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Architectural Heritage Makes it Possible for People to “Linger”: The Core Concept Behind the Bund Finance Center

建筑文化让“停留”成为可能——外滩金融中心·BFC项目之核心理念



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Abstract

Only architecture infused with culture can give a city its soul.

We underpin sustainable concepts with a respect for history and culture to avoid ending up with yet another rehashed project. As an innovative new concept in urban development, the BFC seeks to inject the power of culture into its hardware, software, and content, and enrich the meaning of urban architecture. The cultural injection, perceivable through all senses, motivates people to “linger” and, in turn, helps form an “International rendezvous in the city” that fulfils both their spiritual and cultural needs and material wants.

Keywords: The First “International Rendezvous In The City”, Architecture As Cultural Injection Into Urban Context, Sustainable Development Platform, Urban Cultural Landmark, Five Major Industries, Perceivable Through All Senses

摘要

建筑唯有融入文化，才能为城市注入灵魂。

我们在尊重历史文化的根基上，从可持续发展的观念上杜绝“千城一面”的发生。创新城市开发理念，BFC正从“硬件、软件及内容”上注入文化的力量，丰富城市建筑的内涵，通过“五感”使人们体验文化的注入，“停留”因此成为可能，营造出一个能够同时满足人们“精神文化需求和物质商品欲望”的“城市会客厅”。

关键词: 外滩首个“城市国际会客厅”、建筑文化注入城市文脉、可持续发展平台、城市文化地标建筑、五大业态、五感体验

A Continuation of an Urban Context

The Dutch architect Rem Koolhaas once wrote in a report on China that Chinese cities are expanding at an annual rate of 500 square kilometers—an area greater than the total metropolitan area of Tokyo! Shenzhen, for instance, has seen a 10-fold increase in its urban population over the past decade, and is now home to more than 450 skyscrapers at least 18 stories high. But in what is puzzling to many, China's new building projects are almost invariably desperate emulations that adhere to Western architectural philosophies.

Shanghai's story is no different. Perhaps the Japanese architect Arata Isozaki said it best: “It looks as though the various architectural styles, each of which took 50 years to develop and mature elsewhere, were hastily rotated in and out of the city's construction plan every 5 years.”

This reminds me of the time my son once asked me a thought-provoking question after listening to me tell him a tale of traveling to Chongqing by boat while standing on Pier 16 alongside the Huangpu River: “Dad, can these small boats make it all the way up the

城市文脉的延续

荷兰著名的建筑师雷姆·库哈斯曾在他的一篇对中国的研究报告中写道中国人正在以年均500平方公里的速度扩大着他们的城市版图。这个数字大于整个东京的面积数！在深圳，仅仅十年，其城市人口就已激增为原来的10倍，已建成的层数超过十八的高层建筑已多于450座。但令人费解的是，这些建筑都极力将西方的建筑样式奉为公理，极尽所能地模仿。

这样的故事同样发生在上海。用日本建筑大师矶崎新的话来说就是：“看似好像是很多经历了50年发展历程的建筑风格在这座城市只得到了各自轮流坐庄5年的机会。”

记得有一次带着儿子去十六铺码头，站在黄浦江畔向孩子讲述儿时坐上船去重庆的记忆，儿子听后问了我一句：“爸爸，这些江面上的小船能开到重庆去啊？”这件事对我的触动很大。上海的十六铺码头作为上海的开埠源头，曾经有着多么辉煌的历史，而如今，哪怕是历史的一点印记都已难觅踪影，不知若干年后，谁还知道十六铺的历史。由此，让我又想起了故乡哈尔滨，在我儿时的印象中，哈尔滨有很多美丽的俄罗斯风格建筑，但如今历史的无情已将其摧毁，唯独保留下来的就是索菲亚

river to Chongqing?" Pier 16—the epicenter of Shanghai's historic trade development—now shows few traces of its once glorious past, and I often wonder whether anyone will still know anything about its history a few more years from now. This stirs up another memory of mine—my hometown, Harbin, where except for perhaps the Saint Sophia Cathedral, few if any of the once-ubiquitous Russian buildings are left standing. During my homecoming trip this year, the cold modernity and monotony of glass-paneled buildings that have since replaced my childhood home in Harbin only elicited fragments of memories.

