

恒隆广场·昆明 Spring City 66

优秀团队合力打造崭新地标
The Great Team Raises New Landmark

6

恒隆成功投得杭州市百井坊黄金地块
Hang Lung Wins Land Auction
in Hangzhou

7

陈启宗荣获洛克菲勒杰出慈善服务奖
Ronnie C. Chan Honored with the Rockefeller Award
for Distinguished Philanthropic Service

9

陈咏诗：以客为本
Linda Chan: Putting Customers
at the Heart of Everything

恒隆广场·昆明

优秀团队合力打造崭新地标

Spring City 66 The Great Team Raises New Landmark

恒隆于内地的第九个世界级项目——昆明的恒隆广场——的建筑工程正全速前进，整个项目预期于2019年分阶段落成。项目在各方面的进展均令人满意，这实有赖优秀的昆明团队，集合了来自发展及设计部、项目管理部、租务及物业管理部、综合服务部、成本及监控部及各个部门的同事及管理层的合作和努力。

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——发展及设计劳建亮先生（前排右六）、董事——租务及物业管理姚家聪先生（前排左六）、昆明项目的总经理——项目管理卢石先生（前排右五）、昆明的恒隆广场总经理谭景允先生（前排左五）与昆明团队齐心打造世界级的恒隆广场

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

▼ 卢石对昆明团队予以高度赞扬

Peter Lo expresses his high praise to the Kunming team



昆明项目的总经理——项目管理卢石先生和昆明的恒隆广场总经理谭景允先生对团队均予以高度的赞赏。卢石说：“我们上下一心、无分彼此，只为做好昆明项目的每一个细节。项目能符合工程进度和预算，并达至高品质的标准，‘人’是个中的关键。我很感谢昆明团队中的每一位同事，大家发挥了最强大的团队精神，致力使昆明的恒隆广场成为瞩目的新地标。”

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.”

昆明的恒隆广场坐落于市中心商业区的核心地带，与贯通北京路及东风东路的地铁二号线和三号线连接，是全市唯一与地铁换乘站连接的大型综合项目。目前，购物中心已完成大部分的上层建筑，超过一半的办公楼上盖工程亦已经完成。项目落成后势将成为昆明市的地标建筑，更是瞩目云南省的发展项目，吸引了当地及国际市场的关注。

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

崭新的一站式购物娱乐概念首次引入昆明

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

▲ 昆明的恒隆广场引入Retail-tainment一站式概念，预期能吸引超过300个品牌进驻开业

Spring City 66 introduces the concept of one-stop retail-tainment, and is expected to attract over 300 brands

▼ 谭景允计划引荐更多国际新品牌到昆明开业

Clement Tam plans to introduce more new international brands to Kunming



昆明的恒隆广场包括一座世界级购物中心、甲级超高层的办公楼及服务式寓所。商场预期能吸引超过300个领先品牌进驻，配合首次引入当地的Retail-tainment一站式概念，将购物、娱乐及休闲集于一身，为追求高品质生活的顾客创造无可媲美的崭新体验。

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.

谭景允说：“恒隆广场将成为昆明与国际接轨的平台，为当地引荐更多商机及吸纳更多首次进驻昆明的国际品牌，带领昆明向世界展示其独特性。作为集合生活及奢侈品于一身的国际购物商场，恒隆广场会继续与昆明及市民手牵手一起成长，把城市发展带到另一高峰。”谭景允还表示，恒隆将肩负起作为一个企业公民的责任，致力为业务所在地区作出贡献，与昆明市同步向前发展。他续说：“顾客、租户和当地政府也很期待昆明的恒隆广场的开业。”

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.”

商场的招租情况理想，约一半的零售空间已承租，当中有四分之一的品牌首次进驻昆明或内地。商场将持续吸纳全面而多元化的租户组合，业务种类涵盖时装及配饰、餐饮、生活及娱乐。

除了引进国际品牌和具特色的租户组合外，retail-tainment亦包含运用科技，为顾客提供手机订餐排号、泊车追踪功能，并与手机应用程序合作推广，向顾客传送商场优惠和各项重点信息。

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.



以人为本的建筑设计 A People-oriented Architectural Design

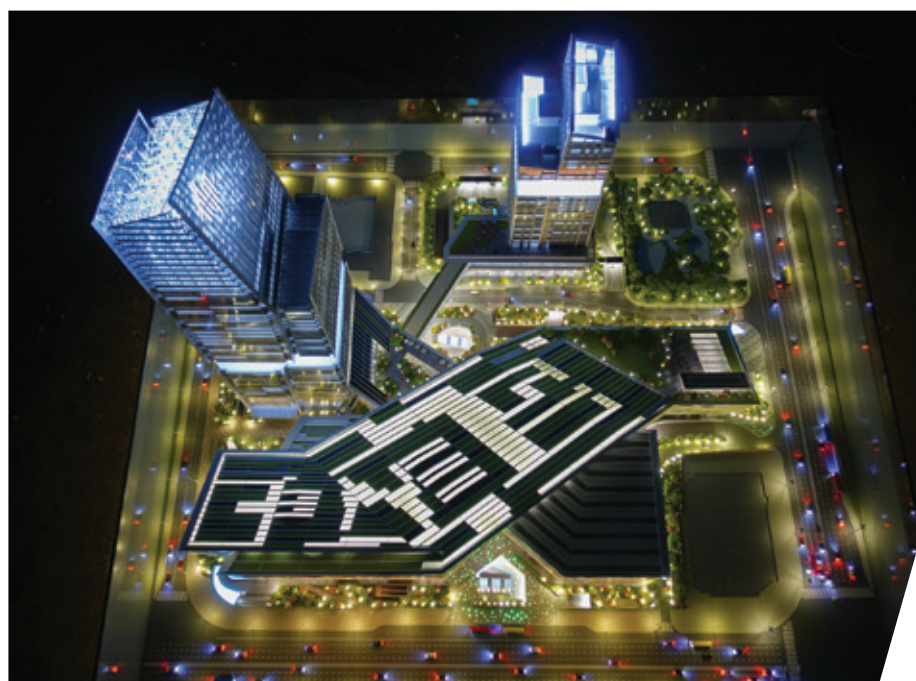
昆明团队重视商场内、外的各项细节，务求为顾客带来最高标准的体验。负责昆明项目设计工程的副总经理——项目管理彭国梁先生指出，恒隆广场的设计以人为本，由商场内部空间打造、屋顶花园、户外餐饮平台、绿化空间等配套设施，反映每个细节都致力以顾客的角度出发。他引举例子说：“商场的公共走道空间比例、弧形动线和中庭布置都经过精心设计，顾客的视线会被随随有序的店面和空间变化所吸引前行，每当在中庭位置流连，视线都能看到上下楼层的店铺，增加前往其他楼层探索意欲。舒适的室内温度和湿度、空气质量、灯光、背景音乐、商场卫生、洗手间设备……成为我们的服务的目标，为客人带来全方位的优质体验。”

水景是另一设计特色。发展及设计部副总经理阮洁诗女士说：“装置在六楼露天平台的喷泉和数位屏幕最具特色。屏幕能同时播放和投射数位图像、水景、音乐和灯光效果，配合喷泉创造出有趣的构图和画面。”

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."

▼ 昆明的恒隆广场三维模型展示了项目顶部的相连设计
A 3D model of Spring City 66 shows its interlocking roof form



四季如春的昆明市由山峦环绕，为了融入这幅壮丽的构图，项目顶部采用了“相连设计”，以配合山脉连绵的自然环境。从高空俯瞰，商场顶部更有如一个坐标符号，标注出项目的中心点，同时也标注了昆明的恒隆广场是该市的最中心。

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.



