

Sharing Lifestyle

**Tsinghua-NUS Sharing Cities Joint
Studio 2020: Tsinghua Studio**

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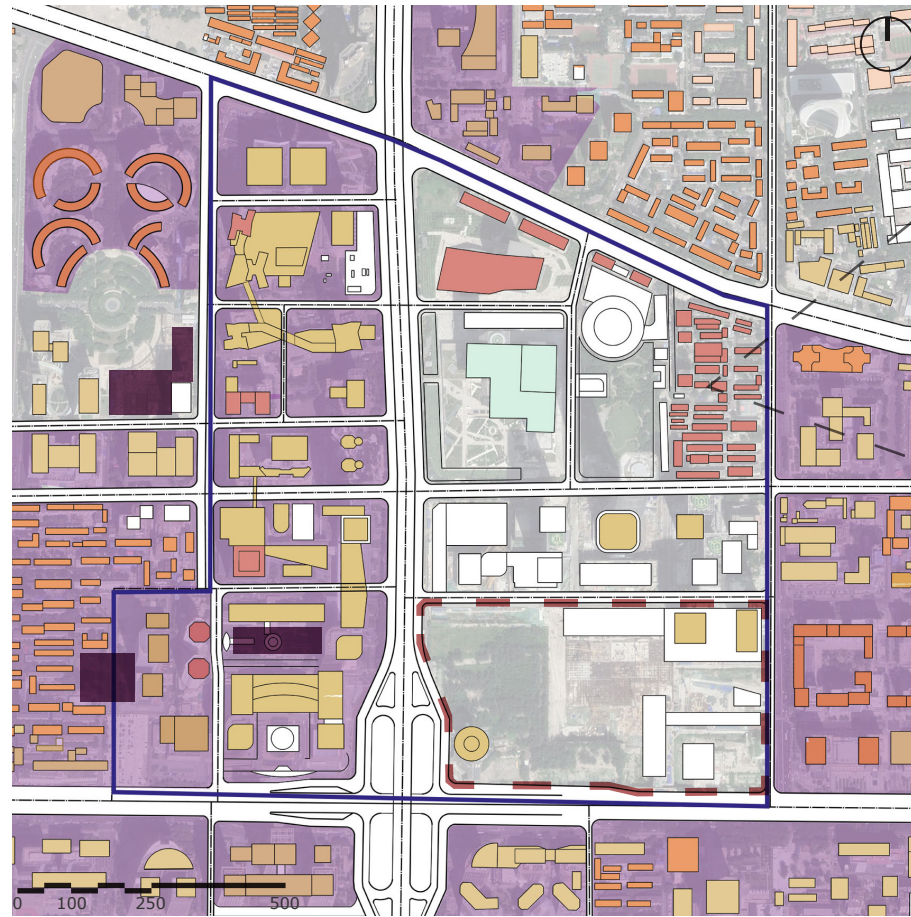


Intention

Introduction

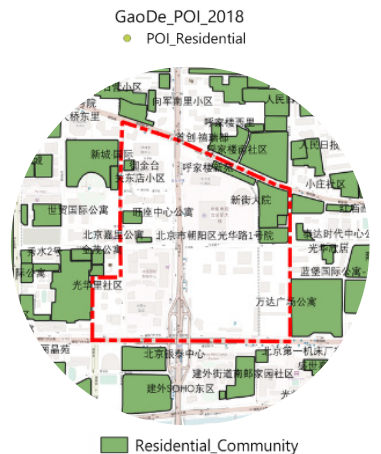
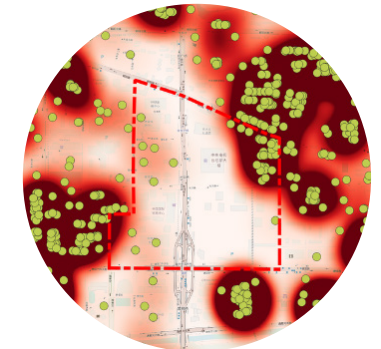
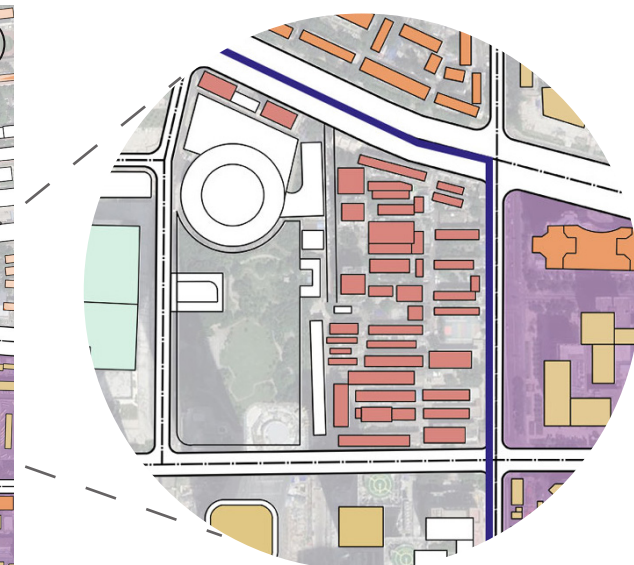
The CBD has witnessed dramatic changes in the recent years. The new dynamics started to bring a specific profile of people, making the land and the rent accesible for just a few.

