

ARCHITECTURE DEPARTMENT

CHINESE UNIVERSITY OF HONG KONG

MASTER OF ARCHITECTURE PROGRAMME 1996-97

DESIGN REPORT



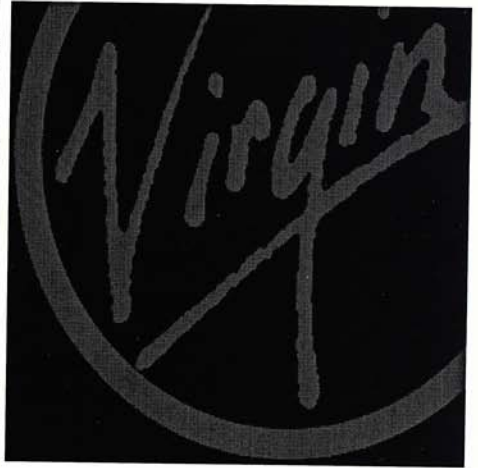
VIRGIN MEGA STORE HEADQUARTERS (HK)

HUI Tsun Yin Daniel

April 1997



V I R G I N
M E G A
S T O R E
H E A D Q U A R T E R S
(H K)



T H E S I S
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INTRODUCTION



The Vision

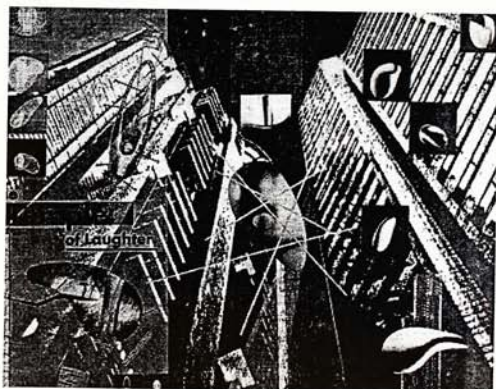
**The VIRGIN MEGASTORE -
Entertainment of the
Generation**

THE VISION

Hong Kong - a metropolis city that we are living in, a majestic master piece of the Capitalism. The history of her was short, from a small fishing port of the Canton to nowadays, a world known financial centre, the Pearl of the orient. She is a city energy, a city of morph and mutation, continuously evolving. Inside the city, we have new building being erected everyday, fast turnover, limited usable land, dense population, those physical factor had shaped the local architecture as an fast and practical building. The beauty of the architecture is the maximization of the usable area. The life of architecture is short, new building is replacing old building. Shopping house was replaced by high rise commercial building. The process of evolution had never stopped. As the process of replacement and redevelopment is undergoing and continuous, the image of the city is morphing and changing, we had never get a still image of the area and which became the image and memory of the our city.

The commercial district of Hong Kong was the best demonstration of the life of the city, With the pace of operation is always at the maximum, with information flowing on every single second, 24 hours a day. Commercial advertisement all over the area stretching out as far as it can. First grade Commercial district in the daytime turns to the heart of entertainment at night, with people and activities from dust till dawn.

The architecture of the next generation or the new form of further development of the area will be the architecture to capture and integrate the above elements of the city - People / Commercial / Information and media and the entertainment- happening within the high rise building that we are producing today



THE VIRGIN MEGASTORE - ENTERTAINMENT OF THE GENERATION

The first Virgin Megastore opened in London in 1979 and immediately offered shoppers the widest selection of music in Great Britain. Today, there are over 60 Virgin Megastores around the world, including Dublin, Glasgow, Liverpool, Tokyo, Frankfurt, Vienna, Marseilles, Barcelona, Brussels, Milan, Amsterdam and Athens. The Champs d'Elysees store in Paris is the busiest music store in the world, and in every city on three continents where they're located, **Virgin Megastores mirror the cultural zeitgeist of their surroundings...music stores-as-social scenes...a high calorie diet visceral and visual stimulation for the brain that's safe on the waistline. Virgin Megastore is where shopping meets entertainment, where you can flaunt your love for music and satisfy your deepest cravings for the most obscure vinyl, or the latest new release, where you can plug into the digital age or relax to the music of the Middle Ages. And whether your idiom is pop or classical, blues or world, high-tech CD ROM or low-tech 12" vinyl, we speak your language and leave you fulfilled...all in an environment that is both hip and comfortable.**

"The Megastore is the consummation of a new age. It's the Library of Alexandria of the music-video age; CDs, videos, laserdiscs, books - they have it all. You can even catch a live band...it's a scene, a place where one might go to see and be seen by attractive people and to flaunt one's cultural purchasing savoir faire." - Details Magazine

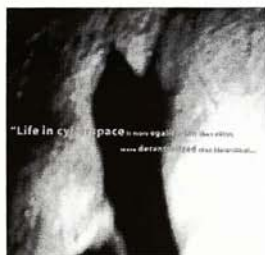
"The Times Square emporium's expansiveness (it's three floors house a bookstore, a cafe, even a travel agency) and vast selection (150,000 titles in 40 categories) instantly made it a you-gotta-see-this tourist spot. (Move over Planet Hollywood and Hard Rock Cafe.)" -Entertainment Weekly



PROJECT DESCRIPTION

The Client

The Selection of Site



"Life in cyberspace is more egalitarian than the real one."
 — Alan Turing

PROJECT DESCRIPTION

THE CLIENT

The Virgin Kingdom - The Virgin Group

After a successful first year of trading, Virgin Vouchers are developing the Voucher programme to offer a greater choice of exciting rewards.

Expanding on the interest shown in Stoll Moss Theatres, Virgin have recently signed a marketing agreement with Theatre Tokens enabling all Virgin Voucher holders to enjoy theatre productions Nation-wide.

Acorne Air Sports is a new partner providing fabulous airborne experiences at over 200 flight centres across the UK. Flying tiger moths, light aircraft and gliders as well as parachuting are all available to Virgin's customers. And if a Jumbo jet is more appealing, the Virgin 747 Flight Simulator 'Lofty Lady' is now available for all budding pilots.

Existing partners are also working hard to enhance offerings. Virgin Atlantic are adding new routes to Johannesburg and Washington, and Manchester to Orlando. Virgin Hotels are including further country house retreats to the highly regarded 'Virgin Collection' (including the award winning AA Hotel Of The Year) taking the total now to 28 in the UK and Europe.

New Virgin Megastores (now 48) and Our Price stores (over 275) make the retailing partnership the strongest music and entertainment chain in the UK by far. And for 1996 Virgin Cinemas, owners of MGM, are planning much rebranding and changes to the chain. This new Virgin venture is to be included in the Voucher programme once the developments are completed later this year.



THE SELECTION OF SITE

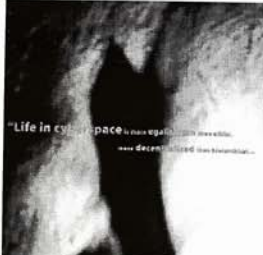
During the stage of site selection, the potential site were chosen among the popular commercial / shopping district of Hong Kong.

In terms of shopping, Causeway Bay and Tsim Sha Shui and Mongkok can definitely provide the largest scope of customers, in various time of the day, from all walk of life, and in this two district we can have the highest amount of expenditure per capita in retail business. Thus it is reasonable to narrow down the option in these three area.

Causeway Bay was chosen as the final site of the project based on the result of the comparison between the three listed commercial district with the following criteria : Accessibility / Nearby public facilities and infrastructure / Supporting business / Daily Schedule / Grade of customers / Consumption power.

Causeway Bay has the advantage of the well developed two major shopping zone inside the district, which is the group of Japanese Department store, such as Sogo and Daimaro on the north of Causeway Bay, and the Time square / Lee Garden Theatre on the south of Causeway Bay.

The location of the building are chosen to be sitting on four corners in the junction of Percival Street and Russell Street. The junction was right in the middle of the two major shopping zone, where have a tremendous volume of both vehicular and pedestrian flowing through on different period of time everyday. The site can be the significant as the potential bridge of the two major shopping zone and address to the water front and Happy Valley along Pervical street.



PROJECT ANALYSIS

- Subject Analysis
- Brief Formation
- Precedents
- References and Language
- Functional Relationships
- Organizational Hierarchies
- Schedule of Accomodation
- Performance Requirement

PROJECT ANALYSIS

BRIEF FORMATION

The Virgin brand, which is mentioned as the finest British brand of the late 20th Century. Their scope of business have included a wide range of products and services, which are highly attached with the lifestyle of the generation, which included the Virgin Airline, Hotels, Radio Station, Music Megastore, Cinema, New-media Solutions, Balloon travel, and even the new launched Virgin Cola.

The concepts of the Megastore is a large scale sales operation of the music software. The Virgin Group has a very positive vision towards the concept of the Megastore. In the eyes of the director board, a Virgin Megastore is not just a retail destination, but as a multi-media capital - " The last word on leisure goods and services " as they claimed. Inside the store, a wide range of products included both audio and visual products will be brought to the visitor, it was also planned to serve as a platform for promoting the company's multi-media entertainment products.

The mystery withdrawal of the Virgin Music Store in Tsim Sha Tsui was a sad news to the local music fans.

The reason of the withdrawal seems to be owing to the political and marketing issues. Inviting the Virgin Group as the hypothetical client of the thesis, the project will be re-setup the Virgin Megastore in Hong Kong, which served, at the same time, as the headquarters of the Virgin Group in Hong Kong. The Building will house all the Multi-media equipped entertainment center and the business operation of the Virgin Airline of Hong Kong.

Through the interaction of different media. The sensual stimulation will lead to a place of media interaction and a prototype of the future form of entertainment.

PRECIDENTS

Virgin Megastore Times Square

Encompassing 75,000 square feet of innovatively designed retail space on three levels and located in the Bertelsmann Building (1540 Broadway between 45th and 46th streets). Virgin Megastore Times Square is the largest music and entertainment store in the world. A \$15-million project, Virgin Megastore will serve as the retail anchor to the revitalization of the Times Square/42nd Street district, will create more than 200 full-time jobs for the city of New York and will be the flagship of Virgin Retail Group's North American operations.

Highlights of Virgin Megastore include:

- more than 150,000 music titles on CD and cassette in 40 categories of music, making it the largest collection in the United States
- the broadest selection of laser disc and video titles in the world
- a 12,000 square foot Classical Music Section featuring a concert piano and stage
- 1,000 listening stations and 100 video/laser viewing stations
- a New Media area featuring multimedia demo stations with state-of-the-art computer hardware and a comprehensive selection of computer games and educational software
- a books section that will stock a broad range of fiction, non-fiction, music and other special and local interest titles

Virgin Megastore will also feature an underground "outdoor" cafe serving soups, salads, sandwiches, pastas and wine, and a Virgin Travel Shop available to book flights and holidays via Virgin Atlantic Airways.

Some of the special touches that put Virgin Megastore in a class by itself are:

listening kiosks featuring the top best-selling albums from Virgin

Megastores around the world "Virgin recommends" listening stations showcasing breaking bands a special New York-themed video/laser disc section

an all-encompassing entertainment section for kids; and a broad and eclectic range of inventory, from the most familiar product (the latest Madonna album), to the most obscure (the Japanese-subtitled laser disc version of Fellini's *La Dolce Vita*).

The Three level Virgin Megastore is unified structurally and musically by a 50 foot deejay tower of metal and glass that extends through the entire space. The main floor, at street level, houses a colossal Pop, Rock, Soul, Dance, Rap and Singles collection.

An 11-by-14 foot Sony Trinitron screen, rivaling the one stop Times Square, will broadcast music videos, accompanied by hundreds of additional monitor throughout the store.

One level down are the Classical and Specialty Music sections (Jazz, Blues, Folk, Vocals, Spoken Word, etc.), each area creating an environment evocative of the mood of the particular genre and the Virgin Travel Shop.

The third level is home to the Video/Laser, New Media, Books and Childrens' sections, the Virgin Cafe and the entrance to a new Sony four-screen cinema complex.

"In concept, design and execution, we believe Virgin megastore Times Square will be the preeminent music and entertainment store in the world, and will quickly become a prominent landmark in New York City for residents and quickly become a prominent landmark in New York City for residents and tourists alike," said Mr. Duffell. "Virgin Retail Group is also quite proud to play an integral role in the dramatic revitalization of Times Square and 42nd Street, which is quickly becoming the crossroads of the world and the heart of the greatest international city on the globe."



PRECIDENTS

Virgin Megastore, Oxford Street.

DESIGNER : 20/20 Design & Strategy
 Consultants, London,
 England

DATE : 1995 June

Type of Identity Implementation :

Environment, in-store communications

Target Audience:

16-35 year old music, video and games shoppers

Client Brief :

To create a land mark and flagship store for the Virgin brand and Megastore chain

Design Rationale:

Harnessing the innovations of their 1990 Megastore concept, 20/20 set out to ensure that the Oxford Street Megastore at 70,000 square feet, the world's biggest entertainment outlet was the ultimate adrenalin pumping retailing experience, Unique and dramatic features were introduced befitting the stores landmark status and the 'personalities' of each of the departments were developed. Together with the Design Clinic, 20/20 introduced a graphic communications programme

to allow customers to shop in large spaces with consummate ease. The central design feature is the 70ft atrium and information tower which bisects the entire fourth floor trading space providing both drama and a means to encourage vertical circulation

PHOTOGRAPHY: Jon O'Brien



REFERENCES and LANGUAGE

Billboard Architecture: "the building is the message"

"The facades of these buildings look as if they are clad in a glazed fabric. The array of Black Circular patch fixings which join the plastic sheeting resemble planar connectors. Fabric like PTEE, with a 15 year life, are blurring the distinction between the temporarily draped and the permanent building. The process of shrouding buildings may even contribute to the developing discipline of facade engineering. It uses materials that can act as climated buffers, come conveniently Packaged on a roll, are infinitely cheaper than glass, and eventually may be capable of incorporating photovoltaic cells."

