

A One and Only Hang Lung-branded
HALLOWEEN EXPERIENCE
恒隆专属万圣节



6 | 恒隆与内地投资者畅谈高端消费模式
Hang Lung Shares Views on High-end
Consumption with Mainland Investors

8 | Mikael Jaeraas :
以客为本提升品牌合作关系
Mikael Jaeraas: Consumer Centricity
Enhances Brand Partnerships

10 | 日本人气寿司店“美登利”登陆
雅兰中心
Popular Sushi Restaurant Midori
Debuts at Grand Plaza

A One and Only Hang Lung-branded HALLOWEEN EXPERIENCE 恒隆专属万圣节

精灵丧尸出没恒隆，带来一连串捣蛋行动，将万圣节气氛推至最高点！一大群想“撞鬼”的顾客于10月涌至公司旗下在香港和內地的各个商场，争取机会与趣怪精灵和恐怖丧尸见面！

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



恒隆精灵大追捕 The Monster Hunt



恒隆广场·大连 Olympia 66



别出心裁的“恒隆精灵大追捕The Monster Hunt”主题活动，以知名绘本及玩具设计师龙家升先生的THE MONSTERS做主角，首次在内地举行装置展览。一众淘气小精灵包括LABUBU、TYCOCO、PIPP0、YAYA和MONSTER BOY以独家的万圣节造型，同时出现在港汇恒隆广场、无锡、沈阳、大连、济南和天津的恒隆广场，展开一场跨地域的“大追捕”。

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

请即扫描QR code
观看影片



来精灵之家 加入大追捕 | Visit Monsters' Homes For Fun Hunt

主题展览分为两大区域“LABUBU之家”和“TYCOCO之家”，结合有动有静的装置，为每一位客人提供不一样的体验。顾客可在“LABUBU之家”参与结合眼力和手定力的“掷豆袋”和“钓波波”游戏，及在“TYCOCO之家”运用脑力完成九宫格拼图，赢取丰富礼品和优惠券；顾客亦可走进巨型绘本装置“精灵日记”，进行精灵世界大冒险，拍下与精灵同行一刻。

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



恒隆广场·无锡 Center 66



请即扫描 QR code 观看影片



港汇恒隆广场 Grand Gateway 66



请即扫描 QR code 观看影片



更多活动 丰富体验 | More and More

商场同时推出了各式各样的周末工作坊，与客人一起制作南瓜灯、巫师帽等等，又提供免费的绘面化妆，令万圣节变得更加好玩。推广期间，一众精灵、女巫更不时现身商场各个角落，四出向顾客派发糖果，主动送上惊喜。此外，商场与租户合作推出特色限定美食和购物优惠，顾客只需透过手机游戏捕捉小精灵，便有机会领取各项奖赏。

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

线上小游戏让顾客随时随地捕捉精灵

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



恒隆广场·济南 Parc 66



请即扫描 QR code 观看影片



皇城恒隆广场 Palace 66



请即扫描 QR code 观看影片



恒隆广场·天津 Riverside 66



Fashion Walk: Halloween Styloween 香港丧尸行 Fashion Walk: Halloween Styloween Hong Kong Zombie Walk

由Fashion Walk全力策动的年度万圣盛会Halloween Styloween连续第五年载誉归来，今年由“夺目魔兽”率领它的黑暗伙伴在铜锣湾上演大型舞蹈巡游，并在京士顿街9号设置“闇黑迷宫”，为寻找刺激的顾客带来失去视觉的恐惧体验，惹来连串尖叫声。今年，Fashion Walk更于10月26日（星期五）举办了香港首个“Halloween Styloween香港丧尸行”万圣节街头定向慈善赛，联同推动护眼信息的“Zombie Walk丧尸行”合力召集超过500名参加者，出力为国际防盲救盲组织奥比斯筹款。

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

请即扫描QR code
观看影片



▲ 曾志伟（后排右一）、薛凯琪（后排右二）、郑融（后排左一）、凌文龙（前排左一）、“俄仔”Ansheles（前排中）及李浩林（前排右一）等名人来到Fashion Walk支持由余安安（后排左二）创立的“Zombie Walk丧尸行”，宣扬护眼信息
Celebrities including Eric Tsang (1st from right, back row) Fiona Sit (2nd from right, back row), Stephanie Cheng (1st from left, back row), Man-Lung Ling (1st from left, front row), Ansheles (center, front row) and Derek Li (1st from right, front row) visit Fashion Walk to support Zombie Walk, which is founded by Candice Yu (2nd from left, back row) in order to promote optical health

淘大商场：充气吓鬼乐园

Amoy Plaza: Halloween Haunted Inflatable Wonderland

淘大商场今年带来极受大小朋友欢迎的“充气吓鬼乐园”，设置刺激好玩的大型充气弹床，再加上充满万圣气氛的南瓜灯布置和吓鬼装饰，为一家大小炮制出欢乐的亲子时刻。

最令人引颈以待的活动，相信是在10月28日（星期日）晚上举行的户外哈罗喂派对。除了连续三小时街头奇幻魔术及杂技表演外，一班来自舞蹈学校Bloom Dance Academy的小朋友亦在街头表演快闪舞，还有南瓜人及女巫现身大派糖果，令全场气氛升温！

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

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



请即扫描QR code
观看影片



康怡广场：走进Starfy神秘探险国度

Kornhill Plaza: Walking into Starfy's Adventure Land

来自韩国设计师团队RACCOON FACTORY笔下、性格反斗调皮的海星Starfy，于万圣月化身吸血僵尸、木乃伊和巫师等萌爆造型，躲藏于康怡广场内的不同角落与粉丝合照，吸引大批顾客前来神秘国度探险！同时，商场与租户合作举办一系列以Starfy为主题的鬼马脸谱和轻黏土工作坊，让小朋友制作独一无二的Starfy带回家！

