

深圳市小梅沙片区概念性总体规划方案国际竞赛
**International Competition of the Conceptual Masterplanning
for Xiaomeisha Area, Shenzhen**

参 赛 须 知
Instruction to Applicants

主办单位：深圳市特发集团有限公司

Organizer: Shenzhen Special Economic Zone Development Group Co., Ltd.

组织咨询服务单位：深圳市仁智汇商务咨询有限公司

Consultant: Benecus Consultancy Limited

招标代理机构：深圳市振东招标代理有限公司

Bidding Agent: Shenzhen Zhendong Tendering Agent Co., Ltd.

2016 年 5 月

May, 2016

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一、组织单位 Organizers

主办单位：深圳市特发集团有限公司

Organizer: Shenzhen Special Economic Zone Development Group Co., Ltd.

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二、项目背景 **Project Background**

小梅沙片区位于广东省深圳市盐田区，东临大鹏新区，西侧紧邻大梅沙，北为三洲田，南为小梅沙湾。距福田市中心28公里，距离盐田副中心10公里，拥有优良的山、湖、沙滩、礁石等山海资源，是距离深圳市区最近且拥有天然沙滩的海滨休闲旅游区之一。

Xiaomeisha Area is located in Yantian District, Shenzhen City, Guangdong Province, and adjacent to Dapeng New District to the east, Dameisha to the west, Sanzhoutian to the north and Xiaomeisha Bay to the south. Being 28 kilometers away from Futian Center and 10 kilometers away from Yiantian Sub-Center and having excellent mountain and marine resources including mountains, lakes, sandy beach and reef, it is nearest to downtown area of Shenzhen City and one of the coastal leisure and tourism resorts which have natural sandy beach.

小梅沙作为深圳立市以来最早开发的滨海旅游度假区之一，曾荣获“深圳十景”、“鹏城八景”等美誉。历经30载风雨，小梅沙目前拥有“小梅沙度假村”、“小梅沙海洋世界”、“小梅沙大酒店”等经营实体，现片区年接待游客200余万人次。然而近十余年来小梅沙的升级改造步伐缓慢，片区产品、景观建筑与配套设施均已陈旧落后。

As one of earliest developed coastal tourism resorts since founding of Shenzhen City, Xiaomeisha has been awarded “Top Ten Scenic Spots of Shenzhen”, “Eight Famous Scenic Spots in Shenzhen”. After going through trials and hardships of 30 years, Xiaomeisha has owned operational entities like Xiaomeisha Holiday Village, Xiaomeisha Sea World and Xiaomeisha Hotel at present, and receives more than 2 million tourists annually. However, its upgrading and reconstruction is slow in recent ten years, with products, landscape architecture and supporting facilities in resort being obsolete and outdated.

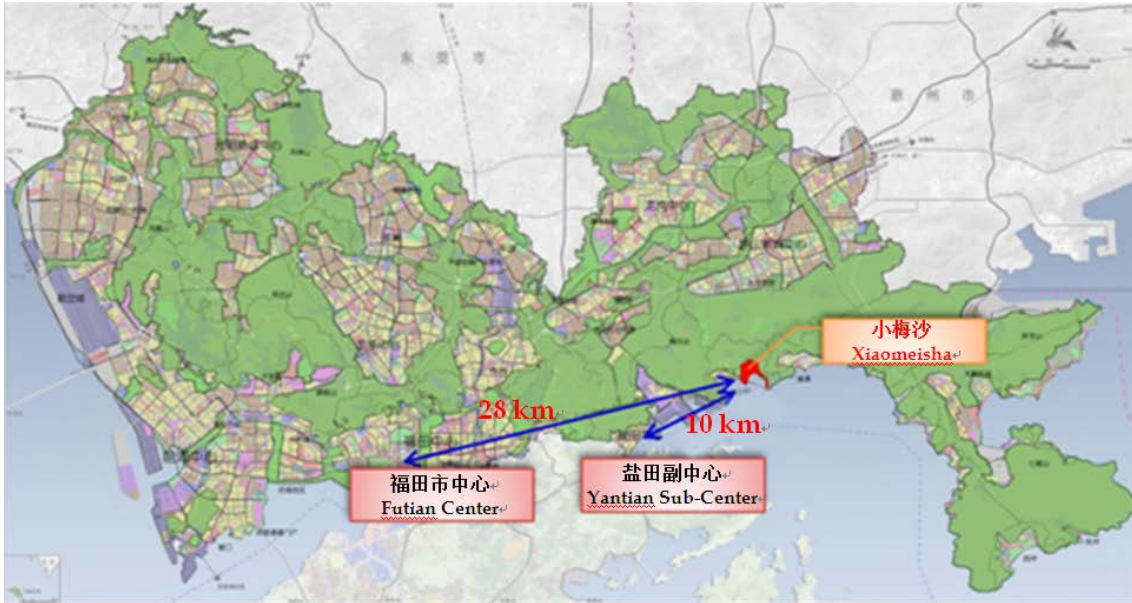


图 1：小梅沙片区区位示意图

Fig. 1: Location of Xiaomeisha Area

三、竞赛目的 **Competition Objectives**

为了推动小梅沙片区的全面升级改造，实现跨越式变革与发展，高起点、高标准地将其打造成具有鲜明特色、国际水准的都市休闲及滨海生态旅游目的地，现组织开展“深圳市小梅沙片区概念性总体规划方案国际竞赛”，面向全球公开征集方案，旨在集思广益，征集具远见、富创意的方案，结合城市发展与休闲旅游市场的需求，以国际视野、前瞻性的发展理念研究小梅沙片区的空间发展结构、规划布局、空间体量等。同时，规划设计方案必须具有可操作性，能够为下一步规划片区详细蓝图提供系统性、框架性的设计指引。

In order to promote comprehensive upgrading and reconstruction of Xiaomeisha Area, realize great-leap-forward reform and development, and build urban casual and coastal ecological tourism destination having distinguished features and international standard at high starting point to a high standard, we hereby organize *the International Competition of the Conceptual Masterplanning for Xiaomeisha Area, Shenzhen*, and warmly welcome the global outstanding planning and design firms with rich experience in urban planning and design to take part in this Competition. It aims to draw on the wisdom of the masses, collect the most far-sighted and creative scheme, combine

demands of urban development and leisure tourism market, and study space development structure, planning layout and space volume of Xiaomeisha Area with international perspective and forward-looking development concept. Meanwhile, the planning and design scheme must be implementable and can provide systematic and framing design guidance for follow-up detailed planning of the area.

