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江苏省水月周庄 旅游地产综合体项目

Moon River Tourism Real Estate Complex Project, Jiangsu

深圳市阿特森泛华环境艺术设计有限公司 / Shenzhen Art-spring Landscape Design Co., Ltd.

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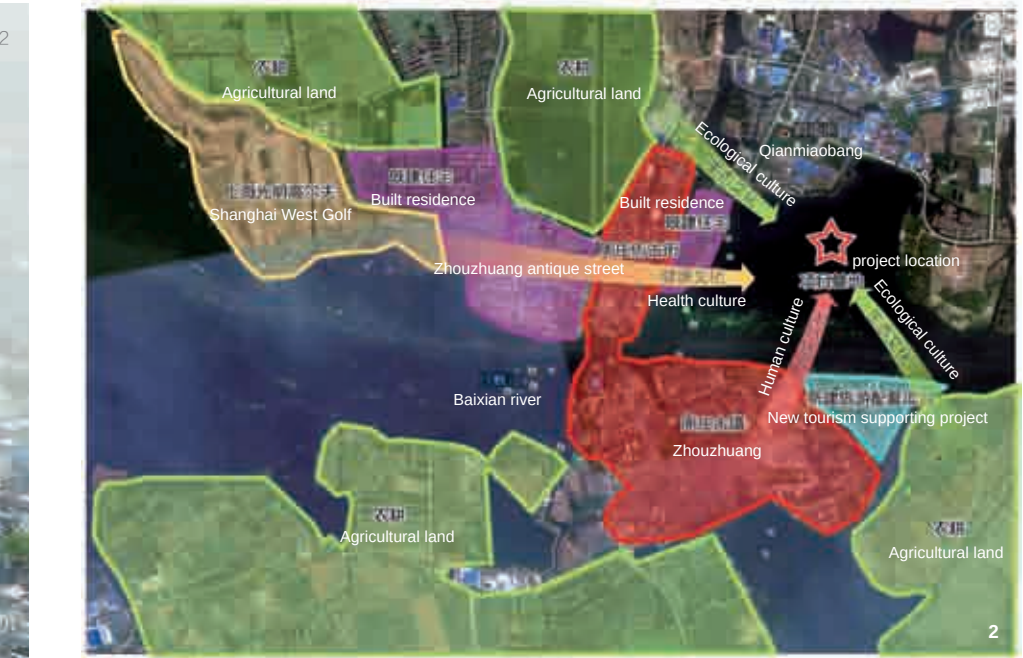
摘要 水月周庄是华侨城旗下康盛地产在周庄的一项综合旅游地产项目，运用现代的设计手法，传承江南文化，演绎出“中国第一水乡”——周庄独特的水韵风光。该项目在文化传承和开发运营上均体现出较高的社会、文化和生态价值。

关键词 旅游地产；综合体；多专业设计联合；社会价值；文化价值；生态价值

Abstract Moon River is a tourism real estate complex project entrusted by Oversea China Town (OCT) Group in Zhouzhuang. The project uses modern design approaches and southern Chinese culture to show the unique waterscape of Zhouzhuang, “the first water village in China”. The incorporation of cultural inheritance shows a high commitment to social, cultural, and ecological values.

Key words Tourism Real Estate: Complex; Multiple Professional Design Collaboration; Social Value; Cultural Value; Ecological Value

- 1. 鸟瞰图 © Art-spring
- 2. 区位分析图 © Art-spring
- 1. Bird's eye view © Art-spring
- 2. Site location © Art-spring



项目地址：江苏省昆山市
项目面积：56.7hm²
项目委托：昆山康盛投资发展有限公司
景观设计：深圳市阿特森泛华环境艺术设计有限公司
项目负责人：秦良玉
设计时间：2011至今

Location: Kunshan, Jiangsu Province
Area (size): 56.7 hm²
Client: Kunshan Kangsheng Investment Development Co., Ltd.
Landscape Architecture: Shenzhen Art-spring Landscape Design Co., Ltd.
Project Leader: Jade Qin
Design Period: 2011 to present

周庄历史悠久，因其灵秀的水乡风貌和独特的古镇格局，被 为“中国第一水乡”。旅游业是周庄经济的支柱产业，作为周庄旅游设施配套规划的重要组成部分，水月周庄以提升古镇的旅游品质，发掘“水乡湿地”的生态优势，发展度假型的生态旅游胜地为总体规划策略，并以完善旅游设施、增设水上游线，实现周庄旅游产业特色化、产业化发展为目标。

