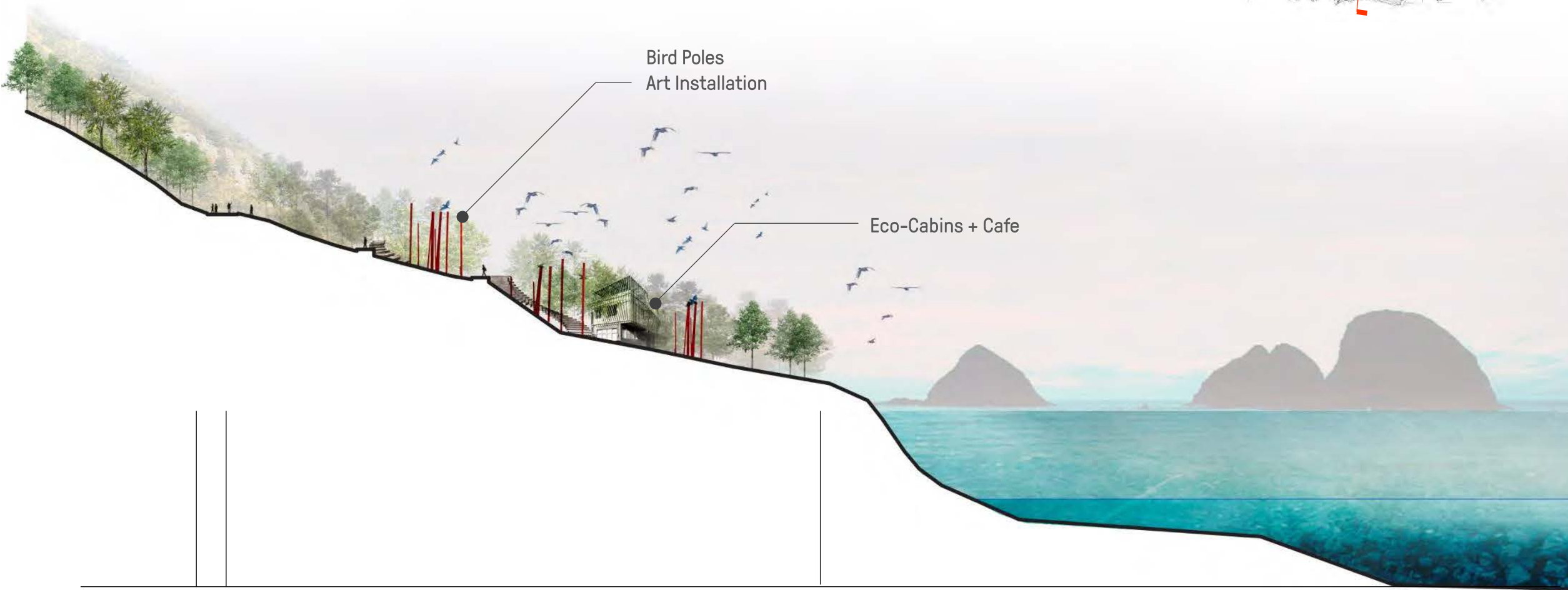


WEST BINHAI

BIRDS' NEST SANCTUARY



Bird Poles
Art Installation

Eco-Cabins + Cafe

ADJACENT
HILL

BINHAI
PEDESTRIAN
PROMENADE

BIRD'S NEST SANCTUARY +
VIEWING LOOKOUT

HILLS COASTLINE

CENTRAL BINHAI

AVIARY + LAOHUTAN PROMENADE



Re-appropriated Design
for an Aviary (Museum)



