



Revitalization of the Great Industrial Relics

Integrated Transformation & Renewal Project of Beijing Universal Creative Park

Planning Objectives

Urban renewal is one of the major trends in the era. In recent years, with the wave of major infrastructure construction in China comes to an end, land use development is becoming increasingly saturated, and the transformation of cities from incremental development to stock development has accelerated. The industrial park area is a unit of a city, and in many cities, it ages first and becomes the first place to lose vitality. We focus on the industrial park area in this era and propose the concept of Rebirthing the Old. 'Rebirth' is not only a renewal of the material environment and the appearance of the place, but also a revitalization of the functional formats and vitality. Design is not limited to the updating of tangible elements such as sites, buildings, landscapes, and facilities, but also requires deep participation in various aspects such as evaluation and planning, repositioning, finding the value, resource integration, and even development and operation, to accompany the comprehensive rebirth of the project.

Activate old industrial heritage assets and drive the revitalization of the regional landscape.

Build the old factory area into an innovative demonstration park where cultural, creative, and technological enterprises gather.



Master plan



Site Area : 193, 473m²

The original Building Area: 150,000m²

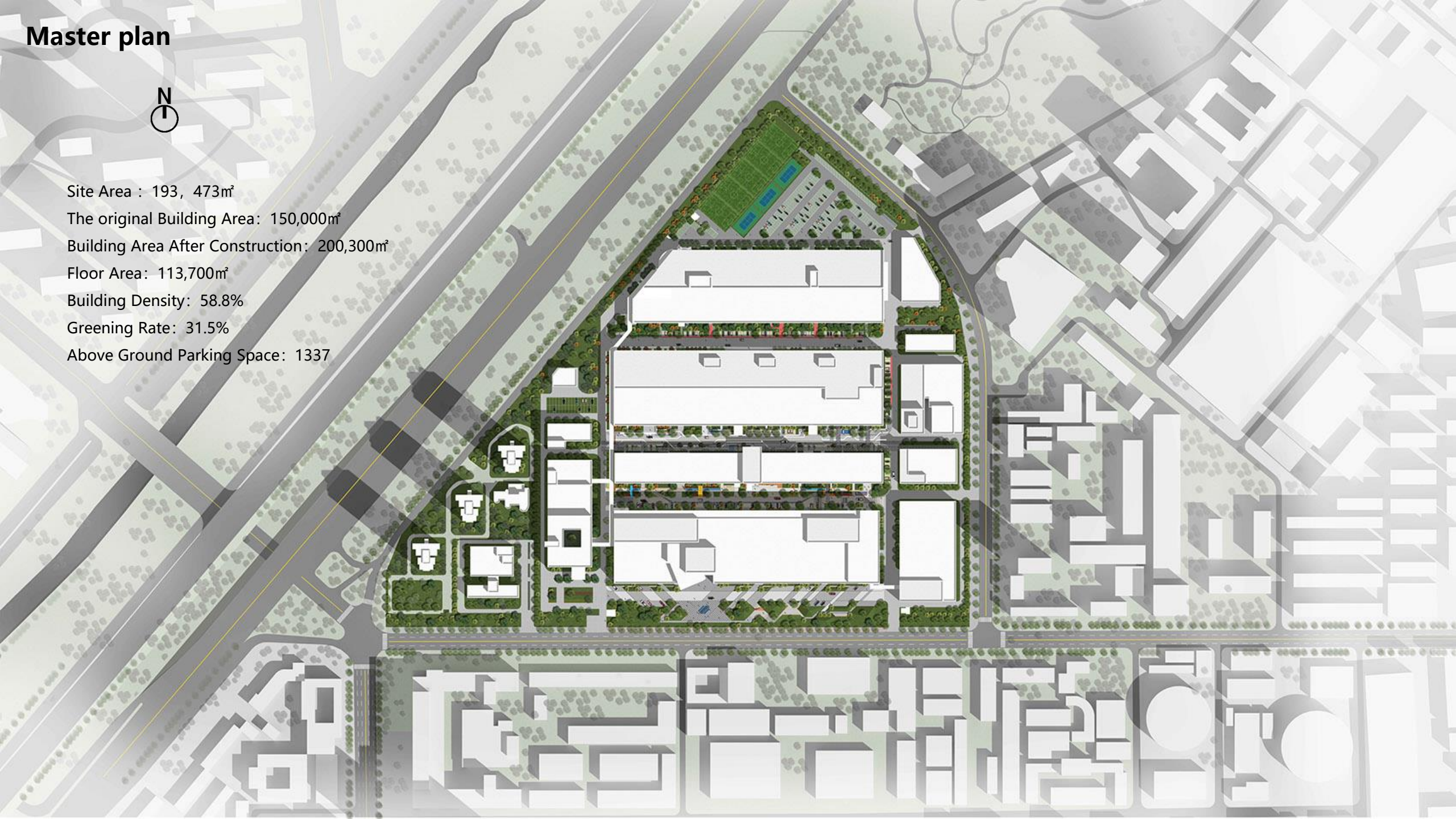
Building Area After Construction: 200,300m²

Floor Area: 113,700m²

Building Density: 58.8%

Greening Rate: 31.5%

Above Ground Parking Space: 1337



Planning Background

Beijing Universal Creative Park is located at No. 9 Jiuxianqiao North Road, Chaoyang District, Beijing, which covers an area of about 314.8 Mu including a public landscape area of about 50000m². The predecessor of the park was the industrial park area of Beijing Panasonic Color Picture Tube Co., Ltd., established in 1987. With the adjustment and upgrading of urban industries, the industrial park area needs to complete the functional transformation from a single manufacturing industry to a diversified tertiary industry.



With decades of trials and hardships, the first grand blueprint for a joint venture have been forged.



In 1979, Deng Xiaoping received Yukio Matsushita and discussed the industrial development blueprint for a Sino-Japanese joint venture.



In 1985, the government officially approved the establishment of the Beijing Panasonic Color Picture Tube Factory project.



In 2010, BOE purchased 80% of BMCC's equity and re-conducted the industrial adjustments and planning for the park.



After decades of trials and hardships from 1979 to 2010, it was the first to open the door of an international innovation park in the transition of history.