本项目位于周庄急水港北侧，与周庄古镇以水相隔。项目总占地面积56.7hm²，其中建 面积37hm²，水域面积占33%，是一个集五星级温泉度假酒店、湿地公园、现代美术馆、滨水休闲商业街和休闲度假别墅于一体的综合旅游度假项目。

项目延续周庄的自然生态 荡和水乡古镇格局，形成了以T字型双 景观内核为中心、联系多个功能组团岛的规划结构。北侧内 环 区域及 西片区为公共设施区域， 东沿岸两侧分布着低密度休闲度假别墅及公寓。水流向南延伸，与东西流向的急水港相连。湿地公园作为急水港与本项目的生态联系及过渡空间，被打造成为城市的公共生态休闲空间。

景观设计包括万国旗广场、滨 商业区、美术馆公共区、酒店、休闲度假别墅区，以及湿地公园6个部分。各区域通过水系、道路和桥相连接，形成了一套完整的而又相对独立的景观体系。

景观总体设计理念以自然生态为主



基调，并以江南水文化为主题贯穿整个设计。例如，万国旗广场采用现代设计语言来体现“水与岛”的生态理念。低密度休闲度假别墅区则以江南水乡的水岸和院落空间元素贯穿设计始终。湿地公园以生态作为基调，并被划分为杨柳拂堤、稻香坞、荷塘月色、渔舟唱晚和浅滩鸥鹭五大主题园区，使游客在一步中体验江南水乡文化。

水月周庄于2011年正式启动，目前万国旗广场及湿地公园公共区已于2013年陆续完成施工，低密度休闲度假别墅区一期景观将于2014年完成施工。温泉度假酒店、湿地公园、美术馆及休闲度假别墅区将结合项目的开发计划陆续完成。

本项目利用现有水系，并结合了总体规划中景观基本架构先行施工的实施计划。因此，景观规划中的空间结构、视线分析、水的边界形态成为项目的规划、建设和景观团队的研究重点。实施技术的可行性分析也同步进行，包括结构方案的最优化、生态水系统的技术可行性，以及与景观的对话关系，这使得各个专业在项目前期便形成了紧密的工作联系，从而令颇具难度的技术及实施问题迎刃而解。

水月周庄是对人工自然生态系统的一次成功实践。本项目在延续周庄江南水乡文化的同时，为城市提供了共享的度假休闲空间，为项目开发及市场运营创造了生态附加值，并在后续的物业维护及管理方



面为城市提供了更多的就业机会，成为急水港沿岸景观设计及环境改造的一个成功典范。LAF

3. 总体规划平面图 © Art-spring
4. 万国旗广场采用现代的设计语言，以当地特有的青砖为媒介表现水与岛的生态理念。© Art-spring
5. 竹林夹道营造出曲径通幽的意境。© Art-spring
6. 项目主入口结合粉墙黛瓦等元素，将游人渐渐引入江南水乡的世界。© Art-spring

3. Master plan © Art-spring
4. The Flag Plaza adopts the modern design language and uses local black brick to reflect the ecological concept of water and island. © Art-spring
5. The paths in the bamboo grove create an secluded place. © Art-spring
6. The main entrance combines with the elements of white wall and black tile, creating an atmospheie of water village. © Art-spring





With a time-honored history, Zhouzhuang is known as the “the first water village in China” due to its delicate water landscape and distinct layout. Tourism is an important part of the economy of Zhouzhuang. As an important part of the larger tourism planning, Moon River adopts the strategy of improving the tourism quality of the old town, exploring the ecological advantages of a “water village wetland” and eco-tourist destination. The goal of the project is to refine tourism facilities and increase industrial development of Zhouzhuang through increased access to water tourism.

The project is located to the north of Jishui Habor in Zhouzhuang. It is separated from the old town by a water body and the project covers a total area of 56.7 hectares, 37 of which is for construction and the rest is for water. The water landscape covers a third of the total area. In all, the design is a comprehensive tourism project with a five-star hotel, a wetland park, a modern art museum, waterfront commercial promenades, and vacation villas.

