

K11 ART MALL, SHANGHAI

上海 K11 购物艺术中心

客户：新世界

建筑面积：9 100m²

室内商场面积：35 500m²

建成开放：2013.02（试运营），2013.06（正式开幕）

建筑及室内设计：Kokaistudios

设计团队：Andrea Destefanis, Filippo Gabbiani, Piero Peyron,

李伟, 李嘉雯, 王芸, 成昆

摄影：Charlie Xia



Kokaistudios

Kokaistudios由意大利建筑师Filippo Gabbiani 和Andrea Destefanis 2000年联合创立于威尼斯。基于全球发展的基础上，公司在威尼斯、哥本哈根和香港设有办事处。创立初期便以多元文化及全方位设计作为发展方向，2002年成立于上海的事务所拥有Kokaistudios全球布局的核心团队。设计主要注重在商业、机构及接待类型，并以提供量身定制的设计解决方案与创造永恒的指标性项目为宗旨。

2013年Kokaistudios获选为首届《AD100中国》特刊榜单成员之一，此榜单为表彰中国最富有“想象力、智慧和启发力”的100位设计师与设计公司。



继2009年位于香港的首栋K11购物艺术中心大获成功以后，K11集团特邀Kokaistudios事务所为中国内地首家K11购物艺术中心设计建筑改造方案，并为超过3.5万m²的商业空间提供室内设计。

项目坐落于上海市中心淮海路的黄金地段，设计以崭新的手法重新打造新世界大厦裙房立面。建于上海20世纪80年代的香港新世界大厦，经重新定位转变为“生活方式中心”，为现今上海的商业建筑修缮工程树立了典范。Kokaistudios作为项目总体建筑及室内设计的建筑事务所，协同景观与灯光设计、电气设计、外立面设计等。

设计理念与设计过程

项目充分体现了K11品牌“艺术、人文、自然”的核心价值观理念，将艺术欣赏、人文体验、自然环保完美结合，为优质都市生活做出新提案。

建筑总面积9 100m²，修缮后的裙房建筑立面完美地将新旧结合，创造出绝佳效果。在重视淮海路历史建筑和新世界塔楼原始设计的同时，满足在密度环境下商场及租户对视觉通透性的需求。

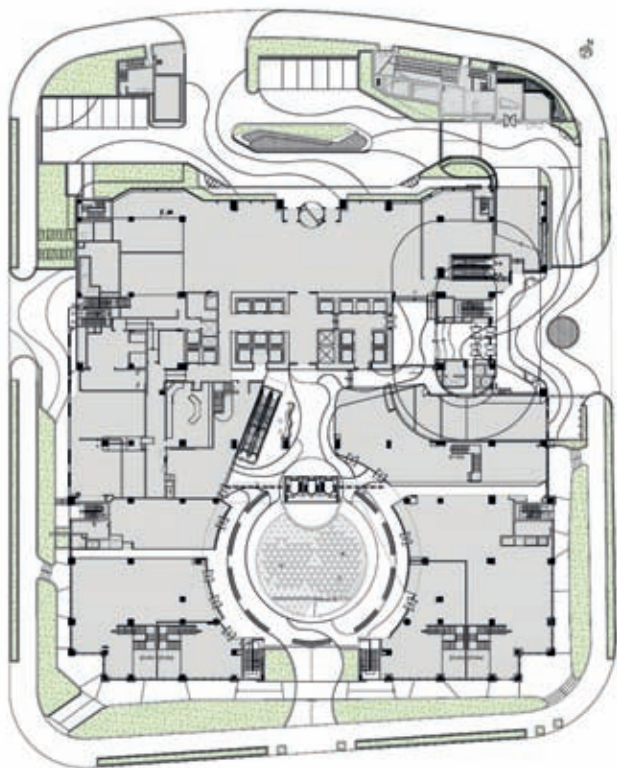
Following the success of its first venue, opened to the public in Hong Kong in 2009, K11 selected Kokaistudios for the design of the first Art Mall to open in China, through the architectural renovation and interior design of over 35,000 square meters of commercial spaces.

The commercial podium of New World Tower, an icon of the 1980's commercial renaissance of Shanghai, was thus rebranded and transformed into a 'Lifestyle Center' strongly focused on "Art, People and Nature", prototyping a completely original new design, developed in strict collaboration between designers and client.

