotta-integrated mullions with operable vents and a low ratio of vision-glazed area enables a highly efficient design with excellent environmental performance (U value of 3.52 W/ m²K). It also captures the desired architectural expression with astonishing clarity.

As a brand new landmark for a city with diverse cultures, the CTF tower's façade



Figure 2. Guangzhou's axis and CTF Guangzhou (Source: KPF)

图2. 广州中轴线与周大福金融中心 (来源: KPF)

The Artisanal Movement工艺运动

自成立以来,新世界集团就一直致力发展 成为独特的品牌个性,以便在同业之中突 围而出。这种独特的品牌个性就是"The Artisanal Movement"工艺运动。The Artisanal Movement由文化企业家郑志刚 先生(新世界集团执行副主席兼联席总经 理) 一手策划及构思, 是一趟超越美学及 设计, 倾心专注于具原创性的工匠手艺, 从而开拓无限想象的旅程。当中蕴含五大 元素,分别是:放纵想象、贴心打造、工 匠手艺、倾心历史与现代焦点, 这份精神 已渗透至集团每个发展项目和服务当中。 新世界集团的工匠团队搜罗来自全球各个 角落、具丰富文化与历史意义的收藏品。 现在就让我们回顾新世界集团的部分重点 项目,探讨这些理念如何推动新世界的工 匠们完成他们的使命。

广州周大福金融中心

广州周大福金融中心(CTFGZ)高 530 米,是中国广州市内最高的建筑物,毗邻 大型中央公园与地下购物城,同时连接多种交通枢纽(图1、2)。大楼与裙楼将

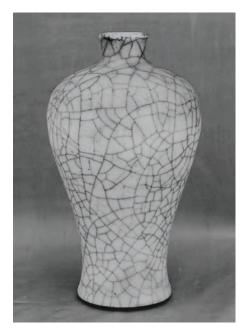


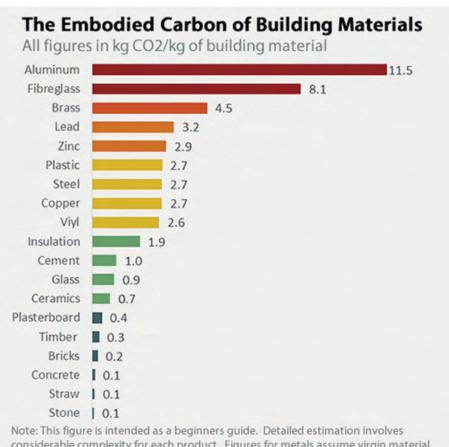
Figure 3. Chinese vase from Qing Dynasty (Source: http:// www.metmuseum.org)

图3. 中国清朝花瓶 (来源: http://www.metmuseum. org)

expression plays an exciting role in bridging eastern culture with the west. Terra-cotta was first used as a building material back in Roman times. Its application became popular during America's early 20th Century skyscrapers boom. In China, we have a long history of using white glaze and "crackleeffect" terra-cotta, which can be dated back to the Han and Song Dynasties a thousand years ago. Here the CTFGZ animated this effect in the façades, hinting at a traditional Chinese vase (Figure 3). Besides the cultural factor, in keeping with New World Group's emphasis on sustainability, terra-cotta excels by requiring



Figure 5. CTF Tianjin (Source: NWD) 图5. 天津周大福金融中心(来源:新世界发展)



considerable complexity for each product. Figures for metals assume virgin material.

Source: Inventory of Carbon & Energy (ICE) database. Download: http://www.circularecology.com/ice-database.html

Figure 4. The embodied carbon of building materials (Source: shrinkthatfootprint.com) 图4. 建筑材料含碳率 (来源: shrinkthatfootprint.com)

far less energy than aluminum, glass or steel (Figure 4). It has self-cleaning and extremely corrosion-resistant nature. Moreover, having a mega structure wrapped in a renewable resource like terra-cotta brings construction back to nature, and yet blazes a future path in which sustainable strategies drive economic development and prosperity. This can be seen as a perfect marriage between the "Heritage" and "Contemporary" of The Artisanal Movement. CTFGZ is set to emerge as the world's tallest terra-cotta tower.

