

A One and Only Hang Lung-branded
HALLOWEEN EXPERIENCE
恒隆專屬萬聖節



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A One and Only Hang Lung-branded HALLOWEEN EXPERIENCE

恒隆專屬萬聖節

精靈喪屍出沒恒隆，帶來一連串搗蛋行動，將萬聖節氣氛推至最高點！一大群想「撞鬼」的顧客於10月湧至公司旗下在香港和內地的各個商場，爭取機會與趣怪精靈和恐怖喪屍見面！

Elves and zombies were here to bring a series of fun activities and push the Halloween vibe to the max! Crowds of customers flocked to Hang Lung's malls in Hong Kong and on the Mainland for a chance to meet these adorable monsters and scary zombies!



恒隆精靈大追捕 The Monster Hunt



恒隆廣場 • 大連 Olympia 66



別出心裁的「恒隆精靈大追捕The Monster Hunt」主題活動，以知名繪本及玩具設計師龍家昇先生的THE MONSTERS做主角，首次在內地舉行裝置展覽。一眾淘氣小精靈包括LABUBU、TYCOCO、PIPP0、YAYA和MONSTER BOY以獨家的萬聖節造型，同時出現在港匯恒隆廣場、無錫、瀋陽、大連、濟南和天津的恒隆廣場，展開一場跨地域的「大追捕」。

The intriguingly themed event, The Monster Hunt, was the first installation exhibition in China of THE MONSTERS – characters designed by famous picture book and toy designer Mr. Kashing Lung. With the special Halloween look, the naughty little elves including LABUBU, TYCOCO, PIPPO, YAYA, and MONSTER BOY terrorized a total of six cities with their charm and kick-started a cross-city Monster Hunt!

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來精靈之家 加入大追捕 | Visit Monsters' Homes For Fun Hunt

主題展覽分為兩大區域「LABUBU之家」和「TYCOCO之家」，結合有動有靜的裝置，為每一位客人提供不一樣的體驗。顧客可在「LABUBU之家」參與結合眼力和手定力的「擲豆袋」和「釣波波」遊戲，及在「TYCOCO之家」運用腦力完成九宮格拼圖，贏取豐富禮品和優惠券；顧客亦可走進巨型繪本裝置「精靈日記」，進行精靈世界大冒險，拍下與精靈同行一刻。

The special exhibition featured LABUBU House and TYCOCO House, both delivering unique interactive experiences through installation games. At LABUBU House, customers had to challenge "throwing bean bags" and "ball fishing" games with their sharp hand-eye coordination. On the other side at TYCOCO House, a fun puzzle game was ready to mess with shoppers' minds! Intrepid customers also tip-toed into the large-scale Monster Diary installation for a photo-taking adventure with THE MONSTERS.

恒隆廣場・無錫 Center 66



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港匯恒隆廣場 Grand Gateway 66



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更多活動 豐富體驗 | More and More

商場同時推出了各式各樣的周末工作坊，與客人一起製作南瓜燈、巫師帽等等，又提供免費的繪面化妝，令萬聖節變得更加好玩。推廣期間，一眾精靈、女巫更不定時現身商場各個角落，四出向顧客派發糖果，主動送上驚喜。此外，商場與租戶合作推出特色限定美食和購物優惠，顧客只需透過手機遊戲捕捉小精靈，便有機會領取各項獎賞。

The malls also organized a series of exciting weekend activities throughout October. Making pumpkin lanterns and witches' hats, as well as free face-painting and makeup classes only added more fun to the festival. During the event, collaborations with tenants presented an array of limited offers and special menus, and even special Trick-or-Treat parades led by elves and witches. What's more, a special online game was designed for customers to "hunt" THE MONSTERS with their phones for promotion offers. What a gift for the celebration of Halloween!

線上小遊戲讓顧客隨時隨地捕捉精靈

An online game allows customers to "hunt" THE MONSTERS anytime and anywhere



恒隆廣場・濟南 Parc 66



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皇城恒隆廣場 Palace 66



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恒隆廣場・天津 Riverside 66

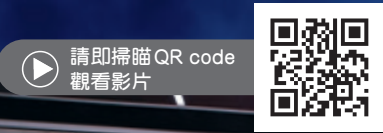


Fashion Walk: Halloween Styloween香港喪屍行

Fashion Walk: Halloween Styloween Hong Kong Zombie Walk

由Fashion Walk全力策動的年度萬聖盛會Halloween Styloween連續第五年載譽歸來，今年由「奪目魔獸」率領牠的黑暗夥伴在銅鑼灣上演大型舞蹈巡遊，並在京士頓街9號設置「闇黑迷宮」，為尋找刺激的顧客帶來失去視覺的恐懼體驗，惹來連串尖叫聲。今年，Fashion Walk更於10月26日（星期五）舉辦了香港首個「Halloween Styloween香港喪Z行」萬聖節街頭定向慈善賽，聯同推動護眼信息的「Zombie Walk喪Z行」合力召集超過500名參加者，出力為國際防盲救盲組織奧比斯籌款。

The annual Halloween Styloween celebration returned to Fashion Walk for the fifth year! This year, the giant Optical Serpent and monstrous dancers led the Styloween Parade and scared their way through the streets of Causeway Bay. The Black Maze has been set up for the ultimate vision-loss experience with some exciting screams. Fashion Walk also collaborated with Zombie Walk, a movement that promotes optical health, to host the first ever Halloween Styloween Hong Kong Zombie Walk on October 26 (Friday). Joined by over 500 participants, the meaningful event raised funds for Orbis.



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▲ 曾志偉（後排右一）、薛凱琪（後排右二）、鄭融（後排左一）、凌文龍（前排左一）、「俄仔」Ansheles（前排中）及李浩林（前排右一）等名人來到Fashion Walk支持由余安安（後排左二）創立的「Zombie Walk喪Z行」，宣揚護眼信息
Celebrities including Eric Tsang (1st from right, back row) Fiona Sit (2nd from right, back row), Stephanie Cheng (1st from left, back row), Man-Lung Ling (1st from left, front row), Ansheles (center, front row) and Derek Li (1st from right, front row) visit Fashion Walk to support Zombie Walk, which is founded by Candice Yu (2nd from left, back row) in order to promote optical health

淘大商場：充氣嘩鬼樂園

Amoy Plaza: Halloween Haunted Inflatable Wonderland

淘大商場今年帶來極受大小朋友歡迎的「充氣嘩鬼樂園」，設置刺激好玩的大型充氣彈床，再加上充滿萬聖氣氛的南瓜燈布置和嘩鬼裝飾，為一家大小炮製出歡樂的親子時刻。

最令人引頸以待的活動，相信是在10月28日（星期日）晚上舉行的戶外哈囉喂派對。除了連續三小時街頭奇幻魔術及雜技表演外，一班來自舞蹈學校Bloom Dance Academy的小朋友亦在街頭表演快閃舞，還有南瓜人及女巫現身大派糖果，令全場氣氛升溫！

This year, Amoy Plaza presented the Halloween Haunted Inflatable Wonderland featuring an exciting inflatable trampoline and festive decorations for families to create unforgettable moments with their little ones.

The event that was most worth looking forward to was the outdoor Halloween party on October 28 (Sunday). Three hours of street magic performances and circus shows as well as a flash mob performance by children from Bloom Dance Academy, and trick-or-treat candies from the Pumpkin Man and witches heightened the party atmosphere.



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康怡廣場：走進Starfy神秘探險國度

Kornhill Plaza: Walking into Starfy's Adventure Land

來自韓國設計師團隊RACCOON FACTORY筆下、性格反斗調皮的海星Starfy，於萬聖月化身吸血殭屍、木乃伊和巫師等萌爆造型，躲藏於康怡廣場內的不同角落與粉絲合照，吸引大批顧客前來神秘國度探險！同時，商場與租戶合作舉辦一系列以Starfy為主題的鬼馬臉譜和輕黏土工作坊，讓小朋友製作獨一無二的Starfy帶回家！

Designed by Korean designer team RACCOON FACTORY, the naughty starfish character Starfy transformed itself into a zombie, a mummy, and a witch, and hid at different corners of Kornhill Plaza waiting to take photos with fans! While customers enjoyed the adventure with Starfy, the mall collaborated with tenants to host a series of workshops for little adventurers to create their own Starfy face masks and light clay models to take home with them!

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雅蘭中心、荷李活商業中心及家樂坊：淘氣惡魔樂團潮襲旺角 Halloween Rock "n" Roll

Grand Plaza, Hollywood Plaza and Gala Place: Demon Band JagzZ Invades Mong Kok with Rock "n" Roll

今個萬聖節，日本著名插畫師黑沢勝哉設計的淘氣惡魔樂團JagzZ將強勁音樂節拍帶到旺角，以Halloween Rock "n" Roll為主題，展開與別不同的萬聖節慶典！在雅蘭中心設置的互動遊戲Halloween Rock Drummer，讓旺角潮人化身狂野鼓手BallaN，為小惡魔結他手VareL伴奏，贏取指定分數成為「神級鼓手」，可獲得萬聖節限量版JagzZ精品。淘氣小惡魔結他手VareL更到場巡遊，與粉絲們拍照留念，一同狂歡萬聖節！

This Halloween, the heavy beat of Rock "n" Roll hit Mong Kok with JagzZ, a demon band designed by famous Japanese illustrator Kurosawa Katsuya, for a one-of-a-kind celebration the town would never forget! At Grand Plaza, customers turned themselves into wild drummer BallaN, hitting beats for guitarist VareL at the interactive game, Halloween Rock Drummer. The better they hit, the higher their scores as they aimed to get enough for limited edition JagzZ-themed gifts. Of course, VareL showed up in person for fun with his fans and to share the joy of Halloween!

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恒隆與內地投資者暢談高端消費模式

Hang Lung Shares Views on High-end Consumption with Mainland Investors



▲ 約70位內地投資出席了由陳文博主持的分享會
About 70 Mainland investors attend the conference hosted by Adriel Chan



▲ 陳文博與投資者在The Lounge內暢談高端消費的生活模式
Adriel Chan shares his views on high-end consumption with investors at The Lounge

執行董事陳文博先生於10月16日（星期二）出席由上海的恒隆廣場和光大證券合辦的分享會，與近70位內地投資者在恒隆廣場介紹公司的發展方向和重點。

陳文博在會議上闡釋了公司的營運策略、業務增長概況及內地零售業的可觀前景。投資者表現相當踴躍，還積極提問公司在內地不同城市的業務及項目發展。

會議後，一眾參加者參觀恒隆廣場的The Lounge及路易威登（Louis Vuitton）旗艦店，讓他們親身感受恒隆專屬的賓客服務體驗。

與會者還有董事—集團傳訊及投資者關係關則輝先生、董事—租務及物業管理彭兆輝先生及總經理胡惠雅女士。

Executive Director Mr. Adriel Chan attended a conference in Shanghai on October 16 (Tuesday) to brief a group of investors on the Company's development plans.

