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Authors:	David Gianotten, Managing Director, Office for Metropolitan Architecture Rem Koolhaas, Founder, Office for Metropolitan Architecture Sylvia Chan, Communications Officer, Office for Metropolitan Architecture
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# The Public Meaning of Skyscrapers: Shenzhen Stock Exchange and CCTV

## 摩天大楼的公共意义: 深圳证券交易所及中央电视台新台址主楼



David Gianotten



Rem Koolhaas



Sylvia Chan

### David Gianotten, Rem Koolhaas & Sylvia Chan

#### OMA

14/F On Hing Building, 1 On Hing Terrace, Central Hong Kong

tel (电话): +852 36918941, +852 36918941, +852 36918941

fax (传真): +852 3691 8948

email (电子邮箱): schan@oma.com

http://oma.eu/home

David Gianotten joined OMA in 2008, launched OMA's Hong Kong office in 2009, and became partner in 2010. He leads OMA's Asia Pacific operations and is one of the three managing directors of the worldwide OMA Holding.

大卫·希艾莱特于2008年加入OMA, 在2009年成立OMA香港办公室, 并于2010年成为合伙人。他领导OMA在亚太区的众多项目, 是OMA环球控股三位董事成员之一。

Rem Koolhaas founded OMA in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp. He graduated from the Architectural Association in London and in 1978 published *Delirious New York: A Retroactive Manifesto for Manhattan*.

雷姆·库哈斯是OMA的创始人, 于1975年与Elia和Zoe Zenghelis及Madelon Vriesendorp共同创立OMA。他毕业于伦敦建筑联盟, 并于1978年出版了《癫狂的纽约——一部曼哈顿的追溯性宣言》一书。

Sylvia Chan is the Communications Officer of OMA Asia Pacific. With training in architecture and journalism, she engages in research on architectural writing. She is currently a PhD student at the University of Hong Kong.

陈曼霞是OMA亚太区的公关主任。她曾受建筑和新闻的专业培训, 从事有关建筑写作的研究。目前, 她是香港大学的博士生。

### Abstract

Through the designs of Shenzhen Stock Exchange and the CCTV Headquarters in Beijing, the paper illustrates the potential of skyscrapers in creating public meaning. This paper argues that the skyscraper typology can be constantly reinvented to generate new meaning. The reinvention of the skyscraper typology can create public meaning at two levels: at the physical level, a skyscraper can generate a new public space in the urban context; at the metaphorical level, a skyscraper with an unconventional gesture can coincide with the ambition of a city to move forward. This paper further argues that skyscrapers should be designed as necessary components within the urban context. The meaning / lack of meaning of each skyscraper is dynamic – as the city evolves, a skyscraper acquires new meaning. This interaction is possible if skyscrapers compete in terms of new ideas that respond to the context and push the skyscraper typology beyond conventions.

**Keywords:** Skyscraper, Shenzhen Stock Exchange, CCTV, Public Space, Urban Context, OMA

### 摘要

通过深圳证券交易所和北京中央电视台新台址主楼的设计, 本论文显示摩天大楼对创造公共意义的潜在可能。本论文主张摩天大楼类建筑可时常颠覆重塑, 造就新意义。摩天大楼类建筑可通过两个层面创造公共意义: 就实质层面而言, 摩天大楼可在城市文脉中创造新的公共空间; 而就象征层面而言, 非传统外型的摩天大楼与城市迈进新纪元的追求一致。本论文进一步主张摩天大楼应设计成城市文脉中不可或缺的构件。每座摩天大楼承载的公共意义或缺失的公共意义都是动态的——随城市演化, 摩天大楼会得到新意义。若摩天大楼能就呼应城市文脉的新意念来互相竞争, 并使摩天大楼的建筑类型突破常规, 便可达到这种互动。