软景是项目的另一主要特色。高级经理——综合服务（园艺）林建荣先生是昆明项目的软景设计师，他说：“整个项目的绿化率占用地面积超过16%。项目现时种植了144棵常绿乔木和77棵落叶/开花乔木，当中以丛生蓝花盈和云南樱花最具代表性，因为昆明气候的特质造就了这两种植物的花朵盛开。”为配合国家对城市建设发展的新理念和新模式，团队参考了“海绵城市”的设计概念，运用透水砖收集雨水，将其吸收、储存及循环再用，多方面推动保护环境的工作。

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.

恒隆广场·昆明 Spring City 66

地点：昆明市盘龙区东风东路21-23号 / 北京路433号
总楼面面积：432,388平方米
主要用途：商场、办公楼、服务式寓所
建筑师：美国Kohn Pedersen Fox Associates
预计落成年份：2019年起，分阶段落成

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



昆明团队看恒隆广场

Words from Colleagues of Spring City 66

市场推广部王骥说：“昆明的恒隆广场肯定是本地商业市场的强心针和里程碑，同时也能提高业界的标准。”

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."

市场部殷鹰说：“昆明的恒隆广场将引领春城的商业零售业发展，唯有在这里，顾客才能享受最好的购物设施和最优质的服务。”

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."

综合服务部徐丽说：“恒隆将为昆明市场带来全新的商业呈现，无论是商场或是办公楼，全部都将是昆明的城市标杆。”

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!"

项目管理部赵淑艳说：“昆明的恒隆广场将为顾客提供丰富独特的消费体验，而甲级办公楼亦将提供良好的工作环境，引领昆明市中心商业区的建设进程。”

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黄金地块

Hang Lung Wins Land Auction in Hangzhou

5月28日(星期一)，恒隆成功投得中国浙江省杭州市下城区百井坊商业综合体地块，作价约人民币107亿元，折合约港币131亿元。恒隆计划投资约人民币190亿元，在该处发展大型商业综合项目，包括世界级商场和办公楼。

是次投得位于杭州市的黄金地块，标志恒隆的版图成功拓展至九个内地城市共11个发展项目，为公司的发展创造另一新里程。杭州是一个独特的城市，它是浙江省的省会，是内地一个创科和商贸的重地，亦同时是国际旅游热点，具有重要文化和历史意义。凭借恒隆丰富的物业发展经验，势将打造出另一个匠心独运的世界级商业综合项目，与恒隆在上海、无锡的旗舰项目，发挥更强大的协同效应，将区内的商业综合发展格局，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%.

董事长陈启宗先生表示：“我们感到非常欣喜，是次成功投得杭州市百井坊这黄金地块，让恒隆在内地的商业版图，增添多一个战略驻点。我们一直对内地商业及零售市场的发展非常乐观，是次入驻杭州，正配合恒隆欲进一步扩大在内地投资的长远策略。我们充满信心，这项世界级的地标项目可为杭州和恒隆创造更大的价值。”

位于杭州市下城区的百井坊地块，具历史意义，区内周边配套完善，属可见的将来传统商圈武林板块内仅剩的大型商业综合体地块，地盘面积约为44,827平方米，可建楼面面积约为19.41万平方米，受惠商圈得天独厚的传统商业优势，完善的交通基建、稳健的社区配套以及人流畅旺，恒隆将可为杭州市打造全新的世界级标杆项目。

作为浙江省的省会，杭州市是长三角地带南翼的中心城市，同时亦是国际知名的旅游城市，2020年举行的亚运会更选址杭州。根据国家统计局和杭州市统计局的资料，杭州市2017年的地区生产总值为人民币12,556亿元，增长8%，跑赢国内生产总值6.9%的增速；杭州市2017年的社会消费品零售总额为人民币5,717亿元，增长10.5%，充分表现其雄厚商贸实力。



陈启宗荣获洛克菲勒杰出慈善服务奖

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

董 事长陈启宗先生的慈善事业获得广泛认同，继在2016年荣获百人会颁发慈善卓越奖，陈启宗最近荣获纽约国际学舍 (International House) 颁发洛克菲勒杰出慈善服务奖。国际学舍2018颁奖典礼已于5月23日 (星期三) 在纽约市举行，陈启宗出席接受殊荣。

陈启宗在颁奖礼上发表演辞，感谢纽约国际学舍授予这个荣誉。他指出，中国是慈善事业最大的潜在“市场”，他希望这个荣誉能激励更多人慷慨为善。同时，他提及自己在年少时已透过其已故并曾居住芝加哥大学国际学舍的Aunt Betty认识国际学舍。

纽约国际学舍是一个多元化兼具包容性的团体，现为大约700名来自超过100个国家的成员提供住宿，借此推动不同文化和学术背景的人士建立互相尊重、友谊和领导才能，并为他们安排奖学金和领袖训练。过去90多年，纽约国际学舍为超过65,000名成员带来生活转变，当中不乏诺贝尔奖得主、国家领导、得奖作家、歌手、演员和企业总裁，还有来自世界各地的教师、医生、小型企业营运者、社区领袖和义务工作者。

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.

▼ 陈启宗 (右) 在纽约国际学舍2018颁奖典礼上接受洛克菲勒杰出慈善服务奖
Ronnie C. Chan (right) receives the Rockefeller Award for Distinguished Philanthropic Service at the International House 2018 Awards Gala



▲ 陈启宗荣获纽约国际学舍颁发洛克菲勒杰出慈善服务奖
International House honors Ronnie C. Chan with the Rockefeller Award for Distinguished Philanthropic Service

大连的恒隆广场勇夺四项国际殊荣

Olympia 66 Adds Four Awards to Well-Filled Trophy Case

大 连的恒隆广场最近连夺四项大奖，连同之前的奖项，项目至今已荣获合共12项国际殊荣。

今年4月，大连的恒隆广场在上海举行的2018年国际购物中心协会 (ICSC) 中国购物中心及零售商大奖中，荣获“设计和开发—新发展项目金奖”。获得此项荣誉之前，商场已在2017年国际购物中心协会亚太购物中心大奖中，荣获“设计及建筑—新建筑”类别的金奖及可持续发展奖两项殊荣。

同时，商场在2016-2017年A'设计奖中，荣获“建筑、楼宇及结构设计金奖”。A'设计奖是一年一度的大型国际性设计比赛，主办单位借着与著名的设计出版商合作，向全球读者表扬获奖项目。

商场亦在2016 IDA国际设计奖中荣获“专业建筑—新商业建筑项目荣誉奖”，以及在2018年全球RLI大奖中勇夺“RLI国际购物中心优异奖”，足证恒隆在建筑设计及多元化商户组合范畴中的卓越表现，获得业界表扬。



▲ 2018年国际购物中心协会中国购物中心及零售商大奖“设计和开发—新发展项目金奖”
The Gold Award at the ICSC China Shopping Centre & Retailer Awards 2018



▲ 2016-2017年A'设计奖“建筑、楼宇及结构设计金奖”
The Golden A Design Award in Architecture, Building and Structure Design category at the A' Design Awards 2016-17



▲ 2016 IDA国际设计奖“专业建筑—新商业建筑项目荣誉奖”
An Honorable Mention at the 2016 IDA



▲ 2018年RLI国际购物中心项目优异奖
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.