"It is already possible to print continuous multi-storey images on to such stretched fabric elevations. And this technology makes the possibilities for advertising and art display on temporary - or even permanent - elevations endless. Piccadilly Circus and 42nd Street can now be Reproduced anywhere, at any time, with the aid of a slide projector. The building is the message' is not a new idea: Look at Las Vegas or, more recently, Imagination's ideas for the Croydon of the future. What has changed is the ability to combine laser, holograms, sound, the printed image - and to transfer multi-media images from a PC Screen on to a building.

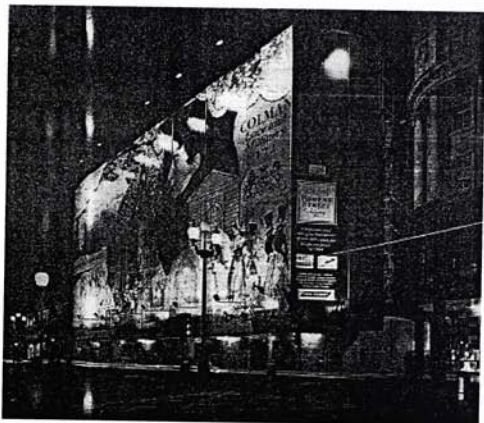
"...Advertising images are projected on to the tarpaulins by a projection system supplied by Mesmer Projections, with whom Xenlux has worked before, providing back-drops for rock and roll concerts.

....He prepares the images on an Apple Macintosh computer. These are laboratory processed as large-format, 8cm² slides.

The projectors use a 5000w Xenon light source and can be loaded with up to 40 slides

....They are plugged into a three phase 415V supply. Fixed - focus lenses can be changed to accommodate the shifting planes of the Tarpaulin 'screens."

"The largest image projected at St Pancras is 900m², the smallest about 550 m² In all approximately 3250m² of images are projected simultaneously...."



The elevation of St Pancras Station becomes a multi-image screen after dark. Slides are projected from the roof of Camden Town Hall Opposite. A Montage of images printed on vinyl-coated polyester conceals refurbishment work at 172-182 Regent Street.

- Stephen Greenberg and Deborah Singmaster. Photo by Alan Delaney



REFERENCES and LANGUAGE

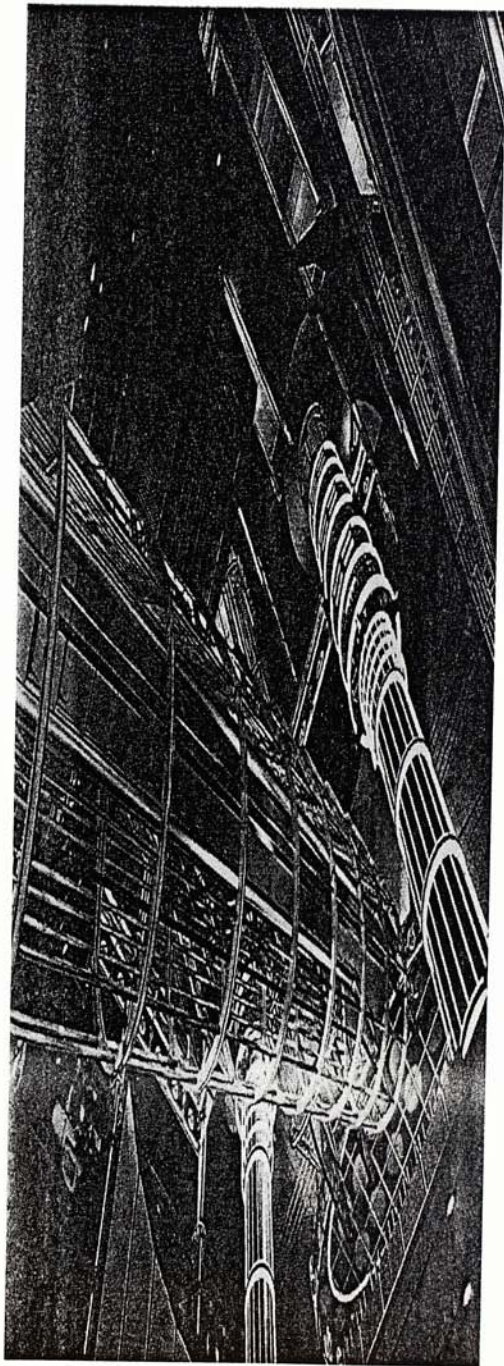
Architecture and the Electric Media

"Fundamental changes in our culture have empowered the electronic media to act as one of the primary brokers of Social privilege. The way in which we perceive the world around us is being modified and conditioned by the electronic media to such an extent that we can no longer freely operate as social beings independently of it. These media act not only in their traditional role as an agent aiding the transfer of information. Empowered by technology, they have become a surrogate for people and events, thereby generating an alternate reality of their own."

"Architecture differs from the other arts most conspicuously by its public nature. This Quality is intrinsic rather than elected, and as such precludes the possibility of independence from the presence of the media. As a consequence, the boundaries of architecture as a discipline are being breached as it becomes incorporated into the larger system of signs generated and consumed in the Process of cultural production. The symbolic role architecture plays in the city is being absorbed into the polyphony of signs defining the world at every moment."

"Electronic space co-exists with physical space, and the intermingling of the two will only increase in the future. The definition of architecture must be broadened to deal with this reality, lest it is reduced to providing designs of technological shells for electronic living or of scenographic illusions for vicarious escape."

Abstract from The article Architecture and the Electric Media
 by Paul Gates
 A+U 1993:05

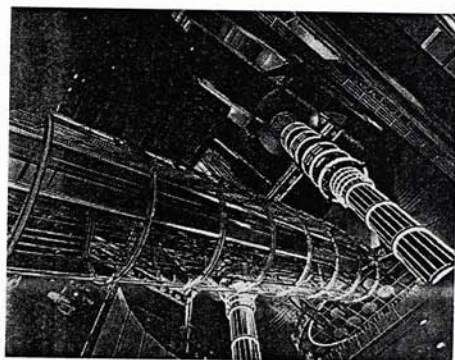
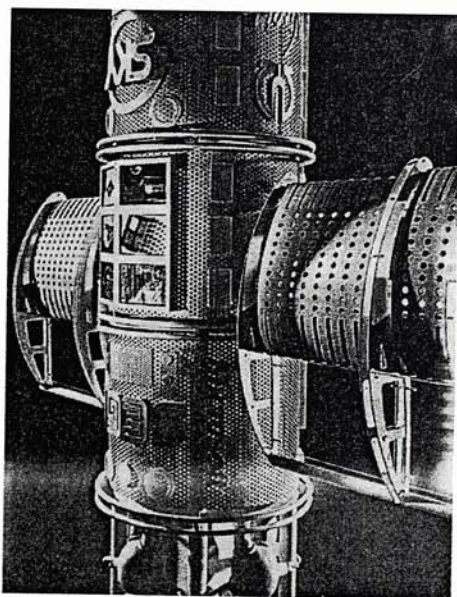


REFERENCES and LANGUAGE

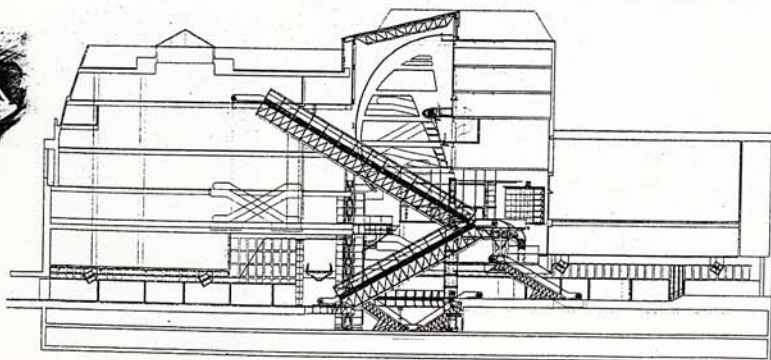
The Trocadero, London, UK 1997

For the refurbishment of this historic multi-building complex in Piccadilly Circus, the heart of London's Europe's premier leisure destination which will soon integrated graphics and signage. Floating TV be home to SegaWorld, a 100,000 square foot virtual reality micro theme park. Using storyboard techniques, RTKL choreographed a series of events that integrate architectural theming, graphics, lighting and audio-visual technology. The story is based on the notion of the Trocadero as a futuristic transit station or airport. At the Troc, though, the airport has been morphed into a high technoenvironment with its inhabitants and visitors playing apart in make believe space travel from this world to SegaWorld via rocket and launch escalators.

Stylistic representations of departure areas, West End, RTKL are transforming the Trocadero into Duty Free zones, flight gates, etc are reinforced by monitors broadcast Troc TV, letting people know "what's on" and "what's new" in the Trocadero and a cyclical programme of information and advertising. The absolute climax of the design is "The Show", a multi-media extravaganza that will encompass film and theatre played out on a 200+ monitor vidiwall and reinforced by state of the art audio-visual, lasers and lighting effects. "The Show" will also feature T-Roc, who will appear as part of the architecture and participate as a graphical icon.



Source:
World Architecture

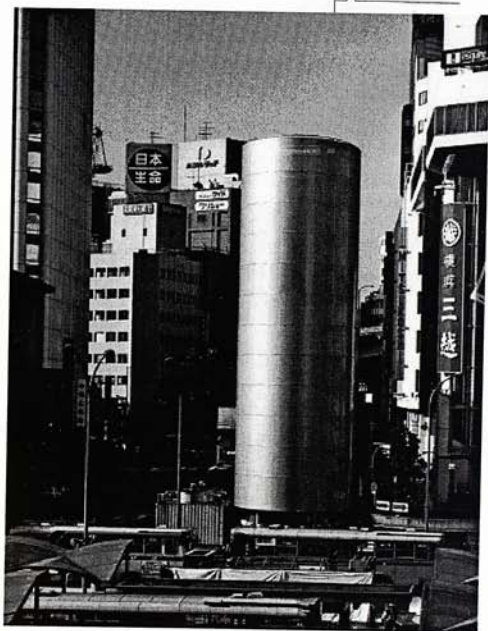
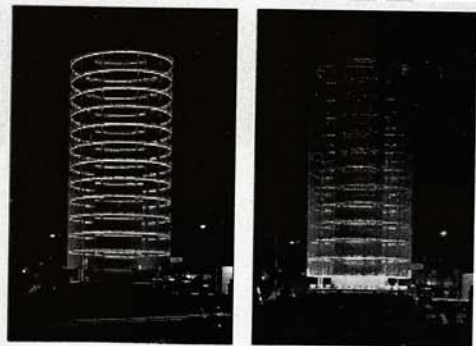
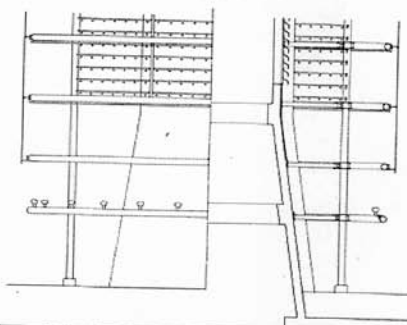
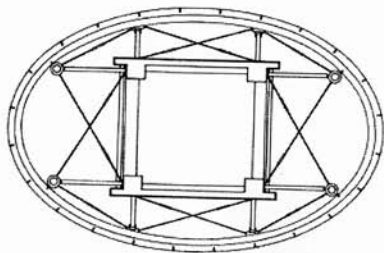


REFERENCES and LANGUAGE

The Tower of Winds - Toyo Ito Yokohama, 1986

A 21-metre high tower in the centre of a roundabout near Yokohama train station was covered in synthetic mirrored plates and encased in an oval aluminium cylinder. Floodlights positioned within these two layers, when lit, give the tower the appearance of a giant kaleidoscope.

