HEADQUARTER OFFICE TOWER
@ KUNMING, CHINA
NVUCA-19414
Project Name: OCT (Overseas Chinese Town) Headquarter Office Tower @ Kunming, China
Project Identification Number: NVUCA-19414
Project Location: The Intersection of Lianda St. & Chunrong E Rd, Chenggong District, Kunming City, Yunnan Province, China
Project Category: Unbuilt Architecture
Type of the Project: Commercial
Gross Building Area: 1,032,259 SF (95,900 sqm)
Estimated Cost: About $400 Million
Programming Requirement:
- Office Space: 269,000 SF
- Hotel: 269,000 SF
- Apartment: 420,000 SF
- Commercial: 74,259 SF
- Underground Parking: 575 parking stalls

Project Intention and Concept:
OCT (Overseas Chinese Town) Group Co., Ltd. is a large-scale enterprise in China, with leading business sectors in real-estate, tourism, urban complex development, theme hotel development, cultural and creative industries, and so on. This project served as a competition entry, submitted to the International Consultation on Concept Design of the OCT Group Headquarter in Kunming, Yunnan, China.

OCT Headquarter Office Tower @ Kunming is a proposed mixed-use skyscraper—a new landmark, providing a soaring new addition to Kunming rising skyline and displaying the images of OCT Group all around. The intention of the design is not only grounded in its form. It is influenced from the deep thinking of OCT’s corporate culture - ‘Quality Life Creators’. The project takes inspirations from the local landscape in Yunnan. While lamenting the excitement of Yunnan tourism, from Dianchi Lake to Stone Forest and from terraces to camellia, the design team is also experiencing OCT’s philosophy of ‘Relying on nature and people-oriented’. The design pushes this ideology with the cooperation of the interior and exterior, both interactively and fluently. These design strategies provide a rich experience of nature for the people in many ways.

The design is rooted in the functional aspects and put four major programs separately within the twin-towers. The towers are displaced and tilted in order to provide maximum natural sunlight and views. In each tower, sky lobbies has been added, with elevated landscape to enrich how one experience the facade.

At its core, the design is inspired by the experience of people, with landscape elements at the fore front, likening moving through the building to how one moves through nature.
A multitude of sustainable elements are designed into this one million+ square foot building to maximize energy efficiency and provide ample natural light and open spaces on the interior.

Sustainable Strategies:

- SOLAR SHADING
- SOLAR ORIENTATION
- LOW-E GLAZING
- RAINWATER HARVESTING GARDEN
- ZERO VOC
- PHOTOVOLTAICS
- DAYLIGHTING
- NATURAL VENTILATION
- VERTICAL GREENING SYSTEM
- ROOF GARDEN
- GEOTHERMAL HEAT PUMP SYSTEM
- CHILLED BEAMS AND CEILINGS
- SITE SOURCED MATERIAL
Key Materials (Exterior) - Granite, Folded Metal Panel and Glazing (with varying levels of opacity)
Yunnan is situated in a mountainous area with vast resources of stone material. The granite in the tower podium blends with the design of the space and form, providing rich experience of nature when paired with the water feature and plant elements. The glazing panels make up the skin of the tower, and form a faceted pattern, reflecting the landmark of Stone Forest in Yunnan.

Key Materials (Interior) - Carpet, Dry Wall and Succulent Wall
The patterns of the capet, dry wall, succulent wall and other elements are all designed with the inspiration of the local landscape of Yunnan, intended to further complement the “Terrace”, " Camilla” and “Stone Forest” concept. The hanging elements, such as lighting fixtures, bring the cloud expression to people visiting this tower.
PROJECT LOCATION

- DOWNTOWN
- AIRPORT
- KUNMING METRO
- DIANCHI LAKE
- KUNMING GOVERNMENT
- KUNMING COLLEGE TOWN
- OCT GROUP KUNMING HEADQUARTER OFFICE TOWER
Yunnan is rich in natural resource of landscapes. Lakes, snowy mountains, Terrace - a landscape created by rice farming in mountainous terrain, Stone Forest - eroded vertical pinnacles of limestone, and exotic flowers are famous tourist attractions of Yunnan. In addition to being geographically diverse, Yunnan is also celebrated for being a cultural melting pot.

The project takes inspiration from the local landscape in Yunnan. While lamenting the excitement of Yunnan tourism from Dianchi Lake to Stone Forest and from terraces to camellia, the design team seeks to embody philosophy of ‘Relying on nature and people-oriented’. The design pushes this ideology with the cooperation of the interior and the exterior interactively and fluently, while providing a rich experience of nature for the people.
CONCEPT DEVELOPMENT DIAGRAM

1. PROGRAMMING REQUIREMENTS
2. BASIC MASSING
3. DIVIDE
4. SEPERATE

5. SHIFT
6. ANGLE
7. GREEN SPACE
8. PROGRAM DISTRIBUTION
PROGRAM DIAGRAM

WORK
538,000 SF

LIVE
420,000 SF

PLAY
74,259 SF

FACILITIES AREAS

COMMERCIAL
74,259 SF

UNDERGROUND PARKING
575 STALLS

OTHER FACILITIES

APARTMENT
420,000 SF
FLAT UNITS 75%
LOFT UNITS 25%

HOTEL
269,000 SF

EXHIBITION
43,000 SF

THEATRE

OFFICE

UNDERGROUND PARKING
575 STALLS

OTHER FACILITIES

WORK
538,000 SF

LIVE
420,000 SF

PLAY
74,259 SF

FACILITIES AREAS
PROGRAM DIAGRAM

- SKY CLUB
- HOTEL
- RESIDENTIAL
- APARTMENT AMENITY
- RETAILING
- THEATRE FACILITIES
- UNDERGROUND PARKING
- CONFERENCEx ROOM
- EXHIBITION
- CONFERENCE ROOM
- EXHIBITION
ENTRANCE & SUNKEN PLAZAS
INTERIOR VIEW - HOTEL LOBBY
INTERIOR VIEW - APARTMENT LOBBY