

Project Description (485 words)

A "Micro City" Empowering Innovation

Uniview Headquarters represents a modern, technology-driven corporate environment. Designed with efficiency, dynamism, and functional integration, the headquarters is an advanced intelligent industrial park integrating offices, research and development, conferences, and reception facilities, which fosters communication, collaboration, and creativity within a cohesive and dynamic workspace.

The site is nestled in Hangzhou's key high-tech industry zone and extends to the southern tip of an urban landscape axis. Within the site, a large sunken garden connects to the urban park, serving as the district's public green core. The headquarters' west interface, characterized by a 120m-long and 7m-wide elevated corridor in sweeping curve, connects the external park, sunken courtyard, and entrances to the R&D area and engages in an embracing dialogue with nature, while the south and east maintain a neat design, aligning with the surrounding cityscape.

The headquarters comprises a 22-story administrative office tower, an 8-story R&D center, and a service and leisure hub at the base. Given the high building and user density, a covered corridor on the ground level serves as the building's organizational artery, allowing smooth navigation and efficient access for staff and visitors.

The design fosters an open and vibrant atmosphere for over 5000 employees by providing diverse shared spaces. With a flat floor space extending to 5,000 sqm on each level, the R&D center is designed to be "flattened and widened," establishing an intimate connection with the rich functionality below. The basement serves as a leisure hub, housing a staff cafeteria, fitness center, library, café, and retail spaces. This functional integration contributes to a holistic, dynamic work environment with enriching leisure and relaxation options.

The architectural narrative further unfolds through two atriums, which function as interconnected

hubs integrating the tower, multi-story building, podium, and basement. The atriums are designed to maximize the natural illumination that permeates the interior through extensive glazing atop. Open staircases and transparent interfaces encourage social interactions. The upper atrium features 28m-tall steel columns that align with slim beams between modular skylight rows, enhancing spatial purity and structural aesthetics.

Technical sheet

Project Name: Uniview Headquarters

Location: Hangzhou, Zhejiang Province, China

GFA: 136,700 sqm

Design/Completion Dates: 2017/2023

Client: Uniview

Architect: GOA (Group of Architects)

Landscape Architect: Green Wind Eco-tourism Planning and Design Institute

Photographer: RudyKu

About GOA (Group of Architects)

The Group of Architects (GOA) is one of the most powerful architectural design institutions in China. Practicing for around 25 years, GOA has represented the top level of China's architectural design industry, and is the protagonist of Asian living environment and lifestyle. The company has assembled a team encompassing a full gamut of professionals in urban planning, architectural design, engineering design, landscape, and interior design, as well as management consulting. In line with the corporate values of "creating more beauty for the city and contributing more values to the society", GOA endeavors to shape unparalleled spatial experiences for future cities and the public.