

“市场的力量” 沙龙纪实

Report on “The Power of the Market” Forum

翻译 Translated by / 蔡金栋 Jindong CAI
整理 Edited by / 涂先明 Xianming TU, 梁兴芳 Xingfang LIANG

摘要 / 2014年1月10日,“市场的力量——十八届三中全会关于‘市场化’对设计行业与教育发展的影响”主题沙龙举办。本次沙龙由北京大学建筑与景观设计学院主办,《景观设计学》杂志承办。沙龙旨在探讨未来“市场化”趋势对景观设计的行业与教育发展的影响,发掘行业与教育未来的理性发展目标 and 方向。来自政府机构、设计企业、高校的专家围绕市场化背景下的国家需求、设计行业和教育如何回应市场化的需求、企业与高校如何建立合作等几大重要议题展开了讨论。

关键词 / 景观; 设计; 行业发展; 教育; 市场化

Abstract / On January 10, 2014, a forum titled “The Power of the Market: Impact of the Marketization Statement upon the Design Industry and Educational Development” was held. The conference was organized by Landscape Architecture Frontiers and hosted by the College of Architecture and Landscape Architecture of Peking University. The conference attracted experts from governmental agencies, design firms, and universities to discuss how market reform and a more open market will affect the design industry, and how professional designers and universities can cooperate to advance the discipline.

Key words / Landscape Architecture; Design; Industry Development; Education; Marketization

与会嘉宾 GUEST

1. **车生泉**: 上海交通大学农业与生物学院副院长
Shengquan CHE: Vice Dean of School of Agriculture and Biology, Shanghai Jiaotong University
2. **陈伟元**: 深圳市铁汉生态环境股份有限公司设计中心院长
Weiyuan CHEN: Director of Design Center of Shenzhen Techand Ecology & Environment Co., Ltd.
3. **丁珂**: 深圳市铁汉生态环境股份有限公司北京设计院院长
Ke DING: Director of Beijing Design Institute of Shenzhen Techand Ecology & Environment Co., Ltd.
4. **丁园**: 中央美术学院建筑学院景观教研室主任
Yuan DING: Director of Landscape Teaching and Research Group of School of Architecture, China Central Academy of Fine Arts
5. **杜雁**: 华中农业大学园艺林学学院副教授
Yan DU: Associate Professor of College of Horticulture and Forestry Sciences, Huazhong Agricultural University
6. **杜昀**: 毕路德 (BLVD) 合伙人、总建筑师
Yun DU: Partner and Chief Architect of BLVD
7. **冯科**: 北京大学光华管理学院房地产金融中心主任
Ke FENG: Director of Research Centre for Real Estate Finance of Guanghua School of Management, Peking University
8. **付德景**: 德国戴水道设计公司高级景观设计师
Florian ZIMMERMAN: Senior Landscape Architect of Atelier Dreiseitl
9. **何巧女**: 东方园林股份有限公司董事长
Qiaonv HE: Chairman of Beijing Orient Landscape Co., Ltd.
10. **黄德斌**: 棕榈园林股份有限公司副总裁, 香港贝尔高林景观设计有限公司副总裁
Deibin HUANG: Vice President of Palm Landscape Architecture Co., Ltd, Vice President of Belt Collins International (HK) Limited

11. **姜谋余**: 中国水利部科学技术委员会处长
Mouyu JIANG: Director of Scientific and Technological Committee, the Ministry of Water Resources of China
12. **李宝章**: 奥雅设计集团首席设计师
Boli LI: Chief Designer of L&A Design Group
13. **李迪华**: 北京大学景观设计学研究院副院长、副教授
Dihua LI: Voice Dean and Associate Professor of the Graduate School of Landscape Architecture, Peking University
14. **梁钦东**: AECOM规划+设计中国区景观建筑规划总监、董事总经理
Qindong LIANG: Director and Managing Director of Landscape Architecture, AECOM Planning + Design in China
15. **林振生**: 美国徕设计总监
Jason LIN: Director of Leedscape
16. **刘德华**: 土人设计副院长、总建筑师
Dehua LIU: Vice President and Chief Architect of Turenscape
17. **罗彤**: 阿特金斯北京分公司主任规划师
Tong LUO: Associate Principal of Urban Planner of Atkins (Beijing)
18. **盛梅**: 美国ATA设计公司 (劳伦斯集团) 设计总监
Mei SHENG: Principal of ATA LAWRENCE GROUP
19. **石彬坚**: 广州普邦园林股份有限公司北京分公司总经理
Binyu SHI: Manager of Beijing Branch, Pubang Landsapce Architecture Co., Ltd.
20. **夏颖奇**: 北京中关村专家联谊会理事长
Yingqi XIA: Director of the Association of Experts from Zhongguancun, Beijing
21. **俞孔建**: 北京大学建筑与景观设计学院院长, 教授
Kongjian YU: Dean and Professor of the College of Architecture and Landscape Architecture, Peking University
22. **张西利**: 深圳市西利标识研究院院长
Xili ZHANG: Director of Xili Sign Research Institute, Shenzhen



