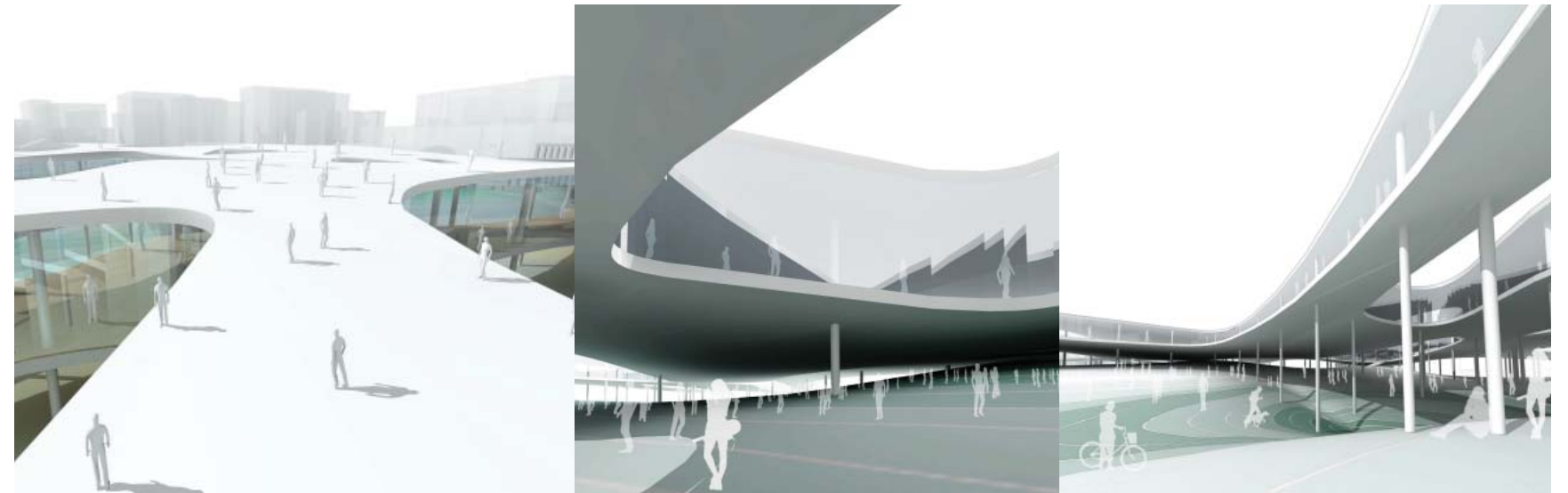
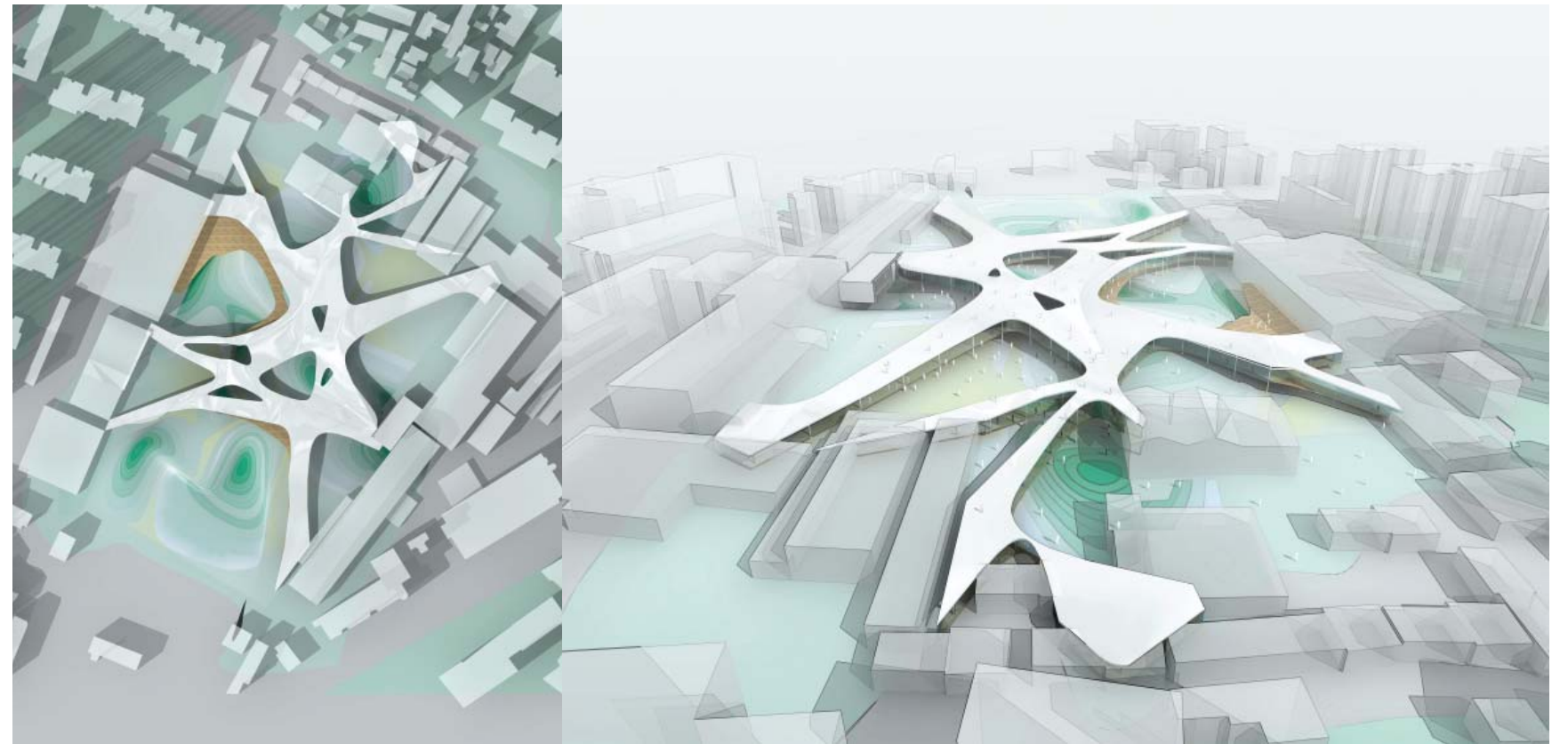


