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CEG YANCHENG KAIYUAN STREET PHOTO WQ 34266

Press information

The Kaiyuan Street residential development

Yancheng, China

Project description 1|2



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Three towers that follow the sun

Baumschlager Eberle Architekten complete their largest-ever housing project in China

New living in Yancheng

The China Eagle Group (CEG), a Shanghai-based development company specialising in the luxury property market, was planning to build upmarket apartments for Yancheng's growing and affluent middle classes.

An up-and-coming city of some 2 million inhabitants 300km north of the megacity of Shanghai, Yancheng is currently experiencing a property boom. The client's instructions to Baumschlager Eberle Architekten were clear: to provide the very highest standards of architecture and interior design. Equally important in satisfying the expectations of potential buyers was the need for all 560 apartments to have a southern aspect. The architects' response, recently completed, was a striking development comprising three residential towers, **120,000m²** of living space and the accompanying infrastructure. In stark contrast to the serried ranks of apartment blocks omnipresent in China, the design features three different, highly sculptural towers disposed to follow the sun as it moves through the sky and so guarantee optimum light exposure. Kaiyuan Street is the largest residential development to be designed by Baumschlager Eberle Architekten in China, where the firm has been operating for 20 years. It met with great success from the outset, with all the apartments selling – primarily to investors – prior to the start of construction.

"We worked on this project up to the planning application stage and are very happy with the result, which was achieved in just two years." Philippe Rettenbacher, Managing Director of Baumschlager Eberle Architekten (Lustenau), describing the background to the project.

Project description 2|2

Resolutely three-dimensional

A virtual tour of the area around the three sculptured towers reveals just how much the design differs from run-of-the-mill Chinese housing. Its seemingly arbitrary form is actually the result of a detailed analysis of the sun's path and a desire to create high-quality – interior and exterior – space for its residents.

“The curving footprints of the towers combined with their staggered heights mean that no long shadows fall on any of the buildings,” explains **project manager Hugo Herrera Pianno** of Baumschlager Eberle Architekten.

The three towers of 27, 28 and 31 floors respectively coalesce to form a series of sculptures that flow through the cityscape, forming a coherent whole or rising as three solitary structures in the urban space, depending on the viewer's standpoint. In a new district characterised by density and space, **dynamism and tension**, the varying heights of the stepped towers accentuate the sense of movement and underscore the three-dimensional qualities that set them apart from the neighbouring rows of apartment blocks.

Dynamic architecture and well-being

The idea of an architecture designed to provide a sense of well-being continues in the **lines of the façade**. The in situ-cast concrete parapet strips form the first layer of the building envelope, shielding the inner glass façades. The space between these strips and the windows provides attractive terraces, private, south-facing outdoor areas that simultaneously prevent the sun from shining directly into the buildings. The apartments themselves are characterised by generous proportions, measuring between 140 and 220m². Many of them enjoy corner locations, further expanding their views of the city, while others extend the entire width of a building, another way of enhancing the spatial experience.

The distinctive strips that encircle the apartments do more than provide the parapet walls required by structural engineering, however. They also emphasise the sculptural quality of the development. In the words of **Hugo Herrera Pianno**, ***“The horizontality of the façade strips brings the whole complex together. Observing it as a whole, it's difficult to make out where one building finishes and another one ends. Ultimately, they're huge sculptures.”***

The three towers are connected by a **common pedestal storey** that houses a conference centre, restaurant and wellness suite. The curved surface of this area offers a spacious, landscaped outdoor area that mirrors the course of the nearby river, brings an element of the natural landscape into the city and further accentuates the coherence of the wave-shaped façade strips.

More than just creating a residential development, the design devised by Baumschlager Eberle Architekten in collaboration with its client has also enhanced the location on Kaiyuan Street. With its characteristic transparency, attractive green spaces and exciting architecture, it differs radically – and to great effect – from the monotony of the surrounding area.

“Whichever way you look at it, it's an exceptional residential project for China. One in which nature, light and view all have an important role to play,” explains **Hugo Herrera Pianno**, spelling out the development's unique selling point.

Facts and figures



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CEG Yancheng Kaiyuan Street

Yancheng, China

Luxury apartments in cleverly arranged towers

Upmarket apartments for a well-to-do Chinese clientele. Baumschlager Eberle Architekten's concept impresses with its architectural quality and optimum south-facing orientation. The three differently shaped tower blocks are skilfully sited to create an organic whole.