20世纪90年代以来,随着中国稳定而高速的城镇化进程,中国当代景观行业作为一个新兴行业,不断蓬勃发展。大量企业在行业发展的热潮中涌现出来,当前我国的园林工程企业总计约16 000家,设计企业达1 200余家,且有5家为上市公司^[1]。2011年,“风景园林”被国务院学位委员会正式授予为一级学科,全国共有175所高校设有风景园林类本科专业点,每年培养大约3.5万名在校学生^①,这些新生力量将会使从业者的队伍进一步壮大。

根据国家统计局的数据,2013年我国的城镇化率已达到53%。2020年中国城镇化率将达到60%左右,将有3亿的人口从农村移居到城市^[2]。国家林业局发布的《全国造林绿化规划纲要(2011–2020)》则指出:到2020年,规划城市、乡镇、村屯、军事管理区绿化295.4万公顷,规划公路、铁路、河库周边造林绿化154.6万公顷,农田林网建设150万公顷,矿区植被恢复造林100万公顷^[3]。与此同时,生态文明建设的号角日渐嘹亮,《土壤环境保护法》、《城镇排水与污水处理条例》等相关政策正在逐步出台与施行,预计未来10年生态修复工程将带来约万亿元的市场^[4]。无需置疑的是景观行业的发展空间将在未来继续扩张。

景观设计这个年轻的行业如何在这个中国城市发生翻天覆地变化的时代中承担起应有的社会责任?行业如何抓住时代的机遇健康地成长?景观教育如何为社会培养合格人才?2013年11月,十八届三中全会召开,会议强调了加快完善现代市场体系,建设统一开放、竞争有序的市场体系,并鼓励深化生态文明体制改革。此次会议成为我们再一次思考这些问题的契机。为此,北京大学建筑与景观设计学院举办了“市场的力量——十八届三中全会关于‘市场化’对设计行业与教育发展的影响”沙龙,设计企业的管理者、高校教师以及政府相关部门人士集聚一堂,畅谈了他们对于设计行业未来发展的思考。

中国当下设计行业的困惑与挑战

李宝章:风景园林学自2011年7月起被列为一级学科,但“一级的学科、一流的理念、三等的待遇”

Since the 1990s, because of steady and rapid urbanization in China, landscape architecture has changed from a burgeoning industry to one that is flourishing and expanding with vitality. In response, there has been an upsurge of industrial development. Currently, there are 16,000 landscape engineering companies and over 1,200 design companies in China, five of which are publicly listed^[1]. In 2011, Landscape Architecture became a government approved first-level discipline taught in 175 universities nationwide. Each year, 35,000 students are studying landscape architecture at universities^①, and the pool of professional practices will continue to grow.

According to the National Bureau of Statistics, China’s urbanization rate reached 53% by 2013, and by 2020 this figure is expected to grow to 60%, meaning an additional 300 million rural residents will move to cities^[2]. According to the *Outline of National Forestation Planning (2011-2020)* published by State Forestry Administration: by 2020, the planned forested area in cities, townships, villages, and military administrative zones will be nearly three million hectares, and planned forested area surrounding roads, railways, rivers, channels, lakes and reservoirs will be 1.5 million

1. “市场的力量” 沙龙现场
1. The scene of the forum of “The Power of the Market”



① 数据来源:北京林业大学园林学院院长李雄在2011年中国风景园林学会年会中的演讲《风景园林学一级学科的诞生与意义》。

① Source: “The Birth and Significance of The First-level Disciplines Landscape Architecture”, the speech by Xiong Li, the dean of School Landscape Architecture of Beijing Forestry University, in the annual meeting of Chinese Society of Landscape Architecture.