Co-organized by Hang Lung and Everbright Securities, the conference was held at Plaza 66 with the attendance of about 70 Mainland investors.

The conference saw in-depth exchange between Adriel and the investors on the Company's strategies, growth prospects and promising retail opportunities on the Mainland.

After the conference, the whole group toured The Lounge and Louis Vuitton's flagship store at Plaza 66, enabling them to experience Hang Lung's unique customer service.

Also attending the conference were Director – Corporate Communications and Investor Relations Mr. C.F. Kwan, Director – Leasing & Management Mr. Derek Pang, and General Manager Ms. Vera Wu.

恒隆囊括四個亞洲最佳企業僱主獎（中國）

Hang Lung Garner Four China's Best Companies to Work for in Asia Awards

恒隆矢志成為“最佳僱主”，最近更在2018亞洲最佳企業僱主（中國）中同時榮獲四個“亞洲最佳企業僱主獎”，獲獎的項目包括無錫、濟南、上海和天津的恒隆廣場。在獲得此四個獎項之前，公司已在香港榮膺相同的殊榮。

2018亞洲最佳企業僱主獎由亞洲資深人力資源專才權威刊物《HR Asia》主辦，旨在表揚在加強員工投入度方面表現出色，並為員工提供理想工作環境和文化的世界級企業。恒隆在香港及內地合共囊括五個“亞洲最佳企業僱主獎”，足以證明公司具備有效的人才管理策略，以及全面的舉措加強員工投入度。

It takes a great deal of hard work to become an Employer of Choice, but being the recipient of four awards in one sitting at the 2018 HR Asia Awards China makes the concerted effort worthwhile. Adding to an award previously garnered in Hong Kong, Center 66 in Wuxi, Parc 66 in Jinan, Plaza 66 in Shanghai, and Riverside in Tianjin earned the title of China's Best Companies to Work for in Asia at the 2018 HR Asia Awards China.

Organized by *HR Asia*, an authoritative publication for HR professionals, the Best Companies to Work for in Asia 2018 Awards aims at recognizing world-class companies with outstanding performance in employee engagement and excellent workplace environment and cultures. With Hang Lung the recipient of a total of five such awards across Hong Kong and the Mainland, these honors are, without doubt, recognition of the Company's efforts in implementing effective talent management strategies and comprehensive staff engagement initiatives.

► 天津的恒隆廣場總經理朱天博先生（左二）、無錫的恒隆廣場總經理劉炳富先生（左三）、總經理—人力資源潘舜雅女士（左四）、上海的恒隆廣場總經理胡惠雅女士（中）及濟南的恒隆廣場總經理葉旭明先生（右四）出席2018亞洲最佳企業僱主獎接受殊榮

Riverside 66's General Manager Mr. James Zhu (2nd from left), Center 66's General Manager Mr. Eric Lau (3rd from left), General Manager – Human Resources Ms. Janet Poon (4th from left), Plaza 66's General Manager Ms. Vera Wu (center), and Parc 66's General Manager Mr. Raymond Ip (4th from right) receive the awards at the Best Companies to Work for in Asia 2018 Awards



星級服務專區 HL Star Service

星級客戶服務課程來到昆明

Hang Lung STAR Service Arrives in Kunming

昆明的恒隆廣場各個團隊正密鑼緊鼓，準備在2019年隆重開業。在工程繼續按序進行的同時，一眾前線同事亦積極投入準備工作。為充分貫徹實踐公司“以客為本”和“建立恒隆的品牌經驗”的營運策略，“恒隆星級客戶服務課程”已於10月在昆明開展，為前線同事提供由內到外的全面培訓，務求達至最高的服務標準。

一星期多元化的培訓課程，包含不同階段的“恒隆星級客戶服務課程”，由基礎課程的儀容妝扮及服務流程，到進階課程學習如何處理客戶投訴技巧，還有包括針對客戶服務標準的高級課程，為來自綜合服務部的同事們建立良好的基礎。

Spring City 66 in Kunming is on track to open its doors in 2019. While construction continues steadily progress, frontline staff members from the project get started with pre-opening training in full swing. To fully implement the Company's "customer-centric" and "building a Hang Lung branded experience" business strategies, the Customer Service Programs Series has been brought to Kunming this October, to provide comprehensive training for all frontline colleagues to achieve top standards in service delivery.

A week filled with diverse training activities featured various programs including the basic course which covers grooming and standard service flow, the intermediate course on handling customer complaints, and the advanced program focusing on what STAR Service Standards are and how to achieve them. These programs have set a strong foundation for colleagues from the Service Delivery Department to offer the best quality customer services.



▲ 公司請來專業導師指導同事保持整潔儀容，以最佳形象服務顧客
The Company invites a professional make-up instructor to help colleagues look their best with a neat and clean appearance

▼ 昆明的同事透過課程加深認識公司的星級服務標準
Colleagues in Kunming enhance their understanding of Hang Lung STAR Service Standards through the CS Programs



▲ 人力資源及行政部同事一同出席頒獎禮分享殊榮
Colleagues from the HR & Administration team attend the award presentation to share the joyful moment

Mikael Jaeraas : 以客為本提升品牌合作關係

Mikael Jaeraas: Consumer Centricity Enhances Brand Partnerships

只有最頂尖的購物商場才能吸引國際級品牌，同樣，只有最著名的國際品牌才能進駐世界級的購物商場。究竟，恒隆是如何與眾多奢侈品品牌建立良好關係？我們是如何吸引國際品牌進駐開業？這一期，我們訪問了董事——集團租務Mikael Jaeraas，他將與大家介紹公司的租務策略和優勢，以及分享集團租務團隊的主要職能。

Only the world's best shopping malls can attract international brands and top brands naturally gravitate to outstanding malls. So, how can Hang Lung establish good relationships with globally renowned brands? And how should we go about attracting them to choose Hang Lung malls as their home? In this issue, we speak to Director – Central Leasing, Mr. Mikael Jaeraas, about the work of the Central Leasing Team.

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着重顧客的獨特需要

不少人的心中都有着同一個疑問：為何地產發展商需要與顧客建立互動的關係？他們只要把商場單位租出，並收取穩定的租金就可以了。但時至今日，地產發展商必須更緊貼市場，為顧客提供方便及高水平的體驗。Mikael認為，這是難得的機會，讓我們在一眾發展商中突圍而出，留住現有的客戶並吸引新的品牌。

公司秉持以客戶為本的理念，Mikael指出：「我們需要與顧客建立一對一的關係。我們必須認識我們的客戶、我們的服務對象，以及清楚了解他們的各種需要。」他補充說，公司專注於體驗、服務和科技，使我們能夠了解客戶的需求，並滿足他們的期望。

由於商場必須充分配合顧客的需要，發展商亦需謹慎釐定其定位。對於內地的商場，公司有三種獨特的定位，一是上海恒隆廣場的Home to Luxury、二是綜合高端的商場、三是時尚生活。Mikael認為，定位是一個不斷轉變的過程。商場需要充分了解客戶的需要，並作出相應調整。顧客的感覺和喜好不時改變，這意味着要做出完美的定位，就必須持續地調整目標，從而配合市場的變化。Mikael表示：「以港匯恒隆廣場為例，10年間的租戶組合已經出現了若干變化，當翻新工程完成後，其定位將會有所提升，地下樓層將有頂級高端品牌進駐，10年前這可以說是難以想像的。」

Catering to the Needs of Customers

This question often pops-up in people's minds: Why does a property developer need to engage their customers? All it should need to do is rent out the space and collect a steady income. However, as we enter a new era of retail, property developers need to become relevant to the market and be the source of engagement, experience, and convenience to customers. This is an opportunity for developers like us to create a competitive edge that will help us to retain and add brands, Mikael elaborated.

As the Company's approach is to be customer-centric, Mikael said, "We need to create a one-to-one relationship with customers. We need to know exactly who we have, who we are catering to, and their needs." The Company's focus on experience, service and technology enables us to read demand and then exceed whatever that demand is, he added.

To become relevant, another thing developers need to refine very carefully, is a mall's positioning. The Company has three distinct positionings for its Mainland malls, from Plaza 66's Home to Luxury, regional malls with luxury content, and regional lifestyle malls to cater to a local catchment area. In Mikael's view, positioning is constantly evolving. Malls need to read the customers' needs and adjust. Shifting sentiments and preferences of customers mean that ideal positioning is often a moving target, so we need to evolve with the market. "Taking Grand Gateway 66 as an example, 10 years ago it had a certain tenant mix, but with the completion of the renovation, you will be looking at a premium tenant mix with first class luxury on the ground floor, which 10 years ago would be unthinkable," said Mikael.



高水平的協作及協同作用

恒隆的租戶組合中有超過2,000個商業夥伴，當中不少品牌皆同時在各個恒隆廣場開設店舖。因此，公司成立了集團租務的團隊，作為中央聯絡點聯繫不同的夥伴。團隊的主要功能包括以下三項：第一，他們需要為公司創造營運收入和管理主要客戶；第二，發展可以共用的工具及與各項目分享最佳實踐的經驗；最後，團隊必須制定策略並提供專業的意見，加強各個品牌的合作。

根據調查報告，中國的消費者在去年全球奢侈品銷售中佔32%，成為最大的奢侈品市場，可見商機無限。Mikael說：「如果品牌希望從此增長中獲利，就必須在需求最強勁的城市中佔一顯著席位。」公司慶幸能夠在上海這個中國的主要城市獨佔鰲頭，擁有眾多的奢侈品牌。除了上海，公司也在其他內地城市確立了優勢，這些地方的個人財富增長也甚為強勁。Mikael表示，這是大好機會，讓我們與全球最佳的奢侈品品牌建立緊密聯繫。

Mikael續說，公司珍惜與租戶和合作夥伴之間的關係。但恒隆如何辨識關鍵租戶？Mikael指：「全球的奢侈品行業是由幾個主要零售集團主導整個高端市場。這些品牌有着重大的影響力，他們的定位是高檔的奢侈品，對消費者甚有吸引力，在過去幾十年的業務持續強勁。他補充說：「最重要的是，這些品牌在市場中並未有過分擴充，這對我們而言是非常重要的，因為這些品牌仍有一定的獨特性。」他舉例指出，上海的恒隆廣場有一珠寶手飾品牌租戶，只選址恒隆廣場出售限定的訂制款式，這全賴上海的恒隆廣場擁有獨特的消費群和消費模式。若我們能夠與公司的各地項目共用這些消費者行為數據和最佳實踐，就能進一步提升與品牌夥伴的關係。只要我們能夠與租戶建立和發展更長遠的關係，自然能在市場上脫穎而出。

Effective Synergy and Collaboration

Hang Lung's leasing portfolio has over 2,000 business partners, with quite a number of them being common tenants across our portfolio. For this reason, the Company needs to have a central point of contact. This is the reason that gives rise to the Central Leasing Team. The team is busy with three main roles. First, the team needs to deliver revenue and key account management. The second function is about developing tools and best practices to share across the Company. Finally, the team needs to lead strategic planning and act in an advisory capacity to maximize the collaboration with various brands across the portfolio.

