

Features 项目亮点

This is a graceful and dynamic shape with flowing lines, an elegant overall image consists of an office tower with oval facade and an L-shaped hotel.

本案以流动的线条勾画出优美动感的造型，办公塔楼的椭圆形立面与酒店“L”形设计形成了优雅大气的整体形象。

Key Words 关键词

Urban Complex in CBD

CBD 型城市综合体

Guangzhou Shengfeng Plaza

广州圣丰广场

Dynamic Shape 动感造型

Multi-combination 多元组合

Comprehensive Space 综合空间

Location: Guangzhou, Guangdong, China
Architectural Design: The Architectural Design and Research Institute of Guangdong Province
Partner: Steffian Bradley Architects
Land Area: 5,521 m²
Floor Area: 154,663 m²
Completion: 2010.06
Building Height: 184.5 m
Floors: 40F

项目地点: 中国广东省广州市
建筑设计: 广东省建筑设计研究院
合作设计: Steffian Bradley 建筑设计事务所
占地面积: 5 521 m²
建筑面积: 154 663 m²
竣工时间: 2010年6月
建筑高度: 184.5 m
建筑层数: 40层

» Overview

Located at the North Tianhe CBD section of Guangzhou Road, the intersection of North Tianhe, Huanshi East and Zhujiang New Town, Shengfeng Plaza is a comprehensive high-rise building group consists of office, hotel and commercials, etc.

» 项目概况

圣丰广场矗立于广州天河北 CBD 核心商务圈的广州大道，占据天河北、环市东、珠江新城三大核心商务区交汇的核心位置，是一个集办公、酒店、商业等为一体的综合性超高层建筑。

» Planning

The project is designed to be an urban complex consists of two super high-rise buildings and a high-rise building. It is developed in two phases. Phase One includes two buildings, the class A office building in the north and the super 5-star hotel in the south, and both of them connect with the basement. Phase Two is an international business apartment, a connected comprehensive building: the south area is for serviced apartment and the north area is for small offices. In addition, the only 300 m city center commercial bar street will be built.

» 规划布局

项目整体规划为一组城市综合体建筑，由两座超高层建筑和一座高层建筑组成。工程将分两期完成：一期规划有两座楼体，北塔为甲级写字楼，南塔是五星级酒店，南北塔裙楼和地下室相连；二期规划有国际商务公寓，为综合连体楼，南区拟为酒店式公寓，北区拟为小型写字楼。同时将建成广州市中心唯一的 300 m 风情商业酒吧街。



» Architectural Design

The facade is novel and lively, drawing a graceful and dynamic shape with flowing lines, which fully reflects the characteristics of modern architecture and creates an elegant overall image. The oval-shaped office tower appears tall and towering. The L-shaped hotel interplays with the office building, becoming a beautiful landscape in Tianhe business center.

» 建筑设计

建筑立面造型新颖，活泼生动，以流动的线条勾勒出优美动感的造型，既充分体现了现代建筑的特征，同时也塑造了优雅大气的整体形象。办公塔楼以椭圆形平面为基本逐层收分，高耸而挺拔。酒店以“L”形平面和写字楼组合，相互呼应，成为天河商务中心的一道靓丽风景线。







