

基地内缺乏动植物的栖息地，物种较为单一，以及缺少对人性化功能的考虑。

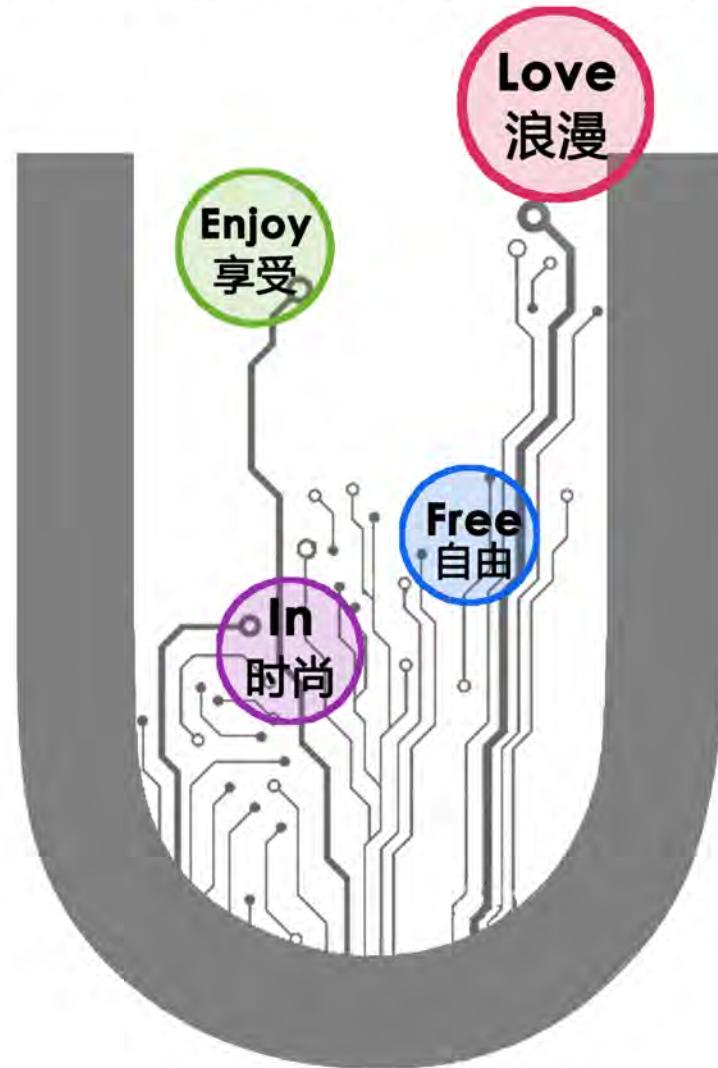
Base in the lack of animal and plant habitats and species is relatively single, and lack of respect for human function.

# 项目定位：动静相宜的公园 承载品质的家园

Project location :Indoor park Bearing quality home

## 愿景：倡导健康积极的 **UP** 生活、营造自由自在的**悠**生活、打造优越品质的**优**生活

Advocating healthy positive UP life, create a free life, creates the superior quality of life



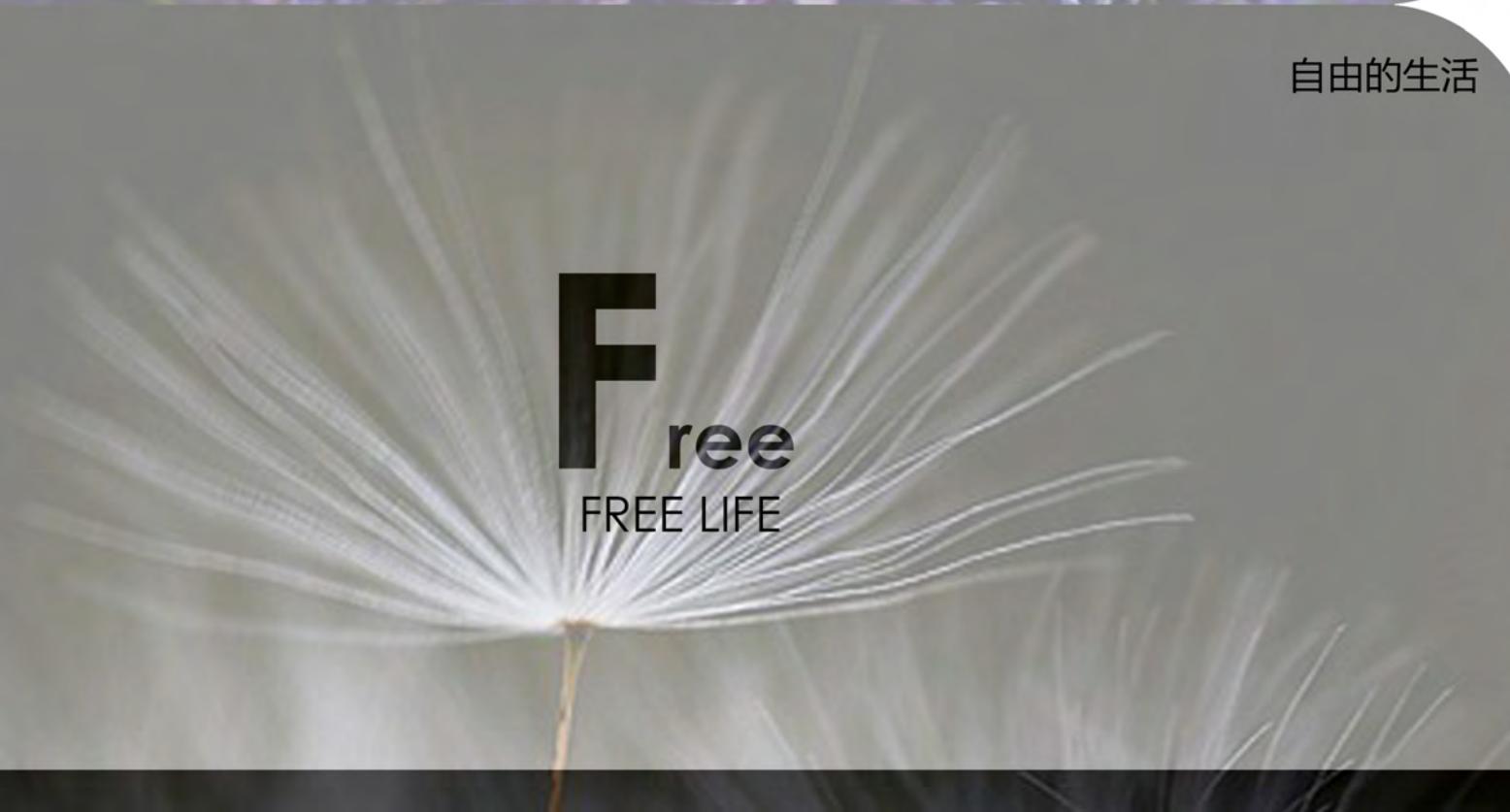
即开即合  
打开便是一种惊喜！  
打开便是属于你的生活！

**U-LIFE , YOU LIKE**  
**属于我们的便捷生活！**



**L**ove  
ROMANTIC STYLE

浪漫的格调



**F**ree  
FREE LIFE

自由的生活



**In**  
FASHION ATMOSPHERE

时尚的氛围



**E**njoy  
ENJOY SPACE

享受的空间



LOVE

浪漫的情调

- 远离尘嚣放慢生活
- 漫步林荫亲子农场
- 月光之下露天电影

IN

— 时尚的氛围 —

- 一站式购物乐趣
- 缤纷商业汇聚
- 绿地公园步行街

# FREE

—自由的生活—

孩童游乐空间   
老年锻炼空间

A photograph of a woman with long dark hair smiling warmly at the camera. Two young children, a boy and a girl, are kissing her cheeks simultaneously. They are both wearing red and green plaid shirts. In the foreground, there are several bright yellow tulips.

