

深圳市小梅沙海岸带详细规划国际咨询

咨询规则

International Consultation for Detailed Planning of

Xiaomeisha Coastal Zone, Shenzhen

Work Rules

二〇一九年五月

May 2019

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一. 组织机构 Organizers

主办方：深圳市盐田区人民政府

Host: Yantian District Government, Shenzhen

技术指导单位：深圳市规划与自然资源局（深圳市海洋渔业局）

Technical Advisor： Planning and Natural Resources Bureau of Shenzhen Municipal People' s Government (Shenzhen municipal Marine Fisheries Service)

承办单位：深圳市特发集团有限公司

Organizer: Shenzhen SDG Co., Ltd.

协办单位：深圳市公共艺术中心（深圳市城市设计促进中心）

Co-organizer: Shenzhen Center for Public Art (Shenzhen Center for Design)

二. 咨询方式 Design Consultation

在全球范围内公开征集设计机构参与，参赛设计机构根据咨询规则及技术任务书，提交相应的报名文件和概念提案，通过资格预审择优选取 6 家设计机构进入到方案设计阶段。

This Consultation is open to all international design firms. The participating design firms are required to submit registration documents and conceptual proposal pursuant to Work Rules and Design Brief, and 6 design firms will be shortlisted in prequalification phase to proceed with schematic design.

三. 报名要求 Requirements for Registration

3.1 本次国际咨询采取公开报名的方式，国内外设计机构均可报名参加本次国际咨询。

3.1 This Consultation is open to public registration by all international and local design firms.

3.2 允许联合体报名，不接受个人及个人组合的报名。联合体各方不得再单独以自己名义，或者与另外的设计机构组成联合体参加此次国际咨询；法定代表人为同一个人的两个及两个以上法人，母公司、全资子公司及其控股公司，不得同时报名参赛；

3.2 This Consultation is open to consortia. Registration by individuals or groups comprising individuals are unacceptable. Any member of a consortium is not allowed to additionally register as an individual firm or joint another consortium at the same time for this Consultation; two or more corporations, parent companies, wholly-owned subsidiaries and holding companies with the same legal representative are not allowed to register simultaneously;

3.3 咨询团队构成中需要有规划建筑、海洋生态、海洋工程、旅游策划等相关领域的专业成员。

3.3 The consultation team should include professionals in urban planning, architecture, marine ecology, ocean engineering and tourism planning etc.

四. 评审方式 Evaluation

4.1 资格预审 Prequalification

(1) 组建资格预审委员会，成员由 7 名熟悉设计行业且具备城市设计、建筑设计、海洋工程等

专业背景的行业专家组成。资格预审委员会由评审组长主持评审工作，评审组长通过推荐产生，在评审中与其他成员有同等表决权；具体评审细则由资格预审委员会依据资格审查原则确定。

(1) A prequalification committee consisting of seven experts who are versed with the design industry and have the professional background of urban design, architectural design, marine engineering, etc. is to be set up. The prequalification committee will be chaired by a recommended chairperson who enjoys the same voting right as other members during evaluation. The prequalification rules will be finalized by the committee pursuant to the principle of prequalification.

(2) 资格预审委员会对概念提案、拟投入设计团队、相关类似业绩进行审查，根据设计任务要求，使用记名投票的方法确定 6 家入围机构或联合体，参与下一阶段方案设计。

(2) The prequalification committee will evaluate the conceptual proposal, proposed design team and portfolio of projects, and in view of the requirements of the Design Brief, selects 6 design firms or consortia through disclosed ballots to proceed with the subsequent schematic design.

4.2 方案评审 Proposal Evaluation

(1) 组建方案评审委员会，成员由 9 名熟悉行业设计水平且具备城市设计、建筑设计、海洋工程等境内外知名行业专家组成。方案评审委员会由评审组长主持评审工作，在评审中与其他成员有同等表决权。具体评审细则由方案评审委员会确定。

(1) A proposal evaluation committee consisting of 9 experts who are versed with design level of the industry and have the professional background of urban design, architectural design, marine engineering etc. is to be set up. The proposal evaluation committee will be chaired by a chairperson who enjoys the same voting right as other

members during evaluation. The evaluation rules will be finalized by the committee.

