



七彩园  
云南(曲靖)  
国际农业食品科技园

7 COLORS  
PARK  
Yunnan International  
Agri-Food Technopark  
(Qujing)

# 实施概述 Executive Summary

2011年12月 December 2011



曲靖·云南·中国  
QUJING YUNNAN CHINA



七彩园  
云南(曲靖)  
国际农业食品科技园



7 COLORS  
PARK  
Yunnan International  
Agri-Food Technopark  
(Qujing)





七彩园

云南(曲靖)  
国际农业食品科技园

7 COLORS  
PARK

Yunnan International  
Agri-Food Technopark  
(Qujing)

# 实施概述 Executive Summary

2011年12月 December 2011

曲  
靖

曲靖 · 云南 · 中国  
QUJING YUNNAN CHINA



CORRIVEAU, GIRARD ET ARCOF





## 目录

2	前言
4	简介
6	项目前瞻性
8	项目模式
10	七彩园园区
12	主入口及售票处
14	白冲湖
16	供水厂
18	银河
20	迎宾馆
26	农业食品及环境科技馆
28	行政综合大楼
32	养牛场
34	养羊场
36	人工授精中心
38	农作物种植区
40	果园和养蜂场
42	综合暖房 植物栽培、水产养殖和水培馆
46	集市
48	肉类和植物加工技术区
50	综合实验室大楼
54	中国传统农业村
56	稻作文化展馆
58	农具展馆
60	庭院动物展区
62	经济作物展馆
64	葡萄酒展馆
66	烟草文化展馆
68	丝绸展馆
70	茶文化展馆
72	药用植物展馆
74	可持续发展
75	环保建筑
76	交通管理体系
77	水管理体系
78	景观设计
80	徽标
81	吉祥物
82	图形规范
83	多媒体规范
84	科技园合作伙伴
85	参与科技园项目的专业团队
86	结论

## Table of Contents

2	Foreword
4	Introduction
6	Project Vision
8	Project Model
10	The 7 Colors Park Site
12	Entrance and Ticketing
14	Bai Chong Lake
16	Water Filtration Plant
18	Silver River
20	Visitors' Building
26	Agri-Food and Environmental Technologies Building
28	Administration and Information Building
32	Cattle Farm
34	Goat Farm
36	Insemination Center
38	Agri-food Crops
40	Orchards and Bee Gardens
42	Greenhouse Complex Cultivated Plants, Aquaculture and Hydroponics Buildings
46	Marketplace
48	Animal and Plant Processing Technologies Buildings
50	Laboratory Complex
54	Traditional Chinese Agricultural Village
56	Rice Pavillion
58	Agricultural Implements Pavilion
60	Courtyard Animal Exhibition Area
62	Useful Plants Pavilion
64	Wine Pavilion
66	Tobacco Culture Pavilion
68	Silk Pavilion
70	Tea Pavilion
72	Chinese Medicine Pavilion
74	Sustainable Development
75	Green Architecture
76	Access and Transportation
77	Water Systems
78	Landscape Design
80	Logotype
81	Mascot
82	Graphic Standards
83	Multimedia Standards
84	Technopark Collaborators
85	Technopark Professional Teams
86	Conclusion



## 前言

致加拿大朋友

首先,我代表曲靖市人民政府向天辰国际集团、EXP工程设计公司、CGA和ARCOP建筑设计事务所、WAA景观设计公司、D+C多媒体设计公司和SM集团表示衷心的感谢,感谢你们近年来为云南(曲靖)国际农业食品科技园项目推进所做的贡献!

中国在21世纪所面临的最大挑战无疑是要解决农业、农村、农民的问题。“三农”问题如果不能解决,它将最终妨碍中国的社会进步,中国的现代化这一目标也最终难以实现。

我们感到欣慰的是,在这个项目的策划和实施过程中,能够始终有我们的加拿大朋友和欧洲朋友们的支持与帮助,使我们能够在这场社会革命中得到榜样的启示和指导。当然只要是社会革命,就不会是一件轻而易举的事,它一定会挑战中国人的智慧、心态、决心和能力。尽管在过去的几年里,我们遇到过这样或那样的困难,但我们都有勇气去面对,走出困局,开创一个新的局面。

我们希望能够始终有你们的支持与帮助,和我们一起,去为解决中国的农业问题寻求一条成功之路。我为有你们的参与和支持感到骄傲!

最后,向你们致以崇高的敬意!

曲靖市人民政府

周玲

## Foreword

My esteemed Canadian friends,

On behalf of the Government of Qujing, I would like to thank Constellation Monde, EXP, CGA, WAA, D+C and SMi for their invaluable contributions to the Yunnan International Agri-Food Technopark (Qujing).

Rural development is without a doubt the greatest challenge facing China in the 21st century. If the three key issues—which is to say, farming, the rural milieu and its population—cannot be effectively managed, China will see its social progress slow, making it difficult to achieve its aims in terms of modernization.

We draw much encouragement from the support and assistance of our Canadian and European friends, whose references and advice are helping us find our way through what can only be termed a social revolution.

This often-strenuous process tests our wisdom, vision, determination and capacity. We have faced the many and varied difficulties of recent years with courage. This unflagging resolve is what lets us look toward the years to come with hope and optimism as we stride into a new era.

We hope to be able to count on your staunch support as, together, we find new solutions to the problems facing agriculture in China today.

I thank you again for your support, and salute your participation in this great achievement.

ZHOU Ling  
People’s Government of Qujing Municipality

加拿大天辰国际对有幸参与开发并协调中国最具创新性的农业项目——云南(曲靖)国际农业食品科技园深感自豪。

历时五年的准备工作实为必然,目的在于能圆满完成这一占地300公顷正在曲靖实施建设的宏大项目。它将成为云南和中国南部在农业、饲养业、环保、教育培训及与土壤相关的各个科技领域的参照。兴建科技园的目的在于通过创立新型农业合作社,改善农民生活,特别是中国南部地区。它会成为中华民族在当代农牧业从应用科学到市场化全链条的开路先锋。

科技园项目的立项和实施归功于天辰国际与曲靖市政府、云南省政府、中央政府之间的密切合作,特别是全国政协主席贾庆林先生和农业部部长韩长赋先生的亲自关注,也得力于加拿大专业设计团队在工程、环保、建筑、景观、多媒体、布展,以及大型项目运作管理上的出色工作,更不能忘记欧美50多家致力于农业农村发展的企业和科研机构的积极参与。

呈现眼前的这部精美画卷由蒙特利尔D+C多媒体设计公司主导完成。科技园的科普和教育内容也由该公司独挑大梁。在此,谨致敬意。

我们深信,本书将成为启示录,影响中国和全球其它地区的决策者,在农业和环保领域为亿万人展示示范的同时,激发发展农业的新热潮。

最后,谨向参与本书编制工作的全体人员表示祝贺!同时,也感谢中国为加拿大和其他欧美国家提供参与的机会。

天辰国际董事长  
皮埃尔·布克

天辰国际常务副董事长  
齐文

Constellation Monde is proud to have been a part of one of the most innovative sustainable agriculture projects in China through its coordination work in the Yunnan International Agri-Food Technopark (Qujing).

Five years of work will have been necessary to bring this large project to fruition. An area of 300 hectares is presently under development in Qujing. The province of Yunnan and the whole of southern China will become a centre of reference in the fields of agriculture, animal husbandry, environment, education, and all earth-related sciences. The project's basic objective was the betterment of living standards for the peasants of southern China and the creation of agricultural cooperatives. As such, the Technopark project will shine across China as a unique model integrating all components of agriculture and animal husbandry, from applied research to marketing.

The Technopark project was made possible through the close collaboration of Constellation Monde, the municipality of Qujing, the government of Yunnan province, and the central authorities in Beijing, notably the President of the Chinese Senate, Mr. Jia Qingling, and the Minister of Agriculture, Mr. Han Changfu; the remarkable contribution of Canadian firms specializing in engineering, environment, architecture, landscape architecture, communication, museology, and large project management; and the active participation of some fifty world-class Canadian and European businesses and institutions working in rural development.

We wish to pay tribute to Design+Communication Inc. of Montreal for this outstanding brochure and for the design of the educational and scientific contents of the Technopark.

This document will serve as a reference and I am convinced it will influence other decision-makers in China and across the world to establish environmental and agricultural demonstration parks which will draw millions of visitors and breathe new life into the field of agricultural development.

Our congratulations go to all who contributed to this splendid document and our thanks to China for allowing the participation of Canadians and Europeans in this great project.

Pierre Bourque  
CEO Executive  
Constellation Monde Inc.

Wen Qi  
Vice-President  
ConstellationMondelnc.

Constellation Monde est fière d'avoir été associée à l'un des projets les plus innovateurs en Chine pour le développement d'une agriculture durable par son travail de coordination du Technoparc agroalimentaire international du Yunnan (Qujing).

Cinq années de travail auront été nécessaires pour mener à bien ce vaste projet couvrant une superficie de 300 hectares actuellement en voie de réalisation à Qujing et qui dotera le Yunnan et tout le sud de la Chine d'un centre de référence sur l'agriculture, l'élevage, l'environnement l'éducation et toutes les sciences rattachées à la terre; avec comme prémisses l'amélioration du niveau de vie des paysans chinois principalement dans les provinces du sud et la création de coopératives agricoles, le projet du Technoparc pourra s'affirmer à la grandeur de la Chine comme un modèle unique intégrant toutes les composantes de l'agriculture et de l'élevage, de la recherche appliquée à la mise en marché des produits de la terre.

Le projet du Technoparc a été rendu possible grâce à une complicité étroite entre Constellation Monde, la municipalité de Qujing, le gouvernement de la province du Yunnan et les autorités centrales de Beijing et en particulier le Président du Sénat de Chine, monsieur Jia Qingling, et le Ministre de l'agriculture, monsieur Han Changfu, et l'apport exceptionnel d'entreprises professionnelles canadiennes spécialisées dans les domaines du génie, de l'environnement, de l'architecture, de l'architecture de paysage, de la communication, de la muséologie et de la gestion de grands projets sans oublier la participation active d'une cinquantaine d'entreprises et d'institutions canadiennes et européennes de niveau international œuvrant dans les domaines du développement rural.

Le magnifique document qui nous est offert a été préparé sous la direction de l'entreprise Design+Communication Inc. de Montréal responsable des contenus éducatifs et scientifiques du Technoparc auquel nous voulons rendre hommage.

Ce document servira de référence et, j'en suis convaincu, influencera d'autres décideurs ailleurs en Chine et dans le monde sur la réalisation de parcs de démonstration dans le domaine de l'agriculture et de l'environnement susceptibles d'attirer l'intérêt des millions de visiteurs et de créer face au développement agricole un engouement nouveau.

Félicitations à ceux et celles qui ont contribué à la réalisation de cette magnifique brochure et merci à la Chine d'avoir permis à des Canadiens et des Européens de participer à ce grand projet.

Pierre Bourque  
Président directeur général  
Constellation Monde Inc.

Wen Qi  
Vice-président exécutif  
Constellation Monde Inc.

## 简介

### 七彩园简介

云南(曲靖)国际农业食品科技园,又称七彩园,是中国西南地区一个汇集全球学识、设备和资源打造而成的重要国际项目。

这个项目由云南省联合加拿大天辰国际集团合作开发。双方之间的友谊及合作由来已久。

占地300公顷的七彩园,既是一个先进的产业园,又是一个高科技培训基地,同时也是一个风景优美的城市公园和农业主题旅游景点。

科技园由领军于规划、工程和设计领域的专业团队完成,向农业从业人员、生产者、游客及云南和曲靖本地的民众提供独一无二的系列服务。

## Introduction

### Presenting the 7 Colors Park

The Yunnan International Agri-Food Technopark (Qujing), also called the 7 Colors Park, is a major international project that brings the world's knowledge, equipment and resources to southwestern China.

This initiative has been developed by the province of Yunnan working in collaboration with Canadian corporation Constellation Monde. These two entities have a long history of friendship and successful collaboration.

Situated on a 300-hectare site, the 7 Colors Park is at once a state-of-the-art industrial production center, a high-tech training facility, a beautifully landscaped urban park and an agriculture-themed visitor destination.

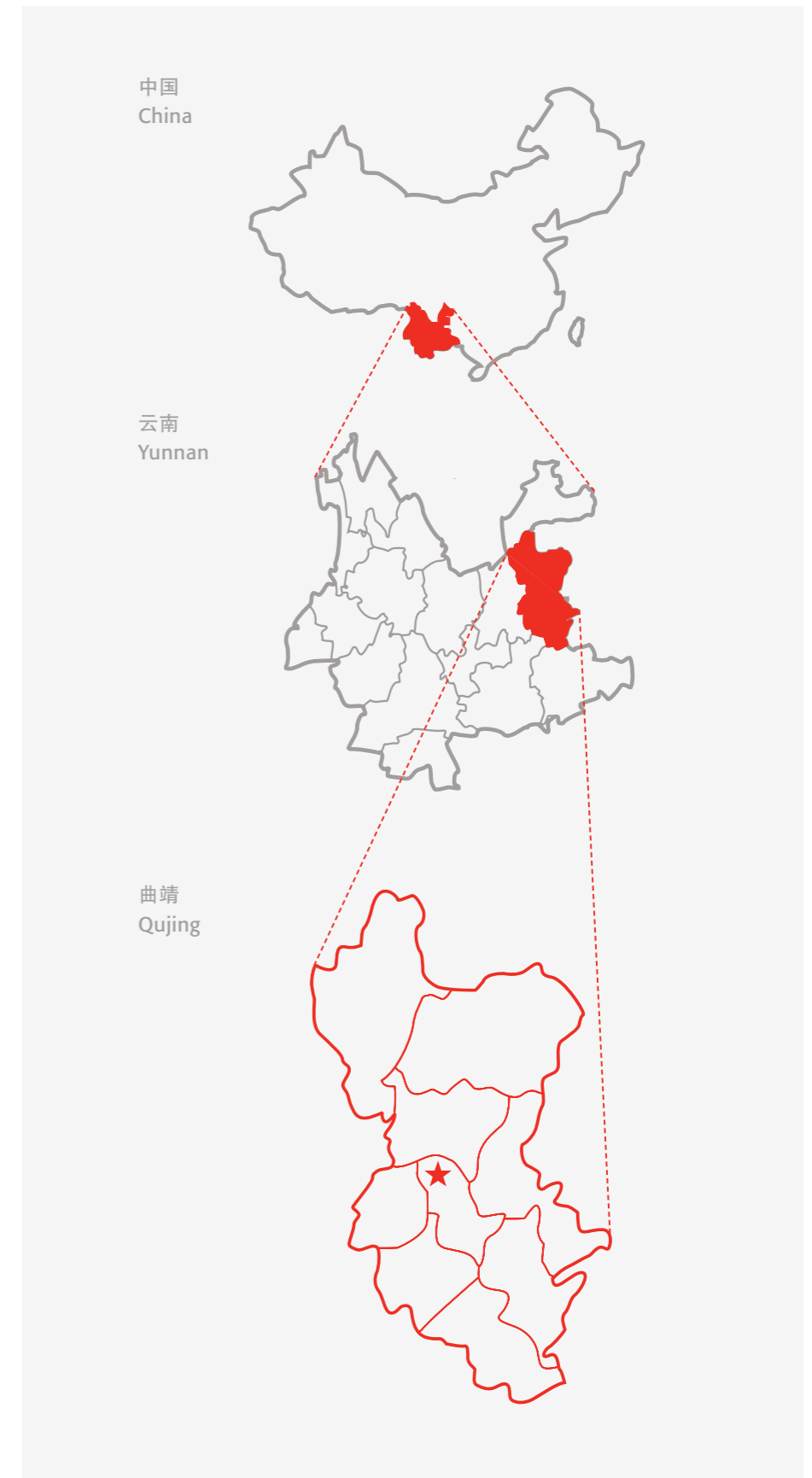
Planned, engineered and designed by a team of industry-leading professionals, the innovative Technopark offers a unique range of services to agricultural professionals and to the farmers, tourists, and citizens of Qujing and Yunnan.

**曲靖** 位于云南省东部,是中国第三大江——珠江的发源地,故有“珠江源头第一市”的美誉,是内地进出云南的门户,素有“入滇锁钥”之称,具有“东接黔桂达沿海,西连昆明出印巴,南眺越老通泰柬,北经昭通进川渝”的区位优势。全市幅员2.89万平方公里,人口610万,辖7县1市1区,是云南省第二大城市。

曲靖市围绕“打造现代化工业强市、建设珠江源大城市”的发展目标和“农业稳市、工业强市、商旅活市、科教兴市、生态立市”的发展战略,着力培育壮大烟草、能源、化工、矿冶、机械汽车制造、生物资源开发创新及光电产业等七大产业。

**QUJING.** Located in eastern Yunnan at the source of China's third-longest river, Qujing is known as “the first city of the Pearl River.” As the gateway to the province, it is also known as “the key to Yunnan,” since it provides access to China's centre, southeast and southwest, as well as to the neighbouring countries of Vietnam, Myanmar, Laos, Thailand, India and Pakistan. Yunnan's second-largest city, Qujing spans 28,900 km<sup>2</sup> (11,160 sq. mi.) and has a population of 6.1 million. It is divided into seven counties, one county-level city and one district.

Qujing's current development strategy focuses on industrial modernization and urban development in the areas of agriculture, industry, commerce, tourism, science and technology education, and ecology. Seven main sectors are targeted: tobacco, energy, chemical industries, mining, manufacturing, biotechnology and optoelectronics.







## 项目前瞻性 满足未来的需求

“三农”问题是中国在21世纪所面临的巨大挑战。如何在幅员辽阔的农村掀起一场农业现代化的革命成为中国全社会关注的焦点。云南(曲靖)国际农业食品科技园项目恰恰是在这一背景下产生的。它是引进和传播现代农业技术和新型生产方式的载体。

七彩园的建造既受到西方经验的启发,又尊重中国独特的历史和文化,目的是帮助决策者、企业及农业从业人员建立效率更高的农业生产模式。

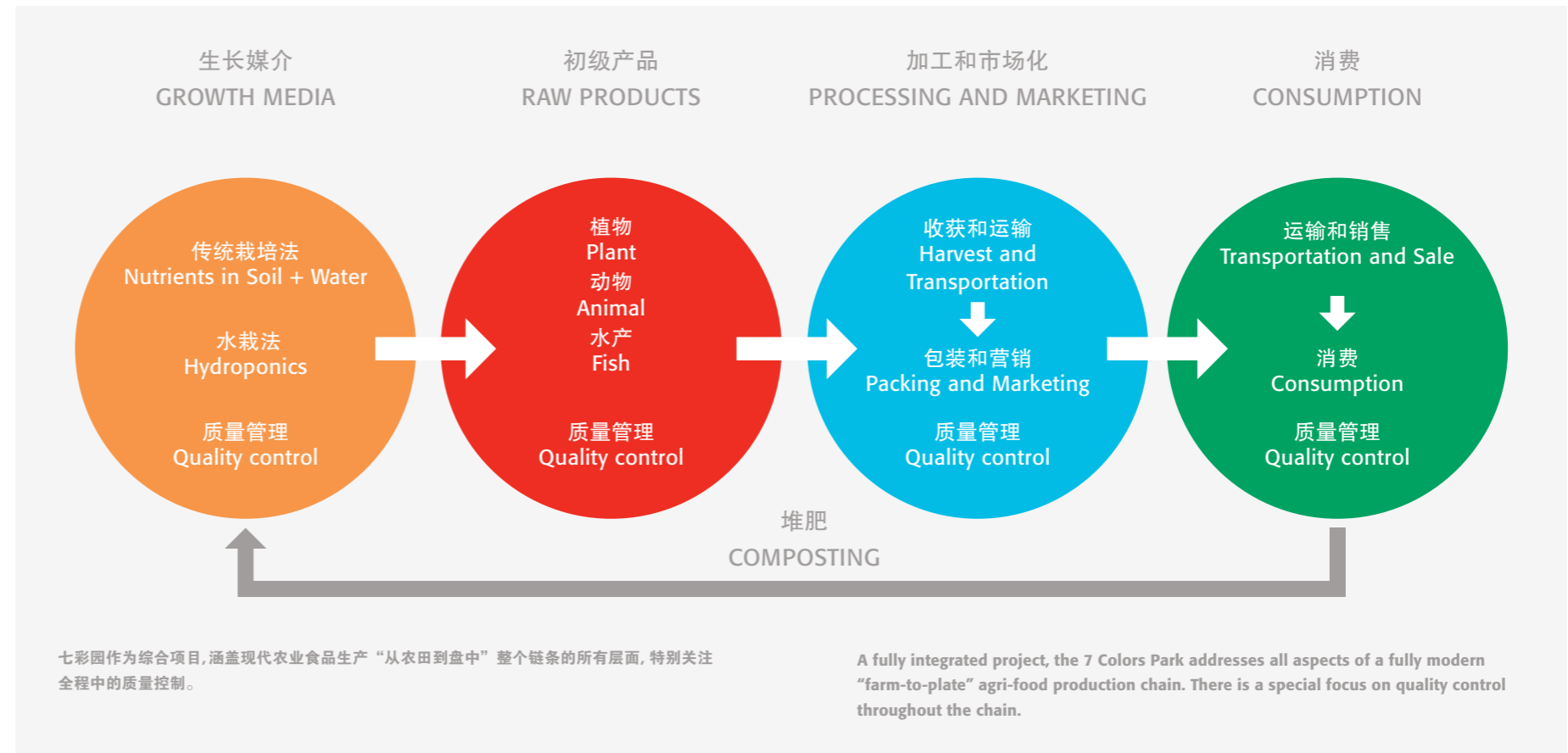
这一独特的项目可以促进东西方之间,也就是中国、加拿大、欧洲和其他国家之间的技术、信息和知识交流。

## Project Vision Meeting Tomorrow's Needs

Agriculture is the most significant challenge facing China in the 21st century. The whole country is actively searching for new and effective ways to modernize China's rural areas. This is the principal motivation for the creation of the Yunnan International Agri-Food Technopark (Qijing), a project that will introduce new technologies and new modes of agricultural production while providing education and training.

The 7 Colors Park, inspired by western experiments but respectful of China's unique history and context, will help decision-makers, businesses and farmers establish a more efficient agricultural model.

This unique project promotes the exchange of technology, information and knowledge between East and West – between China, Canada, Europe and the rest of the world.



七彩园有别于世界上其它的农业园区。这个独一无二的项目的设计回应了中国农业最为主要和迫切的寻求:

- 开发21世纪中国农业和食品生产的典范,符合并超越国际标准
- 建立农业及食品生产和加工领域的合作模式
- 改进农民的社会角色和地位
- 缩小城乡收入差别,改善云南乃至中国农民的生活质量

The 7 Colors Park is like no other technopark in the world. This unique project is designed to meet many critical and urgent objectives:

- Help develop a Chinese model for 21st century agri-food practices that meet and surpass international standards
- Help establish a cooperative model for agri-food production and processing
- Contribute to enhancing the social role and social status of farmers and others working in agri-food industries
- Help reduce the gap between urban and rural income levels, improving the quality of life for citizens and agri-food producers in Yunnan and across China







## 项目模式

### 可持续的全面合作伙伴关系

七彩园汇聚了中国、加拿大、欧洲及世界各地的公共部门和私营企业的代表。

这一多功能的科技园区集科学研究、农业食品生产和加工、质量控制、市场营销、教育和职业培训、国家和国际学术交流、观光和展示于一体。

项目目标：

- 促进中国农业食品行业的现代化
- 促进适用的西方动植物生产技术的转让和本土化
- 展示最前沿的环境友好型技术和高附加值作物
- 提高农业和饲养业产品的加工、市场营销和品牌打造
- 战略性地集中云南农业部门的规划、监管、支持、研究、教育和推广活动，以形成协同作用
- 激励新一代农民合作经营模式的产生

项目模式可被称作**可持续的全面合作伙伴关系**。

## Project Model

### Sustainable Integrated Partnerships

The 7 Colors Park brings together representatives of the public and private sectors from China, Canada, Europe and around the world.

This multifunctional technopark integrates scientific research, agri-food production and processing, quality control, marketing, education and vocational training, national and international academic exchanges, tourism and exhibition.

The project:

- Promotes the modernization of China's agri-food industries
- Promotes the transfer and adaptation of appropriate Western technologies for plant and animal production
- Demonstrates cutting-edge environmentally friendly technologies and value-added crops
- Develops the processing, marketing and branding of agricultural and livestock products
- Strategically centralizes the Yunnan Agricultural Sector's planning, regulation, support, research, educational and promotional activities in order to create synergies
- Stimulates the creation of a new generation of farmer's cooperatives

The project model can be described as **Sustainable Integrated Partnerships**.



**可持续性** 从水资源管理和堆肥到高能效的建筑设计及农业加工排污管理，园区内的一切行动都以积极的可持续发展方针为导向。

**Sustainable.** From water management and composting to energy-efficient building design and agricultural processing discharge management, all actions on the site are guided by a proactive approach to sustainable development.

- 1 促进环保的园区基础设施
- 2 提高生产力及效能
- 3 完善的水管理

- 1 Environmentally progressive site infrastructure
- 2 Heightened productivity and efficiency
- 3 Exceptional water management





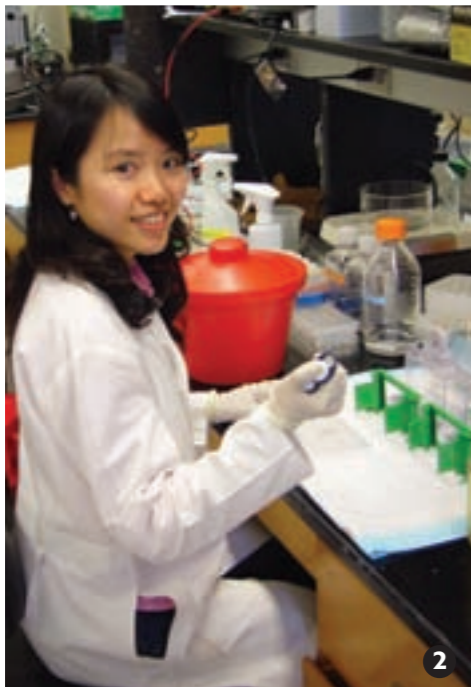
**综合性** 从种子到可推向市场的产品，七彩园囊括了农业食品生产链的所有环节，是一个完美的融合了工程设计、景观、建筑和商业的综合性园区。

**Integrated.** The 7 Colors Park includes all steps of the agri-food chain, from seeds to market-ready products. The site is a harmonious marriage of engineering, landscape, architecture and commerce.