Chinese cities nowadays are gigantic sandboxes with incomplete details, conspicuous symbols and a less-than-tasteful ambiance. They are also like a big meal that can be quite exciting at first but, when eaten too often, would make you miss the rustic pickles (that explains China's "legacy of pickles") Perfect as it may seem, the high-rise-dotted skyline over China's urban sprawls suggests architectural homogeneity and the lack of "pickle factors," or "something aged." The longer we live in a city, the more we miss the non-toxic dwellings amidst mountains and streams. Urban dwellers, therefore, began pursuing the romantic and healthy lifestyle encapsulated by an old Chinese saying: "The wise find pleasure in water; the virtuous, hills."

But how are modern city-dwellers able to find architectural delights exposed to seas, winds or mountains? The answer lies in our attitude toward a city's architectural, cultural and historical heritage and innovations.

According to Martha Schwartz, a world-renowned landscape designer, artist and tenured professor at the Harvard University Graduate School of Design, urban development and sustainability are two sides of the same coin. Besides a technological approach to ecological sustainability, she said the top priority for sustainable urban planning is developing respect for history and unleashing a city's potential with innovative designs, city-branding efforts and an attractive environment. That way, the city can meet its residents' mental and emotional needs with a sense of place, identification and belonging, she noted.

The term "urban context" refers to traces of lifestyles or historical significance left behind in a city's rudimentary stage and evolutionary process. It is not only a city's distinctive qualities but also a symbol that differentiates one city from another. Blindly copying the architectural styles of foreign cities while ignoring the historical context, nevertheless, has undermined the distinctiveness of many Chinese urban areas once steeped in historical or cultural significance, causing their material or spiritual treasures to diminish.

Urban context is the root and soul of a city. It is not dead specimens, swathes of protected historical areas, or some historical buildings; rather, it is a living entity. It keeps phasing out the outdated and obsolete and renovating it with the improved and sound. The true matrix of the context is everyday life. The trace of history is only where it is stored. Therefore, as long as our life continues, it can be inherited. However, only if it is understood thoroughly, utilized, improved, inherited, can the context maximize its value.

Context is featured in a type of culture and spirit. From a historical point of view, the area of Shanghai that can represent financial and modern culture the most is the Bund where the architecture embodies the essence of the financial history is the so-called "World's Expo of Architecture". Although these buildings were neither designed from the same architect nor from the same period of time, the keynote is consistent, and the overall contour is in an unbelievable harmony — no matter being viewed from afar or within, people can perceive

教堂等几栋建筑，当我今年回到故乡看到儿时的老宅已经被现代冰冷的玻璃体所替代时，那种冰冷、千城一面的建筑，带给我的只是像残片一样的记忆。

如今，我们的城市就仿如是一个大沙盘，失踪了细节，突显着个别巨大的标志，细细品来，似缺乏了回味。这就像我们的饭菜，一道大餐初次吃起来会感觉到很兴奋，但常吃便难过起来，最后不由你又会怀念起腌菜，于是就有了“腌菜文化”。今天的城市，看上去繁荣一片，高楼大厦鳞次栉比，似乎什么都不缺，但千城一面中缺了些“酱菜坛子”，缺了那些腌得久一些的东西。于是乎，都市的生存环境愈加让我们怀念“穴居在山，福在水”之依山傍水的“无毒空间”，城市人开始追求浪漫和健康的诉求也开始遵循传统的“知者乐水，仁者乐山”之古训。

那么，现代都市中如何在建筑中去寻觅那“凭海临风，穴居在山”的感觉呢？这就离不开我们对都市建筑文化历史的传承与创新。

世界著名景观设计师和艺术家、哈佛大学终身教授玛莎·舒瓦茨博士认为，城市离不开可持续发展，这不仅要通过技术手段维持自然生态系统的持续发展，更重要的是尊重历史，并通过创造性的设计，充分发掘城市的潜能，塑造有特色的城市形象和具吸引力的城市环境，满足人类精神心理和情感的需求，为人们营造场所感、认同感和归属感。