四、参照依据 Planning Basis

1、《深圳市小梅沙片区概念性总体规划方案国际竞赛参赛须知》；

Instruction to Applicants of the International Competition of the Conceptual Masterplanning for Xiaomeisha Area, Shenzhen;

2、《深圳市小梅沙片区概念性总体规划方案国际竞赛技术任务书》（暂定稿）；

Design Brief of the International Competition of the Conceptual Masterplanning for Xiaomeisha Area, Shenzhen (Draft);

3、主办单位提供的有关规划与基础材料；

Relevant plans and basic data provided by the Organizer;

4、中华人民共和国及广东省、深圳市现行的有关法律法规、规章和规范性文件的规定。

Provisions of the current, applicable laws, regulations, and design codes of China, Guangdong Province, and Shenzhen.

五、组织流程 Organization Process

本次竞赛活动主办单位通过招投标平台和国内外相关行业网站发布竞赛公告及报名信息，并公开接受国内外设计机构（包括联合体，下同）的报名；通过对报名机构的资格审查，由专家评审委员会择优选取 8 家设计机构，参加现场踏勘并编制概念提案；通过对设计机构提交的概念提案评审，由专家评审委员会评出 4 家设计机构进行正式设计，每家设计机构报送 1 个正式设计成果，最终由专家评审委员会评选出第一、二名优胜方案。

This Competition is announced on both the tendering & bidding websites and the local and international websites of similar industries to openly accept the registrations of local and international design firms including consortiums. 8 design firms will be selected by the Jury Panel to pay site visit through pre-qualification of the applying design firms; and then 4 design firms will be chosen to participate in the Competition by the Jury Panel based on appraisal of the submitted concept proposals. Each of the 4 selected design firms submits one scheme. And finally, the Jury Panel will select the 2 winning schemes.

1、公告和报名 Announcement & Registration

主办单位将在招投标平台和国内外相关行业网站上发布竞赛公告和报名信息，并在报名截止时间(2016年6月13日17:00, 北京时间, 下同)之前接受国内外设计机构的咨询和报名（“报名方式”详见下文）。

The Organizer will release competition announcement on the tendering & bidding websites and the local and international websites of similar industries, and will accept the inquiry and registration from local and international design firms before the registration deadline **(17:00, June 13th 2016, Beijing Time, similarly hereinafter)** (See details as shown below).

2、资格预审 Prequalification

报名结束后，主办单位将邀请 7 位专家组成专家评审委员会对报名机构的设计资质、综合实力、同类项目设计经验及获奖情况、首席设计师在行业内的声望、设计团队的专业配备等方面进行综合评选，择优选取 8 家设计机构，并于 2016 年 6 月 20 日前发布资格预审结果公告。主办单位将向入选机构（下称“受邀踏勘机构”）发送《编制概念提案邀请函》，邀请入选机构参加由主办单位统一组织的踏勘及答疑活动。

After the registration deadline, the Organizer will invite 7 experts to constitute the Jury Panel and carry out prequalification on those applicants and select 8 design firms in view of the factors including the design qualifications, comprehensive strength, experience in similar projects and awards, reputation of the chief designer, and the team, etc.. And on June 20th, 2016, the Organizer will announce the prequalification result.

The Invitation to Draft the Concept Proposal will be sent to the 8 selected design firms (hereinafter as design firms invited for the Site Visit). Those invited design firms shall attend the Site Visit and Q & A meeting organized by the Organizer together.

3、踏勘和答疑 Site Visit & Q&A

主办单位拟于 2016 年 6 月 29 日（具体时间以提前通知为准）组织设计机构进行统一踏勘及答疑。受邀踏勘机构的首席设计师与主创人员须亲自参与本次活动, 请各报名机构作好相关准备（请国外设计机构提前做好签证）。

The Organizer plans to organize the design firms to pay site visit and give clarifications on **June 29th 2016** (Subject to the formal notice). The chief designer and the key design personnel of the design firms invited for site visit shall be present in person for aforesaid activities. All the design firms who have signed up are requested to be well prepared (**Foreign design firms should have their visas ready in advance**).

受邀踏勘机构在收到《编制概念提案邀请函》（主办单位以电邮方式发出）后 3 天内，向主办单位提交《参与回执》，以此确认参与下一阶段竞赛。

Within 3 days after receiving the Invitation to Draft the Concept Proposal (sent by the Organizer by email), the design firms invited for the site visit shall submit the Acknowledgement of Participation to confirm its participation to the next stage.

已报名而未获邀请，但自愿参与，且符合报名要求的设计机构在资格预审会结果公告发布后 5 天内，向主办单位提交《参与确认函》，以此确认参与下一阶段竞赛，其提交的概念提案也可参加评审，除不能获得概念提案成本补偿费外，与受邀踏勘机构有同等获得正式设计邀请的机会。

Within 5 days after the Organizer announces the prequalification result, those registered design firms that fail to receive invitation but are voluntary to take part in the Site Visit and meet the requirements of registration, shall submit the Confirmation Letter of Participation to confirm their participation to the next stage. Their submitted concept proposals can also be presented for review and evaluation; moreover, such design firms will enjoy equal opportunities as the invited design firms to get the formal design invitation from the Organizer except that no compensation is paid to cover the costs of the concept proposals.

