

# 深圳湾“超级城市”国际竞赛文件

## Competition File for Shenzhen Bay “Super City”

### International Competition

城市：中国，深圳

基地：深圳湾超级总部核心区

规划用地面积：35.2 公顷

规划建筑面积：150-170 万平米

竞赛内容：城市设计及建筑设计

Location: Shenzhen, China,

Site: Core areas of Shenzhen Bay Super headquarters

Planning land use area: 35.2 hectares

Planning Building area: 1500-1700 thousand square meters

Content: Urban and Architectural Design

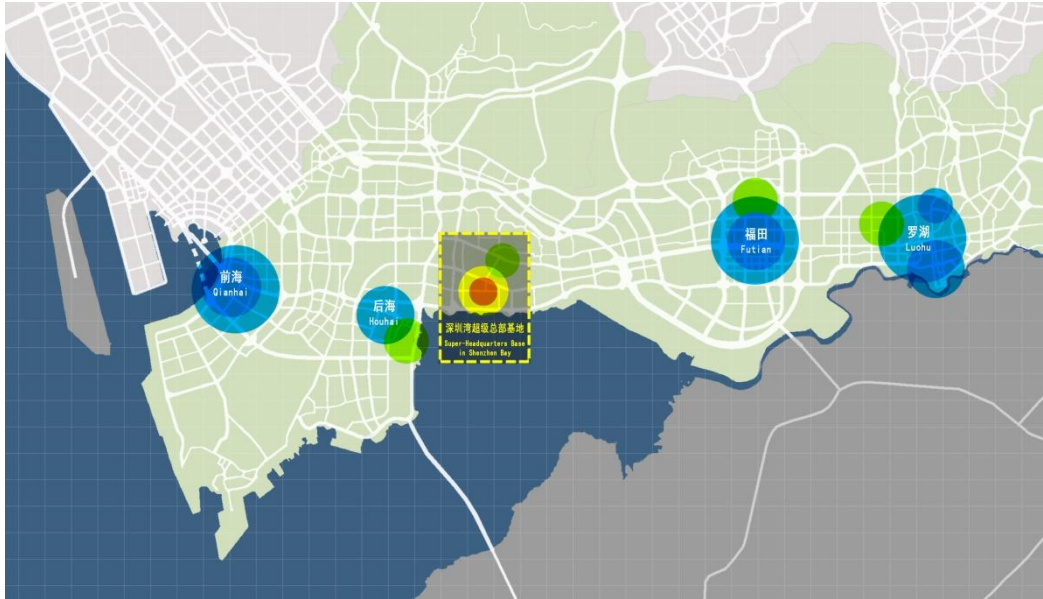


## 一、 区位背景 **Project background**

深圳位于中国广东省南端，与香港隔河相望。2012 年常住人口 1054 万，GDP 12950 亿元，连续多年在中国大陆城市中保持第四。在三十多年的时间内，从中国南海之滨的小城镇，发展成为现代化大都市，深圳是中国改革开放和现代化建设的精彩缩影。

Shenzhen is located in the South of Guangdong Province opposite Hong Kong. In 2012, the permanent population is 105.4 millions, and GDP is 1295 billion, ranking the fourth among all the mainland cities in China for many years. In the past 30 years, Shenzhen has developed from a small coastal town to a modern metropolis, and became the symbol of Chinese reform and opening up and modernization construction.

根据最新深圳市城市总体规划，环深圳湾地区将成为深港都市圈最重要的城市地区，成为激发深圳跻身全球一流城市的能量起点，由西至东布局了前海深港现代服务业合作区、后海商务区和深圳湾超级总部基地。通过发挥深港合作和比较优势，环深圳湾地区将大力发展现代服务业、高科技产业、信息和创意等产业，吸引包括全球 500 强企业、高成长企业及其他重要机构入驻，建设总部运营基地。According to the latest Shenzhen comprehensive master plan, Shenzhen Bay ring area will become the most important city area among Shenzhen-Hong Kong metropolitan region. It will become the driving point to make Shenzhen one of the top global cities. Qianhai Shenzhen-Hong Kong Modern service industry zone, Houhai business district and Shenzhen Bay super headquarters are located from the west to the east. Based on the advantages of Shenzhen and Hong Kong cooperation, Shenzhen Bay ring area will develop modern service industry, high-tech industry, information and creative industry, attracting important institutions into this area, including Global top 500 enterprises and other highly-developed enterprises, forming a headquarters operations base.



