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## **The Bund, its Importance – Past, Present and Future**

### **Cherie Liem:**

Good afternoon. Good afternoon. Welcome on Three on the Bund. Welcome to Three Talk. Before I start, I would just like to let you know that there are translation devices available and there will be Chinese speeches as well as English. For those who need these, please get the ear phones. No. 5 is English, No.6 is English. Could you please turn your cell phone to silent mode before we start. Just a few weeks ago, we had talks on sport, on Special Olympics, and we had Chairman of Special Olympics, board members, Yang Lan and a few members talk about spirits of sports in Shanghai and for China. Today, we will talk something very close to our heart, about the Bund. And we are very fortunate today to have those panelists, as well as to have Peter Hibbard who has written a book which we will have at the back for those of you who are interested to know about the book. We will donate any profit of the sale of the book entirely to the China Disabled People Foundation. This is the beautiful book on the Bund. We are very happy to have our cooper on the cover. I would like to invite Peter who is as much as a Shanghai-ness though he is a foreigner. He will present a lot about Shanghai, give his background, put together the interest together about the history, past, present and future. Thank you.

### **Peter Hibbard:**

Thank you, and thank you all the staff on the Bund to arrange it this afternoon and those people come along to this panelists. I think this is the first occasion that there has been such a panel appear in public in Shanghai. For those who have seen me before, I don't talk too much this afternoon but quite briefly and open the discussion. What I would like to do this afternoon is to show you around 40 slides. These are from the past and appearance in the present. I want to put forward in the fact that some development, events that happened in the past but take place on this water front. And they are renovated in the present days in terms what happening on the Bund or in terms of any future plans. When I first walked along the Bund was 1986, most of it was not overall because most of the buildings were shut. So I just passed by the Bund. My observation was also many people were passing by the Bund. But I fell love with it and have some insights. What I want to highlight is something un-renovated. When we look at the Bund itself when it was first developed. The vision of this area was defined in 1846 and took it in Beijing by 1848. This whole area was going back to central He Nan Road. It was bounded by a lot neighborhood. So it was first designed as a boundary. In 1846, the Bund was put forward to the west where it is West Tibet Road today. But, the He Nan Road area of Bund had completely different cultural to what in the eastwards of the Bund, simply because the British decided not to allow the Chinese migrants to settle in the area to the West Henna Road. So it had socially distinct characters. These pictures are private here of a famous photographer in Asia. This is in 1857 of an old church across the Bund area. The Bund area was very moderated in terms of these two-storey houses with gardens. Again this shows the development of the areas. So A is a visionary area of He Nan Road, B is by 1848, after the extended of the westwards after the turn of 20 century. So it seems the area in the Bund area and around the Bund area was commercial,

social and civic center in 19 century. We have the court of British consulate which still remains, and Shanghai first club, the first building in this area for exciting things, and the first post-office. In the commercial side, there were many banks and trade-houses. We have the former Hong Kong-Shanghai Bank, the Custom House, City Bank and so on. On the side of social activities, we had this first 600-seat theatre which towards the end of 19 century was a very famous place given with a presentation of G.W. Salven. Later it became the Trinity Cathedral. It just was waterfront and beach. It was not until the 1880 that the Bund came into existence. What I mean is it was a bank or causeway before. When it was built by 1880's, it was all open to the public, including the public gardens, the park for publics who were just foreigners for many, many years. Again it was advanced and widened in 1921 with the garden which now is Huangpu Park was re-modeled with widened lines, even longer than before. Of course these were the places for the foreigners to take evening promenade, in the park for children to play and the roads of course. There were some illuminations on the Bund. This is the ex-president of USA. The finest celebrations including magnificent show of lights took place in 1879 celebrated its visitors. Here are the examples of monuments. Of course we have the Monument of People here today, and old memorial and the stature which stood here in 1940's. And the first mayor of Shanghai along side the monument for those lost in war. And traffic is another thing along the Bund. By the early 1920's, this area was totally congested and the traffic was worse. In 1932, you can see, there is an elevated-train way running along the Bund by a British engineer who designed it in 1932. What else we have along the Bund, we have luxurious hotels. We have Edward, who was the founder of Shanghai Hotel Company, who together with a family in Hong Kong co-established Hong Kong Shanghai Hotel and the Peninsula Hotel at back. Of course we have rooftop dining for those warm evenings in Palace Hotel in 1999, international management, and this is the chief manager of Hong Kong-and-Shanghai Hotel group, and helped in the history of hotel development in Shanghai up to 1940's. Elegantly appointed dining rooms, perfect dining wares and shops for gentlemen, even the best Turkey bath in the basement of one of the buildings the next door. And business launches were in Palace Hotel. At the Bund, luxurious service of the apartments in the former mentions, which now is re-named Broadway Mentions This is the district and we had very desirable commercial and residential quarter which was occupied by Chinese. Now we come to the Bund itself, because we had Shanghai Club with longest bar in the world, a private members club which changes to a business and boutique hotel with cigar lounge, oyster bar, and extensive wine cellar. We have some prestigious office addresses in town, this is the forth floor of a company in Peace Hotel. Money was not really an object when it came to the Bund. This is the famous manager of Hong Kong-Shanghai Bank said the Bank dominated the Bund. They certainly did in terms of technology and this was the first time ever seen in Asia to put these places together in 1921. Everything was basely imported. Here are the power systems, the power driver, the origin pines, the granite from Japan, and the wines and spirits were here and the leading wine merchants. And this is the former HSBC building. When visitors walk around the Bund, they feel a little bit disappointed because it is not like home, like New York, Manchester, or wherever. The question came up, what are these grand buildings? Are they great hotels or multi-functional casinos? This is the image I do like. This is an artist conception on the left side in 1921 for the Chartered Bank. It looks like a vision because after 80 years we have Cartier in Bund 18 and this is the way the Bund presents itself to the public. We have fashionable

