

Andrei Martin

Output 1:
N+ Master plan, Ningbo China, 2011

Abstract

N+ is a master plan for a new quarter for the fashion industry for the Chinese city of Ningbo, a seaport city in Zhejiang province, Eastern China. It was the result of research undertaken by Martin and PLP Architecture regarding the evolution of luxury brand presence in China. At its core N+ functions as an education and research and development platform for China's fashion industry, giving exposure to local design talent and access to global brands and expertise. It responded to a number of key research questions: How can China's transition from a manufacturing base to a design powerhouse be promoted? How can the penetration of European brands into China be speeded up, China be given access to global brands and expertise and local design talent be given exposure? How can the idea of spontaneous encounter be turned into urban form? How can sustainability goals be met innovatively?

The master plan proposed four districts: the campus, hutong, high rise and culture districts, each of which cater to different needs of international fashion brands in a single setting. It launched a new real estate concept and architectural typology, the 'Brand Embassy', and encouraged brands to curate events, activities and experiences using strategic spaces within the master plan, called 'Content Boxes'. It devised a novel methodology and bespoke environmental index for achieving

sustainability goals. For these novel ideas, N+ won the Big Urban Projects Category of the MIPIM Architectural Review Future Projects Awards in 2012 and a 2013 International Architecture Award from The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Art Design and Urban Studies. The award was made to 60 projects from 20 nations selected by a distinguished group of architects and academics. In September 2013, the award-winning projects were exhibited at the 14th International Biennial of Architecture in Buenos Aires and will then tour Europe.

Key Words

Brand, fashion, lifestyle, creativity, sustainability

Context

This project was undertaken by Andrei Martin in his capacity as a Senior Associate Partner at PLP Architecture, a London based group of architects, designers and thinkers founded in 2009 by Lee Polisano, David Leventhal, Fred Pilbrow, Karen Cook and Ron Bakker. Although the practice draws from a rich history and experience of working together on projects around the world, it has the culture of a young start-up. It is producing intelligent, exciting and ground breaking designs through a continual commitment to social, economic and environmental ideals. It shuns preconceptions, fixed architectural styles or methods, allowing each project to become a unique opportunity to research, analyse and creatively respond to its brief, site and context. The foundation of the work lies in a commitment to the quality of life in the city, a delight in the handling of material, space and light and optimism about architecture's potential to enrich society.

N+ is a new quarter for the fashion industry for the Chinese city of Ningbo, a seaport city in Zhejiang province, Eastern China (fig.01). It is part of Ningbo's Eastern New Town (ENT) (fig.02), a strategically located new urban development along the waterfront, housing financial and retail sectors and a convention and exhibition centre. Ningbo had a population of 7,605,700 inhabitants at the 2010 census. It is one of the five richest cities in China. For over two thousand years, it was an important stop on the Silk Road

and associated with the passage of luxury goods. It was the origin of China's modern garment industry and is now China's largest clothing manufacturing base. Today it is a second Chinese tier city and one of nine that benefit from special status and autonomy in terms of fiscal regulation. It also features one of the most important deep-water ports in the region. Because of its history of commerce, it has nurtured generations of entrepreneurs and developed an outward looking, business friendly environment.

General Description

N+ is a unique urban development designed to function as a design hub for an emerging creative class, responding to a structural shift in the Chinese consumer economy since 2000. Its total ground space is 55,600 m², resulting in a total built area of 660,000 m² (fig.32). At its core, it functions as an education and R & D platform for China's fashion industry, giving exposure to local design talent and access to global brands and expertise. It will build on Ningbo's unique tax advantages to attract major luxury European fashion houses to the city. N+ comprises four districts: the campus, hutong, high rise and culture districts, each of which cater to different needs of international brands in a single setting. In the north of the development, the headquarters of global fashion brands form the dense high rise district (fig.10). Along the waterfront is the culture district, housing a theatre, a design museum and a yacht club (fig.13). In the south, the hutong District provides a contemporary reinterpretation of a traditional Chinese

hutong neighbourhood and mixes boutique hotels, designer concept stores and fashion villas (fig.12). The campus district, centred on an Applied Academy for Design and Brand Management is located in the eastern quadrant (fig.11). This academic institution has a strong industry and skills focus and serves as a talent incubator for the whole region. Within each district, programmatic modules are strategically interwoven to create spontaneous encounters, intensify interactions and ultimately serve as creative catalysts (fig.12). The districts are linked by a continuous catwalk floating above ground level, serving as an event space and environmental device (fig.14, fig.15). N+ is an exemplary city in terms of sustainability, designed to the criteria of a bespoke environmental index conceived to respond to the needs of creative industries (fig.24).

Research Questions

The project responds to a number of key research questions:

- 1) How China's transition from a manufacturing base to a design powerhouse be promoted?
- 2) How can the penetration of European brands into China be speeded up, China be given access to global brands and expertise and local design talent be given exposure?
- 2) How can the idea of spontaneous encounter be turned into urban form?
- 4) How can sustainability goals be met innovatively?

Aims and Objectives

1) To design a new way of doing business in China

N+ is a strategy-led proposal, aimed at envisioning and giving shape to new ways of doing business in China at a crucial moment as it transitions from a manufacturing base to a design powerhouse. It was designed specifically for the fashion industry, at unprecedented scale and ambition. Its objective was to place Ningbo on the map of global fashion cities by attracting top brands and housing their regional headquarters (fig.06). Its architects speak of it as “a unique urban genre to address a new type of brand presence in a maturing Chinese market.” It also functions as a design hub for an emerging Chinese creative class, responding to a structural shift in the Chinese economy from manufacturing to the consumption of luxury goods (fig.04, fig.05). While one can be sceptical or outright alarmed about its unabashed and uncritical promotion of luxury consumerism as the growth model for China, or as the basis for a rich urban neighbourhood, the architects did not see it as their role to challenge this. Instead they undertook innovative design led research into how this goal might be achieved.

2) To promote education and R & D for the fashion industry

Key to N+'s objectives is the promotion of education and R & D for the fashion industry. The entire city is conceptualised as an 'Urban Lab Campus', a centre for education for applied creativity, design and

lifestyle. At its core is the campus district, centred on an Applied Academy for Design and Brand Management (fig.40). This is an academic institution with a strong industry and skills focus, serving as a talent incubator for the whole region. It houses a variety of activities such as research and design labs, amphitheatres, libraries, media labs, student housing, workshops and exhibition spaces (fig.21). It sits within an urban forest and botanical garden, encouraging experimentation and research on the relationship between nature, the textile industry and fashion (fig.38). Nature invades this zone. The forest, usually the city's other, relegated beyond its walls, stood for wilderness, the unknown, the opposite of culture. Here it is used as a green laboratory for both business and academia exploring bio-mimicry fields centred in smart fabrics, colourants and eco-materials (fig.22).

3) To turn the idea of spontaneous encounter into urban form

In conceptualising how to design a district dedicated to the building of lifestyle brand loyalty, the designers of N+ proposed the idea of intensifying spontaneous encounters as their main organisational strategy. Their key design question became how to turn the idea of spontaneous encounter into urban form. After many iterations of layouts based on street hierarchies, sequences of public spaces, massing and even controlled chaos, the solution became obvious when they started to think in terms of differentiating programmatic elements within specific districts. To the north,

the headquarters of global brands form a dense high-rise district (fig.36, fig.37). This is composed of a series of stacked volumes, each taken over by a brand, and designed to fit the specifications of its corporate identity (fig.30a). Volumes are interspersed with terraces and suspended gardens, along with restaurants, bars and lounges (fig.30b). Along the waterfront is a cultural district with a theatre, design museum and yacht club (fig.41). The design museum, affiliated with the creative industries, treats design as an integral part of everyday life, championing creative thinking and problem solving as a way to understand the world and make it a better place to live. As a destination in its own right, it teaches, entertains and archives (fig.27). To the south, a labyrinthine neighbourhood – a contemporary interpretation of a traditional Chinese hutong – mixes boutique hotels, designer concept stores, fashion villas and a very active streetscape. This is designed to capture the qualities of the intricate urban fabric of medieval Chinese cities. To the east is the campus district described above (fig.39). This multiplicity of uses forms a space of experimentation, where design and research interact, where the theatre is a playground and where buyers, brands and shoppers merge. Different organisational features occur in each district e.g. each has a public space and one or several significant buildings that shape multiple experiences (fig.23). The high rise district is crossed by a diagonal active spine, Broadway. The hutong plaza is framed by buildings on three sides and opens to the canal to the fourth. The cultural district is organized along the water's edge along a pedestrian promenade and the campus district's urban forest serves

as an active recreational area. This mix of districts and programmatic typologies is intended to encourage creativity, sociability and experimentation (fig.20). A multiplicity of programs, colours, character and atmospheres create stimulating, continuously changing urban experiences, a heightened awareness of brands and their association with a sophisticated urban lifestyle (fig.17). Floating above street level, a continuous catwalk, 'The Ring', described below, connects all the districts (fig.14, fig.15).

4) To speed up the penetration of luxury European brands into China, give China access to global brands and expertise and give exposure to local design talent.

At its core, N+ functions as an instrument for speeding up the penetration of luxury European brands into China, giving China access to global brands and expertise and, at the same time give exposure to local design talent. The entire proposal was brand-oriented, formulated as a competitive strategy to build, develop and nurture brands using concepts of identity, positioning, target group and vision to generate added value and loyalty. The architects developed the concept of 'Brand Ecology' to encapsulate these ideas. By this they meant systems that match the interests of business/brands, design/creativity and the specifics of Ningbonese/Chinese heritage and through which these elements could cross-fertilise one another. To concretise this, the design proposes a new real-estate concept and architectural typology, the 'Brand Embassy' (fig.28) , to challenge the

two mainstream retail architectural typologies, the flagship store and the mall. The 'Brand Embassy' plays the role of an ambassador, ensuring adequate representation of the image of a brand and incubating relationships between brands and their customers along the lines of a national embassy or trade missions. It is structured as a multi-functional facility for a lifestyle brand (ranging from fashion and accessories to cars and sports) to showcase their content, market their products and facilitate contractual or other arrangements between producers and consumers. One type of 'Brand Embassy' was the 'Designer Villa' (fig.29) a free standing building containing three elements - a product space open to the public, a lounge space for limited public access to engage with a brand and a lab space for corporate activities around branding, design, marketing etc. (fig.43)

The architects also invented the concept of the 'Content Box,' a strategic space within the master plan that could be centrally managed, where brands would be encouraged to curate events, activities and experiences. These varied in size and could feature one-off events or longer exhibitions, pop-up or recurring content. Some could function as small galleries, and reinforce the idea of the city as an urban laboratory campus. The definitive 'Content Box,' is 'The Ring', a continuous catwalk that floats above street level and connects each of the master plan's four districts (fig.42). This was conceptualised as a new urban typology, a 'suspended agora'. It is a multifunctional open platform that activates and connects the districts, continuously changing and being reinvented

and providing novel, car-free ways to navigate the city. It functions as a performative space, distanced from the quotidian reality of the city below, where people are simultaneously actors and spectators, inhabitants and protagonists of the life of the city (fig.18, fig.19). Depending on its location, it behaves as an amphitheatre, a bench, a viewing platform, a garden, a running track, a catwalk (fig.16). Its precedent was undoubtedly the New York High Line by Field Operations and Diller and Scofidio, but here it is a designed rather than an appropriated element, It is also reminiscent of the multi-layered ground planes of many Chinese cities ¹ and serves as an environmental device, generating controlled microclimates along its route. It embodies and manifests all the key elements of the sustainable approach at N+ e.g. formed from natural and synthetic materials, powered by clean, green energy and with real time information on environmental design and performance freely available through interactive digital displays and mobile devices (fig.25).