**伙伴关系** 七彩园汇聚农业食品领域的科研人员、生产者、学生和专家，是一个促进个人、集体和企业建立协同合作的中枢机构。

**Partnerships.** The 7 Colors Park brings together agri-food researchers, producers, students and professionals. It is a hub facility that develops synergies between individuals, groups and companies.



- 1 农业展示和生产
- 2 综合培训和技术转让
- 3 从原材料到成品

- 1 Agricultural demonstration and production
- 2 Integrated training and technology transfer
- 3 Raw materials through to finished products



- 1 中外公司间的商业伙伴关系
- 2 教育合作关系
- 3 新型农业合作社模式

- 1 Business partnerships between Chinese and foreign firms
- 2 Educational partnerships
- 3 A new cooperative model





## 七彩园园区

### 城市里的农业食品中枢

七彩园位于曲靖市轻工业基地北郊，周边有多条高速公路和主干道，交通便利。这一战略性的选址使其成为曲靖市城市总体规划的组成部分。

七彩园园区的主要基础设施包括：

- 道路网络
- 饮用水配给网络
- 供水厂
- 非饮用水配给网络
- 排污网络
- 三级废水处理厂

- 水泵站
- 灰水和雨水处理系统及管理设施
- 固体废物收集系统
- 地热系统
- 电力供应和通信网络

## The 7 Colors Park Site

### Urban Agri-Food Hub

The 7 Colors Park is strategically located on the northern outskirts of Qujing Light Industry Base. It is easily accessible from surrounding expressways and boulevards, and is designed to integrate with the Qujing City Urban Master Plan.

Major infrastructure created for the 7 Colors Park site includes:

- Road and path network
- Drinking water distribution network
- Water treatment plant

- Non-drinking water distribution network
- Sewage network
- Tertiary wastewater treatment plant
- Pumping stations
- Greywater and stormwater treatment system and management facilities
- Solid waste collection system
- Geothermal system
- Electrical power supply and communication network

#### 景况

- 规划范围530公顷
- 建设面积377公顷
- 湖泊面积17公顷
- 水源保护汇水区704公顷
- 20座主题场馆
- 17座加工厂
- 6座辅助建筑
- 3座国际标准示范养殖场
- 1座人工授精中心
- 2座现代化供水厂和污水回用处理厂
- 1座堆肥场
- 60公顷作物种植

#### Facts

- 530 ha. of planning area
- 377 ha. of building area
- 17 ha. of lake area
- 704 ha. of protected watershed
- 20 theme buildings
- 17 processing plants
- 6 auxiliary buildings
- 3 international standards demonstration farms
- 1 artificial insemination center
- 2 modern water supply and sewage recycling treatment plants
- 1 composting site
- 60 ha. of crops





主要观光体验区  
Key Visitor Experience Areas

- |   |  |
|---|--|
| 1 主入口及售票处<br>Entrance and Ticketing                               | 13 中国传统农业村<br>Traditional Chinese Agricultural Village   |
| 游客停车场<br>Visitors' Parking  | 14 综合暖房<br>植物栽培、水产养殖和水培馆<br>Greenhouse Complex<br>Cultivated Plants, Aquaculture and Hydroponics Buildings |
| 2 白冲湖<br>Bai Chong Lake   | 15 加工技术讲解厅<br>Processing Technologies Hall   |
| 3 迎宾馆<br>Visitors' Building                                       | 16 肉类和植物加工技术区<br>Animal and Plant Processing Technologies Buildings  |
| 4 农业科技及环境保护馆<br>Agri-Food and Environmental Technologies Building | 17 供水厂<br>Water Filtration Plant   |
| 5 人工授精中心<br>Insemination Center                                   | 18 综合实验室大楼<br>Laboratory Complex   |
| 6 行政综合大楼<br>Administration and Information Building               | 19 员工用房<br>Employees' Building   |
| 7 银河<br>Silver River  | 20 服务用房<br>Service Buildings   |
| 8 果园和养蜂场<br>Orchards and Bee Gardens                              | 21 污水处理厂<br>Water Treatment Plant  |
| 9 气象站<br>Meteorological Station                                   | 22 生物科技及高新科技区<br>Biotech and Hightech Technologies Buildings   |
| 10 养羊场<br>Goat Farm   | 23 堆肥厂<br>Composting Plant   |
| 11 养牛场<br>Cattle Farm   |  |
| 12 养猪场<br>Pig Farm  |  |



七彩园是:

- 一个现代工业艺术园区:  
开拓农业食品现代化生产的全球性网络, 深入专业研发
- 一个世界级农业和园艺示范区:  
展示现代农业和食品业的生产与产品
- 一个教育园区:  
把农业和环境科技的最新知识传播给大众
- 一个风光宜人的公园:  
参观者和当地居民可享受园区的秀丽景色

The 7 Colors Park is:

- A state-of-the-art industrial park, featuring a global network of leading agri-food producers as well as cutting-edge research and development facilities
- A world-class agricultural and horticultural demonstration area that showcases modern agri-food practices and products
- An educational site that makes the latest knowledge about agricultural and environmental science and technology accessible to the general public
- A place for leisure, where visitors and local residents can appreciate the natural beauty of the site



0 100 500 1Km

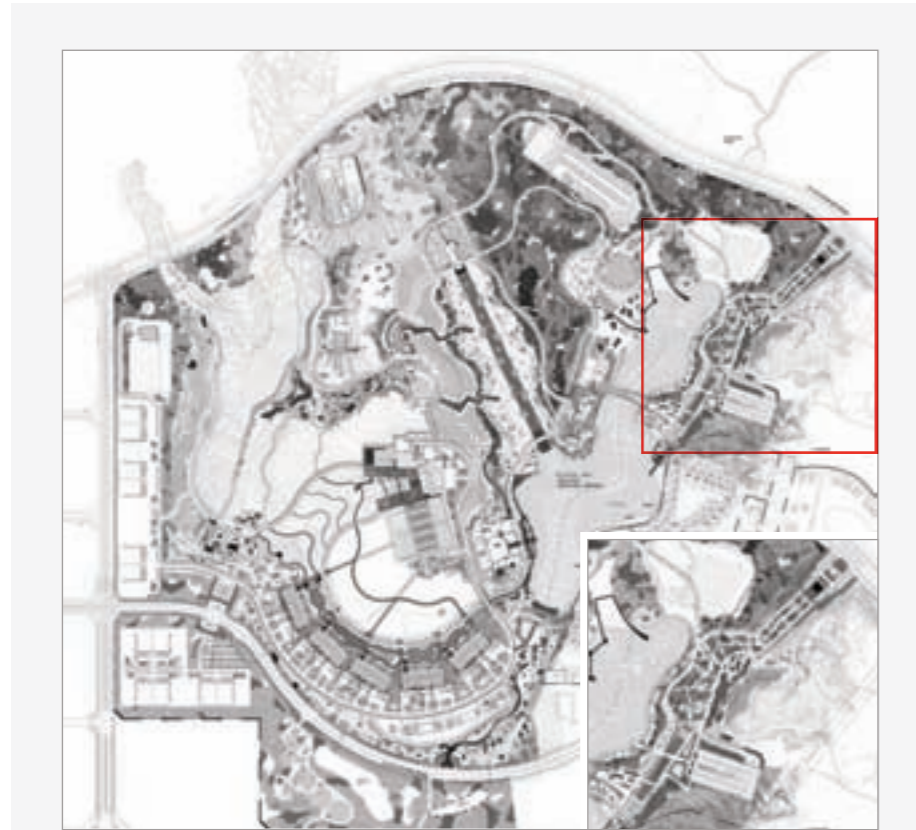


## 主入口及售票处

### 七彩园入口

## Entrance and Ticketing

### Accessing the 7 Colors Park



七彩园有四个不同入口，北面和南面各有两个。管理人员和游客从北面的主入口进入园区，途经一个环形交叉路口，路口有一座反映当地文化的植物雕塑，随后可见多处喷泉，动感十足，充满活力。

继续前行，走过人造湿地，穿越白冲湖，抵达主停车场。从此处出发步行至售票处，然后通过人行天桥进入七彩园园区。

主服务入口也邻近园区的北大道，该入口通往车库、厂房和养牛场。

南面有两个入口。曲靖市南部居民可步行或骑自行车从东侧的大门入园。最西边是卡车和运输车辆的专用入口，通往工业建筑和实验室场馆。

The 7 Colors Park has four distinct entrances, two to the north and two to the south. Administrators and visitors access the site through the main northern gate. They pass by a roundabout featuring a sculptural plant mosaic celebrating local culture, then see a series of fountains that create a dynamic and vibrant environment.

Their journey continues through the engineered wetlands, across an arm of the Bai Chong Lake, and to the main parking area. From there, they proceed on foot to the ticket area, and cross the footbridge to the 7 Colors Park.

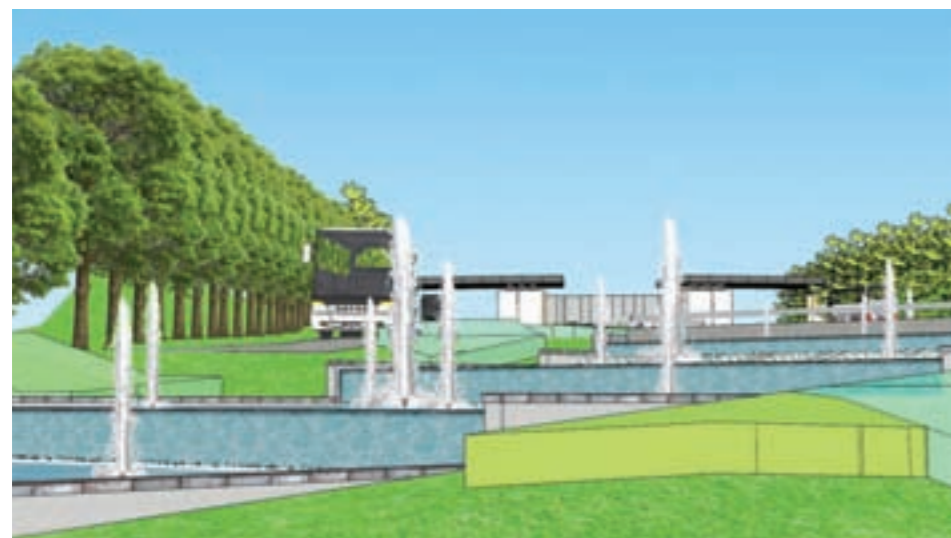
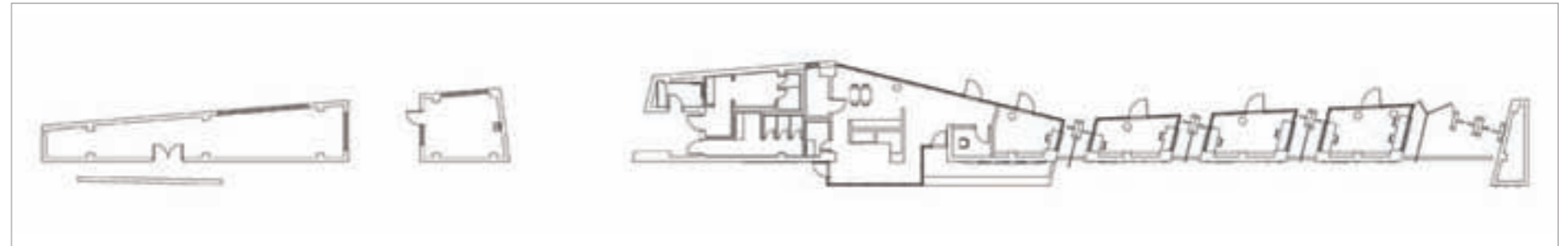
The main service entrance is also located off the northern boulevard; it provides access to the garage, workshops and cattle farm.

The southern boundary has two entrances. On the east side, a gateway offers access to residents coming from the southern part of the city by foot or bicycle. Further west, trucks and delivery vehicles have a dedicated entrance providing access to industrial buildings and laboratories.

### 景况

### Facts

- 行人、运输车辆、服务车辆和游客分不同入口入园
- 针对个人和集体游园的停车和检票服务
- 通过湖上人行天桥进入园区
- Separate entrances for pedestrians, delivery vehicles, service vehicles and tourists
- Parking and ticketing facilities for individual and group visits
- Footbridge access across the lake to the remainder of the Park





从售票处通过人行天桥进入七彩园园区。

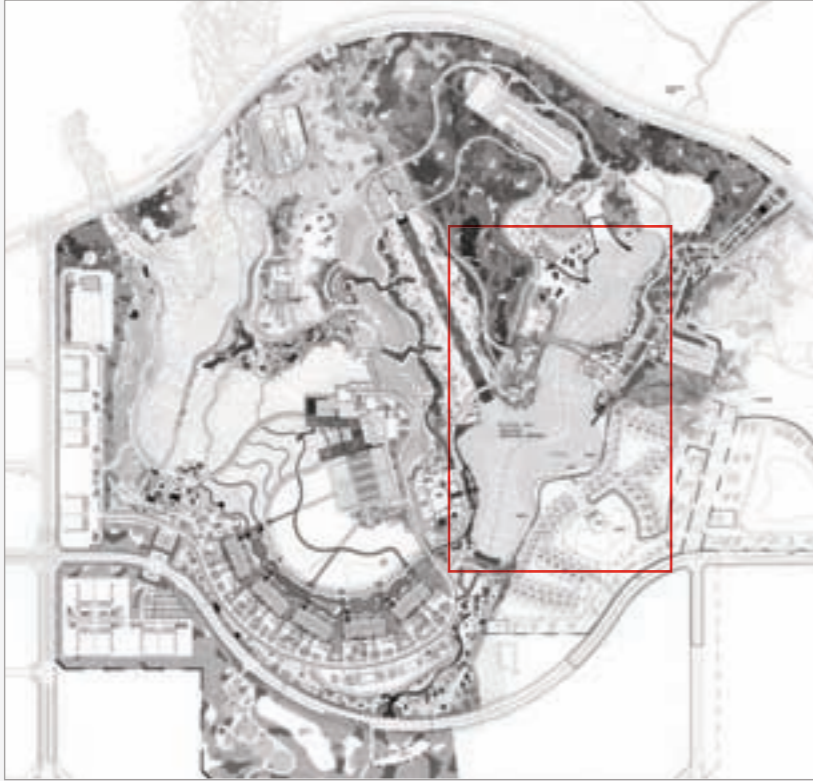
Ticket Area and Footbridge to the 7 Colors Park





**白冲湖**  
科技园的核心地带

**Bai Chong Lake**  
Heart of the Technopark



景况

- 水深增加了2米
- 移除了受污染沉积物
- 持续监测水源质量
- 分开处理灰水和黑水

Facts

- Depth increased by 2 m
- Removal of contaminated sediments
- Constant monitoring of water
- Separate treatment paths for greywater and blackwater

人造湿地是七彩园的一大设计亮点，其功能是过滤雨水，清除污染物、固体悬浮物和营养物。除了能够净化水源之外，湿地还是鸟类、鱼类和两栖动物的理想栖息场所。

Man-made wetlands are incorporated into the 7 Colors Park design. They are used to pre-filter stormwater, removing pollutants, suspended solids and nutrients. In addition to water purification, the wetlands provide a rich natural habitat for birds, fish and amphibians.

白冲水库始建于1958年，以灌溉和防洪为目的。如今作为科技园发展规划的一部分，我们拓宽了水库面积，恢复了周边植被，巧妙设计并悉心布置了整体景观。现在，它既为居民和工厂提供优质水源，又为野生动物提供一个理想的栖息场所。

白冲湖为郁郁葱葱的植被所环绕，堤岸稳固，是动物的理想栖息场所。其湖道

蜿蜒曲折，像一个景色怡人的天然湖泊，但其实，白冲湖四周均是高度人工化的环境。例如，过滤园区内水源的人造湿地，同时还有一座深度污水处理厂，使园区内的污水和工业废水在进入园区水循环前得到处理。

科技创造可持续未来，白冲湖就是一个典型例证。白冲湖环境优美，风景秀丽，是曲靖居民和游客的观光好去处。

The Bai Chong Reservoir was built in 1958 for irrigation and flood control. As part of the Technopark development, it has been enlarged, rehabilitated, artfully engineered and carefully landscaped. It now provides a high-quality water supply for human consumption and industrial use as well as a healthy habitat for wildlife.

The shores of the lake are heavily planted, which stabilizes them and provides shelter for animals. Curved lines give the lake a pleasing, natural

form. However, the lake is in reality a highly engineered environment. Artificial wetlands filter incoming water, while a water treatment plant treats sewage and industrial wastewater from the Technopark before it is returned into the water cycle.

Bai Chong Lake is a symbol of a sustainable future based on careful use of technology. It offers a lush, healthy environment for Qujing residents and visitors to use and enjoy.



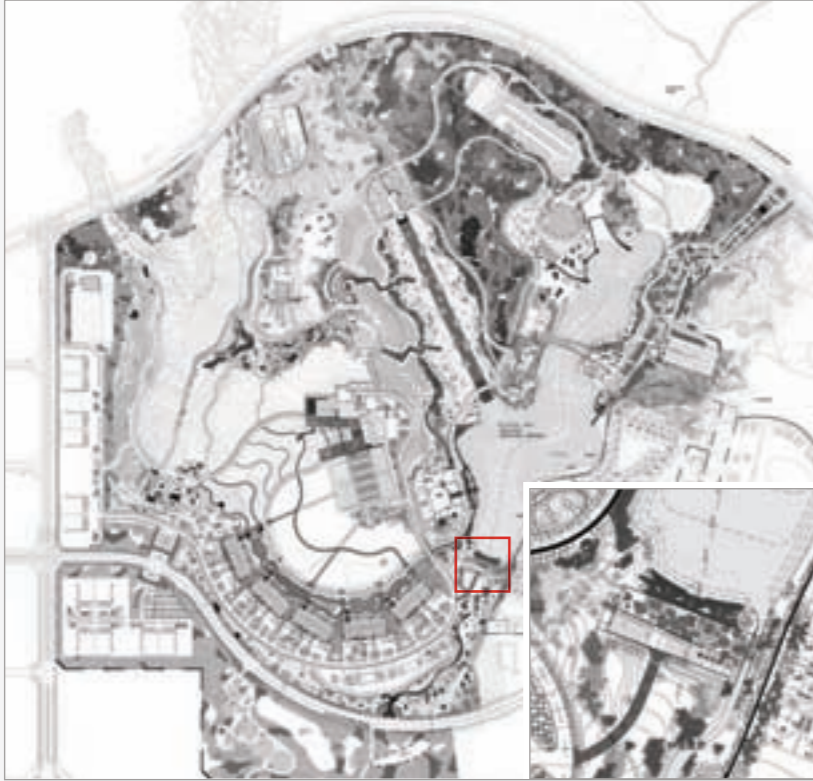






## 供水厂 为园区提供饮用水

## Water Filtration Plant Drinking Water for the Park



### 景况

- 为整个园区提供高质量的饮用水
- 过滤和处理技术均符合国际标准
- 日平均处理量为10,000立方米

### Facts

- High-quality drinking water provided to all buildings on the Park site
- Filtration and treatment to international standards
- Average flow of 10,000 m<sup>3</sup>/day

供水厂利用最新的微细过滤技术,可将湖水净化为符合严格的卫生质量标准的饮用水。

湖水通过水下管道引入后,经过预先过滤、臭氧处理、氯化消毒和再次过滤,再通过园区的饮用水系统进行传输。

我们在现场随时监控水的质量,并且定期在园区的质量控制实验室进行细致的质量控制测试。

游客坐下来休息时,可以品尝一下广场上的饮水器里的净化水。广场也是园区附近的居民无论步行或骑自行车从南门进入园区的必经之路。

从广场走下阶梯就到了供水厂。游客可在一个玻璃围起来的走廊上观看正在进行的水处理作业。走廊上还会播放一系列视频,向游客介绍高质量饮用水生产过程中涉及的每一个步骤。

The Water Treatment Plant uses the latest in microfiltration technologies to transform lake water into drinking water that meets stringent quality standards.

Lake water is drawn in through underwater pipes. It is pre-filtered, then ozonated, chlorinated and filtered once again before being distributed via the Park's drinking water system.

Water quality is constantly monitored on-site, and detailed quality control testing is regularly carried out in the Park's quality control laboratories.

On a plaza above the plant, visitors can taste the treated water at drinking fountains as they sit and relax. The plaza is also accessible as a starting point for neighboring residents coming to the Park from the south, either by foot or on their bicycles.

Stairs from the plaza lead down to the plant. Here, a glassed-in passageway allows visitors to see water treatment operations taking place, as well as a series of videos that explain the different steps involved in the creation of quality drinking water.







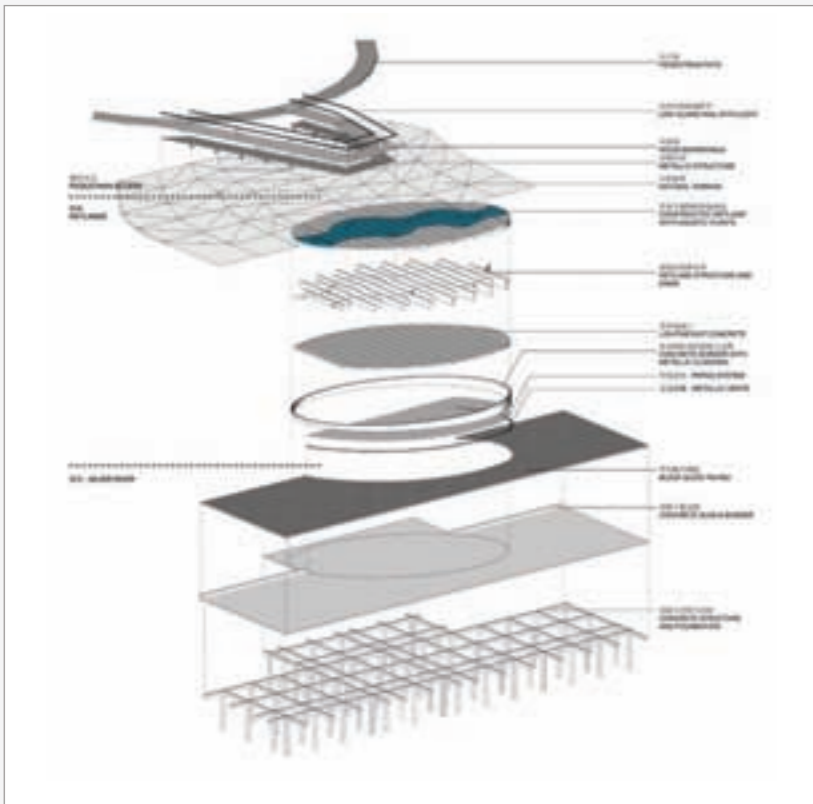
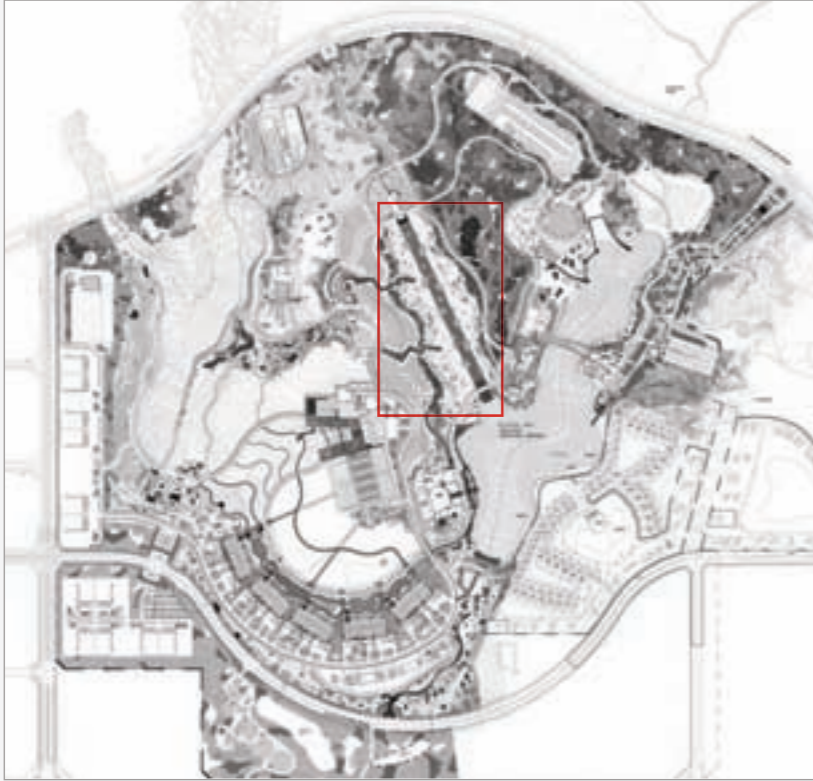


## 银河

水净化景观

## Silver River

Water Purification Landscape



“银河”之名得自著名诗人李白的诗句，它是园区景观的一大特色。

“银河”的源头是从行政综合大楼通往白冲湖的台阶流淌而下的一道薄薄的水帘。

“银河”中有几座人造湿地“岛屿”。湿地上种植着有过滤功能的植物，它们的根茎可以清洁流经的河水。

河水经水泵站抽出后，顺着山势直接流入一个个过滤池。到了最下面一级的过滤池，河水经过池内水生植被的最后一道清洁后才流入湖中。

河两岸的花圃中各有一条蜿蜒曲折的步行小道，连接着横跨河中“岛屿”的栈桥。

无论是在河的源头、行政综合大楼的脚下，还是在河的下游、湖畔的跨河小桥上，都能看到令人惊叹的美丽河景。夜晚的景色同样动人，在灯光的映照下，波光粼粼的“银河”也别有一番风韵。

Named in honor of a poem by famed Chinese author Li Bai, the Silver River is a central feature of the Park's landscape.

The river is created by a thin curtain of water running down a series of terraced steps from the Administration and Information Building to the lake.

A series of man-made wetland "islands" are located down the length of the Silver River. These are planted with filter plants whose roots clean the water on its way downhill.

Pumped up from the water pumping station, the water is directed towards the filter basins and runs from one

basin to another down the hill. At the lowest level, a water basin planted with submerged aquatic vegetation does the final cleaning before water is returned to the lake.

