



Projects NEW ARCHITECTURE Andrew Bromberg, **EMERGING WORLD** Aedas



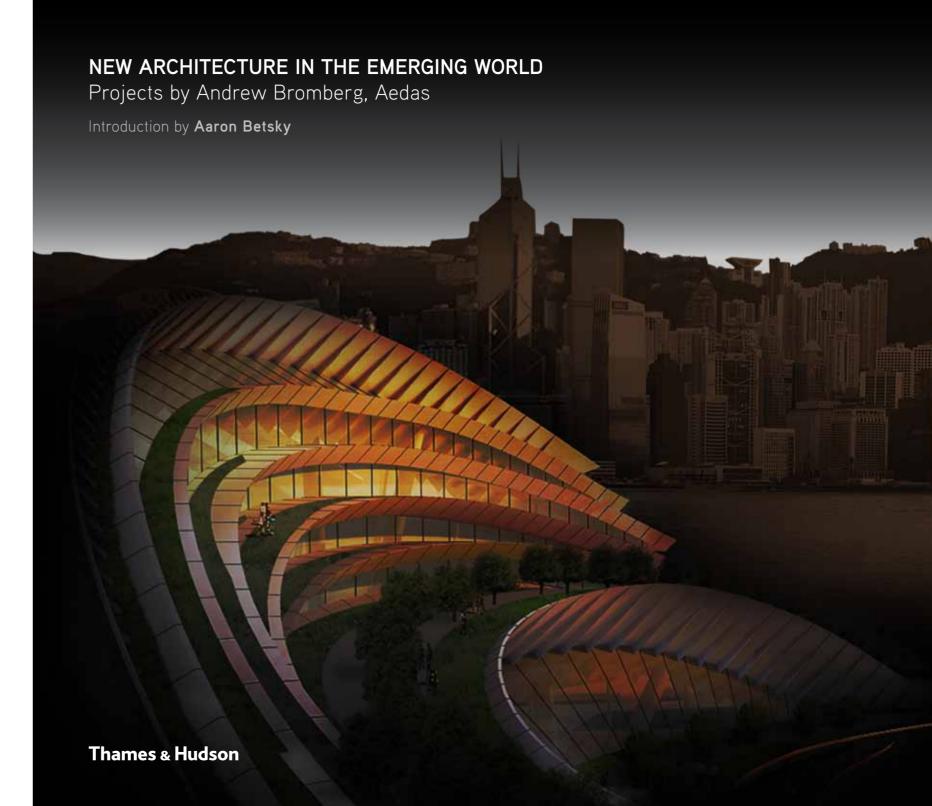






table of contents

evolving. foreword by ralph lerner. 10 curving and swerving through sprawl: andrew bromberg makes architecture in the global continuum. introduction by aaron betsky. 12 shadow boxing. essay by larry rouch. 20

selected projects. 42

andrew bromberg, aedas: building the future. essay by joseph giovannini. 298 chronology. 306 construction. 322 scale. 362

appendix. 372 biography. 374 team. 378 contributors. 379 special thanks. 380 Take a subway to Quarry Bay, arrive at the bottom of an older building on a street belong, and the sliding glass doors admit only those who have a proper place with stores packed close together, cross an elevated walkway and walk into an air- within. Those who do not belong roam the streets; outsiders even if they are conditioned maze of corridors that cut through the bases of a group of high-rise tow- in the city's core. ers. Escalators negotiate rises and falls in floor levels, shops sprout out of the angled intersections of different structures, art blossoms on granite walls, and glimpses of Fourth, the urban environments that have grown up in this manner necessi-

It is a world with certain important characteristics. First, it is, obviously, urban, have precisely these characteristics. but it is a city whose scale and intensity far exceed the ones for which, until very recently, traditional rules, theories and models existed. Second, it is a sprawling Finally, this urban environment is generic in that it consists of elements that are preswhose intensities ebb and flow.

and this is the world in which Andrew Bromberg and his team work.

Your use of the city is dependent on your economic function, but also on how growth, has been of a different order.