恒隆荣获2018年亚洲——太平洋史蒂夫奖

Hang Lung Wins Asia-Pacific Stevie Awards 2018



▲ 执行董事陈家岳先生(中)、董事—租务及物业管理彭兆辉先生(右二)、董事—集团市场陈咏诗女士(左二)、上海的恒隆广场总经理胡惠雅女士(右一)与恒隆地产总经理—集团传讯罗淑雯女士(左一)一起接受2018年“亚洲—太平洋史蒂夫奖”殊荣，标志恒隆的创新市场推广策略，获得国际肯定

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

▶ 上海的恒隆广场为庆祝完成大型资产优化计划而举行的Home to Luxury盛装派对，凭多项崭新意念及内容，荣获2018年“亚洲—太平洋史蒂夫奖”的“活动创新—企业对企业活动创新”类别银奖

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

恒隆积极策划推陈出新的市场推广计划，去年为庆祝上海的恒隆广场完成大型资产优化计划而举行的Home to Luxury盛装派对，荣获2018年“亚洲—太平洋史蒂夫奖”的“活动创新—企业对企业活动创新”类别银奖，标志活动以多项崭新意念及内容，吸引超过2,000位商业伙伴、租户、顾客、政府领导、名人明星、海内外媒体踊跃参与，不仅活动当晚场面星光熠熠，更进一步突显上海的恒隆广场成为内地奢侈品集中地的市场定位。

“亚洲—太平洋史蒂夫奖”于2002年在美国华盛顿创立，是亚太区内唯一一项表彰商业创新的企业奖项。今年，区内共有超过800家机构参与评审，角逐12个类别的奖项。

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.

星级服务专区 HL Star Service

顾客满意度调查 回馈令人鼓舞

Customer Engagement Survey Reveals Customer Service Paragons

自顾客满意度调查(CES)推出以来，综合服务部已收集了不少顾客的评分和意见，当中有部分回馈更非常值得分享。在过去12个月，皇城恒隆广场和大连的恒隆广场在礼宾服务表现上，均一直保持最高排名，并获得顾客的高度赞扬。今期，就让我们为大家介绍这两个商场的优秀礼宾服务。

别以为客服是女生的工作，其实男生也可以很细心，也可以胜任！皇城恒隆广场的牛路旭便是其中的一位模范，他凭着细心、主动、观察入微的优点，在两次不同的情况下，为同一位姓夏女士提供协助。其中一次便体贴到夏女士的身体不适和行动不便，主动提供增值服务，令她大为满意。为了对牛路旭予以赞赏，夏女士向他送上一份早餐，并鼓励他继续努力。

礼宾服务台一般都为顾客提供店铺资料、洗手间位置、借用服务等，而大连的恒隆广场的礼宾服务台更多做一点，为客人推荐合适的订婚礼物，以及提出有创意的求婚方式。客人的求婚顺利成功，他通过CES赞扬商场的礼宾服务，表示非常满意。

顾客满意度调查除了由礼宾部前线员工与顾客进行面对面访问外，顾客亦可通过扫描二维码登入调查网站，或在各个商场的微信专页留言，以表达意见。



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.



立体访谈 Management Dialogue

陈咏诗：以客为本

Linda Chan: Putting Customers at the Heart of Everything



2016年，恒隆锐意发展成为以市场营销主导和顾客服务为本的商业地产公司，借以推动业务增长。公司如何实践这项愿景？今期《连系恒隆》邀得董事——集团市场陈咏诗女士现身说法，讲解恒隆如何凭借市场营销策略建立业务。

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.

请即扫描 QR code
观看影片



公司锐意改革的目标明确，陈咏诗指出，集团市场部约于四年前成立，主要担任公司推广活动的主脑，提供专业意见；致力与旗下各个商场的推广部合作，产生协同效应，特别是定位相近的项目；并于中国、亚太区以至全球，引入新概念和寻找新的合作伙伴。

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.

设计“顾客之旅”

要成功转型成为以客为本的旅程极具挑战，有赖管理层的支持，公司才得以贯彻落实以客为本的营销策略，而集团市场部团队亦能够为这个目标提供策略指导，推动业务发展。陈咏诗说：“每个商场都有其独特的基因和与消费者的联系，我们需要将旗下商场打造成每个城市必到之处。”

陈咏诗进一步阐述，指恒隆的商场各有明确的市场定位，因此需要更深入了解我们的目标顾客，所有营销活动都应以他们为中心。陈咏诗说：“关键是要了解你的潜在购物者，他们的喜好、使用什么社交媒体平台以及什么因素会影响他们的消费行为。”



了解自己，了解你的顾客

要真正了解不同类型的顾客，我们首先将旗下商场划分为三大类型：分别是奢华、时尚有活力、生活品味。上海的恒隆广场以其奢华商场的定位脱颖而出，通过这成功例子，公司可以在相同定位的物业中沿用同一模式。陈咏诗说：“我们已开始把取得成功的模式，套用于拥有相近消费客群的商场，成效显著，令人鼓舞，我们亦可更易掌握市场反应。”

此外，要真正了解顾客，必须从他们的角度出发，设计合适的活动。社交网络已成为内地消费者最常用的平台，而近年网上购物已成为主流，这亦是公司投放资源发展数码营销的主因。陈咏诗表示，公司也利用微信、猫酷等不同平台发掘商机，以及与阿里巴巴、大众点评和携程等数码巨擘合作。恒隆的活动会运用各种科技，如二维码、扩增现实、虚拟现实、摇一摇以及电子优惠券等O2O（线上线上）元素，通过这类数码方式推广商场活动，提供生动体验，令消费者产生共鸣，更能投入其中，以增宣传之效！

最后，公司希望与顾客建立紧密关系，亦于这方面投入更多时间和资源。优越的顾客服务关系平台，有助我们提供贴心周到、有别于市场上现有的服务。陈咏诗说：“我们将在今年推出企业顾客服务关系试点计划，旨在为我们的顶级消费者提供更全面的服务。他们可于恒隆所有旗下商场享用特别服务，远远超越现时市场上提供的折扣和回赠计划。我们关注的是贴心服务、认同感以及创造独特的消费体验。”她更举例加以说明，公司会委派一名专责的客户关系经理，陪同顶级消费者购物，提供专业服务，并向他们推荐特色活动和合心意的产品，丰富整个购物体验。陈咏诗进一步解释：“与顾客建立直接关系，使我们能真正了解他们的需求和期望，令他们感到宾至如归、称心满意。”



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.



以人为本

陈咏诗说：“推广部和集团市场部团队的角色，在取悦顾客的旅程中至关重要。”整个团队一心一志，陈咏诗坚持以人为本的理念，她相信，凭借共同的愿景，团队可以推动创新并同时与彼此建立紧密的联系，所以陈咏诗很喜欢与她的团队分享生活中的重要时刻。

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.



年度危机审核工作正式展开

Annual Crisis Audit Ready to Start

每当集团传讯部与内部审计部一起出动，那必定是为了进行危机审核。

两个部门已展开2018年度的危机审核工作，而沈阳的市府恒隆广场则是他们的首站。

危机审核于5月15日（星期二）举行，由总经理—内部审计周锦雄及总经理—集团传讯罗淑雯主持，出席的有超过30位当地同事，其中包括市府恒隆广场总经理陈慧玟、项目管理主管吴兴国及高级经理—综合服务刘创山。

三个小时的审核中，市府恒隆广场的危机应变小组需应付一连串的问题及场景。危机审核小组的七位成员亦有到访正副危机指挥中心及监控中心，检查各项设施。

审核中的重大发现及观察要点亦会与当地团队分享。

由2016年开始，集团传讯部与内部审计部为各香港及内地项目进行危机审核工作，确保项目贯彻执行各项危机管理措施。

▼ 审核团队在项目的控制室检查各类设施及文件
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.