Looking forward to a close future, the project aims to mix lifestyles. The main intervention would be in the south-east side. As it can be seen, the area is lacking of services. Therefore the project has it core in that cityblock, that will be enrich with affordable residences and plans to target a big range of people with different incomes and services that will go trough the vertical proposals. This will have extentions trough the area, recalling the intention of the main core



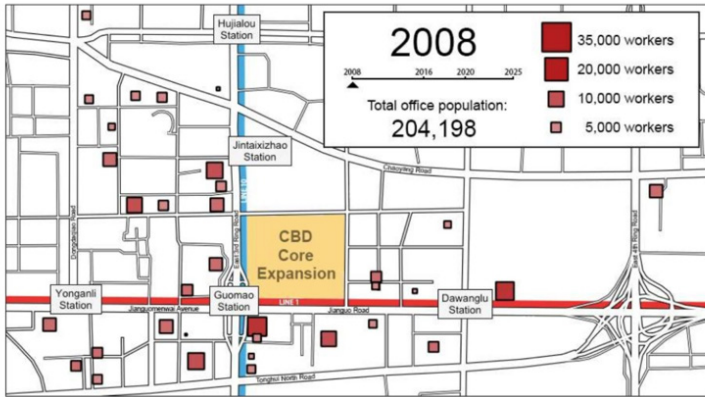
- Residential
- Companies
- Commercial
- Cultural
- Main core
- Extentions

On the north-east side, we can still find the last residential community where multigenerational families live. The future development comtemplates to get a deal with these families and therefore leading to the only residential community to disappear. The diagrams on the right show the few presence of residential communities, all but the above-mentioned are outside the chosen site-area.



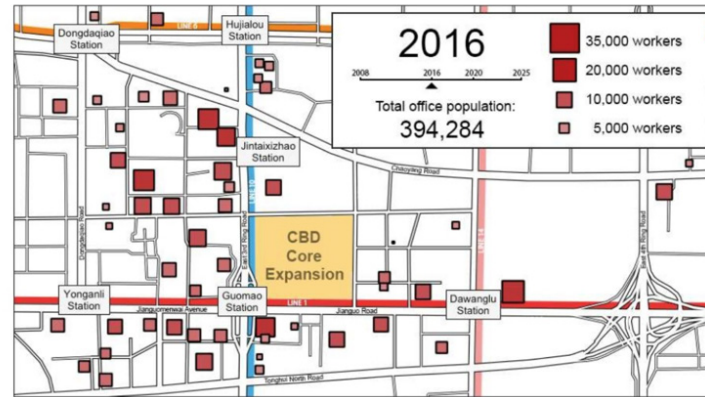
CBD Office Population 2008 - 2025

Calculated from historical and forecasted project completion dates and vacancy rates



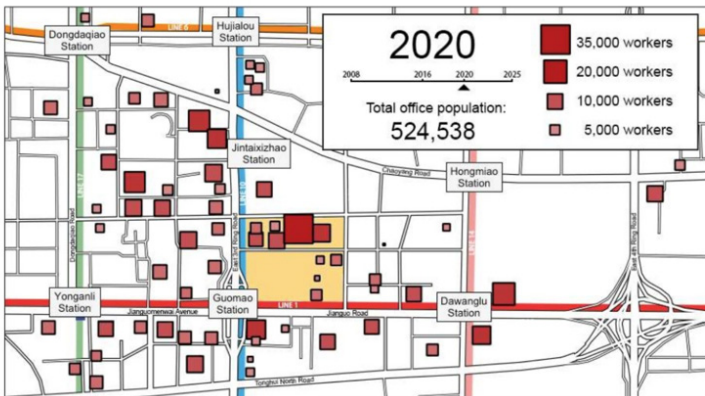
CBD Office Population 2008 - 2025

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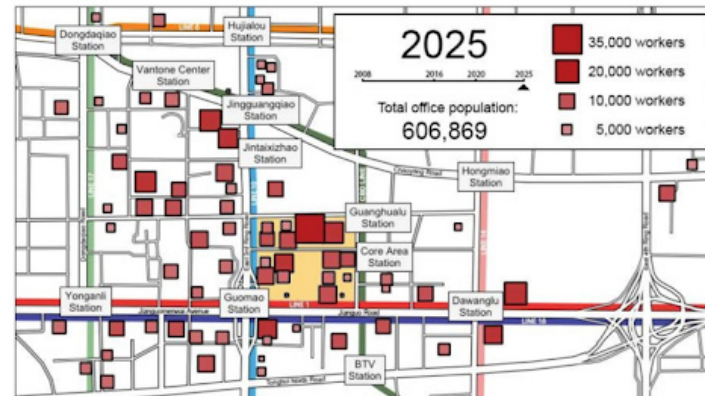
CBD Office Population 2008 - 2025

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CBD Office Population 2008 - 2025

Calculated from historical and forecasted project completion dates and vacancy rates



Beijing CBD

Development

For the past couple of years the government decided to speed up construction of the district, the Beijing CBD has grown to a now diverse CBD. It has attracted hundreds of businesses in the financial, media, information technology, consulting and service industries.

As the city of Beijing keeps on developing, the Beijing CBD keeps on developing with it: as the number of offices increased, the number of commuters increased too.

These diagrams show the projection of the population growth of the CBD throughout the years. Though Beijing CBD offers diverse services there is still more to do in terms of upgrading it to a kind of a smart city such as to make it more sustainable and also create some services for all.

Comparison

Competitors

The analysis of other CBDs around the globe started from the assumption that all CBDs do compete in attracting the best and highest skilled workforce. Looking at Canary Wharf (London) and Marunouchi (Tokyo) it becomes evident that CBDs are increasingly offering mixed activities and housing solutions to attract these talents. These pictures show how London and Tokyo's CBDs have evolved into attractive community areas offering diverse amenities and public spaces. Looking at the Beijing CBD plan, we can notice how residential areas (green) are now absent in the chosen site (red).