深圳湾超级总部区位图 location of Shenzhen Bay Super headquarters

深圳湾超级总部基地以“超级经济功能”、“超级城市形象”、“超级环境区位”作为规划目标，以各行业门类产业链最顶端的总部办公为主导，辅以国际会议、展览、文化传播等功能，类似拉德芳斯之于巴黎、金丝雀码头之于伦敦的地位，是深圳着力打造的世界级城市中心。

The goals of the Shenzhen Bay super headquarters are “super economic function”, “super city image” and “super environment location”. It focuses on the headquarters of top industrial chains among various industries, and also global conferences, exhibitions and cultural transmissions. It will be a world-class city center in Shenzhen, as La Dede to Paris, and Canary Wharf to London.

## 二、竞赛目标 Aim of competition

深圳湾超级总部位于环深圳湾地区的中心位置，也是深港西部通道从深圳湾口回望深圳的视觉焦点。周边汇聚了深港西部通道口岸、轨道 2、9、11 号线等重要交通资源；以及深圳湾公园、红树林保护区、华侨城内湖湿地、华侨城主题景区等生态景观和旅游休闲资源；西侧紧邻的深圳高新技术园区是深圳高科技创意产业的孵化地。

Shenzhen Bay super headquarters area is located in the central area of Shenzhen Bay ring area, and is also the focal point from Shenzhen Bay mouth to Shenzhen through Shenzhen- Hong Kong western corridor. Important transportation resources concentrate in the area, including Shenzhen- Hong Kong western corridor, metro line 2, 9,11 etc. Ecological landscape and tourism resources include Shenzhen Bay park, mangrove swamps protected area, OCT freshwater wetland, OCT themed parks etc. Shenzhen High-tech parks in the west are the incubators of Shenzhen high-tech industry.

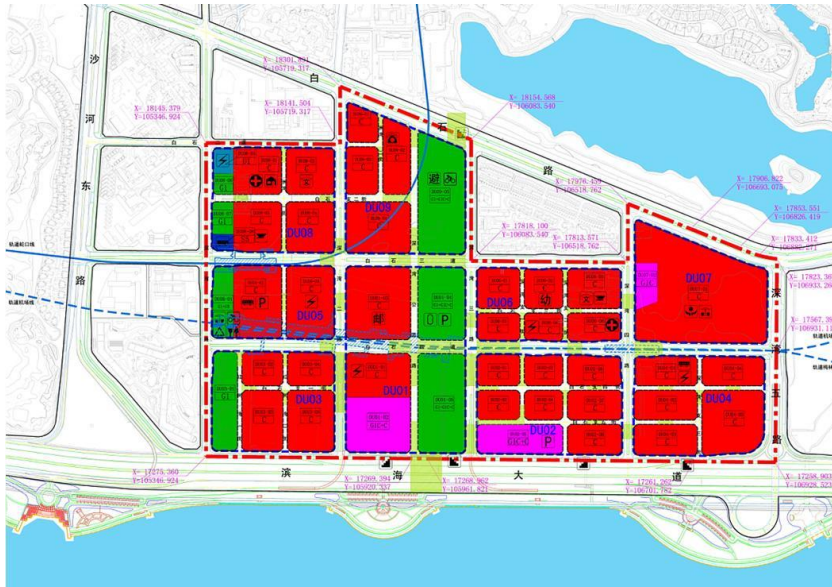
根据深圳市总规确定的超级总部定位，相关部门已完成了该地区的城市设计研究，其主要内容已转化为控制性详细规划，该规划已公示，并完成了相关审批手续。

According to the specific position of super headquarters in Shenzhen comprehensive master plan, urban design studies are already completed by related departments. The major outcomes are transformed to control detailed planning. The plan was already publicized and relative examination and approval procedures were also completed.



规划总平面图 Master Plan





规划土地利用图 Land Use Planning

秉持“超级城市”这一核心理念，通过创新规划实施机制，打造基于智慧城市和立体城市，虚拟空间与实体空间高度合一的未来城市典范。其呈现出的将是一个金融商务与文化艺术高度复合性的城市地区，一个多彩多姿的享受工作与生活的“超级总部”。

Based on the concept of “super city” through innovative planning implementation mechanisms, create a model of future city that is smart, 3-dimensional and is a combination of virtual space and solid space. It will be a city area which mixes financial business and culture, a colorful super headquarters where people could enjoy their life and work.