**关键词:** 摩天大楼, 深圳证券交易所, 中央电视台, 公共空间, 城市文脉, OMA

Framed by the term “skyscraper,” the skyscraper typology has been forced into the ceaseless race to reach for the “sky.” Ultimate height has become almost the only achievement the skyscraper aspires. The one-dimensional competition skyscrapers engage in has exhausted its typology, making it a typology of mediocrity. Skyscrapers are in need of liberation: liberation from mediocrity, liberation from the “sky.” Reinvention of the skyscraper typology asks for a shift of focus from single verticality to interaction with the context in which they root. The recently completed Shenzhen Stock Exchange (SZSE) (see Figure 1) and the CCTV Headquarters in Beijing (see Figure 2) by OMA are skyscrapers that reinvent the typology by focusing not on height but the creation of public meaning. This paper argues that skyscrapers are not isolated tall objects that paradoxically create isolation and a defensive environment within density, but that they are necessary components within a specific urban context. The skyscraper is not a typology that has only one dimension but instead can be constantly reinvented to generate new meaning.

受“摩天大楼”一词所框限, 摩天大楼类的建筑被迫参与无止境的“高空”竞赛, 终极的高度已几乎成为摩天大楼所追求的唯一成就。摩天大楼所参与的这种单向度竞赛, 已榨干了此类建筑类型的创造力, 使其成为一种平庸的建筑类型。摩天大楼需要得到解放: 从平庸中解放、从“高空”中解放。摩天大楼类建筑的颠覆重塑, 探求的是从单一的竖向追求, 走向与城市文脉的互动, 与建筑所植根之地更为紧扣。OMA最近落成的深圳证券交易所(深交所)(见图一)和中央电视台新台址主楼(央视大楼)(见图二), 通过聚焦于公共意义的创造而非建筑高度, 颠覆重塑了摩天大楼类建筑。本论文主张摩天大楼并非脱离环境的高耸之物, 没有在密度之中矛盾地造成脱离和具戒心的环境, 反而是特定城市文脉中不可或缺的构件。摩天大楼类建筑并非单向度, 反而能时常颠覆重塑, 造就新意义。

### 摩天大楼的公共意义

摩天大楼的颠覆重塑, 并非发生于自身的竖向建筑领域, 而是在能从中得到其公共



Figure 1. Shenzhen Stock Exchange, completed 2013. Source: (c) OMA Photography by Philippe Ruault.

图一: 深圳证券交易所; 于2013年竣工。来源: (c) OMA Photography by Philippe Ruault



Figure 2. CCTV Headquarters, completed 2012. Source: (c) OMA Photography by Philippe Ruault.

图二: 中央电视台新台址主楼; 于2012年竣工。来源: (c) OMA Photography by Philippe Ruault

## Public Meaning of Skyscrapers

The reinvention of skyscrapers does not happen in an autonomous realm of vertical architecture but within an urban context from which skyscrapers derive their public meaning. The public meaning (or lack of public meaning) of each skyscraper is dynamic and changes depending on the city it is shaped in – as the city evolves, a skyscraper acquires new significance. The skyscraper typology can create public meaning at two levels: at the physical level, a skyscraper can generate a new public space in the urban context, as illustrated by the SZSE project; and at the metaphorical level, a skyscraper with unconventional gestures can coincide with the ambition of a city to move into a new era, as illustrated by the CCTV Headquarters project.

### Shenzhen Stock Exchange – A New Public Space

The Shenzhen Stock Exchange, located in Southern China city Shenzhen – the fastest growing city in China, is an example of a skyscraper with public meaning at the physical level. Conceived in an architectural competition in 2006 and completed in late 2013, the 46-story (254.8 m), 265,000 m<sup>2</sup> SZSE headquarters is one of the many skyscrapers in Shenzhen's Central Business District, which began its development only in the 1980s. The compressed history of Shenzhen's development, which skipped many stages of architectural movements since the movement of modernism, has deprived the context of

意义的城市文脉中。每座摩天大楼承载的公共意义(或缺失的公共意义)都是动态的,而其转变取决于它所身处的城市——随城市演化,摩天大楼会得到新意义。摩天大楼类建筑可通过两个层面创造公共意义:就实质层面而言,摩天大楼可在城市文脉中创造新的公共空间,如深交所项目;而就象征层面而言,非传统外型的摩天大楼与城市迈进新纪元的追求一致,如央视大楼项目。