4) To supply a creative, curated urban environment

N+ brings together designers, manufacturers, marketers, retailers, stylists, editors, commentators, photographers, educators, students, residents, shoppers and tourists in an urban mix that challenge creative boundaries (fig.20). It is curated by brands, academia, cultural institutions, media and PR entities.

¹ See e.g. Solomon, S., Wong, C. and Frampton, A. Cities with no Ground: A Hong Kong Guidebook. New York: Oro, 2012.

This form of governance emerged from the desire for companies to interact differently with consumers and furthermore in a participatory manner. Dialogue, feedback and co-authorship became paramount.

5) To develop an innovative approach to sustainability

N+ aimed to be an exemplary city in terms of sustainability (fig.24). Its environmental vision was to create a unique, dynamic, creative and sustainable environment where people would want to work, live and play as well as attract visitors and tourists. Its approach to questions of sustainability was innovative. Rather than branding it with a single environmental label, a bespoke Environmental Quality Ranking was developed. This focused on consideration of key environmental themes or qualities for each of the districts within the master plan. Nine such themes were identified: Creative industries, Environmental Education/Information, Materials, Bio-diversity, Quality of Life, Water, Waste, Energy and Transport. Opportunities to showcase future energy, water and waste technologies and to develop urban information systems that enable visualisation of resource consumption and stimulate behavior change were identified. A close partnership between fashion and the creative industries and the sustainable development strategy adopted was proposed. This placed sustainability at the heart of design and production processes and proposed investment in research into smart production / manufacturing and associated smart management. Green products from

N+ could be eco-labelled on the basis of measured energy consumption / carbon emissions or their overall ecological footprint. N+ would also serve as a platform between the fashion and the construction industries through the exploration and use of natural and synthetic materials. The campus would provide an environment to develop smart materials and allow prototyping and testing of products. These proposals challenged 'head-on' the association of the fashion industry with negative environmental impacts as a consequence of the processes of production and distribution of its products.

Research Methods

The project responds to research undertaken by Martin and PLP Architecture regarding the evolution of luxury brand presence in China. This began with extensive research into China as a market, its social trends and of the history and current conditions in Ningbo, conducted through literature research, interviews and site visits. One of the significant findings was that Chinese luxury consumption is projected to grow 18% annually from 2010 to 2015, accounting for over 20% of the global luxury market², and that Chinese middle class consumers prefer luxury products with a Chinese influence³ (fig.04, fig.05). Significantly, China did not have a place where fashion, the media, journalists, designers and models could come together and join the marketing process. It was this gap that N+ imaginatively filled. Once the architects had settled on the idea of intensifying spontaneous encounters as their main organisational strategy, the key design question became how to turn the idea of spontaneous encounter into urban form. After many iterations of layouts based on street hierarchies, sequences of public spaces, massing and even controlled chaos, using drawings and models (fig.31), the solution became obvious when they started to think in terms of differentiating programmatic elements within specific districts. A mix of districts and programmatic typologies was seen as the key to encouraging creativity, sociability and experimentation, key values espoused in the concept. From here, the process became one of orchestrating excess - of porosity, adjacency, access, layering and difference.

2 The McKinsey & Co Institute. The value of China's emerging middle class.

3 HSBC: Consumer Brands and Retail, Global Luxury Goods - 25 January 2010.

In developing the approach towards urban sustainability, the architects undertook research into policies and practices in a number of global cities such as London, Barcelona, Masdar, Kobe, Portland and New York to establish benchmarks (fig.07). Thereafter an innovative, bespoke environmental strategy was devised that aligned the architectural master plan, the business plan and sustainability goals. This identified key environmental themes for the development, listed above, and a ranking scale of 1 to 4 for each one. A 4 represented the highest level of aspiration, a 1 a low level of ambition, but still higher than a business as usual approach. As an example, the different levels of ranking associated with the theme 'Creative Industries' would translate as:

4* Sustainable design and production: development of a N+ brand, promotion of fair trade products, promotion of fashion eco-labelling and creative of experimental spaces where smart clothing replaces heating and cooling

3* Smart production: minimisation of the ecological footprint of products, instant prototyping, link to Ningbo's heritage in fashion and garment production

2* Research and development: development and testing of new smart fabrics and materials, linking fashion and construction through new materials, brand embassies to provide interaction with customers

1* Promotion: Active participation and engagement with the public, thematic events, activation of The Ring

This methodology allowed high level aspirations to be developed for N+, offered flexibility in doing so and created a more realistic and realisable platform to deliver sustainability targets.

Dissemination / Impact

The N+ Masterplan won the Big Urban Projects Category of the MIPIM Architectural Review Future Projects Awards in 2012 (fig.P01). This prestigious international award recognizes design excellence in schemes that respond to a client's brief and contribute to urban regeneration, respect the quality of the built environment and address strategic issues of social responsibility, sustainability and transport. It was also awarded a 2013 International Architecture Award from The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Art Design and Urban Studies. The award was made to 60 projects from 20 nations selected by a distinguished group of architects and academics. In September 2013, the award-winning projects were exhibited at the 14th International Biennial of Architecture in Buenos Aires and will then tour Europe.

The project has been widely disseminated in the architectural and design media including:

'PLP Architecture designs new urban development for Ningbo.' World Architecture News, 12 September 2012 <http://www.worldarchitecturenews.com/index.php?fuseaction=wanappln.projectview&upload_id=20756>

'N+ Masterplan.' Open Buildings
<<http://openbuildings.com/buildings/n-masterplan-profile-40472>>

'N+ Ningbo, China: Masterplan.' E-architect, 27 October 2011
<http://www.e-architect.co.uk/china/n_ningbo.htm>

'PLP Architecture | N+.' Arthitectural, 20 May 2012
<<http://www.arthitectural.com/plp-architecture-n/>>

'PLP pens masterplan for Silk Road city.' designMENA 31 October, 2011
<<http://www.designmena.com/thoughts/plp-pens-masterplan-silk-road-city>>

Evidence

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Press

- P.01 Architectural review Big Urban
projects Winner Announcement

Digital Evidence

- Interactive PDF



Fig. 01 N+ Brand

Ningbo: Regional Connectivity

45 MINUTES TO SHANGHAI
WITH NEW HIGH SPEED TRAIN
PLANNED FOR 2014

FROM AIRPORT TO ENT

- Helicopter - 5 minutes
- Car - 25 minutes
- Baggage can be sent straight from flight to hotel
- On site via electrically powered shuttle

Ningbo Airport

Ningbo City Centre

N+

Ningbo Port

WITHIN N +

Baggage can be checked in locally or online and sent ahead of passenger to the airport

Fig. 03 Regional Context



Fig. 02 N+ Aerial view by night

China as a Market

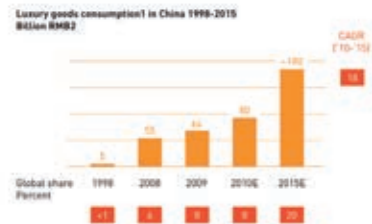
**LIMITED PENETRATION,
FAVOURABLE
DEMOGRAPHICS AND
WEALTH CREATION WILL
CONTINUE TO DRIVE
DEMAND**

**SUPPORTIVE SOCIAL
DRIVERS, PARTICULARLY
A DESIRE TO DISPLAY
STATUS**

**COMPELLING LONG
TERM PROFITABILITY
AND UPSIDE POTENTIAL**



Source: The McKinsey & Co Institute The value of China's emerging middle class.



¹Luxury goods include fashion ready-to-wear, leather goods/handbags, watches and jewellery
²2010 real RMB

Source: McKinsey Insights China - Wealthy Consumer Studies (2008, 2010), Deutsche Bank, interviews, literature search

Fig. 04 China as a market

Chinese Consumers

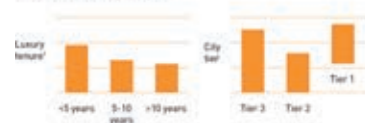
Global "trading-up" phenomena may influence Chinese consumers. Chinese luxury consumers may be influenced partially by social trends that are taking place on a global basis. Apart from trading up, the following social trends are influencing luxury demand positively:

- People are marrying later (meaning there are more single people with more money to spend on themselves). Also, divorce rates are rising, and new singles spend more on themselves in order to "rebuild their personal brand" and to compensate for emotional distress
- Women's financial autonomy is increasing
- The younger generation is more knowledgeable about brands, and less value-for-money driven than their elders "Buying social place and feeling good about it may seem helplessly vulgar, but that is precisely what characterises the new luxury" writes James Twitchell.

Source: HSBC Consumer Brands and Retail, Global Luxury Goods - 25 January 2010

While looking for international heritage, newer luxury consumers demonstrate a growing preference for products designed specifically for China

Percent that strongly agree or agree



Product designed for China is important especially among new luxury buyers... and also highly valued by tier 2 consumers

¹Luxury tenure is the number of years since a consumer first purchased luxury goods

Source: McKinsey Insights China - Wealthy Consumer Study (2010)

**ADVENT OF DISPOSABLE
INCOME, EMERGING
MIDDLE CLASS**

**MORE KNOWLEDGEABLE
AND INCREASINGLY
SELECTIVE**

**INCREASE IN DEMAND
FOR PRODUCTS
SPECIFICALLY
DESIGNED FOR THE
CHINESE MARKET**

Fig. 05 Chinese consumers

ENT: World Fashion Cities

The ENT has a clear vision with regards to the N+, the objective is to place N+ on the map of fashion/creative districts throughout the world and insure its differentiation and competitiveness. It seeks to attract top brands and become their regional „embassies“.



Fig. 06 World fashion cities

ENT: World Green Cities

The ENT has decided to make N+ an exemplary city in terms of sustainability. It has been developing a bespoke index of sustainability in order to calibrate target and objectives in a smart and innovative manner.