To get to Andrew Bromberg's office, you have to undergo a very Asian experience. you are dressed and behave. The city's interiors are reserved for those who

older residential buildings reflect off the expanses of glass. Find your way to the right tate dense and intense moments of use. At the core of the city is the computer elevator bank, push the button to make the right conveyance appear, rise up to a high screen, fed with an array of data; the store or restaurant, which are the endfloor and find yourself in a world of white walls, curtains, receptionists poised over point of often global distribution systems; the bedroom, nurtured and cocooned ledges and monitors beaming out the latest news. Walk into the design studio, and by myriad technologies; and the place of spectacle, where more technological you find row after row of a polyglot collection of mainly very young architecture enthusiasts staring at screens while outside cargo ships make their slow way between these controlled explosions are shrink-wrapped in cocoons as tight and cheap the steep green hills from which needles of human habitation rise. This is Hong Kong, as the designers and developers can make them. They advertise themselves by appearing slick and minimal; as they are, while sporting the sort of inhuman, robotic appearance that can only come out of the same sort of systems which

urbanism: not only out towards the periphery and into the landscape (Hong Kong ent around the world. The competition for these things, whether they are goods or and Shenzhen are already almost one city, and soon the whole Pearl River Delta buildings, is intense, and marks the struggle between different urban areas to define will be one agglomeration), but also internally, as the traditional borders between themselves. While some of the largest and most successful cities, which have grown functions, buildings and districts blur. The city no longer consists of objects that exponentially in the last few decades, are enlargements of existing megalopolises, together create a much larger object, but of interpenetrating zones and forms most of them, from Hong Kong to Singapore to Dubai, are almost instant phenomena that have grown up out of what were, a century ago, small villages outside of the major areas of development. While this is true of every generation of cities produced Third, the spaces most people inhabit in such cities are conditioned. This is by the industrial revolution, whether they be Manchester, Liverpool, the Ruhr area, literally true as much of the globe's most intense growth has occurred in Detroit, Cleveland, Los Angeles or Tokyo, the speed and scale of the expansion of zones with a hot climate, but also socially and certainly economically speaking. this latest crop of urban centers, as well as their distance from traditional centers of that has produced the urban fields in which he operates.

2.

As I noted above, the combination of conditioned intensity and sprawl is central to this environment. On the one hand, buildings are increasingly defined by the need to create as efficient an environment as possible. On the other hand, they appear not only that fact that developers in particular are often driven as much by ego and riskin a physically dispersed space, but also as nodes within networks of transportation assumption as they are by rational considerations. Bromberg's clients, in particular, and data dispersal and thus are, in a sense, three-dimensional storage and retrieval are quite often entrepreneurs, rather than the sort of anonymous corporations that systems. The question, then, is how they should appear. What contribution can architecture make to an almost automatic process of condensation and so reduce the others have not, and are often enough successful. anonymity of such containers?

of these forces, has to figure out whether he can find an identity or sense of place in ing recognizable products on the other. these sprawling collections of nodes which seem to be the same everywhere. What might be able to draw on in the locations for which he designs?

mizing the amount of square footage of a quality that is safe and usable with the mini- or golf courses. Now, optimal locations are even more difficult to ascertain, especially

It is within this city, perhaps unrecognizable as such for those looking for the likes of mum amount of capital investment. There are, quite simply, formulas for this. On top New York or Chicago, let alone London or Paris, that Andrew Bromberg works. He of the traditional calculations of floor area to core ratios, come safety regulations, and sees his task as contributing towards the growth and success of these cities, while bubble diagrams. Architects these days must contend with software that tells them delivering an efficient package that is still recognizable as an architectural product. how to maximize area and minimize material use, not to mention the calculations To do this, he must use the logic of the technology, global culture and sprawling form that developers use before they even hire a designer. Floor and even whole building configurations become standardized, their variations predetermined by a meta-calculation of relations between all of the financial and contextual formulas to which they must respond. Towards the end of the process, value engineers and other cost cutters tend to leech anything to which a use value cannot be assigned out of the design.

They also believe that they must create a "product" that is distinctive, both in terms On top of these two questions, an architect such as Andrew Bromberg, who is based of how it appears and what it delivers in terms of space and amenities. Architecture in Hong Kong and whose work appears mainly in the "new" cities that have arisen out thus becomes a kind of validation of place on the one hand, and a clever way of creat-

imagery can he draw on, what will make the products his team creates distinctive In terms of building in sprawl, developers must thus identify the location for the next and saleable, while also responding to whatever traditions, specificities or futures he node. This used to be a question of building near ports, the entrance to mountain passes, river crossings, or major intersections of natural travel routes. Then it was a question of looking for major highway interchanges, the presence of flat land suit-If we look at the first of these conditions separately, we might notice that what we able for development, balancing distances between previous developments, shifting think of as architecture is hard to find. First, creating an efficient space means maxiinefficient, but highly noticeable, Burj Khalifa.

case more typical, as it involves a pair of buildings whose height and placement purveyor of suits or shirts. are the result of overall development considerations (the twin towers are part of a build-up towards the central exclamation point, and also serve as one of the circular Thus the architecture is, again, to a large degree pre-determined, and it is no coincharacter for the developer to market them with some conviction and success.

combination of market analysis and guess-work.