# ENJOY

—享受的空间—

- 户外PARTY场地
- 萌宠玩乐公园
- 健康慢跑道

# CORE VALUE---Community park

## 社区公园---亲子、科技、生态、节能

**高速WIFI**  
全方位覆盖，提供实时高速WIFI畅游

**亲子乐园**  
孩子的游乐场，大人的交往空间

**康体广场**  
老人的专业锻炼平台

**篮球剧场**  
篮球与电影院的多功能组合场地

**启蒙乐园**  
1-3岁宝宝的户外启蒙玩乐场

**羽毛球网球场地**  
提供专业多样化的运动场所

**健康步道**  
小区内的专业运动跑道

**欢聚天地**  
功能齐全的户外Party场地

**第二会所**  
大堂里的休闲馆

**萌宠公园**  
专业的宠物运动玩乐场地

**人车分流  
安全、畅通**



**风雨无阻**  
在地下停车库出入口，坡度较大及人流量大出入口设置防滑带

**户外自来水**  
方便儿童在玩耍之后洗手，养成注意卫生的生活习惯

**宽椅待人**  
材料与设计结合，冬暖夏凉，方便儿童及老人起坐

**饮吧**  
方便户外活动人群休息、聊天，增进邻里感情

**树牌二维码**  
扫一扫二维码，了解园区植物信息，给孩子更多乐趣

**室外插座**  
随时随地，想充就充

**无障碍坡道**  
合理实用美观的铺装设计，高跟鞋女士优雅畅达  
见阶见坡，细节设计带来无限关爱

**垃圾分类管理**  
节能、环保，使儿童从小养成良好生活习惯

**风能**  
生态、节能、环保

**太阳能**  
生态、节能、环保

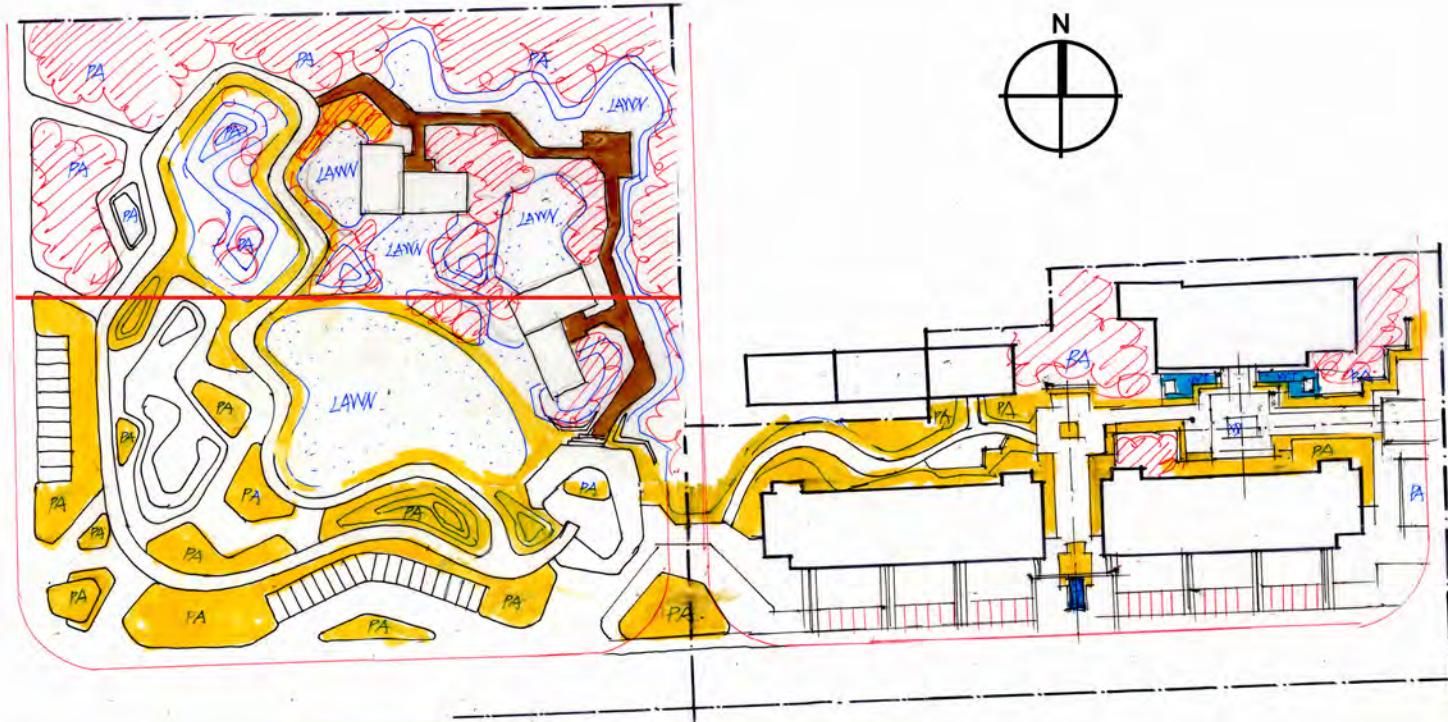
**休息遮雨区**  
在烈日及风雨天气为居民提供便利

YOU LIKE  
**U—LIFE**  
U生活  
你享受

# CORE VALUE----Community park 居住区---理想家



# PROCESS



**最大优点：**最大范围利用了西侧场地，将4个样板间景观展示面做最大值，整体布局有紧有松，空间较为合理。

The biggest advantage: the maximum range using the west of the site, the 4 model landscape display surface to do the maximum, the overall layout tight loose, space more reasonable.



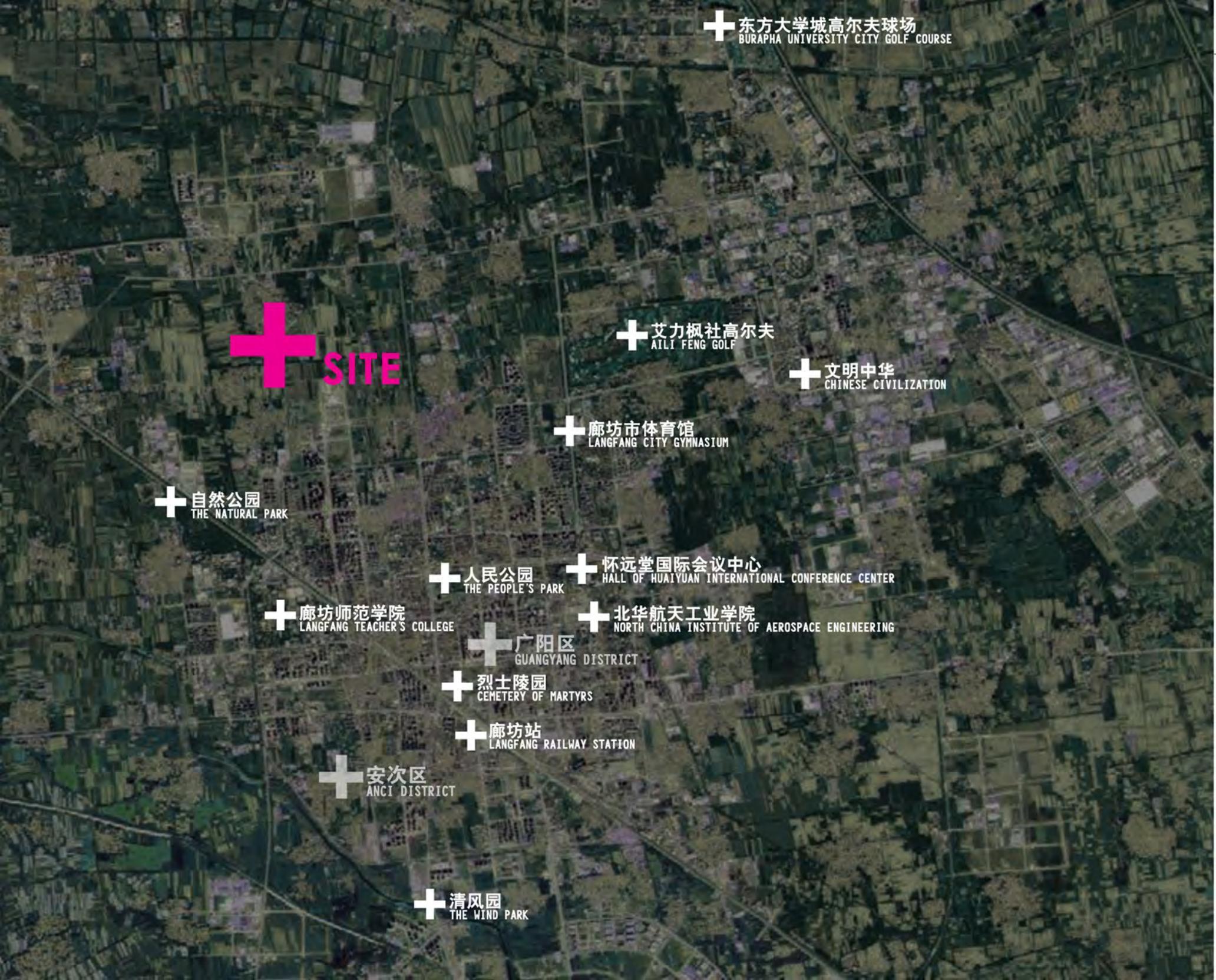
**考虑到可实施范围线，**将4个样板间整体南移，将所有功能区布置其中，同时尽量保证样板间的景观展示面的较大值，北侧绿地做储苗区或后期扩建时利用。

Considering the scope of implementation of line, 4 model integral southward, all functional areas layout which, at the same time as far as possible to ensure that the model between the landscape display greater value, using the North Greenland do the seedling storing area or the late expansion.

# 总平面图

Master Plan





## 区位分析

### REGIONAL CONTEXT

廊坊市是河北省直辖的一个地级市，位于河北省中部偏东，地处北京、天津两大直辖市之间，被誉为“京津走廊上的明珠”，辖广阳、安次两个区，素有“京津走廊、黄金地带”之称。

地理位置：廊坊市北部生态艺术文化新区内。交通优势：京山、京沪、京九、大秦、津保五条铁路干线，京津唐、京沈、津保三条高速公路和京开、京哈、京福、京津、津保五条国家级公路纵横交错，形成了依托中心城市和空港、海港的独特优势。自然环境：位于燕山山脉南侧，土地、矿产、水资源丰富。

Langfang is the crown of a city, hebei province, located in central hebei province, east is located in Beijing, tianjin, between the two municipalities directly under the central government is known as the "beijing-tianjin corridor pearl", guang Yang, Ann two districts, known as the "beijing-tianjin corridor, gold belt".

Location: langfang city in northern ecological art and culture within the district. Traffic advantages: the jingshan, the beijing-shanghai, beijing-kowloon, daqin, tianjin five railway, the Beijing and tianjin tang, beijing-shenyang, tianjin with three highways and jingkai, with jingha, beijing-fuzhou, the Beijing and tianjin, tianjin five national highways crisscross, formed based on the unique advantages of center city and airport, seaport.. The natural environment: located in the south area of yanshan mountain land, minerals, rich in water resource.



## 交通、场地分析

### TRAFFIC SITE CONTEXT

地块周边交通便利，位于廊坊市北部生态艺术文化新区内，南邻 . 艺术大道，可经由永兴北路、裕华路、北凤道及西昌路等即可方便叨叨廊坊各核心区域。教育配套：在地块附近分布多所学校，如北尖塔小学、尖塔中学、廊坊市第七中学等。商业配套：在地块南侧为华联超市，同时在就近距离还有物美超市、益民超市及尚北金街等商业场所。