Secondary
Circulation
Path

AVIARY HILL

ADJACENT HILLSIDE TO BINHAI RD

BINHAI
VEHICULAR
RD

LAOHUTAN
PROMENADE

FISHERMAN'S
WHARF

CHARACTER ZONES + IMPORTANT NODES



8. LIGHT-TOWER VIEWING POINT



10. BOTANICAL GARDENS



9. AVIARY HILL



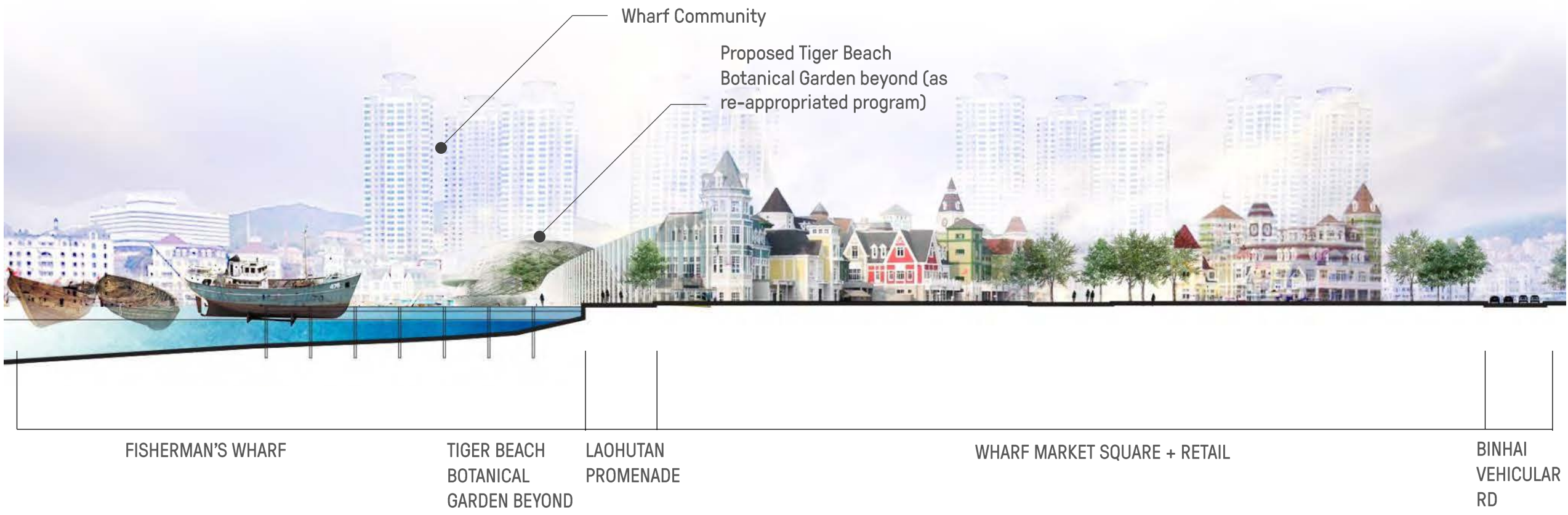
11. FISHERMAN'S WHARF / 12. AMBER BAY



MARKET
SQUARE
+ LAOHUTAN
PROMENADE

CENTRAL BINHAI

FISHERMAN'S WHARF + TIGER BEACH BOTANICAL GARDEN



FISHERMAN'S WHARF

TIGER BEACH
BOTANICAL
GARDEN BEYOND

LAOHUTAN
PROMENADE

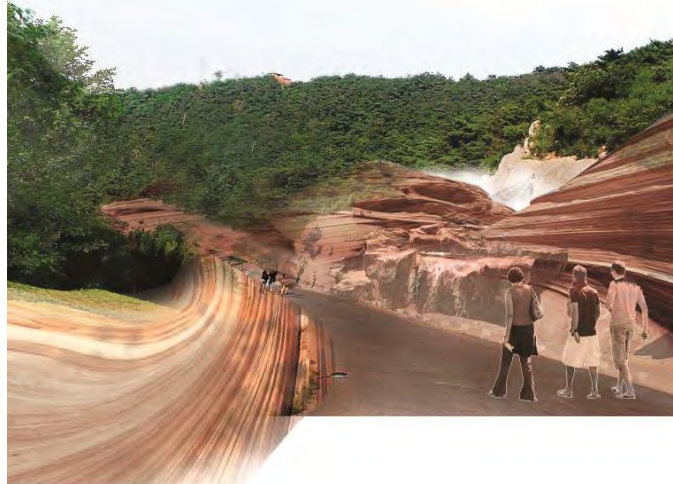
WHARF MARKET SQUARE + RETAIL

BINHAI
VEHICULAR
RD

CHARACTER ZONES + IMPORTANT NODES



13. STONE TROUGHS “CLIFFHANGER” + YIHAI CAVES



16. 18 TWISTED MOUNTAIN TRAIL (ROCK FORMATIONS)



14. ISLAND HOPPING TO BANGCHUI ISLAND



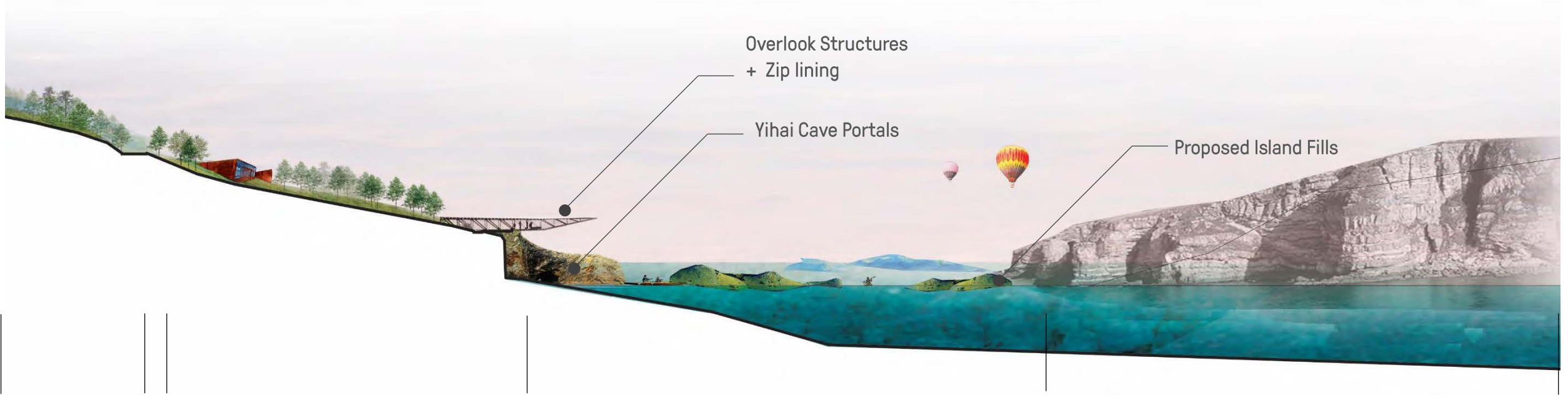
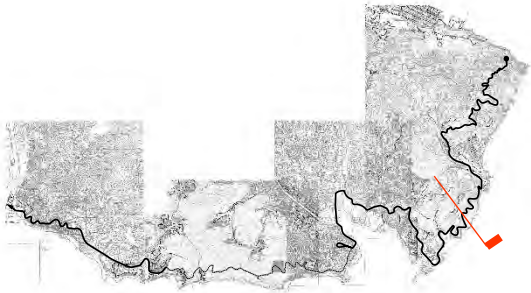
15. MAGIC SLOPE CANYON TRAIL