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

请即扫描QR code
观看影片



雅兰中心、荷李活商业中心及家乐坊：淘气恶魔乐团潮袭旺角 Halloween Rock "n" Roll

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

今个万圣节，日本著名插画师黑沢胜哉设计的淘气恶魔乐团JagzZ将强劲音乐节拍带到旺角，以Halloween Rock "n" Roll为主题，展开与别不同的万圣节庆典！在雅兰中心设置的互动游戏Halloween Rock Drummer，让旺角潮人化身狂野鼓手BallaN，为小恶魔结他手VareL伴奏，赢取指定分数成为“神级鼓手”，可获得万圣节限量版JagzZ精品。淘气小恶魔结他手VareL更到场巡游，与粉丝们拍照留念，一同狂欢万圣节！

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

请即扫描QR code
观看影片



恒隆与内地投资者畅谈高端消费模式

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



▲ 约70位内地投资出席了由陈文博主持的分享会
About 70 Mainland investors attend the conference hosted by Adriel Chan



▲ 陈文博与投资者在The Lounge内畅谈高端消费的生活模式
Adriel Chan shares his views on high-end consumption with investors at The Lounge

执行董事陈文博先生于10月16日(星期二)出席由上海的恒隆广场和光大证券合办的分享会,与近70位内地投资者在恒隆广场介绍公司的发展方向 and 重点。

陈文博在会议上阐释了公司的营运策略、业务增长概况及内地零售业的可观前景。投资者表现相当踊跃,还积极提问公司在内地不同城市的业务及项目发展。

会议后,一众参加者参观恒隆广场的The Lounge及路易威登(Louis Vuitton)旗舰店,让他们亲身感受恒隆专属的宾客服务体验。

与会者还有董事—集团传讯及投资者关系关则辉先生、董事—租务及物业管理彭兆辉先生及总经理胡惠雅女士。

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

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

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

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

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

恒隆囊括四个亚洲最佳企业雇主奖(中国)

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

恒隆矢志成为“最佳雇主”,最近更在2018亚洲最佳企业雇主(中国)中同时荣获四个“亚洲最佳企业雇主奖”,获奖的项目包括无锡、济南、上海和天津的恒隆广场。在获得此四个奖项之前,公司已在香港荣膺相同的殊荣。

2018亚洲最佳企业雇主奖由亚洲资深人力资源专才权威刊物《HR Asia》主办,旨在表扬在加强员工投入度方面表现出色,并为员工提供理想工作环境和文化的世界级企业。恒隆在香港及内地合共囊括五个“亚洲最佳企业雇主奖”,足以证明公司具备有效的人才管理策略,以及全面的举措加强员工投入度。

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

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

▶ 天津的恒隆广场总经理朱天博先生(左二)、无锡的恒隆广场总经理刘炳富先生(左三)、总经理—人力资源潘舜雅女士(左四)、上海的恒隆广场总经理胡惠雅女士(中)及济南的恒隆广场总经理叶旭明先生(右四)出席2018亚洲最佳企业雇主奖接受殊荣

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



星级服务专区 HL Star Service

星级客户服务课程来到昆明

Hang Lung STAR Service Arrives in Kunming

昆明的恒隆广场各个团队正密锣紧鼓，准备在2019年隆重开业。在工程继续按序进行的同时，一众前线同事亦积极投入准备工作。为充分贯彻实践公司“以客户为本”和“建立恒隆的品牌经验”的营运策略，“恒隆星级客户服务课程”已于10月在昆明开展，为前线同事提供由内到外的全面培训，务求达至最高的服务标准。

一星期多元化的培训课程，包含不同阶段的“恒隆星级客户服务课程”，由基础课程的仪容妆扮及服务流程，到进阶课程学习如何处理客户投诉技巧，还有包括针对客户服务标准的高级课程，为来自综合服务部的同事们建立良好的基础。

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

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



▲ 公司请来专业导师指导同事保持整洁仪容，以最佳形象服务顾客
The Company invites a professional make-up instructor to help colleagues look their best with a neat and clean appearance

▼ 昆明的同事透过课程加深认识公司的星级服务标准
Colleagues in Kunming enhance their understanding of Hang Lung STAR Service Standards through the CS Programs



▲ 人力资源及行政部同事一同出席颁奖礼分享殊荣
Colleagues from the HR & Administration team attend the award presentation to share the joyful moment

立体访谈 Management Dialogue

Mikael Jaeraas : 以客为本提升品牌合作关系

Mikael Jaeraas: Consumer Centricity Enhances Brand Partnerships

只有最顶尖的购物商场才能吸引国际级品牌，同样，只有最著名的国际品牌才能进驻世界级的购物商场。究竟，恒隆是如何与众多奢侈品品牌建立良好关系？我们是如何吸引国际品牌进驻开业？这一期，我们访问了董事—集团租务Mikael Jaeraas，他将与大家介绍公司的租务策略和优势，以及分享集团租务团队的主要职能。

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



请即扫描 QR code
观看影片



着重顾客的独特需要

不少人的心中都有着同一个疑问：为何地产发展商需要与顾客建立互动的关系？他们只要把商场单位租出，并收取稳定的租金就可以了。但时至今日，地产发展商必须更紧贴市场，为顾客提供方便及高水平的体验。Mikael认为，这是难得的机会，让我们在一众发展商中脱颖而出，留住现有的客户并吸引新的品牌。

公司秉持以客户为本的理念，Mikael指出：“我们需要与顾客建立一对一的关系。我们必须认识我们的客户、我们的服务对象，以及清楚了解他们的各种需要。”他补充说，公司专注于体验、服务和科技，使我们能够了解客户的需求，并满足他们的期望。