超级总部由“1个云城市中心+2个特色顶级街区+N个立体城市组团”作为整体结构，其中“云城市中心”作为超级总部的功能核心、生态核心、智慧核心、活力核心，是建设的重中之重，也是建设先导区。

The super headquarter is structured by “one cloud city center + 2 feature top blocks + N 3-dimensional city clusters”. Cloud city center is the core area of super headquarters in terms of function, ecology, wisdom, and vitality. It is the vital and pilot area of the project.

在现有规划研究成果的基础上，为了下一步对该片区的土地出让与建筑设计控制条件提出明确指引，特此将“云城市中心”最重要的三个标志性塔楼、两处文化设施及中部立体公园面向全球征集最具创意与国际视野的设计方案。

Based on the existing planning research outcomes, promote specific guidelines for the land transfer and architectural design for the next stage. The most creative and international-based design schemes are solicited for the most significant part of cloud city center, including 3 iconic tower buildings, 2 cultural facilities, and the 3-dimensional park in the middle.

获胜竞赛成果将部分转化为该地区下一步规划控制与实施的重要内容，竞赛优胜者也将被聘为未来深圳湾超级总部基地城市设计实施的专家顾问。所有参赛作品都将在深圳城市设计促进中心网站进行展示和公布。

The top competition outcome will direct the planning and implementation in the next stage in this area, and the winner will be designated as the expert advisor for Shenzhen Bay headquarters urban design project in the future. All the competition outcomes will be exhibited through the website of Shenzhen Center for Design.

### 三、竞赛内容 Contents of competition

#### 1、设计范围及设计条件 Design scope and prerequisites

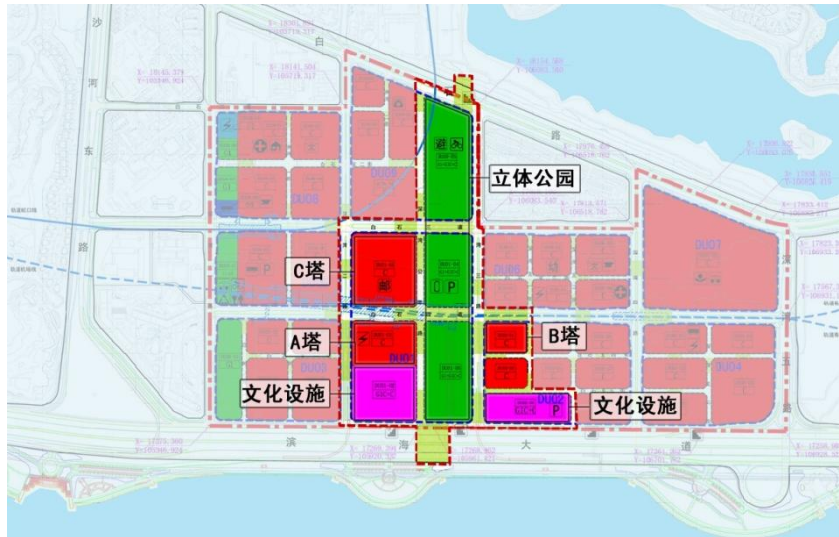
本次竞赛的主要内容为超级总部核心区（即云城市中心）的**城市设计及建筑设计方案**。设计范围详见附图，规划用地面积约 35.2 公顷，建筑面积约 150~170 万平米。

The primary content of the competition is **urban and architectural design** of the core area of super headquarters (cloud city center). Design scope is indicated in the appendix. Planning land use area is 35.2 hectares and building area is 1500-1700 thousand square meters.

城市及建筑设计应参考前期相关规划和城市设计研究。提倡在前期主导功能基础上，进行功能复合和细化研究；可对建筑天际线进行调整，但应符合建筑面积总规模和建筑限高的要求；对立体公园、两处文化设施等公共设施进行功能策划和细化，其位置不作大的变动；在规划轨道交通、干道路网基础上，内部支路网可适当调整。

Urban and architectural design should be based on previous urban planning and design studies. It is encouraged to propose studies on composite and detailed

function. Architectural skyline is subject to change but it should comply with requirements such as building area and building height. Detailed program study for public facilities such as 3-dimensional park and two cultural facilities should be proposed, but the location should be fixed. Main traffic and metro lines are not adjustable but internal brunches are subject to change.



