



广州设计之都 简介

Design Capital of Guangzhou (DCGZ)
Brochure

广州·白云 Guangzhou · Baiyun



广州 设计之都

Design Capital of Guangzhou
(DCGZ)

DESIGN
CAPITAL

邀请世界各国设计精英 来这里

Invite the design elites all over the world to come here

这里拥有别具一格的公共设施，前卫的总部建筑，巨大的设计展馆，优质的景观品质，连续的步行环境，独特的“街道展品”……

这里将被打造成为一个全面对接全球设计文化，对标世界设计之都，集聚广州文化创意资源，发挥区域辐射优势，与北京、上海、深圳错位发展，形成设计全链条、服务全过程的综合性设计产业社区。

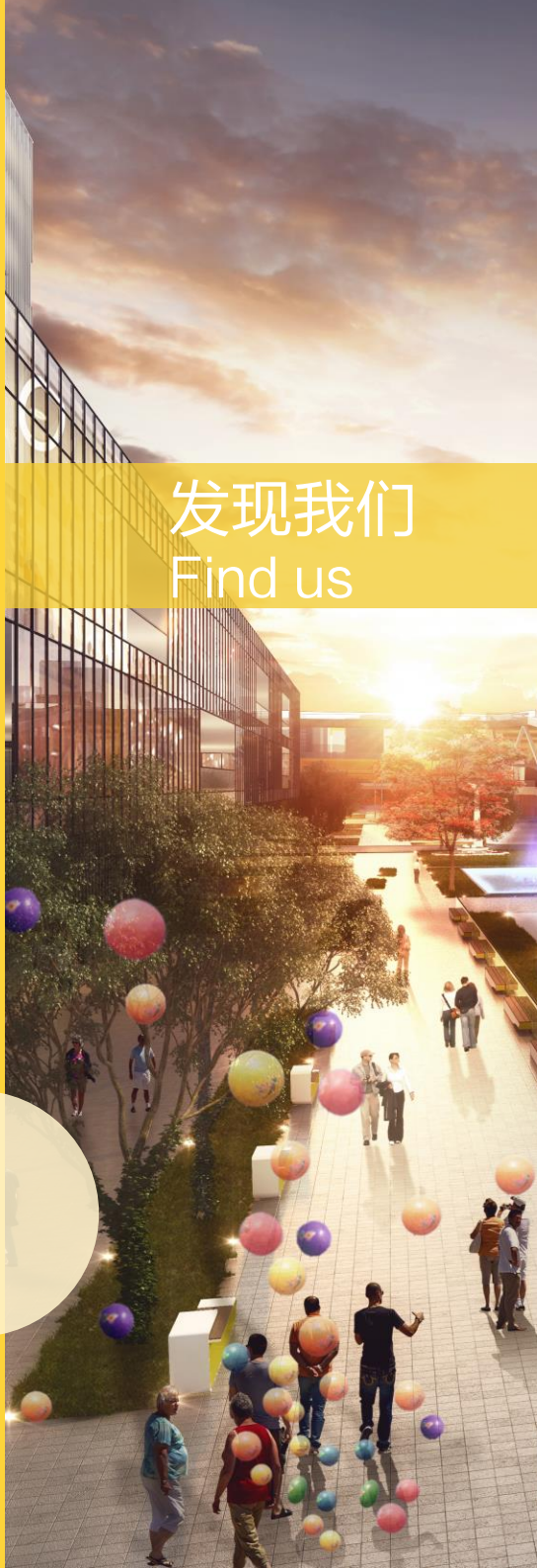
这里将是广州通向世界级设计殿堂的新起点，激发设计灵感的新触媒，引领大众设计的新风尚，传播设计文化的新领地。

Here are distinctive public facilities, fashionable headquarter buildings, huge design exhibitions, excellent landscape quality, continuous walking environment and unique "street exhibits" etc.

Here will be created as a fully interconnected global design culture to benchmark the world's design city, gather Guangzhou's cultural innovation resources, and exert its regional radiation advantages. By staggered development with Beijing, Shanghai and Shenzhen, it will form a comprehensive design industry community with the full chain of design and full process of services.

