

# Devotion to Creating Better Habitat Environment 为了创造更美好的人居环境

—— Interview with Mr. Robert H. Liu, Executive Director and Mr. Xin Shao, Director General Manager of Shanghai PTArchitects

—— 访 PTA 上海柏涛刘洪先生和邵鑫先生

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执行董事刘洪先生  
Mr. Robert H. Liu, Executive Director



董事、总经理邵鑫先生  
Mr. Xin Shao, Director General Manager

为迎接中国改革开放 40 周年，日前我社以“跨国公司在中国”为主题，有计划地在全国各地采访一批有成就的跨国公司。PTA 上海柏涛是我们 10 年回访的重点对象之一，公司执行董事刘洪先生和董事、总经理邵鑫先生热情地接受了我们的 10 年后的回访。

作为柏涛®设计 PT DESIGN 中国机构创始成员之一的 PTA 上海柏涛，创立于 2003 年。经过十余载的发展，始终秉持“设计引领生活，建造实现理想”的设计理念，已经成为中国知名的建筑设计机构之一。谈及这 10 年来的新变化时，刘洪先生说：“这 10 年，公司的变化很大，员工由 70 人增加到近 700 多人，先后成立了成都事业部和北京事业部，公司承揽设计的著名项目也在不断增加。”今天的上海柏涛云集大批知名建筑师和工程师，合作开发高达百余家，完成项目近千余个，收获了来自客户和同行的赞誉，并入选了中国房地产企业 500 强首选品牌。邵鑫总经理提到：“这 10 年，我们抓住

了企业发展的历史机遇，把传承和突破巧妙地结合起来，发展成长为一家全国性的建筑设计机构。”

上海柏涛凭借源源不断的创新能力，在中国房地产发展市场化的每一阶段都做出了引领性的贡献，进入中国 15 年，公司始终坚持与业主一起做有品质、有品牌，深受市场欢迎和接受的项目。邵鑫先生说：“公司的品牌辐射力在这十年里得到了加强”，众多知名开发商都愿意选择与上海柏涛合作，随着一个又一个知名项目的落地，公司的设计品牌在甲方、用户心中树立起来，良好的口碑也使得公司迎来更多的回头客户与新客户。

## 独创的太阳引力发展平台

公司的发展离不开人才的支撑，上海柏涛的经营理念及企业文化是创造快乐的工作环境和富有合作精神的团队，团队能够与公司共同成长、共享收获，鼓励持续创新并提供优质的客户服务。人员的成熟度、团队发展的成熟度，将决定企业能做多大，走多远。公司期待



横琴华润万象世界

每一个设计团队和设计师都能够通过一种内生型自发式的增长，获得更远更广阔的发展方向，而“太阳引力发展平台”正是在这种状态下应运而生的，是以团队在上柏平台上的成长和发展为基础的创新性发展体系，为团队和个人提供一个没有“天花板”的空间，而后根据他们的成熟度和发展需求，为他们创造条件由内而外孵化，从而体现出公司以设计研发能力的提升、人才的教育培养、品牌的管理发展为核心力量的吸引力与辐射力。

## T 型人才培养体系

有深厚的知识和技能，同时也对其他领域的学科有着浓厚的兴趣和求知欲。“T 型人才”在保持对内某个点的专注与精益求精的同时，又要对外部其他看似不相关的领域以及不同的做法保持足够的开放和接纳；既把根扎得足够深，看到问题的本源，又要高屋建瓴，系统地整合设计解决方案。

## “设计+”的发展理念

“柏涛®设计”提出的“设计+”理念正是希望以“柏涛®设计”原有的基因为起点，在互联网不断发展的技术支持下，充分发挥集团



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绿地海珀玉晖  
合作方：会元设计咨询（上海）有限公司

点之上，谈及未来的发展目标时，刘洪先生说：“我们强调团队各司其职，同时也讲究配合，重视分享，追求轻松愉悦的心态和工作状态。15年来，公司建立了可充分发挥个人才华的平台，员工们拥有一个宽松、自由的工作环境，这是让我感到满意的事情。”上海柏涛的成功离不开合理的管理模式，同时鼓励创新发展，激发员工的主观能动性。未来，上海柏涛将加强创新、研发，关注人才的要求，吸引更多的人才加盟，努力成为中国建筑设计中不可或缺的中坚力量。“我们做好了充分的准备，并且抓住中国改革开放所带来的巨大的市场机遇。到目前为止，公司高管大部分时间仍用于设计一线，在日常的管理中也注重积累知识经验、积累人才、研

发新产品、建立品牌系统、开发新的市场。”邵鑫先生强调说，“我们源自澳洲，立足中国，未来的发展目标是吸引全世界顶尖的建筑设计人才，把PTA上海柏涛打造成全球性的建筑设计公司，为创造更美好的人居环境而继续努力。”

每个个体的创造力、想象力，让思想自由驰骋，激活各方资源，用设计的力量，开拓新的模式和领域。上海柏涛经过多年探索，以“人”为本，以“产品”为目的，区别单一的标准化产品研发，专注产品的解决方案，凭借灵活多变的新型手法与技术、创新和实践结合的精神，将设计的理念真正融入到日常生活之中。通过参观保时捷、宝马、奔驰等汽车品牌的生产基地，从1:1车模研发环节中获取灵感，提出“萬試如意®”品牌理念，并最终成为国内首个1:1户型研发专利产品。户型测试研发目前仍是国内高效运用的户型实验室，充分借鉴制造业的经验，在新户型诞生之前，增加1:1实地户型搭建，过滤那些对于品质、气质、细节的干扰因素，集中精力发现模型比例下暴露不出的问题，从而在现场高效解决。

今年恰逢上海柏涛成立的第15个年头，经过多年沉淀，公司正站在一个中继



桐南美麓

At the 40th anniversary of China's reform and opening-up, Multinationals in China interviews a group of outstanding multinationals operating in China. Shanghai PT Architects (PTA Shanghai) is a typical and major one for our revisit after 10 years. Its Executive Director Mr. Robert H. Liu and Director General Manager Xin Shao accept the return interview.