本次竞赛设计范围 Design scope for the competition

## 2、城市策略 City strategies

对前期相关规划进行解读分析，整理比较国内外相关案例，立足于将深圳湾超级总部建设成新产业模式、新城市空间、新生活方式的城市中心区和总部基地，对该片区的产业定位和选择、新型产业空间需求、业态分布、城市运营、土地出让、活动策划、空间形态等方面提出具有针对性、创新性的设计概念。

Analyze the previous planning research and compare with other international and domestic case studies, and make Shenzhen Bay super headquarters a city central area with new industrial model, new urban space and new lifestyles. Propose targeted and creative urban strategies from different levels (e.g. Industry positioning, new space typology, the distribution of the programs, city management, land transformation, activities planning, and urban space etc.).

可以选择一种或多种能反映未来超级城市的核心概念作为设计切入点，诸

如：经济能量中心、超高密度城区、立体城市、智慧城市、生态城区、功能复合、文化触媒项目、未来工作生活模式、**24 小时活力城区**、新型交通方式、城市活动策划等。

One or more core concepts which reflect future super cities might be selected as the breakthrough point of design, such as: **economic energy center, super high density area, 3-dimensional city, smart city, ecological city, mixed-use, cultural catalysis projects, future work and life styles, 24 hours vital city area, new means of transportation, urban activity planning etc.**

### 3、空间意向 Spatial design

根据定位分析和功能构成，结合基地的环境景观资源特征，对深圳湾核心区的整体空间形态、公共空间组织以及环境景观意向等进行统筹考虑，并对重要单体建筑的建筑形态、空间组织等提出概念设想。

Based on its position, programs and the environmental features, propose integral consideration planning and design to the integral spatial form, and organization of public open space and landscape environment.

要求用直观及图像化的语言，充分表达未来“超级城市”的**创意空间形象、滨海天际线、标志性建筑、地下空间、立体空间、公共空间网络**等空间意象。其中，需要重点表达的建筑包括：**A、B、C 三栋标志性塔楼，滨海两处文化设施以及中部立体公园**。

Direct visualized design language are required. Use the creative spatial image, coastal skyline, iconic buildings, underground space, 3-dimensional space, and public space networks to convey the “super city”. The iconic tower A, B, C, 2 culture facilities and the central park should be the emphases of the final outcome.

## 四、成果要求 Outcomes

1、A3 设计文本 8 套（一套正本，7 套副本），内容为设计方案报告。应该包括城市及建筑设计概念说明、总平面图、必要分析图（功能布局、交通模式、公共空间、地下空间、建筑设计等）、效果图（包括一张固定视角效果图、不少于一



张的整体鸟瞰图，及其他视角效果图）等。

8 A3 size report of design scheme (one original copy and 7 duplicate copies), including urban and architectural design specifications, master plan, analysis drawings (program distribution, traffic model , public space, underground space, and building design), and illustrative drawings (one fixed-view illustrative drawing, more than one bird view drawings and other perspectives).

2、A0 展板 4~6 张，内容为主要图纸及简要说明。

4-6 A0 size panels, including major drawings and brief explanations.

3、整体概念模型一个，比例 1: :2000，以附件模型范围作 A2 底板；另还可增加必要概念模型对重要内容补充表达，规格不限。

1:2000 concept model based on the attached A2 design scope. Concept models could be used to supplement the important design ideas with no limit in size and format.

4、所有相关文本及图纸的电子文档（PDF、JPG、WORD、CAD 等），光盘 2 张。

2 CDs including digital copies of all the documents and drawings (PDF, JPG, WORD, CAD etc).

5、竞赛优胜者（一、二、三等奖）要求在赛后一个月内，补充 3 分钟汇报演示系统，格式为常见影音文件或动画播放的 ppt 文件。

Winners of the competition (the first, second and third award) are required to supplement a 3 min presentation, with common video files or ppt animation.

6、其他要求：规划说明和规划图的文字必须采用中文（简体字）或中 / 英两种文字，中英文内容如有出入以中文为准。

Other requirements: Chinese (simplified Chinese character) or English and Chinese is to be adopted in planning specifications and drawing explanations. In case of misunderstanding, the vision in Chinese shall prevail.