### 深圳证券交易所:崭新的公共空间

深圳证券交易所(简称深交所)于南中国城市深圳(中国发展最快速的城市),是在实质层面上具有公共意义的摩天大楼实例。楼高46层(254.8米)的深交所面积达265,000平方米,2006年通过竞赛确定建筑方案,于2013年年底竣工,是深圳中央商务区众多摩天大楼中的其中一座。深圳中央商务区仅从80年代开始发展;而深圳浓缩的发展历史,跳过了许多自现代主义运动以来的建筑运动阶段,剥夺了城市文脉的多样性,使深圳成为一个由现代的平凡摩天大楼支配的城市。面对“塔楼+基座”这其中最典型的设计要求,OMA简单却大胆地把基座部分抬升至离地36米,从而在大楼下创造出包围整个建筑的巨大公共广场,让深交所成为福田区的心脏地带——一个来自深圳、中国和更远地区的市民都可接近的真正金融中心。(见图三)

### 设计概览

深交所大楼内设深交所办公室、正式上市大厅、国际金融会议中心、中国画廊、技术支援中心、深交所数据中心、深交所食堂和会所。大楼还包含出租办公室、一间注册与结算公司、一间证券信息公司和零售区。三层高的基座经悬臂抬升至离地36米的空中,大楼中的所有证券交易功能都位于此处,包括上市大厅和所有证券交易部门。三层高的抬升基座每层面积达15,000平方米,是最大型的办公楼面之一,使各部门之间能够在同一楼层分工合作;这种合作性在竖向每层2,000平方米的原深交所大楼是无法达到的。抬升的基座同时设有国际金融会议中心和展览空间。深交所的行政办公室紧接抬升基座之上,使大楼的最高楼层可用于出租办公室和餐饮会所。另外,抬升基座亦增加深交所的展示面,可“转播”深圳金融市场的虚拟活动,深交所大楼因而可解读为证券交易市场的象征:投机买卖的热烈气氛在驱动市场的同时,仿佛也把大楼的基座抬升至离地36米的空中。(见图四)

### 与城市互动

深交所既容纳所有证券交易功能,亦代表中国证券交易市场;不过,大楼并非只为深交所而设计,更是为深圳这个城市。深交所通过以下方面接通深圳市:抬升基座而产生的园林绿化屋顶花园和底座公共广场、基座中如同边框把深圳各种功能的景观镶起的悬臂,以及反映天气状况的质感玻璃外立面。以上种种结合起来,让深交所成为一座为深圳而设的塔楼。

### 公共广场与屋顶花园

典型的“塔楼+基座”设计以基座把塔楼锚固在地面,此举可能使深交所脱离大众;设于地面的基座会遮蔽大楼的核心筒,限制大众进出深交所。为了促进大众进出深交所,OMA重新演绎了此典型“塔楼+基座”的设计要求,构想出颠覆“巩固的建筑必须坐落在巩固的基座之上”的建筑常规。通过把基座抬升,创造出亲切迎人、直通大楼核心筒的深交所入口,同时在深圳中央商务区的中心位置打造出公共广场。如此一来,原本极度私有化的建筑便通过新公共广场的创造得到公共意义,不只供大楼租户使用,更能让大众普遍使用。在公共广场,人们更可看到大楼的悬臂如何如边框般把深圳的景观镶起。南北两个方向的悬臂悬挑18米,东西向的则悬挑36米,提供独特视点观看市景,把深圳市过去30年发展的各种类型和功能区域镶嵌起来。(见图五、六)抬升的基座之上设有屋顶花园,其景观的样式受欧洲中世纪式地毯和中国传统剪纸所启发,象征在深圳经济特区中尤其明显的中西社会融合。屋顶



variety, making it a city dominated by the recent skyscrapers of mediocrity. Confronted with one of the most typical design briefs of creating a tower with a podium, OMA adopted the simple but bold gesture of raising the podium to 36 m above the ground, thereby creating a generous public plaza all around and underneath the building, making SZSE the heart of the Futian District, a true financial center which can be approached by all citizens of Shenzhen, China and beyond (see Figure 3).