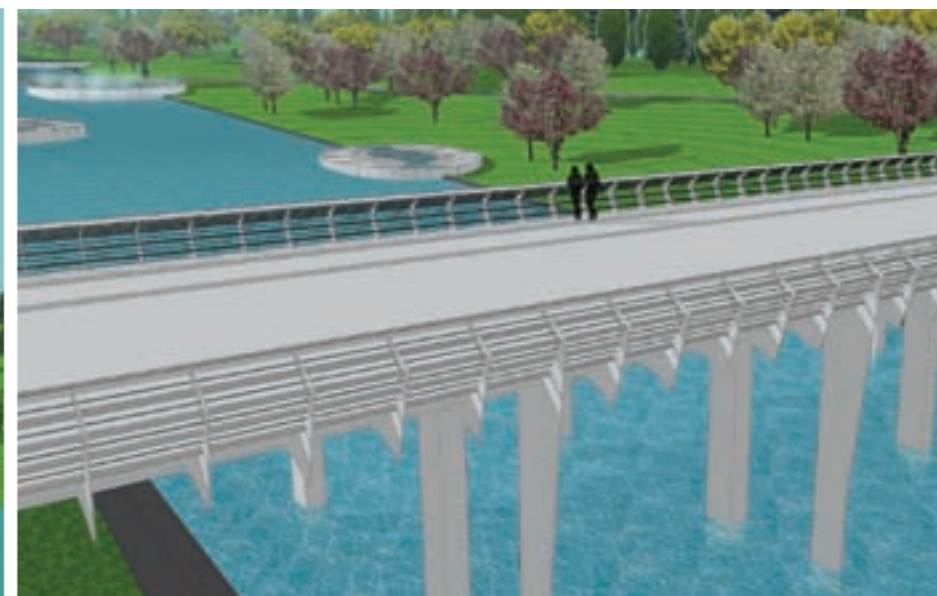
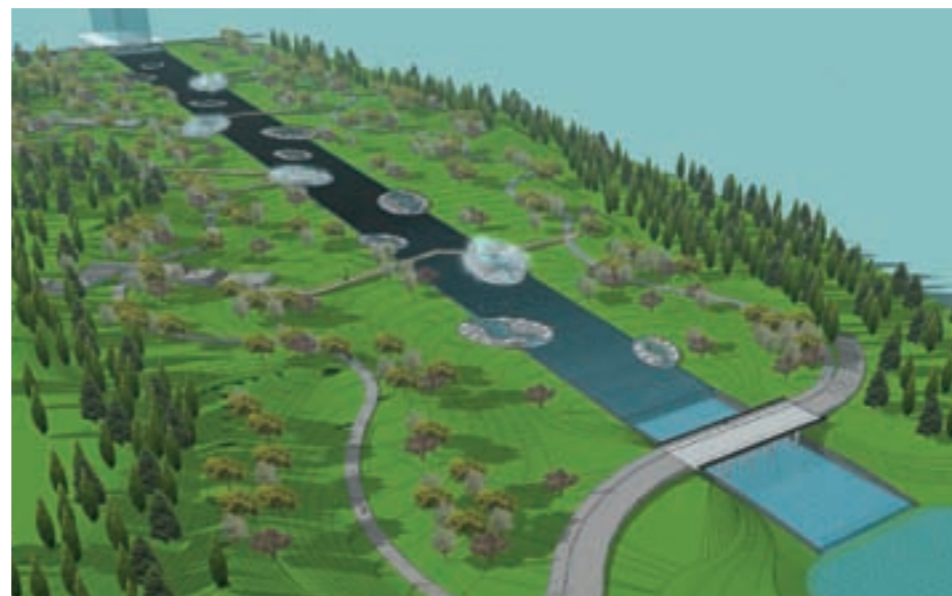
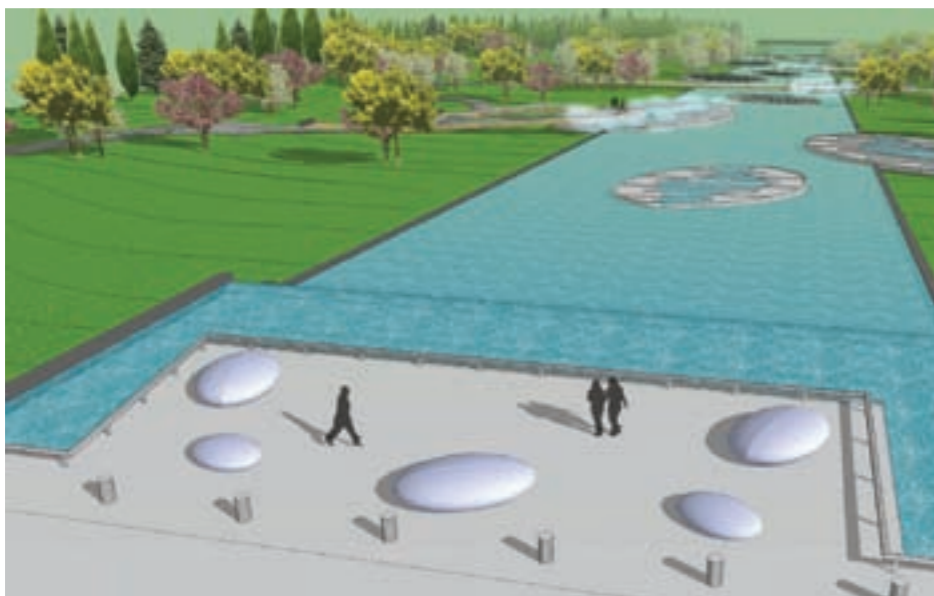
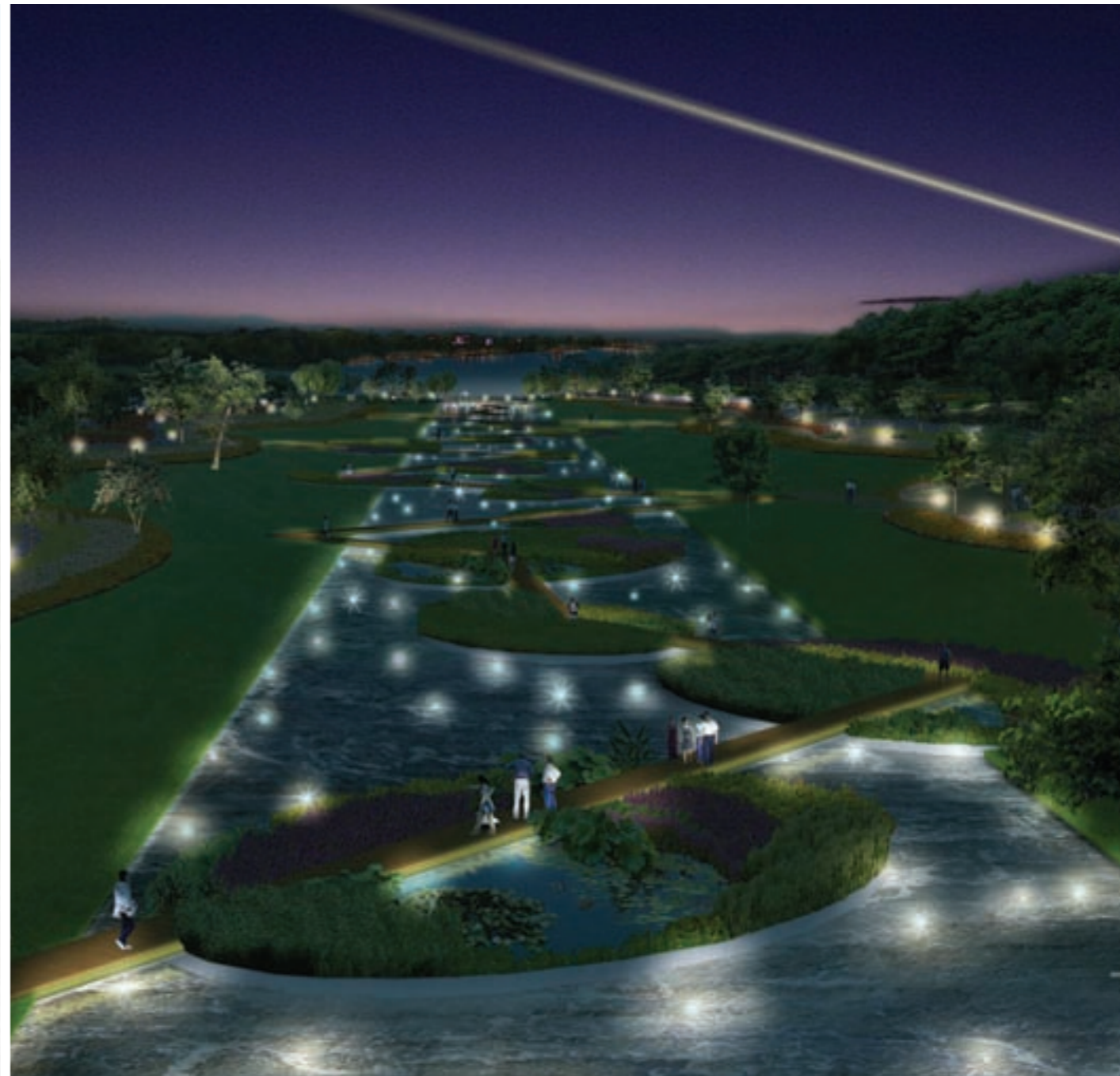
A footpath meanders on both sides of the river in the flowerbeds and connects to the boardwalks crossing the water purification islands.

Whether from the top, at the foot of the administration building, or below, from the bridge that crosses the river near the lake edge, the river view will be breathtaking. The same is true at night, when lights sparkle along the surface of the magical Silver River.



望庐山瀑布  
日照香炉生紫烟  
遥看瀑布挂前川  
飞流直下三千尺  
疑是银河落九天

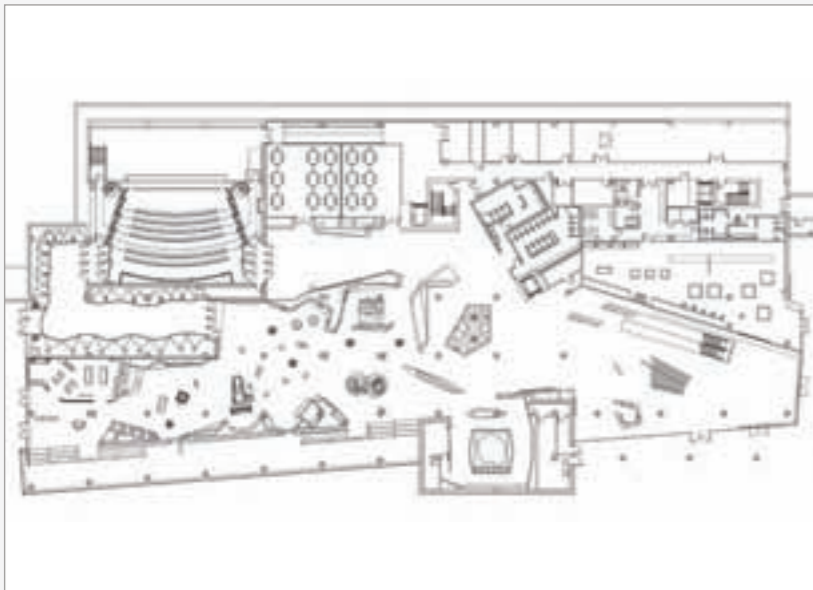
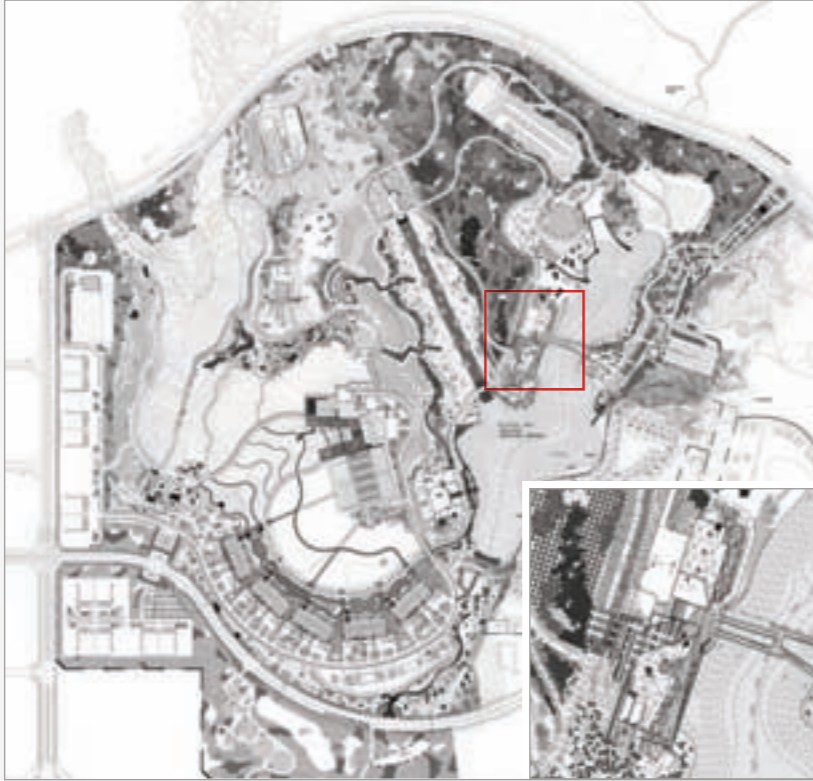






**迎宾馆**  
重点游览区域

**Visitors' Building**  
Cornerstone of the Visitor Experience



迎宾馆集多功能于一体，可满足园区工作人员和游客的多种需求。内设一座多媒体影院和一个大型农业食品主题展示区，并配备了餐馆、宴会厅、舞厅、礼品商店等多种服务设施。

建筑设计成梯形，与周边的地形特征相得益彰；整幢建筑通体透明，游客在馆内即可饱览壮美的湖景和四周的浓浓绿荫。

迎宾馆与湖上人行天桥相连。走出场馆后，游客可选择沿湖畔人行道悠闲漫步，或者搭乘园内的小火车，在导游带领下游览七彩园园区。

The Visitors' Building is a multifunctional center that serves a variety of Technopark staff and visitor needs. It includes a multimedia theater, a major agri-food themed exhibit area, food services, a banquet hall, a ballroom, a gift shop and much more.

The building is terraced to follow the site's topography, and glazed to provide spectacular views out over the

lake. Trees provide shade and frame the landscape views.

The main footbridge provides access to the building at lake level. The building is set into a hillside, so visitors ride escalators to upper levels. There they have the choice either to take a free stroll along the lake's footpath or hop on the shuttlebus for a guided tour of the 7 Colors Park.



景况

- 餐饮服务
- 宴会厅和礼品店
- 私人宴会厅园
- 由自动扶梯带入每层

Facts

- Food services and restaurants
- Ballroom, banquet hall and gift shop
- Private banquet hall garden
- Escalator access between levels







## 迎宾馆 农业食品主题展

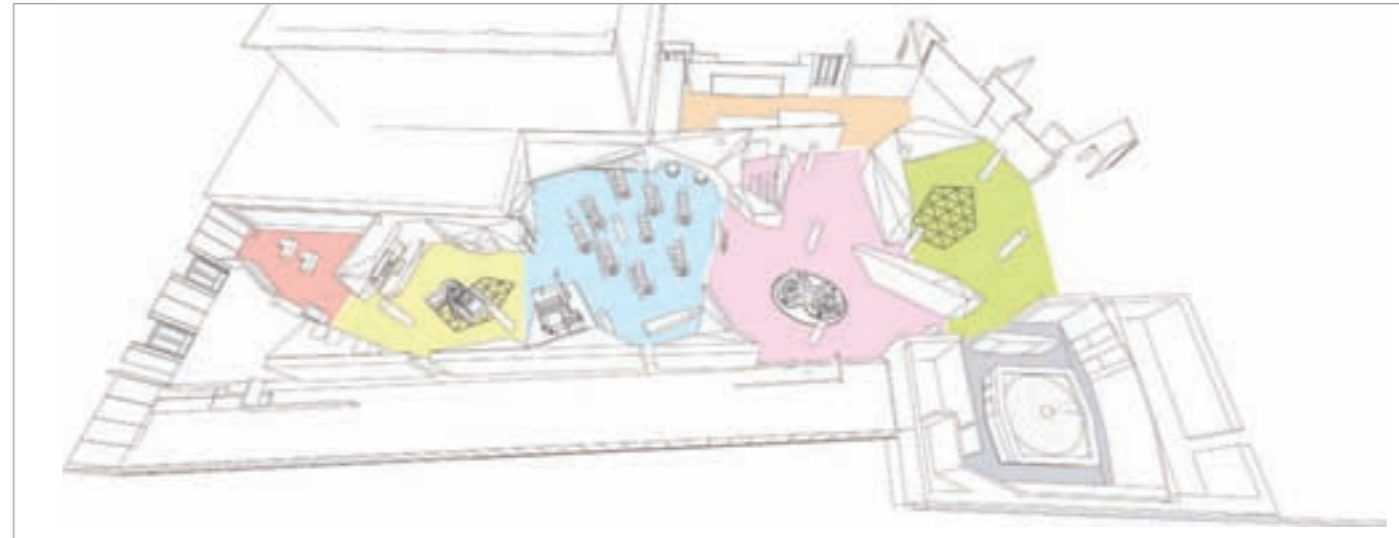
七彩园内的各个农业食品主题馆寓教于乐，游客们不容错过。

园内最大的农业食品主题展位于迎宾馆的展览区。它生动形象地向游客展示了现代农业食品生产和加工的全过程。

## Visitors' Building Agri-Food Themed Exhibits

Across the 7 Colors Park, agri-food themed exhibit galleries provide an entertaining and educational experience for visitors.

The largest of these galleries is in the Visitors' Building exhibit area, which takes visitors on a tour through the amazing world of modern agri-food production and processing.



高科技展品、丰富多彩的图片及互动游戏让游客亲身体验农业食品加工过程。

High-tech exhibits, colorful graphics and interactive experiences bring the world of agri-food production to life.









## 迎宾馆

### 难忘的多媒体体验

多媒体影院是七彩园的一大亮点。该影院位于迎宾馆，播放现代农业主题影片，游客们在观看影片的同时，仿佛置身于现代农业世界，跟随影片尽情领略农业食品科技的种种奥妙。

多媒体体验之旅以影院外的序演片为起点，游客在排队等候时就会看到一段循环播放的多媒体演示片，该片展示了云南农业食品生产行业的特色，着重介绍

云南的自然风光和生物多样性。不过该片仅是前奏，接下来的体验会让您终身难忘：您将步入一个以云南为主题的多媒体世界，精彩有趣的影片会让您对现代农业科技赞不绝口。

## Visitors' Building

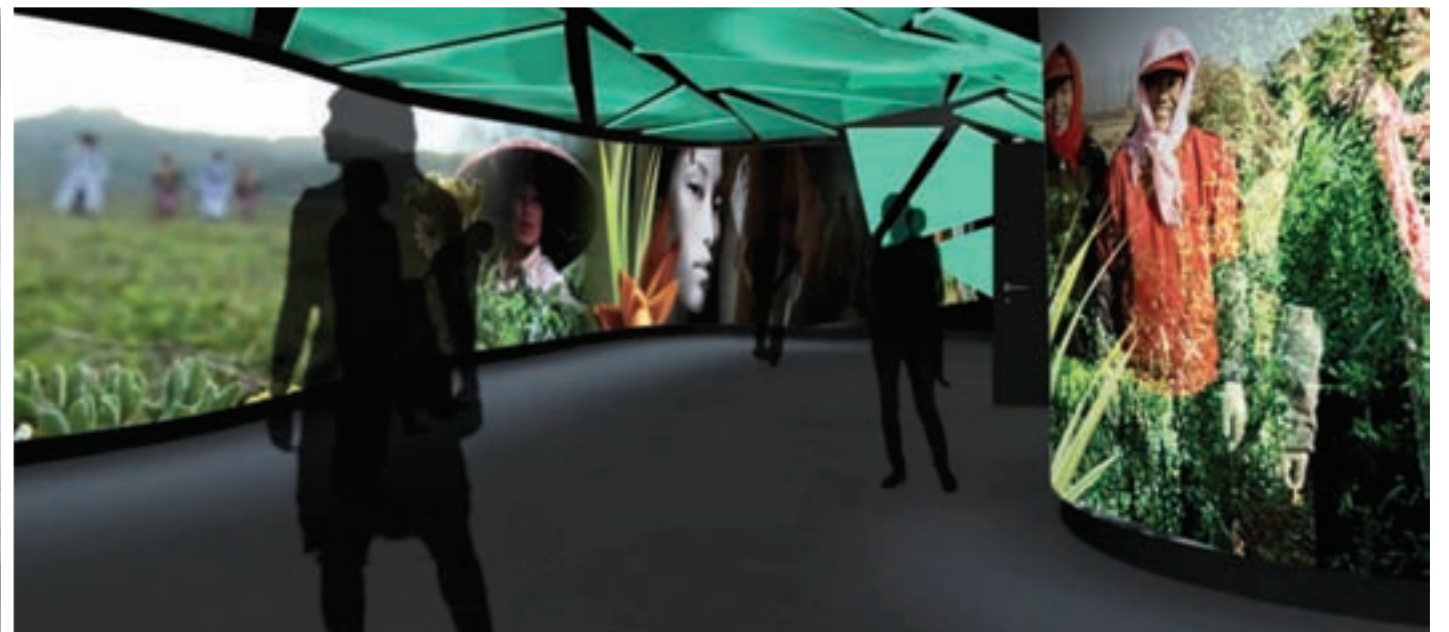
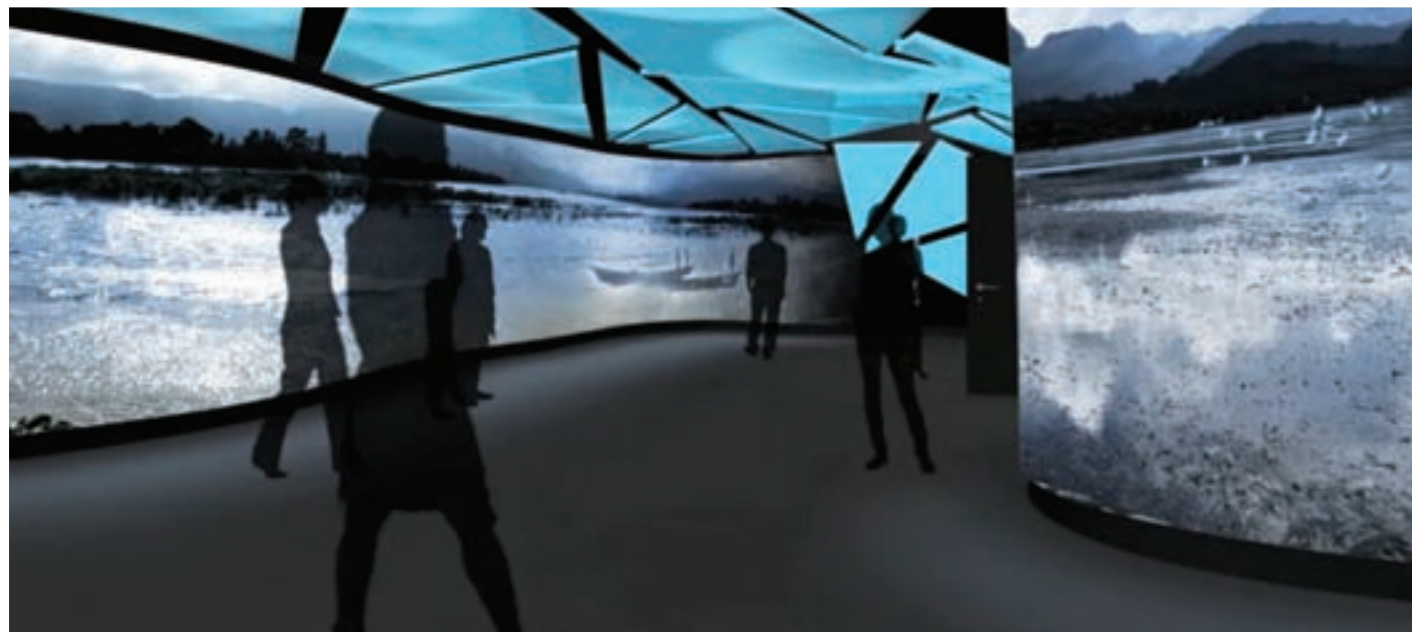
### Immersive Multimedia Experience

The multimedia experience will be one of the main highlights of a visit to the 7 Colors Park. Unfolding in a custom-designed theater in the Visitors' Building, the pre-show and show will immerse visitors in the world of modern agriculture, taking them on an action-packed ride through the fascinating realm of agri-food science and technology.

The experience begins with a pre-show outside the theater. As visitors wait in line, they watch a looping multimedia production that celebrates Yunnan's natural beauty and biodiversity as it presents various aspects of the region's agri-food production. This experience is the prologue to an entirely different spectacle: the multimedia show *Yunnan to You*, which brings science to life with action and humor.

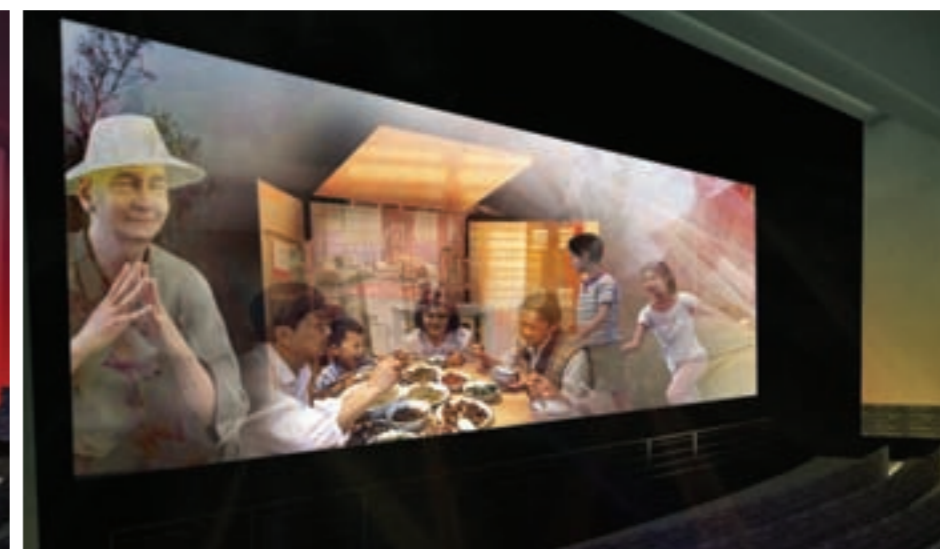
引人入胜的墙面投影序演片，可使观众尽情领略云南的自然风光和文化多样性。多媒体影片采用高清视频投影，配备影院灯光和特效，观众可在短短的时间内了解现代农业食品行业的发展现状。

The pre-show features immersive wall projections that plunge viewers into the natural beauty and cultural diversity of Yunnan Province. The multimedia show uses high-definition video projection, theatrical lighting and special effects to take visitors on a fast-paced adventure through the modern agri-food industry.