(2) 评审会前设计机构通过抽签顺序,由主创设计师进行方案设计成果汇报并回答专家提问。方案设计成果汇报可采用多媒体自动播放与主创设计师汇报讲解相结合的方式进行,每个设计机构汇报 30 分钟(含多媒体播放时间,多媒体播放长度设计机构可根据自己的汇报方式自行决定)、答疑 15 分钟,总时间不超过 45 分钟(含翻译时间)。

(2) Before the evaluation, the participating design firms need to draw lots to determine the sequence for their chief designers to present design submissions and answer experts' questions. Design submissions can be presented via multi-media autoplay, accompanied with the chief designer's explanation. Each design firm has 30 minutes for presentation (including time for multimedia play, which is subject to the design firm) and 15 minutes for Q&A, totaling no more than 45 minutes (including interpretation).

(3) 评审委员认真研究 6 家设计机构的方案设计成果文件和充分讨论比较的基础上,评选出第一名优胜方案。

(3) The team will review schematic design submissions from the shortlisted 6 design firms and finalize a first-place winner through discussion and comparison.

五. 成果整合 Proposal Consolidation

原则上由获得一等奖的设计机构完成后续整合工作,参与整合工作坊、沟通及汇报会,负责成果整合的设计机构必须具备城乡规划甲级资质且在深圳市内注册登记的独立法人企业或在深圳市内有分支机构,或联合一家具有上述资质的机构共同完成。

In principle, the first-place winner will complete subsequent consolidation of proposals and participate in the consolidation workshop, communication and presentation meeting. To be qualified for the consolidation, the design firm must be an independent legal entity holding Class A license for urban and rural planning and incorporated or have a branch in Shenzhen, or bring aboard a partner who has the aforesaid qualification.

如设计机构无法找到可联合的设计机构，则由主办方推荐或指定整合单位。

If no qualified partner could be made available by the first-prize winner, the Host will recommend or designate one.

主办方后续将组织 2 次整合工作坊（每次不超过 2 天），前三名优胜设计机构需派主要设计人员参加。

The organizer will organize two workshops for optimize and integrate design proposals (no more than 2 days each). Chief designers from top three winning design firms need to participate in the workshops.

六. 报名材料 Registration Documents

6.1 报名文件内容要求 (具体要求可详见报名文件制作指引手册)

6.1 Requirements for the contents of the registration documents (for details, please refer to the manual for preparation of registration documents)

A4 规格 (210mm×297mm) , 1 正 9 副 , 不超过 30 页纸内容 (不含封面及目录) 双面打印, 简装, 软皮封面装订成册, 并附目录。

The registration documents should include 1 original and 9 duplicate copies made in A4 size (210mm×297mm), not exceeding 30 pieces of papers (excluding the cover and table of contents). They should be made in paperback form with double-side print and soft cover, and an attached catalogue.

(1) 扉页 : 设计机构名称、项目联系人及电话 (此页为盖章页) ;

(1) Title page : The name, project contact and telephone number of the design firm (with its company seal);

(2) 联合体报名的设计机构应提交所有联合体设计机构共同签署的“设计联合体协议书”, 并明确牵头设计的主要单位 (此页为盖章页) ;

(2) Consortium applicants should submit the Design Consortium Agreement signed by all members of the consortium and specify the leading member (with company seal on this page);

(3) 营业执照或有效机构注册文件 ;

(3) Business license or valid business registration documents;

(4) 机构简介 ;

(4) Design firm profile;

(5) 设计人员总表 ; (按照专业列举参与的设计人员 , 必须含规划建筑、海洋工程、海洋生态、旅游策划等专业背景的人员 , 主创设计师须由主持过多个大型设计项目的人员担任 , 且必须参与本次投标全过程以及参与后续深化设计工作。)

(5) List of designers (the designers should be listed by specialty and must have professional background in urban planning, architecture, ocean engineering, marine ecology and tourism planning; the chief designer must have chaired a number of big projects and must participate throughout the bid process and the subsequent design detailing);

(6) 设计人员简历 ;

(6) Resumes of the designers

(7) 类似项目经验总表及简要介绍 ;

(7) Portfolio of similar projects and brief introductions;

6.2 概念提案内容要求 (暗标)

6.2 Requirements for the contents of the conceptual proposal (sealed bid)

A3 规格 (297mm×420mm) , 1 正 9 副 , 不超过 16 页内容 (不含封面) , 单页打印 , 简装 , 软皮封面装订成册。

The conceptual proposal should include 1 original and 9 duplicate copies made in

A3 size (297mm×420mm), not exceeding 16 pages (excluding the cover). They should be made in paperback form with single-side print and soft cover.