According to a research report, Chinese shoppers represented 32% of the global luxury sector last year. There are abundant opportunities as China to-date represents the single largest luxury market in the world. Mikael said, "If brands want to be part of this growth, they will need to have a strong presence in cities where you have the strongest luxury clusters." The Company is very fortunate to have a very strong foothold in Shanghai, one of the key cities in China, possessing by far the best luxury proposition. Beyond Shanghai, the Company has also established its presence in other Mainland cities where there is huge personal wealth being built. Mikael said that this gives us a unique opportunity to build relationships with the best global luxury brands.

Mikael elaborated that the Company cherishes every relationship with its tenants and partners. But how does the Company identify critical tenants? "In the global luxury sector, a few retail groups dominate the high end market and have a big impact. These brands have a luxury premium positioning and a consumer appeal that has brought in consistent business for decades. More importantly," he added, "these brands tend not to over-expand in the market, which is very important to us, because it maintains uniqueness." He quoted an example of a brand at Plaza 66 that sells bespoke jewelry only at Plaza 66 and not at other outlets because of specific consumer demographics and consumption patterns that are unique to Plaza 66. If we are able to share these insights into consumer behavior and best practices across our portfolio of properties, we will be able to take the relationship with our brand partners to another level. With a long-term view on how to build and how to develop, we can achieve the best possible scenario in the market.



▲ 上海的恒隆廣場 — Home to Luxury
Plaza 66, Home to Luxury



▲ 港匯恒隆廣場的全新面貌
New look of Grand Gateway 66

奠定可持續發展的基石

Mikael有約15年國際零售業務的經驗，他指公司有不少優勢能夠使我們在競爭對手中突圍而出。「公司會持續投資和優化旗下物業，無論經濟情況順逆，我們都能夠以雄厚資源實現承諾。」這與許多區內甚至全球的發展商的情況截然不同，因為他們在債務結構上與我們有很大的分別。我們的另一競爭優勢在於公司的規模龐大，這使我們能夠吸引和留住優秀人才。Mikael認為現時市場發展迅速，就如房地產市場一樣，公司需要在執行上脫穎而出。恒隆的投資理念是建造世界級的商業項目，所以未來的增長定能一直持續。

Foundation for Sustainable Growth

With about 15 years in international retail, Mikael highlighted a couple of different things which makes the Company stand out among its competitors. "We have the resources to constantly reinvest and keep up our properties, regardless of the economic situation – be it an upswing economy or a downward trend." This is very different from a lot of the regional or global developers as they will be geared in terms of debt very differently he added. Another competitive advantage we have honed is that, due to scale, the Company has managed to attract and retain top talents. Mikael opined that in a market that is growing quickly, like the real estate market, execution is one of the areas where a company needs to stand out from the crowd. Hang Lung is well positioned for growth with our investment philosophy which is to build world-class retail destinations.

雅蘭中心 Grand Plaza

日本人氣壽司店「美登利」登陸雅蘭中心

Popular Sushi Restaurant Midori Debuts at Grand Plaza



▲ 美登利首間海外分店於11月正式進駐雅蘭中心
Midori's first restaurant outside Japan arrives at Grand Plaza in November



▲ 恒隆管理層應邀出席試食招待會，恭賀美登利開張
Hang Lung's management members attend the tasting reception to celebrate Midori's opening

極受歡迎的日本壽司店「梅丘壽司美登利總本店」（美登利）進駐香港，選址旺角雅蘭中心開設首間海外分店，粉絲們有口福了！為慶祝11月2日（星期五）開張試業，美登利於10月30日（星期二）舉辦了一場恒隆專屬的試食招待會，行政總裁盧韋柏先生、首席財務總監何孝昌先生、執行董事陳家岳先生和程鼎一先生，以及一眾董事及高級管理人員皆有出席。

美食當然要與讀者分享！《連繫恒隆》已率先訪問美登利的香港代理負責人廖傑民先生及日本主廚望月美男先生，與大家分享多款日本直送的新鮮美食。敬請留意刊登在12月號的「識飲識食」！

Good news for sushi lovers! One of the most popular restaurants in Japan, Umegaoka Sushi No Midori Souhonten (Midori), is making its Hong Kong debut, opening its first restaurant outside Japan at Grand Plaza! To celebrate its soft opening on November 2 (Friday), an exclusive tasting reception for Hang Lung management was held on October 30 (Tuesday). Attending the event were CEO Mr. Weber Lo, CFO Mr. H.C. Ho, Executive Directors Mr. Norman Chan and Mr. Dane Cheng, together with other Directors and senior executives.

To introduce the best food in town to our readers, *Connections* has interviewed Midori's Hong Kong representative Mr. Derek Liu and chef Mr. Yoshio Mochizuki to find out more about the restaurant's signature dishes. Stay tuned for the *Food Hunter* column in the December issue!

恒隆廣場 • 濟南 Parc 66

舞動泉城 Dance Fever Hits Jinan

為鼓勵年輕人尋找屬於自己的舞台，斯凱奇 (Skechers) 街舞學院連續第五年舉辦「獨步全城」活動，走遍內地多個省市推廣街舞運動及文化。今年，主辦單位首次踏足濟南，選址恒隆廣場作為壓軸一站，在10月13及14日舉辦街舞班和挑戰賽，精選100名年輕舞者交流舞技，讓他們以舞步在這座歷史文化名城留下回憶。

To unleash the talents of young dancers, the Skechers Dance Academy has hosted the Make Your Move, Make Your City dance contest for five consecutive years, touring Mainland cities to promote street dance and its culture. This year, the contest organizer came to Jinan for the first time and the finale took place at Parc 66 on October 13 and 14. In addition to taking dance lessons, a total of 100 young contestants joined in dance battles to show off their skills.



▲ 四位街舞大師現場教授Breaking、Urban Dance、Hip Hop和Popping的舞蹈技巧
Four street dance masters teach Breaking, Urban Dance, Hip Hop and Popping skills on stage



▲ 挑戰賽吸引了100名年輕舞者參加
▼ The dance battle attracts 100 young contestants



Fashion Walk

共建綠色零售環境 Shaping a Green Retail Environment

為支持建造業議會及香港綠色建築議會推行的香港綠色建築周，Fashion Walk及京士頓街商戶Mono Mono早前贊助場地拍攝宣傳短片，協助加強公眾對替代能源（alternative energy）的可能性。

活動期間，主辦單位在Fashion Walk中庭設置以「綠色起動樂」為主題的展覽及互動遊戲區，讓參與者道過運動思考替代能源的可行性。同時，著名藝人鄭裕玲女士於Mono Mono拍攝宣傳短片「Do姐Wrap住去Shopping」。短片現已上載社交媒體平台，瀏覽數量至今接近53,000次。



▲ 鄭裕玲在Mono Mono拍攝宣傳短片
Do Do Cheng films a promotional video at Mono Mono

請即掃描QR code
觀看影片



In support of Hong Kong Green Building Week which was organized by the Construction Industry Council and Hong Kong Green Building Council (HKGBC), Fashion Walk and Kingston tenant, Mono Mono, are the venue sponsors for the Dynamic Green Exercise event and a promotional video. The promotional video aims to encourage customers to reduce packaging when shopping (advocating green shopping culture) while the Dynamic Green Exercise event helps to raise public awareness on the possibility of alternative energy.

During the event, an exhibition and an interactive game zone themed Dynamic Green Exercise were set-up at Fashion Walk's Atrium. Meanwhile, a promotional video, *Shop and Wrap*, hosted by renowned artist Ms. Do Do Cheng was filmed at Mono Mono. The video has been released on social media platforms and has recorded nearly over 53,000 views so far.

市府恒隆廣場 Forum 66

胡桃夾子與你探索童話四國 *Venture into the Four Realms*

迪士尼真人童話電影《胡桃夾子和四個王國》於10月20日至11月18日在瀋陽的市府恒隆廣場舉辦電影主題展覽，在商場北庭設置四大展覽區域：鮮花王國、糖果王國、雪花王國和遊樂王國探險，讓顧客一嘗走進電影情境的滋味，化身童話中的角色。

Disney fairytale movie *The Nutcracker and the Four Realms* held a movie exhibition at the North Atrium of Forum 66 in Shenyang from October 20 to November 18. The exhibition was divided into four main zones, namely the Land of Flowers, Land of Sweets, Land of Snowflakes and Land of Mother Ginger, giving customers a chance to enter the movie world and transform themselves into a movie character to experience an exciting adventure.



▼ 親臨市府恒隆廣場便可開啟通往四大王國之門，來一場奇幻歷險
You can find the way to the Four Realms at Forum 66 and start an exciting adventure



變裝迎聖誕！ 恒隆呈獻打卡新熱點

Dress Up for *Christmas!*
Hang Lung Presents New Check-in Hot Spots

「叮 噹叮，叮噹叮，歌聲與鐘聲……」來自世界各地的人氣卡通及插畫角色已搶先在恒隆旗下的香港及內地商場敲響聖誕鐘，將商場幻化成充滿聖誕氣氛的打卡熱點，連同一系列慶祝活動，為大家送上夢幻又窩心的聖誕節！

“Jingle bells, jingle bells, jingle all the way...” Popular cartoons and illustrated characters from all over the world are already ringing the Christmas bells at all of Hang Lung's shopping malls in Hong Kong and on the Mainland. Together, they are joining hands to transform the malls with different festive installations, heralding a whole host of fabulous activities and events to give Hang Lung towns and cities a joyful celebration of Christmas.

