

An Article from...JSA

Kunshan Phoenix Cultural Mall

About JSA

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Phoenix Publishing and Media Group (PPMG), the largest media and publishing companies in China, awarded Joel Sanders Architect and FreelandBuck first prize in an invited international competition. Their winning proposal for the Kunshan Phoenix Cultural Mall – an 80,000 sqm corporate headquarters and cultural complex – consists of a 20-story office tower perched upon a five-story podium organized around four ‘cultural cores’ that house theaters, exhibition halls, a fitness club and an education center.

Location

Kunshan, China

Size

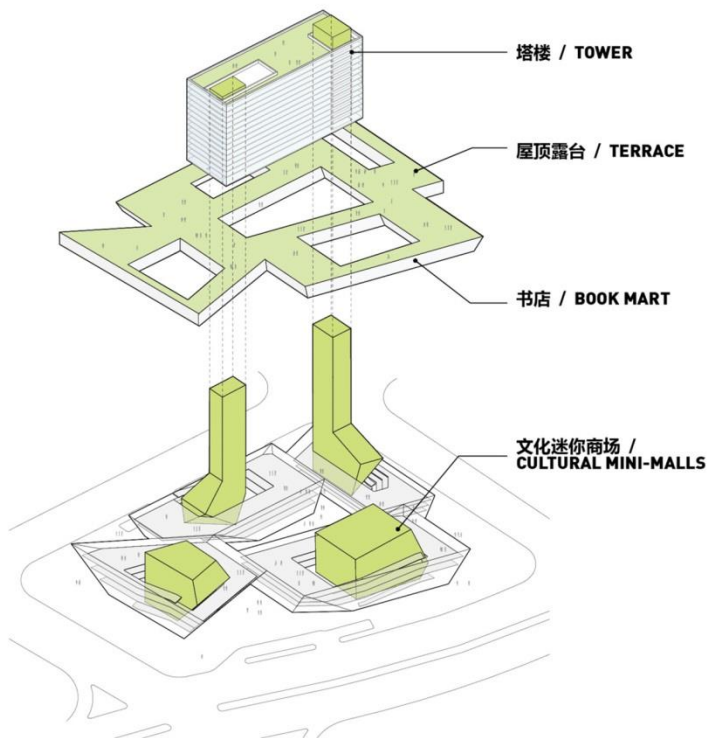
95,000 SM

With

Freeland Buck

Year

2013



CharacterTowns.org is fascinated with Kunshan Phoenix Cultural Mall in and of itself. An important implication of the “cultural mall” is the great advantages offered by providing a single venue for multiple cultural and educational activities. Whether in a single structure, on a single campus or on contiguous city blocks, the synergisms are highly productive with co-located cultural and educational institutions having integrated physical, operational, maintenance and financial structures. What an inspiring example of a great idea.



Read more at: <http://joelsandersarchitect.com/project/kunshan-phoenix-cultural-mall/>