这一行业现状并没有实质性地被改变。我认为我们必须回答有三个方面的问题：第一，如何建立一个完整的、适应社会需求的学科体系？第二，如何与其他专业形成对话？我们能为社会提供哪些不同于其他专业的服务？第三，我们这个行业应如何参与到中国当代城镇化与美丽中国的建设中。

我们行业最大的缺失，或者说影响我们行业更好地创造价值、服务社会的障碍仍然在产业链上的两端：一是我们的设计企业和个人如何通过行业协会组织起来，在行业观念上建立共识。二是我们行业如何作为社会与政府之间的桥梁，从而帮助制定、实施和执行符合中国实际的景观行业标准，以及相关的法律与法规。

林振生：我觉得我们的政府和开发商的“口味”越来越重——需要项目有宣传口号，需要包含一些很张扬的元素，画图需要遵循某一种特定模式。这对于设计师而言真是苦不堪言。我们也希望在做项目的过程中遵循职业道德。但不断压缩的设计周期使得很多想法都难以付诸现实。对于一些行业而言，可以依靠速度在竞争中取胜，但在设计行业中，往往是“欲速则不达”。

张西利：我最近与一些设计公司的管理者聊天时得知，因为采用的都是模式化的方法，他们的方案设计只用7天完成，施工图用21天完成。这种模式继续发展下去的后果非常可怕，设计师最终将沦为绘图工具。

中国当下设计专业教育发展的困惑与挑战

林振生：在中国，通常是学生协助老师做项目，毕业设计的课题就是依托老师的项目来进行。我们的学生普遍缺乏独立的思考能力和价值判断能力。学生们都急于掌握一些可以在社会使用的技能。我认为学校应该是一个非常具有创意思想、具有实验精神、能对社会现象进行反思的场所，而不是一个教授绘图技巧的训练场。

张西利：我们现在的设计教育还存在很大的欠缺，

学生的认知仅仅停留在书本上，但却连一些基础的、常识性的知识都没有掌握。我们常常能看到那些设计形式上很“精彩”的项目，却没有考虑过一些基本的使用者的需求问题——例如对盲人、老年人使用的考虑，因为这些方面在学校的教育中是缺乏的。这说明高校的培养方式与市场需求之间存在脱节。

杜雁：风景园林的学科教育领域中存在一个不争的事实——我们的师资在量和质上都严重不足。一方面在于这个学科文理兼备、知行合一的特点，对教师有着很高的要求；另一方面，风景园林还是一个很年轻的专业，教师的培养却需要一个很长的周期。我们呼吁更多优秀的人才进入到教育第一线中来。

如何理解市场化改革以及市场化背景下的国家需求？

夏颖奇：我个人对于十八届三中全会的理解，主要包括两方面：一是全面深化改革；其次，改革的核心内容是市场化，即市场决定资源配置。就资源而言，人才资源是第一资源，其次还包括科教资源、信息资源、金融资源、国土资源等。这些资源的配置利用以及优先序列到目前为止一直是由政府调控的，例如，在过去，人才资源，如大学生毕业去向，都是由政府分配安置的，现在人才的配置很大程度上是双向选择。而十八届三中全会明确提出要由市场决定金融、土地资源配置。随着配置资源主体的改变，我们必须准备好面对一个新的社会形态。

冯科：面对市场化有两个问题是不容回避的：第一，真正的市场化不仅在于经济的市场化，更重要的在于政治体制与权力结构的改变；第二，如何实现教育的市场化？市场化不仅仅是一种理念，更需要具体的执行内容。而与此同时，我们的社会并没有建立起市场经济的必要精神——信任与忠诚。尽管我们看好市场化，但改革之路必定曲折。

姜谋余：基础设施的投资一直以来都是中国经济发

hectares. Furthermore, 1.5 million hectares of forested farmlands will be developed, and one million hectares of forest be restored in mining areas^[3]. Over the same period, a campaign for building “ecological civilization” has been fully launched and new regulations for soil, urban drainage, and wastewater treatment have been issued and implemented. The estimated market value of ecological restoration projects is expected to be one trillion RMB over the next decade^[4]. Undoubtedly, the need for landscape architecture will continue to expand.

How can landscape architecture, as such a young industry, maintain social responsibility in an age that will witness dramatic changes in Chinese cities? How can this industry seize the opportunities offered by current needs in a healthy manner? How can landscape architecture education cultivate competent students? In November 2013, the Third Plenary Session of the Eighteen Central Committee of Communist Party of China emphasized the need for acceleration in improving the modern market system to build a unified, open, and orderly market system that would encourage a deepened institutional reform of ecological needs. Towards this end, the College of Architecture and Landscape Architecture at Peking University organized the forum on “The Power of the Market: Impact of the Marketization Statement at the Third Plenary Session of the Eighteen CPC Central Committee upon the Design Industry and Educational Development”. Designers, planners, and teachers gathered to share their opinions on the future of the design industry.