Built Pedagogy

A place of learning that foster communication and understanding between disparate groups of people

'promoting innovative collaborations between different faculties.....'



Shanghai Pudong district has rapidly become a dynamic economic centre of the East. Fuelled by a powerful combination of Western capital and Chinese ambition, this new commercial confidence is displayed through a series of ever-taller skyscrapers, competing to dominate the city's skyline. Yet there is more to a truly metropolitan city than just business. This project proposes a new cultural landscape for Shanghai: a horizontal landmark to complement the vertical ambition of the city.

Our design connects the old parts of the campus through a continuous, green urban carpet flowing over the entire park, rising and falling to form a series of interconnected slopes. This fluid surface extends out into the surrounding built fabric, interweaving and gradually blurring the distinction between park and built fabric. Users will walk into this giant, living art exhibition without realizing. Climbing the slopes, they will be presented with extensive and beautiful views of the city around them.

Different cultural facilities - exhibition spaces, art-house cinemas, studios, restaurants - will be placed throughout this green carpet, sometimes floating above the landscape as separate pieces of architecture, other times embedded within it. Together, this concept will create a new cultural synergy for Fudan university, promoting innovative collaborations between different faculties, and allowing an almost unlimited configuration of creative space to develop: inside, outside, beneath or above the urban carpet.