城市文脉是一个城市诞生和演进过程中形成的生活方式以及不同阶段留存下的历史印记，是城市特质的组成部分，是城市彼此区分的重要标志。然而，如今中国的一些城市对历史文脉缺乏重视，盲目模仿国外城市，造成很多城市风貌千篇一律，没有任何特点，使得原本具有良好历史文化底蕴的城市遭受破坏，那些对我们不论是在物质还是在精神上都为极为宝贵的财富正在渐渐消失。

文脉是一个城市的根，是城市的灵魂。文脉不是僵死的标本，不是若干片被保护的历史街区，更不是那几栋历史建筑。它是活的，像生命一样吐故纳新，吸取有道理的，积累应该堆积的，淘汰那些糟粕。文脉的真正载体是生活，所有的历史遗迹只不过是它的寄存之所，所以只要生活继续，文脉就能流传。但只有被充分理解、利用、改造、传承，文脉才能实现它的最大价值。

文脉是一种文化和精神的特质，对于上海这座城市，从历史变迁过程中最能凝聚这种金融与摩登文化贯通的地方就是外滩。外滩体现金融历史风貌精华就在于这些被称为“万国建筑博览”的外滩建筑群。这些建筑虽不出自同一位建筑师，也并非建于同一时期，然而他们的建筑色调却基本统一，整体轮廓线处理地惊人的协调，无论是极目远眺还是徜徉其间，都能感受到一种刚健、雄浑、雍容华贵的气势，这就是文脉的体现。历史在发展，城市也在发展，外滩建筑群并没有结束，今天外滩金融中心BFC作为外滩建筑群其中之一，也承载了上海历史文脉的延续与发展。

文化与地产的结合

城市作为建筑的载体，就需要将建筑融入生命。我们常说建筑是凝固的音乐，但这“音乐”如果没有了“灵魂”，城市的可持续发展也就没有了生命力。《为家园辩护》作者尤纳·弗莱德曼在书中写到，“艺术品是由观众创造的，艺术家仅仅触发了观众暗存情感而已。”同样，建筑师并未创造一个城市，他们只是在其中添加了些构筑物，是居住者“缔造”了城市。一个无人居住的城市，即便是新的，也是废墟。想想我们每天居住的“千城一面”的城市，你的生活激情创造及城市文化感召又在何处呢？“千城一面”的城市里，建筑就仿佛一个“囚笼”，解决着你的生活起居，压抑着你对生活层面上的精神依赖。

the exemplified manner of context being imposing, vigorous, and stately. History is still developing along with the city. The architecture of the Bund has not come to a close. As part of the architecture in the Bund's financial center today, the BFC also bears the succession and development of Shanghai's history and context.

A Fusion of Culture and Real Estate

A city, as the vehicle of architecture, needs to infuse life into it. We often state that architecture is music in solid form. However, if the "music" loses its "soul", the city will also lose its driving force to continue developing any further. In his book *Pro Domo*, Yona Friedman wrote, "Instead of artists, the viewers are actually the ones who create art; what artists do is just to trigger the viewers' underlying emotions." Likewise, architects did not create the cities, what they do is only to provide structures. The real creators are the residents. A city without residents would be a wasteland even it had just been created. Think about the cities we live in, of which the design conforms to one and another. Where is our passion to create? What is the cultural inspiration for our cities? Architecture with unvaried forms seems to become a "cage" that suppresses our spiritual needs from a city, even if it meets our most basic utilitarian needs on a daily basis.

Cities should offer a space for imagination. What people perceive should not be merely a structure but groups of architectural art works that are infused with cultural inheritance.

A lot of time what makes a city to live is its characteristic architecture that imprints on people's mind. City and architecture are two sides of the same coin—architecture itself is art and serves as a vehicle for transmitting a city's culture. Therefore, for a real estate project to succeed, architecture needs to bear the urban context and integrate art into the local culture and landscape to become a landmark.

Architecture serves as a vehicle for transmitting the history and culture of a city and is a medium for recording historical information.

As a developer, we uphold the idea of the integration of culture, art, and real estate, and we endeavor to incorporate the inherent art of architecture, landscapes, and humanity.