Here will be a new starting point for Guangzhou to access the world-class palace of design and as well as a new territory to stimulate the new media of design inspiration, guide the new fashion of streamline design, and transmit the design cultures.

发现我们 Find us



广州设计之都

Design Capital of Guangzhou

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01 区位条件

Geographic conditions

广深创新科技走廊顶点区位，引领广州设计产业集聚发展

The top location of Guangzhou-Shenzhen Innovation and Technology Corridor leads the concentrated development of Guangzhou's design industry

广州设计之都位于广州市中心，距离空港经济区18公里，位于广深创新科技走廊的龙头位置，就产业区位而言，适合发展以设计、创新、创意等方向的产业。

Guangzhou's Capital of Design is located in the center of Guangzhou, 18 kilometers away from the Airport Economic Zone. It is located at the leading position of the Guangzhou-Shenzhen Innovation and Technology Corridor. In terms of industrial location, it is suitable for the development of industries with design, innovation and creativity.



链接广州枢纽交通网络，与周边各大功能区联系便捷

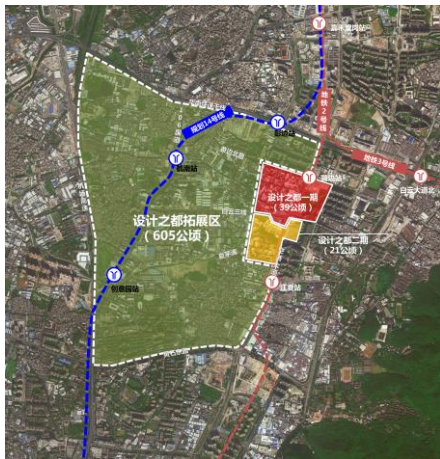
It links to the Guangzhou hub transportation network, and is easily connected with the surrounding major functional areas

- 规划区与广州各大枢纽联系便捷，距离白云国际机场距离20公里，广州火车站5公里，广州火车南站30公里，广州东站15公里，广州北站25公里。
- 现有地铁2号线黄边站1处，地铁14号线鹤南、彭边、创意园4处站点。
- 本次规划范围共665公顷，包括设计之都核心区39公顷、设计之都二期21公顷、设计之都拓展区605公顷。

The planning area is easily connected to major hubs in Guangzhou, 23km from Baiyun International Airport, 10km from Guangzhou Railway Station, 14km from Guangzhou East Railway Station and 25km from Guangzhou North Railway Station.

The rail transit in the project site have convenient connection with other areas. Metro Lines 14 and 3 set up four stations, i.e. Pengbian Station, Henan Station、Huangbian Station and Chuang yi yuan Station.

The planning scope covers a total of 665 hectares, including 39 hectares in the core area of the design capital, 21 hectares in the second phase of the design capital, and 605 hectares in the expansion area of the design capital.



落实白云区“1358”发展思路

Implementation of Baiyun District "1358" development ideas

- 广州设计之都位于白云区“1358”发展思路确定的南部总部集聚区版块中的重要节点，推动白云区建成国家中心城市的现代化中心城区。
- 广州设计之都位于白云新城北侧3公里处，属于泛白云新城地区，将在“面向空港，聚焦中轴”的思路下，进一步打造空港大道发展轴，与白云新城总部集聚区联动，形成设计企业总部区。
- The Design Capital of Guangzhou is an important node in the cluster area of southern headquarters, which is determined by "1358" development idea in Baiyun District, and it promotes Baiyun District to become a modern urban area of a national central city.
- The Design Capital of Guangzhou is located 3 kilometers north of Baiyun New Town. It belongs to Pan-Baiyun New Town. Under the idea of "facing the airport, focusing on the central axis", it will further build the development axis of the Airport Avenue and link up with the headquarters cluster of Baiyun New Town to form the headquarters area of design enterprises.



