

Group8 associate architects

Group8 is an architectural team whose research and development pushes the boundaries of design. With innovation and production of creative strategies as main objectives, Group8 targets exemplary objects at all scales with economic and environmental efficiency. The insertion of a genuine cultural added value in each project feeds any action and reflection within the structure. The work culture of Group8 enhances the pleasure and synergies through teamwork both locally and globally.

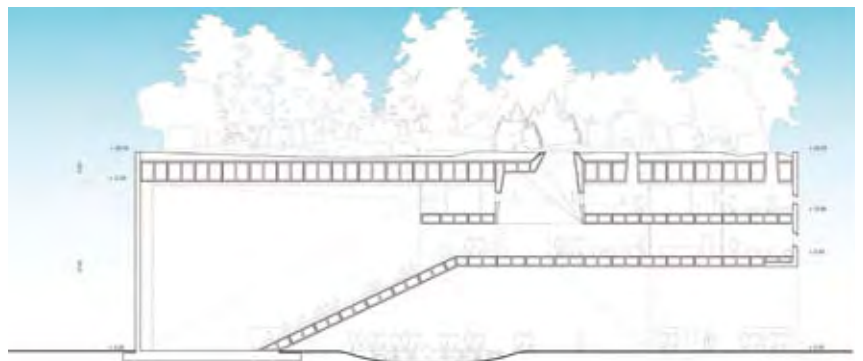
Group8 is an international practice with studios in Geneva, Hanoi and New York. The practice, led by nine principals, provides full architectural design, urban design and master planning for clients in both public and private sectors. The firm's extensive portfolio, developed over ten years, includes designs ranging from a small jewel-like a contemporary aviary to entire new residences and offices complex. The breadth of their experience allow the team to bring an international perspective to a local project.

The main concern of the practice is design excellence. Group8 is committed to providing designs that create uplifting spaces for people. Their architecture responds to community, context and environment. Their work demonstrates how architecture can contribute to make sustainable patterns of living.

Their people are their most valued resource. Group8's 60 staff members represent 12 countries. The different backgrounds of their staff help to broaden their vision.



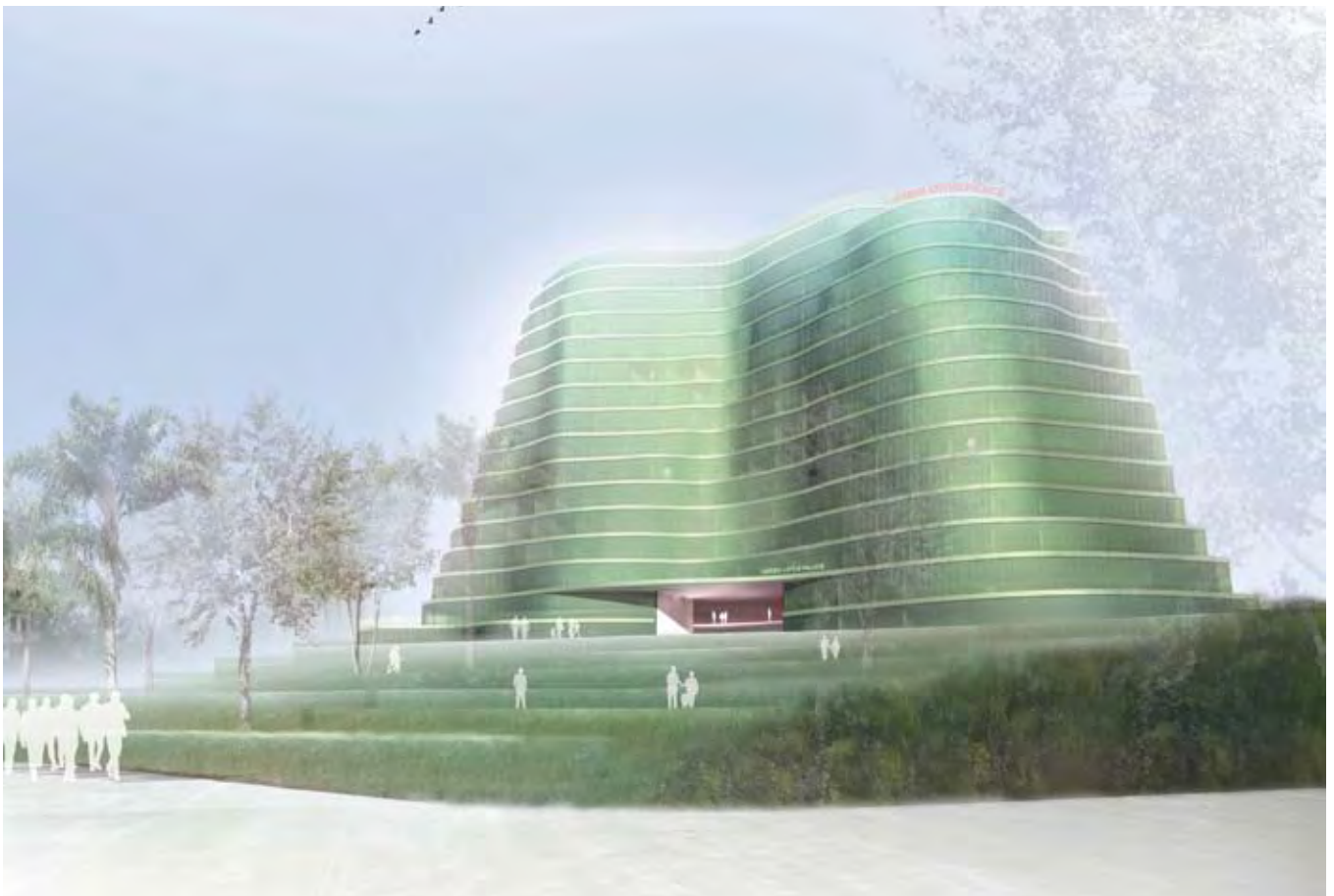
Swiss pavilion for the Shanghai International Exposition 2010 Shanghai, China





