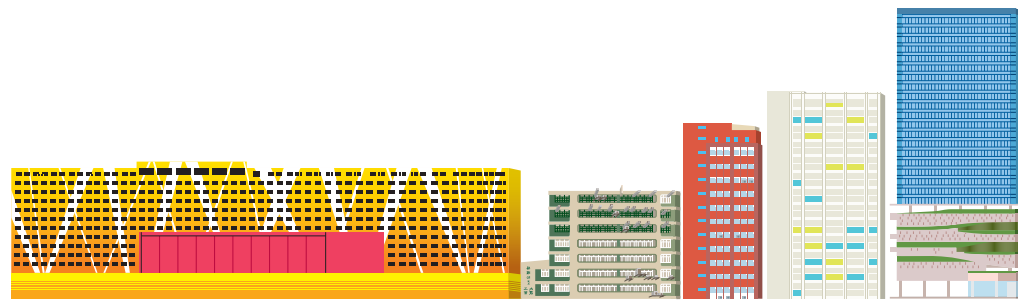
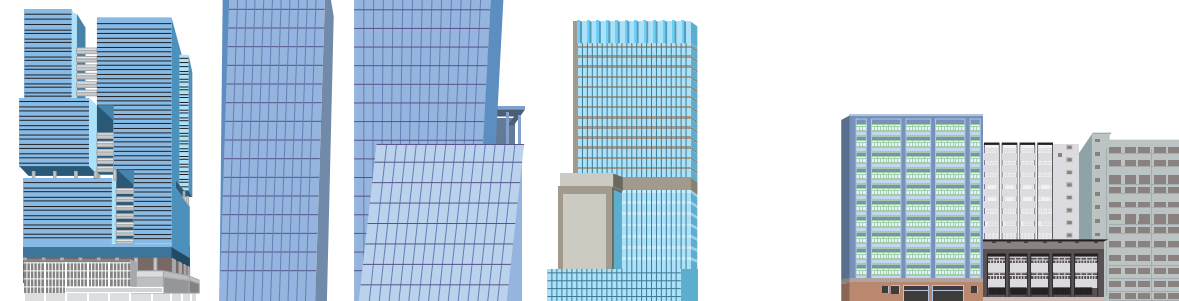
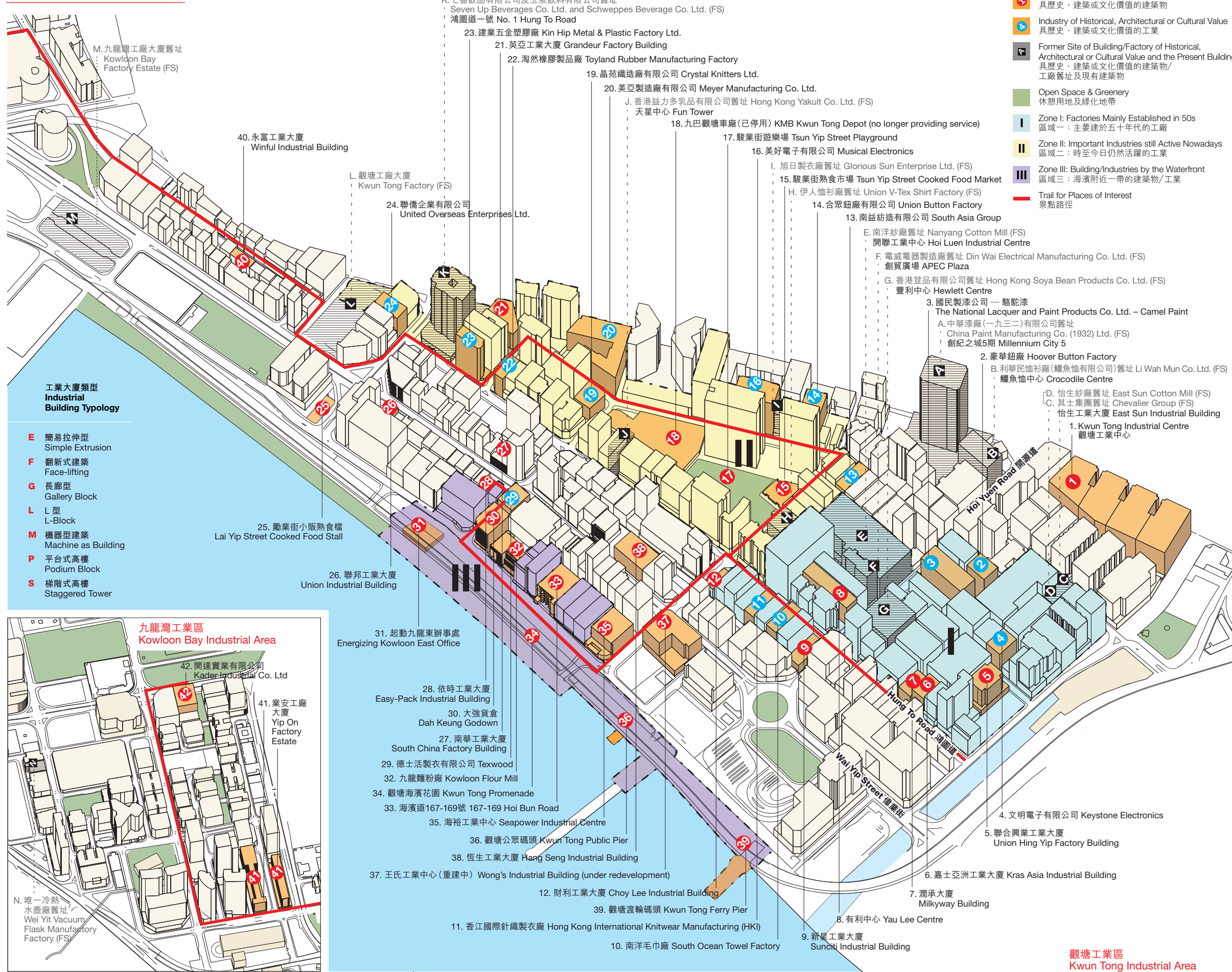


