

## 景观设计行业水平的提升有赖于市场化改革的推进

### The Future of Landscape Architecture Industry Depends on the Future of Market Reform

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**摘要 /** 本文从分析中国景观设计行业面临的困境入手，提出评判景观设计行业水平的核心标准是土地等社会公共资源的优化配置程度。市场化改革将促使企业和个人从业者共同推进行业的良性发展；行业水平的提高将对教育质量提出更高的要求。最后，作者指出只有借助市场的力量，景观设计学科和学科教育才会实现良性互动。

**关键词 /** 市场经济；景观设计学；行业水平；职业精神

**Abstract /** Through an analysis of the dilemmas facing landscape architecture industry in China, this paper proposes that the core criteria for evaluating the industrial level of landscape architecture is the optimal allocation of lands and other social public resources. Marketization reform will result in both enterprises and individual practitioners promoting a benign development of the industry. Already, increased industry standards have placed higher requirements on educational quality. Finally, with the help of market forces, positive interaction between landscape architecture industry and professional education can be achieved.

**Key words /** Market Economy; Landscape Architecture; Professionalism; Professional Spirit

所谓“市场的力量”，就是在市场化的背景下，景观设计企业和个人从业者共同自觉地提升行业品质，努力研究社会需求，追求创新，遵守行业规范，坚守职业道德精神，以创造出卓越的景观规划与设计产品作为行业和教育发展的最高目标。

#### 1 中国景观设计行业发展过程中遭遇的“职业精神”困惑

在与景观设计公司的管理者们的交流中，笔者发现对于第一次走上设计师岗位的毕业生，管理者们抱怨最多的是他们的“不拘小节”：所绘图 缺少比例尺、指北针、图例和图题；文字表述空洞模糊、不知所云需要经过一年甚至更长时间的训练才能将这些“恶习”改正到“可以容忍的程度”。为什么这些规划与设计工作中的“最低职业规范要求”反而成为年轻设计师们的“最高要求”？为什么连“最低职业规范要求”都达不到的设计师都能够顺利找到不错的工作，并且“稍加修正”就可以被行业接纳？前一个问题说明设计师自身缺乏职业精神的期望和约束，后一个问题说明社会对设计师的职业精神要求实则不高。在投机心理的驱使下，个

“The power of the market” is for enterprises and individual practitioners of landscape architecture to, under the market circumstances, consciously raise the quality of the industry through the study of social needs, creative innovation, increased industry standards and ethnics, and promoting the design and construction of excellent landscapes as the highest goal of industry and educational development.

#### 1 “Professionalism Confusion” in the Development of Chinese Landscape Architecture Industry

Speaking with managers of landscape architecture companies, the most frequent complaint about recent graduates is their “carelessness of details”, specifically, drawings without scales, direction, legends or captions, and unclear writting. A year, or even longer, of focused professional training is needed to correct such “bad habits” to “somewhat tolerable degree”. Why are the “minimum professional standards” for planning and design the “highest level of practical knowledge” for young designers? Why are designers who are below “minimum professional standards”

人总是期望“用最少的付出获得最大的回报”；加之外在要求不高，更多的付出不一定会获得更高的回报。这样普遍存在的个人对自身的“低要求”行为结果汇集在一起，便导致了目前景观设计行业所呈现出的低水平状态：缺乏深入的场地研究；解决方案雷同度高、缺乏原创性；企业依赖“人情关系”而并非凭借设计方案的质量和同行竞争。通过以上分析不难发现，提高景观设计行业水平，一方面有赖于市场大环境的改变，另一方面有赖于设计师个人职业精神的养成。

## 2 评判景观设计行业水平的核心标准是社会公共资源的优化配置程度

评判景观规划与景观设计方案的质量标准是多样化的，涵盖了生态、社会、经济和审美等范畴，因而任何人都能够对景观设计作品“品头论足”，这为低水平景观设计“提供”了存在的理由——人们太容易就能够证明自己的设计“的确好”。因此我们需要回到景观设计的本质来讨论设计作品的质量。