Fig. 07 World green cities

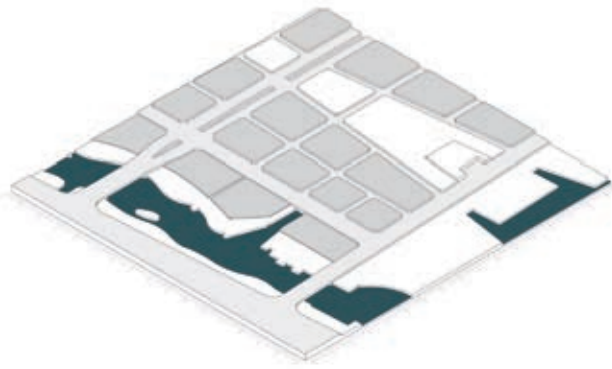
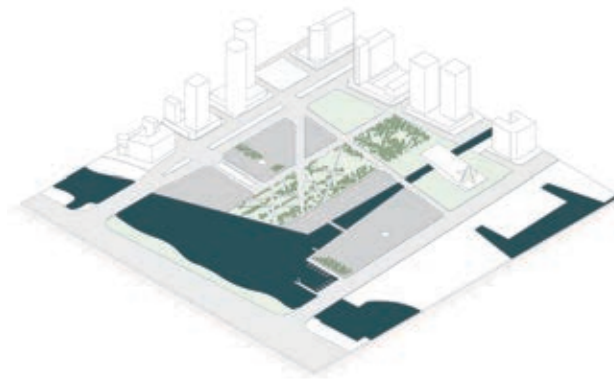


Fig. 08 Eastern New Town Master Plan: area allocated to N+



urban forest

Fig. 09 N+ Master Plan: Urban Forest



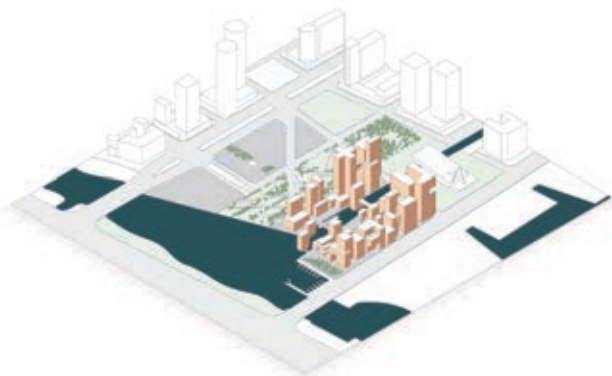
high rise district

Fig. 10 N+ Master Plan: High Rise District



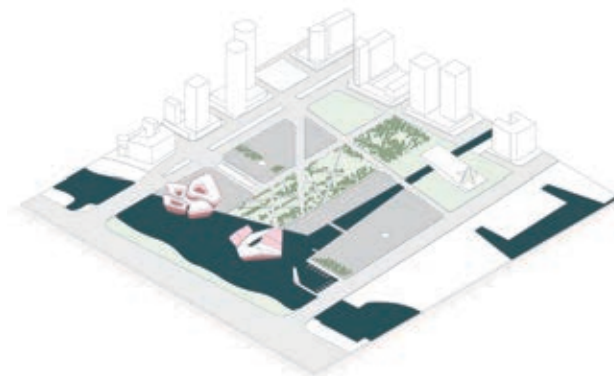
campus district

Fig. 11 N+ Master Plan: Campus District



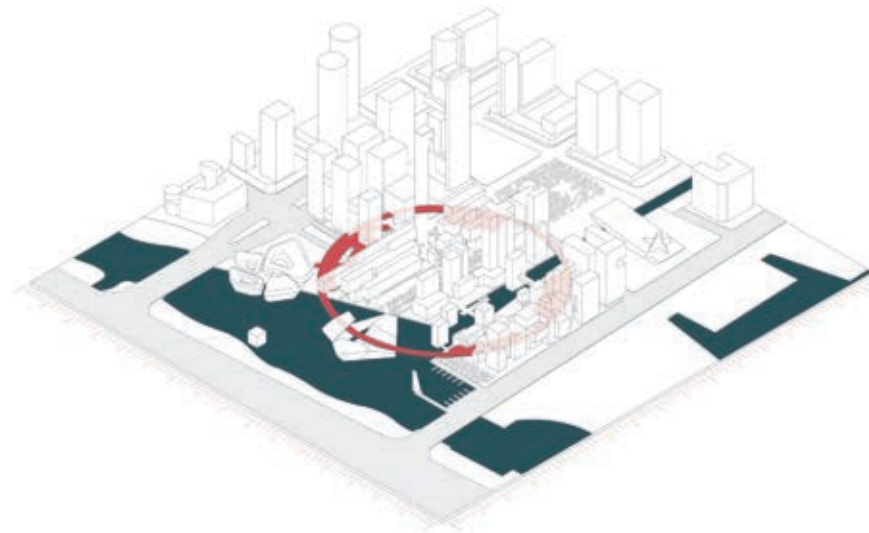
Hutong district

Fig. 12 N+ Master Plan: Huton District



cultural district

Fig. 13 N+ Master Plan: Cultural District



CATWALK RING

Fig. 14 N+ Master Plan: Catwalk Ring



Fig. 15 Catwalk Ring Plan

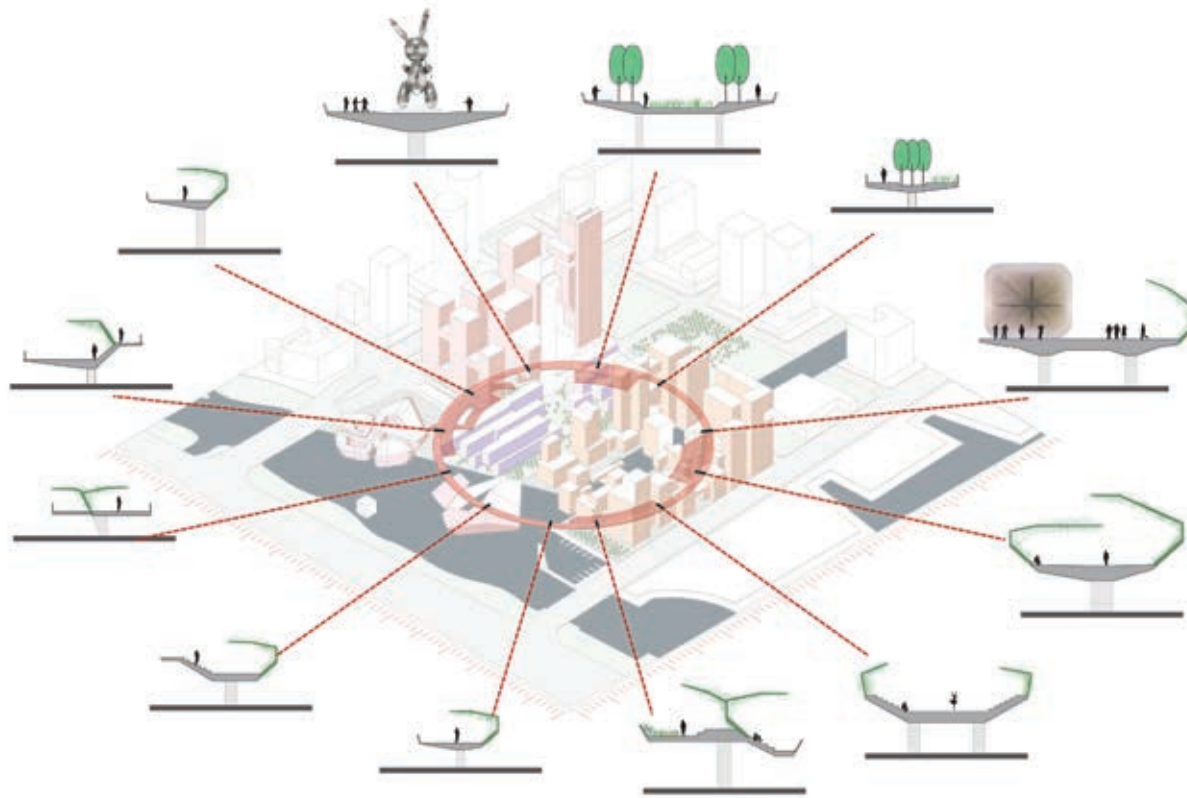


Fig. 16 Catwalk Ring Sectional Diagrams

The Ring, Culture and Fashion

The Ring's spatial experience follows the rhythm of the yearly fashion calendar. During fashion weeks it is successively occupied by fashion shows, magazine launch parties, exhibitions, cocktails, private viewings, concerts and a variety of social events. It becomes the grounds of experimentation of students and young designers. They can appropriate the Ring for their final year shows and regular presentation works. This gives them constant exposure to the industry, and insures a constant animation of the public.

The Ring offers a variety of experiences depending on its location within N+. It can behave as an amphitheatre, a bench, a viewing platform, a garden, a running track, a catwalk...it is a space open to interpretation and appropriation.

- Running Track
- Elevated Forest
- Display Areas
- Vertical Greenscape
- Outdoor Exhibition
- Viewing Platform
- Event Space
- Stage
- Green Beds



