桃源集市 XANADU BAZAAR

15分钟生活圈背景下的体育协同商业的共享社区营造探究

Research on Sports Business Collaboration and Shared Community Design under the Background of Urban Renewal

设计说明：

DESIGN DESCRIPTION

基地位于上海市黄浦区老城区中，在城市更新背景下，随着中国人口结构变化、老年人成为社区配套设施主要使用者，“15min社区生活圈”也应从“避难式”养老社区设计向“聚居式”养老社区转变，进而走向老龄友好型社区。

The base is located in the old city of Huangpu District, Shanghai. Under the background of urban renewal, with the change of China's population structure and the elderly becoming the main users of community supporting facilities, the "15min community life circle" should also be designed from a "refuge-style" senior care community to a "refuge". The community-based elderly care community is transformed into an aging-friendly community.

本次项目设计在保留原有场地体育功能的基础上，加入“集市”这一复合型商业功能区。集市的主要功能是贩卖，但同时也包含有社交、文化、休闲餐饮甚至运动。实际上，集市是某种微观的城市，是人们日常生活的缩影；故本次设计主要目标为激发场地商业活力、实现周边社区全年龄共享，打造具有中国特色的“桃源集市”。“桃源集市” 服务于全年龄段人群，但会更加注重适老化。

On the basis of retaining the original sports function of the venue, the design of this project adds a complex commercial functional area called "market". The main function of the market is to sell, but it also includes social, cultural, casual dining and even sports. In fact, the market is a kind of micro city, the epitome of people's daily life; therefore, the main goal of this design is to stimulate the commercial vitality of the site, realize the sharing of all ages in the surrounding community, and create a "Taoyuan Market" with Chinese characteristics. "Taoyuan Market" serves people of all ages, but will pay more attention to aging.

老年大学 Senior Learning Center

射击馆/保龄球馆 Shooting / Bowling

老年日间照料中心 Aged Day Care Center

室内排球场/射击 Indoor Volleyball Court

休闲广场 Leisure Square

田径场 Track Field

集市活动综合区 Bazaar

足球场 Football Field

室外网球场 Outdoor Tennis Court

室外篮球场 Outdoor Basketball Court

街边健身 Street Fitness

集市活动综合区 Bazaar

健身训练指导中心 Fitness Training Guidance Center

文化中心 Cultural Center

青少年活动中心 Youth Activity Center

中央绿岛 Central Green Island

室内羽毛球馆 Indoor Badminton Hall

中央集市广场 Central Bazaar Square

运动品牌商城 Sports Brand Mall

休闲美食街 Casual Food Street

口袋公园 Pocket Park

WELCOME TO SPORTS BAZAAR.

前期分析 PRE-ANALYSIS

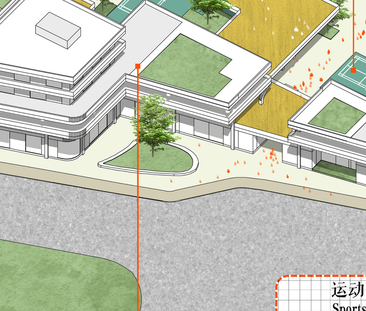
宏观分析 Macro Analysis

基地位于上海市黄浦区，具有典型的上世纪城市规划特征如居住区集中、商业区集中等；随着时代发展和人们生活方式的转变，原有城市规划出现了许多问题，包括各类功能设施配置不均、通勤时间长等；因此，为了解决这些问题，2016年上海首次在国内提出“15min城市”、“15min社区生活圈”等城市更新策略，在近4年的努力下，上海已有许多“15min社区生活圈”改造完成。

The base is located in Huangpu District, Shanghai, which is one of the old urban areas of Shanghai. It has typical urban planning features of the last century. With the development of the times and the change of people's way of life, many problems have arisen. Therefore, in order to solve these problems, in 2016, Shanghai proposed urban renewal strategies such as "15min city" and "15min community life circle" for the first time in China. With the efforts of Shanghai, many "15min community life circles" have been renovated.

“15min城市” 概念图 Concept map of "15min City"

中观分析 Mesoscopic Analysis

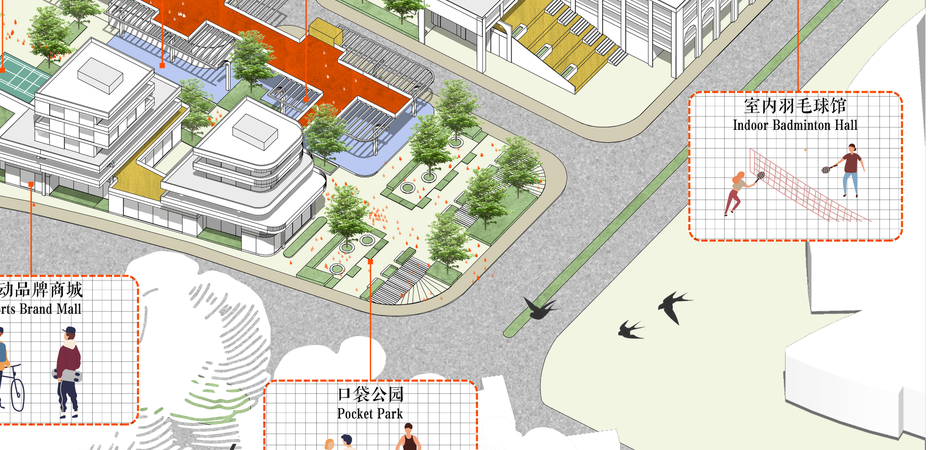


但同时，我国人口结构和社区主要使用者也在逐渐发生变化——截至2020年，上海60岁以上老龄化人口达到36.1%，老人成为社区生活圈服务设施的主要利用者，意味着对社区健康、养老、休闲等需求增加。

社区生活圈的建设也应从“避难式”养老社区向“聚居式”养老社区转变，进而走向老龄友好型社区。

But at the same time, the population structure and the main users of the community are also gradually changing. As of 2020, the aging population of Shanghai over the age of 60 will reach 36.1%, and the elderly have become the main users of the service facilities in the community life circle, which means that the community health , pension, leisure and other needs increase.

The construction of the community life circle should also transform from a "refuge-type" retirement community to a "congregation-type" retirement community, and then to an aging-friendly community.