4、概念提案评审 Evaluation of Concept Proposals

现场踏勘与答疑后，设计机构应在 2016 年 7 月 20 日 17:00 前提交概念提案，阐述项目理解、规划理念与思路、区位及区域关系分析、上位规划解读、基地背景及现状分析、产品设计、功能分区及结构分析、产品布局草图、可借鉴案例、工作组织计划、成果构成等内容。之后，主办单位将组织 7 位有相关经验的专家组成专家评审委员会对概念提案进行评审，从中择优邀请 4 家设计机构进行正式设计。

After site visit and Q&A, design firms shall submit the concept proposals before 17:00, July 20th, 2016, which shall elaborate the contents including project understanding, planning concept, analysis on relations between its location and the region, study of the upper-level plans, analysis on the background and current status of the site, product design, analysis on zoning and its structure, preliminary sketch of product layout, work schedule and composition of deliverables, etc.. And then, the Organizer will set up a jury panel which is consisted of 7 experts with relevant experience to review and evaluate the concept proposals, and will select and commission 4 design firms to conduct the planning.

概念提案评审会后，主办单位将于 2016 年 7 月 22 日发布概念提案评审结果公告。受邀请参与正式设计竞赛的设计机构应按技术任务书相关要求编制正式设计成果。未获邀请的设计机构也可自费开展正式设计，其提交的正式设计成果符合技术任务书要求的也可参加正式设计成果阶段的评审，除不能获得设计成本费用外，与 4 家受邀的设计机构有同等获得优胜奖金和整合深化任务的机会。

After the evaluation of project proposals, the Organizer will release the announcement on the evaluation result of concept proposals on July 22nd, 2016. Those 4 design firms received the formal invitation to carry out design shall formulate the design scheme according to relevant requirements of the Design Brief. The other design firms that fail to get an invitation can do the design on their own cost. If their deliverables meet the requirements set in the Design Brief, they can take part in the evaluation of final deliverables. Except the design fees, they enjoy equal opportunity to get the bonus and commission to integrate and deepen the planning deliverables as the invited design firms.

5、正式设计 Design

正式设计时间：2016年7月23日-2016年9月21日。

The design schedule is from July 23rd, 2016 to September 21st, 2016.

6、正式设计成果提交及评审 Submission and Evaluation of Final Design Deliverables

正式设计成果须于 2016年9月21日 17:00 前提交。

The final design deliverables must be submitted by 17:00, September 21st 2016.

主办单位在收到正式设计成果后，将邀请 9 位有相关经验的专家组成专家评审委员会对按时提交的正式设计成果进行评审，评选出第一、二名优胜方案。

The Organizer will, after receiving the design deliverables, invite 9 experts with relevant experience to set up the Jury Panel, and evaluate the design deliverables submitted in time, to select the top two as the winning schemes.

设计机构提交的设计成果经专家评审被评定为有效成果后，主办单位将在正式设计成果评审会后十五个工作日内与受邀的 4 家设计机构签订《深圳市小梅沙片区概念性总体规划方案国际竞赛》设计合同，合同签订后，主办单位将在 30 个工作日内一次性支付设计成本费及与评审结果对应的奖金；若设计机构提交的正式设计成果被评定为无效成果，将不能获得设计成本费。

The Organizer will sign the Contract of International Competition of the Conceptual Masterplanning for Xiaomeisha Area, Shenzhen with the 4 invited design firms within 15 working days after the evaluation meeting of final deliverables if their design deliverables are evaluated as qualified by the Jury Panel. And then, the Organizer will pay the design fees and bonus in one settlement within 30 working days after the contracts are signed; if their deliverables are evaluated as disqualified, the design firms can't get the design fees.

7、成果整合深化 Integration & Deepening of Deliverables

正式设计成果评审会后，主办单位将与被评选为第一名的优胜设计机构签订《深圳市小梅沙片区概念性总体规划方案成果整合深化合同》。如第一名设计单

位放弃成果整合深化任务，则按获得名次的顺序依次优先接替。签订成果整合深化合同的设计机构负责后续的设计成果整合深化工作，并必须组织不少于 2 次设计成果整合深化工作坊，其他参与正式成果设计的机构须派主创人员参加工作坊。

After the evaluation meeting of deliverables, the Organizer will sign the Contract of Integration of Deepening of Deliverables for the International Competition of the Conceptual Masterplanning for Xiaomeisha Area, Shenzhen with the first-prize winner. If the first-prize winner gives up this integration and deepening task, the other 3 design firms can substitute to undertake the task in turn. The design firm who sign the contract shall be responsible for the follow-up integration and deepening of deliverables and organize not less than 2 workshops for the integration and deepening, while the other design firms that take part in formulating the design scheme shall assign their key designers to take part in these workshops.

六、奖金及有关费用 **Bonus and Other Fees**

1、概念提案成本补偿费、设计成本费、奖金及成果整合深化费 **Compensation for Concept Proposal, Design Fees, Bonus, and Fees for Integration and Deepening of Deliverables**

(1) 概念提案成本补偿费 **Compensation for Concept Proposal**

受邀请参加踏勘的设计机构，其提交的概念提案经专家评审委员会审查后确认符合本次规划要求但未获正式设计邀请的，可获得概念提案成本补偿费（含现场踏勘、差旅等所有费用，含税，下同）人民币伍万元整（小写¥50,000.00元）。对于获得正式设计邀请的设计机构，主办单位不再支付概念提案成本补偿费。

Each design firms invited for the site visit can receive a compensation for the costs of concept proposal in the amount of RMB Fifty Thousand Yuan (¥50,000.00 Yuan) (including the site visit fees, travel expenses and taxes; same below) provided that the concept proposal thus submitted is evaluated by the Jury Panel as conforming to the planning requirements but fail to be officially commissioned to do the design. For the design firms who are officially commissioned, the costs of the concept proposals shall be included into the design fees and the Organizer will not compensate the concept

proposals separately.