## 五、竞赛方式 **Competition Mode**

### 1. 报名条件及报名文件

#### Eligibility and Sign-up Documents

1.1 本项目方案设计采用公开竞赛的形式，向全球征集优秀的设计方案。诚邀全球优秀设计机构、设计联合体及设计师个人积极参与。

This competition solicits globally creative design plans with an international perspective and encourages fine design entities or groups and designers from around the world to participate. The registration will be opened to the public without qualification requirements.

#### 1.2 报名文件应包括：

Sign-up documents include:

- 报名表（见附件3）

Sign-up Form (see Annex 3)

- 设计联合体协议（适用于联合体参赛, 见附件3）

Joint Participation Agreement (applied to joint participation, see Annex 3)

- 以设计机构或联合体名义报名的参赛者须同时提供：设计机构简介、主持设计师简介、商业登记证明/营业执照复印件（加盖公章或签字）

For the design entities or groups, they should submit below files: brief introduction of the company, the principal architect and his achievements, copy of business registration certificate (stamped or signed)

- 以个人名义报名的参赛者须同时提供：个人简历、相关业绩

For the individuals, they should submit resumes, relevant achievements and brief introduction of your workplace

### 1.3 报名文件递交：

#### Submission of Registration Files

- 请所有参赛者在报名截止日期前将所有报名材料以电子扫描件的方式发送至组织方电子邮箱：

[scd-competition@szdesigncenter.org](mailto:scd-competition@szdesigncenter.org);

All the applicants shall submit the registration materials to the organizer.

The e-documents shall be sent to the email box

(scd-competition@szdesigncenter.org) for registration before the deadline.

- 所有报名资料的纸质文件请随竞赛成果文件一并提交至主办方：深圳市福田区红荔西路8009 号规划大厦607 室；陈工（收）。

All registration materials (paper documents) and design works should be submitted to the host:

ATTN: Mr Chen, Room 607, Planning Building, West Hongli Road  
8009Futian District, Shenzhen, China

Post Code: 518034

## 2. 竞赛奖金 Competition Bonus

### 2.1 本次竞赛不设任何成本保底费用。

The competition does not offer compensation fees to all competitors.

### 2.2 主办方将组织专家团队对报名单位的设计方案进行评选，最终评选出本次竞赛的优胜者：

The host will form a team of experts to review design schemes from all competitors and select winners.

一等奖（1名）：人民币200万元

First prize (one spot): RMB 2,000,000

二等奖（1名）：人民币80万元

Second prize (one spot): RMB 800,000

三等奖（6名）：人民币各30万元

Third prize (six spots): RMB 300,000 each

备注：如评审委员会认为本次参赛作品未达到相应优胜方案要求的，相应优胜方案奖项将空缺。

**Note: if the jury's decision is that the entries don't match the requirements for a winning scheme, the correspondent award will be left vacant.**

2.3 所有奖金均含税，竞赛优胜者应提供中国境内完税发票。主办方将于评审结果发布日期后20个工作日内与各竞赛优胜者签订支付协议，并在协议签订后60个工作日内支付竞赛奖金。

The aforementioned prizes include tax. The competitors who get the bonus shall provide tax invoice before the payment. In order to pay the competition bonus, the host will sign an agreement with the winners within 20 working days after the review result is publicized, and then bonus will be paid within 60 working days once the agreement

2.4 参赛者参加本次竞赛的所有费用均自理。

All competitors should pay off all their expenses by themselves.

### 3. 日程安排 Competition Schedule

3.1 报名周期：2014年1月15日至2014年3月23日 17:00 pm

Sign-up: January 15, 2014 to 17:00 pm. March 23, 2014

3.2 方案成果提交截止日期：2014年5月23日 17:00 pm

Submittal deadline: 17:00 pm. May 23, 2014

- 参赛者应在2014年5月23日之前以电子邮件方式提出咨询问题并发送至组织方电子邮箱（[scd-competition@szdesigncenter.org](mailto:scd-competition@szdesigncenter.org)），主办方将会定期给予答复。

All the questions shall be raised via email. And the host will respond as soon as possible before the deadline.

