

让 · 设 · 计 · 回 · 归 · 田 · 园



**AIM-**

**归墟心乡**

**· 语山水**

**乡村创客聚落竹建筑设计竞赛**

**BAMBOO**

**ARCHITECTURE DESIGN COMPETITION**

**FOR THE VILLAGE OF RURAL MAKERS**

RSVP: [INFO@AIM-COMPETITION.COM](mailto:INFO@AIM-COMPETITION.COM)

**DUE DATE: 18TH APRIL 2016**

FOR MORE INFORMATION VISIT

**[WWW.AIM-COMPETITION.COM](http://WWW.AIM-COMPETITION.COM)**

**AWARD**

**AWARDS-USD 23,000**

**BAMBOO ARCHITECTURE DESIGN AWARD AWARD USD 8,000**

**SCENIC VILLAGE PLANNING AWARD AWARD USD 5,000**

**BAMBOO STRUCTURE DESIGN AWARD AWARD USD 5,000**

**INNOVATIVE OPERATION DESIGN AWARD AWARD USD 5,000**



# TOPIC

## 关于乡村

乡村，数千年来承载了我们太多的情思与乡愁。

在当今的中国，它们正以每天三位数的速度从我们的视野中消失。

而另一方面，城市生活水平的提高与人均GDP的上升又对乡村旅游提出了更多的需求。

如何将乡村及其文化的保护与传承和城市周边短假游的商业模式有机结合，

为客栈民宿，农场农庄，有机农业和手作艺术营造一个健康的生态群落，

是我们面临的挑战。

## 关于创客

创客，将我们与未来生活方式对接的一个高能群体，

将不可能变为可能，将可能变为传奇！

创客关注各个领域的创新，

从互联网，设计，产品，金融，交互，社群，生物，科技等多种方面为我们带来生活品质提升与全新的用户体验。

那么，当乡村遇见创客，传统遇见创新，乡愁遇见众筹，将迸发出怎样的火花？

（乡村创客包含但不限于民宿客栈，手工作坊，亲子见学，营地教育，有机农业，生鲜电商，农场农庄等领域）

## 关于竹

竹，作为东方文化的象征，同时也是可再生环保材料，具有诸多优异的构造与材料属性。我们在这次乡村创客聚落的设计竞赛中，充分发挥竹材料的特性与想象空间，为乡村的再生与可持续发展探索新的路径。

## About Country Side

Country side, carrying so much emotional and nostalgia contents of ours through thousands years of time. currently, more than 100 villages disappearing every day in China. On the other hand, the rising of city living standard and GDP required better touristy product in the villages. How to combine the inher-itage and preservation of villages with the country side tourism business model, To provide a better Eco-system for lodge and inn, farm, organic agriculture and handmade crafts, Is the challenge that we are fac-ing now!

## About Makers

Makers, a superior group of people who are leading us towards the future lifestyle. They make the im-possible become possible, and make the possible become legend. Makers are affecting every field of our life, From internet, design, product, financial, interactive, community, biology, science and all other as-pects to provide us better living quality and a whole new experience. Thus, once the country side meets the makers, the tradition meets the innovation; the nostalgia meets the crowd fund, What kind of spark they will make? (The rural maker includes but not limited to lodge owner, hand crafts man, nature school, camp education, organic food, e-commerce, farm owner etc.)

## About Bamboo

Bamboo, a symbol of oriental culture, at the same time a fast grow renewable material, appears to have many superb structure character. We are looking for great ideas and interesting solutions from the design team, to utilize the best physical ability out of bamboo, and pushing the envelope of imagination, to cre-ate this village of rural makers, also find a new system for the sustainable grow of the traditional village.