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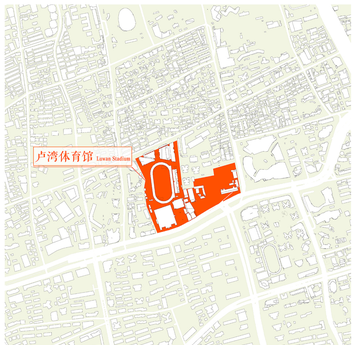
前期分析 PRE-ANALYSIS

微观分析 Micro Analysis

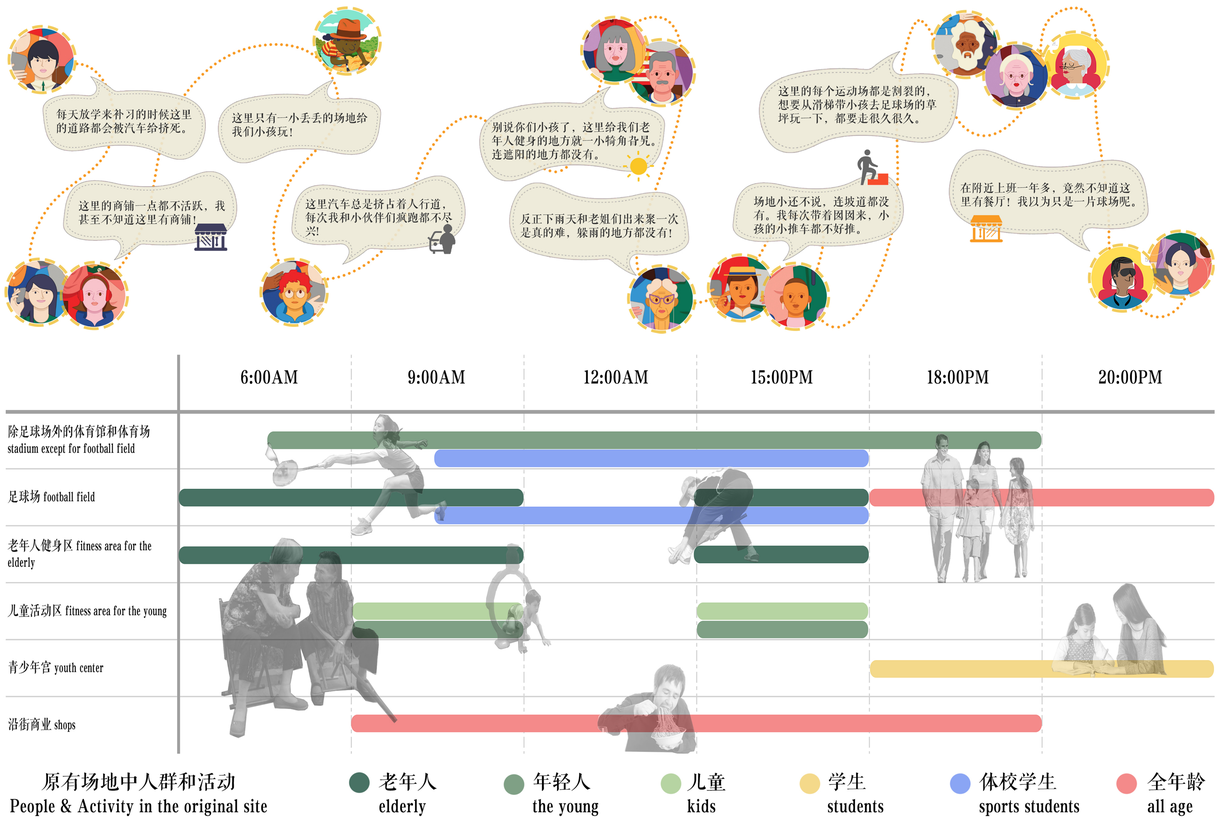


基地内包含有卢湾体育中心，承载周边社区的体育休闲功能，我们调研汇总了基地内日常使用人群以及他们的行为类型，并对他们进行访谈。

The base includes the Luwan Sports Center, which carries the sports and leisure functions of the surrounding community. We surveyed and collected the daily users of the base and their behavior types, and interviewed them.

通过访谈，总结了他们在基地日常使用过程中遇到的问题，包括基地可达性差、多台阶、遮阳设施不足、商业设施利用率低等。

Through interviews, the problems they encountered in the daily use of the base were summarized, including poor accessibility, multiple steps, insufficient shading facilities, and low utilization of commercial facilities.



SWOT-分析ANALYSIS

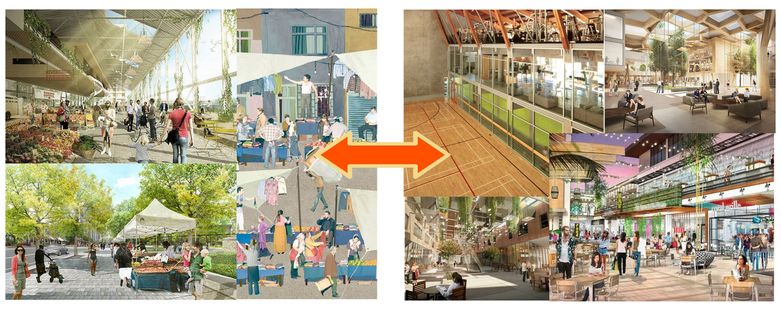
	Helpful to achieve the objective	**Harmful** to achieve the objective
Internal Origin attributes of the organization	- Surrounded by multiple residential communities, with a large and diverse user population; - Advantageous geographical location and convenient transportation;	- The traffic planning in the base is unreasonable, people and vehicles are mixed together, and the accessibility is poor; the parking area is insufficient and the planning is disorderly; - The base is not suitable for the elderly and lacks barrier-free facilities; - The function of the base is single, the space scale is too large and the utilization rate is low; - Lack of park green space around the base;
External Origin attributes of the environment	- The south has a large number of urban interfaces, with a high degree of openness and potential for commercial development, making it easy to build a commercial brand; - The north is adjacent to Shanghai's traditional Lilong District, which has a regional cultural foundation;	- There is a big difference in the spatial atmosphere between the north and south of the base, with fragmented textures; - Although the eastern part is adjacent to the Sun Moonlight Commercial Center, since large modern shopping malls are not accepted by the elderly.

设计愿景 DESIGN VISION

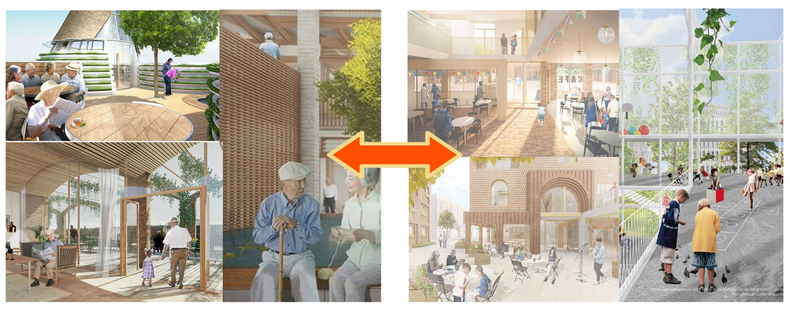
① 连接传统与现代的集市——
既有亲切的小体量建筑群，也有现代高楼；既有传统院落围廊空间，也有现代架空平台；
A market that connects tradition and modernity— There are both friendly small-scale buildings and modern high-rise buildings; there are both traditional courtyard enclosure space creation and modern overhead platform processing;

② 连接人与自然的集市——
打破室内外的界限，实现自然绿地与建筑空间交融；
A market that connects people and nature—— Break the boundaries between indoor and outdoor, and realize the integration of natural green space and architectural space;