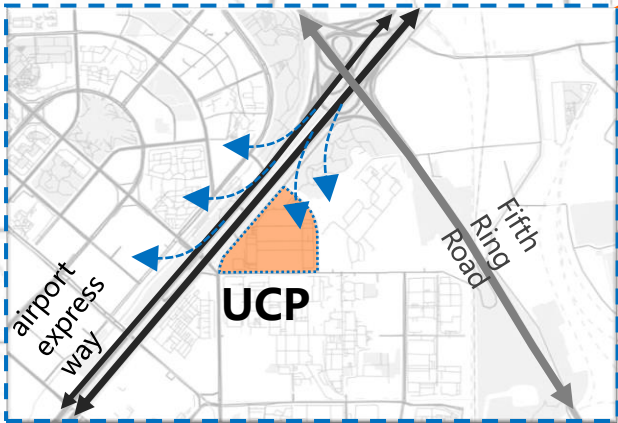
In 1989, Premier Li Peng wrote an inscription for the company.



Project Location

The UCP is located between the Fourth and Fifth Ring Roads in Beijing, adjacent to the Airport Expressway. The park faces the Beijing Capital International Airport to the northeast, the central urban area of Beijing to the southwest, and the Beijing Olympic Stadium to the west, which is a unique macro location.

From the perspective of urban spatial layout, the entire area is centered around the Airport Expressway, with an asymmetric layout at both ends. On the left is the Wangjing New Area, mostly with a regular square layout, while on the right is the Jiangtai Area, mostly old industrial factories. The base is located in the Jiangtai Area, the spatial texture of whom is well preserved.



Site Area 314.8 Mu / Building Area 150,000m² / Landscape Space 70,000m²



Northeast direction of Beijing/between the Fourth and the Fifth Ring Road/adjacent to the airport expressway

Analysis of Factory Area

Landscape Environment Structure

The park is planned in a simple and orderly manner, road network is horizontal and vertical with strong connectivity. The four main entrances and exits correspond to the main roads, forming a direct and effective traffic organization. The scale of roads in the park is determined based on industrial vehicles. The roads are wide and with no pedestrian space. However, due to the low height of the buildings, a comfortable street scale with a high aspect ratio is formed. Combined with sufficient green space reserved on both sides and the already grown large trees along the road, it lays an excellent environmental foundation for the improvement of the street landscape.



Analysis of Factory Area

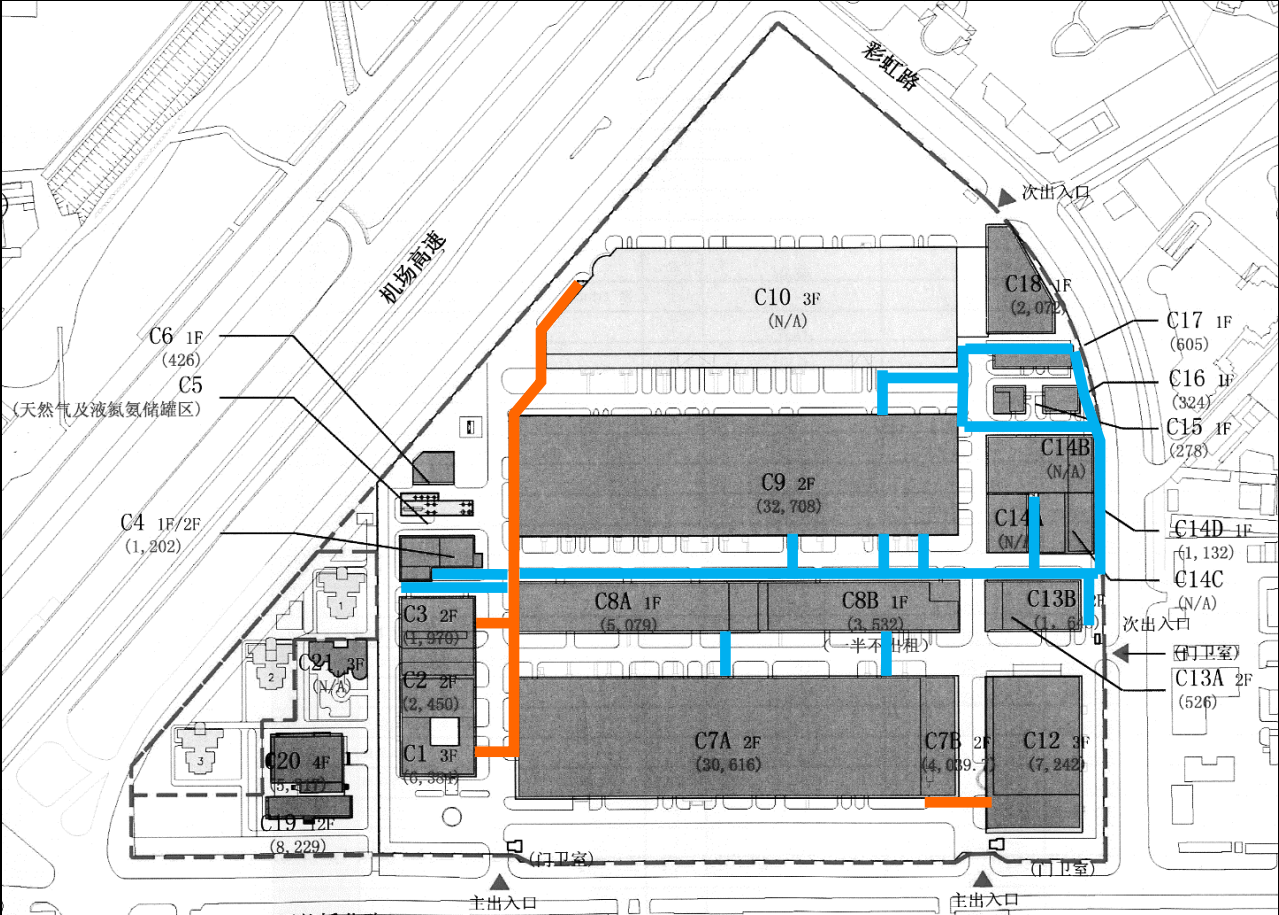
Current Situation of Corridor, Pipe Gallery, and Remaining Equipment

The current situation of the park reserves a large number of pipeline corridors, connecting the main power workshops and factory buildings. On the west side, there is a corridor connecting the main factory building, responsible for efficient personnel circulation. After the shutdown of the factory area, some of the original production equipment was also preserved with our strong efforts. This unique industrial factory trace and production legacy provide excellent transformation materials for the activation and utilization of the park.