由于商场必须充分配合顾客的需要，发展商亦需谨慎厘定其定位。对于内地的商场，公司有三种独特的定位，一是上海恒隆广场的Home to Luxury、二是综合高端的商场、三是时尚生活。Mikael认为，定位是一个不断转变的过程。商场需要充分了解客户的需要，并作出相应调整。顾客的感觉和喜好不时改变，这意味着要做出完美的定位，就必须持续地调整目标，从而配合市场的变化。Mikael表示：“以港汇恒隆广场为例，10年间的租户组合已经出现了若干变化，当翻新工程完成后，其定位将会有所提升，地下楼层将有顶级高端品牌进驻，10年前这可以说是难以想象的。”

Catering to the Needs of Customers

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

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

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



高水平的协作及协同作用

恒隆的租户组合中有超过2,000个商业伙伴，当中不少品牌皆同时 在各个恒隆广场开设店铺。因此，公司成立了集团租务的团队， 作为中央联络点联系不同的伙伴。团队的主要功能包括以下三项： 第一，他们需要为公司创造营运收入和管理主要客户；第二，发展 可以共用的工具及与各项目分享最佳实践的经验；最后，团队必须 制定策略并提供专业的意见，加强各个品牌的合作。

根据调查报告，中国的消费者在去年全球奢侈品销售中占32%，成为 最大的奢侈品市场，可见商机无限。Mikael说：“如果品牌希望从此增 长中获利，就必须在需求最强劲的城市中占一显著席位。”公司庆幸能 够在上海这个中国的主要城市独占鳌头，拥有众多的奢侈品牌。除了上 海，公司也在其他内地城市确立了优势，这些地方的个人财富增长也什 为强劲。Mikael表示，这是大好机会，让我们与全球最佳的奢侈品品牌建 立紧密联系。

Mikael续说，公司珍惜与租户和合作伙伴之间的关系。但恒隆如何辨识关 键租户？Mikael指：“全球的奢侈品行业是由几个主要零售集团主导整个 高端市场。这些品牌有着重大的影响力，他们的定位是高档的奢侈品，对 消费者有吸引力，在过去几十年的业务持续强劲。他补充说：“最重要的是， 这些品牌在市场中并未有过分扩充，这对我们而言是非常重要的，因为 这些品牌仍有一定的独特性。”他举例指出，上海的恒隆广场有一珠宝手饰品 牌租户，只选址恒隆广场出售限定的订制款式，这全赖上海的恒隆广场拥有独 特的消费群和消费模式。若我们能够与公司的各地项目共用这些消费者行为数 据和最佳实践，就能进一步提升与品牌伙伴的关系。只要我们能够与租户建立 和发展更长远的关系，自然能在市场上脱颖而出。

Effective Synergy and Collaboration

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

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

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



▲ 上海的恒隆广场 — Home to Luxury
Plaza 66, Home to Luxury

▲ 港汇恒隆广场的全新面貌
New look of Grand Gateway 66

奠定可持续发展的基石

Mikael有约15年国际零售业务的经验，他指公司有不少优势能够使 我们在竞争对手中脱颖而出。“公司会持续投资和优化旗下物业， 无论经济情况顺逆，我们都能够以雄厚资源实现承诺。”这与许多 区内乃至全球的发展商的情况截然不同，因为他们在债务结构上 与我们有很大的分别。我们的另一竞争优势在于公司的规模庞大，这 使我们能够吸引和留住优秀人才。Mikael认为现时市场发展迅速，就 如房地产市场一样，公司需要在执行上脱颖而出。恒隆的投资理念是 建造世界级的商业项目，所以未来的增长定能一直持续。

Foundation for Sustainable Growth

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

雅兰中心 Grand Plaza

日本人气寿司店“美登利”登陆雅兰中心

Popular Sushi Restaurant Midori Debuts at Grand Plaza



▲ 美登利首间海外分店于11月正式进驻雅兰中心
Midori's first restaurant outside Japan arrives at Grand Plaza in November



▲ 恒隆管理层应邀出席试食招待会，恭贺美登利开张
Hang Lung's management members attend the tasting reception to celebrate Midori's opening

极受欢迎的日本寿司店“梅丘寿司美登利总本店”（美登利）进驻香港，选址旺角雅兰中心开设首间海外分店，粉丝们有口福了！为庆祝11月2日（星期五）开张试业，美登利于10月30日（星期二）举办了一场恒隆专属的试食招待会，行政总裁卢韦柏先生、首席财务总监何孝昌先生、执行董事陈家岳先生和程鼎一先生，以及一众董事及高级管理人员皆有出席。

美食当然要与读者分享！《连系恒隆》已率先访问美登利的香港代理负责人廖杰民先生及日本主厨望月美男先生，与大家分享多款日本直送的新鲜美食。敬请留意刊登在12月号的“识饮识食”！

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

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

恒隆广场·济南 Parc 66

舞动泉城 Dance Fever Hits Jinan

为鼓励年轻人寻找属于自己的舞台，斯凯奇 (Skechers) 街舞学院连续第五年举办“独步全城”活动，走遍内地多个省市推广街舞运动及文化。今年，主办单位首次踏足济南，选址恒隆广场作为压轴一站，在10月13及14日举办街舞班和挑战赛，精选100名年轻舞者交流舞技，让他们以舞步在这座历史文化名城留下回忆。

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



▲ 四位街舞大师现场教授Breaking、Urban Dance、Hip Hop和Popping的舞蹈技巧
Four street dance masters teach Breaking, Urban Dance, Hip Hop and Popping skills on stage



▲ 挑战赛吸引了100名年轻舞者参加
▼ The dance battle attracts 100 young contestants



Fashion Walk

共建绿色零售环境 Shaping a Green Retail Environment

为支持建造业议会及香港绿色建筑议会推行的香港绿色建筑周，Fashion Walk及京士顿街商户Mono Mono早前赞助场地拍摄宣传短片，协助加强公众对替代能源(alternative energy)的可能性。

