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THE NEW FACE
OF CHINESE
ARCHITECTURE
中國建築新面貌

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shaping China's
urban landscape
專訪畢路德如何塑造
中國城市景觀

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談總規劃

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for the controversial
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重新演繹倫敦備受爭議
的巴特西發電站



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THE NEW FACE OF CHINESE ARCHITECTURE



Shaping China's architectural landscape

Text: Suzanne Miao Photography: Courtesy of BLVD

Having seeded 'east-meets-west' trends in the mainland since it was established in 2001, design firm BLVD is now anticipating a bountiful harvest



Headed by co-founders and designers Honglei Liu and Yun Du, BLVD perhaps epitomises the architectural scene in China today: with one foot in the west (Canada) and the other in the motherland, the firm recently relaunched itself to coincide with the move into larger premises in Beijing.

Over the course of the last decade, BLVD has impacted and changed the look and atmosphere of more than 100 cities throughout China. Its stated commitment is to build a fully integrated environment through landscaping as well as innovative and progressive architecture.

"Since our move from Canada 10 years ago, we've experienced an increasing appetite for 'east-meets-west' design trends and functionality in China," explains Liu. "Since both Yun Du and I are trained in Canada, we

implement a diverse range of western practices in our projects. By staying loyal to China's existing charms and ambience, we aim to enhance the beauty of a city, not to change it."

The headquarters of BLVD International Inc (Canada) are located in Shenzhen, and the firm currently employs about 200 staff in China and works across numerous provinces. The main designers of BLVD work in Canada as well as operate in architectural design, planning and design, interior design and landscape design in China. "With advanced network communication, international and domestic designers of BLVD are able to exchange ideas and cooperate to finish the same piece of design," adds Liu. "Abundant manpower and integration of information allow BLVD to be efficient and offer excellent quality of design."



Sun Xiangyu

The reception at the Holiday Inn Resort, Chiangbai Mountain Facing page The Liuzhou Yacht Club

BLVD's projects are not considered only for their aesthetic value; economic progression and environmental sustainability are also a serious deliberation to ensure practical longevity of a project or development. By incorporating the Chinese art form 'Yi Jing', a philosophy that can be best described as "an artistically framed sense of place", each project implies a story or poetic idea to the viewer.

The application of the principles of 'Yi Jing' can be seen at the Holiday Inn Resort Changbaishan, where BLVD focused on both modern space creativity and the concept of local culture, combined with the aesthetics of modern city dwellers and the elegance of the new aristocracy. As the designers explain, "We used natural wood for the simple design to create unique accommodation of the cultural leisure space."

'East-meets-west' is a concept which normally is interpreted from the western perspective; the designers say BLVD's approach from an 'eastern' perspective should simply be interpreted as "when the east meets the west".

"In the design projects of BLVD, we see the east as the cultural base and the west as the design method," says Liu. "The combination of the two is definitely not a simple imitation or make-up, and not

the conversion or derivation of both sides. In fact, the simple words relate to our purpose of design, which is not to design for the sake of design, but to express the rhythm of life, cultural thinking and the pursuit of the spirits of the designers."

Take, for example, BLVD's work at the Eadry Royal Garden Hotel in Haikou (as featured in *Perspective* in March 2012). Eschewing the more common southeast Asian or Mediterranean style seen in Hainan, BLVD showcased the legendary charm of a royal Chinese residence, while at the same time constructing a paradigm for modern Chinese artistic concepts.



“By staying loyal to China’s existing charms and ambience, we aim to enhance the beauty of a city, not to change it.”

Above Development plans for the Renli Area Waterfront
Facing page The lounge at the Tianyang North Garden sales pavilion and gallery



Yun Du and Honglei Liu

Given China’s push for rapid modernisation and growth, BLVD’s concern for the longevity of a project or development reflects considerations for long-term return on investment. “As designers, we must rationally face and follow the situation and trends of the China market, and at the same time make use of our

design ability to ensure quality and that we fulfill the target set by our clients,” Liu says.

“Customers who pursue a short-term rate of return are relatively small in number, compared to others who are concerned with sustainable development. As designers, we view and judge our projects and absorb the wisdom of both international and domestic architectural design concept and materials. We strive to bring clients with architectural designs which could benefit future generations and are socially responsible.”

For various second- and third-tier cities in China, BLVD conceived mixed use urban development planning models which the firm believes are more appropriate for China than any other model currently being used. “China is facing rapid urbanisation. We believe that mix of urban planning and development in the second-

and third-tier cities could contribute to the uniform development of urbanisation, not only the ‘super cities business districts’,” says Liu. “The models could effectively make use of the resource distribution of the population. Based on the fiscal revenue shortage of a large number of these cities, achieving sustainable high-quality urban development and ensuring the rapid implementation of plans will be a great challenge.

