

CREATE AUTHENTIC URBAN EXPERIENCE: INTERVIEW WITH JOHN SIMONES

创新都市体验——访 John Simones

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John Simones

Jerde设计事务所联席主席、设计总监，美国建筑师协会会员。1984年加入Jerde时负责洛杉矶奥运场馆的建筑设计及相关设计。在过去的20多年中，一直与Jon Jerde先生紧密工作，并成为公司的主要城市设计师之一参与到多个富有创新理念的复杂项目设计中。主要参与项目：日本福岡Canal City Hakata、土耳其伊斯坦布尔Kanyon、洛杉矶Universal Citywalk、日本北九州Riverwalk Kitakyushu、长沙北辰新河三角洲综合体项目等。

> AT：Jerde在城市综合体方面的成功实践一直被业界所认同。以最早在1985年设计的圣地亚哥Horton Plaza为例，该项目成功地复兴了圣地亚哥的活力与经济。几年之后，面临城市人口大量流动、社区死气沉沉的日本福岡，同样也因Jerde成功设计了Canal City Hakata而再次复活，不仅凝聚了当地人，还吸引了世界各地游客的到访，即使现在看来，它仍然非常成功。由此可见，复兴老城是现代城市发展的重要策略。以1996年建成的日本福岡Canal City Hakata为例，当时你们是如何想到引入水与自然的策略？

John Simones：对Jerde而言，我们始终抱着创建更宜居的城市环境的理念，来完成我们的项目设计。如果有机会创建一座新城或一个新区，我们试图通过设计创造真正的给予和体验，这种给予和体验会映射环境，并最终创造出一种催化效果。如果是一个已建成的城市中心，那么除了一般场所营造的规则外，我们还致力于在设计和规划中引入再生元素。在福岡Canal City项目中，水元素是整个故事的唯一主线。作为一种基本的城市设计方法，我是在巴黎获得的灵感。那时我们正在设计欧洲迪士尼的总平面图，我花了很多时间研究塞纳河。巴黎圣母院的对面是圣路易岛，那是一座被水环绕的小岛，通过数座桥梁与巴黎市相连。于是在设计Canal City时，我想为酒店创造一座小岛，之后引入人工运河的想法也是整个设计理念的一部分。你会注意到，凯悦酒店四周环水，就像项目中被水环绕的小岛一样。

For Jerde, we approach all of our projects with the ambition of creating successful urban livability. If it is an opportunity to establish a new city or urban district, we seek ways to introduce authentic offerings and experiences that reflect the context and ultimately create a catalyst effect. If it is an existing city center, then in addition to authentic placemaking principles, we also focus on ways to introduce regenerative elements within the design and planning. In the case of Canal City, water was only part of the story. As a fundamental urban design approach, I looked to inspiration from Paris. At the time, we were there working on the Euro Disney master plan and I spent a lot of time studying La Seine. Across from Notre-Dame is Ile Saint-Louis, a smaller island surrounded by waterways and connected to the city by various bridges. In Canal City, I wanted to introduce the idea of creating an island for the hotel, and the subsequent introduction of the man-made canal was part of that concept. As you'll notice, the main Hyatt hotel is set literally within the waterway as proverbial island within the project.

> AT：这成为项目最大的特点，也创造了丰富的空间体验：城市与公共/商业空间，室内与室外空间，人工与自然空间。设计中Jerde如何综合业主需求、不同功能需求、不同使用者需求，以及城市的需求，从而达成灵活、多样的空间？

John Simones：要做到这点，充满挑战也需要窍门。要通过精心设计来平衡体验感与实用主义，以此保证切实可行的高标准方案。Jerde所擅长的就是设计探索体验——自然与空间的整合，同时满足高速城市化与城市建筑的各种要求。

That is the challenge and the trick. It involves a careful balance of both the experiential and the pragmatic to ensure a high-level of attraction that is executable. Jerde's strength is the ability to design discovery – nature and spatial integration – while meeting the various demands of rapid urbanization and city building.



Canal City Hakata (摄影: Hiroyuki Kawano)

> **AT:** 2003年建成的日本大阪Namba Parks创造了一个向城市开放的硕大公园，也引入了独特的商业空间。它似乎是在高密度城市中倡导一种创造自然、拥抱自然的生活方式，为人们所喜爱。这种策略/原则是由当时项目的哪些特定原因决定的？