The BFC is located in the core of the matrix development area in Shanghai International Financial Center (Shanghai IFC) — the kernel of the "one city, one belt", which is also the focal development area on the banks of Huangpu River. Across Huangpu River that extends 418 meters to reach the Bund on the other side, Shanghai IFC and the CBD, Lujiazui Finance and Trade Zone, of Pudong face each other. Bounded by Yu Garden in the west, the groups of architecture of all the nations in the north, Lujiazui in the east with Shi Liu Pu International Ferry Terminal close by, the project is located in a favorable position where the new and old Bund meet with rich cultural heritage, widely open viewing space, convenient land and sea transport network, diverse financial industry, and comprehensive travel package services.

Looking back the past century, all the five major industries of BFC are able to find their individual cultural background in this project.

- Across this project, there is Shi Liu Pu International Ferry Terminal, the most important commercial harbor in the history of the Bund. The terminal, with a rich commercial and cultural background, became the greatest in the East Asia after the Qian-Long years and the sea transport and trade

城市应该给予人们想象的空间，人们看到的建筑不应只是个构造物，而是一种文化的传承与注入，是个建筑艺术群。

一个城市之所以在这个世界上流传，很多时候是因为城市特有的建筑能够让人永远记住。城市和建筑两者之间是密不可分的。从建筑来说，建筑本身就是艺术，是城市文化的载体。所以一个成功的地产发展项目，不仅是地产本身开发成功，其建筑也必将能承载城市文脉，将自身建筑艺术结合当地文化，与周边环境自然地融为一体，成为城市的标志之一。

建筑是城市历史文化遗产的载体，也是记载历史信息的媒介。

作为开发商，我们极力推崇文化、艺术与地产结合的理念，积极实践建筑艺术、景观艺术、人文艺术的融合。

BFC位于上海国际金融中心建设核心承载区域——“一城一带”的核心位置，也是浦江两岸开发的重点区域，沿黄浦江面418米，紧邻外滩万国建筑群，与浦东陆家嘴CBD金融区隔江相望；项目西俯豫园、北望万国建筑群、东观陆家嘴，咫尺十六铺国际游艇码头，处于新老外滩的交接点，具有优越的地理位置、深厚的文化底蕴、广阔的观景空间、便捷的陆路、水上交通网络、丰富的金融产业集群以及完善的旅游配套服务。

溯源百年，BFC的五大业态，都能在项目所在地找到她的文化根基：

- 该项目对面是外滩历史上最重要的通商码头——十六铺码头，乾隆年以后的十六铺是东亚最大的码头，是中国沿海运输和贸易的中心，具有浓厚的商业文化底蕴。十六铺的名字来源于古中国的城市沿街设铺的传统，旧上海县把城乡内外的街市商业地带规划为“廿七铺”，一共二十七个市铺。所谓以港兴市，十六铺的码头与街市连为一体。BFC购物中心延续历史的商业文化，并在地块中将建筑划分成若干体块，通过内街保留上海历史的街市文化。
- 上海开埠以来，聚集在这里的曾经有全国各省市30余个以同乡为组织的商业会馆和147个以行业为组织的同业会所。这就是BFC企业会馆的东方会馆文化根基。
- 项目北侧的外滩万国建筑群，即百年前的“东方华尔街”，世界各国著名银行均在此设立东方总部，因而BFC的企业总部也传承了东西方文化交融的企业总部文化。
- 经济的发展，也快速催生了艺术的繁荣，十六铺建造出上海最早的近代剧场新舞台，演出文明京剧，孙中山先生曾多次前往观看。戏台在当年上演着各地的精彩剧种，今天的BFC艺术中心仍将继续演绎着来自东西方的古典及现代文化。BFC精品酒店将艺术与旅游进行完美结合，继续带给来自世界各地旅客精彩纷呈的东西方文化艺术体验。

历史在发展，城市在生长，随着土地的稀缺和集约利用，城市功能的平面肌理向空中生长，BFC高高低低、大大小小的各个建筑体块就像一个个音符，继续演奏着这个垂直城市主义的未来乐章。