Tianjin CTF Finance Centre

Tianiin CTF Finance Centre (CTFTJ) is located in the Tianjin Economic Development Area (TEDA), an outer district of Tianjin city, China (Figure 5). The project supports the TEDA master plan by anchoring it as an iconic 530m mega structure. It comprises a multifunctional office tower and a retail podium at the axis of a government center and local transit station. The 97-story skyscraper will house Grade-A Offices for multi-national and domestic companies, serviced apartments, and a luxury hotel at its apex.

作综合用途, 当中包括221,000 平方米的 甲级写字楼、71,000 平方米的服务式住 宅、41,000 平方米的高级酒店及62,000 平方米的零售空间。

CTFGZ 的设计有效地整合了多个使用功 能分区,同时精心地考虑了周围的城市环 境特点。大楼有四个主要的过渡区,即由 办公室过渡至服务式住宅、服务式住宅至 酒店、酒店至大楼顶层,以及楼顶至天 际。这些充满动感活力的建筑形态同时也 配合了附近建筑物的不同高度,为城市不 断扩展的天际轮廓带来新的层次。大楼产 生的整体视觉效果仿佛是半透明的水晶结 构直达天际。这种宛如雕塑的建筑特色 也延伸至大楼内的平台,分层式后退露 台营造出广阔的中庭天窗。这恰好是The Artisanal Movement当中"放纵想象" 与"工匠手艺"的绝佳例证。

大楼笔直的外墙突显出了本身超凡的高 度,外墙由带锯齿状的长条形陶瓦板从大 楼底部延伸,环绕整座大楼形成宛如雕塑 的多层次轮廓。陶瓦板的竖向条纹不仅可 设置通风气口,而且也可减低阳光的反射 度,这种高能源效益的设计能带来卓越的 环保表现 (U 值为 3.52 W/ m²K), 同时 也可以提升外墙的清晰度,从而达至理想 的建筑形态。

The office development sought clear, consistent lease spans of 13 to 15 meters from the core to the exterior wall. The central core contains high-speed elevators serving three zones of 36 office floors. Each 3,500 m² to 3,800 m² floor plan was shaped with rounded corners for optimum structural spanning. The serviced apartments, some are duplex villas, are served with private elevators that shuttle between different levels and a sky lobby. All serviced apartments are meticulously planned within smaller lease spans of approximately 12 to 13 meters from the core. There is ample space allowing generous room layouts, with a high perimeter-to-floor-space ratio. With the telescoping central elements and a smaller number of office elevators at the top, the floor area of the tower gradually reduces to approximately 2,000 m² with softly rounded corners. Similarly, the hotel development, which can be accessed from its own sky lobby, also shares smaller floor plates of 1,800 m². Eased edges offer greater panoramic views in all directions that oversee the beautiful TEDA skyline.

In stacking the reducing floor plates, the tower tapers upward to minimize the surface area exposed to external elements. It also optimizes the relationships between the structural leasing spans and the perimeter wall of each of the major spaces. Inspired by "Imagination," "Bespoke" and "Craftsmanship," the tower's aerodynamic shape substantially reduces vortex shedding and eliminates any resonating wind forces and impacts on the structure.

The curvilinear façade is parametrically modelled to optimize panel sizes and façade curvature. Of the over 24,910 total units, there are only 339 unique panels. Architects worked closely with façade engineers to deliver options for either an offset flat glass unit or cold bent glass unit wall system. This would help to reduce cost, improve installation efficiency, and enhance the installation quality. The curtain wall features a "U" shaped double mullion which brings the vision glazed areas to below 70% (Figure 6). While meeting the local code requirements for the window/ wall area ratio, the curtain wall also allows a solid curved surface to sparkle in a sunny day and be gently illuminated at night. Again this is a successful demonstration of a dedicated "Craftsmanship" in The Artisanal Movement.

A "Bespoke" design approach plays a critical role in the MEP design of the project. For instance, tailor-made engineering measures are adopted to mitigate the adverse impacts of "stack effect." Such measures include: (1) a radiant floor heating system for the entrance lobby with double height ceiling to achieve