Natural elements such as noises, and wind-speed and direction affect the intensity of the floodlights: the result is a controlled 'natural' Phenomenon. The panels sometimes become a translucent film, at other times they appear to rise floodlit to the surface

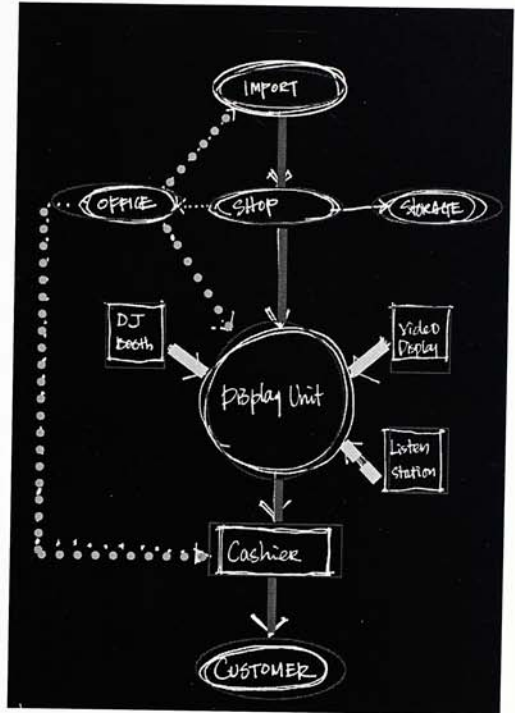
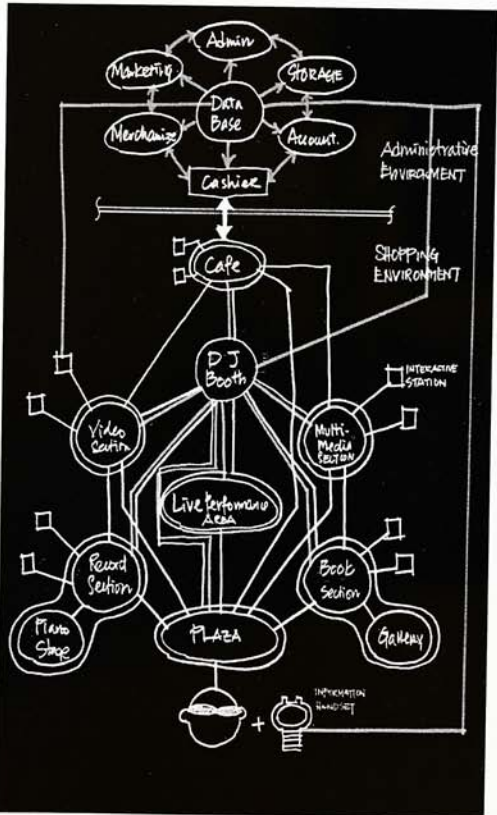


Source Architectural Monographs no41 Toyo Ito

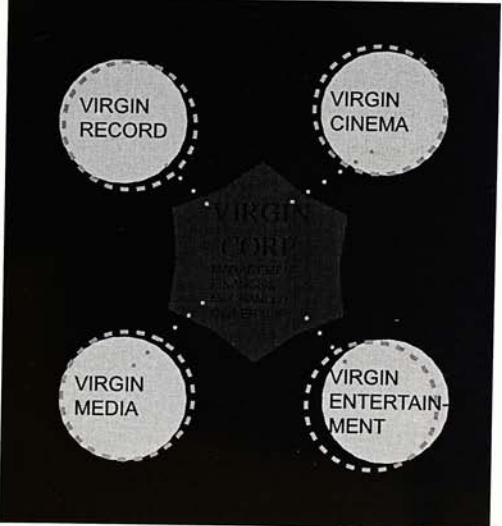
FUNCTIONAL RELATIONSHIPS

S U B
 J E C T
 A N A

ORGANIZATIONAL HIERARCHIES



- ■ ■ ■ Supporting Promoting Function
- Sequential Flow
- Management Control



SCHEDULE OF ACCOMODATION

The building will contain the followings functional space.

General Administration

- Grand Function Lobby
- Store Manager room
- Main Control room
- General office
- Central Storage area
- Reception
- Account room
- Entrance Lobby
- Pantry
- Staff Toilet
- Cleaner's room
- Audio Section

Record Display Section

- Pop
- Rock
- Classical
- Jazz
- Soul
- Blue
- World
- Folk
- Dance
- Alternative
- Japan
- Local
- DJ Booth
- Grand Piano Stage
- Live Performance Area / Room
- Listening Station
- Catalog Station
- Information Booth
- Computer Juke Box Machine
- Gallery/ Exhibition Space

Multimedia Section

- Central control station
- Hardware display area
- Network control Room
- Demonstration Booth
- Storage
- Maintenance staff room
- Software display area
- Seminar room
- Equipment store

Book Section

- Display shelf
- Replace/storage area
- Horizontal display area
- Online Catalog station
- Reading area
- Toilet

Cinema

- Staff Room
- Manager office
- Refrigeration room
- confectionary store
- dusbin store
- film store
- projection suite
- Film Gallery
- Snack Store

Video Game Center

- Virtual Reality Room
- Information courier
- Staff room
- Toilet
- Additional Transformer room

Cafe/Restaurant

- Magazine corner
- Self help cafeteria
- fast food outlet
- Kitchen
- Vending machine
- Bar and cellar for beer storagea

Virgin Service Center

- Reception
- Exhibition area
- Manager room
- Staff room
- Office
- File area
- Ticket Counter
- Cashier

Services

- Escape route
- Loading / Unloading
- General Store
- Equipment Store
- Guard room
- A/C plant room
- Duct room
- Fan room
- Pump room
- Cable Room

Video Section

- Monitor Station
- Display shelf
- Storage
- Catalog station

PERFORMANCE REQUIREMENTS

Record Sells / Display Sections

- The 12 division of record display area are divided based on the music type. The area will be an open display area where record software in various forms will be displayed to the customer, the software could be touched and held by customers.
- Promotion items will be put into the **listening station** installed within each section.
- Items can be held by customer within the area of the building, where the customer can choose to pay in different cashier as their convenience.
- Mostly no more than 5 copies of the same items will be put on the shelf at one time.

Grand Function Lobby

- The place will be used for public function and special events, such as open ceremony, festival, parties, Dance floor, gathering, and large scale promotion activities, etc.
- The setting of the space should be flexible where decoration can be easily changed based on occasion.
- The place can be also functioned as a welcoming lobby and first focal point of the customer in the normal situation, which means it should, may be, located at the very front / dominate area of the building.
- Large TV media screen will be installed.

Live Performing Area

- The place are dedicated for in house mini concert, it will mainly be used by Pop / Rock n' Roll group
- The place should have a stage or performing platform and can hold audience of 80-150 (seats)
- The stage / performing area should be acoustically designed for amplified music.

- The stage should be able to hold the required amplifier and monitor
- Lighting fixture will be hung upon the stage
- The area can be fully enclosed or semi-opened.

Grand Piano Stage

- This is an area specially dedicated to the classical section, where a Baby Grand Piano will be permanently set up on the stage, for the live performance by invited guest artist.
- The area should be able to hold around 25 seats / 50 standing audience.
- Lighting fixture will be hung upon the stage.

DJ Booth

- The DJ Booth is the focus of the shop where professional Disc Jockey will play selected music throughout the day.
- The DJ booth will also be a central information centre, where customer can talk / communicate with the DJ and the staff on records information.
- The place should be big enough to hold 3 - 6 people (DJ + Staff)
- The DJ Booth will, at the same time, functioned as the board cast studio of the Local Virgin Net Radio, and the required equipment will be installed inside the booth.
- The place should be seen by most of the customers.

Multimedia Sells Department

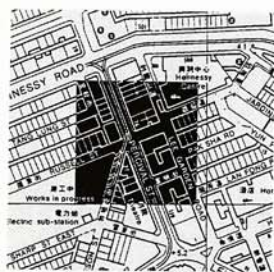
- The area will be the sells department of the Virgin Multimedia of HK, where a wide range of entertainment / Productive computer software and hardware will be displayed.

- The area will incorporated with interactive station, which is a computer setting where customer can try out the software and get information.
- The office of the Virgin Multimedia may be attached with the display area or group with office of other departments.

Books Section

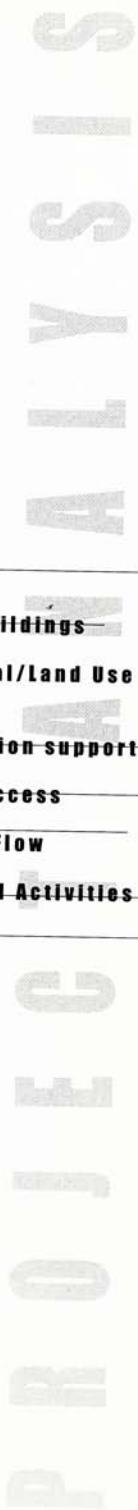
- The books section is for the sells of published material from all over the world. included,
 - Magazine
 - Book
 - Poster
 - Picture
 - Other form of publication (related to multimedia section)
 - T-Shirt and Souvenir
- A small gallery should be provided inside the book section to hold small long term exhibition.
- Small reading table will be place within the section for the readers
- Mostly no more than 5 copies of a book will be put on shelf, one display sample and the other 4 plastic wrapped.





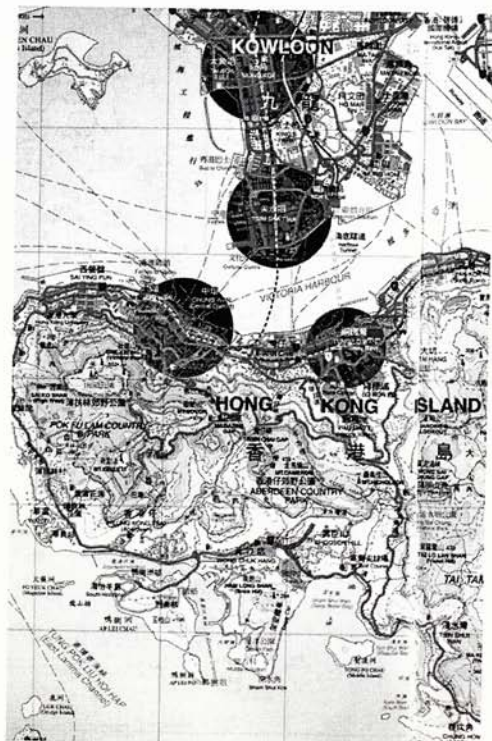
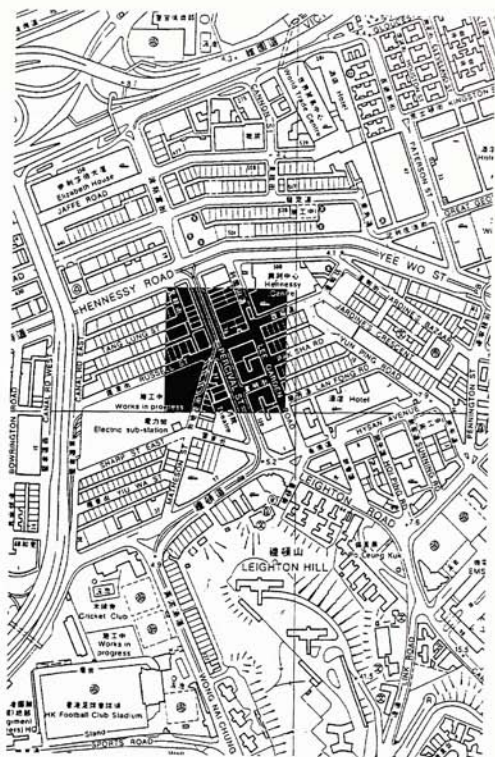
PROJECT ANALYSIS

- Site Analysis
- Location
- Adjacent buildings
- Occupational/Land Use Pattern
- Transportation support
- Vehicular Access
- Pedestrian Flow
- Ground Level Activities
- Zoning



SITE ANALYSIS -
Location

CAUSEWAY BAY

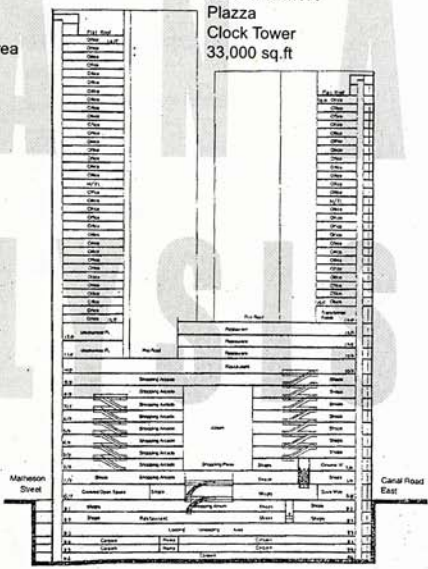


SITE ANALYSIS - Adjacent Building

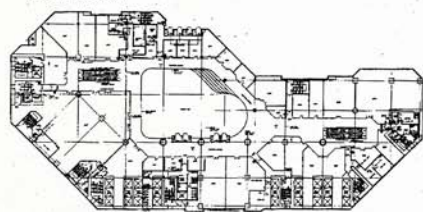
Time Square

Architects : Wong & Ouyang (HK) Ltd.
 Building : 16 Level Mega-mall
 2 Office Tower of 39 and 46 floors
 Parking for 700 Cars
 Access to MTR
 Plaza
 Clock Tower
 33,000 sq.ft

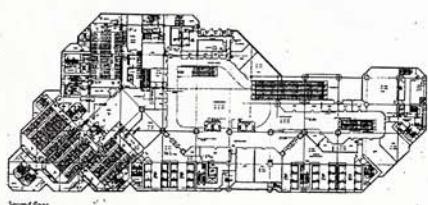
Area



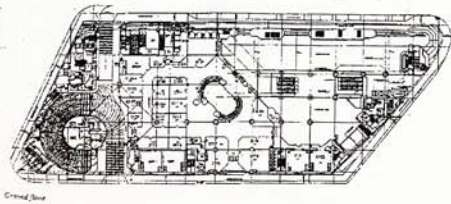
Diagrammatic section.



Eighth floor.



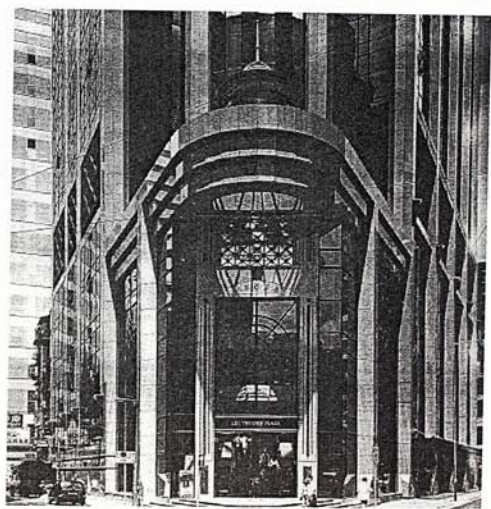
Second floor.



Ground floor.