Fig. 17 Catwalk Ring, Culture and Fashion Diagram

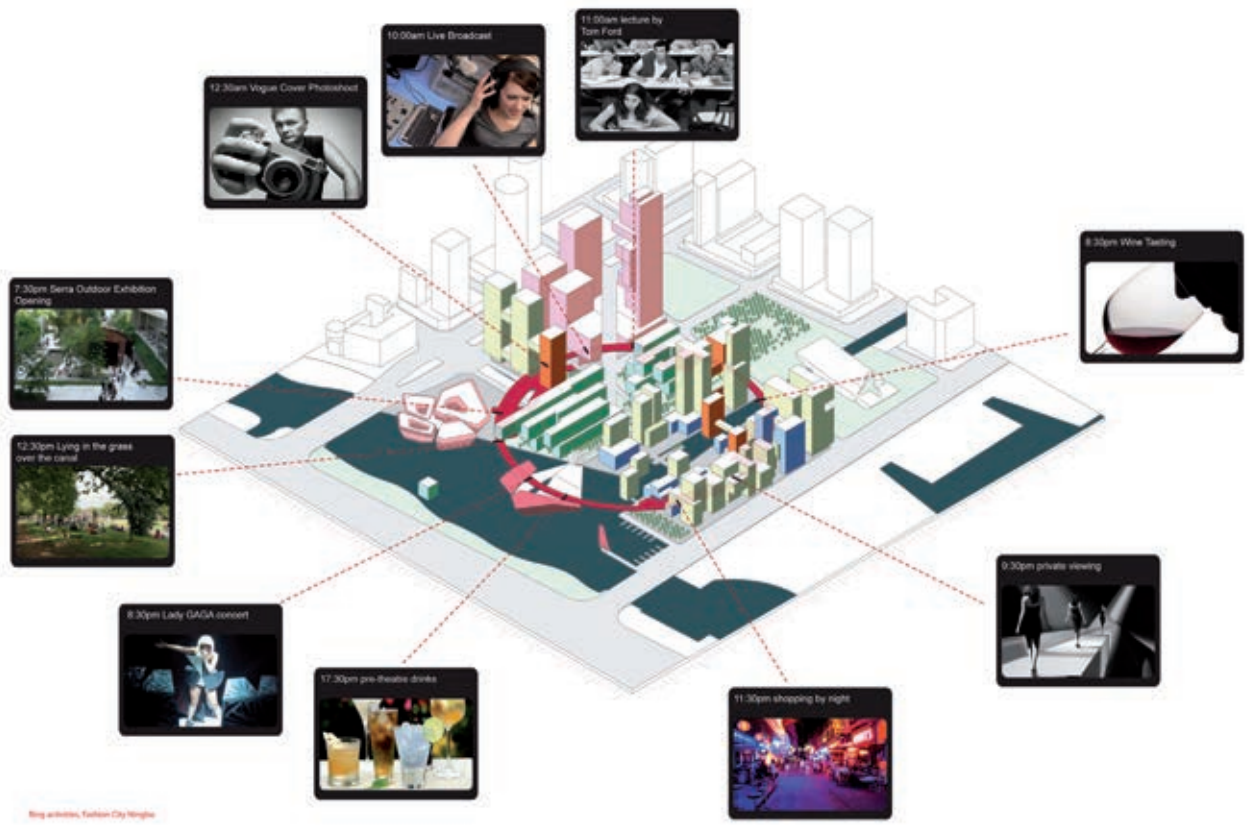


Fig. 18 Catwalk Ring Activities 1



Fig. 19 Catwalk Ring Activities 2

Curated Environment

N+ is curated by Brands, Academia, Cultural Institutions, Media and PR entities. This initiative emerges from the desire to interact differently with consumers, in a furthermore participatory manner. Dialogue, feedback, even co-authorship between company and consumers is being enabled on such platforms. N+, for the first time, seeks to bring together all these activities under the umbrella of a single curated urban development.



Fig. 20 Curated Environment Diagram

N+ Synergy and Programmatic Coherence

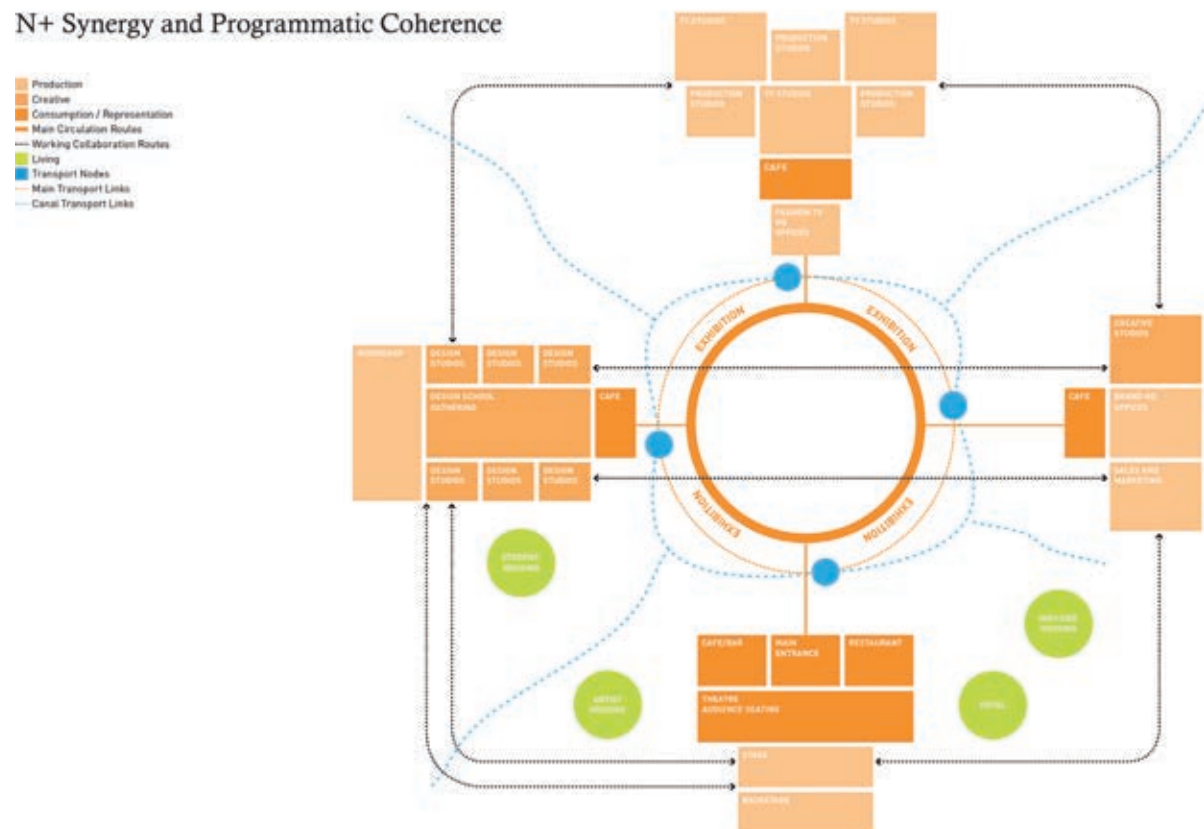


Fig. 21 N+ Synergy and Programmatic Coherence



Fig. 22 Planting Strategy



Fig. 23 District Public Spaces

In Harmony with the Environment



Fig. 24 Environmental Strategy



Water Network

Biodiversity

Bio-diversity Zone

Aquatic Habitat

Roof Garden

Roof Garden

Bioretention

Stormwater

Rain Garden

Rain Garden
permeable pavement
and water storage

Roof Garden



Fig. 25 Environmental Strategy Themes

The Hutong District

The Hutong district is designed to capture the qualities of intricate urban fabrics of medieval cities. It seeks to reproduce the ambiance of the Marais District in Paris or the atmosphere of Roman streets. Streets, arcades, public plazas, terraces, changes of levels and variations in transparencies insure the formation of a vibrant mixed use neighborhood in N+.

The Brand Embassy is a new real-estate concept that houses a brand's representational body enabling a unique form of participation between Brand and Consumer. The Brand Embassy is structured as a multi-functional space for a single lifestyle brand (ranging from fashion/accessories to design to cars to sports) where each brand can calibrate its content and offer according to its particular needs. Programmatic content could include the following modules: a Public Space where customers can interact and explore product opportunities, a Lounge Space where access is restricted to relevant people engaging with the brand, and a Lab Space as a closed area for corporate activities around branding, design, sales, etc.

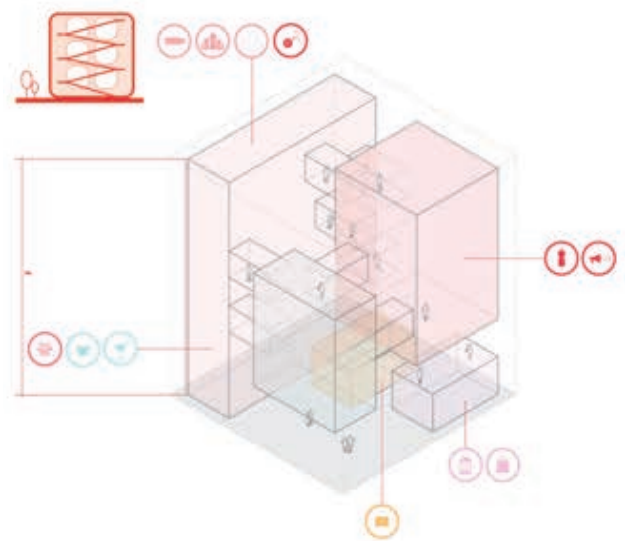
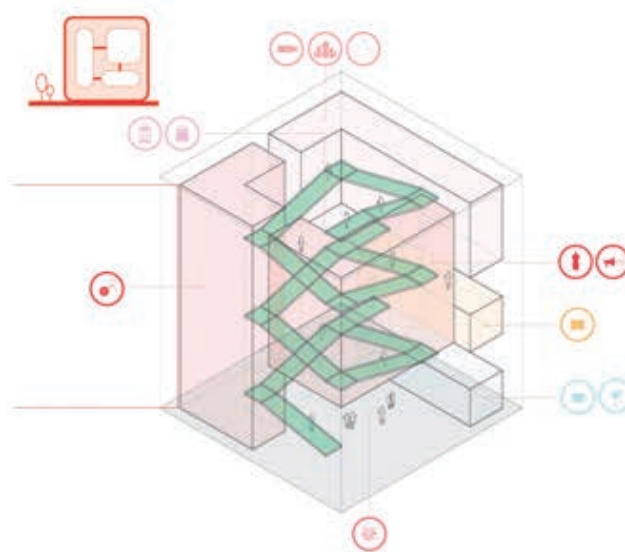
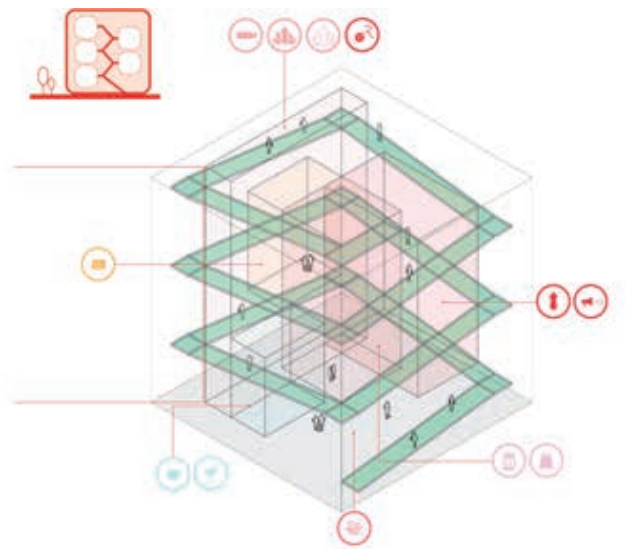
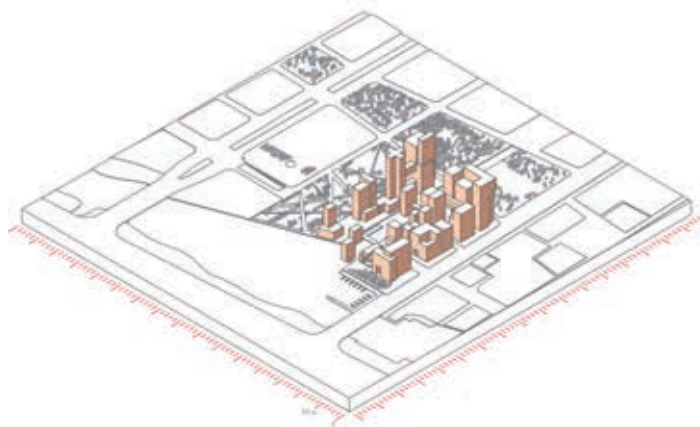


Fig. 26 Hutong District

The Cultural Waterfront

The cultural district stretches along the waterfront. It houses a design museum, theatre, exhibition space and a marina. The Design Museum, affiliated with the creative industry, treats design as an integral part to everyday life, championing creative thinking and problem solving as a way to understand the world and to make it a better place to live. As a destination in its own right, it teaches, entertains and collects. Within this space brands can exhibit or underwrite specific events.