showcases and this is the Peace Hotel now. There will be invented the new lobby of the hotel. It is the hit at the moment. We have latest fashion from Europe, some hats from Paris, glasses from Paris, of course watches, like Rolex from Swiss. We have design of many luxurious arcades. This is the spring of Jing An Temple, which served major water supply to the hotels. Magnificent companies produced amazing furniture. Again, fantastic, here are the mirrors from couple of the hotels. All these present an international life-style. You can stay in India, you can stay in France, you can stay in England styled hotel. Party central, of course, 1920's and 1930's, Shanghai was the part center of the world. With the increase number of people going out at night, here are the pictures in 1930's, the revival of 1990's. Sophisticated night-club, have we all been there? Visitors were from Americans, Japanese, to Russians to international cabarets on this picture. This is the first Shanghai disco, behind it is the traffic lines revolved. In terms of the clubs, we had sport club, Masonic club, now demolished of course, German club is also demolished. When I came in 1986, I found not many buildings were open, but they maintained the identity of yesterday from the years gone by. The Bank of China once had been a custom house. The clock which was restored recently which was closed up at the same amount of time because it represented the time of the Big Ban in London in the days gone by. The only competitor come-back on the Bund reoccupied release building before is AIA. So they just got back and they first started the building in 1927. If without them, the certain features would have gone. And we look back at some celebrities. We got V.S. here, Harry. M, T. M. who was the major architect on the Bund, Tony. K, whose four generations of family here, the manager of HSBC, Charles Chaplin and this is C Juke, in America tobacco areas, spending his honey moon in Cathy Hotel. Even the culture venue, just wonder, he was the director and here is the art gallery, museum. Of course the Bund itself represented the social development between 1890 and 1911, and you can see a changing face of different value put into it, including the scale of the buildings of 1935. Skyscrapers, I think it is nothing new. This is a drawing of 1910 and it used to be a pagoda entertainment center. Restaurants and museums; and the highest building in the Bund area was Peace Hotel or Palace Hotel. That was the plan put forward in 1904, but it was not put into practice until 1915. And this picture is about the insurance bank on the Bund in 1918 when it was open. Here the Peace Hotel which was originally lower but later turned up two stories. In terms of what goes up, there were all changes and plans and building plan of Bank of China ended up much smaller. This is a former newspaper building in the Bund area, and this is demolished recently. I just got couple of slides here. What we may see in the future, in terms of high buildings in the Bund and neighborhood. Ok, that is all I want to put forward today and give you an idea that certain things happened before certainly have some great results today in terms of what going on today and in the next few years. Thank you.

**Cherie Liem:**

Now, let's welcome Chen Bo, deputy head of foreign economic commission of Huangpu District Shanghai to deliver the speech. Let's welcome him.

**Chen Bo:**

Distinguished guests, ladies and gentlemen, good afternoon. It's my honor to attend the book release of "the Bund" written by Peter. This book shows us a history of the complexion on the

Bund. Huangpu district enjoys the longest history in Shanghai districts. It is also the first urbanized and open area in Shanghai. It is a witness of the changes in Shanghai. It plays an key role in the development in Shanghai in the long run. To some extent, Huangpu District represents as a melting-pot, having a great combination of home and abroad, today and yesterday, east and west, modern and tradition, classic and fashion. The unique urban culture gives us a charm of the yesterday-Shanghai and the international atmosphere of this time, specially the architectural complexion on the Bund which combines different characteristics of various countries. It shows the history of Shanghai and the amazing combination of western and eastern culture and becomes one of the landmarks of Shanghai. According to the new planning, we are going to build a classic Huangpu district, inherit the classic of yesterday and develop the classic of tomorrow. Hundreds buildings in the Bund area enjoy a reputation as a “great architecture complexion”, representing a classic Huangpu district. As an important component of commercial center of Shanghai, there will be some improvement in functions and appearance in Huangpu district. We will fully play its functions and enhance its cultural essence and make it a golden and vigorous waterfront in Shanghai. There is a great charm in the combination of classic culture and modern temper. There are many famous brands in the historic buildings after the renovation and development. This is the bright-light of fashion industry in Shanghai. The financial and trading function will be enhanced by gradually renovation of the buildings in and round the Bund area. It will gradually become the gathering place of famous restaurants, hotels, brand and clubs. With the economic development of China and increasing status as an international city of Shanghai, the cultural and historic essence, as well as it economic value of the old buildings in and around the Bund area will play a vital role in the prosperity of Shanghai. Thank you.

**Cherie Liem:**

Now, we are on the penal discussion. Now, I would like to introduce professor Sheng Dingli, who is the director of the center of American studies, Fudan University. He is the bridge between US and China. He is a powerhouse of China-US relations. He impressed us so much in the last penal which he chatted for Asia society. And I would like to welcome professor Shen to start the penal discussion.