Confusions and challenges facing the design industry in China

Boli LI: Landscape architecture has been listed as a first-level discipline since 2011, but the industrial reality is of a first-level discipline with second-level concepts and third-level treatment. I think we must answer questions in three aspects. One: how do we establish

a disciplinary system that meets social demands? Two: how can we have productive dialogues with other disciplines? What services can we provide that are different from those offered by other disciplines? And three: how can we fully participate in the urbanization of China and the development of Beautiful China?

The biggest deficit of landscape architecture, or to put it another way, the obstacle preventing us from better creating values and serving society, lies on both ends of the industrial chain. First, we need a way to organize design enterprises and individuals through professional associations that offer a consensus on industrial concepts. Second, this industry has to formulate and implement industrial standards, as well as related laws and regulations, of landscape architecture that fit into the reality of China.

Jason LIN: I think the government and developers are getting misguided — they only want projects with slogans and showy elements, while drawings need to be done in a specific way. This is hard for designers. We want to follow professional ethnics during the process of a project, however, the constantly shrinking cycle of design makes it difficult to materialize many ideas. For other industries, success might be won by speed, but in design, haste usually leads to failure.

Xili ZHANG: The other day I was talking with managers of some design firms, and was told that it took them only seven days to finish the conceptual design, and another three weeks for construction drawings, since all methods they used were typical. If this type of practice continues it will become extremely scaring and designers will just become instruments of drawing.

Confusions and challenges facing design industry development in contemporary China

Jason LIN: In China students usually assist

展的中坚力量，2013年我国水利基础设施方面的投资额为4 397亿元。2013年12月召开的“中央农村经济工作会议”上则进一步强调了要加强水利基础设施的投资。水利基础设施涵盖了三个方面的安全需求，其一是水安全，包括大坝/水库工程、河流堤防建设工程，以及其他的一些防汛工作。其二是粮食安全，水利在粮食安全中起着重要的支撑作用，涉及到大型灌区建设、农田水利建设等工作。第三是生态安全，水问题是生态文明建设中的核心内容，水利部已在开展“水生态文明建设”试点工程。

市场化将为设计行业带来哪些影响？

何巧女：我认为目前市场有3个特点。第一，行业的市场量是巨大的。根据我们的实践经验和实地考察，初步估算城市景观系统约包含上万亿的市场量。除此之外，郊区规划也将是未来的一个发展方向，例如北京的“万亩造林”、“健康绿道”等计划已显示出这一趋向。与此同时，已有74个城市完成了城市森林规划，如何将森林的生态功能与景观功能结合起来，也将是未来值得探索的领域。除此之外，水生态综合治理也将成为一个非常重要的领域，而这一领域是一个新兴的市场。我国82%的江河 泊污染、水土流失、土壤污染、地下水污染已是众所周知的事实，水生态规划也成为每个城市都开始重视的问题。例如，我们正在进行的济南市水生态治理规划，包括生态系统保护、沿黄湿地修复、水源保护等方面，前后6年的投资大约为400多亿元。温州、北京、兰州等城市也在水生态综合治理方面进行了大量的投入。

第二，行业市场非常艰难。中国的城市建设在过去的15年欠下了许多“生态债”，而地方 府的生态项目获得金融机构的资金支持非常困难。但我们不能让生态一直这样恶化下去，因此，我常常呼吁 府领导和金融机构，能够设立专门的资金投入生态工程中。

第三，行业市场越来越综合。例如济南市水生态治理规划中涉及了生活污水收集、中水处理、洪泛区管理、退耕还林等方面的问题，涵盖了景观修

复与设计、水利建设、市 建设等方面的内容，因此需要多个专业的人士联合起来去完成。仅凭一己之力是难以与市场需求对接的。

黄德斌：十八届三中全会强调了金融体制的进一步改革，目前只有大型的企业能够获得金融机构的支持，但在未来，中小型企业也将更容易获得资金支持。这将为行业发展提供一个良好机遇。景观行业属于创新性行业，如果年轻的创业者能够获得更多的资金支持，那么将会产生巨大的变革。

刘德华：关于如何建立起公平、透明、开放的市场原则，我有几点预测：首先是 府职能的转变， 府的角色由调控转变为 务，更加鼓励与扶持企业引进人才、进行体制创新或科研创新。第二，大型企业垄断行业市场 的局面将有望打破。第三，行业协会的建立与管理也将会与国际接轨，从而避免行业内恶性竞争所造成的市场混乱，也能够通过各种行业的协会，形成不同行业之间更加紧密的联系。第四，执业注册认证师体制也将改革。目前中国的注册体制重单位、轻个人，我认为未来我们将更加重视个人能力，而非其所属的机构。人才机制的健全会促进市场化中的竞争更加公平、公正。此外，专业技术的国家规范与标准将得到进一步完善。