At the intersection of these concerns lies the fact that such speculative structures have to be part of an overall picture of dynamic development. The proliferation The one place where the nature and thus the character of new construction is not of Free Trade Centers in the 1980s started this trend: governments designated either completely automatic or generic, is in the creation of the infrastructure that specific zones where nodes within global sprawl would be placed, and these areas ties all these nodes together. Airports and high-speed train stations have become the had to serve business people with a variety of structures, including not only office locations for the most heroic and monumental architecture of the early 21st century, buildings and storage areas, but also hotels, longer-term residences, shopping, eclipsing government or business headquarters, as well as cultural institutions. This is restaurants, and even recreation. All of these pieces had to be related and connected. This was also true for newly designated urban areas such as Canary Wharf define than work, living or even play, namely the gathering, waiting and entertaining of in London or the various planned developments around the Bay in Tokyo.







in the new cities of Asia and the Middle East. What makes the issue even more dif- In such a situation, which Hong Kong and Singapore again pioneered in the 1970s, ficult is that sites are quite often designated by governments. This has been true in a building is in essence a fragment of a whole, but that whole has no coherence Hong Kong for many decades, and is also the case in Singapore. In cities such as other than its containment in a given site. Moreover, the buildings have to be rec-Dubai, the rulers let a few firms compete against each other, but only in zones they ognizable as being part of the international network: they have to proclaim the fact have assigned. It is within such areas that sub-developers must find ways of distinguishing their product without any natural or man-made references. In rare cases, Collectively, they have to look like a node. They also have to contain the sort of the overall developer needs a strategy like Emaar's production of the ridiculously spaces that the people who control (through demand or development) such facilities, recognize. Not only do the office floors and hotel rooms have to be standard, so that in the middle of the night the jet-lagged traveler knows where the bathroom is, Bromberg's 2005 design for the Boulevard Plaza next to the Burj Khalifa is in this but there also has to be a food court, swimming pool and a branch of a well-known

development's gateways). Given this starting point, the buildings must have enough cidence that most such developments are designed by a relatively small collection of "alphabet soup" firms (companies whose name is made up of the initials of the original or current partners). It is only in smaller, local developments that other The placement of such buildings in what is – at least from the developer's perspec- designers have a chance to obtain commissions, and some deviations in function or tive – a tabula rasa, means that their function must also be interchangeable. Why character are possible. In most cases, however, the locals are trying to look and act is one building a condominium, a hotel, or a set of rental apartments? Or why is it exactly like their international models. All this, by the way, comes without mentionan office building, either for headquarters or back-office support? Could it even be ing the monocultures of mass housing developments that make up the anonymous some sort of storage facility for data or goods? The possibilities are in some cases meat of much sprawl, whether they be suburban homes in the United States or the completely open, and the function an architect assigns to a given plot depends on a apartment slabs of Asia. These developments feature, quite simply, no architecture whatsoever. There is only the environmentally and socially unsustainable production of dreary space.

large groups of people. These nodes become celebrations of the very nature of sprawl.

A subcategory of such nodes consists of attractors that do not just facilitate movement, but act as a kind of counterpoint to all that to and fro, while also giving loca—This, then, is the landscape within which an architect such as Andrew Bromberg tions an image to go with the node. These include the new display centers, such works. It is one of sprawl, with a coherence that is fleeting, forms that are generic, as multiplex cinemas, concert arenas, theaters, sports venues, and the new breed filled with conditioned spaces and yet unmistakably urban in its density, and hauntof mega-churches. Each of these pregnant volumes, only filled part of the day, or ed by a specificity of place. It is a lot like where he works physically. In the decade sometimes part of the year, serve as visual anchors within sprawl, and generate a that Bromberg has devoted to this space, he has tried to develop methods to make host of ancillary activities and thus structures around them. They are fundamentally a meaningful architecture out of just such a situation. different from previous entertainment venues in that they integrate such functions more and more into their actual structures. In that manner, they are more like medieval churches, with houses built into their flanks and commerce occurring within on his ability to deliver office buildings, residential towers and now infrastructural their side aisles.

the backdrop and the catchment areas for such exceptions. As a result, there is cupancy loads, and costs) as it is by the whims of any designer. a fundamental disconnection between form and content. These structures are speculative in the most fundamental sense of the word, built in the hope of atwill be gone in a moment.

suppressed, reality.