作为这个多元文化城市的全新地 标,CTFGZ的外墙设计融会结合了东西 方的文化表征。以陶瓦作为建筑材料的历 史最早可追溯至罗马时期, 伴随着20 世 纪初期美国摩天大厦建筑热潮的兴起,它 的应用也日渐普及。而在中国使用白釉瓷 瓦和裂纹陶瓦的悠久历史,甚至可以追溯 至一千年前的汉朝和宋朝。CTFGZ的外 墙就充分善用了这种独特的材质, 营造出 仿如传统中国花瓶的外观(图3)。使用 陶瓦除了可以加强建筑的文化特色外,同 时也与新世界集团着重可持续性的理念相 辅相承,因为陶瓦的耗能远低于铝金属、 玻璃或钢铁(图4)。此外,陶瓦更具备 自行清洁和高度抗腐蚀的特质,更具耐久 性。在巨型建筑外墙上全面采用陶瓦这种 可再生资源不但能够让建筑回归自然,同 时也开拓了可持续策略推动经济发展与 繁荣的未来路向。这可谓The Artisanal Movement中"倾心历史"与"现代焦 点"的完美结合。竣工后CTFGZ 将会成 为全球最高的陶瓦建筑。

天津周大福金融中心

天津周大福金融中心 (CTFTJ) 位于中国 天津市郊的天津经济技术开发区 (TEDA) (图5)。 整个项目以530 米高的主塔楼 地标建筑呼应 TEDA 发展计划。97 层的 主塔楼将为跨国与本地企业提供多个甲级 办公楼、服务式住宅及豪华酒店, 而裙楼 部分主要为零售商场,交通方面可连接政 府中心及本地车站。

办公楼层的设计突显了明确一致的有效使 用空间, 保持了从核心筒墙体外侧至塔楼 外墙距离约为 13 至 15 米。而核心筒内 设有来往3 个分区共36 层办公楼的高速 升降机。办公楼每层面积约为 3,800 平方 米至 3,500 平方米, 平面上四角采用弧形 以增加建筑范围。服务式住宅区有部分为 复式别墅单位,每个单位都配备私人电梯 以来往不同楼层与空中大堂,配合使用功 能,有效面积和办公楼相比则较小,从核 心筒墙体外侧至塔楼外墙距离约为 12 至 13 米,宽敞的设计为室内带来广阔开扬

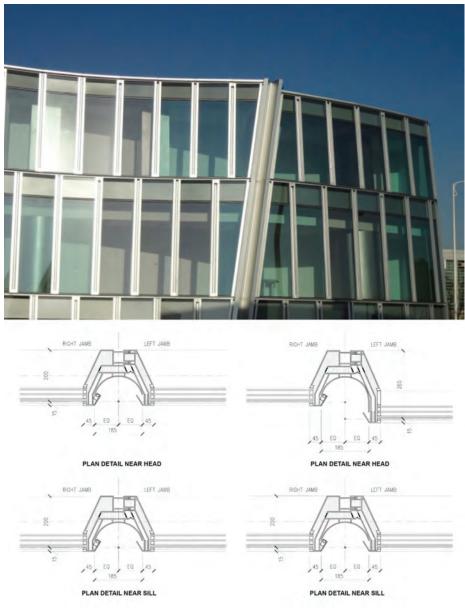


Figure 6. CTF Tianjin curtain wall system (Source: SOM) 图6. 天津周大福金融中心幕墙系统 (来源: SOM)



Figure 7. CTF Wuhan (Source: RLP) 图7. 武汉周大福金融中心(来源: RLP)

more efficient space heating in occupied zones; (2) upgraded motor specifications for elevator door, while predicting a high differential air pressure, the upgraded system ensures a smooth and effective open/close mechanism); (3) exhaust fans in series (with bypass) – additional fans are deployed to function in case of extra high wind pressure induced by the stack effect; and (4) outdoor air intake fans are equipped with automatic volume control dampers at their suction side. This is done to balance the extra wind pressure due to the stack effect on the intake louvers located on the building's facade.

的空间,服务式住宅区的楼层面积也逐渐缩减至顶层的约2,000 平方米,同时平面上四角采用了弧形。而最上部的酒店区也采用了类似设计,平面面积约为 1,800 平方米,并可从独立的空中大堂直达该区。逐渐缩减的弧形边缘可以提供更佳的全景视野,无论在任何方向都可俯瞰令人叹为观止的 TEDA 区天际线美景。

