



上海新天地

Xintiandi · Shanghai

THE MARKET

In the past, Shanghai was called the “Paris of the East”, renowned for its chic style and cosmopolitan living. Today, Xintiandi is a place that truly reflects that old saying about the city. Xintiandi, meaning New Heaven and Earth, is the Shui On Group’s glittering shopping, entertainment and leisure development located in the heart of Shanghai’s bustling Huaihai Zhong Lu district.

The Shui On Group is one of Asia’s leading property developers and their Xintiandi complex, with a site of 30,000 square meters and a gross floor area of 58,000 square meters, is an urban attraction that combines the city’s historical and cultural legacies.

The European-style 1920s and 1930s architecture of the original Shikumen stone houses has been restored and adapted for modern use. It is a showcase for conversation: the red brick mansions have become art galleries; dilapidated terrace homes turned into restaurants and bars.

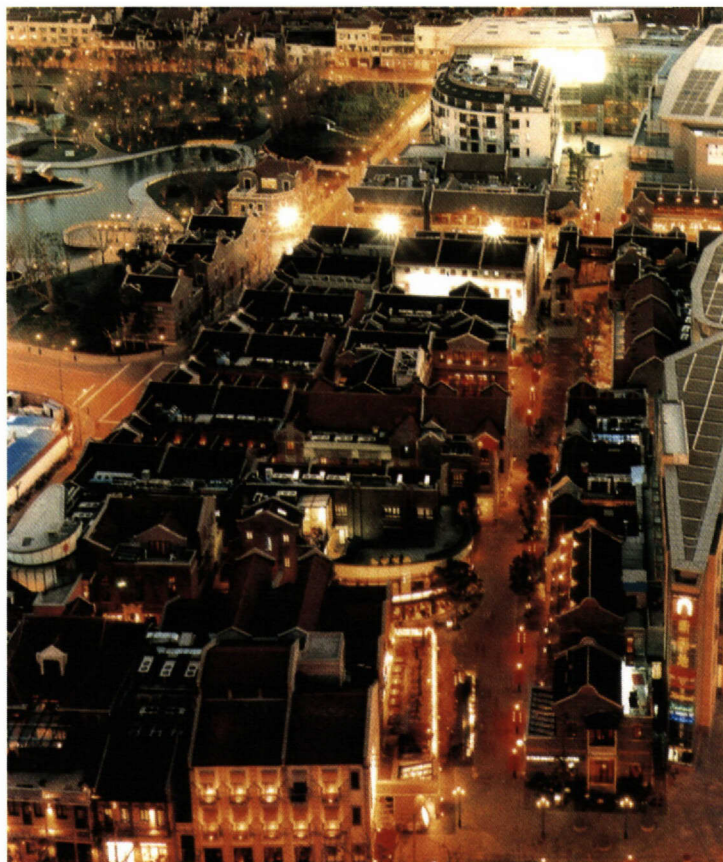
Xintiandi is a one-stop wonderland to enjoy dining, shopping or to just be entertained. It’s for the young and old, locals and visitors; anyone who wants to enjoy the delights life and Shui On can offer.

ACHIEVEMENTS

Completed in 2001, Xintiandi has already become a Shanghai landmark. Xintiandi has rewritten the history of Shikumen architecture, salvaging it from decay and revitalizing it. Today, Xintiandi has become the destination of choice for anyone wanting to experience this glorious city’s past and its dramatic metamorphosis into a metropolis booming with international praise and promise.

At the American Institute of Architects’ (AIA) annual honorary awards ceremony, held in Hong Kong in 2002, Xintiandi was honoured with AIA’s Citation for Heritage. With this award, the AIA recognized Xintiandi’s commitment to the creative renovation of historic architecture in its adaptation of Shikumen housing to modern use. More than just restoration, Xintiandi also serves to promote the importance of preserving Shanghai’s architectural heritage.

The renovated Shikumen houses have become a shopping and entertainment hub that ranks with London’s Convent Garden and other major rehabilitation and conversion projects worldwide. It contains establishments operated by people from all over the world.



Xintiandi was also honoured with the 2001 Pioneers in China award for Architecture of the Year, organized by New Weekly, SunTV, and Sina.com, to celebrate the most prominent pioneers in a variety of industries nationwide. In 2002, Xintiandi was also judged Most Fashionable Venue in Shanghai at the first award ceremonies for HIGH in Shanghai.

