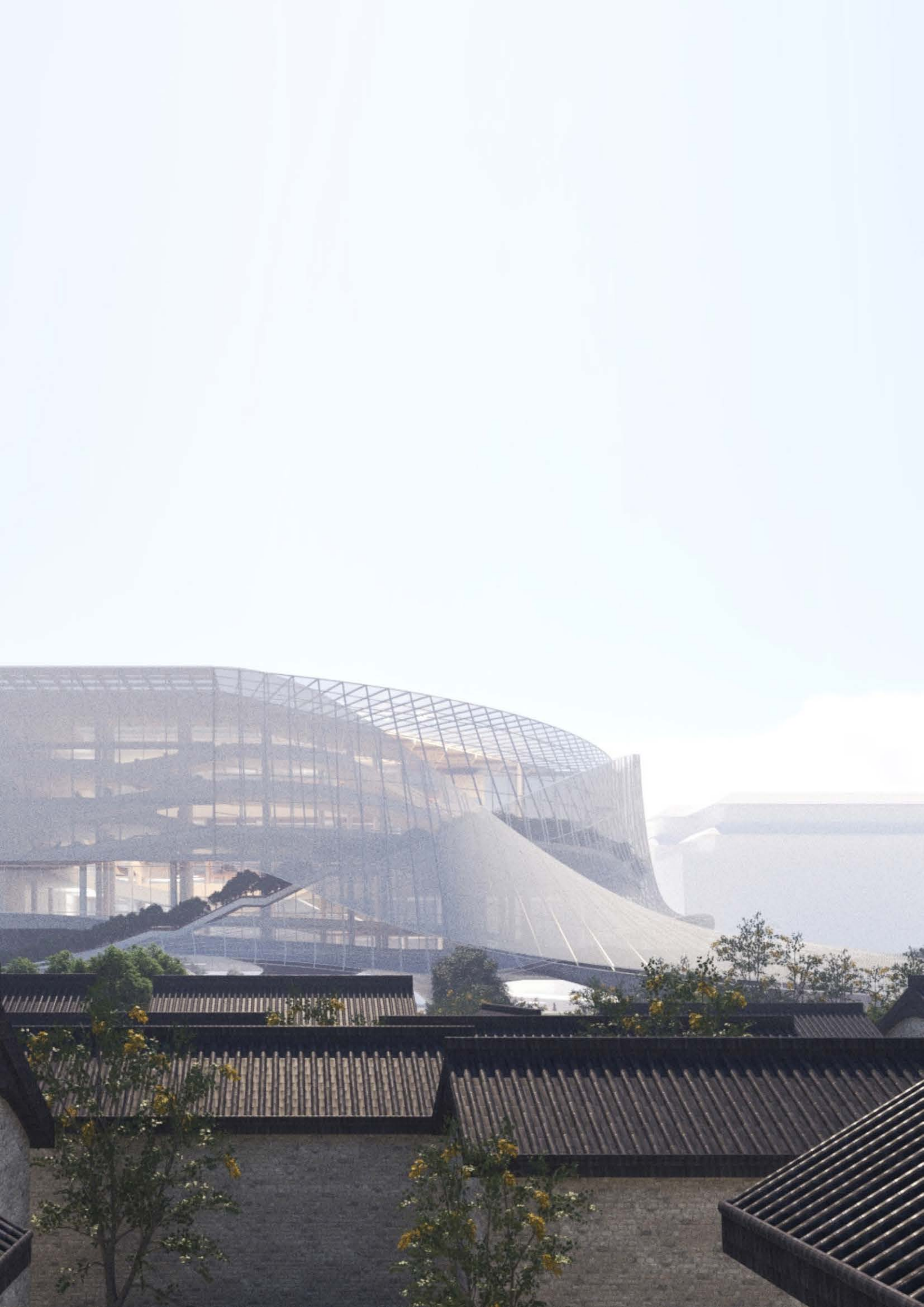




05

Winding Life with Media

Beijing Mediatheque
(as Reconstruction of Beijing Books Building)
Location: Xicheng District, Beijing, China
Time: June, 2022