(2) 设计成本费 Design Fees

获得正式设计邀请的设计机构，其提交的设计成果经专家评审委员会评审为有效方案的，每家可获得设计成本费人民币伍拾伍万元整（小写¥550,000.00元）。

For the design firms officially invited to formulate the design scheme, each would be compensated with RMB Five Hundred and Fifty Thousand Yuan (¥550,000.00 Yuan) provided the submitted deliverables are evaluated by the Jury Panel as qualified.

(3) 奖金 Bonus

设计机构提交的正式设计成果经专家评审委员会评审获得前两名的，将分别获得优胜奖金：第一名奖金人民币捌拾万元整（小写¥800,000.00元），第二名奖金人民币叁拾伍万元整（小写¥350,000.00元）。

The design firms, whose schemes rank first two places as evaluated by the Jury Panel, will receive the bonus as shown below, RMB Eight Hundred Yuan (¥800,000.00 Yuan) for the first place, and RMB Three Hundred and Fifty Thousand Yuan (¥350,000.00 Yuan) for the second place.

(4) 成果整合深化费 Fees for Integration and Deepening of Deliverables

负责设计成果整合深化的设计机构，在结合专家意见和主办单位的要求完成整合深化工作后，递交成果达到整合深化要求且通过主办单位验收，可获成果整合深化费人民币壹佰贰拾万元整（小写¥1,200,000.00元）。

The design firm responsible for the integration and deepening of deliverables can receive RMB One Million Two Hundred Thousand Yuan (¥1,200,000.00 Yuan) provided the integration and deepening of deliverables is carried out according to the suggestions of the experts and requirements of the Organizer, and the submitted scheme reaches the depths as required and pass the Organizer's examination.

2、相关费用支付方式 Payment Terms

本次竞赛活动的概念提案成本补偿费、设计成本费、奖金、成果整合深化费均以人民币支付。

All the payments such as the compensation for concept proposal, design fees,

bonus, and fees for integration and deepening of deliverables will be made in Renminbi.

国外设计机构须授权国内合法独立法人代收款项。

Foreign design firms shall authorize a local independent legal entity to receive the payments on their behalf.

设计机构以联合体名义参加本次竞赛活动的，主办单位只负责与联合体的主体设计机构联系和结算。

For design firms applying as a consortium, the Organizer will be only responsible to be in contact with and settle payment with the leading party.

设计机构收取相关款项前应向主办单位开具或提交合法有效的等额发票，否则主办单位有权拒付款项。

The design firms shall issue or submit legitimate and valid invoices to the Organizer before collecting relevant fees; otherwise, the Organizer will reject the payment enquiry.

设计机构所获得概念提案成本补偿费、设计成本费、奖金、成果整合深化费等产生的任何税金由设计机构自理。

The taxes levied on the compensation for concept proposal, design fees, bonus, and fees for integration and deepening of deliverables will be borne by the design firms themselves.

所有参加本次竞赛活动的设计机构在本次活动期间所发生的所有差旅相关费用须自理。

All related fees such as the travel expenses caused by this Competition shall be borne by the design firms themselves.

本次竞赛活动的概念提案成本补偿费、设计成本费、奖金、成果整合深化费，包含主办单位一次性买断设计成果版权（知识产权）的费用。

The compensation for concept proposal, design fees, bonus, and fees for integration and deepening of deliverables shall include the fees of the Organizer's one-off buyout of the copyright (IPR) of design deliverables.

七、报名方式 **Registration Details**

1、资格要求 **Qualification Requirements**

(1) 本次竞赛活动中，具有同类型项目经验的国内外设计机构均可自由报名参加，有关资格以符合其执业地区的现行规定为准；

All design firms home and abroad can apply for this Competition, while the relevant qualification should meet the current requirements of their practice areas;

(2) 参与本次竞赛活动的首席设计师及主创人员应为该设计机构的在册人员，首席设计师须由主持过多个同类型规划设计项目的人员担任，且必须直接参与竞赛全过程。为了保证国外设计机构的项目规划设计人员对中国地区背景和相要求的准确理解，项目规划设计人员中应至少有一名通晓汉语的人士；

The chief designer and the key design personnel of each firm participating in this Competition must be registered personnel of the firms. The chief designer must be those that have presided over many similar planning and design projects, and must be involved in the entire design process. In order to make sure that the project designers have a correct understanding of the background of China and relevant requirements, it should also involve at least 1 Chinese teammate with proficient Chinese language skills;

(3) 本项目可接受联合体报名，联合体需提供联合体协议，并明确参与本次竞赛活动的主体机构；

For this Competition, consortiums are acceptable for registration. They shall submit the Consortium Agreement, and specify the leading party;

(4) 本项目不接受个人及个人组合报名。

Personal registration or team registration made up of individuals isn't accepted.

注：1、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，不得同时参加竞赛；

2、已报名的设计机构不可再与其他机构组成联合体参加本次竞赛活动，也不得以顾问的形式参加。

Note:

- 1. Two or more legal entities with the same legal representative, parent company, sole subsidiary and its holding company are not allowed to participate in the Competition at the same time;**
- 2. Those design firms that have applied for this Competition can't cooperate with other design firms to take part in this Competition as a consortium, or as a consultant.**

2、报名方法 Registration Process

有意向参与本项目的设计机构首先以电子邮件方式向组织咨询服务单位发送报名表及其他报名资料（详见下文），同时将纸质版报名文件在报名截止日期前送达或邮寄至组织咨询服务单位处。

Design firms who intend to participate in the Competition must, prior to the registration deadline, send the completed Application Form and the other application documents (See below for the details) to the Consultant by email, and deliver the hardcopies as well.