Kokaistudios provided the design concept for both architectural renovation and interior design, the first including the podium's four façades and the inner courtyard, and coordinated all specialist consultants (landscape and lights design, M+E, façade design, etc.) throughout the entire process, from concept to construction.

Design Concept and Design Process

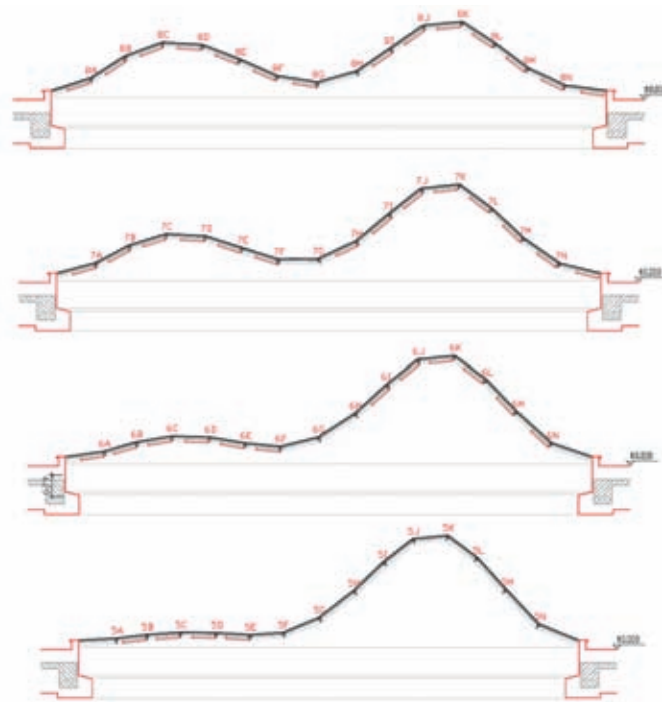
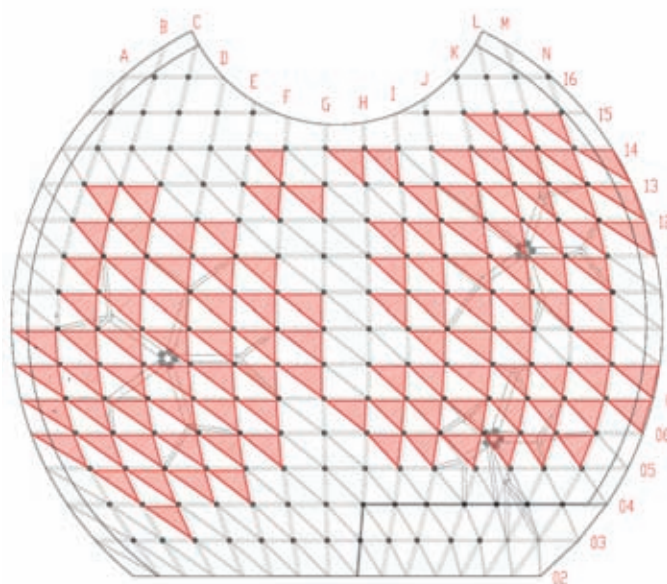
By integrating three concept's core values 'Art, People and Nature', K11 reaches the perfect interaction of art appreciation, humanistic experience, naturalness and environmental protection and shopping consumption. K11 Art Mall intertwines functions of art galleries, shopping mall and catering all in one, bringing together all kind of tastes, from extravagant luxury to distinguished and reserved.



