China Wujiang - Qipao Town International Architecture
Design Competition

Design Brief

I. Project Background

Qipao Town is situated in Wujiang’s Old Town area next to the Chuihongqiao relic site, and occupies an area of approximately 32 hectares (480 mu). 100 mu has been set aside for development purposes with a planned total investment of RMB 6 billion. The project will be based around a qipao culture theme with a mode of development that adopts the motto of "Traditional Culture + Craftsman’s Spirit." The end result will feature integrated development of culture, tourism and industry.

Qipao Town adopts a three-pronged development concept that incorporates the features of cultural town, industrial town and a tourism town, and is imbued with the mission of representing a millennium of qipao traditions in Wujiang. Based on the qipao as a central theme, a unique tourism town will be created featuring cultural tours, Shuixiang scenic tours, sinology tours and cultural fashion tours. Cultural elements
centered on the theme of qipao will include traditional Chinese clothing, silk culture, sinology, Zen culture and Chuihong culture, integrated into a single cultural heritage village. Lead by high-end qipao customization, innovative design, masters’ workshops, product launches, and global forums will all be contained within an ingenious industry village.

II. Location and transportation

1. Project location:

   **Qipao Town Island Zone** is located in the middle of Qipao Town. To the west is the Hongqiao river; to the east a new canal; to the south Lize Road and to the north Chuihong Rd.

   **The Qipao Outdoor Performance Plaza** is situated at the northern edge of Qipao Town's Zone A, at the eastern edge of Zone C, at the intersection of Lize Road and Zhongshan South Road.

2. Site Transportation Conditions:

   The project base is located in the south of the city along the main road, Lize Road. To the north it borders the Chuihong Scenic Area, therefore transportation connections are good.
Project Site Map
III. General Design Principles

(I) Design Principles

(1) Multi-functional, highly effective. Joint development with surrounding street areas forms a combined cultural, commercial, leisure and entertainment street zone that intensively utilizes available land.

(2) Innovative design showcases unique features. To create a unique charm for the area, architectural form and style should reflect the architectural characteristics of Qipao Town, emphasize its personality and boost its recognizability.

(3) Environmental harmony, abundant range of activities. To realize an open plan style for the space and effectively display the landscape, the architectural design should be integrated with the environment and include outdoor space that allows for cultural displays and outdoor performances.

(4) Accommodating local conditions, green, low-carbon. Economically feasible green design technologies that integrate with the project location's climate, resources, ecological environment, economic and cultural attributes, and that are energy efficient should be utilized to construct green buildings that enjoy full usage life cycles.

(II) Project design requirements

(1) Design content
This design mission statement only outlines general requirements with regards to building function. No stipulations are made with regards to actual function of building interiors or floor space usage. Designers may set these themselves in accordance with the design intent.

1) Qipao Town Island Zone:

Design scope of approximately 96,460 sq/m, (145 mu), land utilization scope of 64,005 sq/m (96 mu). Integrating Qipao Town's own commercial positioning, Qipao Town Island Zone's positioning will have four major facets: Qipao Museum, Qipao Theme Hotel, Women's Academy, and Qipao Research Institute.

Qipao Museum: In accordance with the development of the times and to reflect the profound cultural traditions of China's qipao, exhibits are organized to display qipao apparel, development history of the qipao and related cultural background. Additional functions of in-depth industry research, educational experience, social services and cultural exchange are provided in order to better promote the Qipao Museum within the context of Taihu New City's modern socio-cultural service system. Floor space recommendation: 10,000 to 15,000 sq./m.

Qipao Theme Hotel: With qipao culture as its central design theme, a boutique hotel will be established to provide accommodation, F&B, conference facilities etc. in the Qipao Town area. Hotel rooms are required to number 150 approximately. Floor space recommendation:
20,000 to 30,000 sq./m

**Women’s Academy:** A Jiangnan-style development base featuring core content such as qipao garment production, qipao displays, traditional Chinese etiquette training, traditional cultural innovation training shall be established to incorporate a full range of Chinese traditional creative cultures, including traditional Chinese garment culture, silk culture, sinology and Zen culture.

**Qipao Research Institute:** Lead by high-end qipao customization, innovative design, masters’ workshops, product launches and global forums will be integrated into a single cultural innovation research, exchange and conference center.

Architectural design emphasis is on functional layout, optimization of building scale combinations, optimization of development volume and each index item, research of traffic flows (dynamic and static organization, including between functional groups, parking, entry/exit etc.) boosting economic performance and convenience of overall land development in order to increase vibrancy of the area.

Architectural style should emphasize the unique characteristics of Qipao Town as well as retain the overall harmony of the buildings. Designs should utilize as much as possible landscape resources of the surroundings (Chuihong Scenic Area), and encouraged to incorporate innovative dimensions that creatively propose a new architectural
concept that reference building shapes, environment, spatial pattern, participation behavior etc.

Building volumes require precise outlines and clear points of connection. Buildings alongside main roads and both sides of the river should feature enhanced richness of the interface and emphasize the rhythm and balance of the design so as to achieve harmonious unity.