John Simones: 难波公园的一大目标在于为大阪市和社区创造一片新的公共“绿色空间”。这片城市区域缺少显著的绿化空间，又因其工业用地的前身而灰蒙蒙一片。业主南海铁路公司要求对没有得到妥善利用的旧棒球馆进行重新开发，此举是一个创建大阪市首个公共交通导向式的多功能生活中心的绝佳机会。开发商与市政府都希望建造一条穿越整个项目，连接火车站与周边商业圈的人行道。他们建议的是一条简单笔直的道路。相反的，Jerde提出了建造人工“峡谷”的设计理念，以此将探索的体验感融入项目。为了弥补城市绿化的不足，一座阶梯式的公园建立在峡谷之上，最后成为了项目的名称，并且使该项目成为大阪市绝无仅有的、深受市民喜爱的多功能城市综合体。

One of the main objectives with Namba Parks was to create a new public 'green amenity' for the community and city of Osaka. The area lacked significant green space and was very much a grey skyline due to its industrial past. The proposed redevelopment of an existing underutilized baseball stadium by owner Nankai Railway, presented a unique opportunity to create the city's first lifestyle, transit-oriented mixed-use district. The owner and city wanted to ensure there was a clear pedestrian linkage through the length of the site to connect from the station to the adjacent commercial area of the city. They proposed a simple straight pathway. Instead, Jerde came up with a man-made 'canyon' to introduce the vital sense of discovery within the project. To address the lack of green in the city, a sloping public park was set above the canyon, resulting in the project namesake and a mixed-use commercial development like no other, and the reason the public and citizens of Osaka have embraced it so much.

> **AT:** Canal City Hakata与Namba Parks建成到现在，先后经历近20年与10年时间的运营，都已经非常成熟，事实证明也非常成功。您认为，成功的关键是什么？

John Simones: 在全球的商业综合体以及具有大型零售功能的项目开发中，一般项目的平均寿命是5~7年，此后会进行主要整改。Canal City历经20年依然是城市的主要中心，这在我们这个行业里是非常罕见的。期间我们帮助业主Fukuoka Jisho做过一些调整与改造，但是项目的整体设计和概念始终如一。类似地，难波公园也是持久不变的成功项目的代表。该项目分阶段向公众开放，一期工程于2003年开放，包括拥有“峡谷”的8层建筑、屋顶公园，以及毗邻的办公大楼；二期工程于2007年开放，包括商业中心的延伸，以及周边新建的高层住宅楼，完善了该区域居住、工作、娱乐的多功能需求。两个项目的成功都体现出高水平设计的重要性，特别是如何将体验的特质融入设计，并且真正对项目产生长远的影响。此外，这两个项目的业主都非常有远见、雄心与魄力，或者说是冒险精神，不满足于普通商业零售项目的模式。创新的租赁与管理方式，以及资金上的支持都是这些项目大获成功的必要因素。最后，因为这些项目全都成为城市肌理的一部分，全都致力于公众营造宜居环境，故受人喜爱。

In the world of commercial mixed-use development, and in cases with large retail components, the average lifespan of a project is typically 5-7 years before some type of major remodel is required. For a project like Canal City to have endured nearly 20 years as a dominant urban district is a true testament in our industry. It has gone through some changes, which we assisted on with the owner, Fukuoka Jisho, but the overall concept and project has remained intact. Similarly, Namba Parks represents sustained success. The project was actually opened in phases – the first in 2003, which included the first half of the 8-level commercial 'canyon', park and adjacent office tower; and then the second in 2007, which include the continuation and expansion of the commercial center and adjacent high-rise residential tower, completing the live, work, play urban center. For both projects, their success emphasizes the importance of high design and how the introduction of experiential qualities can truly impact the complex developments of these types. Further, these are both owners that were willing to take risks and go beyond the standard approaches that are often applied to retail and commercial projects. Innovative leasing, management and financial approaches all played a major part in how these places became such success stories. In the end, it is about creating a place that feels like part of the city and resonates with the public as a part of the urban fabric that is designed and developed for their communal benefit.

> **AT:** 每个综合体项目都复合了商业、娱乐、餐饮、酒店、办公、文化/展览等多种功能。商业的成功，是否在一定程度上决定了一个城市综合体项目的成功？是否有商业成功的秘籍或者模式？

John Simones: 为了整个项目的成功，就这些城市综合体的独特使用功能和商业而言，它们的开发当然必须是成功的。但作为整个城市综合体开发的一部分，Jerde对于项目的创意设计在于如何能将独特使用功能与商业聚合，并以一种方式配置，从而获得最大的成功。这需要通过预设计与项目评估来得出我们所谓的“正确的混合”，这点会影响到之后的规划与建筑设计。许多项目一般都定位成零售、娱乐、酒店、办公及会展的综合体。我们选取这些最普遍的功能，然后不断深挖，针对每个项目发展出一套新的设计理念，将其与传统功能相融合，以获得更具实验性的发展。一旦确定以后，我们再来设计不同功能之间如何以前所未有的创新方式整合，从而最终为这一场所创造与众不同的体验。