The pavilion at the universal exhibition in Shanghai aims to show Switzerland in two ways: forest and forum. While other countries focus on prestigious constructions or symbolic representations, Switzerland often points to its landscape as emblematic of the country. The project for the Swiss pavilion presents a fragment of the Swiss landscape - a FOREST - as it is found on the Chinese site of Shanghai. With the strong presence of international and non-governmental organizations, Switzerland is recognized as a premier platform for international mediation. The lower part of the pavilion is designed as a vast canopy covering an urban space that houses the FORUM, where debates on current topics can take place.





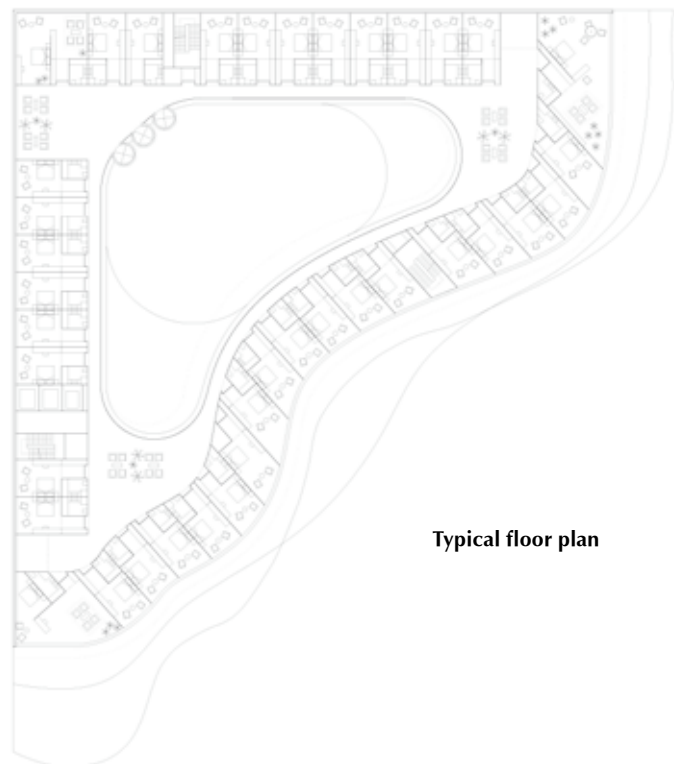
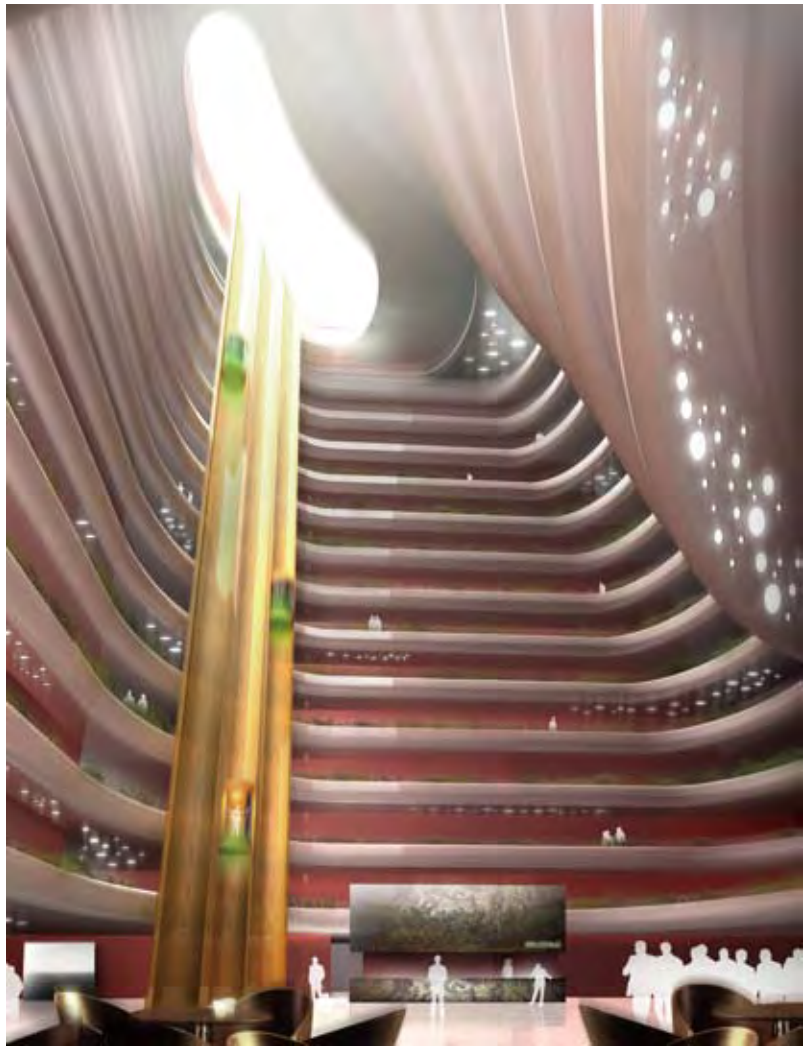


Hdt Hotel

Hanoi, Vietnam

The volume of the building offers a representative facade clearly oriented towards the view of West Lake, one of the major lakes in Hanoi. The shape of the building directly derives from the movement of the sun and is geared towards a green strategy. The building is positioned in order to optimize its relationship to the sun. On the southern side, the building recalls the landscape of North Vietnam and its sloping rice fields. To convey the direct message of a green strategy, the building is designed in steps, representing the rice fields. The procedure shows that it is possible to integrate traditional Vietnamese references into contemporary architecture. The other facades take on a more urban aspect, integrating Vietnamese decorative motifs.

The project for the five-star hotel offers an approach by which every decision takes into account environmental parameters. In this way, the design is exemplary in terms of sustainable development. The decisions constitute a green strategy, a novel approach in Hanoi that brings added value to the project for the operator. These choices, in terms of architectural plans and materials used, aim at providing a sense of unparalleled well-being.



Typical floor plan



Hanoi South Gate

Hanoi, Vietnam

The gateway to Hanoi is shown as a set of buildings that can be observed from a great distance. Like the city's emblems, the gateway to Hanoi adds new iconography to the city. The group of buildings is designed to look like a natural phenomenon, similar to the hills of Halong Bay. It appears differently according to the point of observation, like a rock that can be examined from several angles.

The area surrounding the gateway to Hanoi is located at the tip of a site comprising a number of great lakes. The future business centre and residential sector will form an island designed to revitalize the entire area. Offices are located in the upper sections of the skyscrapers, while the lower sections are dedicated to public programs such as restaurants, museums, shopping malls, luxury boutiques, gaming halls, karaoke bars, movie theatres, bowling alleys. A public space occupies the centre of the circle and focuses the horizon on the city centre. It offers a metropolitan lifestyle through a series of shopping areas grouped together as a mall on the same scale as the location.



