

BEI

首北兆龙 BEI Zhaolong

时代新生的复合型高端文化商业综合体
The New Era's High-end Cultural & Commercial Complex

北京市朝阳区工体北路2号
No. 2 North Worker's Stadium Road, Chaoyang District, Beijing

BEI



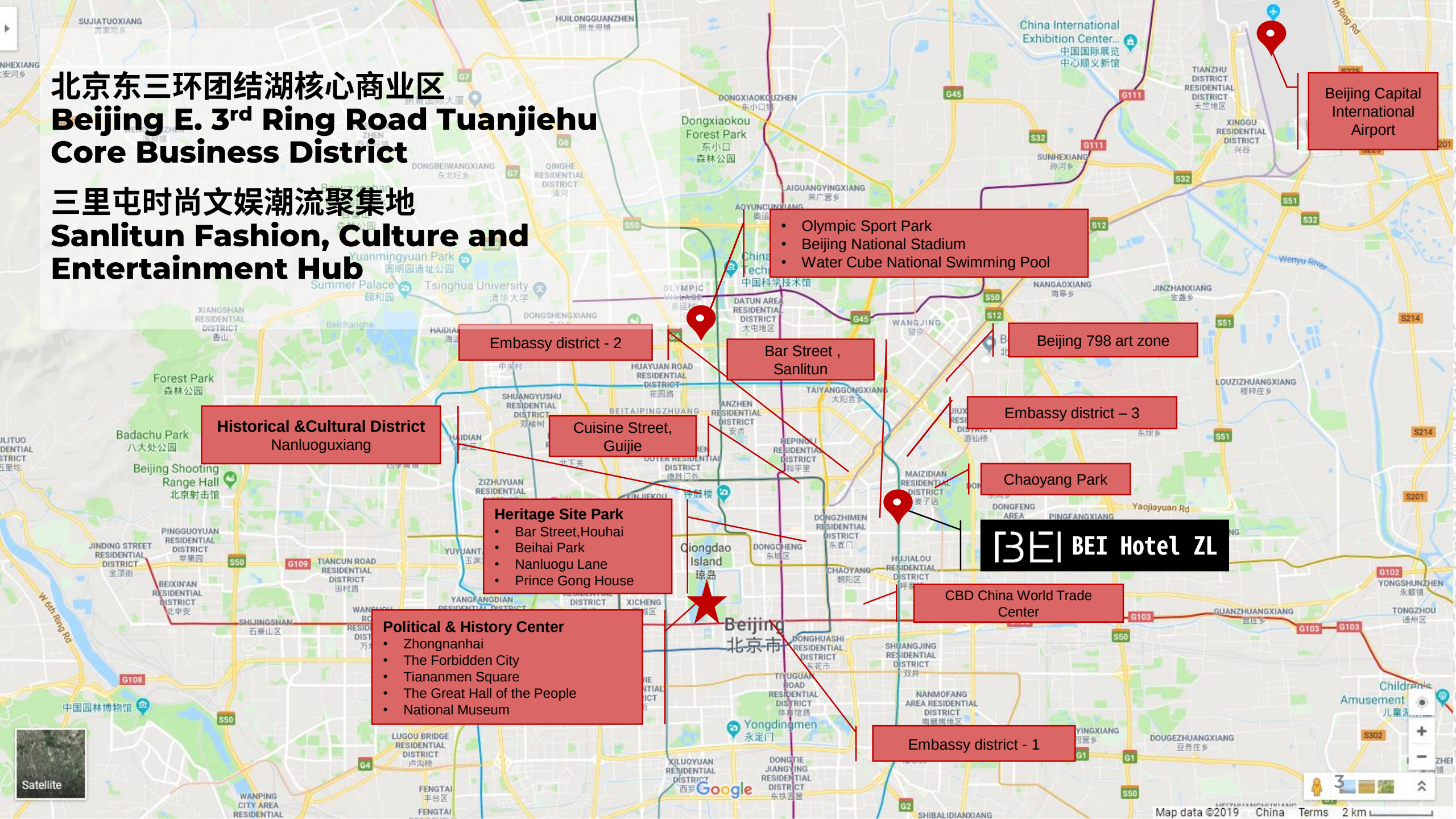
[机场] 距北京首都国际机场：24公里
[火车站] 距北京火车站：3公里
[市中心] 距天安门广场：4.5公里
[CBD] 距国际贸易中心：1公里



