

Zooming in on the Bund's future

"The Bund must not become a Disneyworld-like place, but development is needed."

This was one of the conclusions reached after experts on the famous tourist site met to discuss "The Bund, its importance – past present and future."

The panelists represented government and private sectors, authors and professors – all of them experts on Shanghai's famous Bund. The discussion was inspired by Peter Hibbard's recently published "The Bund Shanghai: China Faces East."

The panel consisted of Cherie Liem, chair of Three on the Bund; Chen Bo, deputy head of the Foreign Economic Commission of Shanghai Huangpu District; Elijah Frankle Widjaja, vice chairman of Sinar Mas Group; Lyndon Neri, founding partner of NHDRO and Peter Hibbard, author of *The Bund Shanghai: China Faces East*.

In his book, Hibbard focuses on the Bund's social, cultural and commercial heydays: Images of locals at a play in the Huangpu River Park, Victor Sassoon's legendary parties, club life at the Shanghai Club's

longest bar in the world, life in the Cathay Hotel and China's first skyscraper indicating that history repeats itself and the Bund's current revitalization is a reflection of the past.

The Bund, translated to mean "bank" or "causeway" inspired many different visions from the panelists.

Hibbard believes "the waterfront is one thing but not everything" and holds a vision of the Bund as a district, not only the waterfront street. He is supportive of development that extends to the district's original borders such as the Waitanyuan.

Chen Bo, from Huangpu District Foreign Economic Commission, reflected on the government's vision for the area which seeks to develop the area like other metropolitan CBDs but with "a careful balance between development that reflects the modern spirit of the city but also preserves the historic classicism of the area."

According to the experts, the future changes on the Bund are many and varied. Widjaja of Sinar Mas Group and owner of the Bund Center hinted that his group is look-

ing at building a new W Hotel in the new area.

Chen Bo confirmed that the local government was discussing plans to divert traffic beneath the Bund and enlarge the current promenade. The creation of the new Peninsula Hotel is another major project the panelists expressed a keen desire to know more about.

All panelists acknowledged the challenge that Chen raised of maintaining the integrity of the Bund buildings while giving them a necessary revitalization.

According to Lyndon Neri, founding partner of NHDRO, the developers need to avoid the "Disneyfication" of Shanghai through building structures that simply imitate historicist styles. Similarly, they need to be careful to make the new buildings fit well in the old surroundings:

"It's important for buildings to reflect the essence of their surroundings, for example the life of the river and prevailing feeling of domesticity in the Bund area."

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▲ Talk About the Bund

Three on the Bund recently held a Three Talk titled "The Bund: Its Importance — Past, Present and Future." Pictured is the panel of Cherie Liem (third from left), chair of Three on the Bund (second from left), Elijah Frankle Widjaja, deputy chairman of Sinar Mas Group, and Peter Hibbard (left), author of the book "The Bund Shanghai — China Faces East."

外滩三号三言舍嘉宾坐论：

——“外滩，举足轻重的万国建筑博览群——往昔，今日与未来”

THREE ON THE BUND HOSTS THREE TALK: 'THE BUND, ITS IMPORTANCE - PAST, PRESENT AND FUTURE'



由长住中国的英国学者海博(Peter Hibbard)撰写并授意出版的新书《The Bund 外滩》近日在外滩的重要场所——外滩三号举行首发仪式。这次新书发布会以外滩三号的定期活动“三言舍”的嘉宾组研讨形式进行，在外滩三号的“三号空间”里，众嘉宾与广大公众一起畅谈上海最具代表性的地标——外滩的历史重要地位、现今的面貌和未来的发展方向。

Shanghai, November 17th, 2007 --- Inspired by Peter Hibbard's recently published 'The Bund

Shanghai: China Faces East', Three on the Bund will be holding a Three Talk addressing the history, importance and future of Shanghai's most iconic landmark, The Bund. The panel discussion will be a free event open to the public to be held on Friday, 23rd November at Space by Three, Three on the Bund.