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恒隆廣場·昆明

優秀團隊合力打造嶄新地標

Spring City 66 The Great Team Raises New Landmark

恒隆於內地的第九個世界級項目——昆明的恒隆廣場——的建築工程正全速前進，整個項目預期於2019年分階段落成。項目在各方面的進展均令人滿意，這實有賴優秀的昆明團隊，集合了來自發展及設計部、項目管理部、租務及物業管理部、綜合服務部、成本及監控部及各個部門的同事及管理層的合作和努力。

Spring City 66, Hang Lung's ninth world-class project on the Mainland, is progressing at full speed, and is expected to be completed in phases in 2019. The development has been satisfactory in every respect. It is the result of the effort of the excellent Kunming team, including all colleagues and managers from Development & Design, Project Management, Leasing & Management, Service Delivery, Cost & Controls, and all supporting departments.



董事——發展及設計勞建亮先生（前排右六）、董事——租務及物業管理姚家聰先生（前排左六）、昆明項目的總經理——項目管理盧石先生（前排右五）、昆明的恒隆廣場總經理譚景允先生（前排左五）與昆明團隊齊心打造世界級的恒隆廣場

Director – Project Management Mr. Adrian Lo (front row, 6th from right), Director – Leasing & Management Mr. William Yiu (front row, 6th from left), General Manager – Project Management of Spring City 66 Mr. Peter Lo (front row, 5th from right), General Manager of Spring City 66 Mr. Clement Tam (5th from left), and the Kunming team work together for the world-class Spring City 66

盧石對昆明團隊予以高度讚揚

Peter Lo expresses his high praise to the Kunming team



昆明項目的總經理——項目管理盧石先生和昆明的恒隆廣場總經理譚景允先生對團隊均予以高度的讚賞。盧石說：「我們上下一心、無分彼此，只為做好昆明項目的每一個細節。項目能符合工程進度和預算，並達至高品質的標準，『人』是箇中的關鍵。我很感謝昆明團隊中的每一位同事，大家發揮了最強大的團隊精神，致力使昆明的恒隆廣場成為矚目的新地標。」

General Manager – Project Management of Spring City 66 Mr. Peter Lo and General Manager of Spring City 66 Mr. Clement Tam expressed high praise for the team. Peter said, "We have all worked as one to perfect Spring City 66 to the last detail. That the project is on schedule, within budget, and meets high standards of quality is due above all to human effort. I am very grateful to every colleague of the Kunming team. The team spirit exhibited by everyone has led to the new landmark that is Spring City 66."

昆明的恒隆廣場坐落於市中心商業區的心臟地帶，與貫通北京路及東風東路的地鐵二號線和三號線連接，是全市唯一與地鐵換乘站連接的大型綜合項目。目前，購物中心已完成大部分的上層建築，超過一半的辦公樓上蓋工程亦已經完成。項目落成後勢將成為昆明市的地標建築，更是矚目雲南省的發展項目，吸引了當地及國際市場的關注。

Spring City 66 is located at the center of Kunming's Central Business District. Metro lines No.2 and No.3, running along Beijing Lu and Dongfeng Dong Lu, offer direct access to Spring City 66. It is the city's only large-scale complex connected to the Metro Interchange Station. At present, the superstructure of the shopping mall is largely finished and the superstructure of the office tower is more than half complete. Upon completion, the project will be a landmark in Kunming and a major development in Yunnan province, promising to draw the attention of local and international markets.



Retail-tainment

嶄新的一站式購物娛樂概念首次引入昆明

A New Concept of One-Stop Retail and Entertainment Debuts in Kunming

▼ 譚景允計劃引薦更多國際新品牌到昆明開業
Clement Tam plans to introduce more new international brands to Kunming



昆明的恒隆廣場包括一座世界級購物中心、甲級超高層的辦公樓及服務式寓所。商場預期能吸引超過300個領先品牌進駐，配合首次引入當地的Retail-tainment一站式概念，將購物、娛樂及消閒集於一身，為追求高品質生活的顧客創造無可媲美的嶄新體驗。

Spring City 66 includes a world-class shopping mall, a Grade-A office tower, and serviced apartments. The mall is expected to attract over 300 leading brands which combined with the new concept of one-stop retail-tainment – bringing retail, entertainment, and leisure together in a single location – will create unparalleled experiences for customers seeking a high quality of life.

譚景允說：「恒隆廣場將成為昆明與國際接軌的平台，為當地引薦更多商機及吸納更多首次進駐昆明的國際品牌，帶領昆明向世界展示其獨特性。作為集合生活及奢侈品於一身的國際購物商場，恒隆廣場會繼續與昆明及市民手牽手一起成長，把城市發展帶到另一高峰。」譚景允還表示，恒隆將肩負起作為一個企業公民的責任，致力為業務所在地區作出貢獻，與昆明市同步向前發展。他續說：「顧客、租戶和當地政府也很期待昆明的恒隆廣場的開業。」

Clement said, “Spring City 66 plans to serve as a platform to introduce business opportunities and international quality brands to debut in Kunming, leading the city to showcase its uniqueness to the world. As a world-class lifestyle luxury shopping mall in Kunming, Spring City 66 continues to grow hand-in-hand with the city and its citizens to bring the local development to another new height.” Clement also expressed the view that Hang Lung would shoulder its corporate citizenship responsibilities and strive to contribute to the area, prospering and developing alongside Kunming. He said, “The opening of Spring City 66 is eagerly awaited by customers, tenants and the local government alike.”

商場的招租情況理想，約一半的零售空間已承租，當中有四分之一的品牌首次進駐昆明或內地。商場將持續吸納全面而多元化的租戶組合，業務種類涵蓋時裝及配飾、餐飲、生活及娛樂。

除了引進國際品牌和具特色的租戶組合外，retail-tainment亦包含運用科技，為顧客提供手機訂餐排號、泊車追蹤功能，並與手機應用程式合作推廣，向顧客傳送商場優惠和各項重點信息。

The leasing situation of the mall is favorable. About 50% of the leasable area has been committed, of which one-fourth of the brands are new to Kunming and Yunnan. The mall continues to attract a diverse trade-mix, covering the categories of Fashion and Accessories, Food and Beverage, and Life and Entertainment.

In addition to introducing international brands and a diverse trade mix to the mall, the concept of “retail-tainment” also leverages on technology to provide services such as food ordering, queuing and parking tracker by mobile devices. The mall will also cooperate with mobile apps to launch and deliver useful promotions, discounts and mall information to customers.



以人為本的建築設計 A People-oriented Architectural Design

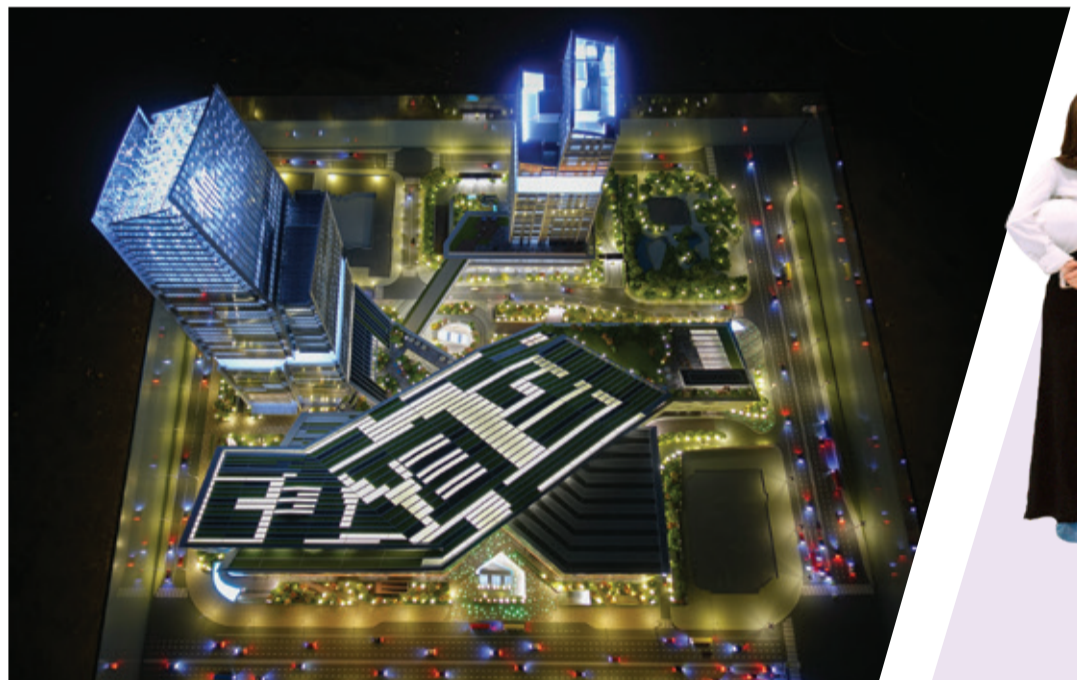
昆明團隊重視商場內、外的各項細節，務求為顧客帶來最高標準的體驗。負責昆明項目設計工程的副總經理——項目管理彭國樑先生指出，恒隆廣場的設計以人為本，由商場內部空間打造、屋頂花園、戶外餐飲平台、綠化空間等配套設施，反映每個細節都致力以顧客的角度出發。他引舉例子說：「商場的公共走道空間比例、弧形動線和中庭布置都經過精心設計，顧客的視線會被隨隨有序的店面和空間變化所吸引前行，每當在中庭位置流連，視線都能看到上下樓層的店鋪，增加前往其他樓層探索意欲。舒適的室內溫度和濕度、空氣質量、燈光、背景音樂、商場衛生、洗手間設備……成為我們的服務的目標，為客人帶來全方位的優質體驗。」

水景是另一設計特色。發展及設計部副總經理阮潔詩女士說：「裝置在六樓露天平台的噴泉和數位屏幕最具特色。屏幕能同時播放和投射數位圖像、水景、音樂和燈光效果，配合噴泉創造出有趣的構圖和畫面。」

The Kunming team attends to every detail of the mall's interior and exterior in order to provide the supreme experience for customers. Deputy General Manager – Project Management of Spring City 66 Mr. Kevin Pang said that the design of the mall is people-oriented. The interior design, rooftop garden, al fresco terrace and green space all show our attention to detail from the customers' perspective. He explained with an example: "The proportion and curvy form of the arcade as well as the atrium disposition are meticulously designed so that the customers' sightline will be led by consecutive shop fronts during a shop walk. Also, customers are invited to explore different floors by maximizing the exposure of shop frontage at multi-levels when they are walking along the atrium. Cozy indoor temperature, humidity, air quality, lighting, background music, hygiene, and bathroom facilities... these are our service objectives to bring our customers an excellent experience in every aspect."

The waterscape is another design feature. Deputy General Manager of Development and Design Ms. Tina Yuen said, "The water fountain and digital screen on L6 terrace are iconic features. The screen can synchronize digital visual images, waterscape, audios and lighting effects to create an impressive display."

▼ 昆明的恒隆廣場三維模型展示了項目頂部的相連設計
A 3D model of Spring City 66 shows its interlocking roof form



軟景是項目的另一主要特色。高級經理——綜合服務（園藝）林建榮先生是昆明項目的軟景設計師，他說：「整個項目的綠化率佔用地面積超過16%。項目現時種植了144棵常綠喬木和77棵落葉／開花喬木，當中以叢生藍花盈和雲南櫻花最具代表性，因為昆明氣候的特質造就了這兩種植物的花朵盛開。」為配合國家對城市建設發展的新理念和新模式，團隊參考了「海綿城市」的設計概念，運用透水磚收集雨水，將其吸收、儲存及循環再用，多方面推動保護環境的工作。

四季如春的昆明市由山巒環繞，為了融入這幅壯麗的構圖，項目頂部採用了「相連設計」，以配合山脈連綿的自然環境。從高空俯瞰，商場頂部更有如一個坐標符號，標注出項目的中心點，同時也標注了昆明的恒隆廣場是該市的最中心。

Evoking the mountains that surround Kunming, Spring City 66 adopts an "interlocking roof form" so as to immerse itself in the natural environment. From above, the top of the mall resembles a coordinate, which not only indicates the center point of the complex but also symbolizes its location at the center of the city.



The softscape is another major feature of the mall. Senior Manager – Service Delivery (Horticulture) Mr. Wing Lam, the softscape designer for Spring City 66, said, "Greenery covers more than 16% of the total site area. The project currently includes 144 evergreen trees and 77 deciduous/flowering trees. Jacaranda and Prunus trees are the most significant because of their full blossom under Kunming's climate." In line with the city's new concept and model of urban construction and development, the team adopted the concept of Sponge City, using permeable bricks to collect, absorb, retain, and reuse rainwater in order to protect the environment.