活动期间，主办单位在Fashion Walk中庭设置以“绿色起劲乐”为主题的展览及互动游戏区，让参与者道过运动思考替代能源的可行性。同时，著名艺人郑裕玲女士于Mono Mono拍摄宣传短片“Do姐Wrap住去Shopping”。短片现已上载社交媒体平台，浏览数量至今接近53,000次。



▲ 郑裕玲在Mono Mono拍摄宣传短片貌
Do Do Cheng films a promotional video at Mono Mono

▶ 请即扫描 QR code
观看影片



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

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

市府恒隆广场 Forum 66

胡桃夹子与你探索童话四国 *Venture into the Four Realms*

迪士尼真人童话电影《胡桃夹子和四个王国》于10月20日至11月18日在沈阳的市府恒隆广场举办电影主题展览，在商场北庭设置四大展览区域：鲜花王国、糖果王国、雪花王国和游乐王国探险，让顾客一尝走进电影情境的滋味，化身童话中的角色。

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



▼ 亲临市府恒隆广场便可开启通往四大王国之门，来一场奇幻历险
You can find the way to the Four Realms at Forum 66 and start an exciting adventure



变装迎圣诞!

恒隆呈献打卡新热点

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

“叮叮当，叮叮当，歌声与钟声……”来自世界各地的人气卡通及插画角色已抢先在恒隆旗下的香港及内地商场敲响圣诞钟，将商场幻化成充满圣诞气氛的打卡热点，连同一系列庆祝活动，为大家送上梦幻又窝心的圣诞节！

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

香港 Hong Kong

Fashion Walk

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

经典卡通火星人Marvin首次驾驶太空船来到香港，并亮相Fashion Walk与大家共度圣诞！由即日起至明年1月2日，全球最大的电影和电视娱乐制作公司之一的华纳兄弟选址铜锣湾Fashion Walk，作为其“Get Animated亚洲区巡回展览”的香港唯一基地，展出50多个由知名艺术家及国际巨星为Marvin设计的全新造型，顾客更可透过网上拍卖竞投心仪作品，收益将捐赠予Make-A-Wish®愿望成真基金。Fashion Walk同时亦安排了互动拍照体验区、魔幻霓虹光影汇演、周末欧陆圣诞市集、太空巨型圣诞树装置，以及载誉归来的针织圣诞装饰，成功将Fashion Walk再次打造成不容错过的打卡热点！



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



康怡广场 Kornhill Plaza

微笑精灵寄出快乐能量
Smiley Elves Spread Positive Vibe

由即日起至明年1月1日，来自台湾的微笑王国小精灵“喂喂”和朋友“毛毛熊”、“拉拉猫”、“草莓蛋糕兔”将坐阵康怡广场，与大家欢度佳节！推广期间，顾客于商场消费满港币200元或以上，便可换领“喂喂”明信片及邮票乙枚，将微笑力量转寄朋友，令欢乐加倍。

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

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





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

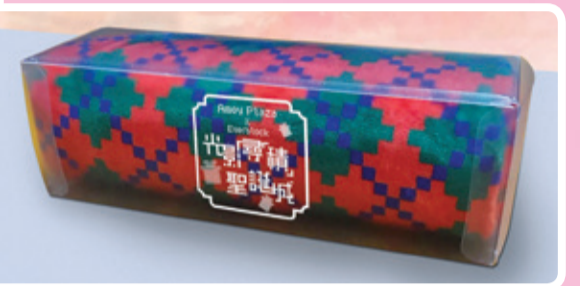
淘大商场 Amoy Plaza

光影寻“积”圣诞城 Starry Bricks-mas Town Lights up the Sky



▶ 淘大商场与EverBlock联乘推出别注版儿童椅及积木图案毛毯供消费换领
Amoy Plaza and EverBlock co-present a limited edition DIY kid's chair set and a colour block blanket for redemption

淘大商场与美国家用积木品牌Everblock首度合作，由即日起至明年1月1日，在户外食街挂上以积木为主题的天幕灯饰，同时在商场内搭建圣诞积木城及设置巨型积木装置，让大小朋友疯狂打卡留影！商场还安排了圣诞老人在12月9、16、23、24及25日与大家见面，并于圣诞节当日举办嘉年华，除圣诞手作市集外，户外食街更有音乐、巡游及魔术表演，加上多重购物优惠，绝对不容错过！



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

Wish You a Playful Christmas

今个圣诞，家乐坊首次联乘索尼 (Sony) 旗下人气电玩品牌PlayStation®打造期间限定店和经典游戏试玩区，让全城机迷先玩为快！为庆祝PlayStation® Classic全球同步推出，家乐坊于12月3日（星期一）举行“PlayStation® Classic午夜首卖会”，让机迷第一时间入手限量新货。此外，期间限定店更会于指定日子变成户外直播游戏舞台，邀请一众亚洲及本地电玩界KOL（网络红人）即场试玩大热PS4游戏，而雅兰中心亦设有互动游戏专区，送出丰富礼品，让一众电动爱好者聚首旺角享受一个PLAYFUL XMAS！

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



内地 Mainland

恒隆圣诞·享·爱· Gift of Love



恒隆旗下在内地的六个商场同步于11月15日（星期四）启动以“恒隆圣诞·享·爱·”为主题的圣诞推广，精彩活动包括亮灯仪式、DIY工作坊、巡游、倒数派对等等，并联合各大品牌推出多项购物礼遇，全力打造一个充满“缤纷”、“享乐”和“爱”的圣诞，与大家一同·享·爱·。

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



恒隆广场·无锡 Center 66

探索轻餐饮文化之旅

Exploring the Center of Taste



▲ 无锡的恒隆广场与星巴克和歌帝梵合办了共四场工作坊
Center 66 collaborates with Starbucks and Godiva to host four workshops



