



满京华



International  
Art Design Center  
国际艺展中心



深圳创意设计新锐奖  
SHENZHEN DESIGN AWARD  
FOR YOUNG TALENTS

IADC

国际艺展中心  
公共艺术计划  
国 | 际 | 竞 | 赛

PUBLIC ART  
PROJECT  
INTERNATIONAL  
COMPETITION

2018  
2.7-4.9

竞赛名称

国际艺展中心公共艺术方案国际竞赛

大赛主题

公共艺术与商业空间的互动

组织机构

主办单位 / 深圳设计周 满京华国际艺展中心

评审委员会

第一阶段 / 作品征集  
2018.2.7-2018.4.9

第二阶段 / 作品评选  
2018.4.10-2018.4.20

第三阶段 / 获奖发布  
2018.4.27

# 项 目 背 景 介 绍

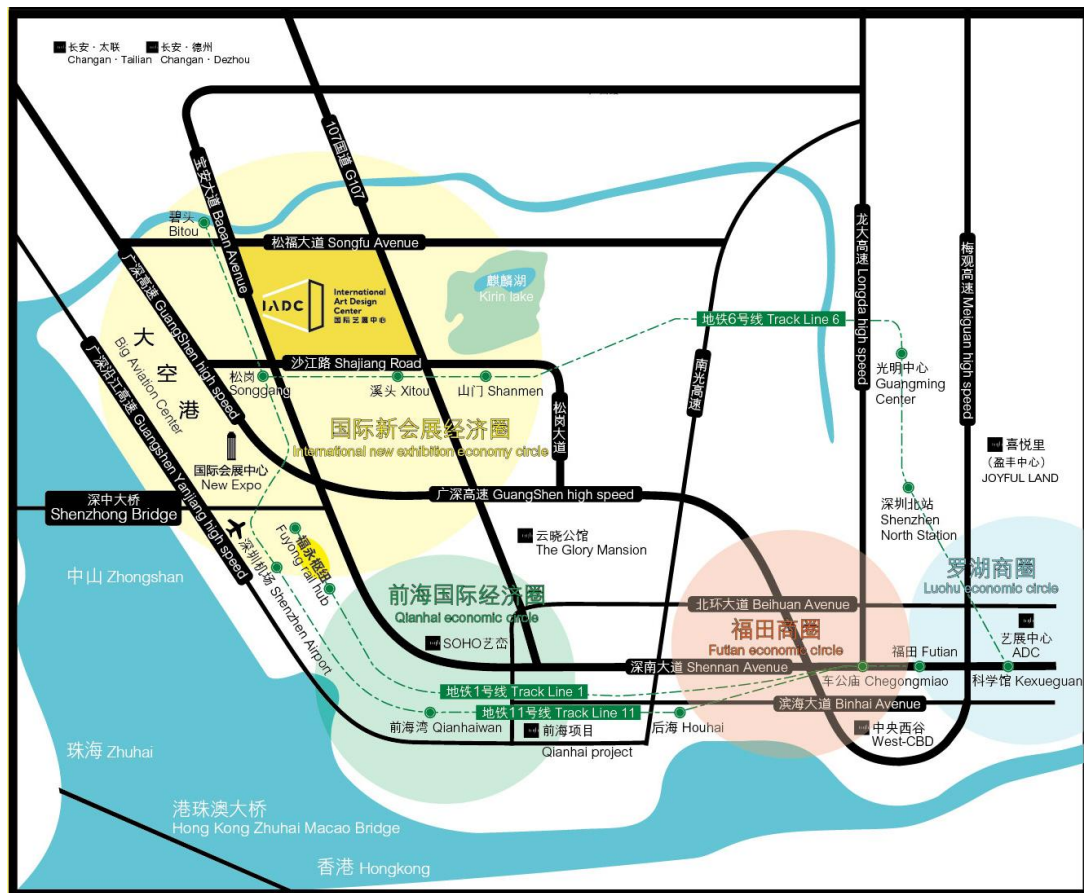
Project Background

**iADC国际艺展中心位于深圳宝安大空港北区，地处珠三角经济走廊核心位置。项目总建筑面积约150万平米，是集全球家居展贸中心、艺术小镇、设计博物馆、星级酒店、孵化办公及商业配套于一体的环球创意综合体，未来将成为中国乃至亚洲的文化创意产业地标。项目距离深圳新国际会展中心10分钟车程，距离宝安国际机场25分钟车程。项目将于2018年底全面开业。**

**iADC International Art Exhibition Center is located in the north area of Dakong port, Baoan district, Shenzhen, at the core of economic corridor of Pearl River Delta. The total area of the project is about 1.5million square meters. It is an integration of global creativity, integrating the global home furnishing exhibition and trade center, Art Town, design museum, starred hotel, hatching office and commercial facilities, which will become the landmark of cultural and creative industry in China and even Asia. The project is 10-minutes far from the Shenzhen New International Convention and Exhibition Center by car, 25-minutes far from the Bao'an International Airport by car. It is expected to open fully at the end of 2018.**

**项目由许李严建筑事务所的严讯奇先生亲自操刀，连同伍兹贝格、琚宾、ADI等明星设计事务所联袂设计，创造了一个极具美学质量的硬件空间环境。正基于此，需要更多的高水准公共艺术介入整体空间之中，与公众产生对话，共同营造适合工作与生活的美学场景。**

**The project is designed by Mr. Yan Xunqi himself of Rocco Design Architects Limited, jointly together with Woods Bagot, Ju Bin, ADI and other star design firms, who created the hardware spatial environment with great aesthetic quality. At that point, more public arts in high standards are needed in the whole space, to generate a dialogue with the public, to jointly create an aesthetic environment suitable for work and life.**