Xintiandi also won the 2003 ULI (Urban Land Institute) Awards for Excellence, which is one of the top honours in real estate development in the

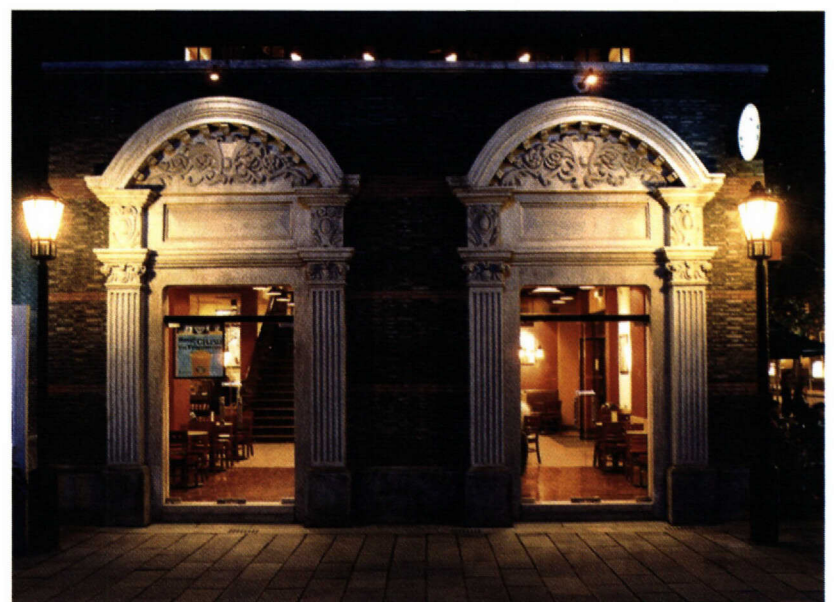
world. These annual awards recognize innovative projects that exemplify superior design, are economically successful, and are an improvement in the quality of the urban environment. Xintiandi is the first project in Mainland China who won the prestigious award.

HISTORY

Xintiandi is in the heart of the former French Concession district of pre-revolution Shanghai and located next to the First Congress Hall. The site draws on the unique Shikumen (“stone gate”) houses that were the architectural symbol of Shanghai in the early 20th century. On opening in mid-2001, Xintiandi once again brought Shanghai into the forefront of international style, revealing the former glory of the neighbourhood; an architectural style unique to the city of Shanghai.

In the middle of the 19th century, disturbances caused by the Taiping Rebellion in China forced a large number of residents from Shanghai, and the neighboring Jiangsu and Zhejiang provinces, to take refuge in the city’s foreign concessions. To meet the needs of the rapidly increasing population, foreign developers of the era built Western style apartment blocks with Chinese influence, including the distinctive stone gate lintels that the Chinese termed *Shikumen*.

Shikumen-style buildings have elements of the west, but most of the design and layout is in line with that of the Jiangnan area of eastern China, and reflect a mix of Chinese and foreign architectural style unique to Shanghai. Built along narrow alleys (or *long-tangs*), a typical Shikumen house features a stone gate framing a black wooden front door leading into a small, enclosed



courtyard. This unique architectural setting provided residents with a feeling of security in a turbulent era. As most were built by foreign companies, Shikumen houses gradually became a symbol of East meets West in Shanghai.

Started as a part of the fifty-two hectare Taipingqiao Redevelopment Project in the Luwan district, Xintiandi's Shikumen attraction was created by converting the historic residential blocks into a multifunctional international dining, retail and entertainment centre while retaining the antique walls, tiles and exterior of the original Shikumen houses. Likewise, the internal spaces have been designed and decorated to accommodate the casual elegance and modern lifestyle of 21st century urbanites.

The Shui On Group, chaired by Vincent H. S. Lo, turned the Shikumen houses into a place of excitement and energy for the city and its people. In 2002, the Xintiandi South Block opened, featuring refined, modern style architecture, combined with Shikumen accents.

THE PRODUCT

Xintiandi is divided into the North and South Blocks. In the North Block, antique buildings with their modern interior design, decorations and equipment, host a dazzling array of restaurants specializing in French, American, German, British, Brazilian, Italian, Japanese, Taiwanese and Hong Kong cuisine, putting on display the full international dimension of Xintiandi.