Canary Wharf CBD, London



Residential Units and Public Space



Marunouchi CBD, Tokyo



Marunouchi CBD: Before and After



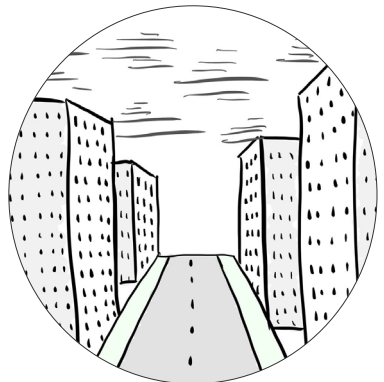
Beijing CBD



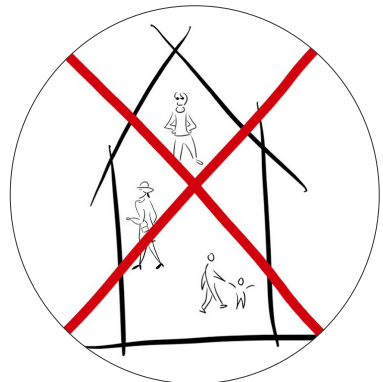
Beijing CBD: Residential areas in Green



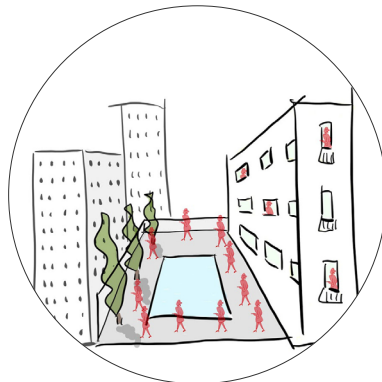
Miss Liu
Heiress
30 years old



1. Reluctant to live in a ghost town



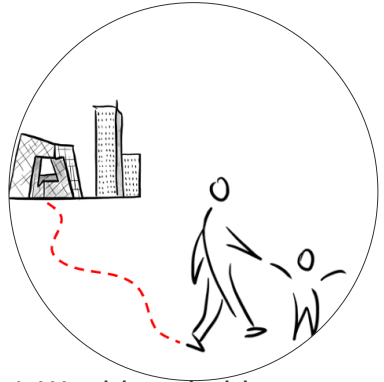
2. Not motivated to share space



3. Wants to meet people who share her life-style



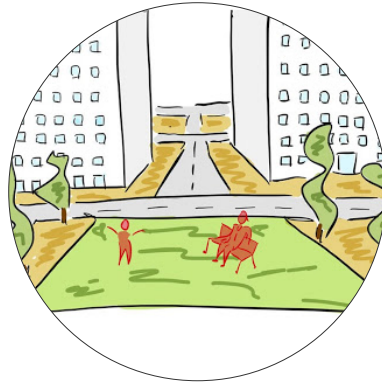
Mr Wang & Grand son
Community members
85 & 5 years old



1. Would probably move out soon, but for now...



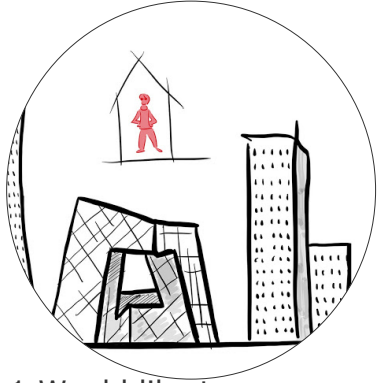
2. Would like a safer community space



3. Where he shouldn't worry too much



Mr. Shema
JR. Manager
29 years old



1. Would like to move closer to his work-place



2. He wouldn't mind sharing



3. To save money and not be lonely

Target

Mixing

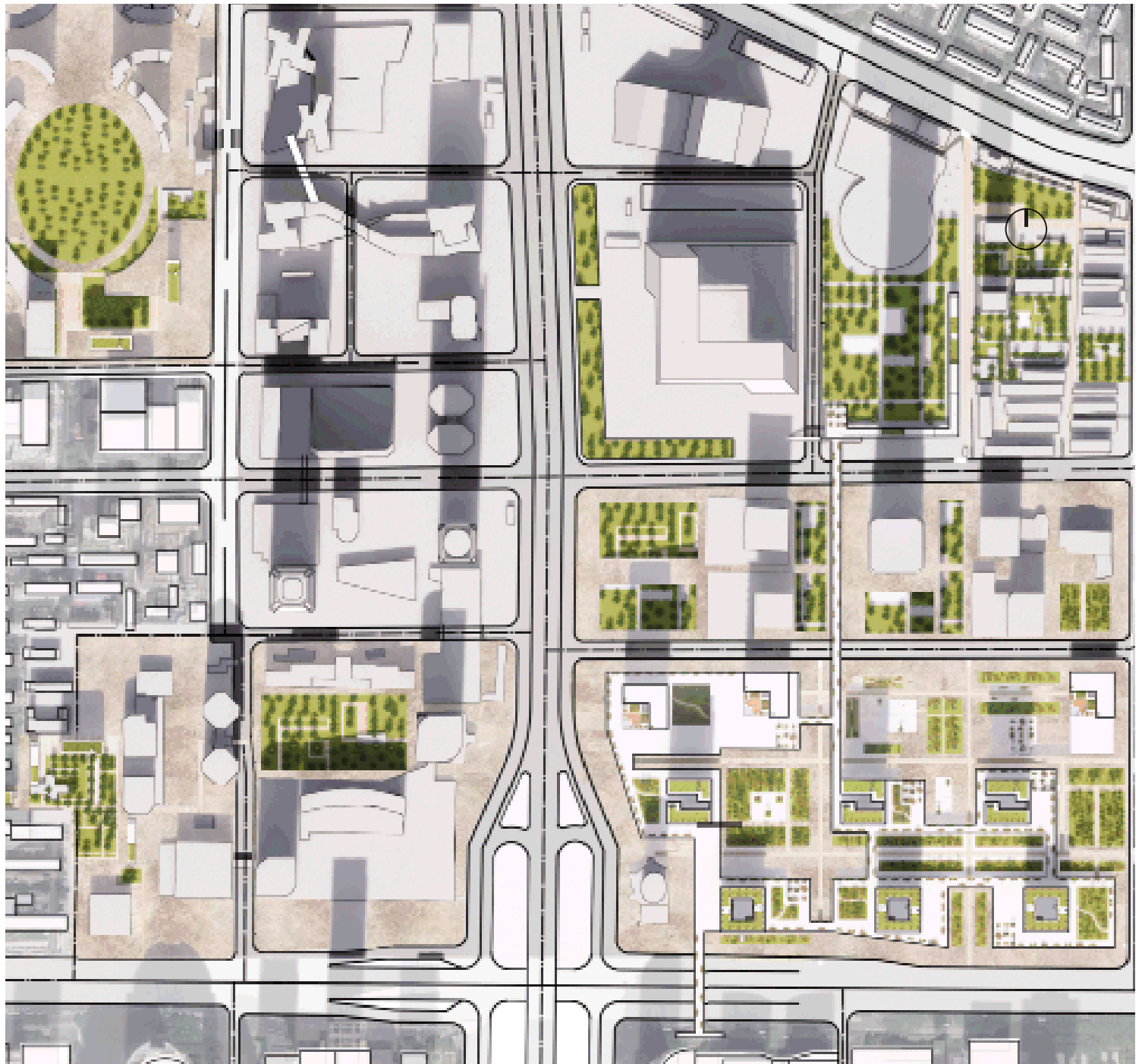
As the Beijing CBD has expanded, the pre-existing communities have disappeared, replaced by office buildings, hotels, bars and restaurants targeting a high-end consumer. Neither have been catered places for CBD workers to live, nor have been provided amenities and public spaces for the few remaining existing communities. This proposal aims at designing a CBD where different lifestyles can co-exist. The idea is to create a strong community where the four persona would not only grow professionally, but would also share their lifestyles.



