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Guangzhou TV Station

广州电视台：交错魔方，文化共享

——访gmp合伙人Stephan Schuetz

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AT: 广州电视台投标时公示了9个设计方案，可以说9个方案都各有所长，gmp的投标方案命名为“文化魔方”，能否为我们介绍一下方案的设计初衷？设计之所以能够被选中并实施，您认为最主要的原因是什么？

Stephan Schuetz: The design concept consists of 2 cubes with a side length of 100m each which are arranged in an offset position to each other. These “Magic Cubes” border a large podium which serves for a number of common functions.

The idea of the cubes was inspired by the already completed television tower. In no way did we want to compete with the tower’s dominant verticality by juxtaposing it with tower blocks of any description, which would have seemed like dwarves compared to the 600 m high television tower. For this reason we chose a geometric shape that is neither wide, nor high, nor deep: the “Magic Cubes” of Guangzhou TV.

大楼主体为两个交错布置的等量正方体体块，其边长为100m。两座魔方似的建筑体界定了裙楼建筑的外延，裙楼内设有宏大的公共活动空间。

立方体的设计理念应与已建成的电视塔相结合予以诠释。我们在设计中回避了常规的高层建筑形式，避免将电视塔所强调的极具主导性的横向秩序打乱，采用略显低矮厚重的建筑体量形成对比。因此我们最终确定了这样一个长宽高相等的建筑形体：形同魔方的广州电视台。

AT: gmp如何理解中国广电中心的核心特质？这在广州电视台的设计中怎样诠释的？

Stephan Schuetz: In some respects, television studios have quite conflicting characteristics. On the one hand there are the fairly large-scale production facilities, which are usually dark and are used to produce programmes with concentration and discreteness, i.e. rooms with an extremely introverted character. On the other hand, these programmes are broadcast to everybody, so that we would be quite right in talking about an “extroverted” character.

Our design expresses this contradiction by providing relatively enclosed buildings as well as glazed room structures meandering through these buildings, and a large hall at approximately 50 m height, which offers a magnificent view of Guangzhou city. The enclosed buildings are used for television production while the glazed structures serve as the so-called “visitor’s loop”: a path through the building dedicated to the public.

电视台建筑由于其工作性质具有自我矛盾的特质。它主要由封闭的大型演播室构成，演播室需要高度的私密性以保证录制工作的顺利进行，因此其呈现出极端封闭和内向化的特质。与此同时由于电台节目面向公众播放，其同时也具有开放的外向化特质。

我们的设计试图将这种矛盾具象化，在封闭的体量内部纵横穿插着回形的玻璃空间结构，在高约50m的大型玻璃大厅中，人们可以俯瞰壮观的广州城市全景。封闭的空间内设有电视节目演播厅和制作空间，玻璃空

间结构形成了一个“来访者参观循环流线”，且这条通道贯通全楼，充分考虑了建筑公众性和公开性。

AT: 广州电视台与600m高的广州新电视塔毗邻、紧靠城市新中轴线，又紧邻珠江航道，可以说区位条件非常优越，在城市中具有重要的地位。gmp如何考虑广州电视台在城市和景观层面的作用？

Stephan Schuetz: By linking the magic cubes with the raised podium – which is to serve as a square with public access – a stage for urban life is created along the Pearl River. The buildings are accessed from this square and it is also the venue for shows and open-air events, thus enhancing urban life along the river with an important component, where formerly there were only industrial facilities.

如同魔方般的建筑体块由一座被升高的裙楼连接，裙楼平台之上设有一座面向市民开放的广场，整座建筑综合体如同坐落于珠江畔的一座展示城市情境的巨大舞台。人们可以从这里进入建筑内部，同时这里还可以举行各种室外演出活动，珠江畔的城市生活通过建筑元素的补充更加丰富多彩，往日工业区的单一面貌不复存在。

AT: gmp是一个非常注重细节和品质的事务所，100m × 100m的立方体建筑，这种立方体的建筑造型还从未在如此大的尺度下予以实施，那么在具体的实施过程中，gmp在整体造型控制和建筑细部处理上有哪些考虑？

Stephan Schuetz: As I have already talked about the internal functions, I would like to answer this question by focusing on the façade in detail. It consists of projecting and receding wall panels arranged at 45 degrees, which result in a zigzag form. In this manner a highly textured building structure is generated for the closed cubes, while creating contrasting aspects of the whole ensemble by glazing one side of the zigzag feature and leaving the other side closed solid. From certain vantage points one experiences a closed building with staggered wall panels dominating the façade, while from the opposite vantage point one perceives a staggered glazed structure conveying transparency and openness. In this way the building reflects the special character of television studios with their introverted and extroverted aspects described above.