随着每层的楼面面积逐渐缩小,大楼外露的表面面积也随之而减少,达至各功能分区有效使用空间与建筑外形的最佳平衡。

大楼设计的灵感源自"放纵想象"、"贴心打造"和"工匠手艺",符合空气动力学的外形大大减少了旋涡脱落的现象,同时把风力共振的可能性和风荷载减至最低。

大楼的弧形外墙优化了各功能区的楼面布置和外墙弯曲率。大楼外墙总共由24,910个组件共339种类型的面板组成。建筑师与幕墙工程师紧密合作以寻求最佳方案,利用平板玻璃组件或冷屈玻璃组件外墙系统来减低成本、提升安装效率,同时加强整体质量。幕墙采用"U"型双重直棂(图6),令阳光反射范围减至低于70%。幕墙不但完全符合天津当地窗户/外墙面积比率的要求,同时也塑造出坚固的弧形表面,在阳光下闪烁生辉,在夜晚也可照亮长空。这种精心的设计再一次成功展现了The Artisanal Movement中的细腻"工匠手艺"元素。

"贴心打造"元素在项目的机电(MEP)设计上扮演了极其重要的角色,例如采用了下列所述度身设计的方案,以便尽量减少"烟囱效应"的不良影响,主要包括: (1)在入口大堂采用散热式地面暖气系统,配合特别高的楼底,从而可以更有效地保持使用空间的温度; (2)升降机幕门采用更高的发动规格,充分利用大楼内预计出现的不同气压差异,带来更高效实用的开关机制; (3)采用连串通风扇(连旁路机制),同时在烟囱效应产生极高风压时使用额外的通风扇; (4)对外大门进气风扇的吸气口配有自动风量控制,以平衡大厦外墙进风百叶窗因烟囱效应造成的额外风压。

Wuhan CTF Finance Centre

Wuhan, the capital city of Hubei Province, is the largest city and one of the most important transportation hubs in central China. The Wuhan CTF Finance Centre (CTFWH) is located in the newly-developed Central Business District at Hankou. It commands a panoramic view of the famous Yangtze River. When completed in 2021, it will be the city's tallest building, rising to an impressive height of 648m (Figure 7).

CTFWH is a mixed-use development comprising a 118-story, 327,000m2 Grade-A office tower; a 3-story retail podium and basement mall of 125,000m2; and four 90m-high residential and serviced apartment towers 80,000m2 in size. Together the building cluster abuts the northern bank of the Yangtze River (Figure 8). Through a series of elevated flying "tree" bridges and underground areas



Figure 8. CTF Wuhan (Source: RLP) 图8. 武汉周大福金融中心(来源: RLP)

for different types of commercial activities, the development is directly connected and integrated with the mass-transit railway stations, elevated light rail, and underground ring road. It is also linked to the adjacent sites, a 52,000m2 city park and a large riverfront promenade park (Figure 9). Being centrally located in a new CBD area and with new cultural facilities to be developed in the vicinity, the cluster will become the new CBD and transportation hub of the wider Hankou territory.

The iconic megatall tower is designed specifically to define the new CBD area it is situated within, other than to display its own individual charm. The tower stands up as an obelisk that acts as the nexus for all the new developments in the district; symbolising the growth and the blossoming future of Wuhan city. Verticality is emphasized, the spine curve originates from the tower base and gracefully wraps around the envelope of the tower, until it spirals all the way to the top. The spline will not only display the aesthetic character of the tower, but also serves to mitigate the wind loads exerting onto the tower.

At the heart of the project are the municipal leisure and cultural amenities. Such design contributes to New World Development's artisan aim of creating a cultural hub for the local community, echoing the theme of "Work, Play and Live." The whole project intends to turn the development into a brand new Wuhan destination. Unlike some of the supertall tower developments being inserted

into the city, New World Development has a strong vision to create a unique "collective place" for the community. It will form a network of interaction so that the public can move freely through a series of multi-level urban landscaped spaces. Three-dimensional below- and above-grade pedestrian networks connect the basement, the street level and the buildings alone. This network of outdoor and indoor spaces and walkways allows users to move around quickly, using and enjoying different communities both inside and beyond the site boundaries.

While still under planning stage, there are a number of key features in this development that are worth mentioning. The CTFWH tower will be divided into eight vertical zones with three sky garden lobbies. An innovative core design with a highly-efficient vertical transportation system allows the occupants to move seamlessly to their desired floors. The round trip time in transit is also cleverly controlled. Detailed assessments are carried out to identify the cost-effective solutions in achieving vertical transportation efficiency, energy performance, and lift safety with user-friendly operations. A combination of high-speed double-deck shuttles and singledeck local passenger lifts are employed to enhance overall core efficiency, offering the most efficient vertical transportation to the occupants throughout.