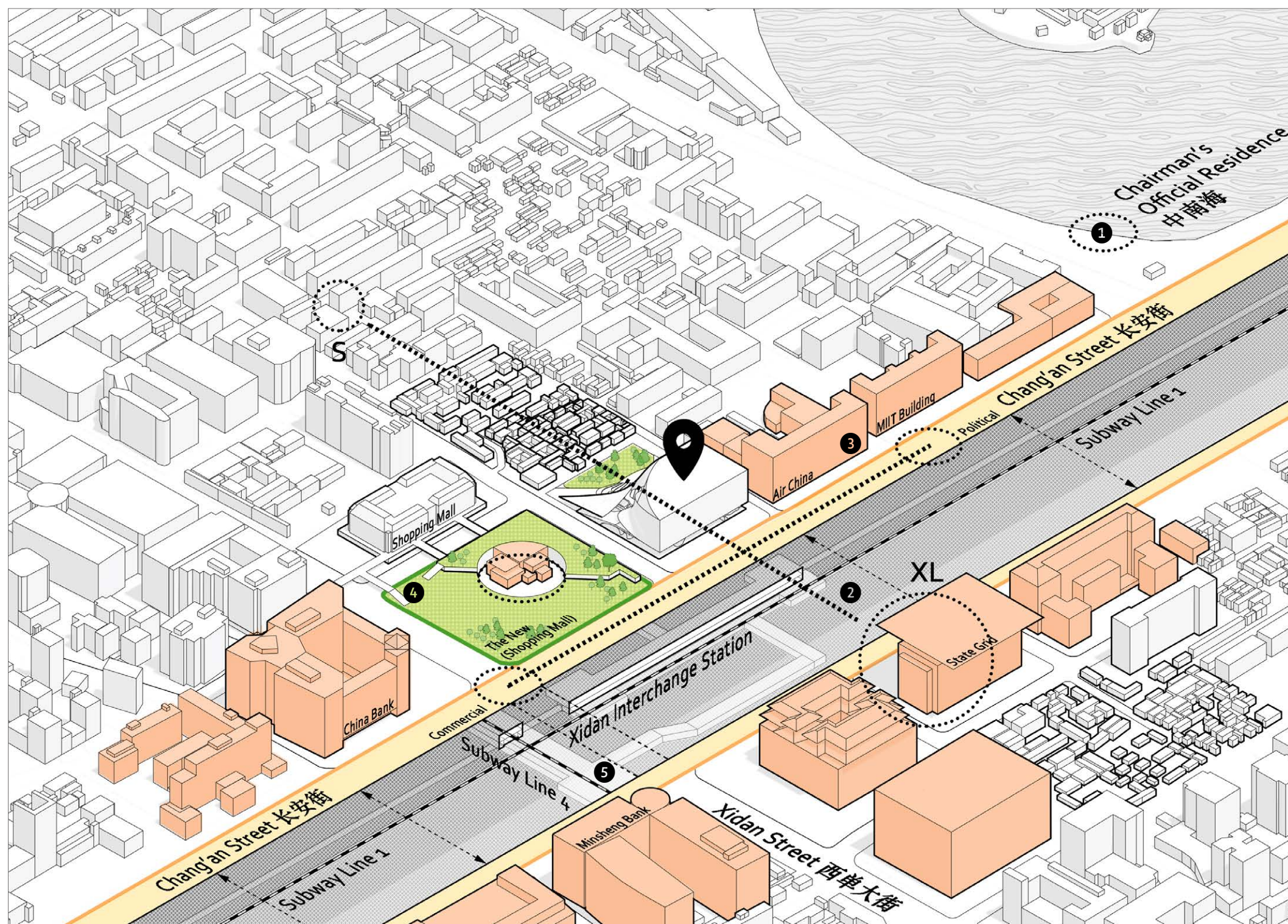
Beijing Mediatheque

The project reconstructs *Beijing Books Building*, which locates on Chang'an Avenue, the grandest street across the center of the ancient capital city. Our project aims to create a public center of media resources on Chang'an Avenue, providing a contemporary extension to the street that represents the political power of China.

How does the Mediatheque work?

With the rise of digital media, people no longer take reading books as a necessity. Instead, as knowledge is now carried by multiple vehicles, the action of gaining knowledge is now deeply merged with our life. Unfortunately, most people are still unaware of this tendency and fail to imbibe information in their daily life.