**Shen Dingli:**

Ladies and gentlemen, good afternoon. As she just gave you a spectacular group of panelists to this book launching, Peter’s book, that describe the Bund, its past, what’s going on and this time. This describes a glories history of this place. When I was a kid, we had a long and wide postal, this long. The postal was of a combination of pictures of the Bund. That made me proud to be Shanghai-ness. At one point we were told this was the paradise of western adventurers. But now people are more open-minded, at lease they treasure the colonial legacy. And the glory has returned thanks to the opening policy of the government and to the great planning of Huangpu district and also the great designers, Lyndon and his colleagues, and the participation of other private businesses. Peter has written the book to make it permanent. I am honored to be this event. It is very cultural and I am not sure whether I can do as great as last time. But we are glad to have the great panelists. Peter doesn’t need my introduction, Sherry is the landlord, we

have Mr. Widjaja, the Deputy Chairman of Sinar Mars Group, Lyndon Neri, who designed this building, probably more than this building, the whole area, Mr. Chen Bo, who is the government official, who oversees and supervises the whole development under district government planning. So we have spectacular group of panelists who will discuss the past, the current time, the future, our visioning of the place. At the end of the panel discussion, we welcome our guests to raise your view and your question to our panelists. I think this is what I am expected to do in 30 minutes. Let me raise a question to the author of this book. We call it as the Bund, and there are many similar places in the world, they are called waterfronts, here, also someone calls it the waterfront as well. Can you tell us, why this place is call the Bund.

**Peter Hibbard:**

Well. It is obviously that we call this place the Bund. When you get the airport, you just tell the driver to go to the Bund. The term, the Bund, is not originated in Shanghai though. It comes out in India and British. You can also put its origin to Persia, which means causeway. You can see in my book, it was very confusion if you came here in 1840's because there were four bunds. Many people were not aware of it, even some academic of questioners, but I did find it in an official map showing four bunds. People said they found the former settlement from the internet, it started from the Tibet Road and Yan An Road down to the south in and Suzhou River to the north. It was actually an island. It was surrounded by four bunds.

**Shen Dingli:**

Great. One more question. From what you have research about the Bund of the past, do you have any insight what the Bund would become in the next 10 or 20 years?

**Peter Hibbard:**

Well, I think that is what I tried to do in that presentation and I want to put those points over these images. My passion still carries me on in this research in the coming 20 years. History can inform the present, can the present can inform the future.

**Shen Dingli:** Could you tell us?

**Peter Hibbard:**

Yeah. I believe we should learn much more about what the government policies are, what can be done for business and so on. I think the points I have picked up, basically in this area is that its revival as a social center. My vision is that it is not just a bund. I tried to highlight this since the start of this talk this afternoon. I look at its first boundary, He Nan Road, and then I look at the people's understanding and interpretations of this. It becomes physically delimited from the blocks, from the Bund going back to He Nan Road as it was. In many ways, there are so many outstanding examples of architectures, so much social history and significance behind the Bund, which is still there. For even now, it does physically look different as it becomes socially different as the areas in the west the He Nan Road has been torn down and reinvented with tall buildings. I think it is for me an important element that how the past can inform to that area. Is there any concern, vision, or understanding in the any way of this significance? I was

encouraged a lot to say in the many charts of the book about the advents of the projects of the Bund area. Because it covers the whole district and it is a fascinating place as time gone by. You know, it is off the waterfront, but it involves the waterfront. The waterfront is one thing, but is not everything.

**Shen Dingli:**

Thank you very much. Widjaja, you are so successful in conducting your business in Shanghai and many other places. In this city, some people informed me that you've worked in the Bund center which is in the Bund area and probably more. Could you tell us, how the private sectors can, and share play its role in developing the Bund?

**Elijah Frankle Widjaja:**

Sinar Mars Group, we came to Shanghai around 1994, quite early. And at that time, I heard about Shanghai Tan in a movie. I was so impressed about Shanghai Tan so I came over to have a look. The night was bright, beautiful and so impressive. Right way, my heart said that I have to build something extraordinary, a landmark, magnificent, whatever, in this location. When we talk about shanghai, the Bund, is the No.1 place. Of course, at that time I was thinking of building a financial bank center, CBD. But, finally it is not so, because all the financial banks go to Pudong. So I ended up changing to build office building, one of the highest at that time, 226 meters, 68 floors. It eventually became three buildings. One office building with the crown that harmonizes with all the design of the Bund, plus tow other buildings which become hotels, call Westin Bound Center, which is the first managing and reflection in China. So we feel this is what Huangpu district needs, especially for the Bund. If you see the Bund, people think all the nice western buildings, all this kind of things, which is very impressive. For us, we think for what the Bund needs and that is what we came from. We look all the areas, we can not find else place to build biggest and tallest buildings or structures as we find in this place, the Bund center. We believe in the Bund, you need a center, right? Now, no more financial would become the Bund center. We believe the Bund center is the center of the Bund and the Bund is not only an idea of stretching of beautiful buildings, but it is a district of dynamic place. In five years, it will become the top of the top and attract the whole world to come here in the Bund. Thank you.