报名截止时间：2016年6月13日17:00（北京时间，以组织咨询服务单位收到纸质版报名文件时间为准）

报名邮箱： xiaomeisha2016@qq.com

报名咨询：

赖女士 （+86）135 3067 0439

徐女士 （+86）755-8218 2347

张先生 （+86）755-8278 6038-809

Registration Deadline: 17:00, June 13th, 2016 (Beijing Time; the time when the Consultant receives the hardcopies of application documents shall prevail.)

Email: xiaomeisha2016@qq.com

Registration Enquiry:

Ms Lai （+86）135 3067 0439

Ms Xu (+86) 755-8218 2347

Mr. Zhang (+86) 755-8278 6038-809

报名资料邮寄信息

收件人：赖修竹女士 (+86) 135 3067 0439

邮递地址：深圳市宝安区新湖路华美居商务中心 D 区 1 号楼 303 室

(邮编 518101)

Venue & Mailing Information

Addressee: Ms Lai Xiuzhu (+86) 135 3067 0439

Address: Room 303, Building No. 1, Block D, Huameiju Business Center, Xinhua Road, Bao'an District, Shenzhen, Guangdong Province, PRC (Postal Code: 518101)

3、报名文件内容 Application Documents

(1) 资格性（符合性）文件，须包含：

Qualification documents:

- ① 《深圳市小梅沙片区概念性总体规划方案国际竞赛报名表》（正本，签字并加盖公章，联合体各成员需分别填写，见附件 2）；
Application Form of International Competition of the Conceptual Masterplanning for Xiaomeisha Area, Shenzhen (Original; duly signed and affixed with company seal; each consortium member shall fill out separately; see Appendix 2);
- ② 营业执照及税务登记证副本复印件（加盖公章）；
Business License & duplicate copy of Tax Registration Certificate (Affixed with company seal);
- ③ 城市规划设计资质证书（提供资质证书复印件，加盖公章）（如有）；
Urban Planning and Design Qualification (Copy of the qualification, affixed with company seal) (If having) ;
- ④ 法人身份证明书及身份证复印件（签字并加盖公章）；

Certification of Legal Representative and ID copy (Duly signed and affixed with company seal);

- ⑤ 法人授权委托书证明书及受委托人身份证复印件（签字并加盖公章）；
Power of Attorney from Legal Representative and ID copy of the trustee
(Duly signed or affixed with company seal)

- ⑥ 公司简介；

Company Profile;

- ⑦ 报名机构如为国内、国外组成的联合体，国外单位须提供当地相应的执业资格、身份证明及授权证明材料。

For those design Consortiums registered to participate in the Competition, the foreign party shall submit the correspondent qualification certificate of their practice areas, identification papers and other authorization documents.

- ⑧ 报名机构如为联合体，须提供以联合体名义报名的联合体双方共同签署的“联合体协议”，并明确主体机构（原件，加盖公章）。

Design Consortiums registered to participate in the Competition shall submit the Consortium Agreement jointly signed by all the consortium members, and specify the leading party (original; duly signed and affixed with company seal).

注：港澳台地区或国外设计机构无法提供第②、③项证明文件的，需提供公司注册登记证明（非中文的需翻译为中文）。

Note: Those design firms from Hong Kong, Macau and Taiwan, as well as foreign firms, shall provide business certificates (translated into Chinese) if they can't provide documents of Item ② and Item ③.

- (2) 承接过的同类型规划设计项目证明资料，应包含：

Portfolio about similar planning and design projects:

- ① 同类型规划设计项目汇总列表；

List of similar tourism planning and design projects;

- ② 项目简要说明材料，包括项目介绍，所承担的设计内容，首席设计师、主创人员及分工，业主情况及联系方式，项目完成情况（正在进行或已经完成）等内容；

Information on the similar projects shall include: project introduction, design scope and contents, chief designer, key design personnel and their duties, client and the contact means, project status (ongoing or completed) and etc.;

- ③ 项目证明图片（规划设计图或实景照片等）；

Project images (design renderings or real pictures);

- ④ 项目中标通知书或合同签字页以及能体现项目规模与金额的合同页（复印件，加盖公章）。

The bid-winning notification or the signed page of the contract and the content in the contract can show the project's scope and design fees (copy; duly signed and affixed with company seal).

- (3) 拟承担本项目的团队成员资料，应包含：

Information about the project team:

- ① 项目团队成员及分工一览表；

Name list of the design personnel proposed for this project;

- ② 首席设计师主导过的同类型项目汇总列表；

List of similar projects presided by the chief designer;

- ③ 团队成员简历（含照片）及专业、工作经验证明材料；

CVs of the team members (including photos), their professions, work experience, and etc.;

- ④ 首席设计师主导过的同类型项目证明材料：如该项目的中标通知书或合同签字页以及能体现项目规模与金额的合同页（复印件，签字盖章）等；
Portfolio about similar projects presided by the chief designer: the bid-winning notification or the signed page of the contract and the content in the contract can show the project's scope and design fees (copy; duly signed and affixed with company seal).

- ⑤ 首席设计师、主创人员近 6 个月的社保证明材料（年限时间计算至 2016 年 5 月）或用工证明。

Certificate documents of social insurance of the chief designer and key design personnel in recent 6 months (to May, 2016) or employment certificate.

- (4) 设计机构认为有帮助的其他资料。

Other information that is deemed helpful.

- 注：1、以上报名资料需装订成册，提交正本 1 份；
2、以上报名材料请采用中文或中英文对照格式；
3、如为联合体报名，则需提供联合体双方的以上所有资料。

Note: 1. All the foresaid application documents shall be bound together, and 1 original copy shall be submitted.