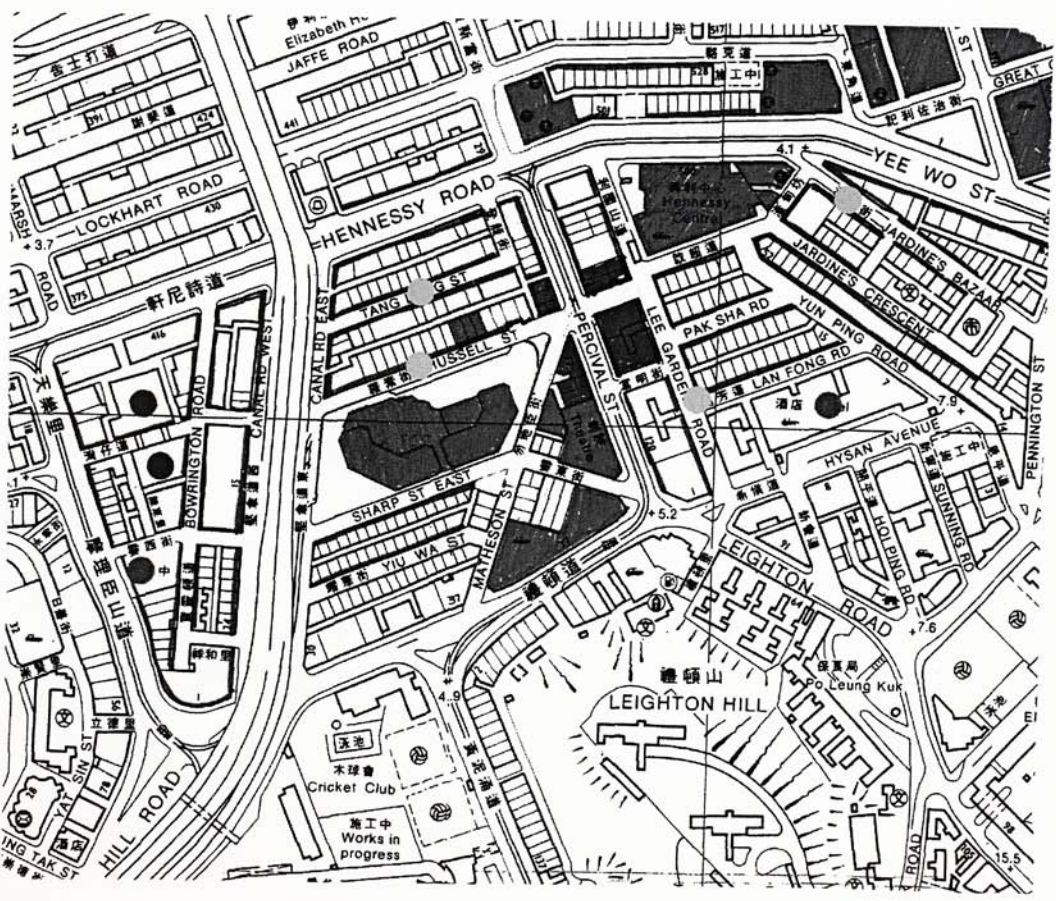
Lee Treatre

Architects : Dennis Lau & Ng Chun Man
 Architects & Eng. :
 Building : 4 level mall
 Office tower of 23 Storeys







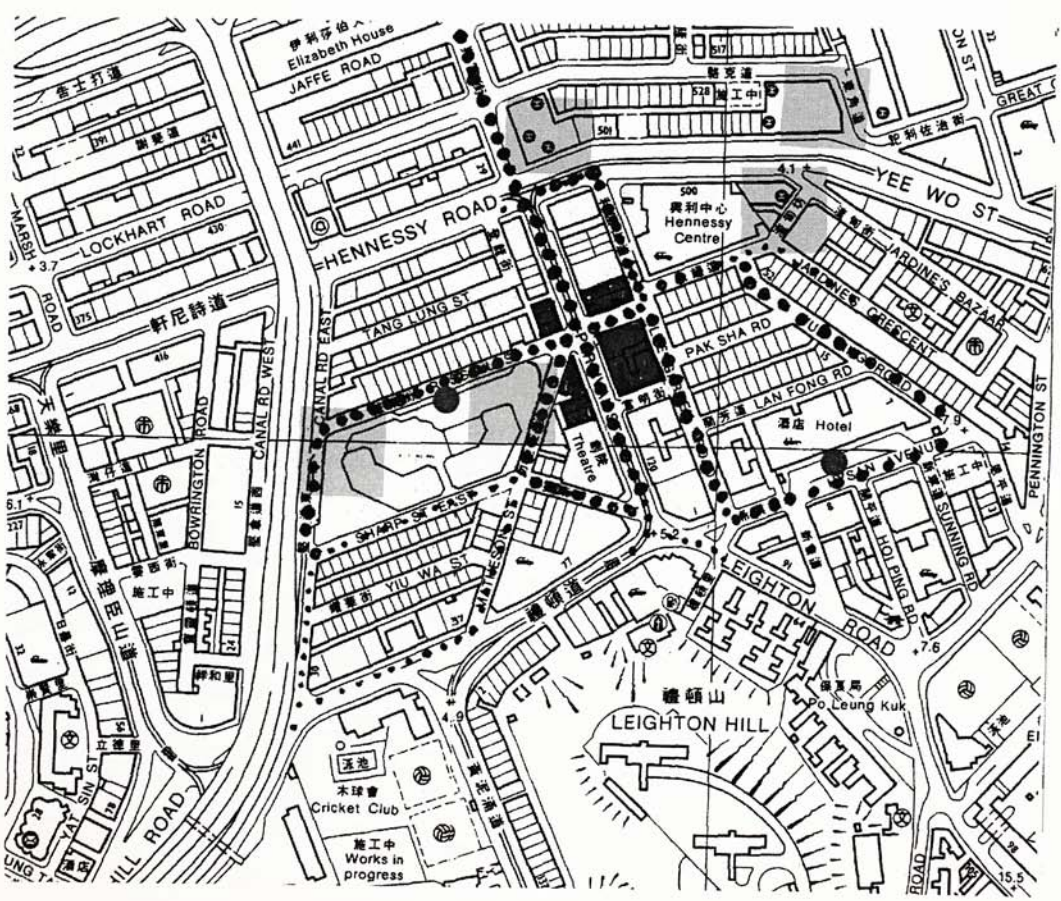
SITE ANALYSIS - Occupational Pattern

- Major Shopping Center
- Street Level Retail
- Food and Restaurant
- MARKET
- HOTEL









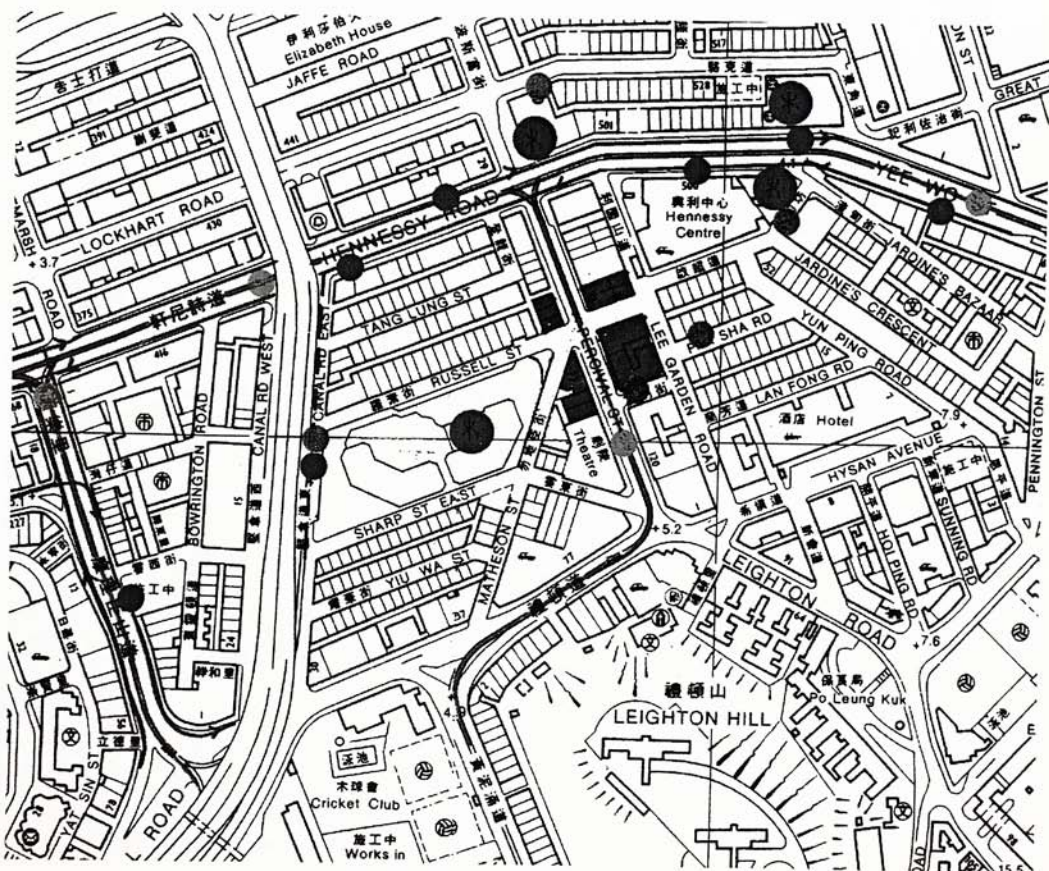
SITE ANALYSIS - Transportation Support

-  Major Vehicular Route
-  Taxi Stand
-  Major Dropoff Area
-  Parking






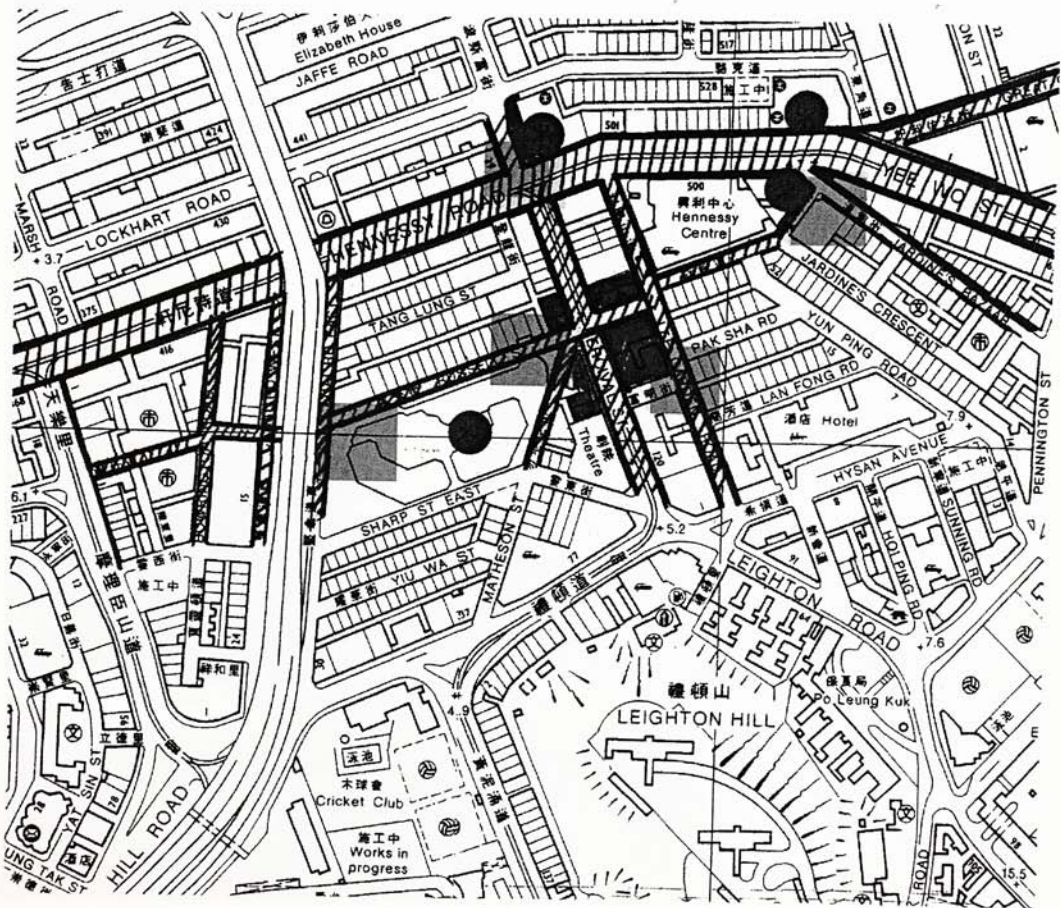
SITE ANALYSIS - Vehicular Access

-  Bus Route
-  Tram Route
-  Bus Stop
-  Tram Stop
-  Mini Bus Station
-  MTR Station