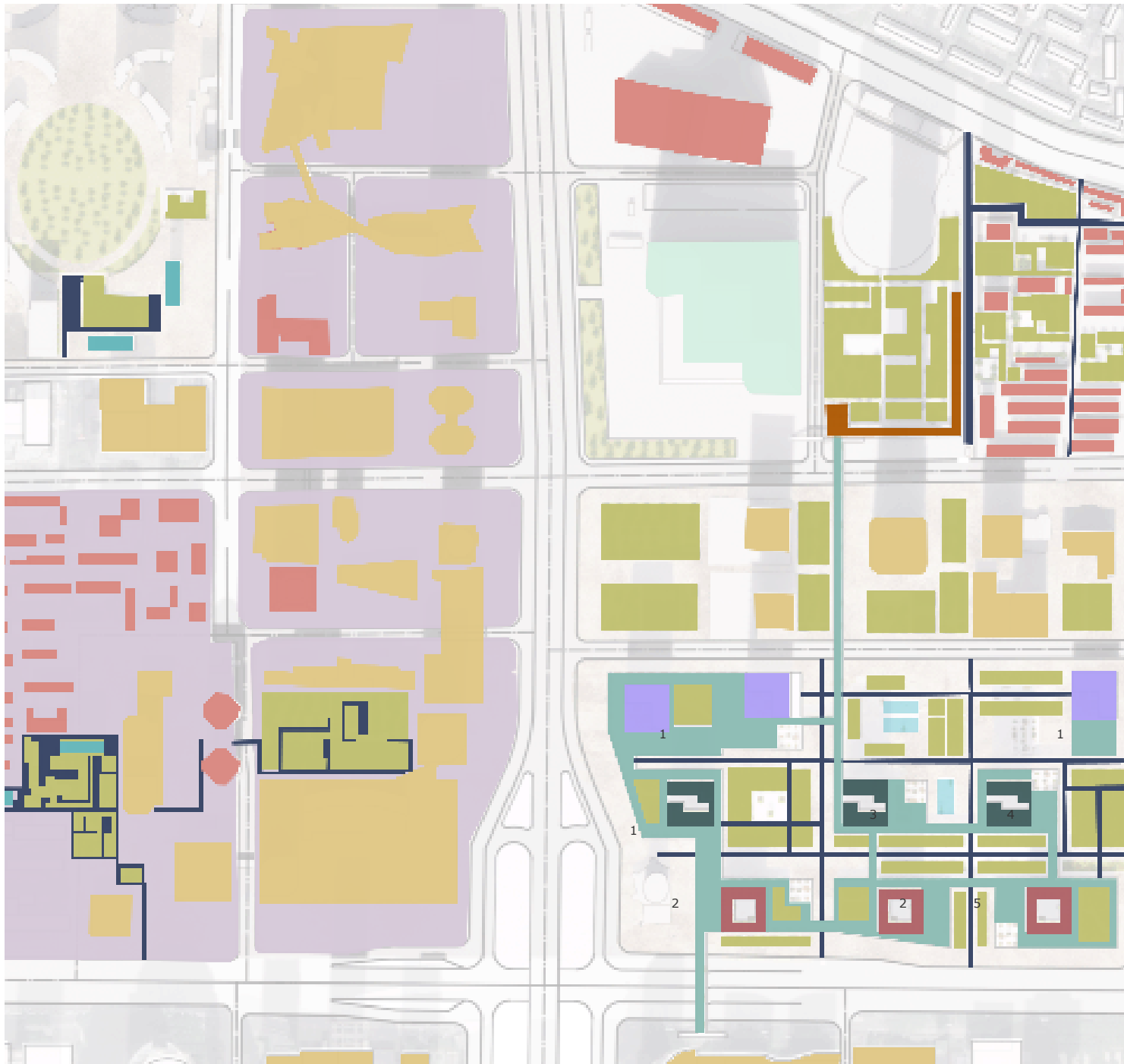
4. And If he is lucky enough, he would soon need a bigger space

Master plan

The Masterplan shows our intention to re-activate certain areas of the CBD. Other than the three typologies of housing proposed to target the lifestyle of the above-mentioned persona, this design offers commercial and cultural activities. At the same time it provides abundant green public spaces for the community and links them through a platform system.