Sustainability ranging from energy use to building services system selection was given serious consideration at the early design

武汉周大福金融中心

武汉是湖北省的省会,也是中国中部最大的城市和其中一个最主要的交通枢纽。武汉周大福金融中心(CTFWH)位于汉口最新发展的中央商业区,可俯瞰长江著名的壮丽景色。大楼将于 2021 年落成,届时将成为华中区最高建筑,高度达至 648米(图7)。

CTFWH 是一个多用途发展项目,包括楼高 118 层、面积达327,000 平方米的甲级写字楼; 3 层高零售裙楼和地下购物中心,面积达 125,000平方米; 另有四幢90 米高的住宅与服务式住宅大楼,总面积达80,000平方米,整个建筑群组耸立于长江北岸(图8)。发展项目特别采用了架空的"树形"桥梁,配合可用作不同类型商业活动的地下范围,同时直接与地铁车站、架空轻轨和地底环形公路连接。项目同时也与相邻的52,000平方米城市公园及大型河滨步道公园连接(图9)。该项目位于武汉中央商务区的心脏地带,区内还有多项新落成的文化设施,本项目势将成为汉口区的主要焦点和交通枢纽。

这幢标志性的摩天大楼经过特别设计,除了展示其独有的特色和魅力外,也重新定义了中央商务区的天际线。大楼仿如一座方尖石塔耸立于中央商业区一众全新发展项目的中央,标志着武汉的发展与未来繁荣。在塔楼立面上,带角栓的弧线从塔楼底部一直向上延伸,优雅地包围着塔楼四面,徐徐直达顶层。这些角栓线条不但展现了塔楼的美学特质,同时也能够降低塔楼承受的风荷载。



Figure 9. CTF Wuhan (Source: RLP) 图9. 武汉周大福金融中心(来源: RLP)

stages. High-efficiency energy centers and major building services plants are located in the basement and on strategic levels in proximity to load centers, to ensure cost-effective power, cooling, heating and water distribution. Other green and sustainable features, such as photovoltaic panels, solar heating, geothermal energy, grey water recycling, and storm water harvesting systems shall be adopted and designed to meet the LEED® Gold certification.

The tower's structure consists of a central composite steel and concrete core. The elimination of corner lift cores at various levels echoes the shuttle lift stacking strategy. Perimeter moment frames comprising steel composite columns, belt trusses, and perimeter spandrel beams are provided. To enhance the lateral load performance of the megatower, a hybrid system is adopted. This features a perimeter framed tube system that combines with the innovative, newlydeveloped energy-dissipating outriggers. These are more effective and can facilitate better constructability compared to conventional outriggers. With the success of using C80 grade concrete in the core structural walls of the Guangzhou CTF Finance Centre project, it is the project team's intention to ride on this experience and adopt a similar construction systems for CTFWH.

Throughout the design development, stateof-the-art parametric building information modelling (BIM) technique shall be fully implemented, enabling the exploration of the best structural with the optimum shape creation. The advanced structural optimization algorithm is applied throughout the design process in order to achieve the most optimum structural efficiency. Often seemingly minor, aesthetical and appropriate functional adjustments to the building shapes can result in significant benefits in building constructability. The tower's crown design and the spine façade features are one of the important expressions of the project design philosophy. As the tower reaches into the sky, these features not only provide architectural uniqueness and character, but also contribute to alleviating tower top wind forces, thus significantly improving the overall aerodynamic behavior of the tower.

The tower structure is fully integrated with a versatile energy-efficient façade system which certifies the stringent wind load analyses with the aim to improve cladding economy and ensure constructability.

The New World Group's Other Artisanal Projects

In addition to the above-mentioned skyscraper projects in China, the Group has also successfully extended The Artisanal Movement to cover all of its projects in Hong Kong.

New World Centre Redevelopment

Situated along the waterfront of the world famous Victoria Harbour, the New World Centre will be a landmark that redefines the skyline of Hong Kong and at the same time creates a dynamic hub of attractions in the territory. This project will comprise a 265m hotel-office-serviced apartment mixed-use tower, a 100m hotel tower, and a commercial podium. The scale and impact of the project will transform the New World Centre into an "urban habitat within an urban habitat."