喝 一口香醇咖啡，配以甜品，乃不少都市人的心灵调剂品。在10月，无锡的恒隆广场展开了一场“轻餐文化臻选之旅”，于活动期间的每个周末与星巴克和歌帝梵合办不同主题的咖啡与甜品工作坊，主题包括“初识咖啡因”、“如何挑选适合自己的咖啡”、“居家咖啡制作”和“甜甜蜜蜜巧克力工作坊”，让咖啡和朱古力爱好者聚首一堂，齐齐放慢生活节奏，交流心得。

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



恒隆广场·上海 Plaza 66

诺悠翩雅期间限定店 推十周年纪念系列

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



主 打小山羊绒和骆马绒毛衣的意大利高级时装品牌诺悠翩雅 (Loro Piana) 今年踏入品牌创立10年，于10月19至28日选址上海的恒隆广场举办限时概念展，推出限量版10周年纪念版服饰，为时尚追求者打造一个温暖又舒适的冬季。

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



绿色行动 Green Actions

东北地质生态游 Geology Exploration Tour



香港的现代城市景观背后，蕴藏了丰富的绿色资源。香港的恒隆一心义工队于10月27日（星期六）安排了一班小学生游览香港联合国教科文组织世界地质公园，包括印州塘、吉澳、鸭洲及荔枝窝等地，让他们近距离观赏天然岩石群和参观红树林生态，借此推动保护自然生态的信息。

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



潮动社区 Hi! Community

盲人观星伤健营2018 Stargaze Camp 2018

已经第九年举行的“盲人观星伤健营”于11月10及11日在上水马草垄营地举行。香港的恒隆一心义工队首次与香港四邑商工总会陈南昌纪念学校合作，与一班有特殊需要的小朋友一起体验营内各种活动，一起观星赏日出，推广社会共融信息。

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



潮动社区 Hi! Community

织织复织织 X 送暖大行动

Knitting and Sharing Love and Care with the Elderly



香港的恒隆一心义工队于10及11月举办了一系列送暖活动，把爱和关怀送给基层长者。活动共分为三个部分，义工首先参与编织颈巾工作坊，学习制作“温暖牌”。他们在随后的两个星期六上门探访居住在慈云山的长者。最后，长者在义工的陪伴下于11月24日（星期六）游览中环，一同乘坐摩天轮、参观海事博物馆和享用美味午餐，并把亲手编织的颈巾送给他们。

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

绿色恒隆 HL Sustain

第三次能源革命

The Third Energy Revolution

由木材到煤、石油，再到光电和风能，电力能源的转变推动经济迅速发展，并多次影响世界，促成“能源革命”——即转用其他能源以带动经济发展。

历史上有三次主要的“能源革命”。第一次发生于工业革命时期，各国工业发展迅速，因而需要大量开采煤以取代木材作为。第二次发生于20世纪60年代¹，石油逐渐取代煤成为主要能源。由于气候变化问题在过去20年愈趋严重，全球已转向开发可再生能源以取代化石燃料，这就是第三次“能源革命”。

现时，全球大部分国家都积极增加其可再生能源的使用比率。以丹麦为例，该国于2017年利用风能满足了全国43%的电力需求²，并订下2030年之前以可再生能源提供全国50%的电力，及于2050年前完全停止使用化石燃料。

香港最近亦推行“可再生能源上网电价”计划，鼓励私人企业或个人安装可再生能源系统（如光伏太阳能板），连接至电网。电力公司将购买由可再生能源系统所生产的电力，而价格亦反映于每期电费账单内。这项计划预计能加快香港在可再生能源科技投资的步伐，为日后增加可再生能源使用比率建立基础。

恒隆视可持续发展为核心价值，积极使用更多可再生能源以推动“能源改革”。沈阳的皇城恒隆广场、市府恒隆广场，以及济南、无锡、天津及大连的恒隆广场，皆已安装了太阳能电池板发电，以减少依赖非可再生能源。为进一步建筑可持续发展的将来，公司会投放更多资源研究如何在建筑物中利用更多可再生能源。

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

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

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

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

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

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

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

潮动社区 Hi! Community

各地齐敬老 Spreading Festival Love to Elderly Communities

大连和上海的恒隆广场的义工队于10月17日(星期三), 重阳正日, 分别探访了该区的长者服务中心, 把爱心和关怀传遍社区的不同阶层。

大连的义工探访了民乐养老院的长者, 与他们一起包饺子做午餐, 将心意化作美食, 暖心又暖胃。义工还准备了小礼物送给长者, 为秋末的重阳增添暖意。

同时, 上海的义工亦探访了静安区内一所综合为老服务中心, 与长者一同制作植物小摆设, 以及送上日用品, 长者很开心能得到义工的陪伴和慰问。

港汇恒隆广场的义工队也于10月26日(星期五) 探访了区内一所敬老院。义工首先聚在一起制作重阳节特色茱萸香囊。随后, 他们带着合共300个手工茱萸香囊和无糖点心到敬老院, 将心意送给长者。



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

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

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

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

潮动社区 Hi! Community | 恒隆广场·济南 Parc 66

唤起公众对贫困心脏病儿童的关注

Raising Awareness for Underprivileged Children Suffering from Heart Disease

济南的恒隆一心义工队早前与馨基金合作举行为期三天的公益日, 借此提高当地市民对患有先天性心脏病的贫困儿童的认识, 鼓励大家伸出援手。为将此信息传递予更多市民, 义工队在市府恒隆广场设立资讯站, 并向顾客派发介绍单张, 让他们对这一群需要帮助的人有更多的认识。

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

义工向顾客派发单张, 鼓励他们向病童伸出援手
Volunteers distribute the leaflets to customers and encourage them to give a helping hand to the sick children