- 至国际会展中心约10公里车程  
10 kilometers drive to the International Convention and Exhibition Centre
- 至高铁枢纽（规划中）约15公里车程  
15 kilometers drive to the high-speed railway hub (Under planning)
- 至T3航站楼约25公里车程  
25 kilometers drive to T3 terminal
- 至前海自贸区约30公里车程  
30 kilometers drive to Qianhai Free Trade Area
- 107国道市政化改造成为“第二深南大道”，辐射总面积达53平方公里“黄金商务带”  
107 National Road will become "the second Shennan Avenue", radiating total area of 53 square kilometers "Golden Business Area"
- 大空港枢纽对内链接珠三角，辐射世界的高效交通网络  
Large airport hub links the Pearl River Delta, radiating efficient transport network throughout the world

分期发展图  
Development Phases Map



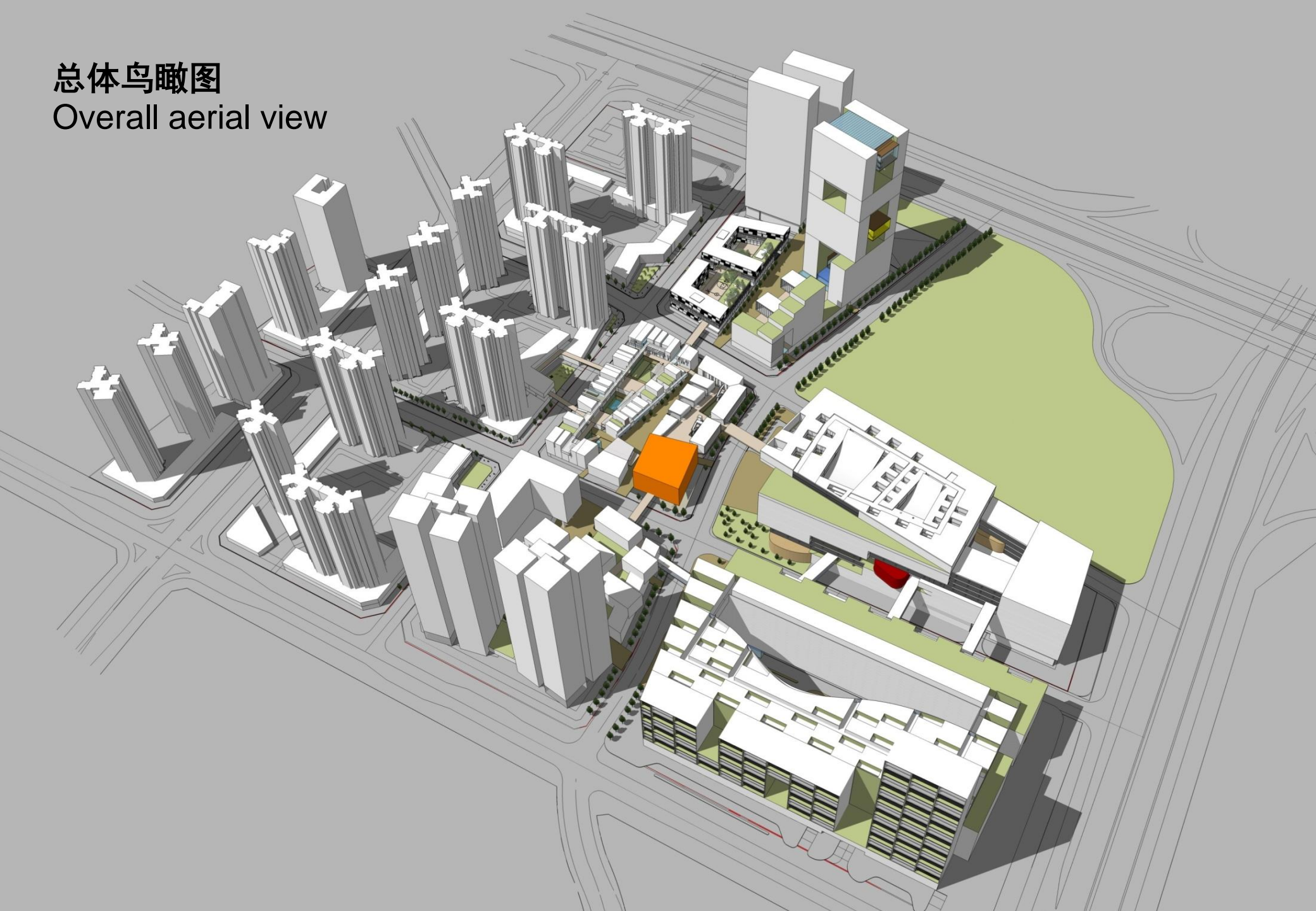




总平面规划图  
Site Planning Map



总体鸟瞰图  
Overall aerial view





Part3 看见  
IADC

See  
IADC

30万平米 云著-艺术都会 Art Residence

设计别院 Design Living

Design Hotel 设计精品酒店

Design Plus / Design Inn 设计+ / 设计小栈

Design SOHO 设计SOHO

Art Town 艺术小镇

Design Museum 设计博物馆

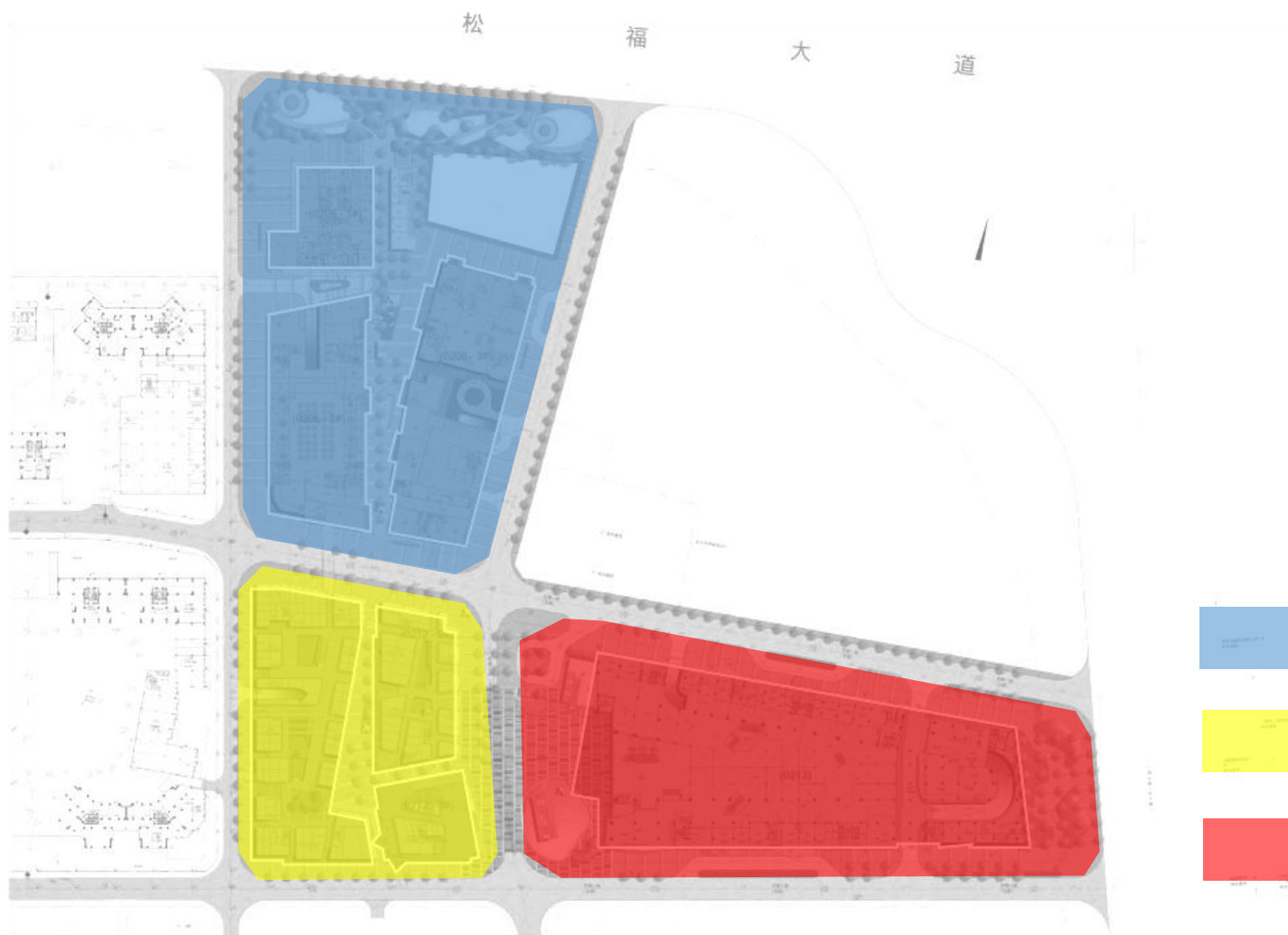
Sky Garden 天际创意园

iADC Mall 国际艺展MALL

Headquarter Office 总部办公

iADC Mall 2 国际艺展MALL (二期)