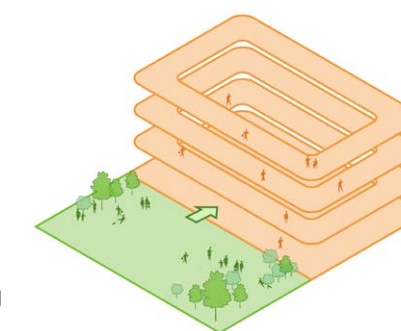
Thus, the mediatheque calls for not only a sacred space for books, but also a tender attitude for public life. To encourage citizens to rediscover the meaning of books and other media of information in daily life, we need to incorporate various social events into our complex. Hence, we propose the project to entwine media and life.



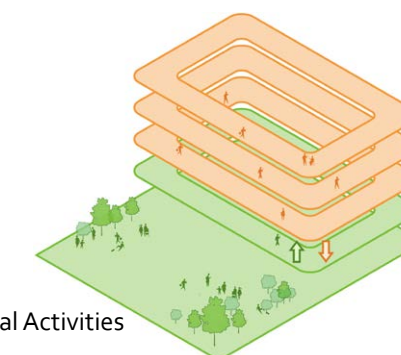
Site Analysis

In front of the site, Chang'an Avenue is the grandest street across the center of Beijing. As a symbol of the national power, buildings facing the street are unified by massive and regular facade. However, behind the site, there remains the texture of the ancient city, whereas houses and "Hutongs" (alleyways) extend in small scale. The contradiction in scale exists in the context, combined with consequent social significance, has been a central issue of our design.

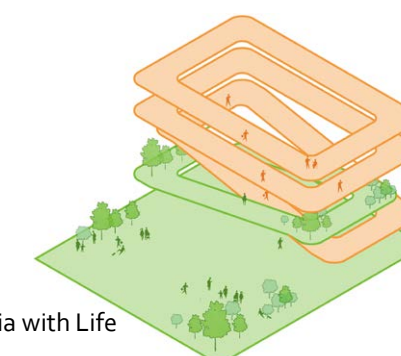
- ①. Center of Political Power
- ②. Polarization in Scale
- ③. Uniform Facades
- ④. Commercial Context
- ⑤. Underground Connections



