



**BUSINESS OF
DESIGN WEEK**
設計營商周®



BODW@BJ

[Re]inventing Urban Experiences

Date: December 9, 2014 (Tuesday)
Organizer: Embassy of Sweden in Beijing
Co-organizer: Hong Kong Design Centre, Beijing University of Civil Engineering and Architecture
Time: 3 -6 pm
Venue: Graduate School of Architecture Design & Art, Beijing University of Civil Engineering and Architecture
Speakers: **Anna Hessel, Ola Melin, Dr. Lin Hao, Bu Bing**

International experts from architecture and urban design will present projects that are instrumental in re-defining urban and social fabric of cities in Europe and China. Together with the audience, they will discuss factors that are crucial in successfully (re)inventing public experience, injecting new life to the neighbourhoods, and re-inventing place identity.

Schedule

3.00 -3:15	Welcome remarks by Ambassador and Principal Introduction of the event by Mr. Wang Yun, Director of ADA centre
3.15 -3.25	Project introduction by speakers
3.30 -5.00	Speakers rotate in 4 different studios
5.05 -5.20	Comments by an observer
5.20	Mingle with drinks and finger food
6.00	Event ends

Speaker Biography:

Anna Hessel, Sweco

With an international focus she has since her early career continuously been involved in Sweco's projects in Asia with special focus on the sustainable city and green building, parallel to project in Sweden.

Bing BU, Principal, One Design

Bu received his bachelor's and master's degree of architecture from Tsinghua University and Yale University respectively. His works include the LVG Office Complex at Shanghai, the Wulongtan Resort at Ningbo, urban design for West Town of Zhujiajiao, art installation work Cloud Room at Beijing/ Taichung/ Washington DC. Works were selected and shown in Chengdu Biennale 2011, "Flourishing & Flowing" A Contemporary Art Exhibition across the Strait 2011.

Dr. Lin Hao, Oval Partnership

Managing Director of INTEGER Ltd (Intelligent & Green), Director of the Oval partnership, Adjunct Professor at The Chinese University of Hong Kong. Received his Bachelor of Architecture at Tsinghua University, Master of Architecture at University of California Berkeley, and PhD at Cambridge University. Projects led by Lin received many prestigious international awards including RIBA International Award, Design for Asia Award (2010/2012).

Ola Melin, City of Malmö

A well-known Swedish landscape architect, he taught at the Swedish Agricultural University, and later was appointed as Director of the University to in charge of park and gardens. Two years later, he has been promoted to become Director of Faculty Administration. Today he is the Director of urban environment division of the streets and parks department of the city of Malmö.



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设计营商周@北京 [再] 制造城市的体验

日期：2014 年 12 月 9 日（星期二）

主办单位：瑞典大使馆在北京

合办单位：香港设计中心、北京建筑大学

时间：3 - 6 pm

地点：北京建筑大学

主讲：Anna Hessle, Ola Melin, 郝琳博士、卜冰

来自瑞典及中国的建筑和城市设计市聚首一堂，讨论在欧洲和中国成功创造及重组城市空间体验的项目。他们将讨论若为一个地方重建新的身份、及为社区重添生机，哪些是成功的重要因素。

程序表

3.00 - 3:15	欢迎言论大使和 ADA 中心主任 Wang Yun 介绍
3.15 - 3.25	讲者介绍项目
3.30 - 5.00	讲者小组讨论
5.05 - 5.20	观察员评论
5.20	小憩茶点
6.00	活动结束

演讲人简介

Anna Hessle, Sweco

执业超过 16 年的建筑师，在建筑设计、城市规划及设计、城市系统整合方案以及「共生城市」理念均拥有丰富经验。她具备国际视野，同时有非洲实地的工作经验，所以自 2001 年起，除了负责在瑞典的项目外，亦一直参与 Sweco 在中国发展的可持续城市计划和绿色的建筑项目。目前，她负责为 Sweco 公司发展中国市场，也为该公司在中国和斯里兰卡的主要项目担任首席建筑师和规划师。

卜冰

现任集合设计主持设计师，先后于清华大学建筑系和美国耶鲁大学获得建筑学学士与硕士学位，2000 年加入马达思班，2003 年创立集合设计。主要设计作品包括，上海浙大网新科技园，宁波五龙潭山庄，上海朱家角西镇城市设计，以及先后在北京、台中、华盛顿展出的云屋艺术装置。曾参展成都双年展（2011）、“复感·动观”海峡两岸当代艺术展（2011）、上海双年展（2002）、深圳香港城市建筑双城双年展（2007）、和在布鲁塞尔 CIVA 举行的“建筑乌托邦”群展（2008）。

郝琳博士, Oval Partnership

INTEGER 绿色智能事务所执行董事、Oval Partnership 董事合伙人、香港中文大学兼任教授。清华大学建筑学士，伯克利加大硕士，剑桥大学博士。其主持的建筑作品屡获国际殊荣，包括 RIBA 英国皇家建筑师协会国际建筑奖、DFAA 亚洲最具影响力设计奖(2010/2012)等。

Ola Melin, City of Malmö

知名的瑞典园境师，曾于瑞典农业大学任教，此后获大学任命为总监负责公园和花园相关的绿色建筑工作。他于两年后更获晋升为大学之行政总监。随后，他离开了大学并转投赫尔辛堡市政府工作，获委任为 Sofiero 皇家城堡主管以及 Fredriksdal 博物院和花园之经理。