效果图

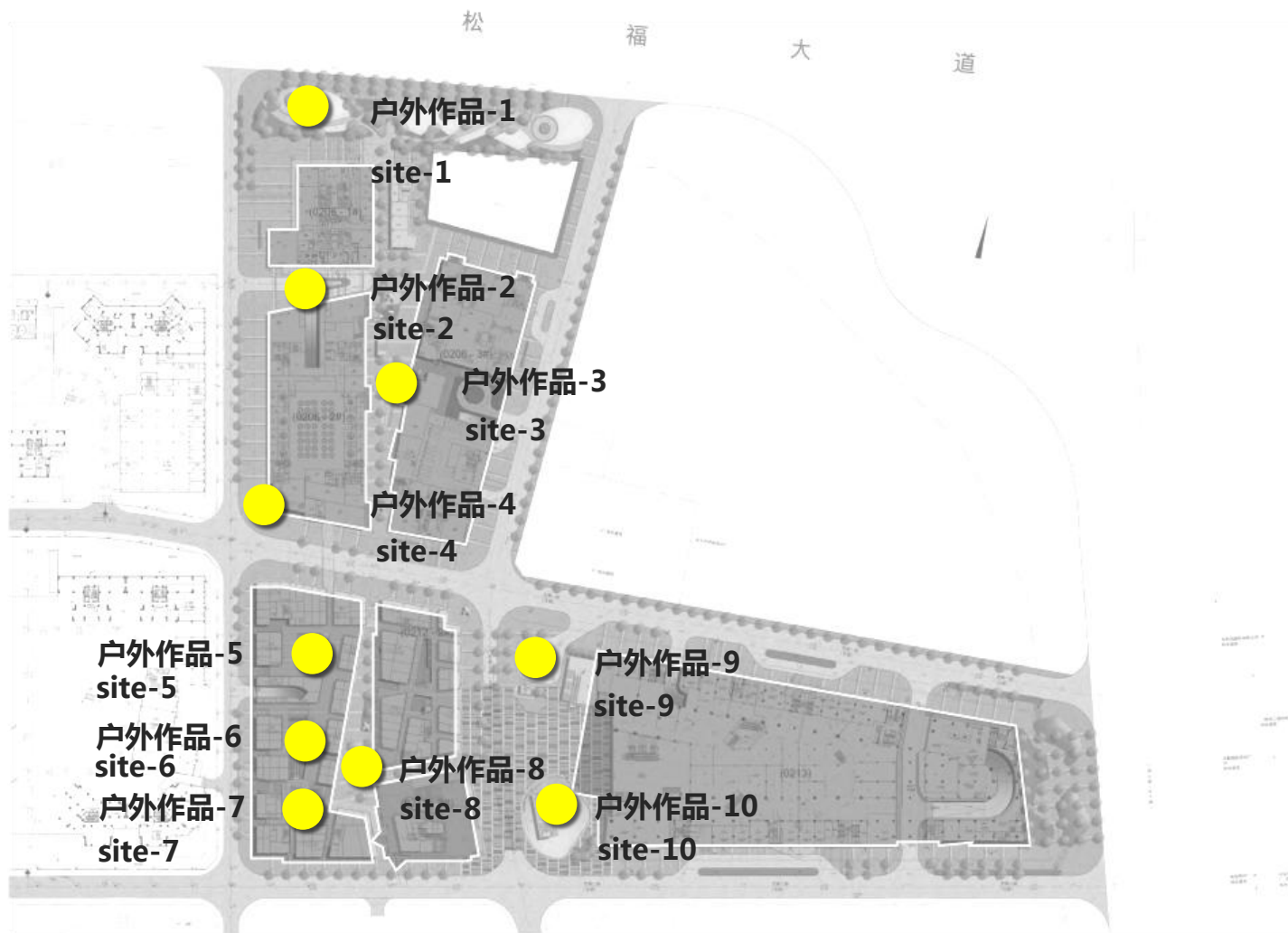


北区 North Area

艺术小镇 Art Town

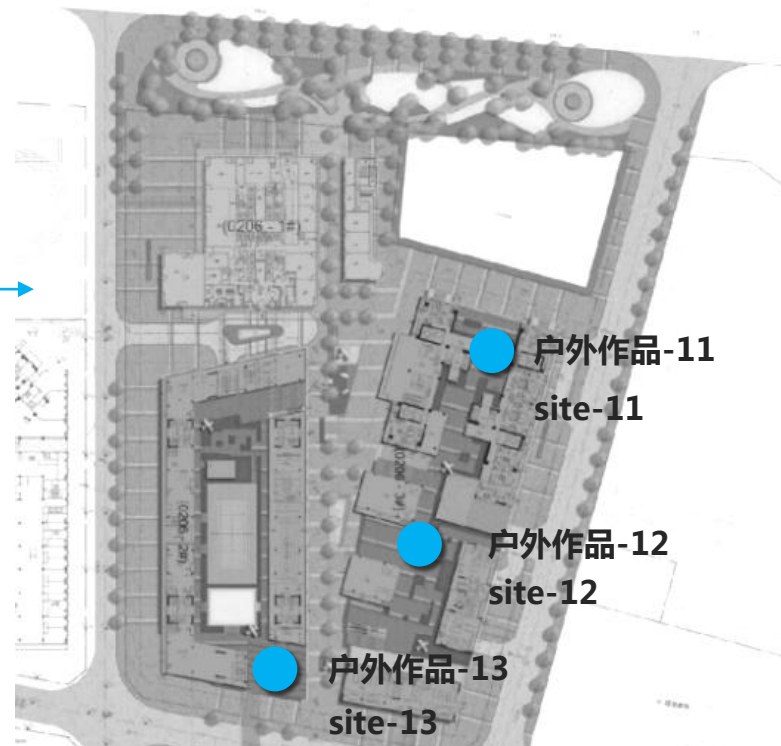
Mall





户外地面层规划  
公共艺术品  
Public Art  
Ground Floor  
Planning

## 北区二层



北区二层规划公共艺术品  
Public Art 2nd Floor  
Planning



# **竞赛征集主题**

## **Theme of the Competition**

**公共艺术与商业空间的互动**  
**Link between Public Art and**  
**Commercial Space**

**竞赛征集内容**  
**Competition Call for Content**

**户外公共艺术 / 城市家具**  
**Outdoor Public Art / Urban Furniture**

# 竞赛征集目的

## Open Competition Goals

此次向全球征集的公共艺术作品也是基于满京华·国际艺展中心的公共空间，希望能够打造具备超高艺术鉴赏价值的户外艺术品，需要更多的高水准公共艺术介入整体空间之中，与公众产生对话，共同营造适合工作与生活的美学场景。

The public art collection solicited from around the world is also based on the public space of the MJH International Art Design Center, hoping to create outdoor artwork with superb art appreciation value. It requires more high-quality public art to involve in the whole space, having a dialogue with the public and jointly creating an aesthetical scene suitable for work and life.

# 竞赛征集要求

## Requirements of Competitions

- 符合商业环境特点及空间尺度，符合大众审美趣味，不涉及政治等话题。

It conforms to the characteristics of the commercial environment and the spatial scale, in line with the aesthetic taste of the public, not involved with any political topics.

- 文化立意高，具有传播性，适度强化交互性。

Cultural conception is deeply meaningful, being transmissible and moderates interactivity.

- 满足户外长期摆放的需求（避免易碎、易爆、易燃、易污染材料），注重安全性。

To meet demand for long-term outdoor placement (avoid fragile, explosive, flammable, easy to pollute materials). Attention to safety.

- 方案具有制作可实施性。

The program is feasible to practice.