Current Situation of Corridor



Current Situation of Pipe Gallery



Remaining Equipment

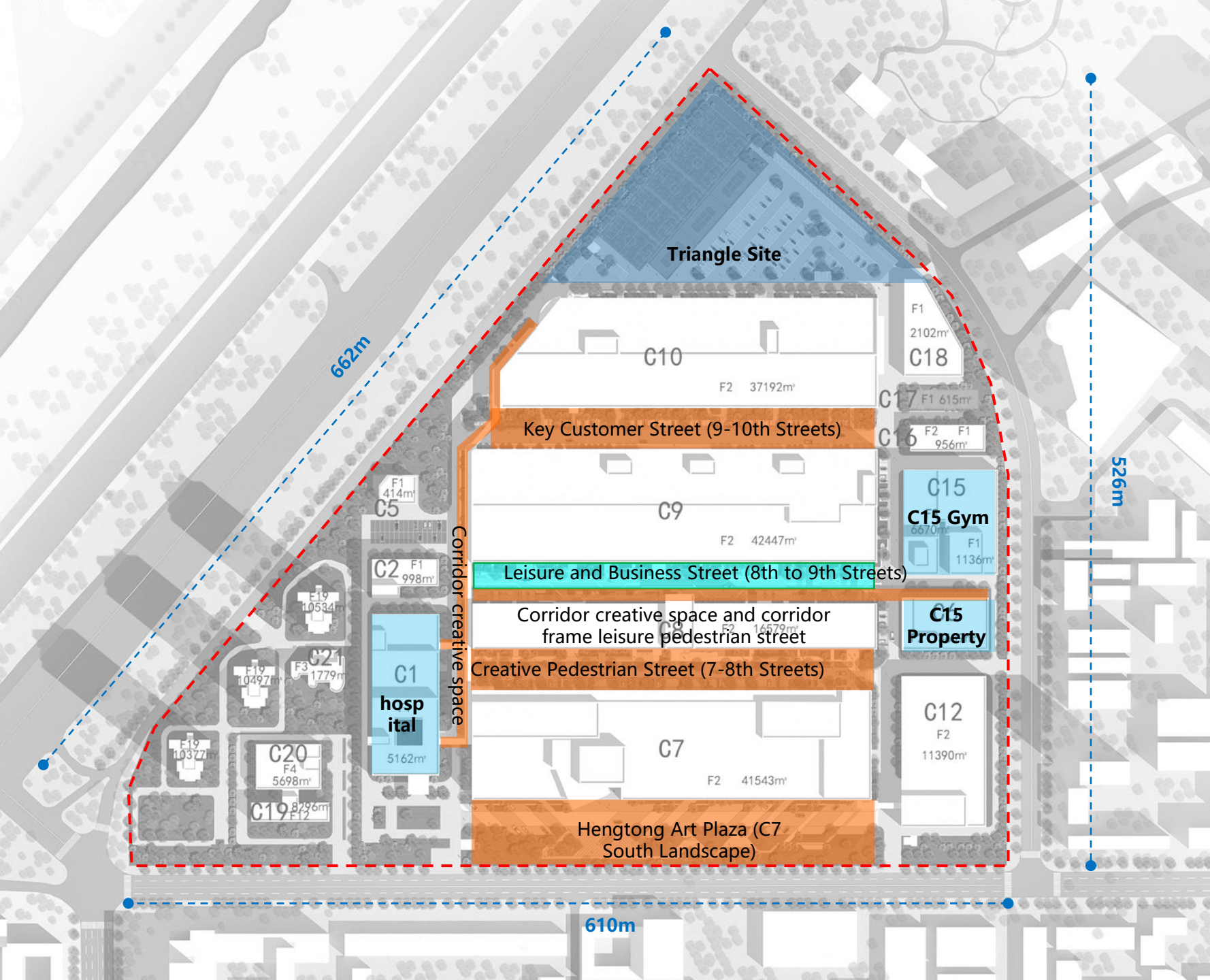


Landscape Structure

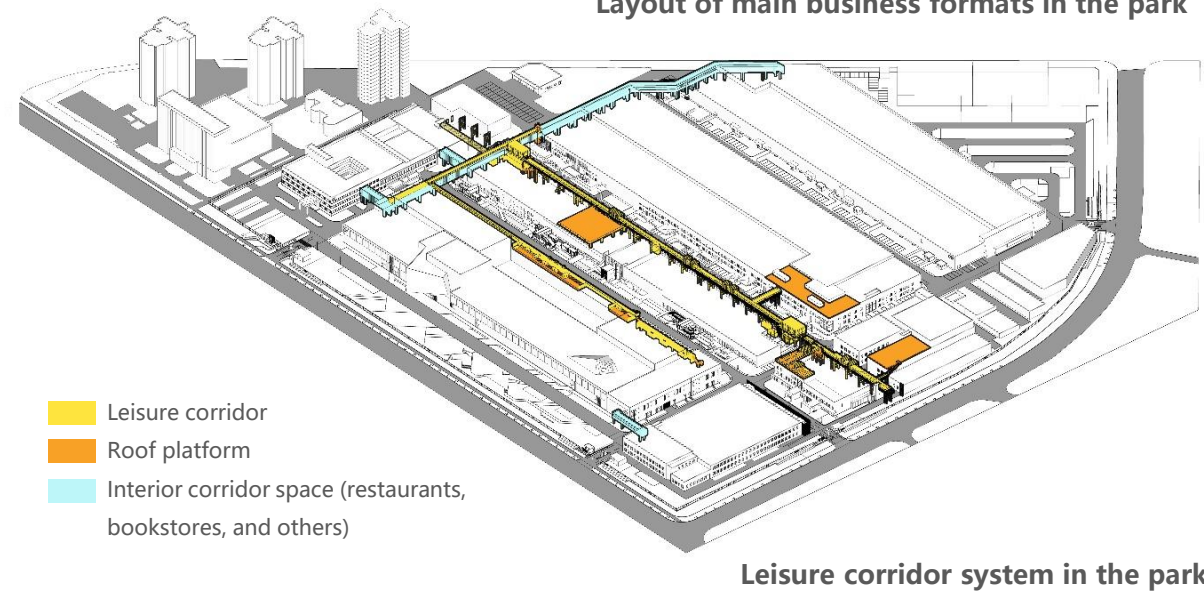
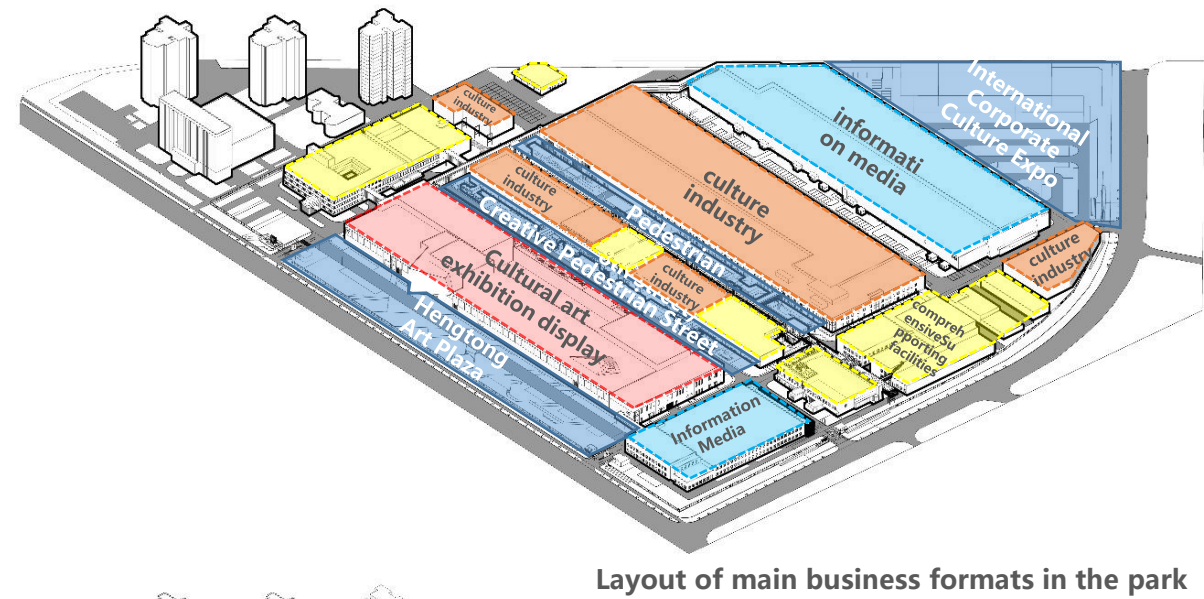
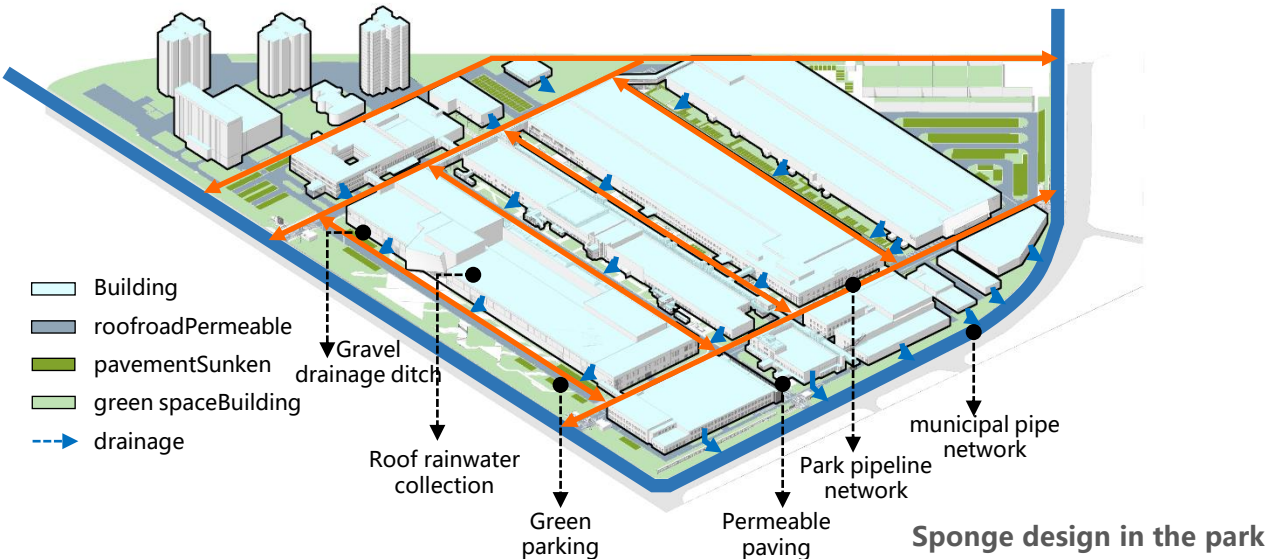
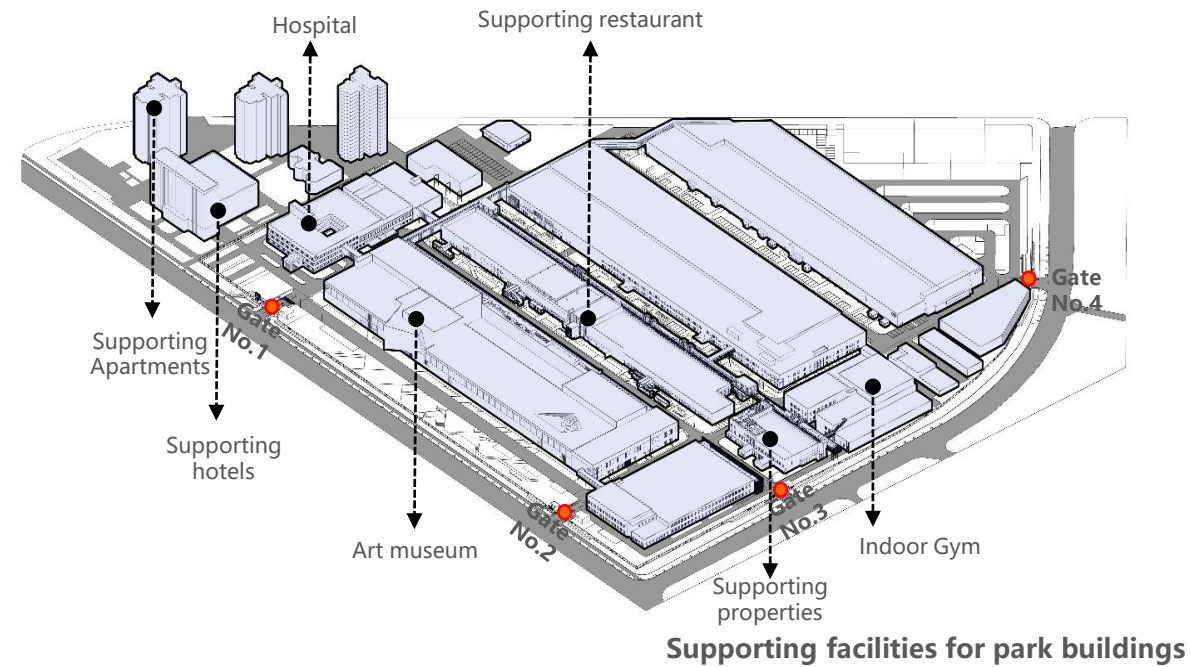
The renovation design of the park respects the original history and culture, pays attention to the sorting and preservation of the industrial culture of the park, improves land use efficiency, and improves the quality of environmental space. From street space, to image gates, to landscape sketches, the design focuses on customized design, reflecting individuality, and creating a unique brand for the park environment. Using landscape as the medium, implanting artistic installations, enriching the quality of the landscape are all the methods of the design. Adopting the principle of unified planning, step-by-step design, and step-by-step implementation, continuously identifying and solving problems in dynamic design.