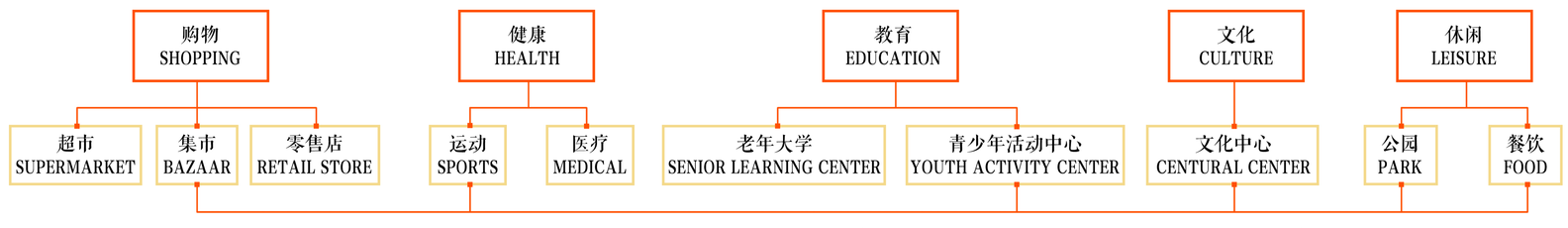
③ 连接不同功能的集市——
以集市功能为主，运动场、商业餐饮功能为辅，完成社区共享的功能复合与需求复合；
Connecting markets with different functions——Taking the market function as the main function, supplemented by the sports field and the commercial catering function, the function and demand of the community sharing are completed;



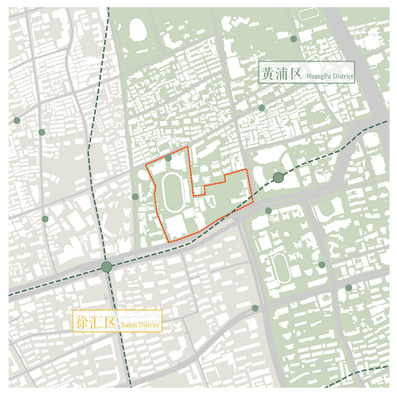
④ 连接不同社群的集市——
将老年人喜爱的功能空间与其他社群空间衔接，避免老年群体“孤岛化”；
A market connecting different communities—— Connect the functional space favored by the elderly with other community spaces to avoid the "islanding" of the elderly group;



项目定位 PROJECT POSITION



STRENGTH

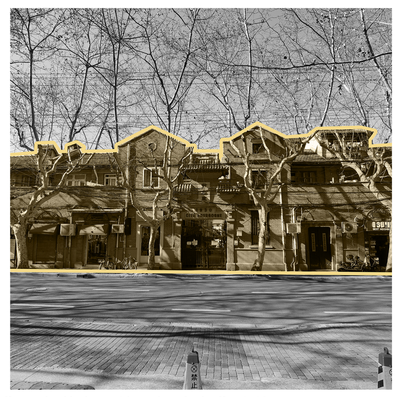


①基地周边被多个居住社区包绕，是周边社区居民的共享区，拥有大量且多样使用人群；
Surrounded by a large and diverse user population;
②卢湾体育馆位于黄浦与徐汇交界，地理位置优越，基地靠近城市主干道，交通便利；
Advantageous location and convenient transportation;

WEAKNESS

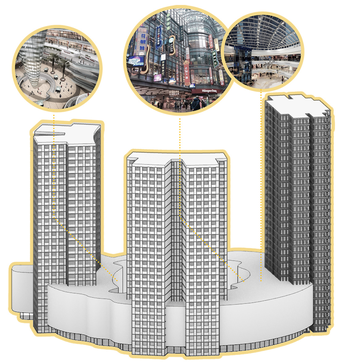
①基地内交通规划不合理、人车混行，可达性差；停车区域不足且规划无序；
The traffic planning in the base is unreasonable;
②基地内适老性差，缺乏无障碍设施；
The base is not suitable for the elderly and lacks barrier-free facilities;
③基地功能单一，空间尺度过大且利用率低；
The function of the base is single, the space scale is too large and the utilization rate is low;
④ 基地周边缺乏公园绿地；
Lack of park green space around the base;

OPPORTUNITY



① 南部拥有大量城市界面，开放度高，具有商业开发潜力，易于打造商业品牌；
The south has openness and potential for commercial development;
② 北部毗邻上海传统里弄区，具有地域性文化基础；
The north is adjacent to Shanghai's traditional Lilong District;

THREAT



①基地南北肌理割裂，北部为传统小尺度建筑群、南部为大尺度高楼；
There is a big difference between the north and south ;
②东部虽毗邻日月光，但大型商场不被老年人接受，故服务面受限；
Large modern shopping malls are not accepted by the elderly.

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总平面1:500 GENERAL LAYOUT

N

老年日间照料中心
Aged Day Care Center

老年大学
Senior Learning Center

次入口
Second Entrance

A'

建国西路
Jianguo West Road

地下车库出入口
Underground Garage Entrance

射击/保龄球馆
Shoot/ Bowling Alley

健身训练指导中心
Fitness Training Guidance Center

瑞金二路
Ruijin Second Road

室内羽毛球馆
Indoor Badminton Hall

室内球场
Indoor Playground

集市
Bazaar

地上停车出入口
Temporary Parking Entrance

地下车库出入口
Underground Garage Entrance

次入口
Second Entrance

半露天观众席
Semi-Open Air Auditorium

室内球场
Indoor Playground

首层运动品牌专卖店
Ground Floor Sports Brand Store

次入口
Second Entrance

青少年活动中心
Youth Activity Center

主入口
Main Entrance

上层休闲美食街
Upper Casual Food Street

文化中心
Cultural Center

肇嘉浜路
Zhaojiabang Road

A

■ 综合技术经济指标：

Comprehensive technical and economic indicators:

总建筑面积 Total surface area：117499㎡

基地面积 Base area：89228㎡

建筑密度 Building density：29.8%

容积率 Volume rate：1.32

绿地率 Green space rate：33.7%

■ 各功能区建筑面积：

Building area of each functional area:

1.老年日间照料中心-18036㎡
Aged Day Care Center

2.室外运动场-20065㎡
Outdoor Playground

3.室内运动场-4354㎡
Indoor Playground

4.小食铺-540㎡
Snack Shop

5.青少年活动中心-12024㎡
Youth Activity Center

6.纪念品商店-622㎡
Souvenir Shop

7.文化中心-20328㎡
Cultural Center

8.集市活动区-7544㎡
Bazaar Activity Area

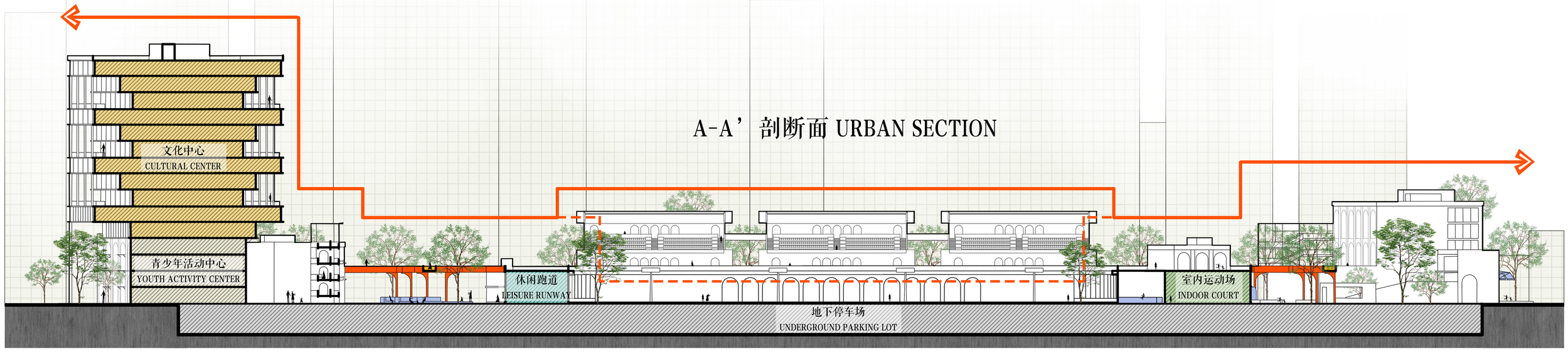
9.运动品牌店-4866㎡
Sports Brand Store

10.餐饮休闲区-14598㎡
Dining and Leisure Area

11.健身运动体验中心-8685㎡
Fitness and Sports Experience Center

12. 射击/保龄球馆-5837㎡
Shoot/Bowling Alley

A-A’剖断面 URBAN SECTION



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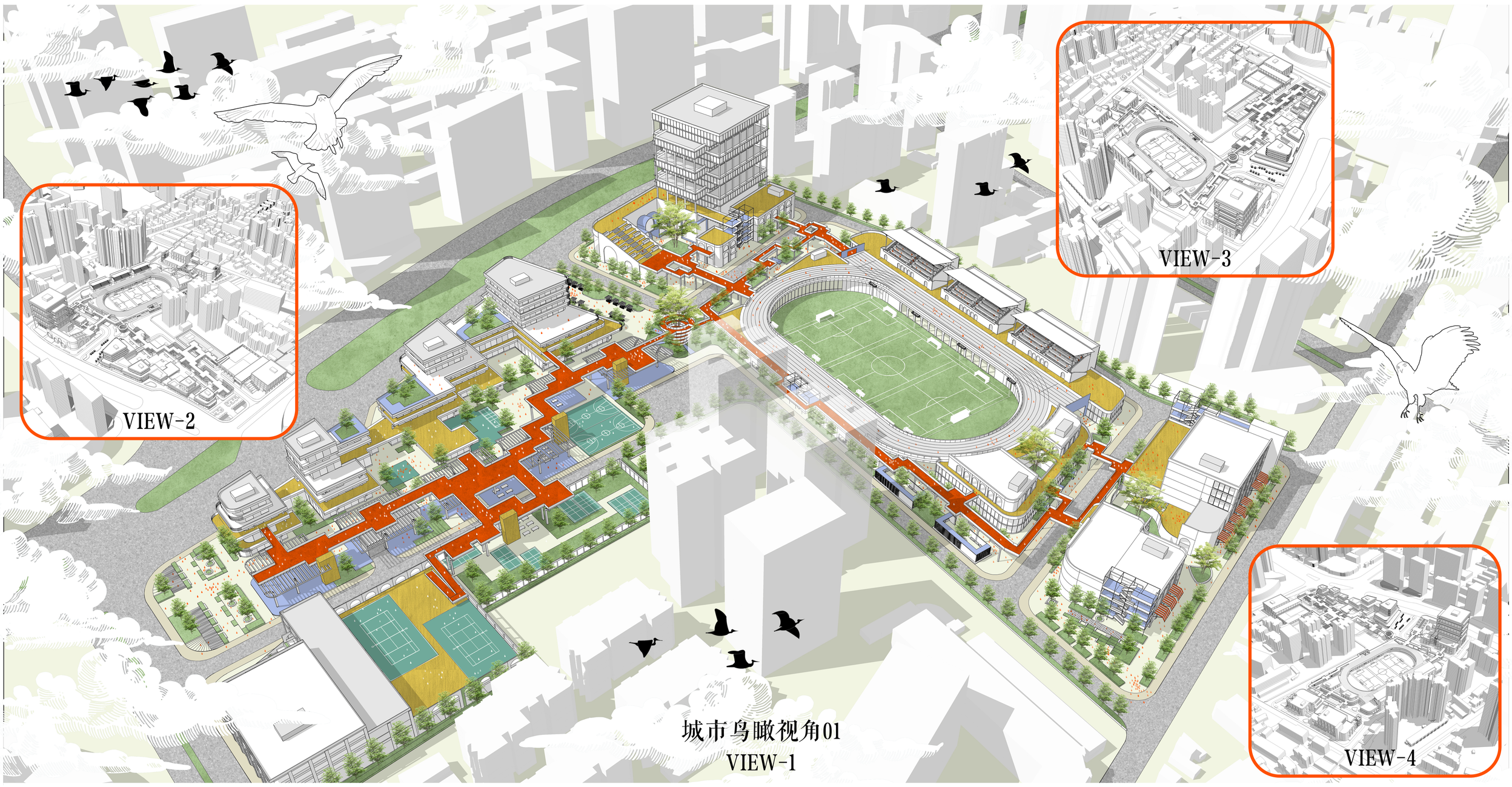
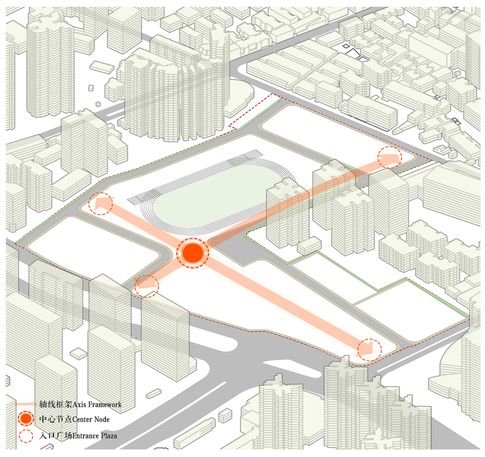


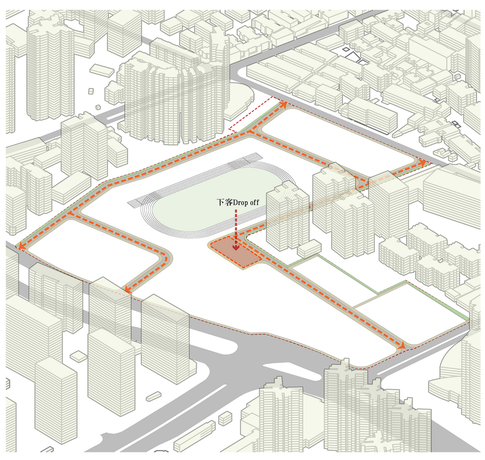
方案生成 URBAN DESIGN GENERATION



Step.1 轴线节点规划 Axis Node Planning

原有人流来向为南北，东部为日月光商业中心，根据外部大轴线引入内部小轴线，形成十字形框架结构，中央交叉位置成为中央节点；

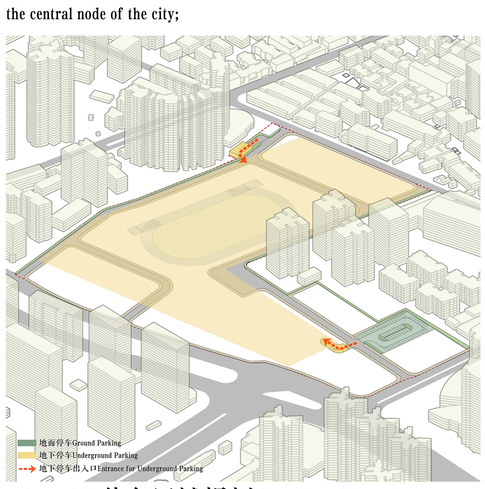
According to the outer major axis, the inner minor axis is introduced to form a cross-shaped frame structure, and the central intersection becomes the central node;