# THE AIM CHALLENGE

项目所在村落邻近福建长泰马洋溪景区，周边为林业用地，现状地形以坡地为主，上覆植被良好。用地西临旅游大道，南临为城市规划路。

本次竞赛意图为该区域创造一活力驱动核心，其中建议设计项目有六个，场地以溪谷为中心，围绕展开。南北被规划道路隔断，北侧规划主题客栈及森林幼儿园，以南以人文馆为核心，带出艺术家工坊村，系列建筑沿溪谷，依山而建，并向南延续，对接原著的共生村落。竹林里房子，是民宿、书房，工坊、乐园。他们将承载着孩子的笑声，说出自然的心声，融入山水，与自然共生一个独特的乡村创客聚落。

请设计师充分考虑对自然的尊重，我们倡导共生的建筑限高不超过两层，具体的建设中希望更多的保留场地的特征，尊重场地的脉络，更多的用到自然的元素和材质。

希望参赛设计团队在以自然共生为理念，用竹元素的演绎打造优秀的产品的同时，也通过与创客的跨界合作考虑实际运营问题，使最终的乡村创客聚落成为一个内容大于形式，产业创新，可运营乡村模式的典范。

The village in which the project is located is adjacent to Changtai Mayangxi Scenic Spot, Fujian, China, sur-rounded by forest land. The landform is mainly characterized by sloping fields, with good overlying vegetation. The project land is bordered by the Tourism Avenue in the west, and by the urban planned road in the south.

This contest intends to create a vigor driving center for this area. There will be six proposed design projects, with the site centering on the valley. The south and north sides are cut off by the planned road. A theme inn and a forest kindergarten are planned at the north side. To the south there will be an artist workshop village centering on the culture pavilion. A series of buildings will be constructed along the valley and near the mountain, extending to the south to link to the original symbiotic villages. Houses in the bamboo grove are used for lodg-es, study rooms, workshops and fairyland. They will carry children's laughter, tell the wishes of the nature, blend in the water and mountain, and generate a unique rural maker settle-ment together with the nature.

Designers are kindly requested to take the respect to the nature into full account. We advo-cate symbiotic buildings and the height is not more than 2 floors. In the specific construction, we wish to reserve more characteristics of the site, respect the veins of the site, and apply more natural elements and materials.

We wish the participating design teams to apply the idea of nature and symbiosis to create excellent products with bamboo element, while considering actual operation through crosso-ver cooperation with makers, so as to make the final rural maker settlement an example of village model that can be operated, with greater emphasis on contents than on form, and allowing industrial innovation.





# PROPOSED PROJECT 1

## 建议项目1：竹溪人文馆

必要功能：乡创艺术展厅、乡村文化展厅、小型会议室

补充说明：主要作为乡村文化的展示，同时也是艺术展厅，包含乡村创客联盟、乡村联盟、众筹联盟等。

人文馆经常性展出当代著名艺术家之作品，配合每一次的营销活动。并邀请当代艺术家前往度假体验，形成时尚传播点。

## Proposed project 1: Bamboo Brook Culture Pavilion

Necessary functions: Rural makers' art exhibition hall, rural culture exhibition hall, and small conference room

Additional information: Mainly for exhibition of rural culture, also used as an art exhibition hall, containing rural maker alliance, village alliance, and crowd funding alliance, etc.

The culture pavilion provides regular exhibition of works by contemporary well-known artists, accompanied by each marketing activity. Contemporary artists will also be invited to have a holiday experience, and create a fashion communication site.





## PROPOSED PROJECT 2

### 建议项目2：艺术家工坊村

必要功能：设置工艺、故事、生活、科技等主题展区，全面展示竹的内涵与应用，同时应有商品销售与体验中心

补充说明：以大型竹建筑为展示空间和内部软装、通过静态展示、活态体验、科技多媒体的现代手段，呈现视、听、玩盛宴、与竹相关的非物质文化遗产的集中展示、竹子编织、竹雕、竹子剪纸、竹伞、竹扇、竹帘等传统工艺现场展示、自己动手制作属于自己的竹工艺品、结合现代生活，展示竹IPAD保护壳、竹制U盘、竹子自行车等，并有自己品牌LOGO的产品售卖。

### Proposed project 2: Artist Workshop Village

Necessary functions: Theme exhibition areas to be provided for craft, story, life, technology, fully showcasing the connotation and application of bamboo, together with a commodity mar-keting and experience center.