Main Landscape Structure:

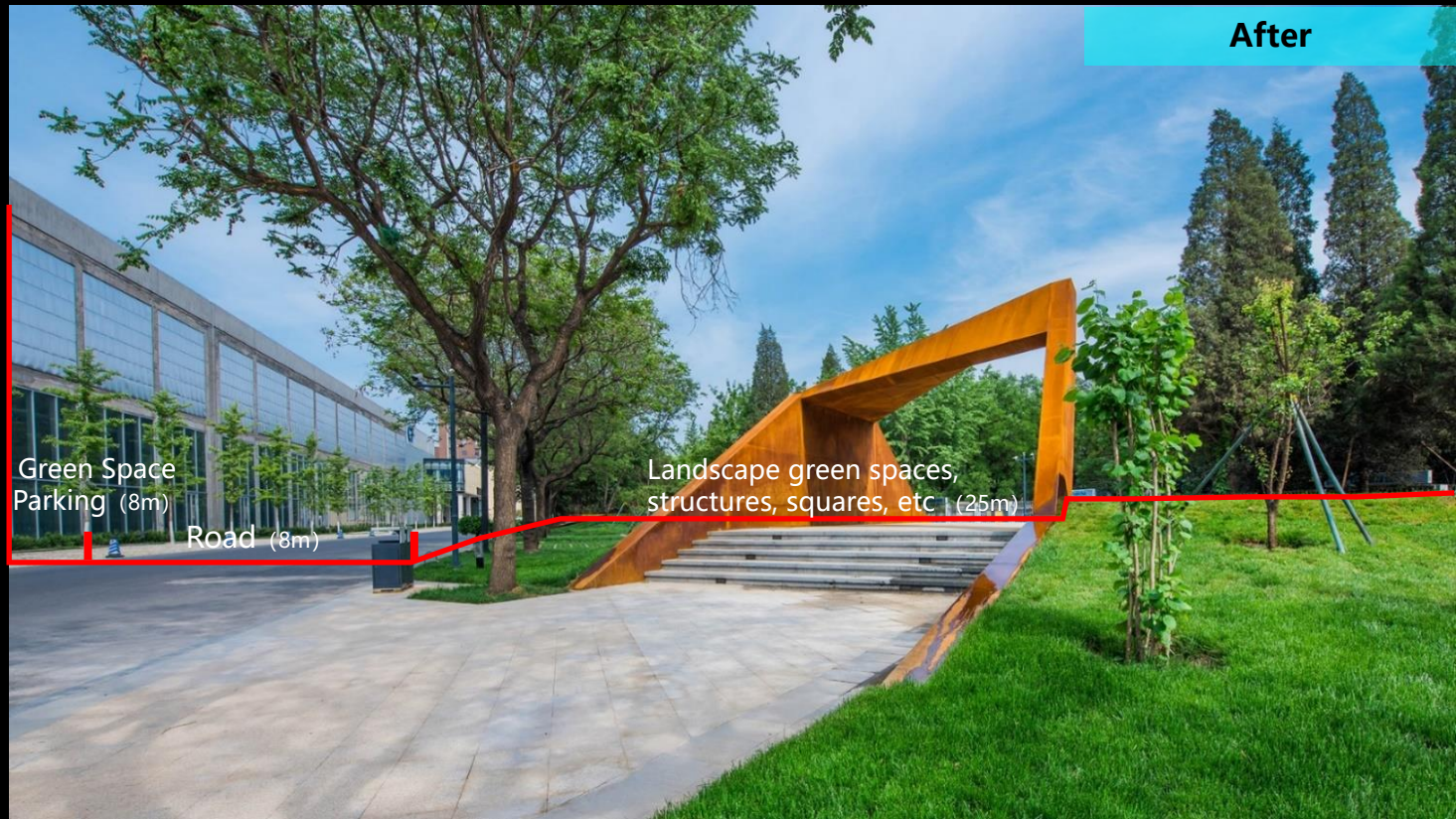
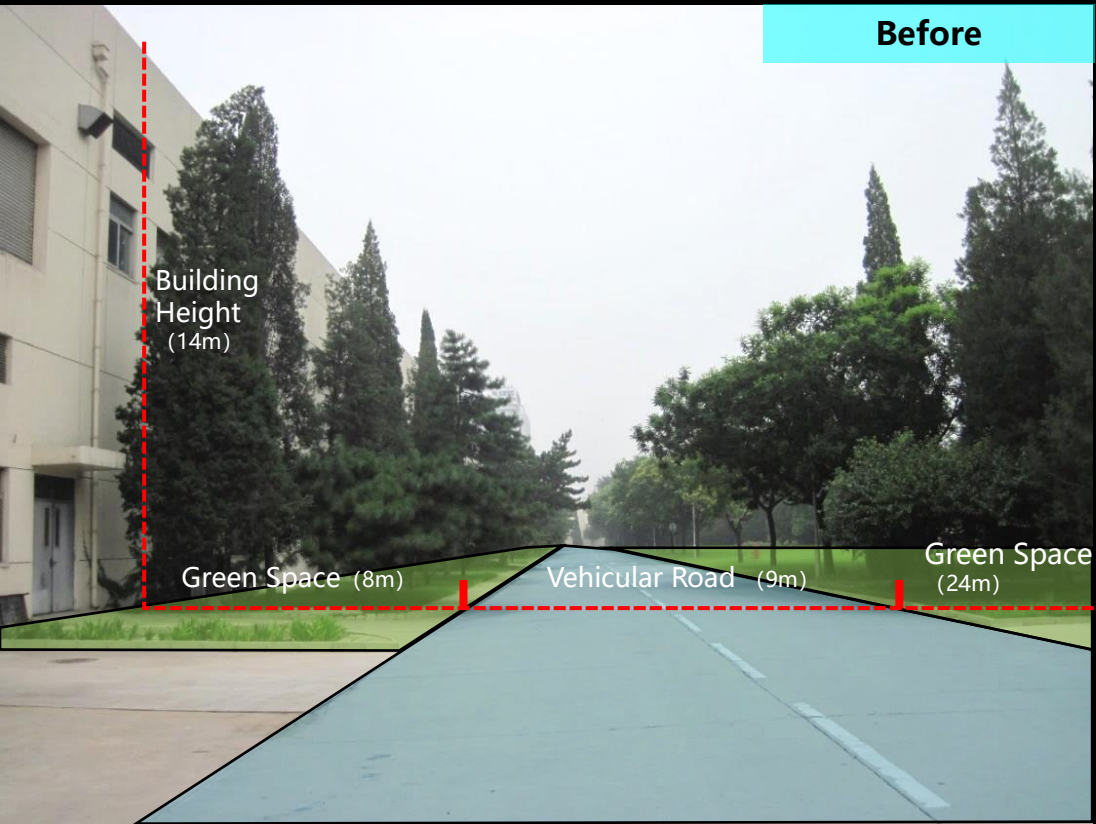
- 1. Hengtong Art Plaza (C7 South Landscape)
- 2. Creative Pedestrian Street (7-8th Streets)
- 3. Leisure and Business Street (8th to 9th Streets)
- 4. Key Customer Street (9-10th Streets)
- 5. Corridor creative space and corridor frame leisure pedestrian street



