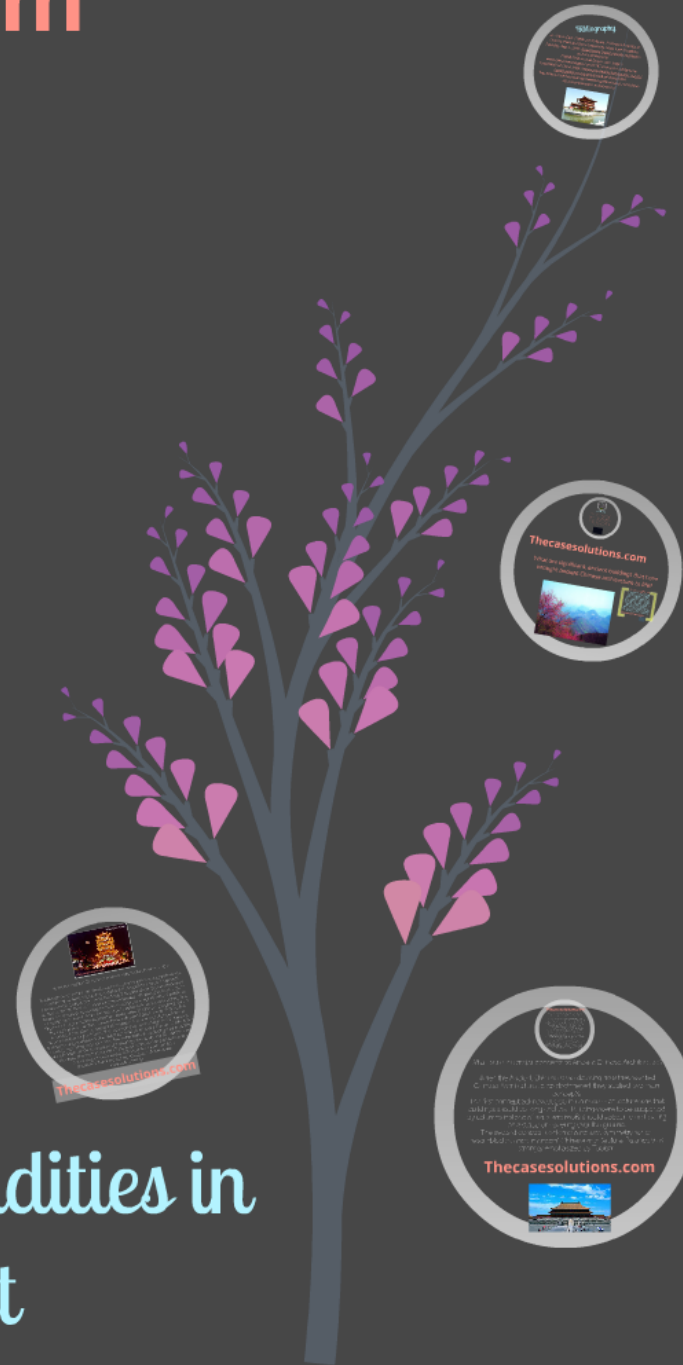
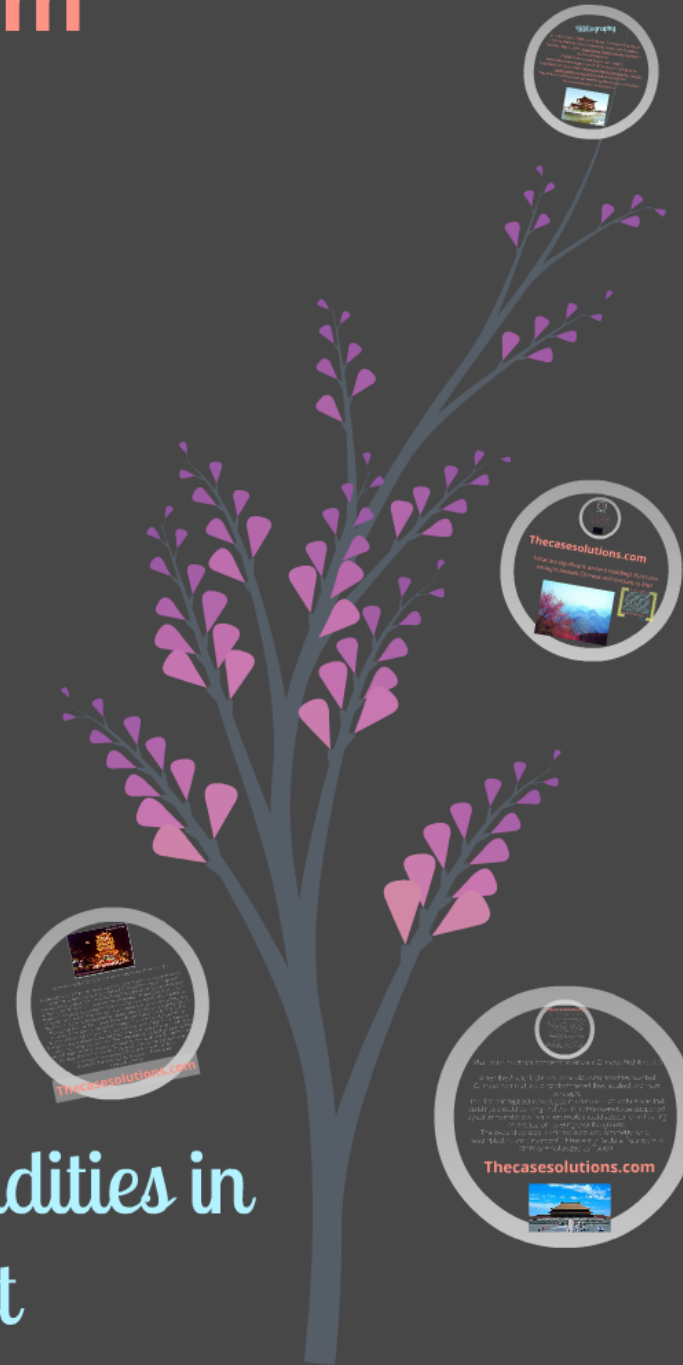


