

UNIQUE | 财富地产 HOMES | 华丽家



如何重现远东华尔街辉煌？

打造沪上唯一“城市国际会客厅”

*PIERO GIOVANNINI*和他的“绿色建筑”



环顾太平洋 情系夏威夷

低调的华丽 世界上最昂贵的蓝白格

YIMOU | 逸谋传媒
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PIERO GIOVANNINI

威尼斯HYD国际建筑事务所主持建筑师

PIERO GIOVANNINI是威尼斯HYD国际建筑事务所主持建筑师，出生于1975年，以最高的设计成绩毕业于著名的威尼斯建筑大学IUAV。

2004年PIERO荣获意大利建筑师A级资格。同年，PIERO作为主持建筑师创办了威尼斯HYD建筑事务所。事务所擅长创作雅致及豪华的作品并以绿色建筑理念为前提。

2008年PIERO被意大利证券所上市公司GRUPPO Trombini Spa集团任命为艺术总监。

在2010年感谢于事务所创新与典雅的设计作品，PIERO 获得了意大利青年建筑师金奖。

HYD建筑事务所在PIERO的带领下，作品布及迪拜，罗马，巴黎，上海和重庆。在2012年赢得了景德镇陶瓷博物馆设计的国际竞标并荣幸得到清华美院李砚祖教授的盛誉。

2014年在重庆PIERO与意大利理事一同受邀介绍重庆规模最大，最豪华的购物中心及奥特莱斯的项目设计，同年被邀请在上海完成两个位于重要地标位置的项目设计。6年来多家重要的建筑学刊物，时尚刊物的报道以及意大利竞赛和展览所获的奖项使他具有非常高的名誉。



采访背景 BACKGROUND INTERVIEWS

全球顶尖 豪宅杂志

近年来国际大牌设计师纷纷来到中国，将中国当成迪拜之后的第二个设计实验场，利用中国人求新创意，追逐国际前沿的开发心态，开辟设计事业新高峰。2014年10月10日，上海开展了为期一周的设计展，其中《在上海及华东地区的意大利的建筑师/设计师展》得到了意大利驻沪总领事的特别眷顾，并亲自站台推荐，十多位才华横溢的建筑师/设计师带着他们在中国创作的作品热情地在现场讲解。

作为意大利杰出青年建筑设计师，且已在中国参与了多个建筑设计项目、来自HYD建筑设计事务所的PIERO GIOVANNINI先生并未能出现在展会现场。作为<UNIQUE HOMES>杂志的关注者和上海威斯顿不动产学院<国际城市战略发展规划研究院>的国际战略合作者，在上海铂丽中心，<UNIQUE HOMES>中文刊发行人HELEN TANG女士就相关问题采访了PIERO先生。

HELEN T: Welcome Mr. Piero, It is very nice that we have the chance to interview you, you know <UNIQUE HOMES> magazine is very famous in the world, we focus luxury property, some impact things, specialist people, like you and your HYD, so could you introduce you and HYD?

Piero G: First of all, thank you very much to invite me, we know that <UNIQUE HOMES> is a very important magazine, is all well-known also in Italy, so I am very happy to have this opportunity to speak with you! Our company is based in Italy and also in Shanghai, the name is "HYD" means "house and yacht design", We have set the HYD 12 years ago in Venice, and from about 4 years ago, we focused Chinese marketing. You know that China is a very powerful country and has a lot of opportunities to get new business, and Shanghai is a good beginning. Venice, my city, like Shanghai of China, we are always making connections because from the ancient time there was Mac Polo, there was an Italian man, create the first connection between these two countries. So we feel very close to you, your maturity and your history. HYD is an architecture company, well-known in Italy, in Europe. We were ever in important prize, like golden prize, for young architecture 2 years ago. And from that time, our company become bigger and bigger. We work not only in Italy, we work also in France, Croatia, Dubai in the mid-east, and now we are working for four areas also here in China.