COASTAL
TERRAIN

EAST BINHAI

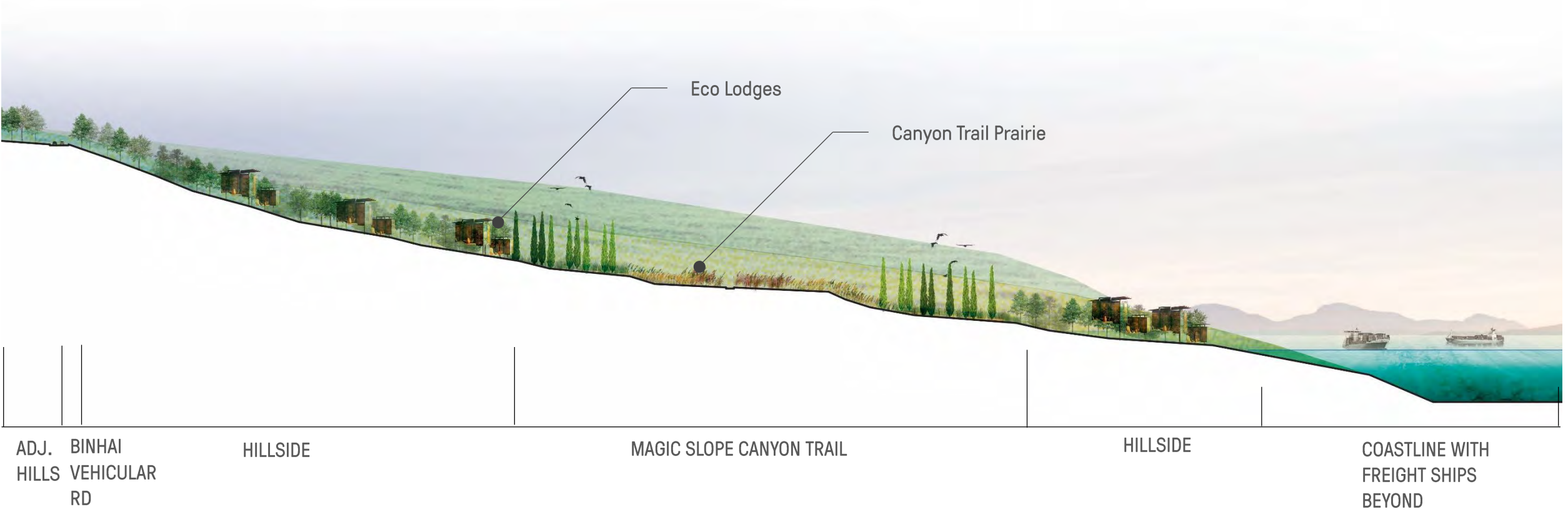
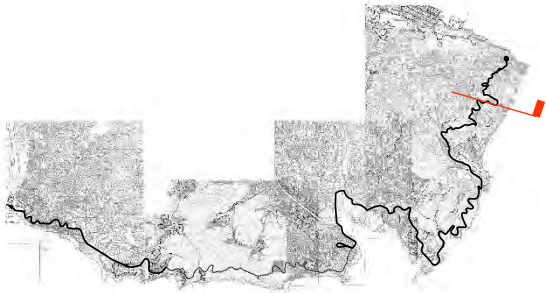
'CLIFF-HANGER' + ISLAND HOPPING



ADJACENT HILLSIDE	BINHAI VEHICULAR RD	'CLIFF HANGER' SLOPE	ISLAND HOPPING ALONG BANGCHUI ISLAND	BANGHUI ISLAND BEYOND
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EAST BINHAI