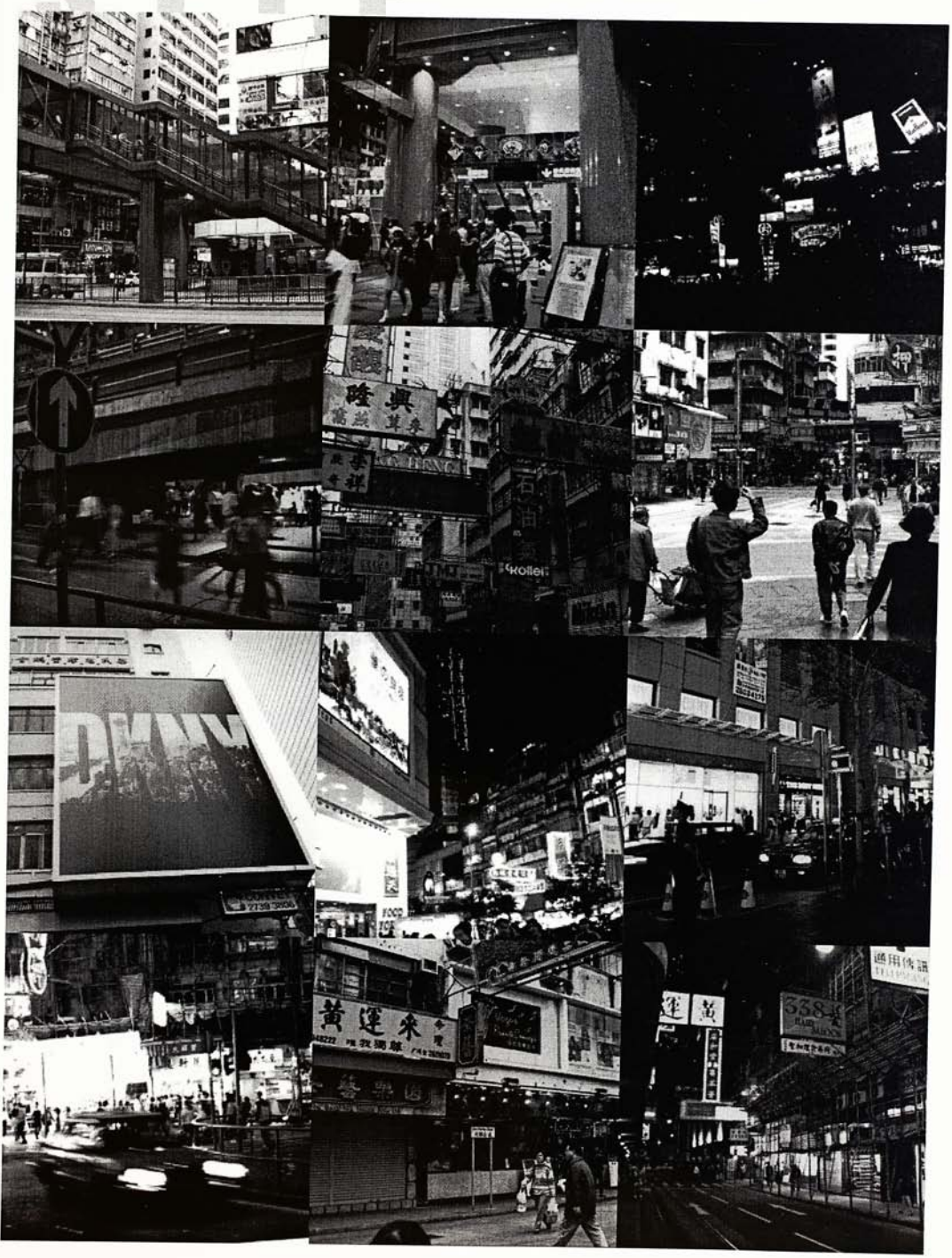


SITE ANALYSIS - Pedestrian Flow

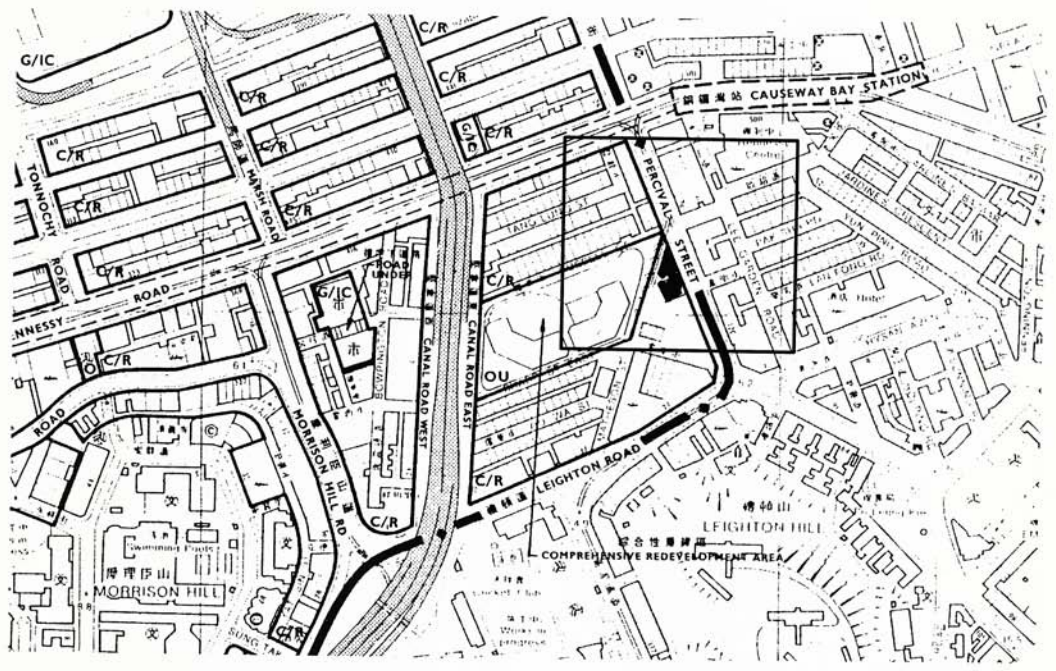
-  Major Pedestrian Route
-  MTR Station
-  Point of Accumulation



SITE ANALYSIS - Ground Level Operation



SITE ANALYSIS - Zoning and Codes Control





DESIGN PROCESS

Inspiration

Concept - The fifth
structure

The Connection

The Multiplication of
Connection

The Geometry

The Internal Street

Massing study

The Egg

Structure

Evolving to the Final
Design

DESIGN PROCESSES

Inspiration

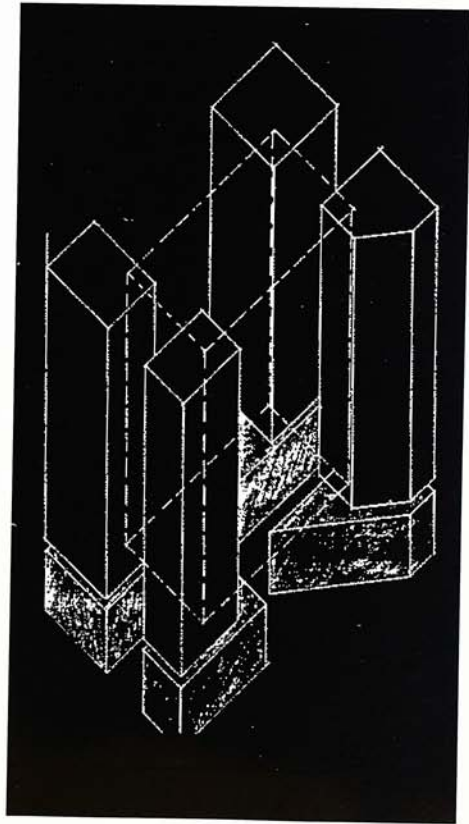
- The Negative Space and the missing link

As a building being built, the boundary of internal and external will be defined. The street movement will be distinct from the functional operation inside the building. In between the building, we use the space as the path, a plane for movement. If the building is more than one storey while the path is remaining on one level, a volume will be generated in between the two buildings. The taller the buildings, the larger will be the negative volume formed by them. In the local context, with the high-rise building closely packed, the negative spaces formed between buildings are more confine, and mostly they are occupied by the advertisement / Sign-board extended from the physical building.



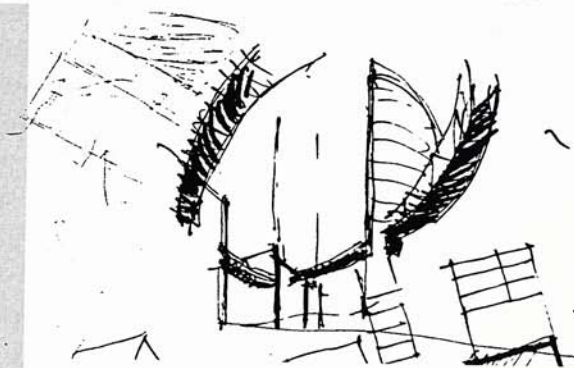
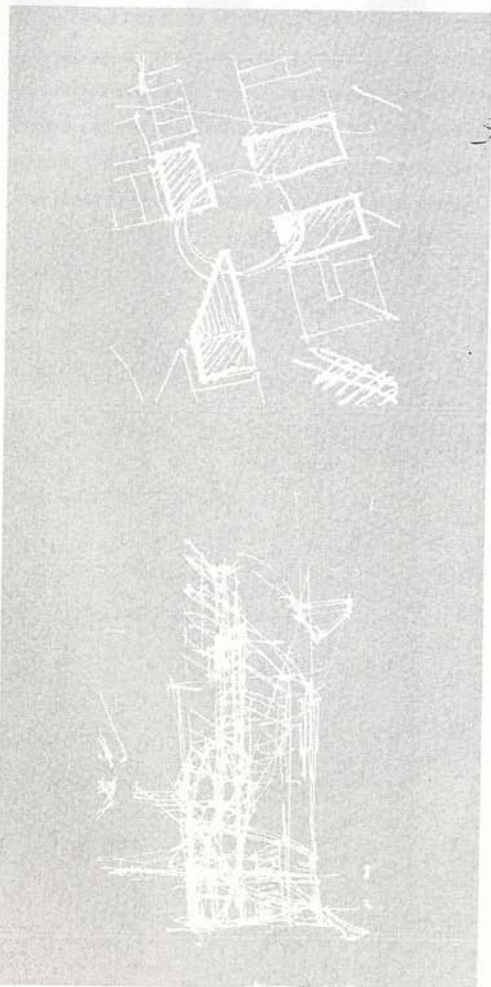
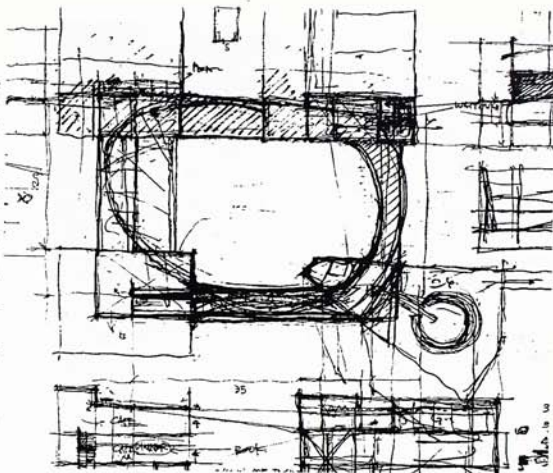
Concept
- The fifth Structure

On the four corner areas, which the existing use are the 50's to 60's residential buildings, the junction within the four corners were utilised by the pedestrian flow and the traffic movement on the ground plane. However, the movement was two dimensional, where people can only move on one horizontal plane. The concepts is when the four individual sites being redeveloped, a fifth structure will be built, with in the negative volume formed by the four new building, functionally connecting the building, allow people to move through the four building as one. Also the fifth area will became the focus of the whole project, where is symbolised as the collage of movement and media / Advertisement



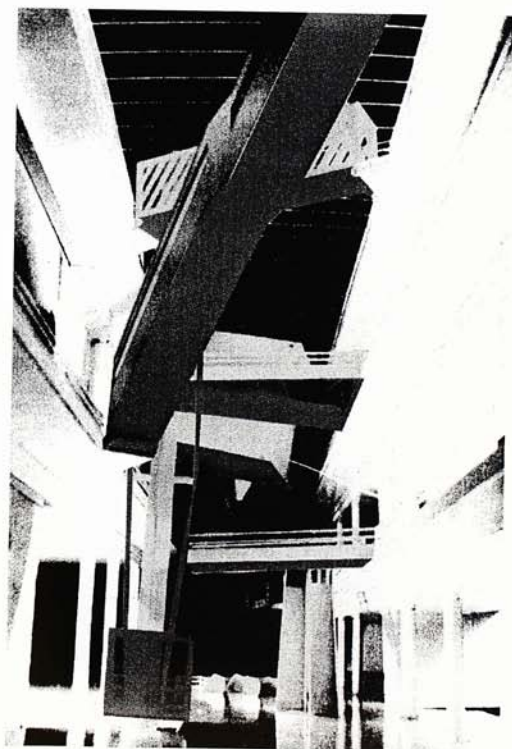
The Connection

During the first exploration of the concept, the form of the connecting device are being looked for. Stimulated by the footbridge system of Central of Hong Kong, which actually created a second layer of context and activities by connecting the major buildings with a system of link bridge. In Causeway Bay, the very unique bridging system can be found above the four corners on the east end of Hennessy Road, and it was one of the only two footbridges found in the district. A foot bridge system to connect the four buildings was attempted.