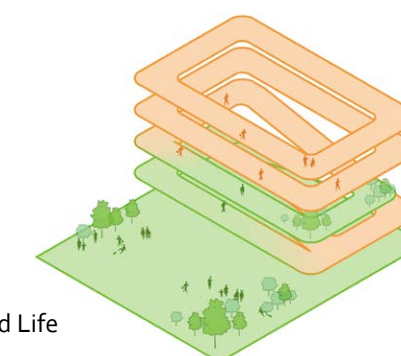
Existing Building



Incorporate Social Activities



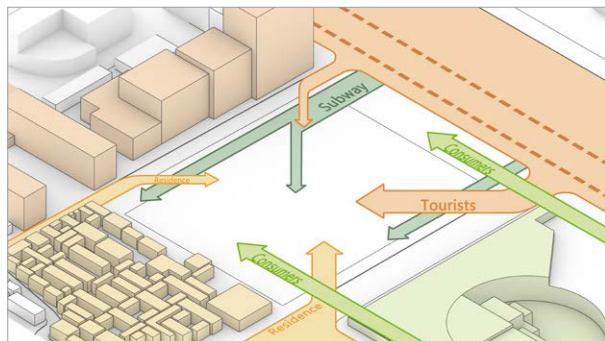
Interweave Media with Life



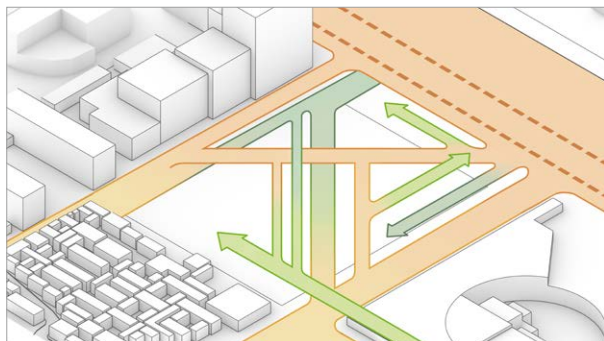
Merge Media and Life

Concept Diagram

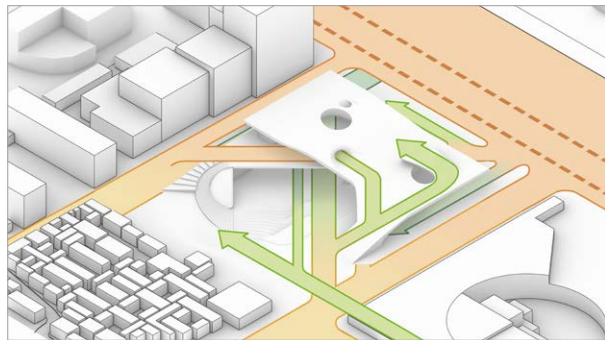
The previous *Beijing Books Building* remained a scared space for books, irrelevant to everyday life. In contrast, our building kindly invites social activities into the building and immerses it into reading spaces, to showcase the connection between daily life and study.



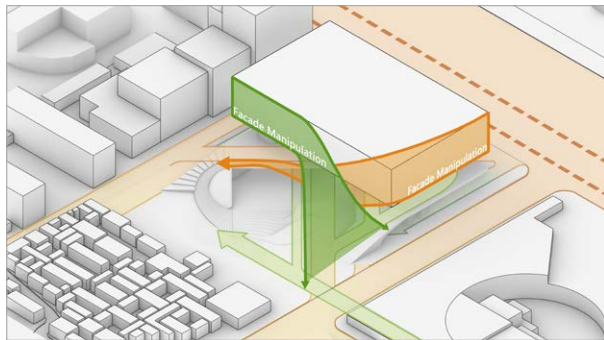
Flows of people in the area



Covergence of the flows



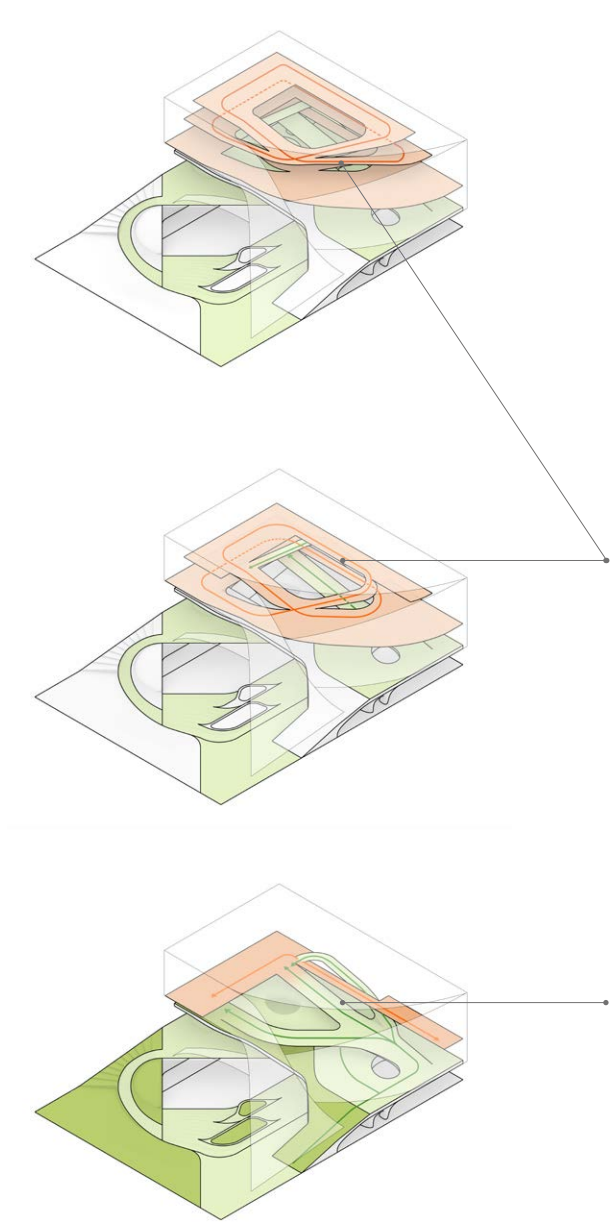
Form of the floor invites and shape the flow of people



Manipulation of the facade makes it open to the public

Incoporate Social Activities

Flows of people control the form of our the building. Convergence of people becomes public space and clustered incoming people result in the routes leading up to the building. The form of floor goes with the flow. In this way, people can wander around the site and naturally go inside the building.