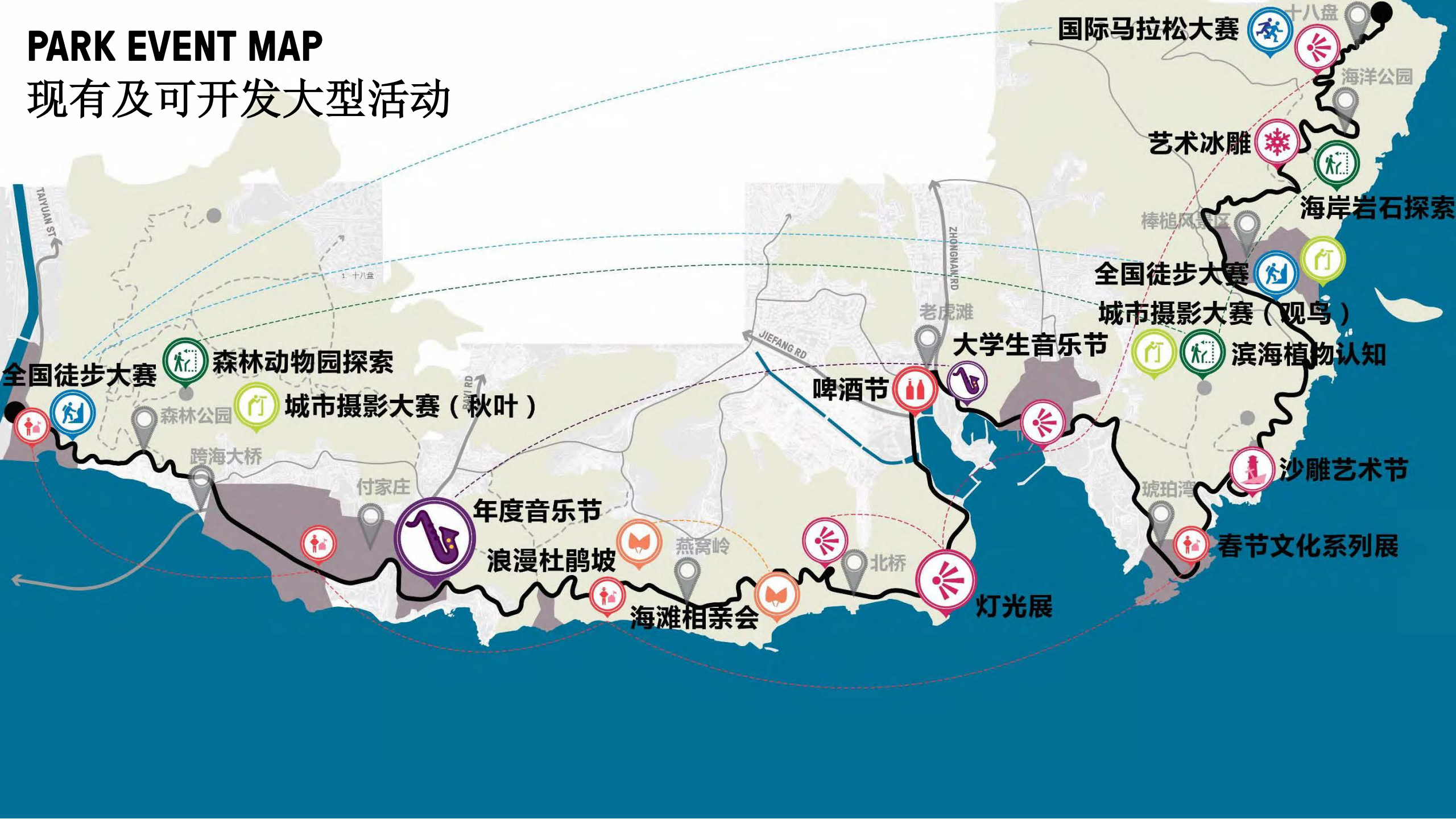
'CLIFF-HANGER' + ISLAND HOPPING



Park Programming and Event

PARK EVENT MAP

现有及可开发大型活动



大连艺术节形式多样,季节性丰富,素来在国际上享有名声。滨海带能够利用艺术节现有的积淀,在形式和季节性上做文章。如冬季可以推出冰雕艺术节,在夏季主打沙雕艺术节展会,节假日利用灯光塔等现有景观节点,推出灯光节。预计单项容纳观众: 50-500

各种艺术也可以以综合的形式展出,如灯光与冰雕的结合,或沙雕与自然地质潮汐的组合等,通过大型观潮会聚集游人。预计容纳观众: 300

大连素来以体育著称：足球、长跑等均是全国闻名的强省强市。这与大连居民热爱运动的天性不可分离。滨海路可以利用场地上高高低低的地貌，结合更新的步道、自行车道系统，开展相关体育活动。普通的日常活动可以为每天的健步长跑。预计容纳使用者：**100 - 200**

同时利用现有国际马拉松赛和全国徒步大赛的契机，将赛事引入滨海路段，以海韵广场为起点，最后聚集至星海广场，依托赛事品牌带动滨海路的建设。预计容纳参赛者1,000

滨海路步道和沿路的节点提供了多样化的休闲活动场所，季节性的迁徙鸟和秋叶将作为摄影竞赛的主要活动主题。面向的群体涵盖全年龄，包括中老年人，并在海滨未来建设的中心建筑进行展览。预计容纳活动人数：50 - 200

通过夏季年度音乐节活动，聚集前来滨海路的游人，首先从区域内提升知名度。未来邀请国内或国际知名音乐人，或与媒体合作户外演出的形式，将滨海景观带的品牌扩大至全国范围。预计容纳观众：3,000

另一种形式的音乐节，主打大学新生，在军训结束的时候以海滩户外音乐会的方式，提供面向年轻人的聚会场所。节日形式通常为一年一度，预计容纳观众：1,500

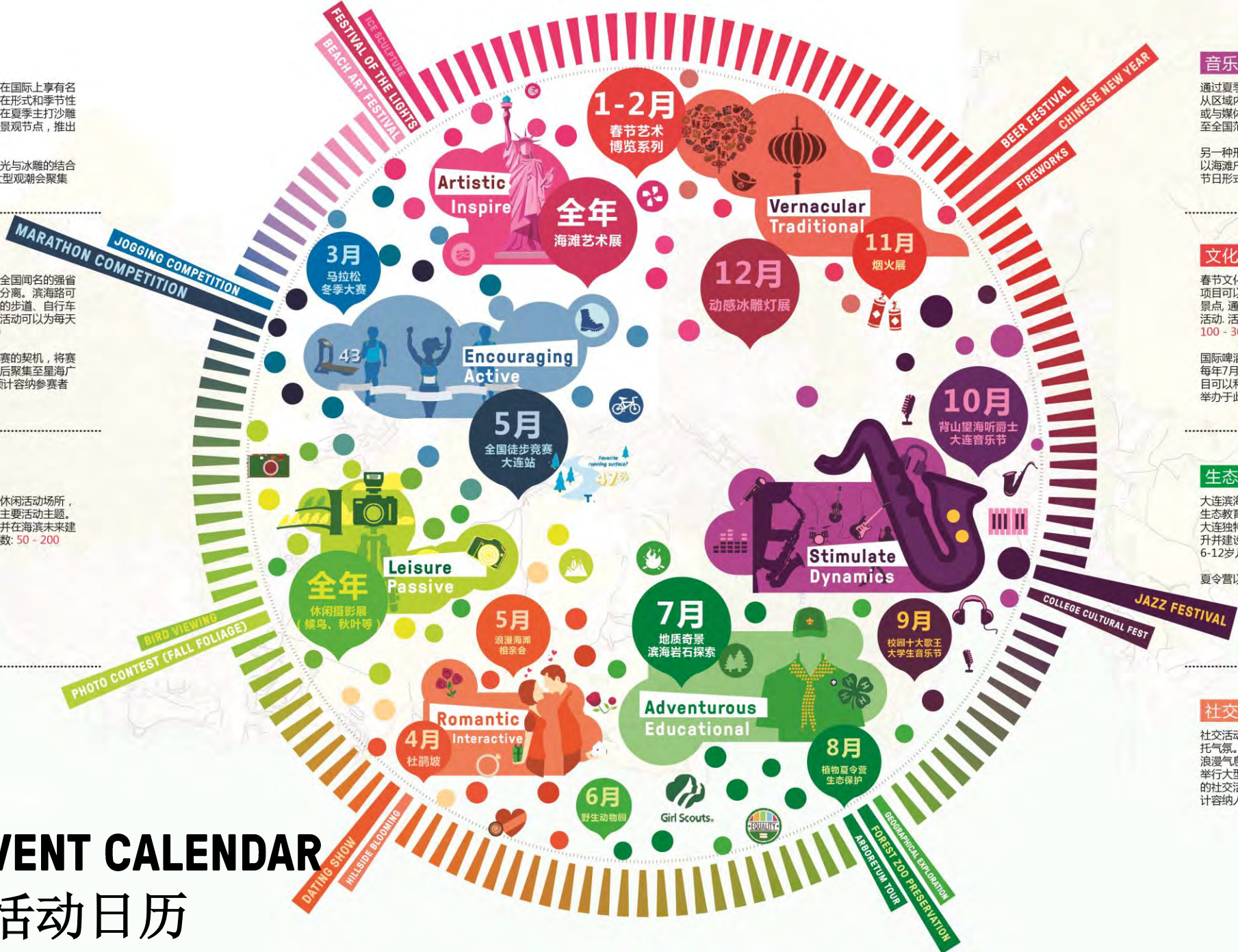
春节文化系列展包含传统文化和新生活的综合娱乐形式。项目可以利用滨海路优美的景观和海岸线,设置数个观景台,通过小型观景空间,打造烟火、文化服饰等一系列的活动。活动周期为5天至一周,每个观景台预计容纳观众: 100 - 300