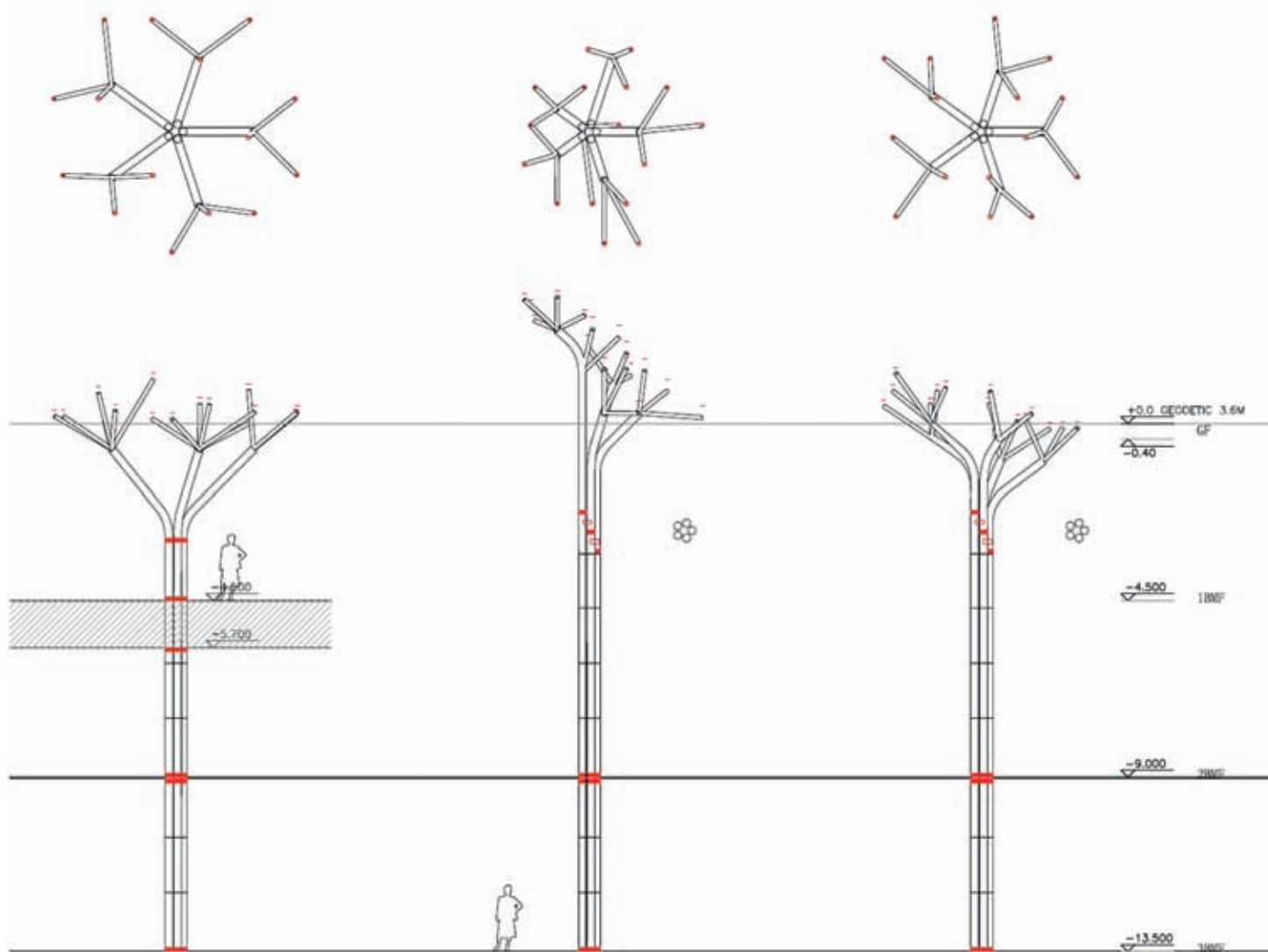
首层平面图



中庭空间设计



中庭天蓬细节图



树状支撑结构细节图

项目设计初期希望将K11塑造成一块“故事板”、一段充满想象力的旅程。通过展现在空间各个区域的绿化、水池、瀑布、植物幕墙等，带给顾客置身自然的购物体验。K11购物艺术中心开放后荣获2013年亚太区国际地产大奖商业修缮及重建类别奖项。

艺术传播与中心庭院

步入K11内部，整个室内空间环绕中心庭院而设，罗列在公共空间中的各种艺术展览品与天然饰面、生活化的设计元素通过高科技手法相互交织辉映，徜徉其中好似无尽循环的创意之旅。商场出入口及循环流线通过节节围绕中庭的方式，将“想象之旅”和艺术展示、公共区域、高科技纵横错落地交织在一起，并藉由生活元素与自然素材增添人文内涵。

Conceived as a storyboard in the early stage of the project, the 'journey of imagination', is a specific design instrument developed in order to give depth, substance and coherence to the different parts and places coexisting within K11, each of them strongly characterized with explicit reference to nature (forest, lake, waterfall, vertical garden, etc.) and closely related among them in narrative sequence.