恒隆廣場·昆明 Spring City 66

地點：昆明市盤龍區東風東路21-23號／北京路433號
總樓面面積：432,388平方米
主要用途：商場、辦公樓、服務式寓所
建築師：美國Kohn Pedersen Fox Associates
預計落成年份：2019年起，分階段落成

Location: 21-23 Dongfeng Dong Lu / 433 Beijing Lu, Panlong District, Kunming
Total Gross Floor Area: 432,388 sq. m.
Main Facilities: Shopping mall, office tower, serviced apartments
Architect: Kohn Pedersen Fox Associates
Expected Completion Year: In phrases from 2019



昆明團隊看恒隆廣場

Words from Colleagues of Spring City 66

市場推廣部王驥說：「昆明的恒隆廣場肯定是本地商業市場的強心針和里程碑，同時也能提高業界的標準。」

Dylan Wang of Marketing and Promotion says, "I trust Spring City 66 will become a key milestone in Kunming's commercial market, with the capability to raise the standards of the industry."

市務部殷鷹說：「昆明的恒隆廣場將引領春城的商業零售業發展，唯有在這裏，顧客才能享受最好的購物設施和最優質的服務。」

Ian Yin of Leasing says, "Spring City 66 will be at the forefront of retail in Kunming. Only here can customers enjoy the best shopping facilities and the highest quality service."

綜合服務部徐麗說：「恒隆將為昆明市場帶來全新的商業呈現，無論是商場或是辦公樓，全部都將是昆明的城市標杆。」

Vicky Xu of Service Delivery says, "Hang Lung will change the face of Kunming's commerce. The mall, the offices, all will become landmarks in Kunming!"

項目管理部趙淑豔說：「昆明的恒隆廣場將為顧客提供豐富獨特的消費體驗，而甲級辦公樓亦將提供良好的工作環境，引領昆明市中心商業區的建設進程。」

Susan Zhao of Project Management says, "Spring City 66 will introduce a unique shopping experience to Kunming while the Grade-A office tower will provide us with a good working environment. The project will lead the development of Kunming's Central Business District to another milestone."



恒隆成功投得杭州市百井坊黃金地塊

Hang Lung Wins Land Auction in Hangzhou

5月28日(星期一)，恒隆成功投得中國浙江省杭州市下城區百井坊商業綜合體地塊，作價約人民幣107億元，折合約港幣131億元。恒隆計劃投資約人民幣190億元，在該處發展大型商業綜合項目，包括世界級商場和辦公樓。

是次投得位於杭州市的黃金地塊，標誌恒隆的版圖成功拓展至九個內地城市共11個發展項目，為公司的發展創造另一新里程。杭州是一個獨特的城市，它是浙江省的省會，是內地一個創科和商貿的重地，亦同時是國際旅遊熱點，具有重要文化和歷史意義。憑藉恒隆豐富的物業發展經驗，勢將打造出另一個匠心獨運的世界級商業綜合項目，與恒隆在上海、無錫的旗艦項目，發揮更強大的協同效應，將區內的商業綜合發展格局，推向新的高度。

On May 28 (Monday), Hang Lung announced the successful acquisition of a land site for commercial development located in the affluent Xiacheng District of Hangzhou, for a bid value of approximately RMB10.7 billion, equivalent to approximately HK\$13.1 billion. With a total investment amount of RMB19 billion, Hang Lung will develop a large-scale commercial mixed-use complex, comprising a world-class mall and office tower(s).

The acquisition of this premium site in Hangzhou extends Hang Lung's reach to 11 developments in nine Mainland cities and marks a new milestone for the Company's growth. Hangzhou is a unique city of many virtues: it is the capital city of Zhejiang Province, a top travel destination, culturally and historically important, one of China's innovation hubs, and a commercial powerhouse. Coupled with Hang Lung's deep experience in commercial property development, an exceptional commercial complex will emerge as an outstanding beacon of the cityscape. This also creates a strong synergy effect with Hang Lung's flagship projects in Shanghai and Wuxi, and injects new energy into the commercial landscape of the area.

Chairman Mr. Ronnie C. Chan, said, "We are thrilled to have successfully acquired this premium site in Hangzhou. The acquisition allows Hang Lung to further extend into another strategic location in order to capitalize on the opportunities across the Mainland. We have been very optimistic about the commercial and retail market in China. This land acquisition aligns with our long-term investment plan and we are confident that we will create great value for the City and Hang Lung from this world-class iconic landmark."

The site is located at the historic Bai Jing Fang area in the affluent Xiacheng District of Hangzhou, well served by public transport and public amenities. It is the only remaining large-scale site for commercial development in the traditional commercial district in the immediate future. A site area of approximately 44,827 square meters and a maximum floor area of approximately 194,100 square meters, it will benefit from the unique advantages of this traditional commercial district with its well-established roads, infrastructure, and a large existing catchment area. Hang Lung is dedicated to developing a new world-class iconic landmark for the City.

Hangzhou is the capital city of Zhejiang Province and is the central point south of the Yangtze River Delta area. The City also attracts significant international travelers, and is economically vibrant. Hangzhou will be the host city of the Asian Games in 2022. According to the National Bureau of Statistics and the Bureau of Statistics in Hangzhou, the City's Gross Domestic Product (GDP) in 2017 amounted to RMB1255.6 billion, with a growth rate of 8%, higher than the 6.9% growth rate of the GDP of China as a whole in 2017. Total Retail Sales of Consumer Goods of Hangzhou in 2017 amounted to RMB571.7 billion, with a growth rate of 10.5%.

董事長陳啟宗先生表示：「我們感到非常欣喜，是次成功投得杭州市百井坊這黃金地塊，讓恒隆在內地的商業版圖，增添多一個戰略駐點。我們一直對內地商業及零售市場的發展非常樂觀，是次入駐杭州，正配合恒隆欲進一步擴大在內地投資的長遠策略。我們充滿信心，這項世界級的地標項目可為杭州和恒隆創造更大的價值。」

位於杭州市下城區的百井坊地塊，具歷史意義，區內周邊配套完善，屬可見的將來傳統商圈武林板塊內僅剩的大型商業綜合體地塊，地盤面積約為44,827平方米，可建樓面面積約為19.41萬平方米，受惠商圈得天獨厚的傳統商業優勢，完善的交通基建、穩建的社區配套以及人流暢旺，恒隆將可為杭州市打造全新的世界級標杆項目。

作為浙江省的省會，杭州市是長三角地帶南翼的中心城市，同時亦是國際知名的旅遊城市，2020年舉行的亞運會更選址杭州。根據國家統計局和杭州市統計局的資料，杭州市2017年的地區生產總值為人民幣12,556億元，增長8%，跑贏國內生產總值6.9%的增速；杭州市2017年的社會消費品零售總額為人民幣5,717億元，增長10.5%，充分表現其雄厚商貿實力。



陳啟宗榮獲洛克菲勒傑出慈善服務獎

Ronnie C. Chan Honored with the Rockefeller Award for Distinguished Philanthropic Service

董事長陳啟宗先生的慈善事業獲得廣泛認同，繼在2016年榮獲百人會頒發慈善卓越獎，陳啟宗最近榮獲紐約國際學舍（International House）頒發洛克菲勒傑出慈善服務獎。國際學舍2018頒獎典禮已於5月23日（星期三）在紐約市舉行，陳啟宗出席接受殊榮。

陳啟宗在頒獎禮上發表演辭，感謝紐約國際學舍授予這個榮譽。他指出，中國是慈善事業最大的潛在「市場」，他希望這個榮譽能激勵更多人慷慨為善。同時，他提及自己在年少時已透過其已故並曾居住芝加哥大學國際學舍的Aunt Betty認識國際學舍。

紐約國際學舍是一個多元化兼具包容性的團體，現為大約700名來自超過100個國家的成員提供住宿，藉此推動不同文化和學術背景的人士建立互相尊重、友誼和領導才能，並為他們安排獎學金和領袖訓練。過去90多年，紐約國際學舍為超過65,000名成員帶來生活轉變，當中不乏諾貝爾獎得主、國家領導、得獎作家、歌手、演員和企業總裁，還有來自世界各地的教師、醫生、小型企業營運者、社區領袖和義務工作者。

Chairman Mr. Ronnie C. Chan has been widely recognized for his dedication to philanthropy. In 2016, he received the Philanthropy Excellence Award presented by the Committee of 100. More recently, Ronnie was honored by the International House (I-House) with the Rockefeller Award for Distinguished Philanthropic Service. On May 23 (Wednesday), he attended the International House 2018 Awards Gala in New York City to receive the accolade.

In Ronnie's acceptance speech, he thanked I-House for giving him this honor. He pointed out that China is the biggest potential "market" for philanthropy. He hopes this honor will inspire more people to give generously for good causes. He also mentioned that he had learned about I-House at a young age from his late Aunt Betty, who had lived at the I-House in the University of Chicago.

I-House is a diverse and inclusive lifelong residential community for approximately 700 resident members from more than 100 countries. It promotes mutual respect, friendship, and leadership skills across cultures and fields of study, and offers several prestigious fellowships and leadership training for its members. Over the past 90-plus years, I-House has transformed the lives of more than 65,000 alumni, including not only Nobel Prize winners, heads of state, award-winning authors, singers, actors, and CEOs, but teachers, doctors, small business owners, community leaders and volunteers throughout the world.

▼ 陳啟宗（右）在紐約國際學舍2018頒獎典禮上接受洛克菲勒傑出慈善服務獎
Ronnie C. Chan (right) receives the Rockefeller Award for Distinguished Philanthropic Service at the International House 2018 Awards Gala



▲ 陳啟宗榮獲紐約國際學舍頒發洛克菲勒傑出慈善服務獎
International House honors Ronnie C. Chan with the Rockefeller Award for Distinguished Philanthropic Service

大連的恒隆廣場勇奪四項國際殊榮

Olympia 66 Adds Four Awards to Well-Filled Trophy Case

大連的恒隆廣場最近連奪四項大獎，連同之前的獎項，項目至今已榮獲合共12項國際殊榮。

今年4月，大連的恒隆廣場在上海舉行的2018年國際購物中心協會（ICSC）中國購物中心及零售商大獎中，榮獲「設計和開發—新發展項目金獎」。獲得此項榮譽之前，商場已在2017年國際購物中心協會亞太購物中心大獎中，榮獲「設計及建築—新建築」類別的金獎及可持續發展獎兩項殊榮。

同時，商場在2016-2017年A'設計獎中，榮獲「建築、樓宇及結構設計金獎」。A'設計獎是一年一度的大型國際性設計比賽，主辦單位藉著與著名的設計出版商合作，向全球讀者表揚獲獎項目。

商場亦在2016 IDA國際設計獎中榮獲「專業建築—新商業建築項目榮譽獎」，以及在2018年全球RLI大獎中勇奪「RLI國際購物中心優異獎」，足證恒隆在建築設計及多元化商戶組合範疇中的卓越表現，獲得業界表揚。



▲ 2018年國際購物中心協會中國購物中心及零售商大獎「設計和開發—新發展項目金獎」
The Gold Award at the ICSC China Shopping Centre & Retailer Awards 2018



▲ 2016-2017年A'設計獎「建築、樓宇及結構設計金獎」
The Golden A Design Award in Architecture, Building and Structure Design category at the A' Design Awards 2016-17



▲ 2016 IDA國際設計獎「專業建築—新商業建築項目榮譽獎」
An Honorable Mention at the 2016 IDA



▲ 2018年RLI國際購物中心項目優異獎
A High Commendation at the Global RLI Awards 2018

Olympia 66 in Dalian, already proud of being a multiple award-winner, has clinched four more honors to display in its trophy case. The additions are two Gold Awards, a High Commendation and an Honorable Mention, bringing the mall's grand total of international accolades so far to a richly-earned 12.

In April, the project was presented with the Gold Award at the International Council of Shopping Centers (ICSC) China Shopping Center and Retailer Awards 2018. The award, presented in Shanghai, was given in the category of Design and Development – New Developments. Prior to this honor, Olympia 66 had won the Gold Award and the Sustainability Design Award for Design and Development – New Developments from the ICSC Asia Pacific Shopping Center Awards 2017.

Olympia 66 also won the Golden A Design Award in Architecture, Building and Structure Design category at the A' Design Award 2017, the largest annual design competition in the world. The A' Design Award and Competition has press partnerships with dozens of design publications, granting the winners exposure to millions of readers around the world.