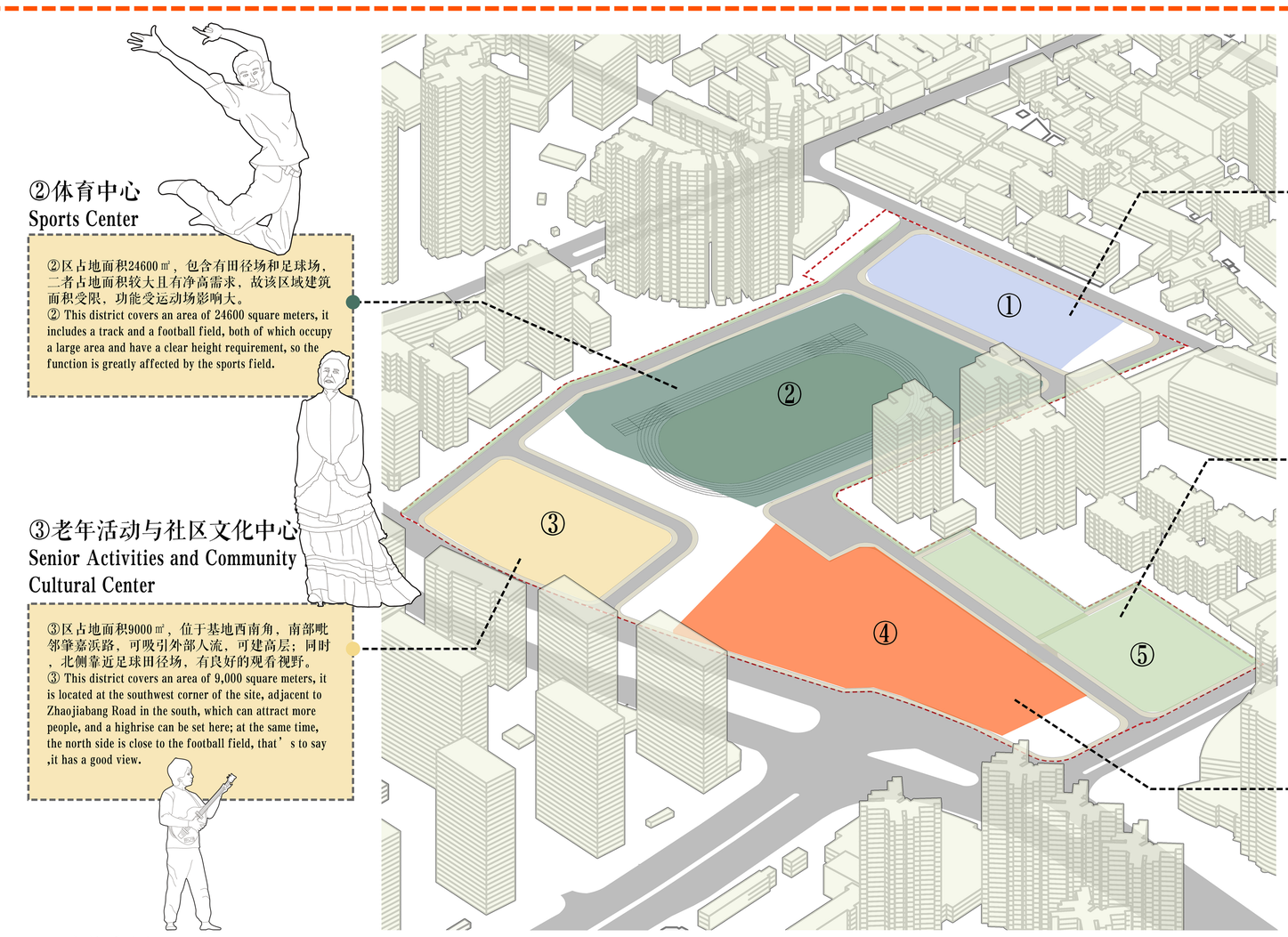
Step.2 车行系统规划 Vehicle System Planning

为了使车行道可以服务于整个场地片区，设置“H”型车行道路系统，连接各条道路；同时，在基地面向城市主干道节点、中央节点处设置停车下客区；

In order to make the roadway serve the entire site area, an "H" type roadway system is set up to connect various roads; at the same time, a parking and drop-off area is set up at the base facing the main road node and the central node of the city;



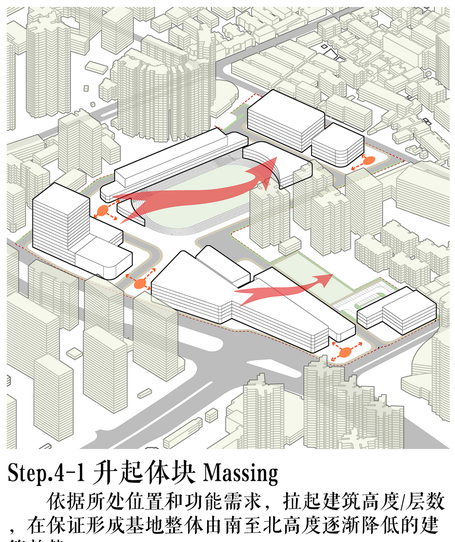
Step.2# 停车区域规划 Parking Planning



Step.3 功能分区 Functional Zoning

在交通规划的基础上，基地被自然分成5个部分，分析每个区域的环境特点，根据各块区域特性置入集市、运动场、青少年活动中心、老年大学、文化中心、运动卖场等不同功能。

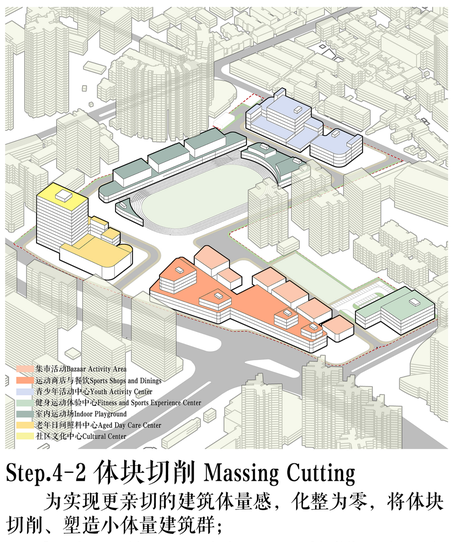
On the basis of traffic planning, the base is naturally divided into 5 parts, the environmental characteristics of each area are analyzed, and different functions such as market, sports field, youth activity center, senior university, cultural center, and sports store are placed according to the characteristics of each area.



Step.4-1 升起体块 Massing

依据所处位置和功能需求，拉起建筑高度/层数，在保证形成基地整体由南至北高度逐渐降低的建筑趋势；

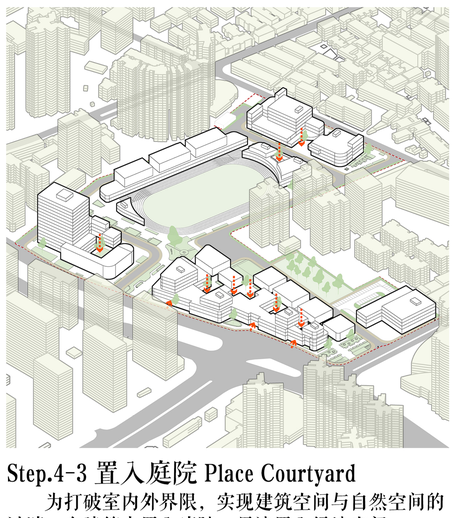
On the basis of traffic planning, the base is naturally divided into 5 parts, the environmental characteristics of each area are analyzed, and different functions are placed according to the characteristics of the area.