Eight Kwai Fong

Set in the international melting pot of Happy Valley, this project was inspired by the "We are all Artisans" slogan and features a series of collectibles that celebrate heritage, personality and craftsmanship. Candleholders from "The London Collection," celebrated Chinese artist Zhao Yang's work "Eskimo" hanging in the dining room, and a historic Brionvega classic vinyl LP record player are just some of the particularly inventive extras, allowing Eight Kwai Fong to showcase the artisanal style of the New World Group (Figure 10).

整个项目的核心具有众多的休闲与文化设 施功能, 当中的设计秉承了新世界集团 在"工作、玩乐及生活"的主题下,为本 地小区打造文化交汇点的目标,旨在令整 个项目成为全新的武汉地标。有部分的其 他摩天大楼发展项目只是很突兀地加插在 城市景观中,而未能做到与周围的城市环 境及都市整体计划完美整合,新世界集团 与之不同之处,在于拥有强健的愿景,致 力为当地建设独特的"集体空间"。这个 空间将为公众带来多层城市景观空间和自 由活动的网络。多层地下空间与架空行人 天桥分别连接地面层和 CTFWH 建筑群组 的不同楼宇。这个由室外及室内空间与走 道组成的大型网络可让使用者更快捷地到 达各处, 更轻松地使用和享受区域内外的 不同社群设施。

这个项目有几个值得一提的设计亮点。CTFWH 大楼共分为八个垂直区域,以三个空中花园大堂分隔。匠心独运的创意核心设计与高效的垂直运输系统让大楼用户可以无缝地往返各楼层,而电梯的运行时间更是经过精密的计算和控制。在设计过程中也进行了详细的比较评估以便找出最具成本效益的方案,实现最有效的垂直运输、能源性能和安全性,同时确保操作简单易用。大楼结合采用高速双层轿厢电梯和局部区域单层轿厢电梯以提升整体效能,为所有用户带来最快捷有效的垂直交通。

在设计初期,本项目就已认真考虑到耗能以及机电系统选择等和可持续性相关的各方面。高效能源中心及主要机电设备分别位于地下层和设备楼层,同时靠近负载中心,以确保能有最具成本效益的电力、冷气、暖气和食水供应。此外也采纳了多种绿化和可持



Figure 10. EIGHT KWAI FONG (Source: NWD) 图10. EIGHT KWAI FONG (来源: 新世界发展)

Eight South Lane

The standard-bearer for the Artisanal Bohemian Collection, EIGHT SOUTH LANE is inspired by the soul of Bohemian Urbanities and is an ideal fit for Hong Kong's Western District renaissance. Designed by Florent Nédélec, EIGHT SOUTH LANE's minimalist vibe and curtain wall, as well as natural lighting and ventilation plans blend in with its surroundings amidst this tony section of Hong Kong. A series of large windows and an al fresco dining area on the roof only add to the bohemian allure of the residence.

The Pavilia Hill

Capturing the essence of The Artisanal Movement, THE PAVILIA HILL on Tin Hau Temple Road in the North Point district of Hong Kong is a testament to serenity, traditional bespoke craftsmanship and inspired creativity. Distinguished by its striking rock sculptures crafted by Japanese landscape architect Shunmyo Masuno, each selected marble or granite stone represents a different natural element such as mountain, water, existence, purity and sound. The clubhouse designed by well-known interior designer Koichiro Ikebuchi is imbued with natural elements that drive the mind away from the daily grind of urban living (Figure 11).

Park Signature

Set in the natural surroundings near Hong Kong's exurb town of Yuen Long, Park Signature assembles earth elements – water, fire, wood, and stone – in an artisanal fashion to create a clubhouse feel. This is a creative effort by the world-renowned architect Ernesto Bednar. A grey stone wall welcomes visitors along with a "light swing" that draws in the breezes from outside and helps to cut energy consumption. A swimming pool sculpted with a flame hearth in the middle also accentuates the water and fire theme of the complex. The verdant surroundings with their expansive views proclaim the artisanal nature of Park Signature.

The Signature Hill, Shenzhen

The 54 villas that form the Signature Hill, Shenzhen were designed by Bill Bensley. Bespoke components throughout each residence echo Chinese surnames Yip and Fong. The Aspire group as well has been hired to provide bespoke concierge services 24 hours a day.