Furthermore, the project received an Honorable Mention at the 2016 International Design Awards (IDA) and a High Commendation at the Global Retail and Leisure International (RLI) Awards 2018. These honors underscore Hang Lung's outstanding reputation for its exceptional architectural design and diversified trade mix.

恒隆榮獲2018年亞洲——太平洋史蒂夫獎

Hang Lung Wins Asia-Pacific Stevie Awards 2018



▲ 執行董事陳家岳先生（中）、董事—租務及物業管理彭兆輝先生（右二）、董事—集團市場陳詠詩女士（左二）、上海的恒隆廣場總經理胡惠雅女士（右一）與恒隆地產總經理—集團傳訊羅淑雯女士（左一）一起接受2018年「亞洲——太平洋史蒂夫獎」殊榮，標誌恒隆的創新市場推廣策略，獲得國際肯定

Mr. Norman Chan (center), Executive Director, Mr. Derek Pang (2nd from right), Director – Leasing & Management, Ms. Linda Chan (2nd from left), Director – Central Marketing, Ms. Vera Wu (right), General Manager – Plaza 66 in Shanghai, and Ms. Betty Law (left), General Manager – Corporate Communications, receive the Asia-Pacific Stevie Awards 2018, recognizing Hang Lung's dedication in strengthening its innovative marketing initiatives

▶ 上海的恒隆廣場為慶祝完成大型資產優化計劃而舉行的Home to Luxury盛裝派對，憑多項嶄新意念及內容，榮獲2018年「亞洲——太平洋史蒂夫獎」的「活動創新——企業對企業活動創新」類別銀獎

The star-studded Home to Luxury Celebration Party for the completion of asset enhancement of Plaza 66 in Shanghai was awarded the Silver Award in the category of Awards for Innovation in Events – Award for Innovation in Business-to-Business Events of the Asia-Pacific Stevie Awards 2018 for its creative concepts and contents

恒隆積極策劃推陳出新的市場推廣計劃，去年為慶祝上海的恒隆廣場完成大型資產優化計劃而舉行的Home to Luxury盛裝派對，榮獲2018年「亞洲——太平洋史蒂夫獎」的「活動創新——企業對企業活動創新」類別銀獎，標誌活動以多項嶄新意念及內容，吸引超過2,000位商業夥伴、租戶、顧客、政府領導、名人明星、海內外媒體踴躍參與，不僅活動當晚場面星光熠熠，更進一步突顯上海的恒隆廣場成為內地奢侈品集中地的市場定位。

「亞洲——太平洋史蒂夫獎」於2002年在美國華盛頓創立，是亞太區內唯一一項表彰商業創新的企業獎項。今年，區內共有超過800家機構參與評審，競逐12個類別的獎項。

Hang Lung Properties has long been acclaimed for its dedication to launching innovative marketing initiatives. A shining example of such creativity was the Home to Luxury Celebration Party held last year to mark the completion of the asset enhancement project for Plaza 66 in Shanghai. The star-studded event was awarded the Silver Award in the category of Awards for Innovation in Events – Award for Innovation in Business-to-Business Events of the Asia-Pacific Stevie Awards 2018. The accolade recognized the creative concepts and contents of the Party, which not only attracted over 2,000 business partners, tenants, customers, government officials, celebrities, local and overseas media, but also underlined Plaza 66's positioning as the ideal Home to Luxury in mainland China.



The Asia-Pacific Stevie Awards were established in 2002. The competition is the only business awards program that recognizes innovation in the workplace in the Asia-Pacific region. More than 800 nominations were assessed by the judging panel this year to compete for awards in 12 categories.

星級服務專區 HL Star Service

顧客滿意度調查 回饋令人鼓舞

Customer Engagement Survey Reveals Customer Service Paragons

自顧客滿意度調查（CES）推出以來，綜合服務部已收集了不少顧客的評分和意見，當中有部分回饋更非常值得分享。在過去12個月，皇城恒隆廣場和大連的恒隆廣場在禮賓服務表現上，均一直保持最高排名，並獲得顧客的高度讚揚。今期，就讓我們為大家介紹這兩個商場的優秀禮賓服務。

別以為客服是女生的工作，其實男生也可以很細心，也可以勝任！皇城恒隆廣場的牛路旭便是其中的一位模範，他憑着細心、主動、觀察入微的優點，在兩次不同的情況下，為同一位姓夏女士提供協助。其中一次便體貼到夏女士的身體不適和行動不便，主動提供增值服務，令她大為滿意。為了對牛路旭予以讚賞，夏女士向他送上一份早餐，並鼓勵他繼續努力。

禮賓服務台一般都為顧客提供店鋪資料、洗手間位置、借用服務等等，而大連的恒隆廣場的禮賓服務台更多做一點，為客人推薦合適的訂婚禮物，以及提出有創意的求婚方式。客人的求婚順利成功，他通過CES讚揚商場的禮賓服務，表示非常滿意。

顧客滿意度調查除了由禮賓部前線員工與顧客進行面對面訪問外，顧客亦可通過掃描二維碼登入調查網站，或在各個商場的微信專頁留言，以表達意見。



Ever since the launch of the Customer Engagement Survey (CES), the Service Delivery department has collected much feedback from customers, from which a few interesting stories have emerged. For the past 12 months, Palace 66 and Olympia 66 have been highly praised for their exceptional performance in terms of customer service.

Don't mistake customer service for a woman's work – men can be just as competent! Liu Luxu of Palace 66 is one such man. His keenness, attentiveness, and proactivity have allowed him to assist a particular customer, Ms. Xia, in need on two separate occasions. One of them was to help Ms. Xia with a value-added service, as she was feeling sick and unable to walk freely. Ms. Xia was highly appreciative and even bought him breakfast as thanks.

Concierge desks usually help people locate shops, washrooms, and provide rental services. The concierge colleagues at Olympia 66 took this one step further when they helped a customer who was searching for an engagement gift. Not only did they recommend brands and items, they even suggested novel ways of popping the question. The customer returned an engaged man, and recorded his deep satisfaction with the mall's customer service through the CES.

In addition to face-to-face interviews with customers conducted by frontline concierge colleagues, customers are also able to access the CES survey portal by scanning a QR code, or give feedback on each mall's WeChat page.



立體訪談 Management Dialogue

陳詠詩：以客為本

Linda Chan: Putting Customers at the Heart of Everything

2016年，恒隆銳意發展成為以市場營銷主導和顧客服務為本的商業地產公司，藉以推動業務增長。公司如何實踐這項願景？今期《連繫恒隆》邀得董事——集團市場陳詠詩女士現身說法，講解恒隆如何憑藉市場營銷策略建立業務。

In 2016, Hang Lung set out a vision to transform the Company into a marketing-driven and service-centric organization to drive further business growth. How does the Company make this vision a reality? In this issue, Connections speaks to the Director – Central Marketing, Ms. Linda Chan, to understand how Hang Lung builds its business with Marketing.

請即掃描QR code
觀看影片



公司銳意改革的目標明確，陳詠詩指出，集團市場部約於四年前成立，主要擔任公司推廣活動的主腦，提供專業意見；致力與旗下各個商場的推廣部合作，產生協同效應，特別是定位相近的項目；並於中國、亞太區以至全球，引入新概念和尋找新的合作夥伴。

The mandate for change, although ambitious, is clear. The Central Marketing Department was set up about four years ago to create a “center of expertise” for the Company; to generate synergy across the whole portfolio, especially among those projects with similar positioning, and to source and introduce new ideas and new partners, national, regional, and even global.

Crafting the customers' journey

Given the complexity of the transformation typically involved on the journey to “customer centricity”, the commitment to a more customer-centric approach needs to come from the very top. The Central Marketing Team is well positioned to provide strategic leadership for customer-centric initiatives designed to yield business results. Linda said, “We need to build our malls as destinations of choice in each city, each one with its unique DNA and personal bonding with shoppers.”

Linda elaborated that while our malls have a clear market differentiator, we need to better understand our target audience, our customers. They need to be the center of all our marketing campaigns. “The key is to understand your potential shoppers, what they like, what social media platforms they use, and what influences their shopping behaviors,” said Linda.

設計「顧客之旅」

要成功轉型成為以客為本的旅程極具挑戰，有賴管理層的支持，公司才得以貫徹落實以客為本的營銷策略，而集團市場部團隊亦能夠為這個目標提供策略指導，推動業務發展。陳詠詩說：「每個商場都有其獨特的基因和與消費者的聯繫，我們需要將旗下商場打造成每個城市必到之處。」

陳詠詩進一步闡述，指恒隆的商場各有明確的市場定位，因此需要更深入了解我們的目標顧客，所有營銷活動都應以他們為中心。陳詠詩說：「關鍵是要了解你的潛在購物者，他們的喜好、使用甚麼社交媒體平台以及甚麼因素會影響他們的消費行為。」



了解自己，了解你的顧客

要真正了解不同類型的顧客，我們首先將旗下商場劃分為三大類型：分別是奢華、時尚有活力、生活品味。上海的恒隆廣場以其奢華商場的定位脫穎而出，通過這成功例子，公司可以在相同定位的物業中沿用同一模式。陳詠詩說：「我們已開始把取得成功的模式，套用於擁有相近消費客群的商場，成效卓著，令人鼓舞，我們亦可更易掌握市場反應。」

此外，要真正了解顧客，必須從他們的角度出發，設計合適的活動。社交網絡已成為內地消費者最常用的平台，而近年網上購物已成為主流，這亦是公司投放資源發展數碼營銷的主因。陳詠詩表示，公司也利用微信、貓酷等不同平台發掘商機，以及與阿里巴巴、大眾點評和攜程等數碼巨擘合作。恒隆的活動會運用各種科技，如二維碼、擴增現實、虛擬現實、搖一搖以及電子優惠券等O2O（線上線下）元素，通過這類數碼方式推廣商場活動，提供生動體驗，令消費者產生共鳴，更能投入其中，以增宣傳之效！

最後，公司希望與顧客建立緊密關係，亦於這方面投入更多時間和資源。優越的顧客服務關係平台，有助我們提供貼心周到、有別於市場上現有的服務。陳詠詩說：「我們將在今年推出企業顧客服務關係試點計劃，旨在為我們的頂級消費者提供更全面的服務。他們可於恒隆所有旗下商場享用特別服務，遠遠超越現時市場上提供的折扣和回贈計劃。我們關注的是貼心服務、認同感以及創造獨特的消費體驗。」她更舉例加以說明，公司會委派一名專責的客戶關係經理，陪同頂級消費者購物，提供專業服務，並向他們推薦特色活動和合心意的產品，豐富整個購物體驗。陳詠詩進一步解釋：「與顧客建立直接關係，使我們能真正了解他們的需求和期望，令他們感到賓至如歸、稱心滿意。」



Know yourself, Know your customers

Firstly to really understand different types of customers, a new initiative was put in place, dividing Hand Lung malls into three clusters: Luxury, Contemporary Fashion, and Lifestyle. Plaza 66 stands out with its luxury mall positioning, and through its example, the Company can mirror successes in similarly positioned properties. Linda said, "We have started to replicate initiatives that are successful in one project to malls with a similar shopper profile. The results are encouraging and help us to understand more about what makes the market tick."

Secondly, addressing what customers want means communicating with them on their wavelength. Mainland shoppers are very technology savvy and socially engaged. Their shopping journey starts with digital, which is why our digital marketing initiatives need to take center stage. Linda mentioned the different platforms explored like WeChat, Mallcoo and external partnerships with large digital gurus like Alibaba, Dianping, and Ctrip. Our events need to leverage on the digital O2O (online to offline) element, from QR codes, AR, VR, shake & win, and e-coupons. It is only with such digital integration that mall events and promotions transform from being static installations to living experiences with which shoppers can engage and talk about until it goes viral!

Lastly, to really get to know what customers want the Company has to invest time and energy into establishing personal relationships. A good CRM program forms a bond that helps us tailor services in ways unlike any offered in the market. "We are going to launch pilot corporate CRM program this year with the aim to serve and delight our top spenders. They can enjoy privileges and benefits across Hang Lung's portfolio that transcend the basic discount and redemption programs that abound in the market. Our focus on is service, recognition, and creating a unique experience," said Linda. Giving an example of the exclusivity of the program, Linda said that our top spenders will have a dedicated relationship manager to accompany them through their shopping experience and to introduce special events and products to them. "We want to build a personal bond with our customers so we can truly understand their needs and aspirations, and find ways to delight them," Linda further explained.