Step.4-2 体块切削 Massing Cutting

为实现更亲切的建筑体量感，化整为零，将体块切削、塑造小体量建筑群；

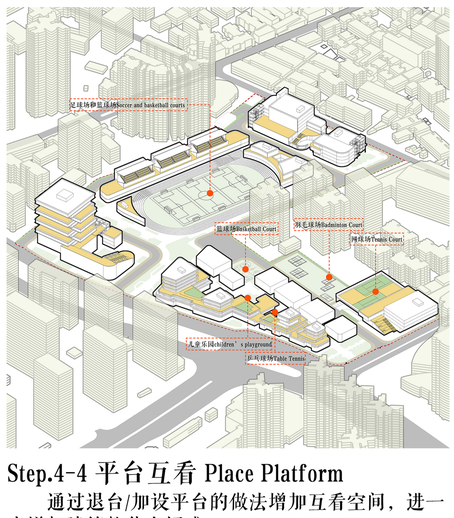
In order to achieve a more intimate sense of building volume, the whole is divided into parts, and the blocks are cut to shape small-volume buildings.



Step.4-3 置入庭院 Place Courtyard

为打破室内外界限，实现建筑空间与自然空间的过渡，在建筑中置入庭院、周边置入绿地空间；

For breaking the boundary between indoor and outdoor and realize the transition between architectural space and natural space, a courtyard is placed in the building and green space is placed around it.



Step.4-4 平台互看 Place Platform

通过退台/加设平台的做法增加互看空间，进一步增加建筑整体亲切感；

The space for mutual viewing is increased by retreating/adding a platform, which further increases the overall intimacy of the building;

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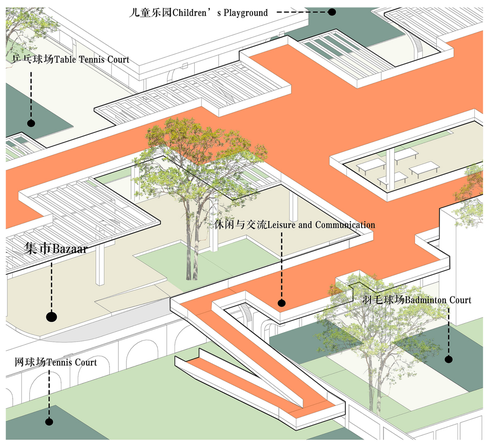
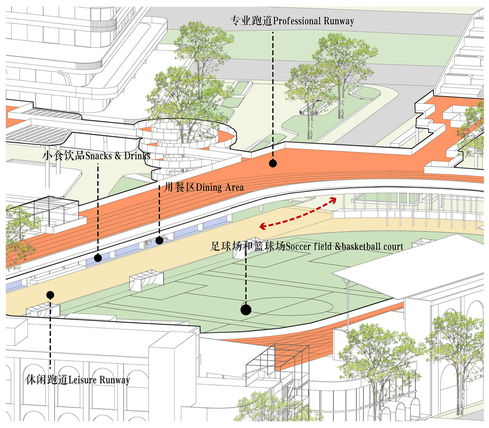
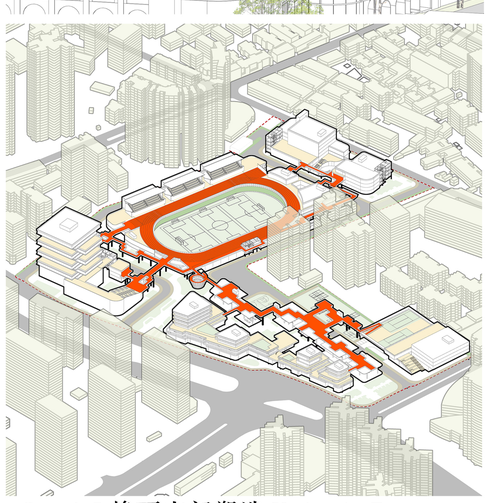
方案生成 URBAN DESIGN GENERATION



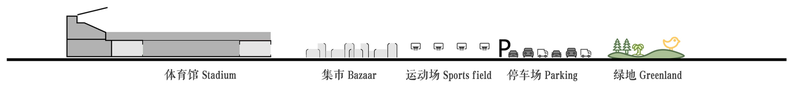




如何在场地内做到人与人，人与自然的高效连接和融合?

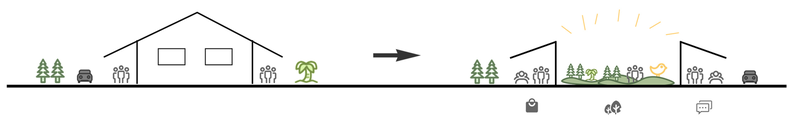
How to achieve efficient connection and integration between human&huamn and human&nature in the site?

?



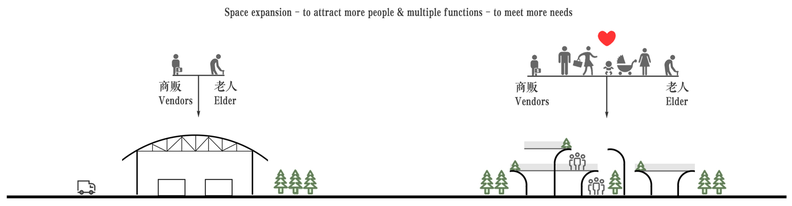
打开内部空间引入自然 & 充分利用檐下空间

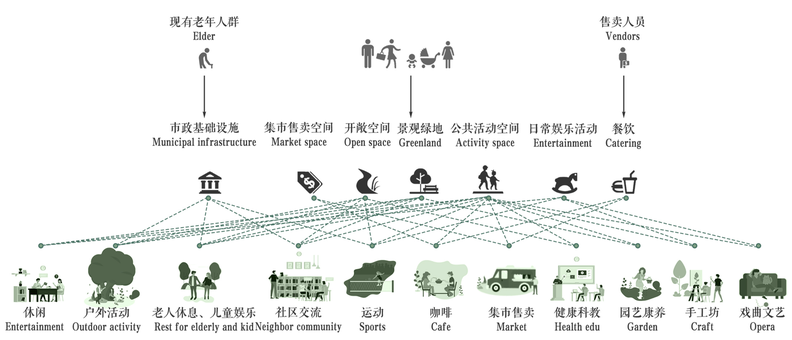
Open the interior space to introduce nature & Make full use of space under the eaves



空间拓展-吸引更多人群 & 功能多元-满足更多需求

Space expansion - to attract more people & multiple functions - to meet more needs





