



SITE BRIEF

Please pay attention:

- The following information is provided to the participants for reference only. The description of different function area is only for the purpose that participants could better understand the project.
- The participants only need to consider the layout, appearance and functional structure of the project, as well as landscape around it, not required to design the interior part of the functional space, for example, the decoration of the restaurants, hotel, theatre etc.
- All the functional areas could be arranged in one building, or be arranged as an Architectural Complex. All innovative design project is acceptable.
- The participant can freely decide the **orientation**, the **location** and the **site area** of his proposal. (Maximum site area is 6.66 hectares as shown in the layout plan)
- The participant does not need to consider the relationship between the surrounding buildings and the Wine culture center

The Wine culture center is a multifunctional space for the visitors, composed of several different space for cultural and commercial activities.

Wine Museum	30,000 m ²
Functional Space of the museum	8,500 m ²
Cultural & Retail Space	26,000 m ²
Expo Hall	24,000 m ²
Office Space	10,000 m ²
Hotel	10,000 m ²
Total floor area	108,500 m ²

1. Wine Museum (Main part) : 30,000 m²

1) Lobby of the museum (2,000 m²)

- Floor height: 40% of the area with the floor height no less than 15 m; 60% of the area with the floor height no less than 10 m

2) The permanent exhibition area (28,000 m²)

- Space A : 9000 m², 30%, floor height :15-20 m,
- Space B : 9000 m², 30%, floor height :15-20 m,
- Space C : 9000 m², floor height :10-12 m
- Public Space: 1000 m²

2. Functional Space of the museum :8,500 m² (Including green space)

1) Wine tasting space (3,500 m²)

- Location recommended: Visitors can appreciate the surrounding scenery
Convenient to reach after the end of the visit

2) Wine-theme restaurant (2,500 m²)

3) Work shop space (2,500 m²)

4) Landscape of the museum (No restriction on the area)

- As the site is located in the north region with a low temperature in winter, so a greenhouse with glass covered is recommended to create a unique scenery.

- Green space could be arranged on the top of the building as a sky garden or inside the building, for example, in the courtyard or other public space.

3. Cultural & Retail Space (26,000 m²)

*** Accessible easily from the museum area, the expo area, and the hotel area.**

1) Dining and leisure	15,000 m ²	About 30 restaurants
2) Retail Space	6000 m ²	Up to 30 stores
3) Theatre	1800 m ²	- About 2000 seats
4) Multifunctional Conference hall	3500 m ²	- About 2000 seats

4. Expo Hall (24,000 m²)

- The floor height: about 12 meters.

- Function: 13 different size halls aiming to hold various activities, such as wine exhibition, art exhibition.

A. 2*6000 m² B. 2*3000 m² C. 3*1000 m² D. 6*500 m²

5. Office Space(10,000 m²)

6. 5-star Hotel (10,000 m²)

7. The underground area

- 3-4 levels underground, includes parking, dining, shopping, and a wine cellar

- This section is for reference only and is not included in the design requirements.

8. The landscape

- No restriction on the area or the shape of the landscape.

- As there is abandoned river channel near the site, which can be transformed into artificial lakes , the combination of the building and water landscape is recommended. A part of or the whole building could be settled in the waterscape.

The Participant may address any questions to: contact@creatalentscompetition.com