以人為本

陳詠詩說：「推廣部和集團市場部團隊的角色，在取悅顧客的旅程中至關重要。」整個團隊一心一志，陳詠詩堅持以人為本的理念，她相信，憑藉共同的願景，團隊可以推動創新並同時與彼此建立緊密的聯繫，所以陳詠詩很喜歡與她的團隊分享生活中的重要時刻。

People always come first

"In the journey to delight our customers, nothing is more important than our people in both local and central marketing teams," said Linda. 'One Team, One Dream' is the modus operandi, and Linda believes that people always come first. She is convinced that, with a shared vision, the team can drive innovation and at the same time create a tight bond with each other, as Linda enjoys sharing key moments in life with her team.



年度危機審核工作正式展開

Annual Crisis Audit Ready to Start

每當集團傳訊部與內部審計部一起出動，那必定是為了進行危機審核。

兩個部門已展開2018年度的危機審核工作，而瀋陽的市府恒隆廣場則是他們的首站。

危機審核於5月15日（星期二）舉行，由總經理—內部審計周錦雄及總經理—集團傳訊羅淑雯主持，出席的有超過30位當地同事，其中包括市府恒隆廣場總經理陳慧玢、項目管理主管吳興國及高級經理—綜合服務劉創山。

三個小時的審核中，市府恒隆廣場的危機應變小組需應付一連串的問題及場境。危機審核小組的七位成員亦有到訪正副危機指揮中心及監控中心，檢查各項設施。

審核中的重大發現及觀察要點亦會與當地團隊分享。

由2016年開始，集團傳訊部與內部審計部為各香港及內地項目進行危機審核工作，確保項目貫徹執行各項危機管理措施。

▼ 審核團隊在項目的控制室檢查各類設施及文件
The crisis audit team goes to site's control room to check various facilities and documents



Whenever the Corporate Communications (CCD) and Internal Audit (IA) departments are away on the road, their journey must be about the crisis audit.

So here they are, launching the 2018 series of the Annual Crisis Audit, with Forum 66 in Shenyang being their first stop.

The audit session, chaired by General Manager – Internal Audit Sammy Chow and General Manager – Corporate Communications Betty Law, was carried out on May 15 (Tuesday) and attended by over 30 colleagues including General Manager of Forum 66 Jennifer Tan, Head of Project Management Cok Ng and Senior Manager - Service Delivery Edward Lau.

During the 3-hour exercise, Forum 66's crisis management team was quizzed on a variety of questions and scenarios. The audit team, comprising seven members from the two departments, examined all facilities at the crisis management center, the alternate crisis management center, as well as the control room.

Major findings and observations were shared with the local team afterwards.

Since 2016, the CCD and IA have jointly conducted crisis audits at all projects in Hong Kong and on the Mainland to ensure that all crisis management measures are in place and up to speed.

◀ 超過30位同事出席市府恒隆廣場的危機審核
Over 30 colleagues from Forum 66 take part in the crisis audit session



商場聚焦 Eye on HL Malls

Fashion Walk

名人紅星品鑑 法國美酒

Wine Art Exhibition Unveils a New Chapter in French Winemaking

來自法國的新晉葡萄酒品牌Maison de Grand Esprit於5月27日至6月9日在銅鑼灣Fashion Walk舉辦Maison de Grand Esprit Experiential Center期間限定葡萄酒藝術體驗展，邀請了著名藝人朱千雪、陳家樂和王君馨出席開幕活動，名人唐貝詩、林煒垣、郭燕光及馬天佑等亦有出席，一同品鑑法國美酒及欣賞藝術展品。於百德新街亦設有法國氣泡酒與玫瑰酒為主題的SELFIE體驗拍照區域，讓葡萄酒愛好者在拍照之餘亦可品嚐法國的優質佳釀。



▲ 著名藝人陳家樂擔任揭幕嘉賓
Popular actor Carlos Chan officiates the opening ceremony

▲ 藝人朱千雪（左）和王君馨（右）為葡萄酒藝術展覽揭幕。
Actresses Tracy Chu (left) and Grace Wong (right) unveil the exhibition

From May 27 to June 9, a new chapter in the tradition of French winemaking was introduced to Hong Kong wine lovers with the unveiling of the Maison de Grand Esprit Experiential Center at Fashion Walk in Causeway Bay. The French wine and art pop-up exhibition was launched in a star-studded ceremony officiated by popular celebrities Tracy Chu, Carlos Chan and Grace Wong. Style icons and fashionistas including Lydia Tong, Veronica Lam, Yen Kuok, and Mayao Ma were also in attendance to share their love of French style over champagne and French wines. Creative selfie stations under the themes of French sparkling wines and rosé allow wine lovers to explore the very best of France's regions within the same brand while capturing their tasting experience for sharing on social media.

淘大商場 Amoy Plaza

共享書籍 分享知識

Sharing Books with the Public

淘大商場與突破機構於5月29日至6月1日合辦「遍地開卷・共享書籍計劃」，向小學生推廣書籍共享概念，鼓勵他們建立閱讀習慣。此計劃率先與五間小學合作，收集近3,000本中英文課外書圖。最特別的是，每本圖書都會夾上一支書簽，讓捐書人向圖書的下一位主人送上祝福。

Amoy Plaza and Breakthrough have teamed up to organize a book sharing project from May 29 to June 1. The project spreads the concept of book sharing to primary school students while at the same time encouraging them to cultivate the valuable habits of reading. The project was first launched for five primary schools, with about 3,000 English and Chinese extracurricular books being collected. Each book had a bookmark attached to it so that the book donor could pass a greeting message to the new book owner.

參與學校 Schools in Participation

拔萃男書院附屬小學
Diocesan Boys' School Primary Division
聖公會聖米迦勒小學
S.K.H. Chai Wan St. Michael's Primary School

英華小學
Ying Wa Primary School
沙田崇真學校
Shatin Tsung Tsin School
基督教粉嶺神召會小學
Fanling Assembly of God Church Primary School



康怡廣場 Kornhill Plaza

康怡學林開放日

Open Day at Kornhill Learnscape

暑期將至，一站式教育平台「康怡學林」於5月27日（星期日）在康怡廣場舉辦一年一度的大型開放日，齊集30多間教育機構，提供免費試班和進行示範。顧客於當日為子女報名參加任何興趣班，更可獲得「夢想飛行護照」印章，以換領購物、餐飲、電影禮券及泊車優惠。



▼「夢想飛行護照」包含各教育機構的介紹及優惠
The To Your Dreams passport includes an offer and introduction from different educational institutions



◀ 小朋友參加免費試班，體驗興趣班的樂趣
Kids have fun joining the free trial lessons

Kornhill Learnscape, the one-stop learning hub, held its annual large-scale open day at Kornhill Plaza on May 27 (Sunday). The event attracted more than 30 educational institutions which gave free trial lessons and demonstrations to children. Customers who enrolled their children in classes during the day were given stamps in their Passport To Your Dreams, enabling them to enjoy shopping and dining offers, movie voucher redemption and free parking.

父親節快樂

Happy Father's Day

父親節去哪兒慶祝？恒隆旗下在香港和內地的商場舉辦了多采多姿的活動，為爸爸及屋企人炮製難忘、愉快的回憶。

Where to go and what to do on Father's Day? Hang Lung's malls across Hong Kong and the Mainland have prepared a rich selection of activities that both fathers and their families to enjoy.

淘大商場 Amoy Plaza

淘大商場於6月4至18日精心炮製了一系列父親節慶祝活動，顧客只要消費滿港幣1,000元便可換領法國紅酒一枝；而單一消費滿港幣200元則可換領「VR足球挑戰賽」遊戲券乙張，有機會贏取豐富獎品。玩到肚餓，也可帶爸爸到地下大堂參加「識嘆爸爸食品展」，實行在商場內吃喝玩樂，全方位滿足爸爸！

Amoy Plaza has been busy organizing Father's Day activities held from June 4 to 18. Customers spending HK\$1,000 or more can redeem a bottle of French red wine, while with a single spend of HK\$200 they can redeem one ticket of the VR football game challenge. A food exhibition is available on the ground floor, enabling dads to enjoy a happy day in every way.

恒隆廣場·天津 Riverside 66

於父親節當天，憑商場內任何商舖、任何金額的消費單據，即可參加父親節創意花藝活動，為爸爸製作一件專屬花藝。

On Father's Day, customers with a receipt for any amount from any of the shops can join the floriculture activity so you can make a unique floral ornament for your dad.



康怡廣場 Kornhill Plaza

康怡廣場將於6月17及18日舉行「給爸爸的話」活動，顧客只需消費滿港幣800元或以上及「讚好」康怡廣場Facebook專頁，即可免費製作聲畫留言卡，把心底說話送給爸爸。

At Kornhill Plaza, a Words to Dad activity is being held on June 17 and 18. Customers spending HK\$800 or more and who "Like" the Kornhill Plaza Facebook page can join a workshop to make a video card recording your message to dad.

皇城恒隆廣場·瀋陽 Palace 66

顧客凡於6月13至17日期間在皇城恒隆廣場消費滿人民幣388元，即可成為商場會員參加父親節慶祝活動，與爸爸一起參與親子足球賽、拍攝即影即有照片及領取購物優惠。

Customers spending RMB388 at Palace 66 between June 13 and 17 can become a mall member and join the Father's Day activities. They include playing a football game, taking instant photos and receiving shopping discounts.



恒隆廣場·上海 Plaza 66

上海的恒隆廣場於6月16日（星期六）在商場六樓平台花園舉行球賽觀賞活動，以超大屏幕轉播世界盃賽事，讓子女與爸爸一起投入足球狂熱。商場還舉行Andrew Mackenzie男裝展，為一眾爸爸介紹最新一季的型男服飾。

Plaza 66 will organize an activity for football lovers on the L6 terrace on June 16 (Saturday). A World Cup match will be showing on a huge screen for sons and daughters to enjoy along with their dad. The mall will also hold the Andrew Mackenzie fashion show, showcasing the brand's latest collection for daddies.



港匯恒隆廣場 Grand Gateway 66

星球大戰熱潮強勢回歸

Star Wars' Boom Returns



星球大戰粉絲有福了！上海的港匯恒隆廣場於5月21至6月10日舉辦《遊俠索羅：星球大戰外傳》電影主題展，劇中的太空飛船「千年隼號」赫然矗立在商場中庭，配合打造現實效果的燈光效果，將整個展區以全方位、立體、互動的形式呈現出來。粉絲們除了可與一比一的丘巴卡模型合照外，還可走進駕駛艙，體驗駕駛太空飛船的感覺。千年隼號上還會播放360度的全景電影片段，令人仿如置身星球大戰的電影中。

What an exciting experience for Star Wars fans! From May 21 to June 10, Grand Gateway 66 in Shanghai held the Solo: A Star Wars Story exhibition with a replica of the spaceship, Millennium, built in the mall's atrium. Accompanied by special lighting, the exhibition area was created to give customers a multi-dimensional interactive experience. In addition to taking photos with the 1:1 scale Chewbacca sculpture, customers were able to experience the feeling of piloting the spaceship in the cockpit. Furthermore, a panoramic movie clips were played to immerse customers into the setting of the movie.

世界盃狂熱席捲恒隆商場

World Cup Fever Hits Hang Lung Malls

四年一度的世界盃在6月揭幕！恒隆旗下多個商場均舉辦了特別的活動，與球迷一同迎接這場國際球壇盛事。

The World Cup, the greatest international football tournament, is almost here and Hang Lung's Hong Kong and Mainland malls are ready, organizing a host of activities to welcome football fans to a feast of sporting excitement.

淘大商場聯乘跑鞋界經典Saucony及街頭潮牌Sperry於6月15日至8月31日期間，以「FUN WITH INFINITY運動無限」為主題舉辦一系列活動，包括體感足球競技、花式足球表演、禮品換領等等，將商場打造成最潮的運動競技場。

Amoy Plaza has partnered with classic sports shoes brand Saucony and trendy brand Sperry to hold a series of activities themed Fun with Infinity. They include a motion-sensor football match, a freestyle football show, gift redemptions, and more, transforming the mall into a fun-filled playground for trendsetters.



家樂坊、雅蘭中心及荷李活商業中心

Gala Place, Grand Plaza & Hollywood Plaza



顧客於6月15至21日到雅蘭中心，即場「追蹤」Grand Plaza及Goji Studios的Facebook或Instagram，便可參加桌上足球遊戲乙次，贏取免費健身體驗卡、健身課程、營養諮詢或運動索繩袋，消費滿指定金額更可換領健身袋或健身手搖杯。

Customers who visit Grand Plaza between June 15 and 21 and follow the Facebook page or Instagram of Grand Plaza and Goji Studios can join a table football match to win chances of taking away a free gym trial, a workout program, a dietary consultation and a sports rope bag. Customers can also redeem a gym bag or a shaker upon designated spending amount.