**Shen Dingli:**

Thank you very much. I think people here are grateful to your contribution to make it a better bund to have a center. Personally I have been to some facilities of the complex. Recently, I went to have breakfast with US councilors. They like these facilities and treat their guests quite often there. One of them will soon become the No.1 military officer in US. I think he must have had good taste of Westin. One more question, do you have any plan to make Shanghai more attractive and your work more contributing?

**Elijah Frankle Widjaja:**

Well. We believe whatever we do, we do the best. And this is what we start with the Bund center, plus the Westin Bund Center in terms of quality, design, service and everything. So, a lot of people like our hotel, especially, we are famous for our brunch, big percent lunch on Sunday.

A lot of people come from all over the world, land the airport and they get picked up and come directly to our brunch. Is that right? So we are quite well known worldwide for that. So in everything we try to be the best of the best. Ok, same thing, what is next? Well, there are so many things we like to do in the Bund. One of the things is, since there are no other places but waterfront in the Bund, so our group got the biggest land in the northern Bund. A building of a hotel has 250,000 square meters. By the way, who is interested in the hotel? Those would be fashion, young and full of action. It is a mixed building of office hotel and one of the luxurious hotels, the best you can imagine. And we are still move on from here. Of course, I will tell you later once we have got it. Thank you.

**Shen Dingli:**

Thank you very much. I think 10 years ago President Clinton went to China and he started from Xi'an, Beijing, Shanghai and Guilin. And people would say this is a review of China, the past, the current activities and the future of China. That is Shanghai. Then he was going to an environmentally correct place that is Guilin. I really appreciate your work enrich Shanghai people and the people in this place to make their life much better. Thank you very much. Then, Lyndon, I was told that you designed this building and probably more than this. Could you tell us something when you redesigned this gigantic, spectacular even bourgeois building, what is your vision and how it should be different from the facilities in 1930's or how it should retain the past robust.

**Lyndon Neri:**

Those are loaded and touch questions. Let me give you a brief history to clarify the things. I was the associate director of projects in Asia for firm called Michel Graves when we did this project. After two years I decided to leave the firm and start my own to do smaller things because it was too commercial the projects. Nevertheless, worth the wait, I came in 1999, obvious the request of whom Mr. Shen called landlord owner. To be honest, we came and we saw this building, I was in New York and then I was in Paris, and then I came here. From a paper point of view, it sounded so mystical and rather romantic. But till I found this building and I was disappointed. It was dead, the bund was dead. Frankie painted a beautiful picture but that is today he had the vision to do it. But I, as architecture, looked at it and wondered how they could make money out of this. It made us look really bad if we could design it, in architecture term, white elephants. So, surprisingly, we turned the plan down, not once but twice. It came to us a nine-page manifestation or design brief that convinced us that there might be something beyond just the design, it was the idea, it was the vision that would be called micro graves, to my employer and myself at that time. And that was the beginning of the project.

**Shen Dingli:**

Are you still working on the new projects?

**Lyndon Neri:**

Yes, we are. I left Michel's office at 2003 and I have a number of projects, half of them are in China, half of them are abroad.

**Shen Dingli:**

I think the true landlord should be Chinese government. Probably Sherry leased the property from the local government. Let me ask a question to Mr. Chen Bo, who is the leader of the economic planning of the commission of Huangpu district. He has told us in his opening speech how the Bund be an integrated part for Huangpu district's strategy to make it a historical part of the region and also to rejuvenate this historical place. My question is, I think many of us would have the same question, what the Bund would be planed for the next 10 years? Should it be expended around the water or developed in vertical direction, to deepen it? Even expend to the coast of the river to make the Pudong part also have the flavor of the Bund? I think many of us would have this question or you even have your imagination what the Bund might look like. So let's ask Chen Bo to give either government view or personal view.

**Chen Bo:**

The Bund area in Huangpu district is a square area, from Huangpu River to Hennan Road, which together with the little Lujiazui area in Pudong form the business triangle of Shanghai. This has been included in Shanghai's planning and being implemented actively. It has the function in terms of financial, trade, business and so on, representing a key downtown area of an international city. In the planning of the Bund area, like I mentioned before, it should be the showcase of classic, which is the fundamental principle, because this architecture complexion itself represents the classic. We have to inherit this classic and inject some new ideas and quality of today to enhance its function. That is why we launch the renovation of this area. There are many renovation projects along the Bund area and there will gradually be other renovation programs. It is estimated that in the next five or ten years, there will be more dramatic changes along the Bund area. With the renovation of the old building in the Bund area, the area along the river coast will be developed. There is a belt of development along the Huangpu River going on the extension to the north, and it will be called the developing belt around the Bund and Huangpu River. This belt will represent the golden and most vigorous waterfront in Shanghai just like a mentioned before. In the extension towards the south, we develop the whole area also according to the principle of the classic because this area will be the most valued place in Shanghai in the future. This kind of resource is very rare, unique and unprecedented. In the extension to the south, the quality and spirits of the new construction should reach a historically high level and reflect together with the classic buildings in the Bund area. The principle of the renovation in the Bund area is based on the function-rebuilding and appearance-restoring and we restore the historic charm of the buildings and also put the modern elements in them in order to make it a showcase of the economic and cultural development of Shanghai.

