

綠寶石客戶服務獎2018 讓好延續 多走一步

Emerald Award 2018 Go the Extra Mile



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▲ 行政總裁盧韋柏先生（後排中）、首席財務總監何孝昌先生（後排右三）、執行董事陳文博先生（後排左三）、執行董事陳家岳先生（後排左二）以及一眾管理層與2018年度「綠寶石客戶服務獎」得獎者合照
CEO Mr. Weber Lo (center, back row), CFO Mr. H.C. Ho (3rd from right, back row), Executive Directors Mr. Adriel Chan (3rd from left, back row) and Mr. Norman Chan (2nd from left, back row), together with other senior executives pose with winners of the Emerald Award 2018

恒隆於8月7日（星期二）舉行2018年「綠寶石客戶服務獎」頒獎典禮，嘉許八位在顧客服務範疇表現卓越的前線員工，突顯優質服務、以客為本的重要性。

Hang Lung hosted the Emerald Award 2018 award presentation ceremony on August 7 (Tuesday), recognizing eight frontline staff members who each demonstrated exceptional levels of customer service, exemplifying the very best of Hang Lung service excellence and its customer-centric corporate culture.

行政總裁盧韋柏先生表示：「以客為本是恒隆的核心發展策略之一，我們重視與每個客戶的接觸點，亦細心留意他們的需要。今年『綠寶石客戶服務獎』收到接近350份來自香港及內地項目的提名，是歷年之冠。得獎的案例，充分反映我們為顧客、租戶所提供的服務，不論在深度及廣度上，亦愈見提升。這有賴恒隆上下一心，在每件小事上，都做到『多做一點 前瞻一里』。」

「綠寶石客戶服務獎」今年踏入第四屆，由恒隆高級管理層組成的評審委員會，按顧客服務表現、主動性、責任感、處理問題能力、創意及獨特性的準則，在近350份來自香港及內地各項目的提名中，選出六個優秀的服務個案。

CEO Mr. Weber Lo said, "Being customer-centric is at the very heart of Hang Lung's operations strategy going forward. We pay attention to all opportunities to interact with our customers and to understand their needs. This year, the Hang Lung Emerald Award received around 350 nominations, the highest number since its inception, from Hang Lung's properties across Hong Kong and the Mainland. The winning cases reflect the unparalleled levels of service we provide to our customers and tenants with increasing dedication and attention to detail. This could not be achieved without the commitment of Hang Lung's team, striving all the while to Go the Extra Mile in every situation."

Now in its fourth year, the judging panel for the Emerald Award 2018 comprised senior management members, who selected the winners based on their performance in the nominated cases of service including the initiative demonstrated, sense of accountability, problem-solving skills, creativity, and uniqueness. Six winning cases were chosen from around 350 nominations across Hong Kong and the Mainland.

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面對客人最尷尬的處境，仍能保持專業態度，保護客人的尊嚴 Uphold dignity of embarrassed customer with professional service

會所主管巡經女洗手間時，聽到一名女士的呼叫聲，於是立即通知雷慧燕召喚救護車及到場協助。

雷慧燕到達女洗手間，發現一位年約50歲的客人在如廁時，突然觸及舊患，膝蓋移位，痛得無法動彈及如廁，客人更因疼痛萬分而淚流不止。

在等待救護車的過程中，雷慧燕首先安撫客人的情緒，與她閒聊，減輕她的痛楚。由於客人還未如廁，雷慧燕擔心救護車到達時，客人或會失禁，導致更尷尬的情況，於是取得客人同意後，雷慧燕幫助客人脫褲，並用水桶輔助客人站着如廁。

During a regular patrol, the Club Supervisor heard a call for help coming from the ladies' washroom. The situation was referred to Yanson Lui, who immediately called an ambulance and rushed in to help.

Yanson soon found that a customer in her 50's was confined to the toilet cubicle, unable to move, as an old injury had flared-up causing a dislocated kneecap and intense pain. The discomfort was so strong that the customer had broken into tears.

While waiting for the ambulance, Yanson calmed the customer by engaging her in small talks, which also helped alleviate her pain. In an attempt to avoid further embarrassment caused by incontinence in front of the paramedic, Yanson helped the customer undo her pants to urinate standing up using a bucket under the consent of the customer.

雷慧燕 Yanson Lui

會所助理 Club Assistant

康怡花園俱樂部•香港 Kornhill Recreation Club, Hong Kong

解決客人當前的困境，亦預見客人的需要，主動為客人籌謀

Relieve immediate plight of customer and go a step ahead in anticipating her need

王淑貞接獲控制室的電話，指渣打銀行大廈外有客人跌倒受傷。

王淑貞趕往現場，看到一位年約40多歲的女客人膝蓋流血，額頭泛紅。救護車還未到達，王淑貞在詢問客人的摔傷情況後，先為客人消毒傷口。

包紮後，客人仍表示感到頭暈和膝蓋疼痛。客人為內地來港旅客，由於怕耽誤行程，最初拒絕到醫院檢查。王淑貞留意到客人的傷勢未見好轉，於是建議客人等待救護員到來。

等待救護員期間，王淑貞見到客人的絲襪破損了，她立即主動提供新的絲襪讓客人更換，客人離開時，她更提供了自己的微信，方便客人有需要時可再找她幫忙。

Winnie Wong was informed by the Control Room that a customer had been injured during a fall outside the Standard Chartered Bank Building.

Winnie arrived and saw a female customer in her 40's with a bleeding knee and reddened forehead. Winnie set about treating the wound with antiseptic before the ambulance arrived.

After the wound was bandaged, the customer, who was a Mainland visitor, was still in pain and felt dizzy but she refused to go to the hospital for a further check-up, fearing that it might ruin her trip. Aware that the condition of the injured customer was not getting any better, Winnie persuaded the customer to wait for the paramedic.

While they were waiting, Winnie noticed that the customer had torn her stockings. She quickly arranged a new pair for the customer to get changed. She also gave the customer her WeChat contact in case further help was needed as the customer departed.



王淑貞 Winnie Wong

禮賓服務專員 Concierge

渣打銀行大廈•香港 Standard Chartered Bank Building, Hong Kong

身體力行，在骯髒的環境用行動和汗水換來客人的微笑及喜樂

Spare no pains to put a smile on customer's face

應敏接報得悉，辦公樓一租戶在購買了一雙全新的白色高跟鞋後，鞋連包裝及紙袋被租戶的清潔員工誤以為是垃圾而扔掉了。

租戶最初只是查詢垃圾房的清潔時間，好讓其清潔員工自行到垃圾房尋找。應敏了解到情況後，即時安排恒隆的同事一同協助尋找。

找了兩個小時後，仍然未能尋獲，租戶也打算放棄，但應敏卻堅持繼續尋找，更向接班的高級保潔員朱建新交待情況，增派保潔員在垃圾房翻查每一袋垃圾。

又再過了兩個小時，終於找到失物，應敏及朱建新終於可把失物歸還原主。

Ying Min was informed that an office tenant had a newly bought pair of high-heeled shoes, wrapped in its original packaging, which had been mistakenly collected by its own cleaning lady as garbage.

The tenant called to inquire about the waste removal schedule in order to alert its staff to rescue the item from the refuse. Having understood the matter, Ying Min sent a colleague to help search through the rubbish together with the tenant's staff.

After two hours of searching to no avail, even the tenant was about to give up, but not Ying Min, who entrusted the case to Zhu Jianxin, the Senior Hygiene Attendant, and sent more cleaners on the search.

It took Ying Min and Zhu Jianxin a further two hours to find the package, which was sent back to its owner finally.

朱建新 Zhu Jianxin

高級保潔員 Senior Hygiene Attendant

恒隆廣場•上海 Plaza 66, Shanghai

應敏 Ying Min

賓客體驗專員 Guest Experience Ambassador



▲ 董事一租務及物業管理彭兆輝先生（右一）及上海的恒隆廣場總經理一租務及物業管理胡惠雅女士（左一）出席頒獎禮，以示對應敏（左二）和朱建新（右二）的支持和鼓勵

Director – Leasing & Management Mr. Derek Pang (right) and Plaza 66's General Manager - Leasing & Management Ms. Vera Wu (left) attend the ceremony to support Ying Min (2nd from left) and Zhu Jianxin (2nd from right)

▲ （左起）總經理—租務及物業管理劉靜雅女士、執行董事陳家岳先生、董事—租務及物業管理蔡碧琳女士、雷慧燕、王淑貞、總經理—租務及物業管理羅欣琪女士
(From left) General Manager – Leasing & Management Ms. Helen Lau, Executive Director Mr. Norman Chan, Director – Leasing & Management Ms. Bella Chhoa, Yanson Lui, Winnie Wong and General Manager – Leasing & Management Ms. Katherine Lo

面對困難仍不放棄，堅持不懈，嘗試不同方法為客人解決問題

Determine to finding a solution for the customer's problems no matter how difficult they are



朱立在商場遇見兩位分別年約30歲和50歲的女士，正非常吃力地推着嬰兒車。朱立上前了解，得知嬰兒車輪胎漏氣，於是主動提議幫忙充氣。

朱立先後聯絡商場服務台、汽車美容服務商戶，都找不到充氣設備，折騰過後，客人也打算放棄之際，朱立急智地想到可趁快遞員前來商場辦公室收件時，借用快遞員摩托車的小型充氣設備。

朱立最終成功協助客人把嬰兒車的輪胎充氣。

Zhu Li met two ladies aged about 30 and 50 respectively, struggling with a pram in the mall. Zhu Li came forward and learned that the pram had a flat tire. He then offered to fill up the tire.

Zhu Li tried to source an air pump from the mall's concierge and car beauty and maintenance center but to no avail. Just as the customers were about to give up, the idea of borrowing a portable pump for scooter tires from the courier who came to collect the mail suddenly dawned on him.

Eventually, Zhu Li was able to re-inflate the tire of the pram for the customers.