贝西克塔斯鱼市场
GAD

法国Cachan封闭市场
Croixmariebourdon Architectures

鹿特丹拱形大市场
MVRDV

加迪斯中心市场
Carios de Riano Lozano

巴塞罗那跳蚤市场
b720 Forrn i n V q zquez Arquitects

哥伦比亚 Gramalote 广场市场
Rodrigo Chain

巴塞罗那Ninot市场
Mateo Arquitecture

瑞典Osternmaim临时市场
Tengbom

荷兰Deveistein市场
Harvey Gitten

圣卡塔林纳市场
John McAslan

塔拉戈纳Calafell市场
Battle & Roig Architects

法国Pantin市场
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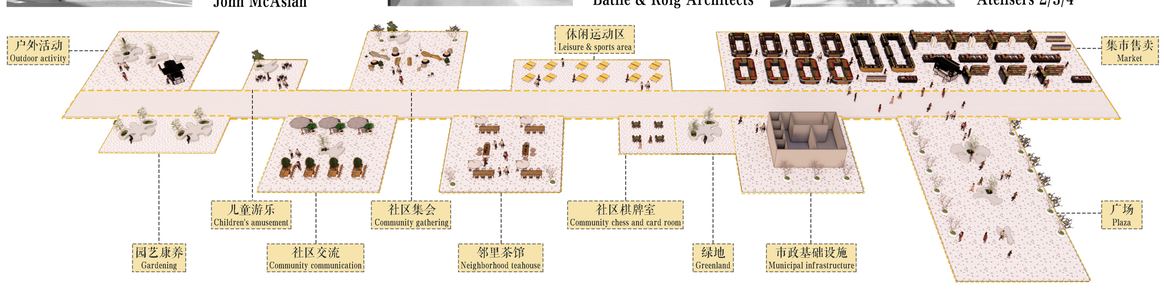
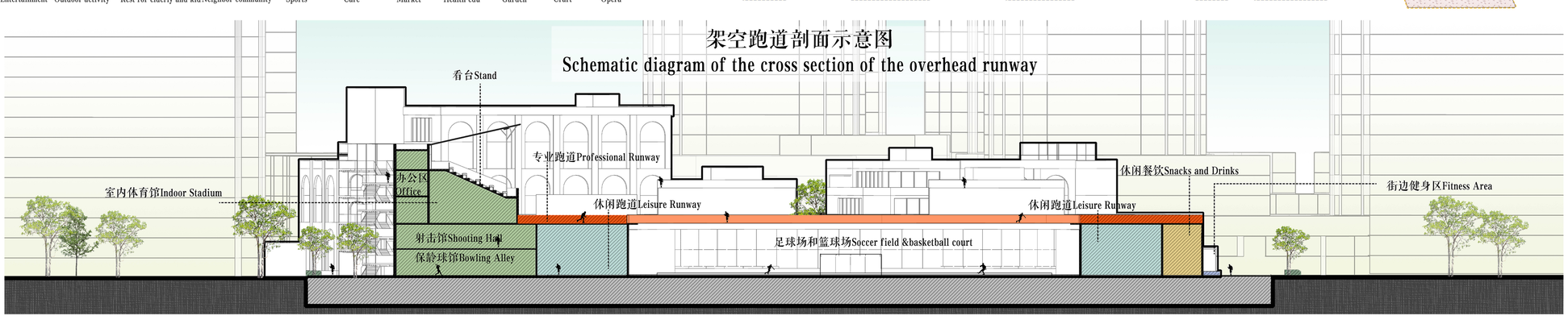


架空跑道剖面示意图

Schematic diagram of the cross section of the overhead runway



Step.4-5 檐下空间塑造 Under the Eaves

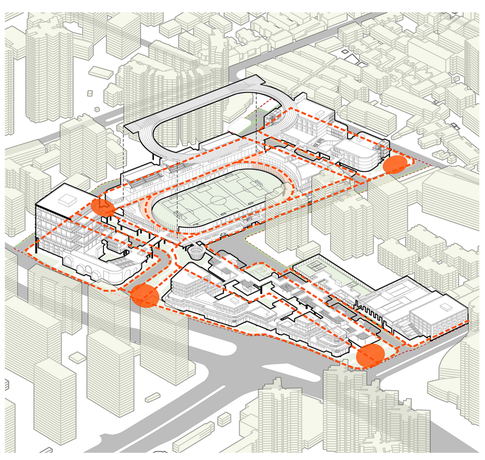
架起的屋檐可与地面之间形成有效的灰空间，既可完成空间限定，又可实现日常使用功能的高复合度、增强功能空间的灵活性，与自然相接；

The raised eaves can form an effective gray space between the ground and the ground, which can not only complete the space limitation, but also realize a high degree of compounding of daily use functions, enhance the flexibility of functional spaces, and connect with nature.

Step.4-6 立面处理 Facade Treatment

传统与现代手法应用，由南到北，由传统到现代；通过提取石库门“拱”的元素，赋予整个场地地域性与文化性。

The application of traditional and modern techniques, from south to north, from traditional to modern; by extracting the "arch" element of Shikumen, the whole site is given regional and cultural character.



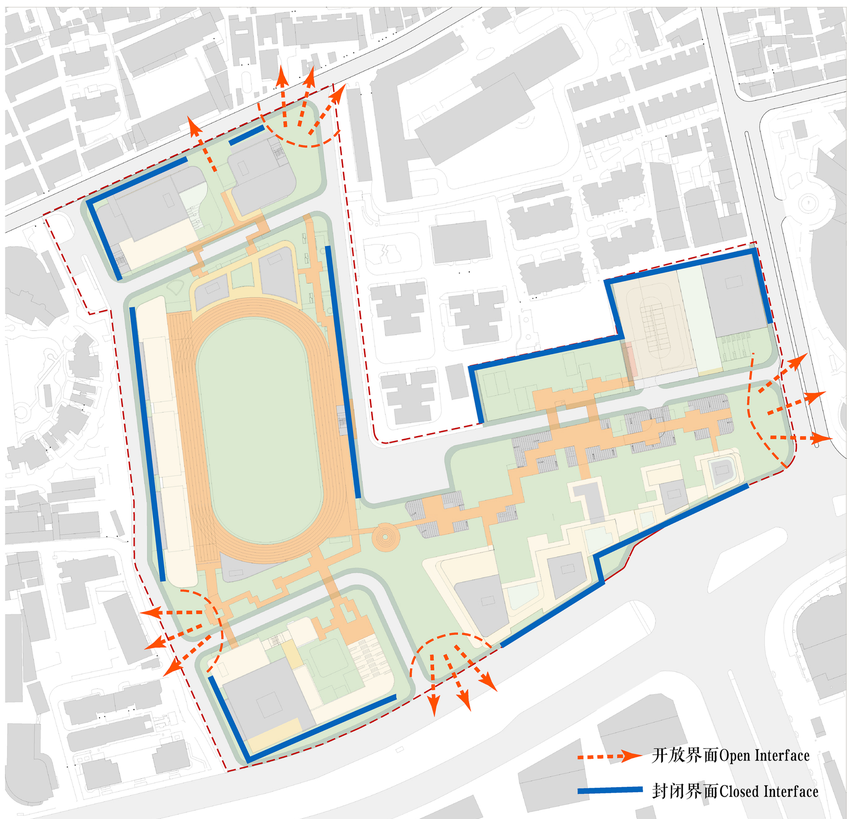
Step.5 人行系统 Pedestrian System

步行系统一共分为2套，包括：

①地面步行道系统；

②架空步道系统——利用屋顶与平台连接而成，贯穿整个场地，增强场地联系、丰富空间层次；

The pedestrian system is divided into 2 sets, including ① the ground walking path system and ② the overhead walking path system - connected by the roof and the platform, running through the entire site, enhancing the connection of the site and enriching the spatial level;