HELEN T: 欢迎 PIERO, 非常荣幸我们有这个机会可以采访您，在意大利时，您对<UNIQUE HOMES>杂志就非常关注，它是全球顶尖的豪宅杂志，现在中文刊开创后，除了国际豪宅，我们更多的关注影响力事件和特别的人，就像你和HYD事务所，所以请您在此先给大家介绍一下有关您和HYD事务所。

Piero G: 首先要谢谢<UNIQUE HOMES>杂志的邀请。从事这一行的都知道，<UNIQUE HOMES>杂志在意大利、在全球都非常有影响力，谢谢你给了我们这样的机会。

我们的建筑设计事务所HYD的意思是H-house代表房屋，Y-yacht代表游艇，HYD在房屋的建筑设计和游艇的设计是非常出名的。HYD于12年前在威尼斯成立。大概4年前，我们开始关注中国市场。因为中国是一个充满力量、充满机遇的国家，而上海是首选城市。历史上，意大利的马可波罗把威尼斯与上海紧密联系，也给两国之间建立了一个桥梁。我非常喜欢中国的文化。正如你所说，HYD在意大利，欧洲都很名。两年前，作为首席设计师的我，还获得了意大利杰出青年建筑设计师奖，而我们另外专注于YACHT设计的设计师们也获奖无数，得到了国际认可。随着公司的壮大，HYD不仅在法国，克罗地亚，在中东的迪拜，我们主持和参与了很多项目的设计工作，当然也包括中国区域。

采访

在HELEN TANG女士
告知了PIERO先生
相关采访须知后正式开始

PIERO GIOVANNINI 和他的绿色建筑

全球顶尖
豪宅杂志

HELEN T: 在此访问之前，我们了解到一些信息，HYD刚刚完成位于外滩的全球100餐厅“DA IVO”的设计，目前该餐厅已经开业，吸引了诸多的关注，尤其是您的设计，留下了很多精美的照片，在重庆，您参与设计了一个大型的商业中心，其中包括一个很大的OUTLET，在景德镇，您设计了新博物馆，目前正在建设阶段，因此，我们想知道，在这些设计中，您采用了哪些新技术、新设计手法及新材料？



Piero G: 我们致力于新型的建筑设计，重视绿色建筑。绿色建筑是一种新的思维模式，我们必须去创造更接近大自然的设计。我们不能毫无想法的不断地重复建造，我们必须给我们的儿女们更健康美好的未来。基于尊重大自然的基础上去设计和建造新的建筑物是很重要的，我们可以称这样的建筑为绿色建筑。

我们重视绿色建筑领域。比如在重庆项目上，我们使用了一种在意大利非常特殊的材料，这种新兴的水泥可以吸收灰尘，净化空气，我们借助于自然风力把新鲜空气输送到办公楼，不仅仅是简单的使用空调。

当然，不同的建筑采用的是不同的建筑手法。

HELEN T: 是的，当您应用自然手法去设计新的建筑物时，其实就是给使用者提供了一个高质量的生活和工作的环境。

Piero G: 当然。

HELEN T: Before this interview, we have some information about you, and we also knew that you have made some projects in China, like the TOP 100 restaurant "DA IVO" at the bund 12, It is a famous restaurant, now, it is opening, and also in Chongqing, HYD designed a big shopping mall that include a outlet, and a museum in Jingdezhen, so could you tell us that you used what new technology, new architect design, new material in it?

Piero G: We specialized on this new idea of architecture that is focus on green building. Green building is a new way of thinking, because we must create something that is very close to nature. We don't only to build, build and build without thinking, We should to give our son and daughters a beautiful and better future. So it's important thing that can to build a building base on respect the nature, we call that is green building.

We are specialized on these fields, For example, in Chongqing, we made a shopping mall, we dedicated to this idea, the building can give much respect to the nature. we used special materials. Now in Italy, we create a new concrete that it can clean the pollution, We must use the wind to give more fresh air to the building, not only use conditioner.

Of cause, you know, base the different building, we use the different way.

HELEN T: Yes, so when you use the natural ways in the new building, the user can have a high quality life and work environment.

Piero G: Sure.



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全球顶尖 豪宅杂志

HELEN T: So we know some architectural company suggest owner to use new technology, but it need to pay more money. But HYD is different that always use the new materials, the price is very cheap, this is HYD's special ways, actually is your different design proposal.

