



上海金港北外滩置业有限公司暨 Skidmore, Owings & Merrill LLP 隆重宣布

白玉兰广场项目破土奠基

**Shanghai Jingang North Bund Realty Co. Ltd. and Skidmore, Owings & Merrill LLP
Proudly Announce the Groundbreaking for
White Magnolia Plaza**

破土奠基剪彩仪式于 2008 年 9 月 26 日在中国上海举行

Ceremony occurs in Shanghai, China September 26, 2008

2008 年 9 月 26 日伊利诺依州，芝加哥市报道——金光纸业（中国）投资有限公司子公司上海金港北外滩置业有限公司暨 Skidmore, Owings & Merrill LLP (以下简称“SOM”) 隆重宣布，在获得上海市规划管理局方案批准后，白玉兰广场今天在中国上海正式破土奠基。白玉兰广场项目包括坐落在多功能裙房上的一座 320 米高的办公大厦和两座酒店塔楼。本项目地块面积约 57,000 平方米，位于黄浦江的北面，正对位于浦东著名的东方明珠电视塔。

Chicago, IL – September 26, 2008 – Shanghai Jingang North Bund Realty Co. Ltd., a subsidiary of Sinar Mas Paper (China) Investment Co. Ltd. and Skidmore, Owings & Merrill LLP (SOM) today held the groundbreaking for White Magnolia Plaza in Shanghai, China after recently receiving schematic approval from the Shanghai City Planning Administrative Bureau. The design for White Magnolia Plaza includes one 320-meter office tower and two adjacent hotel towers located above a mixed-use podium and subsurface parking. Located on an approximately 57,000 m² site on the north side of the Huang Pu River, the project sits directly across from Pudong's famed Oriental Pearl TV Tower.

金光纸业（中国）投资有限公司发言人郑锐先生讲到：“作为金光纸业（中国）投资有限公司的子公司，上海金港北外滩置业有限公司的开发目标不仅是为上海著名的外滩地区打造一座新地标，而且要使该项目成为新兴北外滩地区商业和文化的枢纽，并体现出前瞻的环保意识。本项目地理位置优越，充分利用浦西和浦东的优势，通过恢复绿地和保护生态的

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技术、创造精品酒店和商铺、创新的餐饮和娱乐设施以及标志性的办公摩天大厦来全新定义上海的都市生活方式。”

"Shanghai Jingang North Bund Realty Co. Ltd., a subsidiary of Sinar Mas Paper (China) Investment Co. Ltd. aimed to create not only a new landmark for Shanghai's famous Bund, but also an environmentally-conscious hub of business and culture in the emerging North Bund district. Perfectly situated to take advantage of both Puxi and Pudong, our project will redefine Shanghai's urban lifestyle through its renewing green spaces and eco-friendly technology, designer hotel and shops, innovative dining and entertainment, and iconic office skyscraper," said Zheng Rui, spokesman of Sinar Mas Paper (China) Investment Co. Ltd.

负责本项目的 SOM 管理合伙人，Thomas Kerwin 先生补充道：“北外滩地区是一个新生的浦西城市中心，从外滩跨越苏州河沿黄浦江布置。白玉兰广场项目又位于其最显赫的位置。本项目将成为促进上海地区经济和建筑活力的催化剂。”

Thomas Kerwin, SOM Managing Partner for the project added, "White Magnolia Plaza is on a key site in the North Bund District, a newly energized urban center in Puxi along the Huangpu River and across the Suzhou River from The Bund. The project will be a catalyst for the economical and architectural rejuvenation of this district of Shanghai."

本项目最初的规划包括 5 座建筑，SOM 的最终设计将其简化到 3 座：包括 1 座标志性办公塔楼和 2 座相对规模较小的酒店塔楼。白玉兰广场中心塔楼的造型在与老外滩以及黄浦江对岸的浦东地区的高层建筑上形成了视觉连接，在体量上均衡了城市天际线。2 座小的月牙形状的酒店与挺拔的办公塔楼形成一个群体，将整个综合建筑群与周围邻里街区在尺度上有机的融合在一起。所有的建筑表面配有穿孔铝材遮阳板，在白天可以降低所吸收的太阳热能，夜晚能够减少光污染。在夜幕降临后，室外遮阳板在弧线 LED 照明的衬托下显现出有机的韵律感。

While the initial plan called for five towers, SOM's final design simplified the program, calling for only three: a landmark office building and two smaller hotel towers. The massing of White Magnolia's central tower visually connects the historic Bund District with the high-rise Pudong District across the river, balancing the city skyline. The two smaller crescent-shaped hotel towers complement the taller office tower, integrating the

complex with the scale of the neighborhood. On all three buildings, perforated aluminum sunshades reduce solar heat gain by day and reduce light pollution by night. After dark, the organic rhythm of external louvers is accentuated by curving lines of LED light.