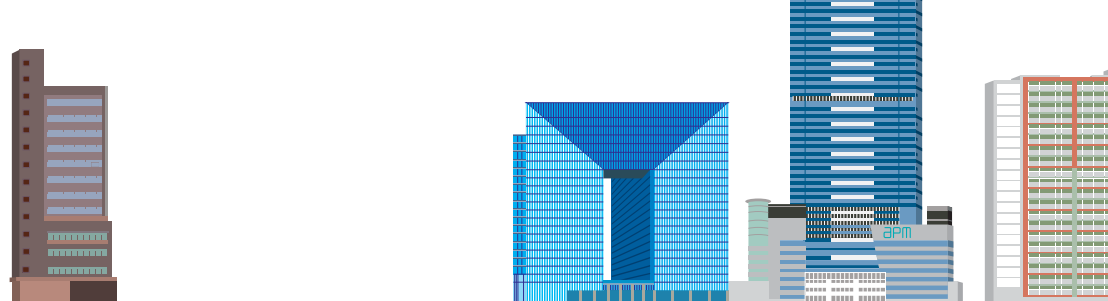


這探索地圖標示著一些具歷史、建築及文化價值的景點，讓香港市民和海外訪客認識和細味觀塘以及九龍灣的歷史與發展進程。

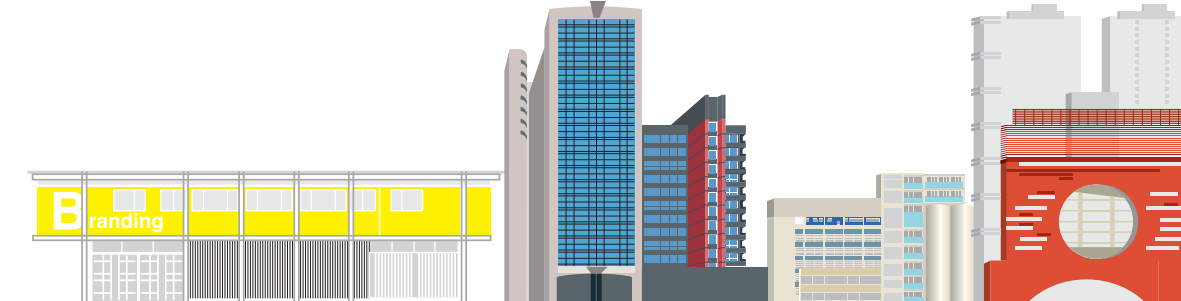
## 探索地圖 Discovery Map



This discovery map shows places of interest with historical, architectural and cultural value to enable both Hong Kong people and overseas visitors to explore and appreciate the history and development of Kwun Tong and Kowloon Bay.



時至今日，觀塘區已經成為集工貿、商業、文化及休閒活動於一身的社區，展現出無限的活力。



Today's Kwun Tong is characterized by a vibrant mix industrial trading, commercial, cultural and leisure activities.