在白云新城的区位图
(the Location of Baiyun New Town)



02 谋划美好蓝图

Planning a beautiful blueprint

创新引领的国际设计之都，活力多元的都会创意云谷

Innovation-led international capital of design, dynamic and diverse creative cloud valley for city

粤港澳大湾区设计产业集聚的国际品牌聚集地

The design industry gathering place in Dawan District, Guangdong, Hong Kong and Macau

华南首个“一带一路”设计服务贸易中心

South China's first "Belt and Road" design service trade center

广州首个B2B设计服务共享平台

Guangzhou's first B2B design service sharing platform



03 构建三大平台

Building three major platforms

产业平台 强力集聚的设计产业

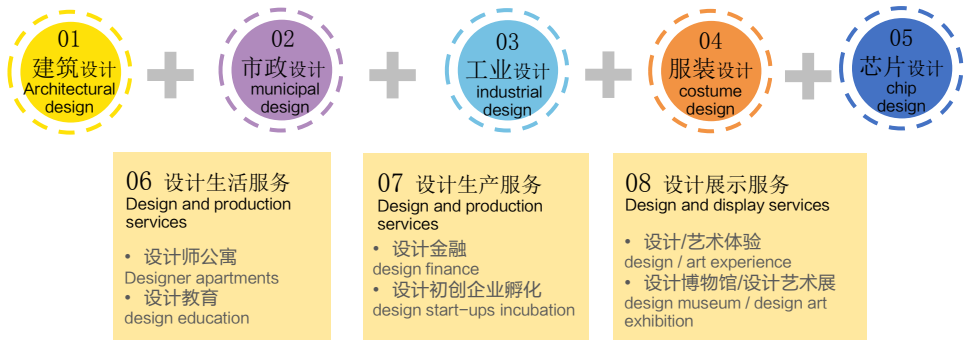
Industry platform for strongly concentrated design industry

设计全链条、服务全过程的旗舰式价值园区

Design a flagship value park with full chain and full process of services

规划拟以建筑、市政、工业、服装、芯片设计等企业为核心，拓展上下游环节，打造集设计生活服务、设计生产服务与设计展示服务功能为一体的完整设计产业链集聚区。

With architecture, municipal, industry, costume, chip design and other enterprises as the core, it is planned to expand the upstream and downstream links, and create the complete design industry chain cluster integrating design and life services, design and production services and design and display services.



设计引领广州传统产业升级的

试点项目

design a pilot project leading the upgrading of traditional industries in Guangzhou

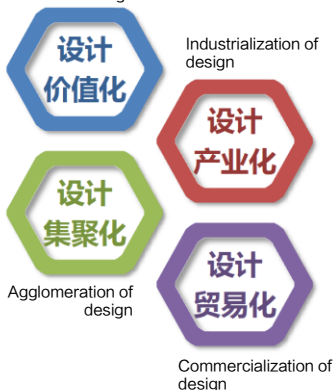
改变广州设计企业分散局面

整合产业集聚发展的

先锋项目

change the dispersion of design enterprises in Guangzhou and integrate the pioneer projects of industrial agglomeration development

Value of design



打造设计全产业链服务链条的综合项目

create a comprehensive project designing the whole industry service chain

推动设计服务走出国门的
首创项目

the first project to push the design service global

培育有机生长的大中小型企业单元，激发设计企业的交流共享

Foster enterprise units in different sizes enabling organic growth and encourage the exchanges and sharing among enterprises.



空间平台 塑造“多首层”的共享交流空间

Space platform for Sharing communication space : shaping the sharing space of "multiple first floors"

贯通的步行平台，启发思维的云谷公园

The complete walking platform and the enlightening Yungu Park

地下空间和二层连廊运用“多首层”概念，依托地铁站构建地上、地下一体化、多层次的共享空间。通过地下公共通道、下沉广场、二层连廊构建连续步行系统，沿途设置多个立体活力节点。

With the concept of "multiple first floors", relying on the subway station, the multi-level shared space is created integrating underground space and two-storey corridor. A continuous walking system is constructed through underground public corridor, sunken square and two-storey corridor, along which multiple three-dimensional vigorous nodes are set.