香港 Hong Kong

Fashion Walk

獨家！Get Animated | Fashion Walk – Joy to the Walk
Exclusive! Get Animated | Fashion Walk – Joy to the Walk

經典卡通火星人Marvin首次駕駛太空船來到香港，並亮相Fashion Walk與大家共度聖誕！由即日起至明年1月2日，全球最大的電影和電視娛樂製作公司之一的華納兄弟選址銅鑼灣Fashion Walk，作為其「Get Animated亞洲區巡迴展覽」的香港唯一基地，展出50多個由知名藝術家及國際巨星為Marvin設計的全新造型，顧客更可透過網上拍賣競投心儀作品，收益將捐贈予Make-A-Wish®願望成真基金。Fashion Walk同時亦安排了互動拍照體驗區、魔幻霓虹光影匯演、周末歐陸聖誕市集、太空巨型聖誕樹裝置，以及載譽歸來的針織聖誕裝飾，成功將Fashion Walk再次打造成不容錯過的打卡熱點！



Classic cartoon favorite, Marvin the Martian touches down for the first time in Hong Kong at Fashion Walk to spend an out-of-this-world Christmas with everyone! From now until January 2 next year, one of the world's largest film and television entertainment production companies, Warner Bros. has chosen Fashion Walk in Causeway Bay as the exclusive Hong Kong venue for its world renowned Get Animated Invasion program. The iconic Asia tour exhibits Marvin recreated by over 50 internationally famed celebrities and artists. The Marvin clones will also be auctioned online with proceeds going to Make-A-Wish®. Meanwhile, interactive photo booths, neon lightshows, a European-themed Christmas Market, towering Christmas trees, and the return of last year's favorite colorful yarn art decorations, together make Fashion Walk, once again, the check-in hot spot this Christmas!



康怡廣場 Kornhill Plaza

微笑精靈寄出快樂能量
Smiley Elves Spread Positive Vibe



由即日起至明年1月1日，來自台灣的微笑王國小精靈「喂喂」和朋友「毛毛熊」、「拉拉貓」、「草莓蛋糕兔」將坐陣康怡廣場，與大家歡度佳節！推廣期間，顧客於商場消費滿港幣200元或以上，便可換領「喂喂」名信片及郵票乙枚，將微笑力量轉寄朋友，令歡樂加倍。

From now until January 1, Taiwanese illustrated character, Weiwei the elf, from the Smiley Kingdom is heading to Kornhill Plaza together with his friends, Moka Bear, Lala Cat, and Strawberry Cake Rabbits, to join shoppers in sharing the joy of the festive season with

their loved ones. During the promotion period, customers spending HK\$200 or more at Kornhill Plaza, can redeem a set of Weiwei the Smiley Elf postcard and stamps. Customers can send the season's greetings to their family and friends with the postcards with the help of Weiwei this Christmas.





Amoy Plaza's Christmas celebrations, running through January 1, 2019, are truly the building blocks of an amazingly fun holiday season! The mall is collaborating with American building block brand, Everblock, for the first time in setting up various Christmas-themed building block installations, including specially designed illuminations at the Outdoor Food Street and indoor giant building block installations. On December 9, 16, 23, 24 and 25, visitors can enjoy a photo-op with Santa Claus. In addition, guests can enjoy an outdoor Christmas carnival with music, roving and magic shows, shopping promotions and more. This Christmas, Amoy Plaza promises to be a busy check-in spot for everyone!

淘大商場 Amoy Plaza

光影尋「積」聖誕城 Starry Bricks-mas Town Lights up the Sky



► 淘大商場與EverBlock聯乘推出別注版兒童椅及積木圖案毛氈供消費換領
Amoy Plaza and EverBlock co-present a limited edition DIY kid's chair set and a colour block blanket for redemption



淘大商場與美國家用積木品牌Everblock首度合作，由即日起至明年1月1日，在戶外食街掛上以積木為主題的天幕燈飾，同時在商場內搭建聖誕積木城及設置巨型積木裝置，讓大小朋友瘋狂打卡留影！商場還安排了聖誕老人在12月9、16、23、24及25日與大家見面，並於聖誕節當日舉辦嘉年華，除聖誕手作市集外，戶外食街更有音樂、巡遊及魔術表演，加上多重購物優惠，絕對不容錯過！

雅蘭中心、家樂坊及荷李活商業中心 Grand Plaza, Gala Place and Hollywood Plaza

Wish You a Playful Christmas

今個聖誕，家樂坊首次聯乘索尼（Sony）旗下人氣電玩品牌PlayStation®打造期間限定店和經典遊戲試玩區，讓全城機迷先玩為快！為慶祝PlayStation® Classic全球同步推出，家樂坊於12月3日（星期一）舉行「PlayStation® Classic午夜首賣會」，讓機迷第一時間入手限量新貨。此外，期間限定店更會於指定日子變成戶外直播遊戲舞台，邀請一眾亞洲及本地電玩界KOL（網絡紅人）即場試玩大熱PS4遊戲，而雅蘭中心亦設有互動遊戲專區，送出豐富禮品，讓一眾電動愛好者聚首旺角享受一個PLAYFUL XMAS！

This Christmas, Gala Place teams up with Sony's popular video game platform PlayStation® for the first time to host a pop-up store and classic game zone, offering exclusive experiences for game lovers! In celebration of the launch of PlayStation® Classic, a PlayStation® Classic First Midnight Sale session has been arranged on December 3 (Monday) for Hong Kong gamers to be the first to purchase the latest limited edition. In addition, the limited store will become an outdoor live game streaming stage on selected dates, inviting gamer KOLs to participate in PS4 video games. Grand Plaza is also setting-up an interactive game zone with gifts. Mongkok is going to be the place to be for all video game enthusiasts to enjoy a PLAYFUL XMAS!



內地 Mainland

恒隆聖誕紛·享·愛· Gift of Love



恒隆旗下在內地的六個商場同步於11月15日（星期四）啟動以「恒隆聖誕紛·享·愛·」為主題的聖誕推廣，精彩活動包括亮燈儀式、DIY工作坊、巡遊、倒數派對等等，並聯同各大品牌推出多項購物禮遇，全力打造一個充滿「繽紛」、「享樂」和「愛」的聖誕，與大家一同紛·享·愛·。

On November 15 (Thursday), six shopping malls on the Mainland jointly started their festive celebrations under the theme of Gift of Love. A series of memorable and seamlessly designed events, including lighting ceremonies, DIY workshops, parades, countdown parties, and different shopping privileges, have been prepared for customers. This year, Hang Lung's Mainland malls will be sharing a Christmas of love, happiness, and excitement!



恒隆廣場 • 無錫 Center 66

探索輕餐飲文化之旅

Exploring the
Center of Taste



▲ 無錫的恒隆廣場與星巴克和歌帝梵合辦了共四場工作坊
Center 66 collaborates with Starbucks and Godiva to host four workshops

喝 一口香醇咖啡，配以甜品，乃不少都市人的心靈調劑品。在10月，無錫的恒隆廣場展開了一場「輕餐文化臻選之旅」，於活動期間的每個周末與星巴克和歌帝梵合辦不同主題的咖啡與甜品工作坊，主題包括「初識咖啡因」、「如何挑選適合自己的咖啡」、「居家咖啡製作」和「甜甜蜜蜜巧克力工作坊」，讓咖啡和朱古力愛好者聚首一堂，齊齊放慢生活節奏，交流心得。

A sip of fragrant coffee with a bite of dessert provides a moment of bliss in the bustle of urban life. In October, Center 66 in Wuxi launched the Savor Every Moment Tour and collaborated with Starbucks and Godiva to host coffee and desserts workshops with different themes, including Introduction to Caffeine; How to Choose the Coffee which Best Suits You; Homemade Coffee, and Make Your Own Chocolate. The workshops were held on weekends to bring coffee and chocolate lovers together to share the joy and savor taste of this uplifting food and beverage.



恒隆廣場 • 上海 Plaza 66

諾悠翩雅期間限定店 推十周年紀念系列

Loro Piana 10th Anniversary Limited Collection at Plaza 66 Pop-up



主 打小山羊絨和駱馬絨毛衣的意大利高級時裝品牌諾悠翩雅 (Loro Piana) 今年踏入品牌創立10年，於10月19至28日選址上海的恒隆廣場舉辦限時概念展，推出限量版10周年紀念版服飾，為時尚追求者打造一個溫暖又舒適的冬季。

To celebrate the label's 10th anniversary, Italian luxury brand Loro Piana, which is famous for its high-end cashmere, opened a pop-up store at Plaza 66 in Shanghai where customers were able to choose from the brand's latest 10th Anniversary Limited Collection to create a chic and comfy look for the winter season.



綠色行動 Green Actions

東北地質生態遊 Geology Exploration Tour

香港的現代城市景觀背後，蘊藏了豐富的綠色資源。香港的恒隆一心義工隊於10月27日（星期六）安排了一班小學生遊覽香港聯合國教科文組織世界地質公園，包括印州塘、吉澳、鴨洲及荔枝窩等地，讓他們近距離觀賞天然岩石群和參觀紅樹林生態，藉此推動保護自然生態的信息。

Hong Kong's modern cityscape belies its wealth of natural green habitat. To share the riches of Hong Kong's natural beauty with young people, Hong Kong's Hang Lung as One Volunteer Team organized an exploration tour on 27 October (Saturday) to the northeast section of the Hong Kong UNESCO Global Geopark for a group of primary school students, providing them a chance to learn more about rock formations and mangroves.

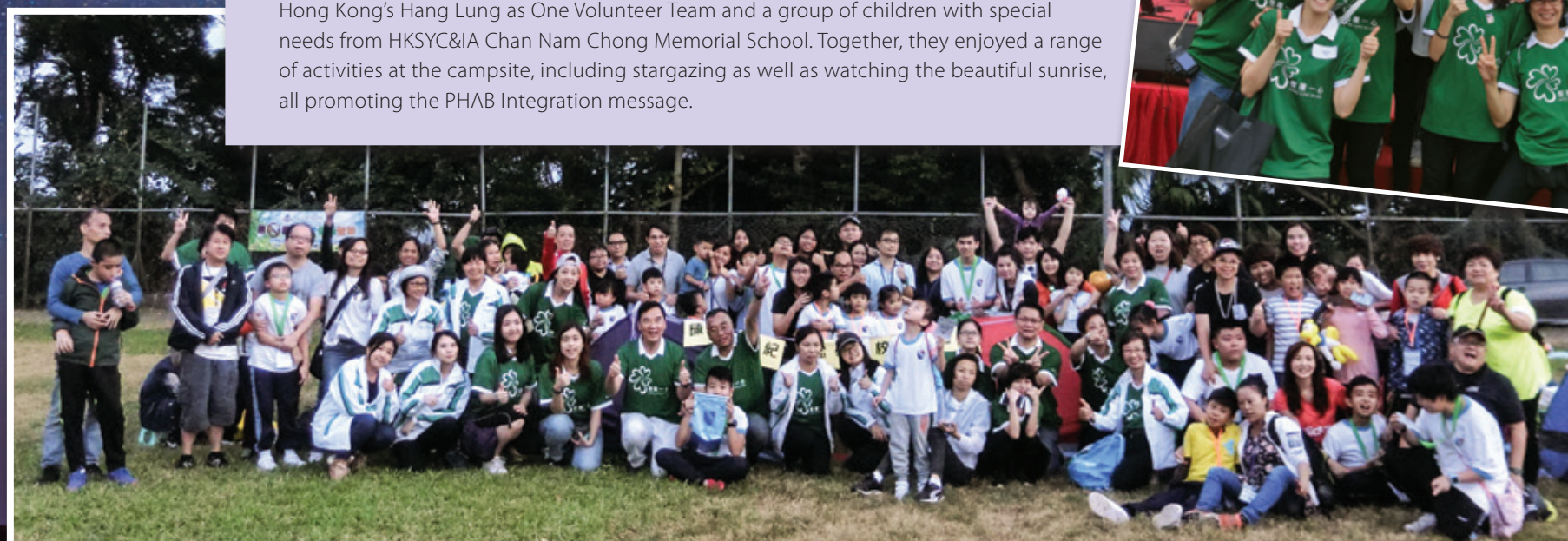


潮動社區 Hi! Community

盲人觀星傷健營2018 Stargaze Camp 2018

已經第九年舉行的「盲人觀星傷健營」於11月10及11日在上水馬草壟營地舉行。香港的恒隆一心義工隊首次與香港四邑商工總會陳南昌紀念學校合作，與一班有特殊需要的小朋友一起體驗營內各種活動，一起觀星賞日出，推廣社會共融信息。