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Overcoming Corporate Rigidities in
the Dynamic Chinese Market

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Having a curriculum of cases offer
form and purpose to the work.

When most people contemplate ancient Chinese
architecture they think of the Forbidden City in
Beijing. The Forbidden City is a massive complex
of palaces and gardens. It is the largest and
most important of the four great palaces in
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of palaces and gardens. It is the largest and
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Beijing.

What were the major concepts to Ancient Chinese Architecture?

When the Ancient Chinese were devising how they wanted
Chinese Architecture to be deciphered, they applied two main
concepts:

The first concept acknowledged in Chinese Architecture was that
buildings should be long and low. Buildings were to be supported
by columns instead of walls and roofs should appear to be floating
on a cloud or hovering over the ground.

The second concept contemplated was symmetry, which
resembled balance in ancient Chinese architecture. Balance was
strongly emphasized by Taoism.

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How did a common ancient Chinese house differ from a house, palace or temple for the wealthy?

When most people contemplate ancient Chinese architecture they visualize elegant buildings with curved rooftops and red and gold walls. This widely recognized style of ancient Chinese architecture is associated with wealthy families who could afford such buildings.

However, a common ancient Chinese house was built from mud brick, contained one room and had a dirt floor.

This was a common house for the ancient Chinese nation because most people living in ancient China could not afford an elaborate house. The common ancient Chinese house was similar to a house in ancient Rome, West Asia or Africa.

The wealthy aspired to live in an elegant house, palace or temple. These structures were built under the strict guidelines of Taoism or other Chinese philosophies. The guidelines that defined Chinese structures have become widely recognized as ancient Chinese architecture.

Yellow Crane Tower



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Why are the roofs in Chinese architecture presented in such a way?

Roofs in ancient Chinese architecture protect and shield the residents from the elements (fire, earth, metal, wood and water). A significant factor to ancient Chinese architecture is the curved rooftops. The curved rooftops are important to the ancient Chinese civilization for they emphasize defense against evil spirits. Buddhists believed the curved rooftops would protect them from evil spirits for evil spirits were straight lines. Temple's roofs were made of glazed ceramic tiles. The roofs in ancient Chinese buildings would curve in different directions due to the location and weather. For example, in dry and barren areas of China the roofs would be plain, to capture and sustain the water that dropped down. However, in the south of China, there is a common and heavy rain fall, therefore, the roofs curve slantwise so the water can easily flow away. The arc at which the Chinese roof turns originates from the complex fit of supporting materials. The use of rods from short rafters would melt together to uphold the weight of the structure. The roofs in ancient Chinese architecture can also symbolize the ranking of social status. If the roof has been carefully decorated then it is clear the structure is the property of a wealthy family.

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Forbidden City

The Forbidden City, also known as the Palace Museum, is a complex of palaces and temples in the center of Beijing, China. It was the home of the Chinese emperors from the Ming and Qing dynasties. The complex is a masterpiece of traditional Chinese architecture, featuring a series of courtyards, halls, and gates. It is a UNESCO World Heritage Site and a major tourist attraction in Beijing.



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What are significant, ancient buildings that have brought ancient Chinese architecture to life?



Guilin Yao Mountain

What are significant, ancient buildings that have brought ancient Chinese architecture to life? Ancient Chinese architecture is an important component to the system of world architecture. Following the concepts of ancient architecture has gained the world many astonishing and unique structures still celebrated amongst the world today. The most widely known structure resembling ancient Chinese architecture is the Great Wall of China. From Palaces to houses ancient Chinese architecture is breathtaking and extravagant. Four significant ancient structures that carry forward ancient Chinese architecture are: The Forbidden city, The Great Wall, The Yellow Crane Tower and The Hanging temple.

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