Planning Analysis

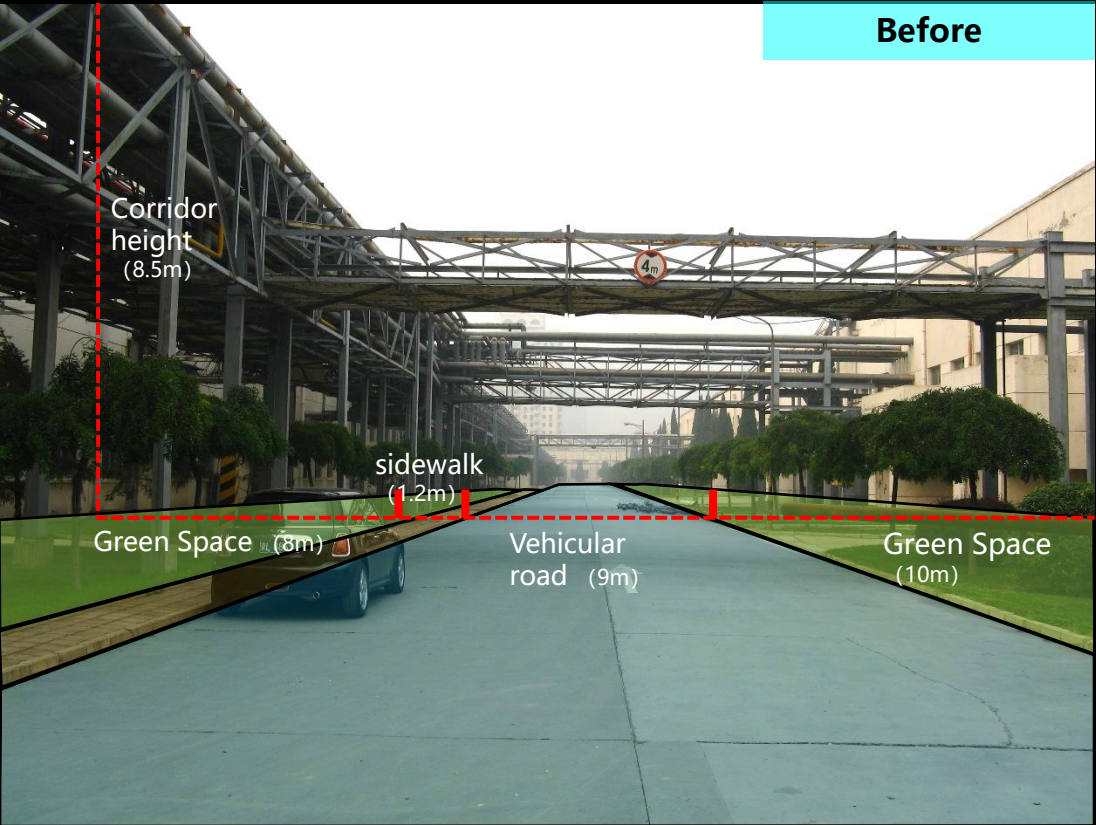


Hengtong Art Plaza (Comparison Before and After the C7 South Landscape Renovation)





Business and Leisure Street (Comparison Before and After 8th to 9th Streets Renovation)