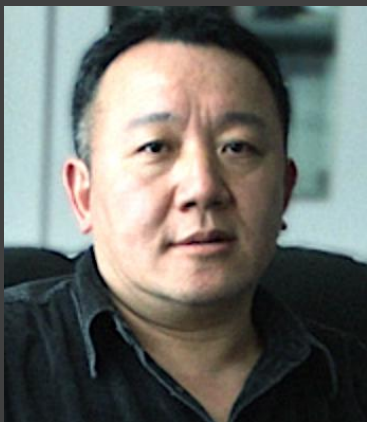
- 参赛作品不得侵犯第三方的专利权、著作权、商标权、名誉权或其他任何合法权益。

The participation works shall not infringe on the patent, copyright, trademark, reputation, or any other legitimate rights and interests of the third parties.



# 评审委员会

## The Evaluation Panel



本次竞赛将邀请中国雕塑学会副会长、中国美院雕塑系博士生导师孙振华博士担任评审委员会主席，并联合艺术界其他4位权威专家组成评审委员会。

Dr. Sun Zhenhua, vice president of China Sculpture Society and doctoral supervisor of Sculpture Department of Chinese Academy of Fine Arts, is invited to serve as the Chair of the Evaluation Panel and jointly form the Evaluation Panel with other 4 authoritative experts from the art industry.

# 竞赛征集时间

## Competition Deadlines

2月7日 Feb 7<sup>th</sup> 征集信息发布 Competition information release

4月9日 April 9<sup>th</sup> 征集截止 Competition deadline

4月10日 – 20日 April 10<sup>th</sup> to 20<sup>th</sup> 评审 Review

4月27日 April 27<sup>th</sup> 评审结果公布 Final decision release

6月 – 8月 June to August 制作 Production

9月15日前 Before Sep. 15<sup>th</sup> 安装完毕 Installation complete

# 竞赛征集奖励

## Competition Rewards

- 征稿结束后，评审委员会将从所有方案中评选出**20**件入围作品。

After the solicitation is completed, the panel will select 20 finalists from all candidates.

- 在第二轮评选中，评审委员会将在这20件作品中评选出**13**件优秀作品，主办方将与艺术家签订制作合同，并于**2018年9月**前完成现场安装。

In the second round of selection, the panel will select 13 outstanding works out of the 20 candidates. The organizer will then conclude a production contract with the artist and complete the site installation by September 2018.

- 对于20名入围作品中未获优秀作品的参赛者，主办方将给予每一位艺术家人民币**壹万元**的方案创作补贴。

For the contestants who have not received any awards, the organizer will give each artist RMB 10,000 for the program creation subsidy.

# 竞赛投稿要求

## Competition Requirements

- 2018年4月9日前完成有效方案提交；

All effective programs shall be submitted before April 9, 2018.

- 电子版彩色效果图或彩色照片不少于4张（含正、背面及两侧等不同视角），文件像素不低于2400\*1800或文件精度不低于300dpi，文件格式为jpg；

The color rendering or color photos in electronic edition shall be not less than 4 sheets (including different angles of front, back and two sides). The pixels of the files are not less than 2400\*1800 or the file accuracy is not less than 300dpi, and the file format in jpg.

- 注明作者、作品名称、尺寸、材质、创意说明、重量、安装需求、造价估算等作品信息，如递交作品为设计组装作品须提供安装图；

There should be indication of work information, including the author, work name, size, material, creation explanation, weight, installation requirement, cost estimate, etc.. For works designed in assembled installation, installation drawings shall be provided.



# 竞赛投稿要求

## Competition Requirements

- 提供参赛者完整简介及一年内作者彩色近照；

A complete introduction of the participants shall be provided, along with the author's color photo taken in one year.

- 所有征集作品均须为原创，不得抄袭。否则将被取消评选资格，且若因此产生纠纷，应征者将承担全部责任。

All the collection works must be original. No plagiarism. Otherwise, the qualification will be canceled, and if there is a dispute arising from that, the applicant will take full responsibility.

# 竞赛投稿方式 Submission

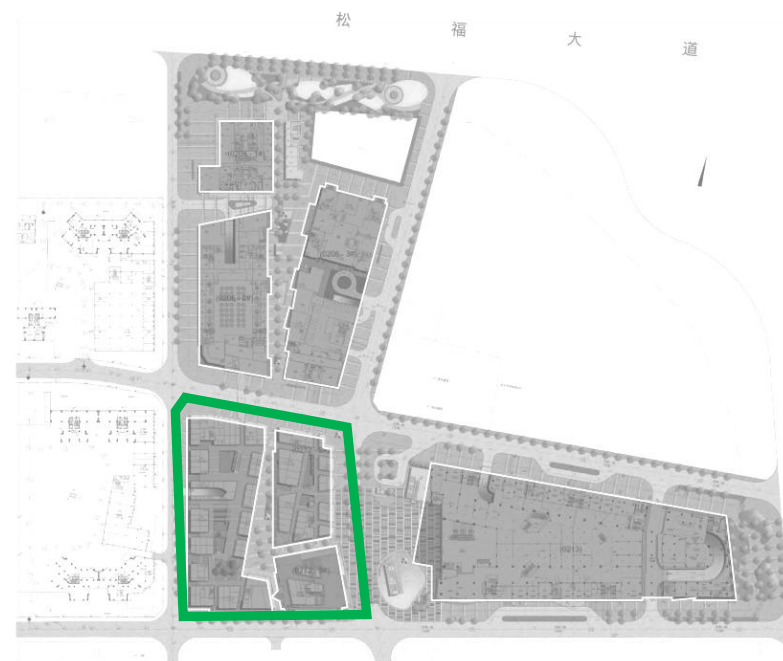
[competition@mjh-iadc.com](mailto:competition@mjh-iadc.com)