[Airport] 24 km from Beijing Capital International Airport
[Railway Station] 3 km from Beijing Railway Station
[City Center] 4.5 km from Tiananmen Square
[CBD] 1 km from China World Trade Center

北京东三环团结湖核心商业区 Beijing E. 3rd Ring Road Tuanjiehu Core Business District

三里屯时尚文娱潮流聚集地 Sanlitun Fashion, Culture and Entertainment Hub



Historical & Cultural District
Nanluoguxiang

Embassy district - 2

Bar Street ,
Sanlitun

Beijing 798 art zone

Heritage Site Park
• Bar Street,Houhai
• Beihai Park
• Nanluogu Lane
• Prince Gong House

Political & History Center
• Zhongnanhai
• The Forbidden City
• Tiananmen Square
• The Great Hall of the People
• National Museum



Qiongdao Island
琼岛

Chaoyang Park

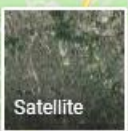
BEI BEI Hotel ZL

CBD China World Trade
Center

Embassy district - 1

Beijing Capital
International
Airport

• Olympic Sport Park
• Beijing National Stadium
• Water Cube National Swimming Pool



历史与传承 History and Heritage



- 1981-07：世界船王包玉刚先生捐资1000万美金在北京筹建兆龙饭店
- 1983-09：邓小平同志亲笔题写店名
- 1985-10：兆龙饭店盛大开业
- 2002-07：20年庆重塑新颜，砥砺前行
- **2019-09：35周年全新升级，献礼70年国庆！**
- 1981-07: “King of the Sea” Sir Yue-kong Pao donated \$10 million to develop Zhaolong Hotel in Beijing
- 1983-09: Comrade Deng Xiaoping personally inscribed name of the Hotel
- 1985-10: The Grand Opening of Zhaolong Hotel
- 2002-07: 20 Years Celebration with renovation
- 2019-09: 35th Anniversary with inside out rejuvenation, tribute to the 70th National Day!

时代新生的复合型高端文化商业综合体

The New Era's High-end Cultural & Commercial Complex



BEI·艺术文化

BEI Art culture

文化活动·艺术展览·娱乐交流
Cultural Activities· Art Exhibitions and Entertainment Exchanges



BEI·高端物业

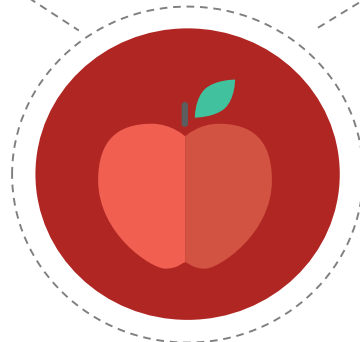
BEI High-end property

联合办公·长租公寓·共享空间
Co-Work· Co-Living
·Shared Social Space

BEI·兆龙饭店

BEI ZHAOLONG Hotel

客房·商务·宴会·社交
Guestroom · Business Banquet· Socialization



BEI·心动美食

BEI Heartbeat food

米其林星·火锅·西餐·创意菜
MichelinStar·Hotpot·Western
·Creative Cuisine



都市新精英生活典范！Novel Urban Elite Life



时代新生
New era New
lifestyle

多媒体交互
Interactive
Multimedia

文化创意
Cultural
creativity

专业教育
Professional
education

房地产投融资
Real estate investment
and financing

社交&影响力中心
Social & Influence Center

活动
Events

创新型商业模式
Innovative
Business Model

开放&合作
Open &
Cooperation

共享空间
Shared space

绿色自然健康
Green Natural
Healthy

住宿 工作 玩乐
Stay Work play

创造性
Creativity

历史建筑艺术
History
Architecture
Heritage Art

已入驻品牌 The Brands

1. **话梅网 (HARMAY)** 京城第一家线下实体旗舰店
HARMAY -The first offline flagship Store in Beijing
2. **STEY** 来自瑞典的共享居住品牌，专注服务式公寓和共享生活空间打造。A co-living brand originated from Sweden, providing serviced apartments and shared community spaces.
3. **M-Fit健身工作室** fitness studio
4. **Ling Long** Fine Dining Restaurant
5. **麦隆咖啡 (MELLOWER COFFEE)**，以咖啡全产业链建设为支撑的中国精品咖啡引领品牌。The leading brand of Chinese artisan coffee supported by the whole coffee industry chain
6. **菁蓉无界**共享办公 Co-working space

More surprises, wait for you to find out!