BFC项目的规划和建筑的语汇

项目在外滩的特殊位置注定使其成为这一上海最负盛名的街道的终点。规划上，以成为老城、外滩及新金融区的枢纽为概念，整体设计以方便行人穿越并延伸外滩历史建筑的肌理为核心。作为新发展的大型城市综合体项目，充分考虑了的城市周边环境和主要街区的天际线，力求与之融合并使其丰富。建筑高度由沿江较矮的建筑递进至南面的摩天大厦，与百年万国老外滩建筑群保持天际线的协调和延续。较低的建筑和体量较小的建筑放置在了沿

center of coastal China. Shi Liu Pu is named after the tradition that shops in ancient Chinese cities were set up along the streets. The old Shanghai County divided the street market and commercial area near the city gate into “27 Pu”, a total 27 street shops. The prosperity that the harbor brought to the city linked the business of terminal of Shi Liu Pu together with the street market area. The BFC shopping center will continue this commercial culture and preserve the historical Shanghai street market culture through dividing the building into several blocks in the subway.

- Since the commercial harbor was established in Shanghai, there had been more than thirty business associations that each was composed of members of the same province from different part of the country and 147 commercial organization of the same industry that is the cultural foundation of the Oriental Association of the BFC Business Association.
- In the north of the project, there are groups of architecture of all the nations in the Bund, the so-called “Eastern Wall Street” of a century ago. The worldly well-known banks from different countries came here to set up their eastern headquarter. Therefore, the BFC headquarters also inherits the mix of the Eastern and Western cultures.
- The economic development also speeds up the booming of art. Shi Liu Pu created the earliest modern theater in Shanghai where showcased Beijing Opera that Dr. Sun Yat-sen used to frequent many times. The theater used to put on spectacular plays from different part of the country in those years. Today, the BFC Art Center will continue to showcase both classic and modern theaters from the East and the West. The BFC Boutique Hotel will integrate art and travel and continue to bring superb Eastern and Western cultural and art experiences to our customers from all over the world.

History is developing as the cities are progressing. Along with the limited land and the concentration of its use, cities started to grow upwards to the sky. The blocks of the BFC buildings of various heights and sizes that look like musical notes will keep playing the movement of the vertical urbanism.

Planning and Architectural Design of the Bund Financial Center

The unique location of the BFC project on the Bund makes it destined to be a highpoint on the most famous street in Shanghai. The planning concept behind it is to create a hub for the Old City, the Bund, and the newly developed financial district. The overall design focuses on facilitating pedestrian passage and serves as a textural continuation of the Bund’s architectural legacy. As a new mixed-use urban development, thorough consideration is given not just to ensuring harmony with the surrounding context and skyline of the main street, but also enriching them. The building height steps up from lower buildings along the river to skyscrapers on the south side, maintaining coherence with and extending the skyline of the century-old “Bund International Architecture Exhibition”. Lower and smaller buildings are placed along Renmin Rd. with a scale appropriate for the street and a style coordinated with the existing architecture (see Figure 1).

In terms of function, high-end office spaces are combined with those applying a unique “clubhouse” concept, which creates a platform for entertaining business associates and VIPs. Meanwhile, commercial

人民路一面，建筑的尺度非常宜人，以与人民路的建筑相协调。(见图1)

建筑功能上，融合高端的常规办公空间及独特的“企业府邸”概念，即一个让商业伙伴及贵宾交际的平台。商业空间集精品零售、国际品牌概念店、豪华商场及米其林星级餐厅于一身。(见图2)

外立面上，将经典的石材、铜饰工艺与具有现代感的玻璃幕墙进行结合，尊重了百年万国建筑群建筑风格。玻璃幕墙发挥了现代外墙上的石雕及铜饰赋予各楼高贵格调之余，从下而上渐渐收细的人工雕刻石材，令人对建筑有一基础坚实而顶部通透的感觉。(见图3)