The Multiplication of connection

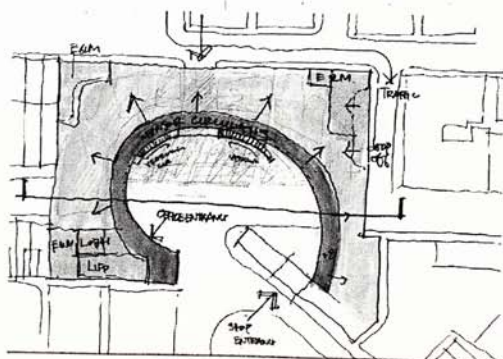
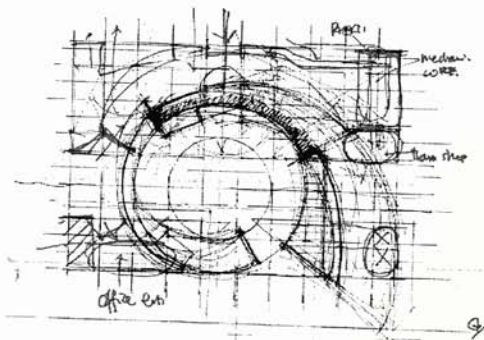
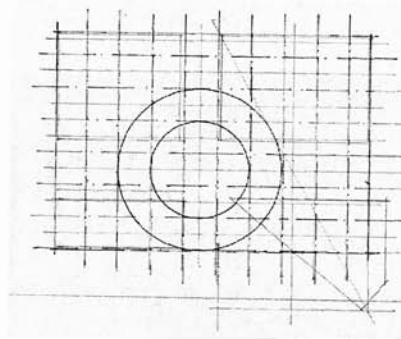
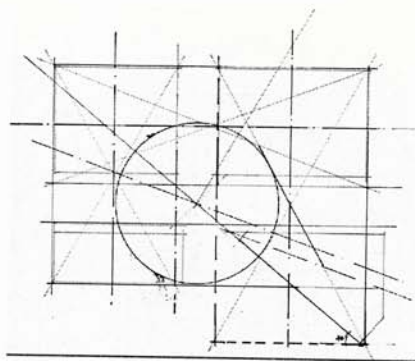
Above the cross road, the tram, the car and the pedestrian are sharing a same road surface, which than cause a big congestion and inter crossing on the road. Having the footbridge on the level 8m which is the height of the power-supply of the tram system. Can separated the pedestrian movement and the transportation flow, However, the movement of the pedestrian are still confined within the buildings once the person wants to move above the footbridge level, also the focus negative space should be utilised fully. Expanding the idea of connection to a multi-level solution where the buildings are actually connected by bridges in different level, and the enclosure of the bridge can be used as the display area of various media. Which become a multiplication of connection, and the idea of atrium above the street was formed



CESS

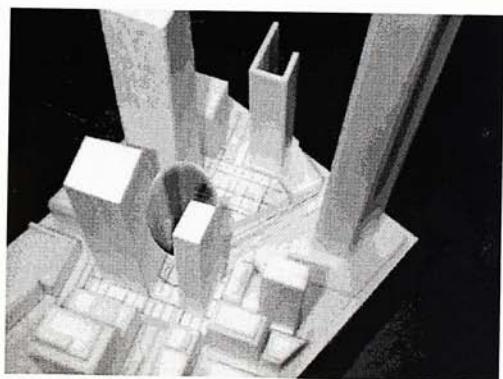
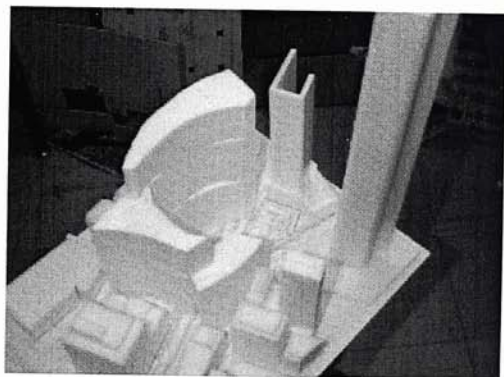
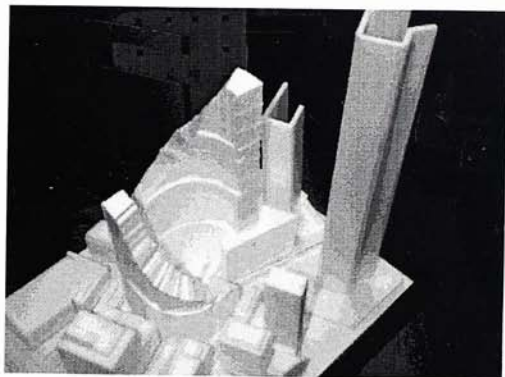
The Geometry

As the building can be connected in different levels and people can flow within the four buildings three dimensionally. Which actually turns the four buildings into one large complex, with the connecting devices flowing with the negative volume, which show the potential of the four corners situation of elsewhere in the city. Since the negative space is actually the most eye-catching area where all the movement were happening in a 90 degree angles perpendicular to its surface. The Space can be best used as a signboard area (where actually the effect is demonstrated by all the hanging sign-board on the street) The idea can be achieved by the working on the enclosure of the connecting device. On the other hand, the shape of the negative space no longer has to be strictly defined by the physical building, because the function inside the space is at equal importance as the other four. In term of form, the shape of the negative volume can be used as a rectifier or a device to tie up the shape of the physical lots which is defined based on the situation of the pass, where the consideration may not be applicable on nowadays situation.

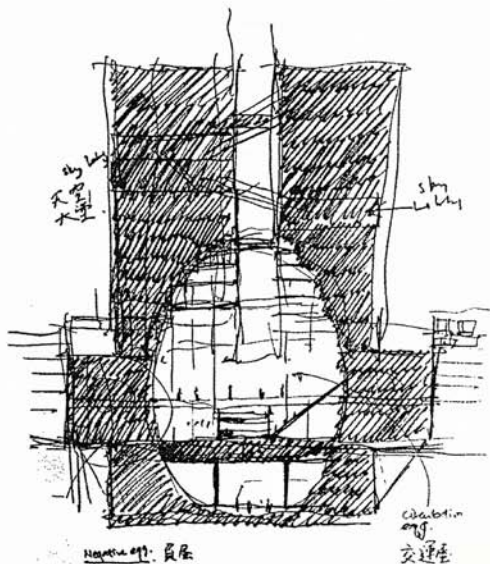
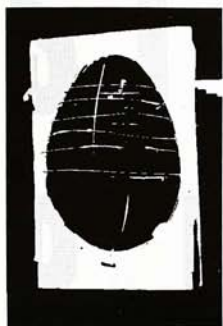


Massing Study

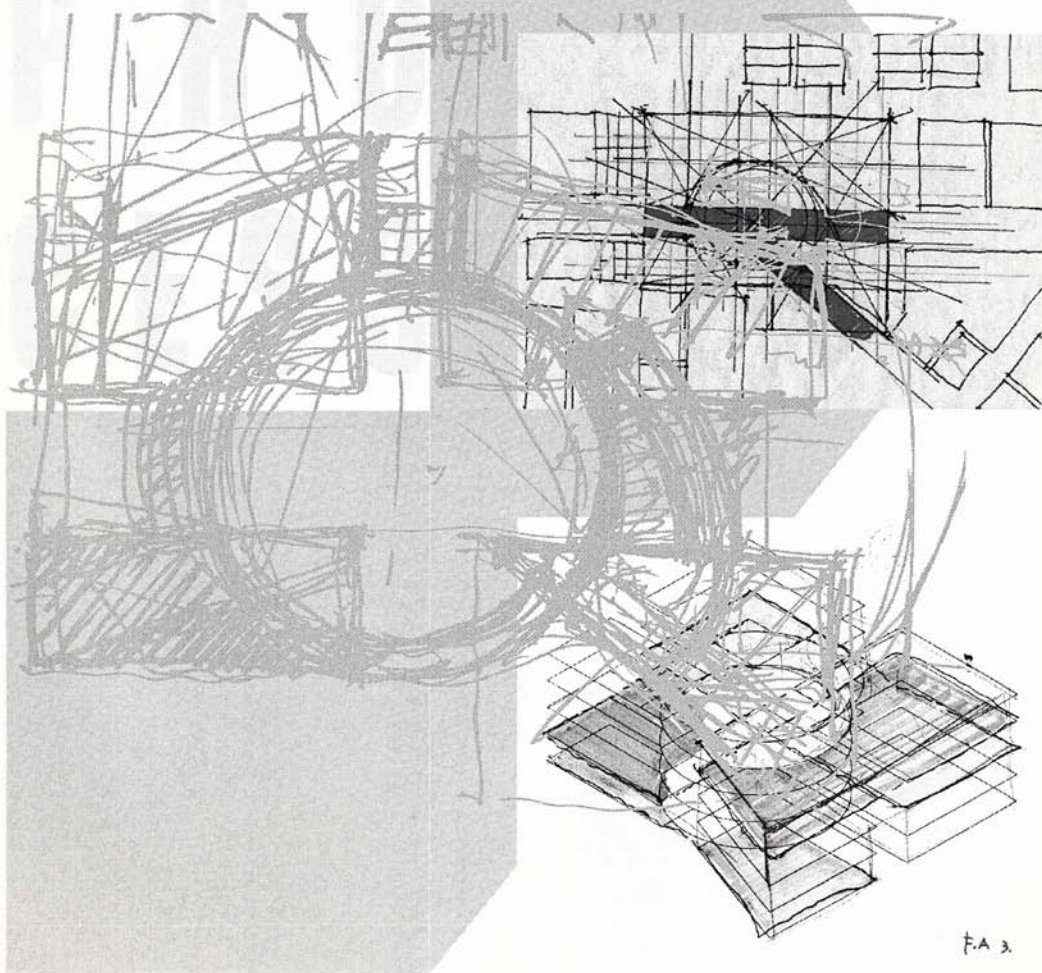
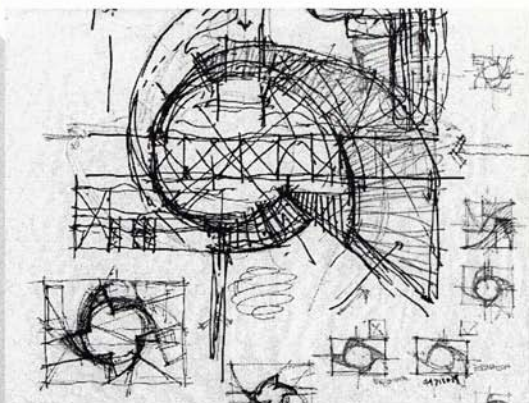
As the fifth object was embraced within the four buildings, the form of the four buildings were studied through quick massing model. The scheme was tested based on the extrusion of the plan. These allows quick study of the impact of the different forms of the four buildings towards the context, where the scale, the mass, the shape of the building were being considered. Within the three option, the first two is generated based on a rotated grid obtained from the shape of the triangular lot, which of them were a one building approach. While the third one is the four buildings approach. Since the street atrium was the focus of the study and the four buildings approach which the focus tower can harmonize with the neighbour buildings, the regularity of the four buildings can bring up the uniqueness of the fifth structure but not competing with it, through the review, this scheme was chosen for development of the next step.



The Egg Option

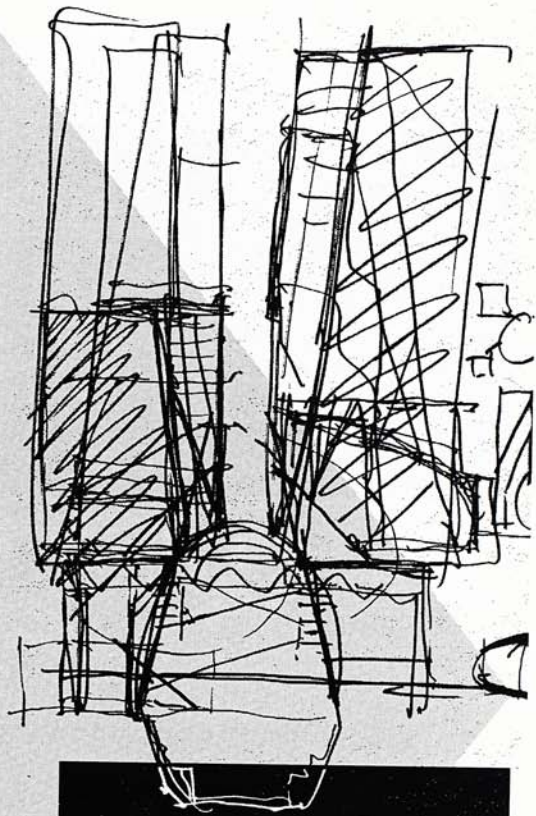
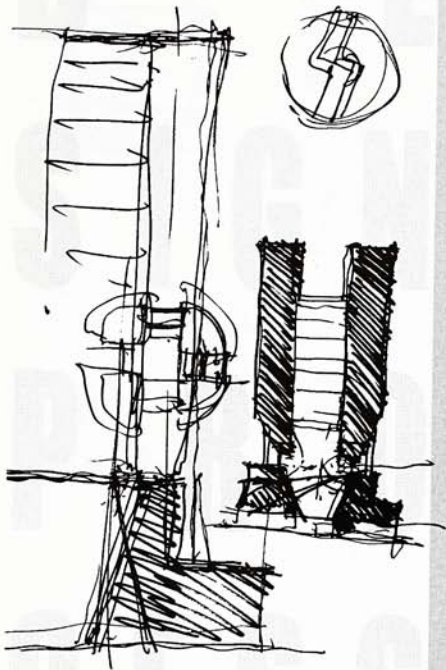


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F.A. 3

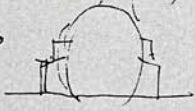
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office platfr

