



NATIONAL TRADE BUILDING / Harbin/ China

ARCHITECTURE

CLIENT

Helionjianj Construction Group Co.Ltd.

PROJECT

Architecture

WORK CARRIED OUT

Architecture Facade Design

SITE AREA

2,14 ha

BUILT UP AREA

267.000 sqm

DATE AND LOCATION

2014, Harbin, China

The project is located in the big city named Harbin, the capital of Heilongjiang, in the northeast of China.

The location is characterized by harsh weather and the 9 million hab. live in its territory with temperatures that reach below -40°C in winter season and the average up to 23°C in summer time.

The architectural concept design had to inevitably deal with complicate environment conditions, while considering the fact that it was needed to face urgently strategies to reduce energy consumption.

Based on this context, the architectural development proposes to introduce new technologies in the field of glass and facade systems, thus solving the biggest task of the facade design.

Considering the architectonic shape and constrains, the textured façade creates an effect of a rhythmical pattern that produces various scenographic lighting and colour reflections.

The building consists of n°4 new towers, one hotel and three residence blocks.

Therefore, this project calls not only a new and efficient cloister but also to offer an icon to Harbin.

From this strong need, as recognition of this new iconic development, the choice was to add elements that cover the external structure showing on the facade diagonal cuts to the buildings.

Furthermore, this distinctive feature has been designed in order to integrate LED lighting strips that creates scenographic shadows and emphasize the new design of the buildings.

