Leslie Daphne Rios & Yiqun Yang

MT.RIVER

PANJIA YUAN ANTIQUE MARKET
We fell in love with the bustle and comrades we found in the market. The amount of exchange between the merchants, the visitors, the tourists, the residents, the community. Exchange of goods and treasures, and also words, conversations, friendships.

We felt we saw a glimpse of the Chinese spirit in this market.

Daphne & Yiqun
The global Chinese antique art market reached a total of $7.9 billion in 2014, and there are 721 auction companies sell Chinese antique art, which reach the peak in the history. Chinese antique art sales in mainland China took 70.7% of the global market. Beijing-Tianjing district reached $3.59 billion which is the hottest area of Chinese antique art and 98% was occupied by Beijing.

The western countries art market have a relatively complete market chain which is formed by brokers, artist, critics and collectors. These different characters function in a “triangle” mechanism, the auction, exhibition and gallery, which help the circulation of art works and to form the art industry chain.

Pan Jia Yuan Market, as a typical antique market in China, the function relationship is very simple which is between merchants and buyers. Compared to the antique art, 798 art district, as a typical modern art market in China, has a relatively complete market chain which is formed by several different functions and this is the cause of its attractiveness.

Antique District Site Plan

GEOGRAPHICALLY & HISTORICALLY

Western Countries Art Market

Chinese Art Market

Pan Jia Yuan Market, as a typical antique market in China, the function relationship is very simple which is between merchants and buyers. Compared to the antique art, 798 art district, as a typical modern art market in China, has a relatively complete market chain which is formed by several different functions and this is the cause of its attractiveness.

4 peak times of Chinese antique collection in history

Historically we just encountered the 4th peak in antique economic boom in 2010 in all of Chinese history.
MARKET STUDY

Studying culturally and historically rich markets around the world helped find the essentials of market worldwide to learn from them and have the ability to serve visitors from around the world. The intangible heritage is the core to increase the local identity of market and attract visitors.

CHINESE MARKET STUDY

We tried to find the intangible heritage of Chinese market. The famous Chinese painting—"Along the river during the qingming festival" presents a picture of Chinese market in 900 years ago. Most of the activities are centralized in a business street, including vendors, shops, theater, teahouse and so on. The quiet courtyards and gardens are behind the street which are used by the merchants and residents. This kind of form provide possible for the multiple functions of market.

The courtyard study helped to understand the Chinese culture, like the hidden axis and circulation in courtyard and the human scale. At the same time, the division of view which is perfect used in Chinese garden help to build the sense of exploration. These help us to think about the market design.

MT. RIVER PANJIA YU ANTIQUES/CRAFT MARKET
IDEAS

Our idea is to keep the intangible heritage of old Chinese market—the street market and build a humanistic scale for visitors. The street and courtyard model provides the possibility for the combination of multiple functions which help Pan Jia Yuan Market to be the incubator in this area and drive the form of antique industry chain.

Basically, we promote five core concepts: street, boundless, program, roof and core. If the street is like a river that is inundated with people and other activities, the roof is like a mountain that is quiet and beautiful. It provides a quite space for different purposes and also solves the rainwater problem. They are like a Chinese mountain and river painting which pursue a statement to balance the relationship between people and nature.

Idea sketches

SREET

Studied from the painting, a street is created on the site, filled with places, gardens and other programs. The most attractive things are centralized in this street. At the same time, the zigzag street takes the place of straight street which help to build the feeling of exploration and maximize the frontage of street. The spaces which are resulted from this kind of street can provide more activities for people and lead their directions.

Idea sketches

MT. RIVER PANJIA YUAN ANTIQUE CRAFT MARKET
BOUNDLESS
There is no boundary between the market and surroundings. The secondary roads are used to distribute the people in main axis, and at the same time, connect the market with nearby communities.

PROGRAM
The courtyard idea help to build a different space which are more private and quite than main axis. In this way, the program needed quite space is easily arranged in the backyards and upper levels. People have different demands can directly find the space and would not be disturbed.

VISITORS are normally centralized in main axis to enjoy the fun of stalls and other recreation programs.

