

Textile City

Business district with textile markets and office areas in Keqiao/Shaoxing, P.R. China
Masterplan, 2007



Bird's eye view

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| Location | Keqiao-Shaoxing, Zhejiang Province, P.R. China |
| Client | Administration Department City of Keqiao Agency of urban planning Wan Guo Building Jingkeqiao Street 8 Keqiao-Shaoxing, P.R. China |
| Architect | Pysall Ruge Architekten |
| Project partner | DBH Stadtplanungs GmbH Hangzhou, Prof. Wang Xiaosong Tian Yu Media Production Hangzhou |
| Landscape | José María Cantalapiedra Alonso Valladolid/Hangzhou |
| Brief | Master plan for extension of the city, with the supply of facilities for; fairs; exhibitions; markets; business district; shopping space and residential areas |
| Scope of Services | Master plan, traffic and landscape planning, character for the facade design of the whole project area |
| Size | 600 hec, detailing zone of the master plan within a site of 10 hec |
| Duration | 2007 |
| Completion | Circa 2012 |



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Configuration plan

Shaoxing lies in the south of the Bay of Hangzhou. With its 710.000 inhabitants, the city belongs to the development area of Keqiao, located in the north of Zhejiang province. The region is not only known for its natural qualities, such as the countless rivers, lakes and mountain panoramas, but also for its persistent and rapid economic development. By specialising in textiles, the city has become one of the leading market-places in China, and is one of the largest commercial centres of the region.

The project area has a size of approximately six square kilometres, and is the main

component of Shaoxing's town development planning in the northerly direction. The concept has its origins in the special landscape features of the area, in the traffic circulation situation, in the special forms of the individual mountains to the north and the mountain range to the south, in the delicate network of canals, and in the space-consuming central traffic interchange between the north and the south axes and the city highway.

Thanks to its textile industry, the city is prospering. The textiles' sensuousness, fibres and colours, and the local ways of weaving

have acted as inspiration for the concept. Although it is relatively unknown in Europe, the doctrine of Feng Shui is respectfully integrated by the Chinese into all design and building phases, from initial consideration of space through to strategic concepts.

In this way, the project aims to transfer nature's positive energy, with all its mountain ranges and streams, into the city's public squares, boulevards and parks, and to weave it perceptively together with the future "Textile City".