nodes that are as efficient as anything that exists in the cities, such as Hong Kong, Dubai, and Singapore, in which he works. As a result, each of his buildings balance What is most remarkable is that these new gathering spots have as little connection to their place as any of the new skyscrapers that serve as beacons, the form is defined as much by international regulations (from standardized building masses of residential and office development, or the shopping malls which form codes to the formulas developers use to determine optimal floor area ratios, oc-

tracting, however fleetingly, inhabitants to sleep, work, or recreate within them. ments he knows must be his building blocks in order to rearrange or transform They do not come out of a community, nor do they, in any concrete sense, create what are otherwise standardized parts. In trying to escape from the confines of one. They only make a temporary gathering place for a particular attraction that the parameters within his work, he uses his own design skills, coming up with strong forms. He then utilizes the same technology of standardization, which is in the main the result of computer aided design and construction programs, to Community, then, exists in a kind of limbo state, in which everything is the further develop these designs. In this, his technique is fundamentally different same, and everything is movement. If meaning, coherence, or even mere persistence appear, it is as if by chance. These new attractor cores are also structures such as cultural institutions, or who see their task as adding somesymbols of the world they serve. They create a false and ephemeral sense of thing different to the structure – an unusual skin, a cloud of ancillary program, belonging. What remains instead, more than anything else, is what humans or a non-functional structure. Instead, his work has more in common with the can (so far) not control: the geography and climate that frame distant vistas, manner in which the makers of such standardized buildings, themselves often determine the vegetation decorating the fringes of these structures, create multi-nationally operating firms of a large size, attempt to distinguish their prodfissures within the fabric in the form of mountains or rivers, and in general ucts. This in itself is not that surprising, as Bromberg directs a small studio that remind one that they are still in a particular place with a specific, though often exists within the much larger Aedas design firm. Yet his ambitions are to be able to manipulate his conditions in a way that will enable him to achieve the same











If travel today is more predictable than it used to be it can still be revelatory, especially for the adventurous. By any measure Andrew Bromberg has led a peripatetic and adventurous life, having traveled frequently to areas where luck and karma served him better than maps and itineraries ever could. Beginning in his late teens Andrew went on several tours of Europe, including Greece, Turkey and North Africa. During and after university he undertook extended tours 'elsewhere', to Singapore, India, Nepal, Vietnam, Peru, Myanmar, Thailand, Cambodia, Hong Kong, Brazil, Kuala Lumpur, Japan, Sydney, Mexico and, after re-locating to Hong Kong in 2000, to Korea, Macau, The Philippines, Portugal, Hungary, Russia, the UK, Kazakhstan, Poland, Belgium, China, the UAE, Oman, Lebanon, Egypt, Jordan, Norway and Finland. Certainly most of the later trips were related to business, but the excursions prior to Andrew's relocation to Hong Kong stemmed from Andrew's abiding interest in being directly engaged in the rhythm of vernacular peoples and cultures, especially those furthest from his own.

So what, you may fairly inquire, may we surmise is the takeaway from these adventures for an architect whose projects today are global, enormous and, for the most part, driven by relatively narrow development priorities? From conversations one can see that, despite the formal and very masculine vigor apparent in Andrew's projects, he designs with the pedestrians and inhabitants of the projects principally in mind, primarily



selected projects

west kowloon cultural district 44 hku space 70 xian master plan 80 sheth headquarters 92 pentominium 102 arabian performance venue 118 civic, cultural & retail complex 130 remizovka master plan 160 entertainment resort 172 pazhou exhibition complex 182 kutuzovskiy prospekt 204 khor dubai 214 aerovokzal 224 towers of arabia 240 fusionopolis 4 250 west kowloon terminus 266

All these theatres and museums cluster between the waterfront and the Even with the increase in the evening activities of the museums they still have pricentral promenades and have frontage to at least one major piazza. The marily a daytime cycle of activity whilst the 140,000 square meters of performance Performance Arena was located deliberately to the north to benefit from a venues would see their major excitement at night. Mixing the two types of venue close proximity to the existing Kowloon Mass Transit Railway station for ease into a single cultural cluster will create an energy that will extend far into the night. of access and egress.

the master plan: strategic planning

revealing the diverse cultural activities inside. Great care has been taken to for shops and homes, and the central cultural area itself. ensure that the West Kowloon Cultural District will not become a localized that starts in the morning and spreads long into the night.

