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CONGRESS CHINA 2019

BCC国际建筑科技大会

Nov 5-7, 2019 · Shanghai

Shanghai New International Expo Centre
SNIEC-W5

The future of building for China

主题简介 Abstract

面向未来的商业设计

Future Retail Design for the Future Generation

场所营造是创造持久性成功的商业目的地的关键因素。Benoy 的设计范畴涉及大型综合体，其中商业是主要的价值创造者，并与城市的其它功能类型精密结合，从住宅、办公和休闲空间，到城市和文化的各类组成部分。所有这些元素都有助于创建社区和振兴公共领域——同样地，也是创造任何成功的城市目的地的坚实基础。在本次演讲中，Benoy 全球董事、上海公司负责人庞钦将以我们作品集集中的一些经典项目为案例，分享他在整个设计过程中使用先进数字科技的设计经验及未来商业设计的发展愿景。演讲将包括如何在设计工作流程中通过使用 BIM 来提高我们的整体效率、交流和工作质量，以及可视化技术应用在阐述设计思考和概念的沟通中的重要性。还将涵盖从参数化设计到虚拟实境等多个设计相关的热门技术主题。

Place creation is a key ingredient to creating successful and enduring retail destinations. Benoy's work involves complex mixed-use techniques where retail is a prime value generator but often combined with a sophisticated mix of other complementary civic typologies from residential, office and leisure space through to civic and cultural components. These all contribute to the creation of a community and a revitalised public realm – a strong foundation for any successful urban destination. In this talk, Qin Pang, Benoy Global Director and Head of Shanghai Studio, will share his experience and vision on utilising advanced digital methods throughout the design process with key examples from our portfolio. This will include how BIM workflows are used to improve our overall efficiency, communication and quality of work, as well as the importance of visualisation in the communication of ideas and concepts. He will cover topics ranging from parametric design to mixed reality and beyond.



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演讲嘉宾 Guset

庞崴

Qin Pang

庞崴，英国诺丁汉大学建筑学硕士，现任Benoy公司董事、上海办公室负责人、设计总监、中国商业地产联盟专家委员。在他20多年的建筑专业实践中，努力探索着建筑与社会及自然的关系，并希望在大量的工程及设计项目里，从不同尺度、不同层级上寻找综合体项目的综合解决思路。同时，其建筑装置作品获邀参加了包括2009建筑思考西安国际建筑展、北京双年展、2013上海艺术设计展等艺术大展；鉴于庞崴对可持续建筑设计的认知，他还曾作为可持续城市建设专员被英国政府借调至英国投资贸易总署，协助重庆当地政府全方位推进可持续化发展城市的设计策略。2008年回国后，他作为主要设计师参与了多项包括环贸广场、上海国金中心、静安嘉里中心、成都国金在内的商业地标的设计，同时主持了前滩核心区规划、前滩世贸一期、徐汇西岸传媒港湖南卫视湘芒果中心、中信泰富船厂尚悦湾西街、杭州大悦城等一系列重点项目。

Qin Pang is currently Benoy's Global Director, head of the Shanghai studio, design director and also a member of the Expert Committee of China Commercial Real Estate Alliance. He graduated from the University of Nottingham with a master's degree in architecture. In his more than 20-year career, he has endeavoured to find comprehensive solutions to a large number of engineering and design projects on different scales and levels. He has been invited to exhibit his architectural installations at some key exhibitions, including the 2009 Architectural Thinking Xi'an International Architecture Exhibition, the Beijing International Art Biennale and the 2013 Shanghai Art Design Exhibition. Qin's expertise in sustainable building design also saw him appointed commissioner for the sustainable urban construction sector when the department of UK Trade & Investment was working alongside the Chongqing local government on sustainable urban design strategy. Following a move back to China in early 2008, after joining Benoy in 2006, Qin continued to build his design portfolio, working on a number of landmark projects, including IAPM, IFC, Chengdu IFS and Yueda 889. In addition, he was chief designer on several projects such as Qiantan Core Commercial District, Qiantan New Bund World Trade Center Phase I, Mango West Bund Plaza, Gala Avenue Westside, Hangzhou Joy City, and more.