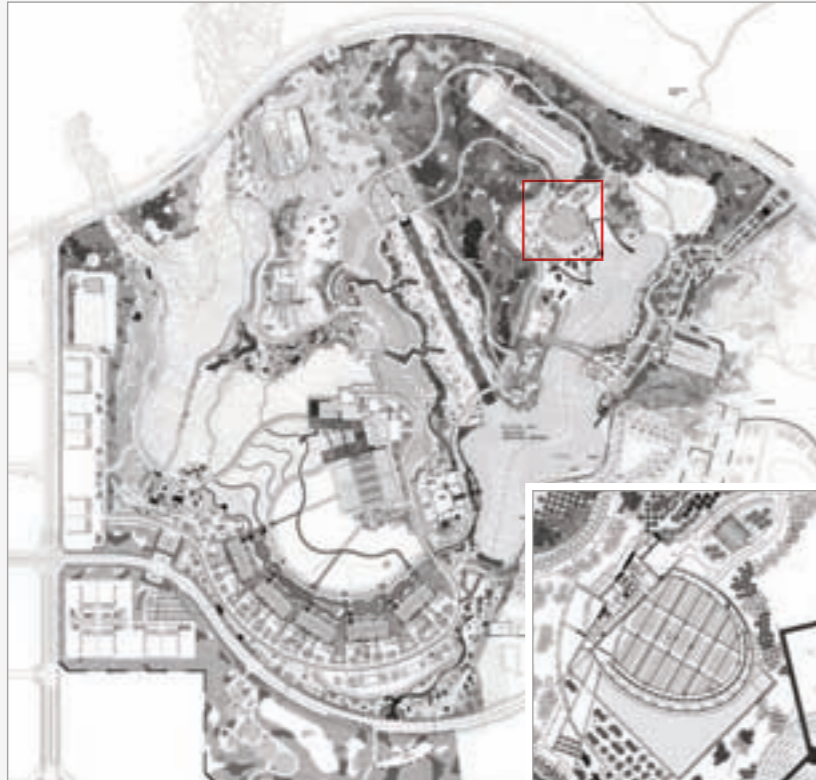
多媒体演示  
走进云南  
Multimedia Show  
Yunnan to You





农业食品及环境科技馆  
展示现代技术

Agri-Food and Environmental  
Technologies Building  
Showcasing Modern Technologies



农业食品及环境科技馆的展示厅的场地宽阔，提供租赁服务，有意展示技术、服务和产品的公司可在此租赁场地。报告厅、会议室及其他设施一应俱全，满足各种交流需求。

空间利用灵活，可根据展览者的需求调整场地大小。场地面积充裕，可举行各种大型展览。

展厅外是一个大型环形水池，展厅的倒影在水池中若隐若现。水池另一侧是一个大型广场，站在广场上远眺，湿地和湖泊的秀丽风光一览无余。广场上绿树成荫，还有设计独特的曲线型长椅供游客们休憩。

展厅内设有一个长期展览区，向游客们展示世界各地的农业食品和环境技术。

The vast Agri-Food and Environmental Technologies hall offers rental space to companies that wish to present their technologies, services or products. Lecture rooms, meeting rooms and other facilities are offered to facilitate exchanges.

The flexible space can be reconfigured to meet the needs of many different kinds of exhibitors; it is large enough to receive major exhibitions.

Outside, a reflecting pool mirrors the building in the still water. A large plaza curves around the pool and offers majestic views of the wetlands and lake. Shade trees create a comfortable environment for visitors relaxing on the distinctive curvilinear benches.

Inside, a permanent exhibit area lets visitors explore agri-food and environmental technologies from around the world.

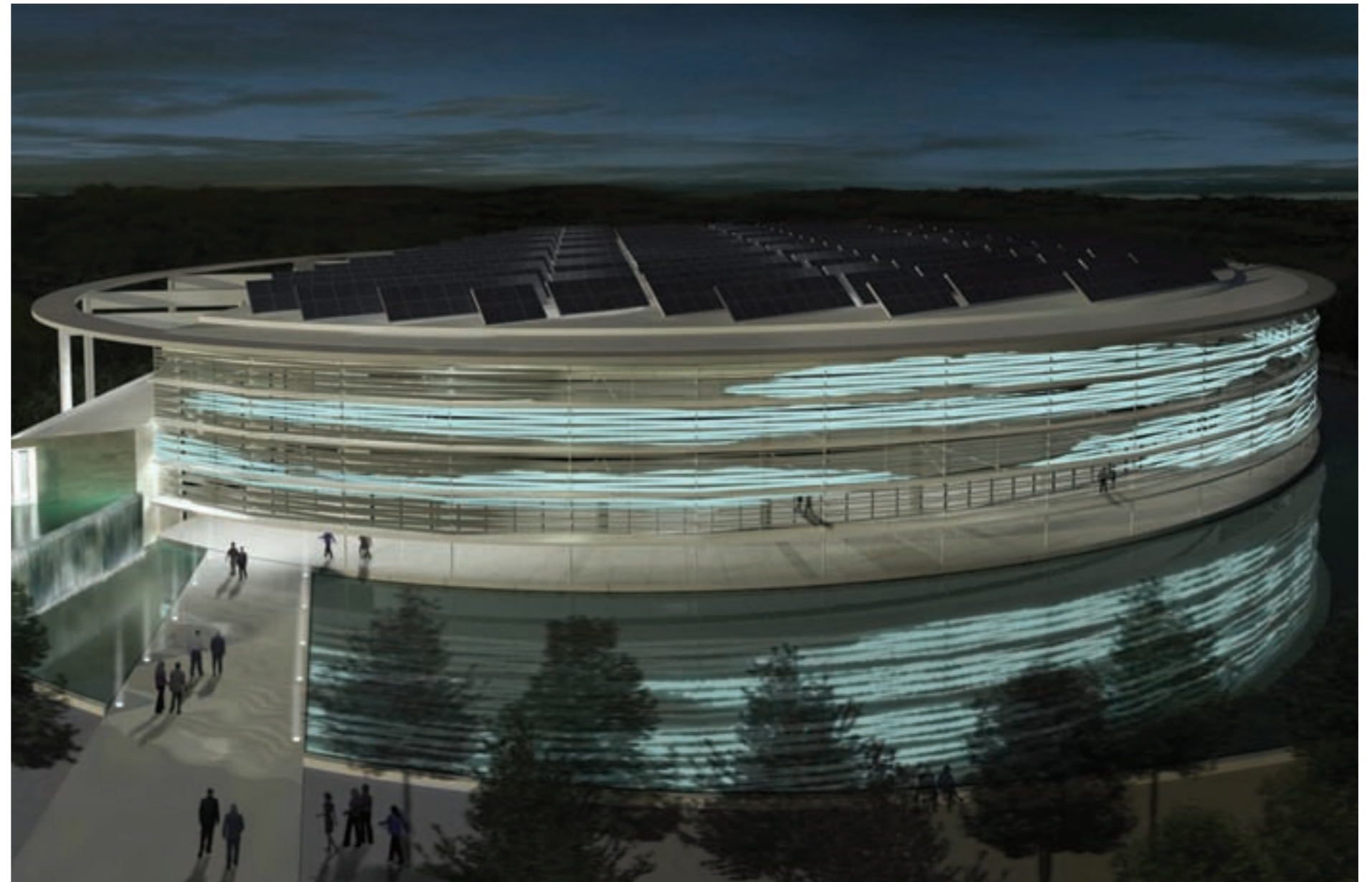


景况

- 约1万平方米的展示面积
- LED灯在夜间营造了一种动态氛围
- 利用光伏屋顶板发电

Facts

- Approximately 10,000 m<sup>2</sup> of exhibit space
- LED lighting creates a dynamic atmosphere at night
- Photovoltaic rooftop panels





简介  
Introduction

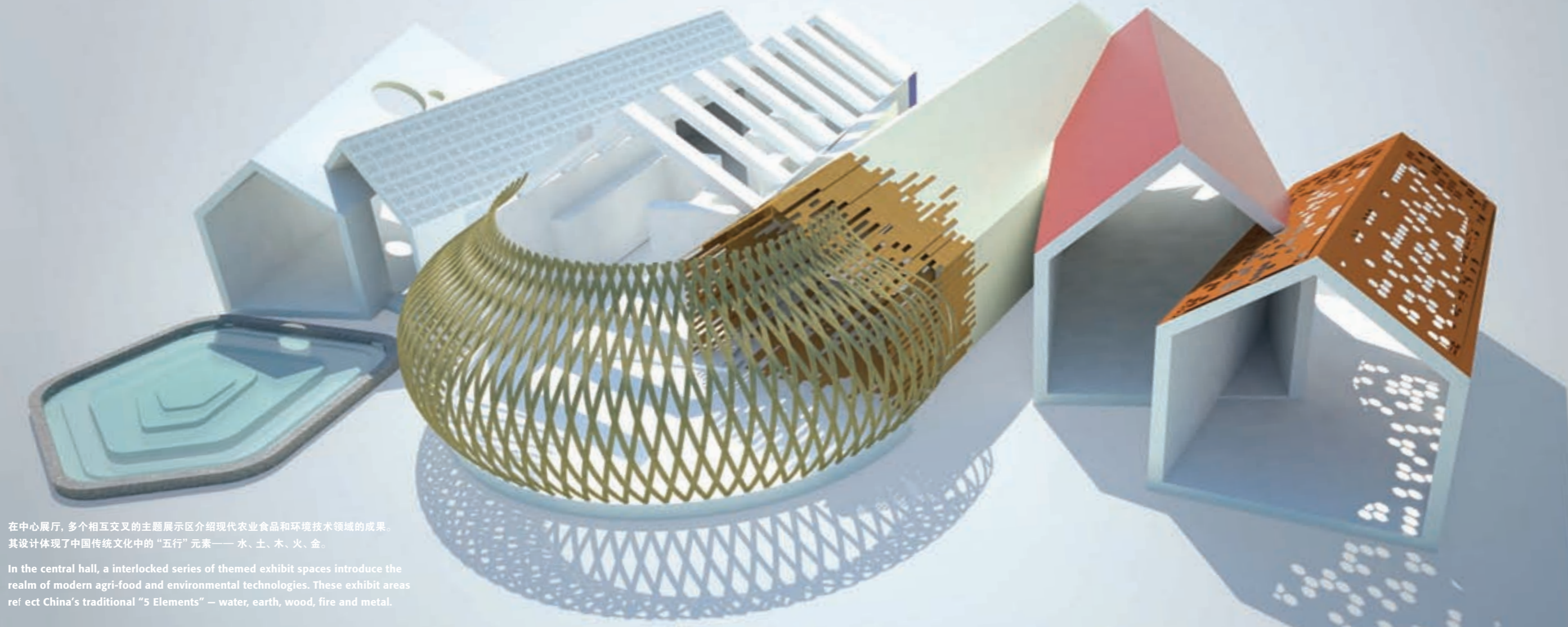
水  
Water

土  
Earth

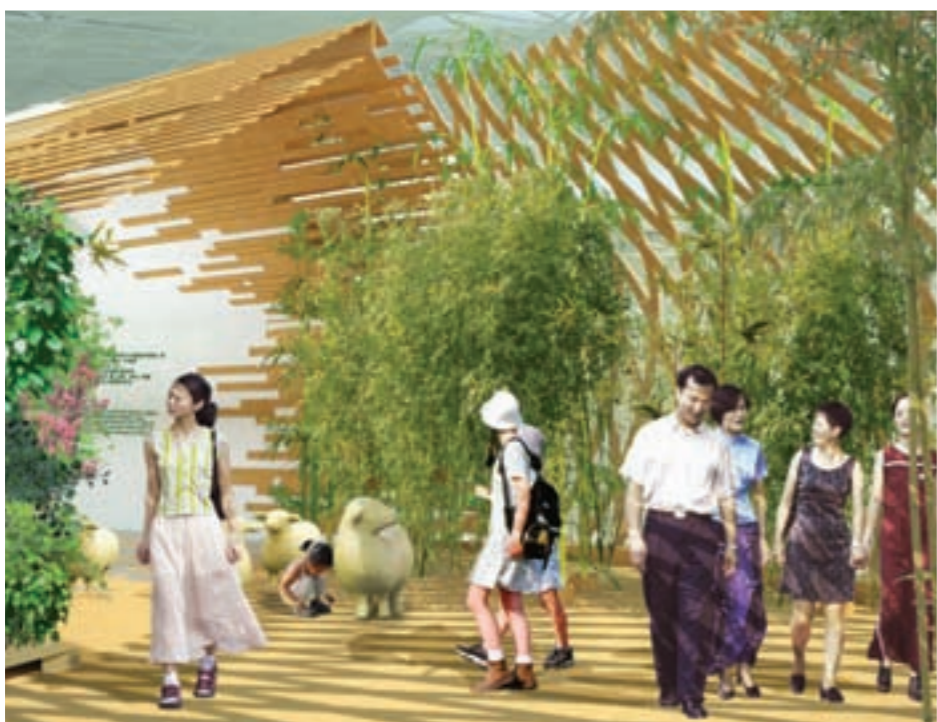
木  
Wood

火  
Fire

金  
Metal



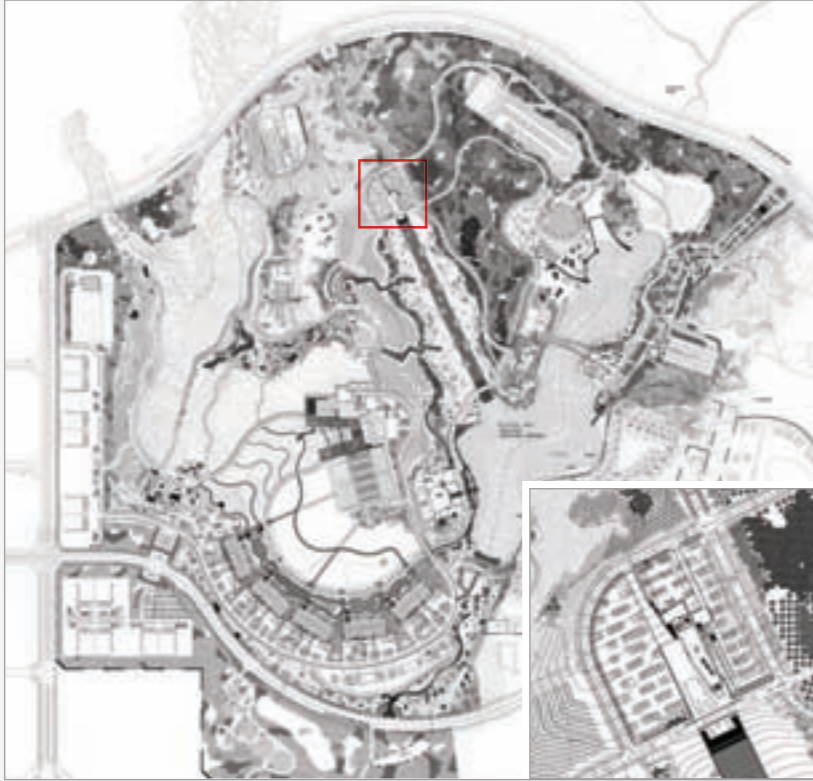
在中心展厅，多个相互交叉的主题展示区介绍现代农业食品和环境技术领域的成果。其设计体现了中国传统文化中的“五行”元素——水、土、木、火、金。  
In the central hall, a interlocked series of themed exhibit spaces introduce the realm of modern agri-food and environmental technologies. These exhibit areas reflect China's traditional "5 Elements" – water, earth, wood, fire and metal.





**行政综合大楼**  
促进合作伙伴关系和创新

**Administration and Information Building**  
Promoting Partnership and Innovation



行政综合大楼为七彩园提供了一个培训、教育和交流的平台。

本馆服务于农业食品领域的专业人士、园区各行政管理部门以及官方和民间合作伙伴。

向公众开放的一楼和二楼用于讲解和传播农业科技知识。互动展厅、咖啡厅、和一个450个座位的礼堂用来欢迎游客。

该建筑位于园区最高点，像一座灯塔，成为整个科技园的亮点，使来访者可以俯瞰园区全景。

天、地、水、光和植被等自然元素所形成的反射和相互渗透的效果，将映射在建筑上并穿透于建筑中，寓意着自然与耕作之间的象征意义，以体现周围美妙的自然环境。

The Administration and Information Building is dedicated to training, education and the exchange of ideas within the 7 Colors Park.

Designed for agri-food industry professionals, the building houses a range of administrative functions related to the Technopark and to the interests of its private and public partners.

Accessible to the public, the first two levels are devoted to the interpretation and communication of agri-food science and technology. Interactive

exhibition halls, a café and a 450-seat auditorium welcome visitors.

The building is like a beacon. Situated at the highest point of the Technopark and visually present throughout the site, it offers spectacular panoramic views.

Reflection and interpenetration of natural elements such as sky, earth, water, light and vegetation on and throughout the building evoke a symbiosis between nature and culture and magnify the presence of the surrounding natural environment.



景况

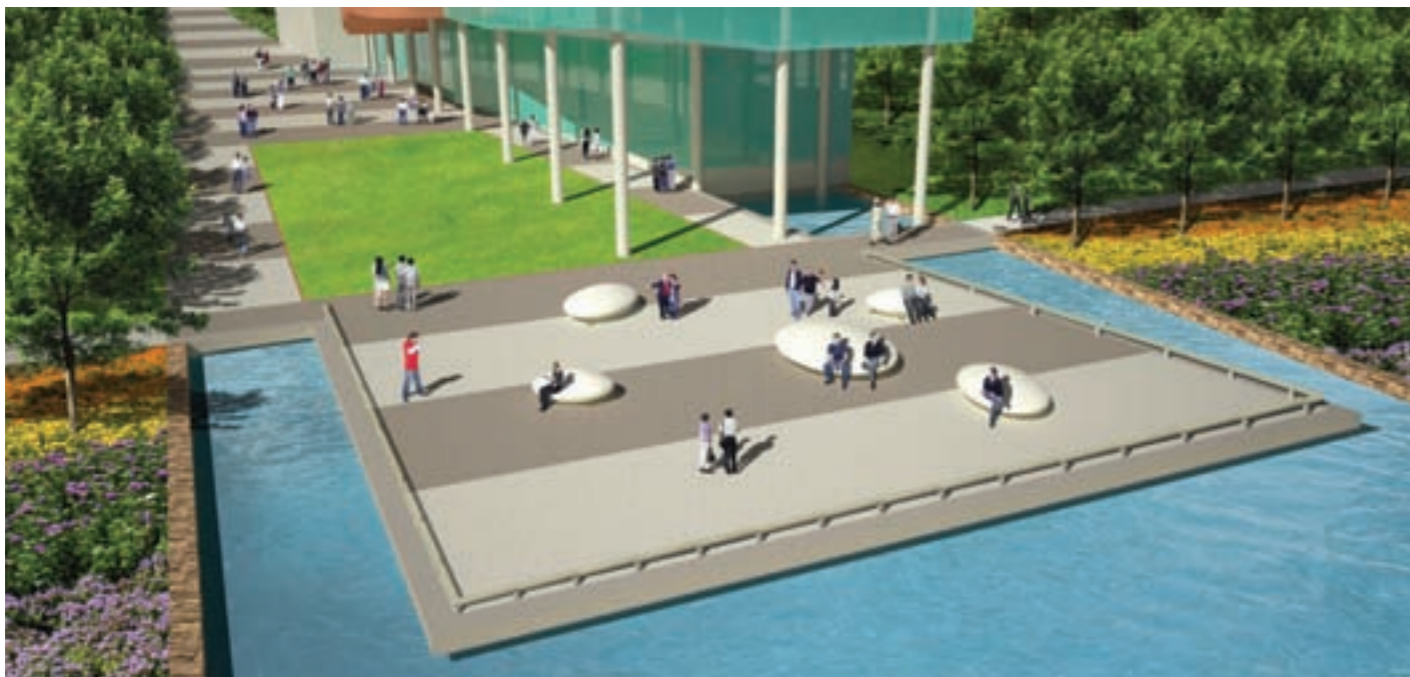
- 彩园视觉标识系
- 标志和统一七彩园的视觉标识印刷
- 英文两种文字组成

Facts

- Panoramic terrace
- Documentation and archives center
- Passive and geothermal climate control systems









## 行政综合大楼

### 展览和经验

行政综合大楼里的展览主要介绍国家和国际背景下的农产品生产、营销和消费情况。

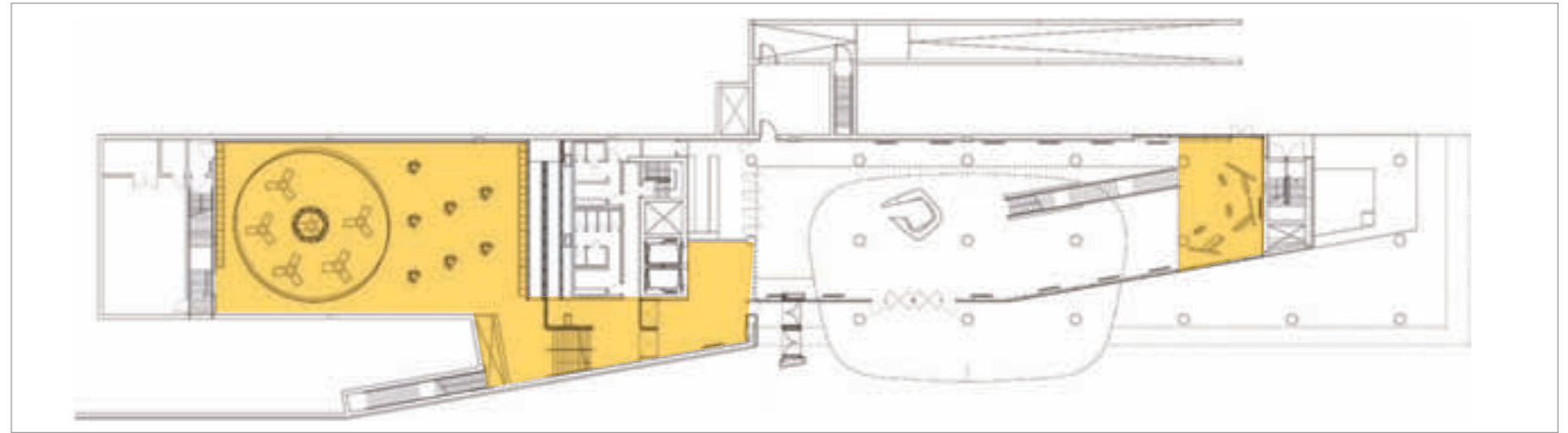
高科技展区利用多种互动方式，使观众能更直观地了解维持全球人口温饱所面临的挑战。展区的一大亮点是多人互动游戏，游客可以合作扮演“无国界农学家”，了解如何解决全球粮食问题。

## Administration and Information Building

### Exhibits and Experiences

The exhibits in the Administration and Information Building focus on the national and international context of agri-food production, distribution and consumption.

A high-tech exhibit area features different interactive stations where visitors learn about the challenge of keeping the world well-fed. The highlight of this area is a multiplayer interactive technology game that invites visitors to work together as “agronomists without borders” to resolve international food issues.









## 养牛场

现代饲养场技术

## Cattle Farm

Modern Feedlot Technologies



该农业综合区是一个完全现代化的养牛场，这里的肉牛是从小牛犊开始饲养，一直饲养到可以供应市场。

区域内有两个谷物仓、一个畜棚、一个器械棚和一幢服务楼。

除七彩园内的展示区外，园区外还有一个养牛场，这样大幅提高了总生产力。

游客可以一边参观饲养场，一边了解优质肉牛的最新饲养方法和保健技术。

这个饲养区也会吸引对现代农场的家畜饲养方法和相关食品生产感兴趣的学生团体前来参观。

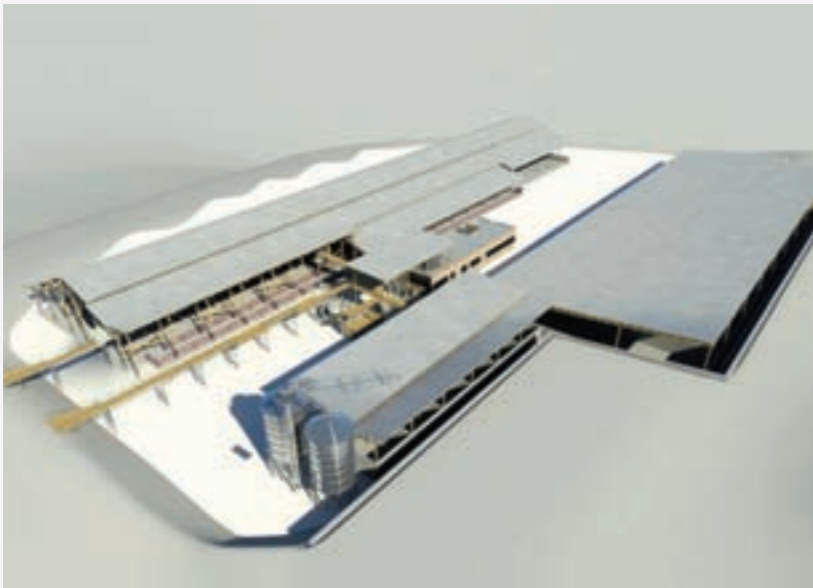
This agricultural complex is a thoroughly modern feedlot - a farm where beef cattle are raised from young calves to market-weight animals.

The complex includes two silos for grain, a barn, a machine storage shed and a service building.

The demonstration complex on the 7 Colors Park site is complemented by another farm off-site, substantially increasing the total productivity.

Visitors can tour the farm, learning about modern beef cattle and the technologies used to keep them well-fed and healthy.

This site will also become an attraction for school groups eager to learn about the way animals are raised for food production in a modern farm.