## 都市構織的建築特色和趣味

工業大廈在土地運用和建築設計方面均力臻高效率，業主往往務求取得最大的地積比例。受制於當時的管制規定，觀塘的建築物大致可分為七種形式——長廊型、L型、簡易拉伸型、梯階式高樓、平台式高樓、機器型建築及翻新式建築。

不同形式的建築物反映了觀塘的發展歷史，其中L型多集中於第一階段填海工程時期興建。此外，「機器型建築」是指一些配合特定用途而設計的工廠大廈，主要見於海濱一帶，這類型的工廠大廈極富建築趣味，九龍麵粉廠及海濱道167-169號的貨倉就是兩個典型例子。

後巷以及工廈後方十呎闊乘十五呎高的地面空間和工廠飯堂都是觀塘工業區的特色。為了確保飯堂只限招待於該座大廈工作的員工，飯堂不能直接通往主要街道，以及不得豎立廣告牌。

## 工業文化作為城市設計的潛力

九龍東工業文化及主要設計特色的研究工作已有結果，並歸納出一系列設計原則及指引，以助建築師、設計師和規劃師於九龍東的公共地方、公共設施及公共建築物上實踐各項建築計劃。

## Architectural Interest and Characteristics in the Urban Fabric

Industrial buildings aim for high efficiency in terms of land use and building design, and owners tend to maximise the permitted gross floor area. Prevailing regulations dictated seven building types in Kwun Tong: Gallery Block, L-Block, Simple Extrusion, Staggered Tower, Podium Block, Machine as Building, and Face-lifting.

These reflect the development of Kwun Tong with more L-Blocks concentrated in the first phase of reclamation. 'Machine as Building' – a factory building designed for a specific function – is mainly in the waterfront area which is of most architectural interest. The Kowloon Flour Mill and the warehouse at No. 167-169 Hoi Bun Road are typical examples.

Back alleys together with 10-foot ground-level setbacks and 15-foot headroom, and factory canteens are other characteristics of the Kwun Tong industrial area. To ensure that they only served workers of a particular building, canteens on the ground floor with direct access to the main road or displaying advertising signs were not allowed.

## Potential of Industrial Culture for Urban Design

The main features of Kowloon East industrial culture and design have been identified and a set of design principles and guidelines developed to assist architects, designers and planners in implementing their projects on public areas, facilities and buildings in Kowloon East.

如左圖所示的探索地圖將一些具歷史、建築及文化價值的景點串連起來，讓香港市民和海外訪客認識和細味觀塘的歷史與發展進程。

起動九龍東辦事處提出倡議書，旨在鼓勵私人業主和發展商將工業文化元素融入他們未來的重建或改建計劃，展現他們旗下建築物的歷史。

為了讓「創造精神」這份理念能具體呈現，探索地圖所列的路徑一帶將引入六種元素，為城市設計添上工業文化色彩。六種元素分別是：設於駿業街遊樂場第一期的「創造精神」展覽；具有標誌的路面鋪畫；電箱裝飾；具有標誌性的公共藝術指示；發掘後巷的潛力；和具工業風格的公共設施。

在這些項目中，駿業街遊樂場第一期將率先實踐研究的建議，在設計中融入研究成果，以優化改善社區的公共空間，從中細訴著香港經濟發展背後不可或缺的「創造精神」。

回顧過去展望將來，創意精神是推動我們成功必不可少力量。九龍東正邁進全新里程，為了確保豐富多采的工業文化延續不斷，實有賴您的參與和支持。

A discovery map as shown on the left links places of interest with historical, architectural and cultural value to help both Hong Kong people and overseas visitors to explore and appreciate the history and development of Kwun Tong.

EKEO promulgates an advocacy statement which aims to encourage private owners and developers to incorporate industrial culture elements into their redevelopment and conversion projects, by showcasing the history of their buildings.

To crystallize the idea of 'Spirit of Creation', six elements have been proposed near the discovery map trail that will add a flavour of industrial culture to the urban design. These are: an industrial culture exhibition "Spirit of Creation" at Tsun Yip Street Playground Phase 1; special paving designs with logo; switch box decorations; public art as way finder; exploring the potential of back lanes; and public features with industrial character.

The transformation at Tsun Yip Street Playground Phase 1 is the first of these projects to showcase how the findings of the study can be integrated into designs to improve public spaces. It tells the story of the "Spirit of Creation", which is the essence of economic development in Hong Kong.

As the past inspires our future and the creative spirit continues to drive our success, we need your participation to ensure that the rich industrial culture lives on as we enter the next chapter for Kowloon East.



請瀏覽我們工業文化的故事。Please see the stories of our industrial culture.