In addition to that, N+ allows its occupiers to curate a series of events, activities, spaces and experiences related to brand exposure, industry, culture and the arts, all within a cohesive, compact and organized urban environment. Several spaces (Contentboxes) found at strategically important points throughout N+, can be centrally managed and curated. These Contentboxes vary in size, may feature one-off events, longer exhibitions, pop-up or recurring content. The ultimate Contentbox remains the Continuous Catwalk, a performative space where one is at once a protagonist and an inhabitant in the City.

- ① Designer's Studio
- ⊙ Designers' Atelier
- ⊙ Marketing & PR
- ⊙ Storage
- ⊙ New Collection
- ⊙ Old Collection
- ⊙ Gallery
- ⊙ Gallery Shop
- ⊙ Event Space
- ⊙ Book Shop
- ⊙ Cafe
- ⊙ Bar

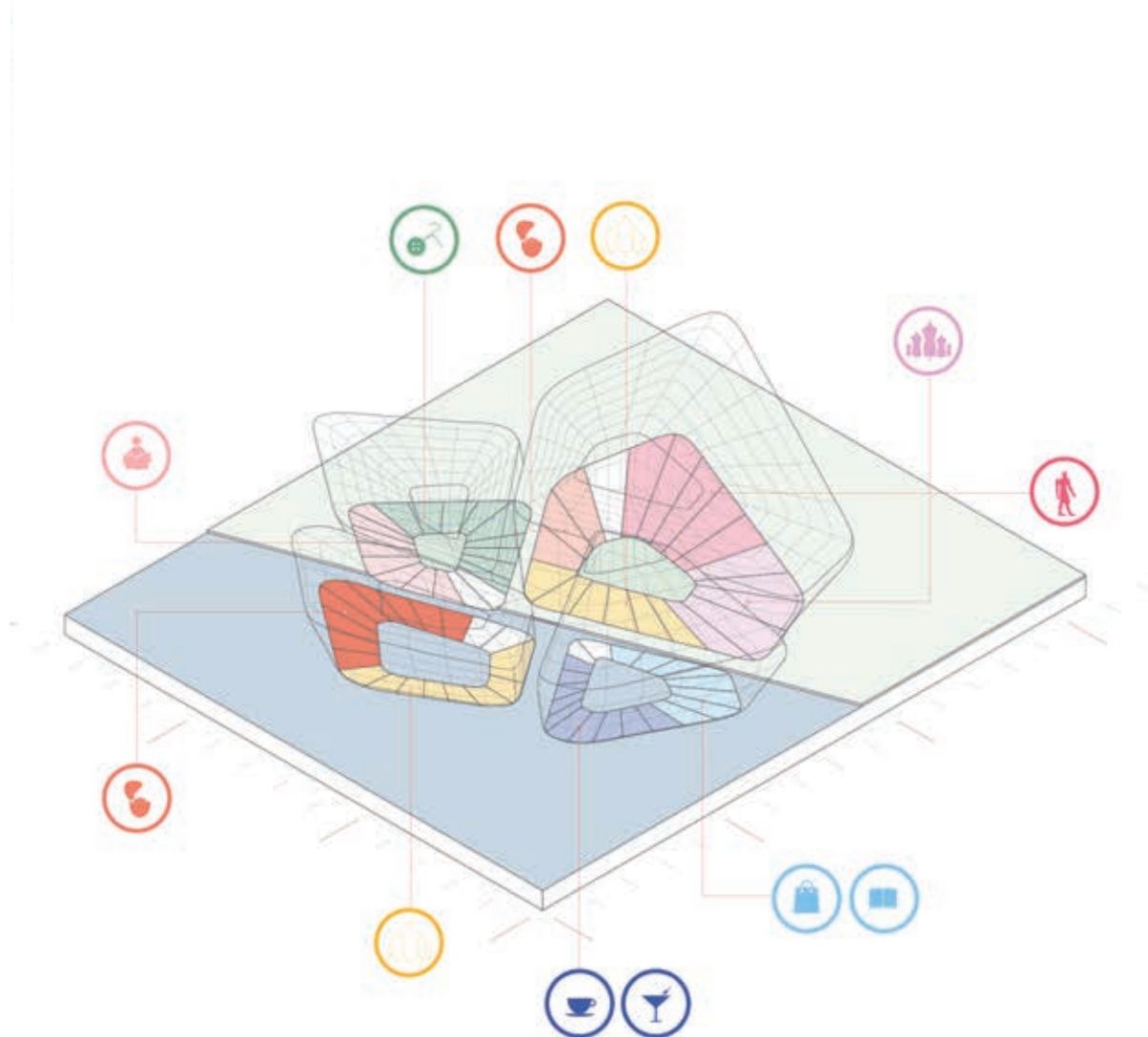
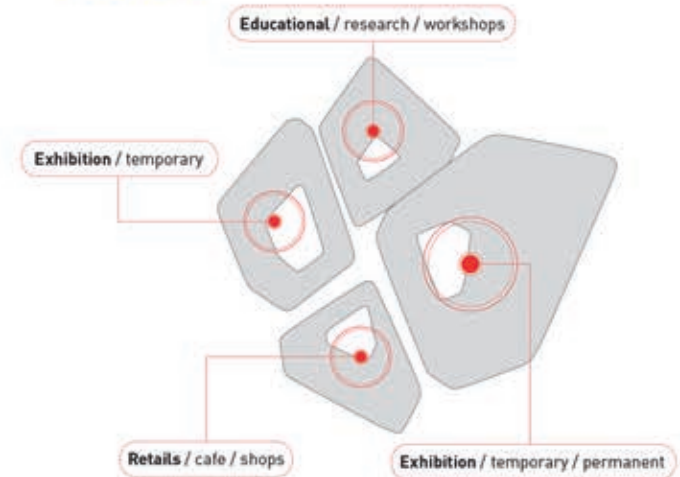
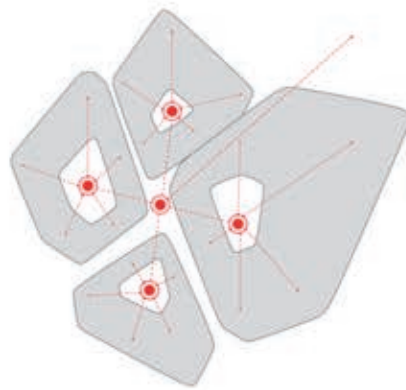
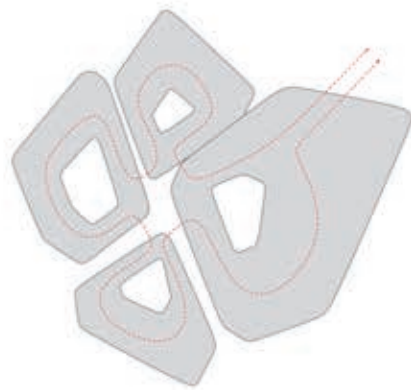


Fig. 27 Cultural District

Brand Embassy

The Brand Embassy is a new real-estate concept that houses a brand's representational body enabling a unique form of participation between Brand and Consumer. The Brand Embassy is structured as a multi-functional space for a single lifestyle brand (ranging from fashion/accessories to design to cars to sports) where each brand can calibrate its content and offer according to its particular needs. Programmatic content could include the following modules: a Public Space where customers can interact and explore product opportunities, a Lounge Space where access is restricted to relevant people engaging with the brand, and a Lab Space as a closed area for corporate activities around branding, design, sales, etc.

The Brand Embassy is intrinsically linked to all the others programmatic elements of N+. It relates strategically to the hospitality modules, the education or the non-programmed spaces.



Office



Workshop & Ateliers



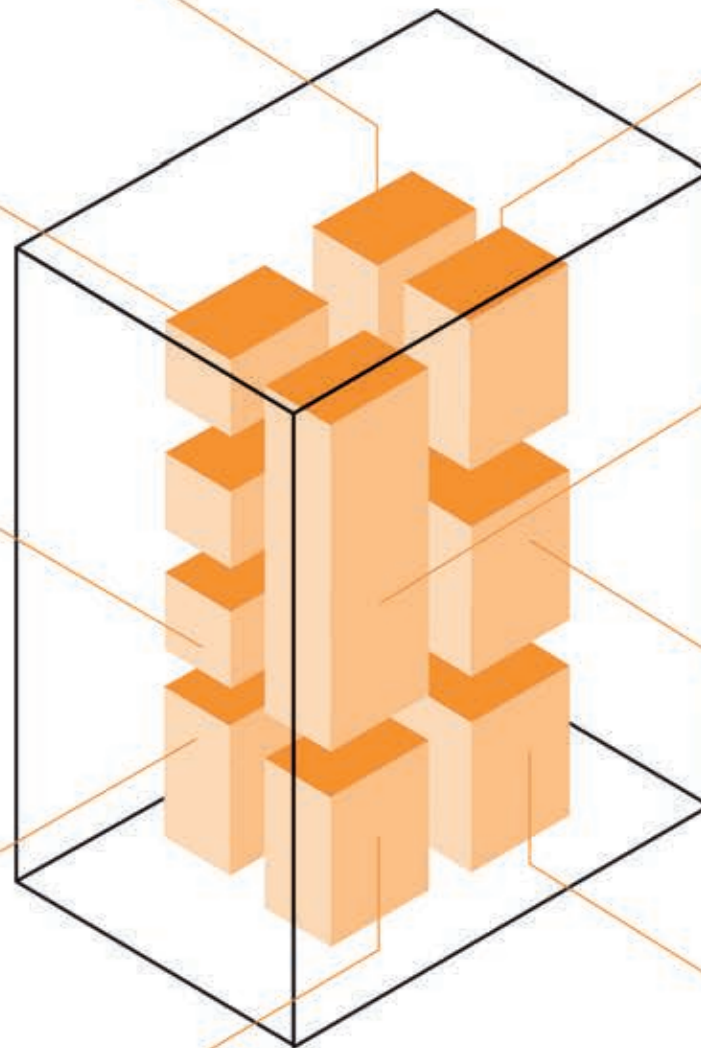
Cafes



Exhibition



Boutique Hotel



Lab Space



Lounge



Retail



Public Space

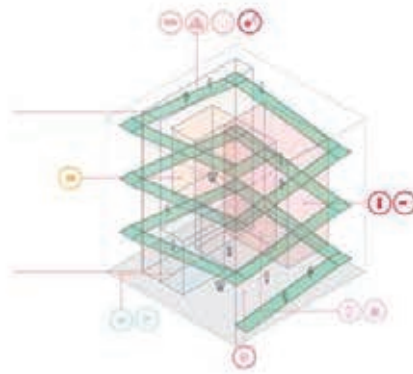
Fig. 28 Brand Embassies

Designer Villas Typologies



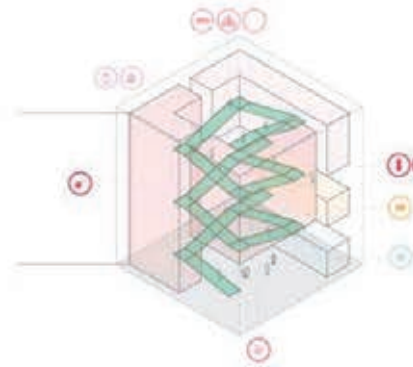
The Extrovert

The first villa typology has an extroverted character. The form is dissected revealing its internal organization. The circulation is located on the façade, framing the building, and the various spaces within. The public can walk in the space between fashion and the city with the Hutong district acting as a backdrop. As one passes by, the collections are progressively revealed, along with surreptitious views into to designer studio at the centre of the villa.