罗彤：我认为市场化将为行业带来三点变化。第一点是竞争与合作，市场化会带来更激烈的竞争，带来优胜劣汰；但我们所面临的项目也将越来越复杂，因此跨专业的纵向合作，以及同类公司强强携手的横向合作也将越来越普遍。第二点是约束与解放，约束是指随着规划设计规范、法律法规的逐步健全，设计师需要在限制之下进行创新；解放是指放开外资企业的资质限制，使境外公司能更有效地进入市场的角逐中。第三点是简单与复杂，国内有很多复杂的城市问题，但解决这些问题的方式往往却过于简单，甚至粗暴，解决城市问题需要有更加复杂和综合的策略。例如，我们常常用驱逐的手段来对待小摊贩，但小摊贩的存在说明了这一地区是有商业需求的，我们可以通过设计来营造商业空间、组织交通流线，从而将问题转化为机遇。

their professors with their professional projects, and their graduate programs become dependent on the projects of their teachers. Because of this practice, our students have a lack of independent thinking and critical judgment. They are anxious to learn skills that can be applied in practice. I think universities are places where creative thinking and experimental spirit need to prevail and where social conditions are examined, instead of just training facilities where drawing skills are taught.

Xili ZHANG: Today’s design education is still quite inadequate. Students only know what the textbooks have to offer but are ignorant of basic knowledge and common sense. It is not unusual to see some projects deemed excellent, in terms of the design form, but where the basic needs of users have not been considered because these considerations are missing from design education. There is a disconnection between higher education and market needs.

Yan DU: It is indisputable that both quantity and quality of teaching staff in landscape architecture are seriously inadequate. On one hand, the discipline is characterized by a combination of art and science, knowledge and practice. On the other, because it is such a young discipline, there will be a long time for the cultivation of teachers. We hope more and more talent people continue to enter teaching careers.

How can we understand marketization reform and national needs in the context of marketization?

Yingqi XIA: Personally I think the marketization statement by the CPC Central Committee is important in two aspects. One is the deepening of reform and the second is that market reform will mean allocation of resources determined by the market. As far as resources are concerned, human is the primary resource and the second includes education, information, finance, and national lands. Previously, allocation, utilization, and

prioritization of all these resources were coordinated by the government. In the past, the government assigned the jobs of college graduates, but now both employers and the graduates can decide on employment. It is explicitly stated that the allocation of financial and land resources shall be decided by the market, and as a result we need to prepare for new social reform.

Ke FENG: When dealing with marketization, two issues are unavoidable: First, real marketization is not only the marketization of economy, but more importantly, changes of the political system and power. Secondly, how does marketization translate to education? Marketization is not just a concept, but specific means of implementation are also needed. At the same time, our society lacks trust and loyalty, which are necessary for successful establishment of market economies. Marketization is promising, but the way to reform will be arduous.

Mouyu JIANG: Infrastructural investment has long been a major force for China’s economy. For example, investment in water-related infrastructure in 2013 was 439.7 billion yuan. The working meeting of the Central Government on Rural Economy held in December 2013 further emphasized the need to invest in infrastructure. Water infrastructure meets security demands in three aspects. The first is water security, such as dams and reservoirs, embankments, and other flood control projects. Second is food security, where water plays an important role in development of irrigation and water conservancy. The third is ecological security. The Ministry of Water Resources has launched pilot projects on “Water Ecological Civilization Construction” to increase ecological security.

What impacts will marketization bring to the design industry?

Qiaonv HE: I think the market has three characteristics.

杜昀：听大家谈“市场化”，我有三个体会：第一，不要高估市场发展在中国的进展。第二，市场的力量，是 府按照市场的规则去办事，而不是 府不作为。所以大家不要产生“ 府少参与、市场就发展”的误区。第三，在学校里千万别谈市场，大学里应该谈理想、谈哲学、谈美学。我们不能只看到现实问题，而没有理想。

设计行业如何回应市场化的需求？

丁柯：市场化的道路上我们会遇到很多矛盾和阻力，例如我们应该引领市场还是迎合市场？设计产品是以甲方的思路、主流的审美，还是设计人员的专业知识作为主导？短期的市场导向和长期的行业发展应如何平衡？

黄德斌：目前，我们的建 、景观、生态、工程等专业都是分开的，但市场的需求要求将各方面融合在一起。例如，智能化景观就是将景观与信息化系统结合在一起。这也对我们的教育提出了更高的要求，需要有多个交叉学科的支持。