恒隆廣場·大連

Olympia 66



大連的恒隆廣場於世界盃期間推出音樂足球互動主題裝置，以及豐富的線下及線上活動，為顧客帶來一場足球盛宴。

A football-themed interactive musical installation is unveiled at Olympia 66 during the World Cup period, together with an array of O2O activities, bringing a fantastic football feast to customers.



恒隆廣場·無錫 Center 66

傳奇原點·臻雅印記

The Center of Elegance

高端、奢華標誌着無錫的恒隆廣場最近推出的活動系列——The Center of Elegance——傳奇原點·臻雅印記。商場於5月以「The Center of Elegance——傳奇原點·臻雅印記」為主題揭開活動的序幕，邀請了TASAKI、勞力士、寶珀、萬國等國際品牌，輪流在一樓北中庭展示其高端限量品、殿堂級腕錶及珠寶。

TASAKI權威珠寶匠人白樺賢次先生更親臨無錫的恒隆廣場，為尊貴顧客及媒體人士示範珍珠篩選和串珠手藝，以及運用不同風格和長度的珍珠飾品，設計出適合各種場合的搭配。

"High-end" and "luxurious" are apt words that describe the latest series of events launched by Center 66, named The Center of Elegance. The mall launched the first such event The Center of Elegance in May, inviting TASAKI, Rolex, Blancpain, IWC, and other international brands to take it in turns to display their limited-edition products in the first floor North Atrium.

TASAKI master jeweler Kenzi Sirakasi attended the event, showcasing techniques of pearl screening and beading for distinguished customers and the media. He also demonstrated how to select pearl accessories of appropriate styles and length for different occasions.



市府恒隆廣場·瀋陽 Forum 66

巴黎花園浪漫之旅

A Journey of Love in Parisian Garden

巴黎被譽為最浪漫的城市，數百座花園建構出瑰麗的城市景致，令人心馳神往。瀋陽的市府恒隆廣場於5月19日至6月17日在商場中庭打造了一座巴黎花園，為顧客送上最浪漫的巴黎之夢，同時聚集風尚領軍人物講述傳奇時尚，讓顧客感受香榭麗舍大街的繁華魅力，享受驚喜不斷的購物禮遇。

巴黎花園內設有多功能互動區域，客人只需隨意揮動手臂，便可在體感互動屏幕上繪出神奇的鮮花軌跡，加上Giorgio Armani、Emporio Armani、Lanvin、Roger Vivier、Trussardi及Vertu等國際品牌的時尚展示，將美景與時尚風潮完美融合。推廣活動期間，商場每逢周六均舉辦時尚分享會或藝術沙龍，邀請時尚達人及工匠大師前來助陣，為顧客送上時尚分享、花藝沙龍、珠寶鑒賞、攝影工坊及香薰沙龍等精彩活動。

Paris is known as the most romantic city where hundreds of gardens there constructed a beautiful city view. From May 19 to June 17, Forum 66 in Shenyang recreated a beautiful Parisian Garden in the mall's atrium, to bring romantic dreams of Paris summers into full bloom for customers. In a nod to Paris' status as the fashion capital of the world, leaders of the fashion industry were invited to share stories about popular brands and take customers on an imaginative recreation of every customer's fantasy on the bustling streets of the Champs-Élysées. Meanwhile, a wide variety of exclusive offerings were available for customers to enjoy.

Inside the Parisian Garden, a multi-functional interactive area was setup to bring beauty and fashion together perfectly. Through a full-featured interactive sensory screen, customers were able to draw magical floral trails by waving their arms, and learned more about the fashion trends of international brands such as Giorgio Armani, Emporio Armani, Lanvin, Roger Vivier, Trussardi, and Vertu. On every Saturday during the promotion period, fashionistas and artisans were invited to share their expertise in a variety of workshops about floral art, jewelry appreciation, photo-taking, and aromatherapy.





Fashion Walk King of Sports 盛夏慶典在6月13日(星期三)揭幕，邀請了「巴西體操王子」Arthur Nory 首度來港擔任嘉賓。Fashion Walk與著名運動品牌adidas合作，於6月11日至7月15日期間攜手打造嘉年華，除了舉辦街頭巡遊及競技啦啦隊表演外，更設置巨型足球扭蛋機，讓顧客碰碰運氣，「扭」出世界盃官方比賽足球、adidas 限量球鞋或其他限定禮品。Fashion Walk更邀請了著名的英國幽默派插畫家Stephen Cheetham以King of Sports的主題，設計奪目、充滿玩味的裝置。

Fashion Walk's Kings of Sports is unveiled on June 13 (Wednesday) attended by Arthur Nory, the gymnastic "prince" of Brazil who comes to Hong Kong for the first time. Fashion Walk has partnered with renowned sports brand adidas to organize a carnival event between June 11 and July 15. In addition to a street parade and a competitive cheerleading performance, a giant football gashapon machine has been installed for lucky customers to win special gifts, including the official World Cup football, adidas limited edition sports shoes, and gifts. What's more, renowned British illustrator Stephen Cheetham has been invited to design a series of installations with the theme King of Sports.



Fashion Walk



恒隆廣場·天津

Riverside 66



天津的恒隆廣場於6月15日至7月15日期間舉辦「想YAO音樂世界盃精釀啤酒市場」，讓顧客體驗VR足球互動遊戲、品嚐精釀啤酒，一起為世界盃狂呼！

Riverside 66 organized its YAO-themed activity to cheer for during the World Cup, enabling customers to experience a VR football game and savor craft beers.



皇城恒隆廣場·瀋陽

Palace 66



瀋陽的皇城恒隆廣場於6月8日至7月15日期間舉辦夏日競技場，在商場內設置電子足球互動遊戲供顧客體驗。活動期間，商場更有俄羅斯民族舞、華爾茲舞、樂隊、花式足球表演、啦啦隊表演及吉祥物巡遊。

Palace 66 has organized a summer sports event from June 8 to July 15, installing an interactive football installation for customers to enjoy. During the event, the mall also displays Russian traditional dances, waltzes, bands, freestyle football, cheerleading, and mascot performances.



恒隆廣場·大連 Olympia 66

甜蜜的告白

A Sweet Confession Day

情人節、生日、聖誕、新年……朱古力在任何時候都是送禮首選，若能親手製作朱古力送給摯愛，更能感動對方！大連的恒隆廣場與著名巧克力品牌Godiva早前合辦工作坊，讓顧客在專業技師的指導下製作甜品，為熱戀中的情侶加添甜蜜。商場同時與禪射堂合辦「一箭傾心」交友活動，讓顧客藉着喝茶、聊天、射箭、寫書法等活動，認識志趣相投的新朋友。

Chocolate is always a delicious and perfect choice for gifts at celebrations, especially when the chocolates are handmade by your loved ones! To add sweetness for couples and lovers, Olympia 66 and famed chocolate brand Godiva recently teamed up to hold a workshop for customers where customers could make their own desserts under professional guidance. Also, the mall joined hands with the Zenarchery Club to hold a truly romantic dating event at which customers could meet new friends by joining an attractive array of activities.

▼ 大連的恒隆廣場與禪射堂合辦交友活動，讓顧客藉此機會認識新朋友
Olympia 66 joins the Zenarchery Club in holding a dating event for customers to make new friends



▲ 大連的恒隆廣場與朱古力品牌Godiva合作舉辦朱古力工作坊
Olympia 66 and famous chocolate brand Godiva co-organize a chocolate workshop



潮動社區 HI Community

學生變身建築導賞員 分享建築趣聞

Student Docents Present Journeys Through Architectural Wonders


**HANG LUNG
YOUNG ARCHITECTS
PROGRAM**

為四月至六月期間，「恒隆·築跡——年輕建築師計劃」的300多位中學生為「建築路線設計比賽」化身成為導賞員，親自帶領大會評審走過他們的自創建築路線。學生們不但運用計劃所學的知識，更施展「混身解數」介紹社區建築特色和故事，包括製作電子遊戲、立體建築圖，以及小冊子，令一眾評判感到驚喜。

身為建築師兼比賽評判之一的成本及監控部高級經理張宇翔表示：「很高興學生們學以致用，並留意到我們平常忽略了的建築細節，提醒了我們以後要多留意生活上有趣的地方。」比賽結束後，學生將於校內分享學習成果，讓更多同學了解與欣賞建築。

比賽結果將於七月中旬的畢業典禮公布，得獎的學生將於暑假期間前往海外參與由建築師帶領的建築導賞團。



Between April and June, more than 300 student participants in the Hang Lung Young Architect Program have been actively engaged in the Tour Design Competition as docents, introducing and describing the features of the architectural tours that they have designed to a panel of judges. The judges have been given a delightful surprise as students surpassed themselves in using creative means such as electronic games, pop-up architectural plans, and pamphlets, among other aids, to demonstrate the knowledge and experience they have gained from the Program in the journeys they curated through Hong Kong's architectural wonders.

Senior Manager – Cost & Controls Eugene Chang, an architect at Hang Lung and member of the competition's judging panel said, "I'm glad that participating students can put their newly acquired knowledge into practice. Their keen eye for detail is impressive as has been their ability to find hidden gems within the urban landscape."

After the competition, participating students will share their experience and passion for architecture with fellow schoolmates. The results of the competition will then be announced at the Graduation Ceremony to be held in mid-July. The winning teams will have the opportunity to take part in an overseas architectural study tour led by architects during the summer.

海外建築導賞團

Where will the Winning Teams Go?

冠軍之旅

Champion Tour :

東京——現代建築
Tokyo –
Modern Architecture

▼ 享譽全球的日本建築大師包括隈研吾、丹下健三、安藤忠雄及黑川紀章等在東京均有其代表作，他們就空間運用、建材及採光都有獨特之理念。旅程將探訪多個大師級的建築物，讓學生感受現代建築美學！

The tour will take students on a journey through some of the masterpieces designed by mainstays of Japanese architecture, Kengo Kuma, Kenzo Tange, Tadao Ando and Kisho Kurokawa, among others, and take a closer look at their unique approaches to space, materials, and lighting, which have helped to define modern architecture.



亞軍之旅

First Runner-up Tour

新加坡——創意綠建築
Singapore – Creative Green Architecture

▼ 新加坡雖是彈丸之地，但綠色建築林立。學生將體驗這個「城市花園」的一些出色環保建築，看看都市建築如何在高密度的土地實踐綠化及環保概念！

Singapore is a vibrant showcase of green architecture despite its compact size. In this 'Garden City', students will have a chance to experience first-hand some of the brilliant examples of green architecture that put environmentally-friendly concepts to work in a densely populated urban space.



季軍之旅

Second Runner-up Tour :

上海——新舊交融
Shanghai – Convergence of the Old and New

▼ 要數中國最中西合璧、新舊交融的城市，莫過於上海！她結合現代與古老、中式與西式的建築，學生將遊走當地不同年代的建築，了解上海的建築發展歷程和背後的歷史故事。

Shanghai is characterized by its East-meets-West milieu, where the old co-exists with the new in perfect harmony. The city is a place where traditional Chinese mansions are juxtaposed with Western-style architecture. In this tour, students will feast their eyes on prominent architectural gems from different eras and be captivated by the stories behind the making of today's Shanghai as one of the world's most famous architectural wonderlands.





「恒隆趣味數學班」畢業派對

Graduation Party for Hang Lung Fun Math Tutorial Classes

為期四個月的「恒隆趣味數學班」終於圓滿舉行，恒隆一心義工隊於6月2日（星期六）在孔教學院大成小學舉行畢業派對，合共35位義工和學生出席。學生不但投入參與互動數學遊戲，更向義工送上心意禮物，以答謝他們數月來付出超過580小時的指導。

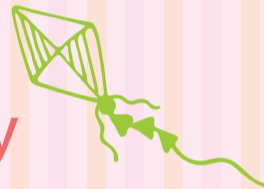
The four-month Hang Lung Fun Math Tutorial Classes ended in fun and laughter when the last class and a graduation party were held on June 2 (Saturday). Celebrating the successful completion of 580 hours of Maths classes, over 35 volunteers and primary school students took part in a series of interactive games and enjoyed a fun-filled afternoon together. What more could the volunteers ask for when they were presented with small gifts, hand-made by their students.

請即掃描 QR code
觀看影片



慶祝國際兒童節

Celebrating International Children's Day



武漢、瀋陽和上海的恒隆一心義工隊於6月初為區內兒童舉辦活動，與他們一起慶祝國際兒童節。

In early June, Hang Lung As One Volunteer Teams in Wuhan, Shenyang and Shanghai spread out into their respective communities to stage a wide variety of activities to give children a fun time in the joyous atmosphere of International Children's Day.

