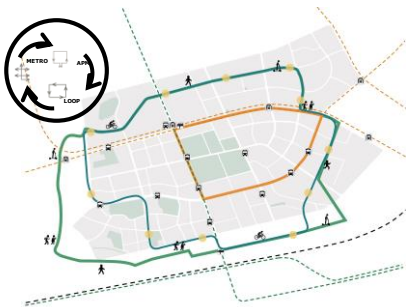


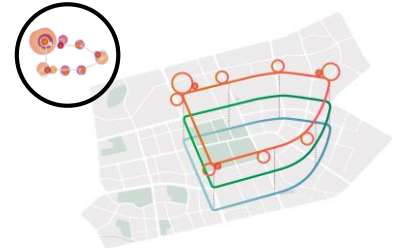
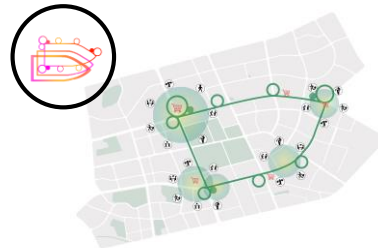
LONGHUA INTERNATIONAL BUSINESS DISTRICT URBAN DESIGN

Client	Longhua District Urban Renewal and Land Development Bureau, Shenzhen
Services	Urban Design/ Architecture Concept Design
Location	Longhua District, Shenzhen
Scale	16.83sqkm
Collaborator	Shenzhen Urban Transport Planning Center Co., Ltd Aedas Asia Limited Jones Lang Lasalle (Shenzhen) Commercial Consultancy Company Ltd.
Time	2021
Status	Competition shortlist

Longhua business district strategy: seamless, immersive, oasis. Seamless strategy: spatio-temporal adaptation, multi-dimensional coherence. The integration of public system and slow-moving metropolis; Unbounded streetscape designed for retail + human environment; TOD mode strengthens the ability to disperse traffic. Immersive strategy: Interactive hypermedia, dynamic rendering. Cultural landmark + commercial landmark, creating a portal image immersed in the hearts of people; Can explore the three-dimensional business interface; Interactive immersive art business scene, the ultimate business experience. Oasis strategy: ecological camp city, blue and green drive. To construct two green ecological circles, radiate the whole area development; Endow each unit with green vitality and weave a park urban system; Vertical three-dimensional green building, set up low-carbon city demonstration landmark.



SEAMLESS+ : SPACE-TIME ADAPTATION, MULTIDIMENSIONALCONNECTIVITY



IMMERSIVE+ : INTERACTIVE: HYPERMEDIA, VITALITY RENDERING



OASIS+ : ECOLOGY CONSTRUCTING CITY W. BLUE & GREEN DRIVING



Longhua District turns out to possess the third largest population in Shenzhen, creating a commercial scale that is in the urgent need of being built into a business center district of integrity and high quality with the combination of the existing development projects in the area.

Using the experience of the world, with seamless, immersive, oasis as the goal to build the longhua super business vision. Integrate the public system with the slow traffic of the seamless metropolis, build the seamless hub city; Create an unbounded street scene designed for retail and human environment, and create an unbounded vertical hyperdimensional space integrated with TOD; Cultural and commercial landmarks are built to create an immersive portal image. The multi-layer combination explores the three-dimensional connectivity of the ring, and introduces interactive and immersive art business scenes to maximize business experience; Construct two green ecological parks, radiate the whole area development. Endow each unit with green vitality and weave a park urban system. Vertical three-dimensional green buildings will be built and low-carbon city landmarks will be set up. Finally, an urban structure of four axes, two rings and an oasis will be formed, and Longhua DNA will be endowed to create a world-class super business circle in the Greater Bay Area.