### Overview of Design

The SZSE building includes the Shenzhen Stock Exchange's offices, the ceremonial listing hall, the financial international conference centers, Chinese art galleries, a technical operations center, the SZSE Data Center, the SZSE canteen, and a clubhouse. The building also contains rental offices, a registration & clearing house, a securities information company, and a retail area. All the stock exchange functions of the building, including the listing hall and all the Stock Exchange departments, are located within the raised podium, which is a three-story cantilevered platform floating 36m above the ground. The three-story raised podium has one of the largest office floor plates with an area of 15,000 m<sup>2</sup> per floor, allowing for a level of collaboration between departments that the Stock Exchange did not have in the old building, which was divided vertically into 2,000 sq. m floor plates. The raised podium also accommodates an international financial conference center and exhibition spaces. The SZSE executive offices are located just above the raised podium, leaving the most top floors in the tower leasable as rental offices and a dining club. The raised podium of the building also increases SZSE's exposure, "broadcasting" the virtual activities of the city's financial market. The building can thus be read as an emblem of the stock market: the speculative euphoria that drives the market lifts up the podium to 36 m above the ground (see Figure 4).

### Interaction with the City

While SZSE accommodates all the stock exchange functionalities and represents the Chinese stock market, the building is designed not only for the Shenzhen Stock Exchange but also for Shenzhen. SZSE engages with the city by the following different aspects: the public plaza at the base and the landscaped roof garden created by the raised podium, the cantilevers of the raised podium that frame different functional views of Shenzhen, and the textured glass façade that reflects the weather conditions. All these aspects together make SZSE a tower for Shenzhen.

### Public Plaza and Roof Garden

A typical tower and podium design, with the podium anchoring the tower at grade, could have isolated the public from SZSE. The podium at grade would have shielded the core of the building, limiting public access to the institution. To enhance public access to SZSE, OMA reinterpreted the typical design brief of creating a tower and a podium and derived a concept that defies the architectural



Figure 3. The raised podium of SZSE has created a generous public plaza all around and underneath the building.

图三. 深交所的抬升基座在大楼下创造出包围整个建筑的伟大公共广场。来源: (c) OMA



Figure 4. Program of SZSE. Source (c) OMA

图四. 深交所的功能分布。来源: (c) OMA



Figure 5, 6. The cantilevers of SZSE frame different typologies and functionalities of the development of Shenzhen. Source: (c) OMA Photography by Philippe Ruault.

图五、六. 深交所的悬臂, 如边框般把深圳发展的各种类型和功能的区域镶嵌起来。来源: (c) OMA Photography by Philippe Ruault



convention of “a solid building standing on a solid base.” By lifting the podium, a welcoming entrance to SZSE directly related to the core of the building is created, and at the same time, a public plaza is formed right at the center of the Shenzhen’s CBD. What could otherwise be an extremely private building acquires public meaning by generating a new public square, which is used not only by tenants of the building but also by the public at large. At the public plaza, one can also see how the cantilevers of the building frame views of Shenzhen. The 18m cantilevers in north and south directions and the 36m cantilevers in east and west directions provide unique perspectives to look at the city (see Figure 5, 6), and frame different typologies and functionalities of the development of Shenzhen in the past 30 years. At the top of the raised podium is a roof garden with a landscape pattern inspired by a European medieval carpet and classical Chinese paper cut, symbolizing the crossover between the Chinese and Western societies especially prominent in the Shenzhen Special Economic zone. The roof garden, open to public, also echoes with the ambition of Shenzhen to become one of the greenest cities in the world (see Figure 7).