The project continues the pattern of an ecological lake and an ancient water village in

Zhouzhuang to form a structure that centers on a core of T-shaped landscapes that links multiple functional island groups. The inner lake areas to the north and west serve as public facility areas. Low-density vacation villas and condos are distributed along the east bank. Water runs southward, connecting the Jishui Habor. As the eco-link and transitional space between Jishui Habor and the project, the wetland park is designed to be the public eco-recreation space of the city.

There are six parts of the landscape design, including a flag plaza, lakeside commercial area, public area of the art museum, hotel, vacation villas, and the wetland park. The individual areas are connected through water systems, roads, and bridges to form an integrated but independent landscape system.

The overall landscape concept is a natural and ecological area that interweaves the whole design with the theme of the water culture in the region south to the Yangtse River. For example, the Flag Plaza uses modern design language to embody the notion of “water and island”. The waterfront and courtyard space with the architectural style of the region south



- 7. 穿过竹林夹道后到达一个开阔的休闲空间，实现了视线的收放与空间的承启转合。
- 8. 湿地公园由杨柳拂堤、稻香坞、荷塘月色、渔舟唱晚和浅滩鹭鸶五大主题园区组成。© Art-spring
- 9. 湿地公园以生态作为主基调，江南水文化为主题贯穿。© Art-spring
- 10. 水系、道路和桥相连，形成完整而又相对独立的景观体系。© Art-spring
- 11. 会所户外休闲场所 © Art-spring
- 7. Views and spaces are changed when visitors cross the bamboo grove and arrive at an open leisure space after crossing the bamboo grove, which achieves the control of sight line and the changes of space. © Art-spring
- 8. The wetland park is composed of five theme zones, including featuring green-wave of willows, rice flower dock, lotus pool, fishing boating and water birds flying over the shallow shoal. © Art-spring
- 9. The wetland park bases on ecology and uses the water culture in southern Yangtse River basin as the theme. © Art-spring
- 10. The water system, roads and bridges form an integrated but independent landscape system. © Art-spring
- 11. The outdoor leisure space of the club © Art-spring



to the Yangtse River are ubiquitous among low-density vacation programs. The wetland park is based on the ecology and divided into five theme zones featuring green-wave of willows, rice flower dock, lotus pool, fishing and boating, and water birds flying over the shallow shoal. All demonstrate how the water village culture in southern Yangtse River basin is integrated into the design.

Moon River was started officially in 2011. The Flag Plaza and the wetland park were built in 2013, and the first phase of the low-density vacation villas is expected to be finished by 2014. The landscape design and construction of the spa hotel, the wetland



12. 夕阳西下，湿地与远处的村落相互映衬，勾勒出一幅美丽的水乡画卷。© Art-spring
13. 镂空墙体、水面、植物和天井勾勒出一幅静态画卷。© Art-spring
14. 会所 岸休闲栈道 © Art-spring
15. 以水岸和院落空间为文化元素的低密度休闲度假别墅区。© Art-spring
16. 别墅区的私家庭院采用荷花和青花瓷为设计元素，结合枯山水的设计手法，营造出具有现代感的中式庭园空间。© Art-spring
12. By sunset, the wetland echoes the distant village and presents a beautiful water village scenery. © Art-spring
13. The hollowed-out wall, water, plants and courtyards create a quiet scenery. © Art-spring
14. The lakeside leisure boardwalk © Art-spring
15. The waterfront and courtyard space elements are used as the cultural elements in the low-density vacation villa area. © Art-spring
16. The private courtyard uses the elements of lotus, blue and white porcelain to create the modern Chinese garden space with the design method of Japanese zen garden. © Art-spring

park, and the art museum will be completed following the first phase of development schedule.

The project uses existing water system and begins with the construction of the basic landscape structure. Therefore, the spatial structure, visual axis analysis and water boundary have become the common study focus to the planning, architecture and landscape design teams. Feasibility analysis



of the application technique was conducted simultaneously, including the optimized structure plan and technical feasibility studies towards the water system. There was a close working relationship between the different specialists working on the project to solve the technical issues and apply them to the site.

Moon River is an example of how artificial ecologies and technologies can be applied to a natural ecosystem. It uses the

water village culture of the southern Yangtse River region as inspiration to provide a shared urban vacation and recreation space. It not only adds economic and ecological value to the project, but it also provides the city with more job opportunities from subsequent property maintenance and management. It has become a successful paradigm of landscape design and environment improvement along the Jishui Harbor. **LAF**