◀ 超过30位同事出席市府恒隆广场的危机审核
Over 30 colleagues from Forum 66 take part in the crisis audit session



商场聚焦 Eye on HL Malls

Fashion Walk

名人红星品鉴 法国美酒

Wine Art Exhibition Unveils a New Chapter in French Winemaking

来自法国的新晋葡萄酒品牌Maison de Grand Esprit于5月27日至6月9日在铜锣湾Fashion Walk举办Maison de Grand Esprit Experiential Center期间限定葡萄酒艺术体验展，邀请了著名艺人朱千雪、陈家乐和王君馨出席开幕活动，名人唐贝诗、林炜珽、郭燕光及马天佑等亦有出席，一同品鉴法国美酒及欣赏艺术展品。于百德新街亦设有法国气泡酒与玫瑰酒为主题的SELFIE体验拍照区域，让葡萄酒爱好者在拍照之余亦可品尝法国的优质佳酿。



▲ 著名艺人陈家乐担任揭幕嘉宾
Popular actor Carlos Chan officiates the opening ceremony

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.

▲ 艺人朱千雪（左）和王君馨（右）为葡萄酒艺术展览揭幕。
Actresses Tracy Chu (left) and Grace Wong (right) unveil the exhibition

淘大商场 Amoy Plaza

共享书籍 分享知识

Sharing Books with the Public

淘大商场与突破机构于5月29日至6月1日合办“遍地开卷·共享书籍计划”，向小学生推广书籍共享概念，鼓励他们建立阅读习惯。此计划率先与五间小学合作，收集近3,000本中英文课外书图。最特别的是，每本图书都会夹上一支书签，让捐书人向图书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.

参与学校 Schools in Participation

拔萃男书院附属小学
Diocesan Boys' School Primary Division
圣公会圣米迦勒小学
S.K.H. Chai Wan St. Michael's Primary School

英华小学
Ying Wa Primary School
沙田崇真学校
Shatin Tsung Tsin School
基督教粉岭神召会小学
Fanling Assembly of God Church Primary School



康怡广场 Kornhill Plaza

康怡学林开放日

Open Day at Kornhill Learnscape

暑期将至，一站式教育平台“康怡学林”于5月27日（星期日）在康怡广场举办一年一度的大型开放日，齐集30多间教育机构，提供免费试班和进行示范。顾客于当日为子女报名参加任何兴趣班，更可获得“梦想飞行护照”印章，以换领购物、餐饮、电影礼券及泊车优惠。



“梦想飞行护照”包含各教育机构的介绍及优惠
The To Your Dreams passport includes an offer and introduction from different educational institutions



小朋友参加免费试班，体验兴趣班的乐趣
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.



父亲节快乐 Happy Father's Day

父亲节去哪儿庆祝？恒隆旗下在香港和内地的商场举办了多采多姿的活动，为爸爸及屋企人炮制难忘、愉快的回忆。

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.

淘大商场 Amoy Plaza



淘大商场于6月4至18日精心炮制了一系列父亲节庆祝活动，顾客只要消费满港币1,000元便可换领法国红酒一枝；而单一消费满港币200元则可换领“VR足球挑战赛”游戏券乙张，有机会赢取丰富奖品。玩到肚饿，也可带爸爸到地下大堂参加“识叹爸爸食品展”，实行在商场内吃喝玩乐，全方位满足爸爸！

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.

恒隆广场·天津 Riverside 66

于父亲节当天，凭商场内任何商铺、任何金额的消费单据，即可参加父亲节创意花艺活动，为爸爸制作一件专属花艺。

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.



康怡广场 Kornhill Plaza

康怡广场将于6月17及18日举行“给爸爸的话”活动，顾客只需消费满港币800元或以上及“赞好”康怡广场Facebook专页，即可免费制作声画留言卡，把心底说话送给爸爸。

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.

皇城恒隆广场·沈阳 Palace 66

顾客凡于6月13至17日期间在皇城恒隆广场消费满人民币388元，即可成为商场会员参加父亲节庆祝活动，与爸爸一起参与亲子足球赛、拍摄即影即有照片及领取购物优惠。

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.



恒隆广场·上海 Plaza 66

上海的恒隆广场于6月16日（星期六）在商场六楼平台花园举行球赛观赏活动，以超大屏幕转播世界杯赛事，让子女与爸爸一起投入足球狂热。商场还举行Andrew Mackenzie男装展，为一众爸爸介绍最新一季的型男服饰。

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.



港汇恒隆广场 Grand Gateway 66

星球大战热潮强势回归 Star Wars' Boom Returns



星球大战粉丝有福了！上海的港汇恒隆广场于5月21至6月10日举办《游侠索罗：星球大战外传》电影主题展，剧中的太空飞船“千年隼号”赫然矗立在商场中庭，配合打造现实效果的灯光效果，将整个展区以全方位、立体、互动的形式呈现出来。粉丝们除了可与一比一的丘巴卡模型合照外，还可走进驾驶舱，体验驾驶太空飞船的感觉。千年隼号上还会播放360度的全景电影片段，令人仿如置身星球大战的电影中。

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.

世界杯狂热席卷恒隆商场

World Cup Fever Hits Hang Lung Malls

四年一度的世界杯在6月揭幕！恒隆旗下多个商场均举办了特别的活
动，与球迷一同迎接这场国际球坛盛事。

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.

淘大商场联乘跑鞋界经典Saucony及街头
潮牌Sperry于6月15日至8月31日期间，
以“FUN WITH INFINITY运动无限”为主题
举办一系列活动，包括体感足球竞技、
花式足球表演、礼品换领等等，将商场
打造成最潮的运动竞技场。

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.



家乐坊、雅兰中心及荷李活商业中心 Gala Place, Grand Plaza & Hollywood Plaza



顾客于6月15日至21日到雅兰中心，即场“追踪”Grand Plaza及
Goji Studios的Facebook或Instagram，便可参加桌上足球游戏
乙次，赢取免费健身体验卡、健身课程、营养咨询或运动索
绳袋，消费满指定金额更可换领健身袋或健身手摇杯。

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.



恒隆广场·大连 Olympia 66



大连的恒隆广场于世界杯期间推出音乐足球互动主题
装置，以及丰富的线下及线上活动，为顾客带来一场
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.



恒隆广场·无锡 Center 66

传奇原点·臻雅印记 The Center of Elegance

高
端、奢华标志着无锡的恒隆广场最近
推出的活动系列——The Center of
Elegance——传奇原点·臻雅印记”为主题
揭开活动的序幕，邀请了TASAKI、劳力士、
宝珀、万国等国际品牌，轮流在一楼北中庭
展示其高端限量品、殿堂级腕表及珠宝。

TASAKI权威珠宝匠人白桢贤次先生更亲临
无锡的恒隆广场，为尊贵顾客及媒体人士
示范珍珠筛选和串珠手艺，以及运用不同
风格和长度的珍珠饰品，设计出适合各种
场合的搭配。

“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.



市府恒隆广场·沈阳 Forum 66

巴黎花园浪漫之旅 A Journey of Love in Parisian Garden

巴
黎被誉为最浪漫的城市，数百座花园建构出瑰丽的城市景致，令人心驰神往。
沈阳的市府恒隆广场于5月19日至6月17日在商场中庭打造了一座巴黎花园，为
顾客送上最浪漫的巴黎之梦，同时聚集风尚领军人物讲述传奇时尚，让顾客感受香榭
丽舍大街的繁华魅力，享受惊喜不断的购物礼遇。

巴黎花园内设有多功能互动区域，客人只需随意挥动手臂，便可在体感互动屏幕上绘
出神奇的鲜花轨迹，加上Giorgio Armani、Emporio Armani、Lanvin、Roger Vivier、
Trussardi及Vertu等国际品牌的时尚展示，将美景与时尚风潮完美融合。推广活动期
间，商场每逢周六均举办时尚分享会或艺术沙龙，邀请时尚达人及工匠大师前来助
阵，为顾客送上时尚分享、花艺沙龙、珠宝鉴赏、摄影工坊及香薰沙龙等精彩活动。

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-
Elysées. 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 盛夏庆典在6月13日(星期三)揭幕,邀请了“巴西体操王子”Arthur Nory 首度来港担任嘉宾。Fashion Walk与著名运动品牌adidas合作,于6月11日至7月15日期间携手打造嘉年华,除了举办街头巡游及竞技啦啦队表演外,更设置巨型足球扭蛋机,让顾客碰碰运气,“扭”出世界杯官方比赛足球、adidas 限量球鞋或其他限定礼品。Fashion Walk更邀请了著名的英国幽默派插画师Stephen Cheetham以King of Sports的主题,设计夺目、充满玩味的装置。

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.



