

Project

Early World Civilizations

Client

Beston Development Co.
Xi'an, Shaanxi, China

Scope of Work

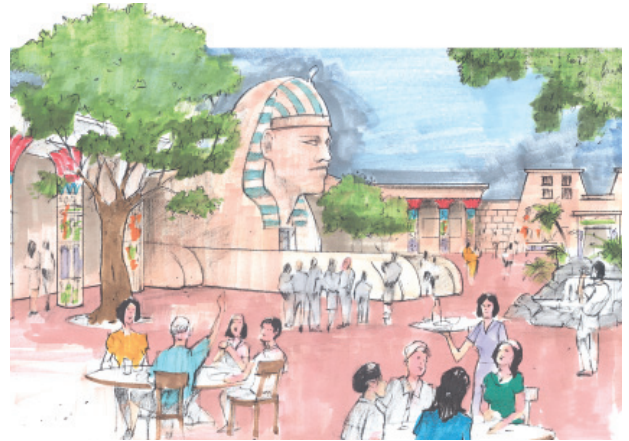
Master planning, creative design and project programming of a mixed-use development in Xi'an, China adjacent to the world famous Terracotta Warrior Museum.

Challenges

- "Capture" existing tourist base (2.3 million visits/ann.) exiting from the Qin Dynasty Terracotta Warriors museum as they return to the parking lot.
- Develop a companion complex providing the exhibit, food and beverage and retailing opportunities not available to the guest visiting the museum
- Provide the planning and environmental design for a themed mixed use complex intended to leverage the current visitation to the Museum while increasing the attendance to this site by local residents

The ITEC Solution

What better way can visitors to China's Terracotta Warrior Museum supplement their tour of the past, than to immerse themselves into an environmental full-scale replica of a Qin Dynasty village complete with rousing music, lively dance and of course, excellent food to accompany their shopping experience?



As they exit the Museum, visitors from around the world are invited to enjoy and explore *Early World Civilizations* where they can walk through an idealized village from the Qin Dynasty and experience ancient China as it was during the reign of Emperor Qin Shi Huang. They enjoy the pleasures of contemporary luxuries and amenities surrounded by the wondrous culture of China as it was when first unified as a nation 2,200 years ago.

Just beyond the walls of this village, visitors will also experience a taste of the environments and cultures of other significant early civilizations as they are presented utilizing their own distinct architectural styles such as Mayans, Greeks, Egyptians and Romans.

There are hours of adventure featuring culturally based live entertainment and shopping delights as well as a wide variety of regional and familiar culinary pleasures to be enjoyed at *Early World Civilizations*. There's also convenient overnight lodging accommodations in the appearance of a Qin Dynasty palace fit for an emperor.



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