[3E]

首北兆龙前广场

BEI Zhaolong Front Square



[BE]

前广场酒店及商业区域入口

Front Plaza Hotel and Business District Entrance

一楼平面图 L1 Layout





[3E]

一楼画廊大厅 L1 Gallery Hall



[3E]

一楼画廊大厅 L1 Gallery Hall





[3E]

一楼画廊大厅 L1 Gallery Hall



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一楼中庭 L1 atrium --The Stage



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一楼中庭 L1 atrium --The Stage

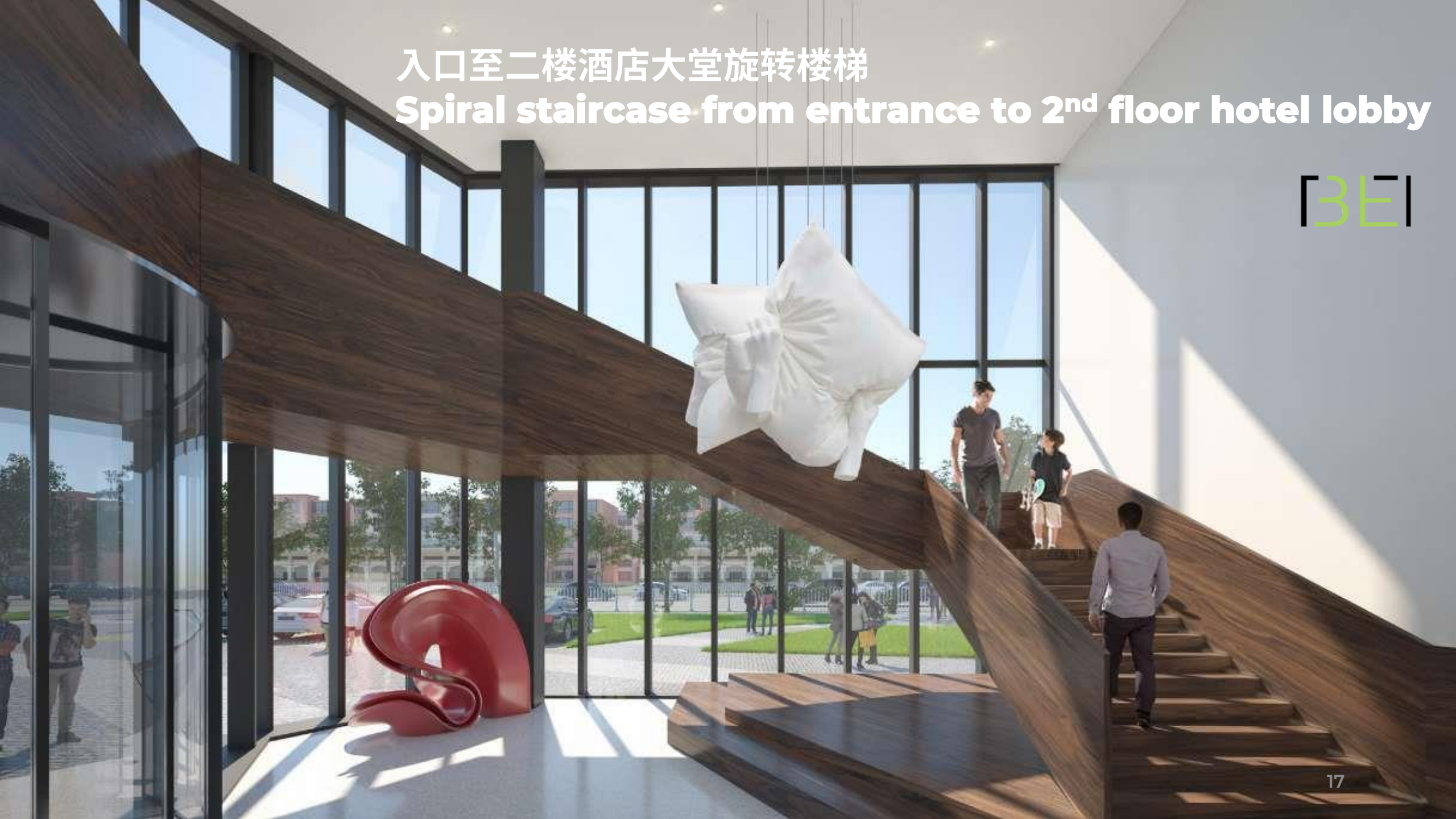
空间使用参考 Space Usage Reference

L1商业区Business zone	面积 Area	商业路演 Commercial Roadshow	现场表演 Live Performance	发布会 Product Launch	艺术策展 Art Curation
六边形中庭 The Stage	175m ²	100人	100人	100人	不限Unlimited