2. All the foresaid application documents shall be in Chinese or both in Chinese and English.

3. If applying as a consortium, design firms shall submit all the foresaid documents of each party.

八、概念提案要求 **Requirements on Concept Proposal**

概念提案须包含项目理解、规划理念与思路、区位及区域关系分析、上位规划解读、基地背景及现状分析、产品设计、功能分区及结构分析、产品布局草图、可借鉴案例、工作组织计划、成果构成等主要内容。

The concept proposal shall elaborate the contents including project understanding, planning concept, analysis on relations between its location and the region, study of the upper-level plans, analysis on the background and current status of the site, product design, analysis on zoning and its structure, preliminary sketch of product layout, work schedule and composition of deliverables, etc..

1、格式及要求 **Format & Requirements**

(1) 概念提案文本成果不设篇幅要求。但鉴于过多的文字表述将可能影响评委对核心意图的理解，故而建议篇幅控制在 40 页以内为宜。

The text of the concept proposal has no length limit. But considering too much description would affect the experts' understanding of the main purposes, it is suggested that the text length of the concept proposal should be within 40 pages.

(2) 概念提案文本需提交打印文本正本 1 份、副本 12 份。

The concept proposals shall be submitted in 1 original copy and 12 duplicate copies.

(3) 自动演示 PPT 文件（15 分钟以内，中文配音）电子刻录光盘正本 1 份、副本 1 份。

1 original copy and 1 duplicate copy of the auto-play PPT file burned in CDs (no more than 15 minutes, Chinese dubbing).

(4) 概念提案的文本正本封面需加盖设计机构公章并由首席设计师签名，文本副本和自动演示 PPT 文件副本均不得出现设计机构的名称、标志等特殊标记。

The front cover of the original copy shall be affixed with the chop of the design firms and signed by the chief designers, while the duplicate copies of the concept proposal and the auto-play PPT file shall not show any special markings of the design firms including their names and logos.

(5) 概念提案文本和自动演示 PPT 文件刻录光盘的正本和副本须分开封装，并要明确注明“正本”或“副本”字样，一旦正本和副本发现差异，以正本为准。

The original and duplicate copies of the concept proposal and auto-play PPT file shall be sealed independently and marked with “Original” or “Duplicate”. Once any difference found among the original and duplicate copies, the original copy shall prevail.

2、递交 **Submission**

概念提案（含纸质文本和自动演示 PPT 文件光盘）须在规定截止时间（即 2016 年 7 月 20 日 17:00）前由专人送达或邮寄至组织咨询服务单位处（以组织咨询服务单位收到纸质文本时间为准）。同时，概念提案文本电子版（word 文档格式和

PDF 格式) 必须于规定截止时间 (即 2016 年 7 月 20 日 17:00) 前电邮至邮箱:
xiaomeisha2016@qq.com。

The concept proposal (including the hardcopies and CDs) shall be delivered or mailed to the Consultant before **17:00, July 20th, 2016** (the time when the Consultant receives the hardcopies shall prevail). In addition, the electronic version of the project proposal (both the Word and PDF formats) shall be e-mailed to the Consultant at xiaomeisha2016@qq.com before **17:00, July 20th, 2016**.

九、正式设计成果要求 **Requirements on Deliverables**

1、成果内容及格式 **Requirements on Deliverables and Their Format**

(1) 评审展示用图 1 套(不低于 10 张), 图版装裱, 规格为 A0(840mm×1180mm);

1 set for reviewing and presentation (not less than 10) in chart mounting as A0 (840mm×1180mm);

(2) 规划说明或缩印图件的合装本 15 套, 规格为 A3 (297mm×420mm), 正本 1 套, 副本 14 套;

15 filed sets of design narratives or compact edition of drawings as A3 (297mm×420mm) with 1 original copy and 14 duplicate copies;

(3) 自动演示系统成果可以 PPT (中文配音) 或多媒体形式 (中文配音, 中文或中英文字幕) 制作, 时间在 6-15 分钟 (含翻译时间);

The automatic demonstration system can be PPT (Chinese dubbing), or multi-media (Chinese dubbing with Chinese or Chinese/English subtitles), within 6-15 minutes (including translation);

(4) 首席设计师汇报文件须以 PPT 或 PDF 形式制作;

The presentation file of the Chief Designer shall be made in PPT or PDF.

(5) 以上成果均刻录为电子光盘, 正本 1 份, 副本 1 份。

All foresaid deliverables shall be saved in CDs with 1 original copy and 1 duplicate copy.

2、成果提交要求 **Requirements on Deliverables and Their Submission**

(1) 设计成果必须符合中华人民共和国、广东省及深圳市有关城市规划设计规章和规范性文件的规定要求，满足主办单位在其参赛须知、技术任务书、答疑文件等以书面形式确定的对设计成果的要求，内容表达必须做到完整、清晰、准确。

The deliverables shall comply with provisions of related specifications about the urban planning and design in China, and meet the requirements on deliverables set in those written files of this Competition, such as the Instruction to Applicants, Design Brief and the clarification documents. Meanwhile, the design narratives shall be complete, clear and elaborate.

(2) 设计成果必须经设计机构或设计联合体签章方为有效。设计机构应在一份完整的设计成果正本文件的封底背后右下角标明设计机构名称，由首席设计师签章、设计机构盖章，并单独封装。打印文本副本不得出现设计机构的名称、标志等特殊标记；自动演示系统文件、展示用图不得出现设计机构的名称、标志等特殊标记；刻录光盘正本需加上设计机构名称和标志，刻录光盘副本不得出现设计机构的名称、标志等特殊标记。

All the documents of deliverables shall be signed and affixed with the chop of the design firms. A complete original copy shall be marked with the company name, signed by the Project Principal Designer, and affixed with the chop of the design firm at the lower right corner of its back cover, and sealed independently. The duplicate copies shall not show any special markings of the design firms including their names and logos. And the multi-media presentation file and display drawings shall not show any special markings of the design firms including their names and logos. The original copy of the burned CDs shall be indicated with the name and logo of the design firms, while the duplicate CDs shall not show any special markings of the design firms including their names and logos.