Additional information: Large-sized bamboo buildings to be used as the exhibition space and internal decoration, modern means such as static exhibition, dynamic experience and multi-media to be used to present an audio, visual and playing feast, exhibition of bamboo-related intangible cultural heritage, onsite exhibition of traditional handicrafts such as bamboo weaving, bamboo carving, bamboo paper cutting, bamboo umbrella, bamboo fan and bamboo curtain, DIY bamboo handiworks, bamboo-made IPAD case, bamboo-made U disk, bamboo-made bicycle, together with sales of products with our own LOGO.





## PROPOSED PROJECT 3

### 建议项目3：孩子的院子（森林幼儿园）

必要功能：儿童餐厅、儿童小剧场、亲子活动室、手工坊艺术课堂、儿童游泳池、酒店客房及前台休憩区、孩子的图书馆、森林幼儿园

补充说明：亲子客栈是以儿童家庭为目标客户的体验式消费平台，包含儿童餐厅、儿童小剧场、亲子活动室、手工艺术课堂、儿童泳池、客栈前台服务区和休憩区、酒店客房等，为儿童家庭提供高品质的游乐体验及度假服务，让父母畅享和孩子一起独处的时光。将孩子的图书馆打造成“神奇书屋”，让孩子放下IPAD，走进智慧的殿堂。同时，设定“讲故事”时间，对象主要是2到4岁的孩子，让孩子在大自然自由呼吸，在故事里面听故事。

### Proposed project 3: Children's Courtyard (Forest Kindergarten)

Necessary functions: Children's restaurant, little theater for children, parent-child playroom, handicraft classroom, children's swimming pool, hotel rooms and lounge area, children's library, and forest kindergarten

Additional information: The parent-child inn, an experiencing consumption platform with children's families as target customers, consists of the children's restaurant, little theater for children, parent-child playroom, handicraft classroom, children's swimming pool, inn reception area and lounge area, hotel rooms, etc., provides high-quality amusement experience and holiday services for children's families, and makes parents enjoy the time staying with their children. The children's library will be made into a "magical book house" where children will put down their ipads and step into the palace of wisdom. At the same time, "story tell-ing" time will be provided for children who are 2-4 years old. They will breathe in the nature, and listen to stories in the story.