### Façade

SZSE has adopted a generic square form and a glass façade that make reference to the surrounding homogenous glass towers. The building breaks away from homogeneity through not only the raised podium but also through the subtle treatment of the façade. The robust exoskeletal grid structure supporting the building is fully wrapped in patterned glass, which could both reveal and conceal the structure depending on the different perspectives. The neutral color and translucency of the façade also change under the different weather conditions. The façade is a canvas for the sky of Shenzhen, and the building had different appearances under different weather conditions. SZSE is a building that constantly reacts to Shenzhen at the most literal level – it changes with the city’s weather day by day (see Figure 8, 9, 10).

### An Impetus to New Forms of Architecture

Located at the meeting point of the north-south axis between Mount Lianhua and Binhe Boulevard, and the east-west axis of Shennan Road, Shenzhen’s main artery, SZSE engages the city at multiple scales and levels. The ease of access to SZSE and the new public square allow for, or even encourage, new possibilities in Shenzhen’s CBD, both in the financial world and in the social realm. The building portrays itself not as an isolated object but invites interpretation and interaction: it is a geometric building, “a generic” one that conforms with its surroundings; it is a massive building that seeks attention from



Figure 7. Podium roof garden, SZSE. Source: (c) OMA Photography by Philippe Ruault.  
图七. 深交所基座屋顶花园。来源: (c) OMA Photography by Philippe Ruault

花园开放予大众使用，也呼应深圳旨在成为全球最绿化城市之一的雄心。（见图七）

### 外立面

深交所采用惯常的正方形和玻璃外立面，与四周同等式样的常规玻璃塔楼相互呼应。深交所大楼不单通过抬升基座，同时也通过微妙处理的外立面来突破常规。压花玻璃全面包裹支撑大楼的坚固外骨架网格结构，并根据视角同时隐藏和显露结构。外立面的中性颜色和透明感，也会随不同的天气状况而转变。此外，立面像是深圳天空的画布，大楼在不同的天气状况下有着不同的面貌。深交所最直接的层面上时刻对深圳作出反应——大楼每天随市内天气转变。（见图八、九、十）

### 驱动新形态建筑

位于莲花山与滨河大道之间的南北向轴线与深圳市主干道深南路坐落的东西向轴线的交汇处，深交所处在多种尺度和层面上接合深圳。深交所出入便利，加上崭新的公共广场，在深圳中央商务区中容许、甚至鼓励在金融世界中和社会层面上诞生出新可能。深交所大楼并没有把自身描绘成孤芳自赏之物，反而诚邀各人去诠释它、与之互动：它是一座符合四周环境的“普遍”几何建筑、一座在城市中寻求关注的庞大建筑、一座提供既个人又亲切的窗口观看深圳的建筑、一座为金融机构而设的静止塔楼，而且也为所有人在市内塑造出生气盎然的空间。通过持续创造与城市文脉之间的新关系，深交所成为一座不断重塑自身的摩天大楼。它是具公共意义的新形态建筑的一种趋势。



Figure 8, 9, 10. SZSE's façade changes with the city's weather day by day. Source: (c) OMA Photography by Philippe Ruault.  
图八、九、十. 深交所的外立面每天随市内天气转变。来源: (c) OMA Photography by Philippe Ruault



the city; it is a building that provides personal and intimate frames to look at Shenzhen; it is a static tower for financial institutions; it generates a dynamic space for everyone in the city. Through constantly creating new relationships within the urban context, SZSE becomes a skyscraper that constantly reinvents itself. It is an impetus to new forms of architecture with public meaning.

### The CCTV Headquarters – A New Public Image

The CCTV Headquarters in Beijing was conceived in the new millennium when China was juggling with the meaning of its ancient power and new prominence. One of the principal ideological state apparatus, CCTV, and thus its new headquarters building, embodied the vision of China to at the same time open up and preserve its core traditions. The CCTV Headquarters, which reinvents the skyscraper as a loop, is a building with public meaning at the metaphorical level: by pushing the skyscraper typology beyond its typical vertical limit, the building captures a moment of history in China's development, when the country had a strong urge to move into a new era with new connections to the world. Therefore the project encapsulates the audacity of the country to change, and it broadcasts the ambition to the world.