潮动社区 Hi! Community | 皇城恒隆广场 Palace 66

探索世界文化遗产之旅

In Quest of World Cultural Heritage

位于沈阳市的清福陵是世界文化遗产，蕴含近400年的中国历史。为了让新生代对居住的地方有更深入认识，恒隆一心义工队筹办了一连两天的活动，与皇姑区聋人学校的学生一起探索历史，学习欣赏建筑之美。

首天，义工前往学校探望学生，并教他们运用雪条棒搭建建筑物。第二天，义工安排学生参观清福陵，同时请来一班沈阳城市建筑学院的学生义工加入活动，协助照顾同行者，以及运用专业知识协助介绍。



◀ 义工与学生一起用雪条棒搭建建筑物
Volunteers and students construct a wooden building together

▲ 义工与学生一同参观清福陵
Volunteers accompany the students on a tour of the Fuling Tomb

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

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



▼ 义工与学生合力在画纸上绘出眼前的历史建筑
Volunteers and students draw pictures of the historic building

潮动社区 Hi! Community | 市府恒隆广场 Forum 66

参观BMW工厂

Learning about the Famed BMW Car Brand

由沈阳的恒隆一心义工队策动的“工业足迹 印象沈阳”系列活动，自推出以来一直大受欢迎。继早前带领当地的小学生参观中国工业博物馆及沈飞航空博览园后，义工队于11月8日（星期四）策动了第三场活动，参观由宝马集团和华晨汽车集团共同设立的合资企业—BMW工厂。

此次参观令一众参加者大开眼界，他们不但认识了BMW汽车的生产过程，同时也对当地的工业发展趋势有了更多认识，并对生产水平达国际标准感到自豪。

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

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



爱护地球 当个乐活好家庭

Protect the Earth Be a LOHAS-Friendly Family

深受同事欢迎的“恒隆乐活日”（LOHAS Day）已于11月10日（星期六）圆满举行！公司今年在沙田突破青年村举办日营，为约100位参加者安排了丰富有趣的互动游戏及工作坊，藉此推广可持续发展的重要性，宣扬“乐活”精神。

今年的活动相当精彩，除了环保工作坊和摊位外，更有真人版棋盘游戏、环保发电车和足球比赛。



真人版棋盘游戏 Live-action Board Game

棋盘上的物业均以公司旗下物业命名，并加入可持续发展的元素，例如：通过以踩动单车获得游戏所需的分数，宣扬环保发电的信息。

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

足球比赛 Football Tournaments

主持人会发问有关可持续发展的问题，参加者需以足球射中龙门九宫格中的正确答案才能得分。

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

▲ 今年的「恒隆乐活日」吸引了约100位同事及亲友参与
About 100 colleagues and their family members participate in this year's LOHAS Day

请即扫描 QR code 观看影片



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

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

“全球多处近年出现极端天气，让我更明白可持续发展的重要。今年和我的家人一起参加‘恒隆乐活日’，希望让他们接触这个课题，并在日常生活中实践环保。”通过公司举办的工作坊、讲座和活动，人力资源部的黄奕婷坦言对可持续发展有了更多认识。她表示此次活动将概念转化成有趣的游戏，让小朋友和成年人都更容易明白这个课题。

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

▶ 黄奕婷与家人参与活动
Cosy Wong takes part in LOHAS Day with her family



◀ 参加者用以果皮制成的环保酵素制作环保清洁剂
Participants learn to make soap with eco enzymes made of fruit skins



▶ 通过参与互动游戏，参加者获得了更多可持续发展的知识
Participants learn more about sustainable development through playing interactive games



调查发现，香港每五个“打工仔”便有一人属于肥胖。另外，接近八成受访者认为，他们的饮食习惯并不健康。为协助同事建立健康的饮食习惯，公司最近以“今晚食乜好？”为主题，举办了三场健康饮食讲座，请来注册营养师与同事分享健康饮食资讯。

第一场“识买识食”讲座指出选择食物的大原则及如何解读食物标签；第二场“健康饮食新趋势”讲座介绍最新的健康饮食概念；第三场“抗衰老饮食”讲座分享了如何选择抗衰老的食物。三场讲座吸引了约140位同事参加。

要建立健康的饮食习惯其实并不困难，现在就与大家分享营养师提出的其中五个要点，一同踏出改善饮食习惯的第一步吧！

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

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

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

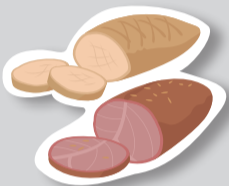
认识健康饮食

免堕致肥陷阱

Navigating the Traps in Healthy Eating

1. 避免进食加工食物 Choose Whole Foods Over Processed Foods

相信大家都有留意，世界卫生组织指出，进食加工肉类包括烟肉、香肠和火腿等会增加患癌风险。若每天进食50克的加工肉类（约两块烟肉），患上结肠直肠癌的机会更会增加一成八。因此，我们要大幅减少食用加工食品，尽量进食食物原型及天然健康食品，基本上已能远离很多有害的化学剂。



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

2. 限制钠和糖的摄取量 Limit the Intake of Sodium and Sugar

味浓的食物相当吸引，但过量摄取钠和糖会增加患上心脏病、糖尿病和超重的风险。营养师指出，成年人每天不应摄取多于2,300毫克的钠，即约一茶匙盐；至于糖的摄取量上限则为每天5克，即约一茶匙糖。

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

3. 根据My Plate的原则计画每天饮食 Plan Your Diet According to My Plate



人人都知道饮食要均衡，依照“食物金字塔”比例进食就无问题？现今不少营养师认为“食物金字塔”所提供的进食指引不够，取而代之选用由美国农业部推出的“我的餐盘”（My Plate）饮食概念。根据建议为每一餐安排合适的蔬果、谷类和蛋白质的分量，定必能建立正确的饮食习惯。