入口至二楼酒店大堂旋转楼梯
Spiral staircase from entrance to 2nd floor hotel lobby

[BEI]



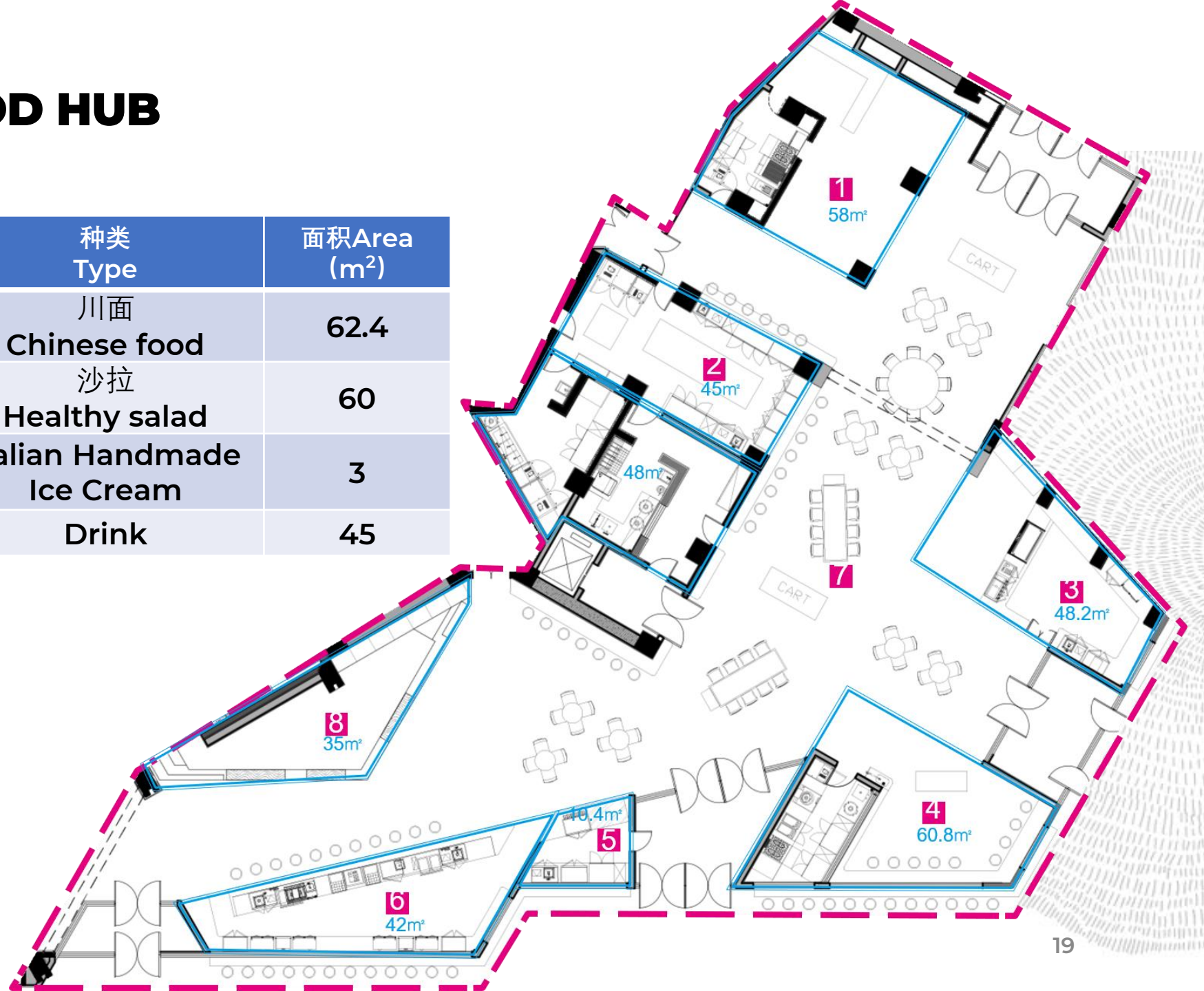


BEI美食空间 BEI Food Hub



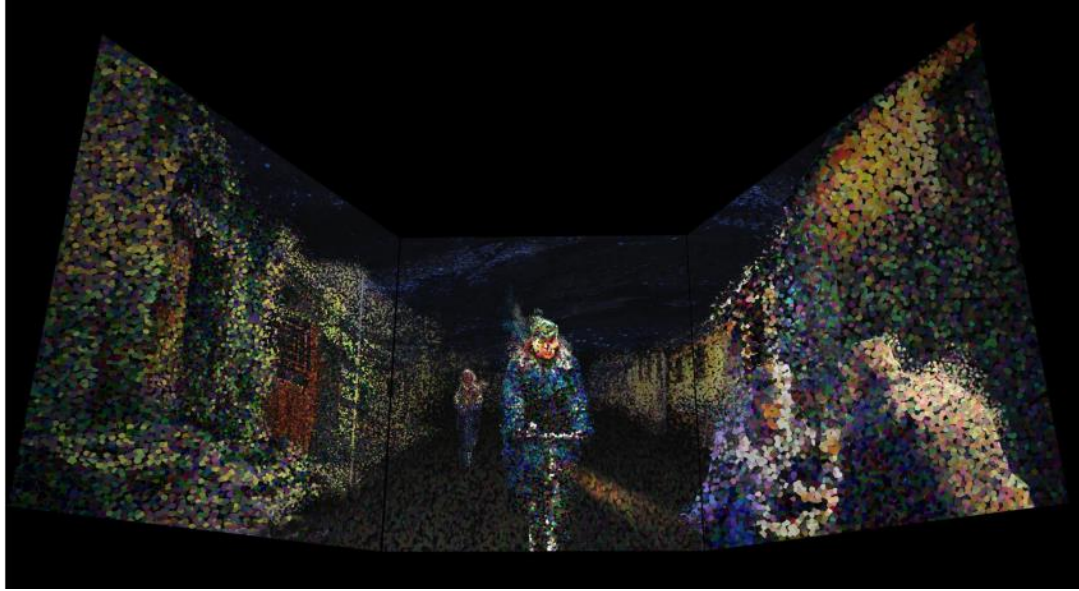
L1-1 美食空间 FOOD HUB

品牌名称 Brand	餐饮名称 Shop name	种类 Type	面积Area (m ²)
FOOD HUB	七辛面铺	川面 Chinese food	62.4
	ROOPTPOP	沙拉 Healthy salad	60
	意大利手工冰淇淋	Italian Handmade Ice Cream	3
	REN Bar	Drink	45



一楼中庭多媒体新视觉故事秀

L1 The Stage Multimedia Show



后街多媒体新视觉投影故事秀

Backstreet Orbital Mirror Projection Show

- Theme: City love and dream
- Elements: Music, story, visual

- 主题：城市之爱与梦想
- 元素：音乐、故事、视觉



面积Area : 450m²

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一楼活动空间：BEI创新中心

L1 Event Space : The Infinity Box



[BEI]