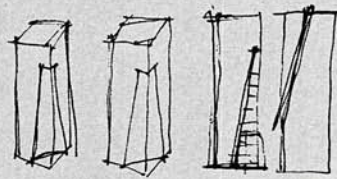


Junction →

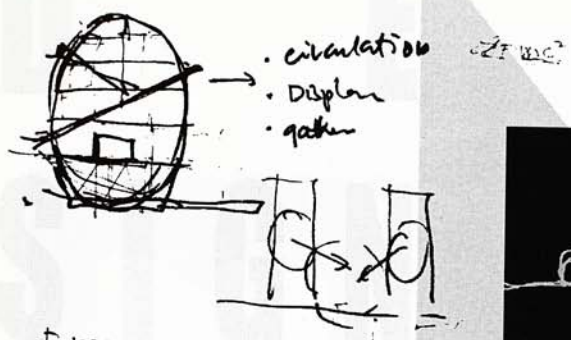


Building shape

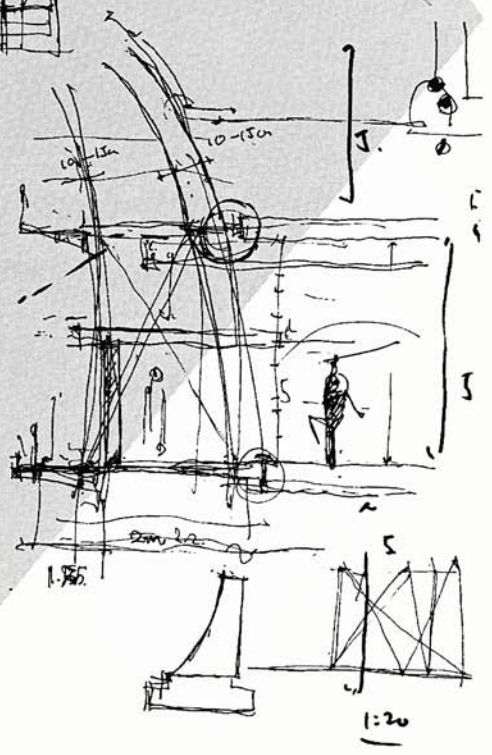
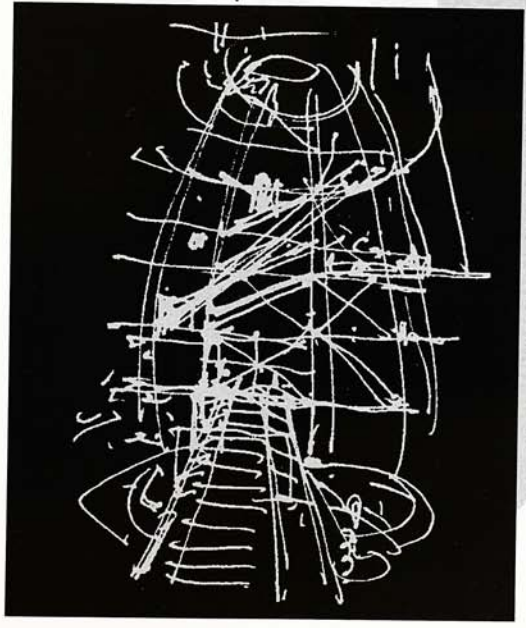
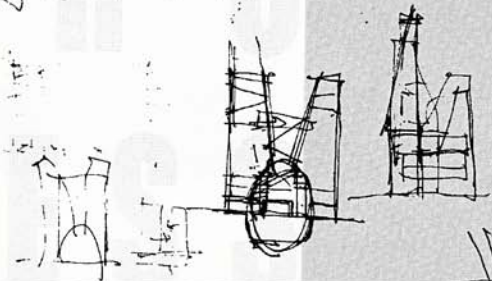
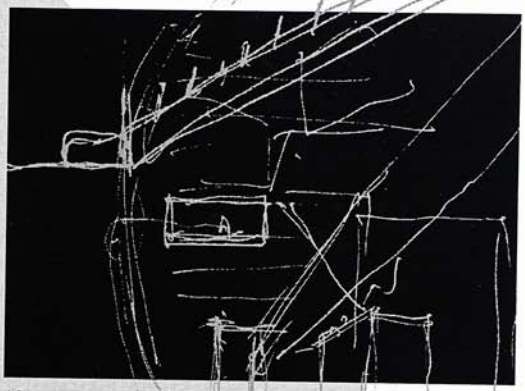
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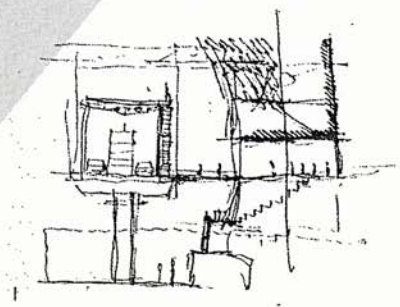
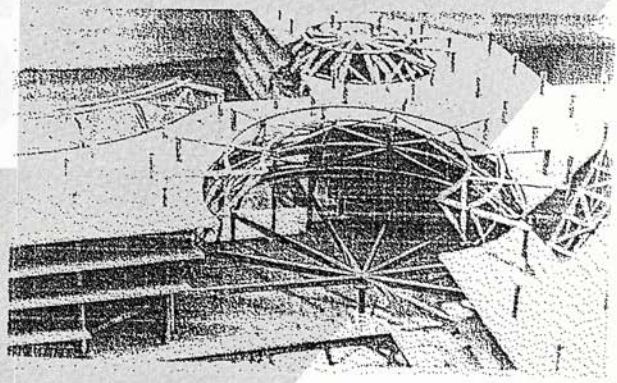
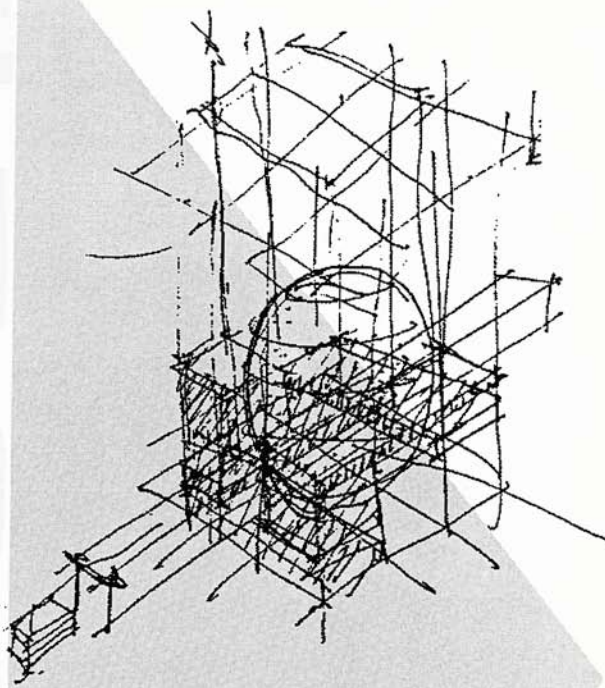
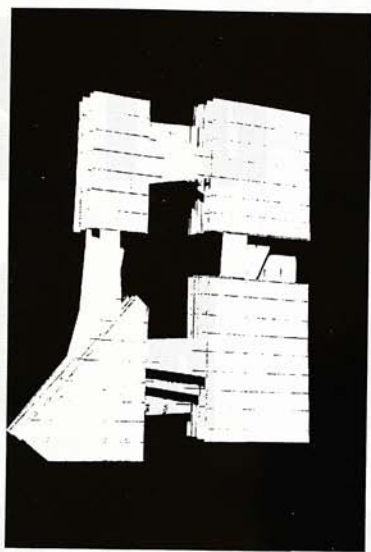
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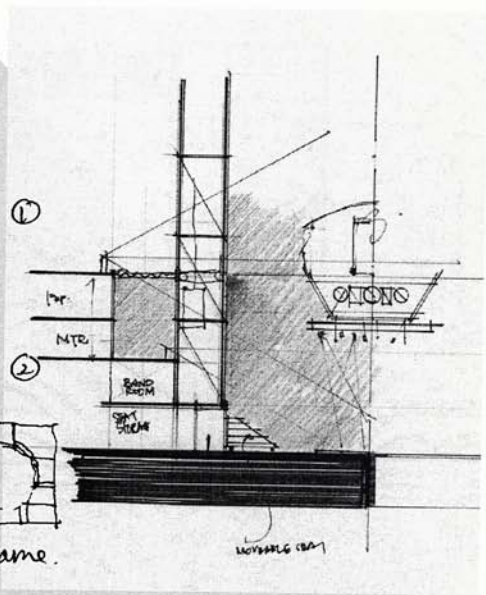
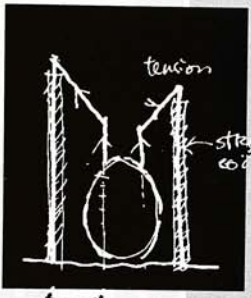
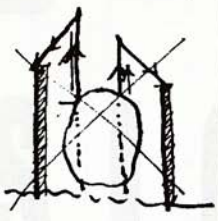
FORM: *time by the negative sp...*



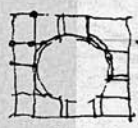
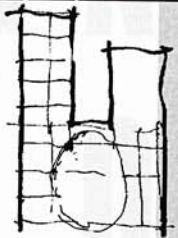
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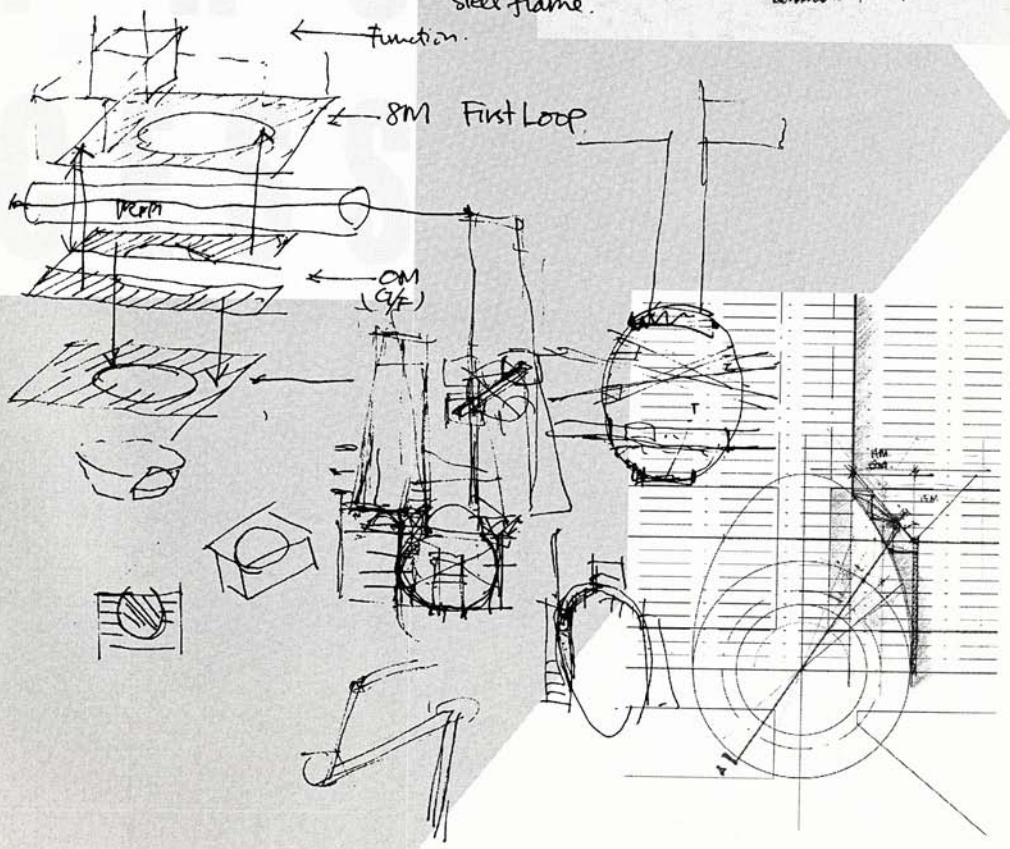
Evolving to the Final Design



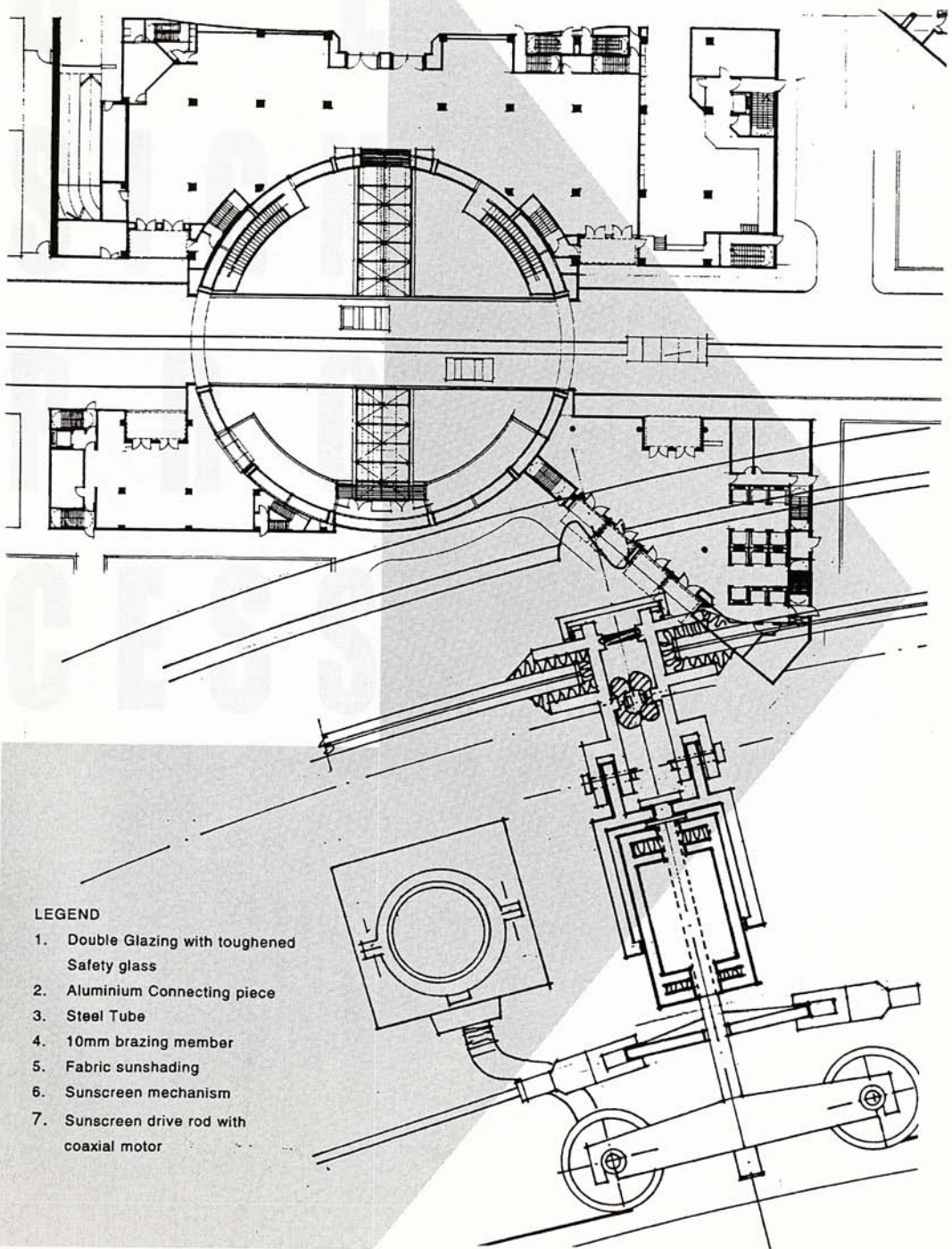
structure.