The Introvert

The second villa typology is set as a mystery play. The public promenade is internal, central, spiralling through the heart of the building. From this location the city is invisible and the experience is purely set by the brand's internal mood and atmosphere. The visitor is transported in this imaginary world of the designer. The ground floor is occupied by public functions, cafes, restaurants, seating areas and interactive display zones. As one goes up, the collection is slowly replaced by the creative spaces. The ateliers are visible at the top, but not accessible to the public. Two apartment suites for special guests are located on the top floors.



The Interactive

The third villa typology is structured as a series of flying boxes, with vis-à-vis, intersections and play of transparencies. The ground floor is freed as an event space. The designers' ateliers are located in a hovering translucent box through which the visitor can glimpse the creative process. The collections are thematically distributed throughout the boxes. As one goes up the boxes become more opaque and correspond to more private functions, they are connected by a play of bridges.

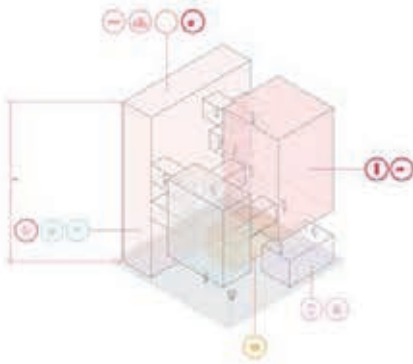


Fig. 29 Brand Embassy Type 1: Design Villa

Brand Embassy Type 2: The HQ Building

One manifestation of the Brand Embassy is the HQ building.
A portion of the volumes could be designated as Brand
Embassies and be designed and conceived in accordingly.

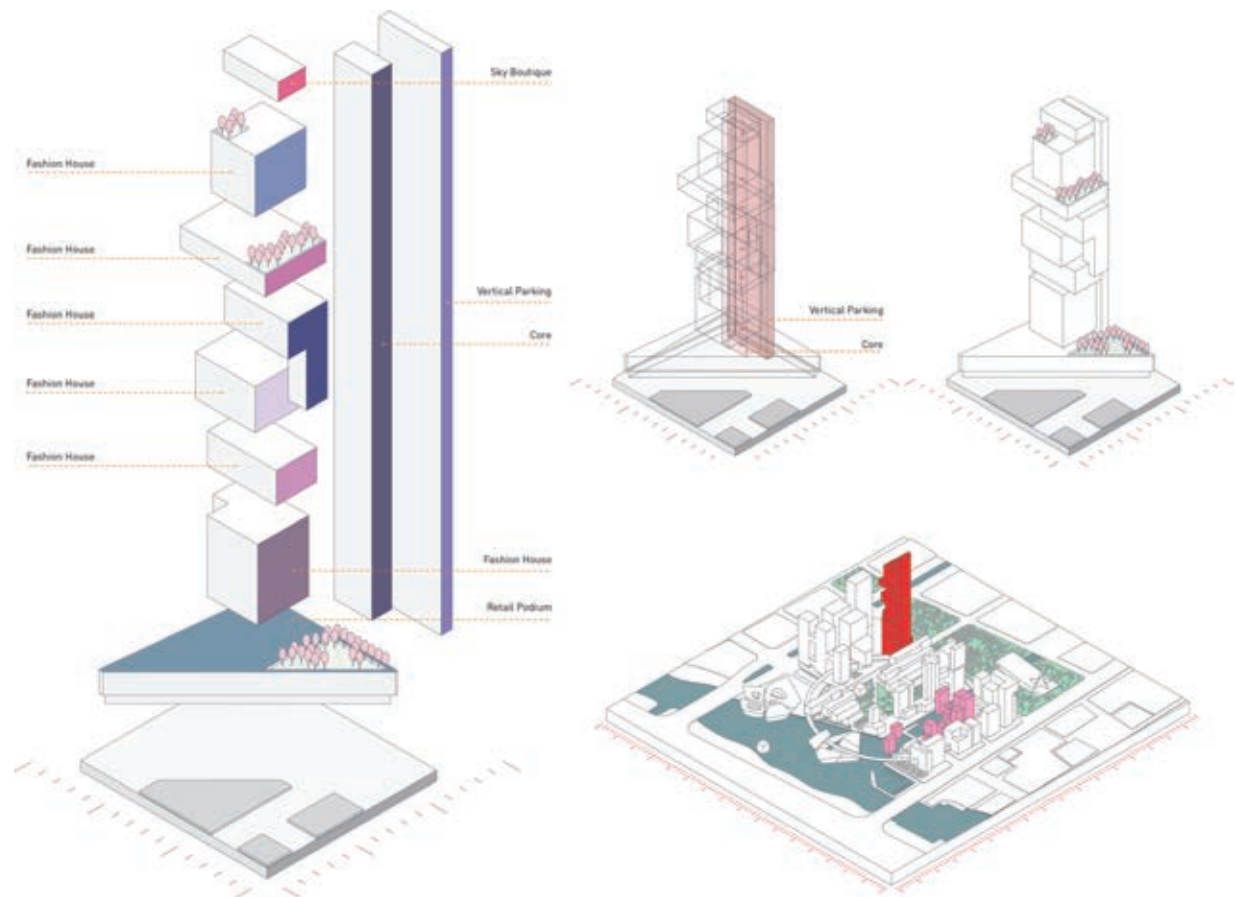
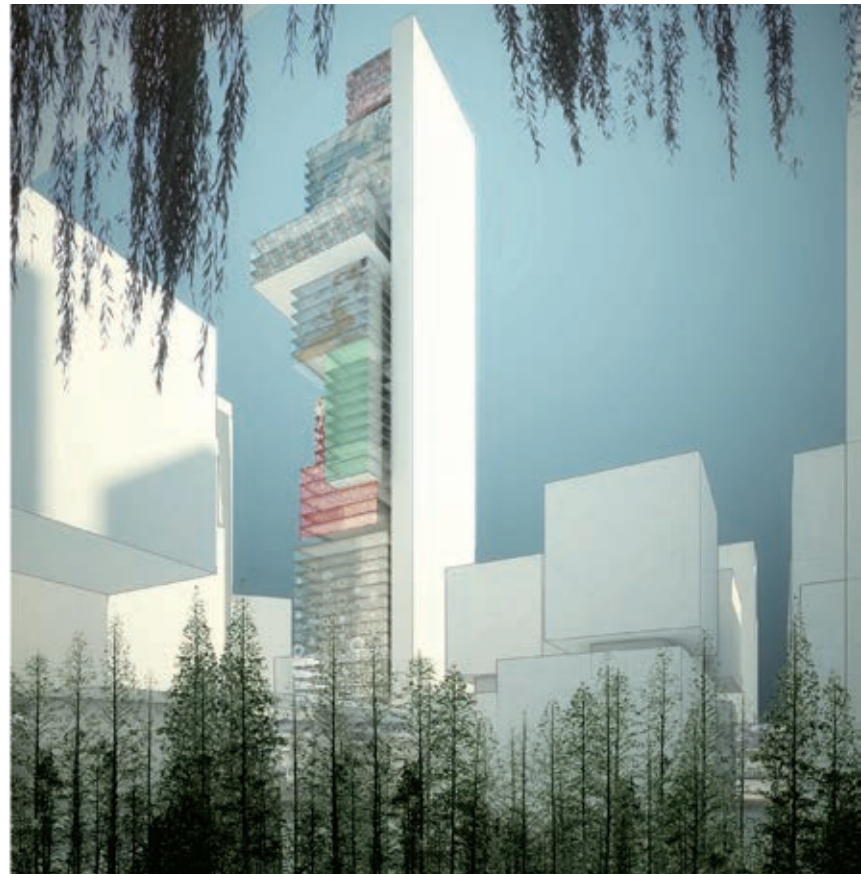