景观设计的本质是土地设计，回归土地进行探讨才可能找到衡量景观设计行业水平的核心标准。地理学认为，土地是包含了人类活动影响在内的自然地域综合体，由包括人类活动影响结果在内的地理环境（主要是陆地环境）中互相联系的自然地理成分所组成。土地的定义中特别强调人类活动的影响，原因在于土地是凝聚了人类文明的地域系统，是人类赖以生存的物质环境。人类全部的社会经济活动都发生在土地上，人类从土地上获取各种生存资源，并把有利的和不利的环境影响施加给土地。今天，以上所述的全部过程和影响都可以通过设计师来设计与优化。土地设计，亦即景观设计的本质是对人类资源进行优化配置。因此，景观设计行业水平的核心评判标准是配置社会公共资源的质量，这与通常所说的“规划是公共 策”是一致的。

衡量景观设计中优化资源配置的质量，包括以下几个方面：1）是否损害资源存在的性质与总量；2）是否损害其他资源的存在与性质；3）是否公平地被所有人使用；4）是否损害后代对资源的同样使用；5）是否能够降低人类对资源的消耗并修复已经损坏的环境。

以上指标可能比较抽象，以一个河道整治工程为例进行说明，大致对应以上5个方面：1）工程是否会破坏河道水系统和水文过程；2）工程是否会破坏河流湿地

和生物栖息地功能；3）工程是否能公平地被所有潜在使用者安全地使用；4）工程是否会对环境造成不可逆转的破坏；5）施工和维护是否会增加能源消耗和碳排放。实际工作中，评价一个项目远不止这些指标，而是要更为复杂。

因此，对景观设计作品的质量的评判绝非“众说纷纭”，而是一项建立在知识基础和方法论之上的系统工作。若想提高景观设计行业的整体水平，从业者首先要形成“优化资源配置”的意识。

## 3 市场化改革将冲击景观设计行业方方面面

2013年11月，中国做出了“全面深化改革”的重大决定，其中最引人注目的内容是“紧紧围绕使市场在资源配置中起决定性作用，深化经济体制改革，坚持和完善基本经济制度，加快完善现代市场体系、宏观调控体系、开放型经济体系，加快转变经济发展方式，加快建设创新型国家，推动经济更有效率、更加公平、更可持续发展”<sup>①</sup>。回顾中国过去30多年的改革历程和改革成就，中国社会管控取得的最大进步莫过于经济模式逐渐从计划向市场化过渡。伴随着市场化的发展，法制制度、城乡建设和人民生活水平持续改善。市场化改革的深化对景观设计行业的影响包括以下几个方面：1）开放的市场体系在资源配置中发挥决定性作用；2）设计公司和设计师的诚信精神是建立并维持这种市场体系的基础条 ；3）创新能力与创新精神是保持市场活力和创造新的市场资源的前提；4）公平和公正是景观设计行业健康与可持续发展的保障。可以说，“加快转变经济发展方式”是对所有设计公司的要求。

## 4 只有在充分发育的市场环境中才能坚守职业精神

从另一个层面而言，市场化改革的冲击也体现在对设计师个人的影响。借用一个笔者亲历的故事来帮助我们理解这种影响：一位在校学习期间凡事浅尝辄止、论文侥幸通过的学生走进社会一年后，兴奋地回来报告，“学校教授给我们的专业能力是一桶水，走进社会只要用一勺水就够了。”老师们总是希望学生在校期间能够尽量获得更多的锻炼机会，以适应千变万化的社会需求，而得到的却是“文凭有用，读书无用”的社会反馈。于是便不难理解在以培养专业技能和职业精神为目标的教育中，学生往往不愿通过努力付出以实现

<sup>①</sup> “中共中央关于全面深化改革若干重大问题的决定”，2013年11月12日中国共产党第十八届中央委员会第三次全体会议通过，新华社（北京）。

able to find decent jobs and get accepted after “slight adjustment”? The first question asks why young designers fall short of professional expectations and discipline, while the second reveals a low level of required professionalism. Driven by speculative attitudes, maximum gain and minimal pains is expected. In addition, since the external requirements are low, more efforts does not necessarily mean higher rewards. The “low professional standards” people impose upon themselves have resulted in the current failing conditions of landscape architecture industry: the result is a reluctant to do in-depth site investigation, designs without individuality and novelty, and enterprises are often competing with interpersonal relationships rather than quality of design solutions. From the analysis above, we can understand that in order to improve the industry of landscape architecture, the market environment needs to be changed and the professionalism of landscape architects needs to be established.