**Shen Dingli:**

Thank you very much, Direct Chen Bo. I am impressed by what you have told us that this is the only and exclusive place in Shanghai and these would allow this place to be developed as CBD to restore the glory of Shanghai. Then, I will ask Sherry, as someone who runs the facility, what do you expect and your leadership in the Three on the Bund would become in the next few years and what do you wish the whole Bund would look like.

**Cherie Liem:**

Thank you, professor Shen. First of all I want to clarify the management team of Three on the Bund. Actually, we have new coacher, Dianna, and other many of the members who have been Three on the Bund from the very beginning to make this possible. It is really, I would just like to say that Three on the Bund just won the award for best employer for Asia. We are very proud of that. I think running the organization is really a team work. And for the success of the Bund, I think, Three on the Bund has been able to position itself, for historic meaning and location. Because of the people that make each of the venues, the gallery and retail stores, they are actually the life of Three on the Bund. And for us, maybe I will trace backwards a little bit. Our family is similar to Widjaja's, we are in small scale and in the small building. We have been in China for about 12 years, more in family factory businesses. But my mother, she has the passion to bring the best to China. She believes the future of the world is in China and the best and the future of China is in Shanghai, and the best of Shanghai is the Bund. So she thinks I should have the property in creating the best for people here and also for the world. It was not allowed for foreigner to have property, so it needed special approval and very high price at that time. I know many people are questioning this move. I think we should have bought as many as we could at that time. I think we are grateful to the support of the government, and at that the governor Xu Kuangdi made an exception because the Bund zone was a financial district, so I think my presented to the mayor that if the zone was for financial district at night, this area would be dead. The people couldn't come in and enjoy the places. So we presented a statement for it and they were very supportive and they were very pleased with our experiment. We hope the development in the Bund area would be faster but we have historical challengers. How can we have it happen and yet preserve the past? I love Paris, I think in Paris they keep the town as it was and keep a lot history. Shanghai, Huangpu district has that kind of characteristic. The more can we preserve, the more we can make it real a social, cultural place. All the museum and galley, we can make it the center. Again, I want to highlight the software, the people. Just like we invest in the architecture, we have to invest in the service people, to invest the art people, to invest in fashion, to invest in schools, to invest in institutes, to invest in musicals. All these should be developed. They should be developed harder than the hardware. Thank you.

**Shen Dingli:**

Obviously, it is the passion and vision and the creative work of those people in the municipal and private level. They jointly made the restoration of significance of the whole classical buildings. Let's remember the former mayor, Xu Kuangdi and other leaders who present on this stage for your great work. Now let's open our floor. We welcome you, our guests and participants, your questions, please.

**Guest A:**

Yes, thank you. I would like to ask our esteem government representative. There are the reports about the Bund in the front entire street going underground becoming a pedestrian and cars going underneath street. Is that going to happen? And if so, what can we expect it to happen?

**Chen Bo:**

The street underneath, which you mean along the Huangpu River or through the Huangpu River?

**Guest A:**

It is along the street, in front of the classical buildings, the entire street. We've learnt from the press that it is going to be a pedestrian street. The cars traversing the street will be somehow directed under the street.

**Chen Bo:**

We have a planning that the cars are to be running underneath from Zhongshan East No.1 Road along the Bund area. The cars enter into the underneath street in the north part of Suzhou Creek area and get out the underneath street in the north part of the Bund area. This planning is to improve the image of the Bund and increase its quality and taste. We are actively studying and promoting this planning.

**Shen Dingli:**

Is there any other questions?

**Guest B:**

There is another question for our government representative. I appreciated what you were saying about the need to balance the classical and historical nature of the Bund with the new development. Of course it is a difficult thing to achieve architecturally because if you just copy the old buildings it is not considered to be good architecture, but if you build something quite different then it may not necessarily fit in. So, it is always a dilemma, balancing the new with the old. And of course there are different skills involved in this. Perhaps, other members of the panel might like to answer, maybe Lyndon, what are the policies of government regarding this and how flexible for we to be approaching and listening to the new architects. Actually we are all anxious to see the new Peninsular Hotel would look like as well. So your comments will be appreciated, thank you.

**Shen Dingli:**

From the point view of government, there is an overall planning for the Bund and the area nearby. The major buildings in the Bund area are historical ones, so we conduct preventive development based on the principle of restoring charm and preservation. There are very few newly constructed places in this area because most of this area has been already developed. So, your question may be about the development in the nearby area, such as the in extension towards the south, will we use the classic style of the old buildings or the modern styles. I think as to this question, different people have different opinions. We can invite planning masters, architecture masters to conduct thoroughly study and discussion, and we will work out a mechanism to make the final decision. Because the great contrast between new and old enjoys some charm while inherit the classic style also has its certain merits. I think it is the majority of the public to decide which way is the best. Thank you.

**Lyndon Neri:**

This is the question that our architects have to deal with. This is the question that I have been pondering for the last four or five years. If I redesigned the Three on the Bund, it would be probably different, at least slightly different. But I think what is important for us, architects and designers, is to understand essence and spirits or what the Bund meant. The Bund is not just the buildings or river or sort of that thing. It is not just the beautiful front road. Architecturally speaking, when I was walking in Amsterdam, I saw how the new insertion going into the old buildings. In Venice, for instance, I see that how the skyscrapers penetrate into the old buildings but the essence and spirits of the architect insertion is still very much intact and in conjunction with the old. What I am afraid of is what you just mentioned which is the copying. Both extremes are dangerous. One of which is to disregard what is there, but the opposite is also dangerous which is copying the historical architects. In the office I called it the dis-unification of Shanghai. That is very dangerous because we can go to Hongkong for Disney land if we want to and not be here. Because I think Shanghai needs its respectful history and needs to be a progressive city. It needs to offer a new way to mentality without same spirit to the world.