Entwine Life and Media
There are two routes winding in the building.

The ORANGE route of information refers to the main space for media and reading. This route aims to inspire unlimited thirst for knowledge in a continuous and hence infinite space.

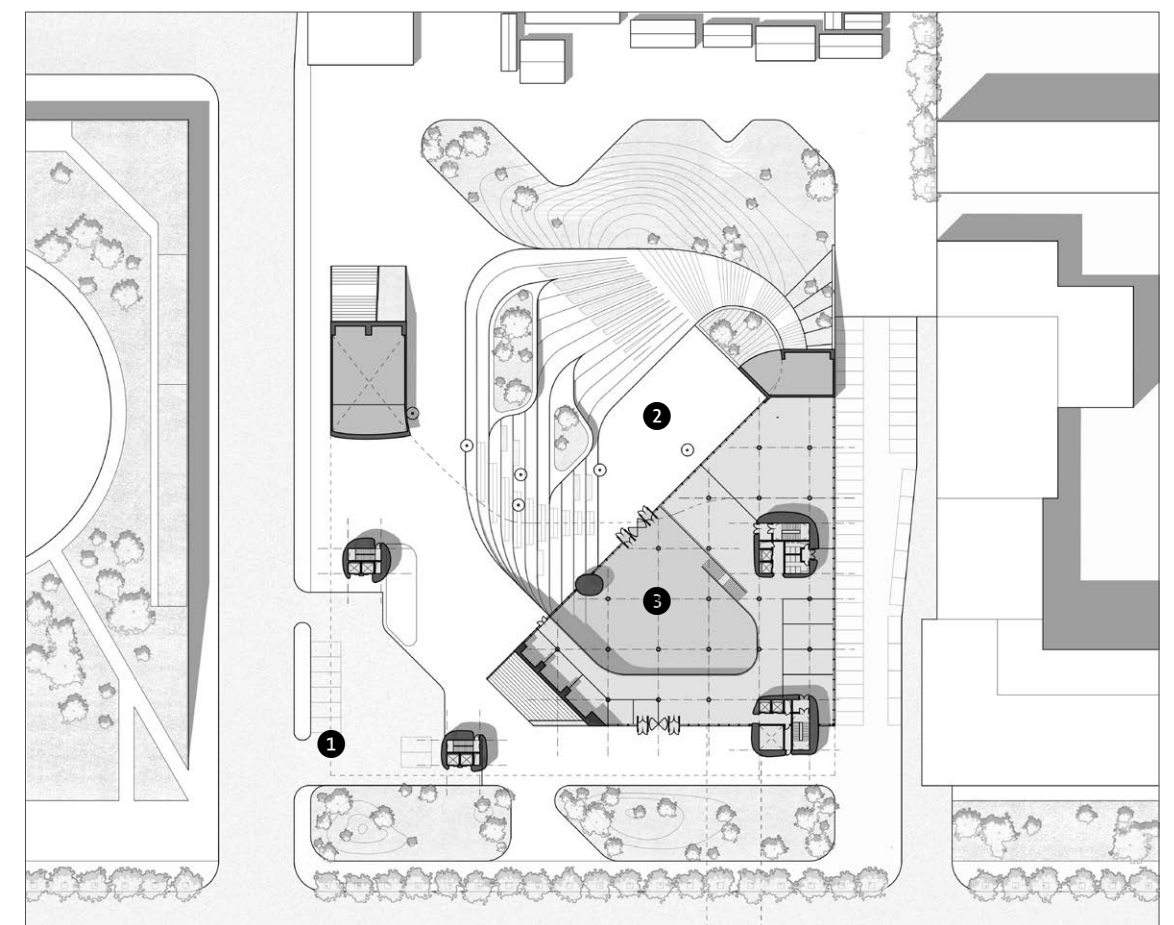
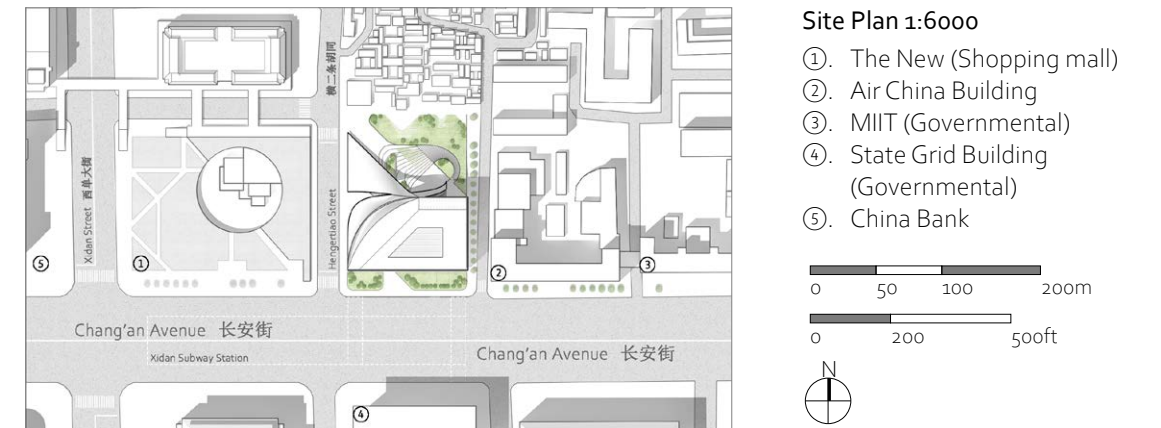
The GREEN route of life gathers people from the public area of parks, subway, and streets, bringing landscape and social activities into the building. It connects public spaces scattered inside the building as well.