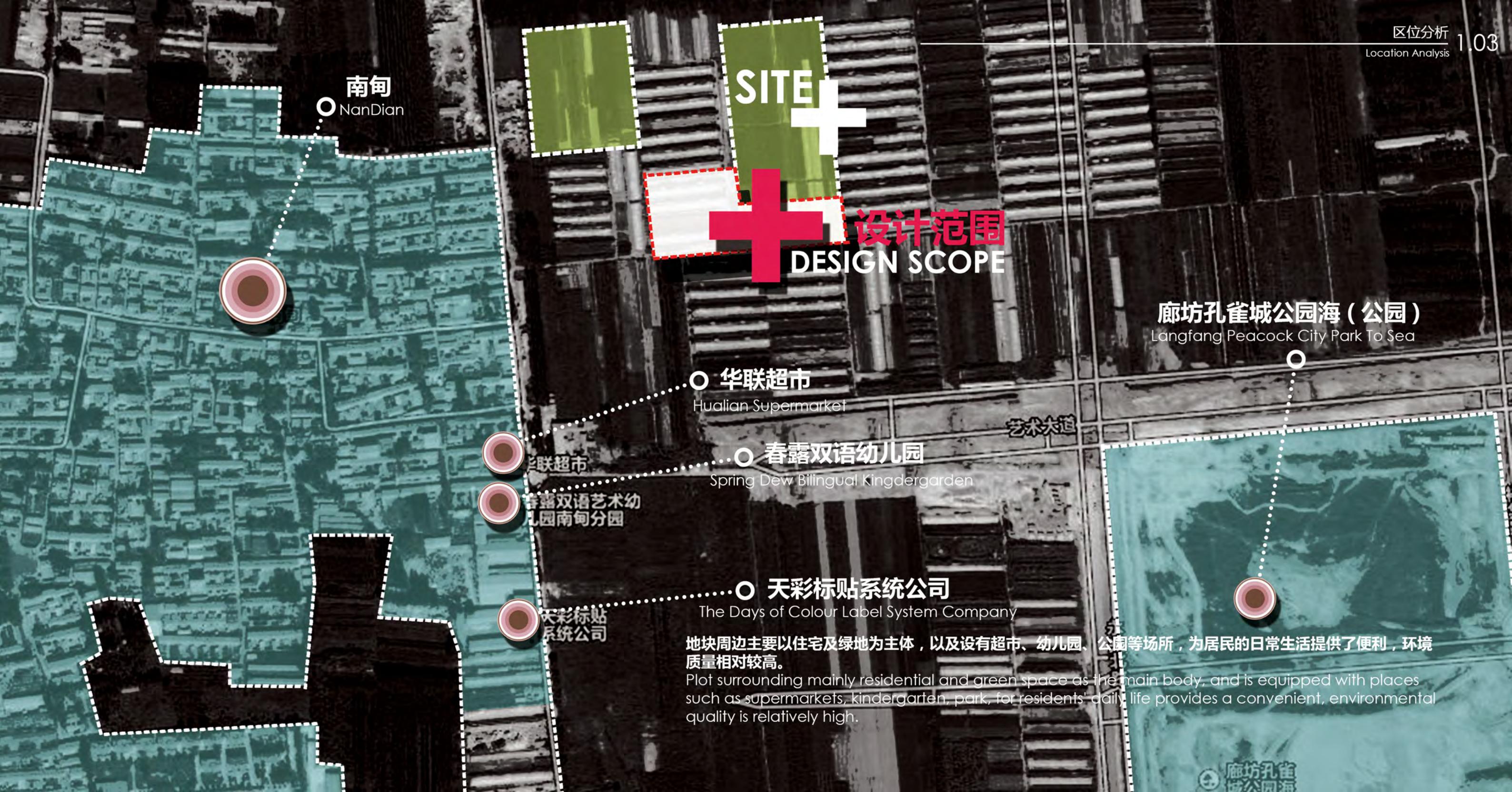
Plot around transport facilities, is located in langfang city within the ecological art culture in northern new district, south. Art avenue, through yongxing road, yuhua, north feng tao and xichang road can be out langfang the core region. Form a complete set of education: many schools near the site distribution, such as north spire, a primary school, the spire, langfang seventh middle school, etc. Supporting business: in the plot south the hualian supermarket, at the same time in the distance to the nearest supermarket wumart, profit people and it is north king street and other places of business.

**华夏奥韵项目**总规划用地 11.31 公顷，总建筑面积约 20.34 万平米，其中住宅 18.46 万平米，配套公建及附属用房 1.88 万平米；18 栋高层短板住宅、6 栋多层花园洋房、一条商业街、一个运动主题会所和一个幼儿园组成；项目北部和西部建有 40 宽的运动主题森林公园社区。

Huaxia the rhyme land 11.31 hectares, the total project planning a total construction area of about 20.34 square meters, including housing 18.46 square meters, utility and accessory occupancy 1.88 square meters; 18 high-rise residential, six buildings multi-layer board garden villa, a commercial street, a sports theme club and a kindergarten; Project the north and west have 40 wide sports theme park forest community.

**华夏·幸福城项目**4月份开工，预计 2013 年 5 月入住。项目位于广阳道以北、北凤道以南、西昌路以东、裕华路以西，绿化率 38%，容积率 2.37，占地面积 735 亩，总建筑面积 149.6 万平方米。由廊坊市京御幸福房地产开发有限公司开发，是华夏 2011 年全新项目。

Huaxia happiness city project starts in April, in May 2013, is expected to stay. Project is located in guang Yang road, south of north phoenix road, north of west of xichang road east, yuhua, 38% green area, plot ratio 2.37, covers an area of 735 mu, total construction area of 1.496 million square meters. Developed by Beijing imperial happiness in langfang city real estate development co., LTD., is China a new project in 2011.have 40 wide sports theme park forest community.



SITE



设计范围  
DESIGN SCOPE

○ 华联超市

Hualian Supermarket

○ 春露双语幼儿园

Spring Dew Bilingual Kingdergarden

○ 天彩标贴系统公司

The Days of Colour Label System Company

地块周边主要以住宅及绿地为主体，以及设有超市、幼儿园、公园等场所，为居民的日常生活提供了便利，环境质量相对较高。

Plot surrounding mainly residential and green space as the main body, and is equipped with places such as supermarkets, kindergarten, park, for residents' daily life provides a convenient, environmental quality is relatively high.



CHILDREN PLAYGROUND

廊坊公园海儿童公园设计建议

4/7/2015



# 专类型儿童公园案例

( 农场类、运动类、嘉年华型等 )

Case analysis of special types of children's park

# 农场主题儿童乐园

Farm theme children's paradise



2

农场主题儿童乐园有很强的生态性与体验性，但是在活动的选择和打造上一定

Farm ecosystem of the theme of children has a strong and experience, but in the choice of activities and build must fully by heart, or form a beautiful landscape effect

要充分用心，否则形成不了优美的景观效果





3

达令港水游乐园利用水作为户外活动的主题，构思新颖，预教娱乐。

Darling harbor water amusement park using water as the theme of the outdoor activities, the design is novel, pre teach entertainment



# 戏水型主题儿童乐园

Children with type water theme park



# 万科 幸福农场乐园

Vanke Happy farm land



4. 通过举办农场主题嘉年华的形式来达到增强楼盘销售的目的，通过一些主题型的活动，  
增加了楼盘的知名度，促进了楼盘的销售。

Through holding farm theme in the form of carnival to achieve the enhancement purpose to the real  
estate sales, with some of theme activities, increased awareness building, promote the sales of property.



# 交通主题儿童乐园

Traffic theme children's paradise



5.

该乐园使得孩子玩耍的同时，也学到了交通安全相关的知识，有很好的寓教于乐特色。

The park makes children play at the same time, also learned traffic safety related knowledge, have very good fun features.



# 对孔雀城儿童公园的 设计建议

The peacock city children's park design Suggestions

# 目标与导则 Goals and Guideline

1. 基地作为公园尺度较小，以生态农场为主题时应选择恰当的项目。
2. 整个公园应该有统一的风格定位，避免落入农场式的杂乱。
3. 应该有比较大的场地用于举行大型活动，强调家庭参与，以配合楼盘销售。
4. 应结合儿童年龄特点进行分区设计。
5. 除活动设施外，场地使用上应注重灵活性与多用性。
6. 样板房区应考虑售楼时和售楼后两种情形，并考虑未物业创收的可能性。
7. 样板区应设置两个出入口，一个用于从售楼处过来的人流，一个用于参加活动随机参观的人流。
8. 场地设计应复核 7C 标准。

1. The base as a park scale is small, with the subject of ecological farm should choose the appropriate project.
2. The whole park should have a unified style positioning, avoid falling into the farm type of clutter.
3. There should be a larger field to hold large activities, emphasize the family to participate in, to match the real estate sales.
4. Should be partition design combining with the characteristics of the child's age.
5. In addition to the activity facilities, site use should pay attention to the flexibility and versatility.
6. Example room area should be considered in sales and after sales in two kinds of situations, and to consider the possibility of property income.
7. Sample area should be set up two entrances, one for people from sales department, a stream of people to participate in the activity of random visit.
8. Site design should review 7 C standard.



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# 儿童活动公园设计的 必要性研究

The necessity of children's activities park design research

## 儿童公园的设计能从两个方面提升楼盘的销售：

The design of children park can promote housing sales from two aspects:



第一：作为一个以刚需客户为主打的楼盘。孩子是这些目标客户最在意的人，如果能让客户感受到楼盘环境对孩子的友好和关爱，可以很大程度上提示他们对楼盘的好感，从而实现销售。

第二：儿童公园作为一个有吸引力的场所，能给楼盘带来相匹配的客流，增强销售机会。

The first: as a just need customer give priority to dozen of buildings. Children are the target customers the most care about people, if can let the customer feel building environment, friendly and caring for children can largely prompted them to building, to achieve sales.

Secondly, children's park as an attractive place, bring property matching of passenger flow, increase sales opportunities.



# 儿童活动公园的 要点

The point of children's activities park design

# 儿童公园的设计要点

高质量的儿童户外设施应该满足 **7C** 标准，既：

1. 特色 (Character) 明显
2. 环境 (Context) 友好
3. 设施与空间连接性 (Connectivity) 强
4. 空间变化 (Change) 丰富
5. 设施与空间有很强的机遇 (Chance) 性
6. 环境易辨识清晰性 (Clarity) 要求高
7. 有挑战 (Challenge) 而不危险



此外作为中国的父母，孩子在玩耍中能学到知道有益的知识，养成良好的品格，也是他们的关注重点。

Moreover, as Chinese parents, children are playing could learn know useful knowledge, develop good character, and also their focus.