恒隆广场·天津
Riverside 66



天津的恒隆广场于6月15日至7月15日期间举办“想YAO音乐世界杯精酿啤酒市场”,让顾客体验VR足球互动游戏、品尝精酿啤酒,一起为世界杯欢呼!

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.



皇城恒隆广场·沈阳
Palace 66



沈阳的皇城恒隆广场于6月8日至7月15日期间举办夏日竞技场,在商场内设置电子足球互动游戏供顾客体验。活动期间,商场更有俄罗斯民族舞、华尔兹舞、乐队、花式足球表演、啦啦队表演及吉祥物巡游。

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.



恒隆广场·大连 Olympia 66

甜蜜的告白

A Sweet Confession Day

情人节、生日、圣诞、新年……朱古力在任何时候都是送礼首选,若能亲手制作朱古力送给挚爱,更能感动对方!大连的恒隆广场与著名巧克力品牌Godiva早前合办工作坊,让顾客在专业技师的指导下制作甜品,为热恋中的情侣加添甜蜜。商场同时与禅射堂合办“一箭倾心”交友活动,让顾客借着喝茶、聊天、射箭、书法等活动,认识志趣相投的新朋友。

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 Zenarchy Club to hold a truly romantic dating event at which customers could meet new friends by joining an attractive array of activities.

▼ 大连的恒隆广场与禅射堂合办交友活动,让顾客借此机会认识新朋友
Olympia 66 joins the Zenarchy Club in holding a dating event for customers to make new friends



▲ 大连的恒隆广场与朱古力品牌Godiva合作举办朱古力工作坊
Olympia 66 and famous chocolate brand Godiva co-organize a chocolate workshop



潮动社区 HI Community

学生变身建筑导赏员 分享建筑趣闻

Student Docents Present Journeys Through Architectural Wonders



为 四月至六月期间，“恒隆·筑迹——年轻建筑师计划”的300多位中学生为“建筑路线设计比赛”化身成为导赏员，亲自带领大会评审走过他们的自创建筑路线。学生们不但运用计划所学的知识，更施展“混身解数”介绍社区建筑特色和故事，包括制作电子游戏、立体建筑图，以及小册子，令一众评判感到惊喜。

身为建筑师兼比赛评判之一的成本及监控部高级经理张宇翔表示：“很高兴学生们学以致用，并留意到我们平常忽略了的建筑细节，提醒了我们以后要多留意生活上有趣的地方。”比赛结束后，学生将于校内分享学习成果，让更多同学了解与欣赏建筑。

比赛结果将于七月中旬的毕业典礼公布，得奖的学生将于暑假期间前往海外参与由建筑师带领的建筑导赏团。



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.

海外建筑导赏团

Where will the Winning Teams Go?

冠军之旅

Champion Tour :

东京——现代建筑
Tokyo – Modern Architecture

▼ 享誉全球的日本建筑大师包括隈研吾、丹下健三、安藤忠雄及黑川纪章等在东京均有其代表作，他们就空间运用、建材及采光都有独特之理念。旅程将探访多个大师级的建筑物，让学生感受现代建筑美学！

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.

亚军之旅

First Runner-up Tour

新加坡——创意绿建筑
Singapore – Creative Green Architecture

▼ 新加坡虽是弹丸之地，但绿色建筑林立。学生将体验这个“城市花园”的一些出色环保建筑，看看都市建筑如何在高密度的土地实践绿化及环保概念！

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.

季军之旅

Second Runner-up Tour :

上海——新旧交融
Shanghai – Convergence of the Old and New

▼ 要数中国最中西合璧、新旧交融的城市，莫过于上海！她结合现代与古老、中式与西式的建筑，学生将游走当地不同年代的建筑，了解上海的建筑发展历程和背后的历史故事。

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.





“恒隆趣味数学班”毕业派对

Graduation Party for Hang Lung Fun Math Tutorial Classes

为期四个月的“恒隆趣味数学班”终于圆满举行，恒隆一心义工队于6月2日（星期六）在孔教学院大成小学举行毕业派对，合共35位义工和学生出席。学生不但投入参与互动数学游戏，更向义工送上心意礼物，以答谢他们数月来付出超过580小时的指导。

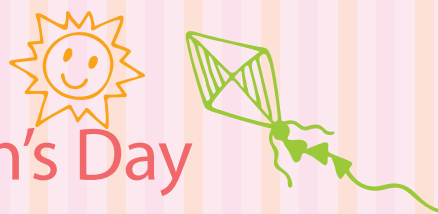
The four-month Hang Lung Fun Math Tutorial Classes ended in fun and laughter when the last class and a graduation party were held on June 2 (Saturday). Celebrating the successful completion of 580 hours of Maths classes, over 35 volunteers and primary school students took part in a series of interactive 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.

请即扫描QR code
观看影片



庆祝国际儿童节

Celebrating International Children's Day



武汉、沈阳和上海的恒隆一心义工队于6月初为区内儿童举办活动，与他们一起庆祝国际儿童节。

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.

武汉的恒隆广场 Heartland 66

6月1日（星期五），武汉的义工驱车156公里至湖北省孝感市大悟县高店乡何店小学，为该校107名山区学生开展“筑梦六一 成就未来”爱心助学活动，与孩子们共庆“六一”国际儿童节。

了解到何店小学从未举办过运动会，义工亲自准备道具、划分场地，策划了一场趣味运动会。迎面接力、三人四足……孩子们在义工的陪伴下完成了一个个“挑战”，及收到丰富的儿童节礼物。

为了帮助孩子们度过酷暑、改善学习环境，义工队此行更为全校师生准备了夏季校服、落地扇、护眼灯等学习物资。同时，公司领导及全体员工自发捐赠并买了大量课外读物，让孩子获得更多知识。

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.

皇城恒隆广场 Palace 66

沈阳的恒隆一心义工队于5月30日（星期三）前往北票市三宝营乡平房村小学，向学校捐赠200多本课外读物，为学生建立图书角。在义工的精心细选下，他们向学生送赠《快乐英语》让学生在歌声中学习英文；《趣味美术》让学生学习基本的美工技巧；《医疗、自救小常识》让学生了解简单的急救方法。

义工还与学生进行拔河友谊赛，大家都玩得十分开心。义工与学生虽然只相处了半天，但彼此间都留下了难忘的回忆。

上海的恒隆广场 Plaza 66

上海的恒隆一心义工队计划于6月举办两次义工活动，将公益活动与儿童成长、环保教育相结合，为小朋友带来不一样的六一儿童节。

上海的义工于6月9日（星期六）为区内小学生举办了“职业挑战赛：我是卖菜小能手”活动，帮助他们认识各种蔬菜，并培养理财概念。义工与学生分成20组，首先走入街市熟悉环境，认识蔬果的品类、名称及相关知识。他们然后学习“摆档”，向顾客介绍和推销产品。学生最后汇报销售业绩，并表示此次体验让他们学习到课本以外的知识，大家都乐在其中。

上海的恒隆一心义工队将于6月22日（星期五）举行第二个活动，名为“O2环保校园行：空气质量我知道”。活动将把恒隆的“清新天团O2”带进校园，带领学生制作简单的空气质量检测仪，协助他们认识检测空气质量的指标，以及学习如何提升和改善室内空气质量。



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.