12 resident artistic companies will be given luxury purpose-designed facilities in continues onwards to make a connection with the Kowloon MTR. the district, and these will bring with them the normal artistic activities – daytime activities of rehearsal and set, building and discussion - as well as the normal Reinforcing the vibrancy and diversity of this special place, there are four linked host parties and receptions as well as large galas.

other buildings and facilities

The landscape is formed into three areas – the north headland area of hotels, a Powerful, iconic architectural forms rise up out of the central promenade, conference centre and residential developments; the lively eastern area, a place

cultural ghetto, but a genuine district, where the diversity of use creates activity

Food and beverage outlets line the waterfront promenade, and are intermixed with the cultural venues. An automated rail transport system runs beneath the waterfront promenade, commanding its own views across the harbour. Activities have been added which would best extend the hours of use. More than Five stations serve the five piazzas off the waterfront promenade and the line

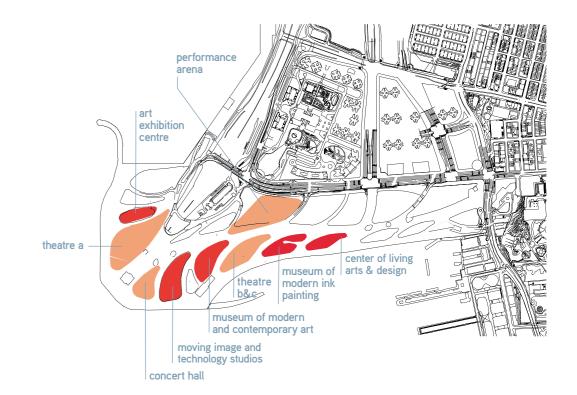
evening activities associated with many performing arts groups. The museums retail malls to the north of the central promenade and the central promenade itself and other venues have been designed with great airy spaces in the fovers and becomes a kilometer-long pedestrianised shopping street with shops, restaurants halls and galleries. This will give them opportunities in the evenings and nights to and entertainment. The retail experience continues into all the venues as well with museum shops, restaurants, cafes, bars and venue-themed gift stores.



Momca. Museum Of Modern And Contemporary Arts



Mits. The Moving Image And Technology Studios





moving image and technology studios

museum of modern ink painting

museums

art exhibition centre

2000 pers theatres b&c 1320 pers 1750 pers concert hall 10000 pers performance arena 5000 pers water amphitheatre

performance venues



Clad. Centre Of Living Arts & Design 14,000 sgm



Theatre A. Art Exhibition Centre





50% GFA 50%GFA 65% GFA 35%GFA 105 67 apartments apartments

Concept of repositioning area from one side of building to the other where views are more open. Sky gardens are then introduced on the opposite side to give more value to units with less view.



30287 m2 326006 sqf

o saf

usage

hospitality

o sqf



16398 m2 176506 sqf



landscape 159221 m2 1713841 sqf



98909 m2 1064648 sqf

total area: 304,815 m2 3,281,000 sqf

= 2500 m2 / 26910 sqf

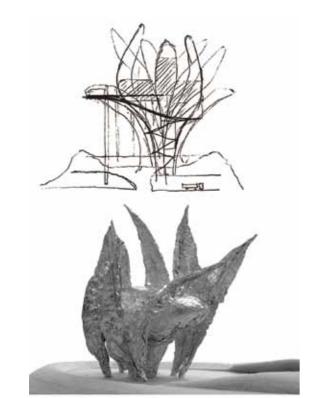
status

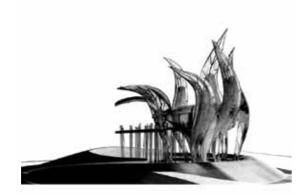






process





goals

To achieve a cultural complex with a civic presence and stature powerful enough to hold its own against the backdrop of Dubai's unconventional commercial buildings.



challenge

The client requested that the building become the first image one thought of when considering an "opera house"in their minds, replacing the Sydney Opera House.

The foyer for the opera house, located 100 meters above the lagoon, is also an enormous public viewing platform in the middle of a bird sanctuary. Access to this platform comes through 40 glass tube elevators originating under the lagoon.



project description

Surrounded by the desert sands and occupying its own island in the middle of a nature reserve, the Arabian Performance Venue is organically tied both to its context and through its use. The venue is experienced through an entry sequence of surprise and discovery.

The island is connected to the mainland via long span bridges for both vehicles and trains. Also approachable by boats, the entrances all cut into the mounded landscape to open into a water filled cavity. The walls, which contain the water, become the main entry foyer to the complex and a museum exhibition center. The museum rises in the center and drops on its sides, opening out and focusing on the lagoon populated with people engaging with nature and its wildlife.

Dropping down from the main foyer, the lower concourse opens up and moves underneath the water into a darkened space dappled with reflections from the water above. There are restaurants off to the side and a "black box" drama theatre near the center of the space. Inside this sedate world there are forty-four splashes of light from above. The light emitted comes from glass tubes which house forty-four elevators. Entering the elevator one rises out of the water and above the walls defining this inner space. They open up to allow for 360 degree views of the surrounding landscape and waters.