Art, People and Nature

The same inspirations and motivations behind The Artisanal Movement have also found their way into other landmarks of the New World



Figure 11.THE PAVILIA HILL (Source: NWD) 图11. 柏傲山(来源:新世界发展)

续设计,例如太阳能电池光伏板、太阳能暖气、地热能、灰水回收系统、雨水积集系统等,以达至LEED®黄金标准。

大楼核心筒采用组合式钢板混凝土,而外围框架则采用组合式钢骨混凝土柱,钢梁分别和外围柱以及核心筒相连接、另外在机电层设置了环带桁架增强水平刚度。继广州周大福金融中心项目成功采用 C80 级高强混凝土作为核心筒结构墙后,本项目团队希望能借鉴这种经验,在 CTFWH 项目中也采用高强混凝土以提高结构的成本效益。

在设计过程中,项目也采用了先进的参数化建筑信息模型(BIM),以探索不同的结构方案,同时在外形设计上也更具弹性。在整个设计过程中采用先进的结构优化算式以达至最佳的结构效益。虽然在大楼的外形上作美学或适当的功能调整看似微不足道,但实际上能为建筑施工性带来重大效益。大楼的冠顶设计和角栓外墙就最能充分呈现项目的设计哲学。这些特点不但提升了大楼的独特建筑风格和个性,同时也可以帮助缓减大楼顶部的风荷载,显著地改善建筑的整体空气动力学表现。

大楼的结构同时也与具能源效益的外墙系统 全面整合,当中经过最严谨的风荷载分析, 以便能节省材料确保具有良好的可施工性。

新世界集团的其他工艺项目

除了上述的中国高楼项目外,集团也把The Artisanal Movement渗透至在香港发展的 不同项目之中。

新世界中心重建项目

新世界中心位于世界知名的维多利亚港海旁,在重建工程完结后将成为香港的另一地标,不仅会改变香港的天际线,同时也将为区内打造充满活力的观光消费汇聚点。本项目包括265米高拥有酒店、写字楼及服务式住宅的多用途塔楼、楼高 100 米的酒店大楼,与及一个商业裙楼。项目规模庞大,将为区内带来重要影响,令新世界中心全面发展成「城市居所中的都市居庭」。

EIGHT KWAI FONG

这个项目位于跑马地多元文化聚居地,灵感来自「We Are All Artisans」的理念,项目搜罗了各种传承历史、具有独特个性与工匠精神的收藏品,包括「The London Collection」烛台、中国艺术家赵洋的作品"爱斯基摩人",以至具有历史性的Brionvega黑胶唱片机等,充分展现新世界集团的工匠精神(图10)。

EIGHT SOUTH LANE

EIGHT SOUTH LANE 是Bohemian Collection的完美表述,灵感来自

「Bohemian Urbanities 」精神,项目展示了香港西区的文化气质。EIGHT SOUTH LANE 的幕墙是由Florent Nédélec设计,以极其简约的风格,配合自然灯光与通风格局,完美与周围的环境相融合,突显出香港这个东方都会的时尚特色。项目采用大型玻璃窗,加上天台的绿化空间,为这个住宅项目增添了更多的魅力。

柏傲山

位于香港北角天后庙道的柏傲山是The Artisanal Movement的最完整呈现,以简约美学演绎工匠手艺。日藉园景设计师升野俊明亲往日本五剑山挑选及开采石材,巧妙地利用包括花岗岩等石材来表达五种大自然元素:山、水、有、清和音。每件石雕均有其独特的形状,反映出各种不同的人性。住宅会所由著名室内设计师Koichiro Ikebuchi设计,透过融合不同的天然元素,让人忘却都市生活的烦扰(图11)。

溱柏

位于元朗的大型住宅项目溱柏,整体设计特意配合周边绿意盎然的环境,国际级设计大师Ernesto Bedmar亲自在世界各地搜罗各种别具特色的天然建筑材料、艺术品与装置,并巧妙地利用各种大自然元素,包括光、影、水、火、木、石等,投放在会所每个角落。甫走进会所,映入眼帘的是一面面纹理清晰的银灰洞石墙壁,周边搭配一列列多孔设计的活动式木屏风,为会所引入自然风,将各个室内与室外的空间贯穿,并形成独特的空间交迭。



Figure 12. K11 (Source: NWD) 图12. K11 (来源: 新世界发展)

Group. The K11 brand was established in 2008, emphasising three core values: art, people and nature. The K11 Art Foundation was later founded in 2010 with the construction of two art villages in Wuhan. These facilities serve as a crucible to nurture young promising contemporary Chinese artists and to educate the masses about art and creativity (Figure 12).