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

4. 选择低升糖指数饮食 Low GI Diet

白饭、白面包、薯蓉、南瓜……这些都是我们经常吃的食物，但却属于高升糖食物，对血糖造成负担。因此，营养师建议大家选择低升糖食物，如糙米、全麦面包等等。

由于低升糖指数的食物需要较长时间消化和被身体吸收，因此对控制血糖水平非常有用，亦更有益于健康。已有研究证实，低升糖指数饮食能有效减重和降低血糖指数，以及减低患上心脏病和二型糖尿病的风险。

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

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

5. 避免堕入营养标签陷阱 Be Careful of the Traps on Packages and Nutrition Tables

无添加糖？零反式脂肪？如何辨证食物包装上的成分标签？

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

无添加糖 No Added Sugar

无添加糖是指在食物制作过程中，并无额外添加糖，但不等同无糖。若食品本身含天然的糖分（例如鲜果汁或果干中的果糖，鲜奶的乳糖），均可称之为无添加糖的食物。在选择健康食品的时候，同样要看清楚营养标签上列明的糖分。

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

零反式脂肪 Zero Trans Fat

营养标签上反式脂肪显示为零，不等同没有反式脂肪！相反，这仅代表每100克所含的反式脂肪少于0.5克，甚至有些生产商以较少的食用分量来显示营养成分，便容易混淆视听。所以，大家要小心计算，不要被误导。

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



长跑会再次出动

It's Time to Run

秋天最适合做运动，恒隆长跑会当然知道！约40位热爱跑步的同事于11月3日及4日齐集香港迪士尼乐园，参加Disney·Pixar 10K Weekend 2018慈善跑，在超过100位迪士尼及彼思经典人物的打气下，完成“超人特工队10公里跑”、“怪兽大学5公里跑”、“反斗奇兵3公里跑”，并为东华三院何玉清教育心理服务中心筹款。



▲ 参加五公里赛的同事在起点前合照
Runners in the 5km run pose at the start

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

▲ 资讯科技部的杨嘉豪(左)及黄星照(右)展示完成赛事获得的奖牌
Curtiss Yeung (left) and Paul Wong (right) from the IT Department display their medals for finishing the race



▲ 经典卡通人物为参加者打气
Popular cartoon characters cheer the runners

赋予足球运动更深意义

Playing Football with a Difference

港币4元(约美金0.5元)只是一个很小的银码，但对于生活在巴基斯坦的工人来说，这几块钱却是他们辛苦缝制出一个足球所得的收入，可见剥削情况甚为严重。

为支持及推动公平贸易，恒隆足球队出战了在10月17日(星期三)举行的“公平贸易杯—香港企业足球赛”。经过多场激战，恒隆足球队虽然于自强碗的四强赛事止步，但各成员也相当享受过程，同时亦为足球运动赋予更大的意义。

恒隆足球队自2017年4月成立以来已参加了数场赛事，包括上届“公平贸易慈善足球杯”、“Soccer for Peace青少年七人足球锦标赛”及“无家者世界杯”。恒隆足球队会继续参与由各个机构举办的慈善赛，透过足球运动推广和平共融的信息。

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

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

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



投入咖啡拉花艺术

Steeping in Latte Art



▲ 咖啡拉花同样吸引男士的兴趣，总经理——内部审计周锦雄先生（左）正用心创作咖啡拉花
Latte art has fans among the gentlemen. General Manager – Internal Audit Mr. Sammy Chow (left) focuses on his creation



香 喷喷的咖啡是一种诱惑，若再加上立体泡沫图案，就更加吸引。恒隆康体会于10月25日（星期四）为同事举办了一场咖啡拉花班，请来专业咖啡调配师教授平面和立体拉花技巧。四叶草、小猫、小狗、龙猫……同事尽情发挥创意，拉出专属的图案。恒隆康体会将会举办更多以饮食为主题的工作坊，有兴趣的同事，记得密切留意！

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



FM知多啲 Facilities Management Fun Facts

跨越梯级障碍

Overcoming the Stairs

在 逛商场上落楼梯的时候，不难发现旁边偶尔有小型升降台，这是为谁而设？垂直升降台是实现无障碍环境的重要设施之一，常用于方便行动不便的人士，尤其是轮椅使用者，往来同一楼层内不同高度的平台。这是由于场地环境所限，未必能安装电动升降机或轮椅斜坡的情况下，一个能于短距离内垂直升降的电动平台能轻松让轮椅人士跨越梯级障碍，抵达目的地。

近年，由于使用者需求增高，加上社会对无障碍环境的标准不断提高，机电工程署在2014年将升降台上下移动距离的规定由四米放宽至七米，使得升降台可穿梭两层楼层之间服务乘客。

恒隆在香港的项目，包括渣打银行大厦、Fashion Walk和雅兰中心办公楼二期，已按需要安装了垂直升降台，而公司在内地的项目已提供全面的无障碍设施，让所有顾客畅通无阻地享受高质素的环境和服务。

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

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

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



▲ 位于渣打银行大厦的垂直升降台
The vertical lifting platform at the Standard Chartered Bank Building



▲ 位于雅兰中心办公楼二期的垂直升降台
The vertical lifting platform at the Grand Plaza Office Tower II



筑迹

City Contour

油麻地：庶民生命力

Yau Ma Tei: The Land of Grit and Guile

油麻地见证了香港的变迁，由昔日小渔港发展至繁盛的地区。传奇的战前戏院、独特的果栏、骑楼式唐楼、古色古香的天后庙及有“平民夜总会”之称的庙街等富有港式情怀的重要地标，均展示了老香港的城市脉络及庶民生命力。

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

1 红砖屋 Red Brick Building

红砖屋于1895年落成，于1911年抽水站停止运作后幸得保留，并于2000年被评为一级历史建筑。其红墙立面、因应炎热环境采用的游廊及瓦顶均显示了典型的殖民地建筑风格。

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



2 油麻地戏院 Yau Ma Tei Theatre

建于1930年的油麻地戏院被活化成粤剧表演场地，其新古典主义及装饰艺术风格得以重新呈现。

Yau Ma Tei Theatre was built in 1930. The Neo-Classical and Art Deco theatre still reflects its original glory thanks to a revitalization project that housed a performance center for Cantonese opera in it.