## 2 The Core Criteria for Evaluating the Level of Landscape Architecture Industry is the Optimal Allocation of Social Public Resources

The criteria for evaluating the quality of landscape planning and design covers a range of ecological, social, economic, and aesthetic scopes. In this sense, anyone can “judge” the work of landscape architecture. It has “provided” an excuse of the existence of low-quality landscape design — it is too easy for people to pass off lackluster design as “good design”. As a result, we need to go back to the essence of landscape architecture to talk about the quality of design.

The essence of landscape architecture is land design, and only when we go back to the land can core standards be established for measuring the level of landscape architecture industry. Geographically, lands are a natural territorial combination that reflects the impacts of human activities, and are formed by inter-connected natural geographic elements in the geographic environment (mainly the land environment) party shaped by, the same, human activities. The definition of lands emphasizes the impacts of human

activities in particular, because land is a territorial system that condenses human civilizations, and the physical environment humans survive. All social and economic activities of human beings happen on lands. Humans take most living resources from land, and exert environmental impacts, good or bad, back. All the above-mentioned processes and impacts can be choreographed and optimized by designers. Land design as the essence of landscape architecture, is the optimal allocation of resources offered by the land. Consequently, the core evaluative criterion of the industrial level of landscape architecture is the quality of social public resources allocation, which is in line with the idea that “planning is a public policy”.

The following should be considered when evaluating the quality of resources allocation of landscape design: 1) whether the property or total quantitation of the resources are hurt; 2) whether the existence or the nature of other resources is hurt; 3) whether the natural or property resources were used in a fair manner; 4) whether the similar use of resources by next generations will be affected; and 5) whether the resource use by humans can be reduced and the damaged environment can be restored.

These criterions might be abstract. To elaborate on these five ideas, we will apply them to evaluation of a river improvement project. Specifically: 1) whether the project will hurt the river system or hydrological process; 2) whether the project will hurt river wetland or organic habitat function; 3) whether the project will be utilized by all the potential users in a fair manner; 4) whether the project will cause irreversible damages to the environment; and 5) whether the construction and maintenance will increase energy consumption or carbon emissions. We must also be aware that the criterions for actual practice evaluation will be more specific, and more complicated.

Thinking in this way, evaluating landscape design could not come to divergent judgements but based on systematic knowledge and methodologies. To raise the overall level of the landscape architecture industry, the practitioners are required to have the idea of “optimal allocation of resources”.

目标。在发育不健全的市场环境下，无论是企业还是个人都不需要持久地依靠自身的创新实力、劳动付出和坚守职业道德精神来巩固行业的认同。景观设计行业应该向市场化程度高、竞争激烈的IT业、汽车业看齐，在这些行业中，稍有不慎，企业或个人就会被市场规则无情地淘汰。

景观设计行业不能期待一直保持目前这样的“伪市场经济体”状态，这种状况不但已经伤及行业自身的健康状况与长远发展，更让社会和大众对景观设计行业产生了误解。目前公众对景观设计行业的看法，离不开普遍流行的那句话：“景观设计/风景园林不就是栽栽树、种种草、摆摆花、修修路，今年种明年换，今年修明年挖，今年装明年改”。这句话虽然有失偏颇，却至少反映了部分行业现状，表明了大众对景观设计行业之所以产生误解的原因是我们一味回避行业和学科教育发展过程中的核心问题——景观设计的真正内涵在于为人类的生存 务<sup>[1]-[4]</sup>。市场的力量应该是改变这种状况的最直接和最有效的途径。当行业中的每一个企业和每一位从业者都意识到，如果不理解社会进步需求、不追求创新、不遵守行业规范、不维护共同的职业道德操守，就会受到市场的惩罚甚至被淘汰。在市场化改革的推动下，景观设计行业将走上正轨，牢固的职业精神才能形成。

### 5 从个人改变开始迎接市场化改革

一切大的社会变革都是从少数人的主动改变开始的。市场的力量对景观设计从业者个人的冲击，应该首先被一部分人接受并率先采取行动，最终所有人都将加入其中。这些行动应该包括：

- （1）创新设计——作为行业的灵魂和提升行业水平的唯一途径，只有通过创新设计，才能够适应不断变化的设计条 和用户要求；
- （2）设计创新——设计创新是建立在足够理解土地等社会资源的自然和社会属性所需要的全部知识基础之上的再创造，而不是凭空想象，更不是主观臆想<sup>[5]</sup>；
- （3）追求卓越设计——设计是思想和逻辑的表达，除了需要清晰的科学概念之外，还要能够灵活运用设计方法、语言和哲学方法论<sup>[6]</sup>；
- （4）建立行业标准——培养坚定成熟的工程伦理思想和职业精神<sup>[4]</sup>。 **LAF**