### 景况

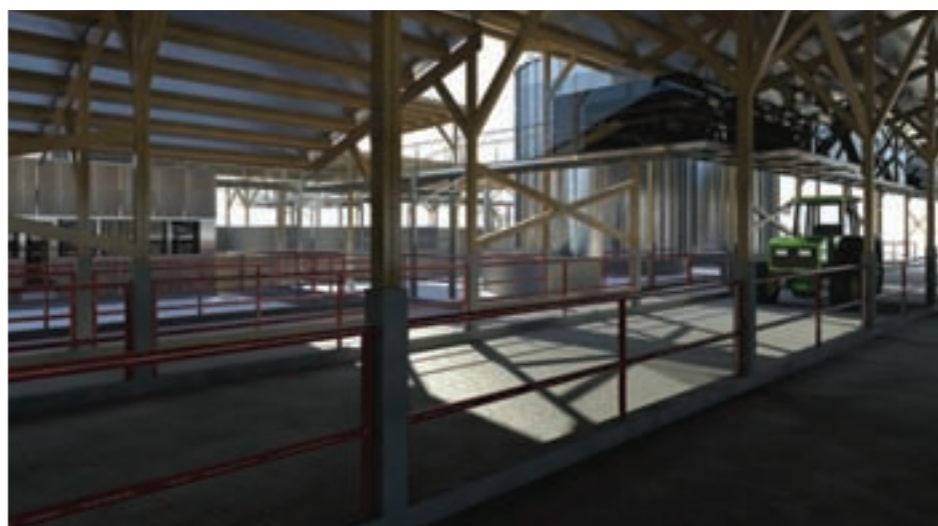
- 可饲养400头牛
- 高出地面的走廊方便游客观看饲养场的日常操作
- 面积10680平方米

### Facts

- 400-animal capacity
- Raised walkways let visitors watch daily farm operations
- Area of 10,680 m<sup>2</sup>



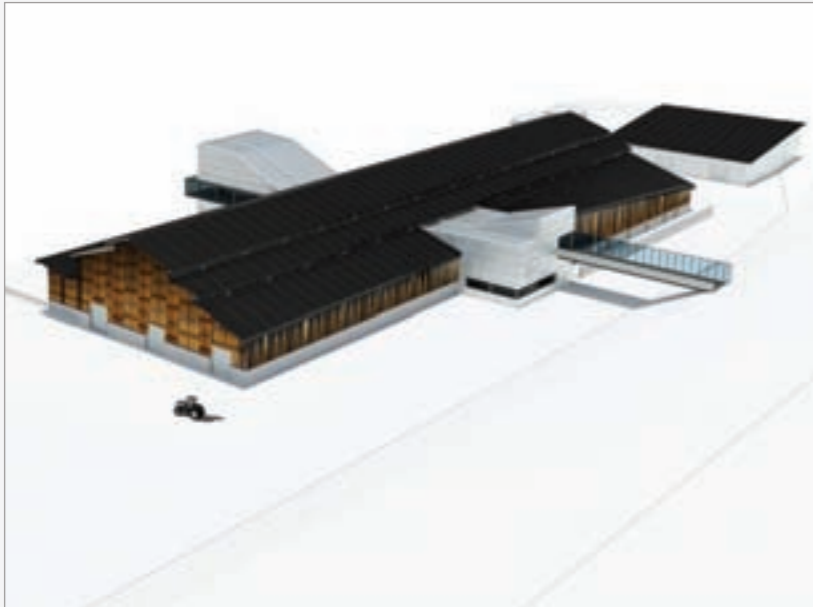
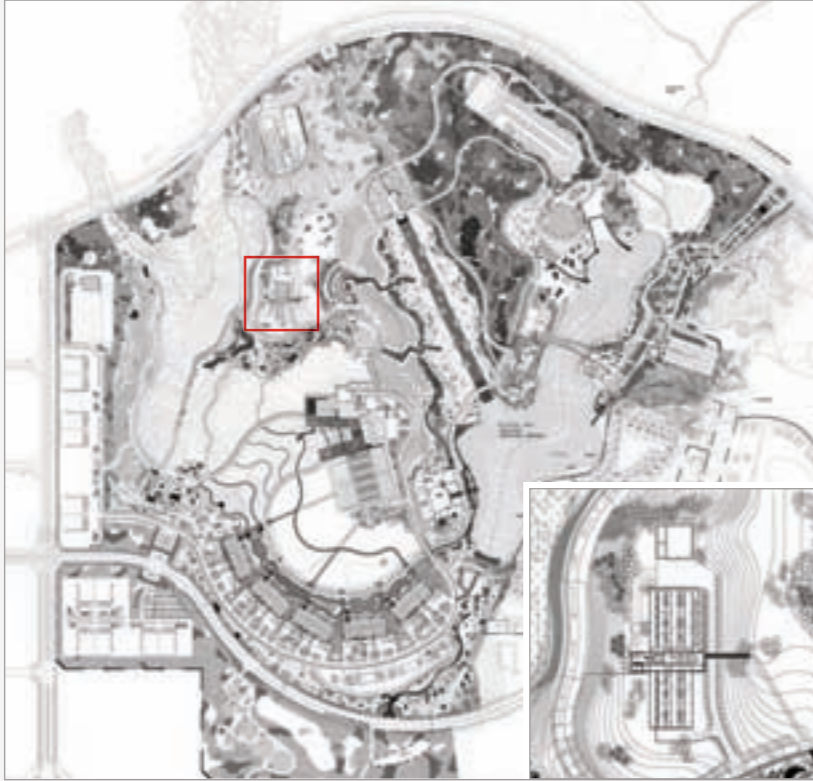






## 养羊场 生产力最大化

## Goat Farm Maximizing Productivity



### 景况

- 近4990平方米的饲养场
- 总共可饲养超过1000头山羊
- 处于不同发育阶段的各类家畜

### Facts

- Nearly 4,990 m<sup>2</sup> of farm space
- Total capacity of more than 1,000 goats
- Animals at all stages of development

这一典型的农业综合区专门用来饲养山羊和生产羊奶。它包括多个谷物仓、一个畜棚（由分布在主楼两侧的羊圈构成）和一个器械棚。

为保证全年的羊奶生产，畜棚内配备了木制百叶窗系统，以便调节室内光线，使两组独立的羊群可以分别接受不同季节周期的光照：一组接受夏季光照，另一组接受冬季光照。

主楼第一层集中设有自动挤奶区、乳品贮藏室和哺乳室。第二层是公共展示区，游客可以从此处观察一层的羊圈。

This model agricultural complex is dedicated to breeding goats and producing goat milk. It includes grain silos, a barn with goat pens distributed on both side of the main building and a machine hangar.

In order to maintain year-round milk production, barns are equipped with a wood louver pivoting system. This will allow rooms to be blacked out, which is required in order to have two segregated groups of animals

on different seasonal cycles: one under summer light and the other under winter light.

The main building groups the automatic milking areas, dairy house and nursing rooms on the first level. Public display areas on the second floor allow visitors to see down to the animal pens.









人工授精中心  
培育世界一流的良种牛

Insemination Center  
Breeding World-class Cattle



景况

- 达到国际质量水准的多功能牛科动物遗传物质综合培育区
- 区内有180多头最优质的公牛
- 一头顶级公牛一生能生产多达一百万份精液

Facts

- An international-quality multifunctional bovine genetic complex
- More than 180 top-quality bulls on site
- One prize bull can produce up to a million doses of semen over its lifetime

精心挑选的公牛在受精中心综合区生产顶级的优质基因牛精。

通过储存和分配世界上最好的公牛精子，以前所未有的最快速度培育出优良品种的顶级公牛种群。

受精中心内有11栋功能不同的建筑，有的用来贮存干草，有的是设备齐全的病畜专用棚。所有建筑均采用最先进的动物饲养技术。

二楼有一个游客参观通道，入口设在园区的班车专用道旁，游客可以在这里参观和了解精液收集程序及储存和分配精液所采用的技术。

游客可以参观公牛栏圈、实验室和动物育种室等。

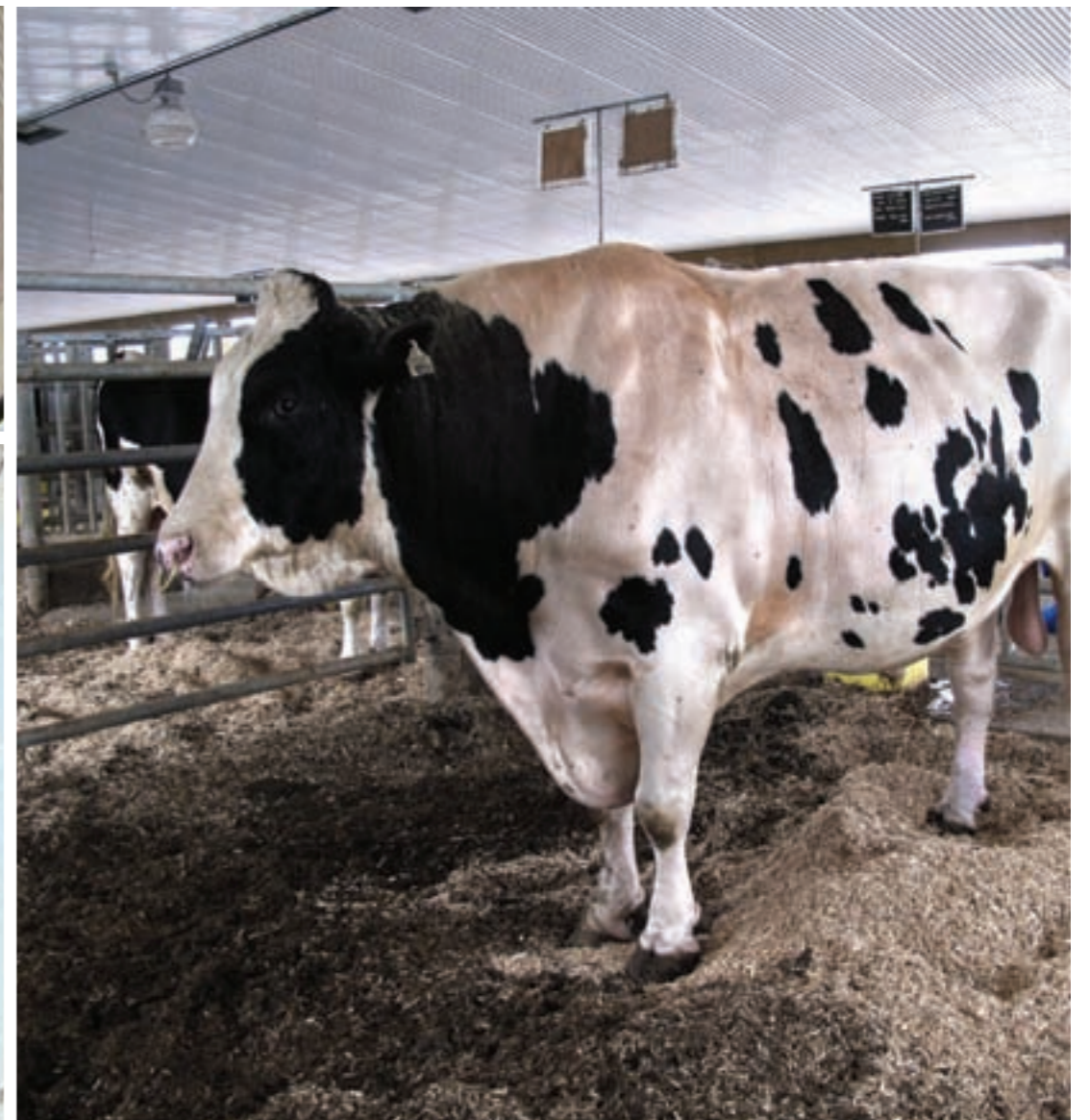
At the Insemination Center complex, carefully chosen bulls produce top-quality bovine genetic material.

Storing and distributing sperm from the world's top bulls allows top-quality herds with desirable characteristics to be built more quickly than ever before.

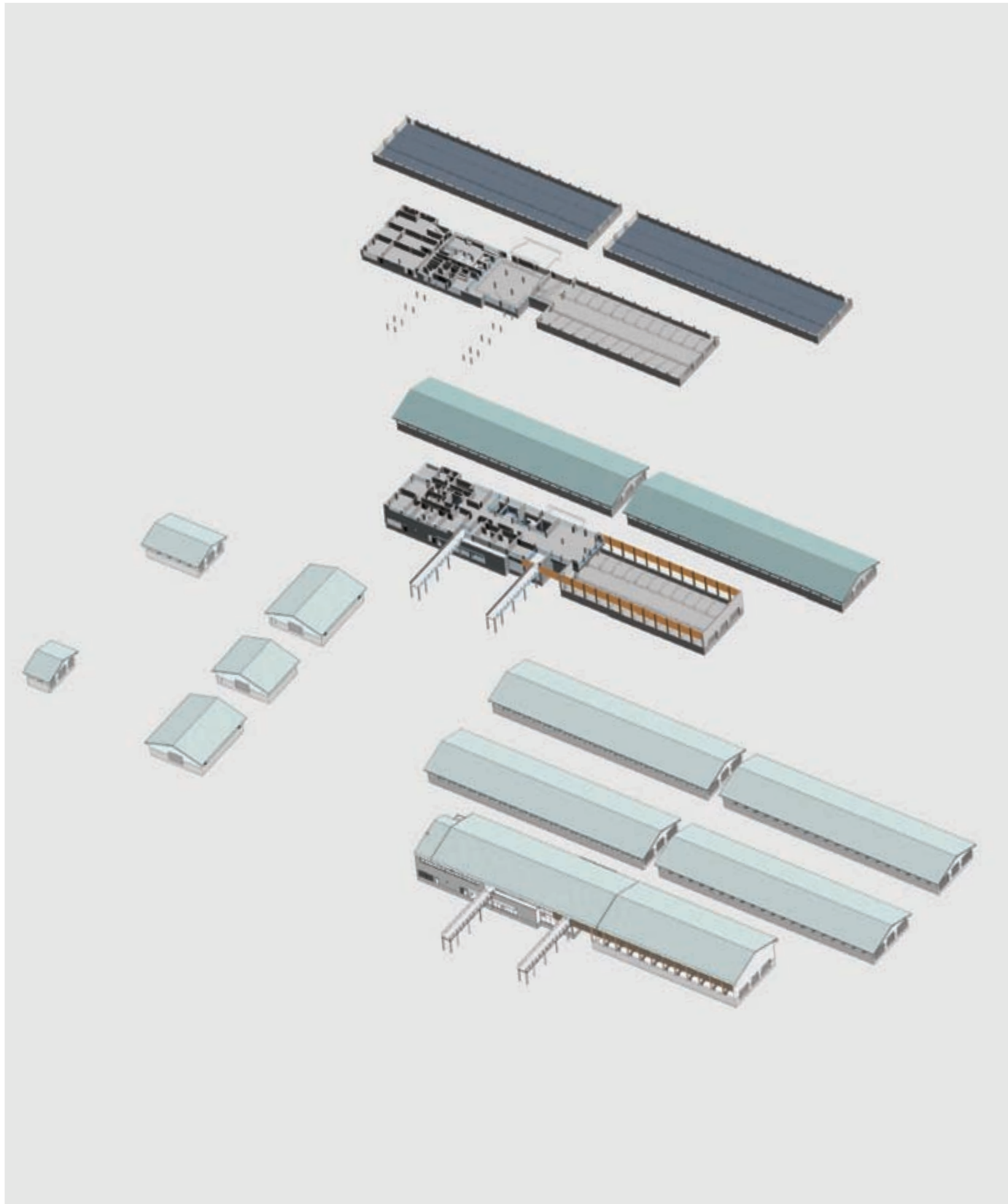
The Insemination Center includes 11 buildings with different functional uses, from hay storage to a fully equipped sick barn. It features the latest animal handling technologies.

Located on the second level with an entrance along the public shuttle road, a visitor circuit offers interpretative explanations of insemination collection and the technologies used for storage and distribution.

Visitors will be able to see the bull pens, laboratories and the collection room where animal seed is gathered.







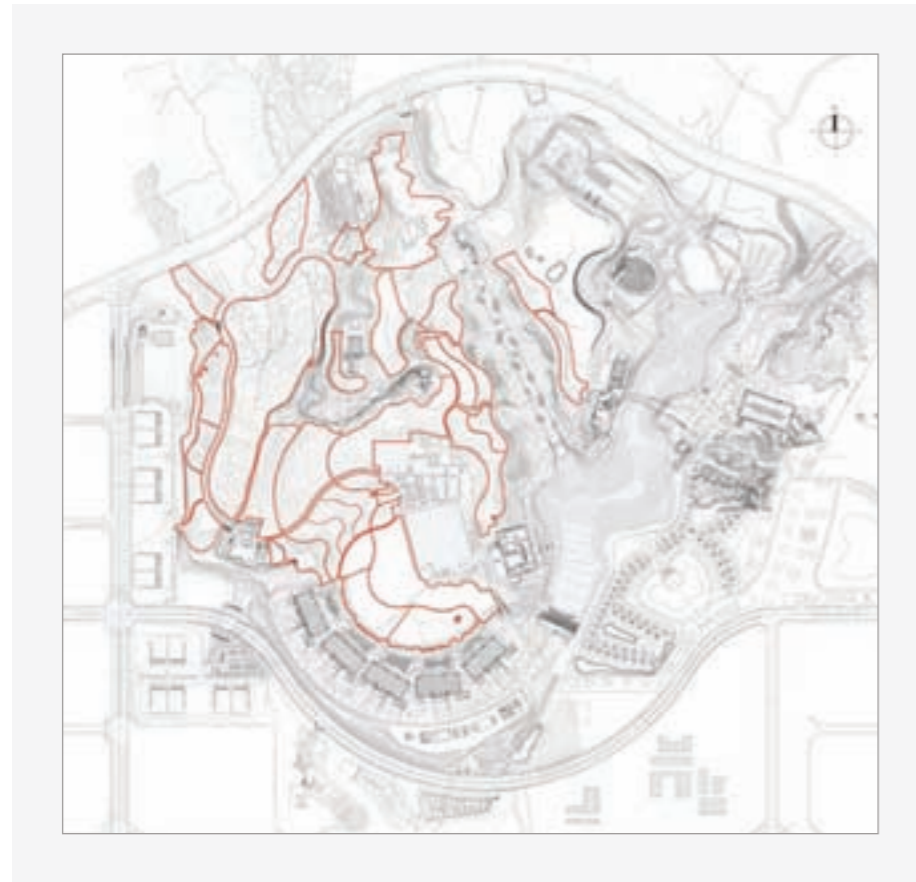


## 农作物种植区

丰饶之美

## Agri-food Crops

Productive Beauty



农作物种植区内有大片肥沃的农田，采用最新的耕作技术，种植了世界上的一些主要作物。

区内种植的许多作物都与附近建筑物的功能息息相关。牧草会种在养牛场附近，蔬菜和小水果则靠近温室。向日葵、玉米、土豆和其它主要食物都种在加工设施附近的农田里。

在云南特色作物的映衬下，中国传统农业示范村既有广阔的稻田和烟草田，也有葡萄园和桑园，不一而足。

区内还有金盏菊等其它作物，它们既美观又实用：这些漂亮的橙色花朵也可以用来榨油和制作自然颜料。同样，春天里的果园不仅贡献了美丽的花朵和水果，还可以促进蜜蜂生长和昆虫受精，这些都是区内植物生长所需要的。

Across the Park, fertile agricultural fields show the latest cultivation techniques and demonstrate some of the world's leading crops.

Many of the crops planted in the Park are related to the activities housed in nearby buildings. Pasture plants are grown near the cattle farm, and vegetables and small fruit near the greenhouses. Sunflowers, corn, potatoes and other staples are planted in fields near the processing facilities.

The Traditional Chinese Agricultural Village is set against a backdrop of classic Yunnan crops, including a large rice paddy, tobacco fields, a vineyard, a mulberry plantation and more.

Other Park crops, like the marigold fields, are both beautiful and practical: these lovely orange flowers are also a source of essential oils and natural coloring. Likewise, the orchards not only provide beautiful spring flowers and fruit, but also promote bees and fertilizing insects, necessary for all the Park's plants.





农作物种植区  
Agri-food Crops

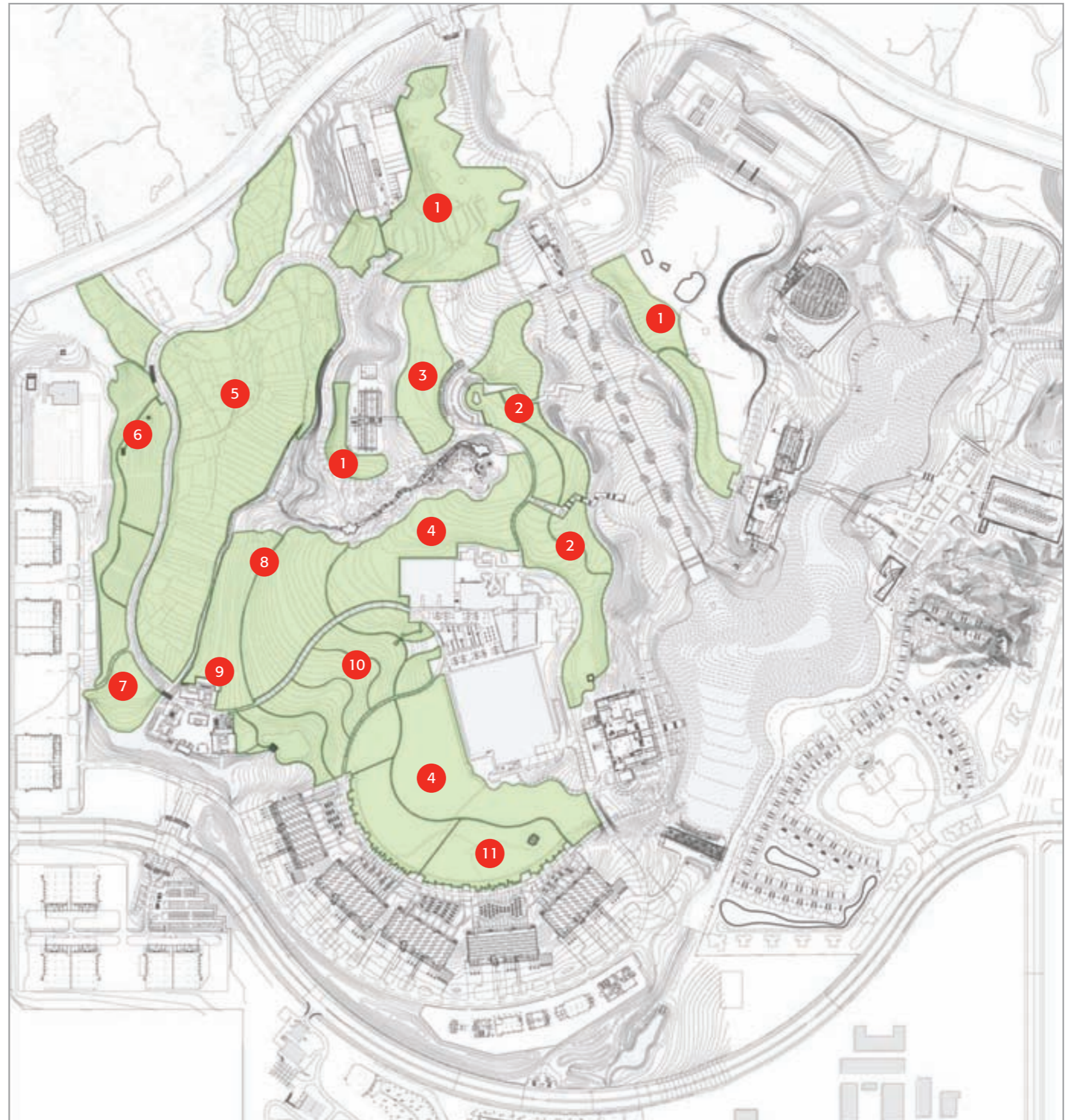
- |                                   |   |
|-----------------------------------|---|
| 1 牧草<br>Pasture Plants            | 7 桑树<br>Mulberry Trees                            |
| 2 果园<br>Orchard                   | 8 金盏菊园<br>Marigold Field                          |
| 3 草原之花<br>Prairie Flowers         | 9 烟草和药草<br>Tobacco and Medicinal Plants           |
| 4 农田<br>Agricultural Crops        | 10 小水果谷<br>Small Fruit Valley                     |
| 5 传统稻田<br>Traditional Rice Fields | 11 蔬菜和观赏植物<br>Vegetables and<br>Ornamental Plants |
| 6 葡萄园<br>Vineyard                 |   |

农田  
Agricultural Crops

- 土豆  
Potatoes
- 大豆  
Soy
- 玉米  
Corn
- 大麦  
Barley
- 小麦  
Wheat

小水果谷  
Small Fruit alley

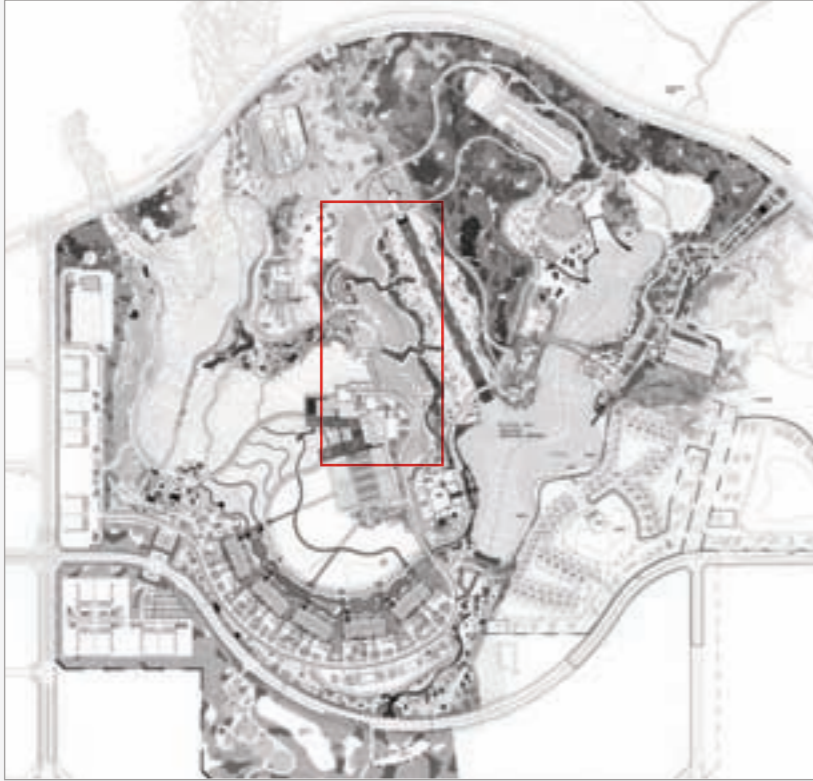
- 草莓  
Strawberries
- 蓝莓  
Blueberries
- 山莓  
Raspberries
- 黑莓  
Blackberries
- 越橘  
Cranberries
- 醋栗  
Gooseberries





果园和养蜂场  
风景秀丽的沃土

Orchards and  
Bee Gardens  
Fertile Landscape



景况

- 一系列为观光散客和学生团体安排的活动
- 采用透明玻璃墙的展示蜂房
- 团体游客可以很方便地在这里会合

Facts

- A range of activities for individual visitors and school groups
- Demonstration beehives protected by clear glass walls
- Natural meeting point for group visits

在园内的“银河”西岸，层层叠叠的石砌梯台构成了别具特色的秀美景色，一片片灌木丛和茂密的果树错落有致，鲜花盛开。这一区域的花卉植物品种繁多，开花的季节也特别长。

石砌梯台连接着多条步行小道，既方便又美观。石头结构有助于控制水土流失，并能保证每一层都有足够的水份来滋养

植物，从而减轻了当地农民的养护负担。有了这些步行小道，游客还可漫步在果树荫下，欣赏四季美景。

主题花园展示蜜蜂的养殖方法、蜂房的功能以及蜜蜂在授粉过程中的重要作用。游客可以站在绿荫环绕的藤架下，隔着玻璃墙观看园区工作人员如何管理蜂房。

On the western slopes of the Silver River, stone terraces structure the landscape. Flowering shrubs and bushes alternate with fruit trees and shrubs. The plant varieties in this area create a diverse, prolonged blooming season.