Fudan College Of Fine Arts

2006

Shanghai, China

Type: Institution, Art Studios, Public Space

Building Area: 30,000 sqm

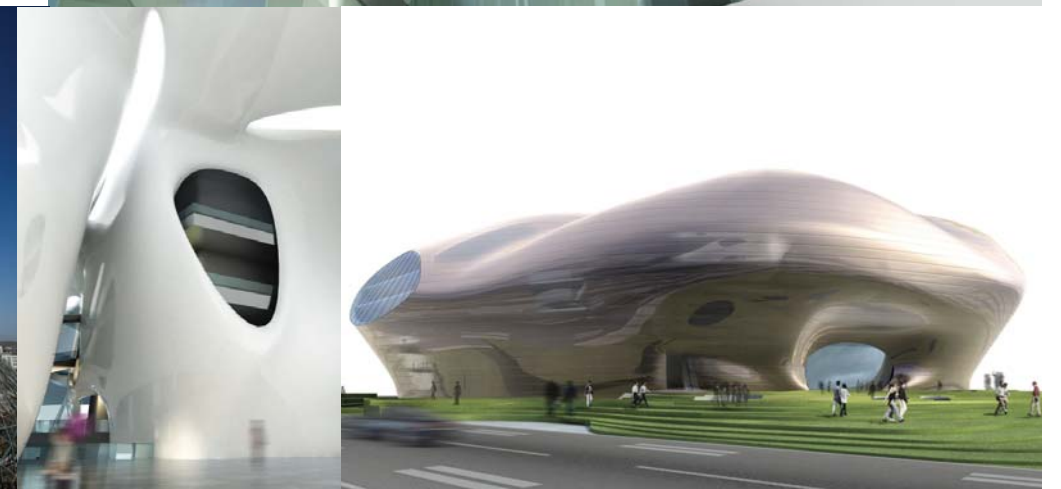
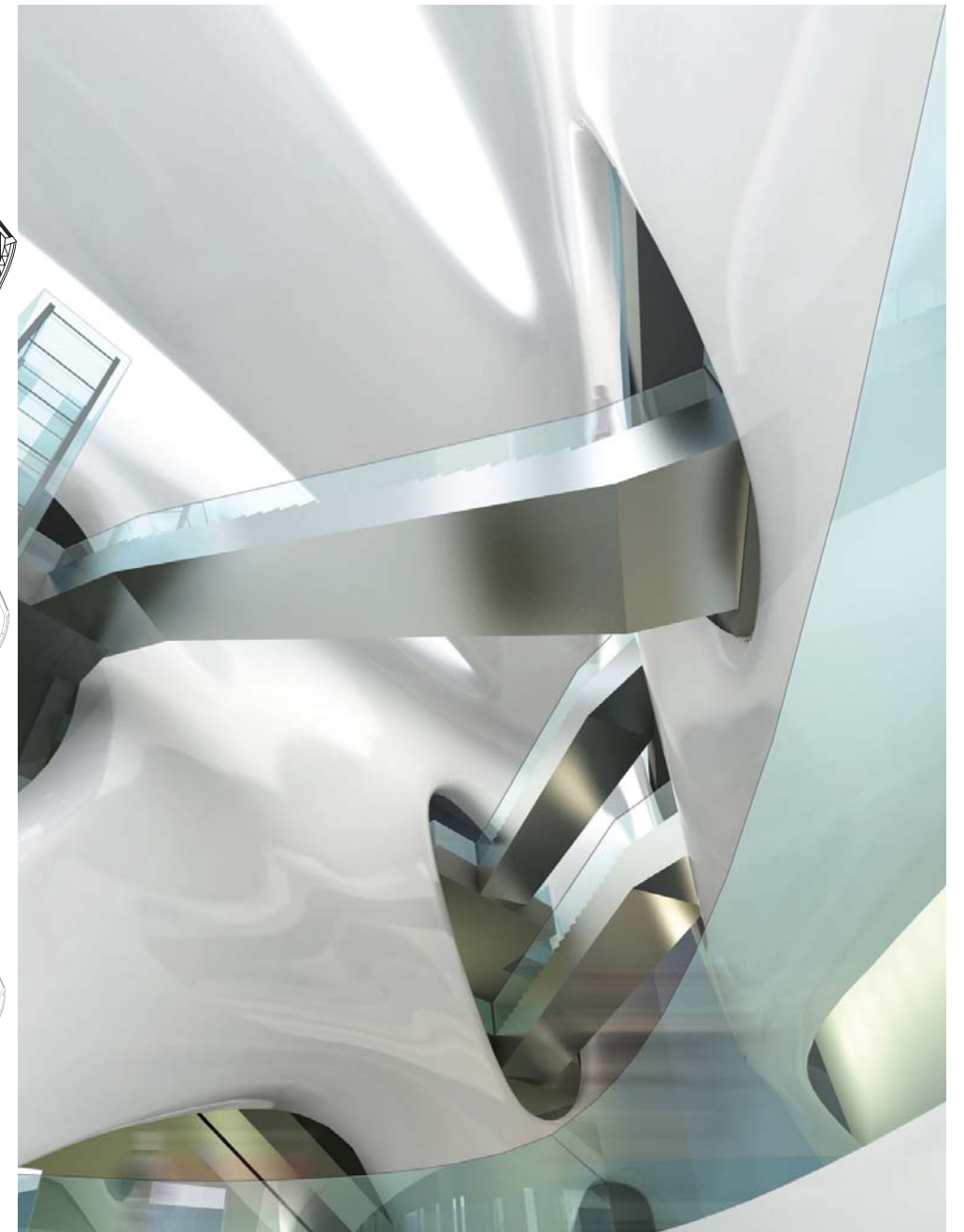
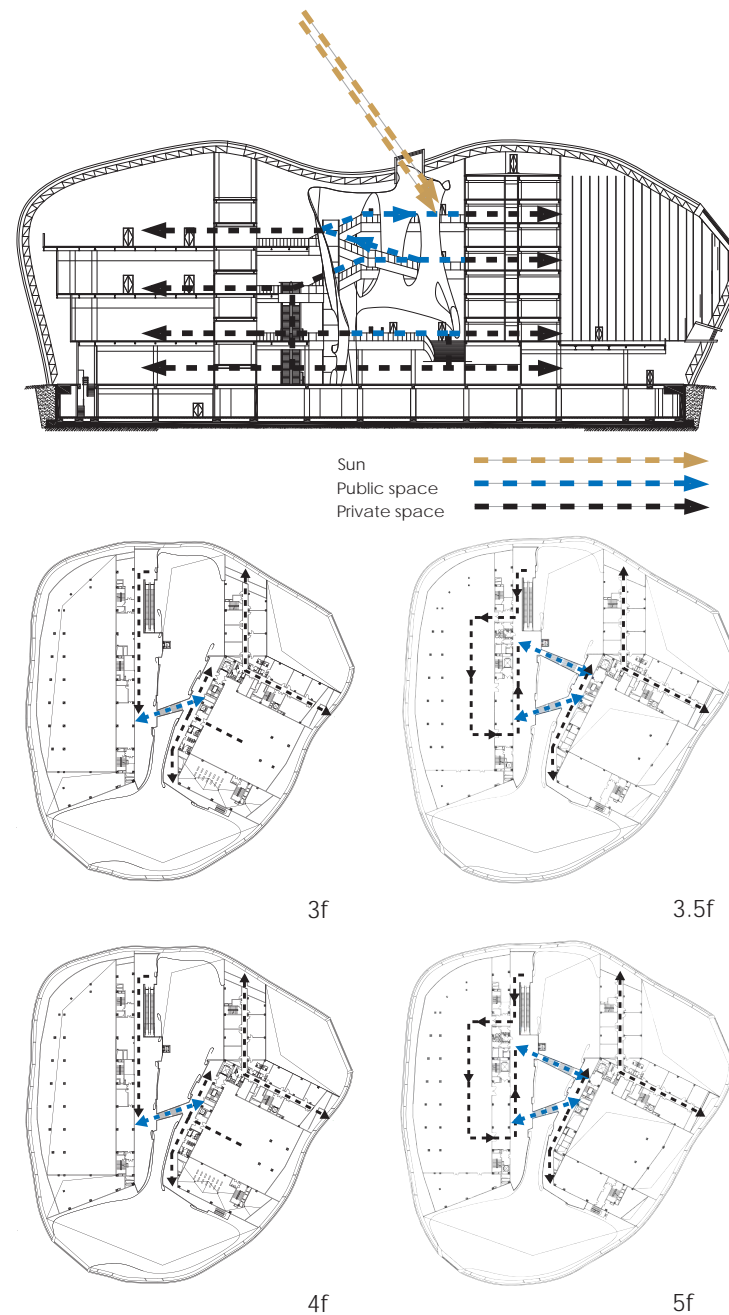
The Academic Environment