As a founding member of PT® DESIGN, PTA Shanghai was established in 2003. In over 10 years of development, PTA Shanghai has been always adhered to the design philosophy "Design Leads Life and Construction Fulfills Ideal" and developed into a well-known architect in China. "In the past 10 years, the company has changed greatly. We increase staffs from about 70 to nearly 7000, set up our Chengdu Division and Beijing Division successively, and accomplish increasing famous design projects," says Liu, when talking about the company's changes. Now PTA Shanghai has attracted hosts of famous architects and engineers and accomplished nearly a thousand projects through cooperation with over a hundred developers. Accordingly the company wins high praise from clients and the industry and is listed in Top 500 of Chinese Real Estate Companies. "We seize the historic development



首创天阅滨江夜景鸟瞰

opportunity and make good combination of tradition and innovative breakthrough and enable PTA Shanghai to grow into an institution of architectural design widely known in China," says Shao.

With constant innovation ability, PTA Shanghai makes leading contribution at all stages of real estate development and marketization in China. Over 15 years from its entry to China, the company has been insisting on creating projects featured in high quality and top brand, which achieves high evaluation from the industry. "We strengthen the company's brand radiation greatly and continuously in the development, so famous developers positively cooperate with us. With famous projects one by one contracted, our design brand gets built solidly in the eyes of Party A and clients and our top designs hold regular clients and attract more ones," says Shao.

**Unique "Solar Gravitation" Development Platform**

Talent support is indispensable for a company's development. PTA Shanghai holds the business philosophy and culture: creating happy working atmosphere and forming teams with rich cooperative spirit. The teams develop and share the gains with the company and the company encourages the teams to sustain innovation and deliver best service to



首创天阅滨江





泰禾华发姑苏院子

"PT Architects® Design" proposes "Design +" Philosophy in purpose of encouraging all staffs to release their creativity and imagination, activating resources in all aspects and explore new modes and space with design power. In the principle "people oriented" and "product centered", PTA Shanghai concentrates more on product solution rather than simple standardized product. Encouraged by the "innovation and practice combination" spirit and through a variety of new means and technologies, it integrates design ideas to daily life.

By visit to the production bases of Porsche, BMW, Benz and other motor makers, PTA Shanghai obtains an inspiration from 1:1 automotive mould

clients. Scale and prospect of a company depends on its staffs and teams' maturity. The company hopes that all design teams and designers explore wider and further development through their positive efforts so we set up "Solar Gravitation" Development Platform, an innovation development system on which individuals and teams can play their roles freely without "ceiling". Then in accordance with their maturity and development demands, the platform gives them the conditions of incubation from inside to outside. Viewed from this, the company stresses its brand attraction and radiation in support of research and development enhancement, talent cultivation and brand management.

**T Type Talent Cultivation Frame**

As an architectural designer, PTA Shanghai appreciates any young non-conformists features in sparking new ideas, new innovation and new creation. The teams with the members at average age of 30 years are holding such features. In the post knowledge economy age, eminent architectural design practitioners largely make breakthrough from limited thinking, jump out of tradition, and keep changing, trying and learning. Now PTA Shanghai is cultivating such "T Type Talents". In phrase "T Type Talent", "—" in the letter T represents thinking width and "|" means professional depth, i.e. such talents own rich knowledge and abilities in professional field while holding deep interests and aspiration to other disciplines and fields. They hold fengrossment and sophistication in one field while taking up different methods and ideas from even unrelated fields with an open attitude; they base deeply and hold the origin of issues while integrating design solutions systemically.

**"Design +" Development Philosophy**

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research and development and proposes brand idea "Wan Shi Ru Yi®", which is rewarded as China's first 1:1 house model research proprietary product. The research and development based on house model test is applied frequently at home. Such practice borrows ideas from the manufacturing, applies a real 1:1 house model before finalizing a new house model. By this, some disturbance factors in aspects of quality, style and details are filtered to save more efforts to find out defects that cannot be detected in the small model. Such defects can be efficiently on site.

This year, just the 15th anniversary of its establishment, PTA Shanghai is on its development relay point. "We hope our teams fulfill their duties well, but we encourage them to cooperate and share, working with easy and joyful mentality. In the past 15 years, we have built up a platform on which individuals show their talent and created a comfortable and free working



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atmosphere. I am so satisfied with this," says Liu, talking of the company's development objectives. Feasible management model contributes PTA Shanghai's success. In this aspect, the company encourages innovation and excites staffs' subjective initiative. PTA Shanghai is strengthening innovation and development,

focusing on cultivating and introducing talents and trying best to be a backbone in the Chinese architectural design industry. "We will seize the unmissable market opportunity given by the Chinese reform and opening-up. By far, the senior executives of the company are still on the design frontier, lay stress on accumulation of knowledges and talents, and focus on novelty development, brand management and market extension," says Liu. "Coming from Australia and base on China, we will attract more top architectural design talents over the world and strive to make PTA Shanghai a world-leading building design firm, creating better habitat environment," Shao emphasizes.



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