Footpaths follow the stone terraces for both practical and aesthetic reasons. The stone helps control soil erosion and retain water and plants on each level, thus making maintenance tasks

easier for the farmers. Paths also provide the opportunity to walk in the shade of the fruit trees and admire the scenery during every season.

A themed garden demonstrates how bees are raised, how beehives function and the importance of bees in the pollination process. Protected behind screens and shaded by climbing plants on pergolas, visitors can observe Park workers managing the beehives.







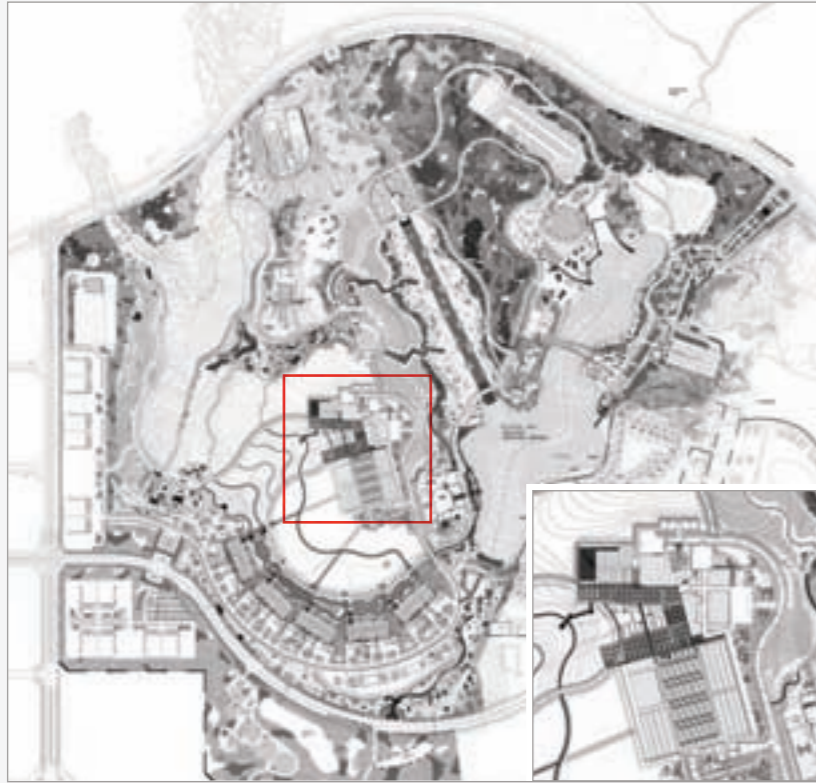


## 综合暖房

植物栽培、水产养殖和水培馆

## Greenhouse Complex

Cultivated Plants, Aquaculture and Hydroponics



### 景况

- 研究温室面积达7000平方米
- 水培和水产养殖温室面积达20000平方米
- 培训中心和档案室

### Facts

- 7,000 m<sup>2</sup> of research greenhouses
- 20,000 m<sup>2</sup> of hydroponic and aquaculture greenhouses
- Training center and documentation room

综合暖房位于科技园的中心区域，配备最先进的科研和生产暖房。

综合暖房包括两个部分。科研暖房内设有研究实验室和微繁殖设施。利用这些精密的技术能够 快速、高效、高质地培育马铃薯原种和兰花等高价作物。

水产养殖和水培馆内设有多个培育温室，能利用最先进的技术实现生产力最大化，并尽可能降低对环境的影响。

从大规模鱼类养殖到集约型培育生菜和番茄使用的浮筏技术，综合暖房确保每一平方米都能实现生产力的最大化。

Located in the heart of the Technopark, this complex features state-of-the-art research and production greenhouses.

The complex contains two distinct sections. The Cultivated Plants wing houses research laboratories and micropropagation facilities. The sophisticated techniques in use in these labs allow rapid, efficient multiplication of high-quality, high-value plants such as potatoes and orchids.

The Aquaculture and Hydroponics wing contains vast production greenhouses that use the latest technologies to maximize productivity while minimizing environmental impact.

From large-scale fish production to floating-raft technologies for intensive cultivation of lettuce and tomatoes, these greenhouses maximize productivity from every square foot.









## 综合暖房 展览和经验

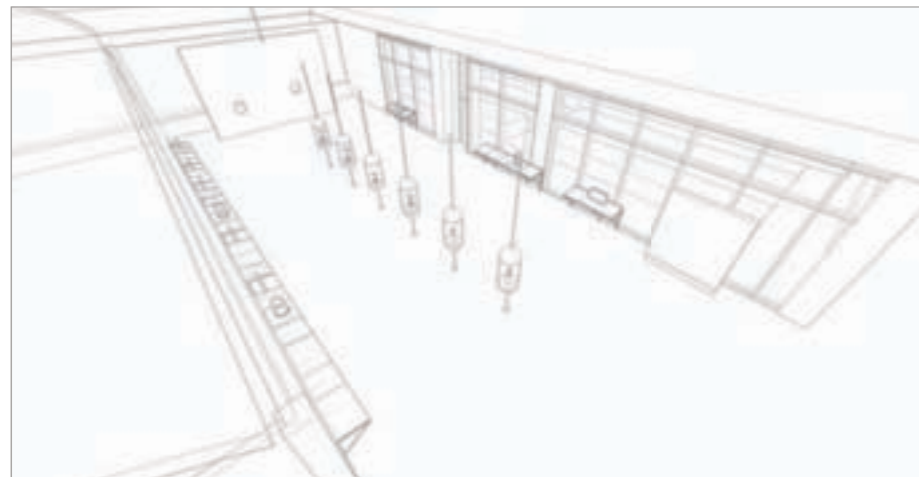
综合暖房的两栋建筑都设有专门的展区。在科研暖房, 游客可以了解微繁殖和组织培养技术, 也能实地观察科学家在实验室中的工作情况。

水产养殖和水培馆内的展区将为您介绍最新的高密度暖房培育技术。游客也可以经由高架通道观赏到功能齐全的水产养殖设施的全貌。

## Greenhouse Complex Exhibits and Experiences

Each wing of the greenhouse complex has a dedicated exhibit area. In the Cultivated Plants wing, visitors learn about micropropagation and tissue cultures, and have a chance to see scientists at work in a real lab setting.

In the Hydroponics and Aquaculture wing, visitors discover the latest technologies for high-density greenhouse production. They can also take an elevated walkway offering a spectacular view into a fully-functional aquaculture facility.







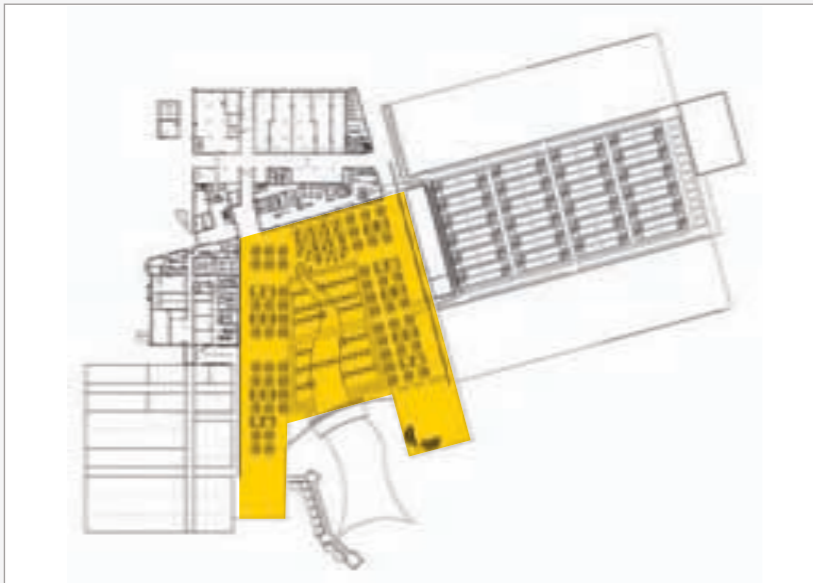
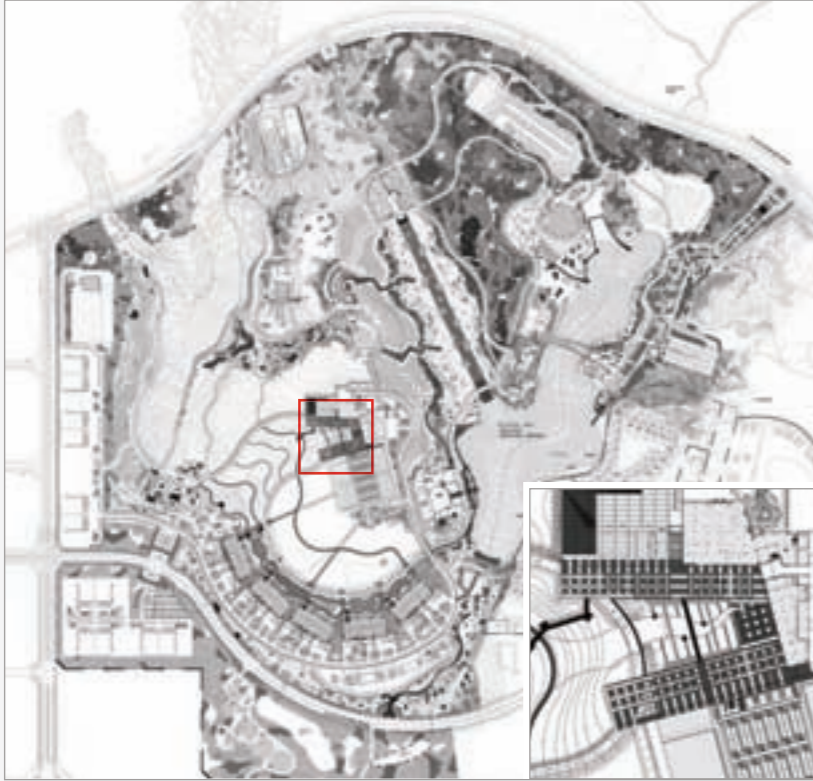


## 集市

园区生产的农产品

## Marketplace

Produce From the Park



集市位于综合暖房的庭院区域。

这里的公共广场绿树成荫，地面还种植着各种蔬菜，藤蔓植物形成的绿荫小道可以让游客在此悠闲散步。游客还可以在这里购买科技园的产品。

户外的绿色休息室为游客提供舒适的休闲场所，从这里可以俯瞰整个市场的

活动。休息室外墙是植物组成的马赛克图形，象征着云南迷人的山野风光。

市场的另一端有一个平台通往“红宝石梯田”，那是一片绵延的梯田，上面种满了鲜红的蔓越莓，到了收获的季节景象非常壮观。

The Marketplace is framed on two sides by the greenhouse complex.

This public plaza is lushly planted, with vegetables growing in ground plots and climbing plants providing shady paths for strolling. Technopark products are offered for sale to visitors.

An outdoor green chamber provides a comfortable relaxation space

overlooking the market activities. Its walls are made of a plant mosaic representing Yunnan mountain scenery.

At the opposite end of the market, a platform extends over the Ruby Terraces – a series of terraced fields planted with brilliant red cranberries, providing spectacular views during harvest time.



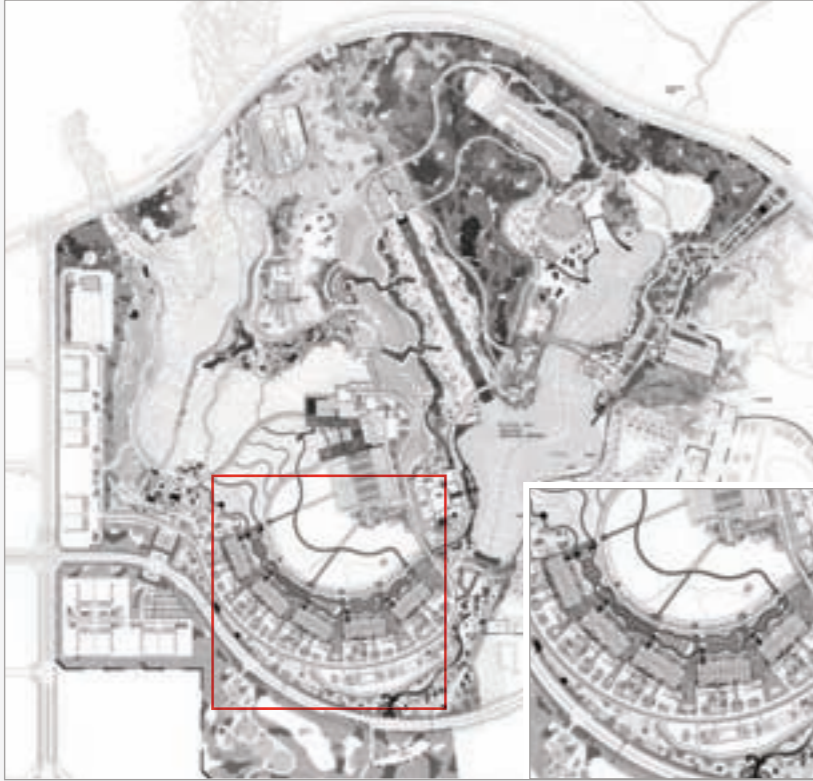






肉类和植物加工技术区  
现代食品加工技术

Animal and Plant Processing  
Technologies Buildings  
Modern Food Processing



肉类和植物加工技术馆的五幢大楼位于七彩园的南侧，配备了最先进的肉类和植物加工设施。

园区西侧供其他公司使用的生物科技及高新科技区不对公众开放。

游客参观路线上的五幢食品加工厂各有两个部分——供游客参观的部分和生产运营部分。在供参观的部分，游客可以穿过各个“变幻花园”游览大楼，这些花园用种植的一排排竹子隔开，在各幢厂房之间形成了绿色走廊。

厂房建在一个斜坡上，游客通道位于斜坡最高处。游客参观各幢建筑时，还能观看下面各工厂内的食品加工活动。

加工生产运营部分是在大楼的后侧，包括一些装卸平台和一个员工出入口。

厂房采用多项建筑节能设计，例如：屋顶装有太阳能光电板，从屋顶收集雨水用于工业生产，利用自然风供室内通风等。

This series of five industrial buildings located at the southern extremity of the 7 Colors Park house state-of-the-art animal and vegetable processing facilities.

Other companies occupy additional buildings along the western edge of the Park, in an area not accessible to the general public.

The five food processing buildings on the visitor circuit each have two faces – a public face and a functional face. On the public face, visitors to the Park visit the buildings, passing through a series of “gardens of transformation,” separated by living bamboo clumps creating green gateways between each building.

The buildings are set into a slope, with visitor pathways located on the top of the rise. As they walk from building to building, visitors can look down into the factories and observe food processing activities.

The functional face of each building, including loading docks and employee access, is located at the rear.

The buildings include many different energy-saving architectural features, including rooftop photovoltaic panels, the recycling of rainwater from the roof surface to be used in industrial processes and the use of predominant winds to naturally ventilate the interior spaces.



景况

- 5幢大楼的总面积为39850平方米
- 灵活的室内布局能满足不同行业活动的需要
- 一个分割的大楼空间提供食品加工展览

Facts

- 5 buildings with a total area of 39,850 m<sup>2</sup>
- Flexible interior layouts accommodate different industrial activities
- A separate building houses food processing exhibits

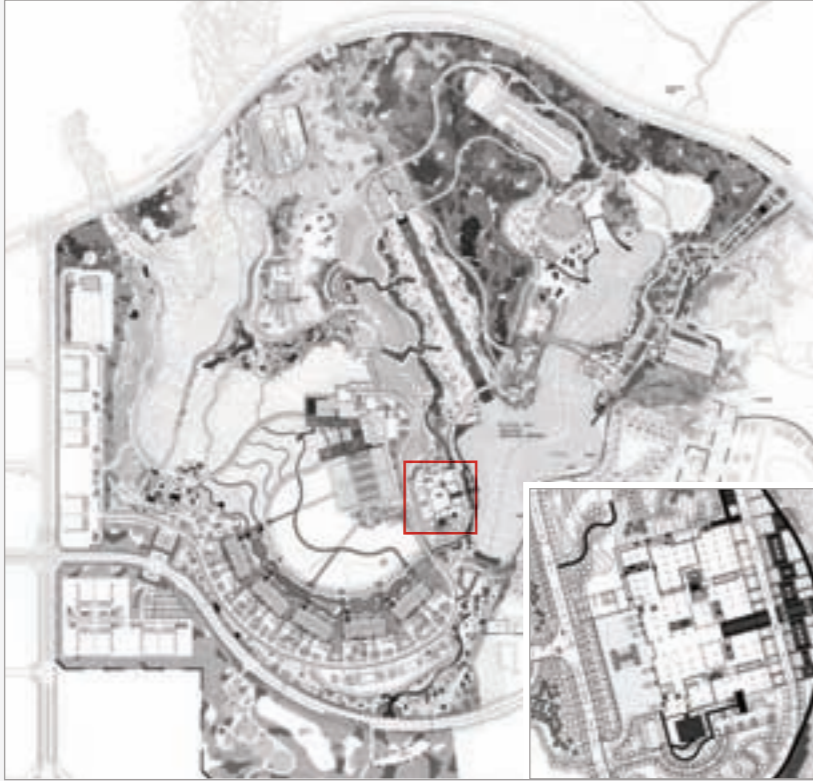






## 综合实验室大楼 最先进的设施

## Laboratory Complex State-of-the-Art Facilities



### 景况

- 开放式庭院可以为工作场所提供自然通风和自然光照明
- 为参观实验室设施的游客提供讲解服务
- 研究人员可以使用一流的研究温室

### Facts

- Open courtyards provide ventilation and natural light to workspaces
- Visitors can take guided tours of the lab facilities
- Researchers have access to a state-of-the-art research greenhouse

建在湖边的两座一模一样的综合实验室大楼在科技园中占有举足轻重的地位。

质量控制、品牌和营销大楼主要为水产品 and 农产品提供分析、营销、检验和认证等服务。

地球科学和植物保护大楼主要提供土壤分析和有关施肥、寄生虫分类、益虫培育和用水管理等方面的咨询服务。

两幢大楼由人行天桥和庭院相连，共用员工入口、休息室、平台以及会议和培训中心。这样能够促进不同科学团队之间的交流，也能为农产品专业人员和工人营造良好的培训环境。

The twin laboratory buildings located on the lake edge have a vitally important role in the Technopark.

The Quality Control, Branding and Marketing Building offers analysis, marketing, validation and certification services for water and agri-food products.

The Earth Sciences and Plant Protection Building provides soil analyses and advisory services concerning fertilization, parasite

screening, breeding of useful insects, water management and the like.

The buildings are joined by footbridges and courtyards, and share common areas such as the employee entrance, staff lounge, terrace and Meeting and Training Center. This encourages exchanges between different scientific teams and creates a stimulating training environment for agri-food professionals and workers.









## 综合实验室大楼

### 展览和经验

综合实验室大楼的两幢建筑中都有对公众开放的展区。一方面,游客能在这里了解到土壤科学、土壤取样和植物保护的科学技术。

另一方面,展览内容主要体现了质量控制的关键问题和品牌营造的重要性。

游客参观完展区后,可在导游的带领下参观实验室。参观的特殊通道由玻璃完全封闭,这样游客就可以观看实验室内的操作,同时又不会影响到实验室人员的工作。

## Laboratory Complex

### Exhibits and Experiences

Each of the two buildings in the laboratory complex has an exhibit area open to the general public. On one side, visitors learn about soil science, soil sampling and the science and technology of plant protection.

On the other side, exhibits focus on the crucial issue of quality control and the importance of branding.

After visiting the exhibit areas, visitors can take a guided tour of the labs. A special glassed-in walkway allows them to see lab operations without interfering with ongoing work.









## 中国传统农业村 令人骄傲的历史遗产

## Traditional Chinese Agricultural Village Celebrating a Proud Heritage



### 景况

- 9个主题展区
- 适合集体活动和展示的户外广场
- 礼品店和餐饮服务

### Facts

- 9 themed exhibit areas
- Outdoor plaza for group activities and demonstrations
- Gift shop and food services

“中国传统农业村”位于科技园农业区的中心，它展现了中国和云南当地农业食品生产的悠久历史。

农业村有八个主题展馆、一个户外雕刻园、一间河畔茶室、一家礼品店及许多其他设施，期待游客光临体验。

与全面现代化的科技园相比，农业村中房屋和庭院的设计以中国几千年的传统为灵感。

展览内容涉及很多不同主题，从丝绸、茶叶到实用的植物和农具，不一而足。

农村展馆陈列了中国和云南当地的传统手工艺品，以及根据著名的历史、神话和文学故事创作的跟原物一样大小的雕塑作品，并且还播放高科技视频，展示人类积累了成千上万年的农业知识。

Situated in the heart of the Park's agricultural fields, the Traditional Chinese Agricultural Village complex pays tribute to Yunnan's and China's long history of agri-food production.

Eight themed exhibit galleries, an outdoor sculpture garden, a waterfront teahouse, a gift shop and much more await visitors to the Village.

In contrast to the thoroughly modern Technopark, the Village features buildings and courtyards inspired by

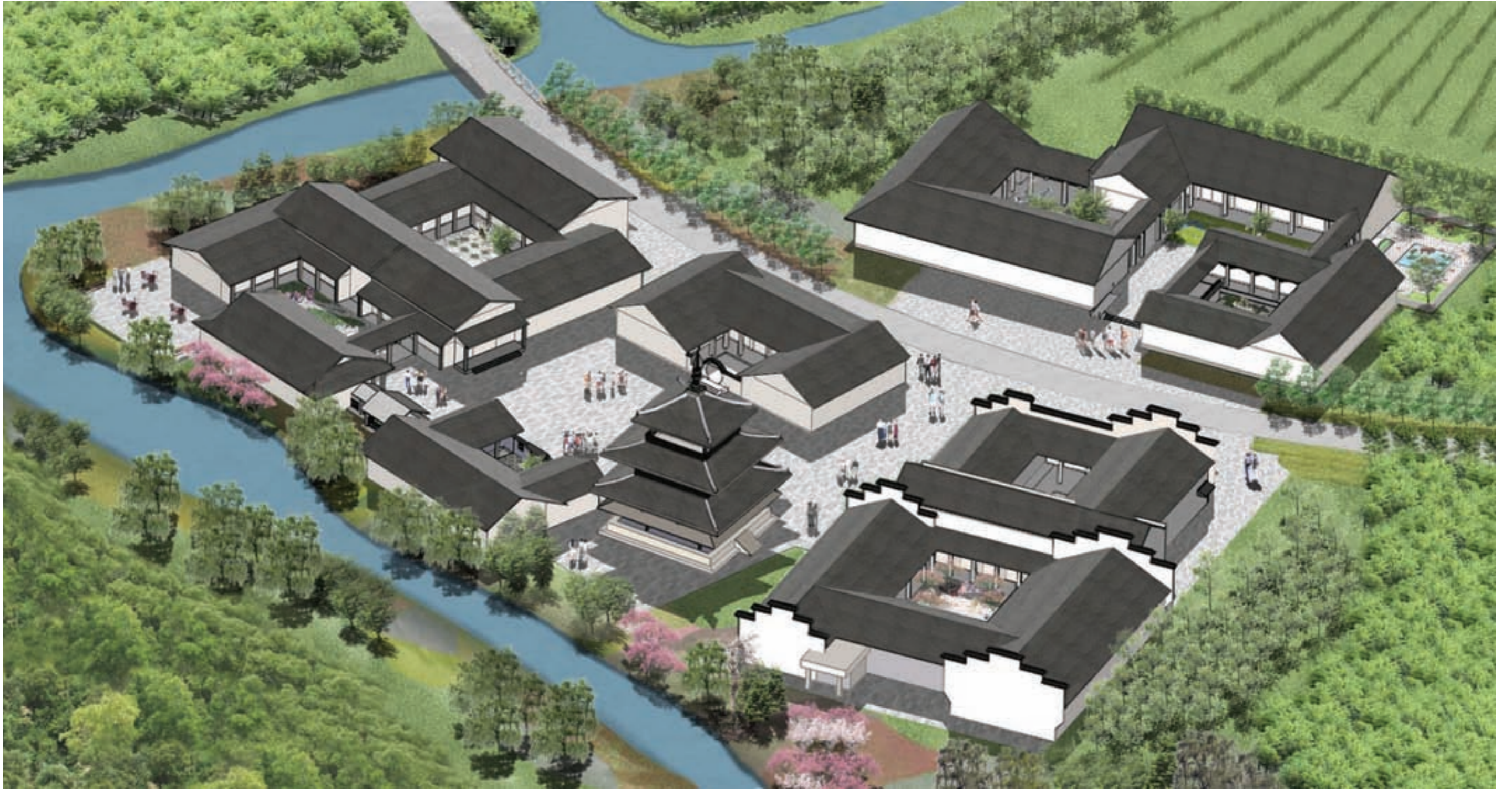
Chinese traditions that reach back thousands of years.

The exhibits touch on many different subjects, from silk and tea to useful plants and agricultural implements.

The Village galleries feature traditional handicrafts of Yunnan and China, life-sized sculptures evoking famous moments from history, myth and literature, and high-tech video productions that showcase millenia of accumulated agricultural knowledge.









## 稻作文化展馆

## Rice Pavilion

水稻是中国非常重要的粮食作物。本展馆回顾了云南水稻种植的悠久历史。

Rice is the quintessential Chinese crop. This pavilion traces the history of traditional rice cultivation in Yunnan.

