

Typology
Residential

Site
Kaiyuan Street
Yancheng, China

Design competition/award
1st prize

Client
CEG China Eagle Group Shanghai
Co., Ltd.

Cooperation
-

Landscape design
Baumschlager Eberle Architekten

Interior design
Giancarlo Tintori

Photography
Wu Qingshan

Site area
25,896 m²

Area of building
5,730 m²

Gross floor area
120,000 m²

Building volume
22,652 m³

Floor area
108,000 m²

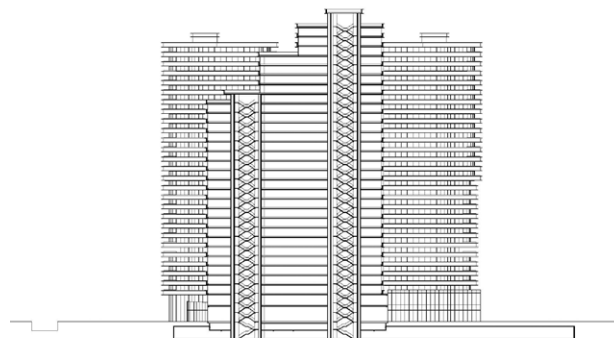
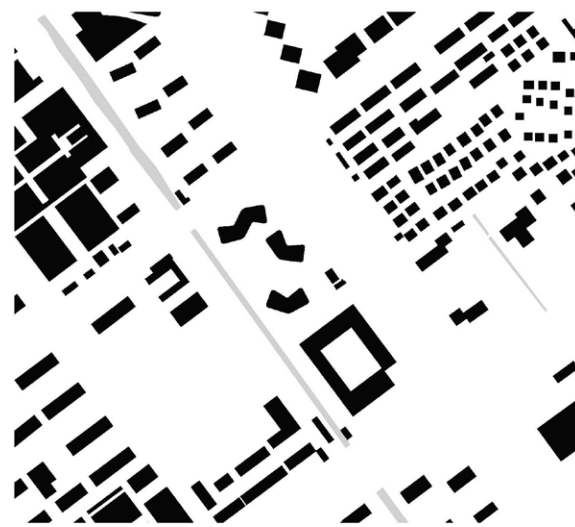
Start of planning phase
2016

Start of construction
2017

Completion
2021

Construction cost
-

CEG Yancheng Kaiyuan Street
Yancheng, China



Upmarket apartments in cleverly sited towers. The China Eagle Group (CEG), a project development company specialising in luxury real estate, was planning to build upmarket apartment properties for the growing affluent middle class in up-and-coming Yancheng, a city of over one million inhabitants. The brief was to provide **European-style architecture and interior design**. The creation of apartments with a southern-facing aspect was key to the design, for only south-facing units would sell to the demanding Chinese clientele. The monotone, parallel rows of apartment blocks characteristic of China were rejected in favour of **powerful buildings, each with their own individual character**. Above ground, the floor area of some 120,000m² was distributed over three differently shaped tower blocks that are linked at ground level by a pedestal storey. The arrangement of the towers ensures that at least some of the rooms in each apartment are south-facing. Based on a detailed solar analysis, the tower footprints were angled and their heights staggered to prevent excessively long shadows being cast on any of the blocks.

Insights

"I'm proud of the architectural quality here. It is, I believe, a convincing project in architectural planning terms. The contrast to the surrounding area is really spectacular."

Hugo Herrera Pianto



An organic composition of abstract sculptural forms. The towers appear to meld together or split apart depending on the viewer's perspective. **Roof gardens** on the staggered roofs **offer breath-taking views** over the city. To the south-west, the pedestal storey is immersed in the surrounding parkland, opening up only towards the street to the north-west, where the block entrances and retail space lie behind a two-storey façade. The pedestal storey also houses a conference area and a wellness suite for residents. These areas, which are recessed into the park landscape, receive daylight through round courtyards cut into the pedestal. The project is defined by the **sculptural force of its façades**. Profiled concrete strips run in gentle curves around the buildings, underlining their object-like autonomy. The outer layer takes the form of an in situ cast concrete façade, the glass façades set back up to two metres and creating **deep terraces**. The closed parts of the inner façade are clad with black glass so that they recede behind the light concrete strips like the windows.