武漢的恒隆廣場 Heartland 66

6月1日（星期五），武漢的義工驅車156公里至湖北省孝感市大悟縣高店鄉何店小學，為該校107名山區學生開展「築夢六一 成就未來」愛心助學活動，與孩子們共慶「六一」國際兒童節。

瞭解到何店小學從未舉辦過運動會，義工親自準備道具、劃分場地，策劃了一場趣味運動會。迎面接力、三人四足……孩子們在義工的陪伴下完成了一個個「挑戰」，及收到豐富的兒童節禮物。

為了幫助孩子們度過酷暑、改善學習環境，義工隊此行更為全校師生準備了夏季校服、落地扇、護眼燈等學習物資。同時，公司領導及全體員工自發捐贈並買了大量課外讀物，讓孩子獲得更多知識。

The volunteers in Wuhan traveled 156 kilometers on June 1 (Friday) to the Hedian Primary School in Dawu County to celebrate Children's Day with the 107 students there.

Knowing that the children there had never experienced a sports day, volunteers made use of the school's facilities to organize a sports day themselves. Competing in events such as relay races and four-legged races, the students were rewarded with toys and other prizes.

As well as providing the volunteers brought extracurricular reading materials for the students and supplies that will benefit both students and staff during the summer heat. These included summer clothes and electric fans.

皇城恒隆廣場 Palace 66

瀋陽的恒隆一心義工隊於5月30日（星期三）前往北票市三寶營鄉平房村小學，向學校捐贈200多本課外讀物，為學生建立圖書角。在義工的精心細選下，他們向學生送贈《快樂英語》讓學生在歌聲中學習英文；《趣味美術》讓學生學習基本的美工技巧；《醫療、自救小常識》讓學生瞭解簡單的急救方法。

義工還與學生進行拔河友誼賽，大家都玩得十分開心。義工與學生雖然只相處了半天，但彼此間都留下了難忘的回憶。

上海的恒隆廣場 Plaza 66

上海的恒隆一心義工隊計劃於6月舉辦兩次義工活動，將公益活動與兒童成長、環保教育相結合，為小朋友帶來不一樣的六一兒童節。

上海的義工於6月9日（星期六）為區內小學生舉辦了「職業挑戰賽：我是賣菜小能手」活動，幫助他們認識各種蔬菜，並培養理財概念。義工與學生分成20組，首先走入街市熟習環境，認識蔬果的品類、名稱及相關知識。他們然後學習「擺檔」，向顧客介紹和推銷產品。學生最後匯報銷售成績，並表示此次體驗讓他們學習到課本以外的知識，大家都樂在其中。

上海的恒隆一心義工隊將於6月22日（星期五）舉行第二個活動，名為「O2環保校園行：空氣質量我知道」。活動將把恒隆的「清新天團O2」帶進校園，帶領學生製作簡單的空氣質量檢測儀，協助他們認識檢測空氣質量的指標，以及學習如何提升和改善室內空氣質量。



On May 30 (Wednesday), Palace 66's Hang Lung As One volunteer team visited the Pingfang Village Primary School and donated more than 200 books for the school to establish its own library. The books covered the subjects of English, arts and first aid.

Volunteers also played tug-of-war games with the students. Much fun was had on all sides, and though the event lasted only half a day, it left a strong impression on everyone.



Plaza 66's Hang Lung As One Volunteer Team plans two events in June to attract attendees to a special Children's Day celebration. The activities combine charity work with environmental education and children's development.

On June 9 (Saturday), the team's event was designed to teach children about handling vegetables and money management. The volunteers divided the children into 20 groups and led them through a market to familiarize them with the different kinds of vegetables and fruits. Volunteers then taught the children how to run a stall, outlining the basic interactions with customers. Afterwards, students reported the sales they achieved at their stalls, displaying how they had mastered this specialized knowledge and thereby giving joy to the volunteers.

The team's second event is scheduled for June 22 (Friday). It involves bringing O2, a cute little group promoting Hang Lung's clean air initiatives, to a school and teaching students how to make a simple air quality detector, how to test the air quality and also how to improve it.



恒隆廣場・瀋陽 Palace 66

與特殊學校學生共度一天

A Day with Special Needs Students

瀋陽市皇姑區學校是一所專為聽障及語言障礙學生而設的教育機構，皇城恒隆廣場的恒隆一心義工隊於5月29日（星期二）前往探訪，並向學生送上背包、書籍及餐具等實用物資。

義工首先與學生一起做手工，然後又與學生一起練習手語。義工還鼓勵們努力讀書，支持他們追尋夢想。最後，學生以舞蹈表演結束此次活動。

The Huanggu School for the Deaf-Mute in Shenyang gave a warm welcome on 29 May (Tuesday) when Palace 66's Hang Lung As One Volunteer Team paid a visit to the school. The volunteers brought gifts to the school in the form of useful supplies such as backpacks, books, and utensils.

The volunteers began their visit by helping the students with arts and crafts, and then spent time practicing sign language with them. The volunteers encouraged the students to study hard and pursue their dreams, and the day rounded off with a dance performance by the students.



- ▲ 學生高興收到新書包
The students happily receive the new backpacks.
- ▲ 義工細心地教導學生填色技巧
A volunteer teaches a student artistic skills.

港匯恒隆廣場 Grand Gateway 66

老幼同樂

Crossing the Generation Gap

6月8日（星期五），港匯恒隆廣場的恒隆一心義工隊夥拍一班小三學生，探訪區內一間老人院，向長者派發共150個親手製作的艾草香囊。學生當日還為長者準備了精彩的舞蹈、唱歌、朗誦及武術表演。長者們都十分開心，更對學生的關愛表示感動。活動結束時，長者、義工和學生都依依不捨，義工囑咐長者要保重身體，而長者則寄語學生要努力讀書。



On June 8 (Friday), Grand Gateway 66's Hang Lung As One volunteer Team partnered a group of primary three students to visit a home for the elderly in Shanghai to distribute 150 herbal sachets to the seniors there. The children also put on a dazzling series of performances, wowing the seniors with their dances, songs, poetry readings, and a martial arts show. The seniors were highly impressed, and were particularly moved to see young children making such an effort to serve their elders. Both groups parted reluctantly at the end of the day, with the volunteers telling the seniors to stay healthy and the seniors urging the children to study well.

恒隆廣場・天津 Riverside 66

助學生發揮才華

Unleash Students' Talents

創意是與生俱來的天賦，即使是來自特殊學校的學生也是一樣。天津的恒隆一心義工隊於5月31日（星期四）到訪寶坻區博愛學校，與智障及聽障學生一起舉辦才藝表演。

學生的演出精彩，既有武術示範，亦有歌舞表演。義工也施展才華，為學生送上精心排練的舞蹈、小丑泡泡秀表演，以及與學生一起製作小手工和繪畫。部分義工更帶同子女出席，小孩們很快便成為朋友，離別前還獲學生送上親手製作的紀念品。

Creativity is a natural gift for which special needs students do not lack. On May 31 (Thursday), the Hang Lung As One Volunteer Team visited the Bo'ai School in Baodi, Tianjin, a school for students with mental or hearing disabilities, to enjoy and join in their talent show.

In a fabulous performance, the students displayed their martial arts, singing and dancing talents on stage. The volunteers also put on their festival show, warming the hearts of the students with a dancing and a clown performance along with an art and crafts session. Some of the volunteers brought along their own children, who quickly made friends the students. Some left the school with souvenirs hand-crafted by the students.



綠色·恒隆 HL Sustain

做個良心消費者 Be an Ethical Consumer

購物時買到心頭好固然高興。然而，你知道商品背後有「隱藏成本」嗎？

為了降低生產成本同時增加產量，有部分企業會以不道德的方式進行生產，如聘用童工、進行動物實驗測試、大量使用化學農藥種植並造成污染……最終，社會和環境都需要承擔這些隱藏成本。

「良心消費」是一種視道德為主要原則的消費行為，以支持致力減少對環境或社會造成傷害或剝削的企業。除了選購公平貿易、有機農業、由社會企業生產的商品外，以任何方式支持本地商業及實踐可持續發展理念的企業，都是「良心消費」的一種。

近年，「良心消費」成為了新興的消費潮流。根據特里多斯銀行的報告指出，英國於2015年錄得8.5%¹的良心購物總價值升幅。隨着消費者對道德商品的需求持續增加，各國企業均積極開發和拓展相關市場，例如瑞典宜家家居（IKEA）計劃自2020年起只用回收或經森林管理委員會（FSC®）認證的木材作原材料。

作為對社會負責的地產發展商，公司要求所有員工、供應商和承包商遵循「中央環保採購政策」，包括優先選用本地生產的環保產品、避免非環保包裝、注重廢料回收再造，以及遵從相關規例的要求等，務求在採購產品的同時減少對社會和環境帶來負面影響。自2010/11年開始，公司更已全面採用FSC® 認證的紙材印製每年的業績報告。



Shopping is normally an enjoyable experience, but have you ever considered the hidden costs behind the products that you purchased?

In order to reduce production costs and at the same time, increase total volumes for sale, some companies resort to unethical production methods. These include hiring child labors, adopting animal tests, and using excessive quantities of polluting chemicals. The hidden costs of these production practices is borne by society and the environment.

Ethical Consumption is a type of consumer behavior that relies largely on the moral conscience of the consumer. It supports only those businesses that strive to avoid the exploitation of the environment and society. Apart from purchasing products and services that are at fair trade, organically grown and provided by social enterprises, giving support to local businesses and corporates that promote sustainability is also considered as Ethical Consumption.

Recent years have seen Ethical Consumption becoming a new trend. According to a Triodos Bank report in 2015, the total spending on Ethical Purchases in the UK had increased by 8.5%¹. As the demand for ethical products continues to grow, companies in different industries have proactively incorporated ethical considerations into their operations. For example, starting from 2020, the Swedish multinational furniture retailer IKEA has planned to use only wood that is recycled or has been certified by the Forest Stewardship Council (FSC®).

As a socially-responsible property developer, the Company requires all staff members, suppliers and contractors to follow the Central Environmental Purchasing Policy. The Policy promotes the use of locally sourced and environmentally responsible materials, emphasizes the importance of avoiding packaging and recycling waste, as well as compliance with relevant regulations, the goal being to minimize our social and environmental impact during procurement processes. Furthermore, the Company's has long been using FSC® paper for its financial reports since 2010/11.

¹ <http://www.ethicalconsumer.org/portals/0/downloads/ethical%20consumer%20markets%20report%202016.pdf>

「你畫我猜」發揮創意

Unleashing Creativity

員工動態 Staff Focus

「你畫我猜」繪畫及競猜活動已經完成，以下是部分的優勝作品，得獎名單亦已於6月公布。

此次活動旨在啟發創意，同時加深同事對公司業務所在地的認識。第一回合的繪畫比賽，同事用畫筆描繪出各個城市的文化和特色建築。第二回合的競猜遊戲，同事一方面欣賞參賽畫作，另一方面回答與圖畫有關的問題，藉此認識公司在該城市的發展，以及當地的文化、歷史、風俗及地道美食。

陳勵如（香港）《香港街頭小食十五款》



王濊（上海）《上海特色小吃—南翔小籠包》



張明（濟南）《趵突泉》



常齡（大連）《暖暖》



李素蓉（昆明）《阿詩瑪出遊》

關顧員工身心健康 — 我和周公有個約會

Taking Care of Employees Wellness – My Date with Duke of Zhou



你踏入春夏，潮濕的天氣總是令人睡不飽，精神不佳。要踢走春夏的疲倦鬱悶，公司於5及6月安排同事與周公來個約會，舉辦了一系列圍繞「優質睡眠」的活動，透過「中醫講座」及「身心健康日」增加同事對主題的認識。此外，公司亦即將於6月中下旬舉辦「員工優惠特賣場」售賣寢室用品，務求全方位提升同事的睡眠質素。

與周公的第一個「約會」，公司請來註冊中醫師向同事分享季節轉變、床頭方向和睡姿與睡眠質素的關係，更教授了一套穴位按摩法及分享食療，讓同事每晚酣睡到天明

與周公的第二個「約會」，公司於淘大商場、渣打銀行大廈、康怡廣場及家樂坊舉辦了深受同事歡迎的「身心健康日」。今年，除了安排一對一的中醫問診，還新增了耳穴療法、淋巴排毒按摩指導及自製甜睡噴霧工作坊，多角度為同事提供安睡小貼士。

與周公的「約會」一浪接一浪，公司即將舉辦「員工優惠特賣場」，透過與租戶合作，為同事搜羅舒適的寢室用品，並以優惠價發售，敬請密切留意。希望同事在享受春夏的悠閒恬適的同時，亦擁有優質的睡眠，神采飛揚地迎接每一天。

Have you ever wondered why you feel so fatigued throughout the rest of your day even you go to bed early at night? It's a right time to improve your sleep quality, not just hours in bed.