**Elijah Frankle Widjaja:**

I think it is a very interesting question, especially for us developers. To build something that is harmonious with the Bund, skyline is uniquely big challenge. Let me give you an example, the two things about the design. One is the outside structure, like you see the skyline; the other is the interior, like you see here, Three on the Bund. For me, to develop something new which involves both structure outside and visibility and stability of the skyline is a real challenge. Of course the second is to make the interior unique like Sherry was saying, to bring the best concept, best material and best design, you know, make the best in the best is really what we need to do. Just on the structure alone, we have at least seven or eight designs or drawing concepts. I have to go to the library for the structure and the world tallest building and all listing skyscrapers because I was given eight, now four, these present challenges for the landscape. Sometimes one building's construction will be not allowed. So this is the first one. Sixty-floor becomes thirty-floor, which was cut in half. Sometimes, 20-floor are increased and eventually becomes 50-floor. At the end, the biggest challenge is what you do with the top. I was told to build something just like other tall buildings that are sharp edges and that we call the building. I don't agree with that. I want to build something unique and something special. So this crown-structure means a lot to me. Firstly, the crown is the top in terms of everything, the hotel, the design, the service, every thing. Secondly, a crown is something open to the heavenly, the sky, receiving the shower of blessings from heaven. So, for me, it has a lot of meanings. And this turns out to be the icon now, at least in the whole Huangpu district. And, if you cruise around the Huangpu River, I am sure you can not miss that. I am very happy eventually it becomes recognized by the planning department, even it is recognized worldwide. So it is the good harmony to the old and the new. So, when the Crown was standing there, there was APEC time and we were having the lightening ceremony of the Crown. I got a call from Canada, a friend said that hey, I saw your crown on the TV during the APEC time. I thought it was ok, you know, before that time it was quite controversial, even Mayor Xu Kuangdi was shocked, oh my goodness, what is this. At that time nothing like this happened in the whole Shanghai. Anyway, you need to be board and creative and satisfy the criteria. So, we are lucky to be one of them.

Thank you.

**Shen Dingli:**

For me, it took a while to accept this. But know when I went to it, I directly tell the drive that go to the Crown. That's the Westin. Is there other question?

**Cherie Liem:**

I just want to add something on Peninsular that Mr. M.K is a frequent guest here. We plan a three talk for him, so you could ask that question to him in the future.

**Guest C:**

I am not sure who to address this question to. Recently I was showing some guests who were first time in China, in Shanghai. I took them to have lunch at Laris and walked outside to the bar area, to show them the new Bund and the skyline. They were so impressed but it just occurred to me that they make a very different point of view from those people walking on the promenade along the waterfront. Many local tourists, Chinese tourists, or visitors walking on the street in Bund area, but few of them are able to go straight into the buildings like Three on the Bund or have lunch or coffee or any of the venues. It seems to me that in New York, Paris, or London, even like the most prestigious addresses, such as the Fifth Avenue, you could walk along and anybody can sit in the park, have a cup of coffee, go into the store or the museum. There is a mingling of the low ender and super prestigious. Those things can be consumed by common people. Some are wondering that if there is a possibility to build that kind of interaction between building landmark architecture, bring the best in the world and also offer more to the public and to the more common people.

**Cherie Liem:**

I think this is a very good question. In fact, at the first time we started Three on the Bund of the first year, we hosted the president of City Bank just upstairs in the art gallery. We were together with the Shanghai Charity Foundation. We launched what we called Pantries of Three Philosophy, which was about philanthropy, sensitivity, unity and diversity. Actually Three Talk came after that because we believe that those in the leadership position are more affluent and influent. If those who are successful don't help the rest of the community, it is only a matter of time, that there will be social imbalance. The president of City Bank made it very clear that because he has been the president for many years and sees many cases of that. He said those who came to buy the Armani's should engage. And we actually take that to heart. Shanghai Gallery of Art is the heart of Shanghai and we make it free of charge and of cause we have to subsidize it. We do have a lot of visitors from all sectors, schools, children and Alan, our Managing Director, has organized a lot activities for those in Shanghai and also special for those outside of Shanghai. So they come, not only they just come and we give them full tour and enjoy some food, also I explain to them, if they study hard, work hard, there are lot of opportunities in service sector. The possibilities of China, not only in terms of financial, I think the second part is sensitivity and environment, something more, to us, important, as developers, policy makers. So, today I think we should try to look at disabled person foundation. We want to contribute in this

to help this 18-million community. Some place like Shanghai, the poorest ones are disabled, so we have to integrate them and our last Three Talk was on Special Olympics on the intellectually disabled. Our management, we visited the Sunshine Schools and I think I've talked too much. But I think this is a very important point.