# 主题型儿童公园案例

依托于社会中已经流行的主题（开心小鸟、植物大战僵尸）等  
Case analysis of children's park theme type

# 开心小鸟主题乐园

Happy birds theme park



1 借用流行的文化产品，搭顺风车，使得游乐园一推出就有很强的品牌效应。  
From popular culture products, hitch a ride, make amusement park launched a strong brand effect

# 植物大战僵尸主题乐园

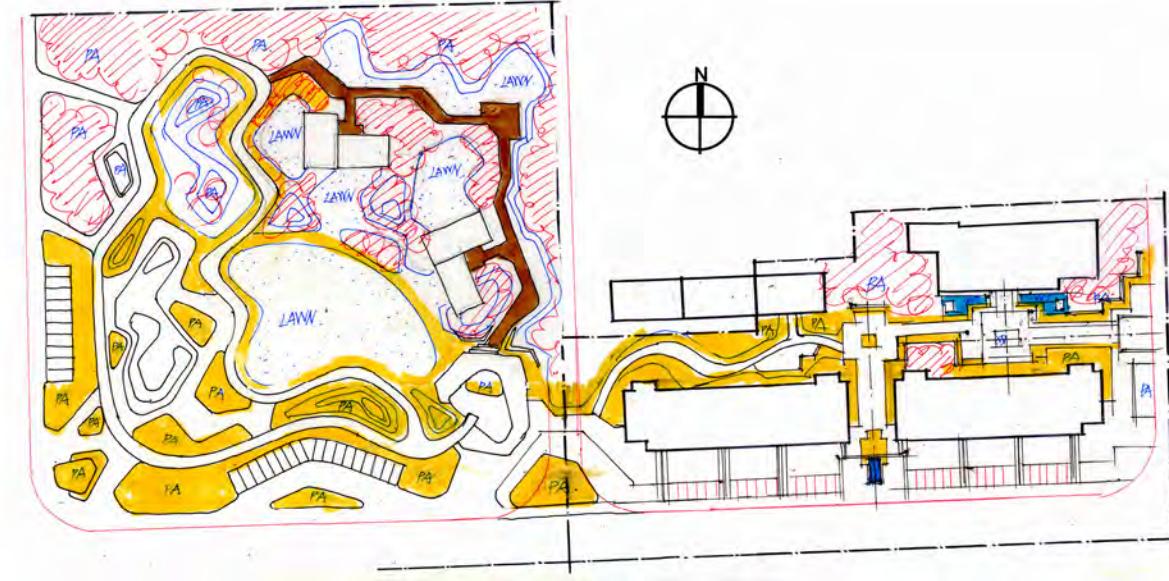
Plants VS Zombies theme park



# 方案设计过程

Design Process

1



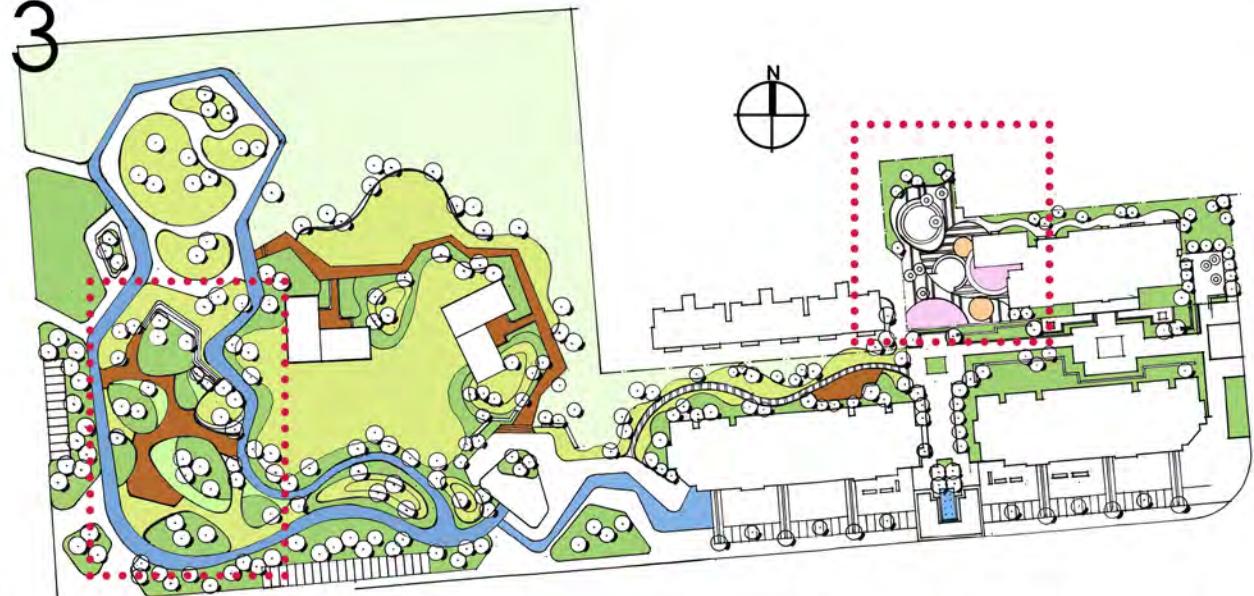
最大优点：最大范围利用了西侧场地，将4个样板间景观展示面做最大值，整体布局有紧有松，空间较为合理。  
The biggest advantage: the maximum range using the west of the site, the 4 model landscape display surface to do the maximum, the overall layout tight loose, space more reasonable.

2



考虑到可实施范围线，将4个样板间整体南移，将所有功能区布置其中，同时尽量保证样板间的景观展示面的较大值，北侧绿地做储苗区或后期扩建时利用。  
Considering the scope of implementation of line, 4 model integral southward, all functional areas layout which, at the same time as far as possible to ensure that the model between the landscape display greater value, using the North Greenland do the seedling storing area or the late expansion.

3



考虑到售楼中心后期作为幼儿园使用，设置了永久性的儿童活动场地及家长等候区。另外社区公园在亲子概念基础上添加了带有科教生态兴的欢乐农场。  
Taking into account the sales center stage as the kindergarten, parents and children activity site set up permanent waiting area. In addition the community park based on parent-child added with science and ecological Xing happy farm.

4



考虑到可实施范围线，尽可能将所需功能设计布置在可实施范围线南侧，同时考虑了经八路停车问题。  
Considering the scope of the line, as far as possible to the required function layout design can be implemented in line with the South range, on the north side of green seedling storing area or the late expansion.

# 亲子公园次入口景观

The Second Entrance Landscape of Parent-Child Park



# 方案二展示区商业街方案对比

Master Plan Contrast

## 展示区、商业街（临时性）

Temporary

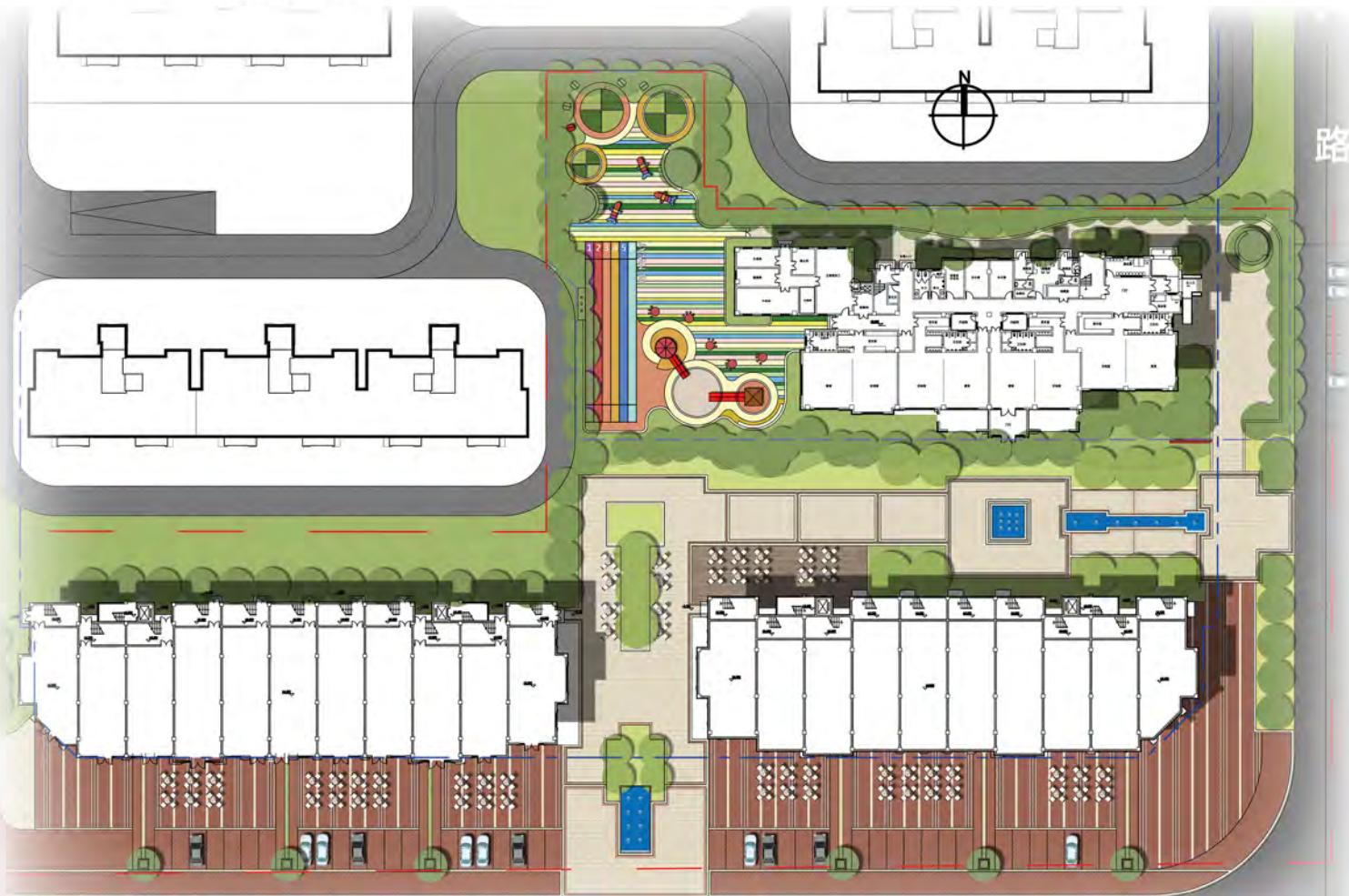


展示区设计很好展现出英式景观风格，将景观轴线与中央草坪与之相融。同时也考虑到了售楼中心后期作为幼儿园使用。

Display design is very good to show English style landscape, the landscape axis and the central lawn and blending. At the same time, also taking into account the sales center stage as the kindergarten.