The flagship K11 Art Malls in Hong Kong and Shanghai were launched in December 2009 and June 2013 respectively. This was followed by The K11 Multi-Cultural Living District in Wuhan and K11 ECO HOME in Beijing that opened to the public in 2010. Subsequent art villages in Wuhan were inaugurated in August 2009 and December 2011. This innovative concept is set to expand even further with 16 more projects in eight cities across China, including Wuhan, Shanghai, Shenyang, Beijing, Guangzhou, Tianjin and Ningbo. K11 offers visitors a multi-dimensional natural landscape filled with local plants, a green roof, vertical greenery and an urban farm.

In addition, D. P ARK, another retail brand under the New World Group, was designed as the first ever multiple intelligence kids mall. It is both an "in place" for family activities and an exciting venue for shopping.

Summary

Whether on a grand scale or not, New World Development infuses The Artisanal Movement into every project to create a distinctive expression of lasting property development excellence. Sharing the above information hopefully invites our profession to appreciate the importance of the cultural journey that aids the continual pursuit of improvement in the tall building environment. More than just aesthetic excellence, megacity towers help to consolidate communities and create a sustainable environment for nearby residents. These residents have been, and should always be, the focus of our profession whether developers, consultants, contractors or suppliers. Projects that respond and contribute to the people, the city, and the environment they situate will always be a valuable and sustainable investment. Our Group, as a distinctive cultural brand, will strive to reach new heights of distinguished excellence in the construction of high-rise towers throughout the Greater China region, contributing to the transformation of the urban space and enhancing the metropolitan landscape.

深圳新世界名镌

深圳新世界名镌的 54 栋豪华别墅,其整体规划和建筑设计,深受美国传奇建筑大师Frank Lloyd Wright的流水别墅意念所启发,别墅依照尖岗山的自然地貌布局,高低错落有致,打造成一个度假式水景园林。项目以中华姓氏打造专属的精巧摆件,更邀请Aspire group 提供度身订造的全天候24小时礼宾服务。

艺术、人文与自然

The Artisanal Movement背后的精神与动力同样也影响着新世界集团的其他项目发展,例如在 2008 年成立的 K11 品牌就强调三大核心元素: 艺术、人文与自然。2010 年,随着武汉两个艺术村的落成,K11 Art Foundation随之成立,以培育年青当代中国艺术家,同时向公众提供艺术与创意教育(图12)。

位于香港和上海的K11分别于 2009 年12 月和 2013 年 6 月启幕。武汉 K11 多元文化生活区和北京K11环保体验馆亦于2010 年开幕。2009 年 8 月及 2011 年12月,位于武汉的两个艺术村相继开放使用。这个创新概念将会陆续推展至中国8 个城市,包括武汉、上海、沈阳、北京、广州、天津和宁波等 16 个项目。K11 为游客提供多重自然景观,以本地植物、绿化屋顶、垂直绿化和城市耕作打造自然新体验。

除了 K11外,新世界集团的另一零售品牌 D. PARK也采用了创新角度,是首个多元 智能儿童购物乐园,为家庭提供合适活动 场所之余,更是理想的购物之处。

总结

无论是大规模发展项目还是小型建设, 新世界集团自始至终把 The Artisanal Movement渗透至每个项目之中,全力打造 与众不同的物业发展和服务。我们期望分 享以上的数据能有助业内人士明白这趟The Artisanal Movement旅程在推动追求改 善高楼环境的重要性。除了纯粹作为一种 美学展现外,摩天大厦也可以帮助巩固小 区,为当地民众建造可持续发展的环境。 无论是过去还是将来, 当地民众一直是我 们业界的服务对象,无论是发展商、设计 顾问、合约承包商或供货商,都应以当地 民众为尊。能够响应当地民众、城市、周 围环境和文化并对之作出贡献的项目,将 永远是一项有价值而且可持续的投资。作 为一个独特的个性品牌,新世界集团将会 致力再创高峰, 在大中华地区打造高层建 筑发展的卓越标准,为革新都市空间和提 升大都会景观出一分力。