概念提案报告主要表达对项目的理解和设计总体思路,可采用多种形式,独立成章节,图文混排,具体内容详见任务书要求。

The conceptual proposal should mainly represent in any form the designer' s understanding of the Project and overall design ideas, by separate chapters and with mixed layout of images and texts. See the design brief for the main contents.

6.3 报名材料提交

6.3 Submission of the registration materials

6.3.1 电子邮件报名：报名设计机构应在北京时间 2019 年 7 月 8 日 17:00 前，以电子邮件形式向协办单位发送电子版报名材料（电子邮件标题：小梅沙海岸带详细规划国际咨询报名-设计机构名称），完成电子邮件报名，报名截止。

6.3.1 Email: Design firms intending to register for the Consultation should send the soft copies of their registration documents by 17:00, July 8, 2019 to the Co-organizer to complete email registration (please note in the subject line: Registration for International Consultation for Detailed Planning of Xiaomeisha Coastal Zone - Name of the Design Firm).

报名邮箱：scd-competition@szdesigncenter.org

Email for registration: scd-competition@szdesigncenter.org

报名咨询：李小姐 0755-83995241

Contact: Ms. Li 0755-83995241

6.3.2 纸质报名文件提交：已完成电子邮件报名的设计机构应于北京时间 2019 年 7 月 12 日 17:00 前，将完整的纸质报名文件送至协办单位，并在外包封上标注“小梅沙海岸带详细规划国际咨询报名文件-设计机构名称”。

6.3.2 Submission of hard copies: Design firms who have completed email registration should deliver the complete set of hard copies of the registration documents to the Co-organizer by 17:00, July 12, 2019, and note on the outer package "Registration Documents of International Consultation for Detailed Planning of Xiaomeisha Coastal Zone - Name of the Design Firm".

报名材料递送信息：

Information for delivery:

收件人：李小姐 0755-83995241

Attn.: Ms Li, 0755-83995241

收件地址：深圳市福田区上梅林中康路 8 号雕塑家园 A 座 303

Address: Room 303, Block A, Shenzhen Sculpture Academy, 8 Zhongkang Rd,
Shangmeilin, Futian District, Shenzhen

注：已报名的设计机构不可再与其他设计机构组成设计联合体参加本次咨询活动，也不得以顾问的形式参加本次咨询活动。

Note: Registered design firm is neither allowed to register again in the form of a consortium with other firms or participate in the Consultation as an adviser.

6.4 注意事项 Note:

6.4.1 报名文件重点部分必须中英双语，其他部分的语言表达形式由设计机构自行考虑；

6.4.1 The key parts of the registration documents must be made in both English and Chinese, while other parts are subject to the choice of the design firm;

6.4.2 概念提案文字必须采用中英两种形式，不得完全使用英文或其他外文；

6.4.2 The conceptual proposal must be made in both English and Chinese; mere English version or version in any other foreign language is not allowed;

6.4.3 电子邮件报名需将报名文件及概念提案一并提交，格式为 doc、PPT 文件或可编辑的 PDF 文件。

6.4.3 In email registration, the registration documents and conceptual proposal should both be submitted in doc, PPT or editable PDF format.

七. 日程安排 Schedule

阶段 Phase	时间 Deadline	事项 Activities
第一阶段	2019 年 5 月 5 日 May 5, 2019	发布正式公告 Release of official announcement
设计机构征集 Phase 1: Design Firm Screening	2019 年 7 月 8 日 17:00 前 By 17:00, July 8, 2019	提交电子报名资料（报名文件及概念提案），报名截止 Submission of electronic registration materials (registration documents and conceptual proposal), closing of registration

阶段 Phase	时间 Deadline	事项 Activities
	2019年7月12日 17:00 前 By 17:00, July 12, 2019	提交纸质报名资料 Submission of the hard copies of registration documents
	2019年7月中旬(暂定) Mid July 2019 (tentative)	由资格预审委员会对报名材料进行资格预审, 择优选取6家设计机构入围 Assessment of the registration materials by the Prequalification Committee to shortlist 6 design firms.
第二阶段 方案设计 Phase 2: Schematic Design	2019年7月30日 July 30, 2019	组织踏勘、答疑 Site visit and Q&A
	2019年8月16日 Aug. 16, 2019	书面提交答疑问题截止时间 Deadline for written questions
	2019年9月26日 17:00 前 By 17:00, Sep. 26, 2019	提交设计成果 Submission of design proposals
	2019年10月中旬(暂定) Mid Oct. 2019 (tentative)	召开方案评审会 Proposal evaluation meeting

注：以上时间以北京时间为准，主办方保留调整日程安排的权利。

Notes: All the time and dates are shown in Beijing Time. The Host reserves the right to adjust the schedule.