恒隆广场·沈阳 Palace 66

与特殊学校学生共度一天

A Day with Special Needs Students

沈阳市皇姑区学校是一所专为听障及语言障碍学生而设的教育机构，皇城恒隆广场的恒隆一心义工队于5月29日（星期二）前往探访，并向学生送上背包、书籍及餐具等实用物资。

义工首先与学生一起做手工，然后又与学生一起练习手语。义工还鼓励他们努力读书，支持他们追寻梦想。最后，学生以舞蹈表演结束此次活动。

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.



▲ 学生高兴收到新书包
The students happily receive the new backpacks.
▲ 义工细心地教导学生填色技巧
A volunteer teaches a student artistic skills.

港汇恒隆广场 Grand Gateway 66

老幼同乐

Crossing the Generation Gap

6月8日（星期五），港汇恒隆广场的恒隆一心义工队伙拍一班小三学生，探访区内一间老人院，向长者派发共150个亲手制作的艾草香囊。学生当日还为长者准备了精彩的舞蹈、唱歌、朗诵及武术表演。长者们都十分开心，更对学生的关爱表示感动。活动结束后，长者、义工和学生都依依不舍，义工嘱咐长者要保重身体，而长者则寄语学生要努力读书。



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.

恒隆广场·天津 Riverside 66

助学生发挥才华

Unleash Students' Talents

创意是与生俱来的天赋，即使是来自特殊学校的学生也是一样。天津的恒隆一心义工队于5月31日（星期四）到访宝坻区博爱学校，与智障及听障学生一起举办才艺表演。

学生的演出精彩，既有武术示范，亦有歌舞表演。义工也施展才华，为学生送上精心排练的舞蹈、小丑泡泡秀表演，以及与学生一起制作小手工和绘画。部分义工更带同子女出席，孩子们很快便成为朋友，离别前还获学生送上亲手制作的纪念品。



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.



绿色·恒隆 HL Sustain

做个良心消费者 Be an Ethical Consumer

购物时买到心头好固然高兴。然而，你知道商品背后有“隐藏成本”吗？

为了降低生产成本同时增加产量，有部分企业会以不道德的方式进行生产，如聘用童工、进行动物实验测试、大量使用化学农药种植并造成污染……最终，社会和环境都需要承担这些隐藏成本。

“良心消费”是一种视道德为主要原则的消费行为，以支持致力减少对环境或社会造成伤害或剥削的企业。除了选购公平贸易、有机农业、由社会企业生产的商品外，以任何方式支持本地商业及实践可持续发展理念的企业，都是“良心消费”的一种。

近年，“良心消费”成为了新兴的消费潮流。根据特里多斯银行的报告指出，英国于2015年录得8.5%的良心购物总价值升幅。随着消费者对道德商品的需求持续增加，各国企业均积极开发和拓展相关市场，例如瑞典宜家家居（IKEA）计划自2020年起只用回收或经森林管理委员会（FSC®）认证的木材作原材料。

作为对社会负责的地产发展商，公司要求所有员工、供应商和承包商遵循“中央环保采购政策”，包括优先选用本地生产的环保产品、避免非环保包装、注重废料回收再造，以及遵从相关规例的要求等，务求在采购产品的同时减少对社会和环境带来负面影响。自2010/11年开始，公司更已全面采用FSC®认证的纸材印制每年的业绩报告。



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>

“你画我猜”发挥创意 Unleashing Creativity

员工动态 Staff Focus

“你画我猜”绘画及竞猜活动已经完成，以下是部分的优胜作品，得奖名单亦已于6月公布。

此次活动旨在启发创意，同时加深同事对公司业务所在地的认识。第一回合的绘画比赛，同事用画笔描绘出各个城市的文化和特色建筑。第二回合的竞猜游戏，同事一方面欣赏参赛画作，另一方面回答与图画有关的问题，借此认识公司在该城市的发展，以及当地的文化、历史、风俗及地道美食。

陈励如（香港）《香港街头小食十五款》



The Draw & Guess Campaign has been successfully completed and Below are some of the award-winning drawings, the list of winners was announced in June.

The goal of this campaign was to stimulate and inspire colleagues' creativity while at the same time giving them a clearer understanding of what the cities where the Company operates have to offer. In the drawing competition, colleagues used their drawing skills to inform people about the local culture and world-class buildings in the cities where they are located. In the guessing game, colleagues appreciated the drawings and answered questions set for the competition. They also learned about the Company's developments in the various cities as well as the local culture, history, traditions and street food.

王淮（上海）《上海特色小吃—南翔小笼包》



张明（济南）《趵突泉》



常龄（大连）《暖暖》



李素蓉（昆明）《阿诗玛出游》

关顾员工身心健康 — 我和周公有个约会



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

你踏入春夏，潮湿的天气总是令人睡不饱，精神不佳。要踢走春夏的疲倦郁闷，公司于5及6月安排同事与周公来个约会，举办了一系列围绕“优质睡眠”的活动，透过“中医讲座”及“身心健康日”增加同事对主题的认识。此外，公司亦即将于6月中下旬举办“员工优惠特卖”售卖寢室用品，务求全方位提升同事的睡眠素质。

与周公的第一个“约会”，公司请来注册中医师向同事分享季节转变、床头方向和睡姿与睡眠素质的关系，更教授了一套穴位按摩法及分享食疗，让同事每晚酣睡到天明

与周公的第二个“约会”，公司于淘大商场、渣打银行大厦、康怡广场及家乐坊举办了深受同事欢迎的“身心健康日”。今年，除了安排一对一的中医问诊，还新增了耳穴疗法、淋巴排毒按摩指导及自制甜睡喷雾工作坊，多角度为同事提供安睡小贴士。

与周公的“约会”一浪接一浪，公司即将举办“员工优惠特卖”，透过与租户合作，为同事搜罗舒适的寢室用品，并以优惠价发售，敬请密切留意。希望同事在享受春夏的悠闲恬适的同时，亦拥有优质的睡眠，神采飞扬地迎接每一天。

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

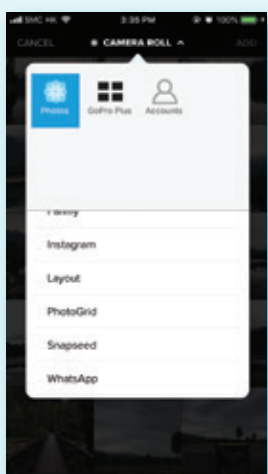
APP +

制片只需几分钟

Make a Video Clip with Just a Few Taps

拍照已成为生活日常，吃饭、搭车、上班、逛街、与朋友聚会……如何在社交平台上分享大堆照片而不用逐张按出来看？应用程序Quik是一个简单易用的短片制作工具，它能汇入手机内所有图像或视频，并提供多款背景音乐及特别效果，以制作有声有画的短片，上载至社交平台“呢like”。

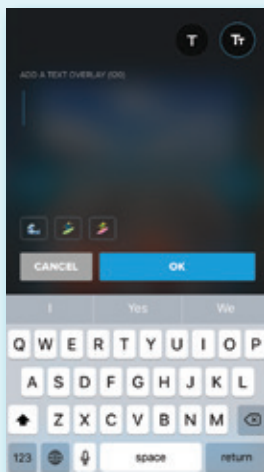
Now that taking photos has become an everyday part of our lives, it is worth finding out how we can share many photos with friends without asking them to click on the photos and view them one by one. The answer is Quik, a recommended and easy-to-use video-making app. Users only need to select the photos 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.