(3) 所有设计成果必须按时一次交齐，并由组织咨询服务单位出具回执。每份设计成果装订成册，并要明确注明“正本”或“副本”字样。

All the design deliverables shall be submitted simultaneously. After receiving the

deliverables, the Consultant will issue a receipt. Every copy of the design deliverables shall be bound independently and marked with “Original” or “Duplicate”.

(4) 所有设计成果密封在一个不透明的外层封装中。外层密封封装表面均应正确标明设计机构名称、地址、项目名称、封口位置加盖投标机构公章。

All the design deliverables shall be sealed and packaged together with an opaque outer layer. It shall correctly indicate the name and address of the firms, the project name and the chop of the firm on the seal.

(5) 所有设计成果须在规定截止时间前送至或邮至组织咨询服务单位处。

All the design deliverables shall be delivered or posted to the Consultant by the submission deadline.

(6) 每家设计机构（含设计联合体）只允许提交单一或单套设计成果。

Each Design firm (including the design consortium) shall only submit one design scheme.

3、设计成果有效性 Validity of Deliverables

在规定截止日期前送达、并满足技术任务书要求的成果文件为有效设计成果，有下列情形之一者，视为无效设计成果：

All the deliverables shall be submitted before the appointed deadline and meet all requirements specified in the design brief. It would fail in any of the following situation:

设计成果逾期送达；

Deliverables that the time of receiving is overdue;

设计成果分次提交；

Deliverables that are not submitted simultaneously;

设计成果提交后，更改设计成果的内容；

Deliverables whose contents are changed after submission;

设计成果没有按要求签字、盖章；

Deliverables that are not signed and sealed as required;

设计成果不符合任务要求，包括成果内容不全；

Deliverables that don't meet the requirements, including the situation that the content is not complete;

设计成果非原创、已经发表过或与其他同类设计方案高度雷同的；

Deliverables that are not originated by the design firms themselves, or have been published, or are deemed as similar to the other design schemes in content;

将设计任务转包或混合其他设计机构人员完成的设计成果；

Deliverables that are outsourced or done by/with the other design firms in private;

经专家评审委员会半数以上（含半数）评委认定，未达到技术任务书深度要求的设计成果；

Deliverables that are deemed as not meeting the requirements specified in the design brief by more than 1/2 (including 1/2) of the Jury Panel;

根据本参赛须知不具备参与本次竞赛活动资格的设计机构的设计成果；

Deliverables that are submitted by the design firm who is not qualified according to this Instruction to Applicants;

无效设计成果由设计机构在收到通知后 7 日内取回，主办单位不予支付设计成本费，逾期未取的无效设计成果，由主办单位作报废处理。

Invalid deliverables shall be taken back by their design firms within seven (7) days after notice, and the Organizer won't pay for them. Those overdue unclaimed invalid deliverables will be scraped by the Organizer.

4、正式设计成果评审 Evaluation of Design Deliverables

设计机构提交设计成果后，主办单位将邀请 9 位有相关经验的专家组成专家评审委员会对设计成果进行评审。

The Organizer will, after receiving the design deliverables, invite 9 experts with relevant experience to constitute the Jury Panel, to evaluate the received design deliverables.

设计成果评审将安排设计成果专题汇报和答疑两个环节。各设计机构将在评审当日进行现场抽签，并按抽签所得的序号进行设计成果专题汇报和答疑。专家

评审委员会则在认真研究每家设计机构的设计成果文件和充分讨论比较的基础上，以记名投票方式进行评选，从中评选出第一、二名优胜方案。

The evaluation of design deliverables will consist of presentation and clarification. The submitted deliverables shall be unsealed on the day of the Evaluation. The design firms shall decide their presentation and clarification sequence by drawing lots. The chief designer shall answer the questions raised by the experts after the presentation. The jury panel will study, discuss and compare all the deliverables, and vote 2 winning schemes through open ballot.

设计成果专题汇报由多媒体自动播放和首席设计师汇报两部分组成，总时间不超过 40 分钟，其中，多媒体自动播放时间为 6-15 分钟。首席设计师须在设计成果专题汇报后回答专家的提问。每个设计成果的专题汇报和答疑总时间不超过 60 分钟（含翻译时间）。

The presentation will consist of two parts: the multi-media auto-play demonstration and the chief designer's presentation. The whole presentation shall be no more than 40 minutes, in which, the multi-media auto-play demonstration shall be 6 -15 minutes. The chief designer shall answer the questions raised by the jury panel after the presentation. Every scheme has no more than 60 minutes (including the time of the translation) for the presentation and clarification.