**Chen Bo:**

I think this lady just raised a very good question. Huangpu River should be the river of people. It should meet the need of consumption of the most majority. So the government promotes a sound shopping environment in the commercial planning of this area, trying to satisfy the visitors and tourists need at large. Huangpu River area should be the place where people can seek entertainment and relaxation and this is our principle and also the aspect that our government is making effort on.

**Lyndon Neri:**

Speaking from an architectural point of view, we were trained to think architectures socially and to be socially responsible. But I don't think this problem is Shanghai's problem. It is the world problem. It's serious problem. If you look at Amsterdam for instance, you can go into the Amsterdam Hotel and see the lake. But only those people can afford it can enjoy that. Maybe in Shanghai it is bit extreme. I always say the greatest equalizer on the Bund is the river itself. So the people walking on here, you are absolutely right. And we were a bit naïve when we were designing. If you go to Jean Georges, you can see mirrors. We try to make it transparent. And the idea is to lure people in. But, seriously, is that realistic? If you don't have the money to spend on it, you can not be lured in. From egotistical point of view, we want to lure in architecturally. We don't care whether you want to eat here or not, sorry Sherry, but our goal is to make sure our architecture was an experience, because it is very democratic sort of social mindset we have. We took the stand that commercially it makes more sense to make it close up, but architecturally no, we want it to be a public space. However, I think Three on the Bund is successful is that it found the awareness that it is not just going for fine dining or going to Jean Georges. If you go to Jean Georges in New York, it is the same scenario that a group of people can experience the central part but have no luck to have an overview of the Central Park from the view of Jean Georges. When you are in Jean Georges, you can look down at the gallery and the display of the art work, you are a human being engage with a life beyond merely spending, the notion of art. This second floor has many different ideas of exhibition and the reason that we can gather together here. These are the reasons that I think Three on the Bund is so successful in terms of bringing a sense of awareness of what life is, I know life-style is overused so don't use this word, but I just want to say a different way of looking at life. But hopefully this kind of sense of domesticity that is very much in the heart of the Bund start to permeate through the price scales as well. But I think it is a matter of maturity, and I believe Shanghai, in order to be successful, it will strive to it and eventually will reach that goal.

**Shen Dingli:**

I went to Chicago for many times, actually we will go again in 1<sup>st</sup>, December. And the place has a lot of facilities for ordinary people, for kids to play around, and the movie, theatre, and many

facilities and even plantation. I think this is the place that will attract a lot of tourists. And they are very wise to have these facilities. Few months ago, I went to Qingpu district of Shanghai, there is a newly built public library on the lake that allows the public to go into it for free. There are some coffee places and cuisine places for people to kill time. This is a good view of the places that are used by different people, to let people's land to be used by different categories of people for different purposes. Probably, the government would organize such a vision. We are quickly approaching the end of Q and A. I wonder if anyone would have the last question.

**Guest D:**

Hi, every body. She just mentioned some about the balance. It occurred to me that many of the old buildings whose doors are blocked to the public, to the outside. I wonder is there any planning to build or renovate some buildings with a more convenient communication with the public and the outside. Can some building be renovated into some place like park or exhibition to let it more open to the public? We see many high buildings in and around the Bund area which are high into the sky but lack some communication with the spirit and atmosphere of the Bund. Is it likely to make more buildings more open to the outside to achieve a balance between the buildings and the whole Bund area? Thank you.

**Shen Dingli:**

You mean our buildings are of blocked-style.

**Guest D:**

Not really blocked. I have attended a construction forum and heard about the openness and closeness of the buildings of residential or commercial buildings. I find most of the exits of the buildings are very blocked-designed. For example, when Mr. Huang is going to build the Bund Center, you just build vertically, have you ever imagined developing it on the horizontal level?

**Shen Dingli:**

I am not an expert in architecture. But I think art of architecture should have many elements and style and then buildings of different kinds and styles can reflect with each other, presenting an outstanding overall vision. If all these can be combined with the functions we need, then it will be a time-endurable construction and becomes a classic. Though there are some commonalities between constructions of different times, it is impossible for us to completely copy the type one or two hundred years ago. But, once we have a good communication in terms of architecture, we can find the essence of all the fine buildings. I hope my answer can satisfy you, if not, please ask the experts here to answer your question. Thank you.

**Lyndon Neri:**

The notion of classical architecture is about empowerment. Often seen in colonial buildings in south-east Asia, in Asian in general, in places in Europe, when the place is conquered, the dominant power takes over and tries to use the architectures. So, if you look at the US embassy, for instance, there are many front doors, yards, small windows, very imposing, could be mistaken not so transparent, not so public. The classic architecture is not so much about he start

architecture or raises itself, but class system. If you are wealthy, if you are Chinese, you can be inside. In our work, we sometimes try to start to build something blur, blur this idea of the class-ism and new. So, our work is sometimes controversial because we try to blur this boundary. I do agree with you, we are exploring this. There is a famous architect, who is doing CCTV in Beijing. Most of his buildings don't have elevation and it is a section-cut. Basically he takes a building and cut it into half, and he says that forget this elevation, and I will show you what is inside. What it can be argued is democratic, he will be the first one to tell you, he is not sober, he actually not so democratic, he wants that building to stand out. So that notion is no different from classical empowerment notion. But I think definitely the essence should be considered. And sort of the concept behind what we try to do should be manifested somewhat in the architecture we do.