▲（左起）港匯恒隆廣場賓客體驗高級主任朱慧先生、朱立、彭兆輝
(From left) Grand Gateway 66's Senior Guest Experience Supervisor Mr. Zhu Wei, Zhu Li and Derek Pang

朱立 Zhu Li

高級賓客體驗專員 Senior Guest Experience Ambassador
港匯恒隆廣場•上海 Grand Gateway 66, Shanghai

對工作的熱誠，並不受時間及地點所限制。急客人之所急，為客人解憂，締造驚喜

Remain passionate around the clock and offering service beyond expectation



▲ 皇城恒隆廣場總經理江舒文先生（中）讚揚律瑞雨（左）及李勇（右）對工作的熱誠
Palace 66's General Manager Mr. Kenith Kong (center) expresses high praise for Lv Ruiyu (left) and Li Yong (right)

下班回家後，律瑞雨在家中翻閱微信朋友圈，被一條尋狗啟示所吸引—有人下午在皇城恒隆廣場附近走失了飼養五年的貴婦狗，狗主人非常焦急，在朋友圈廣發小狗的資料和照片，希望好心人幫忙轉發尋犬。

與此同時，律瑞雨收到同事李勇的信息，是一張貴婦狗的照片，看上去與剛看到的失狗極為相似。於是，律瑞雨立即聯繫同事李勇查問。原來李勇當晚在商場發現該隻貴婦狗，在場內作廣播後也沒有人來認領，李勇就暫時把牠安置在停車場的管理站。

律瑞雨立即聯絡狗主，確認後狗主即時開車到皇城恒隆廣場領回愛犬。

Lv Ruiyu was at home after work. A message about a missing dog caught her attention when she checked her WeChat page. The message relayed the story of a five-year-old poodle which had run astray in the vicinity of Palace 66 earlier that day. The message with the dog's picture attached was widely circulated.

Meanwhile, Lv Ruiyu discovered a photo of a poodle, which looked like the missing canine, shared by her colleague, Li Yong. Lv Ruiyu immediately asked Li Yong about it and found out that Li had discovered the poodle wandering in the mall but that no one had come forward to retrieve it despite the announcement made in the mall. Li had settled the dog temporarily in the guard room inside the mall's car park.

Lv Ruiyu contacted the dog owner and arranged the reunion with the pet immediately.



李勇 Li Yong

高級保安服務員 Senior Security Service Attendant

律瑞雨 Lv Ruiyu

收銀員 Cashier
皇城恒隆廣場•瀋陽 Palace 66, Shenyang

觸覺敏銳，設身處地考慮客人的需要，陪伴在側，隨時送上安心及幫助

To be sensitive and supportive to the needs of the customer

張偉在辦公樓巡邏時遇見一名租客，與一位年長的女客人正在電梯前躊躇，原來這位客人因電梯恐懼症，進不了電梯，張偉於是主動提供協助，陪伴客人走樓梯到位於15樓的租客辦公室。

張偉帶着手提風扇和水，親自陪同客人和租客步行，張偉更事先跟團隊協調，於六樓預備好清水、毛巾和簡單的醫護用品，以備不時之需。

走了200多級樓梯後，終於到達，張偉更主動與客人約好，待客人離開時，再次上樓陪同客人走樓梯離開。之後該名客人再次到訪市府恒隆廣場，張偉亦再次陪同客人走樓梯上樓。

Zhang Wei was on patrol when he came across a tenant and an elderly guest who was nervously standing in the lift lobby. He immediately enquired and learned that the senior citizen was suffering from a phobia of elevators. Zhang Wei offered to accompany them to walk upstairs to the tenant's office located at 15/F.

Zhang Wei brought a portable fan and a bottle of water and accompanied the tenant and the elderly guest on their walk. He also arranged standby personnel with fresh water, towels, and medical kit on the sixth floor just in case.

After walking up more than 200 steps, they arrived at the tenant's office. Zhang Wei offered to walk down with the guest when the time came for her to leave. And the next time the elderly guest visited Forum 66, Zhang Wei offered to accompany her on her walk up the stairs again.

張偉 Zhang Wei

保安服務領班 Security Service Supervisor
市府恒隆廣場•瀋陽 Forum 66, Shenyang



▲ 市府恒隆廣場總經理陳慧玟女士（右）及市府恒隆廣場保安服務副經理李壯先生（左）到現場支持張偉（中）
Forum 66's General Manager Ms. Jennifer Tan (right) and Forum 66's Deputy Security Manager Mr. John Li show support for Zhang Wei (center)



恒隆核心租賃業務穩健增長

Hang Lung Achieves Healthy Growth in Core Leasing Business

恒隆地產及恒隆集團於7月30日（星期一）宣布截至2018年6月30日止六個月的業績。

On July 30 (Monday), Hang Lung Properties and Hang Lung Group announced financial results for the six months ended June 30, 2018.

►（左起）執行董事陳文博先生、行政總裁盧韋柏先生、董事長陳啟宗先生及首席財務總監何孝昌先生
(From left) Mr. Adriel Chan, Executive Director; Mr. Weber Lo, CEO; Mr. Ronnie C. Chan, Chairman; and Mr. H.C. Ho, CFO



2018年上半年業績概要

	恒隆地產			恒隆集團		
總收入	-19%	至	51.50億港元	-18%	至	54.57億港元
租金收入	+7%	至	41.18億港元	+7%	至	44.25億港元
- 內地	+11%	至	21.71億港元	+11%	至	23.97億港元
- 香港	+3%	至	19.47億港元	+3%	至	20.28億港元
物業銷售收入	-59%	至	10.32億港元	-59%	至	10.32億港元
總營業溢利	-19%	至	36.82億港元	-18%	至	39.02億港元
- 物業租賃	+8%	至	31.17億港元	+8%	至	33.37億港元
- 物業銷售	-66%	至	5.65億港元	-66%	至	5.65億港元
股東應佔純利	+22%	至	46.89億港元	+27%	至	30.37億港元
股東應佔基本純利	-24%	至	23.19億港元	-19%	至	14.59億港元
每股中期股息（港幣）	-	至	1角7仙	-	至	1角9仙

循序漸進的租戶優化工作，以及上海和香港的大規模資產提升計劃以進一步強化商場的競爭力和吸引力，令恒隆地產及恒隆集團的租賃物業組合租金收入分別上升至港幣41.18億元及港幣44.25億元。香港和內地利好的商業及消費氛圍均推動了業績表現。恒隆地產和恒隆集團租賃物業的總營業溢利均增加8%，分別至港幣31.17億元及港幣33.37億元。

董事長陳啟宗先生評論業績時表示：「2018年上半年，我們的項目能掌握經濟環境向好帶來的機遇，使租賃業務取得令人滿意的表現。恒隆最近在杭州購置一幅用於商業發展的黃金地塊，標誌着公司邁進新的里程碑。今年下半年和明年將有更多項目相繼落成啟用，為公司的可持續增長提供更大動力。」

集團在優化租戶組合及業態方面採取進取策略，內地的物業組合成功掌握市場的機遇，創造可觀的租金收入和零售額。恒隆地產及恒隆集團的內地租賃物業組合租金收入均增加2%，分別至人民幣17.64億元及人民幣19.48億元。

陳啟宗續說：「我們在無錫的第二座辦公樓已經封頂，加上內地對高端辦公樓的租賃需求日益暢旺，為我們的辦公樓租賃組合帶來更大的動力。在內地拓展業務的同時，我們亦將繼續投資本港市場。我們將持續檢視和優化香港的資產，以提升投資項目的價值和回報。」

香港方面，恒隆地產及恒隆集團的香港商舖組合的租金收入均增加3%，分別至港幣11.55億元及港幣11.66億元。這主要受惠於整體商舖組合的租金穩定上調，以及銅鑼灣京士頓街9號在完成資產優化計劃後的租金收入貢獻。

在財務管理方面，公司於本月在內地發行首項與建築相關的綠色熊貓債券。此舉為恒隆奠定了堅實的財務基礎，以便充分利用資本市場所帶來的合適契機，支持公司的長遠增長，滿足資本承擔，並繼續推進業務擴張計劃。

First Half of 2018 Performance at a Glance

In HK\$ Million	Hang Lung Properties			Hang Lung Group		
Total Revenue	-19%	to	5,150	-18%	to	5,457
Rental Revenue	+7%	to	4,118	+7%	to	4,425
- Mainland China	+11%	to	2,171	+11%	to	2,397
- Hong Kong	+3 %	to	1,947	+3%	to	2,028
Property Sales Revenue	-59%	to	1,032	-59%	to	1,032
Total Operating Profit	-19%	to	3,682	-18%	to	3,902
- Property Leasing	+8%	to	3,117	+8%	to	3,337
- Property Sales	-66%	to	565	-66%	to	565
Net Profit Attributable to Shareholders	+22%	to	4,689	+27%	to	3,037
Underlying Net Profit Attributable to Shareholders	-24%	to	2,319	-19%	to	1,459
Interim Dividend Per Share (HK\$)	-	to	0.17	-	to	0.19

Rental revenue from our leasing portfolio for Hang Lung Properties and Hang Lung Group increased to HK\$4,118 million and HK\$4,425 million, respectively, as a result of progressive tenant remixing and wide-ranging asset enhancement initiatives in Shanghai and Hong Kong to further heighten the competitiveness and attractiveness of our malls. The favorable business and consumption sentiment in both Hong Kong and the Mainland has boosted our results. Total operating profit of our leasing properties both increased by 8% to HK\$3,117 million and HK\$3,337 million for Hang Lung Properties and Hang Lung Group, respectively.

Commenting on the performance, Chairman Mr. Ronnie C. Chan said, "In the first half of 2018, our leasing performance was satisfactory as our projects were able to seize opportunities arising from the favorable economic environment. Our recent acquisition of a prime site for commercial development in Hangzhou has marked a new milestone for the Company. This, together with more projects coming on stream later this year and the next, will provide us with further impetus for sustainable growth."

With a proactive approach in optimizing our trade mix and offerings, our Mainland portfolio has been able to capture these positive factors to produce favorable results in both revenue and retail sales. Rental revenue of our Mainland leasing portfolio for Hang Lung Properties and Hang Lung Group both increased 2% to RMB1,764 million and RMB1,948 million, respectively.

Ronnie added, "Our second office tower in Wuxi was topped out recently and this will give us momentum for our expanding office leasing portfolio as the demand for premium office leasing in China intensifies. While expanding our footprint on the Mainland, it also goes beyond doubt that we will continue to invest in our home market. We shall continuously review and upgrade our assets in Hong Kong so as to optimize the value of, and returns on, our investments."

In Hong Kong, rental revenue of the Hong Kong commercial portfolio for Hang Lung Properties and Hang Lung Group both increased 3% to HK\$1,155 million and HK\$1,166 million, respectively. This was brought about by the steady rental uplift across the portfolio and the rental contribution from Kingston in the Causeway Bay portfolio after completion of its asset enhancement initiative.

On financial management, the Company issued its first architecture-related Green Panda Bond on the Mainland this month. The move laid down a solid financial position for Hang Lung, enabling it to take full advantage of appropriate opportunities in the capital market as they arise and support its long-term growth to meet its capital commitments and continue its program of expansion.