“Our planning covers the world’s cutting-edge design concepts, from natural landscape resources such as the waterfront, valleys, and so on, to the introduction of mixed leisure consumption as primary commercial activities, while strengthening local cultural travel experiences. And we also assist cities in the implementation of projects with social, economic and environmental benefits.”





建設在中國

撰文：Suzanne Miao 攝影：由畢路德提供

Masterplanning for Suining's Riverside Park & Wetlands

設計事務所畢路德早在2001年創立時已在國內播下「中西合璧」潮流的種子，在十多年後的今天，欣然展望豐碩成果

畢路德是由設計師兼合夥人劉紅蕾及杜的韋舵，或許正是今天中國建築界面貌的縮影：東西兩地忙，而最近北京的辦公室更搬遷擴充。

過去十年，畢路德的項目遍佈中國超過一百個城市，改變了這些城市的面貌及氣息，旨在透過景觀設計與創新建築，構建出完美整合的環境。

劉紅蕾解釋：「自從十年前我們從加拿大轉戰內地，便發現中國內地越來越偏好『中西合璧』的設計潮流及功能。我和杜均都是在加拿大讀書，因而在項目裡引入多元化的西方設計模式。我們忠於中國原有的魅力及氛圍，務求加強一個城市的美感，而不是將之改變。」

（加拿大）畢路德的中國總部設於深圳，中國公司的員工近200人，項目遍佈中國多個省市。畢路德的主要設計師繼續於加拿大執業，同時亦透過畢路德在中國參與建築設計、規劃設計、室內設計及景觀設計等工作。劉紅蕾補充：「借助先進的網絡通訊，畢路德的國際與國內設計師能互相交流，多方合作，完成同一設計作品。充分的人力資源和資訊的整合，使畢路德保持高效率的同時亦能有更優質的設計。」

畢路德的項目不僅考慮到美感，亦慎重權衡經濟發展及可持續發展的環保原則，確保發展項目實際可行兼持續永久。設計融入中國藝術哲學中的「意

境」，每個項目都為客人帶來故事或詩意。

意境的設計可見於長白山萬達度假酒店，畢路德在強調現代感的空間創意的同時，亦注重當地文化的底蘊。結合現代都市人的審美觀及新貴族群推崇的典雅風尚。一如畢路德的設計師所言：「我們就地取材，以天然的木材創造出簡潔有力的設計，營造出文化休閒空間中的獨特佳處。」

「中西合璧」的概念通常都從西方的角度出發，但畢路德則指他們從「東方」視角出發，簡如「當東方遇到西方」字面上的意思。

劉紅蕾說：「在畢路德的设计作品中，我們把『東方』視為文化底蘊，把『西方』用作設計手段。兩者的合二為一絕不僅是簡單的模仿或拼湊，亦無法正反推導轉換。事實上，這個簡單的說法關乎到我們的設計目的，並非為設計而設計，而是承載著設計師對生活的詠歎、對文化的思考，以及對物外的精神追求。」

以畢路德設計的海口鴻洲埃德瑞皇家園林酒店（詳見《透視》2012年3月號）為例，不同於海南島常見的東南亞或地中海風格，畢路德以現代的手法詮釋再現了中國皇室貴冑府邸的傳奇魅力，同時構建了新中式意境美的典範。

鑒於中國大力推動「造城」以至現代化發展步伐急速，畢路德關注發展項目的壽命，反映出他們謹慎

考慮到投資的長遠回報。劉紅蕾說：「作為設計師，我們必需讓自己理智面對和順應國內市場的現狀和趨勢，充分善用自已的設計能力確保設計質量，盡可能實現客戶要求的目標。」

她續說：「相對來說，只有少部分的客戶追求短線回報率，其他都抱著可持續發展的觀念。作為設計師，我們思考並審視自己的設計專案，吸收國內外建築設計理念與建材的智慧，務求為客戶帶來能惠及下一代、承擔社會責任的建築設計。」

對中國一些二、三線的城市，畢路德認為應該推行綜合用途城市規劃開發，他們相信相比起中國其他現行的模式會來得更行之有效。劉紅蕾說：「中國正面臨急速的城市化。我們相信在二、三線城市採用綜合城市規劃與發展，有助於平衡城市化的偏側發展，不會集中於『超級城市商團』，更能有效利用資源分佈人口。基於中國大量二、三線城市的財政收入不足，要達到可持續發展的優質城市開發並保證計劃能快速落實，是一大挑戰。」

她續說：「我們的規劃從全球的先進設計理念出發，從自然景觀資源（水岸、谷地等）到引入綜合式休閒消費主體的商业活動，再強化地方文化的旅遊體驗。而且，我們亦協助城市落實項目，確保社會、經濟及環境效益。」 ●