



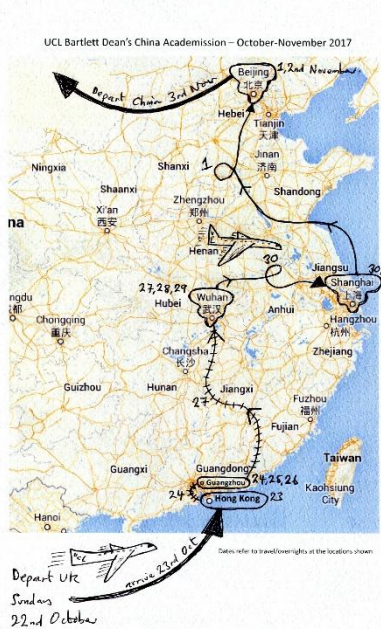
China-Britain
Business Council
英中贸易协会



羊城设计联盟
YANGCHENG DESIGN ALLIANCE
广州市空间设计协会

UCL Bartlett China Academic Mission 2017 - Urban Space Design Concepts Workshop (Guangzhou) UCL 巴特莱特中国学者访问2017之城市空间设计理念分享工作坊（广州）

**“URBAN SPACES: how to create, retain, enhance and measure value”
城市空间：如何创造，保留，增强和衡量价值。
Guangzhou•广州 2017.10.26**



University College London (shortened as UCL), founded in London in UK, is a world renowned university. Its Bartlett School of Architecture is the biggest one of its kind in UK and ranks the 1st in EU and 2nd in the globe, released by QS in 2017. We are delighted to announce that Bartlett academics will lead a delegation to China, including destinations as shown on the map.

伦敦大学学院(简称UCL)建校于1826年，位于英国伦敦，是一所世界著名的顶尖高等学府，其巴特莱特建筑学院目前是全英最大的环境建筑和设计学院。在2017年QS世界大学建筑学专业排名中，巴特莱特学院位列欧洲第一，全球第二，仅次于麻省理工建筑学院。我们很高兴地宣布10月份我们将访问中国不同地区，如地图所示。

The timing of this visit could not be at a more important time for China who are addressing the tensions between economic prosperity, heritage, environment and resources and health and welfare.

这次访问的时机非常重要，恰逢中国经济繁荣期，也正是经济繁荣与历史遗产，环境，资源，健康及人民福利之间关系的紧张时期。

In addressing these tensions 'value' will be created. The role of the knowledge base to generate the evidence to help inform development of more vibrant urban-rural places to live and work has never been more critical than now.

在解决这些紧张关系时，将会创造价值。以知识体系为基础的价值创造从来没有比现在更重要过，这可以帮助发展更有活力的城乡居民生活和工作。

China's strategic development programmes such as 'Belt and Road' and Xiongan have aspirations to construct modern world-class, green, sustainable, resilient and smart cities whilst preserving the ecology; enjoying blue skies; fresh air and good 'sponge-city' water management.

中国的战略发展方案，如“一带一路”和雄安新区规划，都有雄心壮志去建设世界顶尖水平，绿色环保，可持续，有快速恢复能力和智能的城市，与此同时也注重保存生态环境，宜人蓝天，清洁空气和“海绵城市”理念下的水资源管理。

Economic prosperity in these new zones will benefit from development of policies to support high-end innovative industries as new growth engines – but this will demand high quality public services, infrastructure and transportation serviced by new urban management models.

这些新区的经济繁荣将受益于制定支持高端创新产业(作为新的增长引擎)的政策，但这将要求新的城市管理模式提供高质量的公共服务，基础设施和交通服务。

UCL Bartlett's academics will share their experience on how disciplines such as urban spatial masterplanning, new paradigms for real estate design, delivery and management; innovative financing mechanisms, digital innovation; public spaces and regeneration can create, retain and enhance value – and how to measure it.

UCL巴特莱特学者将分享他们的经验，了解学科-如城市空间总体规划，房地产设计/交付/管理的新范例，创新融资机制，数字创新，公共空间和再生-如何创造，保留和增强其价值，以及如何衡量它们。

Where time allows UCL academics will share with conference delegates Case Studies which used selected 'tools' as part of a rigorous and critical approach to help determine VALUE.