### 3 Market Reform will Impact all sides of the Landscape Architecture Profession

In November 2013, China has made a critical decision of “increasing overall market reforms”, where the most compelling policies are “market would play a decisive role in resources allocation, deepen economic and institutional reform, stick to and improve the basic economic system, accelerate the improvement of the modern market system, macro-regulation system and open economic system, accelerate the change of economic development mode, accelerate the development of an innovative country, and push the economy to develop in a more efficient, equal and sustainable manner”<sup>①</sup>. A review of reform and achievement in the last three decades would tell us that the largest progress China has made in social governance is the economic shift from planning to market. With market development, the legal system, urban and rural development, and living standards have been improved. Deepened market reforms are expected to have the following affects on the industry of landscape architecture: 1) An open market system will play a decisive role in resources allocation; 2) Honesty and credibility are essential for building and developing the market system; 3) Innovation and creativity is a prerequisite for the vitality of the market; and 4) Justice and equity are fondamental for landscape architecture industry to develop in a healthy and sustainable manner. It is not difficult to understand that “to accelerate the economic development mode” is also a urgent requirement for all design companies.

### 4 Reliable Professionalism Exists Only in a Fully Developed Market Environment

From another perspective, the impact of marketization reform also influences upon individual designers. The following is an example to help us understand this impact. A student, who was always satisfied with a smattering of knowledge and narrowly completed his thesis, came back to university one year after he graduated and announced excitedly that, “our professors taught us a huge volume of professional knowledge, but we only need a spoonful of it

① “Decision on Comprehensively Deepening the Reforms in Several Major Problems of the CPC Central Committee”, the third plenary meeting of the 18th central committee meeting of the CCP on December 12th, 2013, Xinhua News Agency (Beijing).

outside college.” Teachers always hope that students have as many opportunities as possible before they graduate to adapt to the changing social demand to the practitioners, but the feedback from the society “the diplomas are useful while genuine study is useless”. It is not difficult to understand why graduate students, who aim to cultivate their own specialized knowledge and professionalism, are reluctant to fully devote themselves to achieve the objective. In an under-developed market environment, enterprises and individuals do not need to be constantly innovating, hardworking and being professional to gain recognition. Landscape architecture industry should learn from other industries, such as the automotive industry and IT industry, with open markets and high levels of competition. In these industries, enterprises and individuals will be eliminated by the market rules if they are not careful enough.

However, we should be careful of expecting landscape architecture to be a “false market economy”. This will mislead the public and hurt the health and long-term development of the industry. The public currently believes that landscape architecture is only about “planting trees, growing grasses, arranging flowers and paving roads, what is planted this year will be changed next year, what is built this year will be dug out next year”. Though biased, this reflects the current situation of the landscape industry, and shows the consequence of a passive attitude toward one of the core issue — landscape design is essentially for the survival of human beings — in the development process of landscape architecture education<sup>[1]-[4]</sup>. The force of the market should be the most direct and effective way to change this situation. Every single enterprise and practitioner need to realize that if they do not understand the needs of social advancement, creative innovation, industrial standards, professionalism, and ethnics, they will be punished or even pushed out by the market. Motivated by market reform, the landscape industry will be able to go on track, and reliable professionalism can be cultivated.

### 5 Starting with Individual Change to Embrace Market Reform

All great social revolutions start from voluntary change within a small group of people. The impacts of the market upon the individual practitioners of landscape architecture will first provoke a group of people who will take actions. The actions should include:

- (1) Innovative design: Only through innovative designs, the soul of the landscape industry and the only way to raise the professional level, can designers adapt to constantly changing conditions and needs of the users.
- (2) Design innovation: Rather than pure imagination or fantasy, designs of innovations are the reinventions based on the site knowledge needed to fully understand existing natural and social properties of lands and other social resources<sup>[5]</sup>.
- (3) Commitment to excellent design: Designs are expressions of logic and require clear scientific understandings, as well as appropriately and flexibly using design methods, languages and philosophic methodologies<sup>[6]</sup>.
- (4) Establishing industry standards. Cultivate firm and mature engineering ethnics and professionalism<sup>[4]</sup>. **LAF**

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