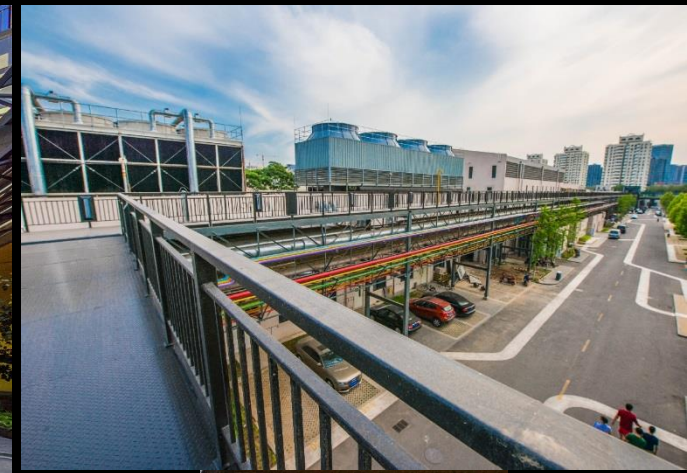
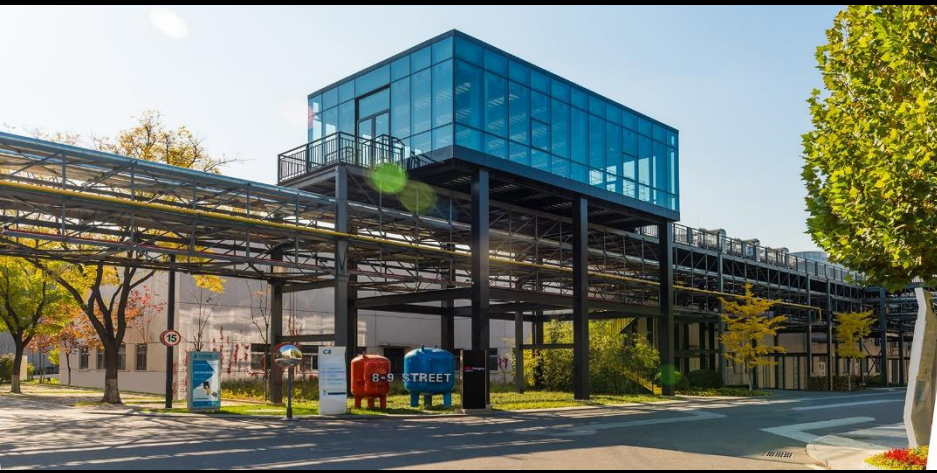
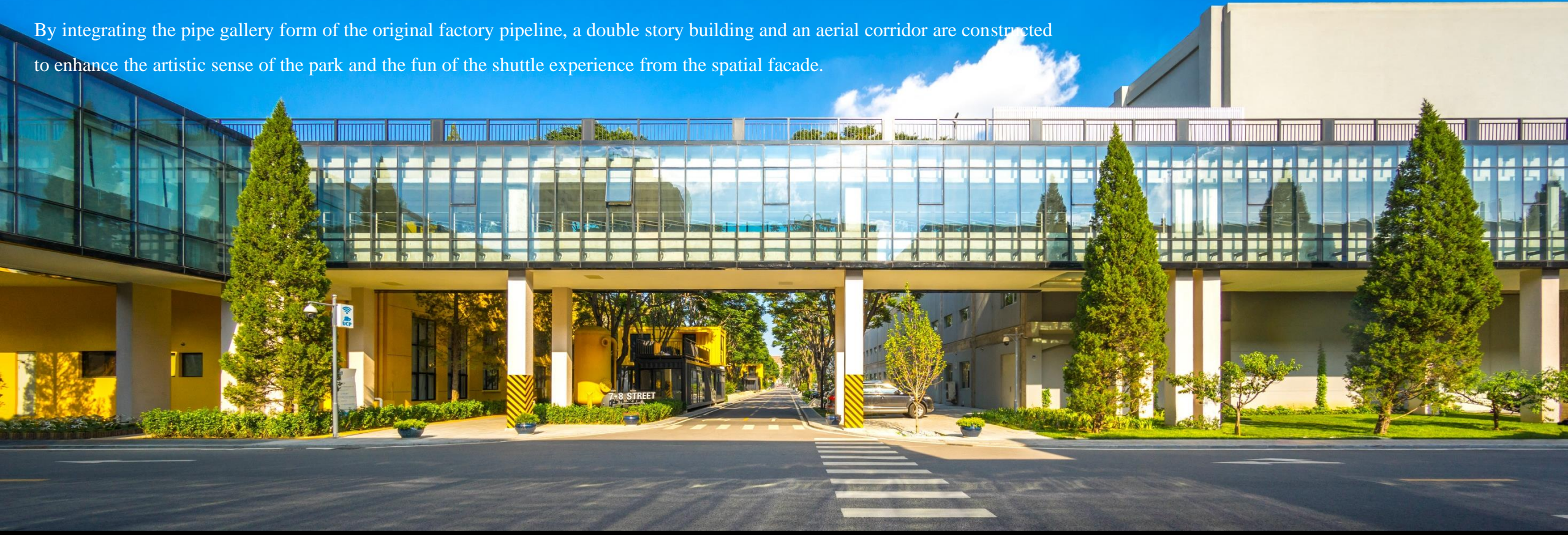


Architectural Design Photos (Auxiliary Commercial Building Design)



View of Park Corridor Design

By integrating the pipe gallery form of the original factory pipeline, a double story building and an aerial corridor are constructed to enhance the artistic sense of the park and the fun of the shuttle experience from the spatial facade.



View of Public Art Creation

The quality of public landscape has become an important condition to measure the environmental competitiveness of the park. For the transformation of public landscape in the park, landscape art is created based on users' visual experience and spatial experience, combined with the original production equipment, so as to create the environmental characteristics of "Borderless Art Museum", and introduce public art full of vitality and influence into the environment through landscape, thus to create an immersive public space environmental atmosphere and bring a participatory and interactive artistic experience to the environment.



"Visualization", Author: SCUN Design Studio
Completion time: 2016



"Flow", Author: SCUN Design Studio
Completion time: 2016



"Isologue", Author: SCUN Design Studio
Completion time: 2016



"Past and Present", Collaborating Artist: Zilong Guo
Completion time: 2016



"Inheritance", Collaborating Artist: Bin Xiao
Completion time: 2016



"Section", Author: SCUN Design Studio
Completion time: 2016

At the beginning of public art creation, we gathered opinions and ideas from designers, artists, the owners, factory workers, and employees of enterprises stationed in the park, allowing the public to participate in art creation, strengthening the public characteristics of the work, and enabling the public to have a deeper connection with art creation.