如果时间允许，UCL学者将与会议代表分享案例研究实例，使用选定的“工具”(严格方法和决定成败的重要环节)来帮助确定价值。

Workshop Agenda 动议程

- 09:00-09:30 Registration 签到
- 09:30-12:00 Presentation by Ju Li, Managing Director of Holmes Miller China 赫姆斯米勒(中国)建筑设计事务所执行主管李桔女士
- 12:00-13:30 Lunch break 午餐时间
- 13:30-14:10 Presentation : how to design a building's optimum layout which captures the most value from the movement of people within and between buildings eg. shopping malls; museums; hospitals, stadiums etc.
Speaker: Dean Professor Alan Penn, Bartlett Faculty of the Built Environment
课程：如何设计最优建筑，以最大化获取人群在建筑内部以及建筑之间移动而产生的价值，包括商场、博物馆、医院、体育馆等。
讲师：巴特莱特院长艾伦·佩恩 (Alan Penn) 教授
- 14:10-14:50 Speaker: Andrew Edkins, Director of The Bartlett's new Real Estate Institute
讲师：安德鲁·埃德金斯教授，巴特莱特新房地产研究所所长
- 14:50-15:30 Speaker: Dr Claire McAndrew, senior lecturer, Bartlett's new Institute for Digital Innovation in the Built Environment
讲师：克莱尔·麦克安德鲁博士，巴特莱特新数字创新研究所，建筑环境领域资深讲师
- 15:30-16:10 Panel discussion and Q & A
小组讨论及问答环节
- 16:10-17:00 Pre-booked one to one meeting or free networking
预安排一对一会议或自由交流

Fee 费用

RMB1000 per person for members and RMB1500 for non-members of CBBC, with a working lunch included. 英中贸易协会会员人民币1,000/人，非会员人民币1500/人，含当天午餐。

* Attendees will acquire the "Certificate of Attendance" issued by UCL. 参会者将获得伦敦大学学院巴特莱特学院出具的《听讲证书》。

Registration 报名

Please email your name, company name, working title, mob number, email address and your inquiries to following person to register and get further notice on payment process. 请通过邮件发送您的姓名、机构名、职务、电话、邮箱以及疑问或感兴趣的话题到以下联系人预报名并获取下一步付款信息。

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Venue 地点

22/F, British Centre, 5 Zhujiang Xi Road, Guangzhou 广州珠江西路5号国际金融中心22楼英国中心

Language 语言

Simultaneous (or consecutive) interpretation 中英同传或交传

**UCL BARTLETT FACULTY OF THE BUILT ENVIRONMENT
PROFESSOR ALAN PENN
DEAN**



UCL

Dean Professor Alan Penn
院长：艾伦·佩恩教授

The Bartlett
巴特雷特学院



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Alan is the Dean of the Bartlett faculty of the Built Environment and a founding director of Space Syntax Ltd, a UCL knowledge transfer spin-out with a portfolio of over 100 applied projects per year, including whole city masterplans, neighbourhood development plans and individual buildings. Alan has been a regular visitor to China over the past decade and, under his leadership, The Bartlett is forging ever-closer relations with China and enjoying increasing levels of collaboration.

艾伦·佩恩教授是巴特莱特建筑环境学院院长以及空间句法公司公司创始董事之一，该公司每年将 UCL 的知识向外转化成为超过 100 项的实际应用项目，包括城市总体规划，社区建设规划，私人建筑等。艾伦·佩恩教授在过去十年中经常出访中国；在他的带领下，巴特莱特学院与中国的关系更为紧密，合作等级也不断增高。

Alan was the founding Chair of the RIBA's Research and Innovation Committee, and has chaired Architecture and Built Environment sub-panels as part of the UK's review of the quality of university research outputs in these areas. He was Principal Investigator on the City History and Multi-scale Spatial Master-planning: UK-China Research Network, funded by the UK's Engineering and Physical Sciences Research Council.

艾伦·佩恩教授是英国皇家建筑师协会研究与创新委员会的创始主席，同时担任建筑与建设环境子协会主席，该协会是英国在建筑与建设环境领域负责审查大学科研质量的机构之一。他也曾是“中英国际研究网络：城市历史与多重尺度的空间整体规划”的首席研究员，该研究项目受英国工程和物理科学研究理事会资助。

Professor Andrew Edkins
安德鲁·埃德金斯教授

Director Bartlett Real Estate
Institute
巴特莱特新房地产研究所主任



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<https://www.ucl.ac.uk/bartlett/real-estate/>

Prof Edkins is at heart a 'projects man' dealing with real-world built environment related projects and their management issues. His expertise is centred on complex and major projects and he is a strong supporter of the school of thinking that looks to extend and broaden the concept of project management to become 'the management of projects'. Critically, this looks at the context from which the project emerges and the strategic management issues that arise. This perspective has been achieved after many years working on major construction projects using complex procurement systems.