Summer

無懼酷熱天氣

管理層送上消暑果汁

Management Members

Hand Out Iced Drinks to Beat the Heat

炎夏高温令人汗流浹背，清涼的鮮榨果汁正是解暑恩物！行政總裁盧韋柏先生早前率領一眾管理層，在攝氏30度的高温下走訪公司旗下多個物業，親自向前線員工送上果汁，以感謝一起拼搏的團隊，為各位打氣！同時，內地的員工亦收到由管理層送上的果汁或水果杯，一同以健康的方式消暑降溫。

Hot weather leaves everyone bathed in sweat. But a sip of iced fresh juice does wonders in bringing relief during this melting summer! Recently, CEO Mr. Weber Lo and a group of management members showed their appreciation by visiting various Hong Kong properties and distributing juice to frontline staff. Meanwhile, staff on the Mainland also received juice or fruit cups from management members to help beat the heat.

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觀看更多照片



香港 Hong Kong



港匯恒隆廣場·上海 Grand Gateway 66

恒隆廣場·上海 Plaza 66



恒堡 CMO



皇城恒隆廣場·瀋陽 Palace 66



恒隆廣場·大連 Olympia 66



市府恒隆廣場·瀋陽 Forum 66



恒隆廣場·濟南 Parc 66



恒隆廣場·武漢 Heartland 66



恒隆廣場·昆明 Spring City 66



恒隆廣場·無錫 Center 66



恒隆廣場·天津 Riverside 66



恒隆
好空气!!

邁向未來 打造健康空間

Creating Wellness for Future Wellbeing

由恒隆策動的「提升室內空氣質素計劃」(計劃)自推出以來，從多方面喚醒公眾對空氣質素的關注。除了推出形象大使「O₂小兵團」，以及透過上海、濟南和無錫的恒隆一心義工隊把信息帶到社區，上海的恒隆廣場更於7月18日(星期三)舉辦了一場「邁向未來 打造健康空間」主題講座，由副總經理—項目管理(資產管理及優化)梁秉成先生向超過80位業界人士講解計劃的內容，並請來上海同濟大學經濟與管理學院副院長施騫教授，與大家探討如何實現工作與健康平衡。總經理—項目管理陳啟基先生亦有參與活動，並親自帶領出席者參觀恒隆廣場，向他們介紹商場的優質設計及設施。

隨着「提升室內空氣質素計劃」的推行，公司投放了超過港幣4,000萬元，在內地的商場和辦公樓安裝高端空氣淨化設備，過濾高達八成連同PM 2.5在內的空氣污染物，為市民、顧客、租戶和員工創造更加健康舒適的生活空間和購物體驗。

Since the inception of Clean Air Initiatives (CAI), Hang Lung has endeavored to raise public awareness on the importance of air quality and promote a healthy lifestyle through various channels. These included the launch of the 66 cartoon characters, as well as a series of volunteer activities carried

out in Shanghai, Jinan and Wuxi. Plaza 66 also organized a themed seminar, Creating a Wellness Space for Future Wellbeing, on July 18 (Wednesday). Deputy General Manager – Project Management (Asset Assurance & Improvement) Mr. Tom Leung introduced the CAI to more than 80 industry peers while Prof. Shi Qian, Deputy Dean of the School of Economics and Management, Tongji University, shared his practical advice on how to achieve an appropriate work-life balance. General Manager – Project Management Mr. Patrick Chan toured Plaza 66 with the participants and introduced them to the mall's outstanding design and features of the mall.

The Company has invested more than HK\$40 million to upgrade air filtration systems at malls and office towers on the Mainland, thereby removing up to 80% of airborne pollutants including PM2.5 particles, and benefiting citizens, customers, tenants and employees.



▲ 上海的恒隆廣場舉辦了一場主題講座，向超過80位業界人士介紹公司的「提升室內空氣質素計劃」
Plaza 66 organizes a themed seminar to introduce the Company's Clean Air Initiative to more than 80 industry peers

項目新資 Project Updates

武漢的恒隆廣場 工程進度理想達標

Heartland 66 Reaches Construction Milestones

武 漢的恒隆廣場繼於6月宣布辦公樓核心筒封頂後，購物商場部分亦已於7月完成混凝土工程，鋼筋結構工程正在進行中，並預計於9月完成。

項目管理團隊自2016年11月開始，一直與各個單位緊密合作，共同克服眾多的挑戰和困難，致力把各項工程按時在預算內完成。團隊同時積極主動與當地政府和社區保持緊密溝通，並定期向有關部門匯報工程進度，故獲得市政府和區政府的大力支持和好評。

Following completion of the structural core concreting of Heartland 66's Office Tower in June, the Project Management Team announced another milestone has been reached when the shopping mall's concreting work was completed in July. Meanwhile, the shopping mall's structural steel work is scheduled for completion in September.

Since November 2016, the present Project Management Team has worked closely with all stakeholders, accomplishing on time and on budget the delivery of the project despite numerous challenges and difficulties. The Team has also worked closely with the local government and community bodies, regularly briefing them on the project's progress, and has received praises and support from the city and district governments.

▼ 武漢的恒隆廣場建築工程進度理想達標
Heartland 66 reaches construction milestones





立體訪談 Management Dialogue

彭兆輝：為辦公樓物業租賃 Derek Pang: Spearheading the Office

恒隆在內地建造和營運世界級商業綜合項目，當中除了商場外，當然包括多幢甲級辦公樓。隨着公司將有更多甲級辦公樓落成啟用，包括無錫的第二座辦公樓、昆明、武漢以及杭州等，辦公樓的租賃組合將愈見強大。今期《連繫恒隆》邀請了董事——租務及物業管理彭兆輝先生（Derek）接受專訪，從中了解內地辦公樓租賃組合的發展方向。

Hang Lung does not just build and operate shopping malls, it also manages a number of Grade A office towers in mainland China. As more office towers come on stream including the second tower of Center 66 plus Spring City 66, Heartland 66 and the new Hangzhou complex, Hang Lung's office leasing portfolio will grow ever stronger. In this issue, *Connections* speaks with Director – Leasing & Management, Mr. Derek Pang about the journey ahead.

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觀看影片



辦公樓租賃市場持續發展

恒隆於內地辦公樓租賃組合分布於上海、無錫和瀋陽，其年度總收入已佔公司2017年內地租賃總租金收入之20%，預期將來所佔的比重會更大。彭兆輝指：「過去數年，內地經濟穩定增長，對優質的辦公樓的需求殷切。除了跨國公司外，內地不同行業的公司包括金融和資訊科技等對優秀辦公樓的租賃需求也很高。大型的國企和民營企業的產業覆蓋範圍進一步擴大，推動一線和二線城市辦公樓需求的增長。」

彭兆輝表示，鑑於市場需求，公司需要專業的團隊處理來自不同城市、不同背景的客戶，及不同層面的需求，惟具有足夠經驗的人才卻供不應求。彭兆輝說：「內地對甲級辦公樓的定義有較大的差異，我們需要就此有明確定位，並認清我們需要提供何種服務。這正正促成集團辦公樓租賃團隊的成立。」駐於上海的集團辦公樓租賃團隊，負責內地辦公樓組合規劃和管理，憑着同事多年處理跨國公司、大型企業的經驗和知識，他們會帶領各地租賃同事與不同類型的客戶接洽，針對不同的市場制定相應的租賃策略，從而建立一支優秀專業的本地隊伍。

Office Leasing Market to Boom

The Hang Lung office portfolio, spanning from Shanghai, Wuxi to Shenyang, made up 20% of the Company's annual Mainland rental income in 2017 and is posed to contribute further in years to come.

"Mainland China's solid economic growth over the past few years has given rise to upbeat demand for premium office space," Derek said. "Apart from by multinational companies (MNCs), demand for office space on the Mainland is also driven by domestic companies across all sectors from finance to technology. Moreover, established state-owned enterprises (SOEs) or private-owned enterprises (POEs) continue to extend their national footprint and will sustain the increasing demand for office space, particularly in first- and second-tier cities."

Derek explained the Company's strategy and gave an account of the establishment of the Central Office Leasing team. Given the demand, the Company needs professionals on the ground to handle different clients in different cities. With varied needs encompassing local, regional, and international dimensions, local talent with sufficiently broad exposure is in short supply. This is where the Central Office Leasing team steps in. "There are differing definitions for what constitutes a Grade A office in mainland China. We need to clearly define what it means and what services we should be providing. This context has given rise to the establishment of the Central Office Leasing Team." Based in Shanghai and drawing on the team's years of experience, the Central Office Leasing Team formalizes protocols and management across the whole

恒隆廣場 • 上海
Plaza 66



組合開拓商機

Leasing Portfolio

談到成功要訣，彭兆輝強調首要是強化各地租賃團隊的市場觸覺。他指出，通常需要大約六個月至一年的時間去建立一支了解市場和目標客群的專業團隊，下一步則需要清晰釐訂辦公樓的定位，以吸引頂尖客戶。彭兆輝表示：「我們要做的不只是租出單位，還要細心規劃租戶組合。舉個例子，如果我們能夠吸引一間知名的保險公司在我們的辦公樓建立其區域總部，我們不單成功租出樓層，還為辦公樓定下一個標準，以吸引其他潛在客戶。如果能夠招攬到一個理想的客戶，便可產生品牌的協同效應，吸引相同規模的客戶進駐。」

從甲級辦公樓至世界級商場

除了在內地的辦公樓租賃外，彭兆輝亦負責管理公司旗下兩個最高端的商場，包括上海的恒隆廣場和瀋陽的市府恒隆廣場。他說，這兩個商場都是高端商場，但由於地理位置不同，他們的客戶群也有所分別。

「跟辦公樓租賃的工作一樣，商場租賃最重要的，是清晰的定位。從硬件到軟件，你要如何為產品推銷一個具說服力的故事？其實背後有很多前期的工作，包括你的潛在租戶在哪裏？他們想要甚麼？要如何可以吸引他們進駐你的商場？」他進一步表示：「我們非常努力去建立自己獨一無二的定位，上海的恒隆廣場在這方面非常成功，並已定位為Home to Luxury。商場內所有旗艦店都是中國或上海的頂級的商舖，其銷售額都非常高，提供的商品組合也是非常新、非常全面，即使是特別限量版都會首先在上海的恒隆廣場推出，這些都是我們努力的成果。」

至於市府恒隆廣場，它的建築面積幾乎是上海的恒隆廣場的兩倍，彭兆輝認為需要擴大奢侈品商舖的分布，同時滿足生活體驗和家庭的元素，以滿足當地市場需求。

建立專業的本地團隊

從辦公樓租賃到商場租賃，這一切都歸功於同事的努力。彭兆輝在訪問中常提到需要以建立獨立、專業的本地團隊為目標，有助帶領同事執行租賃策略。這是一個可持續的模式，令同事成長，拓寬他們的視野。他說：「無論同事屬於哪個部門，我們與公司的業務宗旨一致。長遠而言，通過建立強大的本地人才庫，對公司長遠有利。」

portfolio, helping local teams build a critical mass of experience and knowledge for handling Group-wide clients, multinationals, and large corporations and develops leasing strategies for different market segments.