国际啤酒节是大连著名的节日,至2015年已举办了17届。每年7月,世界各地的啤酒爱好者汇聚大连,共享盛宴。项目可以利用老虎滩区域的文化,将部分户外啤酒节的活动举办于此。节日形式为一年一度,预计容纳观众:5,000

大连滨海优良的自然地貌,能够加以利用,并开发出具有生态教育意义的场所。具体而言,沿海风蚀的海石奇观、大连独特的景观植被、现有的森林野生动物园,均可以提升并建设夏令营活动。其中海石自然地质和动物园将面向6-12岁儿童,森林探险和树木认知面向12-18岁少年。

夏令营以一周至三周为宜，预计容纳营员：**50-100**

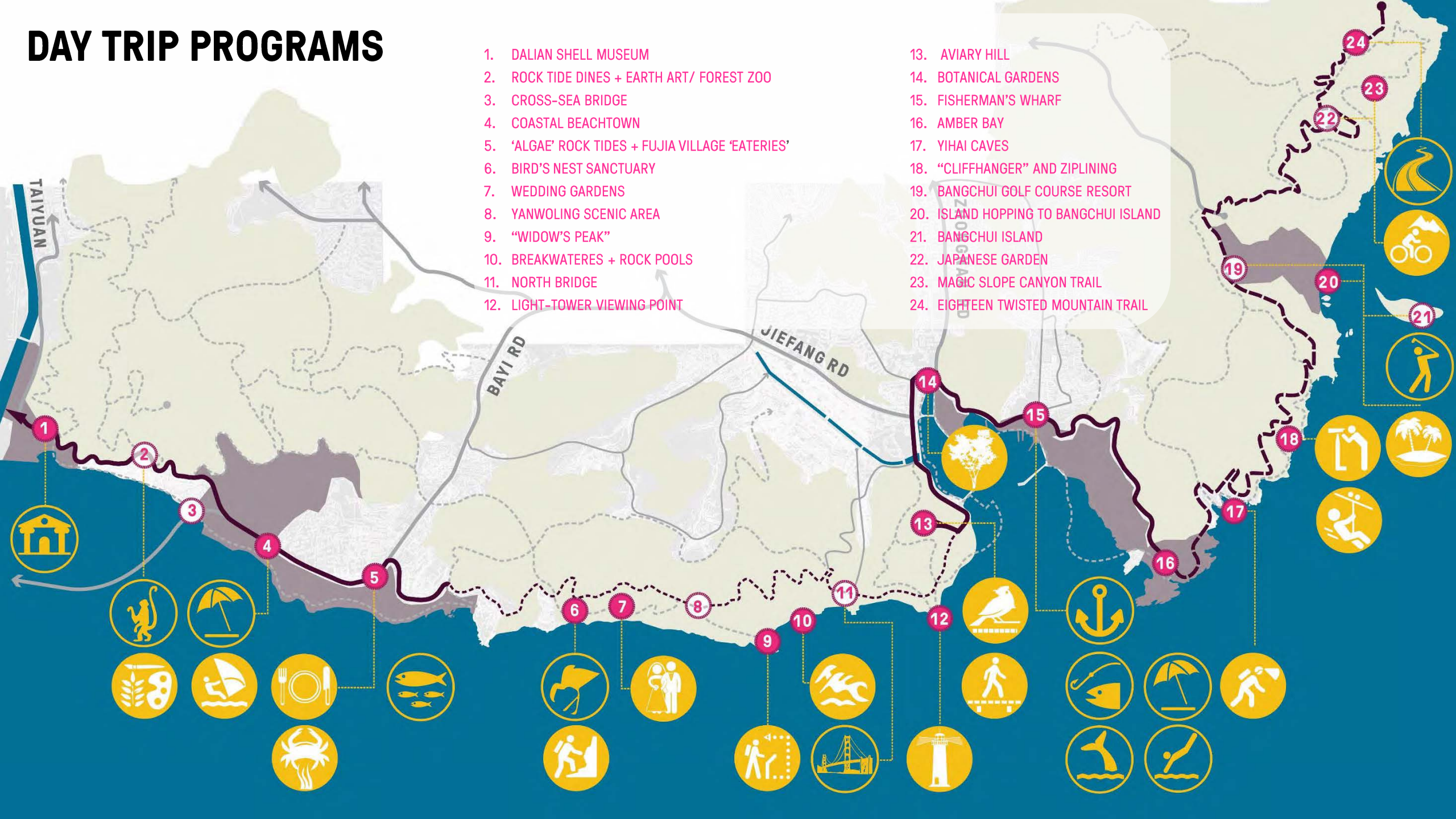
社交活动依托滨海特殊的植被和季节形成的优美景观来烘托气氛。浪漫杜鹃坡和樱花的设计在春天能够提供浓郁的浪漫气息,加上大连已经拥有的交友聚会活动,在海滩上举行大型相亲会。以春为引线、以海为约定,相亲会一类的社交活动将会为滨海带创造富有生活气息的社交场景。预计容纳人数: 300-700



