GOA: 20 Years’ Development Recorded in Every 1:1 Creation

Who are GOA?

In 1998, six architects Lu Hao, He Jian, He Jun, Ling Jian, Sun Deliang and Wang Lan partnered to set up the Greentown Oriental Architects (the predecessor of GOA) in Hangzhou, which became one of the earliest private architectural design institutions in China. To this date, in 2018, GOA has completed more than 1,300 projects in nearly 170 cities around the world, with 4 offices in Hangzhou, Shanghai, Beijing and Nanjing, 32 principals and more than 700 employees. GOA projects include urban complex, commerce, office, culture, medical, hotel, residential forming a complete living entity with architecture as the core, including urban design, architecture, structure, M&E, landscape, interior and design consulting.

In the past 20 years, GOA operates on each project with "the principal of being fully responsible for project design and supervision, on-site 1:1 model deliberation of each project from the sample wall to sample room". "1:1 concept" is the best embodiment of the creative principle.

Recent GOA Projects

Alila Wuzhen Project

The style of this project is largely influenced and modeled by villages south of the Yangtze River and retains the spatial forms, basic elements, architectural scales and colour relations of traditional tribes. The architect explored the possibility of traditional space reconstruction based on the needs of resort hotels. This project won the 2017 MIPIM Asia Awards, the Best International on the Boards Project - Commercial and Residential Awards of the 55th Gold Nugget Awards in 2018, the 2018 Architizer A+Awards Jury Winner in the Unbuilt Hospitality Category, and was shortlisted in 2018 WAF and the Unbuilt Hospitality Category of LEAF Awards in 2018.
**HE Restaurant Project**

The project based on the concept of "darning" is concealed in the native metasequoia forest. In the process of creation, the architect located and numbered each big tree to be preserved, and measured their diameters, well protected the native vegetation on the site with flexible and organic layout. The project was shortlisted in Hotel and Leisure - Completed Buildings of the 2018 WAF and Hospitality Building-Completed and Future of LEAF Awards 2018.

**Linpeng Xizi International Center**

The project is a super high-rise complex integrating scientific research, office and commerce. The 200-meter elevator test tower is the highlight of the project. With its balanced overall image and delicate facade, the project has become one of the most popular landmarks locally. The project won Best International Commercial & Special Use Project of the 55th Gold Nugget Awards in 2018.
Qing Shan Park

Located beside picturesque Qingshan Lake of Lin’an City, the project is a science town surrounded by green mountains and clear water. Its planning highlights the ecological attribute of the site, with small-volume office buildings scattered in the forest to echo with the natural environment. The project won the Gold Prize of Architecture in the Habitat Eco Int’l Architecture Planning & Design Competition in 2016, the Excellent Prize of Real Estate Design in 2016-2017 CREDAWARD, and the World Chinese Architecture Creation Excellent Prize in 2017.
Qiandao Lake International Hotel Management School

The tenet of the project design is to blend the architecture into the terrain. Starting with the tenet in mind, the architect created a group of dynamic spatial scenes, and took body as a scale to feel the order of the site: The complicated terrain height differences are transformed into a rich stereoscopic transportation system, creating interesting transportation spaces. The project won both Gold Award of Architecture and Environment in the Habitat Eco Int’l Architecture Planning & Design Competition in 2016.
JNBY+GOA Headquarters

The project is a comprehensive art park, jointly owned by GOA and famous fashion brand JNBY. In this project, GOA acted as both developer and architect being one of the owners. Distinguished architect Renzo Piano, was invited to join them, and GOA also took part in the whole process of creation. The project integrates the functions of office, art gallery, art center, show hall, design hotel and art commercial etc., and will become an important cultural landmark in Hangzhou after completion.
**New Book Launch**

*GOA 2012-2018* and *1:1 Gravity* have been published officially by China Architecture & Building Press on August 28, 2008, the former of which comprises the summary and display of GOA's works in the past 6 years, while the latter takes 500 pictures as the carrier to review several moments of the growth of China's real estate industry and enterprises in the past 20 years, showing the focus of GOA on creation, and the best interpretation of its "1:1 concept".