Steel frame.



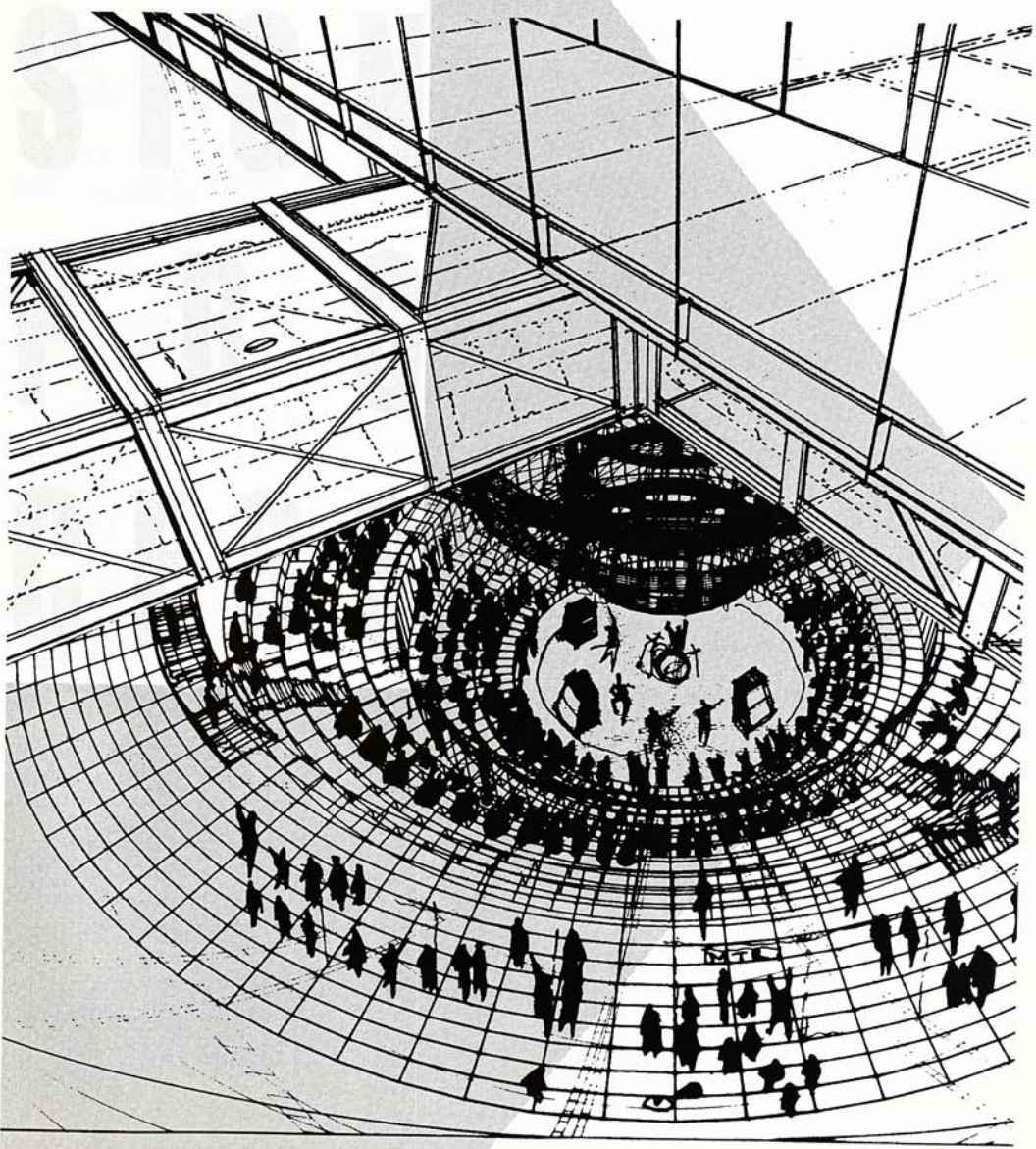
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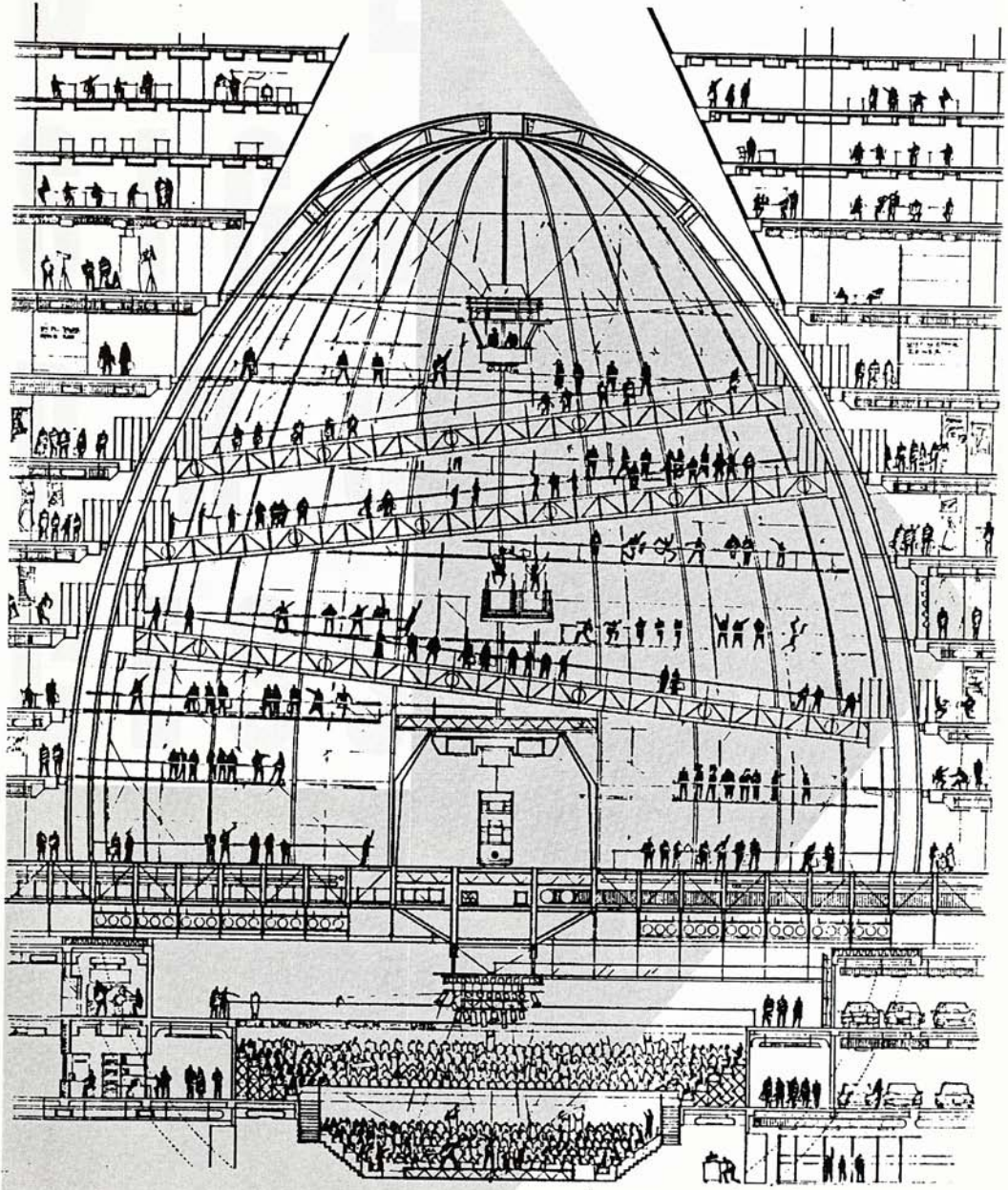
LEGEND

- 1. Double Glazing with toughened Safety glass
- 2. Aluminium Connecting piece
- 3. Steel Tube
- 4. 10mm brazing member
- 5. Fabric sunshading
- 6. Sunscreen mechanism
- 7. Sunscreen drive rod with coaxial motor

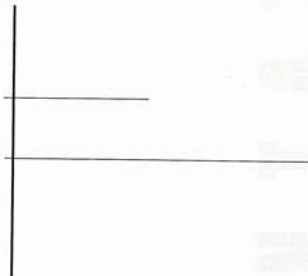
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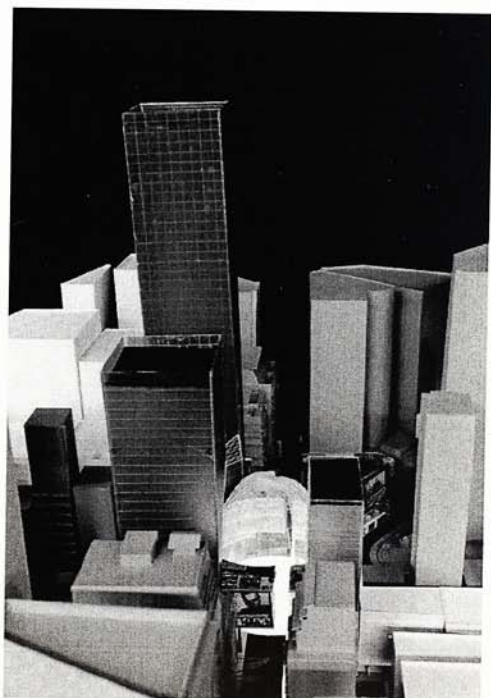
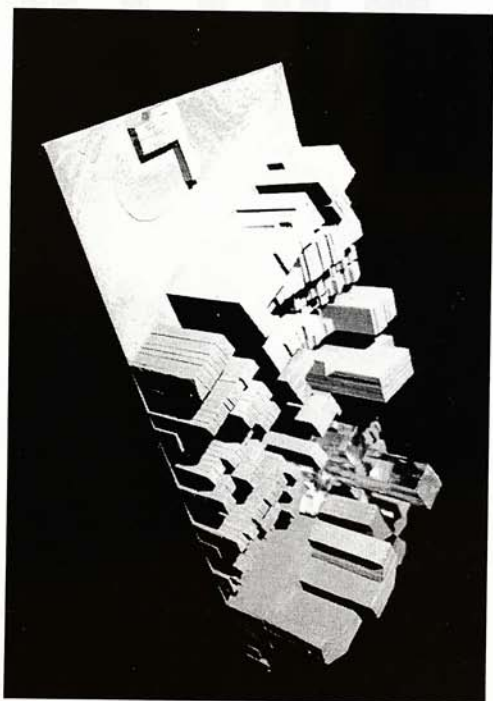
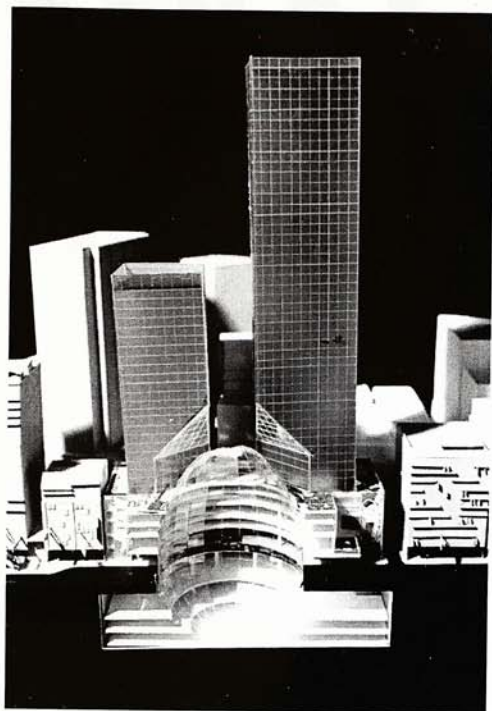


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