负责本项目的 SOM 设计合伙人 Ross Wimer 先生表示：“白玉兰广场代表了高层建筑设计发展强有力的新方向。建筑群以及大楼的弧形表面的建筑和工程设计都是通过航空工业所用的软件进行的。该项技术使我们创建高效的建筑，为上海的天际线增添一道有着独特雕塑感的风景点。”

“White Magnolia Plaza represents a powerful new direction in High Rise Architecture. The complex, curved surfaces of the building were designed and engineered with software used by the aerospace industry. This technology allowed us to create an efficient architecture that has a unique sculptural presence on the Skyline of Shanghai,” commented Ross Wimer, SOM Design Partner for the project.

在设计过程中纳入可持续性技术已经长期成为 SOM 的一体化设计的一部分。白玉兰广场纳入了各种高性能和环保性的设计战略。这些可持续性措施将大大降低碳排放、用水量、高峰电力需求量，以及建筑对周围环境所造成的影响。

The incorporation of sustainable technology has long been an integral part of SOM's design process. White Magnolia Plaza incorporates a diverse array of high performance and environmentally responsive strategies. This approach to sustainability will result in a significant reduction in carbon emissions, water consumption, peak electrical demand and significantly reduce the building's impact on the environment.

白玉兰广场是上海黄浦江沿岸总体规划中最后一块未开发的重要地块。广场位于上海新建的国际客运中心的内陆区域。到岸的乘客可以通过广场两座裙房之间的步行路穿行到地铁中转站，乘地铁直接到达上海市中心地区。Ben Wood 上海工作室的 Ben Wood 先生是本项目中约 72,000 平方米商业面积的商业设计顾问。

White Magnolia Plaza is the last major undeveloped piece of Shanghai's Huang Pu Riverfront Master Plan. The Plaza site, sits just inland from both the park and Shanghai's new main cruise-ship terminal. Disembarking passengers will be able to follow a pedestrian thoroughfare winding between the Plaza's two podiums on their way to a transit station from which trains will travel directly into downtown Shanghai. Ben

Wood of Ben Wood Studio Shanghai is the retail design consultant for the approximately 72,000 m² of retail spaces within White Magnolia Plaza.

关于 SOM 芝加哥办公室

About SOM Chicago

Skidmore, Owings & Merrill LLP 创建于 1936 年，目前是世界领先的建筑设计、城市设计、工程和室内建筑设计事务所之一。通过对建筑技术的巧妙应用，以及致力于对设计质量的追求，SOM 已经在一系列重大项目的建筑设计方面获得了骄人成就。代表性项目包括：芝加哥市的希尔斯大厦和汉考克中心；上海市的金茂大厦；伦敦市的金丝雀广场；华盛顿市的华盛顿购物广场和国体花园项目；纽约市的 Lever House。目前，SOM 在芝加哥市、纽约市、旧金山市、洛杉矶市、华盛顿市、伦敦、香港和上海市均设有办公室。

Founded in 1936, Skidmore, Owings & Merrill LLP is one of the world's leading architecture, urban design, engineering, and interior architecture firms. SOM's sophistication in building technology applications and commitment to design quality has resulted in a portfolio that features some of the most important architectural accomplishments. Examples include the Sears Tower and John Hancock Center in Chicago; Jin Mao Tower in Shanghai; Canary Wharf in London; the Washington Mall and Constitution Gardens in Washington D.C.; and the Lever House in New York City. Currently, the firm maintains offices in Chicago, New York, San Francisco, Los Angeles, Washington DC, London, Hong Kong and Shanghai.

根据要求可以提供有关白玉兰广场项目的采访资料和附加图片资料。

Interviews and Additional Images of White Magnolia Plaza are available upon request.

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