- 参赛者应在截止日期前将竞赛成果文件及纸质报名资料提交至：深圳市福田区红荔西路8009号规划大厦607 室，陈工（收）；所有文件以实际收到日期为准，逾期将被视为弃权，并不得参与本次竞赛活动的后续评审活动。

All the participants shall send the final design works and registration materials(paper documents) to Mr Chen, Room 607, Planning Building, West Hongli Road 8009, Futian District, Shenzhen. Overdue submission will be treated invalid. The receiving date shall prevail.

### 3.3 方案评审日期:初定于2014年5月31日至2014年6月1日（两天）

The time of final proposal review: May 31, 2014 to June 1, 2014

备注：上述所有时间均以北京时间为准，主办方保留更改活动日程安排的权利；如有改动，将提前7天在组织方网站（[www.szdesigncenter.org](http://www.szdesigncenter.org)）发布通知。

**Ps: All the time mentioned above is Beijing time. The competitors will be notified seven days in advance if the agenda changes.**

## 六、版权及相关法律 Intellectual Property

1. 本次竞赛活动收到的所有竞赛成果文件的著作权归参赛者所有，但所有竞赛成果文件在评审后不退还参赛者；主办方在支付完优胜者奖金后，有权使用优胜方案中的部分要素，且拥有其设计成果版权以及相关权益，但不得转让与第三方。

The right of authorship of all schemes is owned by the competitors. But the design



documents will not be returned to the designers after appraisal. Except the authorship, other relevant copyrights belong to the host after paying off the competition bonus.

2. 主办方和组织方有权使用本次竞赛收到的所有设计成果进行出版和展览，并通过传媒、专业杂志、专业书刊或其它形式介绍、展示及评价竞赛成果文件。

The host and the organizer are entitled to apply the design schemes and publicly display design results after appraisal, introduce and appraise design schemes through media, professional magazines, books or other forms.

3. 所有提交的竞赛成果文件内容均应是参赛者的原创，不得包含任何侵犯第三者知识产权的材料。如发生侵权行为，将取消侵权方参加本次竞赛活动的资格，并由侵权方承担一切法律责任。

All submitted schemes must be originally created by the related participants and are not allowed to cover any material infringing the intellectual property right of any third party. Otherwise, the participation qualification will be abolished, and the infringing party shall undertake all legal responsibilities.

4. 主办方提供给参赛者的所有技术基础资料（文字、图纸、电子数据等）均受版权保护。未经授权，任何人不得将内容复制、改编、分发、发布、外借、转让或者以其他任何方式披露、使用上述技术基础资料，否则将承担相关法律责任。

All base technical documents provided by the host to competitors (including texts, drawings and electronic data) are exposed to copyright protection. Without authorization, any person is prohibited to duplicate, amend, distribute, disclosure, lend or transfer the concerned contents and otherwise, he will assume relevant legal liabilities.

5. 适用法律：本次国际竞赛活动受中华人民共和国法律管辖，竞赛工作和所有设计成果文件适用中国法律。若发生争议，经协商不成时，双方同意提交中国国际经济贸易仲裁委员会深圳分会按照其仲裁规则在深圳对争议进行仲裁。仲裁为

终局裁决，对双方当事人均有约束力。

Governing laws: This international competition is governed by laws of the People's Republic of China. All activities and documents are applicable to laws of the People's Republic of China. If negotiation fails for any dispute, both parties agree to submit it to China International Economic and Trade Arbitration Commission, Shenzhen Sub-Commission to arbitrate in accordance with related arbitration rules in Shenzhen. The arbitration award is final and is bound to both parties.

6. 保密：组织方在收到参赛者提交的设计成果文件后，应做好相应的保密工作。评审活动结束后，任何人员或机构未经许可都不得以任何方式披露、公开或展示竞赛成果文件，否则将承担相关法律责任。

Confidentiality: After receiving all the submittals, the organizer will keep the submittals secret. Without the permission of the organizer, any person or institution is prohibited to disclose, publicize or display the design schemes in any form before the accreditation is completed. Otherwise, he will bear related legal liabilities.

## 七、成果提交方式 **Submittals and Methods**

1. 提交的方案设计成果文件必须符合中国以及深圳市的有关城市规划与设计规范标准的规定，满足本文件第四条关于方案设计成果文件要求的内容、数量及深度，表达方式必须做到完整、清晰、准确。

All the submissions must meet the requirements of China and Shenzhen's related specifications on urban planning and design standard and the Competition File in which define the contents, quantity, depth and language shall be complete, clear and accurate.