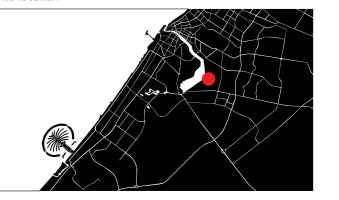
The elevators arrive at a traditional forecourt for the 2.500 seat performance venue 100 meters off the ground. It is surrounded by seven dancing figures which rise high into the sky above. This entry platform also serves as a public observation area, allowing views beyond to the migrating birds which flock to the surrounding waters.



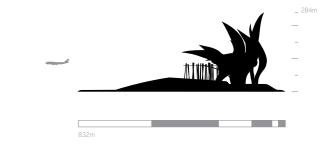
arabian performance venue

opera house/mixed use client: sama dubai llc location: dubai, uae

site location



size/scale





At the center of these dancing figures, which are filled with different activities, is the solidity of the performance venue itself – the pearl. Entrance into the main hall exposes the volume rising from the waters below. The auditorium hall opens up above to the main lobby of the hotel sitting on top of the performance venue, which is enclosed with an outer glass shell. Reached by its own express lifts, the hotel lobby is flanked by four figures which are reached via skybridges. These figures house 300 hotel and service apartment rooms.

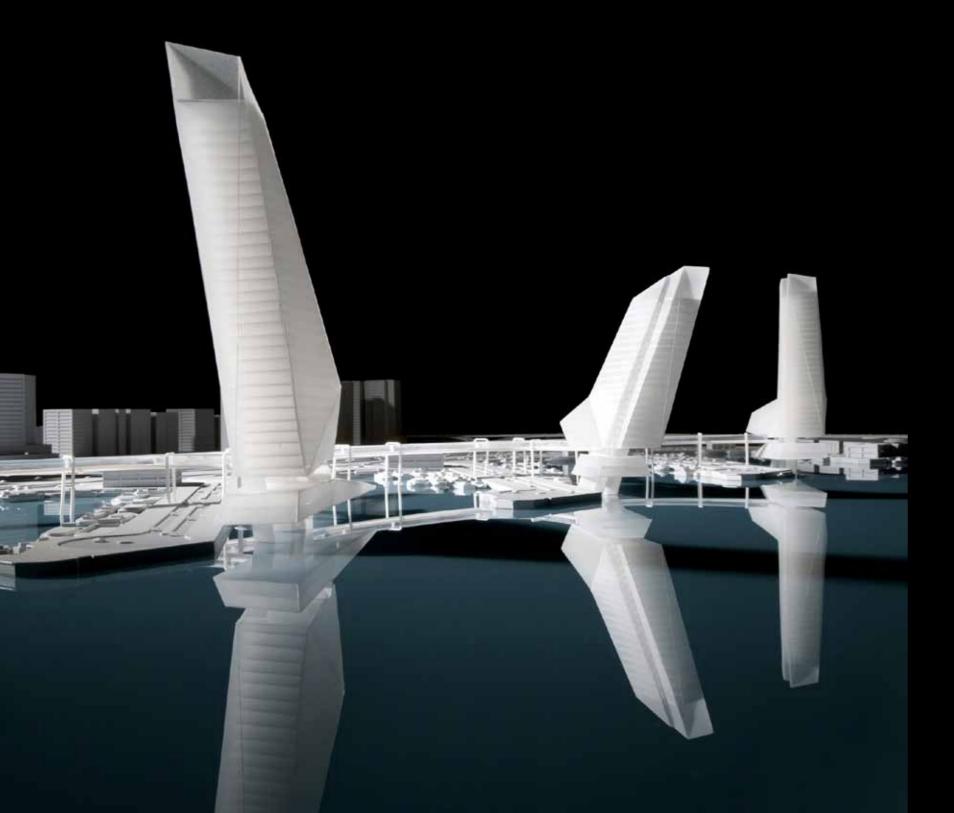
The front two figures are filled with public food and beverage outlets and provide shade to the forecourt. The back figure contains supporting facilities for the performance venue itself. These seven dancing figures or seven ruffled feathers rise into the sky with the highest one reaching 284 meters in height.