#### 建议项目 4：山谷图书馆

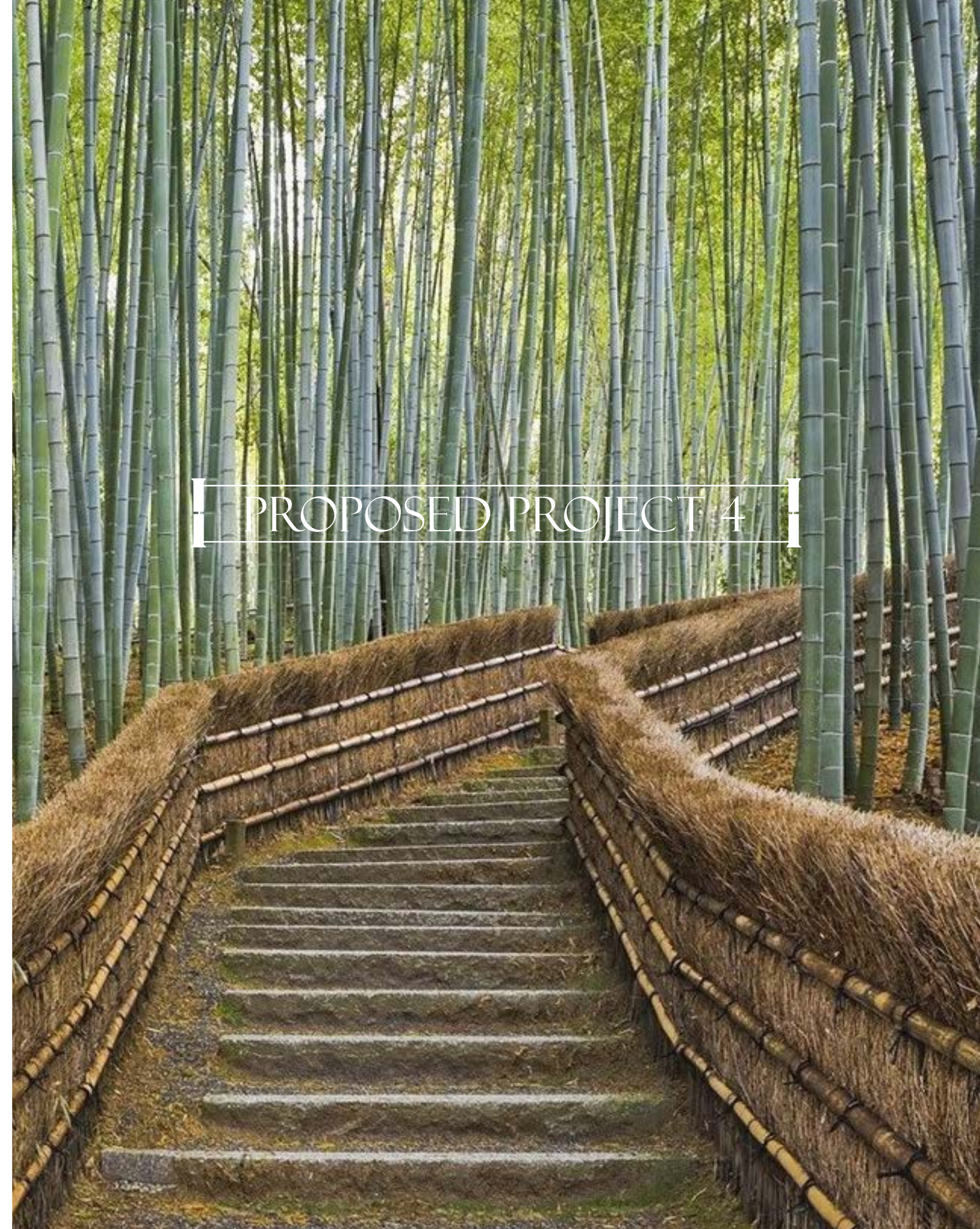
必要功能：图书咖啡区、演讲厅、文创卖店、DIY手工室、甜品吧、泳池区、客栈客房

补充说明：图书馆尽量采用“就地取材”和“融入自然”的理念，强调与自然和谐共生，与山谷里的自然环境融为一体。不仅可以向游客及村民提供免费的阅览读物和空间，同时亦可作为游客及村民相互交流的空间。

#### Proposed project 4: The Valley Library

Necessary functions: Book and coffee area, lecture hall, cultural creative store, DIY room, dessert bar, swimming area, and inn rooms

Additional information: The library will be built with local materials and integrated with the nature, highlighting the harmonious coexistence with the nature, and integrating with the natural environment in the valley. It will not only provide free reading materials and space for tourists and villagers, but also be used as a space for exchange between tourists and villagers.





**建议项目5：廊桥客栈**

必要功能：竹溪谷餐厅（野外家庭PARTY）、廊桥书吧、竹溪咖啡屋、廊桥艺术展厅、小型会议厅、咖啡餐吧、景观泳池、客栈客房

补充说明：是竹溪谷区的核心配套服务中心和中央厨房，为全区入住业主提供度假配套与就餐送餐等基本服务，并为度假客人提供野宴、派对服务。

**Proposed project 5: Bridge Inn**

Necessary functions: Bamboo Brook Valley Restaurant (outdoor family party), bridge book bar, bamboo brook café, bridge art exhibition hall, small conference hall, coffee bar, land-scape swimming pool, and inn rooms

Additional information: It's the core supporting service center and central kitchen in the Bamboo Brook Valley area, providing basic services for owners settling in the area, such as holiday services, dining and food delivery, also providing picnic and party services for visitors on holiday.





