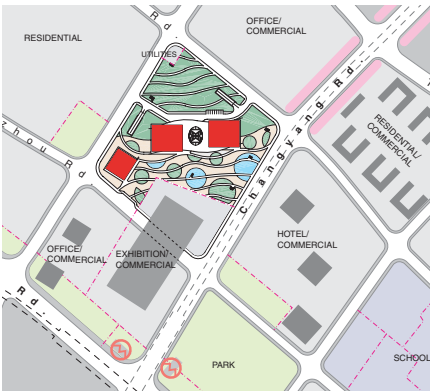
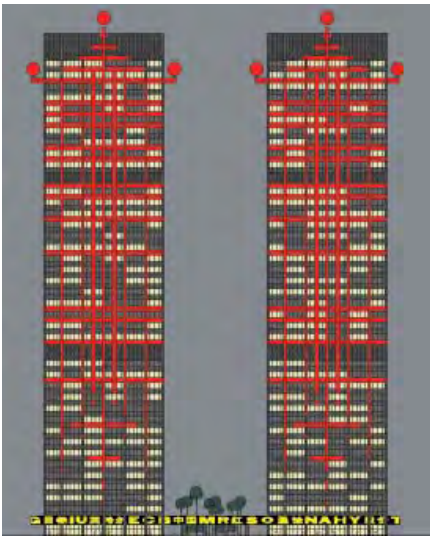
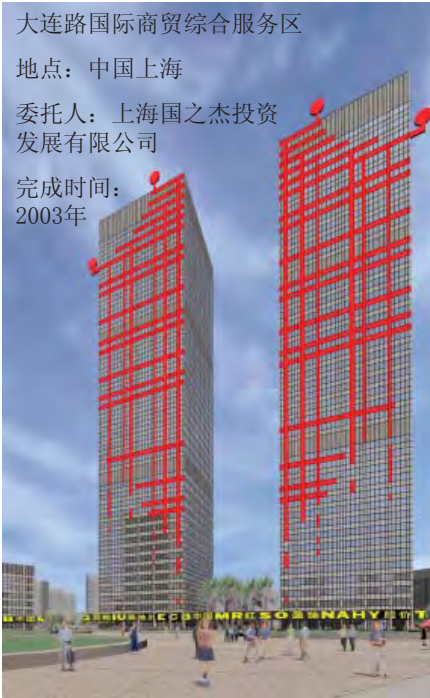


大连路国际商贸综合服务区

地点：中国上海

委托人：上海国之杰投资
发展有限公司

完成时间：
2003年



Perspectives and site context plan

DALIAN ROAD DEVELOPMENT

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Shanghai, China

Client: Shanghai Gorgeous Investment Development Co., Ltd.

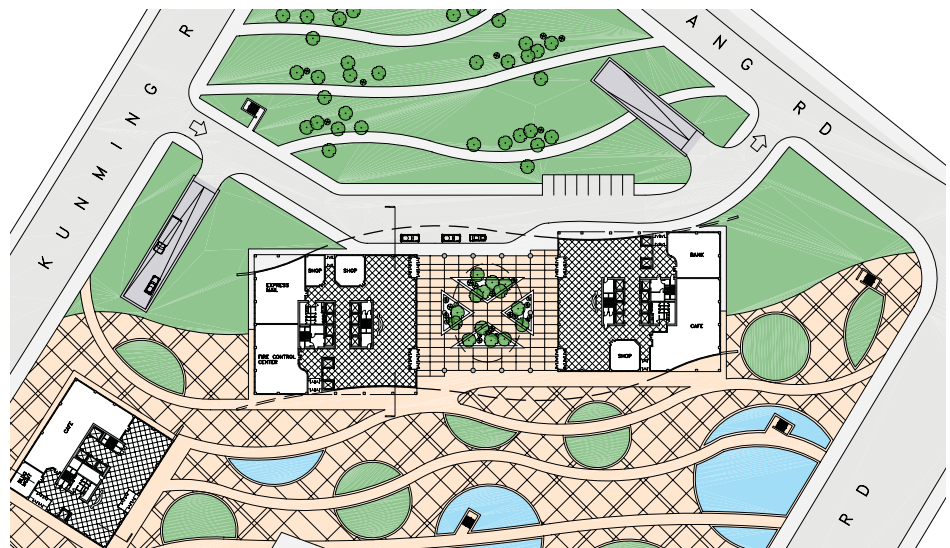
Area: 1,500,000 sf

Completion: 2003 (competition design)