项目最大的亮点是艺术中心，是由Foster + Partners建筑事务所设计，并邀请Heatherwick Studio担任创意顾问。其设计灵感来源于传统中式戏台，建筑由一组可动的幕帘围绕，能应内部活动而灵活变化，或关闭内部空间或展示浦东景色。艺术中心包括艺术长廊、文化广场、多功能Fashion show场地，露天舞台等空间，希望为世界文化艺术交流、国际品牌发布及企业公关对话提供展览、表演、活动的场地，进而完成百年外滩由功能性向文化艺术的蜕变，赋予外滩文化内涵与艺术体验。(见图4与图5)

可持续发展平台——建筑生命力与营运创新

我们处于二十一世纪高度发达的信息时代，BFC创新性地引入平台经济理论，向苹果公司学习，巧妙地在建筑和经营中运用平台经济理论，通过合理的结构与业态组合让建筑带有生命与可持续特征。

平台商业模式与协同共生理理论道理相同，是指连接两个以上特定群体，为他们提供互动机制，满足所有群体的需求，并通过平台巧妙营运的商业模式。它的精髓在于打造一个完善的、成长潜能强大的“生态圈”。它拥有独树一帜的规范和机制系统，能有效激励多方群体之间互动。通过此平台交流的各方也会促进对方无限增长。创造传奇的苹果公司就是个经典案例，它以全新的方式对产业进行重组，凝聚音乐、出版、电信等各个环节，甚至创造出新的跨界产业。

目前南外滩正在建设的金融集聚带，力图通过金融创新试验区与陆家嘴错位竞争，打造互联网新金融的“硅谷”。BFC处于万国建筑群百年金融商业带和互联网金融产业高度聚集区的核心位置，建筑涵盖了企业会馆、企业总部、购物中心、艺术中心和精品酒店五大功能业态，产业汇聚金融、文化、艺术、商业、旅游等多种

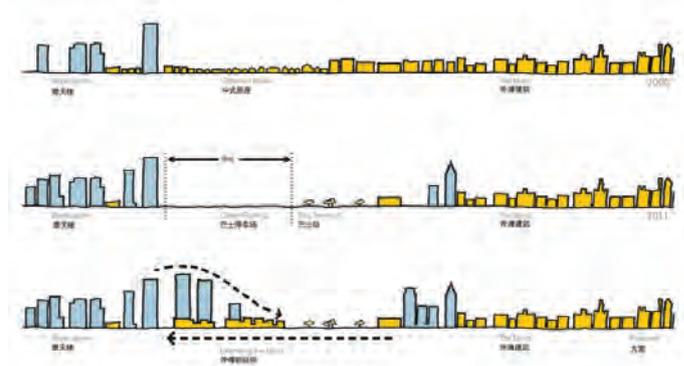


Figure 1. 5th Description of Design Concept for N5
图片1.N5设计概念描述 5

spaces combine retail for luxury goods, concept stores for international brands, luxury malls, and Michelin-starred restaurants (see Figure 2).

For the façade, classic stone and copper details are fused with modern glass curtain walls to pay tribute to the “International Architecture Exhibition”. Hand-carved stone detailing and copper ornamentation, which add class and elegance to the architecture, are gradually tapered as the buildings extend upward, giving them the feel of a solid base and translucent top (see Figure 3).

The greatest highlight in the project is the art center. It is designed by Foster + Partners with Heatherwick Studio serving as creative consultant. The design is inspired by the traditional Chinese opera stage. The building is encircled by a set of moveable screens that can adapt to a variety of indoor functions, either enclosing the interior space or opening up to reveal a panorama of Pudong. The art center includes an art gallery, cultural plaza, multifunctional venue for fashion shows, and amphitheater. It will provide a stage for exhibitions, performances, and events for global cultural and artistic exchanges, launching of international brands, and corporate public relations campaigns. On a higher level, it will enhance the sophistication and artistic experience of the Bund and facilitate its metamorphosis from a functional role toward one of greater cultural and artistic importance (see Figures 4 and 5).

A Sustainable Platform: Vibrant Architecture and an Innovative Business Model

We live in the 21st century—the information age. Taking a note out of Apple’s playbook, the BFC innovatively incorporates platform economics into its planning. This economic theory is cleverly applied in the BFC architecture and building management through rational structure and format combination to make it viable and sustainable.