COLLECTORS like to choose quite club, galleries or auctions.

STUDENTS can learn different traditional Chinese culture in the workshop.

ARTIST stay in the deepest space which is good for their creation.

RESIDENTS like to stay in the quite parks.
Leslie Daphne Rios & Yiqun Yang

The big pieces of roofs help to keep the coherence of the market. In addition, studied from the courtyard, the angle of roofs help the rainwater falls into the courtyard. The bio-swales and water collectors help to collect the water falls from the roof.

Centralizing the most essential component is crucial for the implementation of its success. A strong cultural core is the foundation of this project, where culture is spread through knowledge.
These various diagrams highlight the order and level of program through the design of the market site.

The main street connects with two important points. One is on the northwest of the market, which has a small green park and several services. It is also the central point of traffic. We think this corner has the potential to be a service core.

The other one is on the southeast of the market, which is near the subway station. Most of the visitors come to the market from this point.
We reorganized existing programs into new programs to minimize the categories and serve different characteristics per category. The new merchandise placed on site by popularity and functional needs.

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For a more dynamic market, we introduce different programs to organize the core value of the district, even in Beijing and China. It is not just a place for shopping antiques, but also feeling culture. Gradually, it will become a multi-center for different visitors.

In Panjiayuan district, antique merchants began to appear in 1992. Low rent prices and convenient transportation attracted numerous antique vendors and art collectors. At first, most of the stall space on the ground floor was occupied by antique stalls, and a few stalls on the second floor, which were usually smaller and lower in price.

Over time, prices in Panjiayuan district rose. The symbol of Beijing antique market, and more and more antique merchants came in to find different management roles, including the auction company. In this time, Panjiayuan district became a special exhibition+storage container to absorb diverse programs and increase its influence.

Panjiayuan market is centralized with different programs for different types of visitors, even in Beijing and China. It is not just a place for shopping antiques, but also feeling culture. Gradually, it will become a multi-center for different visitors.

The order of programs fades gradually from public to private along the horizontal and vertical levels in terms of different demands and users.
The entry points are welcomed by public service functions. Along the main route, signage is on both sides, the can use different levels of selling, the foreground is the ground selling, the middle ground is the stalls on the frontage of courtyard and the second floor wing, through the main axis, you are led to the main entrance, the frontage are the entrances to the courtyard. Until you reach the culture center, where the axis meet together, the can use different guiding cues to the culture center that has an open-air quality, and it has multi-purpose, such as resting, lounging, theater and other non-trace activities.
Leslie Daphne Rios & Yiqun Yang

PANJIAYUAN ANTIQUES/CRAFT MARKET

MT. RIVER SHOPS

‘O’ COURTYARD

UNITS CIRCULATION

FUNCTION
MERCHANDISE SPACES
SHOPS AND STALLS
SMALL TO MEDIUM SIZE

‘O’ SECTION
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PANJIAYUAN ANTIQUES/CRAFT MARKET

MT. RIVER

‘9’ COURTYARD

UNITS CIRCULATION

FUNCTION
MERCHANDISE SPACES
SHOPS AND STALLS
MEDIUM TO LARGE STALLS
SEMI-INCLUSIVE

‘9’ SECTION
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PANJIAYUAN ANTIQUES/CRAFT MARKET

MT. RIVER

'8' COURTYARD

UNITs CIRCULATION

FUNCTION
EDUCATION AND ARTISTS
WORKSHOPS, AUCTION, STUDIOS
LARGE SPACES
SEMI-EXCLUSIVE

'S' SECTION
TRADITIONAL ART CULTURAL CENTER

Provide a centralized anomaly to serve the users and allow them to learn about the craft and culture of traditional art in Beijing.

‘Courtyard Inside Out’
The idea of a box within a box to entertain and educate visitors of the market in order to spread culture through art.
Our idea is to provide an anomaly within the market to experience culture with more than just purchasing an object but to be able to spread the cultural feeling found in Pna Jia Yuan market. This project helps us to understand much more about Chinese culture and the processing of design. Thank you.