Like in the examples of Canal City and Namba Parks, and what was important to those successes, these large-scale urban complexes we are seeing throughout China require vision, desire and know-how from the developers. In terms of the individual uses and businesses within these urban complexes, they of course need to be successful in order for the entire project to succeed. But as part of the overall urban complex, part of the creative design Jerde develops involves how those uses and businesses can be clustered and laid out in a way to maximize their success. This involves a pre-design and program assessment to develop what we term 'the right mix', which ultimately can inform the architecture and planning. Many projects may start with a mix of retail, entertainment, hotel, office, and exhibition. We take those general uses, and then drill down much deeper to recommend new concepts and types for each that can blend with some traditional offerings to establish a more experientially driven development. Once this is complete, we then look at how the uses can work together in new ways to create additional spaces and uses that have not been thought of, which then can become a differentiator for the place.

> **AT:** 2011年新建成的首尔D-Cube City，可以说区别于前面的几个项目，除复合功能之外，它更侧重于以TOD（transit-oriented development）为导向的城市开发。在项目实现过程中，城市与综合体内空间的交通接驳、无缝连接是否出现了很多难题？怎样解决？

John Simones: 我们全球的大部分多功能项目都是TOD交通导向式的，项目的地理位置一般都在一些主要的交通枢纽附近或之上。难波公园直接毗邻大阪最主要的难波火车站。2003年难波公园的一期项目开放后，通往难波站线路的乘客增长了近10%，远高于日本的平均火车乘坐人数。D-Cube City的位置临近新道林地铁站，这里是首尔的交通枢纽中心，汇聚了6条不同的地铁线路，也由此项目设计极具挑战性。我们面临的最大问题之一是城市开放空间的需求。该项目位于曾经的工业地带，这里作为韩国的中央商务区（CBD）正在重新开发，因而地价非常昂贵。D-Cube业主Daesung Industrial Co., Ltd.的一大要求是至少有30%的土地需用于绿化/开放空间。在总建筑面积为320 000m²的项目中仅仅给出约25 000m²的用地，这成为设计的一个巨大挑战。要汇聚酒店/办公、住宅、零售、娱乐、文化和开放空间多种功能，需要通过革新的方案才能完成如此高密度的城市设计。同时业主要求设计一个无缝对接的行人步行系统，使项目与地铁站之间在水平向和垂直向都能连接，又使人在高密度环境中感到舒适放松。

Most of our major mixed-use projects around the globe are transit-oriented developments since they are often located above or adjacent and connected to major transit stations. Namba Parks sits directly adjacent to the main Namba Station in Osaka. Upon completion of the project's phase 1 in 2003, ridership of that line increased by nearly 10% - a huge number in terms of average train ridership in Japan. D-Cube City is located adjacent to the Sindorim Station, which is a transit hub in Seoul where six major lines connect, and certainly presented its own challenges in the design and development. Amongst one of the biggest issues was actually related to the city's open space requirement. The project is located in a former industrial zone that is experiencing significant redevelopment as the core CBD of Seoul became too expensive. A major development requirement for D-Cube's owner, Daesung Industrial Co., Ltd., was to allocate a minimum of 30% land area to green/open space. Given the site area is a mere 25,000 m² for 320,000 m² GFA, this was a challenging requirement for the design brief. The uses of hotel/office, residential, retail, entertainment, culture, and open space required an innovative approach to such high-density urban design. The solutions also required a seamless pedestrian circulation system both horizontally across the site and connecting to the station, and vertically within the public commercial zones that felt comfortable within the dense environment.

> **AT:** 除此之外，D-Cube City相比其他综合体项目，还具有哪些特点？在未来的几年中，还有哪些方面能够持续优化？

John Simones: 该项目起初是一个设计竞赛，原来的获胜者是一家英国公司。然而进入实施过程不久，Daesung公司主席指出获奖设计的外观过于工业化和商业化。对于这片高密度、混合功能区域的开发，他的目标和哲学诉求始终希望将自然与文化相结合。尽管项目所在地靠近道林河，自身拥有有利的地理条件，但是Daesung不想就这样直接将项目与道林河相连，而是希望项目本身始终贯穿自然的理念。作为该地区最大的能源公司，Daesung希望以此强调他们在绿色能源领域做出的积极实践，同时通过项目和公共空间内的整体“文化线路”将传统元素融入其中。Jerde事务所的竞赛方案介绍了“森林山丘”的概念，该设计理念不但影响了项目的整体建筑、景观和室内设计，还成为了如今我们看到的D-Cube City的雏形。该项目在业内获得了极大的好评——荣获了2013年国际组织城市土地学会（Urban Land Institute）颁发的全球卓越奖（Global Awards for Excellence）；最近，还获得了国际购物中心学会（International Council of Shopping Centers）颁发的亚太地区综合类项目设计的金奖。未来我们还将就该项目开发一套设计策略，以使得项目中的公园与其他主要开放空间具有持久的活力。我们相信这一重要策略将为该项目已经获得的巨大成功锦上添花。