A business model based on platform economics works under the same principle as the symbiotic theory: two or more clusters are linked with an interacting mechanism in order to meet the needs of all clusters while operating under an ingenious common platform. Its essence lies in creating a comprehensive ecosystem with powerful growth potential. The distinctive organization and mechanism effectively encourage interaction between multiple clusters. Parties engaged in exchange through this platform also enable each other to grow exponentially. The legendary Apple Inc. is a classical example of this model. By reorganizing business in a brand new way and integrating elements such as music, publishing and telecommunication, it was able to actually create a brand new cross-disciplinary business.

The financial hub currently under construction at the South Bund is striving to establish a footing of its own and compete with Lujiazui, and it does so by forming an innovative and experimental financial district or the “Silicon Valley of new E-commerce”. The BFC is situated amid the commercial district of the “Bund International Architecture Exhibition” and a dense concentration of e-commerce. The project combines five uses: a corporate clubhouse, corporate headquarters, shopping mall, art center, and boutique hotel. Covering a spectrum of financial, cultural, artistic, commercial, and tourism functions, the multi-purpose BFC fulfills the role of an integrative platform that combines several use groups and functions. Imbued with the DNA of the financial and commercial sectors, this platform blends traditional culture and modern technology, making it destined to become a grand platform for the flow of people, businesses, information and money.

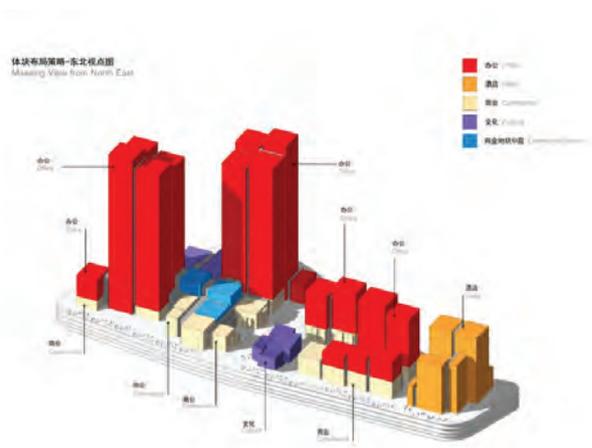


Figure 2. Massing Diagram
图片2. 体块图



Figure 3a. Commercial Street
图片3a. 商业街道



Figure 3b. Skyline
图片3b. 天际线

Considering the above, we must avoid ending up with yet another rehashed project. We do so with the BFC by underpinning sustainable concepts with a respect for history and culture. As an innovative new concept in urban development, the project seeks to inject the power of culture into its hardware, software, and content, and enrich the meaning of urban architecture. The cultural injection, perceivable through all senses, motivates people to “linger” and, in turn, helps form an “International Rendezvous in the city” that fulfills both their spiritual and cultural needs and material wants. Through the operational mechanism of a platform, the BFC will organically integrate resources across its horizontal and vertical spaces to stimulate valuable interaction, create a vibrant ecosystem and give its buildings sustainable vitality. A sort of “chemical reaction” will form between urban residents and the architecture around them, generating a captivating sensation that leads to genuine enjoyment of all the wonderful things city life has to offer.

功能为一体，正是一个融汇多种客流群体和功能的综合体平台，它注定是传承金融、商业基因，融合传统文化和现代科技的平台，也必将是人流、商流、信息流和资金流汇聚的大平台。

综上所述，我们要在尊重历史文化的根基上，从可持续发展的观念上杜绝“千城一面”的发生。创新城市开发理念，BFC正从“硬件、软件及内容”上注入文化的力量，丰富城市建筑的内涵，通过“五感”使人们体验文化的注入，“停留”因此成为可能，营造一个能够同时满足人们“精神文化需求和物质商品欲望”的“城市会客厅”。BFC将通过平台运营机制，有机地整合平面与垂直立体空间中各种资源，使之产生互动增值并创建富有活力的生态圈，赋予建筑持续发展的生命力，让生活在城市中的人们与建筑文化发生“化学作用”，这种“作用”一定会产生奇妙的心理体验，真正感受到城市带给我们的美好。



Figure 4. Art Center
图片4. 艺术中心



Figure 5. Project Rendering
图片5. 项目效果图