What does it takes to succeed? In particular, Derek highlighted the knowledge of the local teams. It usually takes about six months to a year to establish an independent professional team that understands the market, target segment, and more. Next, we need to define the positioning of the office tower in order to attract top notch clientele. Further explaining pre-leasing and marketing strategies, he said, “We do not just fill up the space. It is always vital to work carefully on tenant mix. For example, if we can attract a renowned insurance company to set up its regional headquarters in one of our buildings, we don’t just achieve the goal of leasing floor area but establish a standard for the rest of the tower to aspire to. Waiting for that one desirable tenant can pay dividends as the acquisition can have the knock-on effect of attracting clients of the same status.”

From Grade A Office Tower to World Class Mall

Apart from office leasing on the Mainland, Derek also oversees Hang Lung’s two luxury malls, namely Plaza 66 in Shanghai and Forum 66 in Shenyang. He said that both malls are high-end malls but their customer base differs given the distinct locations.

“Mall leasing is similar to office leasing, positioning is fundamental. Starting from hardware to software, how do you convince your client to buy into your story? There is a lot of preparatory work to be done, for example knowing where your potential tenants lie and what they want, and how you can attract them to come to you instead of another mall.” He further added, “For instance, Plaza 66 has defined itself as the Home to Luxury in mainland China. We have worked very hard to establish its niche. All its flagships are either the top store in China or in Shanghai in terms of sales, or offer the most full-fledged merchandise mix with special, limited-edition products debuted first at Plaza 66. It takes a lot of effort to achieve such results.”

As for Forum 66, its GFA nearly doubles that of Plaza 66, and Derek appreciates the need to expand on the luxury segment while catering for lifestyle and family-related elements to meet local market needs.

Building a Professional Local Team

From office leasing to mall leasing, it all boils down to people. Derek always stressed the need to build independent and professional local teams. This is a sustainable model and will also allow colleagues to thrive and broaden their exposure. In the long run, it will benefit the entire Company by building a strong talent pool. “Regardless of which department each person belongs to, we work in unison with the Company’s business objectives as our common goal.”

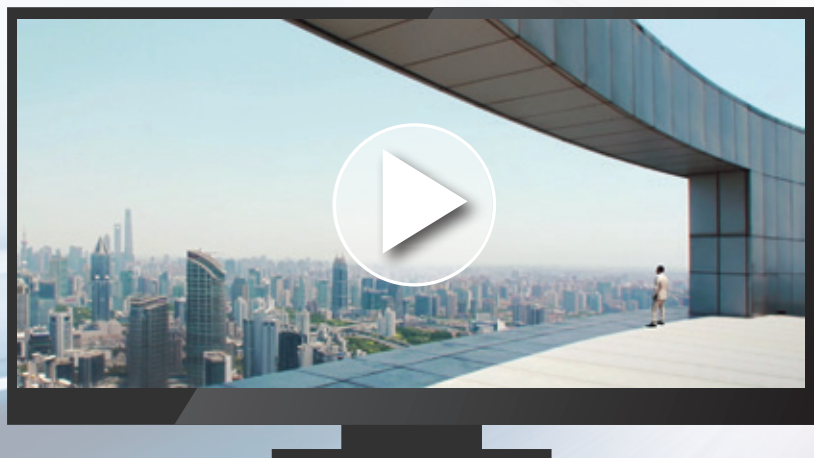


市府恒隆廣場 • 瀋陽
Forum 66



放眼未來 創造願景

Building a Better Future for Generations to Come



恒隆已推出全新企業視頻，採用以人為本的拍攝手法，突顯公司「只選好的 只做對的」的營運理念，以及秉持誠信，以可持續發展為核心方針，在香港和內地拓展版圖。

攝製團隊走訪香港及內地多個項目，介紹我們如何透過嚴選黃金地點、與世界頂級建築師合作，兼容美學和實用價值，打造劃時代建築。

Hang Lung is delighted to release an all-new corporate video narrating the story of our business expansion across Hong Kong and mainland China, led by the standard of our We Do It Right business philosophy and placing integrity and sustainability at the core of all our work.

Featuring various Hong Kong and Mainland projects, the video showcases how we build enduring and timeless landmarks through selecting the best locations, partnering with world's best architects, and blending functionality and aesthetics in design. With its hallmark attention to detail, the Company builds world-class architecture to build up the communities it serves.

請即掃描 QR code
觀看最新企業視頻



▲ 於每個服務的城市創造更高價值
Creating higher value in every city we serve



▲ 打造劃時代地標性建築
Building enduring and timeless landmarks



▲ 堅持「多做一點 前瞻一里」
Going the extra mile



▲ 秉持誠信，以可持續發展為核心
Operating with integrity and sustainability at our core

商場聚焦 Eye on HL Malls

康怡廣場 Kornhill Plaza

盡情閃耀夏日舞台

Let the Children Shine on Stage

今個暑假，康怡廣場準備了一系列的精彩活動，開闊孩子的視野，讓他們盡情發熱發亮！7月14日至9月2日，康怡廣場與慈善教育團體及兒童慈善機構合辦家長講座、工作坊及體驗活動，與小朋友一起發揮創意，以無窮無盡的想像力去體驗一個全新的夏日。至於重頭戲「康怡至叻小明星大賽」亦已於8月18日（星期六）舉行決賽，星級媽媽藝人Jessica C出席擔任星級評判，選出充滿天賦的小朋友成為「康怡至叻小明星」。各參加者都施展出渾身解數，在舞台上盡情揮灑汗水，務求贏取康怡學林獎學金！

This summer, Kornhill Plaza is thrilled to launch an array of exciting and illuminating activities as a part of its Summer Fantasy Fiesta to unleash the talents of children! From July 14 till September 2, Kornhill Plaza will organize workshops, activities and parenting talks in collaboration with educational and children's charities. As a part of the summer program, Kornhill Plaza also hosted the Kornhill's Next Pop Idol talent show for children to showcase their one-of-a-kind talents on stage. The finale was successfully held on August 18 (Saturday), and invited mother and artist, Jessica C, to be one of the esteemed judges. Contestants gave their best performance to fight for the championship and win the Kornhill Learnscape Scholarship.

▶ 董事—租務及物業管理蔡碧林女士（右二）及藝人Jessica C（左二）與得獎小朋友合照
Ms. Bella Chhoa, Director-Leasing & Management (2nd from right) and artist Jessica C (2nd from left) pose a photo with the winners



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觀看影片



Fashion Walk

Kings of Sports 盛夏慶典第二浪

The Second Wave of the King of Sports Summer Festival

緊接世界盃的另一國際體壇盛事——亞運會，已於8月18日（星期六）在印尼揭幕！Fashion Walk的King of Sports盛夏慶典於7月19日至8月12日推出第二輪主題活動，聯同亞運會官方指定時計瑞士天梭表，舉辦「瑞士天梭表2018亞運狂熱——街頭VR虛擬運動遊戲競技賽」，於百德新街設置兩個虛擬及互動遊戲館，包括「四人連線場地單車電玩賽」和「VR虛擬實境劍擊遊戲」，讓顧客感受亞運會的熾熱氣氛！董事一租務及物業管理蔡碧林女士、The Swatch Group (HK) Limited董事總經理Mr. Kevin Rollenhagen、瑞士天梭表香港副總裁溫京蕾女士、藝人唐詩詠、高鈞賢及世界排名第七的香港乒乓球隊代表黃鎮廷先生於7月25日（星期三）出席倒數活動，攜手啟動瑞士天梭表亞運會倒數計時器。

Soon after the World Cup, another international sports competition, the Asian Games, kicked off in Indonesia on August 18 (Saturday). In order to celebrate the occasion, Fashion Walk and Tissot, the Asian Games' official timekeeper, held the Tissot the 18th Asian Games - Street Sports Challenge on Paterson Street, with two virtual and interactive game halls featuring the Interactive Cycling Challenge and the Virtual Reality Fencing Challenge from July 19 to August 12. From these interactive games, everyone can become an athlete and feel the Asian Games fever! On July 25 (Wednesday), Director – Leasing & Management, Ms. Bella Chhoa, The Swatch Group (HK) Limited Managing Director, Mr. Kevin Rollenhagen, Vice President of Tissot Hong Kong, Ms. Lenna Wan, artists Ms. Natalie Tong and Mr. Matthew Ko, and Hong Kong table tennis team representative and world's seventh best player, Mr. Wong Chungting, turned on the Tissot Asian Games countdown timer together to anticipate the Asian Games enthusiastically.



▲（左起）蔡碧林、Kevin Rollenhagen、高鈞賢、溫京蕾、唐詩詠及黃鎮廷一同出席倒數活動
(From Left) Bella Chhoa, Kevin Rollenhagen, Matthew Ko, Lenna Wan, Natalie Tong and Wong Chungting join the countdown event

請即掃描 QR code
觀看影片



淘大商場 Amoy Plaza

街跑吧！飽覽東九龍仲夏夜景
Get Up and Run!

動起來！街跑吧！今個夏天動起來吧！淘大商場聯同商戶WK Jumbo、Saucony、華人運動員協會和全城街馬，於7至8月期間舉行多場「動起來！街跑吧！」工作坊，讓一眾跑步愛好者享受夜跑的樂趣，挑戰潮型跑步路線，途經觀塘海濱長廊，遠眺啟德郵輪碼頭，並朝拜電影《志明與春嬌》拍攝地點——偉業街天橋，一同感受東九龍獨有的社區風貌！

Let's run, this summer! Amoy Plaza, together with tenant, WK Jumbo, Saucony, the Chinese Sports & Recreations Association and RunOurCity, join hands to hold the Get Up and Run! workshops in July and August to let the runners enjoy the midsummer night. The night runners passed by the Kwun Tong Waterfront Promenade, enjoyed the beautiful scenery of the Kai Tak Cruise Terminal, and visited a footbridge located at Wai Yip Street, which is also the filming location of the film *Love In A Puff*, to give runners a feel for unique community landscape of East Kowloon!

請即掃描 QR code
觀看影片



淘大商場 Amoy Plaza

尋找古著時刻
Time to Look Retro

為照顧復古迷對古著時裝的渴求，LOCOLOCO周末市集與Carousell旋轉拍賣大玩Crossover，於8月17至20日在淘大商場首次舉辦古物古著、本地手作主題市集！顧客除了可在市集尋找懷舊好物外，亦可以找到本地創意手作設計貨品，輕鬆為自己打造獨特復古裝扮。

In order to take care of the retro fans' desire for vintage fashion, from August 17 to 20, LOCOLOCO first launched a crossover with Carousell to organise an antiques and local handicrafts themed market at Amoy Plaza! In addition to looking for nostalgic trinkets at the market, visitors were also able to find creative local hand-made items from which to create unique retro looks for themselves!