#### 建议项目6：乡村创客联合办公社

必要功能：小型会议，开放办公空间，路演，独立办公空间，咖啡区域，休憩区域，健身房等。

补充说明：作为乡村创客聚集 的社区中心，为各项创客活动提供所需支持。

#### Proposed project 6: Rural Makers' Co-working Space

Necessary functions: Small conference room, open office space, road show, independent office space, coffee area, recreation area, and fitness center, etc.

Additional information: As the community center where rural makers gather, it provides re-quired support for makers' activities.

**自选项目：**设计团队可根据需要添加对乡村创客聚落有帮助的其他创新功能建筑，前提是促进产业生态，环保可持续，具有运营可能性。

**Optional projects:** As required, the design team may add other creative functional buildings that are helpful for rural makers' settlement, provided that they shall contribute to the indus-trial ecology, be environment friendly, sustainable, and operationally possible.





# AWARDS

## 大赛奖金总额23,000美元

\*不限制于单一类别

- 最佳竹建筑设计奖 \$8,000
- 最佳村落规划奖 \$5,000
- 最佳竹结构设计奖 \$5,000
- 最佳乡创业态设计奖 \$5,000

## AWARDS-[USD 23,000]

\*Not limited to a single category.

- Bamboo Architecture Design Award \$8,000
- Scenic Village Planning Award \$5,000
- Bamboo Structure Design Award \$5,000
- Innovative Operation Design Award \$5,000



# SUBMISSION REQUIREMENTS

## 提交作品要求

提交作品只接受电子文件形式，  
所有的作品均需在**2016年4月18日之前**提交至：  
INFO@AIM-COMPETITION.COM

## 提交的内容应包括

- 1、4块A1展板的设计方案，包括平面图、立面图、分析图、效果图以及能充分表达设计构思的画面资料（300DPI）；
- 2、不超过500字A4纸WORD格式设计说明一份（中英双语）；
- 3、参赛者相关参赛信息，包括姓名、电话、邮箱、地址、单位、近照等资料；
- 4、邮件请以“竹建筑设计竞赛/姓名（小组名）/参与奖项名称”为标题。

## 自选提交内容

视频（2-4分钟）：为使作品立意更好的呈现，可提交简短视频，含团队成员亮相，结合展板对作品的设计构思进行描述，形式不限，视频格式以MPEG、AVI、MP4最佳。

所有提交资料（除视频外）应按类别分别保存在单独的文件夹内，并打包提交。提交内容总量不得超过20MB。

## SUBMISSION REQUIREMENTS

This is a digital competition and hard copy proposals will not be accepted.

All entries are to be submitted via e-mail **before 18th April, 2016**  
**(hours 24:00 Beijing Time)** to:  
info@aim-competition.com

## Your attachment will include:

1. 4 boards in A1 format, including floor plans, sections, elevations and images (300dpi)
2. A maximum 500-words written report explaining your design intent in A4 format.  
(Chinese and English bilingual or English only.)
3. A4 sheet state your name, contact details, affiliation and recent photo.
4. The subject of email should be "Bamboo Design Competition / participant's (or team's) name / award
5. AIM appreciated if you can submit a 2-4 minute video which presents your design philosophy, contents need be included brief introduction of participants, project's summary description com-bining with boards.  
Video format: MPEG\AVI\MP4, etc.  
Your submission except video should not exceed 20MB.