50m 300m



Zoning

Legend

- Residential
 - Companies
 - Commercial
 - Cultural
 - New green
 - Platform
- Program under the platform
1. Cultural
 2. Commerce
 3. Sport
 4. Community service
 5. Health
- Long stay residences
 - Medium stay residences
 - Short stay residences
 - Connectors
 - Living extension



Urban Design of Guomao Central Business District, Beijing

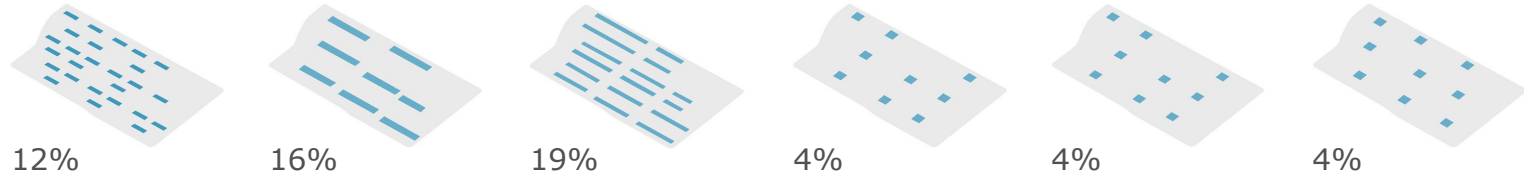
Process

Different solutions

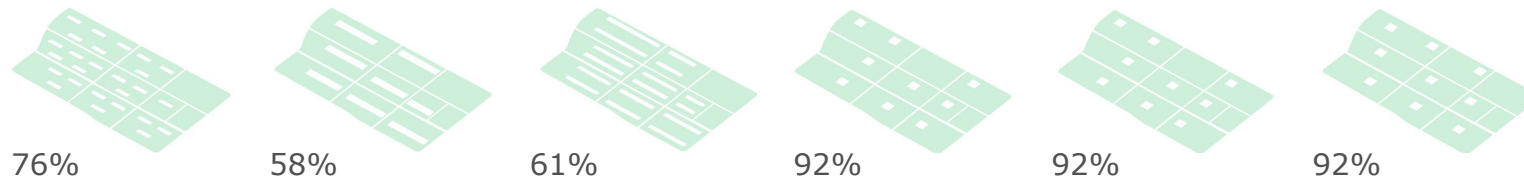
The diagrams on the right explain the process that lead to the design of the South-Eastern area. Different configurations and their impact have been considered and weighed on the basis of their building coverage ratio, public spaces, floor area ratio, ventilation and and study of the shadows they would create.

These very diverse proposals have been instrumental in leading to a solution (right page) that resulted ideal both for the users an the developers.