古物古著 懷舊好物
Vintage Fashion and Toys

一眾二手賣家到現場擺攤，為市集帶來特色古著、懷舊古物及充滿回憶的玩具等等

A group of pre-loved items sellers join the market to sell vintage clothing and toys

創意手作 設計小店
Creative Designer Boutiques

多個具創意的手作及設計品牌亦參與擺攤

A number of design brands and makers of creative hand-made items also have a presence at the market



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想YAO

跨地域夏日派對

The Most YAO Summer Party across Four Cities

今個夏季，一股「想YAO」風尚席捲天津、濟南、瀋陽和大連的恒隆廣場！「想YAO」除了是「想要」之外，也可以是「想邀」、「想耀」、「想搖」，是一眾當下年輕潮人的性格表達。一連串的活動抓緊各地潮流脈搏，結合音樂和體育元素，於這個夏日炮製出獨一無二的嶄新體驗，令顧客「想YAO」就「YAO」！

This summer, the "YAO trend" initiated by Hang Lung has hit Tianjin, Jinan, Shenyang, and Dalian, creating a one-of-a-kind consumer-centric experience in the cities. YAO is not only Mandarin for "want" but also "invite", "shine" and "rock n' roll" which represent characters of the young generation. Combining elements of fashion, music and sports, Hang Lung brings customers what they YAO for the greatest summer!

▼ 選秀大賽吸引眾多年輕人參加，展現才華
Star-making competitions attract numerous talented participants

恒隆廣場・天津 Riverside 66, Tianjin

天津的恒隆廣場於6月15日至7月15日舉行以五大元素「鮮」、「燃」、「奇」、「燥」、「酷」為主題的「想YAO音樂節」，邀請了當地極受歡迎的樂隊左右聲道、鑽石手槍、北岸花園、Arctic Star、領導先走、果子跳，以及音樂人亞東和MC Dirty Mouth同台演出，為顧客帶來最酷的音樂節。為了配合夏日及早前的世界盃熱潮，商場更打造出戶外市集，讓顧客在欣賞音樂的同時，亦能享受精釀啤酒和美食，也可試玩互動遊戲、街頭健身等獨特、多元化的娛樂體驗。

Riverside 66 just held Tianjin's coolest music event, the YAO Music Festival, from June 15 to July 15. A fusion of five of the latest hit trends, the event invited a number of local popular bands and talented musicians to perform on stage to the delight of audiences. Also, in a fusion of the summer vibe with the exuberance of the World Cup spirit, the mall set up an outdoor flea market, where customers were able to enjoy craft beers and fine delicacies, and try their hand at interactive game and street fitness challenges, all the while entertained by great music.

請即掃描 QR code
觀看影片



▼ 結合音樂和世界盃元素的戶外市集為顧客提供多樣化的精彩活動

An outdoor flea market accompanied by the latest musical vibes and a World Cup theme offers customers the opportunity to enjoy the very best of summer



皇城恒隆廣場・瀋陽 Palace 66, Shenyang

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觀看影片



皇城恒隆廣場透過「想YAO」的主題帶出年青人勇於表達自我的態度，「想YAO放肆」、「想YAO勁爽」、「想YAO耍酷」皆透過主題活動呈現。商場中庭內的巨型耳機主舞台，於7月14日至8月26日期間舉辦大學校園歌手選拔大賽及「星舞銀河」宅舞大賽，從超過440名來自當地高等院校的參賽學生中，選出優秀的100強進入決賽，為他們提供現場演出的機會和大舞台，最後由當地著名音樂人和市民擔任評審，選出最終的優勝者。除了選秀大賽外，商場更設置了電音吉他屋、想YAO態度牆等互動音樂裝置，打造最潮音樂主題空間。

Palace 66 associated YAO with music as well as teenager's explicit character, enjoying life to the fullest and be cool. The YAO idea was transformed into a giant headphone-shaped main stage at the Atrium, which provided the best venue for talented local college students to show the extent of their talents! During the event period, between July 14 and August 26, the mall organized two university student competitions for singing and dancing respectively, attracting over 440 applications from local colleges. About 100 top candidates were chosen to take to the stage in front of a packed local audience and face a judging panel of well-known musicians for the champion spot. Apart from the star-making competitions, installations such as the Electric Guitar House and YAO Attitude Wall provided happening spaces for guests to express their musical aspirations!



恒隆廣場・大連 Olympia 66, Dalian

由東北門外的光影裝置走到中庭的潮流音樂街區，大連的恒隆廣場為顧客炮製出「想YAO」驚喜，一起想YAO動起來、想YAO張揚肆意青春、想YAO時尚活力！商場於6月15日至7月15日推出「想YAO」運動節，進行花式足球表演及足球寶貝巡遊，帶動世界盃足球熱潮。更於7月16日至8月26日邀請當地知名樂隊和表演者，輪流送上說唱、街舞、嘻哈、民謠表演，並聯合多個潮流品牌租戶，為顧客帶來不同類型的音樂主題活動，讓他們盡情享受夏日。

From the light installation at the Northeast Gate to the hip music area at the Atrium, Olympia 66 surprised Dalian's citizens with the coolest YAO surprise – energy, young and fashion style. The YAO Sports Festival, held from June 15 to July 15, featured football performances and parades for enhancing World Cup heat. Besides, the YAO Music Festival, launched from July 16 to August 26, featured local popular bands and performers in exciting rap, street dance, hip hop, and folk shows! Collaborations with multiple fashion brands also heralded a variety of music-themed activities, which added to the summer party vibe.

音樂達人在中庭主舞台帶來精彩演出
Musicians deliver amazing performances on the main stage at the Atrium



恒隆廣場・濟南 Parc 66, Jinan

請即掃描 QR code
觀看影片



濟南的恒隆廣場以電音、嘻哈、敲擊樂、爵士樂、流行曲五大主題，於7月6日至8月5日延續「想YAO」活動浪潮。西翼中庭的「想耀舞台」及東翼中庭的「想搖專區」均設有現場表演和互動裝置體驗，立體地展現出當地及來自世界各地的音樂文化，其中以「打擊樂玩」主題活動最具濟南特色。此外，音樂才子吳克群、樂壇生力軍SABER梁維嘉和RAYCHAN更於7月15日（星期日）親臨現場表演，將顧客最「想YAO」的展現眼前。

Electronic music, hip hop, percussion, jazz and pop – five distinctive themes formed Jinan's YAO Music Festival at Parc 66 from July 6 to August 5. From the main stage at the West Wing Atrium to the dance zone at the East Wing Atrium, customers were given an exciting introduction to the music culture of the global dancefloor, brought to life with interactive installations. One week stood out in particular for highlighting local talent, with an immersive journey into percussion music and special performances by SABER and RAYCHAN, and the presence of talented musician Kenji Wu on July 15 (Sunday) giving customers exactly what they YAO (want) the most for a great summer event!

▲ 活動期間，場內Calvin Klein Jeans、Ed Hardy、UGG、RESHAKE等多個時尚潮牌在此展出新季潮品，為泉城潮人調配當季流行新指向
The campaign has also given chance for tenants like Calvin Klein Jeans, Ed Hardy, UGG, RESHAKE to showcase their trendy and stylish products to customers, reaffirming Parc 66's trendsetter role in the city



家樂坊 Gala Place

OPTICAL 88 x Ray-Ban Pop-up Store 載譽歸來

OPTICAL 88 x Ray-Ban Pop-up Store Returns

延續2016年首個戶外期間限定店的成功，今個7至8月，眼鏡連鎖店眼鏡88聯同著名潮牌Ray-Ban開設的期間限定店於旺角家樂坊載譽歸來。今年的主題為Summer Evolve，意指從環境及自身的改變中亦能展現真我，而Evolve變色鏡片系列也是今季的重點推介之一。整個期間限定店以Ray-Ban標誌性的顏色——黑色及紅色為設計主調，帶出品牌獨有的風格。除了最新的Evolve鏡片外，現場更展示最新推出的法拉利車隊系列（Scuderia Ferrari Collection）。人氣樂隊Supper Moment更於8月7日（星期二）親臨現場，各成員即場試戴品牌今年最新潮太陽眼鏡，展示型男魅力。



▲ 期間限定店以Ray-Ban標誌性的顏色——黑色及紅色為設計主調
The design of the pop-up store makes use of Ray-Ban's signature colors, black and red



▲ Supper Moment各成員試戴品牌今年最新潮太陽眼鏡
Members of Supper Moment try on the brand's latest sunglasses

▶ Ray-Ban的法拉利車隊系列
The Ray-Ban Scuderia Ferrari Collection

Following the success of the first outdoor pop-up store in 2016, eyewear chain store OPTICAL 88 has once again partnered with renowned eyewear brand Ray-Ban in an exciting return of their popular Pop-up Store to Gala Place this July and August. With the theme Summer Evolve, the collection emphasizes revealing your true self amidst the changing world around you. The Evolve lenses series is one of the hottest items this season, and the design of the pop-up store makes use of Ray-Ban's signature colors, black and red, to bring the brand's unique style to life. Apart from the latest Evolve lenses, the store also showcases the brand's latest Scuderia Ferrari Collection. Cantopop band, Supper Moment, visited the store on August 7 (Tuesday), to try on the brand's latest sunglasses and model them with manly charm.



請即掃描QR code
觀看影片



雅蘭中心 Grand Plaza

「型·動」夏天

Summer Pun, Summer Fun

花式足球大比拼 Freestyle Soccer Competition

7月21日（星期六），職業花式足球員施寶盛親臨雅蘭中心的運動旗艦店Decathlon，向現場觀眾施展精湛的腳法，並向粉絲親自傳授控球秘技，同時主持花式足球教學及親子競技賽，勝出者更獲得港幣500元的運動禮券及其他豐富獎品。

On July 21 (Saturday), professional freestyle soccer player Lyson Sze showcased his tricks at the Decathlon flagship store at Grand Plaza. He taught his fans dribbling skills in a freestyle soccer tutorial and hosted a friendly family contest. Winners had the chance to receive HK\$500 sports goods coupons among other fabulous prizes.

