

## Chengdu TV Center

Chengdu, China 2006

The new expansion of the existing Media Center which comprises a five-storey studio and office tower is located at the heart of Chengdu.

The design approach is derived from the importance of its urban context and sustainable design. Located at a prime turning point of the 2nd ring road, the new office tower together with a streamlined studio will become an explicit directional device for drivers. The combination of wing shapes and a sloped diagrid structural frame will animate the traffic flow along the ring road. A lighting grid within the public plaza maintains continuity with the diagrid structure of the tower. An open hall at the base of the tower leads to the office lifts and can accommodate many diverse functions. The office floor plan is very efficient and affords a degree of flexibility.

A large LED screen incorporated in the facade of the studio can broadcast news updates and will welcome people into a high-tech experience, which can promote public education through active programs. Five floors of studio space are contained within a naturally ventilated, "bubble-like" enclosure, which is clad in aluminum and glazed panels. An inner translucent membrane filters natural light. This energy efficient double skin augments the building's environmental systems.

The new media building will become an iconic image for Chengdu City, highlighting social responsibility through energy efficient, sustainable development of the urban fabric.

**Floor area:** 80 000 sqm.  
**Type:** Civic  
**Client:** Chengdu TV Broadcast Group  
**Collaborations:** Shenzhen Lansn Design Station, Matthias Wolf  
**Status:** Proposal

