



Outward appearance of SOHO's modern city in Beijing

SOHO space concept in a mixed way, thoroughly breaking up the traditional multi-room and multi-hall pattern. The interior partition of respective dwelling units gives people a sense of spaces. A drawing room can be used as a studio as well as a displaying hall at the same time; the master room can lead to the living room; and bedrooms can open onto each other. With the assistance of broadband internet, the inside and outside of the SOHO modern city can be linked up together. Very soon the SOHO concept was deeply rooted among people. This complex consisting of ten 30-story high-rises for both commercial and residential uses became a creative sample of Chinese real estate and then it was selected into Harvard's teaching material as a representative work of Chinese creative ideas. Mr. Pan Shiyi, chairman of the board of SOHO China, told the media "Creative idea is a mixture of abstract and subjective ideas. Different times have different clothing just as different times have different architectural arts with their respective contemporary features. The SOHO idea of SOHO China embodies an entirely new dwell-