## 展示区、商业街（永久性）

Permanent



将儿童活动场地的设置进行了永久性考虑，在原方案的基础上，增加幼儿园使用所需要的功能场所，在入口处设置家长等候区。

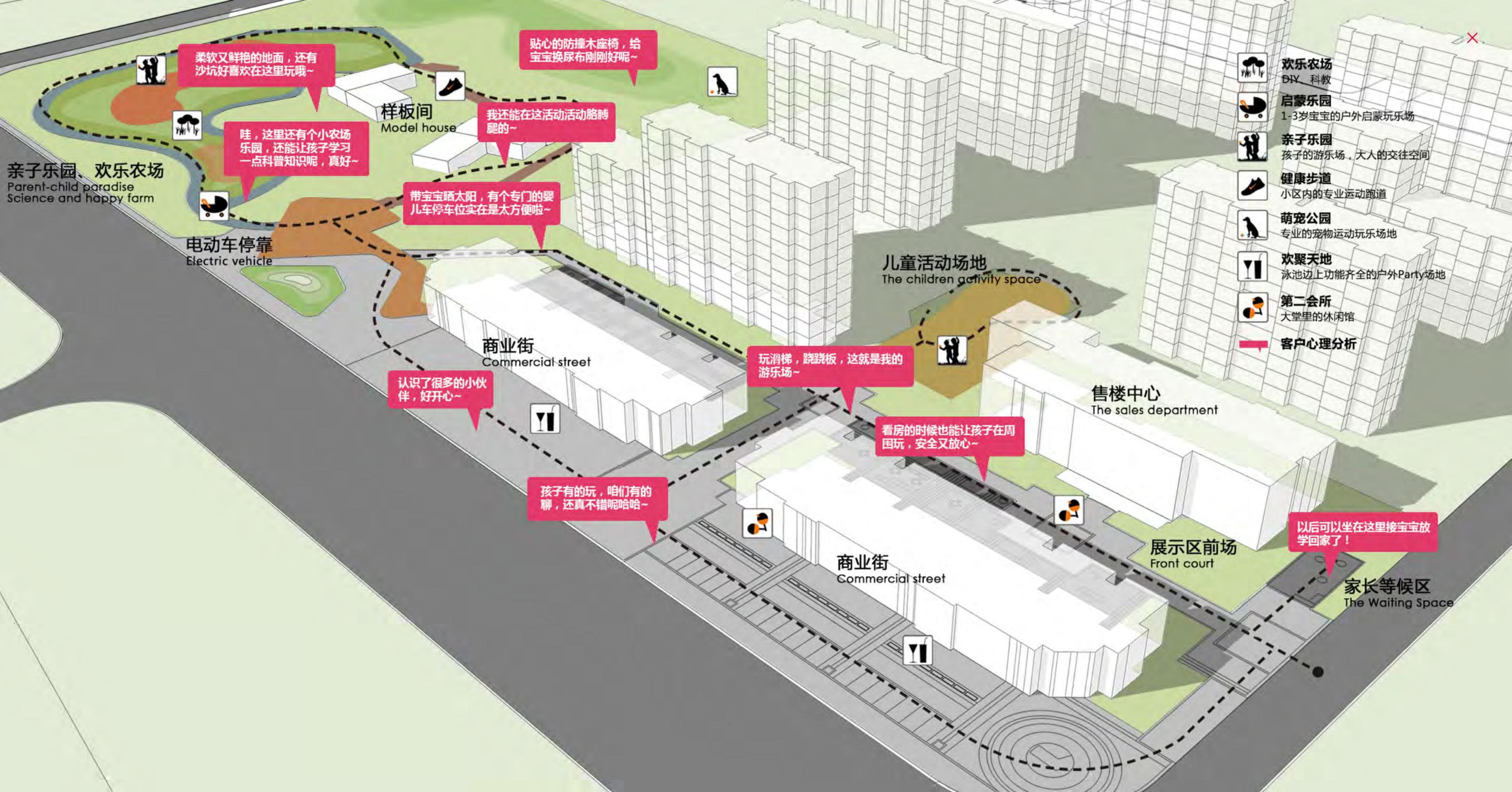
The children playground set up a permanent account, on the basis of the original plan, increase the function space needed for use in kindergarten, parents waiting area at the entrance set.











**设计思路：**儿童活动场地整体采用年龄分区式设计，并结合游乐设备设计了情景游戏模式，孩子在进行火车探险角色扮演游戏的同时也可以学习到一些生活常识及安全知识。



培西正要从多多岛出发，载着邻居、朋友和家人出发，开往各个向往的城市。

### 多多岛的欢乐农场



艾德华是欢乐农场的主人，每天都有小朋友乘坐火车来到这里，与艾德华一起照顾农场的花草、果树和宠物，并一起学习农场知识，大家在一起玩的不亦乐乎。

### 忙碌的火车站



朝阳初升，多多岛又迎来了新的一天，城市的小居民们开始了新的一天的工作。



### 火车充电站

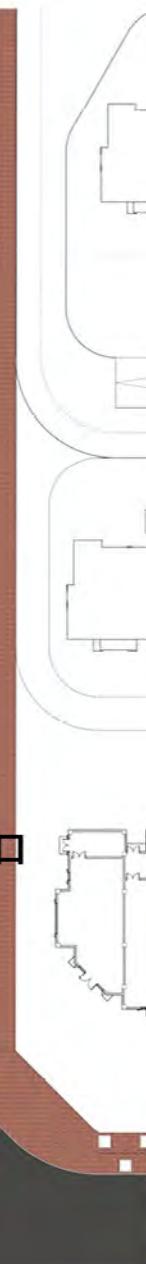
管理员高登还是个维修及火车组装达人，小火车遇到什么问题他都可以解决，并且培西的火车就是他组装的；小朋友们都充满好奇的排着队向他学习维修及组装技能。



### 正在巡逻的托马斯

乘警托马斯正在车站巡逻，发现有小朋友携带危险品上车，他立马上前制止这种危险行为，并和小朋友们——讲述车站的安全行为准则。

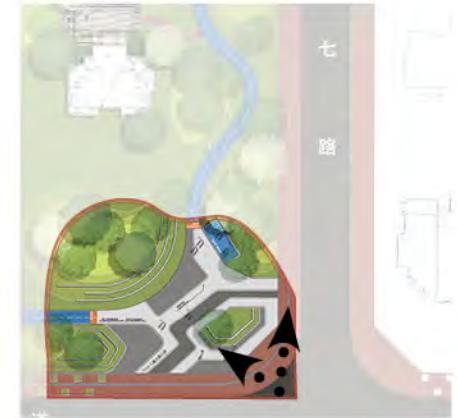
# Master Plan --- 总平面图



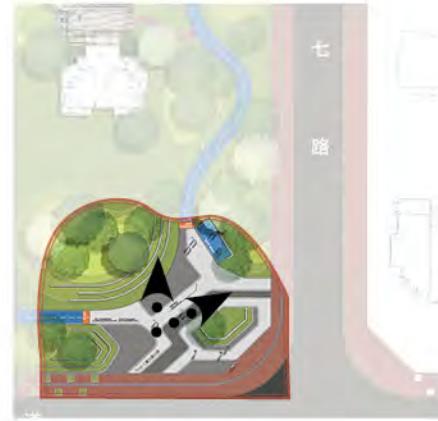
## 景点目录

- |             |                   |
|-------------|-------------------|
| 1. 公园入口     | 10. 多多农场 (科教、DIY) |
| 2. 特色草阶     | 11. 模仿学习天地        |
| 3. 精神堡垒     | 12. 家长等候区         |
| 4. 热身及储物区   | 13. 火车充电站         |
| 5. 健康生活慢步道  | 14. 火车信号标志益智区     |
| 6. 样板间      | 15. 忙碌的火车站        |
| 7. 洽谈交流空间   | 16. 攀爬乐园          |
| 8. 阳光草坪     | 17. 家长看护交流空间      |
| 9. 邻里交流互动空间 |                   |