盛梅：衡量生态系统健康与否的一个重要指标是生物多样性，所以对于设计行业而言也应该是多元的。因此，设计企业的发展是否一定要扩大规模，甚至上市？新 策的确能为行业带来很大的发展空间，但弱小的企业如何获得机遇？“弱肉强食”的市场竞争如何与行业的健康发展形成一种平衡？这些问题都值得我们去思考。

我所在的美国ATA设计公司的大部分项目都来自开发商的委托，可以说我们是一个依赖市场生存的公司。我们常常在尽力在满足美学、功能等方面要求的同时，也实现其他一些更深远的价值。例如，在一些居住区项目中，我们尝试在其中做整个社区的雨水回收利用，但我们也要考虑到生态周期与楼盘的销售周期怎么契合，如何保证水质，以及如何与施工单位打交道。在这个过程中我们发现，目前国内雨水工程方面的专家少之又少。所以，当市场出现需求的时候，我们的人才在哪里？这些目前看起来是尖端、小众的技术，将来也许会成为每

个设计师都必须掌握的知识，我们是否能够应对这些挑战，或者说我们能否抓住这些机会？

石彬煜：随着城镇建设的不断发展，行业的发展空间还将进一步扩大，我们所面临的机遇与挑战都一一显现。例如，设计的“从众化”、大树移植等现象是行业发展中值得深刻反思的问题。因此，我们希望能对未来形成一种前瞻性的认识，普邦园林中大约15%的人员组成了科研团队来对实践中的问题进行研发，并在广东建立了100多公顷的培育型苗圃，成为未来发展的储备。

教育如何回应市场化的需求，为行业培养合格人才？企业与高校如何建立合作？

梁钦东：随着市场化的发展，市场的需求将越来越多样化，因此，除了综合的企业，行业也将越来越需求更加专业化、细分化的设计企业。所以，我们希望教育所培养的人才也同样是多元的。我希望学生除了主修设计专业课程外，能够根据自己的兴趣去学习更广泛的知识，例如生态、企业管理、金融等。

丁柯：我国拥有非常丰富的植物资源，但是在一线的工作者却常常为缺乏植物素材所困扰。由于可用的植物种类有限，使得种植设计这个原本对专业基础和 验都有着很高要求的工作成为了并没有什么含金量的工作。我们希望能够 科研机构与企业之间形成互动与互补，来促进我们的植物资源库的发展与完善。

车生泉：学生在经历过大学三年的基础训练之后，可以在大学的最后一年由高校和企业来共同制定实训计划，完成人才的培养。几年前，绘图能力好的学生更容易被企业录用，所以很多高校就在设计课程中过分强化学生的绘图能力，但实际上绘图好并不代表设计能力强。我们希望培养能够引领社会技术发展的素质人才，教育不应该被市场所引导。

丁圆：首先，我个人一直认为教育应首先育人、其

First, the market volume of the industry is huge. According to a preliminary estimation, urban landscape systems will result in a market volume of one trillion RMB. In addition, suburban planning, such as the Ten Thousand Mu Green Corridor in Beijing, will grow in the future. At the same time, 74 cities have completed their own urban forestry plans. In the future, how will we continue to combine ecological forest functions with new landscapes? Finally, integrated water management will be a crucial and emerging market. In China, it is a public knowledge that 82% of rivers and lakes have been polluted, or suffered other environmental issues like soil erosion, water loss, soil pollution, and groundwater pollution. Cities are beginning to understand the importance of planning for wastewater management. For example, we are currently working on water management for Ji’nan, Shandong Province. The project includes ecosystem protection, wetland recovery along the Yellow River, and protection of water sources. About 40 billion RMB has been invested in 6 years. Wenzhou, Beijing, Lanzhou, and other cities are also making tremendous investments in integrated management of water ecology.

Second, this new market will be very arduous. Urban development over the past fifteen years has left behind a large ecological debt, but local governments have not sufficiently funded ecological restoration projects. We cannot allow the environment to keep deteriorating. As a result, I often appeal to governmental officials and financial institutions to set aside special funds and invest them in ecological projects.

Third, this market will be increasingly integrated. For example, during the planning process for water ecology in Ji’nan city, a number of issues were raised including the collection of domestic wastewater, treatment of reclaimed water, management of the flood plain, and returning farmland to forest. Additional issues of landscape recovery and design, development of water conservancy, and civil development raised the need for collaboration between disciplines. Without

collaboration, it will be difficult to connect with market demands.