对建筑的内部结构我已经做了具体的介绍，这个问题我想集中针对外立面细部说一下我的想法。外立面由凸出和退进的隔墙构成，转向45°，呈“之”形，一边为封闭的实墙，另一边为玻璃幕墙。这种外立面设计赋予封闭的正方形建筑体极富雕塑感的外形特色，两座立方体呈现封闭和开放的位置正好相反，强调了综合体整体形象的丰富多变，趣味盎然。在某个特定的视角上人们看到的是一座闭合的建筑，通过层层叠叠的墙面刻画出的外部形象，而从另外的视角上，人们看到的却是通过玻璃幕墙一面展现出的通透开放的形象。建筑靠近外立面处多被设计为公共空间，立面为玻璃幕墙，如高度均为50m的前厅和大厅，这样开放和闭合的空间交错穿插，形成极具张力的对话，强调了广电建筑独有的特点。

AT: 广州电视台将分两期建设，近期工程和远期工程的内容都各自包括哪些？目前工程处于什么状态？在施工过程中是否遇到一些难题？

Stephan Schuetz: The first phase is currently under construction, with the above-mentioned zigzag façades being installed. The shell construction has already been completed. In the second phase, a theatre will be added to the building which can be used for live performances and shows, as well as for broadcasts. This phase has not yet started. We hope that, in spite of the rather limited budget compared to other television studios in China, we will be able to fully implement our design. To achieve this we are maintaining a continuous constructive dialogue with our clients.

一期工程已经竣工，目前正在进行“之”字形立面幕墙的安装，土建工程已经全面完工。二期工程将在建筑内增建一座剧院，其内可举办演出和现场直播。远期工程目前尚未动工。我们希望，在和国内其他电视台建筑相比预算非常有限的情况下，仍可以按照我们的标准和期待实现工程的每一个细节，并且与我们的业主长期保持富有建设性和连贯性的对话关系。

AT: 您能否为我们介绍一下德国广电建筑的情况，与中国有何不同之处？gmp在广州电视台的设计中是否也借鉴了一些德国广播电视台的设计做法？

Stephan Schuetz: There is very clearly no other existing television studio in the world – neither in Germany nor elsewhere – which could be seen as a reference for Guangzhou TV. We consider it important that we were able to implement our practice's design strategies for this complex project in such a way that it derives its identity not primarily from a preconceived spatial concept, but exclusively from the local context and the functions of the building.

我可以明确地回答，目前在世界上没有任何一座电视台建筑可供广州电视台的设计工作借鉴，不仅德国没有，其他国家和地区也没有。重要的是，我们在处理庞杂的项目设计问题时，首先考虑的并不是如何通过对其外形的塑造赋予其独特的形象，而是依据其所处的环境以及文脉结合建筑的功能入手设计。

AT: 您对目前中国大量兴建广电中心的现状，有什么评价？

Stephan Schuetz: Television studios continually produce information and entertainment for millions of people. In future, public interest will focus more and more on how, and by whom, these programmes are produced, i.e. who are the people behind them. For this reason television studios should be designed in such a way in the future that viewers can access parts of the building and obtain a view of certain areas. In this way television studios will become public buildings and contribute to the active life in our cities.

电视台在现代生活中不间断的生产发布各种信息并实现人与人之间的娱乐和交流。在未来，公众将对其运作的方式以及相关的工作人群越来越感兴趣。因此未来广电建筑设计中会更多地考虑让电视节目的观众可以更多地参与进来，甚至有些区域是可以进行参观的。这样一来电视台作为公共空间可以起到为城市和社区注入活力的作用。 

