

**International Competition for**  
**Shanghai Pudong • Huaxia Cultural Tourism Zone Conceptual Plan**

**Jury Report**

The international competition for Shanghai Pudong Huaxia Cultural Tourism Zone Conceptual Plan is promoted by Shanghai Huaxia Cultural Tourism Zone Development Co., Ltd. and is approved by the Union of International Architects and China Architectural Society of China. The competition was successfully concluded in Shanghai on January 8<sup>th</sup>, 2010. A total of five global design firms were invited and participated in the competition, including EDAW (Shanghai) Environment Planning & Design Ltd, Shanghai Xiandai Architectural Design (Group) Co., Ltd., HOK International (Beijing) Limited, the COX Group Pty Ltd, and Terry Farrell & Partners. Jury committee for the competition is composed of seven jury members, recommended by both UIA and ASC, including Ms. Nathalie de Vries, Mr. Todd Pilgreen, Mr. Mun Summ Wong, Mr. Hayder Ali, Mr. SONG Chunhua, Mr. ZHENG Shiling, and Mr. LI Dexiang. The jury committee is chaired by Mr. SONG Chunhua upon voting at the first jury meeting.

The competition is divided into two phases. Phase I Jury Meeting was held on September 24<sup>th</sup> and 25<sup>th</sup>, 2009 at Westin Hotel Shanghai Bund Center. During the one and half day working period, the jury committee conducted site survey, deliverables review (including multi-media presentations, reports, boards and models submitted by each competing team anonymously) and scheme debate/appraisal. Three teams entered Phase II of the competition among the five, as a result of an anonymous voting by the jury committee. These three teams are: EDAW, HOK and COX.

Phase II Jury Meeting was held on January 8<sup>th</sup>, 2010 at Westin Hotel Shanghai Bund Center. During the one full day working period, the jury committee conducted deliverable review (including multi-media presentations, reports, boards and models submitted by each competing team anonymously), scheme debate/discussion and an anonymous voting. The final result of the competition is:

- First Place: EDAW (Shanghai) Environment Planning & Design Ltd
- Second Place: COX Group Pty Ltd
- Third Place: HOK International (Beijing) Limited

The review comments made by the jury committee regarding the above three schemes are as below:

First Place: EDAW (Shanghai) Environment Planning & Design Ltd

This scheme is featured by its integrated design between the water system, the wetland system and building layout of the site, thus creating a good internal environment. The scheme targets relatively well in terms of site positioning, with creative conceptual ideas and proper functions. The scheme creates reasonable use areas and provides solutions to critical site challenges such as natural height difference and airport noise impact etc. The scheme also provides detailed solutions on sea water purification and renewable energy technique etc.

However, the jury committee also points out that the scheme is short in the following aspects: 1. site functions being considered are not yet complete or comprehensive; 2. shall further improve the physical and functional connection of the site with Pudong international airport; 3. the phasing plan is not entirely feasible, e.g. creation of a large scale man-made water system is not very feasible and cost effective etc.

#### Second Place: The COX Group Pty Ltd

This scheme is featured by its romantic and impressive architectural style through large scale building massing. It somehow extends the Shanghai culture characterized by openness, creativity, integration and diversification. The scheme shows a vivid character and gives a strong visual impact. The circular layout of the building massing provides good site visibility. Spatial creation of large semi-indoor environment can effectively reduce negative site impacts such as noise, hot temperature in the summer etc. The scheme also provides various solutions on energy saving and renewal techniques.

However, the jury committee also points out that the scheme is short in the following aspects: 1. large and circular building massing creates huge feasibility and phasing challenges; 2. shall further improve its transportation network; and 3. site functions being considered are not yet complete or comprehensive.

#### Third Place: HOK International (Beijing) Group

This scheme is featured by its logical scale consideration and system treatment between the water surface within and outside of the site, supplemented by a comparative study of similar developments globally. The scheme creates a grid system with proper building scale and massing, making phasing feasible and easy to handle. The scheme also has a relatively comprehensive use consideration with a focus on its connection with the airport. It is described thoroughly on ecological and transportation aspects as well.

However, the jury committee also points out that the scheme is short that the plan cannot fully reflect the leisure and recreational feature of the site and that it lacks a draw/landmark for a large scale development like this site.

Overall, the jury committee concludes that the competition is a successful run. The five competing firms represent high professional standard and quality of work. Especially, the

three entry firms in Phase II submitted much improved deliverables in the final phase. It is believed that such results can ultimately help elevate the standard and quality of the continuing planning work that is still ahead. The jury committee is also impressed by the professional and efficient organization work provided by the promoter. It is through collaborative team efforts between the promoter and the organizers to ensure the success of the competition.

International Competition for Shanghai Pudong Huaxia  
Cultural Tourism Zone Conceptual Plan

Jury Committee

January 20<sup>th</sup>, 2010

Approval signature:



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Mr. SONG Chunhua, Chair of the Jury Committee

Approval signature:



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Mr. ZHOU Chang, Secretary General of Architectural Society of China