



Typology Residential

Site

Bejing, China 39.949891 N 116.43668400000001 E

Competition/Award

Client Beijing Modern real Estate Development Co. Ltd. Bejing, China

General contractor

Landscape design Tamagushi Saishu Tokyo, Japan

Interior design Baumschlager Eberle Architekten

Photography Eduard Hueber **Site area** 10,240 m²

Area of building 4,062 m²

Gross floor area 97,300 m²

Building volume 260,000 m³

Floor area

Start of planning phase 2002

Start of construction 2004

Completion 2007

Construction cost



PopMOMA Bejing, China











Urban living in a prestige development. These three high-rise towers, characterised by high density levels, were designed to a master plan. The last component in a new development on the edge of Beijing city centre, the complex was to close the northern side of the site. Other design requirements included energy optimisation, sustainability and high design and comfort specifications. Three identically shaped towers, each a different height, stand on a four-storey base housing shops and office space. The elongated structure shields the site from the street whilst allowing sight lines between the towers. PopMOMA is characterised by architectural quality and top-flight interior or design and by its sustainable, energy-efficient building and plant concept. It targets a young clientele, offering smallish units with each floor divided into six apartments – two single-bedroomed and four larger – all with a loft-style open floor plan. The kitchens, bathrooms and storage areas are arranged around the service core in the centre of the building, the modular bedrooms set around the façade.

Exacting standards, satisfied down to the last detail. Each of the three compact buildings has a high-quality, insulated façade and energy-efficient building technology including an active roof. These roofs incorporate heating/cooling elements, a ventilation control system and window returns set at different angles based on the cardinal points designed to optimise the incidence of natural light into the apartments and offices. With its modest, understated grid pattern, the façade makes a pleasant contrast to the surrounding patchwork of buildings. Warm copper window returns and glass-panel cladding in a darker copper tone lend the building **a quiet elegance and a touch of class**. The design of the central service core borrows from the **Chinese philosophy which allies colours** and the points of the compass and facilitates orientation inside the individual towers.

Insights

Once of the most exclusive residential developments in Beijing, PopMOMA combines urban living and prestige architecture, a quiet neighbourhood in a convenient location.