Originally conceived as part of a design competition, the original winner was a UK-based firm. However, shortly into the process, Daesung's Chairman indicated the design and solutions being proposed were too industrial and commercial in appearance. His objective and philosophical approach to the high-density, mixed-use district was always to develop an intricate combination of Nature and Culture. Though the site is adjacent to the Dorim Cheon (River), given several urban conditions and barriers, Daesung did not want to literally connect to the river, but nonetheless extend nature through the project. As a major energy company in the region, Daesung wanted to emphasize progressive practices related to green energy, while incorporating heritage through holistic 'cultural threads' within



Namba Parks



D-Cube City

the program and public spaces. Jerde's competition scheme introduced the concept of 'Forest Hills' which wove heavy influences of both aspects throughout the scheme to inform the architecture, landscape, and interior spaces; and remained the foundational basis for the design of the project as seen today. The project has garnered significant recognition in the industry – named a 2013 Winner of the Urban Land Institute Global Awards of Excellence; and most recently, receiving the 2014 Gold Award from the International Council of Shopping Centers (ICSC) for Asia Pacific Design & Development in the mixed-use category. For the future, we would envision a design strategy related to program to assist in the on-going activation of the major public park and other key open spaces within the project. We believe this will be an important strategy to evolve its already hugely successful attraction value.

> AT: 从20世纪80、90年代开始至今，随着亚洲地区城市的高速蓬勃发展，综合体在城市中的角色是否会慢慢改变？它对于城市的贡献和价值是否也被要求有所改变？相比于欧美片区式的城市综合开发，我们在综合体项目中需要做出哪些改变或借鉴？

John Simones: 整个亚洲地区，如今乃至未来的城市综合体开发都将着重于解决日趋紧张的城市用地。从中国目前新建的城市项目来看，未来的挑战在于要理解不断建造类似项目的局限性。许多城市综合体几乎拥有完全相同的功能、规划、商家、风格等，从而仅仅变成了一个个复制品。中国的城市以及这些项目的开发商应该追求差异化战略，从而推动他们的城市综合体区别于其他千篇一律的商业项目。在长沙，我们设计了“北辰新河三角洲”综合体，项目位于城市滨水区域，目前即将完工。在新河三角洲项目中，我们在新开发的滨水区设计了一片人行漫步区域，将临河的景观囊括在住宅大楼的设计中，项目最终将成为长沙市的地标性建筑。这在视觉和感受上都令人难忘。我们是在为中国城市发展进程中一家独具革新精神的企业设计项目，所以项目不仅需要反映当地的风土人情，还要象征北辰集团的高瞻远瞩以及他们的核心使命价值。

高质量设计与具有吸引力的空间作为整体设计方法的一部分，了解其价值对于中国未来的城市建设非常重要。Jerde事务所不断创造出反映场所的新理念与灵感，就像Canal City、难波公园和D-Cube City项目所创造的成功一样。然而，这需要志同道合的、拥有远见的当地企业来引领整个行业，并且有雄心开发这样的项目，真正使人们驻足并惊叹：哇！我从来没见过这样的地方！这就是我们的天性中始终想要设计的东西。（译/严佳钰，校/吴春花）

The urban complexes of today and into the future throughout Asia will likely remain focused on issues of density as viable land continues to become less scarce and more people seek urban environments. With the amount of newly built projects like these in China, a challenge going forward will be to understand the limitations of continually building more of the same. Many of the urban complexes have the exact same uses, program, tenants, style, etc., and just become replications of one another. What the cities of China and developers of these projects should be looking to deliver are differentiated products that will propel their urban complex above and beyond the others. In Changsha, we designed Xin he Delta for Northstar Beijing, and is a major urban waterfront complex near completion. With Xin He Delta, we took queues from and reactivated the riverfront with a new promenade area, and views of the landscape and water within the distinct residential tower designs, resulting in an iconic and memorable identity for the city. This will result in both a memorable visual and user experience. We also designed this project for an innovative company involved in China's urban development. So the new place not only needs to reflect local inspirations, but also symbolically represent the forward-thinking sophisticated vision of Northstar and their core mission values.

Understanding the value of high quality design and attractive public spaces as part of the overall approach is essential to the future of city building in China. Jerde has continually developed new concepts and ideas that reflect the type of place and results Canal City, Namba Parks and D-Cube City have created, but it requires like-minded visionary companies in the region to take the leap and aspire to build something that will really make people step back and say: wow! I have not seen anything like that before. That is what we strive to design in our nature. **AT**