# THE COPYRIGHT OF SUBMISSIONS

## 版权说明

参赛者提交作品之前，请细阅读以下条款，充分理解并表示同意。

依据国家有关法律法规，凡主动提交作品的“参赛者”或“作者”，主办方认为其已经对所提交的作品版权归属作如下不可撤销声明：

### 1、原创声明

参赛作品是参赛者原创作品，未侵犯任何他人的任何专利、著作权、商标权及其他知识产权；

该作品未在报刊、杂志、网站及其他媒体公开发表，未申请专利或进行版权登记，

未参加过其他比赛，未以任何形式进入商业渠道。

参赛者保证参赛作品终身不以同一作品形式参加其他的设计比赛或转让给他方。

否则，主办单位将取消其参赛、入围与获奖资格，收回奖金、奖品及并保留追究法律责任的权利。

### 2、参赛作品知识产权归属

所有参赛作品除作者署名权以外的全部著作权归AIM竞赛组委会所有，

包括但不限于以下方式行使著作权：

享有对所属大赛作品方案进行再设计、生产、销售、展示、出版和宣传等权利。

大赛主办方对所有参赛作品拥有展示和宣传等权利。

其他任何单位和个人（包括作者本人）未经授权

不得以任何形式对作品转让、复制、转载、传播、摘编、出版、发行、许可使用等。

## THE COPYRIGHT OF SUBMISSIONS

Please read the following before you submit your work:

Designer must promise that the work is original and  
has not been published in any newspaper,  
magazine, on the Internet or other media.

### Copyright

- All the works submitted for selection will not be returned.
- All rights of submitted works - such as copyright, property right and the right of use etc.  
- belong to the organizer: AIM Competition Committee.
- Matters not mentioned in these regulations will be decided by the organizer.



## 2015 众创空间·万众创新

### SMART·withus联合办公空间创意设计竞赛

#### SMART`WITHUS CO-WORKING SPACE DESIGN COMPETITION

移动互联为我们的生活与工作模式带来了翻天覆地的变化，本次竞赛希望设计师团队突破传统办公模式对空间的限定，以互联网共享经济及工作模式为核心理念，整合跨界创意，从用户界面、生态、互动、产业链整合、新媒体传播等多种视角来创造新的联合办公模式。

As we walk into the 15th year of the 21 century, the mobile network has changed our life and working environment in a great scale. The design teams for this competition will be expected to break thought the traditional concept of office space, but consider the mobile and sharing economy as the core vision, inviting the talents from different areas into the team, creating new view point from the user interface, eco-friendly, interactive, industry chain, and social media, etc. to create a completely new working environment!

## 2014 红树林电影工坊—X影厅创意设计竞赛

### MANGROVE TREE MOVIE STUDIO DESIGN COMPETITION (POWERED BY AIM)

在科技急速发展，全球移动互联的时代，红树林度假世界联合AIM将关注点放在了拥有几十年历史的传统电影院上，提出了X+1电影生活方式的影音综合体的概念。AIM期待设计师针对X影厅空间提出从使用功能到空间实现，甚至网络营销与互动的整个系统创意，鼓励设计师与其他领域的杰出人才进行跨界合作，从而创造出超乎想象的全新空间概念，满足下一代人群对视觉体验的全新定义与需求。

Under this fast-paced technological development and international Internet-web era, Mangrove Tree Resort and AIM have set sights upon the traditional cinemas and put forward the concept of X+1 cinema lifestyle. We expect designers to propose innovative ideas on X Movie Plus space, from function operation to space realization, even extending into Internet marketing and interaction, encouraging cross-discipline collaborations among designers and excellent talents from other fields, creating brand-new space concepts beyond imagination, satisfying new generations' definition and requirement on vision experiences.

## 2014 帐篷酒店·野奢传奇，超然世外的帐篷酒店

### THE LEGEND OF TENT HOTEL

为了探求新的度假生活模式，推进可持续发展理念，AIM竞赛推出生态帐篷酒店的设计命题。分别在八达岭长城脚下、南岳衡山、长白山林海这三处场景设置虚拟场地，向全球设计师们征集可以适应不同气候，便于搭建，具有充分地域文化特色，启发全新度假生活方式的帐篷酒店构筑物。

In order to explore new model of lifestyle vacation and promote sustainable development concepts, we are presenting ecological tent hotel design theme. There are three different sites with different landscape and climates located at the foot of Great Wall, the South Peak Hengshan and the Changbai Mountain Forest Sea, we are calling architects to pick one of the three sites and propose the tent-themed hotels which can adapt to various climates, convenient to build up, with local cultural flavors and inspire a new style of vacation.

