

# XI'AN ZHENGDA PLAZA

## 西安正大广场

|           |            |         |      |
|-----------|------------|---------|------|
| 用地面积      | 建筑面积       | 设计时间    | 建筑类型 |
| 39 700平方米 | 101 718平方米 | 2010年6月 | 商业建筑 |

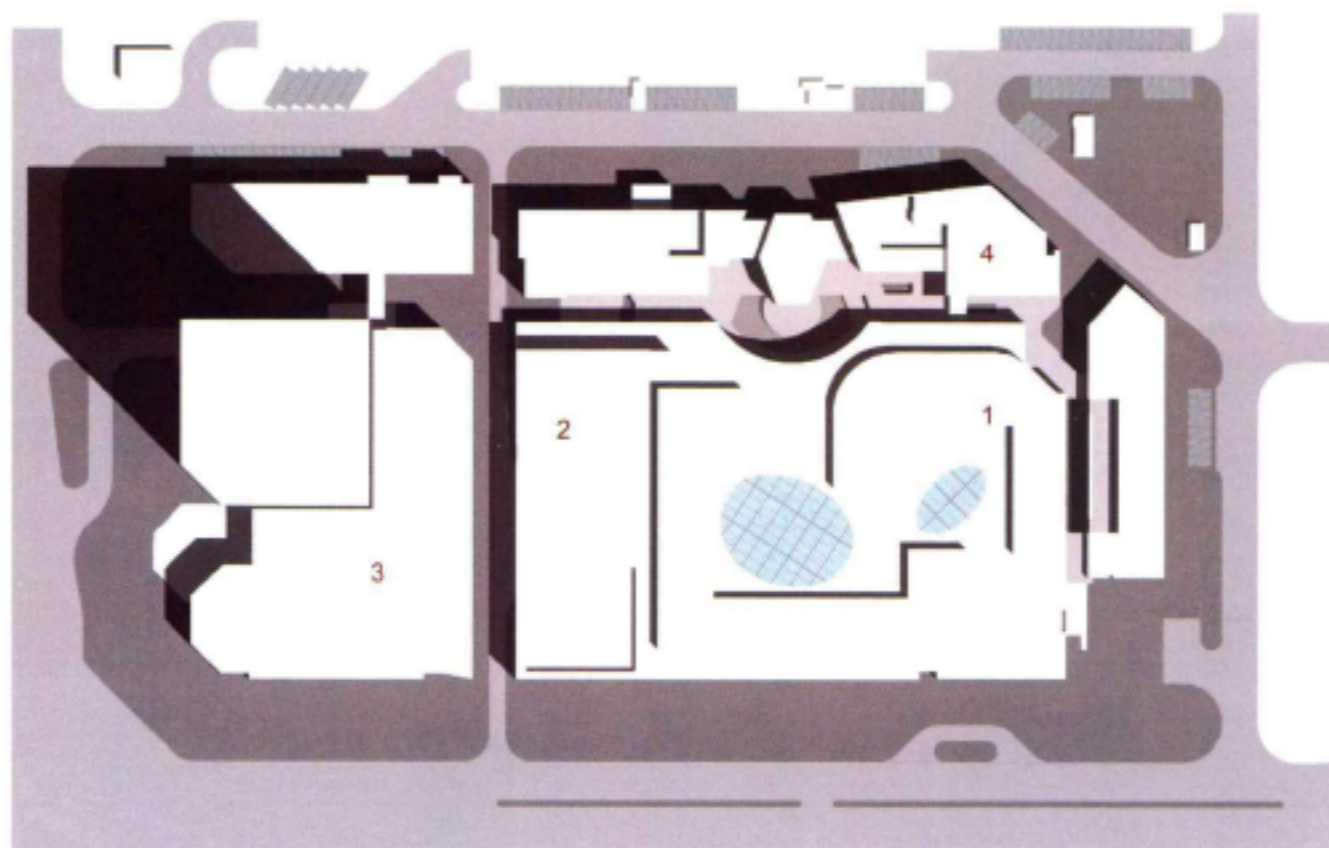
西安正大广场是西安市高新区倾力打造的大型城市综合体的一期部分，主要业态包括大型超市、品牌旗舰店、百货主题馆、精品商业街、I-max影院、书局和大型餐饮等，更将享誉全球的正大集团旗下的品牌——正大广场带到西安。