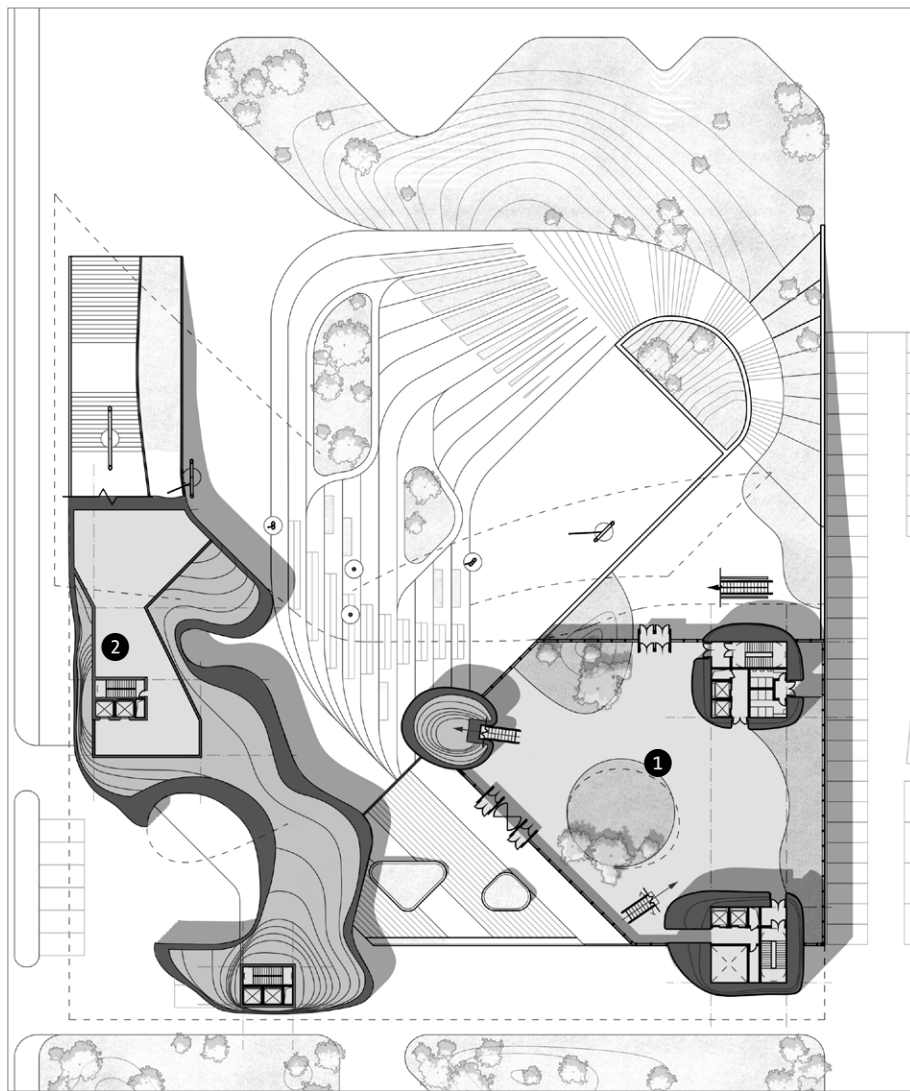
Design Purpose:
Two routes are interweaved and merged one another. There is no absolute boundary between two systems but a soft transition.