▲ 施寶盛親臨雅蘭中心的運動旗艦店Decathlon，主持花式足球教學
Lyson Sze taught in a freestyle soccer tutorial at the Decathlon flagship store at Grand Plaza



▲ Emi與參賽者交流健身心得
Emi shares fitness tips with the contestants

盛夏Keep Fit大作戰 Summer Fitness Challenge

人氣Youtuber及星級健身教練王樂婷（Emi）編排了一套簡單實用的健身動作，讓挑戰者模仿，拍攝短片並上載至個人Instagram。最快完成的20位挑戰者獲邀於8月18日（星期六）出席在雅蘭中心Goji Studio舉行之「盛夏Keep Fit大作戰」，與Emi現場對戰，交流健身心得，勝出者更贏取免費健身會籍及豐富獎品。

Renowned personal trainer and one of the 10 most popular local YouTubers Emi Wong designed a new fitness routine for contestants to copy. The 20 fastest challengers who followed Emi's movements and uploaded videos of themselves completing the exercise set to their personal Instagram accounts were invited to the Summer Fitness Challenge at Goji Studio at Grand Plaza on August 18 (Saturday). There, they were given the chance go up against Emi in a challenge and exchange fitness tips as well as compete to win free fitness club memberships and other fabulous prizes.



恒隆廣場·天津 Riverside 66, Tianjin | 恒隆廣場·無錫 Center 66, Wuxi

七夕之約

Dating on Chinese Valentine's Day

適逢農曆7月7日「七夕」，無錫和天津的恒隆廣場均舉辦了慶祝活動，祝願有情人甜甜蜜蜜。

It's Chinese Valentine's Day and Center 66 and Riverside 66 have launched a variety of events to celebrate the joy of the festival.

恒隆廣場·天津 Riverside 66, Tianjin

由即日起至9月7日，天津的恒隆廣場與不同商戶合作，包括鐘錶珠寶商、運動和餐飲品牌等，推出不同購物優惠，讓情人借着不同的禮物說愛你。

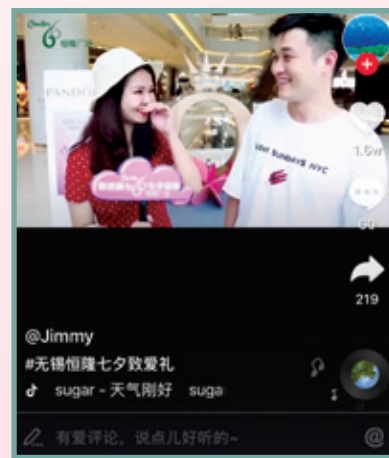
From now until September 7, Riverside 66 cooperated with different tenants, including watch and jewelry shops, sports and catering brands to present exciting offers for couples to express their love through different gifts.



恒隆廣場·無錫 Center 66, Wuxi

無錫的恒隆廣場於8月10至15日舉辦了「七夕致愛禮#抖音挑戰賽」，讓情侶拍攝相關主題視頻，並參與話題挑戰。獲最多讚數和轉發量的三對情侶，可贏取由商場送出的七夕浪漫甜蜜大禮包，包括法式料理七夕情人節套餐、香水和鮮花禮盒。

From August 10 to 15, Center 66 organized an online Tik Tok competition. Participating couples needed to record videos and overcome designated challenges. The three most-loving couples with the largest number of "likes" and "forwards" can receive prizes including a free romantic meal, perfume, and a flower gift box.



▲ 情侶踴躍參與抖音挑戰賽
Couples participate in online challenge

綠色·恒隆 HL Sustain

性別平等 Gender Equality

「性別平等」泛指男性和女性能享有同等的權利、資源、機會及保障。然而，根據世界經濟論壇每年發布的《全球性別差異報告》，估計全球需要多用100年的時間，才能實現完全的性別平等¹。性別差距狀況在個別發達國家，包括美國，更見倒退的趨勢，反映全球均須加倍關注此議題，才能持續改善性別平等的狀況。

由於現況未如理想，國際社會因而作出積極的回應，例如於2010年成立聯合國婦女權能署，藉此保障婦女權益，並為她們提供發揮所長的機會。此外，聯合國已將性別平等納入為17個可持續發展目標之一，以確立性別平等對推動全球可持續發展的重要性。

香港在追求性別平等的過程中，特別在賦予婦女權利方面，亦不遺餘力。根據婦女事務委員會於2016年公布的數據顯示，達到中學以上教育程度的女性人數已較10年前增加了50%²。

恒隆深信性別平衡能把更多元的觀點融入業務之中。截至2017年底，公司的行政人員當中有40%為女性。公司亦制定了平等就業機會政策，嚴禁任何就業歧視行為，致力為員工及求職者締造無歧視的工作環境。

Gender equality is achieved when women and men enjoy the same level of rights, resources, opportunities and protections. However, according to the annual *Global Gender Gap Report* published by the World Economic Forum, it is estimated that it will take another 100 years to close the global gender gap¹. The situation has even deteriorated in some countries, including the U.S., indicating that the whole world should address this issue more proactively and strive for continuous improvement.

Despite the grave situation, the establishment of The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) in 2010 exemplified global efforts to create an environment in which every woman can exercise her rights and live up to her full potential. In addition, gender equality is also included as one of the 17 United Nations Sustainable Development Goals (UN SDGs), recognizing gender equality as being key to attaining long-term sustainability. Hong Kong, being an international hub, has also taken bold steps to advocate gender equality, particularly in the area of women empowerment. For instance, statistics published by the Women's Commission revealed that the percentage of female students pursuing post-secondary education has increased by 50% in 2016 compared to 2006².

Hang Lung acknowledges the importance of gender balance in offering diverse perspectives in decision-making. As of the end of 2017, 40% of our executives were female. We have also formulated the Equal Employment Opportunity Policy to strictly prohibit all kinds of gender discrimination, aiming to create a discrimination-free work environment for employees and job candidates.

¹ http://www3.weforum.org/docs/WEF_GGGR_2017.pdf

² https://www.women.gov.hk/download/research/HK_Women2017_e.pdf

企業責任 Corporate Responsibility

潮動社區 Hi! Community | 市府恒隆廣場·瀋陽 Forum 66

探索歷史足跡 In Quest of History

瀋陽曾經是中國的工業重鎮，中國的第一枚國徽、第一台水壓機都在這個城市生產。為了讓新生代認識當地的發展歷程，市府恒隆廣場的恒隆一心義工隊於7月17日（星期二）舉辦了「工業足跡 印象瀋陽」活動，與40位來打工子弟小學砂山四校的小學生一同參觀內地首個工業博物館——中國工業博物館。他們在鑄造館、通史館、機床館、機電館和重裝館內認識了多項「工業之最」，並透過探索館內記載和展示的資料，了解瀋陽的工業發展史及其對中國建設發展的重要意義。

The city of Shenyang was China's original industrial heartland where the first National Emblem and hydraulic press were produced. To enable the younger generation to learn more about the city's history, Forum 66's Hang Lung As One Volunteer Team organized a visit for 40 students from a local primary school on July 17 (Tuesday) to the Mainland's first industrial museum – the China Industrial Museum (Shenyang). Passing through the exhibition halls, they learned much about the brilliant achievements recorded by Shenyang's industry and its importance to China's development.



潮動社區 Hi! Community | 恒隆廣場·昆明 Spring City 66

傳承是保護非物質遺產最好的方法，昆明的恒隆一心義工隊明白這個道理，故早前為區內的小學生舉辦了一次皮影和剪紙體驗課，鼓勵他們將傳統手藝和文化延續。在導師的協助下，小學生學習製作皮影人偶和剪紙作品，親身體驗製作過程，認識寶貴的傳統文化。

文化

傳承 Cultural Inheritance



Passing on a country's cultural heritage to younger generation is the best way to preserve this intangible legacy. To encourage children to learn about the priceless inheritance of Chinese arts and culture, the Hang Lung As One Volunteer Team in Kunming held an experience class for a group of primary school students. They were taught about Chinese shadow play and paper-cutting by making paper dolls and traditional artworks.





齊來焗蛋糕 Let's Bake!

做蛋糕並不簡單，既要上網找食譜做法，又要買下大堆材料，最怕是會弄髒廚房，最終換來幾個小時的清潔功夫。為了與同事一同分享做蛋糕的樂趣，恒隆康體會籌辦了三場「Let's Bake蛋糕烘焙班」。第一及二個課堂已於7月17日及8月21日在家樂坊的Bake Your Own舉行，吸引共60位同事參加。最後一場烘焙班將於9月舉行，有興趣的同事要密切留意活動招募！

Baking a cake is not that easy: It's not only about finding the right recipe and buying the proper ingredients. It's also about messing up the kitchen while cooking and taking a couple of hours to clean it up afterwards. In order to show how baking can be fun, the Hang Lung Social Club organized three sessions of baking classes. The first two were held on July 17 and August 21 at Bake Your Own at Gala Place, with a total of 60 colleagues sharing the experience of fun baking. The final session is scheduled for September. For those interested, stay tuned for the sign-up announcement!



同事化身黃色小鴨 為慈善落力跑 Yellow Ducks Run for Charity



恒隆康體會早前招募了約80位同事及其家屬，於7月15日（星期日）一同化身黃色小鴨，參加在香港科學園舉行的首個B.Duck 2018香港慈善跑。儘管活動當日的天氣不佳，參加者仍然竭力在黃色暴雨警告下，各自完成五公里個人組別和兩公里家庭組別的賽事，一同為內地的貧困兒童籌募善款。

On July 15 (Sunday), the Hang Lung Social Club gathered about 80 colleagues and their family members at the Hong Kong Science Park to join the first ever B. Duck HK Charity Run 2018. Despite the Amber rainstorm warning being issued, our colleagues were fully absorbed in the fun of running and successfully completed the 5km individual and the 2km family runs. They all gave their best to raise money for poor children on the Mainland.



築跡
City Contour

尖沙咀：國際薈萃

Tsim Sha Tsui: Welcome to Hong Kong's Global Hub

當年因為清政府在此遠眺被英國佔領的香港島，因此尖沙咀曾經是「國境之南」。該區隨後成為軍事、交通與航運戰略的重地，把香港與世界連結，由鐘樓、碼頭、前水警總部，到清真寺、重慶大廈及九龍公園前軍營，不同建築均呈現香港百多年來的全球面向。

Tsim Sha Tsui (TST) was once the southernmost outpost of the Chinese Empire, from where Qing Dynasty officials watched the British over on Hong Kong Island. Later, this "sharp sand spit" on the edge of Kowloon would develop strategically into a military, transport and maritime trade hub, connecting Hong Kong with the rest of the world. From the former railway clock tower and the Islamic architecture of the Kowloon mosque, to the colonial-style former marine police headquarters, the busy piers, Chungking Mansions and the repurposed military barracks in Kowloon Park, the rich mix of standout buildings in TST powerfully showcase Hong Kong's intrinsic character as a global city.