#### Overview of Design

Located in Beijing's new Central Business District, close to the intersection of Chang'an Avenue and the Third Ring Road, the 234 m CCTV Headquarters, designed through an international architectural competition in 2002, was partly completed in 2008 when the Beijing Olympics drew the world's attention to the new Beijing. The building was fully completed in 2012 after which the large move in started. The 473,000 m<sup>2</sup> headquarters building, visible from large parts of Beijing when sky is clear, comprises two main towers connected by a 75 m cantilevering Overhang in the sky and a common Plinth on the ground. The form of the building facilitates the combination of the entire process of TV-making in a loop of interconnected activities: The Plinth houses the production studios; tower 1 serves as editing area and offices; tower 2 is dedicated to news broadcasting; the Overhang accommodates the administration and leadership program. Incorporated into the building is a Public Loop, which takes visitors on a dedicated path through the building, revealing everyday studio work as well as the history of CCTV. The Public Loop culminates at the edge of the cantilever, with spectacular horizontal and vertical views towards the CBD, the Forbidden City, and the rest of Beijing (see Figure 11). Aside from the CCTV Headquarters, the site also accommodates TVCC, a theatre-hospitality center with a hotel, the circular broadcast center, and the Media Park conceived as an extension of the green axis of the CBD. The Media Park can be open to public for events and entertainment.

#### A Site for Discourses

The CCTV Headquarters has stirred up both hopes and skepticisms since its design was revealed. Ceaseless debates about the building took place during the more than ten years in which the building moved from the drawing board to reality, and the debates are still ongoing. While some perceived the building as an emblem of China's genuine will to change, some read the building as merely a landmark with meaningless boldness manifestation of the country's power. While the building was designed to be perceived differently with different perspectives, with both strong and soft, prominent and subtle aspects, some only read the building as a singular megaform detached from the city. While combined TV production activities streamlines communications and the sharing of information, some viewed the collective building as a magnified ideological state apparatus for

### 中央电视台新台址主楼: 崭新的公共形象

中央电视台新台址主楼位于北京, 其设计构思源于新千年之始中国在其古代成就和现代形象之间的幻化。作为国家主要的意识形态工具, 中央电视台及其新台址主楼(简称央视大楼)怀抱中国期望能同时开放和保存其核心传统的愿景。央视大楼以环状结构颠覆重塑摩天大楼, 是座在象征层面上具公共意义的建筑: 通过突破摩天大楼类建筑一般的竖向局限, 央视大楼捕捉了中国发展史上极渴望通过与世界接通而迈进新纪元的一刻。因此, 此项目包含了中国求变的大胆无畏, 并向世界展示野心。

#### 设计概览

高234米的央视大楼位于北京新中央商务区, 毗邻长安街与三环路的交汇处。设计在2002年通过国际建筑设计竞赛征集, 2008年当北京奥运让全世界聚焦新北京时大楼部分竣工, 并于2012年全面竣工, 继而开始大规模的迁入。天气晴朗时在北京很多地方都看得见央视大楼, 此总部大楼面积达473,000平方米, 由两座塔楼组成, 之间通过75米高的空中悬臂和连通的地面基座连接在一起。大楼的形式有助于将电视制作的整个流程组合在一个紧密相连的环路中: 制作播室位于基座、塔楼壹是编辑和办公区、塔楼贰用作新闻制播, 而悬臂则包含行政管理和领导层的区域。央视大楼还加入了一条参观流线, 把参观者带入贯穿大楼的专用通道, 一路展示日常电视制作工作和央视的历史, 最终登临悬臂边缘, 眺望中央商务区、故宫以至整个北京横向和竖向的壮观景色。(见图十一)除了央视的总部大楼, 项目选址范围内还包含电视文化中心大楼(TVCC)(内设酒店、剧院和服务功能), 环形广播中心, 以及构想成为中央商务区绿色轴线延伸的媒体公园。媒体公园可开放给大众作活动及娱乐用途。