The 9th Stargaze Camp for All and The Blind was held on November 10 and 11 at the Ma Tso Lung campsite in Sheung Shui. The event marked the first collaboration between Hong Kong's Hang Lung as One Volunteer Team and a group of children with special needs from HKSYC&IA Chan Nam Chong Memorial School. Together, they enjoyed a range of activities at the campsite, including stargazing as well as watching the beautiful sunrise, all promoting the PHAB Integration message.



潮動社區 Hi! Community

織織復織織 X 送暖大行動

Knitting and Sharing Love and Care with the Elderly



香港的恒隆一心義工隊於10及11月舉辦了一系列送暖活動，把愛和關懷送給基層長者。活動共分為三個部分，義工首先參與編織頸巾工作坊，學習製作「溫暖牌」。他們在隨後的兩個星期六上門探訪居住在慈雲山的長者。最後，長者在義工的陪伴下於11月24日（星期六）遊覽中環，一同乘坐摩天輪、參觀海事博物館和享用美味午餐，並把親手編織的頸巾送給他們。



Hong Kong's Hang Lung As One Volunteer Team held a three-part series of activities in October and November to share love and care with the elderly in need. First, the volunteers joined two sessions of a knitting workshop to produce hand-made scarfs for the elderly. Then, in two following Saturdays, they paid visits to the elderly living in Tsz Wan Shan. Finally, on November 24 (Saturday), an outing event is organized for the elderly to ride on the Ferris wheel, visit the Hong Kong Maritime Museum, and enjoy lunch in Central.

綠色恒隆 HL Sustain

第三次能源革命

The Third Energy Revolution

由木材到煤、石油，再到光電和風能，電力能源的轉變推動經濟迅速發展，並多次影響世界，促成「能源革命」——即轉用其他能源以帶動經濟發展。

歷史上有三次主要的「能源革命」。第一次發生於工業革命時期，各國工業發展迅速，因而需要大量開採煤以取代木材作為。第二次發生於20世紀60年代¹，石油逐漸取代煤成為主要能源。由於氣候變化問題在過去20年愈趨嚴重，全球已轉向開發可再生能源以取代化石燃料，這就是第三次「能源革命」。

現時，全球大部分國家都積極增加其可再生能源的使用比率。以丹麥為例，該國於2017年利用風能滿足了全國43%的電力需求²，並訂下2030年之前以可再生能源提供全國50%的電力，及於2050年前完全停止使用化石燃料。

香港最近亦推行「可再生能源上網電價」計劃，鼓勵私人企業或個人安裝可再生能源系統（如光伏太陽能板），連接至電網。電力公司將購買由可再生能源系統所生產的電力，而價格亦反映於每期電費賬單內。這項計劃預計能加快香港在可再生能源科技投資的步伐，為日後增加可再生能源使用比率建立基礎。

恒隆視可持續發展為核心價值，積極使用更多可再生能源以推動「能源改革」。瀋陽的皇城恒隆廣場、市府恒隆廣場，以及濟南、無錫、天津及大連的恒隆廣場，皆已安裝了太陽能電池板發電，以減少依賴非可再生能源。為進一步建築可持續發展的將來，公司會投放更多資源研究如何在建築物中利用更多可再生能源。

From wood to coal, to oil and gas, to wind and solar energy, the development of energy sources has changed the world several times by encouraging positive economic growth and driving the Energy Revolution – the switch of energy sources to drive the economy.

In history, there are three major Energy Revolutions. The first revolution can be traced back to the Industrial Revolution, during which the large-scale mining of coal replaced wood as the primary fuel source. The second revolution refers to the gradual replacement of petroleum with coal as the major energy source during the 1960s¹. Given the urgency of combatting climate change over the past two decades, the world is now going through the Third Energy Revolution, which promotes the replacement of fossil fuels with clean energy sources for power generation.

Many countries are on their way to incorporating a higher share of clean energy sources to their energy mix. Let's take Denmark as an example. The European country targets to have 50% of their power supplied by renewable energy sources by 2030 and to be 100% fossil-fuel-free by 2050. As of 2017, wind energy has already supplied approximately 43% of its electricity needs².

In Hong Kong, the government has recently initiated the Renewable Energy Feed-in Tariff (FiT) Scheme. The scheme encourages the private installation of renewable energy systems, such as solar photovoltaic panels, and connects the systems to the grid. Electricity generated by these systems can be sold to power companies, and will be reflected in electricity bills. The scheme is expected to encourage and accelerate investment in renewable energy technologies.

Hang Lung appreciates the importance of sustainability and has been proactive in promoting the use of renewable energy across its portfolio and, in so doing, driving the Third Energy Revolution. Solar photovoltaic panels for power generation have been installed at Palace 66 and Forum 66 in Shenyang, as well as at Parc 66, Center 66, Riverside 66, and Olympia 66, reducing the reliance on non-renewable energy sources. For upcoming projects, the Company will continue to incorporate renewable energy into the building design and business operations to promote sustainable development.

¹World Economic Forum, Sep 2017 (<https://www.weforum.org/agenda/2017/09/next-energy-revolution-already-here>)

²Climate Action, Jan 2018 (<http://www.climateaction.org/news/5-countries-driving-the-energy-revolution>)

潮動社區 Hi! Community

各地齊敬老 Spreading Festival Love to Elderly Communities

大連和上海的恒隆廣場的義工隊於10月17日（星期三），重陽正日，分別探訪了該區的長者服務中心，把愛心和關懷傳遍社區的不同階層。

大連的義工探訪了民樂養老院的長者，與他們一起包餛飩做午餐，將心意化作美食，暖心又暖胃。義工還準備了小禮物送給長者，為秋末的重陽增添暖意。

同時，上海的義工亦探訪了靜安區內一所綜合為老服務中心，與長者一同製作植物小擺設，以及送上日用品，長者很開心能得到義工的陪伴和慰問。

港匯恒隆廣場的義工隊也於10月26日（星期五）探訪了區內一所敬老院。義工首先聚在一起製作重陽節特色茱萸香囊。隨後，他們帶着合共300個手工茱萸香囊和無糖點心到敬老院，將心意送給長者。



On the day of the Chung Yeung Festival, October 17 (Wednesday), the Hang Lung As One Volunteer Teams of Olympia 66 and Plaza 66 spread love and care at homes for the elderly in their respective cities.

In Dalian, the volunteers made dumplings for residents of the Minle Nursing Home and also presented gifts to keep the elderly warm during the chilly late-fall weather.

Meanwhile in Shanghai, the volunteers visited a nursing center for the elderly in the Jing'An district. In addition to helping the residents make plant ornaments, the volunteers distributed daily commodities to them. The elderly were so pleased to have the volunteers as company during the festival.

Just over a week after the festival, Grand Gateway 66's volunteer team also paid a visit to a local nursing center. The volunteers gathered on October 26 (Friday) to make a total of 300 DIY spice sachets which they delivered together with sugar-free snacks to the elderly.