**Elijah Frankle Widjaja:**

Yes, to address the question. When a center is built, firstly, it should be a landmark of the Bund because the eastside of He Nan Road is still considered the Bund. But after the center is built, it will be no longer considered the Bund. It means we limited in matter of the height. On one hand, to create a center, you need height. On the other hand, if you want more floors or structures of the building, it takes a lot of land, money, especially more in the Bund area. I spent million RMB to buy the land. Secondly, harmony is very important, the old and the new and the functions should really fit in the needs of Huangpu district, especially the Bund. At that time, they don't have super five-star hotel or super great-A office buildings. So that is what we do. Eventually, the Westin Bund Center will be a hotel for those presidents, and very important guests. Every one likes the hotel because it fits the location, it perfect and wonderful. And we meet the needs. I was very proud to be informed by the mayor of Huangpu District that recently they are conducting a thorough study about the Bund Center model. They found this is a very good model for the future which combines all the functionalities and everything. It is a place drawing a lot of multi-national companies of 500 Fortune, such as Morgan Stanley. We become one the largest tax contributors in Huangpu District. We are No.1. And the hotel is the same. This is why they love us. Anyway, considering everything, we are not saying we are the best, but up to now, we have done our best. Thank you.

**Peter Hibbard:**

Well, we started by looking at the past, but now, I think we are looking at what is going on then along the Bund. It is fantastic that if the ideas and visions of the esteem panelists will be realized, in some time it will. You can look back the history of hundred years old at the pages of my book, the grand schemes, the ideas and values. There are some changes but the same spirit is still in this brand new city. I think the waterfront and the area behind it will be, as many of us will think, absolutely a world-class and very wonderful destination, not only for the international travelers but also for the people living here, and people passing for and passing by. And personally I think the issue with division of the society of class of British will be very much on my mind. I just share the physical interaction along the waterfront and it will be more inviting that you can take a stroll and sit down. Just look at the people, just watch, without any push to move them, it really has some poor backs, it really does. My life in Shanghai just wants to finish some that I can

afford, on personal level; I spent some of my time just with ordinary people in the lanes and noodle shops. I talked to people because that is Shanghai. This is the essence having been hit the people. Whatever types of person you are, like my wife said there two groups of people, I think there are many kinds, basically is that the interaction with people of all thoughts, all flavors, all nationalities just got together, saying they are going to bring the best, that is the most important thing in Shanghai which is a greatest status in the world. Thank you.

**Shen Dingli:**

In our time, we have discussed all sorts of things about the Bund, such as the name, the history, and what motivated Sherry and Widjaja came back to make a difference, and our designers use their philosophies to make the old architecture to look somehow different and how these happened with Chinese opening up policy, and the great vision of the municipal and district visioning and leadership. After all, we thank Peter for writing the book to make it permanence and I hope our discussion will give you some inspiration for your next book on the Bund. Thank you very much.

**Cherie Liem:**

Before we close, we would like to mention that there is a survey form on the chair as many of you could try to fill in them, also there are some volunteer activities at the interest that we could organize that we could talk which you could also recommend. I would also like to apologize that we are not at the airport; I think you must have heard some rumbling upstairs. We just had Lin Jianhua, a leading contemporary artist having an exhibition. I don't now how many of you have seen that exhibition. Oh, I am so disappointed. Not many of have been to the exhibition. But unfortunately it is already over. So we are in the middle of transiting to another one. But it was powerful exhibition on the environment. In fact, it is a deep message on environment. Unfortunately, it has been moved out and that is why you heard the rumblings. First I want to thank each of the panelists. We have a small token of gift to each of them on the book. Peter, I want to say thank you, and each of you should get a copy of this book, and he will personally sign the book for you. All the funds again will contribute to the China Disabled Persons Foundation to help 18 million disabled people who really need our support. And I really appreciate Peter who is someone we can learn from the personal level how his inquisitive mind learnt about Shanghai and talk to people from different sectors and flavors and we can a lot from that. Frankie runs a favorite hotel here, and we always recommend our guests to come and stay. And those of you haven't recommended your guests should try to do that. Lyndon also has a very interesting project that is right across this street on No.5, it is called Design Republic. And he moves from the States and brings a lot of here. With his wife, an amazing lady, both of them together created this concept and try to incorporate the best of the world and integrate the skills of Chinese arts and cultures, try to bring them together to create a creative package that very worth preserving and learning from. Last but not least, I want to thank Director Chen and the support of Huangpu district, without the leadership in the government, this would not be possible. Again, I would like to thank professor Shen, we know that your background is nuclear proliferation. But when you last time told me how you felt the Bund, I felt that you are the right person for this panel and you have shown us that. Please give the applause to the panelist again. Thank you. And



thank you all and your very much participation makes this success. Hope you enjoy and spend more time. And we have many venues around here, thank you. Sorry, David is in charge of this space and there are some refreshments, and you can stay here to enjoy the view.

**David Ong:** (General Manager, THREE Club Activity & Special Events of Three on the Bund)

Ladies and gentlemen, can I just give you a gentle reminder that you leave the translation equipment back on your chair. We have refreshment right behind the stage and also behind the corner we have a set up that you can buy Peter's book. Like Cherie has said that the donation will go the China Disabled Persons Foundation. Thank you.