云谷公园呈楔形，宽度在36-100米之间，东望白云山，西连二矿文化公园，将自然美景与设计文化纳入街区内部。并利用半下沉、抬坡、空中花园等方式，使绿化向地下和空中延伸。

Yungu Park is wedge-shaped with the width of 36-100 meters. It is up to Baiyun Mountain in the east, No. 2 Mine Cultural Park in the west, with natural beauty and design culture into the inner part of the block, and extends the greening towards the underground and the air by means of semi-sinks, slopes and air gardens.





展示平台 无处不在的设计艺术氛围

Display platform, ubiquitous design art atmosphere

别具一格的设计殿堂，不期而遇的露天“街道画廊”

A unique palace of design, an open-air “street gallery” that is met by chance

在这里，拥有承载广州“设计双年展”盛事的金色设计殿堂，作为设计大事件的承办地；此外，当人们自由漫步，在街道随处可见观赏时尚设计和艺术展品，体验现代都市的设计乐趣。

Here is a golden palace of design that hosts the Guangzhou Design Biennale as a host of design events; in addition, when people walk freely, they can watch fashion design and art exhibits everywhere in the street and experience the pleasure in design of modern cities.



设计云谷绿坡看台效果图
Design the cloud Valley renderings

别具一格的设计殿堂综合体

Unique design palace complex

设计殿堂占地面积 7597 平方米，建筑高度 35 米，建设总规模 2.5 万平方米。规划建设展厅、设计艺术展厅、会议中心、设计产品发布会、艺术剧院以及商业用房等。能够为设计办公产业提供学术交流、学术体验、策划展览、24 小时服务中心、设计产业触媒、设计图书馆、博物馆群、艺术体验、设计产品展览中心等服务。

The design palace covers an area of 7,597 m², the building height of 35m and a total construction scale of 25,000 m². We are planning to construct exhibition palaces, design art exhibition palaces, conference centers, design product release conference, art theaters and commercial buildings. It can provide academic exchange, academic experience, planning exhibition, 24-hour service center, design industry catalyst, design library, museum group, art experience, design product exhibition center and other services for the design office industry.



大道至简 Great Truth in Simple Words



设计殿堂位于云谷公园旁，形成错落的室外屋顶平台；大师工作室体积较小，院落式布局；两者变化均较为丰富。而设计殿堂以“悬浮的晶体宝盒”姿态屹立在复杂的场地中。外形简洁大方，内部变化丰富，凸显殿堂的分量和核心地位。底层通透，建筑体量散布于平静水面，具有岭南园林特色。高低不同的活动花园全天候向市民游客开放，呈现出欢迎包容的姿态。

The design palace is adjacent to Yungu Park, forming a patchwork outdoor roof platform. The master studio is small and adopts courtyard layout, both of them have a variety of changes. The design palace stands in a complex environment as a "suspended crystal treasure box" posture. Its shape is simple and generous, but the internal changes are various, that will help to highlight the significance and core status of the palace. The bottom layer is transparent, the building reflects on calm water surface, and it has the characteristics of Lingnan Garden. The patchwork garden are open to public tourists all the time, and showing the welcome and tolerance spirit.

04 筑造设计核心

constructing the design core

以“小街区、密路网”理念打造设计之都核心区，营造设计企业总部共享花园，以品质换价值，通过高品质的设计云谷公共空间串联各企业组团，突显活力，激发创意。

With the concept of "small block, dense road network", we create the core area of the Design Capital, create the shared garden of design enterprise headquarters, quality for value, connect the enterprise groups through high-quality design Yungu public space, highlight the vitality, and stimulate creativity.

