

# KNN Media Center

## KNN媒体中心

项目位置 Centum City, Busan, Korea

建筑面积 47 853m<sup>2</sup>

建筑设计 DRDS

设计负责人 Paul Quinn Davis

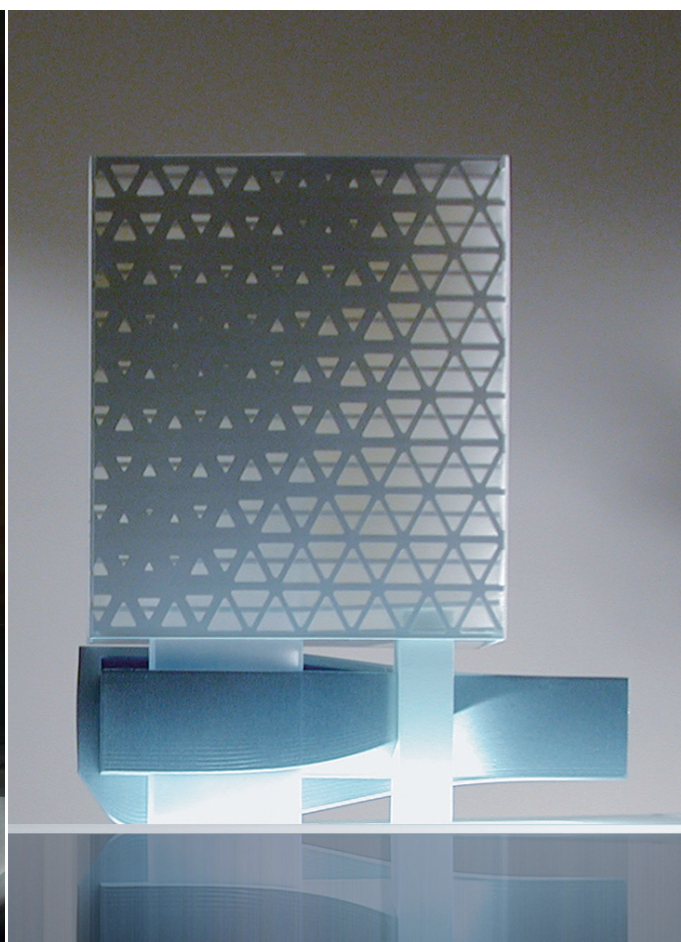
管理负责人 Steven Ryder

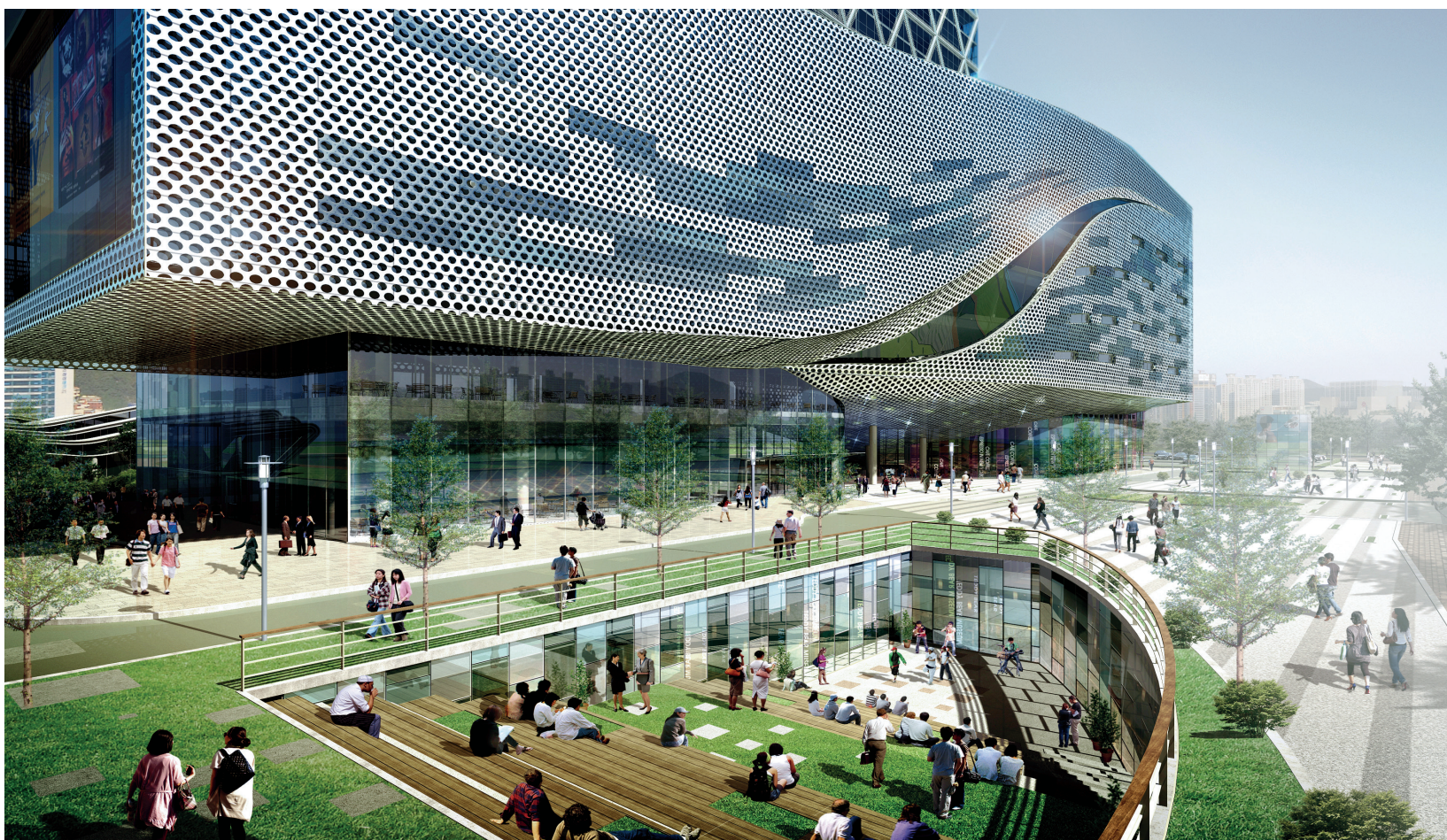
主要设计师 Daniel Carper, Myoung Choong Choo, Yoosang Ahn,

