

## A NEW HUB FOR CULTURAL CREATIVITY OPENS ITS DOOR

Hunan Broadcasting System Program Production Centre



As the leading project of the Malanshan Cultural and Creative Area, Hunan Broadcasting System (HBS) Program Production Centre opened its door for China Jinying TV Art Festival in November 2022. Located at the east of the Hunan International Convention & Exhibition Center and the south of the Window of the World, the site is also a new city land mark in Hunan Province, covering a site of 7.3 hectares and total GFA of about 230,000 m<sup>2</sup>.

### Hunan Broadcasting System Program Production Centre

Changsha, Hunan, China

**Architect:**

HPP Architects,  
Tongji Architectural Design

**Completion:** 2022

**Products:**

AQUAPANEL® Cement Board Outdoor  
AQUAPANEL® Accessories

**Type of building:**

Cultural

**Application area:**

18,000 m<sup>2</sup> façade

## HUNAN BROADCASTING SYSTEM PROGRAM PRODUCTION CENTRE

Serving as a TV program production base, the Centre features large performances, film and TV program production, art exhibitions, creative workshops and visitors entertainment. The Centre has adopted the design concept of "One Axis with Multiple Centres", which resembles the terrain as ceremonial stairs. Equipped with all studios and supporting facilities, the central axis extends from the entrance square in the west to the ceremonial plaza in the east.

With its highlight of "Colorful Boxes", the site has five rows of boxes built, consisting of one art gallery, six TV production studios. Starting with an Art Gallery, it acts as a gate symbol for the ceremonial TV visitor axis. Following that, the studio cluster is made up of another five boxes, where top entertainment programs and dramas of Hunan TV will be recorded. Inspired from the Hunan TV identity, the main façade is coated with colors, gradually changing from yellow into bright red. As the gate landmark to Changsha City from the east, an office loop is supported by eight columns like a crown floating on the mountain.

The architects at HPP paid special attention to the smooth exterior surface in the colorful boxes, which requires no visible or open joints in the façade. Considering the requirements of no cracks or splits in the appearance in distant future, AQUAPANEL® Cement Board Outdoor was ultimately selected for the exterior walls with its accessories, as part of the proven system solution.

AQUAPANEL® Cement Board Outdoor is made of a core of aggregated Portland cement and reinforced on both sides with a glass fibre mesh. Due to its full water-resistance, the cement board withstands both moisture and direct contact with water, which makes it perfect as a dry and solid substrate, along with paint finish for the colorful boxes. The unique structure of the board can be bent without pre-processing, which offers more design opportunities. In addition, the expansion joints only need to be installed every 15 metres, allowing for a continuous area of up to 225m<sup>2</sup>, keeping the monolithic look of the building.

During the project, Knauf Aquapanel team provided the architect, contractor and installer with technical details as well as to ensure everything was installed using the correct procedures. Thanks to the fact the AQUAPANEL® Cement Board is light drywall system, the installation went very quickly and smoothly.