建筑造型强调大虚大实，以体量对比形成强烈的视觉冲击力。同时充分考虑与北侧的城市公园的互动性，将自然的主题融入建筑设计，使得建筑人性化、自然化。正大广场和二期270米超高层办公楼建成后，必将带动高新区城市发展及区域人口密度和品质的提升，在高新区乃至整个西咸地区发挥重要的商业和商务中心作用。

Xi'an Zhengda Plaza is phase I project of large urban complex created in high-tech zone of Xi'an City and mainly consists of large supermarket, brand flagship store, shopping theme store, boutique commercial street, I-max cinema, bookstore and large restaurant, etc., even introducing Zhengda Plaza, a brand owned by Zhengda Group which is a world-famous enterprise, to Xi'an.

Building shape shows obvious contrast between virtuality and actuality, using volume contrast to form intensive visual impact. Meanwhile, considerations are made of mutual relation with urban park at north, successfully integrating natural environment into architectural design and realizing humanistic and natural building. After completion, Zhengda Plaza and phase II super-high office building of 270m will certainly accelerate urban development of the high-tech zone and increase population density and improve life quality in this district, playing an important role of commercial and business center in the high-tech zone, even in the whole Xixian District.

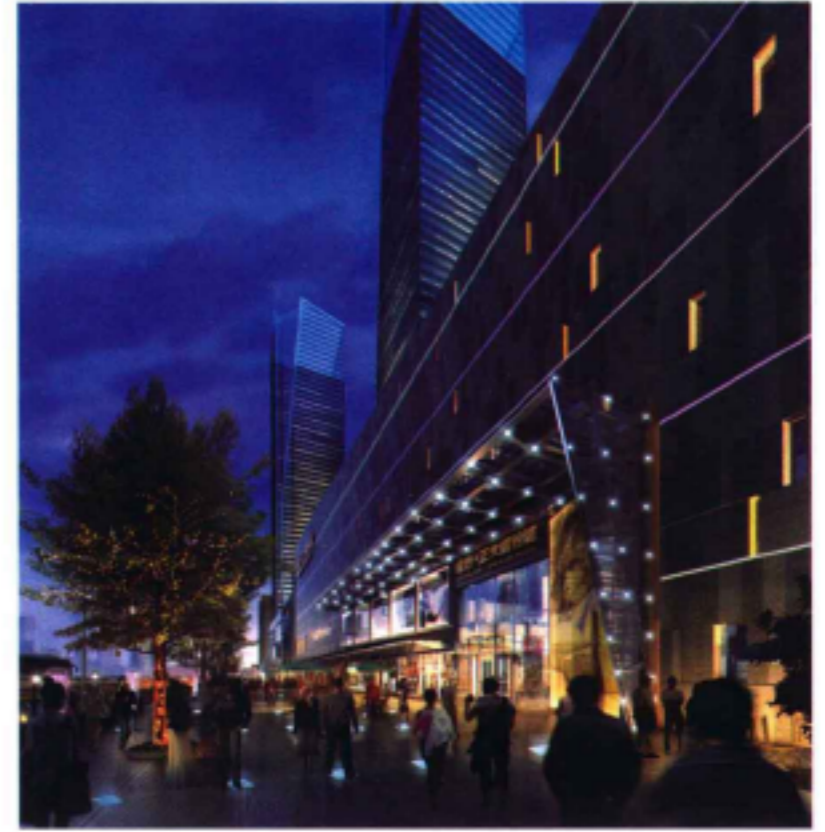
1. Zhengda plaza/正大广场  
2. super-high office building/超高层办公楼  
3. shopping mall/商场  
4. business street/商业街