潮動社區 Hi! Community | 恒隆廣場·濟南 Parc 66

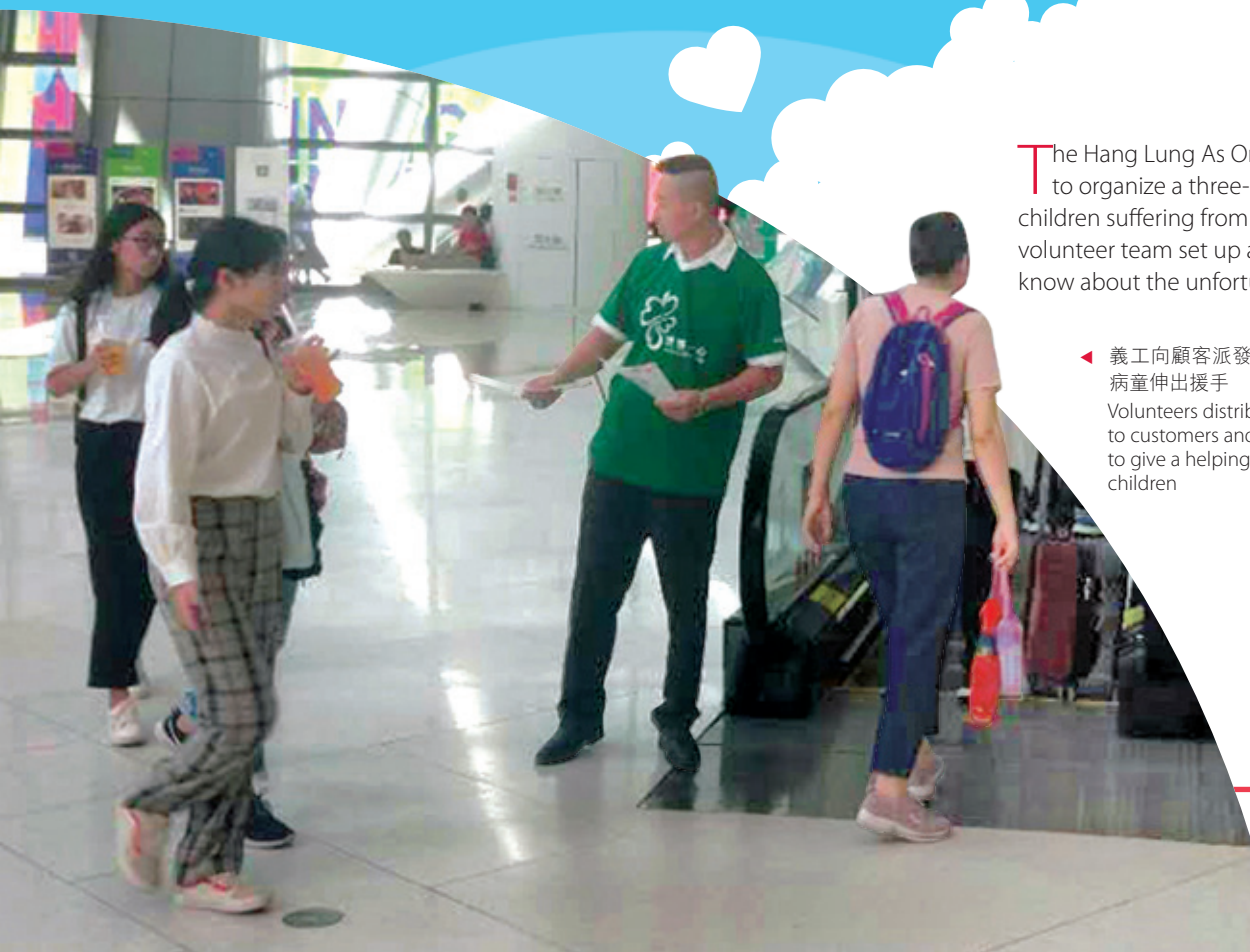
喚起公眾對貧困心臟病兒童的關注

Raising Awareness for Underprivileged Children Suffering from Heart Disease

濟南的恒隆一心義工隊早前與馨基金合作舉行為期三天的公益日，藉此提高當地市民對患有先天性心臟病的貧困兒童的認識，鼓勵大家伸出援手。為將此信息傳遞予更多市民，義工隊在市府恒隆廣場設立資訊站，並向顧客派發介紹單張，讓他們對這一群需要幫助的人有更多的認識。

The Hang Lung As One Volunteer Team in Jinan recently partnered with a third party, the Xin Fund, to organize a three-day activity to encourage the public to give a helping hand to underprivileged children suffering from heart disease. In order to spread the message to a wider audience, the volunteer team set up a counter at Parc 66 and distributed leaflets to customers, letting more people know about the unfortunate plight of the children.

◀ 義工向顧客派發單張，鼓勵他們向病童伸出援手
Volunteers distribute the leaflets to customers and encourage them to give a helping hand to the sick children



潮動社區 Hi! Community | 皇城恒隆廣場 Palace 66

探索世界文化遺產之旅

In Quest of World Cultural Heritage

位於瀋陽市的清福陵是世界文化遺產，蘊含近400年的中國歷史。為了讓新生代對居住的地方有更深入認識，恒隆一心義工隊籌辦了一連兩天的活動，與皇姑區聾人學校的學生一起探索歷史，學習欣賞建築之美。

首天，義工前往學校探望學生，並教他們運用雪條棒搭建建築物。第二天，義工安排學生參觀清福陵，同時請來一班瀋陽城市建築學院的學生義工加入活動，協助照顧同行者，以及運用專業知識協助介紹。



◀ 義工與學生一起用雪條棒搭建建築物
Volunteers and students construct a wooden building together

▲ 義工與學生一同參觀清福陵
Volunteers accompany the students on a tour of the Fuling Tomb

The Qing Dynasty Fuling Tomb in Shenyang is a world cultural heritage site that carries almost 400 years of history. To enable the new generation to understand more about the history of where they live, and to appreciate the beauty of architecture, the Hang Lung As One Volunteer Team held a two-day activity for students from the Huanggu School for the Deaf-Mute.

On the first day, the volunteers went to the school and taught the students how to construct a wooden building. On the second day, the volunteers arranged a tour of the Fuling Tomb for the students. Meanwhile, volunteers from a local architectural college joined the activity to look after the students and help them understand some of the architectural features of the tomb.



▼ 義工與學生合力在畫紙上繪出眼前的歷史建築
Volunteers and students draw pictures of the historic building

潮動社區 Hi! Community | 市府恒隆廣場 Forum 66

參觀BMW工廠

Learning about the Famed BMW Car Brand

由瀋陽的恒隆一心義工隊策動的「工業足跡 印象瀋陽」系列活動，自推出以來一直大受歡迎。繼早前帶領當地的小學生參觀中國工業博物館及瀋飛航空博覽園後，義工隊於11月8日（星期四）策動了第三場活動，參觀由寶馬集團和華晨汽車集團共同設立的合資企業—BMW工廠。

此次參觀令一眾參加者大開眼界，他們不但認識了BMW汽車的生產過程，同時也對當地的工業發展趨勢有了更多認識，並對生產水平達國際標準感到自豪。

The series of industry-themed volunteer activities have been enthusiastically received. Following visits made to the China Industrial Museum (Shenyang) and the SAC Aviation Exhibition Garden with local primary school students, Forum 66's Hang Lung As One Volunteer Team organized a third activity in the series to visit the BMW production base in Shenyang – BMW Brilliance Automotive Ltd on November 8 (Thursday).

The volunteers learned a lot not only about how BMW vehicles are produced but also about the latest industrial developments in Shenyang. All of them were impressed by how the local industry has achieved its internationally renowned standards of quality and excellence.



愛護地球 當個樂活好家庭

Protect the Earth Be a LOHAS-Friendly Family

深受同事歡迎的「恒隆樂活日」(LOHAS Day)已於11月10日(星期六)圓滿舉行!公司今年在沙田突破青年村舉辦日營,為約100位參加者安排了豐富有趣的互動遊戲及工作坊,藉此推廣可持續發展的重要性,宣揚「樂活」精神。

今年的活動相當精彩,除了環保工作坊和攤位外,更有真人版棋盤遊戲、環保發電車和足球比賽。

真人版棋盤遊戲 Live-action Board Game

棋盤上的物業均以公司旗下物業命名,並加入可持續發展的元素,例如:通過以踩動單車獲得遊戲所需的分數,宣揚環保發電的信息。

The properties on the board were named after the Company properties. Elements of sustainability were also incorporated into the game, such as promoting the concept of renewable energy by including cycling tasks.

足球比賽 Football Tournaments

主持人會發問有關可持續發展的問題,參加者需以足球射中龍門九宮格中的正確答案才能得分。

The moderator asked questions about sustainable development and participants needed to choose the correct answer by kicking the football into the right box at the goal.

「全球多處近年出現極端天氣,讓我更明白可持續發展的重要。今年和我的家人一起參加『恒隆樂活日』,希望讓他們接觸這個課題,並在日常生活中實踐環保。」通過公司舉辦的工作坊、講座和活動,人力資源部的黃奕婷坦言對可持續發展有了更多認識。她表示此次活動將概念轉化成有趣的遊戲,讓小朋友和成年人都更容易明白這個課題。

▶ 黃奕婷與家人參與活動
Cosy Wong takes part in LOHAS Day with her family



▶ 通過參與互動遊戲,參加者獲得了更多可持續發展的知識
Participants learn more about sustainable development through playing interactive games



▲ 今年的「恒隆樂活日」吸引了約100位同事及親友參與
About 100 colleagues and their family members participate in this year's LOHAS Day

▶ 請即掃描 QR code 觀看影片



The Hang Lung LOHAS Day is one of the most popular Company activities. This year, the Hang Lung LOHAS Day was successfully held on November 10 (Saturday), with an engaging range of interesting interactive games and workshops for about 100 participants throughout the day of the camp at the Breakthrough Youth Village in Sha Tin. The day promotes the importance of sustainable living and the spirit of the LOHAS lifestyle.

In addition to workshops and booths, there were also a live-action board game, eco-powered car races, and football tournaments.

“Some extreme weather and climate events have increased in different regions of the planet in recent decades. This makes me pay more attention to the importance of sustainable development. That's why I decided to join the LOHAS Day with my family. I hope to give them more insight into the issue and help them build better environmental awareness.” Cosy Wong of Human Resources shared that Company's focus on sustainable development raised her awareness of the issue. The LOHAS Day enables everyone to learn through interactive games and made it much easier for kids and adults alike to understand the topic.

▶ 參加者用以果皮製成的環保酵素製作環保清潔劑
Participants learn to make soap with eco enzymes made of fruit skins



有調查發現，香港每五個「打工仔」便有一人屬於肥胖。另外，接近八成受訪者認為，他們的飲食習慣並不健康。為協助同事建立健康的飲食習慣，公司最近以「今晚食乜好？」為主題，舉辦了三場健康飲食講座，請來註冊營養師與同事分享健康飲食資訊。

第一場「識買識食」講座指出選擇食物的大原則及如何解讀食物標籤；第二場「健康飲食新趨勢」講座介紹最新的健康飲食概念；第三場「抗衰老飲食」講座分享了如何選擇抗衰老的食物。三場講座吸引了約140位同事參加。

要建立健康的飲食習慣其實並不困難，現在就與大家分享營養師提出的其中五個要點，一同踏出改善飲食習慣的第一步吧！

A recent survey revealed that one out of five working adults in Hong Kong is overweight. Also, nearly 80% of the respondents admitted that they do not have a healthy diet. To encourage colleagues to build healthy eating habits, the Company held three talks under the theme of "What shall we have tonight?" and invited registered nutritionists to share the rules for eating nutritiously and healthily.

The topic of the first talk was Shop for the Right Food which pointed out tips for choosing nutritious food and reading nutrition label. In the second talk, the focus was The Latest Trend in Dietary Advice, and colleagues learned about the latest currents in healthy eating. For the third talk, which talked about The Anti-Aging Diet, colleagues learned how to choose the right food to stay young and healthy. About 140 colleagues participated the three talks.

Developing healthy eating habits isn't as restrictive as many people imagine. Here are five tips inspired by the nutritionists and for your action!

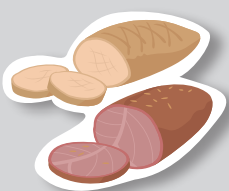
認識健康飲食

免墮致肥陷阱

Navigating the Traps in Healthy Eating

1. 避免進食加工食物 Choose Whole Foods Over Processed Foods

相信大家都有留意，世界衛生組織指出，進食加工肉類包括煙肉、香腸和火腿等會增加患癌風險。若每天進食50克的加工肉類（約兩塊煙肉），患上結腸直腸癌的機會更會增加一成八。因此，我們要大幅減少食用加工食品，儘量進食食物原型及天然健康食品，基本上已能遠離很多有害的化學劑。



According to the World Health Organization (WHO), processed meats, such as bacon, sausages and ham might lead to higher incidences of cancer. It is reported that 50g of processed meat (less than two slices of bacon) a day, increased the chance of developing colorectal cancer by 18%. In fact, your diet will be much healthier by simply choosing natural foods over processed foods in order to drift apart from the chemicals.