Master plan

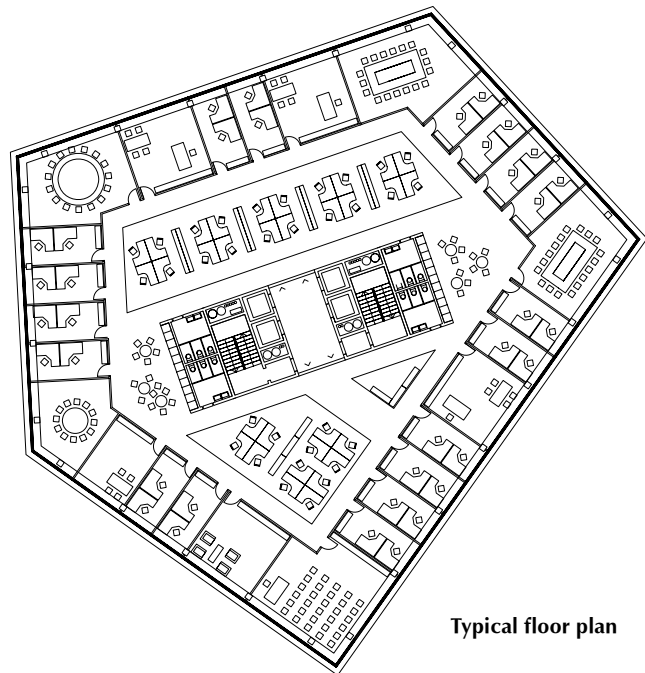


FPT Headquarters competition, Hanoi (Cristal tower)

189 Lang Ha Street, Hanoi, Vietnam

The new headquarters of FPT Telecom is located on an angled plot of land, facing a characteristic intersection of Hanoi. The crystal shaped building fulfills several different requirements for the site and constitutes an iconographic representation. The multifaceted volume adapts to the site, creates interesting relationships with neighboring buildings, and is shaped like a tower with a monumental entrance that reflects the company. The value of telecommunications depends on the speed of transmission and the quality of the information transmitted. Those are also distinctive features of crystal, which thereby becomes emblematic of the project.

The structural principal guaranties the flexibility of the floor plan. This floor plan allows different office layouts: individual offices, collective offices, and landscaped offices. The pentagonal geometry of the floor plan gives an air of conviviality to the building. The use of raised floors offers the possibility for any type of workstation



Typical floor plan

setup. The project was designed to integrate principles of sustainable development according to the LEED method. The performance of the building envelope reduces the amount of energy needed for thermal comfort.



FPT Hoa Lac High Tech Park

The Hoa Lac High Tech Park - Hatay, Vietnam





The technology park is not a technopole like another. First it will be a park for the 1,600 Hec. District complex. It looks like an island in the new district complex thanks to its great location and its strengthened water borders. The main site's study must aim at more than a simple coherent settlement. It is a unique chance for the district and for the FPT Company to be one of the firsts to integrate sustainable development strategies.

An exceptional site is not to be trivialized. Construction possibilities are to be found without destroying the site's properties in order to create a great place. It is a priority to protect and support open spaces and particularly respect the landscape. It is a shared place to promote synergy in the entire site and city of Hanoi; use adaptability and share of spaces. According to this view, the goal is to offer a sustainable project for the technology park.