Typology Residential

Client CEG China Eagle Group Shanghai Co., Ltd.

Site Kaiyuan Street, Yancheng, China

Site area 25,896 m²

Area of building 5,730 m²

Gross floor area 120,000 m²

Completion 2021

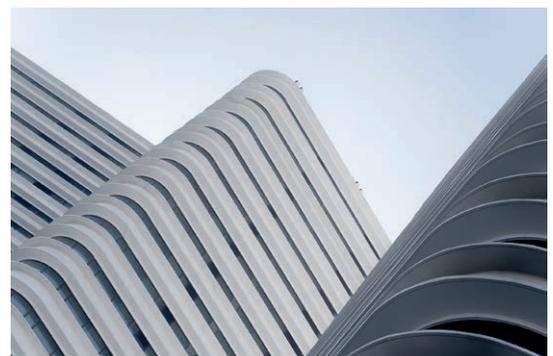
Photography Wu Qingshan wq

Design competitions/award 1st prize

Requests for images

The images in this pack are available free of charge for use in reporting on the Kaiyuan Street Residential Development, Yancheng, China.

For high-resolution images for print or web, please get in touch with our press contact. You will find the relevant details in the Press contacts section at the end of this pack.



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Press photos 1 | 4



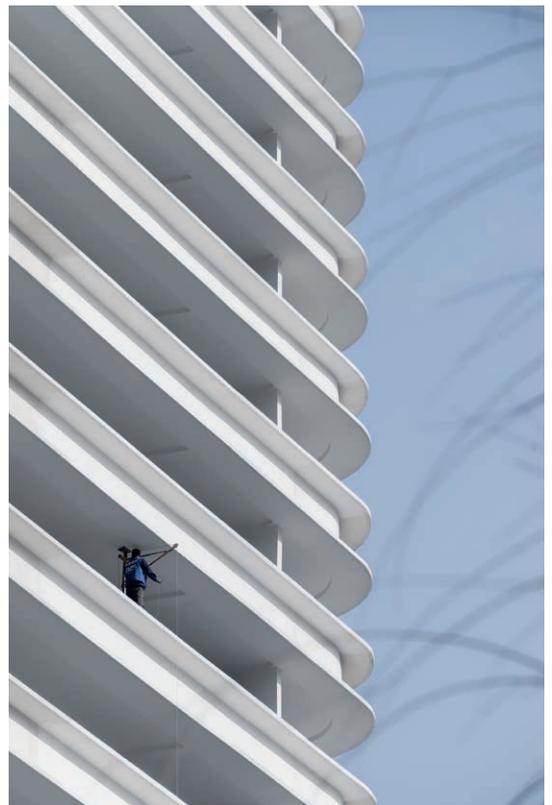
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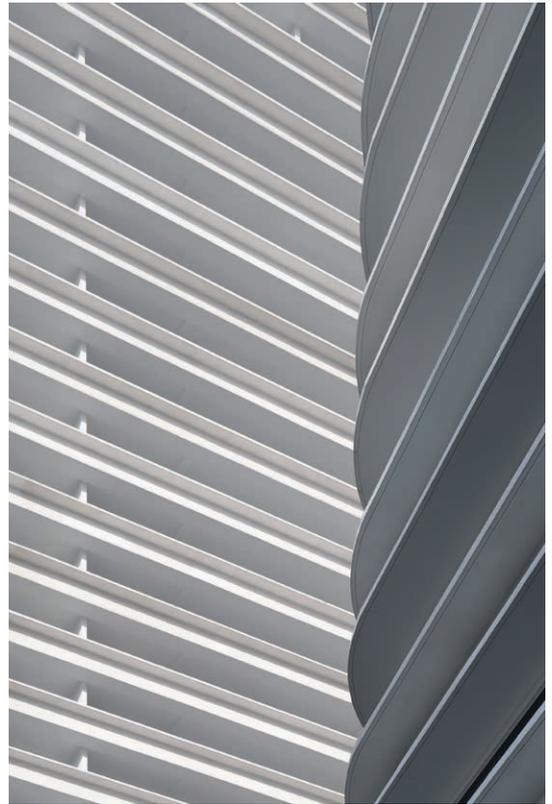