ANNUAL EVENT CALENDAR

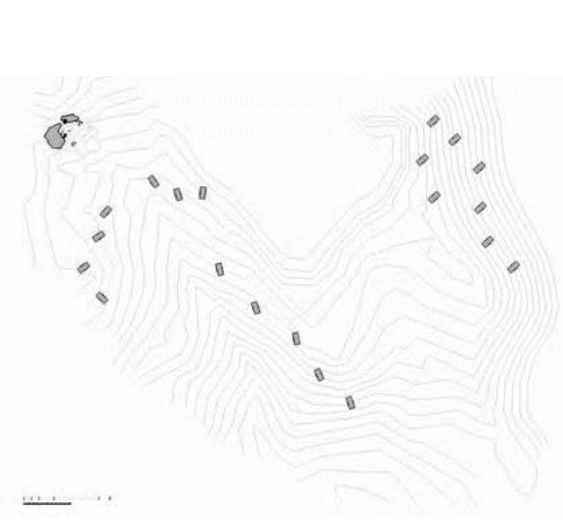
年度节庆活动日历

DAY TRIP PROGRAMS



Site Architectural Elements

POTENTIAL ECO LODGE LOCATION AND PRECEDENCE IMAGES



SITE FURNITURE



PARK SIGNAGE

公园入口引导

科普教育



景区名称标识

MARKER // INTEGRATED EMERGENCY/INFORMATION STAND



急救品站和公园电话亭：结合服务站设置



MARKER // QR CODE NAVIGATION WITH APPS



Landscape Elements

OVERLOOKS

Overlooks or areas of spatial inertia can provide zones of spectatorship towards important scenes and moments along Binhai Rd.



OVERLOOKS



STAIRS

Ideas of steps and ramps create ways of access to critical nodes and emphasize experiential paths along the terrain and coast.



STAIRS



BOARDWALK

How visitors move along the Binhai Rd, which is considered the main route for Dalian International Walking Festival will be crucial to the planning for greenways and paths.



EARTH ART

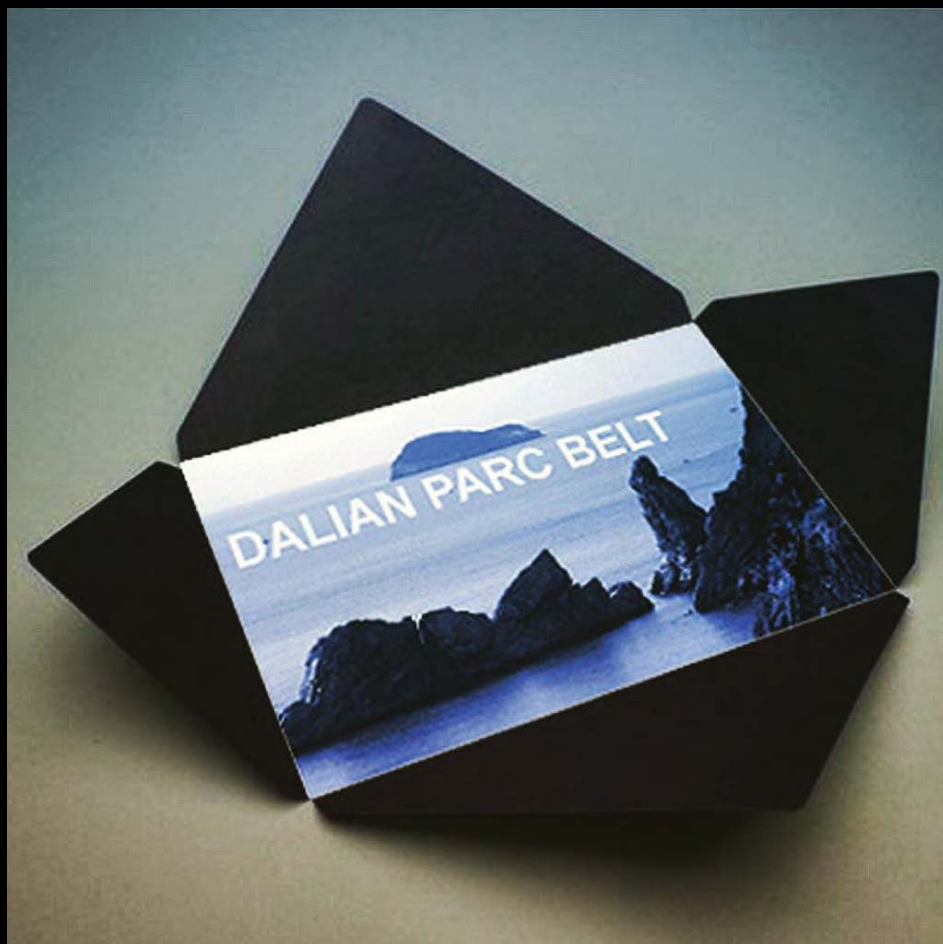
Developing concepts for earth art will exemplify opportunities for creating important markers, roadway elements, and seasonal programs rooted in local materiality + culture.



EARTH ART



Branding Strategies



Parc Belt Tourism Book

THE BEST OF DALIAN COASTAL PARC BELT.....