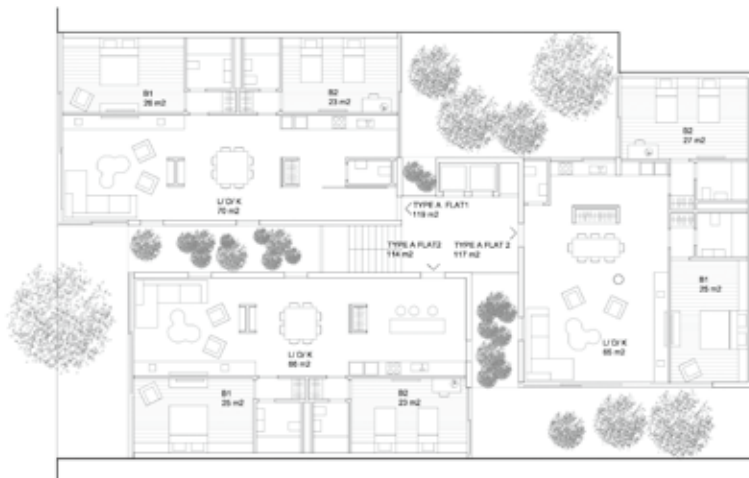
City Residence

Hanoi, Vietnam



The City Residence takes place in Hanoi's centre and suggests a new architectural answer in the Vietnamese capital's scenery. Both of the contemporary design and the pursuit of high environmental performance make it a new jewel for the city centre. The building orientates itself resolutely towards the future. The project proposes to build two to four bedrooms luxury apartments, each of them with a coming through relationship between street and courtyard. According to the volumetric disposal, it is given specific views and links to nature. Planted wells allow natural ventilation while avoiding the nuisance of the city (noise and air pollution). Distinct day and night areas are designed according to privacy and comfort. The rooms' design seeks maximum comfort for the occupants through individual dressing and bathroom.

The living room and kitchen receive either light from the facade or from the courtyard. The planted wells also lead green light into the apartment. The main entrance is created by the translation of a volume thereby creating a greater space withdrawn from the road's nuisances. The marble floor and walls provide a spatial continuity to the whole while patios provide a natural atmosphere to the lobby, VIP lounge and spa area. On the top floor, a swimming pool overlooking the city offers a unique perspective to the penthouse terrace. The facade allows sun protection and management of potential face to face, leads to both vibration and play of light between the inside and outside. Night and day, the building shines in the city as a precious jewel. The contemporary design provides an image of comfort and security in Hanoi's landscape and seeks for high environmental standards.