**国际艺展中心 公共艺术计划国际竞赛**  
**International Competition of Public Art Program**  
**at International Art Design Center**















## 户外作品选点1 Site 1

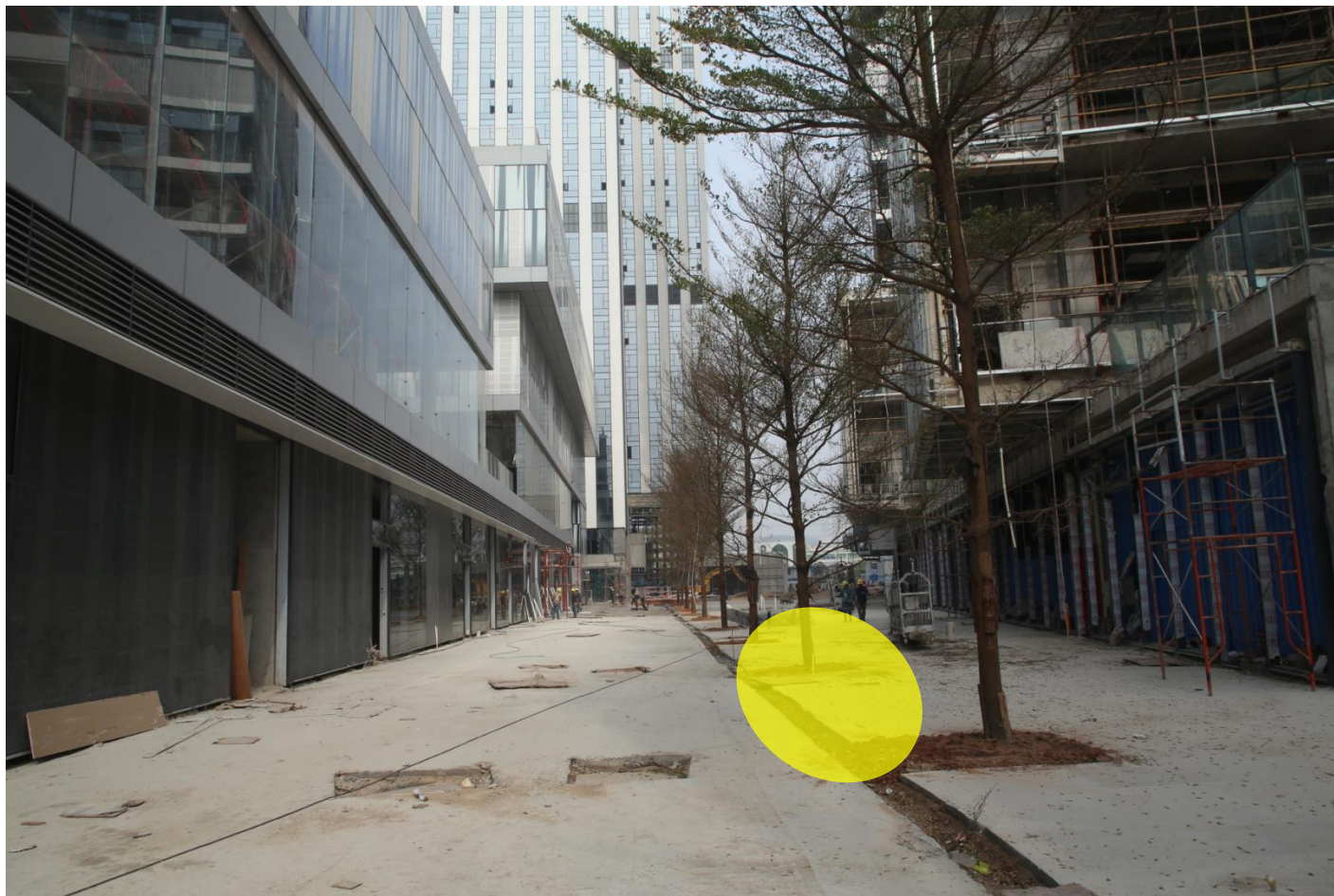
- 作品建议：具有一定昭示性的视觉效果
- Suggestions: the artwork can have some obvious visual effects
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：面向松福大道的主入口 Sites choice: facing the main entrance of SongFu Avenue





## 户外作品选点2 Site 2

- 作品建议：简洁鲜明的造型适度软化建筑硬质立面
- Suggestions: Simple and sharp shape; moderately soften the hard façade of the building
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：北区地块主要地下停车出入口，相对行人较少 Sites choice: North Block main underground parking entrances; relatively few pedestrians



### 户外作品选点3 Site 3

- 作品建议：生动活泼，增加交互性，可适度考虑夜间效果
- Suggestions: Vivid and lively; increasing interactivity; appropriately considering the night effect
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：北区核心大街，南北向通透，视觉焦点 Sites choice: North Core Street; north-south transparency, visual focus





## 户外作品选点4 Site 4

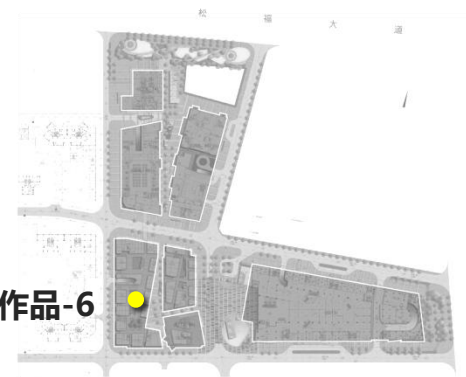
- 作品建议：生动，通俗易懂，适度加强交互性
- Suggestions: Vivid; easy to understand; moderately enhancing interactivity
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：南邻艺术小镇，西向高端住宅区，衔接居住与商业的交汇点 Sites choice: South to Art Town ; west to the high-end residential area ; joins residential and commercial intersection