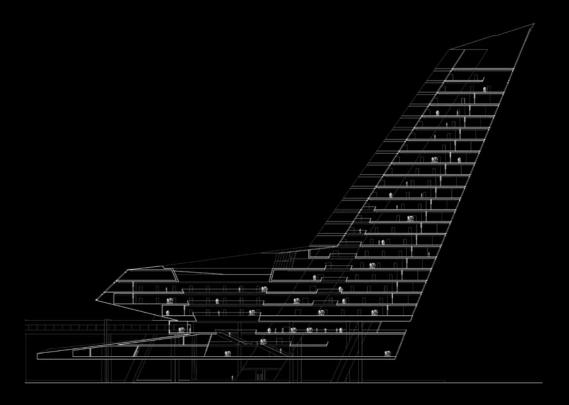


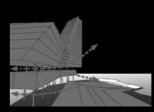


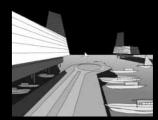
civic, cultural & retail complex

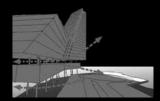








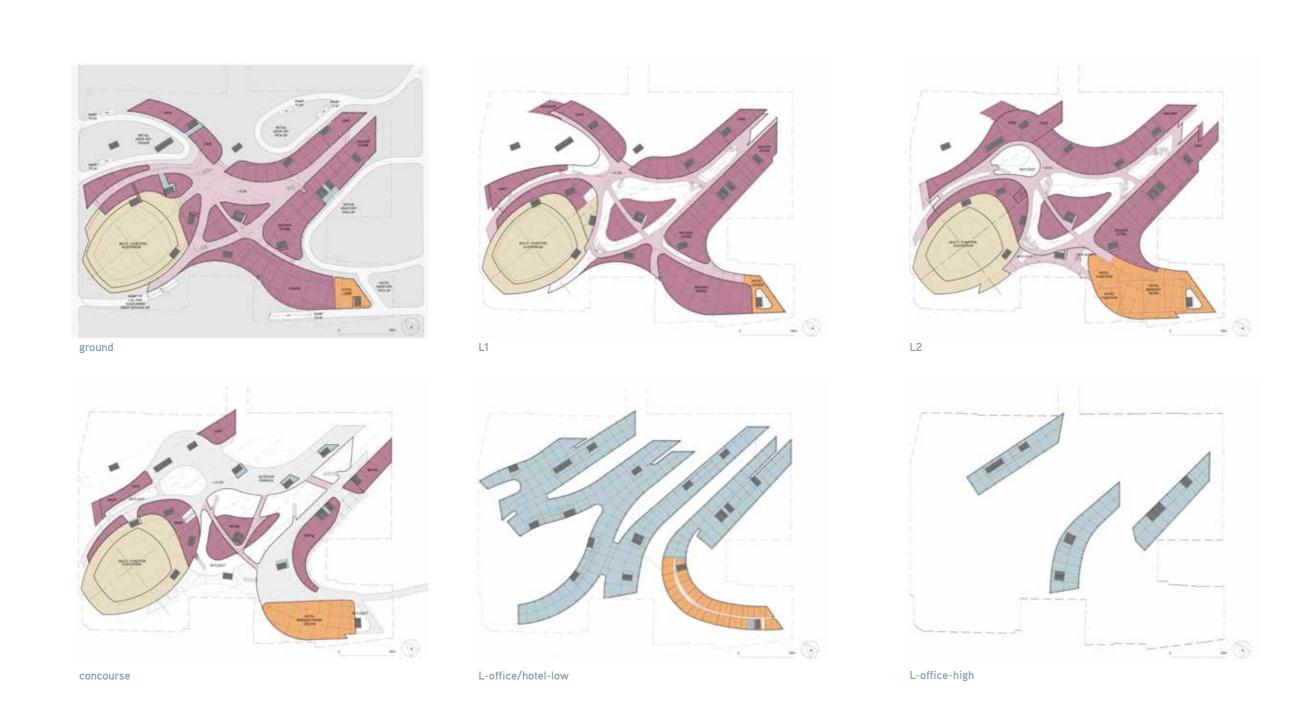




activities to be perceived by passing audiences.

allowing for the richness of these built forms to be historically, currently and most definitely in the future. as much about their own formal qualities as they are about the creek, the wharfs, the surrounding cities and the changing sky above.

The faceted facade allows for the varying surrounding Three Amphibians, belonging to both sea and land, rise up sculpturally. They powerfully proclaim the importance of the wharfs they co-habit symbolizing Simultaneous reflections are mirrored off of the glass Dubai's importance as a leading center of commerce –



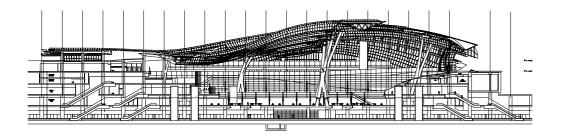


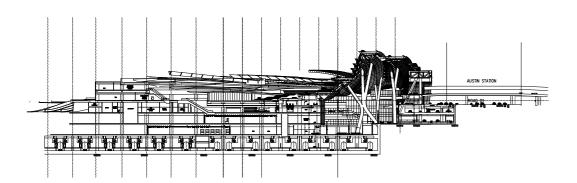












"baseline" scheme in over 60 major items of criteria. On terminus station itself. The project maximizes civic a scale of 1000, voted on by more than 200 political and gestures both internally and externally. The station technical leaders in Hong Kong, this scheme strongly is sculpted out of the energy of these moves and outperformed the "baseline" scheme with 875 points strongly defines its motive to open up and focus tocompared to 540 points and was adopted as the choward Victoria Harbor and the Hong Kong skyline.

converging forces all oriented toward Hong Kong outdoor performance amphitheatre.