A place to mingle with peers and exchange opinions, a hive of intellectual activity.

'bright, tranquil and fluid environment.....!'

Ordos Museum 2005 - 2010

Erdos, China
Type: Museum
Site Area: 27,760 sqm
Building Area: 41, 227 sqm
Building Height: 40 m
Associate Engineers: China Institute of Building
Mechanical Engineer: The Institute of Shanxi
Architectural Design and Research
Façade/cladding Consultants: SuP Ingenieure
GmbH,
Zhuhai King Glass Engineering CO.LTD,
Melendez & Dickinson Architects
General Contractors : Huhehaote construction Co.,
Ltd
Other Consultants: Beijing Yutong Shengshi Lighting
Consultant Co., Lt, Shanghai Yihe Decoration
Material Co. Ltd, Zhejiang Jinggong Steel Structure
Co. Ltd

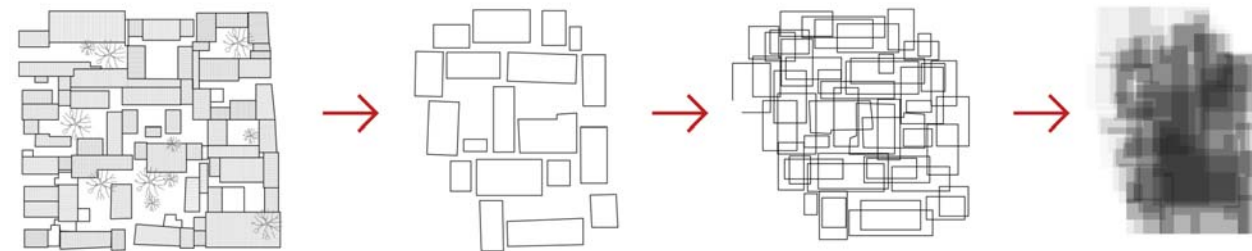


The interior is divided into several exhibition halls, defined by continuous curvilinear walls, all opening onto the shared public space that runs through the museum. The glazed roof will draw light into this environment, which is then channeled through the building by the luminescent walls, whilst the louvers will allow natural ventilation. This new space will create a bright, tranquil and fluid environment, providing a comfortable and creative atmosphere for people to mingle and exchange ideas.

The Design Studio

A studio should not just be a space for the production of art but a space where collaboration and experimentation takes place

' connection with the outdoor allows open spaces for ideas to be cultivated and shared.....'



Huandu Art House and Studio 2008 - 2011

Beijing, China
Type: Art Gallery, Hotel
Site Area: 6.300 sqm
Building Area: 46,000sqm
Associate Engineers:
Beijing Institute of Architecture Design (BIAD)

The site of this project presents this issue in microcosm. Located near the old heart of Beijing, close to historic monuments such as the Forbidden City and opposite the National Art Museum, the site presents a dual condition: at the Western edge, small scale Hutongs remain, yet the Eastern edge is bounded by a modern axis of major roads, shopping malls and hotels.

To solve this dilemma, MAD proposes to create a building composed of many small Hutong-scale pieces, but with a large overall volume. This will be achieved by stacking different courtyard layers on top of one another, creating an ethereal, semi-solid piece of urban fabric, a vague geometric shape, which maintains the spatial relationships and hollow core of the courtyards.

This proposal extends the city fabric from small to large, stepping up between two scales, and providing a means to reconcile two Beijings. The building is an urban instrument, representing Beijing's new aspirations to be a forward looking city which also respects its past.

The scheme is composed of a variety of outdoor spaces, varying in scale and function. This connection with the outdoor allows open spaces for ideas to be cultivate and shared, it forms the basis of Huangdu's spatial organisation.