The Dichotomy of Facades

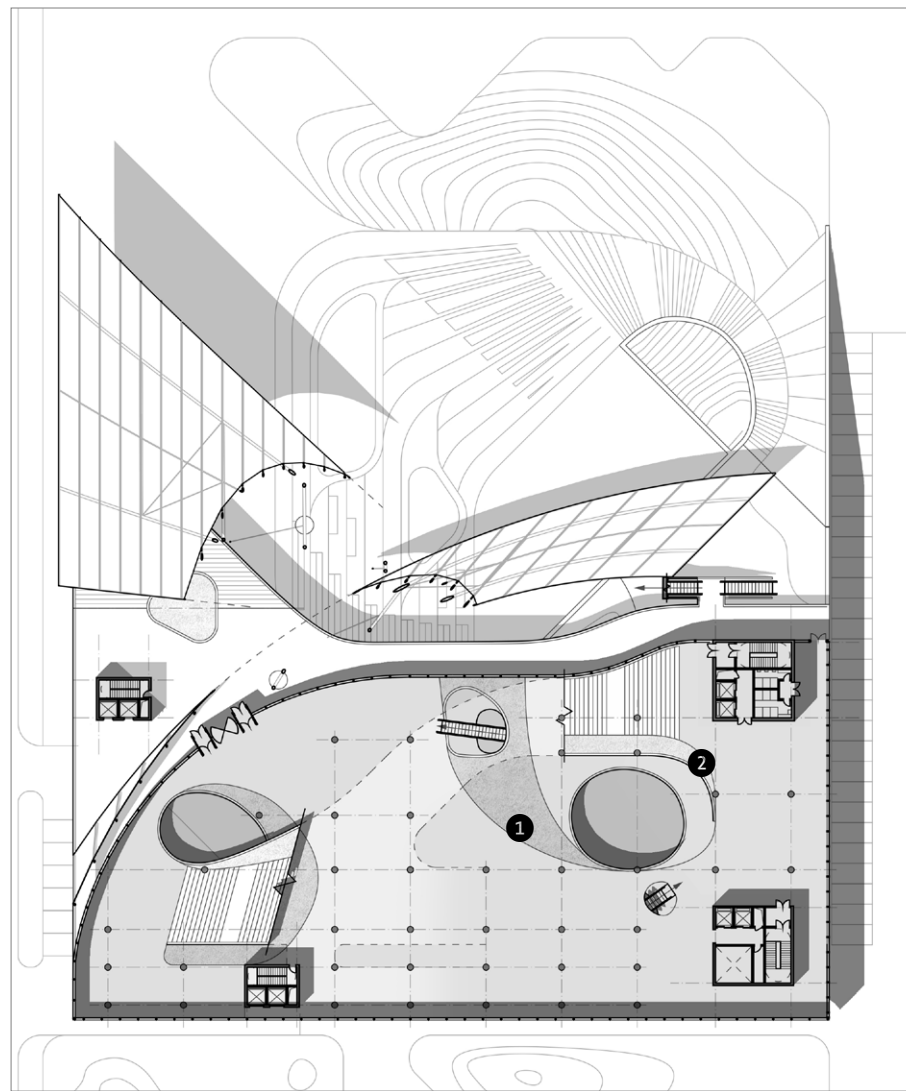
The façade facing Chang'an street matches the scale of other buildings along Chang'an Street. In contrast, the north façade flows towards the "Hutongs" (alleyways) and soothe the tension of difference in scale. The façades consist of two skins. While the flowing outer skin invites people to enter the building, the skin inside functions as a window to present public events inside.