Debin HUANG: Further reform of the financial system will be emphasized in the future. Currently only large enterprises can get support from financial institutions, but in the future it will become easier for small- and medium-sized enterprises to receive loans and financial support. This provides a good opportunity for industrial development. If young entrepreneurs can get more financial supports then there will be tremendous changes within landscape architecture.

Dehua LIU: On how to establish equal, transparent and open market principles, I have some predictions. First, the government should change its functions from control to service while encouraging and supporting firms with talent recruitment and institutional and scientific innovations. Secondly, new reform is likely to break up the monopoly of large enterprises in industrial markets. Third, the establishment and management of industrial association will become international, thus avoiding a disorderly market caused by internal hostile competition and cementing relationships between different industries. Fourth, professional licensing will be reformed to pay more attention to the individual, rather than the institution. In the future, I think personal competence rather than the institute they belong to will be emphasized. A sound mechanism of human resources will lead to fair and just market competition. In addition, improvement can also be expected in national technical codes and standards.

Tong LUO: I think marketization will bring changes to the industry in three aspects. The first is competition and cooperation. Marketization will bring more competition that will keep the superior and eliminate the inferior. At the same time, projects will become increasingly complicated, thus it will become more and more common for vertical inter-disciplinary cooperation and

次育才。第一，教育应该从社会责任的角度来看待行业，学校必须从教育和研究的角度来引领一部分人去开展一些还未在社会普及的研究工作，即使没有市场，学校也必须去做，这是教育应有的公益性和研究前驱性。另外，我们在学校中会强调的在调研、分析的基础上来形成原创方案，而企业为了在有限的设计周期内完成项目，工作方式通常是模式化的。我们希望企业能为学生提供一个相对宽松的创作空间，使他们不要过早进入模式化的套路中。

付德景：德国的景观教育体系大致可分为：学生在前4个学期接受基础性的教育，第五学期进入公司或其他机构进行实践学习，然后再回到学校完成两个学期的学习，在完成学业后会获得学士学位。此后再通过两年左右的学习，方可获得硕士学位。之后还需要到公司进行约两年的实践，才具备获得注册职称的资格。希望这些经验能为中国的教育提供借鉴。

陈伟元：作为企业，我们希望学校能通过一些前瞻性的研究为我们提供支撑。而企业作为一个平台，将各种新技术整合到一起。我们对于人才的期许是，首先，学生应该具备独立的价值判断，不被一些社会上的错误观点所引导。其次，景观作为一个文理兼备的学科，我们的设计师应该具备科学精神。很多设计人员都具有艺术家的激情，却缺乏科学家的严谨。第三，我们的学生应该具有创新精神，创新是一个设计企业生命力的体现。第四，我们希望学生具有实干精神。一些学生在没有毕业的时候就会说：我将来要做设计，不要做施工。因为设计很有趣，而施工很辛苦。但是在工作中所遇到的实际问题只有通过在地中的学习才能解决。第五，设计人员应该建立起“性价比”的观念。例如，立体绿化可能在视觉效果上具有很强的冲击力，给人以“生态”的感受，但实际上它的造价高昂，还需要后续长期的养护投入。最后，设计师应具备团队合作的精神，无论设计还是施工，都不是个人主义的成果。老师应该注重在学校教育中培养同学之间的交流、互动与合作。**LAF**

for companies of the same type to conduct horizontal cooperation. The second change is an increase in restraint and revolution. Designers need to innovate within the limits of the codes of planning and design. Revolution means that the removed ban of qualification limits on foreign companies will allow them to be able to effectively participate in the market competition. The third and final change will be simplicity and complication. A variety of complicated urban problems exist in China, but often the only way to solve these problems is an over-simplification and even rude response. Thus more complicated and integrated strategies will be needed to solve urban problems. For example, street vendors are often harassed, but in reality we need street vendors in specific areas. Thus commercial space can be designed, and transportation reorganized, to convert these problems into opportunities.

Yun DU: After listening to the discussion on marketization, I have my own thoughts in three points. First, do not over-estimate the progress of market development in China. Second, the power of the market means the government will do things according to the rules of market, instead of operating as a non-functional government. The idea that the market will prosper with little governmental participation is erroneous. Third, do not talk about the market in colleges. What should be talked about are ideals, philosophy, and aesthetics. At the university level, we should not ignore ideals to only focus on practical issues.

How should the design industry respond the demand of marketization?

Ke DING: On the road towards marketization we will encounter a lot of contradictions and obstacles. For example, should we direct or follow the market? Should designs be done mainly according to the ideas of owners, mainstream aesthetics, or the professional knowledge of designers? How can short-term market

orientation and long-term industrial development be balanced?