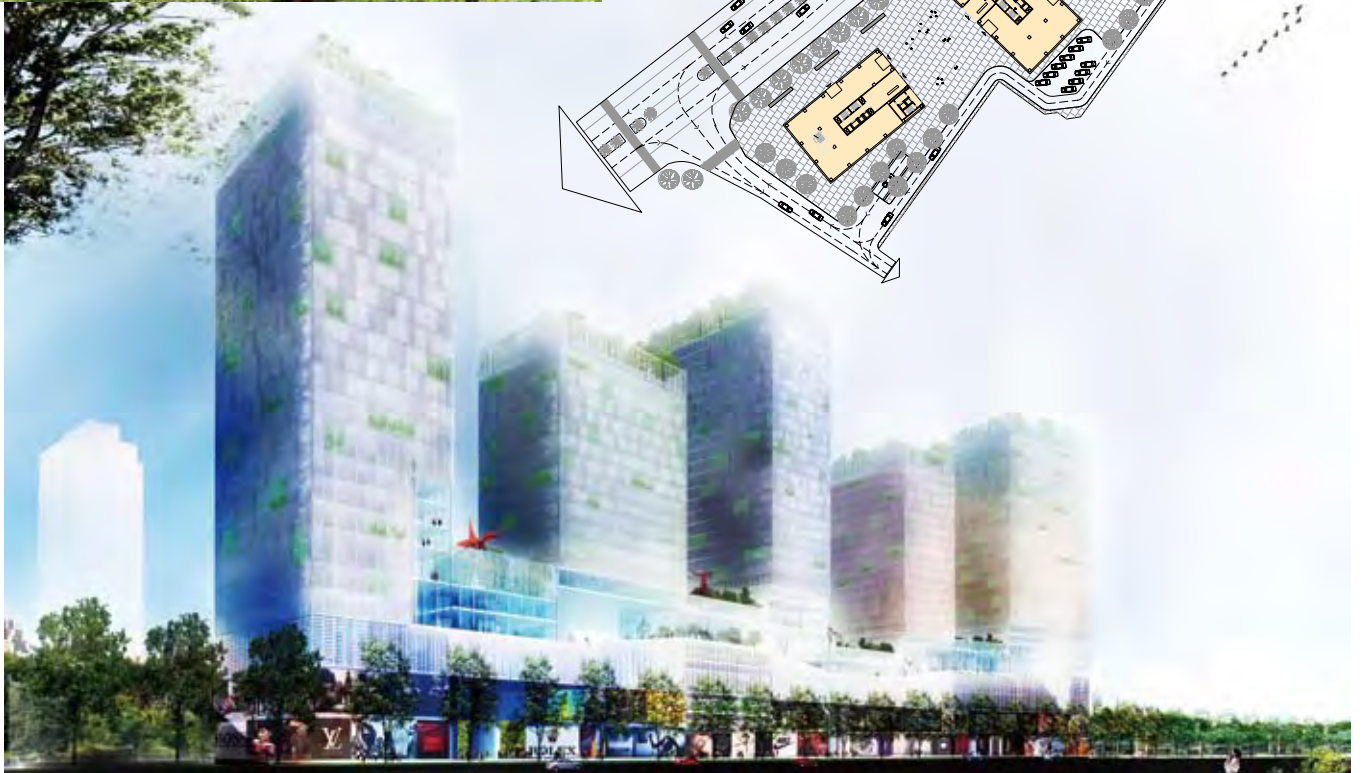


Typical floor plan

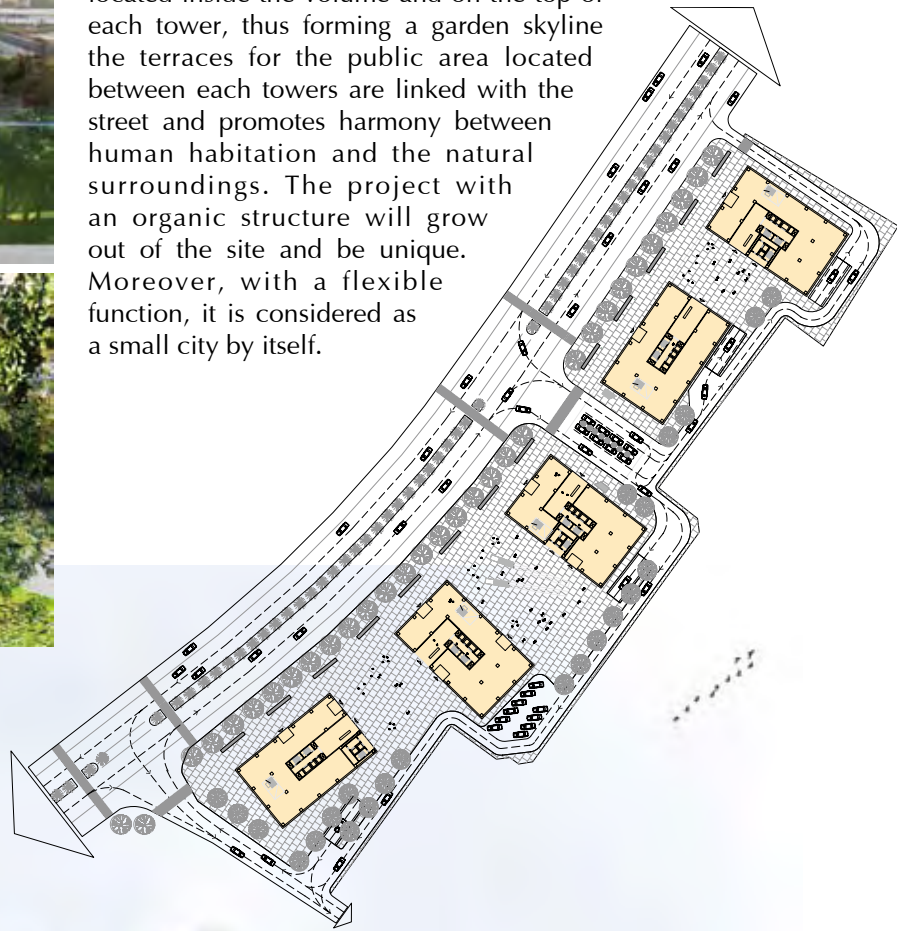


Stars Center (garden on skyline)