展馆介绍了水稻的收割过程、稻米和民俗之间的关系，还介绍了多种用于庆祝活动的稻米做成的食物。另外，游客还能了解多年来耕作技术的演变情况。

It explains how rice is produced, explores the relationship between rice and folk customs, shows various rice-based foods used to celebrate the seasons, and explains how cultivation techniques have changed over time.









## 农具展馆

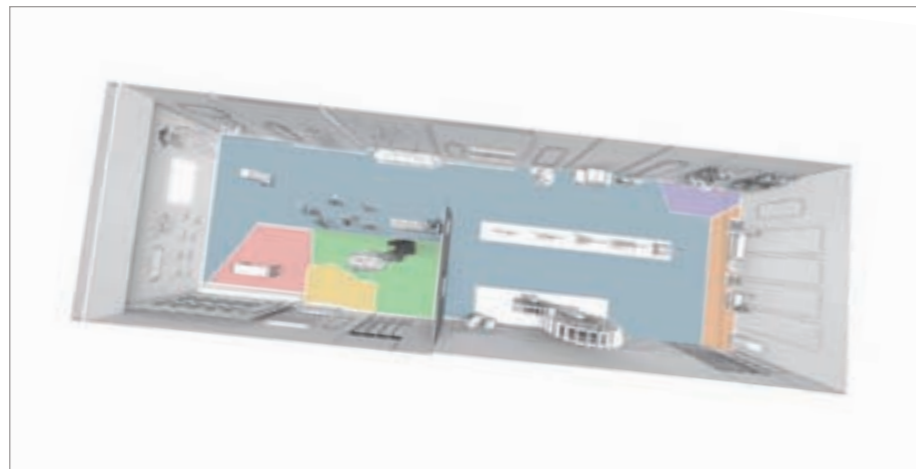
## Agricultural Implements Pavilion

农业一直是人类最古老的活动。数千年来，云南各个不同的民族根据各自不同的需求、作物和地理条件，设计制作了各种各样的农具。

本展馆介绍了云南传统的农具及其用途，还展示了云南农业生产的悠久历史。

Farming is one of the most ancient of all human activities. Over the millenia, the different peoples of Yunnan developed a wide range of tools adapted to their needs, crops and local conditions.

This pavilion presents the traditional agricultural machinery and tools of Yunnan, explains their use, and celebrates the long history of agricultural production in the province.









## 庭院动物展区

## Courtyard Animal Exhibition Area

这个庭院展示了数千年来人与家畜间的和谐关系。

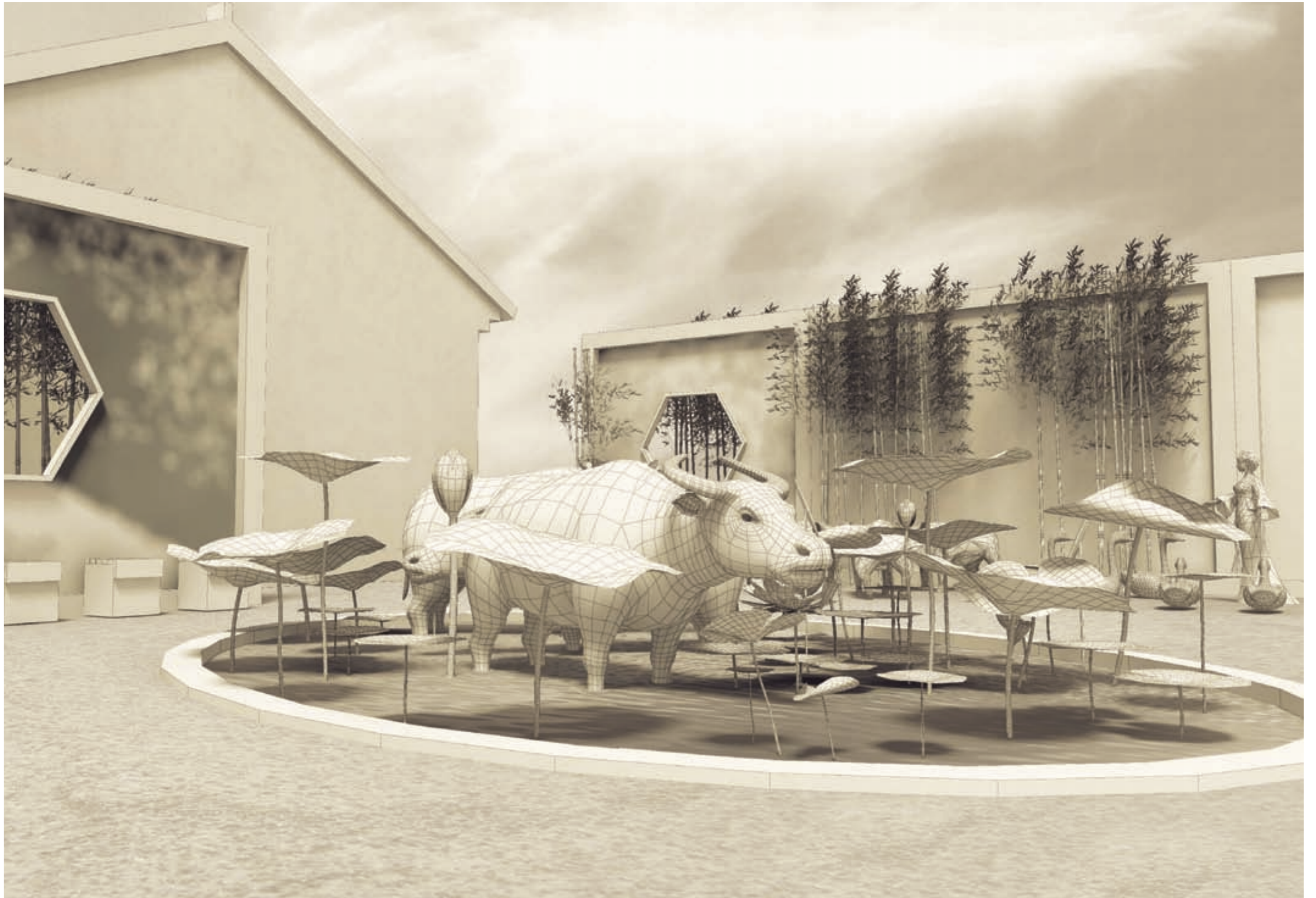
This exterior courtyard celebrates the age-old relationship between humans and farm animals.

精心设计的庭院四面建有围墙，院子里有一些反映中国历史故事、传说和神话人物的铜像，颇有传统中国式庭院的神韵。

It features bronze sculptures inspired by Chinese stories, legends and myths, set in a carefully landscaped, walled-in environment that evokes Chinese traditional gardens.









## 经济作物展馆

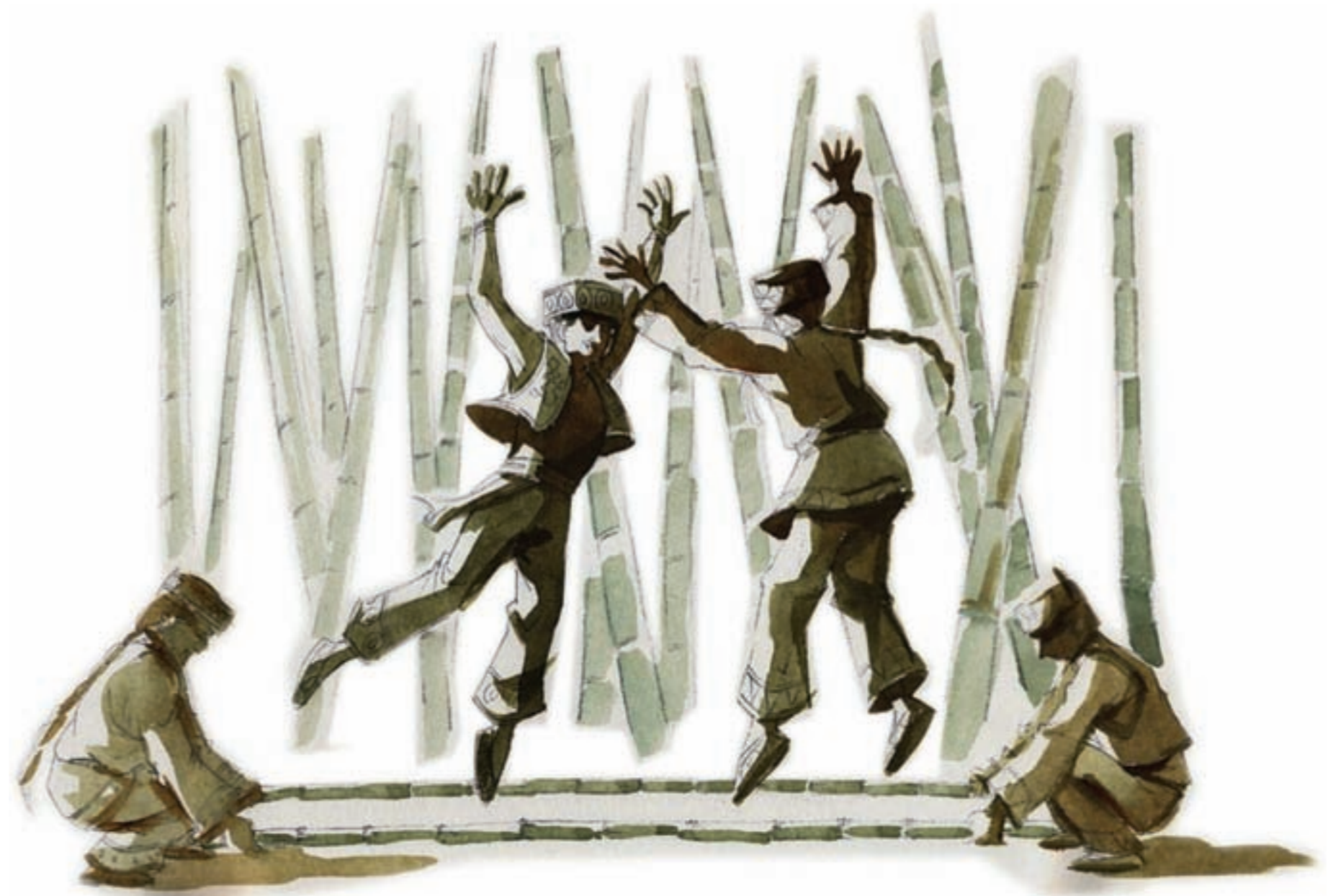
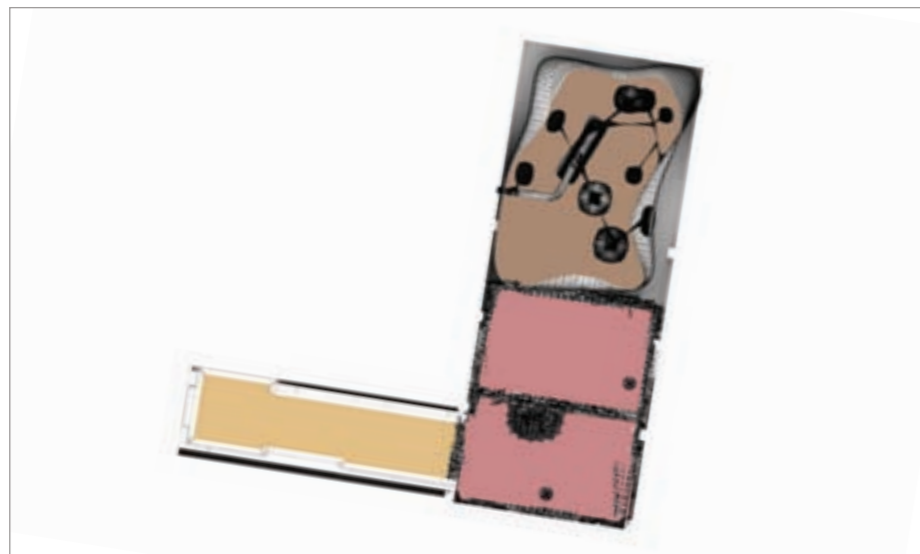
云南的气候和地理条件多变，植物种类远远多于中国的其他省份。云南是全球植物多样性最丰富的地区之一。

本展馆追溯了植物生命与人类文化之间的深厚联系，还介绍了植物在衣食住行和艺术等方面的用途。

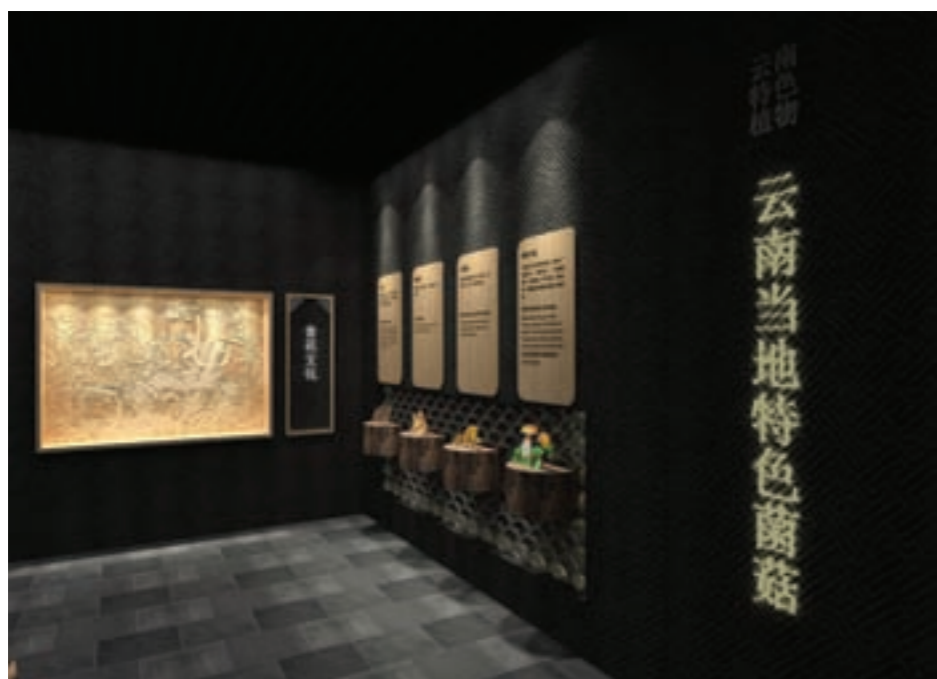
## Useful Plants Pavilion

With dramatically diverse climatic and geographical conditions, Yunnan has more unique kinds of plants than any other province in China. It is one of the world's most biodiverse areas.

The Useful Plants Pavilion explores the deep links between plant life and human culture. It looks at the many different uses of plants, from food and shelter to transportation and art.









## 葡萄酒展馆

云南省是中国主要的酿酒葡萄种植区。自19世纪法国传教士引入中国后，欧式酿酒已成为云南的一项传统。

本展馆向游客介绍云南民间文化中葡萄酒文化的重要地位，还回顾了这一产业的发展历史。

## Wine Pavilion

Yunnan Province is one of the main wine grape growing regions in China. First brought to China by French missionaries in the 19th century, European-style winemaking has become a Yunnan tradition.

This pavilion explores the important status of grape wine's culture in Yunnan's folk culture and traces the historical development of this industry.









## 烟草文化展馆

## Tobacco Culture Pavilion

烟草是云南文化中不可分割的一部分。云南人民种植烟叶和吸烟已经有悠久的历史，云南烟草的质量在全球名列前茅。

本展馆介绍了云南烟草文化的历史及其对当地少数民族的重要性，还介绍了云南烟草业的发展状况，从烟草种植到采收烘烤的全过程，以及云南一些著名的烟草品牌。

Tobacco is an indispensable part of Yunnan culture. With a long history of growing and smoking tobacco, Yunnan's tobacco is said to be among the best in the world.

This exhibit area presents the history of tobacco's introduction in Yunnan and its significance for Yunnan's ethnic minorities. It traces the development of the Yunnan tobacco industry, shows the whole process of tobacco planting and tobacco drying, and showcases famous Yunnan tobacco brands.









## 丝绸展馆

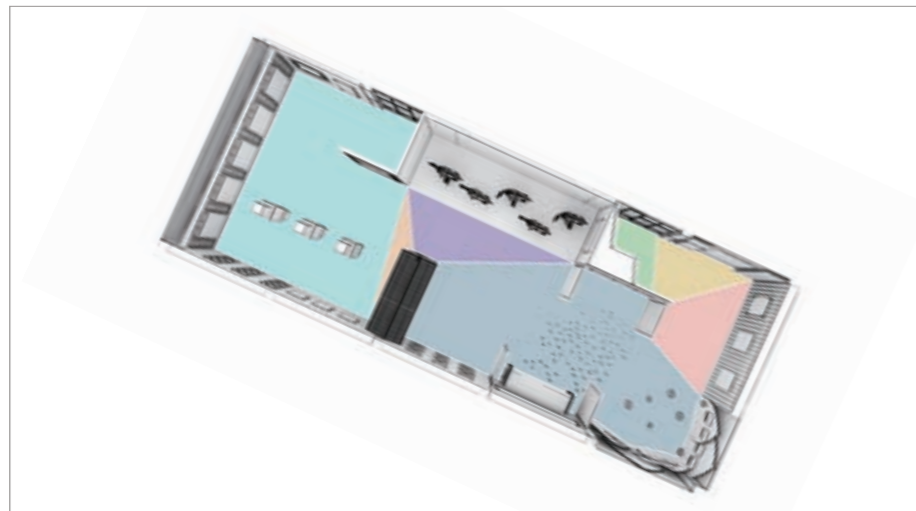
## Silk Pavilion

丝绸生产技术一度是严格保密的，而丝绸制品曾作为稀有产品出口至亚洲和欧洲。

The techniques of silk production were once a closely guarded secret, and silk a rare and exclusive product exported across Asia and Europe.

本展馆介绍了丝绸的历史、相关神话和传说，以及包括桑树、蚕、编织和染色在内的整个制作过程。

In this pavilion, visitors explore silk's fascinating history, myths and legends, and learn about the entire production cycle, from mulberry trees and silkworms to skilled weavers and dyers.









## 茶文化展馆

## Tea Pavilion

云南是茶文化的故乡。最早的茶树、野茶树就是云南的特有品种，早在石器时代，饮茶文化已经萌芽。

Yunnan is the birthplace of tea. *Camellia sinensis*, from which all teas come, is native to Yunnan, where tea drinking dates back to the Stone Age.

云南是全球重要的茶叶产地，一直以来云南产的茶叶倍受行家赞誉。本展馆介绍了云南的茶文化这一珍贵传统。

Yunnan is one of the great tea-producing regions of the world, and its teas have long been prized by connoisseurs. This pavilion looks at the proud heritage and rich culture of tea in Yunnan.









## 药用植物展馆

## Chinese Medicine Pavilion

云南盛产中草药。与中国其他省份相比，云南一直以名贵中草药之乡名扬国内外。

本展馆介绍了传统中草药的起源和发展条件，以及起源于云南的一些独特的资源和产品。

Yunnan is a natural treasure trove of medicinal herbs. Since ancient times, Yunnan has been known to be home to more precious medicinal plants than any other province in China.

This pavilion explains the basis and origins of Traditional Chinese Medicine, and looks at some of the unique resources and products found and developed in Yunnan.









## 可持续性发展 造福后代的基础设施

七彩园是现代环保管理和可持续性发展的典范。

项目的策划者、工程师、建筑师、景观设计师和展馆设计师密切合作，确保项目完全符合可持续性发展的标准。

在设计园区基础设施、建筑物、景观和寓教于乐的展览时，力求实现可持续性发展——既放眼全球，又因地制宜。

七彩园采用了完全绿色环保的设计，园内既有堆肥和回收设施，又有净水处理厂，还通过各种寓教于乐的活动来介绍农业生产对环境产生的影响。

## Sustainable Development

### Infrastructure for Future Generations

The 7 Colors Park is an exemplary example of modern environmental management and sustainable development.

Project planners, engineers, architects, landscape architects and exhibit developers worked in close collaboration to ensure that the project addressed all levels of sustainability.

The site infrastructure, buildings, landscaping and educational exhibits were all designed in the spirit of sustainable development - thinking globally while acting locally.

From on-site composting and recycling facilities to water treatment plants and educational activities looking at the environmental impact of agri-food production, the Park was designed as a thoroughly green facility.

### 经济

- 推广有机作物和高附加值作物
- 提供各种工具来提高云南当地产品的全球市场竞争力
- 拓展国际业务

### Economy

- Promote organic and high-value-added crops
- Provide tools to help Yunnan products compete in a global marketplace
- Promote international business development



### 社会

- 展示农业的科技含量
- 鼓励农民继续务农
- 加强食品生产和加工环节的质量控制

### Society

- Show that farming can be a technological and scientific profession
- Encourage farmers to remain in the countryside
- Improve quality control in food production and processing

### 环境

- 推广更环保的农业技术
- 展示可靠的废物处理方法
- 最大限度提高能源效率

### Environment

- Promote agricultural techniques that reduce environmental impact
- Demonstrate that waste can be dealt with in a responsible manner
- Build for maximum energy efficiency







## 环保建筑

### 最佳建筑设计方法

可持续的建筑设计方法是一种既能控制建筑物对外部环境产生的影响，又能创造健康舒适的内部环境的方法。

以下是七彩园设计过程中所遵循的一些关键原则：

- 根据主导风向和日照情况确定建筑物的位置和朝向；
- 采用最佳建筑密度，营造紧凑高效的空间布局；
- 建筑物向阳面安装遮阳板，采用屋檐结构，并通过绿色屋顶或白色膜材屋顶实现降温节能；
- 利用绿色屋顶、隔热材料和高热效玻璃来维持建筑物的恒定温度；
- 建筑设计有利于气流运动，实现自然通风；
- 最大限度地利用自然采光；
- 必要时收集和利用雨水。

七彩园的建筑还融入了一些最前沿的技术解决方案，包括：

- 在大型屋顶安装光电池；
- 重复利用工业活动产生的能源；
- 地热取暖和降温。

## Green Architecture

### Best Building Practices

A sustainable approach to architecture is one that controls the impact of buildings on the exterior environment while creating healthy, comfortable interiors.

Some of the key principles used in developing the 7 Colors Park include the following:

- Buildings are positioned and oriented to benefit from the dominant winds and the sun's position;
- Building density is optimized to create compact, efficient volumes;
- Sunshields, roof extensions on the south side, and green roofing or white membranes are used to help manage thermal absorption;
- Green roofs, insulation and thermally efficient glass help maintain constant building temperature;
- Buildings are designed to promote natural ventilation through managed air flows;
- Use of natural lighting is optimized;
- Rainwater is collected and used whenever possible.

Certain cutting-edge technological solutions are also part of the architectural design for the Park, including:

- Installation of photovoltaic cells on large roofs;
- Reutilization of energy produced by industrial activity;
- Geothermal heating and cooling.



## 交通管理体系 人性化的园区

七彩园既面向学生团体、游客和曲靖市民，又接待行政官员、科学家、农业食品专家和工作人员。

游客可以选择步行或搭乘电动班车来游览科技园的各个景点，参观园内先进的科学设备，体验各种食品加工方法，了解食品质量和安全的监控手段，并看到如何在不污染供水的情况下改善土质和提高农业产量。

为合理划分工业和行政功能区，减少对园内行人和游览车通行的影响，我们决定将南部入口主要用于重型交通运输，而北部入口则仅限轻型交通，如游客入园和少量送货服务。

我们之所以设计这种交通模式，目的是尽量减少园区内的机动车通行，确保行人和游览车畅通无阻。这种设计既改善了园区的空气质量，又确保了游客的安全，还提升了各景观景点的参观体验。

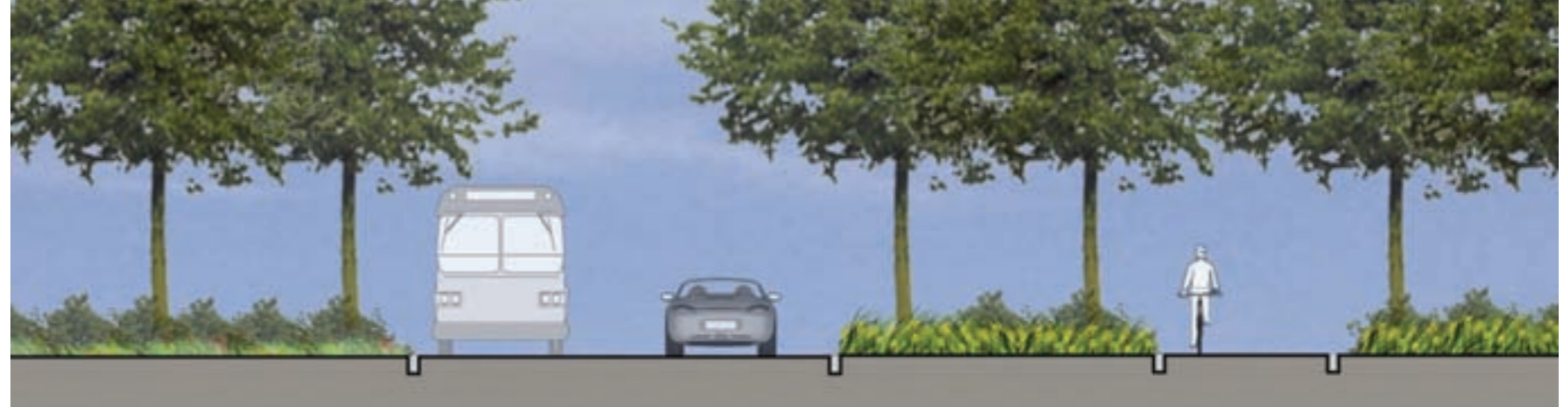
## Access and Transportation A Park for People

The 7 Colors Park is designed for school groups, tourists and members of the Qujing community as well as for administrators, scientists, agri-food specialists and workers.

On foot or by electric shuttlebus, visitors can tour the Technopark's gardens, visit its ultra-modern scientific installations, learn about different ways food is processed, understand how food quality and safety are monitored and controlled, and see how soils can be improved and agricultural yields increased without contaminating water supplies.

In order to properly separate the industrial and administrative functions and to reduce conflicts with pedestrian and shuttle routes, it was decided that the southern access would be mainly used for heavy traffic and transport, while the northern entrance would be restricted to lighter traffic, such as visitor access and light delivery services.

This circulation pattern was designed to minimize motorized traffic on the site, allowing the pedestrian paths and shuttle route to run unobstructed most of the time. This improves the quality of the air, ensures visitor safety and increases their enjoyment of the landscape and scenic spots.





