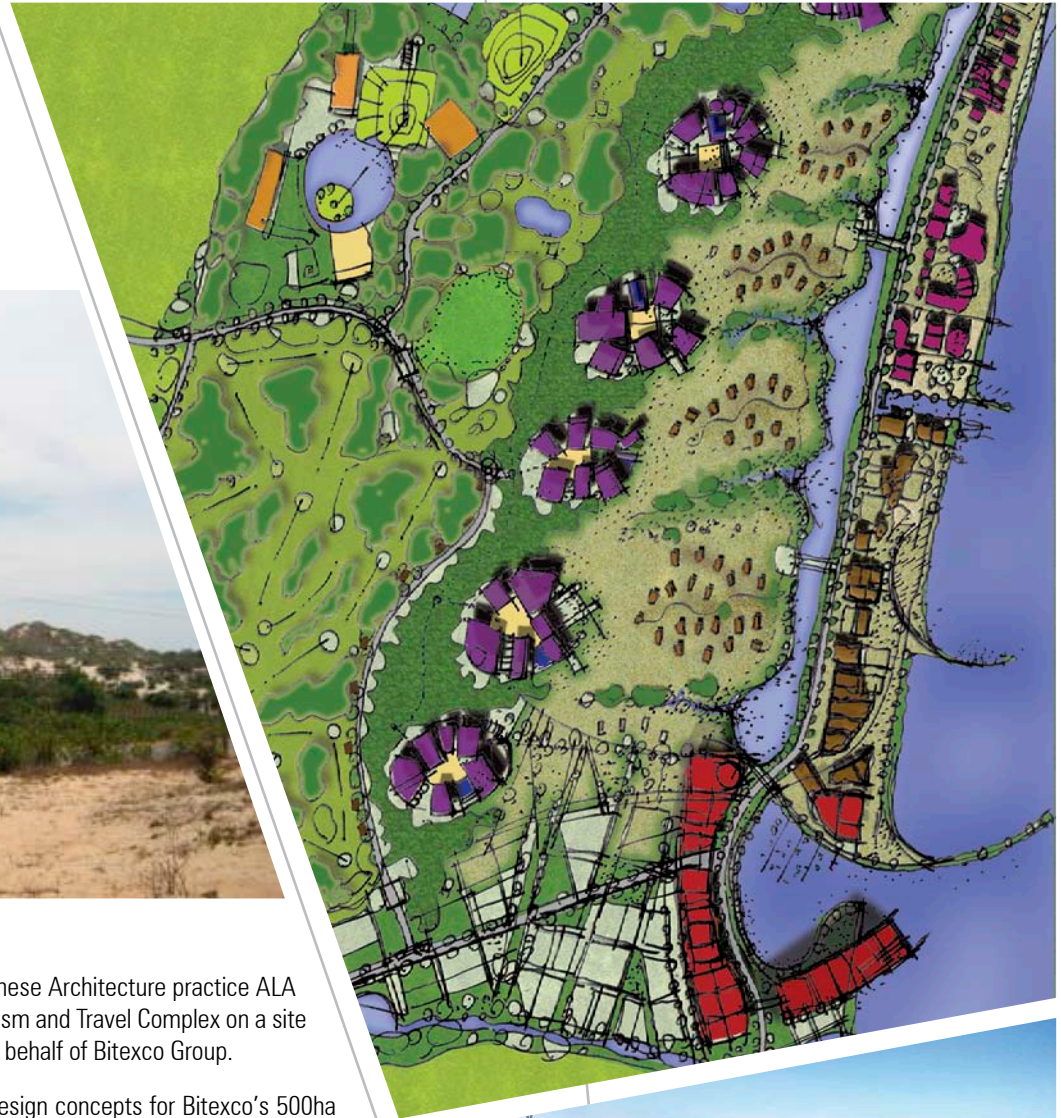


the urban centre tourism and travel complex project phan thiet, vietnam



client:
Bitexco Group, Vietnam

project team:
hansen partnership
ALA Architects

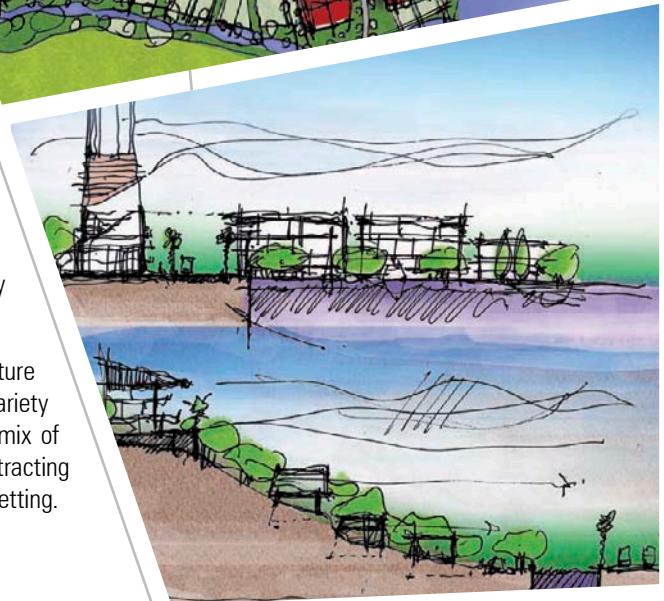


project description:

hansen partnership in association with Vietnamese Architecture practice ALA prepared concept design for a New Urban, Tourism and Travel Complex on a site to the south of the coastal city of Phan Thiet on behalf of Bitexco Group.

The proposal, which format part of a suite of design concepts for Bitexco's 500ha coastal site sought to realise a viable combination of destination uses on the land, designed in a manner that complemented the open coastal and sand dune setting. The opportunities and constraints of the land made development of the challenging, with existing housing, land stability and environmental factors determining land capability and shaping an innovative design response. The **hansen** concept challenged the natural inclination towards high rise resort development and sought to achieve an environmentally responsible solution.

The proposal included a range of accommodation options across the land including signature hotel, waterfront and bungalow housing nestled into sensitive dunal landscapes; a variety of vibrant recreation and sporting facilities on elevated flat land and a carefully tailor mix of commercial uses servicing the hotel and marina sector. The design concept focused on attracting guests to world class tourism and entertainment facilities in a unique urban and natural setting.



urban planning urban design landscape architecture

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