Hanoi, Vietnam



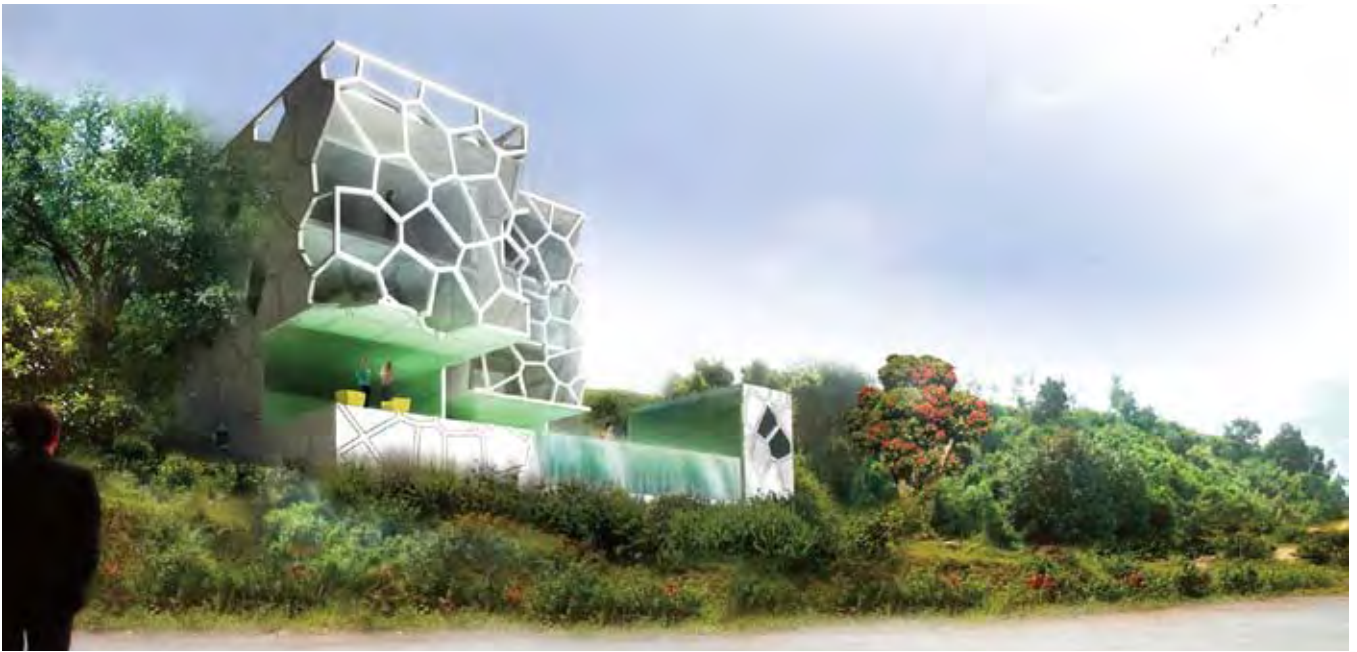
An important urban object has been proposed to face the growing scale of Hanoi. Acting as an urban icon, one of the main features of the proposal is a suspended commercial strip in the middle of the volume. Green spaces have been located inside the volume and on the top of each tower, thus forming a garden skyline the terraces for the public area located between each towers are linked with the street and promotes harmony between human habitation and the natural surroundings. The project with an organic structure will grow out of the site and be unique. Moreover, with a flexible function, it is considered as a small city by itself.