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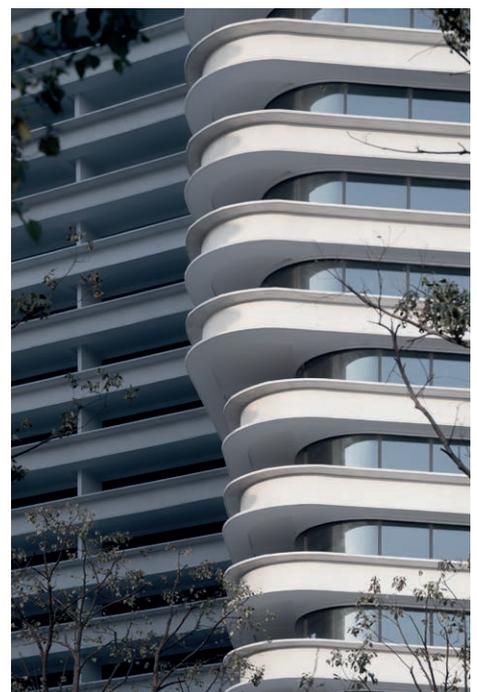
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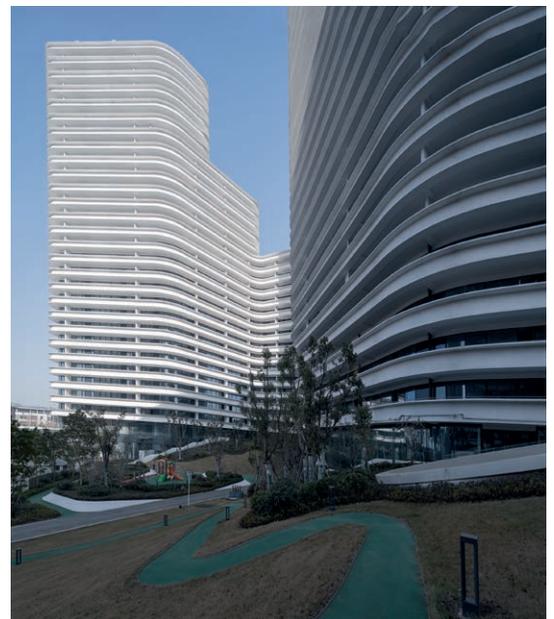
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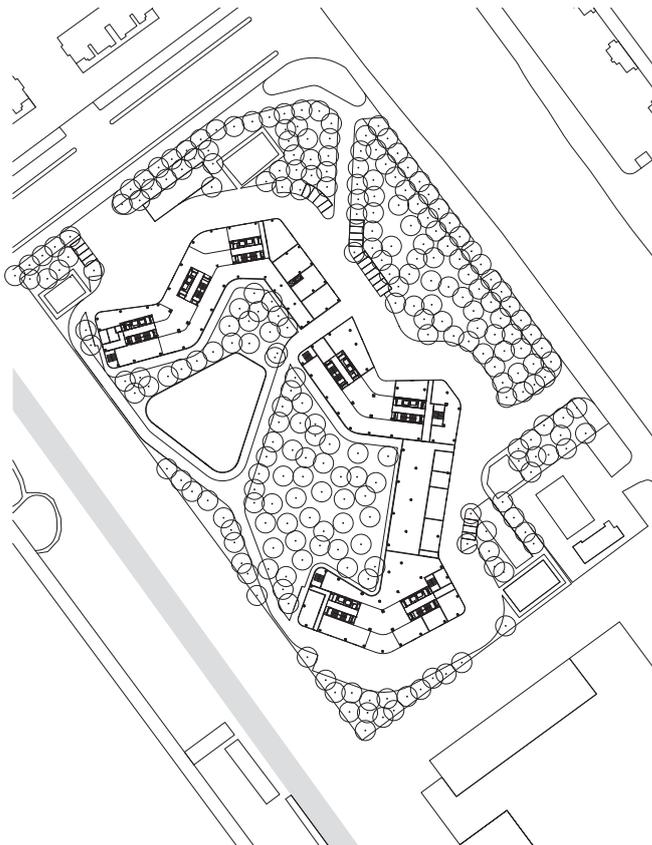