2. 限制鈉和糖的攝取量 Limit the Intake of Sodium and Sugar

味濃的食物相當吸引，但過量攝取鈉和糖會增加患上心臟病、糖尿病和超重的風險。營養師指出，成年人每天不應攝取多於2,300毫克的鈉，即約一茶匙鹽；至於糖的攝取量上限則為每天5克，即約一茶匙糖。

Strong tasting foods are attractive. However, intake of too much sodium and sugar can have a negative impact on your health by increasing the chance of suffering from heart disease, diabetes mellitus or obesity. The nutritionist said that the upper limit for sodium intake per day is 2,300 milligrams, which is equivalent to about one teaspoon of salt. For sugars, the upper limit is 5 grams per day which equals to about one teaspoon of sugars.



3. 根據My Plate的原則計畫每天飲食 Plan Your Diet According to My Plate

人人都知道飲食要均衡，依照「食物金字塔」比例進食就無問題？現今不少營養師認為「食物金字塔」所提供的進食指引不夠，取而代之選用由美國農業部推出的「我的餐盤」（My Plate）飲食概念。根據建議為每一餐安排合適的蔬果、穀類和蛋白質的分量，定必能建立正確的飲食習慣。

Everyone knows the importance of a balanced diet. However, are the guidelines provided by the Food Pyramid clear enough to follow? Most nutritionists today have abandoned the confusing food pyramid in favor of the simpler My Plate Diagram which was designed by the United States Department of Agriculture. Filling your plate mainly with vegetables, whole grains, lean protein and fruits is always correct.

4. 選擇低升糖指數飲食 Low GI Diet

白飯、白麵包、薯蓉、南瓜……這些都是我們經常吃的食物，但卻屬於高升糖食物，對血糖造成負擔。因此，營養師建議大家選擇低升糖食物，如糙米、全麥麵包等等。

由於低升糖指數的食物需要較長時間消化和被身體吸收，因此對控制血糖水平非常有用，亦更有益於健康。已有研究證實，低升糖指數飲食能有效減重和降低血糖指數，以及減低患上心臟病和二型糖尿病的風險。

White rice, white bread, mashed potatoes, pumpkins... These are foods we often eat, but they are high-glycemic foods, which raise our bodies' blood sugar levels. For this reason, nutritionists recommend choosing low-glycemic foods such as brown rice, whole wheat bread, etc.

Foods with a low-GI value are the preferred choice, as they are slowly digested and absorbed, causing a slower and smaller rise in blood sugar levels. Studies have shown that the low-GI diet may result in weight loss, reduce blood sugar levels and lower the risk of heart disease and type 2 diabetes.

5. 避免墮入營養標籤陷阱 Be Careful of the Traps on Packages and Nutrition Tables

無添加糖？零反式脂肪？如何辨證食物包裝上的成分標籤？

No added sugar? Zero trans fat? How should we interpret the information on the nutrition label?

無添加糖 No Added Sugar

無添加糖是指在食物製作過程中，並無額外添加糖，但不等同無糖。若食品本身含天然的糖分（例如鮮果汁或果乾中的果糖，鮮奶的乳糖），均可稱之為無添加糖的食物。在選擇健康食品的時候，同樣要看清楚營養標籤上列明的糖分。

Food label that claim 'no added sugar' does not necessarily imply sugar-free. Some food like milk, fresh fruit juice or dried fruit contains natural sugar, which also need to take into consideration in making healthy food choice.

零反式脂肪 Zero Trans Fat

營養標籤上反式脂肪顯示為零，不等同沒有反式脂肪！相反，這僅代表每100克所含的反式脂肪少於0.5克，甚至有些生產商以較少的食用分量來顯示營養成分，便容易混淆視聽。所以，大家要小心計算，不要被誤導。

Actually, zero trans fat doesn't mean the product does not contain any trans fat. It just implies that there is less than 0.5 grams of trans fat per 100 gram. Some producers even set the serving sizes misleadingly small to create confusion. Therefore, consumers need to calculate the ratio carefully. Don't be misled by producers.



長跑會再次出動

It's Time to Run

秋天最適合做運動，恒隆長跑會當然知道！約40位熱愛跑步的同事於11月3日及4日齊集香港迪士尼樂園，參加Disney•Pixar 10K Weekend 2018慈善跑，在超過100位迪士尼及彼思經典人物的打氣下，完成「超人特工隊10公里跑」、「怪獸大學5公里跑」、「反斗奇兵3公里跑」，並為東華三院何玉清教育心理服務中心籌款。



▲ 參加五公里賽的同事在起點前合照
Runners in the 5km run pose at the start

Autumn is always the best season for taking part in sports. On November 3 and 4, the Hang Lung Runners' Club assembled about 40 enthusiasts at Hong Kong Disneyland to show their support for the Disney•Pixar 10K Weekend 2018. Cheered on by over 100 popular Disney and Pixar characters, the runners completed the three routes, namely The Incredibles 10K, the Monsters University 5K and the Toy Story 3K, raising funds for the TWGH Ho Yuk Ching Educational Psychology Service Centre.

◀ 資訊科技部的楊嘉豪（左）及黃星照（右）展示完成賽事獲得的獎牌
Curtiss Yeung (left) and Paul Wong (right) from the IT Department display their medals for finishing the race



▲ 經典卡通人物為參加者打氣
Popular cartoon characters cheer the runners

賦予足球運動更深意義

Playing Football with a Difference

港幣4元（約美金0.5元）只是一個很小的銀碼，但對於生活在巴基斯坦的工人來說，這幾塊錢卻是他們辛苦縫製出一個足球所得的收入，可見剝削情況甚為嚴重。

為支持及推動公平貿易，恒隆足球隊出戰了在10月17日（星期三）舉行的「公平貿易盃——香港企業足球賽」。經過多場激戰，恒隆足球隊雖然於自強碗的四強賽事止步，但各成員也相當享受過程，同時亦為足球運動賦予更大的意義。

恒隆足球隊自2017年4月成立以來已參加了數場賽事，包括上屆「公平貿易慈善足球盃」、「Soccer for Peace青少年七人足球錦標賽」及「無家者世界盃」。恒隆足球隊會繼續參與由各個機構舉辦的慈善賽，透過足球運動推廣和平共融的信息。

Four Hong Kong dollars is only a little money but it is paltry sum that is the income of a Pakistan worker for making a handmade football. This serves to highlight the serious problem of exploitation.

To support and promote fair trade, the Hang Lung Football Team battled in the Fair Trade Cup – Hong Kong Corporate Football Championship on October 17 (Wednesday). Through several rounds of intense matches, although the team stopped at the semi-final of the Empowerment Bowl, the members enjoyed themselves thoroughly during the process. They were also proud to give new meaningful value to the sport of football.

Since the Hang Lung Football Team was established in April 2017, the team has already participated in several matches such as last year's Fair Trade Charity Football Match, the Soccer for Peace 7X7 Tournament, and the Homeless World Cup. The football team will continue to take part in different charitable matches to promote the message of peace and an inclusive society.



投入咖啡拉花藝術

Steeping in Latte Art



▲ 咖啡拉花同樣吸引男士的興趣，總經理——內部審計周錦雄先生（左）正用心創作咖啡拉花
Latte art has fans among the gentlemen. General Manager – Internal Audit Mr. Sammy Chow (left) focuses on his creation



香噴噴的咖啡是一種誘惑，若再加上立體泡沫圖案，就更加吸引。恒隆康體會於10月25日（星期四）為同事舉辦了一場咖啡拉花班，請來專業咖啡調配師教授平面和立體拉花技巧。四葉草、小貓、小狗、龍貓……同事盡情發揮創意，拉出專屬的圖案。恒隆康體會將舉辦更多以飲食為主題的工作坊，有興趣的同事，記得密切留意！

Savoring a cup of coffee is a pleasure that is even enhanced by the latte art on top. On October 25 (Thursday), the Hang Lung Social Club invited a professional barista to teach colleagues latte art skills. A four-leaved clover pattern and 3D designs in the form of a kitten, a puppy, and even the lovable Japanese cartoon character Totoro were just some of the inspiring subjects of colleagues' works of latte art. Let's stay tuned for more exciting food and beverage themed workshops organized by the Hang Lung Social Club!



FM知多啲 Facilities Management Fun Facts

跨越梯級障礙

Overcoming the Stairs

在逛商場上落樓梯的時候，不難發現旁邊偶爾有小型升降台，這是為誰而設？垂直升降台是實現無障礙環境的重要設施之一，常用於方便行動不便的人士，尤其是輪椅使用者，往來同一樓層內不同高度的平台。這是由於場地環境所限，未必能安裝電動升降機或輪椅斜坡的情況下，一個能於短距離內垂直升降的電動平台能輕鬆讓輪椅人士跨越梯級障礙，抵達目的地。

近年，由於使用者需求增高，加上社會對無障礙環境的標準不斷提高，機電工程署在2014年將升降台上下移動距離的規定由四米放寬至七米，使得升降台可穿梭兩層樓層之間服務乘客。

恒隆在香港的項目，包括渣打銀行大廈、Fashion Walk和雅蘭中心辦公樓二期，已按需要安裝了垂直升降台，而公司在內地的項目已提供全面的無障礙設施，讓所有顧客暢通無阻地享受高質素的环境和服務。

When enjoying the fun of shopping at the mall, we can often find a small lifting platform next to short flights of stairs. Have you ever wondered whom this platform is designed for? Vertical lifting platforms are one of many important facilities that foster a barrier-free environment, allowing disabled people, especially wheelchair users, to travel across two different height levels on the same floor, where a proper passenger lift or a ramp is impractical.

Due to increasing demand from disabled and elderly users in recent years, along with advancing standards in barrier-free environments, the Electrical and Mechanical Services Department revised the travel height limit for vertical lifting platforms from four to seven meters in 2014, to allow such platforms to serve two floors.

Hang Lung's Hong Kong properties, such as the Standard Chartered Bank Building, Fashion Walk, and Grand Plaza Office Tower II, have installed vertical lifting platforms according to needs. Meanwhile, on the Mainland, our projects have already provided comprehensive barrier-free facilities for all customers to fully enjoy a top-quality environment and service.