Parc Belt Postcard



Parc Belt Event Brochure

Branding Strategy Reference

Case 1: Safari 7, NYC

Exploring an Urban Ecology

SCAPE studio designed a self-guided tour of urban animal life along New York City's No. 7 subway line. The 7 line represents a physical transect that runs from Manhattan's dense core, under the East River and through neighborhoods and park lands before terminating in Flushing, Queens, the nation's most ethnically diverse county.



Safari 7 is a self-guided tour of urban animal life along the 7 line

The 7 line is a physical, urban transect through New York City's most diverse range of ecosystems. Affectionately called the International Express, the 7 line runs from Manhattan's dense core, under the East River, and through a dispersed mixture of residences and parklands before terminating in downtown Flushing. Safari 7 circulates an ongoing series of podcasts and maps that explore the complexity, biodiversity, conflicts, and potentials of New York City's ecosystems. Tours are available online and can be experienced independently, or in group expeditions and workshops organized by the Safari 7 team.

Celebrate Earth Day with Safari 7 and MTA Arts for Transit. Visit Safari 7 Base Camp at Grand Central Terminal during Earthweek (April 19-24, 2010) or visit safari7.org to learn more.

Safari 7 is a collaboration between designers, educators, and students from GSAPP/Urban Landscape Lab at Columbia University and MTHW. Contact us at info@safari7.org. Safari 7 Timed Tour podcasts are created by students in a seminar on urban ecology at the Barnard and Columbia Colleges Architecture Program.

MTA Metropolitan Transportation Authority
Arts for Transit

SAFARI 7

a self-guided tour of urban wildlife along the 7 line

HOW TO USE SAFARI 7

Download the Safari 7 self-guided tours from Safari7.org

Listen to podcasts on your mp3 player during your 7 line train ride.

Check-out the urban wildlife along the 7 line.

SELF-GUIDED TOUR PODCASTS:

Times Sq-42 St
Immunity Boosters
A quick look at the 7 line ecology and the role of NYC's smallest communities.

Grand Central-42 St
U Thant Island
Off the grid and located in plain sight, U Thant Island is made from the 4 towers that the 7 line's 5th Avenue Tunnel and is home to NYC's most diverse ecosystems.

Vernon Blvd-Jackson Av
Oysters
Dark as the day is long, they were NYC's last food, home of the largest oyster population in the East Coast.

Hunters Pt Av
Fish Pharm
The fish farm is a high level of urban agriculture, but it's not just a farm, it's a pharmacy.

Queensboro Plaza
Squirrels
The squirrel is the most common mammal in Queens. In Queens Park, the squirrels are the most common sight.

40 St-Lowery St
Dogs
From 40th Ave to 10th Ave, the dogs are the most common sight. It's not just a dog, it's a dog's life.

Ecology of Death
A look at the 7 line's ecology and the role of NYC's smallest communities.

82 St-Jackson Hts
Coop Courtyards
Along the 7 line, there are hidden courtyards of birds and well-tended garden spaces.

90 St-Elmhurst Av
Reef Condos
Reef condos are the only New York City's only reef condos. They are built from the 7 line's 90th Street Tunnel and are home to NYC's most diverse ecosystems.

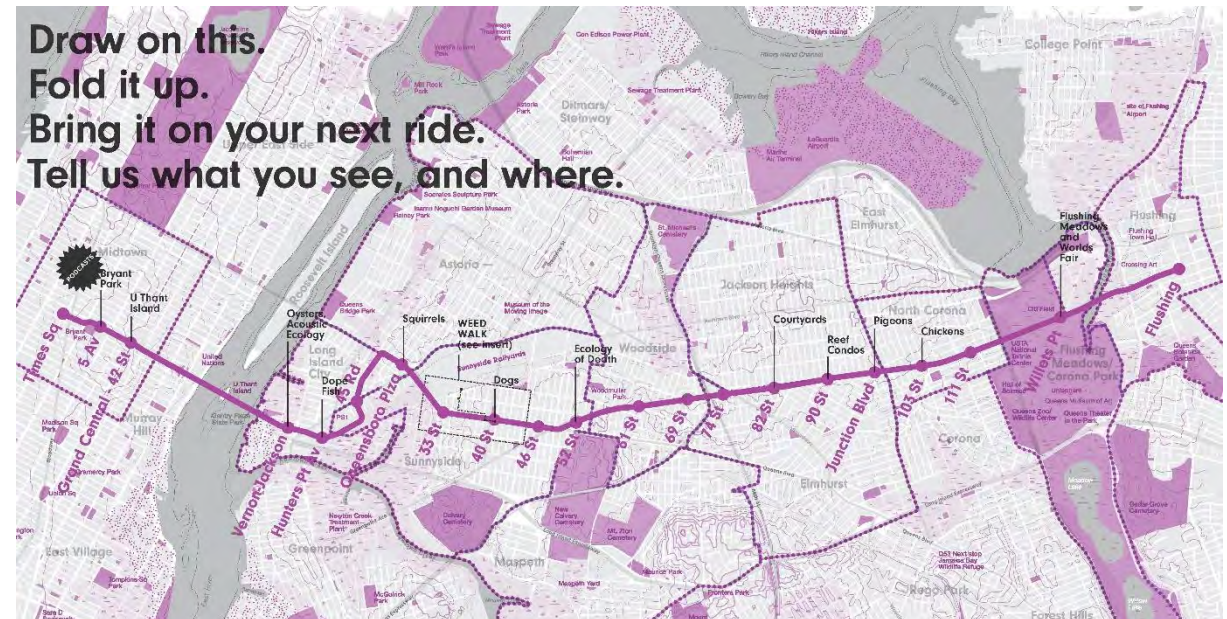
Junction Blvd
Pigeons
New York City's most common bird is the pigeon. It's not just a pigeon, it's a pigeon's life.