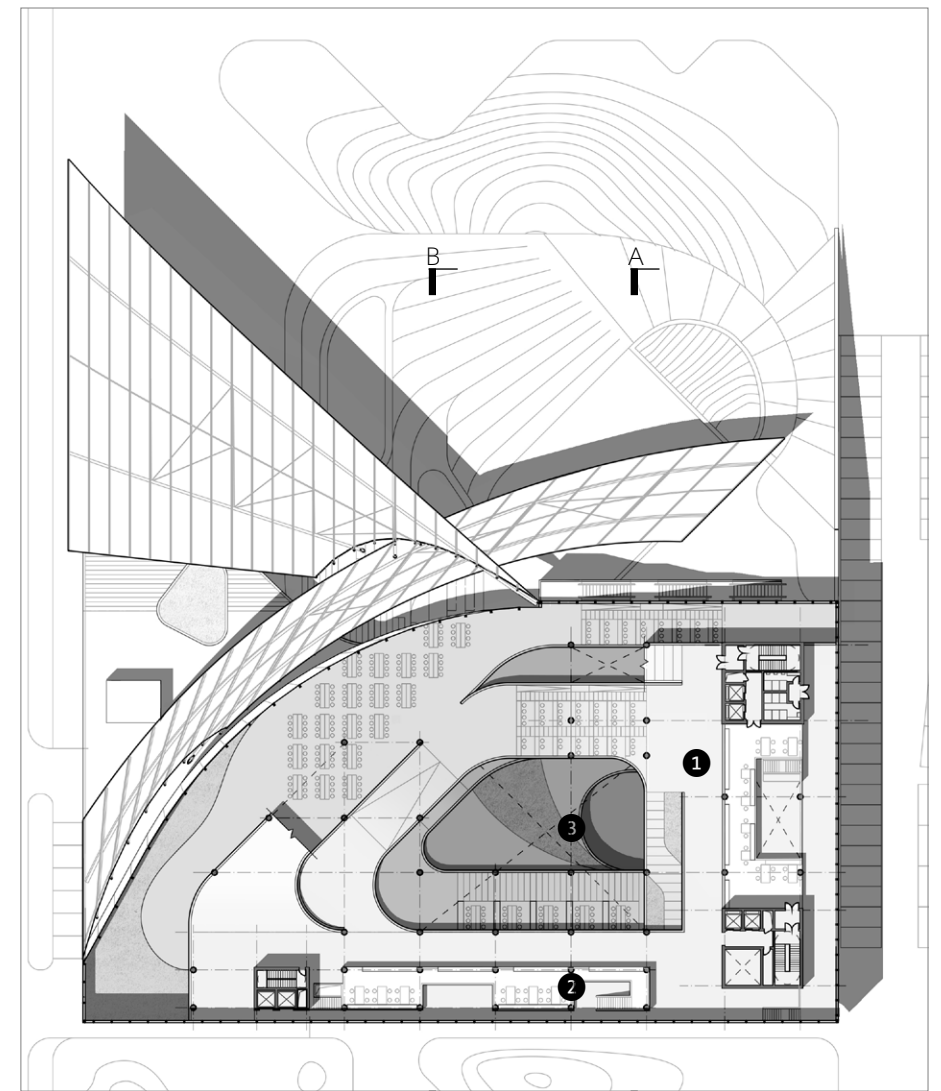
Plan at +7.000 1:1000

- ①. indoor winter garden
- ②. warehouse



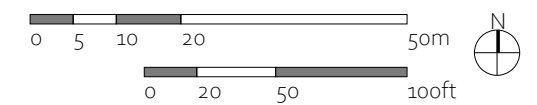
Plan at +11.000 1:1000

- ①. indoor winter garden
- ②. entrance of reading space



Plan at +22.000 1:1000

- ①. reading space
- ②. mezzanine
- ③. atrium



South Facade within the Urban Context