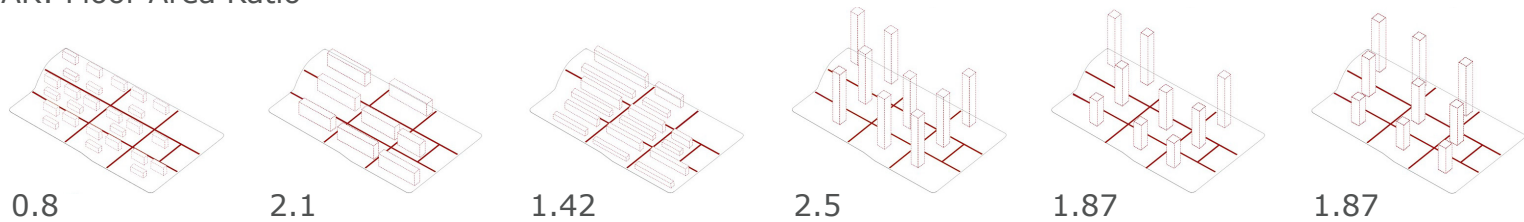
BCR: Building Coverage Ratio



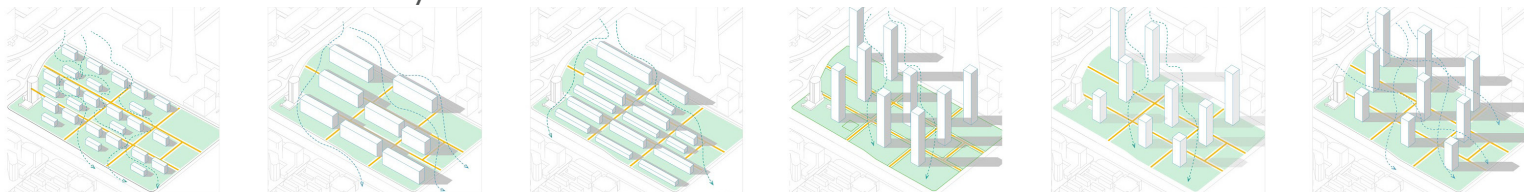
Public Space

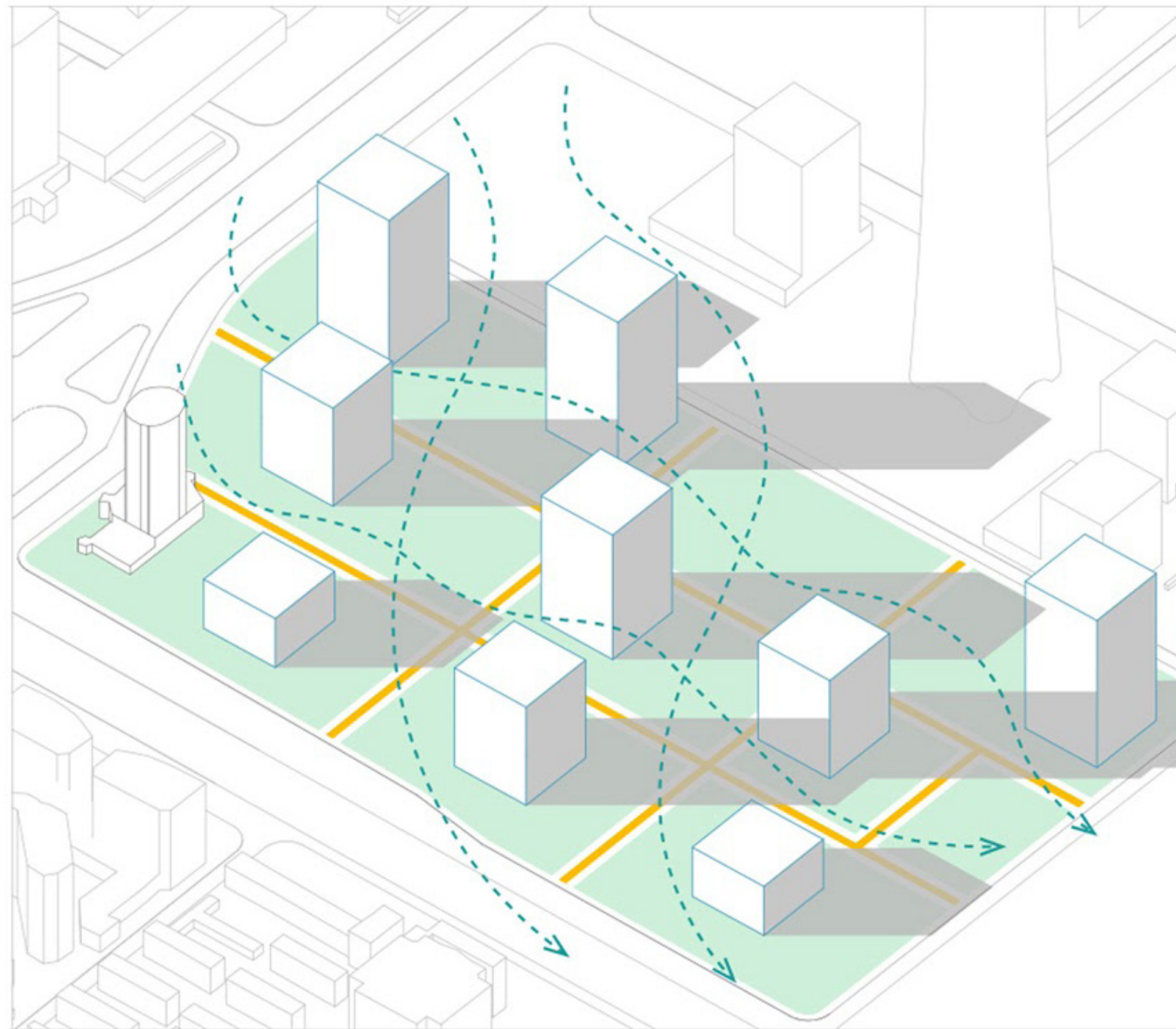
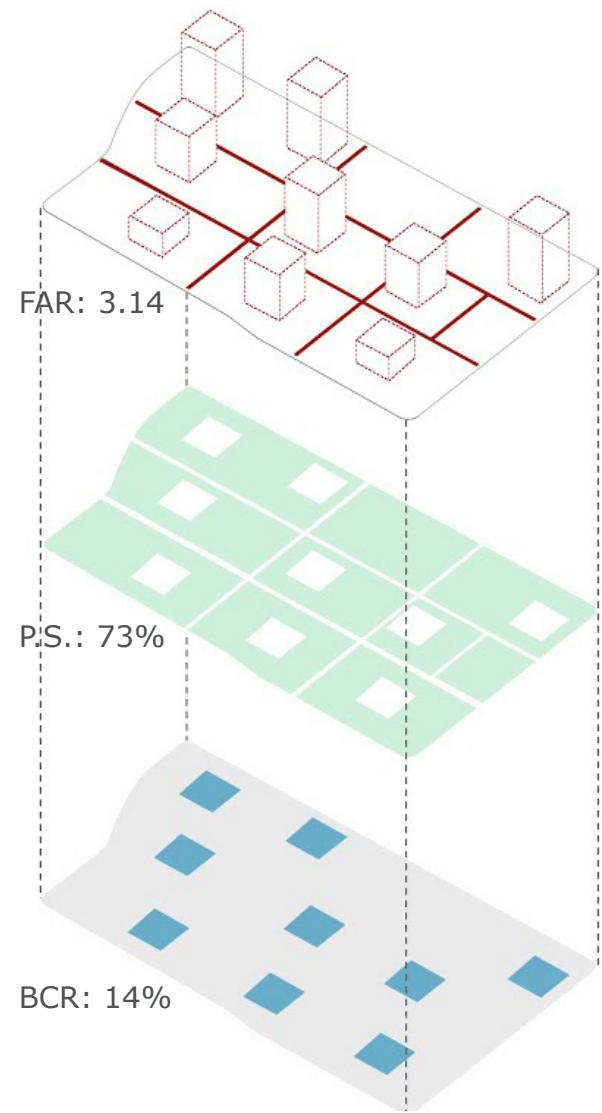


FAR: Floor Area Ratio



Ventilation and Shadow Study





Urban Design of Guomao Central Business District, Beijing

Main cityblock

This axonometry shows the main intervention of the project, which is situated in the South-Eastern part of the CBD.