后街 Backstreet

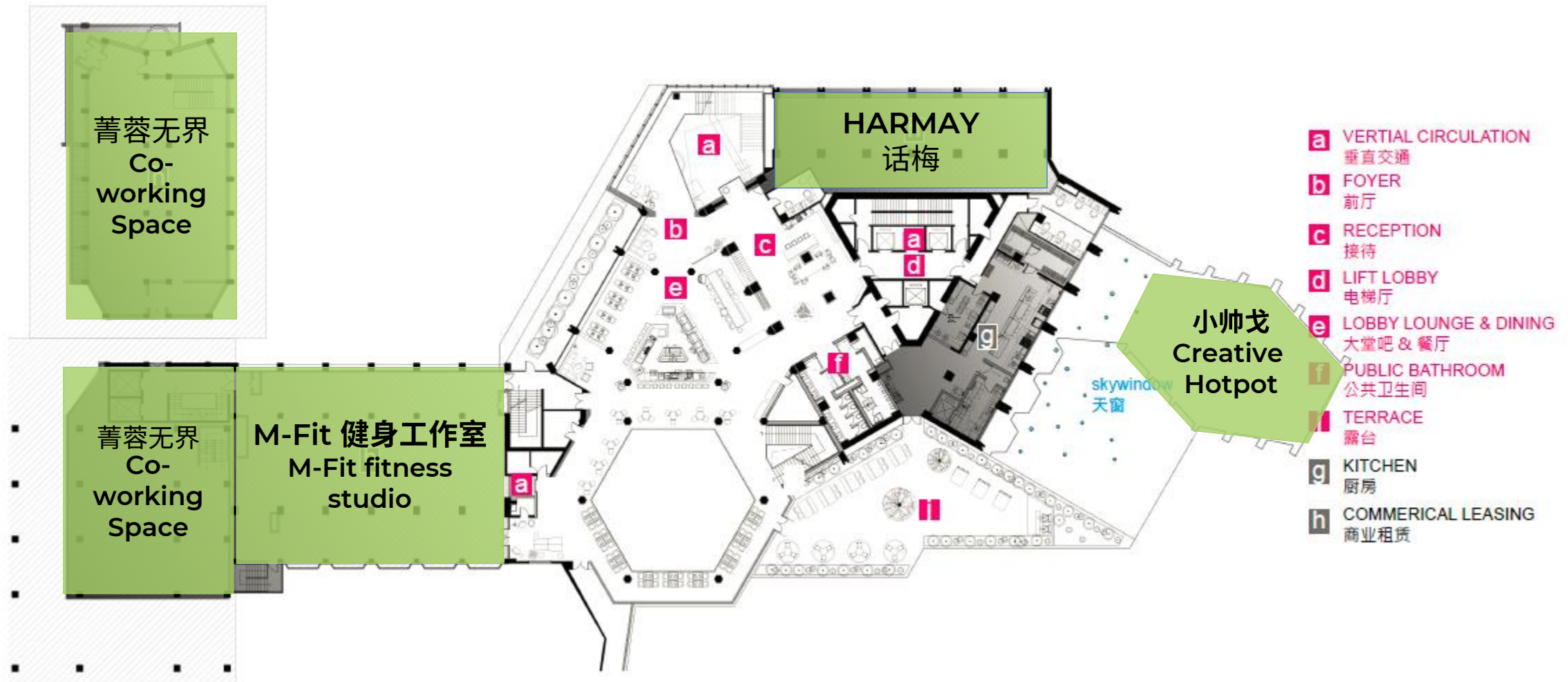
东起东三环辅路及地铁十号线出口，西至盈科中心及三里屯

From E. 3rd Ring Road & Metro Line 10 Exit to Pacific Century Place and Sanlitun

ZHAO LONG HOTEL RE-DEVELOPMENT PUBLIC

兆龙饭店公区改造

二楼平面图 L2 Layout



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[3E]

