



新天地 从一个理念出发

发展「新天地」，源自罗康瑞对上海经济前景的信心和准确的判断。他认为像上海这样的一个国际金融及商业中心，是需要一个让人聚会的地方，就像香港的兰桂坊、纽约的SOHO、巴黎的Montmartre..... 当年罗康瑞就是凭这个概念去游说上海市卢湾区的领导。

面对市领导对保留「中共一大会址」的遗址和像石库门这一类历史遗物的关注，罗康瑞提出了旧城改造的计划，主要就是把太平桥一带的石库门房子作内部的翻新。这除了可以保留该区的历史价值以外，也为集团提供一片邻近市中心的广阔土地，并为发展一个具特色的新社区定下雏形。



城市建筑 · 新视像创造者

Architectural Delights --
Xin Tian Di

文: 朱耀昌 图: 上海瑞安咨询有限公司提供

如今上海「新天地」标志著生活的时尚，象征中西文化的会萃。「新天地」除了保留昔日石库门的原貌，更将新时代的潮流，休闲、文化和娱乐融入其中。当天独具慧眼，为石库门改写历史的人，正是香港瑞安集团董事长的罗康瑞。



发展新天地的挑战

瑞安集团就是在这样的基础下于九八年落实建筑「新天地」。旧城改造并不简单，集团物色了拥有丰富旧区重建经验的建筑师，美国的Benjamin Wood，他亦是波士顿Faneuil Hall的建筑设计师。为了确保「整旧如旧」的改造原则能够落实，建筑的成本因此极高。虽面对亚洲金融风暴的冲击，瑞安集团最终成功为「新天地」融资4,000多万美金，在当时来说绝不是一件容易的事情。

有了独特的外观设计，「新天地」的软体也是成功与否的重要因素。要突出「新天地」中西文化会萃的精神，瑞安集团在挑选租户方面也同样化了许多的心思。挑选租户的组合以国际化为标准，其中包括法国、美国、德国、英国、意大利、日本等国家。挑选的过程十分严格，集团亦做了很多市场调查，去了解租户的经营情况、出品和服务。

为达到最佳的宣传效果，「新天地」选择在二〇〇一年的时间开幕，以配合上海两个非常重要的活动。一个是亚太经合组织十月份在上海的年会，另一个是中共八十周年的庆典。世界经合组织会议为上海请来很多国家元首、高层领导和国际传媒，让「新天地」成功引起各国领导人和传媒的注意；而八十庆典，中国主要的中央领导也到上海的「一大会址」，让出席庆典的国家领导人看到上海辉煌的发展成绩。得到传媒的热烈报导，「新天地」先声夺人，并成功引起各界的关注，奠定了上海新地标的基石。

「新天地」的成功，结合了罗康瑞对上海发展的远景、石库门独有的魅力和上海居民对生活时尚的追求，这些因素缺一不可。罗康瑞当天抱著将「新天地」发展为世界有名热点的目标亦已经达到。



Synopsis in English

IN TREND

P.112-113 ARCHITECTURAL DELIGHTS -- "XIN TIAN DI"

The dramatic transformation of a dilapidated quarter in Old Shanghai to a new haven that signifies urban hip is the most impressive project yet of Vincent Lo, chairman of Shui On Holdings, a leading Hong Kong developer.

"Xin-tian-di", which stands for a new haven in English, represents the "in place" of today's burgeoning Shanghai. The area, in what used to be called "Tai-ping-qiao", now houses the coolest bars, the choice restaurants, and the most stylish arts clubs and galleries.

When Lo, a Shanghai native, visited the historical "Taipingqiao" in the mid-90's where grand stone mansions still lined the streets, his vision was to provide a Shanghai's equivalent to Hong Kong's Lan Kwai Fong, New York's Soho and Paris' Montmartre - where the yuppies, the trendy locals as well as expatriates gather and chill out. After intense lobbying among the officials in Shanghai, Lo was given the go-ahead for his plan - on condition that the redevelopment must retain the place's historical component and charm.

Renovation finally began in 1998 with the US\$40 million-plus raised. Reputable US architect Benjamin Wood was hired to oversee the overall design and refurbishment. Its completion and opening was timed to the APEC Summit and the 80th Anniversary of the founding of PRC's Communist Party in October 2001.

Today, "Xin-tian-di" which symbolizes sophisticated living style and an East-West harmony, is undisputedly the landmark of modern Shanghai. It also underscores Vincent Lo's far-sightedness.