埃德金斯教授是处理建筑环境实践相关项目及其管理问题的项目研究者。他的专业知识集中于复杂，重大的项目。他是学院扩大和推广项目管理理论转型成为项目管理实践的重要的支持者。最重要的是，他的转型理念关注从立项和战略管理问题的出现的项目背景。多年来，这一理念通过从事在重大建设项目上利用复杂采购系统得以实现。

Selected past research highlights 以往研究亮点精选

- joint author of two books on the Private Finance Initiative
两本关于私人金融倡议书籍的联合作家
- Research grants on project risk identification, complex refurbishment management, operational cost and performance of UK PFI/PPP schools and hospitals
研究在英国 PFI / PPP 学校和医院项目中的项目风险识别，复杂翻新管理，运营成本和绩效
- Part of the major research grant that established the 'International Centre for Infrastructure Futures'
部分参与核心研究，帮助成立国际基础设施未来研究中心
- Award for the journal paper on the topic of the 'front-end' of projects and its management
获得项目前端及其管理主题的期刊论文奖

Prof Claudio De Magalhães
克劳迪奥·马加良德教授

Professor of Urban Management
and Regeneration, Bartlett School of
Planning
巴特莱特规划学院，城市更新与
管理教授



Prof De Magalhães has a background in architecture and urban planning. In the early stages of his career, he worked for 12 years as a planner in local and regional government in Brazil. In doing so he acquired considerable experience in urban governance and in the management of urban investment programmes for urban and regional development. He has worked as an academic in the UK since the mid-1990s, first at Newcastle University and since 1999 at UCL. His interests have been in planning and the governance of the built environment, property development processes and urban regeneration policy, the management of urban quarters, and the provision and governance of public space.

马加良德教授有建筑和城市规划的背景。在他职业生涯的早期阶段，他在巴西的地方及区域政府工作了12年。在此期间，他获得了很多城市治理经验，以及管理对城市和区域发展投资项目的经验。自上世纪九十年代中期以来，他就在英国担任过学术工作，先是在纽卡斯尔大学工作，1999年起一直在UCL工作。他的兴趣在于规划和建设环境治理，房地产发展过程和城市再生政策，城市住房管理以及公共空间的预留和治理。

Research Summary
研究摘要

Prof De Magalhães has conducted research for British research councils, professional bodies such as the RICS, CABE, UK government departments and local authorities and published widely on property markets and globalisation, capacity building for urban governance, the relationship between urban governance, the built environment and property markets, business improvement districts and the provision and management of public spaces. His most recent research looks at the relationship between planning policies and perceptions of risk in the housebuilding industry.

Dr Claire McAndrew
克莱尔·麦卡安德鲁博士

Director of Research, Institute for
Digital Innovation in the Built
Environment
巴特莱特建筑环境领域数字创新
研究所，研究主任



Dr McAndrew has spent the last eight years collaborating on national and international digital innovation projects that traverse communication and interaction design, social science and the built environment. In 2014 she was awarded a UK Research Council (AHRC) Fellowship on Future Cities. She joined The Bartlett in 2011, receiving her Chartered Psychologist status the same year. Prior to joining The Bartlett, Dr McAndrew worked at University of the Arts London (2008/11) in the design research group Information Environments.

麦卡安德鲁博士在过去八年中，一直在进行国内和国际数字创新项目的合作，包括穿越交流和交互设计，社会科学和建筑环境。2014年，她被英国研究委员会(AHRC)授予在未来城市领域的奖金。她于2011年加入巴特莱特，同年获得特许心理学家的身份。在加入Bartlett之前，麦卡安德鲁博士在伦敦艺术大学(2008/11)信息环境设计研究组中工作。

Research Summary
研究摘要

Combining social science insight and design-led thinking, Dr McAndrew's research focuses on the possibilities of design and digital innovation within the built environment for transformative social and cultural effect.

麦卡安德鲁博士结合了社会科学的洞察力和设计主导的思想，研究重点集中在变革性社会和文化影响的建设环境下，设计和数字创新的可能性。

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