The three building typologies grow on a Urban platform. This elevated area increases the public space both indoor and outdoor.

On top and throughout the buildings, green areas are designed for occupants to gather.





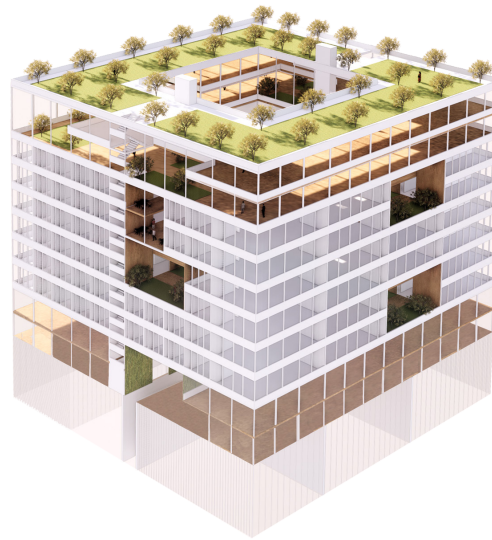
Urban Design of Guomao Central Business District, Beijing

First type

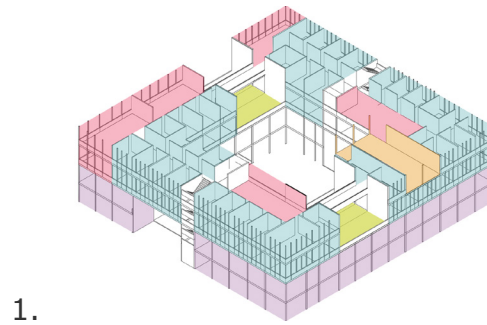
Short time stay

This type of building focus on bringing young people to the CBD, in where it`s given areas to share and to meet people. Therefore, the proposal aims to bring a vertical interaction trough the building itself.

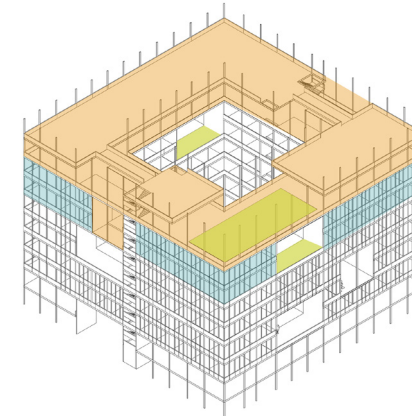
This building caters 180 rooms and is equipped with amenities and all the commodities such as sport facilities and co-working spaces. This reinforces the intention to have young talent in the area that can share those amenities at a competitive price.



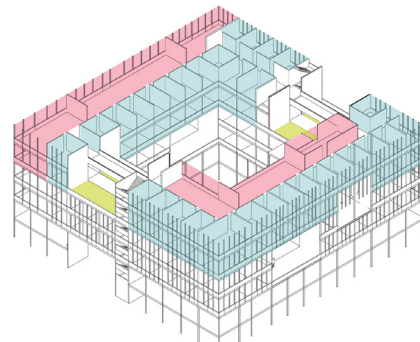
- i.Mr. Shema
- ii.JR. Manager
- iii.29 years old



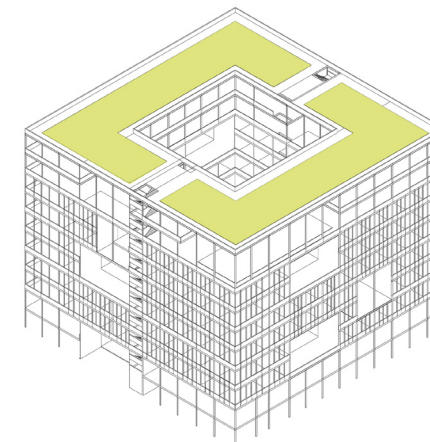
1.



3.



2.



4.

- Commerce
- Living area
- Sharing amenities
- Flexible spaces
- Green



Urban Design of Guomao Central Business District, Beijing

Second type

Medium stay

The second type follows the last system, in where activities are mixed. On the first levels the green platforms and sharing facilities are catered. Above those, there are different commercial and flexible areas. From the 10th level the residences are organized so that all residents can enjoy a view on the CBD.