# Entrance--- 入口设计



# Entrance--- 入口设计（活动热身区）



储物柜

热身器材

# The train stations--- 火车充电站



模拟火车

滑行坡道

移动路障

# Busy railway station--- 忙碌的火车站



主题入口大门

# Busy railway station--- 忙碌的火车站



悬挂趣味种植

不锈钢滑梯

# Busy railway station--- 忙碌的火车站



悬挂趣味种植

数字转轴天地

# Busy railway station--- 忙碌的火车站



科教书画板

# Busy railway station--- 忙碌的火车站



科教书画板

家长看护

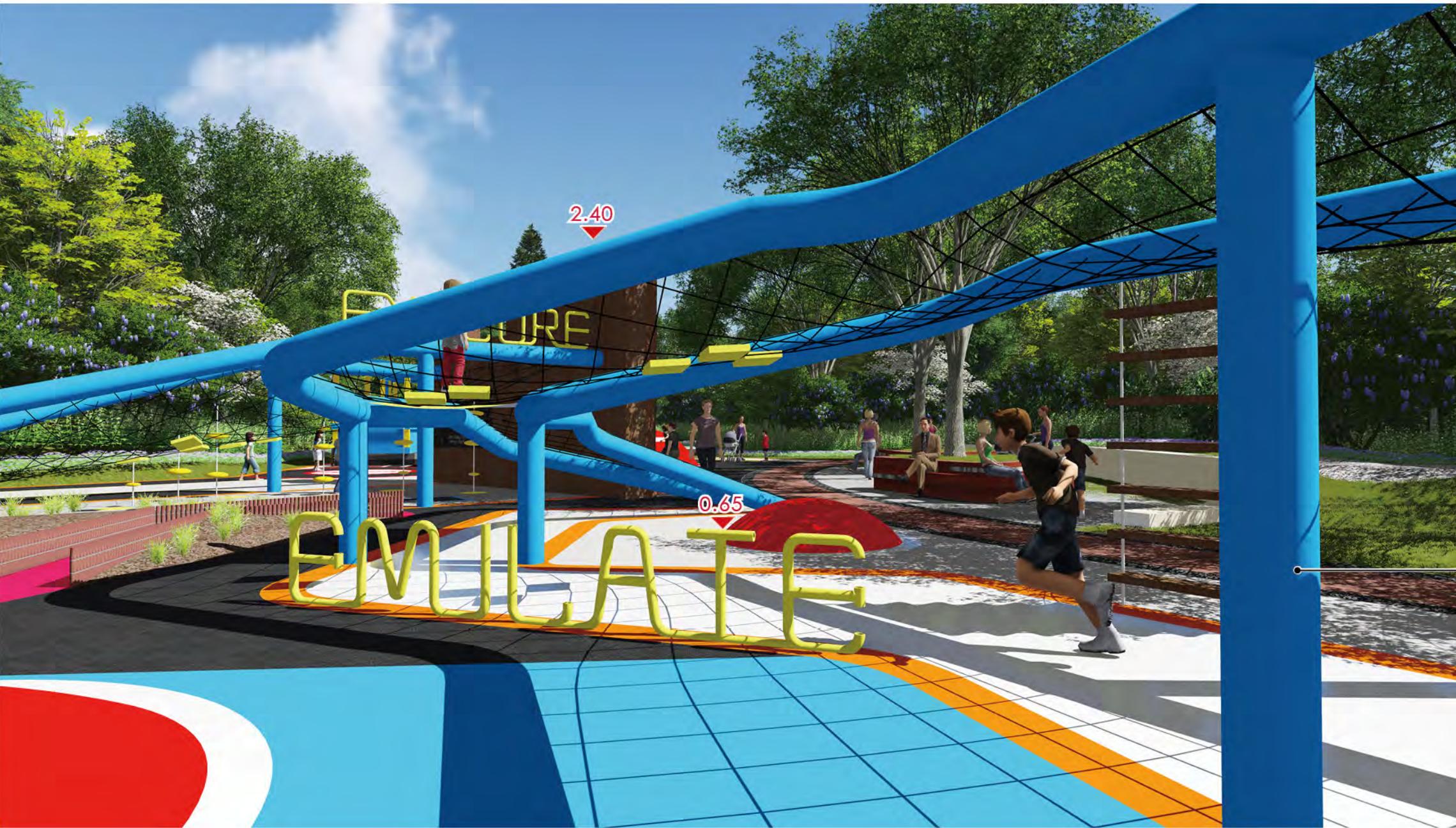
# Busy railway station--- 忙碌的火车站



攀爬滑梯

模拟轨道攀爬

# Busy railway station--- 忙碌的火车站



模拟轨道

# Busy railway station--- 忙碌的火车站



趣味书画板

趣味种植

# Busy railway station--- 忙碌的火车站



火车站点模拟

公共安全科普区



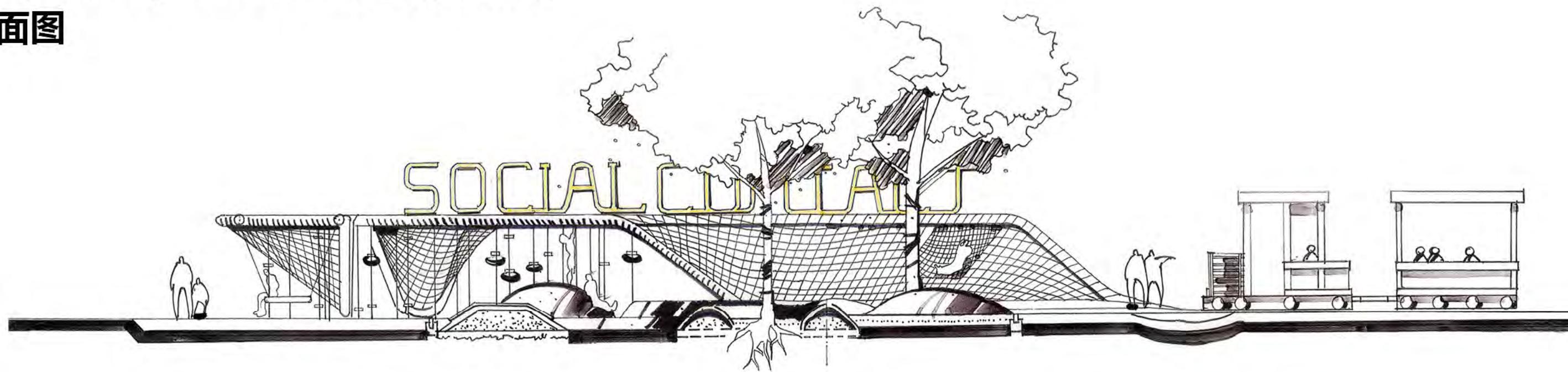
# Busy railway station--- 忙碌的火车站



模拟火车

# Busy railway station--- 忙碌的火车站

剖面图



# Busy railway station--- 忙碌的火车站



模拟火车

情景红绿灯

科教种植区

# Busy railway station--- 忙碌的火车站



# Busy railway station--- 忙碌的火车站



# Busy railway station--- 忙碌的火车站



# Busy railway station--- 忙碌的火车站

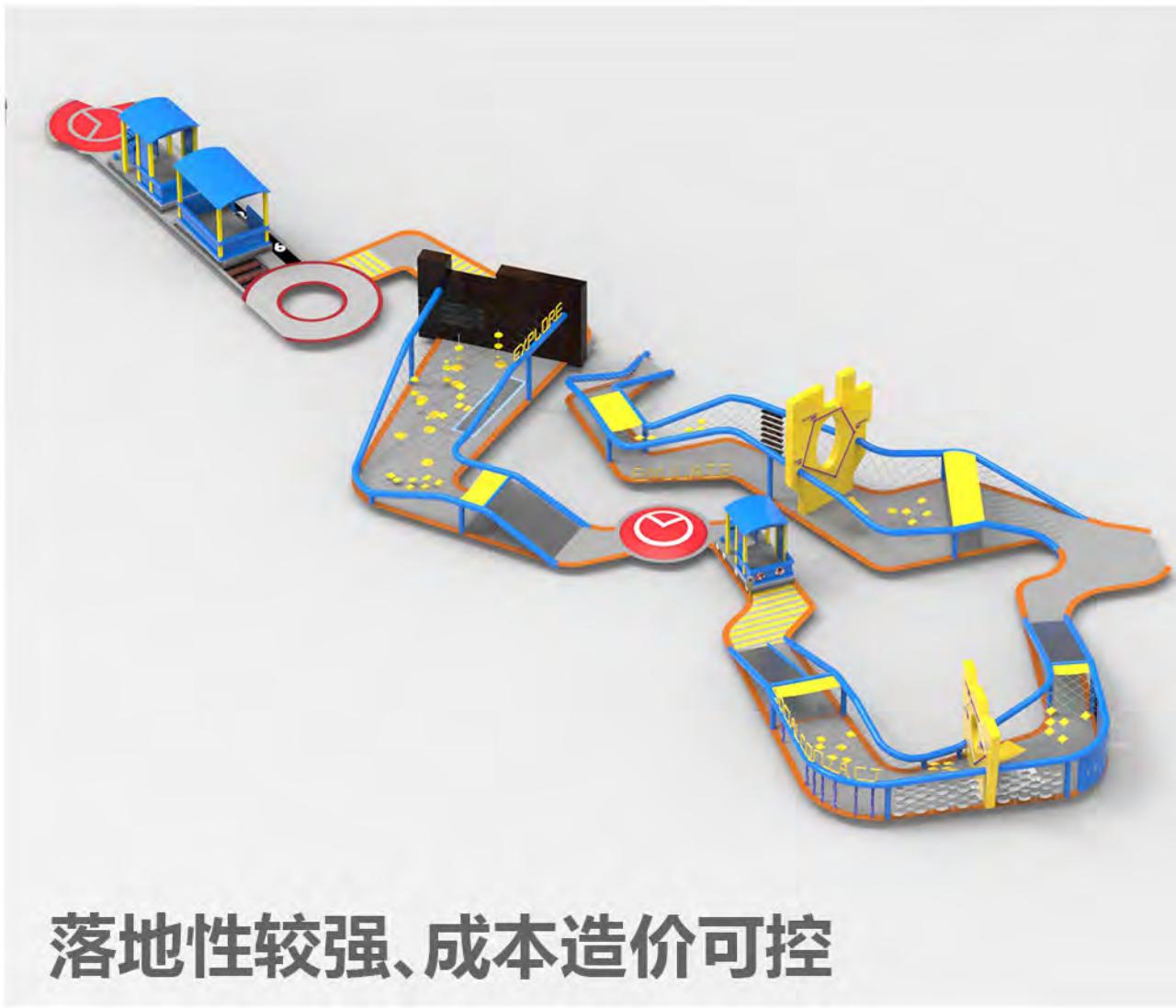


火车历史文化追忆

数字转轴天地

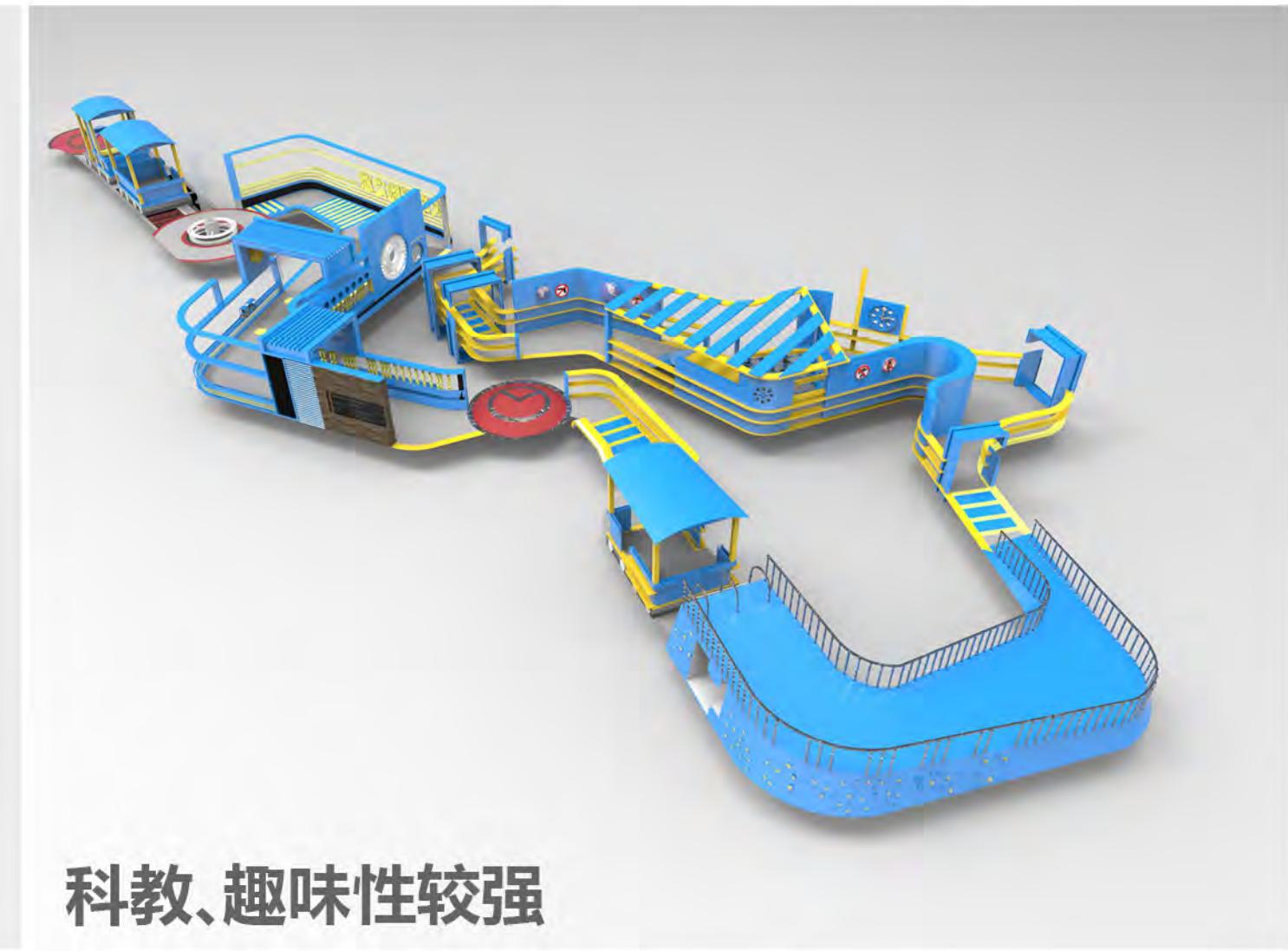