## 水管理体系

### 建立可持续的水循环

水资源的可持续管理是七彩园设计过程中遇到的一项主要挑战。其实这是当代的一个全球性重大问题。为满足园区内的饮用和工业用水需求，科技园要使用大量水资源，同时也会产生大量的各类废水。

白冲湖是园内饮用水和工业用水的主要存储点。湖水经过必要的过滤和处理后供园区使用；使用过的废水须经再次处理后排放出去。这样就形成了一个封闭的回路，不会对环境造成负面影响。

为落实这种创新而有远见的方法，需要制订一套周密的综合水资源管理 (IWM) 策略。这一全面的方法融合了水循环各个方面的内容，包括耗用点和排放点、供水（饮用及其它用途）、污水管理和雨水管理。

我们详细分析了分水岭、气候条件、白冲湖及其周边地区的情况，以及当前和未来的需求，以便设计七彩园的水利基础设施，包括水处理和过滤设施、人造湿地、雨水系统和排污系统等。

制订水资源管理策略时所遵循的原则包括：

- 计算和预计降水概率和雨量
- 控制水土流失和沉积
- 从源头减少用水量
- 不将饮用水用于灌溉
- 采用各种废水处理技术

## Water Systems

### Creating Sustainable Cycles

The sustainable management of water was one of the principal challenges in the development of the 7 Colors Park, and is indeed one of the major global issues of our times. The Technopark requires a substantial amount of water, both for human consumption and for the different industrial processes found on site. It also generates a considerable amount of wastewater of various kinds.

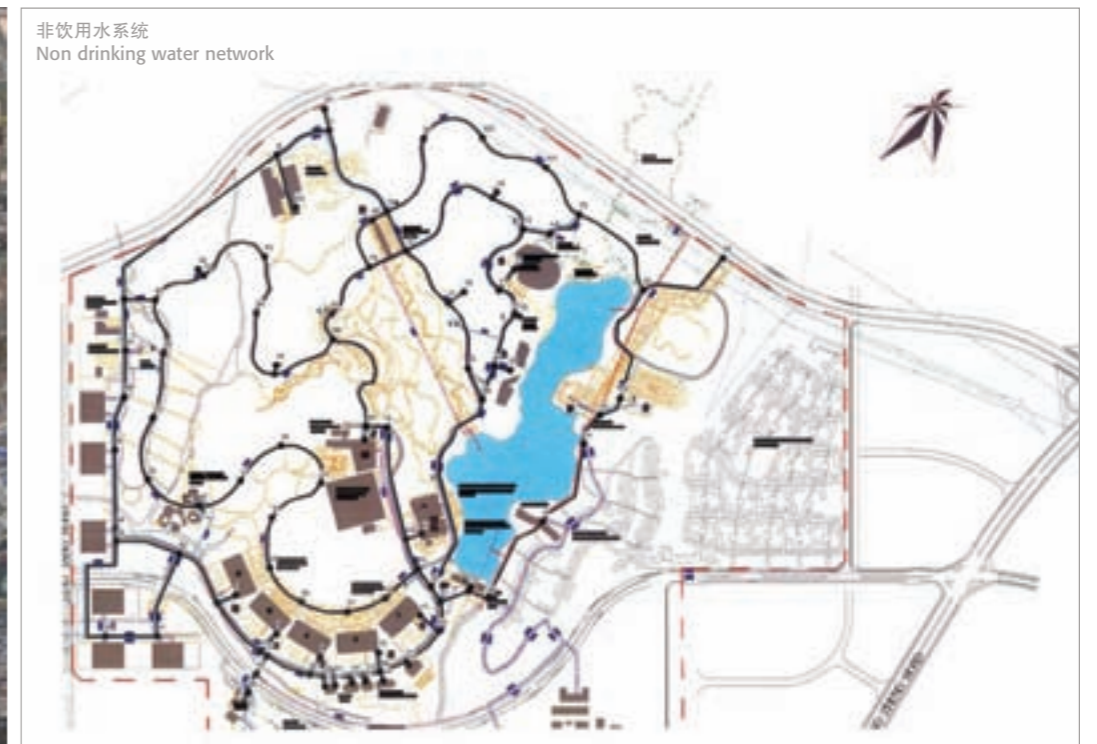
The Park uses the Bai Chong Lake as the central storage point for drinking water as well as water for industrial purposes. Water is taken from the lake, filtered and treated if required, used, then treated once again before being returned to the environment, forming a closed loop with no negative environmental impact.

This innovative, forward-looking approach called for a carefully devised Integrated Water Management (IWM) strategy. This is a holistic approach that integrates all facets of the water cycle, including points of consumption and discharge, water supply (drinking and other), sewage management and stormwater management.

The watershed, climate conditions, state of the lake and surrounding area, existing and future demands were carefully analyzed in order to develop the Park's water infrastructure, which includes water treatment and filtration, engineered wetlands, a stormwater system, a sewage system and more.

Principles used in developing the water management strategy included:

- Calculate and foresee rates and quantities of rain
- Control erosion and sedimentation
- Reduce water consumption at source
- Do not use drinking water for irrigation
- Use a variety of wastewater technologies



非饮用水系统  
Non drinking water network



## 景观设计

### 尊重土地

园区景观设计的初衷是尊重和改进原有的地貌，例如，我们会在山间修筑蜿蜒的小路，而不是将园区内的山丘夷为平地。

这样一来，项目团队就可以就地取材，利用各种斜坡、山谷、溪流和峭壁创造出独特的景观，同时营造不同的观赏角度，并提升其趣味性。

园内栽种了大片植物，烘托了云南之美。街道两旁绿树成荫，建筑物四周尽是绿地和花园。

以下是园区设计所遵循的可持续性发展原则：

- 尽量减少用水
- 利用过滤池等自然手段净化灰水
- 为野生生物营造栖息地
- 景观设计中尽量利用当地材料
- 减少光污染，增加天空暗度，以便游客观看星星
- 提倡公共交通
- 提供电动车等绿色无污染的交通工具
- 鼓励步行或骑自行车，不提倡开车。

## Landscape Design

### Respect for the Land

The landscape design for the site took as its starting point the desire to respect and enhance the existing topography, for example by creating winding roads through the hills rather than levelling the site.

This allowed the team to integrate slopes, valleys, streams and escarpments as special attractions, and to create and enhance interesting viewpoints.

To celebrate the beauty of Yunnan, a maximum of vegetation was used. Streets were lined with trees, and buildings surrounded by green spaces and gardens.

Sustainable principles used in the site design included the following:

- Minimize water consumption
- Clean greywater using natural methods, such as filter ponds
- Create habitats for wildlife
- Use local material as much as possible in the landscape design
- Reduce light pollution to enhance «Dark skies» and allow observation of the stars
- Encourage public transportation
- Provide «green», non-polluting transportation methods, such as electric vehicles
- Encourage walking and cycling instead of driving









## 图文标识

### 确立品牌形象

七彩园徽标是七彩园视觉标识系统的一个不可缺少的部分,它将用于园区的所有官方文件、出版物和商品,同时也将用于园区内部的标识,包括制服、各类标牌和车辆等。

标识的灵感来源于云南省人民政府提出的“七彩云南”这一构思,象征云南省美丽的自然风光、多民族和多元化的人文和生态环境。标识的根部象征着科学技术,由它的根源生长出鲜艳多彩、生机勃勃的叶片,让人联想起充满活力、朝气蓬勃和丰富多彩的大自然。

同时也反映出七彩园的核心使命:利用先进的科学技术来支持并宣传友好的、现代的和多样的农业食品生产环境。同时颂扬大自然的美丽。



## Logotype

### Anchoring the Brand Identity

The 7 Colors Park logotype is an integral part of the project's visual and brand identity. It is used in official documents, publications and merchandise related to the site, as well as on-site elements such as signage and selected interpretive components.

The logotype is inspired by the theme of "Colorful Yunnan," developed by the People's Government of Yunnan to symbolize the province's natural beauty, cultural variance and biological diversity. From the symbol's technological roots, a colorful and vibrant series of leaves spring forth—an evocation of energetic, bountiful, healthy and diverse natural life.

This reflects the core mission of the 7 Colors Park, a technologically and scientifically advanced facility that supports and celebrates environmentally sound, modern and diversified agri-food production practices—and honors the beauty of the natural world.







- C:0-M:0-Y:0-K:100
- C:0-M:0-Y:0-K:0
- C:0-M:0-Y:0-K:40
- C:0-M:15-Y:15-K:0
- C:57-M:0-Y:100-K:0
- C:75-M:0-Y:7-K:0



彩色 Color



黑白色 Black-and-white



灰阶图 Grayscale



## 吉祥物 丰收教授简介

认识“丰收教授”——七彩园的吉祥物：他聪明伶俐，活泼开朗，对一切充满好奇心，总是乐于冒险。在农作物种植、收获、农产品加工和运输的各环节中“丰收教授”随处可见。

在整个七彩园内，“丰收教授”帮助青少年游客了解现代化农业和畜牧业的科学技术。在七彩园外，此吉祥物有助于更广泛地推广云南（曲靖）国际农业食品科技园的品牌。

## Mascot Introducing Professor Harvest

Meet Professor Harvest, the 7 Colors Park mascot. Smart, cheerful, curious about everything and always ready for an adventure, Professor Harvest can be found anywhere agri-food products are being grown, harvested, processed or shipped.

Across the 7 Colors Park, Professor Harvest helps younger visitors understand the science and technology of modern agriculture and animal husbandry. Outside the Park, the mascot figure brings the Yunnan International Agri-Food Technopark (Qujing) brand to a wider audience.



## 图形规范

### 园区解释性标牌

七彩园里有大量寓教于乐的展览。这些展览有的置于指定展区,有的散落园区各处。

制定的展览图形规范提供了与解释性展览部件设计一致的框架。

这些规范有助于给游客一个既清晰又连贯的完整的游览体验。这些规范在确保园区所有展示手法一致的前提下,还为每个展区保留了足够的灵活性,使它们能够展示独特的个性。

## Graphic Standards

### Site-wide Interpretive Signage

As a themed visitor destination, the 7 Colors Park contains a wide range of entertaining and educational exhibits. Some are located in dedicated exhibit areas and others are distributed across the site.

Exhibit Graphic Standards were developed to provide a consistent framework for the design of interpretive exhibit components.

These standards help to maintain a clear and coherent visitor experience park-wide. They ensure the consistency of graphic approaches while remaining flexible enough that each interpretive area can be developed with its own unique, individual character.

#### 国际农业食品科技园

北京总部, 标准 1016x812 Regular

#### 国际农业食品科技园

北京总部, 标准 1016x812 Regular

#### International Agri-Food Technopark

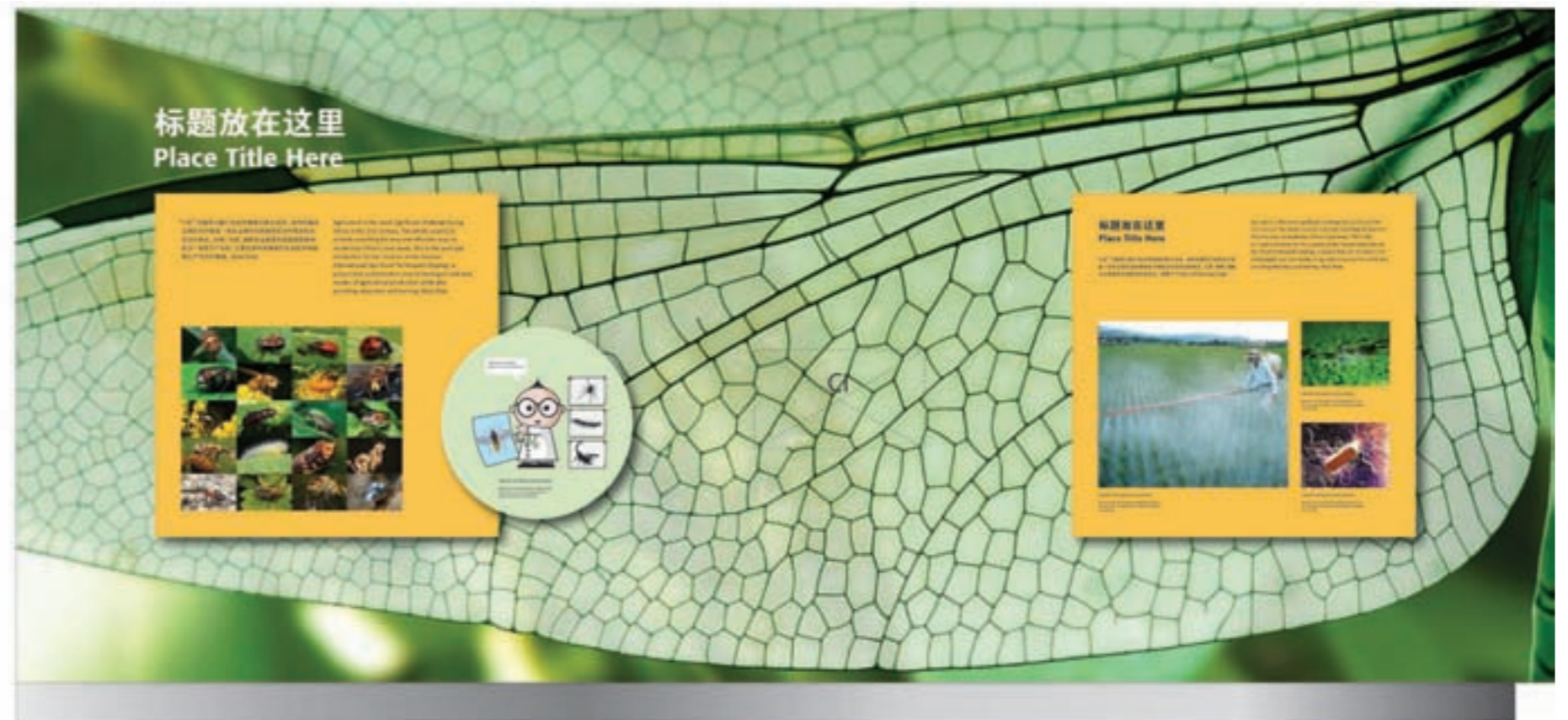
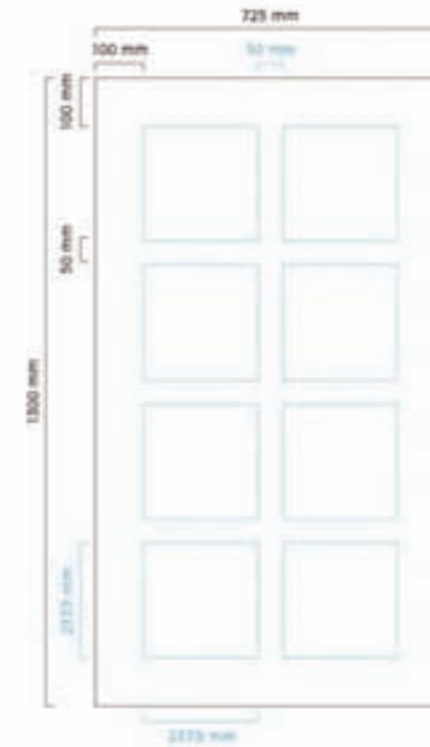
Beijing Head Office

#### International Agri-Food Technopark

Beijing Head Office

#### 七彩园官方标识色彩 - 7 Color Park official logotype colors

	PMS	C-M-Y-K	R-G-B	INDEXED COLOR
	116	0-16-100-0	254-203-0	ffcc21
	021	0-53-100-0	244-126-15	f78e1e
	485	0-95-100-0	233-35-26	ee2f24
	254	50-100-0-0	128-22-126	92268f
	206	100-66-0-2	0-72-157	005eac
	306	75-0-7-0	0-173-224	00bce5
	368	57-0-100-0	101-183-45	7ac142





## 多媒体规范

统一而别具特色的风格

## Multimedia Standards

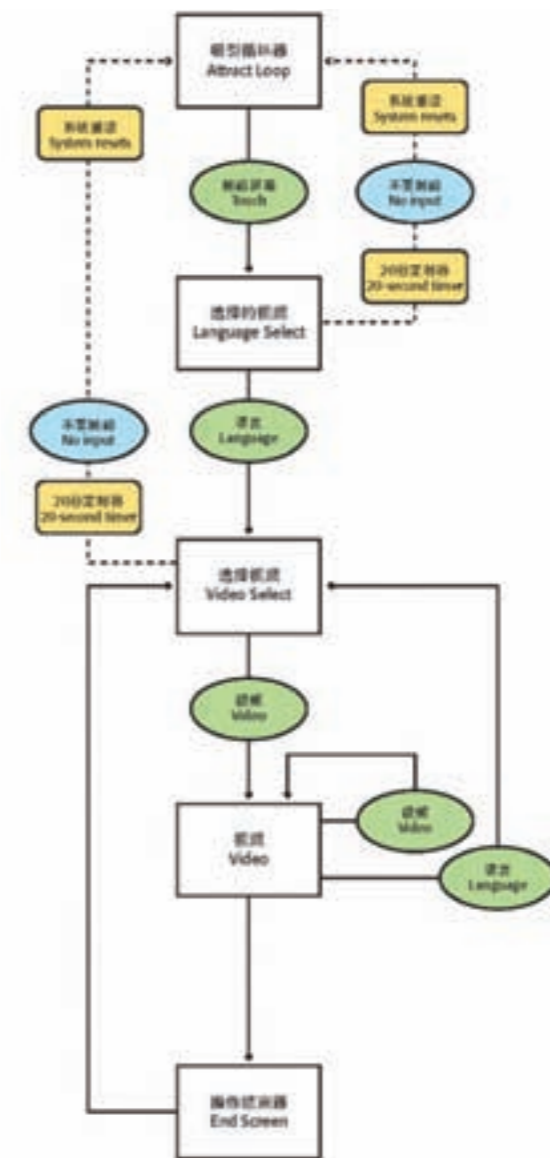
Consistency of Approach

七彩园的展区内为游客提供各种计算机互动游戏和引人入胜的精彩视频。这些内容提升了七彩园项目寓教于乐的重要作用，帮助游客深入了解现代高科技农业食品生产的奥秘。

通过制定多媒体标准，确保整个园区全部采用连贯一致的外观、风格和展示方法，有助于强化项目的核心品牌形象。

The exhibit areas in the 7 Colors Park contain dynamic, interactive computer activities and exciting video productions. These reinforce the key educational messages of the project and help visitors appreciate the world of modern high-tech agri-food production.

Media standards ensure that a consistent look, feel and approach are used site-wide. This helps reinforce the project's core brand identity.





中方

中华人民共和国农业部

云南省人民政府

曲靖市人民政府

Chinese Collaborators

Ministry of Agriculture of the People's Republic of China

People's Government of Yunnan Province

People's Government of Qujing Municipality

国际方

加拿大农业及农业食品部

加拿大A&L 实验室

加拿大布鲁东（基因养猪）

加拿大圣-亚森特学院

加拿大圣-劳伦斯学院

法国国际农业经济发展研究中心 - 热带植物研究所-蒙比利埃

加拿大佳地农场

加拿大依妥诺佛科技公司

瑞士艾朗公司

加拿大杰卡策划

法国库恩公司

加拿大S.M.国际集团

加拿大魁北克农业企业联合总会

加拿大拉里若尔公司

法国瓦鲁瓦苗圃公司

法国利马格兰种业集团

加拿大罗杰克公司

加拿大马克西-普朗公司

加拿大美迪卡欧疫苗公司

法国莫马格利中心

加拿大纽塔提纯公司

加拿大太平洋森林再造科技公司

法国高新科技植物公司

加拿大克拉梅尔苗圃公司

加拿大普朗代克公司

加拿大普瑞斯莫咨询机构

加拿大罗曼公司

加拿大赛迈克斯联盟

加拿大苏康德维合作组织

加拿大拉瓦尔大学

法国维瑞宝利斯咨询组织

加拿大维之宝国际公司

International Collaborators

Agriculture Canada

A&L Canada Laboratories

Breton (Génétiporc)

Cégep de Saint-Hyacinthe

Cégep de Saint-Laurent

Cirad - Montpellier

Ferme Bonneterre

Hydronov

Iland

Jyga Concept

Kuhn

Laboratoires S.M.

La Coop Fédérée

Larijol

Ligonnière et Pépinières Valois

Limagrain

Logiag

Maxi-Plant

Medicago

Momagri

Nutra Canada

Pacific Regeneration Technologies

P.A.T.

Pépinières Cramer

Planteck

Prisme

Ro-Main

Semex

Socodévi

Université Laval

Vegepolys

Veg Pro



## 参与科技园项目的专业团队

## Technopark Professional Teams

**天辰国际公司** 天辰国际是一家总部设在蒙特利尔的加拿大公司，主营国际咨询，业务涉及城市规划、国际关系、社会及经济发展综合项目。在云南（曲靖）国际农业食品科技园项目中，天辰国际应曲靖市政府和云南省政府聘请，负责欧美企业和科研机构与中方互动的组织与协调，以使项目能良好推进。天辰国际由前蒙特利尔市市长皮埃尔·布克先生（任期1994年至2001年），及其好友北京市政协海外顾问齐文先生共同领导。

**exp** 办公地点遍布北美和世界各地，向全球提供建筑和环境治理方面的战略性专业服务。六个主要领域是：建筑、土壤和环境、能源、工业、基础设施和可持续性发展。

从科技园项目的早期设计阶段，到制订工程总体规划，包括所有建筑和结构的计划和规范，exp始终参与其中，并为此感到自豪。

**CGA和ARCOP** 建筑设计事务所在公共建筑领域拥有丰富的经验，联手设计了七彩园的建筑。

在项目的初始阶段，CGA就参与了总体规划制订、初步设计讨论以及建筑规划和设计。

在规划和实施阶段，ARCOP为项目带来了精湛的专业技术。CGA和ARCOP也承担了在项目各参与方之间进行协调的工作。

**WAA景观设计公司** WAA是一个从事景观设计、城市设计和城市规划的专业公司，在国际上屡获殊荣。在加拿大和中国均有办公地点。

WAA负责七彩园的总体规划和园区场地开发。操作园区地形，制定全面的协调网络，参与园区内众多建筑物的一体化整合，农业用地布局，种植策略，以及所有多学科工程的实施和讨论。WAA为能参与此项目深感自豪。

**D+C多媒体设计制作公司** 创建于1970年，D+C是一家专门为博物馆、科技中心和国际博览会提供环境设计的全球领先公司。多年来，我们已经在世界各地成功开发了400多个项目，获得多种奖项，尽享殊荣。

科技园作为一个永久性的公共展览园区，以探索农业为主题。D+C为其创造了尖端的多媒体演示，互动游戏，惊人的视觉效果和鼓舞人心的体验活动，确保参观游览时的寓教于乐。

**S.M.国际集团** 成立于1972年，公司业务涉及工程、项目管理、质量控制管理、环境、安保和通信等。SMi同时也是科技应用的综合体。

SMi为科技园提供建筑工程项目管理服务，并通过技术转让的方式与当地的合作伙伴合作，创建农业食品和环境质量管理实验室方面的实体工作。

**Constellation Monde Inc.** is a Montreal-based company specializing in international consultancy pertaining to land use, international relations, and social and economic development. Constellation Monde Inc. was chosen by the Qujing government and Yunnan province to act as coordinator between Western businesses and institutions and China to successfully complete the projected Yunnan International Agri-Food Technopark (Qujing). Constellation Monde Inc. is headed by Mr. Pierre Bourque, mayor of Montreal from 1994 to 2001, and Mr. Wen Qi, guest member of the Chinese Consultative Assembly of Beijing.

**exp** With offices across North America and around the world, exp provides professional, technical and strategic services to the world's built and natural environments in six key practice areas: Buildings, Earth & Environment, Energy, Industrial, Infrastructure, and Sustainability.

We are proud to have participated in this project. We contributed from the early design stages, and developed the engineering master plan and all of the plans and specifications for the buildings and structures.

**CGA and ARCOP** The architectural firms CGA and ARCOP combined their extensive expertise in institutional projects for the creation of the 7 Colors Park.

CGA was involved in the early stages of the project in the development of the master plan, predesign studies, architectural program and design.

During the plans and specifications stage, ARCOP brought their considerable technical expertise to the project. CGARC's role also included coordination work with all the parties involved in the project.

**WAA - Williams, Asselin, Ackaoui & associates Inc.** WAA is an international award winning firm for Landscape Architecture, Urban Design and Urbanism, with offices in Canada and in China.

WAA was responsible for the master planning and site development of the 7 Colors Park of Qujing. Manipulating site topography, elaborating comprehensive circulation networks, participating in the integration of the many buildings on the site, as well as the layout of the agriculture fields and adequate planting strategies were all part of the multidisciplinary works and discussions in which we are very proud to have partaken in.

**Design+Communication Inc.** Founded in 1970, Design+Communication is a world leader in creating environments for museums, science centres and world fairs around the globe. D+C has developed more than 400 projects over the years which have received numerous awards.

The Technopark features a number of permanent public exhibit areas that explore a range of agricultural themes. D+C has created cutting-edge multimedia presentations, interactive games, stunning visuals and inspiring activities to ensure visits that are both educational and entertaining.

**Le Groupe S.M. International Inc.** The S.M. Group International Inc., founded in 1972, offers services in the fields of engineering, project management, quality control management, environment, security and telecommunications. SMi is also an integrator of technological and scientific applications.

For this project, SMi is happy to provide their construction project management services and also, to do a technology transfer to create, with a local partner, a new entity working in the field of agri-food and environmental quality control laboratories.



## 结论

### 一个经典的项目

七彩园是一个全方位融合型项目。它汇集了众多精彩元素，并创造了多学科之间的协同作用：

- 工业生产
- 食品加工
- 质量控制
- 市场营销
- 国际国内学术交流
- 科研
- 培训
- 常规部门
- 景观
- 科普教育展示

七彩园的设计回应了以下贯穿其始终的宗旨：

- 帮助云南乃至中国从传统生存型农业向现代化农业过渡
- 推动当地和地区产业的持续成长和发展
- 充分发挥云南人文和自然资源的优势，同时尊重其多元性文化和自然遗产

## Conclusion

### A Model Project

The 7 Colors Park is a fully-integrated project that brings together many different components and creates synergies between different disciplines:

- Industrial production
- Food processing
- Quality control laboratories
- Marketing
- International and domestic academic exchanges
- Scientific research
- Training facilities
- Convention facilities
- Parkland
- Educational exhibitions

The project is designed to meet several overarching objectives:

- Assist Yunnan and China in making the transition from traditional to modern agricultural practices
- Promote the continuing growth and development of local and regional industries
- Take full advantage of Yunnan's human and natural resources while respecting its diverse cultural and natural heritage