The Company has organized a series of activities as My Date with Duke of Zhou since May with the theme of Quality Sleep including Health Talk, Wellness Day and upcoming Staff Discount Road Show in late June.

In the First Date, the Company has invited a registered Traditional Chinese Medicine (TCM) practitioner to speak to us about how seasonal shifts, bed orientation, and sleeping positions could affect sleep quality. Also, the TCM practitioner has shared some techniques of acupressure massage and dietary therapy to improve our sleep quality.

In the Second Date, the Company held a Wellness Day in Amoy Plaza, Standard Chartered Bank Building, Kornhill Plaza and Gala Place. In addition to the one-on-one consultations by the TCM practitioner, new features including ear acupressure point therapy, lymph drainage massage and DIY sweet sleep spray were introduced to offer quality sleep tips to our staff from multiple perspectives.

The Third Date will be a Staff Discount Road Show, in which the Company collaborates with tenants to offer a wide range of bedding products at a discounted price. Please stay tuned.

Wish you all enjoy a better night's sleep after dating with Duke of Zhou.



品味生活 Savor Life

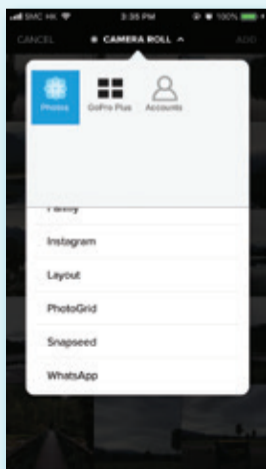
APP +

製片只需幾分鐘

Make a Video Clip with Just a Few Taps

拍照已成為生活日常，吃飯、搭車、上班、逛街、與朋友聚會……如何在社交平台上分享大堆照片而不用逐張按出來看？應用程式Quik是一個簡單易用的短片製作工具，它能匯入手機內所有圖像或視頻，並提供多款背景音樂及特別效果，以製作有聲有畫的短片，上載至社交平台「呢like」。

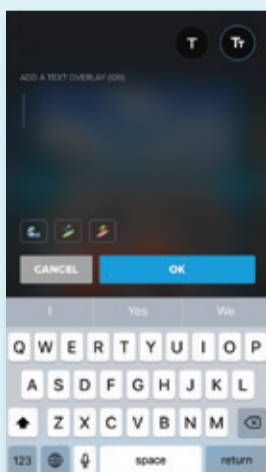
Now that taking photos has become an everyday part of our lives, it is worth finding out how we can share many photos with friends without asking them to click on the photos and view them one by one. The answer is Quik, a recommended and easy-to-use video-making app. Users only need to select the photos or videos that they want to share from any folders in your mobile phone, choose background music and special effects from the resources bank, and a personalized video clip will then be ready for sharing and getting "likes" on social media platforms.



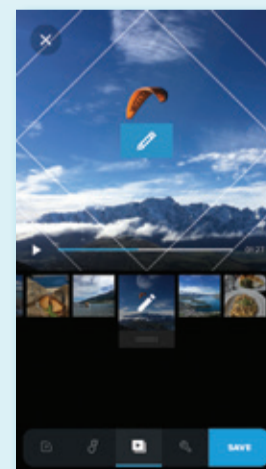
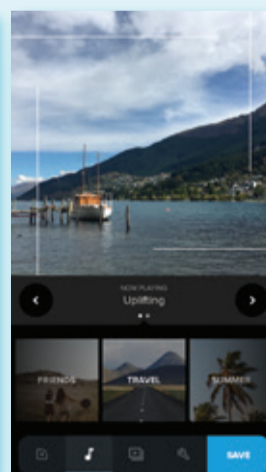
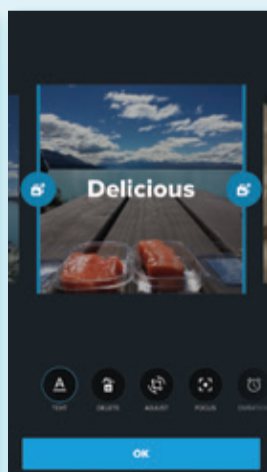
Quik可匯入手機內所有圖像及視頻
Quik can import any images and videos from your mobile device



點取圖像或視頻後，短片初稿已經完成，用戶可播放不同的效果，並選取最合適的作進一步製作
After selecting photos and videos, a preliminary video clip is available. Users can watch it with different effects and then choose the preferred one before starting the editing



用戶可加上字幕，並從音樂庫中揀選背景音樂
Users can add subtitles and choose background music from the music library



直接拖曳便可改變照片或影片的出現次序
Drag and drop to reorder the photos and videos

FM知多啲 Facilities Management Fun facts

救生門 This Door Can Save Your Life

日本卡通角色多拉A夢（Doraemon）經常使用「隨意門」去很多地方，但升降機救生門絕對不同，它只准許消防員、認可的拯救人員和受聘於升降機承辦商的合資格人士，在發生升降機事故時使用的緊急通道。

根據規定，升降機救生門的高度和闊度，以及它的所在位置都有規範。救生門最少須有1.8米高和500毫米闊。此門必須設於容易到達的位置，門上須附有「危險」警告。救生門必須經常上鎖，以及用鑰匙才可以從外面開啟，在內則毋須使用鑰匙也可自由開啟。香港屋宇署規定，如兩道連接的層站平台相距超過11米，便須在中間裝設升降機救生門以縮減距離，以應付緊急事故發生時的拯救工作。



For Doraemon, the Japanese cartoon character, it's easy for him to go wherever he wishes because he has the Anywhere Door. But the liftwell rescue door is a totally different matter as it only allows firemen, authorized rescuers and competent workers employed by registered lift contractors to use during emergencies.

The height and width of a lift well rescue door as well as where it is located in a building are all subject to regulations. The door has to be at least 1.8 meters high and 500 millimeters wide. It should also be placed where is easily accessible and have a "DANGER" warning sign attached to it. The door should always be locked from the outside and opening it should be only possible with a key. From the inside, however, it should be possible to open the door just with the bare hands. The Buildings Department of Hong Kong has stipulated that if the distance between two connecting platforms is more than 11 meters, then a liftwell rescue door should be installed at intervals to minimize the distance, thereby facilitating the rescue of lift passengers during an emergency.

生活百寶箱 Life Chest

家樂坊的魔幻廚房 The Magic Kitchen at Gala Place

不少人喜歡在特別節日親手整蛋糕，把甜蜜送給重要的人。不過，在香港這個彈丸之地，有一個小小蝸居已屬難得，更遑論有一個烘焙設備齊全的廚房呢？Bake Your Own創辦人Kathy就是看中這一點，於家樂坊開設佔地1,200呎的一站式烘焙店，為渴望由選料、量度材料到烘焙等步驟都自己包辦的客人，提供一個整蛋糕的場地。



Bake Your Own 分為八個區域，包括材料區、工具區、包裝區、冷藏區、攪拌區、焗爐區、加購區及清洗區。客人只需要選好蛋糕款式，便可根據電子食譜上的指示去找材料和工具，開始製作。整個過程不限時，自由度相當高。Bake Your Own is divided into eight areas, including ingredients, tools, packaging, cold storage, mixing, an oven area, a section for extra purchases, and cleaning areas. Guests only need to choose the cake purchases, and cleaning areas. Guests only need to choose the cake purchases, and then they can find the materials and tools they need, to follow the instructions on the electronic recipe and start baking. The entire process is not time-limited and the degree of freedom for creativity is quite high.

「我自己本身都喜歡一手一腳整蛋糕，但香港的廚房普遍較細，未必能放下一個專業的焗爐，所以衍生了這個構思，提供地方讓人享受親自烘焙的樂趣。」Bake Your Own創辦人Kathy說。

"I, myself, like to make a cake of my own, but kitchens in Hong Kong's flats are generally small and may not be able to accommodate a professional oven, so that's why I came up with this idea. Bake Your Own aims to provide a space for people to enjoy the pleasure of baking." Kathy, Founder of Bake Your Own, said.

There are many people who would love to bake a cake as a sweet gesture for their loved ones. However, in Hong Kong we are already considered lucky if we have a tiny home in which to live, let alone a fully-equipped kitchen! Kathy Ng, the founder of Bake Your Own, took a look at this point and chose Gala Place to create a one-stop baking shop with a floor space of 1,200sf, with loads of space and all the appliances for guests to bake their own cakes.

「在這裏整蛋糕比較方便，食材已經預備好，食譜指示亦很清楚。」客人梁小姐（右）說。
"Baking cakes here is more convenient. The ingredients are already prepared. The instructions in the recipes are very clear." Ms. Leung (right), customer of Bake Your Own, said.

琥珀蛋糕（右）和玫瑰花慕斯球（左）近期最受歡迎
Amber Cake (left) and Rose Mousse Ball (right) are the latest hit choices



築跡 City Contour

北角：光影留痕

North Point: A Mirror of Hong Kong's Post-War Boom

北角有「小上海」和「小福建」之稱，因為沿海的優勢，很早期便成為輪船公司及倉庫碼頭的集中地，加上春秧街的發展，使北角繁盛起來。區內的現代主義建築，包括皇都戲院和明園西街唐樓，體現了簡潔的建築風格。為了追趕五、六十年代住屋需求而建的僑冠大廈、新都城大廈等「巨廈」仍矗立於區內，印證了舊日北角的繁榮。

From the hub of shipping and warehousing before WWII to the Little Shanghai and Little Fujian that it developed into in the post-war period, North Point has witnessed the development of urban Hong Kong through the years. The ever-bustling Chun Yeung Street market, the modernist architecture the State Theatre, the monolithic tower blocks of Kiu Kwan Mansion, and the Metropole Building are all monumental in their own ways.

友邦廣場 AIA Tower

2

友邦廣場由巴馬丹拿建築及工程師有限公司和李景勳、雷煥庭建築師有限公司設計，是香港較早期出現的摩天大廈，它使用組合結構，中心牆在中間成一個筒體，外圍則有組合式柱子及外框架。

Designed by P & T Architects & Engineers Ltd., and Andrew Lee King Fun & Associates Architects Ltd, AIA Tower is one of the earliest skyscrapers in Hong Kong, featuring a combination structure with walls at the centre forming a cylinder, as well as modular pillars and an external frame on the outside.

4

天主教聖猶達堂 St. Jude's Church

於1953年由文明德神父創立，教堂外面垂直平衡的線條和圓型加上十字架為其特色，而教堂內亦有多幅染色玻璃畫，最中央的是聖猶達立像。

Established by Fr. George Caruso in 1953, St. Jude's Church features parallel vertical lines outside and stained glass windows inside, with a statue of St. Jude at the center.



僑冠大廈、新都城大廈 Kiu Kwan Mansion and Metropole Building

6

兩幢大廈是為了趕上五、六十年代住屋需求而建的，兩者均是現代主義建築，亦是商住結合的小社區。值得一提的是67暴動時，這裏是左派的重要基地，「僑冠之役」正正是這裏發生。

Massive huge apartment complexes designed to meet the rapidly increasing need for housing in the 1950's and 1960's, Kiu Kwan Mansion and Metropole Building are small communities unto themselves, combining both residential and commercial facilities. These modernist buildings were also leftist strongholds during the 1967 riots, and Kiu Kwan Mansion was even the target of a famous helicopter raid.



油街實現 Oil!

1

前身為香港皇家遊艇會會所，於1908年落成，紅磚及粗灰泥外牆造成鮮明對比，布局不規則，採用多種屋頂，屬於在香港罕見的「工藝與藝術風格」建築。

Oil! was established on the site of the former clubhouse of the Royal Hong Kong Yacht Club. Built in 1908, the complex is characterized by its contrasting red brick and coarse stucco façade as well as its irregular layout. It is one of the rare examples of the Art and Craft style in Hong Kong, featuring multiple roofs that stand out prominently.



皇都戲院 State Theatre

3

前身為璇宮戲院，建於1952年，是本港現存最舊一幢戰後戲院建築，在屋頂上拋物線型混凝土桁架，屬全球戲院建築中獨一無二。

Opened in 1952 as the Empire Theatre, the State Theatre is the oldest surviving post-war cinema in Hong Kong, featuring a series of concrete arches above its roof – a unique architectural element among all cinemas in the world.



