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Woods Bagot Designs Abstract Exhibition and Convention Centre in North China

Building on the recent success of Melbourne's six star Green Star Convention and Exhibition Centre in Australia, Woods Bagot is poised to reach new heights in Convention Centre design by creating a dynamic and highly artistic solution for Shijiazhuang City's new cultural landmark.



Caption: Artist's aerial impression of the Shijiazhuang International Exhibition and Convention Centre. (Credit: Woods Bagot)

Competing against seven internationally acclaimed architectural firms, Woods Bagot's winning masterplan and concept design for the Shijiazhuang International Exhibition and Convention Centre is poised to become a world class precinct in functionality, scale and artistry.

The culturally-focused mixed use precinct will serve to showcase Shijiazhuang as a global destination for conference delegates and tourists by re-activating the City's underdeveloped coastal region. Whilst convention precincts in surrounding cities remain under utilized, Woods Bagot's design is expected to maximize the Chinese government's generous investment with its emphasis on stimulating and revitalizing 190, 000m² of the local urban fabric. Moreover, Woods Bagot will deliver a level of sustainability and design excellence in built form that will be fundamental to strengthening Shijiazhuang's international profile.

"Woods Bagot has designed Shijiazhuang's International Exhibition and Convention Centre to respond to, and engage with, the landscape and its plethora of visitors – forming a harmonious, balanced design response that is also visually arresting," said Woods Bagot Beijing Principal Jean Weng.

"Woods Bagot has aimed to bring together the best of both worlds: art and architecture. The result is a unique layout of geometrically complimentary buildings fronted by a tall architectural tower. In short, the masterplan is heavily reliant on incorporating intelligent, ecologically sound, technically viable and culturally iconic building forms."

Employing a filed pattern reminiscent of traditional Chinese 'broken ice' screens, the design language developed by Woods Bagot has been applied to the whole site – working across the grounds, moving outward to the tip's river surrounds to create a randomly split, abstract appearance when viewed aerially.

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“Most importantly the language provides a flexible framework that supports numerous programs, functional arrangements and architectural component relationships. It works at all levels of the scheme – from the macro masterplan down to the micro level paving response by simply scaling the language template.”

Tied together by a fully enclosed and air-conditioned concourse spine, the precinct facilities will comprise 100,000m² of premium grade international standard exhibition space, 60,000m² of high quality convention facilities (including a state-of-the-art plenary), and 30,000m² auxiliary spaces.

A landmark tower reaching upwards of 330m is conveniently located adjacent to the central Exhibition and Convention Centre on an independent 4ha of land. The tower will house a 5-star hotel, serviced apartments and premium grade office space.

“The activated, crisscross pedestrian thoroughfares connect an array of public spaces bordered by restaurants and retail shop fronts for the City to enjoy all year round. The water, the parklands, the buildings and the tower work to establish a newfound synergy in Shijiazhuang’s urban life,” Weng said.

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ABOUT WOODS BAGOT

Woods Bagot’s commitment to global design excellence has resulted in a workforce of 500+ staff based in five regions, in cities such as Abu Dhabi, Bahrain, Sydney, Beijing, Hong Kong, London and most recently San Francisco, New York and Shanghai. Woods Bagot has also announced planning permission for what will be one of the world’s most luxurious hotels at 10 Trinity Square, London and unveiled plans for the Middle East’s tallest tower – at more than 1km high – in Dubai.

Woods Bagot’s Australian studios have recently completed several award-winning flagship projects, including ivy, Sydney (with collaborative partners HP&G and Merivale), Qantas International First Lounges (with collaborative partners Marc Newson and Sebastien Segers) and the Melbourne Exhibition and Convention Centre (with Joint Venture Architects NHArchitecture and the Plenary Group). Woods Bagot Adelaide has also designed the new \$200 million South Australian Health & Medical Research Institute (SAHMRI).

PROJECT SUMMARY Shijiazhuang International Exhibition and Convention Centre

Approx. Size: 190, 000m² in total, comprising of 100, 000m² exhibition space, 60, 000m² convention facilities (including a state-of-the-art plenary), and 30, 000m² in auxiliary spaces.

Client: Government of China

Competition Details: The final seven competition firms included Woods Bagot, RSA, GMP, RMJM, Zaha Hadid, BIAD and the South China Design Institute.

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