# 主题器材方案对比



**落地性较强、成本造价可控**

**方案 1：**以钢结构与绳网结合的攀爬游乐设施为主打，结合火车头、多功能黑板墙等童趣游乐器材，营造出一块鼓励儿童运动、探险的活动空间。



**科教、趣味性较强**

**方案 2：**用走廊、坡道结构为主体，嵌入算盘、地球仪、警示牌等科学 & 常识类器具，让孩子在游戏的同时有所学，有所获，营造了一个适合探索与教学的亲子空。

# Busy railway station--- 忙碌的火车站（主题器材备选方案）



# Communication Space--- 邻里休闲交流活动区



邻里交流休闲树池坐凳

# Sample Area--- 样板间景观区



# Sample Area--- 样板间景观区



# Sample Area--- 样板间景观区





儿童学习区 / 欢乐农场

儿童戏水互动体验区

Snail House

儿童探险体验区



儿童社交区

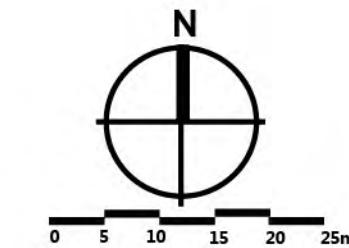


入口景观区



样板间区

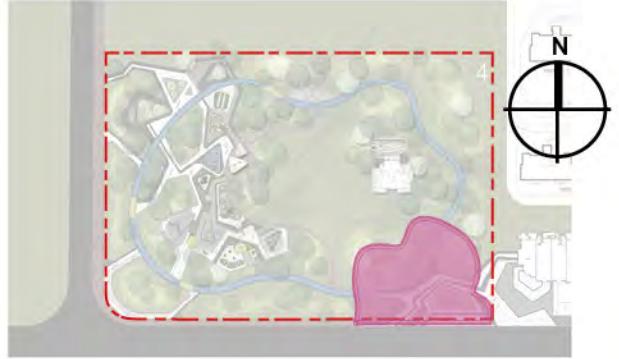
# Master Plan --- 总平面图



## 景点目录

- |             |                 |
|-------------|-----------------|
| 1. 展示区入口    | 9. 科教 DIY 农场    |
| 2. 特色草阶     | 10. 模仿学习天地      |
| 3. 公园入口     | 11. 极限运动体验区     |
| 4. 健康生活慢步道  | 12. 戏水互动空间      |
| 5. 样板间      | 13. 探索乐园        |
| 6. 洽谈交流空间   | 14. Snail House |
| 7. 阳光草坪     | 15. 攀爬乐园        |
| 8. 邻里交流互动空间 | 16. 家长看护交流空间    |

# Entrance--- 公园入口设计



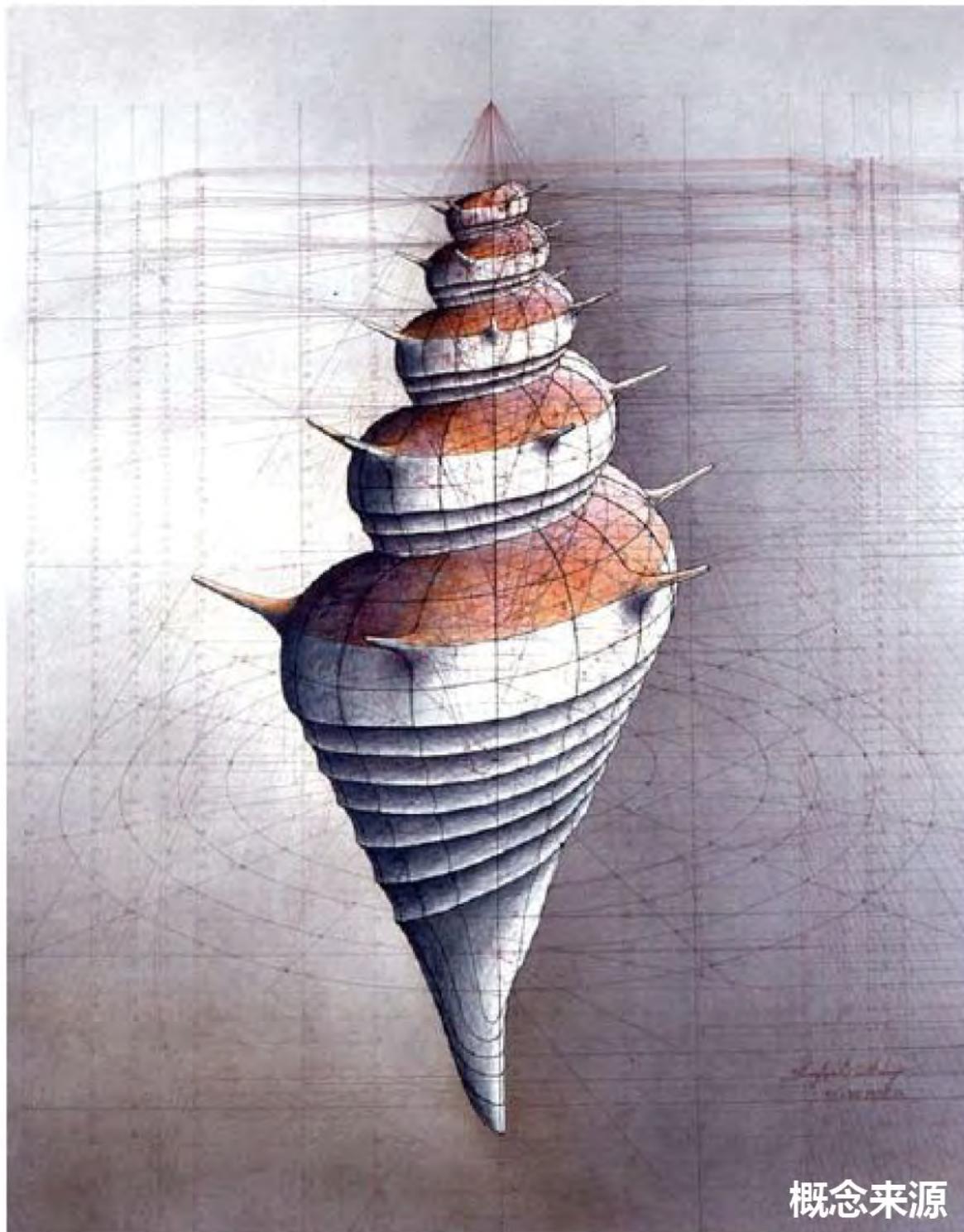
■ 入口区域：  
**LOGO 草阶**吸引人流进入公园，以**层级草阶及绿化**围合入口，营造良好的人流聚散空间，地面采用**砖和石材**结合铺设，并设置**地面导视**引导人流走向。