Fig. 30a, Fig.030b Brand Embassy Type 2: Head Quarter Building

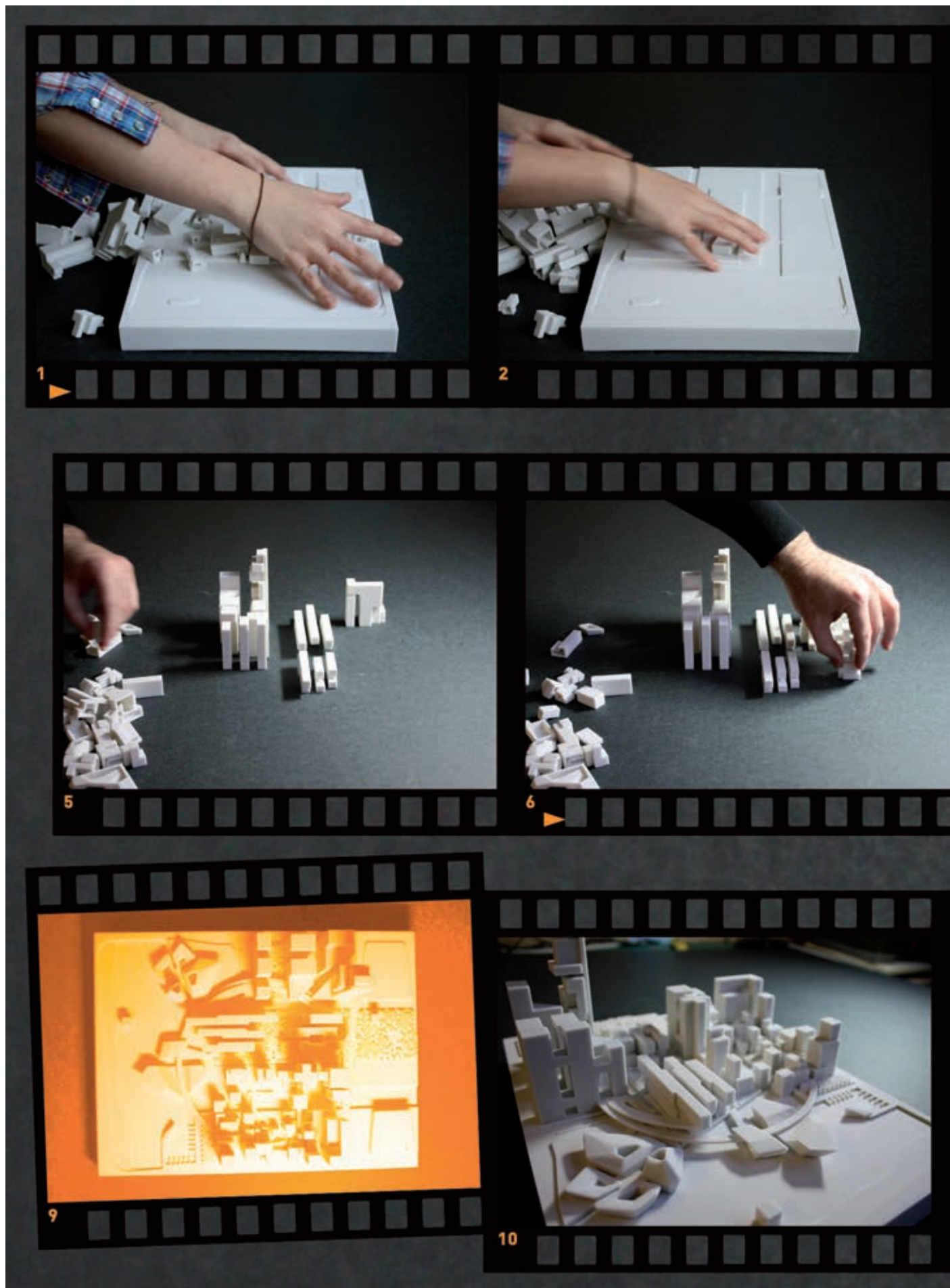


Fig. 31 Model Building Process Images

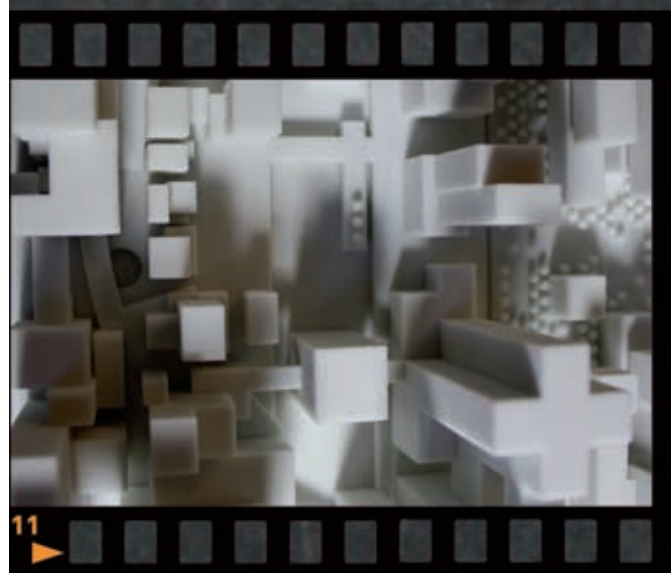




Fig. 32 Total Floor Areas



General Areas		Total Area sqm	Percentage Coverage %	
New City Boundary				
Building Coverage		55,623	33	
Water Coverage		23,634	14	
Open Space		89,677	53	

District	Ground Floor Area sqm	Total Built Area sqm	Total Site Area sqm	F.A.R
The High Rise District	5,462	279,625	30,065	9.30
The Campus District	9,627	67,589	35,809	1.89
The Hutong District	15,694	256,566	52,288	4.91
The Cultural Waterfront	12,825	26,965	50,743	0.53
The Continuous Catwalk	12,015	24,030	N/A	N/A
Total For N+	sqm 55,623 sqft 598,721	654,775	7,047,939	