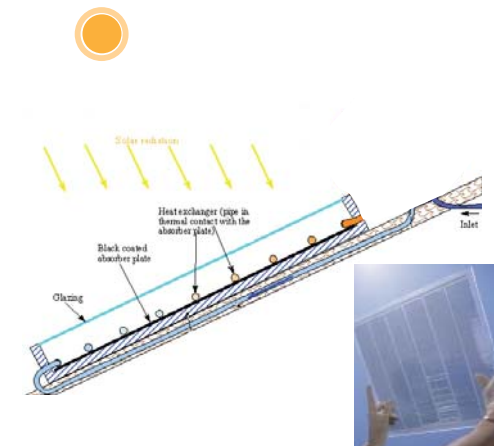
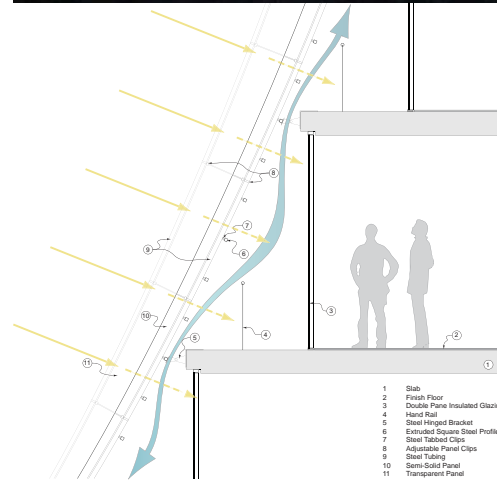
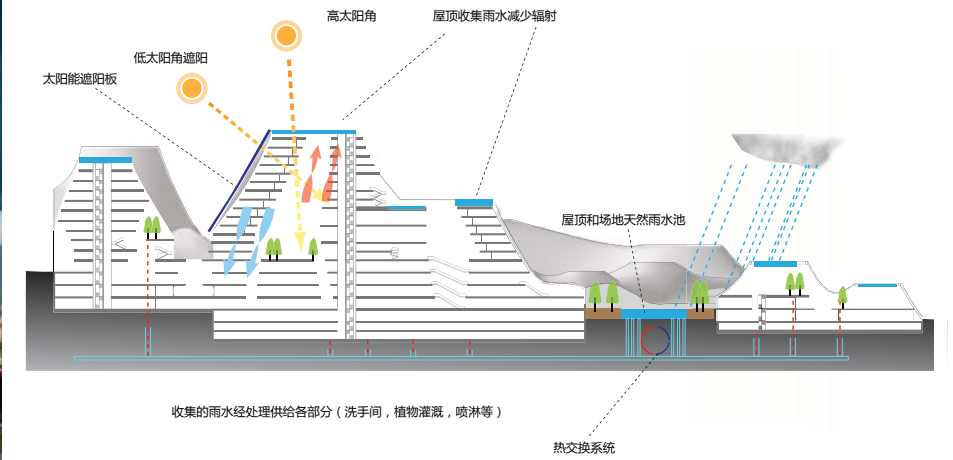
The Living Building

A building that responds to the surrounding and it's inhabitants forming a healthy sustainable environment

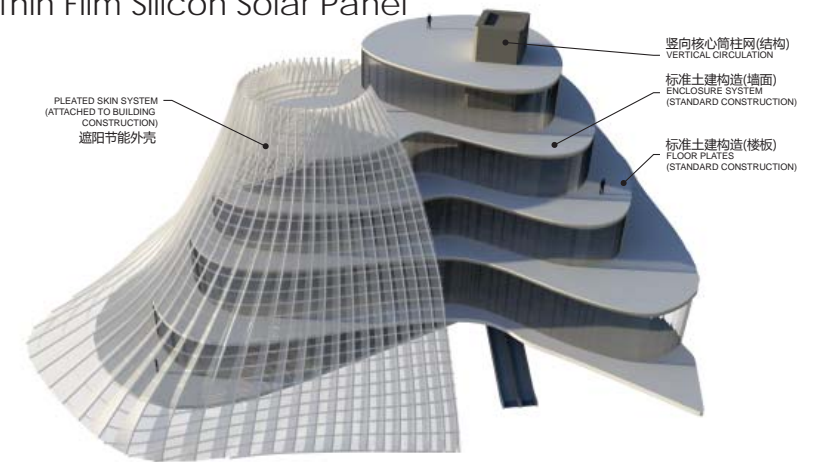
'Design and technology needs to form a synergetic relationship to achieve a truly sustainable design.....'



Reclaimed water system



Thin Film Silicon Solar Panel



Taichung Convention Centre 2008 - 2012

Taichung, Taiwan.