- ① 公园入口
- ② 层级草阶
- ③ 环氧跑道
- ④ LOGO 草阶

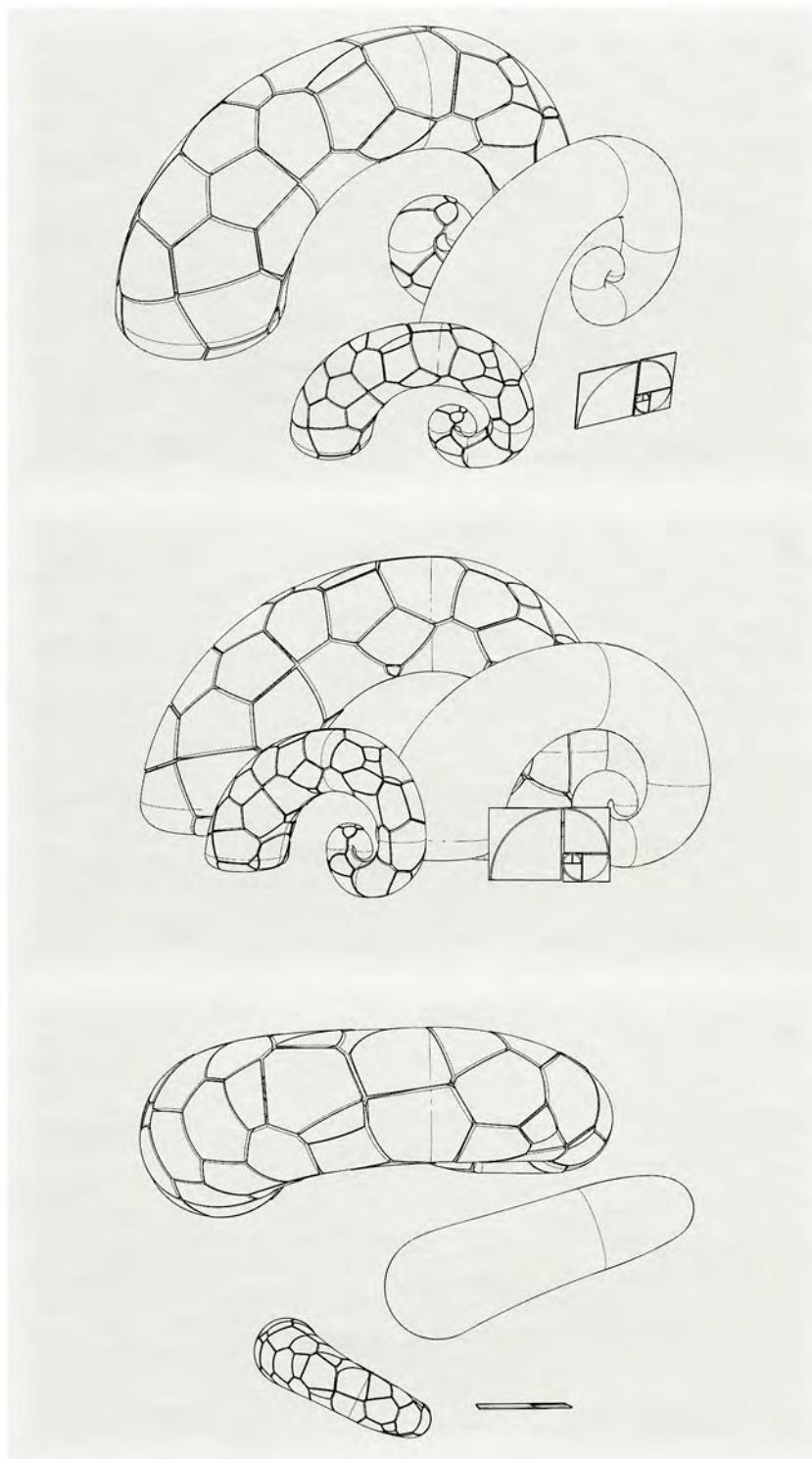


# Entrance--- 公园入口设计



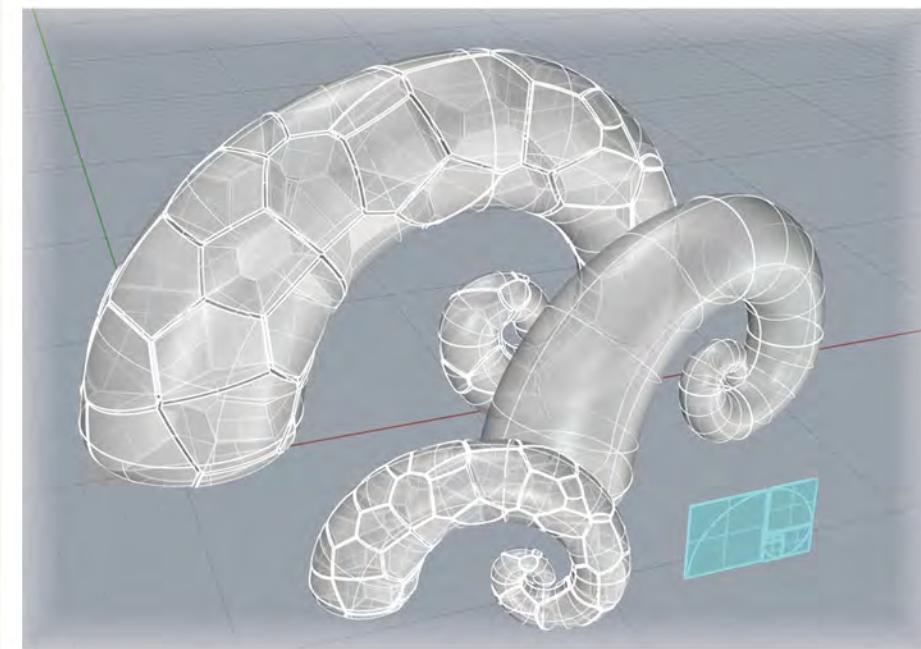


概念来源



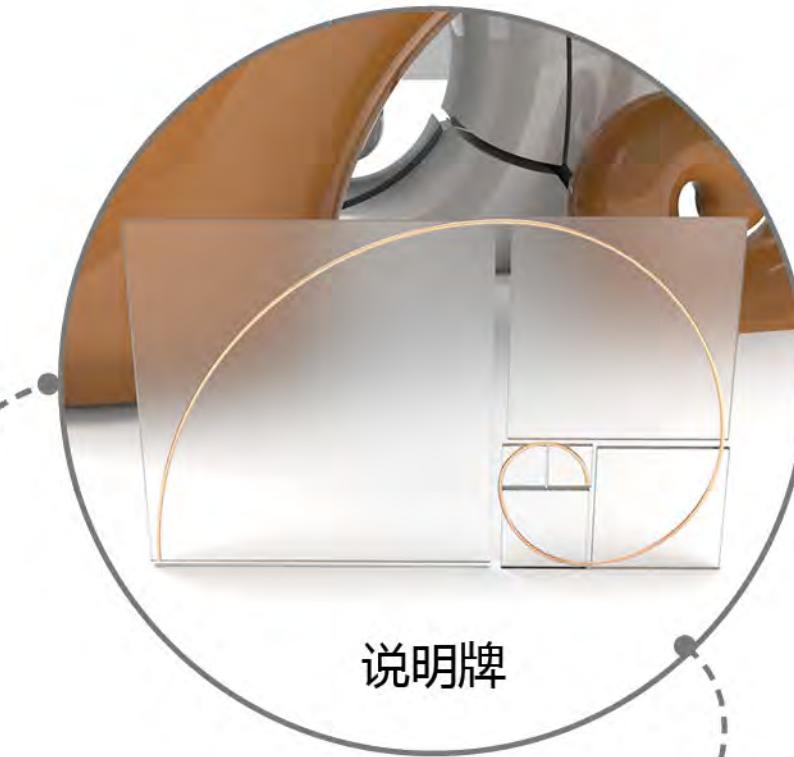
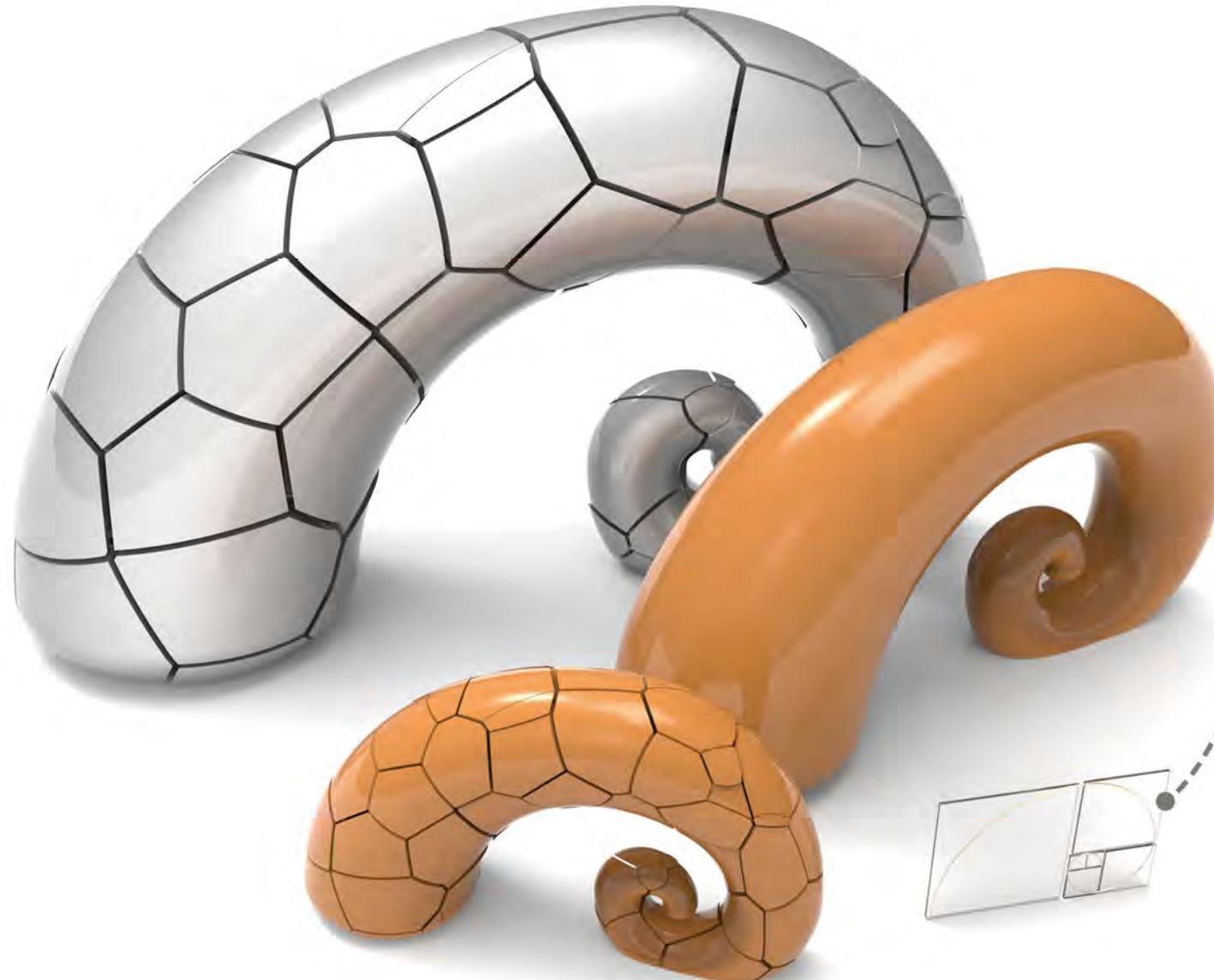
## “斐波那契”蜗牛一家

The Snail "Fibonacci"



# “斐波那契”蜗牛一家

The Snail "Fibonacci"



说明牌

## 雕塑：“斐波那契”蜗牛一家

灵感源自一个神奇的数列“斐波那契数列”，数列中每项的值等于前两项数值的和。  
借以比喻孩子是父母得意的作品，高度的升华。  
通过从父母那继承“纹理”与“颜色”，雕塑以具象的形式表达这个主题。  
另外，巧妙的是，斐波那契数列相邻两项的商值，无穷趋近于一个具有美学意义  
的数值“黄金分割”1.618，暗喻生命的延续步步趋近于完美。

# Entrance--- 公园入口设计



公园入口名称为：公园海欢乐地带，主题辐射面是面对整个北部新区。



# Entrance--- 公园入口设计



LOGO标识字体

地面指示系统

# Children's Playground--- 儿童活动区设计 ( 极限运动区 )



儿童攀爬器械

滑行坡道

移动路障

休息坐基

# Discovery Paradise--- 探索乐园



儿童攀爬器材

Snail House

儿童滑梯

# Discovery Paradise--- 探索乐园



# Discovery Paradise---探索乐园



# Discovery Paradise--- 探索乐园



景观互动廊架

# Children's Playground--- 儿童活动区设计 (攀爬乐园)



儿童游戏器材

儿童游戏沙池

儿童跳跳格

矮基坐凳

# Children's Playground--- 儿童活动区设计 (攀爬乐园)



儿童游戏器材

儿童游戏沙池

景观种植池

# Children's Playground--- 儿童活动区设计 (攀爬乐园)



儿童游戏器材

儿童游戏沙池

景观种植池