#### 探辩之地

央视大楼自设计公布以来便同时引起希望和怀疑。从方案到落实兴建的数十年间, 针对央视大楼的争论一直不断, 并延续至今。有些人认为大楼象征中国真正求变的意愿, 有些人则把大楼看成纯粹是毫无意义、以所谓大胆建筑展示国家实力的地标。央视大楼的设计, 旨在让人从不同角度以不同的想法看待它, 当中既可强硬又可温和、既可明显又可隐舍; 但有部分人只把大楼看成是脱离北京市、单独的庞然大物。在汇集电视制作活动, 使沟通和信息交流更为精简高效的同时; 也有人把这个集合建筑看成奇异的强化意识形态的国家机器。参观流线和媒体公园的意义, 在于促进央视与市民大众之间的互动; 但两者的延期启用, 却讽刺地引起指央视还未准备好作出改变的说法。这些围绕央视大楼的种种舆论, 使央视大楼成为建筑和社会层面上的探辩之地。(见图十二)

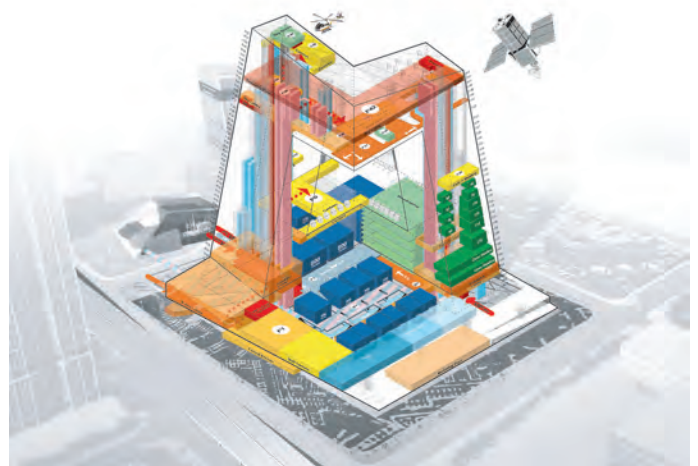


Figure 11. CCTV Headquarters is a skyscraper reinvented as a loop, accommodating the entire TV production process. Source: (c) OMA

图十一. 央视大楼把摩天大楼颠覆重塑成一个紧密相连的环路, 容纳电视制作的整个流程。来源: (c) OMA

singular opinions. While the Public Loop and the Media Park were meant to facilitate interaction between CCTV and the general public, the delayed opening of both has ironically led to the institution's being perceived as not ready for change. All these controversies around the CCTV Headquarters render the building a site for both architectural and social discourses (see Figure 12).

Media organizations are apparatus for dissemination of ideas, but most buildings of media organizations are "mute," failing to explore their urban potential. The CCTV Headquarters is different by tying together architecture and media. The medium is the message: the CCTV Headquarters houses the media production activities; it makes statements; it generates discourses. Regardless of whether the CCTV Headquarters is physically open to the public for the time being, the building has already launched a public debate about the openness of CCTV or China in general. The CCTV Headquarters is a building that registers the wish of Chinese people to have a more open society, and it records the responses of the state to such a wish under various socio-political conditions. The public meaning of the CCTV Headquarters hinges not only on how open physically the building is to the public, but also on the continuous discourses that it can generate. In the contemporary Chinese context, only discourses can question, challenge, and clarify the meaning of "public" and "opening up." Only discourses can identify for China its genuine needs and the appropriate approaches to move forward. Since its formal completion in 2012, the CCTV Headquarters has continued to be a site for discourses. The building has been serving its purpose to create public meaning at the metaphorical level. The CCTV Headquarters is not only witnessing but also participating in the opening up of China.