Type: Convention Centre, Theatre, Office and Hotel

Building Area: 276.377sqm

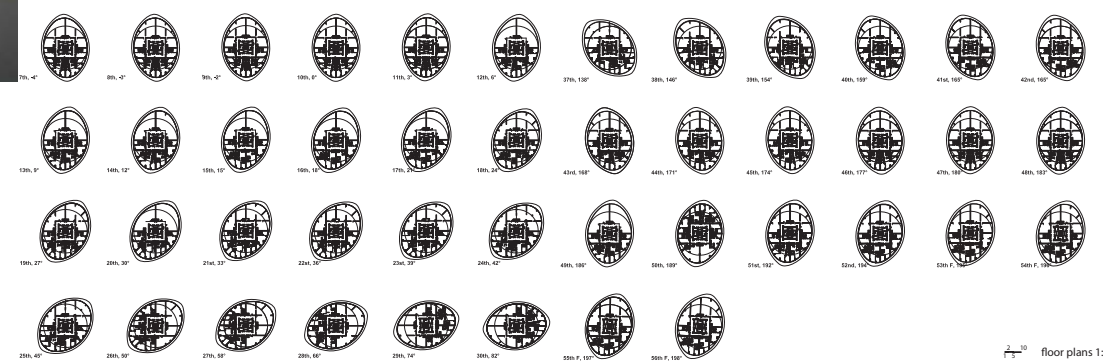
A Building of the 21st century needs to co-exist in harmony with nature. It needs to form a dialogue with the environment rather than dominate it. Technology should be used where it is appropriate, such as the active systems in an environmentally sustainable building. This however does not mean technology should be used to solve the problems of bad design. Design and technology needs to form a synergetic relationships to achieve a truly sustainable building.

Capability and Process



Hongluo Clubhouse
2006

Beijing, China
Type: Housing
Building Area: 487.2sqm
Status: Complete



Mississauga, Canada
Type: Residential
Building Area: 85,000sqm
Status: Under Construction

Absolute Towers
2006-2011

floor plans 1:2000

MAD's work does not focus on one scale, type or geographical location. Instead, MAD is a truly multidisciplinary practice with works varying in scale, form, and context. The range of MAD's work spans from human scale installations and furniture to urban scale buildings like skyscrapers and institutional buildings

ABOUT MAD

MAD is a Beijing-based design collaboration dedicated to innovation in architectural practice, landscape design and urban planning. As a leading voice in the new generation of design, we examine and develop our unique concept of futurism in China, exploring a renewed understanding of nature and advanced technology. We define architecture as a man-made symbiosis, in harmony with nature, giving people the freedom to develop their own independent urban experience.

MAD's ongoing projects include: the Absolute Towers in Toronto, Canada, an international competition MAD won in 2006; the Sinosteel International Plaza, a 358M high-rise building in Tianjin, China; Erdos Museum in Inner Mongolia, Guardian Art Center in Beijing, Taichung Convention Center in Taiwan, Beihai Beibuwan No.1 and some large-scale public complex and residential housing in Denmark, Hong Kong, Dubai, Singapore, Malaysia, Japan and Costa Rica.

MAD was awarded the Architectural League Young Architects Award of 2006. In the same year, MAD did its first solo exhibition, "MAD in China" exhibition at the Venice Architecture Biennial, and the "MAD Under Construction" exhibition at the Beijing Tokyo Art Projects Gallery in Beijing. In 2007, "MAD in China," a floating city of MAD's work, was shown at the Danish Architecture Centre in Copenhagen, Denmark. MAD's concept proposal, Super Star_A mobile China Town is on exhibition in the Uneternal City of the 11th Architecture Biennale in Venice.