二楼酒店大堂吧 L2 Hotel lobby bar



L2 M-Fit 健身工作室 L2 M-Fit Fitness Studio

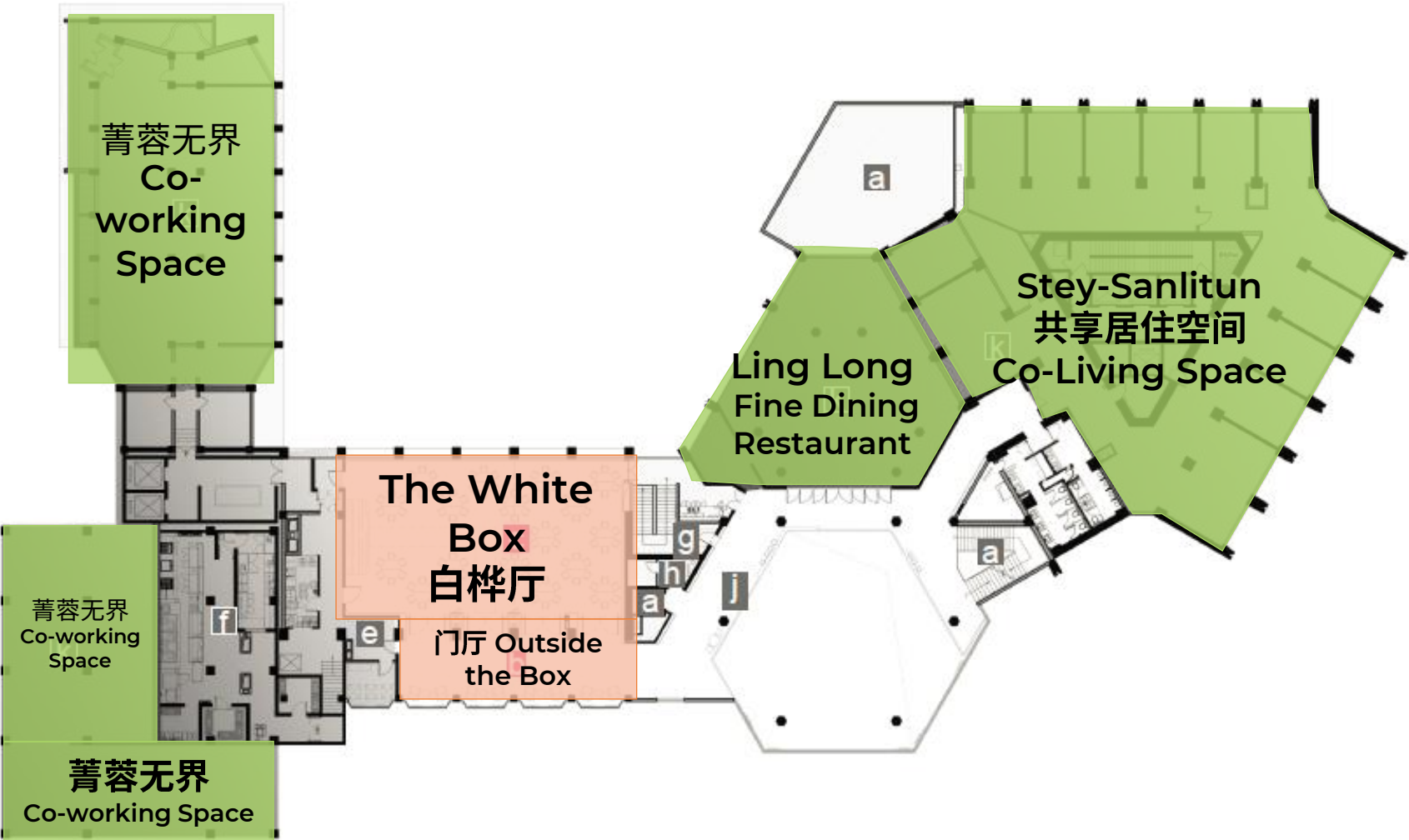




首北兆龙饭店崇尚自然健康的生活方式，位于2层精选餐厅及酒吧每周或每月都会推出不同主题的特色美食与鸡尾酒风情特调，让客人在享受舒适住宿服务的同时，用舌尖尽情体味专属的无国界独特韵味。

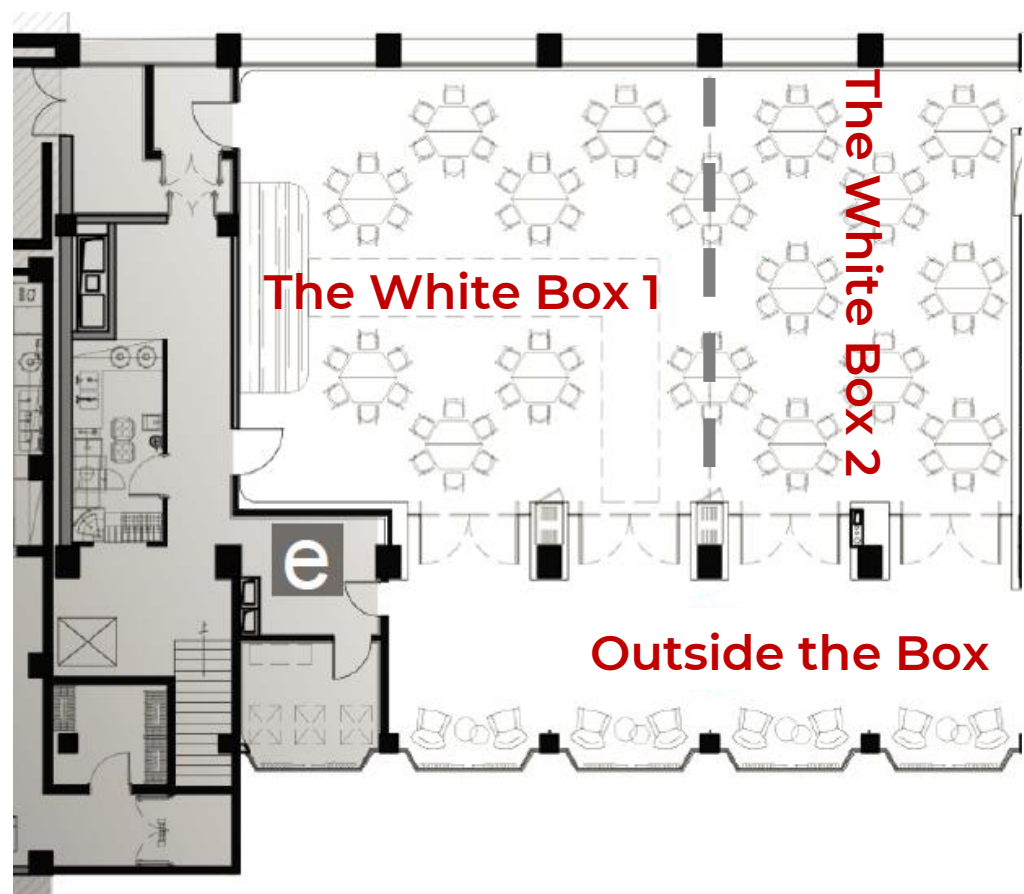
BEI ZHAOLONG Hotel advocates a natural and healthy lifestyle. The 2nd floor select restaurants and bars offer special themes and cocktails on a weekly or monthly basis, allowing guest to enjoy the comfort of stay while enjoying unique borderless taste.