## 户外作品选点5 Site 5

- 作品建议：可考虑结合利用现有中庭，增强交互性
- Suggestions: Consideration might be given to using existing atriums to enhance interactivity
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：小镇西侧精品商业零售集中区域，未来人流量较大
- Sites choice: the west side of the town; boutique commercial retail area; large flow of people in the future

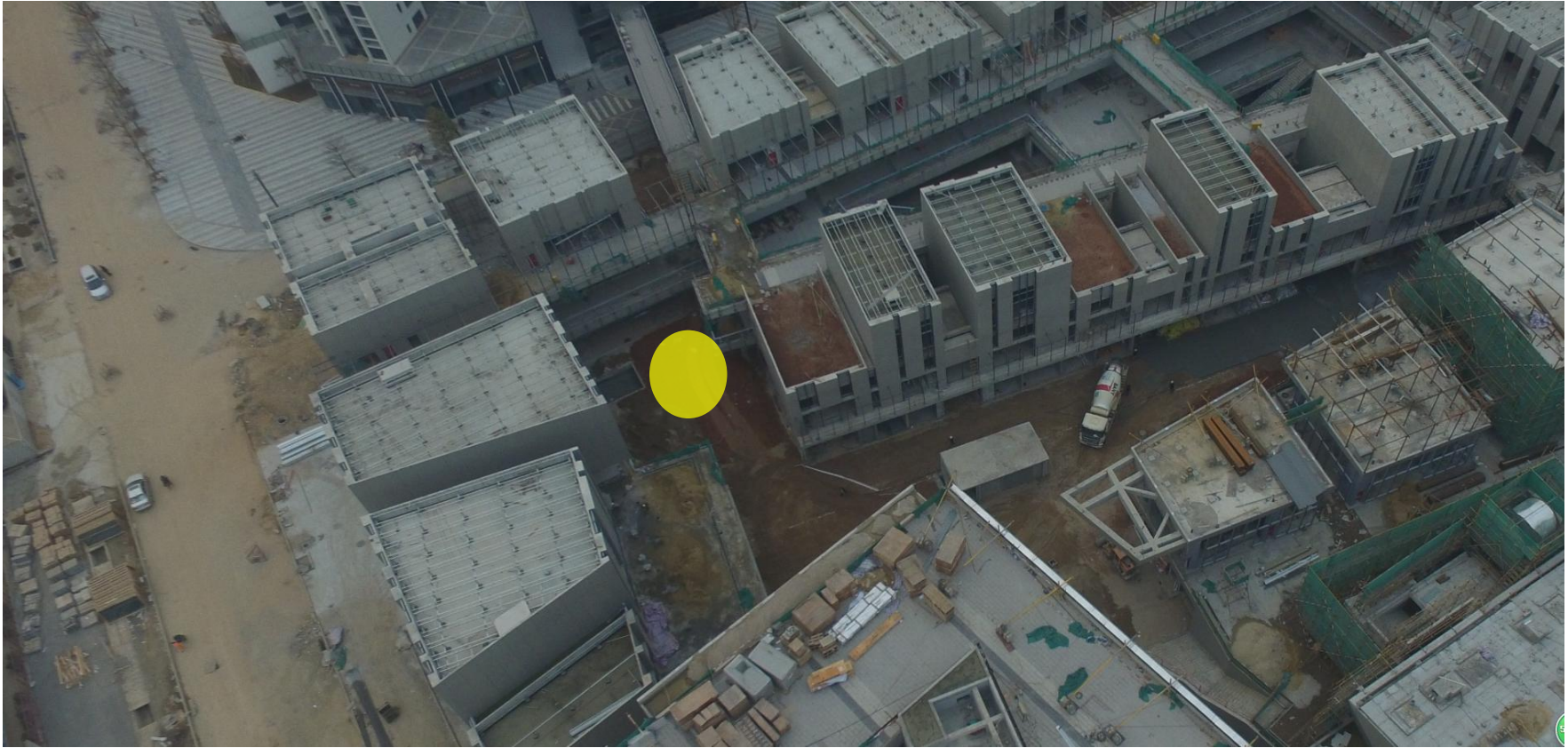


户外作品-6

## 户外作品选点6 Site 6

- 作品建议：可考虑结合利用现有中庭，增强交互性
- Suggestions: Consideration might be given to using existing atriums to enhance interactivity
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：小镇西侧精品商业零售集中区域，未来人流量较大
- Sites choice: the west side of the town; boutique commercial retail area; large flow of people in the future





## 户外作品选点7 Site 7

- 作品建议：增强交互性，可适度考虑夜间效果
- Suggestions: increasing interactivity; appropriately considering the night effect
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：小镇西侧尽端对景位置
- Sites choice: east side of the town; the end of the viewpoint