十、日程安排 **Timetable**

1、竞赛公告、竞赛须知、技术任务书（暂定稿）等竞赛文件发布：2016 年 5 月 20 日

Announcement & Release of Competition Documents such as Instruction to Applicants and Design Brief (Draft): May 20th, 2016

2、报名：2016 年 5 月 20 日-6 月 13 日 17:00

Registration: May 20th, 2016 – 17:00, June 13th, 2016

3、资格预审及结果公布：2016 年 6 月 17-20 日

Prequalification & Result Announcement: June 17th-20th, 2016

4、现场踏勘、答疑及技术任务书（正式版）发布：2016 年 6 月 29 日

Site Visit, Q&A, and release of Design Brief (Official Edition): June 29th, 2016

5、编制及提交概念提案：2016年6月30日-7月20日 17:00

Preparation & Submission of Concept Proposal: June 30th, 2016 - 17:00, July 20th, 2016

6、概念提案评审及结果公布：2016年7月21-22日

Evaluation & Result Announcement of Concept Proposal: July 21st – 22nd, 2016

7、正式设计及提交成果：2016年7月23日-9月21日 17:00

Design & Submission of Deliverables: July 23rd, 2016 - 17:00, September 21st, 2016

8、正式设计成果评审：2016年9月22-23日

Evaluation of Design Deliverables: September 22nd - 23rd, 2016

9、正式设计成果评审结果公布：2016年9月23日

Evaluation Result Announcement of Design Deliverables: September 23rd, 2016

10、成果整合深化：2016年9月24日-12月31日

Integration and Deepening of Deliverables: September 24th, 2016 – December 31st, 2016

注：以上时间均以北京时间为准，主办单位保留调整日程安排的权利。

Note: The timetable above is applied in Beijing Time. The Organizer reserves the right to amend the agenda.

十一、版权问题及法律 Copyright & Legal Issues

1、所有参加本次竞赛活动的设计成果署名权归设计机构所有，但所有的应征设计文件（包括设计成果、概念提案和报名文件等）在评审后不退回设计机构，主办单位有权对提交的所有设计成果（含概念提案）中的合理要素进行使用。

The authorship of all design deliverables is owned by the participants. But no submittals (including the design schemes, concept proposals and application documents) will be returned to the design firm after the evaluation and the Organizer is entitled to use reasonable elements in every submitted scheme(including the concept proposal).

2、主办单位有权无偿使用所有设计成果，包括在评审结束后公布评审成果，并通过传媒、专业杂志、专业书刊或其他形式介绍、展示及评价设计成果。

The Organizer is entitled to use the design schemes without further payment, such as introducing, displaying and appraising the design schemes through media, professional magazines, books or other form after announcing the evaluation result.

3、设计机构应保证设计成果中所有内容均为原创，不得包含任何侵犯第三者知识产权的资料。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，并取消其参与本次竞赛活动的资格。

All submitted schemes must be originally created by the concerned participants. Any form of copyright infringement is forbidden. In case of infringement, the infringing design firm bears all consequences of infringement, and that design firm's participation in this Competition will be nullified.

4、主办单位提供的所有资料（文字、图纸、电子数据等）均受版权保护。未经授权，任何人不得将内容复制、改编、分发、发布、外借、转让，否则将依法追究其相应法律责任，并取消其参与本次竞赛活动的资格。

All documents provided by the Organizer to participants (including texts, drawings, and electronic data) are exposed to copyright protection. Without authorization, any person is prohibited to duplicate, amend, distribute, disclose, lend or transfer the contents of relevant materials. Otherwise, legal liabilities may be incurred.

5、适用法律 Use of Laws

本次竞赛活动规则受中华人民共和国法律管辖，竞赛工作和所有文件适用中国法律，若发生争议，经协商不成时，依法向深圳市福田区人民法院起诉。

This Competition is governed by laws of the People's Republic of China. If disputes occur, both parties shall negotiate. If negotiation fails, both parties can lodge an appeal to Shenzhen Futian People's Court in accordance with its rules.

6、保密 Confidentiality

本次竞赛活动结束前，设计机构或其设计人员未征得主办单位的许可，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，并取消其参加本次竞赛活动的资格。

Without the permission of the Organizer, any person or institution is prohibited to disclose, publicize or display the design schemes in any form before the assessment is completed. Otherwise, he will bear related legal liabilities.

十二、用语及其他 **Miscellaneous**

1、用语和时间标准 **Standard of Language and Time**

本次竞赛活动仅采用中文或中英文对照格式；当中英文内容不一致时，以中文为准。

All documents for this Competition would be in Chinese or both Chinese and English. If there is any discrepancy between Chinese and English, the Chinese version will prevail.

主办单位的日程安排时间均以北京时间为准。

All agendas are scheduled and applied in Beijing Time.

2、主办单位保留更改日程安排时间表的权力。如有改动，将及时通知各设计机构。

The Organizer reserves the right to amend the agenda, and will notify all the participants in advance once the agenda is amended.

3、获得《编制概念提案邀请函》的设计机构的首席设计师与主创人员须亲自参与现场踏勘活动，请设计机构做好相关准备（请国外设计机构提前做好签证）。

The chief designer and key designers from the design firms received the Invitation to Draft the Concept Proposal must take part in the site visit. All the design firms who have signed up are requested to be well prepared (Foreign firms should have their visas ready in advance).

4、设计机构参加现场踏勘活动、答疑和成果评审会时需自带中文翻译。

When attending the site visit, Q & A and the final evaluation meeting, the design firms shall bring a Chinese translator themselves.

5、所有参加本次竞赛活动的设计机构首席设计师和主创人员须始终参与策划规划工作；与国外设计机构合作的，应确保有国外设计机构的人员参与、签名和加盖机构印章。

The chief designer and key designers of the design firms signed up for the Competition shall be involved in the entire planning process. Those that partnered with the foreign firms shall ensure that there are foreign designers participating in the entire planning process, while they shall sign and stamp the documents as requested.

6、凡参加本次竞赛活动的设计机构均视为承认本次竞赛活动文件以及各阶段相应的文件内容要求。

All the participants of this Competition will be regarded to confirm all contents herein.

7、本次《深圳市小梅沙片区概念性总体规划方案国际竞赛参赛须知》的解释权归主办单位即深圳市特发集团有限公司。解释语言以中文为准。

The Organizer, Shenzhen Special Economic Zone Development Group Co., Ltd., reserves the rights for the interpretation of this Competition and its related documents. The Chinese version for the interpretation shall prevail.