TienSa Resort

Danang, Vietnam

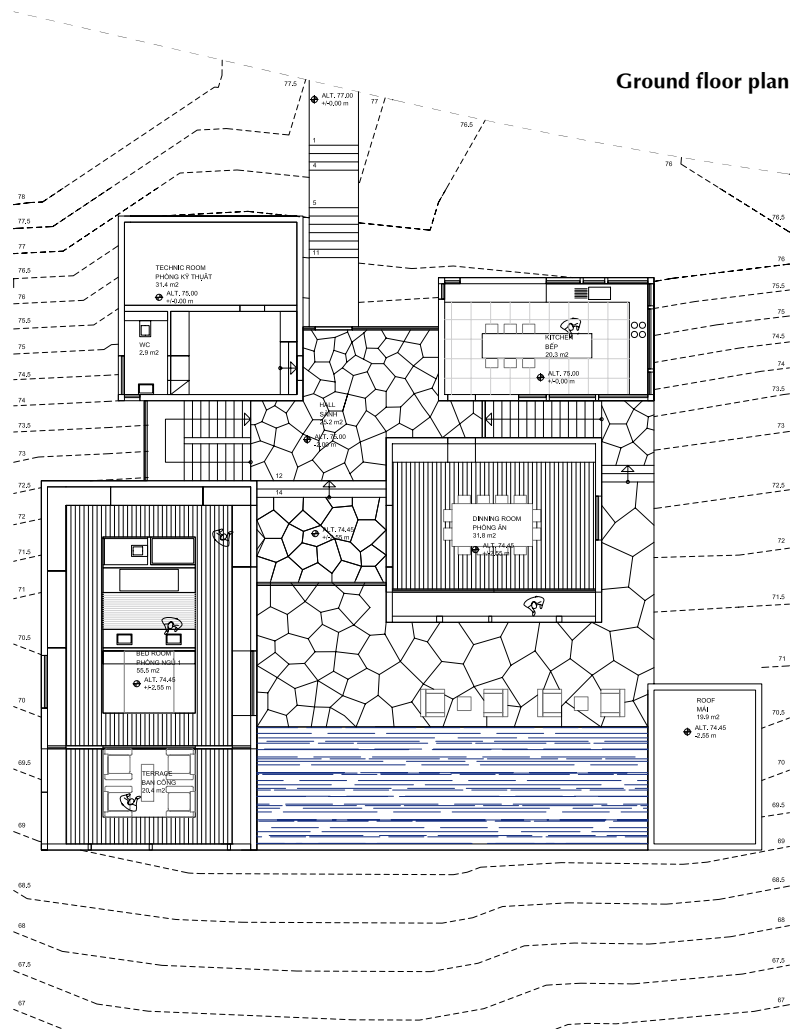


Tiensaland is a revolutionary project which offers a comfortable, luxurious and contemporary environment ideal for both leisure and business activities.

It creates a new urban lifestyle and changes the face of the Vietnam's most exciting destination. Tiensaland provides facilities including conference centre, five-star hotel, wellness and spa, contemporary sea view residences with swimming pool, ethnic resort, contemporary art centre, haute couture shops and exclusive club.

The sea view residences adapt themselves to the mountain relief and come in two sizes of 3 or 4 bedrooms.

The concept consists in blowing up the program in several volumes, different in height, so as to create introverted space in-between volumes framing the surrounding environment. This system enables the intimacy of exterior domestic areas and diminishes construction on the site. Every residence features a pool in its core.



East Meridian Tower

Far East Meridian, Danang, Vietnam





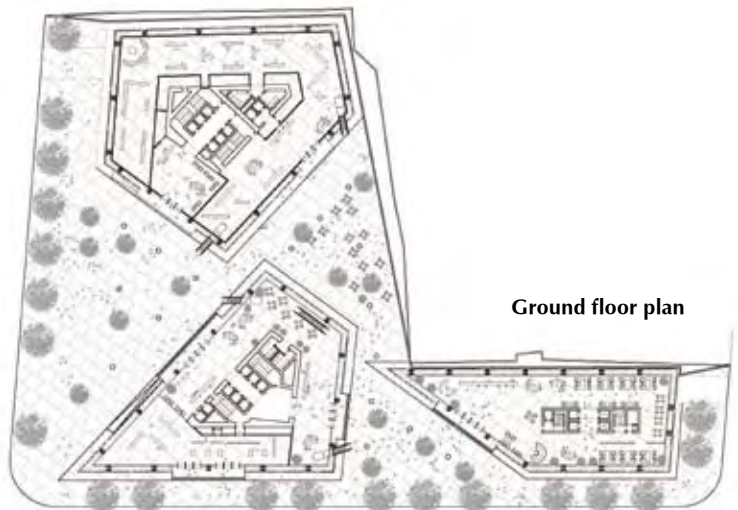
The new tower complex is located beside Trung Vuong Theatre, which faces one of Da Nang centre green spaces. This complex responds to different aspects of the site in order to shape one representative icon with a 360-degree view on the city. The skyline received permits to confirm towers as an icon in the city's sky and the skyline itself as a new pole of activity in Da Nang city centre.

The halls form rest space which allows users to find themselves easily in the interior plaza and to diverse other complex's services including exhibition, shops, conference centre, and entertainment area.

This interior plaza offers a quiet meeting space for colleagues and visitors. The gardens as a great part of the plan's design diffuse their green atmosphere on each floor. Developed in similar ways, the three towers' plans still ensure the specificity of each program for hotel, offices or apartments. The priority is to ensure the flexibility and coherence of the plan. The tower complex project responds to sustainable development criteria, the building construction choices based on the LEED method evaluating the balance between architectural choices and sustainable development principles. The project offers energy-wise facades in using mobile solar protections. Eventually this contemporary design responds to the attempts of integrating brand new technologies and to overpass the national borders with this image.



Typical floor plan



Ground floor plan