▲ 位於渣打銀行大廈的垂直升降台
The vertical lifting platform at the Standard Chartered Bank Building



▲ 位於雅蘭中心辦公樓二期的垂直升降台
The vertical lifting platform at the Grand Plaza Office Tower II



築跡

City Contour

油麻地：庶民生命力

Yau Ma Tei: The Land of Grit and Guile

油麻地見證了香港的變遷，由昔日小漁港發展至繁盛的地區。傳奇的戰前戲院、獨特的果欄、騎樓式唐樓、古色古香的天后廟及有「平民夜總會」之稱的廟街等富有港式情懷的重要地標，均展示了老香港的城市脈絡及庶民生命力。

Yau Ma Tei has witnessed the transformation of Hong Kong for the past decade. As the first area north of Victoria Harbour to urbanize, Yau Ma Tei boasts many heritage buildings including a restored Neo-Classical pre-war theatre, the unique wholesale fruit market, and the colonial-style, red-brick former water pumping station. The vitality of grassroots Kowloon can also be found in the area's old Chinese shophouses with their columned walkways, the "open-air nightclub" on Temple Street, and the local landmark of Tin Hau Temple. Together they form a tapestry that tells the stories of the common people.

1

紅磚屋 Red Brick Building

紅磚屋於1895年落成，於1911年抽水站停止運作後幸得保留，並於2000年被評為一級歷史建築。其紅牆立面、因應炎熱環境採用的遊廊及瓦頂均顯示了典型的殖民地建築風格。

Built in 1895, Red Brick Building survived the decommissioning of the pumping station in 1911, and was declared a Grade One historic building in 2000. Its red brick walls, corridors and tiled roof, a response to the hot environment, are typical of the colonial architectural style.



上海街 Shanghai Street

4



上海街自19世紀中葉已經車水馬龍，街道兩旁仍保留不少唐樓，這些唐樓以騎樓為街道遮風擋雨，以下舖上居將商住混合，見證着庶民生活。

A busy thoroughfare since the mid-19th century, Shanghai Street still retains many old "tong lau" with balconies that also cover from the rain. Their shophouse design offers a glimpse into civilian life in early Hong Kong.

6

油麻地天后廟 Tin Hau Temple, Yau Ma Tei

油麻地天后廟早在1860年代建成，原本鄰近海岸邊，是區內歷史最悠久的中式廟宇建築。

Once facing directly onto the waterfront, the Tin Hau Temple at Yau Ma Tei was completed in the 1860's and is the oldest Chinese temple in the region.



玉器市場 Jade Market

8



Originally established by immigrant merchants, the Jade Market moved to its present location in 1984, improving conditions with a roof and ventilation systems. Inside the market, one can find one of Hong Kong's few remaining letter writers, who in the old days helped residents pen messages that they could not write themselves.

玉器市場最早是由移居到港的商人而設。直至1984年，政府將攤檔遷至現址，並加建上蓋及通風設施，改善環境。市場內尚餘本港少數的「寫信先生」，在舊日子裏為庶民傳情達意。

3

油麻地果欄 Yau Ma Tei Wholesale Fruit Market

油麻地果欄建於1913年，內裏磚塊建築及臨時結構仍清楚可見，入夜後非常熱鬧。

The brick building of Yau Ma Tei Wholesale Fruit Market was erected in 1913. Its brickwork and temporary structure are still visible today. The sleepy fruit market by day is enlivened by busy transport and commerce by night.



美都餐室 Mido Cafe

5

美都餐室位於廟街唐樓之內，唐樓為懸臂式結構，擁有弧形外牆，屬50年代典型。餐室內的裝潢，例如馬賽克拼砌、地板紋飾反映了舊時代的裝飾風格。

Located in a "tong lau" on Temple Street, Mido Cafe offers both a snapshot and a taste of Hong Kong in the 1950's with a cantilevered canopy, curved walls, historic mosaics and floor decorations.



7

榕樹頭公園 Yau Ma Tei Community Centre Rest Garden

公園原為19世紀末香港政府為油麻地提供的公眾廣場，於60至70年代漸漸有了「平民夜總會」之稱，貨品、表演包羅萬有，賣唱賣藝者與占卜星相雲集，與近百年歷史的天后廟構成油麻地的一道風景。

Yau Ma Tei Community Centre Rest Garden dates back to the late-19th century when the government wished to provide a public square for local residents, and became known as the "open-air nightclub" in the 1960's. Next to the hundred-year-old Tin Hau Temple, the shops, performers, and fortune-tellers that line the streets give the area its distinct character.



油麻地警署 Yau Ma Tei Police Station

9



Built in 1922, Yau Ma Tei Police Station is the oldest police station on the Kowloon Peninsula. The V-shaped granite structure covers a large area and reflects many Edwardian influences, while the corridors on the ground floor are local adaptations.

目前的油麻地警署建於1922年，為九龍半島歷史最悠久的警署。警署仍受愛德華時代的建築特色影響，花崗石為主要構材，佈局呈V型，佔地宏闊，底層門廊反映建築在地化。

「建」多識廣 ArchiFun

以小見大

The Power of a Single Detail

文：張宇翔，高級經理——成本及監控

By Eugene Chang, Senior Manager – Cost & Controls



▲「恒隆·築跡——年輕建築師計劃」的冠軍隊伍於8月到日本東京參觀隈研吾其中兩座建築作品

The champion team of the Hang Lung Young Architects Program visited two of Kengo Kuma's architecture works in Tokyo, Japan in August

榫卯結構近年成為日本建築師隈研吾的標記，但這位建築師正正是提倡「負建築」理念——希望建築以和諧的方式融入周圍，不應受任何單一建築標記強行置入環境當中。

隈研吾10歲時跟隨父親參觀國立代代木競技場（這座由日本建築大師丹下健三設計的建築傑作是1964年東京夏季奧運會的場館），深深被透過天花嵌板折射至游泳池的天然光吸引，自此決心成為建築師。隈研吾成長於1960年代，當時正值日本現代建築興起的「代謝運動」的高峰期，並在70年代入讀建築學院。在日本工作數年後，隈研吾於1985年以訪問學者的身分前往美國哥倫比亞大學，其時後現代主義正發展得如火如荼。1987年，美國經濟泡沫爆破令後現代主義步向衰落，隈研吾遂於1989年出版《再見·後現代》一書，標誌這種建築風格的結束。

1990年，日本開始面對長達10年的經濟泡沫爆破，他卻成立了隈研吾建築都市設計事務所。90年代末，他開始復歸本源，探索木材這種原始天然物料和古代榫卯結構的可能性。他試圖打破現狀，否定建築、工程和建造業的固有常規，並透過發表文章和作品，推動應用簡約物料和古代技術。他深入研究建築結構和技術，發掘建築物料的可能性，並提出「負建築」理念。他認為本土建築應該就地取材，並延續當地傳統建築技術，以和諧的方式融入周圍的環境。他反對採用一式一樣的風格，單一化的建築很難滿足不同的設計環境，亦反對將建築強行置入環境當中。

近年，隈研吾將榫卯結構技術推至更高層次，設計出更多重交錯的結構，並應用於建築作品中，展現「負建築」概念的無限可能性。這種將榫卯交疊的手法，日語是「地獄組み」，字面意義為「交錯地獄」。六本木新城的森美術館最近舉行建築展覽，其擺放於入口通道的佈景，以及台灣鳳梨酥品牌「微熱山丘」表參道專門店的經典外牆，都應用了這種手法。在法國拉科斯特酒莊，隈研吾亦運用榫卯技術為莊園內一個涼亭建立地基，使它可以自行支撐，看似日本著名浮世繪《神奈川沖浪裏》。此外，位於日本高知縣的檜原木橋博物館，亦是靠屹立山腳的一條中央木樑支撐起整家博物館的結構。升上半空，一條名為「斗拱」的木橋利用互相交疊並向前延伸的榫卯，由中央木樑開始連接整條木橋結構的兩端，搭建出「木砌結構」。這座毋需利用大型物料也能做出懸臂效果的木橋，的確令人驚歎。特別為2020年東京夏季奧運會而興建的新國立競技場現正施工，場館將採用佔地2,000立方米的木材，呈現出交錯的榫卯細節，延伸出整個場館上蓋的天花板。

In recent years, the use of repetitive wooden joining details has become the signature of Japanese architect Kengo Kuma. Ironically, he is also an architect who rejects architecture style.

Kengo Kuma decided that he wanted to be an architect at the age of 10 when his father took him to visit engineering marvel, the Yoyogi National Gymnasium, designed by Kenzo Tange for the 1964 Tokyo Summer Olympics. He was fascinated by the impact of natural light through the reflections from the ceiling panels to the swimming pool. He grew up during the peak of the Metabolists movement, a part of the Japanese modern architecture movement during the 1960's, and went to architecture school in the 1970's. After several years of working in Japan, he went to Columbia University as a visiting researcher in 1985, during the peak of postmodernism. In 1989, he published a book called *Good-bye Postmodernism*

to signal the end of the architectural style after the American economic bubble burst in 1987.

In 1990, Kengo Kuma established Kengo Kuma & Associates in the midst of a Japanese decade-long economic downturn. In late 1990's, he started going back to the fundamentals of natural materials in wood and ancient wood joining techniques, and explored its possibilities. He rejected the common practices in architecture, engineering, and the construction industry and wanted to change how things were done. He advocated the use of simple materials and ancient techniques through his writing and works. He delved deep into the mechanisms of composition to expand the possibilities of materiality. He called the idea "defeated architecture". Instead of using one architectural style to fit all, he thinks architecture shouldn't force itself into a situation, but instead should be designed to transit itself into the surrounding contexts seamlessly and harmoniously, especially through the use of local materials or techniques.

In recent years, he has applied this idea in his projects by scaling-up the use of different interlocking wood joint details repetitively and in unlimited ways. In the recent architecture exhibition at Mori Art Museum in Roppongi Hills, the repetitive interlocking wood joint, *jigoku-gumi*, literally, "interlocking hell", forms the backdrop of the exhibition entrance way. At the Sunny Hill Store (微熱山丘) in Omotesando, the joining technique forms the signature of the exterior façade of the Taiwanese pineapple cake store. In Chateau La Coste in France, it forms the structural basis of a self-supported pavilion resembling the famous Japanese Ukiyo-e painting, *The Great Wave off Kanagawa* (神奈川沖浪裏). At the Wooden Bridge Museum in Kochi Prefecture in Japan, one central pillar supports the entire structure from the bottom of a ridge. Then, in midair, "Tokiyo (木の組積造)" wood joints gradually stack, overlap, interlock and extend, a little at a time, from the central pillar to reach the ends of entire width of the bridge structure in an astonishing way, achieving a cantilever without utilizing large-size materials. In the National Stadium currently under construction for the 2020 Tokyo Summer Olympics, this detailing, made up of 2,000m³ of cedar and larch, will be applied to hold the long span roof over the entire stadium.

每月獎不停

FunCorner

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