八. 方案设计成果有效性 Eligibility of Submissions

在规定截止日期前送达、并满足设计任务要求的方案设计成果文件为有效设计成果，有下列情形之一的，经评审小组半数以上（含半数）评委认定视为无效设计成果：

Design submissions received by the deadline and meeting the requirements of the Design Brief shall be deemed as eligible. In case of any following circumstances confirmed by half or more of the prequalification judges, the design submissions should be deemed as ineligible.

- 设计成果提交后，更改设计成果的内容；
- The design submissions are revised after being submitted;
- 设计成果不符合任务要求，包括成果内容不全；
- Design submissions fail to meet the requirements of the Design Brief, including incomplete contents;
- 设计成果非原创、已经发表过、与其它设计方案雷同的；
- The design concepts are non-original, already published, or identical to other design proposal;
- 将设计任务转包或混合其他机构设计人员完成的设计成果；
- The design tasks are sub-contracted to others or designers from other design firms are solicited to work on the design;
- 设计成果深度未达到设计任务要求设计深度要求的。

- The detailing level of design submissions fails to meet the requirements of the Design Brief.

九. 咨询奖励 Rewards

9.1 奖励 Rewards

第一名获得奖励人民币伍佰万元整（小写¥ 5,000,000.00元），含后期整合费用人民币贰佰万元整（小写¥ 2,000,000.00元）；

First place winner will be rewarded RMB Five Million (in figure: ¥ 5,000,000.00), including subsequent proposal consolidation fee of RMB Two Million (in figure: ¥ 2,000,000.00);

第二名获得奖励人民币壹佰伍拾万元整（小写¥ 1,500,000.00元）；

Second place winner will be rewarded RMB One Million and Five Hundred Thousand (in figure: ¥ 1,500,000.00);

第三名获得奖励人民币壹佰贰拾万元整（小写¥ 1,200,000.00元）；

Third place winner will be rewarded RMB One Million and Two Hundred Thousand (in figure: ¥ 1,200,000.00);

其他入围设计机构（3名）分别获得奖励人民币捌拾万元整（小写¥ 800,000.00元）。

Other finalists (3 firms) will each be rewarded RMB Eight Hundred Thousand (in figure: ¥ 800,000.00).

9.2 支付方式 Payment

设计机构所获奖励需按照承办方要求配合完成奖金结算各项手续,奖金产生的任何税金由设计机构自理,以联合体名义参加国际咨询的设计机构由牵头单位进行结算。

The winners (winning design firm or leading member of the winning consortium) should cooperate with reward settlement procedures pursuant to the Organizer's requirements. Any taxes incurred by the reward shall be at the winner's cost.

9.3 其他 Others

所有参加本次国际咨询的设计机构在咨询期间所发生的所有差旅等相关费用须自理。

All travel expenses incurred by the participating design firms during the Consultation period will be covered by themselves.

十. 版权问题及法律 Copyright and Laws

10.1 主办单位及承办单位(或协办单位)对设计成果共有享有版权,但设计机构享有设计成果的署名权。此外,主办方对本次国际咨询活动收到所有设计成果享有所有权,所有设计成果在评审后将不予退还设计机构。

10.1 The Host and Organizer (or Co-organizer) share the copyrights of all design submissions, but the professional credits of these submissions shall belong to the design firms. Furthermore, the Host possesses the ownership of these submissions, which will not be returned to the design firms after evaluation.

10.2 主办单位及承办单位(或协办单位)对领取咨询奖励的入围设计机构的方案设计成果享有使用

权。

10.2 The Host and Organizer (or Co-organizer) shall have the right to use the design submissions of the duly compensated shortlisted design firms.

10.3 主办单位及承办单位（或协办单位）有权使用本次国际咨询活动收到的所有设计成果进行出版和展览，并通过传媒、专业杂志、专业书刊或其它形式介绍、展示及评价成果文件。

10.3 The Host and Organizer (or Co-organizer) shall have the right to use the submissions received for publication and exhibition, and to introduce, present and evaluate them through media, specialized magazines, specialized books or in other forms.

10.4 设计机构应保证设计成果中所有内容均为设计机构原创，不得侵犯第三者知识产权。如发生侵权行为，将由涉及侵权的设计机构自行承担一切法律后果，

10.4 Design firms shall ensure that all contents of the design submissions are originally developed by themselves and contain no data which may infringe upon the intellectual property rights of a third party.