## 户外作品选点8 Site 8

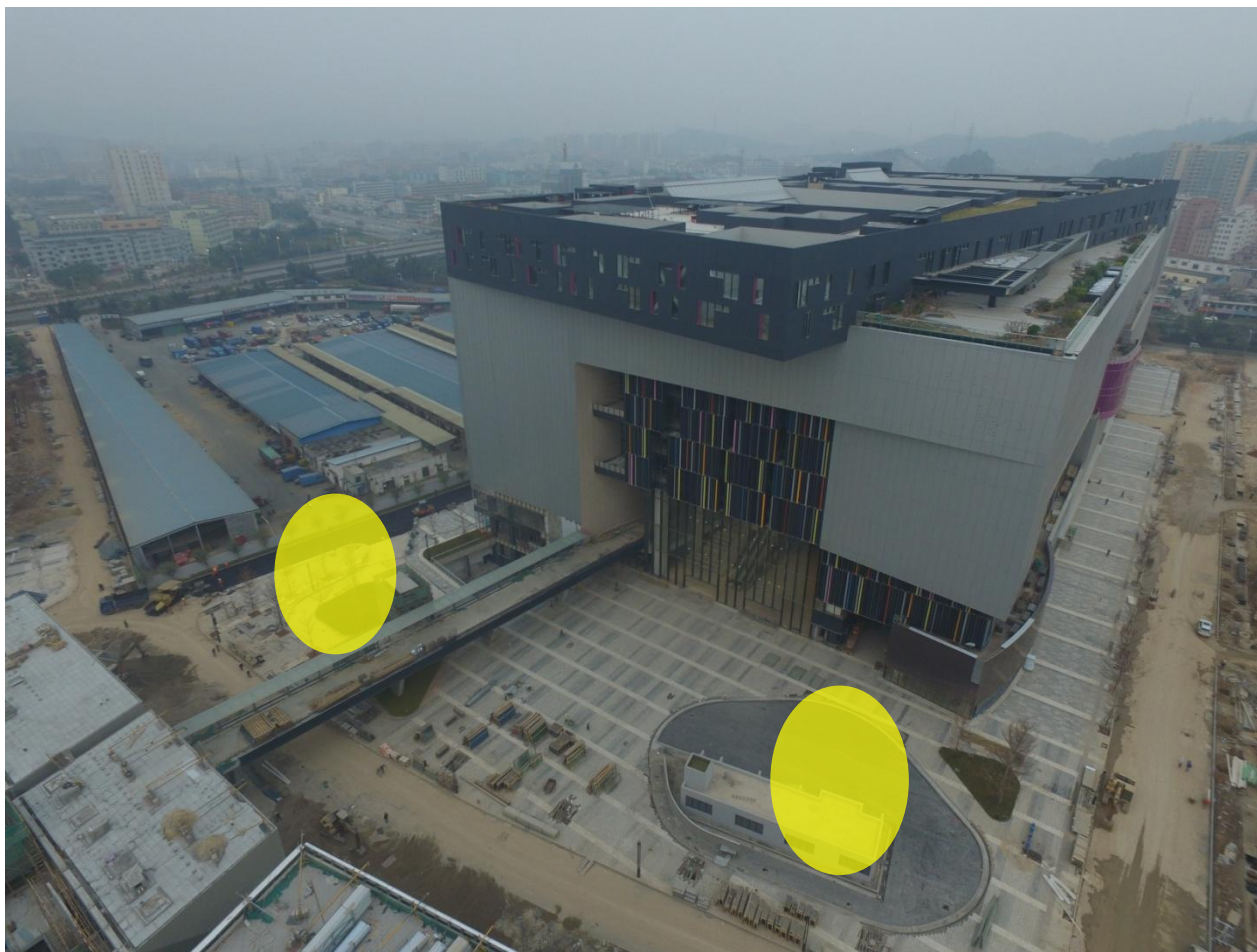
- 作品建议：年轻活泼，增加交互性，具备自身传播性质 Suggestions: Young and lively; increasing interaction, with its own nature of propagation
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：艺术小镇中央大街核心区位，但需结合现场人防构筑物现状设计
- Sites choice: Art town central street core location ; combining the current situation of civil air defense structures design





## 户外作品选点9 Site 9

- 作品建议：具有一定昭示性，符合商业空间特点和需求，具有传播属性
- Suggestions: Having a certain indication; in line with the characteristics and needs of commercial space; sharing the dissemination of attributes
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：项目核心位置，位于Mall及艺术小镇之间，人流最为密集处之一
- Sites choice: The project 's central location is located between Mall and the art town, one of the most densely populated area;



## 户外作品选点10 Site 10

- 作品建议：具有一定昭示性，符合商业空间特点和需求，具有传播属性
- Suggestions: Having a certain indication; in line with the characteristics and needs of commercial space; sharing the dissemination of attributes
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：项目核心位置，位于Mall及艺术小镇之间，水景环境，需结合现有构筑物
- Sites choice: The project 's central location is located between Mall and the art town; waterscape; need to combine existing structures





## 户外作品选点11 Site 11

- 作品建议：生动活泼，适度软化周边建筑立面
- Suggestions: Vivid and lively, moderate softening surrounding building facades
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：北区商务及办公在户外转换区域，人流量较大
- Sites choice: North Business and office in the outdoor conversion area; a large flow of people



北区二层



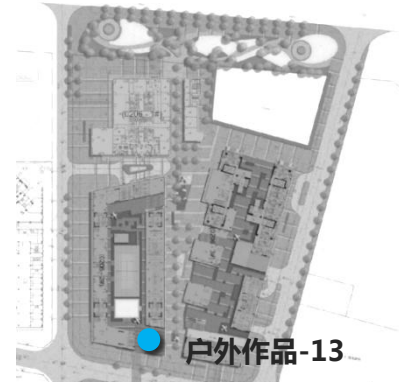
## 户外作品选点12 Site 12

- 作品建议：生动鲜活，适度增强交互性
- Suggestions: Vivid, moderately enhancing interactivity
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：北区3号楼二层平台，视线开阔
- Sites choice: North Section Building 3, second floor platform; open line of sight





北区二层



### 户外作品选点13 Site 13

- 作品建议：结合半室外走廊空间特点，生动活泼
- Suggestions: Combining with the space characteristics of semi-outdoor corridor; lively and vivid
- 数量：1个或1组 Quantity: 1 piece or 1 group
- 选点分析：北区2号楼二层半室外空间
- Sites choice: North Building 2, second floor, half-outdoor space

competition@mjh-iadc.com