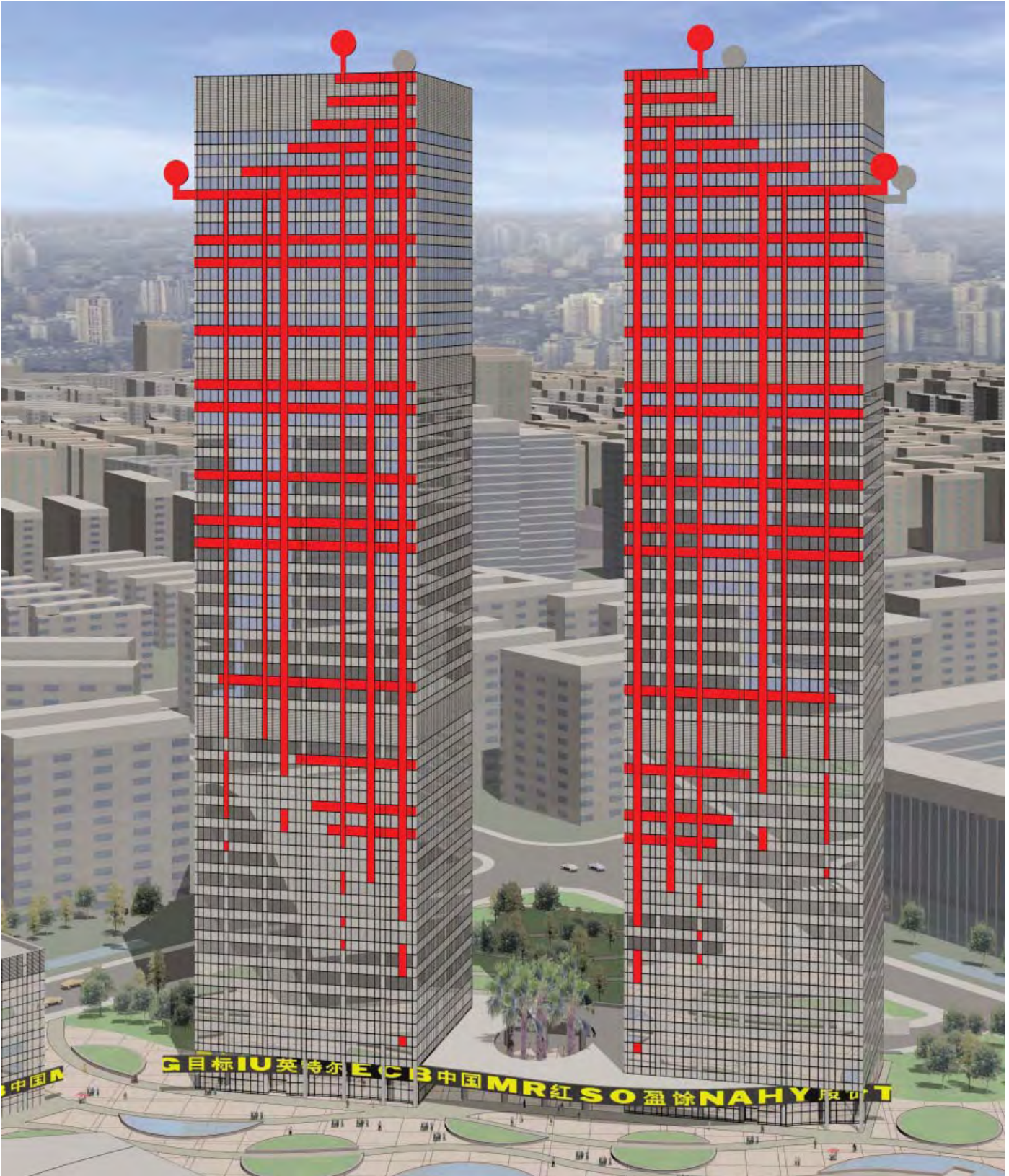
We designed these towers as the office block component of a commercial real estate developer's International Business Center in Shanghai. The multi-block complex encompasses exhibition, hotel, office-residence, commercial, and parking facilities.

Our competition design features twin 42-story (591 ft; 180 m) generic towers and an adjacent 7-story administrative support facility situated above 3 levels of below-grade parking. The offices house 1.5 million sf (141,000 m²) of flexible, column-free space. The generous 7.9 acre (32,000 m²) site is the principal block of the complex. It accommodates ample plazas and gardens surrounding the towers and has a centralized space open to the lobbies and ground floor shops of neighboring buildings.

Within the towers' curtainwall facades we integrated dynamic LED displays whose patterns derive from stylized Chinese architectural motifs. The programmable, brilliantly illuminated graphics can be animated and are visible by day and night. In this way the architectural exterior derives from ornamented surface rather than articulated form, and from iconographic content rather than abstract expressionism for an Electronic Age. Across the undulating canopies at the base of the towers, large LED zippers display news, events, and graphic images for an Information Age. Such bold, civic-scaled iconography helps to create a memorable image for the landmark complex -- as seen from up close and from a distance in central Shanghai.



Lobby level plan



Aerial perspective