合作设计 Ilshin Architecture and Engineering





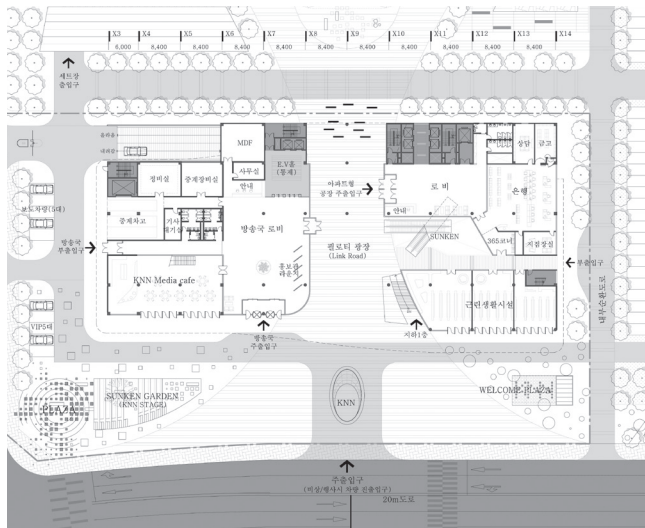




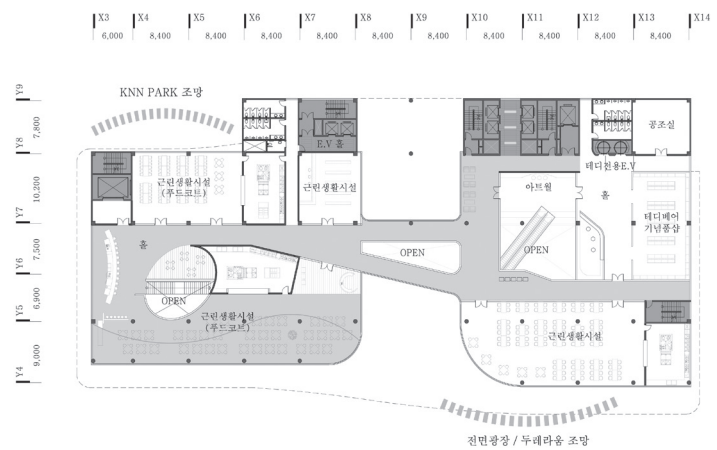
KNN 媒体中心是一个新的标志性的广播总部和文化传媒设施，位于釜山海云台区的新世界 Centum City。这个新总部将与周围其他最近设计的新式建筑作品共同将 Centum City 定义为釜山的一个新的文化旅游胜地。媒体中心的辅助项目将包括广播和新闻演播工作室、办公区、零售区和一个博物馆。

该项目的设计以新奇、透明的媒体报导为例，深入探讨了广播流媒体的实质。建筑的表面呈现柔和的几何形状，使得访问者可以巧妙地从底层外部进入到内部的公共服务区。建筑与周围环境的融合，一是通过自身的规模，解决了 1:1.8 建筑内收角度的难题；二是建筑裙房与塔楼之间有显著的区别。分离的细长塔楼和扭曲的裙房之间形成了强大的张力，同时裙房的几何扭转与塔楼的体量和质量也形成了巧妙的呼应。另外，这两部分的外壳构造和内部空间都各不相同。透明和不透明之间的变化，给塔楼下方平台的用户们以独特的空间感受。

KNN 媒体中心项目的核心概念是设计一个建筑，来体现 KNN 丰富的报道经验和活力。新的广播总部将作为一个鲜明的标志性建筑与周围的公共设施联系起来，作为 Centum City 港口的一个动态背景。其比例优雅的塔楼和弧线优美的裙房会营造出一种独特的城市体验，这将给 Centum 市的未来发展带来深远的影响。（译 / 张岩）



一层平面



二层平面



The KNN Media Center is a new landmark broadcast headquarters and cultural media facility located in Busan's Centum City. The new HQ will contribute, alongside other recently designed progressive works of architecture, to the definition of Centum City as a new cultural destination for Busan. Support program will include a broadcast and news studio, office condominiums, retail, and a museum.

The project's design explores the streaming nature of broadcast as a fresh and progressive example of informed media reporting. The building presents soft surface geometry at its base allowing visitors to subtly transition between external and internal public programs. Integration with the surrounding context is achieved by both the scale of the building – which addresses a 1:1.8 setback angle requirement – and the formal distinction between a podium base and a tower. The separation of the slender tower and twisting base creates a formal tension between the two in which the torquing of the base geometry is in response to the perceptual weight of the tower mass. Additionally, each are mutually distinct with regard to their enclosure tectonics and spatial description. The variation between transparency and opaqueness presents unique spatial identities for tenants occupying various portions of the open tower floorplate.

The conceptual approach for the KNN Media Center is to design a building that embodies the virtue and youthful energy depicted in KNN's vast experience of reporting. The new Broadcasting Headquarters will serve as a distinct landmark connected with surrounding public amenities and as a dynamic backdrop to Centum City's seaport. Its elegant tower proportion and sweeping base surfaces seek to establish a unique urban experience that will impact the future development of Centum City. **AT**