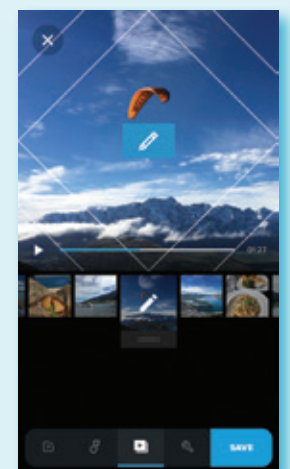
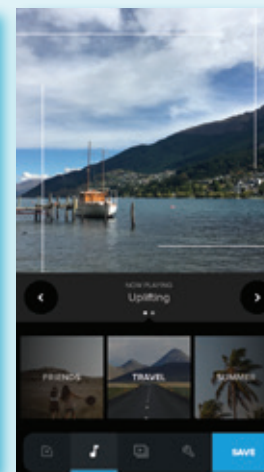
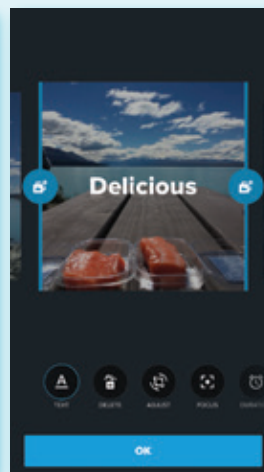
Quik可汇入手机内所有图像及视频
Quik can import any images and videos from your mobile device



点取图像或视频后，短片初稿已经完成，用户可播放不同的效果，并选取最合适的作进一步制作
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



用户可加上字幕，并从音乐库中拣选背景音乐
Users can add subtitles and choose background music from the music library



直接拖曳便可改变照片或影片的出现次序
Drag and drop to reorder the photos and videos



FM知多啲 Facilities Management Fun facts

救生门 This Door Can Save Your Life

日 本卡通角色多拉A梦 (Doraemon) 经常使用“随意门”去很多地方，但升降机救生门绝对不同，它只准许消防员、认可的拯救人员和受聘于升降机承办商的合资格人士，在发生升降机事故时使用的紧急通道。

根据规定，升降机救生门的高度和阔度，以及它的所在位置都有规范。救生门最少须有1.8米高和500毫米阔。此门必须设于容易到达的位置，门上须附有“危险”警告。救生门必须经常上锁，以及用钥匙才可以从外面开启，在内则毋须使用钥匙也可自由开启。香港屋宇署规定，如两道连接的层站平台相距超过11米，便须在中间装设升降机救生门以缩减距离，以应付紧急事故发生时的拯救工作。



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.

生活百宝箱 Life Chest

家乐坊的魔幻厨房 The Magic Kitchen at Gala Place

不少人喜欢在特别节日亲手整蛋糕，把甜蜜送给重要的人。不过，在香港这个弹丸之地，有一个小小蜗居已实属难得，更遑论有一个烘焙设备齐全的厨房呢？Bake Your Own创办人Kathy就是看中这一点，于家乐坊开设占地1,200呎的一站式烘焙店，为渴望由选料、量度材料到烘焙等步骤都自己包办的客人，提供一个整蛋糕的场地。



Bake Your Own 分为八个区域，包括材料区、工具区、包装区、冷藏区、搅拌区、焗炉区、加购区及清洗区。客人只需要选好蛋糕款式，便可根据电子食谱上的指示去找材料和工具，开始制作。整个过程不限时，自由度相当高。

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 they want to bake 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.

“我自己本身都喜欢一手一脚整蛋糕，但香港的厨房普遍较细，未必能放下一个专业的焗炉，所以衍生了这个构思，提供地方让人享受亲自烘焙的乐趣。” Bake Your Own创办人Kathy说。

"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.

“在这里整蛋糕比较方便，食材已经预备好，食谱指示亦很清楚。”客人梁小姐(右)说。

"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)近期最受欢迎 Amber Cake (left) and Rose Mousse Ball (right) are the latest hit choices



筑迹 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”之称，因为沿海的优势，很早期便成为轮船公司及仓库码头的集中地，加上春秧街的发展，使北角繁盛起来。区内的现代主义建筑，包括皇都戏院和明园西街唐楼，体现了简洁的建筑风格。为了追赶五、六十年代住屋需求而建的侨冠大厦、新都城大厦等“巨厦”仍矗立于区内，印证了旧日北角的繁荣。

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.

友邦广场 AIA Tower

2

友邦广场由巴马丹拿建筑及工程师有限公司和李景勋、雷焕庭建筑师有限公司设计，是香港较早期出现的摩天大厦，它使用组合结构，中心墙在中间形成一个筒体，外围则有组合式柱子及外框架。

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

天主教圣犹达堂 St. Jude's Church

于1953年由文明德神父创立，教堂外面垂直平衡的线条和圆型加上十字架为其特色，而教堂内亦有多幅染色玻璃画，最中央的是圣犹达立像。

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.



侨冠大厦、新都城大厦 Kiu Kwan Mansion and Metropole Building

6

两幢大厦是为了赶上五、六十年代住屋需求而建的，两者均是现代主义建筑，亦是商住结合的小社区。值得一提的是67暴动时，这里是左派的重要基地，“侨冠之役”正正是这里发生。

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.

5

明园西街 Ming Yuen Western Street

明园西街一带昔日是东区最早建成的游乐场，这街的唐楼大多在战后五、六十年代建成，建筑设计着重室内的采光度，因而以阶梯式的向上兴建，楼宇属现代主义建筑，讲求设计简洁，并采用自然光。

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选为香港五大最佳湿街市之一，其特色是电车路穿过其中，街道两旁有排开的小贩摊档，是香港独特的城市景象。



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.

油街实现 Oil

1

前身为香港皇家游艇会会所，于1908年落成，红砖及粗灰泥外墙造成鲜明对比，布局不规则，采用多种屋顶，属于在香港罕见的“工艺与艺术风格”建筑。

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.



皇都戏院 State Theatre

3

前身为璇宫戏院，建于1952年，是本港现存最旧一幢战后戏院建筑，在屋顶上抛物线型混凝土桁架，属全球戏院建筑中独一无二。

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.



材料
Ingredients
(4人份)
(for 4 ppl)

鸡翼 Chicken wings	10-12 pcs 件
葱 Spring onion	4 stalks 条
蒜头 Garlic	4 cloves 瓣
生姜 Ginger	1 pcs 件
生抽 Light soy sauce	1/2 tbsp 汤匙
糖 Sugar	1/2 tbsp 汤匙
绍兴酒 Shaoxing wine	1/2 tbsp 汤匙
盐 Salt	noted 适量
白胡椒 White pepper	noted 适量
蚝油 Oyster sauce	3 tbsp 汤匙
麻油 Sesame oil	1/2 tbsp 汤匙
粟粉 (酱汁) Corn starch (for sauce)	1 tsp 1 茶匙
花生油 (煎鸡翼) Peanut oil (for frying the chicken wings)	1 tbsp 1 汤匙

HL 厨房 Kitchen

蚝油炆鸡翼

Braised Chicken Wings
in Oyster Sauce



做法 Directions:

- 洗净并拍干鸡翼。将所有蒜头、姜切片，及一半的葱切段。
Wash the chicken wings and pat dry. Roughly cut half of the spring onions, and all of the garlic and ginger.
- 将生抽、糖、盐、白胡椒、芝麻油、葡萄酒和一半的蚝油混合成腌料，加入鸡翼，拌匀，并腌至少两个小时。
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.
- 于锅内加热花生油，将鸡翼煎至两面金黄色。
Heat the peanut oil in a pan, fry the chicken wings on both sides until golden brown.
- 加入剩余的蚝油和适量热水，酱汁应可覆盖鸡翼，再依个人口味调味。焗约10分钟直至完全熟透。
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.
- 如果需要，可以加入粟粉水令酱汁变稠，加入葱段装饰。
Mix a little corn starch with water and add to the sauce to thicken, if needed. Add the spring onions as a garnish.