前九廣鐵路火車站鐘樓
Former Kowloon-Canton Railway Station Clock Tower

1

於1915年建成，主要以紅磚及花崗石建造，四個立面中以西南面對出的立面最多裝飾，頂部有圓拱形屋頂及八角形閣樓，閣樓以塔斯卡尼柱式石柱裝飾，是蒸汽火車時代的標誌。

Completed in 1915, the upper part of the tower is an octagonal domed turret featuring Tuscan columns. Perched on the southern tip of Kowloon, the structure stands out with its symmetrical and elegant design.

2

天星碼頭 Star Ferry Pier

建於1950年代後期，屬簡約混凝土結構，採用白綠相間的顏色和橫向線條，碼頭的兩層結構亦提升運作效率。

Built in the 1950's, the Star Ferry Pier is a simple concrete structure featuring distinctive green and white horizontal stripes, and a two-story design for efficient embarkation and debarkation.



香港文化中心 The Hong Kong Cultural Centre

3

於1989年正式開幕，建築師以雕塑作為建築概念，如展開的雙翼。屋頂分別以兩端為最高，再向正中俯衝，中央屋頂設有一線天窗，用於標明分隔兩個表演場所——音樂廳及大劇院。

The Hong Kong Cultural Centre was completed in 1989. Inspired by a sculpture with a pair of spreading wings, the building has a dramatic curved rooftop design. Only a slither of glass lets sunlight into the podium, which divides the Concert Hall from the Grand Theatre, the center's two main performance venues.



4

前水警總部 The Former Marine Police Headquarters Compound

建於1884年，前水警總部俯瞰維港兩岸，建築屬維多利亞式，由主樓、馬廄、報時塔及船塢等部分組成。最具特色的部分為報時塔，以往每日由人手懸掛時間球於塔頂為海港船隻報時。

Overlooking both shores of Victoria Harbour, the Former Marine Police Headquarters Compound comprises a main building, a stable block, a signal tower and a dockyard. It is an example of Victorian-style architecture.



福德古廟 Fuk Tak Temple

5

建於1900年，是尖沙咀僅存的華人廟宇。此廟屬於徙置的神廟，當年為碼頭工人及華人街坊供奉。

Built in 1900, Fok Tak Temple is the only surviving Chinese temple in TST. The temple used to be a place of worship for both dock workers and local Chinese residents.



香港文物探知館 Hong Kong Heritage Discovery Centre

6

前身為建於1910年的威菲路軍營S61及S62座，分別設有扁拱柱廊及木製百葉窗，以應對本港潮濕炎熱的天氣。

Hong Kong Heritage Discovery Centre occupies Blocks S61 and S62 of the former Whitfield Barracks. The austere structure features wide arched verandas and wooden louvered windows.



7

九龍清真寺暨伊斯蘭中心 Kowloon Mosque and Islamic Centre

於1896年興建，後於1980年拆卸重建。清真寺以大理石建成，配以桃形大圓球狀的頂部，及方形作為主體附以四角的呼拜樓。

Kowloon Mosque and Islamic Centre was first built in 1896 and later rebuilt in 1980. The mosque used marble extensively in its construction, with a distinctive Islamic domed roof and four minarets at the corners of its square-shaped body.



9

香港半島酒店 The Peninsula Hong Kong

於1928年正式開幕，屬文藝復興式建築的代表，立面採用灰白的粗面；拱門以拱心石為裝飾。於1994年完成擴建，新建築採用同樣建築風格，並於比例上配合舊建築，新舊交融，不着痕跡。

The hotel opened its doors in 1928 and is one of the best examples of the Italian Renaissance-style architecture in Hong Kong, with a range of classical features such as rusticated stonework on the façade and keystones in the arch doors. Classical and modern elements are seamlessly interwoven in the hotel extension completed in 1994.



重慶大廈 Chungking Mansions

8

重慶大廈自1961年起矗立於尖沙咀，由於其獨特建築間格及電影《重慶森林》的渲染下，令大廈充滿傳奇。不同國籍人物雲集，令重慶大廈被譽為亞洲最能體現全球一體化的地方。

A landmark of Tsim Sha Tsui since 1961, Chungking Mansions' distinctive appearance in the film *Chungking Express* has made it legendary. The building serves as a convergence point for people from different nationalities, making it a prime example of globalization in action.



「建」多識廣 ArchiFun

水晶屋——阿姆斯特丹Chanel The Crystal House - Chanel Amsterdam

文：張宇翔·高級經理—成本及監控 By Eugene Chang, Senior Manager – Cost & Controls

置身全球化時代，世界各地的名店購物街看似千篇一律，雲集大同小異的品牌，一個個平平無奇的玻璃店面彷彿如出一轍。阿姆斯特丹的奢華時尚品牌樞紐P.C. Hooftstraat，前身是住宅街，現在則成為荷蘭建築事務所MVRDV實現創新的玻璃建築手法的試驗場：玻璃製成的磚、窗框和橫樑取代傳統紅磚排屋結構，配合原有的赤陶磚外牆，營造下方的玻璃與上方的赤陶磚漸次交融的效果。這個獨一無二的建築項目名為水晶屋（Crystal House）。它不僅顛覆店面的傳統外觀，亦挑戰玻璃技術的極限，超額實現商家對店內產品可供顧客一覽無遺的遐想，既尊重現有建築結構，亦保留當地特色。

MVRDV致力設計出強度足以承托本身重量的玻璃外牆，毋須任何附加結構已可對抗外來負荷（風），以確保店面一覽無遺。要研發出這項技術，建築師找來一眾外援。他們與代爾夫特理工大學、ABT工程團隊和承辦商Wessels Zeist緊密合作，擬定足以承重的建築結構、組建技術及安裝方法，亦委託威尼斯玻璃工匠Poesia，以實心玻璃澆鑄玻璃磚。他們摒棄破壞設計透明度的傳統實色砂漿，決定使用由德國公司Delo Industrial Adhesives供應的透明高剛性膠水黏合玻璃磚，一經紫外線燈照射即固化。這層薄薄的黏合劑增加玻璃磚外牆的橫向穩定性，達至理想的結構性能及透明度。此外，由於牛奶顏色比玻璃深得多，因此興建水晶屋期間，他們利用全脂奶標示玻璃磚的邊緣，引導砌磚工序。

這間Chanel期間限定店自2016年開幕以來，已於全球奪得九個獎項，包括世界建築節的「已建成建築」組別獎。不過，這幢難能可貴的建築物亦惹來一些批評。興建一幢創新的玻璃磚屋明顯比傳統磚屋費時，砌磚工序要求高精準度，誤差幅度極小，工地每天需要動用六至十位專家，歷時足足一年才完工。此外，大量使用玻璃亦影響建築物性能，需要全年調節溫度。因此建築師採用可再生能源，在深入地底170米的位置安裝熱導管。不過，系統運作期間則難以進行維修。此外，使用玻璃代表整幅外牆可完全循環再用，只需將玻璃磚融化便可重用。就當前的統計數字顯示建築廢物的比例高達四成而言，使用玻璃無疑是個良好意圖，但實際是否可行仍有待商榷。2018年初亦有報告顯示玻璃外牆出現裂紋，但建築師和工程師保證「玻璃沒有裂痕，只是黏合豎縫的聚合物產生裂紋，絕無結構性風險。」鑑於玻璃材料本身具熱脹冷縮的特性，因此仍然令人質疑玻璃磚牆如何應對冷熱天氣。Chanel於2018年初搬回同一條街的固定店舖後，水晶屋目前暫時關閉，店面以臨時圍板圍封。

In the age of globalization, luxurious shopping streets around the world are looking strikingly alike, often filled with the same groups of retailers with very similar plain glass shopfronts. At P.C. Hooftstraat in Amsterdam, a former residential street turned fashion hub of luxurious retailers, Dutch architects MVRDV have pioneered an innovative use of glass to replace the convectional brick townhouse with glass bricks, window frames and architraves, before eventually dissolving into the original terracotta brick façade from the bottom up. Known as the Crystal House, the project was one of a kind. Not only did it challenge the ordinary appearance of storefronts, it also pushed the boundaries of glass technology and retailers' overwhelming desire for transparency, while respecting the existing architectural context without losing the local character.

MVRDV aimed to design a glass façade that was strong enough to carry its own weight and work against external loading (wind) without the need for any additional secondary structure, in pure transparency. To develop the technology, the architects didn't work alone. They worked closely with Delf University of Technology, engineering firm, ABT, and contractor, Wessels Zeist, to develop adequate structural design, fabrication techniques, and the installation methodology. They approached Poesia, a glassmaker in Venice, to cast the brick from solid glass. Also, instead of using the traditional opaque mortar that would ruin the transparency of the design, they decided to use a clear, high stiffness glue, provided by a German company, Delo Industrial Adhesives, to form a bonding layer between the glass bricks which became effective after exposure to ultraviolet light. This thin layer of adhesive enhanced the lateral stability of the glass brick façade to achieve the desired structural performance with transparency. Furthermore, during the construction, full-fat milk was applied as a guiding tool to help level the glass bricks since milk was more opaque than glass and it helped to reveal the glass edge.

Since its opening as a pop up store for Chanel in 2016, the project has received nine awards across the globe including winning the award for the buildings category at the World Architecture Festival. Yet the prized project did also draw some criticism. Obviously, building a novel glass brick building took longer than an ordinary brick house. The project demanded a low margin of error and high accuracy while laying the bricks, and took six to ten experts working on site every day for a whole year to complete the job. Moreover,

the extensive use of glass affects the building's performance and the need for heating/cooling sources throughout the year. For this reason, the architect went with renewable energy and installed heat pipes 170 meters below ground. Yet, such a system might present a maintenance challenge during operation. Also, the use of glass meant the whole façade could be completely recycled with the possibility that the glass bricks could be melted down for re-use. While the intention was good at a time when research suggested construction wastage was at a record high of 40%, the feasibility of this actual happening is debatable. Furthermore, some reports in early 2018 suggested cracks were spotted on the glass façade. While the architect and engineers assured everyone that "There are no cracks in the glass, only in the polymer, the adhesive which was used for the vertical joints. There is not a single constructive risk," this still makes one to wonder how well a glass brick façade would react to extremes of cold and hot weather due to the inevitable natural shrinkage and expansion of the material. As of today, the Crystal House has been closed temporarily with a hoarding over the shopfront after Chanel moved back to their permanent location on the same street in spring 2018.