5

明園西街 Ming Yuen Western Street

明園西街一帶昔日是東區最早建成的遊樂場，這街的唐樓大多在戰後五、六十年代建成，建築設計着重室內的採光度，因而以階梯式的向上興建，樓宇屬現代主義建築，講求設計簡潔，並採用自然光。

Ming Yuen Western Street was once home to the first amusement park in the Eastern District. The buildings that line the streets mostly date back to the 1950's-1960's, with pragmatic and modernist designs that emphasize simplicity, functionality and natural lighting.



春秧街 Chun Yeung Street

7

春秧街曾被CNNGo選為香港五大最佳濕街市之一，其特色是電車路穿過其中，街道兩旁有排開的小販攤檔，是香港獨特的城市景象。



Being named one of the top five wet markets in Hong Kong by CNNGo, Chun Yeung Street is renowned for the unique sight that a tram line runs through the rows of hawker stands in the street.

材料
Ingredients

(4人份)
(for 4 ppl)

雞翼 Chicken wings	10-12 pcs 件
蔥 Spring onion	4 stalks 條
蒜頭 Garlic	4 cloves 瓣
生薑 Ginger	1 pcs 件
生抽 Light soy sauce	1/2 tbsp 湯匙
糖 Sugar	1/2 tbsp 湯匙
紹興酒 Shaoxing wine	1/2 tbsp 湯匙
鹽 Salt	noted 適量
白胡椒 White pepper	noted 適量
蠔油 Oyster sauce	3 tbsp 湯匙
麻油 Sesame oil	1/2 tbsp 湯匙
粟粉 (醬汁) Corn starch (for sauce)	1 tsp 1 茶匙
花生油 (煎雞翼) Peanut oil (for frying the chicken wings)	1 tbsp 1 湯匙

廚房 Kitchen

蠔油炆雞翼

Braised Chicken Wings
in Oyster Sauce

做法 Directions:

- 1 洗淨並拍乾雞翼。將所有蒜頭、薑切片，及一半的蔥切段。
Wash the chicken wings and pat dry. Roughly cut half of the spring onions, and all of the garlic and ginger.
- 2 將生抽、糖、鹽、白胡椒、芝麻油、葡萄酒和一半的蠔油混合成醃料，加入雞翼，拌勻，並醃至少兩個小時。
Prepare the marinade by combining the light soy sauce, sugar, salt, white pepper, sesame oil, wine, and half of the oyster sauce. Add the chicken wings to the marinade and mix well. Marinate for at least two hours.
- 3 於鍋內加熱花生油，將雞翼煎至兩面金黃色。
Heat the peanut oil in a pan, fry the chicken wings on both sides until golden brown.

- 4 加入剩餘的蠔油和適量熱水，醬汁應可覆蓋雞翼，再依個人口味調味。燜約10分鐘直至完全熟透。
Add the remaining oyster sauce and hot water to the pan until the chicken wings are covered. Seasoned the sauce and braise the chicken wings for about 10 mins until fully cooked.
- 5 如果需要，可以加入粟粉水令醬汁變稠，加入蔥段裝飾。
Mix a little corn starch with water and add to the sauce to thicken, if needed. Add the spring onions as a garnish.

請即掃描 QR code
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感受正宗 意大利 愛分享的飲食文化！ Experience the *Authentic Food* Culture from Italy!

意 意大利餐館PAPI選址Fashion Walk強勢回歸！PAPI主打意大利威尼斯小碟菜式，希望將意大利愛分享的飲食文化，帶到香港。從事餐飲業逾30年的餐廳創辦人Benjamin，堅持將意大利菜式的原汁原味呈現給顧客，安排餐廳的大廚定期到訪意大利不同餐廳拜師學藝，不斷為餐廳菜單注入新意。

環境方面，PAPI佔地兩層，裝潢靈感源自1980年代的孟菲斯風格，以幾何形狀及矚目用色打造時尚簡約的設計，讓賓客在輕鬆寫意的環境中品嚐意式佳餚。餐廳共設110個雅座，並配備兩間VIP貴賓室，是日常聚餐或舉行私人派對的完美地點。

▼ Benjamin Lung
PAPI創辦人
Founder of PAPI

Italian restaurant PAPI at Fashion Walk is back with a bang! PAPI, which specializes in Venetian mini-dishes (or *cicchetti*), hopes to spread Italian cuisine in Hong Kong. Its founder Benjamin, who has been in the restaurant business for more than 30 years, is eager to bring authentic Italian food to his customers, and regularly arranges his chefs to visit other Italian eateries to learn new techniques and add to his menus.

The interior design of PAPI's two floors evokes the unique style of the 1980s' Memphis Group. Its zany geometric shapes, bright colors, and minimalist design allow customers to enjoy quality Italian food in a casual and relaxing environment. The restaurant seats up to 110, and includes two VIP rooms for more intimate gatherings.

時令菜式 Seasonal Dishes

自家製夏季黑松露醬配意大利粉 HK\$238
Homemade Italian Summer Black Truffle Pesto/ Spaghetti HK\$238



意大利珍寶白露葡萄配廚師手造巴馬臣芝士雪糕及夏季黑松露 HK\$178
Italian Jumbo White Asparagus with Homemade Parmesan Cheese Ice Cream and Summer Black Truffle

黑松露藍芝士薄餅 (芝士醬底) HK\$238
Black Truffle & Gorgonzola Cheese Pizza (Cheese Base)

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「建」多識廣 ArchiFun

擴建晏菲路

Anfield Expansion

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

利物浦足球會，是球壇家傳戶曉的名字。

這家有125年歷史，全球擁有5.8億名球迷的球隊，卻往往無法躋身「德勤球會財富排名榜」全球十大盈利最高的球隊之列。儘管利物浦雖是足球界其中一支最受歡迎的球隊，其主場的面積卻比其他眾多的勁旅小。及至2014年，利物浦的主場晏菲路球場可容納的觀眾人數維持於45,500人（其勁敵曼聯的主場可容納74,994人，而阿仙奴的主場亦可容納60,432人），令其比賽日營收難以與其競爭對手平分秋色，並影響其競爭力。因此，球隊將搬遷球場的計劃擱置後，於2014年4月披露了難度極高的擴建計劃——於現有的主看台上方增設8,250個座位，而為期足足兩年的擴建工程期間並不會中止任何賽事。

像利物浦這樣的勁旅，需要兼顧英國本土和歐洲賽事，於某些月份往往得於七天內在主場進行三場比賽。這意味着球場於兩場比賽之間將化身大興土木的工地，然後又得於賽事進行的日子變回比賽現場，還得將安全、保安、營運和優秀的比賽日體驗維持於一貫水準。這亦意味着大部分工程都需要於看台後和上方進行，可使用工程工作面非常有限。而且，主要鋼筋結構工程、看台舊有的簷篷拆除、以巨型起重機懸吊新的簷篷等均於非賽季日子進行。幸好晏菲路位於城中地勢較高的位置，因此工程毋需鑽挖過深，即可直抵堅硬的紅砂岩層，為2,750立方米的混凝土地基打穩樁柱。至2014年12月，位於主看台後方的工地已清理完畢，開始進行地基工程。及至2015年3月，第一組鋼質預製組件已安裝完成。2016年2月11日，擴建工程進行平頂（建築已達最高高度）。至2016年9月10日，這項耗資7,500萬英鎊、動用了180萬塊磚頭和逾5,000噸鋼材的項目，終於在為期614天的工程後正式啟用，迎接2016-2017年的新賽季。項目不但如期竣工，更沒有超資一分一毫！

自從球場擴建完成後，利物浦的營收顯著增加，於2018年飆升至約3.726億英鎊（4.242億歐羅），而2014年的營收僅有2.114億英鎊（2.406億歐羅）。當然，球場擴建並非球會創下營收紀錄的唯一原因，優秀的比賽成績，加上入圍「歐聯」，亦令賽事轉播收入有所增加。球會預計這項花費7,500萬英鎊的投資將可每年帶來2,000萬英鎊的額外收入，而部分專家更估計額外收入可達2,500萬英鎊。擴建計劃亦是利物浦市晏菲路區耗資2,600萬英鎊的大型重建計劃的一部分。縱然部分當地居民曾因擔心光線和噪音污染，以及停車場和交通擠塞而反對計劃，球會最近仍打算展開新一期球場擴建，於現有的晏菲路看台上方增設7,000個額外座位，將晏菲路塑造成英超第二大球場。

趣味冷知識：對於球迷而言，另一個驚喜當然是發現工程的項目經理名為「史提芬·謝拉特（Steven Gerard）」。利物浦足球學校本土青訓產品謝拉特（Steven Gerrard）歷經輝煌的17年職業生涯，曾代表球會上陣504次，射入120球，擔任球隊和英格蘭國家隊的隊長，更於2005年帶領利物浦奪取歐洲足球最高殊榮——歐洲聯賽冠軍盃。不過，這位謝拉特與擔任工程項目經理的謝拉特當然並非同一人（後者的英文姓氏裏只有一個「r」字母）。當擴建工程開始時，「神奇隊長」謝拉特已轉戰美國職業足球大聯盟，而與他同名的項目經理謝拉特則於工地裏埋頭工作。不過有趣的是，項目經理謝拉特亦是當地人，8至15歲期間曾於利物浦足球學校受訓，而且是利物浦球迷和季票持有人！他對球場擴建作出的貢獻，將使「謝拉特」這個名字再次長留足球青史！

Liverpool Football Club is a household name in the world's most popular sport. While they have a fan base of 580 million globally, according to the annual Deloitte Football Money League, for many years the 125 year-old football club was not among the top ten most profitable clubs in the world. In fact, Liverpool F.C., one of the most popular football teams, had one of the smallest stadiums among their elite peers. By 2014, the capacity of Anfield Stadium, Liverpool's home ground, stood at 45,500 people (versus their rivals, Manchester United at 74,994 and Arsenal at 60,432), and they had a hard time matching their rivals on match day revenue. As a result, after shelving a plan to relocate the stadium elsewhere, the team revealed a challenging expansion plan in April 2014 – adding 8,250 seats above the existing Main Stand without stopping any games throughout the whole two-year construction period!

For a team of the caliber of Liverpool, which has competed in both domestic and European leagues, it is not uncommon that they play three home games in a week during the season. This meant that the stadium needed to switch from being a live construction site in between games back to being a live venue for match days without compromising safety, security, operations and the great match day experience. It also meant that most of the construction needed to go from behind the stand and above it, within a very limited area. The major steel structure work had to be completed during the off-season period, and the old roof of the stand removed and the new one hoisted into place by huge cranes. The good news for the Anfield expansion project was that the site itself is situated on high ground, so the construction didn't have to dig down too far to hit the solid rock of the red sandstone for the 2,750 cubic-meter concrete foundation work to take place. By December 2014, the site (behind the Main Stand) had been cleared and foundation works had started. By March 2015, the first steel prefabs were installed. Topping out (the structure reaching its intended height) was achieved on February 11, 2016. On September 10, 2016, the £75 million project, consisting of 1.8 million bricks and blocks and over 5,000 tons of steel, was opened for the 2016-2017 new season after 614 days of construction. The project was delivered on time and within budget!

Since the completion of the stadium expansion, the revenue of Liverpool F.C. increased significantly to approximately £372.6 million (€424.2 million) in 2018, compared to £211.4 million (€240.6) in 2014 (of course the stadium expansion was not the sole reason for the club's record revenue. On-field success and their participation in the European football league resulted in a boost in broadcasting income too). The club expected to generate an extra £20 million per year from the £75 million investment, while some experts projected as much as £25 million additional income. The expansion was also part of a wider £260-million regeneration of the Anfield area of the City of Liverpool. Although some local residents had objected to the plans due to the fear of light and noise pollution, car parking and traffic congestion, the regeneration went ahead and the football club has recently announced plans for a further expansion that will add 7,000 more seats above the existing Anfield Road Stand, making Anfield Stadium the second biggest in the Premier League.

Fun Fact: For Liverpool fans, another great moment was when Steven Gerard was named the project manager for the construction! During an illustrious career spanning 17 years, local Liverpool Academy product, Steven Gerrard, represented the club in 504 games, scored 120 goals, captained the club and his country, and bought home the highest European trophy by winning the UEFA Champions League in 2005. When the expansion work started, the legendary Steven Gerrard was actually playing football in the US, and it was actually his almost-namesake, project manager Steven Gerard (with a single 'r'), who was appointed to lead the construction works. Interestingly, the project manager is also a local lad who went to Liverpool Academy for training in football from age 8 to 15. He is also a Liverpool fan and a season ticket holder. With his contribution to the stadium expansion, his name will forever be associated with his favorite game and his favorite club!



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