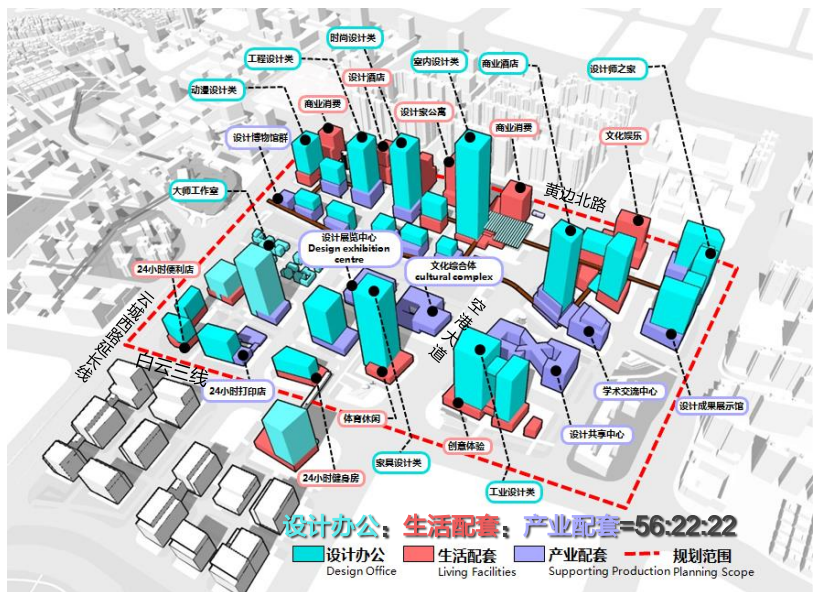
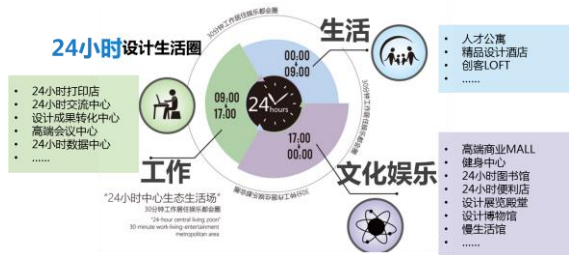


城市设计总平面图 Master Plan of Urban Design

以设计办公为主导，配套完善的设计产业集聚区

Led by design office, it is supported with perfect design industry cluster

- 设计之都以设计办公为主导功能，占比达56%。
- 在公共服务方面，沿设计云谷公园布置与设计产业关联的产业配套设施，如设计展览中心、设计文化综合体；沿黄边地铁站、黄边北路及建筑裙楼设置生活配套，为区内的设计师提供订制式的24小时服务。
- The Design Capital takes the design office as the leading function, accounting for 56%.
- In terms of public services, the industrial supporting facilities associated with the design industry are laid out along Yungu Park, such as design exhibition center and design cultural complex; life supporting facilities are set up along Huangbian Metro Station, Huangbian North Road and building podium to provide customized 24-hour service for designers in the district.



主导产业及功能分布图 Leading Industry and Functional Distribution Map

建设实施效果

Construction effect



05 政策及招商

policy and Investment

- **扶持政策：**区政府出台了《促进广州“设计之都”产业发展暂行办法》，在办公用房补贴、人才补贴等方面予以强有力支持，举全区之力高起点高标准建设设计之都。

Supporting policies: The district government issued the "Interim Measures for Promoting the Industrial Development of Guangzhou "Design Capital", providing strong support in office housing subsidies, talent subsidies, etc. Baiyun district has joined forces to build a standard design capital.

- **招商情况：**自项目启动以来，鹤龙街积极推进招商工作，已走访或接洽了百余家设计及设计上下游企业。成功举办六次大型专题推介会。

Investment situation: Since the project started, Helong Street has launched several investment promotion fairs, and has contacted **hundreds of** enterprises in design industry, as well as successfully held **six** influential thematic promotion conferences.



意向入驻企业 (Intention to enter the enterprise)

广州市白云区人民政府办公室文件

云府办〔2018〕96号

广州市白云区人民政府办公室关于印发
广州市白云区促进广州“设计之都”
产业发展暂行办法的通知



开工动员大会 Construction Launch Ceremony



2019广州设计之都国际招商会
investment promotion conference of the design
capital of guangzhou



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(DCGZ)

The Brochure



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Design Capital of Guangzhou

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