Circulation and Central Courtyard

Access to the building and circulation within it have been radically reconfigured into a seamless imaginative sequence of experiences spiraling around the central outdoor court, a "journey" where public spaces are interwoven with art display areas, hi-tech features softened and juxtaposed by living elements and natural materials.

The central courtyard is the place where the very essence of the renovation comes together, a luxuriant oasis opened to city. Nature is twice present, in the living vertical garden integrated to the façade surrounding the courtyard and as a constant reference in the architectural elements and the decorative patterns around.





商场的6个楼层在视觉上透过位于中庭由地面展开的天篷达到良好的连接及延续，这个由玻璃建造的有机形态天篷总面积达280m²，其独特的辐射三角状玻璃拥有极佳的透视性。造型独特的设计在建设过程中，依赖特殊的软件协助对工程机械、几何力学及方位进行操控。

中心庭院是整个建筑改造设计中的精华所在，设计成一片面向市民的繁茂绿洲。自然的元素在此着重体现，围绕中心庭院的建筑外墙上布满生机盎然的绿色植被，是建筑造型与装饰图案的衍生。艺术的元素也同样在此延续，流淌的瀑布、可视化背景音乐被嵌入植物幕墙中。

位于中庭9层高的瀑布，透过自动电感随着气候条件优化系统调节水量，是亚洲最高的户外水幕瀑布，超过2 000m²的垂直绿化墙可将收集的雨水作为建筑物冷却系统使用。位于三、四层的餐饮设施，设有一座城市农场，由此可直接通往屋顶花园及停车场，是繁忙拥挤的商业街上难得的都市绿洲。

自由形式的天窗为两层高的地下天井与活动场所引入了自然采光。光线透过透明的玻璃楼板，一直照射到地下三层的艺术画廊。夜晚，人工照明则为地下二层的庭院漫射出一片明亮。所有公共空间的视觉融合，围绕着中心庭院一直盘旋至六层的屋顶花园，带动了建筑内部人们之间的互动。

Art is a consistent presence too, with display areas integrated to the vertical garden. The waterfall flows, visual and acoustic background.

The free form skylight provides access and natural illumination to the double-height underground atrium, event space and living core of the renovated mall, and through its glass floor, to the art galleries in basement 3 below. Natural light reach the innermost parts of the mall during daytime through the glass ceiling. At night, it's the artificial light from below providing a diffuse glow to the floor of the basement 2 atrium.

This visual integration of all public areas, spiraling around the courtyard up to the roof garden the 6th floor, triggers the interplay of peoples, allowing them to see and being seen.

Challenges

The biggest challenge of this project was achieving a visionary innovation in a renovation, coordinating instances and players sometimes pushing in opposite directions. The renovation of the podium façades, for instance, implied opposite and conflictive needs for conservation and innovation: on one side the respect for Huai Hai Road historical heritage, and New World Tower's original design was a major concern for the local authorities, on the other side, K11 and its tenants demanded visibility and a new fresh take on design.

On the technical point of view, some of the features proposed represented a challenge in themselves. Such is the case of the 280m² free-form glass skylight in the central court. Its unique design required the use of special software for its engineering, geometric control and positioning, during the construction, of its custom made mullions, with triangular section for maximized transparency, each node uniquely shaped and individually cast.

Or the 'waterfall', with its nine floors height the tallest outdoor water features in Asia and among the tallest in the world: it operates completely automatically, wind and temperature controllers shutting down the water in case of unfavorable conditions.



设计挑战

该项目最大的挑战在于各方协调，甚至有合作方持反对意见，但最终还是实现了这一创新的建筑改造方案。例如对于建筑外墙的翻新改造，就存在着保守者与创新派之间的冲突。一方面要考虑对淮海路历史建筑的尊重，以及保护原香港新世界大厦，另一方面K11集团和他们的业主则期望更加新颖的设计造型。

从技术角度而言，要实现一些新颖的造型设计本身也充满挑战。例如中心庭院上方280m²的自由形态的玻璃天篷。其独特的建筑造型需要特殊的工程计算、几何控制以及定位安装。为了达到最大的透光效果，天窗所有的框架都需要特殊定制，每个节点都要单独计算与设计。

室外“瀑布”也是技术难题之一，其高度达亚洲之最，“瀑布”完全自动运转，风力和温度控制器会在不利的天气情况下自动关闭水流。（译/严佳钰，校/吴春花）