A shopping, entertainment and leisure complex of 25,000 square meters in the South Block opened in mid 2002. In addition to a series of international restaurants representing the flavors of the world, there are classy boutiques, accessory shops, a cinema, and a one-stop fitness centre, as well as the 88 Xintiandi Executive Residence that offers luxurious service-apartments.

RECENT DEVELOPMENTS

There is always something new at Xintiandi. The restaurants and shops vie with each other to draw patrons looking to experience the best of Shanghai's attractions. With the opening of the South Block, the opportunities for entertainment and discovery have increased dramatically.

The Shui On Group, one of Asia's leading developers, is following the success of Xintiandi with the opening of the first phase of Xihu Tiandi, a multi-use leisure and lifestyle destination in Hangzhou, less than two hours away from downtown Shanghai. With over 30 million visitors annually, Hangzhou is already a popular vacation destination for Chinese and foreigners alike.

Xihu Tiandi covers a total area of 50,000 square-metres. The first phase, Garden Phase,



consisting of ten buildings in a 30,000-square-metre park, opened on April 30, 2003. The entire Xihu Tiandi project is scheduled for completion in May 2005.

Apart from Xintiandi, a further 44,000 square meters is dedicated to developing the Taipingqiao area. The biggest man-made lake in downtown Shanghai covering a total area of 12,000 square meters is located at the very centre. Further up the northern side of the lake several grade A office buildings are planned along a 1.2km long avenue to be named Corporate Avenue. On the eastern side, a four-star and a five-star hotel will be built, meeting the needs of international business travelers. To the south of the landscaped area a variety of villas and luxury residential flats will be built, with a gross floor area of 800,000 square metres. Low-rise blocks will be built facing the landscaped area in front of the high-rise blocks, ensuring that all residents will be able to enjoy the scenic environment of the park and the man-made lake.

Construction work on phase one of the residential zone started in October 2001, completed at the end of 2003. Phase one has a gross floor area of 46,000 square metres.

PROMOTION

Since its opening in mid 2001, Xintiandi has been a hotspot in downtown Shanghai, attracting wide coverage in local and international media. There is even an e-newsletter to keep everyone up-to-date on all that's happening at Xintiandi.

Xintiandi also offers free art exhibits and musical entertainment, street performances and, of course, frequent special offers from different stores and restaurants.

Perhaps the best way to describe Xintiandi is to liken it to Times Square in New York. The focus of the year must certainly be Xintiandi's annual New Year's Eve countdown party. On 31 December 2002, international pop superstars graced the stage for a night to remember — great performances, dazzling laser lights and magical fireworks displays. Truly regarded as a trend-setting place, Xintiandi events are meticulously and creatively planned.

The Shanghai Municipal Government also chose Xintiandi as the launch site for a number of major events. The opening float parade of the Shanghai Tourism Festival 2002; the opening ceremony of the Shanghai Fashion Festival 2002, 2003, 2004; and the International Business Leaders Advisory Council for the Mayor of Shanghai Banquet 2001. Xintiandi was also highlighted as one of the four designated visitor venues for the APEC Conference 2001.

BRAND VALUES

South China Morning Post wrote, "renovated with taste and imagination, Xintiandi is a splendid example of how to preserve architectural heritage. It's also a lesson in creating a highly popular tourist attraction."

Xintiandi was created in a brave attempt to save Shanghai's traditional houses from the wrecking ball. It promised the future and yet preserved the past for us all to enjoy. The developers have even laid down tough rules to make sure that every business is different — no matter what the current fashion might be, there will never be fifty identically themed wine bars, or arts and craft shops.

THINGS YOU DIDN'T KNOW ABOUT XINTIANDI

- *Shikumen*, meaning "stone gate", is a special old form of residence in Shanghai. The origin of Shikumen buildings can be traced back to the 1860s
- Xintiandi opened its South Block in mid 2002, off-setting the North block's Shikumen historic architecture with its refined modern architecture
- Under every building in Xintiandi, a trench several metres deep (the deepest is nine metres) was dug to lay water supply, drainage pipelines, sewage treatment systems, fire prevention systems, gas-pipe lines, electric lines and telecommunication cables