103 St-Corona Pl
Chickens
The chicken is the most common mammal in Queens. In Corona Park, the chickens are the most common sight.

Flushing Meadows
Flushing Meadows
The Flushing Meadows is the most common sight in Flushing Meadows. It's not just a Flushing Meadows, it's a Flushing Meadows's life.

Information about podcasts, podcasts, and authors is available online at Safari7.org

VISIT THE SAFARI 7 BASE CAMP AT GRAND CENTRAL TERMINAL EARTHWEEK APRIL 19-24 2010 • SAFARI7.ORG



Branding Strategy Reference

Case 2: 'Around the World in 80 Days'

Circumnavigating the Globe through Branded Postcards

Budapest illustrator Lehel Kovacs uses Google Streetview to create a collection of postcards retracing the places documented in "Around the World in 80 Days."



Branding Strategy Reference

Case 3: Torikorttelit

Creating Identity through Signage

The old city center of Helsinki, Finland was visually designed by Kokoro+Moi to communicate a new vivid city. The classic striped and the Helsinki color palette creates a bold feel of spatial design. It speaks to the diversity of the city, the layers of architecture and the progressive thinking of the future.



Branding Strategy Reference

Case 4: Proposal for an Urban Itinerary

品牌战略

案例 4: 城市旅行指南案例

城市展亭，探访城市13个重要足迹

每一个由建筑师Comac设计的单元展亭都给于了马赛一个独特的视角，同时也为游客提供了一个新的探索法国马赛的浏览方式。



01-LE PANIER



05-LES PROPHETES



08-ROND POINT DU PRADO



10-LE COURS JULIEN



02-VIEUX PORT



06-BORELY



11-LONGCHAMP



03-LE PHARO



09-CASTELANNE



12-BELSUNCE



04-ENDOUME



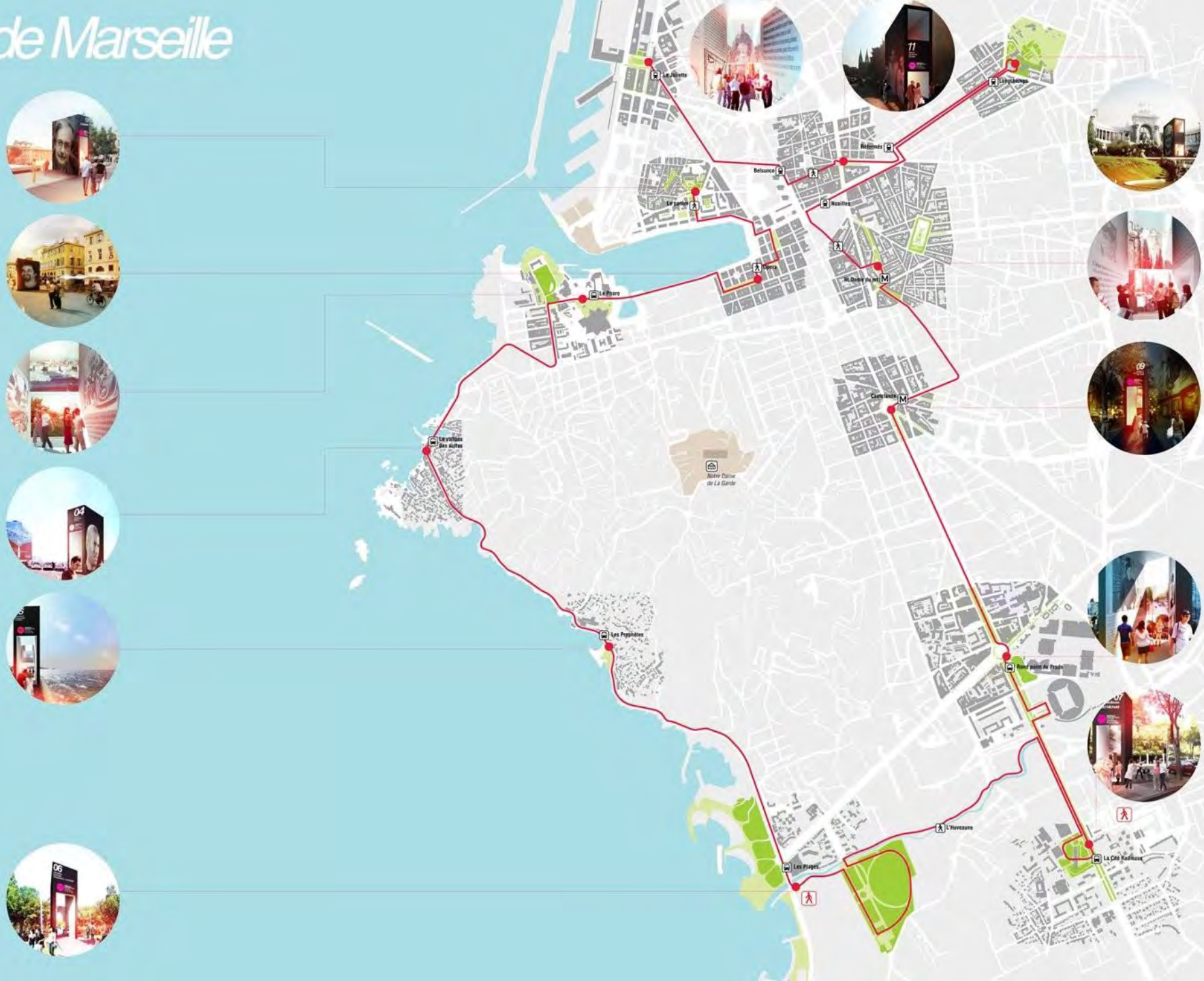
07-LA CITE RADIEUSE



13-LA JOLLETTE



Ville de Marseille



swa