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每月獎不停

FunCorner

知道答案的同事請即上內聯網互動專區遞交答案，或把答案連同中文姓名、所屬部門和聯絡方法，發電郵至Connections@HangLung.com，亦可經內部郵遞交到集團傳訊部。截止日期為2018年9月14日（星期五），我們會每期抽出共10位得獎同事，每人更可獲得當地幣值100元的購物禮券。

8月號題目：哪種鳥類動物會游泳但不會飛行？

6月號題目：多一點自大（猜一字） 答案：臭

得獎者：

葉靖妍 香港
張素嫻 香港
李丹君 恒隆廣場•無錫
關佳漪 恒隆廣場•無錫

孔 磊 恒隆廣場•天津
張 劍 市府恒隆廣場
李欣妍 市府恒隆廣場

王鑫 恒隆廣場•大連
邵岩 恒隆廣場•大連
楊瀟 恒隆廣場•昆明

7月號的答案將於下期公布，敬請留意！

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參賽學校 (以字母先後次序排列)

Participating Schools (in alphabetical order)

- | | | | | | | |
|---|---|---|---|--|--|--|
| <ul style="list-style-type: none"> 浸信會呂明才中學
Baptist Lui Ming Choi Secondary School 佛教茂峰法師紀念中學
Buddhist Mau Fung Memorial College 陳瑞祺 (喇沙) 書院
Chan Sui Ki (La Salle) College 天主教喇沙會張振興伉儷書院
Chong Gene Hang College | <ul style="list-style-type: none"> 拔萃男書院
Diocesan Boys' School 風采中學
Elegantia College (Sponsored by Education Convergence) 協恩中學
Heep Yunn School | <ul style="list-style-type: none"> 港九街坊婦女會孫方中書院
HK & Kowloon Kaifong Women's Association Sun Fong Chung College 港大同學會書院
HKUGA College 寶血會上智英文書院
Holy Trinity College 賽馬會體藝中學
Jockey Club T-H College 喇沙書院
La Salle College | <ul style="list-style-type: none"> 瑪利諾神父教會學校
Maryknoll Fathers' School 保良局羅傑承 (一九八三) 中學
Po Leung Kuk Lo Kit Sing (1983) College 寶安商會王少清中學
Po On Commercial Association Wong Siu Ching Secondary School 順德聯誼總會梁銑珣中學
Shun Tak Fraternal Association Leung Kau Kui College | <ul style="list-style-type: none"> 聖言中學
Sing Yin Secondary School 聖傑靈女子中學
St. Catharine's School for Girls 聖若瑟書院
St. Joseph's College 聖保羅男女中學
St. Paul's Co-educational College 聖保祿學校 (中學部)
St. Paul's Convent School (Secondary Section) | <ul style="list-style-type: none"> 聖保祿中學
St. Paul's Secondary School 聖士提反女子中學
St. Stephen's Girls' College 荃灣官立中學
Tsuen Wan Government Secondary School 屯門天主教中學
Tuen Mun Catholic Secondary School 恩主教書院
Valtorta College | <ul style="list-style-type: none"> 英華女學校
Ying Wa Girls' School 恩平工商會李琳明中學
YPICA Lee Lim Ming College 元朗公立中學
Yuen Long Public Secondary School |
|---|---|---|---|--|--|--|



▲ (前排·左起) 總經理—集團傳訊羅淑雯女士、董事—項目管理勞建亮先生、董事—項目管理金耀明先生、呂元祥建築師事務所創辦人兼主席呂元祥博士、創智建築師有限公司董事林中偉先生、DOCOMOMO香港分會會長朱慰先博士、M+設計及建築主策展人陳伯康先生、行政總裁盧韋柏先生、香港建築師學會會長陳沐文先生、Aedas全球設計董事林靜衡女士、香港大學建築保育學部主任李浩然博士、香港中文大學歷史系客席教授丁新豹博士、董事—項目管理梁鼎新先生、董事—集團傳訊及投資者關係關則輝先生、活現香港創辦人陳智遠先生，與一眾導師、恒隆義工、老師及超過320位學生，一同出席「恒隆·築跡—年輕建築師計劃」畢業典禮

(1st row from left) Ms. Betty Law, General Manager – Corporate Communications; Mr. Adrian Lo, Director – Project Management; Mr. Wilfred Kam, Director – Project Management; Dr. Ronald Lu, Founder & Chairman of Ronald Lu & Partners; Mr. Tony Lam, Director of AGC Design Ltd.; Dr. Cecilia Chu, President of DOCOMOMO Hong Kong; Mr. Aric Chen, Lead Curator of Design & Architecture of M+; Mr. Weber Lo, Chief Executive Officer; Mr. Marvin Chen, President of The Hong Kong Institute of Architects; Ms. Christine Lam, Global Design Principal of Aedas; Dr. Lee Hoyin, Head of Division of Architectural Conservation Programs of The Chinese University of Hong Kong; Dr. Joseph Ting, Adjunct Professor of Department of History of The Chinese University of Hong Kong; Mr. Peter Leung, Director – Project Management; Mr. C.F. Kwan, Director – Corporate Communications & Investor Relations; and Mr. Paul Chan, Founder & CEO of Walk In Hong Kong, together with Program Mentors, Hang Lung volunteers, teachers and over 320 students attend the graduation ceremony of the Hang Lung Young Architects Program

冠軍 Champion

主題：為民而築
地區：西營盤—中環

Theme: Building for the People
District: Sai Ying Pun - Central



導賞團影片
Tour video



◀ 盧韋柏(左四)頒發冠軍獎項予英華女學校 Weber Lo (4th from left) presents the Championship to Ying Wa Girl's School

導賞團影片
Tour video



▶ 寶安商會王少清中學
Po On Commercial Association Wong Siu Ching Secondary School



亞軍 1st Runner Up

主題：「客」居荃灣
地區：荃灣

Theme: Hakka Tsuen Wan
District: : Tsuen Wan



季軍 2nd Runner Up

主題：神·仙·也共融
地區：屯門

Theme: Multi-religious Harmony
District: : Tuen Mun



導賞團影片
Tour video



◀ 恩平工商會李琳明中學
YPICA Lee Lim Ming College

第一屆「恒隆。築跡」年輕建築師誕生

Youngsters Graduate from Hang Lung Young Architects Program



經過九個月共620小時的學習及體驗；
After 620 hours of learning and exploration over nine months;



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來自29間中學，超過320位中學生的參與；
with the participation of over 320 students from 29 secondary schools;



第一屆「恒隆。築跡——年輕建築師計劃」畢業典禮於7月21日（星期六）在亞洲協會香港中心圓滿舉行。
the graduation ceremony for the Hang Lung Young Architects Program (Program) was successfully held on July 21 (Saturday) at Asia Society Hong Kong Center.

一眾擔任計劃顧問的著名建築師、學者及恒隆的高級管理層均出席典禮，一同見證一批年輕建築師的誕生，同時公布計劃最後階段的建築導賞路線設計比賽的得獎隊伍。

The Program Advisers, numbering prominent architects and seasoned scholars, and Hang Lung's top management together witnessed the birth of a new generation of young architects. The winners of the architectural tour design competition held in the last phase of the Program were also announced.

過去九個月，學生參加了一系列與建築設計及社區規劃有關的活動，並在最後階段肩負起傳承責任，為香港設計了不少建築導賞路線。他們化身為導賞員，帶領一眾評審走過他們自己設計的路線。評審從建築知識運用、創意和表達技巧等多方面作出評分，最終選出三隊優勝隊伍：冠軍——英華女學校；亞軍——寶安商會王少清中學；季軍——恩平工商會李琳明中學。三支得獎隊伍學生均獲得獎學金及於暑假期間分別前往日本、新加坡及上海參與建築導賞團。

行政總裁盧韋柏先生於薄扶林華富邨長大，中學及大學時期都在港島區讀書，對香港建築的變遷感受深刻。他在畢業典禮上特別向所有參與計劃的顧問、導師和學生致謝，感謝他們一起肩負傳承責任。他說：「恒隆作為本港的物業發展商，很高興可以透過計劃，善用我們的網絡及同事的專業知識，為香港建築界的傳承築起這個平台。我們希望計劃可以啟發年青人對建築藝術的熱誠，開拓他們的視野，鼓勵學生繼續學習欣賞香港的建築特色及了解背後的文化及歷史意義。」

Over the past nine months, participating students were involved in a series of activities related to architecture and have personally designed architectural guided tour routes with their freshly-acquired knowledge and skills. The judges scored the tours based on architectural knowledge, creativity, expression, among other factors, and selected three winning teams – Champion: Ying Wa Girls' School; First Runner-up: Po On Commercial Association Wong Siu Ching Secondary School; Second Runner-up: YPICA Lee Lim Ming College. The three winning teams will receive scholarships and take part in architectural tours in Japan, Singapore, and Shanghai, organized by the Program this summer.

CEO Mr. Weber Lo grew up in Wah Fu Estate, studied on Hong Kong Island during his secondary and university years, and has witnessed the transformation of the architectural landscape of Hong Kong over the years. At the graduation ceremony, he expressed his heartfelt thanks to all Program Advisers, Program Mentors and participating students for inheriting the city's architectural legacy together. He said, "As a major property developer in Hong Kong, Hang Lung is very pleased to leverage on our connections and the professional knowledge of our colleagues in establishing a platform for the inheritance of Hong Kong's architecture. We hope this Program will ignite the architectural interests of young people, expand their horizons, and encourage students to appreciate the characteristics and historical stories behind the buildings in Hong Kong."



▲ 行政總裁盧韋柏先生
CEO Mr Weber Lo



▲ 盧韋柏（左六）頒發嘉許狀予傑出導師（左起）黃樂兒、高宇星、利穎欣、黃寶熹、郝文俊、黃佳能、黃杏如、許創希、李愷訖
Weber Lo (6th from left) presents the certificates to outstanding mentors (from left) Cheryl Wong, Harry Kao, Yan Li, Eagle Wong, Sam Kok, Canon Wong, Vicky Wong, Brian Hui and Simba Lee

計劃除邀請了14位來自公司項目管理團隊的董事及建築界和學界領袖擔任計劃顧問外，還安排了54位正在修讀或修畢建築或相關課程的大學生擔任活動導師，與中學生分享建築相關的知識，並適時成出指導。畢業禮上，大會亦頒發嘉許狀予表現出色的導師，以感謝他們對傳承香港的建築和歷史，一同作出貢獻。

Besides inviting 14 Directors from Hang Lung's project management team as well as leading members of the architectural and academic communities as Program Advisers, the Program also engaged 54 university students and graduates in architecture or related disciplines to act as Program Mentors and to share their insights with the younger participating students and give appropriate guidance and support throughout the Program. At the graduation ceremony, outstanding mentors were presented with certificates of commendation for their contribution to the inheritance of Hong Kong's architecture and history that was bequeathed to students of the Program.

第一屆「恒隆・築跡」年輕建築師誕生

Youngsters Graduate from
Hang Lung Young Architects Program