## 2013 震后重建·彩虹乡村，熊猫老家——四川雅安雪山村村落复兴

### POST EARTHQUAKE RECONSTRUCTION

#### YA'AN SICHUAN —— REBUILD PANDA'S HOMETOWN FROM THE EARTHQUAKE

2013年AIM联合中国扶贫基金会、北京绿十字以雅安·420地震的灾区雪山村为震后重建对象，邀请全球青年设计师对雪山村的复兴、历史传承与创新提出切实可行的方案。

The Ya'an Earthquake occurred at 08:02 Beijing Time (00:02 UTC) on April 20, 2013, AIM use the Snow Mountain village as competition base model which all the buildings in the village were seriously damaged or fallen apart after the earthquake. AIM ask participants to pay close attention to the master planning of the village, and at the same time to develop new business models for local villagers for economic growth

## 2012 中国东岸海岛嵊泗—岛居慢生活村落改造

### SHENGSI ISLANDS: RENEWING CHINA'S TRADITIONAL VILLAGE LIFESTYLE

AIM将目光投到中国的东大门——嵊泗列岛。在那里千百年来渔村岛民文化积淀及独特的生产生活方式，在现代社会发展的进程下已经成为不可再生的文化资源。如何在协助当地居民与现代生活接轨的前提下，保护原生态自然与居住景观，引导村落透过可持续发展的度假产业向经济多元化发展，成为关注的焦点。AIM竞赛邀请参赛者演示如何在脆弱原始的嵊泗东边列岛基础上，给出一个村落更新和保育的提案。

2012 AIM have set our sights upon the eastern gate of China: Shengsi Islands. Over the course of this society's development, the unique fishing village, its products, and its lifestyle, represent a cultural resource that cannot be replicated. AIM invites entrants to demonstrate how their proposal will deliver renewal and preservation to the villages of Shengsi's fragile and pristine eastern islands.

## 2011 铁色记忆—绿色畅想—创意首钢

### POST-INDUSTRIAL AGE, GREEN TRANSFORMATION

第二届竞赛提出“绿色转化”的口号，对中国北京首钢这个北京城市发展两极中的一极实施“绿色转化”，使其即有别于北京东部的CBD，又在城市良性发展上承担起同样的比重，实现一商一文，南北呼应。

2011 AIM invites participants to implement Green Transformation to the Shougang Group, the yin of dialectics of Beijing's urban development. It shall be different from the CBD in eastern Beijing, but play an equally as significant role in making Beijing a healthy, balanced, and attractive city. It shall become a "Central Recreation District", differentiated from the Central Business District.

## 2010 文化注入→北京CBD最后一个旧厂区

### CULTURAL INFUSION -DESIGN THE LAST FACTORY BLOCK IN BEIJING'S CBD

2010年，AIM参赛者通过建筑干预，对中国北京尚8这种身处CBD的文化型建筑进行物理上的或概念上的改进，使其以某种形式和日益发展的CBD共同进步，扮演好一个文化载体的角色。

The topic of 2010 is "Cultural Infusion - Design the Last Factory Block in Beijing's CBD", participants are asked to come up with strategies and mechanisms that will improve Cable 8, making it more susceptible to the rapidly changing urban landscape, and perform better as a cultural carrier that helps to diversify the otherwise homogeneous nature of the CBD area.



## AIM COMPETITION COMMITTEE AIM竞赛组委会

Email: [info@aim-competition.com](mailto:info@aim-competition.com)

Tel: 86 10 58461198

Contacts: Xin Liu 刘昕 & Jia Wei 魏佳 & Ting Liu 刘婷

[WWW.AIM-COMPETITION.COM](http://WWW.AIM-COMPETITION.COM)