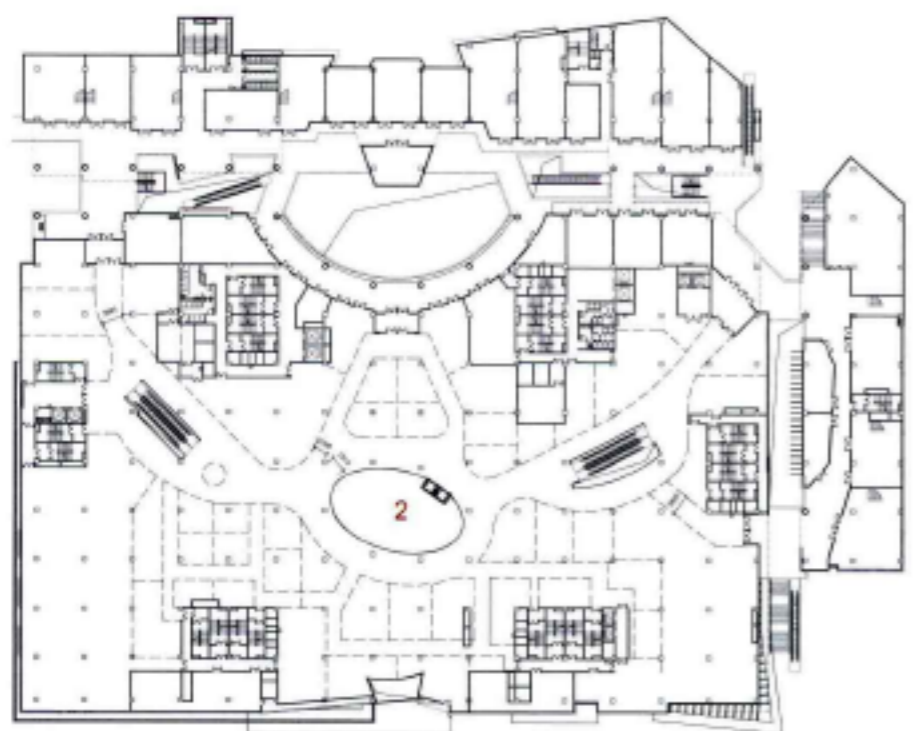
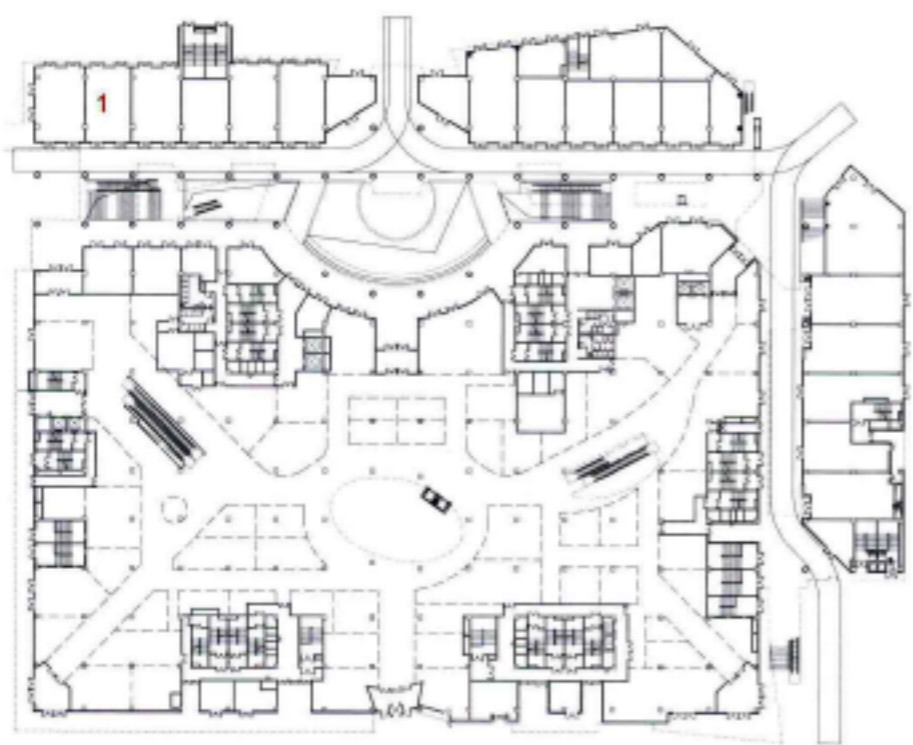
left site plan/总平面图