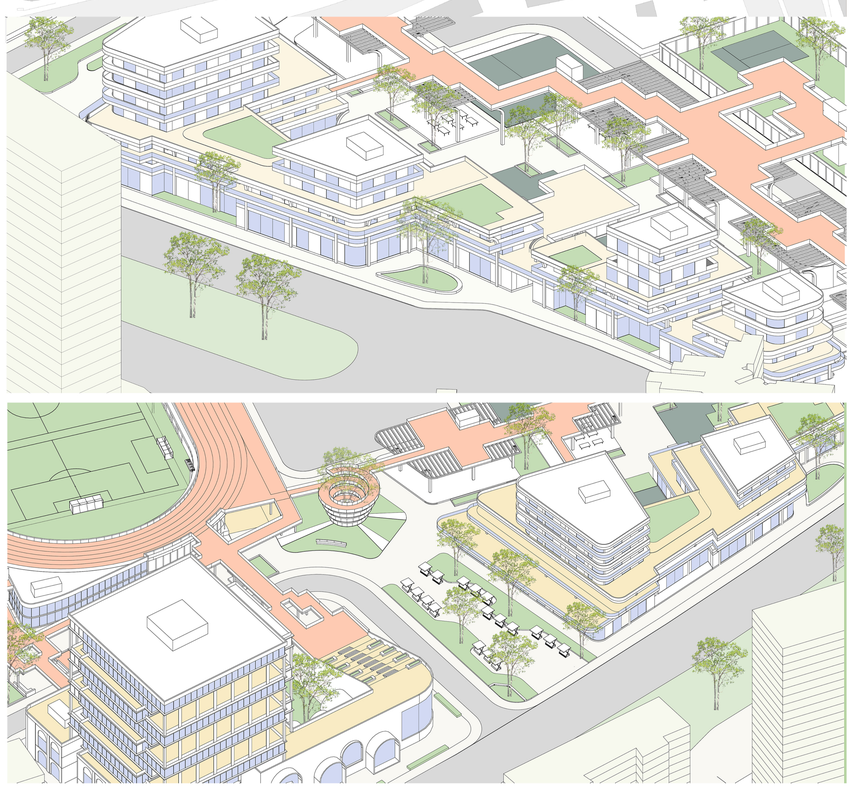
城市公共空间与图底关系 URBAN SPACE

首层公共空间图底关系图

Ground Floor Public Space Figure-to-bottom Relationship

架空公共空间图底关系图

Overhead Public Space Figure-to-bottom Relationship



桃源集市 XANADU BAZAAR

15分钟生活圈背景下的体育协同商业的共享社区营造探究

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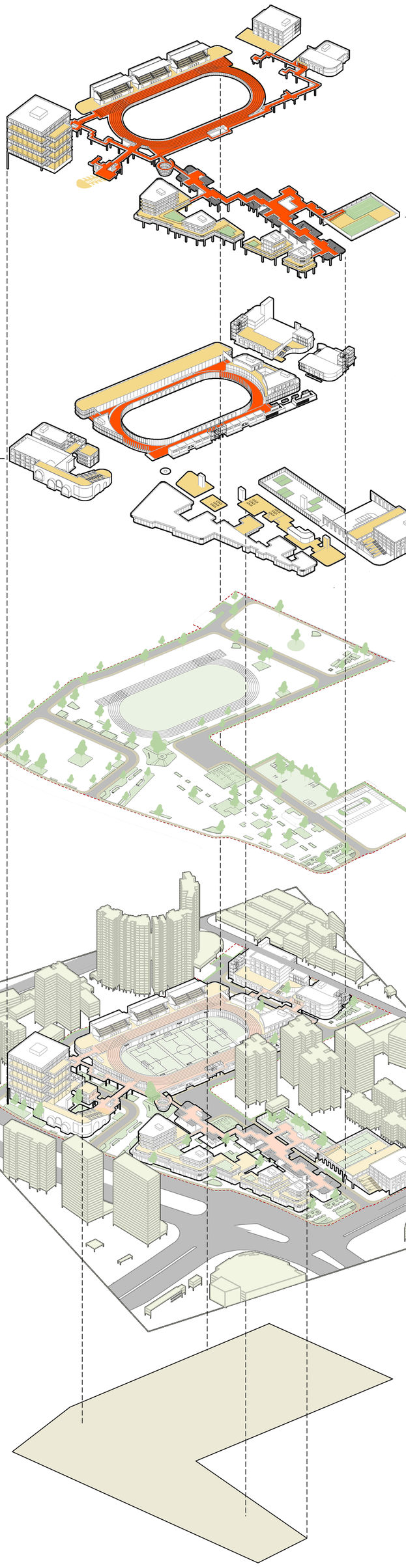
城市设计结构拆解图 URBAN DESIGN DISASSEMBLY DRAWING



连廊与相连的平台共同构成上层的公共空间系统。连廊串联起所有的功能，局部放大的节点用于休闲和交流。
The corridor and the connected platforms together constitute the public space system on the upper level.The corridor connects all the functions, and partial enlarged nodes are used for leisure and communication.

建筑底层通行自由。通过抬起跑道释放底层空间，打造休闲的健步道，使底层公共空间空间贯通。
Free passage on the ground floor.By raising the runway to release the ground floor space, creating a leisure walking path, connecting the ground floor public space.

丰富的底层公共空间和绿化景观。底层营造尺度丰富的公共空间，对老年人友好。
Abundant ground floor public space and green landscape. The ground floor creates a rich scale of public space, friendly to the elderly.

从底层到顶层的多类型复合公共空间系统，创造“集市”一样的空间品质，为市民提供自由、开放、利于促进交流的体育社区。
Multi-type composite public space system from bottom to top, to create a "market" like space quality, to provide citizens with a free and open sports community conducive to promoting communication.

垂直交通连接地下层和上层，方便停车后到达目的地。
Vertical transportation connects the underground and upper levels.Tt’s Easy parking and arriving at destination.

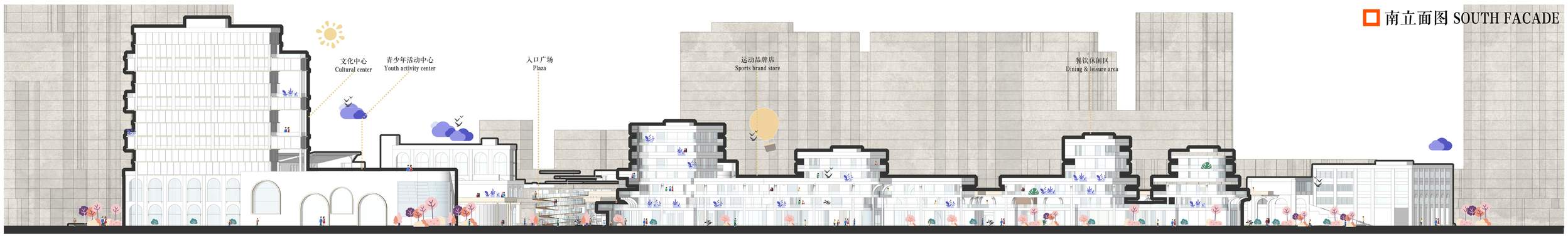
效果展示 HUMAN VIEW DISPLAY

HUMAN VIEW-01

HUMAN VIEW-02

HUMAN VIEW-03

HUMAN VIEW-04

北立面图 NORTH FACADE

南立面图 SOUTH FACADE