### Shifting Meanings of Skyscrapers

Both SZSE and the CCTV Headquarters are skyscrapers liberated from the race to reach for the sky. They have revealed possibilities of skyscrapers in creating public meaning in the urban context: innovation in the skyscraper typology is not solely about technology and going higher and even higher or becoming more green and more green; it is also about how the skyscraper, as an architectural typology, can engage with the context in unique ways to register history, to address current situations, and to generate future forms of architecture.

Engagement with the ever-changing context enables skyscrapers to constantly acquire new meaning. The public spaces created by SZSE will have layers of histories as it begins to be filled with different activities over time. Interaction with the city led to the multiple identities of SZSE: it is a skyscraper in the CBD; it is the home of an important international financial institution; it is the public plaza for the CBD of Shenzhen; it is a site of collective memories of Shenzhen people.

The CCTV Headquarters, capturing a unique moment of China's development and embodying the discourses about China's architectural and social movement, will serve as a significant reference point from which new discourses are and can be generated. The discourses will in turn continuously shape the meaning of the building as history evolves.

Both SZSE and the CCTV Headquarters have reinvented the skyscraper typology not by looking up at the sky but by looking specifically at their own context. They have launched a dynamic assortment of possibilities for skyscrapers, making the paradoxical statement: reinvention of skyscrapers is not about skyscrapers but everything around the skyscrapers. It is not about static aspirations but dynamic interactions that push the skyscraper typology beyond its limits.

媒体机构是意念传播的工具，但大多媒体机构的大楼却“静”得很，未能探索其在城市层面上的潜在可能。央视大楼的不同，在于它把建筑和媒体紧扣在一起。其媒介就是信息：央视大楼容纳媒体制作活动；它作出主张、产生舆论探辩。不论央视大楼现时是否实际开放给大众，它已普遍触发央视或中国是否开放的公共辩论。央视大楼是座显示中国人民祈愿社会更开放的建筑，而它亦正在记录国家在种种社会政治状况下对此诉求的回应。央视大楼的公共意义，不只在于大楼实际对大众有多开放，也在于它所引起的持续舆论探辩。在当代中国的背景下，只有舆论探辩能质疑、挑战和澄清“公共”和“开放”的意义。只有舆论探辩可以为中国认清它真正的需要，以至向前走的合适方向。自2012年正式落成以来，央视大楼一直是个舆论探辩的地方。央视大楼发挥其作用，在象征层面上创造公共意义。它不只见证着中国的开放，更参与了其中的发展过程。

### 摩天大楼的意义转变

深交所和央视大楼都是从高空竞赛中获得解放的摩天大楼，展示了摩天大楼在城市文脉中创造公共意义的可能性：摩天大楼的创新，不只在于科技、越建越高或更加节能环保；也在于摩天大楼作为一种建筑类型，如何能以独特的模式紧扣城市文脉，从而展现历史、探讨现状，并产生建筑的未來形态。

城市文脉瞬息万变，与之紧扣让摩天大楼能持续获得新的意义。深交所所塑造的公共空间伴随时间进程汇聚不同的活动，因而会有层层历史。与城市的互动，使深交所有着多种角色：它是中央商务区里的一座摩天大楼、一所举足轻重的国际金融机构的基地、深圳中央商务区的公共广场，带有深圳居民集体回忆的地方。

央视大楼捕捉中国发展史中独一无二的瞬间，并蕴含关于中国建筑与社会运动的舆论探辩，将作为重大的参考点引起并汇聚新探辩。这些探辩将继而随历史的流转化，持续塑造大楼的意义。

深交所和央视大楼都通过探索其特有背景，而非向高空发展，来重塑颠覆了摩天大楼的建筑类型。这两座建筑都为摩天大楼造就了多样可能性，并带出看似矛盾的悖论：摩天大楼的重塑不在于摩天大楼本身，而是所有围绕摩天大楼的事物。这不在于静态的愿望，而是在于使摩天大楼类建筑突破极限的动态互动。



Figure 12. CCTV Headquarters is a site for both architectural and social discourses. Source: (c) OMA / Jim Gourley  
图十二. 央视大楼是建筑和社会层面上的探辩之地。来源: (c) OMA / Jim Gourley