2. 参赛者提交的作品，除正本图册外不得出现任何与设计内容无关的或明示、暗示作者身份的文字或标示。

Except on the original drawing book submitted by competitors, text or symbol irrelevant to the design or implying the identity of the designer is not allowed.

3. 每位参赛者只能报送一个方案。

Each competitor will only be allowed to submit one proposal.

4. 所有方案设计成果文件如若被三分之二以上的评审委员会成员认为有下列情况之一的，其方案设计成果文件将被视为无效。

If 2/3 of the jurors consider any of the submitted proposals have the following situations, it will be treated as invalid.

4.1 方案设计成果文件逾期或者分次送达的；

Overdue submissions or submit the design works in several times;

4.2 方案设计成果文件非原创，已经发表过或经三分之二以上评委认为与其他同类作品雷同的；

The submission isn't original or has been published before or 2/3 of the jury considers it as identical version;

4.3 以联合体形式参加竞赛，未向主办方提交《联合体协议》的，或联合体通过报名后在组成上发生变化的；

Those who participate as joint group haven't submitted Joint Participation Agreement or have changed its group members after the registration;

4.4 方案设计成果文件正本中标明的参赛者与报名表中的申请者在名称和组织结构上存在实质性差别的；

There is difference between the competitors in the original text and the applicants in the registration files;

4.5 除正本图册外出现任何与设计内容无关的或明示、暗示作者身份的文字或标示的；如果成果造成侵权，由提交方案设计成果的参赛者承担法律和经济上的全部责任，造成主办方或第三人损失的还应承担全部损失赔偿责任及

其侵权的相关法律责任。

Except on the original drawing book, text or symbol irrelevant to the design or implying the identity of the designer; If there is any infringement act, the competitors shall assume all legal and financial responsibility. If it results in the loss of the owner or a third party, he shall bear all damages.

5. 无效方案设计成果文件由参赛者在收到组织方电子邮件或电话通知后10 日内自行取回，逾期未取即视为其放弃，由组织方作报废处理。

The competitors shall get back the invalid submittals within 10 days after being informed by the organizer. Otherwise, the organizer will dispose of the invalid submittals.

## 八、其它注意事项 **Miscellaneous**

1. 方案评审将采取暗标形式进行，评审工作由评审专家委员会负责。评审专家委员会在认真研究每个参赛者所提交的设计成果文件和充分讨论比较的基础上，以记名投票方式进行评选。

The competition will be an anonymous competition. Entries will be evaluated by the Jury. This evaluation will be made subjectively by each member of the Jury in accordance with sufficient discussion and comparison of the submitted designs. The decision will be adopted by a simple majority of named votes.

2. 以联合体形式参加竞赛的参赛者，联合体各方不得再单独以自己名义，或者与另外的设计机构组成联合体参加此次竞赛。

In case of joint participation, each party in the joint group cannot take part in this competition independently in its own name, or involve in any other joint groups with other design firms.

3. 本次竞赛活动相关文件一律采用中英文对照格式。中英文内容不一致时，以

中文为准。

Documents of the competition shall be bilingual in both Chinese and English. In case of discrepancies between Chinese version and English version, the Chinese version shall prevail.

4. 主办方保留更改活动日程安排的权利。如有改动，将提前7天通知。

The client has the right to adjust the schedule. The competitors will be notified seven days in advance if the agenda changes.

5. 参加本次竞赛活动的设计机构及个人均视为承认本文件所有内容并自愿受本文件内容的约束。

All the competitors of the competition will be regarded to confirm all the contents herein.

6. 本次竞赛规则的解释权归主办方所有。

The host is responsible for interpreting this document.

## 九、联系方式 **Contact Details**

主办方：深圳市规划和国土资源委员会

Host: Urban Planning and Land and Resources Commission of Shenzhen Municipality

组织方：深圳市城市设计促进中心

Organizer: Shenzhen Center for Design

技术支持方：中国城市规划设计研究院深圳分院

Technical Support Unit :China Academy of Urban Planning & Design Shenzhen

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Information Inquiry: <http://www.szdesigncenter.org>

竞赛专用微博: <http://e.weibo.com/szdesigncenter>

Weibo: <http://e.weibo.com/szdesigncenter>

竞赛专用微信: shenzhen-design（可直接扫描下方二维码添加）

We-chat: shenzhen-design