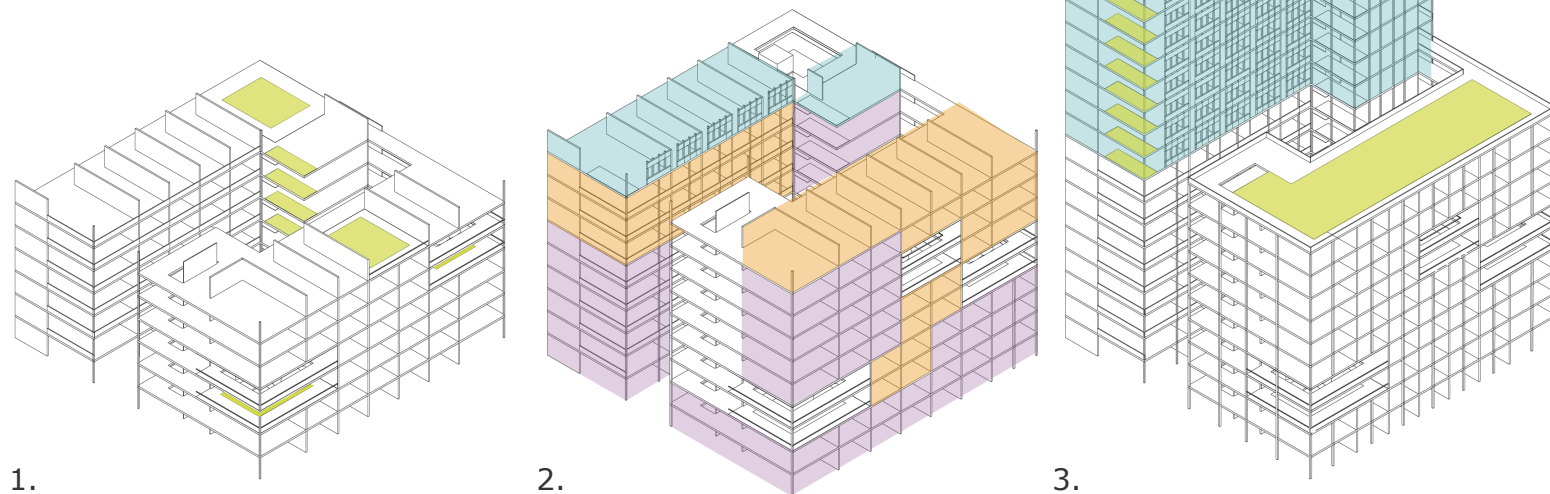
These apartments aim at a higher-income target and offers 60 apartments of roughly 60 square-meters each.



I. Miss Liu

II. Heiress

III. 30 years old



1.

2.

3.

● Commerce ● Living area ● Sharing amenities ● Flexible spaces ● Green



Urban Design of Guomao Central Business District, Beijing

Third Type

Long stay

The last proposal is the tallest building. These buildings, that target high-end occupants, will be catered with spacious apartments for long-stay.

This tower in the first part, mixes the housing (for Mr. Shema family) and the commerce in a more direct way. In between green public areas and indoor spaces for people to gather are provided.

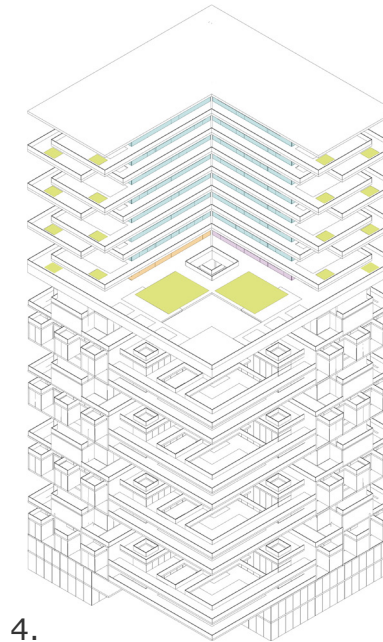
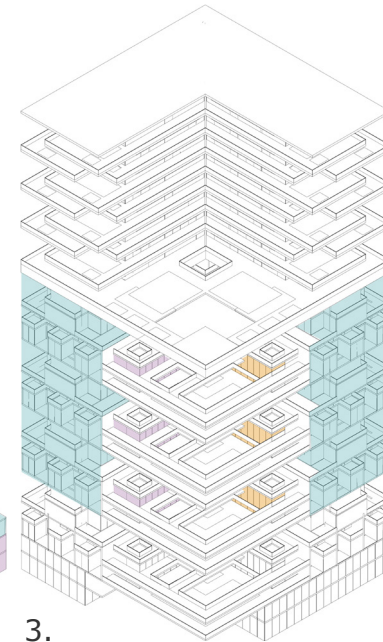
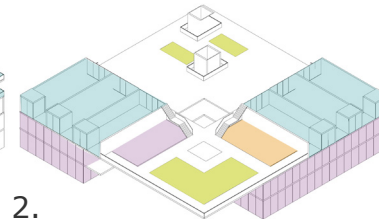
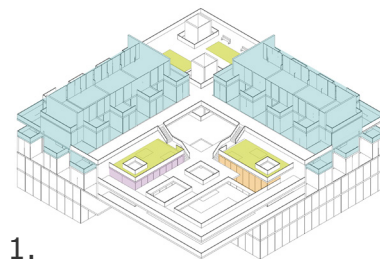
The upper part of the tower is reserved to high-profile occupants, like Miss Liu, that will enjoy a stunning view of the CBD area.



- I. Miss Liu
- II. Heiress
- III. 30 years old



- I. Mr. Shema starts a family



1.

2.

3.

4.

- Commerce
- Living area
- Sharing amenities
- Flexible spaces
- Green



Urban Design of Guomao Central Business District, Beijing

Conclusion

Dynamics of Sharing

This project doesn't only provide accommodation, facilities and amenities for people with very diverse income and life-styles, but it integrates them.

As the legend on the right shows, the new CBD is designed in a way that allows all four described personas to enjoy their diverse lifestyle while at the same time allowing for interaction within the same premises.

In this way, the same building can offer accommodation to one of the target groups, while at the same time providing certain activities for one or more other groups.



1.



2.



3.



4.





5.



6.



7.



8.

Legend

1. At lunch time Miss Liu goes to a wine bar in building two, right opposite to the building where she lives.

2) At dinner time Miss Liu has a business meeting by the park

3) Young Mr. Shema works in a coworking space within his building

4) Young Mr. Shema meets friends after work by the park

5) Mr. Shema picks-up his daughter from sport-facilities in building 1

6) Mrs. Shema plays with her daughter in the green area within building 2

7) Mr Wang plays with his son by the park

8) Mr. Wang and his grandson return to the community where they live