Color Control of Park Planning

Main Color (About 70%)

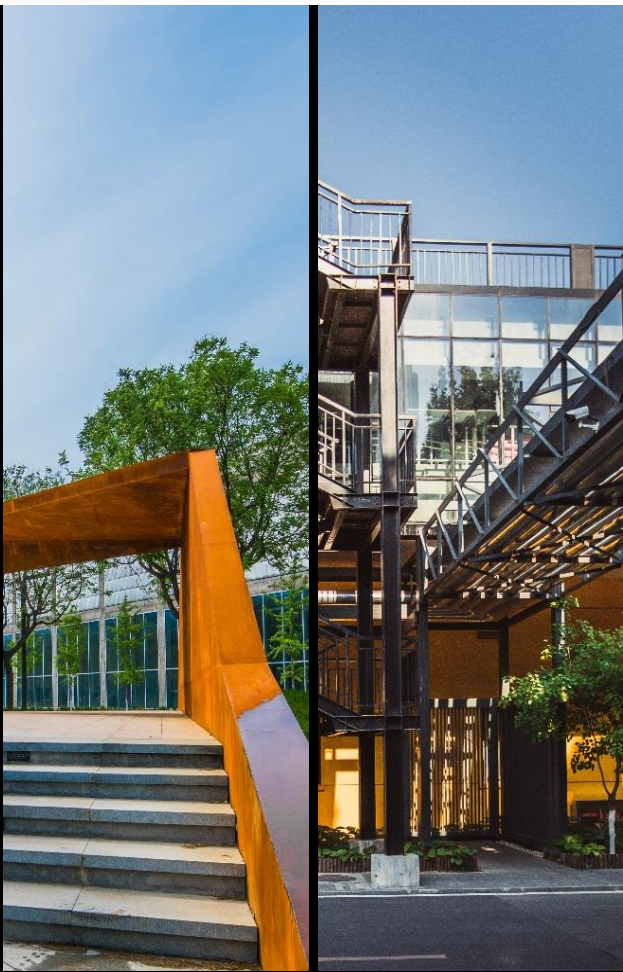
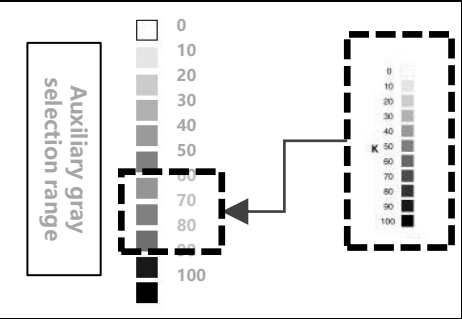
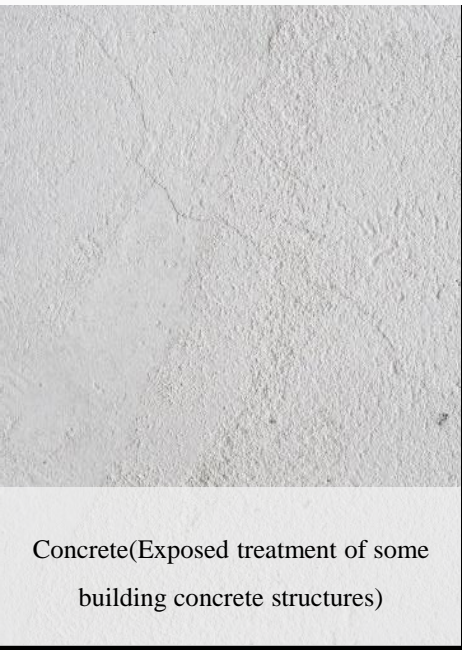
Auxiliary Color (About 20%)

Decorative Color (About 10%)

The main color tone is mainly used in the renovation of building facade materials, including coatings, concrete, etc. on the exterior walls of the buildings. Through the integration of gray tones in a large area of light colors, it enhances the stability and peace of the building's basic color tone and environmental atmosphere.

Blended colors are mainly used in individual building decorations and landscape construction..

Highlighting eye-catching colors.



Integrated Solution



Positioning Planning → Landscape Design → Architectural Design → Guiding image → Art intervention → Design Control

Resource revitalization and reuse is a long-term process. Starting from 2011, an 8-year continuous tracking research and renovation has been carried out to create a sustainable industrial heritage economic self-circulation system. At the same time, in conjunction with the real-time operation of the UCP park, regular revitalization and utilization of existing outdated resources in the park are carried out to maximize the effectiveness of the value of outdated resources. SCUN Design Studio integrates the four value systems of "commercial benefit development, historical heritage activation, material environment upgrading, and project operation management and control", and links them with the four dimensions of "development, activation, construction, and operation". Tailored to local conditions, we provide integrated solutions and application services for Rebirthing the Old.

Develop



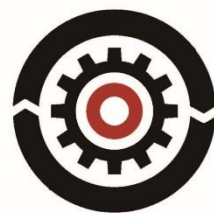
Activate



Build



Operate



Client Comments



Beijing Universal Creative Park is a well-known park project under BOE PARK (BOE Health Park). Since 2009, the park has been following the trend of urban renewal and industrial upgrading, actively implementing national and Beijing municipal deployments, and seizing opportunities for deep integration of culture and technology. A dual wheel drive strategy of "culture and technology" was established at the beginning of the upgrading and transformation, UCP is also comprehensively upgrading in dimensions such as space, services, and smart parks while upgrading the industry. In the planning and design, we aim to maximize the preservation of features such as oversized factory buildings, ultra-high and high heights, ultra-low density, and courtyard gardens, giving the park infinite possibilities for innovative transformation of space. Modern office facilities and supporting facilities are integrated to create diverse forms of products, providing a multi-dimensional energy field for the headquarters of large enterprises. Through scientific and innovative planning, design, and industrial integration, UCP has achieved an overall transformation from "layout priority" to "comprehensive upgrading of space, industry, services, and smart parks". Diversified space, strong industrial ecosystem, three-dimensional supporting facilities, and chain services have become UCP's strong advantages and characteristics, becoming a model of "Vacating Cage To Change Bird" and industrial upgrading in Beijing.