Debin HUANG: We currently have separate disciplines of architecture, landscape architecture, ecology, and engineering, but the market will require them to be integrated. For example, smart landscape design requires a combination of landscape and information systems. Educational requirements have been raised and greater interdisciplinary supports are needed.

Mei SHENG: One of the important indicators of ecosystem health is biodiversity. For the design industry, diversity is also needed. So for development, is it necessary for design enterprises to be expanded or even publicly listed? New economic policies are sure to bring increased finances to the industry, but how are small business get a piece of these opportunities? How can a balance be achieved between market competition, which is characterized by the jungle law and healthy development of the industry?

I work for ATA Planning & Design. Most of my company’s projects are from developers. It is safe to say our company depends completely on the market. While trying our best to satisfy aesthetic and functional requirements, we often realize there are other more profound requirements to take into account. For example, in a recent residential project, we tried to incorporate storm water management into the whole community. However, we also needed to consider ecological factors and future sales of the houses, including how we could guarantee water quality and effectively communicate our needs to construction companies. During this process we found that there are very few storm-water engineering experts in China. Even when there are market needs, where are our talented professionals? Such technologies might look cutting-edge, but in the future they might become the basic knowledge every designer needs to know. Can we adapt to these challenges and seize new opportunities?

Binyu SHI: As urbanization continues, industry development will grow and the opportunities and challenges we are face will emerge one after another. For example, the trend of blindly transplanting large trees during in the process of industrial development is worth introspection. As a result, we hope we can form a forward-looking vision for the future. At Pubang Landscape Architecture, for example, a team consisting of 15% of the company’s employees manages research and development of practical issues. We have planted 100-hectare nursery garden in Guangdong Province in preparation for future development.

How can education respond to market demands and nurture qualified talent for the industry? How can firms and colleges cooperate?

Qindong LIANG: With marketization, economic demands will become increasingly diverse. As a result, there will be an increased need for specialized and specific design talents. We hope the talents cultivated by education are also diverse. In addition to the major courses, I hope students can gain more extensive knowledge about other disciplines, such as ecology, enterprise management and finance.

Ke DING: China has a rich bank of plant resources but the available plant species are usually very limited, and planting design, which originally had a high requirement for professional knowledge and experience, has become a low-end practice. We hope an interactive and complementary relationship can be established between research institutes and enterprises so as to develop and improve plant resources.

Shengquan CHE: After three years of college, students are put in hands-on training with real offices for the last year of educational training. It used to be that if you could draw, you could get a job, and therefore colleges over-emphasized hand drawing in

design school. However, high drawing ability does not necessarily mean high design ability. We hope colleges can cultivate talented persons who are able to lead social development. Education cannot be guided by the market.

Yuan DING: First of all, educators should teach attitude and then knowledge. Second, educators should look at the discipline through the perspective of social responsibility. Colleges should, from the perspectives of education and research, guide a part of their staff to study the areas not yet popular in society. Education should be non-benefit and forward-looking in research. In addition, in universities we emphasize original plans based on investigation and analysis, but in offices, jobs are formalized because the projects need to be finished in a limited time. We hope offices can offer a relatively flexible working space for students so that they will not be locked into office culture as soon as they graduate.

Florian ZIMMERMAN: Landscape education in Germany includes four semesters of fundamental training, with hands-on internships at firms during the fifth semester. Finally, students return for two more semesters to finish bachelor's courses. They might obtain a master's degree after another two years. After this time, they enter the work force for another two years of practice to be qualified for licensure. I am hopeful that such experience can serve as reference for the education in China.

Weiyuan CHEN: Professional firms hope that colleges will provide research support in order to integrate more technology into professional practice. Top students need to have independent value judgment and should not be misled by the erroneous ideas. Second, landscape architecture is a combination of art and science, so our designers should also have a scientific spirit. Many designers possess the passion of an artist, but lack the carefulness of a scientist. Third, students need to be

creative because innovation reflects the vitality of a design enterprise. Fourth, we hope students can do solid, practical work. Some students say, I want to do design work, not construction, because design is more interesting. However, practical problems arise when our work can only be solved through learning on construction sites. Fifth, designers need to establish a concept of cost effectiveness. For example, a vertical landscape might have a strong visual impact and give people a sense of ecology, but the cost is actually very high and long-term input is needed for follow-up maintenance. Last, designers should have a team spirit, because neither design nor construction is the output of an individual. Teachers need to emphasize exchange, interaction, and cooperation among students in universities. **LAF**

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