Renderings

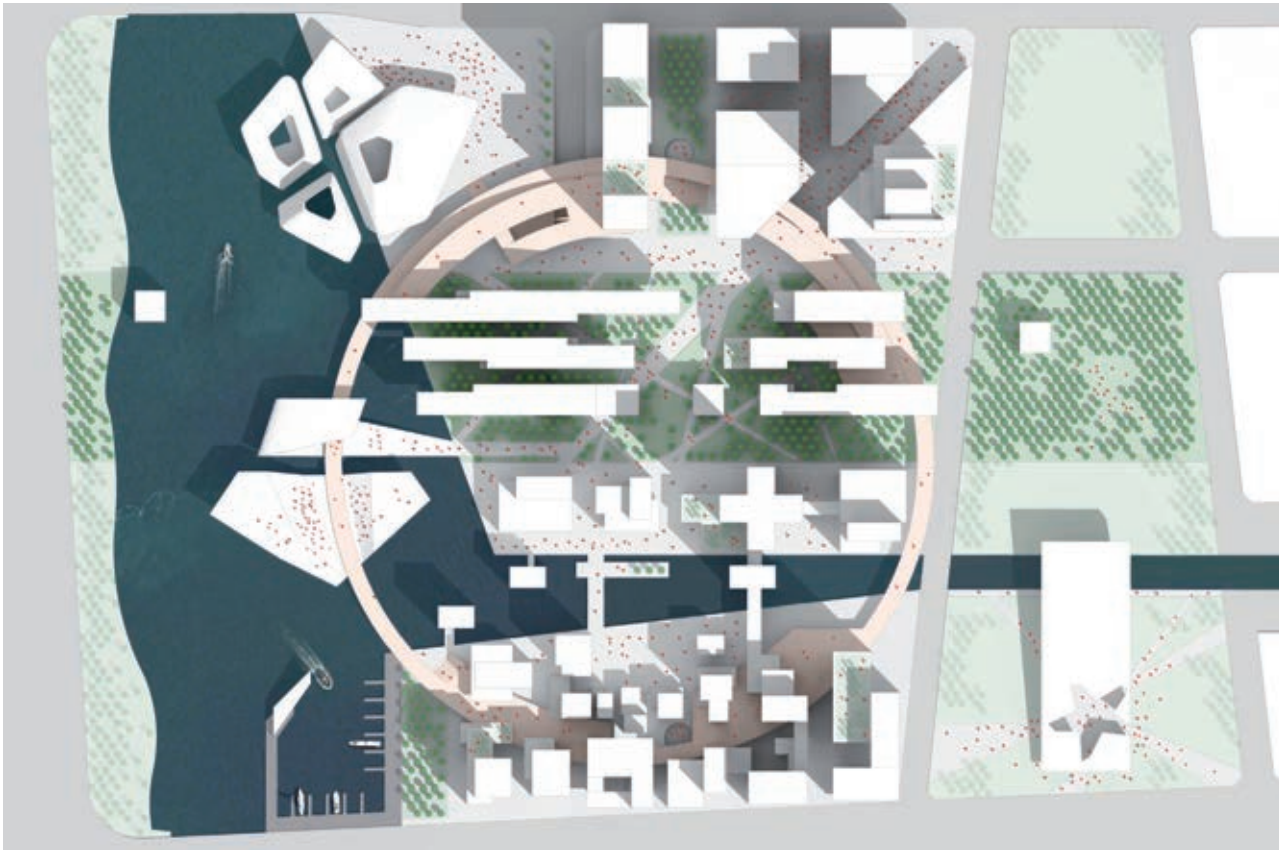


Fig. 33 N+ Birds eye perspective by day

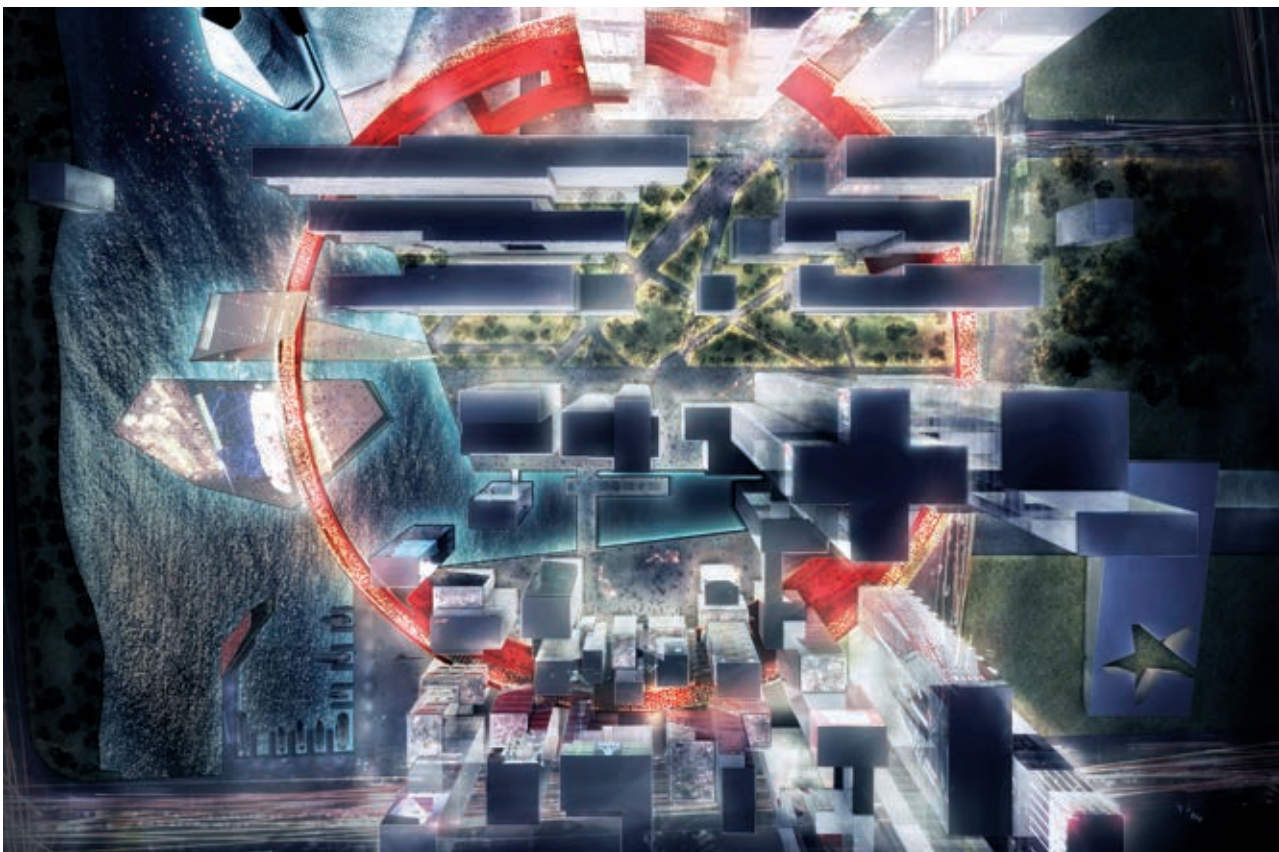


Fig. 34 N+ Birds eye perspective by night

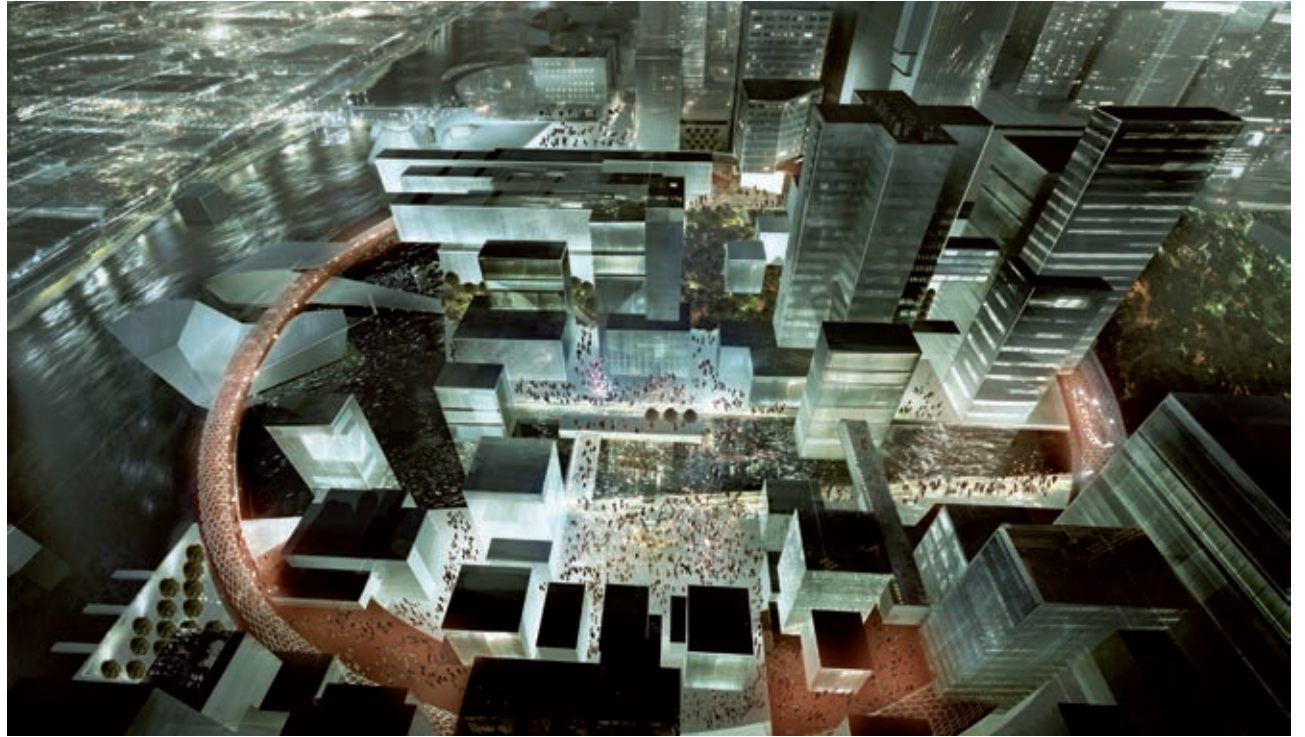


Fig. 35 Aerial view



Fig. 36 High Rise District aerial view



Fig. 37 High Rise district street view



Fig. 38 Campus District, Urban Forest

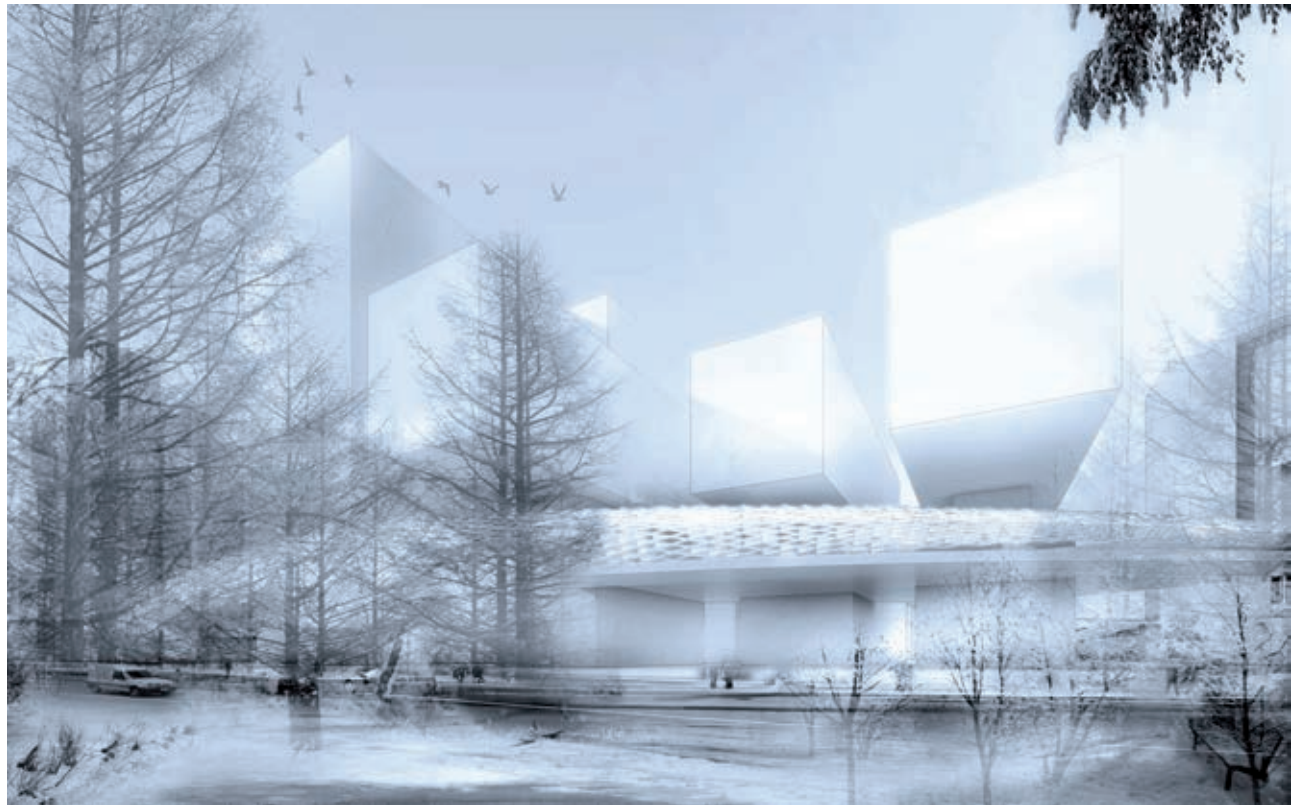


Fig. 39 Campus District



Fig. 40 Design Academy Interior 1



Fig. 41 Cultural District

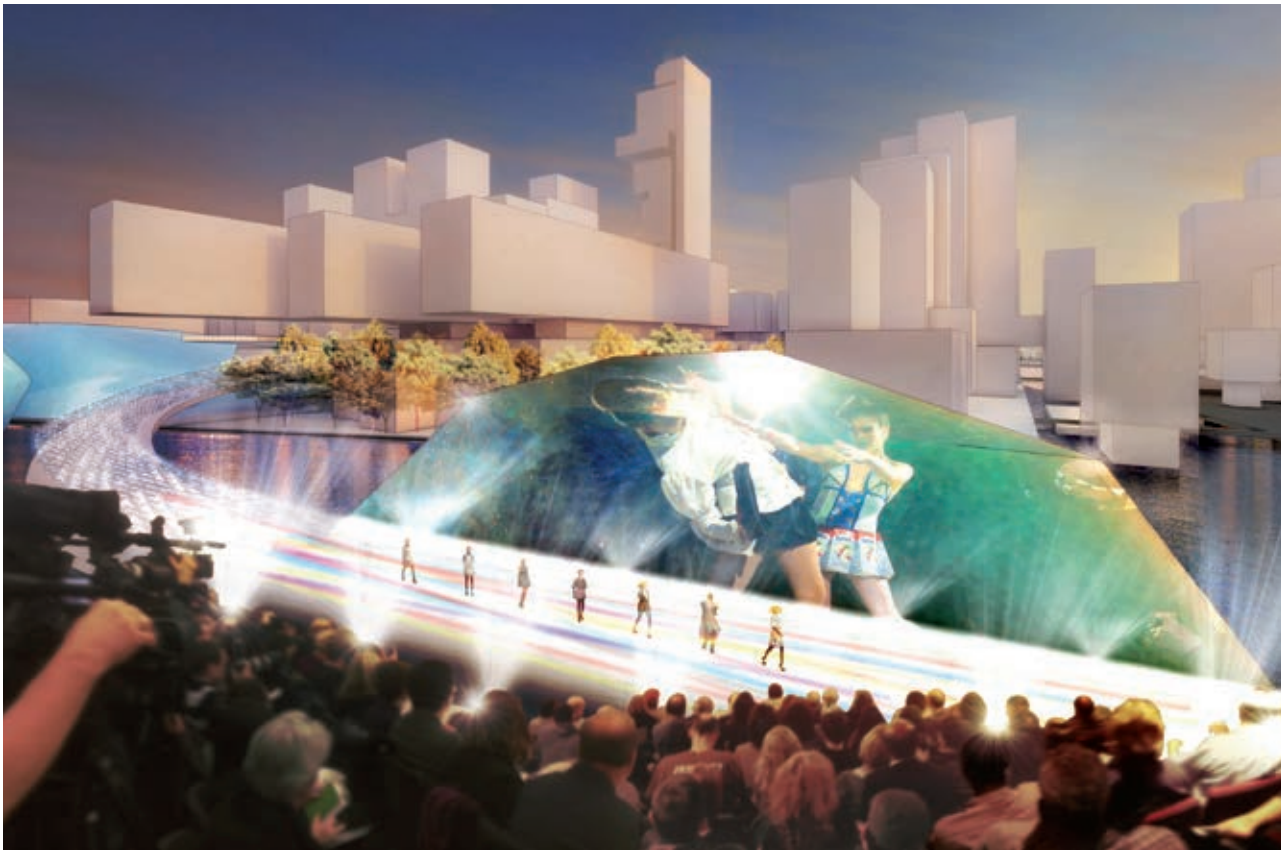


Fig. 42 Catwalk Ring



Fig. 43 Brand Embassy Interior

Press



P.01 Architectural review Big Urban projects Winner Announcement

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