The scheme was then analytically compared to the - likened to the converging tracks coming into the sen scheme to be moved forward to implementation.
The cultural district of WKCD is invited into the site. A large "Civic Square" opens up toward the cultural The organization of the design was inspired by district and is defined on the other side with its own







09 Luo Xi Development 2003

Guangzhou, PRC Program - Residential Site Area - 32,090sqm Floor Area - 90,050sgm Building Height - 45m



San Lin Project 2003 Shanghai, PRC

Program - Residential Site Area - 100,400sqm Floor Area - 140,000sqm Building Height - 45m



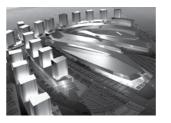
Foshan Media Center 2003

Foshan, PRC Program - Media Center Site Area - 63,600sqm Floor Area - 87,696sqm Building Height - 82m



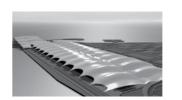
12 North Star 2003

Beijing, PRC Program - Mixed Use Site Area - 2,525sqm Floor Area - 161,780sqm Building Height - 107m



13 Xian Ziwei Mall 2003

Xian, PRC Program - Retail/Mixed Use Site Area - 1,800,000sqm Floor Area - 500,000sqm Building Height - 80m



14 HKIA Exhibition Center 2003

Hong Kong, PRC Program - Exhibition Site Area - 170,000sqm Floor Area - 151,600sqm Building Height - 18m



15 West Kowloon Cultural District 2004

Hong Kong, PRC Program - Cultural Site Area - 400,000sqm Floor Area - 1,734,871sqm Building Height - 155m



Union Square 2004

Program - Mixed Use Site Area - 43,000sqm Floor Area - 139,641sqm Building Height - 35m







boulevard plaza | dubai | completion 2010



u-bora towers | dubai | completion 2010



ocean height | dubai | completion 2010



pazhou exhibition complex | guangzhou | completion 2012



civic, cultural & retail complex | singapore | completion 2012 theater/mixed use



pentominium | dubai | completion 2013



empire tower | abu dhabi | completion 2012



west kowloon terminus | hong kong | completion 2015



boulevard plaza plots 12&13 office towers/retail

client: emaar properties pjsc location: burj dubai, dubai, uae site area - 17.200sqm floor area - 60.927sqm building height - 174m



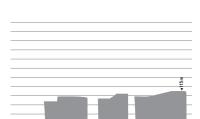




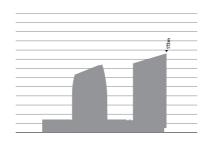




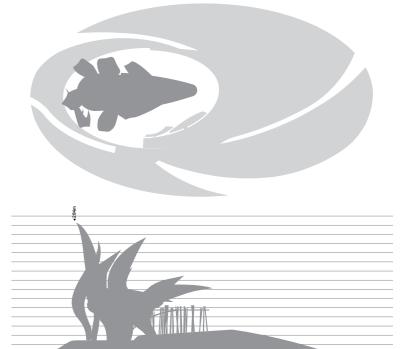














Guangzhou, PRC Program - Mixed Use Site Area - 57,698sqm Floor Area - 159,329sqm Building Height - 126.4m

West Kowloon Terminus 2008

Hong Kong, PRC
Program - Station/Mixed Use
Site Area - 58,800sqm
Floor Area - 674,000sqm
Building Height - Varies

Entertainment Resort 2007

Guangdong, PRC Entertainment Mixed Use Site Area - 65.745sqm Floor Area - 609.500sqm Building Height - 156m

Boulevard Plaza 2005

Dubai, UAE Program - Hotel Site Area - 17,200sqm Floor Area - 60,927sqm Building Height - 174m

Khor Dubai Wharfage 2007

Dubai, UAE
Program - Mixed Use
Site Area - 6,000sqm
Floor Area - 49,411sqm
Building Height - 129m



Arabian Performance Venue 2006

Middle East Program - Performance Site Area - 3,200,000sqm Floor Area - 650,890sqm Building Height - 284m









