松阳故事

THE SONGYANG STORY
乡村协作 Collective Collaboration
当地政府及工匠介入
Local Technical Team and Craftsman

政府引领
County Government

当地社区及村民参与
Local Community and Villagers
建筑师及其工作拓展

Architects
水墨石仓主题会馆（福善堂）在对民俗文化的理解和乡土生活的认识的基础上，对福善堂九个展馆（客家农耕馆、起居馆、建筑馆、婚嫁馆、民俗馆、婚契馆、饮食馆、风情馆、茶馆）的布展形式进行了讨论分析，并在现场对其进行重新布展，优化展览空间。
建筑针灸 ARCHITECTURAL ACUPUNCTURE
通过当地政府主导，建筑师和地方社区村民共同深入调研，遵循“最小干预”原则，选取村庄最具代表性的文化或产业元素，以村庄公共功能为载体重塑乡村的身份标识，点位激活，串点连线，带动县域乡村系统发展。这些公共建筑通过提升当地特色文化元素或者产业，改善村民生活条件，增添公共功能和文化空间，促进产业转型和经济结构重组，增加地方对村庄的价值认知和自信。

Architectural Acupuncture as the healing treatment.
With a minimal intervention approach, a public program is introduced to each village according to its heritage and context:
- to serve the village and community,
- to restore the rural identity
- to open up for tourism and stimulate the economical development.
平田农耕馆，平田村
Village Center, Pingtian Village
平田农耕馆-村庄发展
1、项目启动前原来常驻人口120人，现在常驻人口160人；
2、项目直接有25青壮年返乡（民宿综合体上班7人，翎芳魔境2人，云缬坊3人，六格农业公司5人，发展农家乐3人,种植生态农产品5人）；
3、旅游人口增长量（平田旅游人数民宿综合体建成前仅有200余人（买萝卜等农产品），2018年民宿综合体接待人数约12.068万人。萝卜价格从原来的10元/斤，到现在的30元/斤）；
4、民宿房间价格（普通150-200）-精品民宿（688-1588）、住客率65%；
5、村里现在3家民宿，1家农家乐，1家综合体，共有有93张床位。

The Pingtian Village Center - Facts
After the completion of village center in 2015 and later on other village tourism programs
1). The total village inhabitants increased from 20 (2015) to 160 (2019); 2). tourists number increased from 200 (2016) to 12000 (2018); 3). 1 homestay, room rate: 200rmb; 3 boutique bed & breakfast, room rate 688-1688 rmb, and total there are 93 beds with 65% occupancy.
契约博物馆，石仓村

Hakka Indenture Museum，Shicang Village
契约博物馆-村庄发展
建成后，六村常住人口增加45人（从850余人增加到895人）。有16名新的年轻村民返乡参与文化产业发展，主要为民宿业，旅游人数从博物馆建成前全年不足10000人次，到2018年工坊月均接待人数突破5000人次。

Hakka Indenture Museum - Facts
For Shicang village, after the completion of Hakka Indenture Museum in autumn 2017 -
1). the museums inspired an investor from Shanghai to set up a tourism business next door (with 12 guest rooms) by converting the vacant farm houses; 2). tourists number increased from less than 10000 per year in 2017 to over 5000 per month now.
石门廊桥，石门圩村

Shimen Bridge, Shimenyu Village
王景纪念堂，王村
Wangjing Memorial Hall, Wang Village
王景纪念堂-村庄发展

建成后，王村常住人口增加500余人（从1500余人增加到2000余人）。吸引本村10名年轻村民返乡创业，吸引非本村村民来王村创业约20余人，主要经营餐饮业、旅游产品销售等。王村旅游人数王景纪念馆建成前几乎为零，2018年接待旅游人数约20000余人。旅游产品收入大30余万元。

<table>
<thead>
<tr>
<th>旅游收入（亿元）</th>
<th>2014年</th>
<th>2015年</th>
<th>2016年</th>
<th>2017年</th>
<th>2018年</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8.04</td>
<td>11.43</td>
<td>18.48</td>
<td>28.67</td>
<td>41.91</td>
</tr>
</tbody>
</table>

Wangjing Memorial Hall - Facts

After the completion of the ancestor Wangjing's Memorial Hall in winter 2017 - 1). The total village inhabitants increased from 1500 (2017) to 2000 (2019) and; 2). among them 30 villagers started new various tourism businesses; 3). Tourists number increased from almost 0 per year to over 20000 in 2018; 4). Total income from tourism products had reached 300,000 RMB in 2018.
竹林剧场，横坑村
Bamboo Theater, Hengkeng Village
乡村经济
RURAL ECONOMY
In some villages, a multi-functional village factory is set up based on their traditional crafts or products. Eventually the factories and workshops will build up a new economical circulation in the county. This new type of rural industry embodies the complexity of its village heritage and identity through an architectural design fitted for its context. It is both production and exhibition space of village traditional heritage to restore village pride as well as to attract tourism.
红糖工坊，兴村
Brown Sugar Factory, Xing Village
红糖工坊-村庄发展

红糖工坊建成后，兴村常驻人口增加53人（从369人增加到422人）。有12名新的年轻村民返乡制糖（熬糖7人，卖糖5人）。兴村旅游人数工坊建成前仅有200人（买红糖），2018年工坊接待人数约14682人。红糖价格从原来的8元/斤，到现在的30元/斤。村集体收入有了提升，儿童多了游乐场所。

Brown Sugar Factory - Facts

For Xing village, after the completion of Brown Sugar Factory in autumn 2016 - 1). The total village inhabitants increased from 369 (2016) to 422 (2018) and; among them 12 young villagers returned home and joined the production union/factory; 2). Tourists number increased from 200 (2016) to 14680 (2018); 3). The sugar price had increased from 16 RMB/kilo (2016) to 60 RMB/kilo (2018)
油茶工坊，横樟村

Oil Workshop, Hengzhang Village
豆腐工坊，蔡宅村

Tofu Factory, Cai Zhai Village
豆腐工坊-村庄发展

项目建成后，蔡宅村常驻人口增加30人（从1198余人增加到1228人）。有20名新的年轻村民返乡参与豆腐产业发展（种豆6人，豆腐加工18人，销售5人，运输1人）蔡宅旅游人数从工坊建成前全年不足1000人次，到2019年工坊月均接待人数突破2500人次。油豆腐价格从原来的10元/斤，到现在的16元/斤。

Tofu Factory - Facts

For Caizhai village, after the completion of Tofu Factory in winter 2018 -
(1). the total village inhabitants increased from 1198 (2018) to 1228 (2019) and; 2). among them 20 young villagers returned home and joined the production union/factory; 3). tourists number increased from less than 1000 per year to over 2500 per month now. 4). Fried Tofu price had increased from 20 RMB/kilo (2018) to 30 RMB/kilo (2019)
城乡关系

RURAL & URBAN
Actupuncture works not only within villages, but also the vast rural region.
The location and function of this type of facilities could provide a connecting and interacting platform between urban & rural, as well as showcase the unique natural and cultural identity of this region.
This rural acupuncture strategy is not targeted at the local symptoms, but one that aims to bring interaction between the rural and urban areas as well.
竹亭，大木山茶园
Bamboo Pavilion, Damushan Tea Plantation
茶室，大木山茶园

Teahouse, Damushan Tea Plantation
水文公园，白沙河水电站

Water Conservancy Center, Baishahe Water Power Station
Dushan Leisure Centre, Dushan Mountain
可持续发展 Sustainable Strategy
Restore Rural Identity
Vernacular Approach
Minimal Intervention
Urban & Rural Linkages