10.5 主办单位及承办单位（或协办单位）有权取消其参与本次国际咨询的资格，并有权要求退回或不予支付涉嫌侵权的设计机构的奖金。

10.5 The Host and Organizer (or Co-organizer) have the right to disqualify such design firm for the Consultation and request retrieving or not paying its reward.

10.6 主办单位及承办单位（或协办单位）获得的与本项目有关或因本项目产生的所有文件、项目数据、技术秘密，工作方案、会议资料、相关协议、补遗资料等，无论以何种形式或载于何种载体，无论在披露时是否以口头、图像或以书面方式表明，皆具有保密性。

10.6 All the documents, project data, know-how, work proposals, meeting materials, related

agreements, supplementary documents, etc. related to or arising out of the project, in whatever forms or media, obtained by the design firms from the Host and Organizer (or Co-organizer) shall be deemed confidential regardless of their disclosure in oral, graphic or written form.

10.7 未公布国际咨询结果之前，设计机构或其设计人员未征得主办单位及承办单位（或协办单位）的许可，不得以任何方式披露、公开或展示设计成果，否则将依法追究其相应法律责任，并取消其参与本次国际咨询的资格。

10.7 Prior to the publication of the results of the Consultation, neither the design firms nor their designers, without the permission of the Host and Organizer (or Co-organizer), shall disclose, make available or present the submissions in any way; otherwise, they shall bear relevant legal liabilities and be disqualified for the Consultation.

10.8 本次国际咨询适用中华人民共和国法律（港澳台地区的法律除外）。因本次咨询引发或与本咨询相关的一切争议，各方应协商解决；若协商不成时，任何一方有权向深圳市盐田区人民法院提起诉讼。

10.8 The Consultation shall be governed by the laws of the People's Republic of China (except those of Hong Kong, Macao and Taiwan). In case of any dispute caused by or relating to this Consultation that cannot be resolved through consultation, either party has the right to file a lawsuit to Yantian District People's Court, Shenzhen.

十一. 用语及其他 Languages and Others

11.1 用语和时间标准 Language and time standards

本次国际咨询采用中英文对照格式；当中英文内容不一致时，以中文为准。时间均以北京时间为准。

Chinese-English version is adopted for documentation of the Consultation. In case of any discrepancy between the two languages, the Chinese version shall prevail. The time and dates are shown in Beijing Time.

11.2 其他 Others

11.2.1 获得入围通知书设计机构的主创设计师或主要设计人员须亲自参与现场踏勘活动，请设计机构作好相关准备（请境外设计机构提前做好签证）。

11.2.1 The chief designer and main designers of all participating design firms must visit the site personally, so the design firms should make due preparations (overseas design firms need visa application in advance).

11.2.2 设计机构参加现场踏勘活动、答疑和方案评审会时需自带翻译。

11.2.2 The participating design firms should bring their own translators with them for site visit, Q&A session and proposal evaluation meeting.

11.2.3 所有参加本次国际竞赛的设计机构的主要设计人员须始终参与本次竞赛设计工作。

11.2.3 All the main designers of the participating design firms must work on the project throughout the Consultation.

11.2.4 参加本次国际竞赛的设计机构均视为承认本次国际竞赛规则以及各阶段相应的文件内容

要求。

11.2.4 All participating design firms are deemed to have accepted the Work Rules and the documentation requirements of corresponding phases.

11.2.5 主办方及承办方对本次国际竞赛工作规则拥有最终解释权，解释语言以中文为准。

11.2.5 The final right to construe the Work Rules resides in the Host and Organizer, while the interpretation in Chinese shall be final.

十二. 联系方式 Contacts

协办单位：深圳市公共艺术中心（深圳市城市设计促进中心）

Co-organizer: Shenzhen Center for Public Art (Shenzhen Center for Design)

联系人：李小姐

Contact person: Ms. Li

联系电话：+86 755 83995241（北京时间周一至周五 9:00-12:00，14:00-18:00）

Tel: +86 755 83995241 (Monday - Friday GMT+8 9:00-12:00, 14:00-18:00)

联系邮箱：scd-competition@szdesigncenter.org

Email: scd-competition@szdesigncenter.org

联系地址：深圳市福田区上梅林中康路 8 号雕塑院 A 座 303

Address: Room 303, Block A, Shenzhen Sculpture Academy, 8 Zhongkang Rd, Shangmeilin, Futian District, Shenzhen