请即扫描 QR code
观看影片



感受正宗意大利爱分享的饮食文化!

Experience the **Authentic Food** Culture from Italy!

意 意大利餐馆PAPI选址Fashion Walk强势回归! PAPI主打意大利威尼斯小碟菜式，希望将意大利爱分享的饮食文化，带到香港。从事餐饮业逾30年的餐厅创办人Benjamin，坚持将意大利菜式的原汁原味呈现给顾客，安排餐厅的大厨定期到访意大利不同餐厅拜师学艺，不断为餐厅菜单注入新意。

环境方面，PAPI占地两层，装潢灵感源自1980年代的孟菲斯风格，以几何形状及瞩目用色打造时尚简约的设计，让宾客在轻松写意的环境中品尝意式佳肴。餐厅共设110个雅座，并配备两间VIP贵宾室，是日常聚餐或举行私人派对的完美地点。

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.

Benjamin Lung
PAPI创办人
Founder of PAPI



时令菜式 Seasonal Dishes

自家制夏季黑松露酱配意大利粉 HK\$238
Homemade Italian Summer Black Truffle Pesto/ Spaghetti HK\$238



意大利珍宝白露笋配厨师手造巴马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

黑松露蓝芝士薄饼 (芝士酱底) HK\$238
Black Truffle & Gorgonzola Cheese Pizza (Cheese Base)

请即扫描 QR code
观看影片



“建”多识广 ArchiFun

扩建晏菲路

Anfield Expansion

文：张宇翔，高级经理—成本及监控 By Eugene Chang, Senior Manager – Cost & Controls

利物浦足球会，是球坛家传户晓的名字。

这家有125年历史，全球拥有5.8亿名球迷的球队，却往往无法跻身“德勤球会财富排名榜”全球十大盈利最高的球队之列。尽管利物浦虽是足球界其中一支最受欢迎的球队，其主场的面积却比其他众多的劲旅小。及至2014年，利物浦的主场晏菲路球场可容纳的观众人数维持于45,500人（其劲敌曼联的主场可容纳74,994人，而阿仙奴的主场亦可容纳60,432人），令其比赛日营收难以与其竞争对手平分秋色，并影响其竞争力。因此，球队将搬迁球场的计划搁置后，于2014年4月披露了难度极高的扩建计划——于现有的主看台上方增设8,250个座位，而为期足足两年的扩建工程期间并不会中止任何赛事。

像利物浦这样的劲旅，需要兼顾英国本土和欧洲赛事，于某些月份往往得于七天内主场进行三场比赛。这意味着球场于两场比赛之间将化身大兴土木的工地，然后又得于赛事进行的日子变回比赛现场，还得将安全、保安、营运和优秀的比赛日体验维持于一贯水准。这亦意味着大部分工程都需要于看台后和上方进行，可使用工程工作面非常有限。而且，主要钢筋结构工程、看台旧有的檐篷拆除、以巨型起重机悬吊新的檐篷等均于非赛季日子进行。幸好晏菲路位于城中地势较高的位置，因此工程毋需钻挖过深，即可直抵坚硬的红砂岩层，为2,750立方米的混凝土地基打稳桩柱。至2014年12月，位于主看台后方的工地已清理完毕，开始进行地基工程。及至2015年3月，第一组钢质预制组件已安装完成。2016年2月11日，扩建工程进行平顶（建筑已达最高高度）。至2016年9月10日，这项耗资7,500万英镑、动用了180万块砖头和逾5,000吨钢材的项目，终于在为期614天的工程后正式启用，迎接2016-2017年的新赛季。项目不但如期竣工，更没有超资一分一毫！

自从球场扩建完成后，利物浦的营收显著增加，于2018年飙升至约3.726亿英镑（4.242亿欧元），而2014年的营收仅有2.114亿英镑（2.406亿欧元）。当然，球场扩建并非球会创下营收记录的唯一原因，优秀的比赛成绩，加上入围“欧冠”，亦令赛事转播收入有所增加。球会预计这项花费7,500万英镑的投资将可每年带来2,000万英镑的额外收入，而部分专家更估计额外收入可达2,500万英镑。扩建计划亦是利物浦市晏菲路区耗资2,600万英镑的大型重建计划的一部分。纵然部分当地居民曾因担心光线和噪音污染，以及停车场和交通挤塞而反对计划，球会最近仍打算展开新一期球场扩建，于现有的晏菲路看台上方增设7,000个额外座位，将晏菲路塑造成英超第二大球场。

趣味冷知识：对于球迷而言，另一个惊喜当然是发现工程的项目经理名为“史提芬·谢拉特（Steven Gerard）”。利物浦足球学校本土青训产品谢拉特（Steven Gerrard）历经辉煌的17年职业生涯，曾代表球会上阵504次，射入120球，担任球队和英格兰国家队的队长，更于2005年带领利物浦夺取欧洲足球最高殊荣——欧洲联赛冠军杯。不过，这位谢拉特与担任工程项目经理的谢拉特当然并非同一人（后者的英文姓氏里只有一个“r”字母）。当扩建工程开始时，“神奇队长”谢拉特已转战美国职业足球大联盟，而与他同名的项目经理谢拉特则于工地里埋头工作。不过有趣的是，项目经理谢拉特亦是当地人，8至15岁期间曾于利物浦足球学校受训，而且是利物浦球迷和季票持有人！他对球场扩建作出的贡献，将使“谢拉特”这个名字再次长留足球青史！

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!

每月奖不停

FunCorner

知道答案的同事请即上内联网互动专区递交答案，或把答案连同中文姓名、所属部门和联络方法，发电邮至Connections@HangLung.com，亦可经内部邮递交到集团传讯部。截止日期为2018年7月6日（星期五），我们会每期抽出共10位得奖同事，每人更可获得当地币值100元的购物礼券。

6月号题目：多一点自大（猜一字）

4月号题目：车子开错路（猜一药物名称）？ 答案：白花油

得奖者：

刘霞 恒隆广场·济南
曹婵斐 恒隆广场·无锡
宋佳维 恒隆广场·无锡
黄晨晟 恒隆广场·无锡

尹禹婷 恒隆广场·大连
戴萍 恒隆广场·大连
曹玉蕾 恒隆广场·大连

黄文杰 香港
岑寿民 香港
黎宝仪 香港

5月号的答案将于下期公布，敬请留意！

恒隆地產
HANG LUNG PROPERTIES



《连系恒隆》由恒隆地产集团传讯部每月出版，刊物保留所有文章及照片的版权。我们雇用匡智会负责信件处理及邮寄地址标签工作，以示对社会企业的支持。

如阁下选择拒绝接收，请透过《连系恒隆》网页或电邮至Connections@HangLung.com送出指示。

恒隆地产网址：www.hanglung.com

网上版《连系恒隆》：<http://connections.hanglung.com>

总编辑：莫巧宜 副编辑：叶颖贤

Connections is a monthly newsletter published by the Corporate Communications Department of Hang Lung Properties. Hang Lung Properties owns the copyright of all articles and images in the newsletter. As part of our commitment to social enterprises, we hire the Hong Chi Association for lettershopping services.

If you do not wish to receive Connections, please unsubscribe through e-Connections or email to Connections@HangLung.com.

Hang Lung Properties: www.hanglung.com

e-Connections: <http://connections.hanglung.com>

Chief Editor: Elaine Mok Associate Editor: Barbie Ip