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Publication plans 1|2

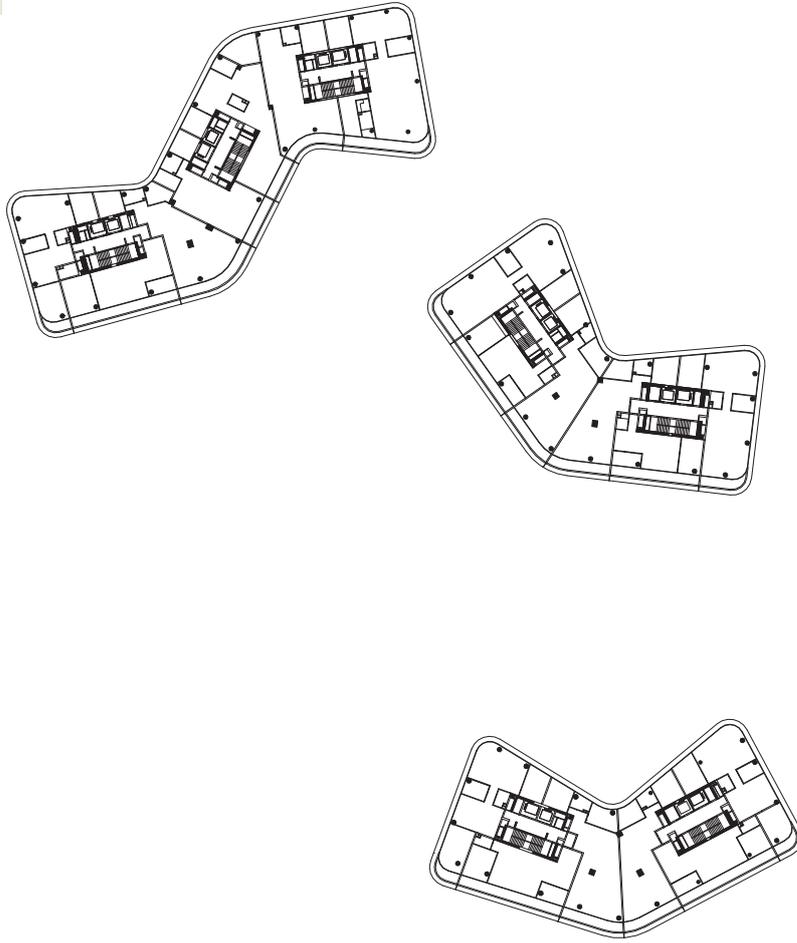


CEG YANCHENG KAIYUAN STREET **Black plan**

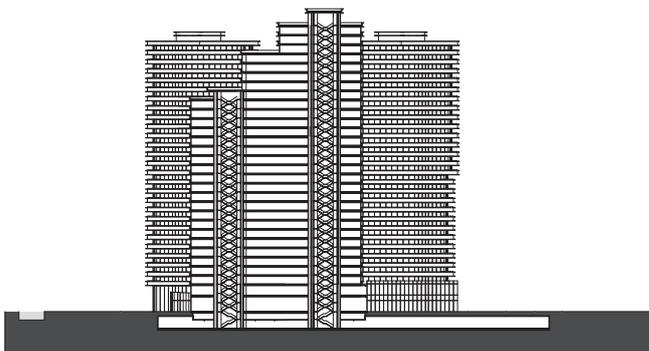


CEG YANCHENG KAIYUAN STREET **Site plan**

Publication plans 2|2



CEG YANCHENG KAIYUAN STREET Floor plans



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Baumschlager Eberle Architekten



Profile

The practice

Baumschlager Eberle Architekten uses a clear, systematic approach to design and build landmark structures worldwide. Founded in Austria's Vorarlberg in 1985, with eleven offices in Europe and Asia, we are now a major architecture firm.

Portfolio

What we do

Alongside our main focus on residential and office developments, we also work in the fields of education and culture, health and sport, transport and traffic and are active in the wider planning environment, managing both interior and landscape design projects. Today we have completed some 500 projects in 20 countries spanning three continents.

Process

How we work

During the design and planning process we examine every aspect of a building project in all its complexity. This work forms the basis for clear and logical decision making, ensures quality throughout the construction process and guarantees transparency and trust.

Offices

Where we work

A local presence around the globe

We have a firm footing in both Europe and Asia with eleven offices located in a number of cities. Our presence on the ground broadens our understanding of local conditions and cultural specificities and helps us stay close to our clients.

Team

As international as our clients

We see ourselves as team players, a group of highly qualified professionals planning and implementing projects with character and passion. The team currently consists of around 270 staff members from 21 countries who communicate in 19 different languages.

Sustainability

Our contribution

Longevity is the major contribution a building can make in terms of ecology, economy and cultural value. With this in mind, we construct our buildings to meet a raft of sustainability criteria relating to resources and energy, quality and neutrality of use.

Press contacts



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