Piero G: The new technology always need pay more money at first, but when you use it in future can save more money, also, when after 6 months, the price will be become more low, these are depend on the architect and designer has more information about new technology. Actually, the architect and designer's level is important.

HELEN T: So we know HYD has another difference that you introduced some partners to China, They believe you and follow you, like "Larry Smith company" that focus commercial real estate, The owner always hope can get more support from the partner.

Piero G: We create connections with famous brand, like "Larry Smith", I think they are one of the three best in the world, about the real estate in commercial, and we create the connections for the China's market. We can give more option to our clients and hope them can finish the investment successful.

HELEN T: 正如我们所知,现在很多建筑师都建议业主使用新技术,但是这往往需要投入更多的资金,而HYD不同之处,其实是您的设计理念是,新技术不一定要用很贵的材料,这取决于设计师的水平和设计眼光。

Piero G: 在刚开始,应用新技术和新材料确实有些贵,但是,当新的建筑投入使用时会节约许多管理成本。其实,许多新材料,每过6个月,价格都会下降很多,这需要建筑设计师要有及时、更多的市场信息。实际上,建筑设计师的水平是关键。

HELEN T: 我们都知道HYD还有一个不同之处,您总是喜欢分享合作信息给来自意大利的其他公司,并介绍他们到中国,他们非常信任您,且也愿意跟从您的推荐。例如著名的商业地产咨询公司" Larry Smith" 公司,中国的客户也很喜欢从合作伙伴处获得更多的支持。

Piero G: 我们与很多著名的公司也有很多的合作,就像你所说的" Larry Smith" 公司,我相信他们是世界最好的三家公司之一,在商业方面卓有成效。我们这样做,就是希望,可以给到我们的顾客更多的特别支持,从而帮助客户完成整个商业计划。



HELEN T: 非常感谢您所做的一切，您能告诉我们您关于中国市场的计划？

Piero G: 对于所有的商业人士来讲，中国市场非常有吸引力，因此我们会在中国开设一个新的公司，明年，我也会搬到上海，开始新生活、新工作。现在的中国人越来越关注细节和质量，所以，现在的中国市场是一个新机会。

HELEN T: 所以您觉得对贵公司来说这是一个好的时机进入中国市场？最后一个问题是：现在每个人都会很重视自己的健康，而健康和生活方式，生活水平息息相关，作为一个建筑设计师，您认为未来人们会更关注什么？您又是怎么看的呢？

Piero G: 是的。在将来，人们都会寻求不同的生活方式。健康则是人们的重要需求之一。因此，当我们的顾客要求我们在新项目中应用何种新创意时，我们总是告诉他们要更多的关注未来人们的生活方式。因为人们花费更多的时间在办公室和家里，他们关注空气，食物和水的质量，而且，在中国，越来越多的人开始喜欢出去度周末。自由、健康、轻松和快乐变得越来越重要。作为一个建筑设计师，我觉得就，所有的新技术、新材料，新创意都有基于人们为来的生活需求。

HELEN T: 我想是这样，希望您在明年可以用您的新创意在中国市场完成更多的优秀项目，非常感谢！



HELEN T: Thanks for your kindly, could you tell us about your planning about Chinese marketing?

Piero G: You know Chinese market is very important for everybody, because it is very powerful. So we want set a new company just for Chinese market, and next year, I will move in shanghai for new work. We hope can get so many projects from China. Now more and more Chinese Peoples need more details and more quality, so this is a new time for Chinese market.

HELEN T: So, you think it's the good timing for you and your company to come to China? Ok, the last question is : Too many Peoples are focus the health now, but the health base on good life style and life quality, How do you think about the new idea as a architect and designer in the future?

Piero G: Yes, of cause! In the future, everybody want have a different ways to live with health at their home. So, when our clients ask us to give them some new idea about new project, We told them that we must pay attention to health style life in the future. The People spend much time at their home and office. They focus air, food and water, It will be more important. Also in China, more and more people love to go outside for the weekend. Freely, health, relaxed, and happy are important. As a architect and designer, I think we need know this, the new technology, new material, new design should be base on the people's request in the future.

HELEN T: Yes I think so, hope next year, you can use your new idea finish more project successful in China, So thank you!