三楼平面图 L3 Layout



- a** VERTIAL CIRCULATION
垂直交通
- b** PRE-FUNCTION
前厅
- c** MULTI-FUNCTION
多功能厅
- d** PUBLIC BATHROOM
公共卫生间
- e** B.O.H
后勤空间
- f** KITHCEN
厨房
- g** CLOAKROOM
衣帽间
- h** BUSINESS CENTER
商务中心
- j** PRE-FUNCTION BAR
前厅吧台休息区
- k** COMMERCIAL LEASING
商业租赁

三楼宴会厅 L3 Ballroom



L3宴会厅 Ballroom	面积 Area	宴会 Banquet	酒会 Reception	教室式 Class	戏院式 Theatre
白桦厅1+2 The White Box 1+2	240m ²	150人	180人	120人	160人
白桦厅1 The White Box 1	144m ²	80人	100人	80人	100人
白桦厅2 The White Box 2	96m ²	40人	30人	40人	50人
前厅 Outside the Box	103m ²	40人	60人	60人	70人

多媒体灯光控制：极光模式 Multimedia Lighting Control: Aurora Mode



[3E]

三楼多功能宴会厅：白桦厅

L3 Ballroom : The White Box

多媒体灯光控制：星空模式 Multimedia Lighting Control: Star Mode



[3E]

三楼多功能宴会厅：白桦厅
L3 Ballroom : The White Box

多媒体灯光控制：日光模式 Multimedia Lighting Control: Solar Mode



[3E]

三楼多功能宴会厅：白桦厅
L3 Ballroom : The White Box

活动模式参考：宴会模式
Activity reference: wedding banquet



[3E]

三楼多功能宴会厅：白桦厅

L3 Ballroom : The White Box

活动模式参考：会议模式 Activity Reference: Conference



[3E] 三楼多功能宴会厅：白桦厅
L3 Ballroom : The White Box

宴会厅前厅 Outside the Box



适用于沙龙、路演等小型活动，以及大型活动的场外签到、候场、茶歇及用餐等功能性服务。

Suitable for small-scale activities such as salon, road show, etc. and functions of off-site check-in, waiting, tea break and dining for large-scale activities.



首北兆龙饭店客房

BEI ZHAOLONG Hotel Standard Room



首北兆龙饭店拥有不同类型的客房200余间，位于9层至19层，20-21层为多功能套房。

BEI ZHAOLONG Hotel has 200 rooms with different types from 9th to 19th floors, 20-21 floors are multi-functional suites.



3E

首北兆龙饭店客房

BEI ZHAOLONG Hotel Standard Room

A wide-angle, high-angle photograph of a city at night. In the foreground on the left, a large, modern building with a curved facade and many lit windows dominates the view. Below it is another building with a flat roof and a grid of windows. A wide, multi-lane road runs diagonally from the center towards the background, filled with cars whose headlights and taillights create long, blurred streaks of light. The background shows a dense urban landscape with various buildings of different heights, some with glowing windows, under a twilight sky transitioning from blue to a soft orange near the horizon.

BEI

| BEIJING | HONG KONG
| SAN FRANCISCO | TORONTO



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