

Press Release: A double win for China World Trade Center Phase 3C by Andrew Bromberg at Aedas

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China World Trade Center Phase 3C in Beijing, China, designed by Andrew Bromberg at Aedas made a double win at this year's MIPIM, as the project was crowned Best Future Project at MIPIM Awards 2017 and awarded a Commendation in the Retail and Leisure category of The Architectural Review MIPIM Future Project Awards 2017.

As the final piece of the masterplan developed over the years on a prominent site in the business district of Beijing, which includes Beijing's two tallest towers to date, this project introduces the idea of 'Civic Green' to serve as an anchor and a gateway for the entire complex. It is envisaged as a cultural catalyst to bring people together from within and beyond China World Trade Center.

Andrew Bromberg, known for his unique and ingenious programming of large-scale mixed-use buildings of the most complex kind, has incorporated a continuous loop into this building, which ties together the current and the future subway lines with bridges over and under the main carriageways, the green rooftop and terraces on higher levels, the basement and the surrounding open spaces on the street level in one elegant sweep.

The terraces are fitted with seating areas and large trees. The building gently lifts up above the ground, gesturing towards the tall towers nearby, but also dips down to the main entrance, allowing access and visibility at all levels. The front entrance lobby, located at the northwest corner of the site, opens up to the retail loop below, extending the basement as part of the street level.

A large exhibition center, also located at the basement level, encourages visitors to travel downwards, whilst an Olympic-sized ice-skating rink, able to host international competitions for figure skating and hockey tournaments, positioned just beneath the rooftop, encourages people to travel up the building. Utilising artificial snow, the sloping hill created at the top also serves as an ‘attractor,’ as it can be used for sledding during the colder months of the year.

In addition, the project will accommodate art studios, large exhibition spaces, an organic farm, cultural and educational facilities. The center will be constantly animated with festivities all year around, culminating in the Chinese New Year’s Eve countdown. By weaving in a continuous loop throughout the plan of the building, Bromberg brings fluidity, openness, efficiency, as well as sense of freedom and liveliness to the commercial district of the city of Beijing.

Paul Finch, who chaired the international jury for AR MIPIM Future Project Awards 2017, comments that this is “another extraordinary project which manages to combine sensation with rigour.”

The international jury for AR MIPIM Future Project Awards 2017 included Christina Seilern, Founder, Studio Seilern Architects; Peter Stewart, Architect and Principal, Peter Stewart Consultancy; Roger Zogolovitch, Chairman and Creative Director, Solidspace; and Sutherland Lyall, architectural journalist.

The MIPIM Awards’ jury, chaired by John Forrester, Chief Executive at Cushman & Wakefield (UK) included Meka Brunel, CEO, Gecina (France); Amanda Clack, President, RICS (UK); Serge Fautre, CEO, AG Real Estate (Belgium); Paolo Gencarelli, Unicredit Group (Italy); Frank Khoo, Global Head of Asia, AXA Real Estate (Singapore); Tinka Kleine, Head of Private Real Estate Europe, PGGM (The Netherlands); Barbara Knoflach, Deputy Chief Executive & Global Head of Investment, BNP Paribas Real Estate (Germany); Sergey Kuznetsov, Chief Architect, City of Moscow (Russia); Salwa Mikou, Co-founder Architect SIA-RIBA-DLPG, Mikou Design Studio (France); and Guy Perry, President of Cities and Strategy, Essel Group India and Senior Advisor, McKinsey & Company.

NOTES TO EDITORS

About China World Trade Center Phase 3C Development

Project data

Client: China World Trade Co., Ltd.

Location: Beijing, China

Expected Construction start date: 08/2017

Expected construction completion date: 10/2020

Gross Floor Area (sqm): 57,000 m²

Land area (sqm): 19,580 m²

Project information

- Glass wall uses high-performance, energy-saving, low-e, low-iron glass
- Natural landscaping at the podium terraces and roofs act to reduce solar gain by providing shade, absorbing heat, and improving the u-values of slab build-ups (reducing the amount of heat entering the building)
- Overall Thermal Transmittance Value (OTTV) performs above statutory requirements
- High frequency ballasts used of all fluorescent light fittings to prevent flickering

- Maximised use of natural light in habitable spaces
- In retail areas, ambient light controls are provided in order to allow light reduction from 30%-70% of maximum illumination
- Indoor thermal comfort of 22.5-25.5 degrees and RH of less than 70% maintained
- VAV systems are provided with outdoor airflow measurement connected to alarm triggered when discrepancies of more than 15% from the outdoor airflow set point occur
- WELS(Water Efficiency Labeling Scheme) rated water fitting used
- By use of efficient irrigation system and adequate plant species selection, project landscape water requirement is reduced by at least 30% when compared to the project baseline for peak watering month
- Existing trees are transplanted for re-instatement within the completed development
- Proximity to nearby transportation facilities like bus-stops and direct link way to a Metro station

About Andrew Bromberg

Andrew Bromberg (RIBA, Assoc. AIA) is Global Design Principal at the international architectural practice, Aedas. Bromberg, born in 1968, Colorado, US, has been steadily gaining recognition for his ground-breaking architectural design for projects in China, the Far East, the Middle East, Europe and North America, ranging from smaller cultural, retail and educational venues to larger mixed-use commercial developments, as well as significant infrastructure and transport schemes.

The architect's most notable projects include The Star in Singapore, designed with a 5,000-seat concert hall dramatically perched above publically accessible forecourt and retail areas, completed in 2012, Sandcrawler, the regional headquarters for Lucasfilm Singapore, clad in energy-saving luminous facades, completed in 2014, and the place-making Nanfung Commercial, Hospitality and Exhibition Complex in Guangzhou, built on the bank of the Pearl River estuary, completed in 2013.

Soon to complete is his Hong Kong West Kowloon Terminus, whose accessible green rooftop will enable visitors to see new views of Hong Kong. New Hong Kong West Kowloon Terminus will be one of the largest underground stations in the world when it opens to the public in September 2018 and it will link Hong Kong to major cities in Mainland China all the way to Beijing via high speed trains.

For more information, please visit: <http://www.andrewbromberg-aedas.com>

About Aedas

Aedas is the world's only local and global architecture and design practice driven by global sharing of research, local knowledge and international practice. Our 1,400 creative minds with design studios across the globe create world-class design solutions with deep social and cultural understanding of the communities we design for.

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FOR FURTHER INFORMATION, PLEASE CONTACT:

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