EXHIBITIONS

- 2008 Beautiful Minds, BIG INABA MAD MASS, Gyeonggi Museum of Modern Art, Ansan, South Korea
- 2008 Super Star, A Mobile China Town, Uneternal City, 11th Venice Architecture Exhibition, Venice, Italy
- 2008 ChinaDesignNow, Victoria and Albert Museum, London
- 2008 On Cities, Swedish Architecture Museum, Stockholm, Sweden
- 2007 MAD IN CHINA, solo exhibition, DAC, Copenhagen, Denmark
- 2006 France Art Biennale 2006, Saint-Etienne, France
- 2006 Instability, Architecture League, New York, USA
- 2006 MAD IN CHINA, Solo exhibition, Diocesi Museum, Venice, Italy
- 2006 MAD Under Construction, Solo exhibition, Tokyo Gallery, Beijing, China
- 2006 Shanghai Art Biennale, Shanghai, China
- 2004 1st Architecture Biennial Beijing, China Millennium Museum, Beijing China

LECTURES

- 2009 Austrian Museum of Applied Arts/Contemporary Art (MAK), Vienna, Austria
- 2009 The 11th International Bauhaus Colloquium, Weimar, Germany
- 2008 AA School, London, UK
- 2008 Columbia University, Architecture School, New York, USA
- 2008 AIA, New York, USA
- 2008 XXII UIA World Congress of Architecture, Torino, Italy
- 2007 University of South California, Architecture School, California, USA
- 2007 SCI-ARC, California, USA
- 2007 Danish Architecture Center (DAC), Copenhagen, Denmark
- 2007 La Cité de l'architecture et du patrimoine, Paris, France
- 2007 Ecole Speciale d'Architecture (ESA), Paris, France
- 2006 Harvard University, Boston, USA
- 2006 MIT, Boston, USA
- 2006 Young Architects League, AIA, New York, USA

Media Credits

It is not only the Chinese Landscape that Ma, a 32-year-old architect from Beijing, wants to transform. It's the Chinese notion of creativity itself. The project brought Ma immediate fame in China. Now, with dozen designs in the works at home and abroad, the young architect stands at the forefront of his generation. And Ma hopes to make psychological changes at the same time.

Building Castles in the sky
Financial times, michael Levitin, December 22, 2007

A twisting and undulating tower designed by Beijing based MAD Architectural Design Studio has won a competition for a 50 storey condominium in Mississauga, Ontario....The still-unnamed \$114 million concrete-and-glass condo promises to be one of Canada's most adventurous-looking buildings....The developers say that when the high-rise is completed in 2010, it will be the flagship for their five tower "absolute community"MAD principal Yansong Ma, a Yale School of Architecture graduate, told the Toronto-based Globe and Mail: "My work has always tried to develop something more organic, more close to nature. We are doing museums, all kinds of projects, but high-rises have close relations with technology and culture. High-rises are landmarks of culture."

Curvy Tower, a new look for Ontario Town
Architectural Record - Business Week, Albert Warson, April 14 2006

While the Venice Architectural Biennale remains the most anticipated and ambitious design show in the world....the Chinese firm MAD Studios turns nostalgia for archigram and other collective firms of the 1970s - which was rampant in this Biennale-into something relevant to contemporary city-making. It's proposal for a new kind of stand - along mobile city - in the form of a multipronged, star-shaped megastructure-can easily be read as a critique of Chinese ambition, which is limitless and heavy - handed but also markedly isolationist.

Venice Architecture Biennale
Los Angeles Times, Christopher Hawthorne, September 17 2008

MAD made waves in 2006 as the first Chinese office to win a major competition outside China with 56-storey "Marilyn Monroe" tower for Mississauga, Canada. This was followed by several high-profile projects back home, including the megablob Erdos Museum in inner Mongolia. "Maybe Chinese tradition is invention," says Ma, "to change the old conventions, to do something bold and new."

The 20 essential young architects
ICON, April 2008

Once the foreign architectural invasion abates, as it inevitably will, China's emerging generation of designers will be instrumental in shaping the country's future. The Sinosteel Corporation has commissioned MAD to build a 300-metre landmark tower with a hexagonal structural skin in the port city of Tianjin. Remarkably, it would be the first high-rise in China to be designed by an independent Chinese firm.

Flowering Talent
The Architecture Review, Michael Webb, July 2008

Other Ongoing Works



1. Sino Steel Plaza (2006-2013)
2. Fake Hills (2008-2011)
3. Conrad hotel (2008-2011)
4. ChangSha Culture Park (2005)

Competition Team

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