Design projects should meet the basic requirements of building functionality. In terms of usability designs should strive for maximum adaptability and flexibility. Transportation links between functional land lots need to be smooth, comparatively independent, but also organically connected so as to allow unified management. Open planning of public spaces should be achieved while ensuring the privacy of personal spatial spheres.

2) Qipao Outdoor Performance Plaza:

Design scope of approximately 10,141 sq./m (15). The future needs of the Qipao Town Outdoor Performance Plaza should be met by provisioning for shows and performances that require lighting and audiovisual support. Consideration should be given to integrating stages with surrounding buildings. Buildings on the north and eastern edges should feature an innovative nouveau Chinese style. Buildings on the eastern lakeside must be integrated with the lake and consideration needs to be given to integration with the southern plaza entrance in Area
A. Building functions should include indoor performance venues, performance backstage service quarters, and commercial usage.

   Functional design of Performance Plaza needs to consider night-time usage and to offer differentiated styles for daytime and nighttime events. It is recommended that the costuming service quarters in the Outdoor Performance Plaza be located on the northern lakeside or in a building on the eastern edge. Lake surface and building lines in the present design scope may be ignored.

(2) Economic and technical indicators

1) Building height restrictions: Maximum of 24 meters

2) Building site boundary line: Eastern and western boundaries should be receded by 10 meters each (may be slightly adjusted)

3) Parking design: Required to meet the usage requirements of the "Technical Regulations for Urban Planning and Management in Jiangsu Province" (2011 edition). In addition, minimum parking space numbers of 1.5 per 100 sq./m building floor area (commercial), 0.6 per 100 sq./m building floor area (star-rated hotel, museum) must be allocated.

4) Parking mode: Large area ground level parking is not an option for the Qipao Town Island Zone, parking should be mostly underground with ground level parking as a back up. A portion of functional land
needs to be considered for use as bus parking; Qipao Town Outdoor Performance Plaza will feature primarily underground parking, for the moment above ground parking is not an option.

5) Road system: Give ample consideration to connections between land lots and surrounding sites, plan reasonable layout of traffic flows and exits/entrances.

(3) Design references


6. Assessment Standard for Green Building GB/T 50378-2014

7. Relevant regulations and standards of other countries and of Jiangsu Province

IV. Other requirements of final design submissions

(1) Final design requirements
Results should place emphasis on the expression of design concepts and include design descriptions, general layout, individual layouts for each level, main elevation plans, main cross-section plans, relevant analytical graphics, and other graphic material that facilitate the conveyance of design intent. If a working model is necessary for the illustration of design intent, models may be presented in the form of photographic images on paper. All documents may be presented in either Chinese or Chinese/English parallel text. For parallel texts of Chinese and English, the Chinese descriptions shall prevail. All measurement units shall comply with internationally accepted metric denominations.

(II) Submission requirements

1. Electronic format documents

USB drive or CD-ROM, with the registration number clearly labeled. Main content and format are as follows:

"Design Blueprint" documents: 3 sheets of A1 (841mm * 594mm)-size blueprints, landscape format. Design blueprints may not contain personal information in any form. (See figure below for format) The document format should be JPG or PDF; resolution should be no less than 300 dpi. Each drawing shall constitute one document, with each document named in the format "Registration Number + X + Drawing No." (e.g. Registration No. is 160000001 and the Drawing No. is 1; the
document should be named 160000001X1). Please save documents in folder named "1-design blueprint."

"Design Drawing Elements" document pack: Includes, but is not limited to, all textual information, descriptions, diagrams, drawings, model photos (if applicable), and any other relevant information in the design blueprint. Design blueprint file format should be in PDF or JPG, JPG image resolution should be no less than 300 dpi. The contents of the aforementioned document package may not be used for future exhibits, editing, or publications. Please save documents folder named "2-design blueprint materials."

Scanned copies of passport

Participants must attach a clear scanned copy of their passport (contestants from Mainland China must provide a scanned copy of their
passport; contestants from Taiwan, Macao, and Hong Kong and international contestants may provide a scanned copy of their passports). The scanned document should be named according to the participant’s application number. The file format should be either JPG or PDF.

The digital files and folders mentioned above should all be copied into the root directory of the storage media and inside the folder numbered according to the participant’s registration serial number. The storage of electronic files and establishment of sub-directories/folders should be categorized and clearly organized. Total file size may not exceed 2G.

2. Paper-based documents

1) A3 paper-based version of the "design blueprint"

Printing requirements: The 3 sheets of A1 size design blueprints mentioned above should be color printed on A3 size paper, landscape format, and labeled with the registration serial number at the designated location (see format in Figure below). Please provide 10 copies of paper-based documents.
2) "Ownership and Copyright Statement"

Printed on A4 paper and verified by means of participant signature. All members of team participants must provide their individual signatures.

(Note: Final contest design needs to be submitted at the same time, and the contents of 1) of the paper format and 1) of the electronic format should be identical.

V. Attachments:

Attachment 1: Site map

Attachment 2: Qipao Town Island Zone and Outdoor Performance Plaza Design Scope Diagram