top right night view of the main entrance/主入口夜景图

bottom right exterior view/外景图

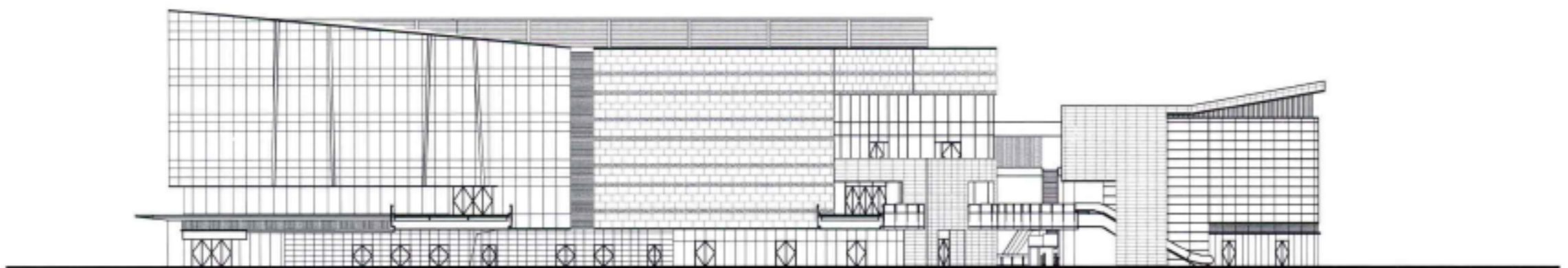
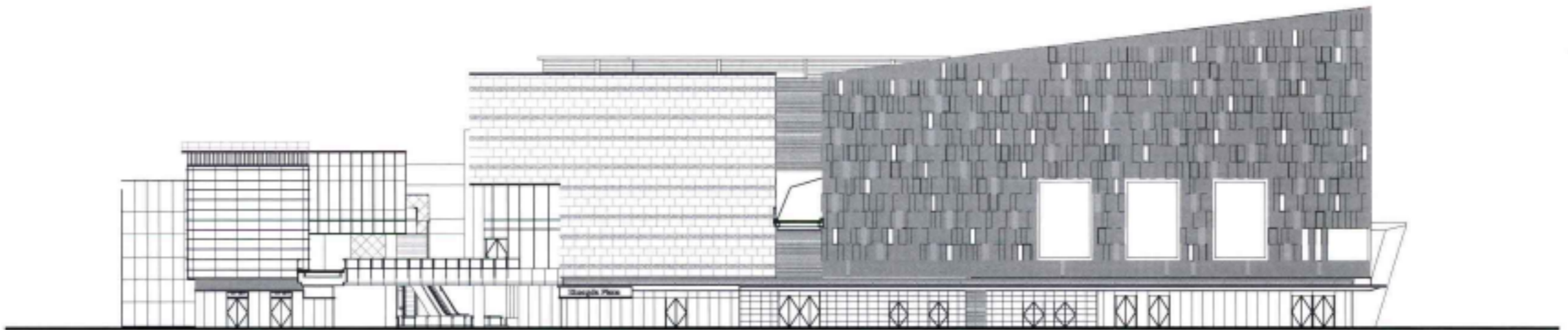


1. shop/商铺
2. atrium/中庭
3. restaurant/餐饮
4. movie/影院
5. book mall/书城
6. projection booth/放映间
7. path/放映走道
8. air-conditioner room/空调机房



left floor plans/楼层平面图  
right exterior view/外景图





left elevations/立面图  
right exterior view/外景图