3 油麻地果栏 Yau Ma Tei Wholesale Fruit Market

油麻地果栏建于1913年，内里砖块建筑及临时结构仍清晰可见，入夜后非常热闹。

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



4 上海街 Shanghai Street



上海街自19世纪中叶已经车水马龙，街道两旁仍保留不少唐楼，这些唐楼以骑楼为街道遮风挡雨，以下铺上居将商住混合，见证着庶民生活。

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

5 美都餐室 Mido Cafe

美都餐室位于庙街唐楼之内，唐楼为悬臂式结构，拥有弧形外墙，属50年代典型。餐室内的装潢，例如马赛克拼砌、地板纹饰反映了旧时代的装饰风格。

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



6 油麻地天后庙 Tin Hau Temple, Yau Ma Tei

油麻地天后庙早在1860年代建成，原本邻近海岸边，是区内历史最悠久的中式庙宇建筑。

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



7 榕树头公园 Yau Ma Tei Community Centre Rest Garden

公园原为19世纪末香港政府为油麻地提供的公众广场，于60至70年代渐渐有了“平民夜总会”之称，货品、表演包罗万有，卖唱卖艺者与占卜星相云集，与近百年历史的天后庙构成油麻地的一道风景。

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



8 玉器市场 Jade Market

玉器市场最早是由移居到港的商人而设。直至1984年，政府将摊档迁至现址，并加建上盖及通风设施，改善环境。市场内尚余本港少数的“写信先生”，在旧日子里为庶民传情达意。

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



9 油麻地警署 Yau Ma Tei Police Station

目前的油麻地警署建于1922年，为九龙半岛历史最悠久的警署。警署仍受爱德华时代的建筑特色影响，花岗石为主要构材，布局呈V型，占地宏阔，底层门廊反映建筑在地化。

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



“建”多识广 ArchiFun

以小见大

The Power of a Single Detail

文：张宇翔·高级经理——成本及监控

By Eugene Chang, Senior Manager – Cost & Controls



▲ “恒隆·筑迹——年轻建筑师计划”的冠军队伍于8月到日本东京参观隈研吾其中两座建筑作品
The champion team of the Hang Lung Young Architects Program visited two of Kengo Kuma's architecture works in Tokyo, Japan in August

榫卯结构近年成为日本建筑师隈研吾的标记，但这位建筑师正正是提倡“负建筑”理念——希望建筑以和谐的方式融入周围，不应受任何单一建筑标记强行置入环境当中。

隈研吾10岁时跟随父亲参观国立代代木竞技场（这座由日本建筑大师丹下健三设计的建筑杰作是1964年东京夏季奥运会的场馆），深深被透过天花嵌板折射至游泳池的天然光吸引，自此决心成为建筑师。隈研吾成长于1960年代，当时正值日本现代建筑兴起的“代谢运动”的高峰期，并在70年代入读建筑学院。在日本工作数年后，隈研吾于1985年以访问学者的身分前往美国哥伦比亚大学，其时后现代主义正发展得如火如荼。1987年，美国经济泡沫爆破令后现代主义步向衰落，隈研吾遂于1989年出版《再见·后现代》一书，标志这种建筑风格的结束。

1990年，日本开始面对长达10年的经济泡沫爆破，他却成立了隈研吾建筑都市设计事务所。90年代末，他开始复归本源，探索木材这种原始天然物料和古代榫卯结构的可能性。他试图打破现状，否定建筑、工程和建造业的固有常规，并透过发表文章和作品，推动应用简约物料和古代技术。他深入研究建筑结构和技术，发掘建筑物料的可能性，并提出“负建筑”理念。他认为本土建筑应该就地取材，并延续当地传统建筑技术，以和谐的方式融入周围的环境。他反对采用一式一样的风格，单一化的建筑很难满足不同的设计环境，亦反对将建筑强行置入环境当中。

近年，隈研吾将榫卯结构技术推至更高层次，设计出更多重交错的结构，并应用于建筑作品中，展现“负建筑”概念的无限可能性。这种将榫卯交迭的手法，日语是“地狱组み”，字面意义为“交错地狱”。六本木新城的森美术馆最近举行建筑展览，其摆放于入口通道的布景，以及台湾凤梨酥品牌“微热山丘”表参道专门店的经典外墙，都应用了这种手法。在法国拉科斯特酒庄，隈研吾亦运用榫卯技术为庄园内一个凉亭建立地基，使它可以自行支撑，看似日本著名浮世绘《神奈川冲浪里》。此外，位于日本高知县的枹原木桥博物馆，亦是靠屹立山脚的一条中央木梁支撑起整家博物馆的结构。升上半空，一条名为“斗拱”的木桥利用互相交迭并向前延伸的榫卯，由中央木梁开始连接整条木桥结构的两端，搭建出“木砌结构”。这座毋需利用大型物料也能做出悬臂效果的木桥，的确令人惊叹。特别为2020年东京夏季奥运会而兴建的新国立竞技场现正施工，场馆将采用占地2,000立方米的木材，呈现出交错的榫卯细节，延伸出整个场馆上盖的天花板。

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

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

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

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

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

每月奖不停

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12月7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。

11月号题目：老公拨扇（猜一歇后语）

9月号题目：势如破竹，连战连胜 答案：捷克

得奖者：

锺咏诗 香港
高韵妍 香港
谢大刚 香港
李春蓉 香港

胡瑞杰 恒隆广场·大连
董冠莲 恒隆广场·大连
付荣 恒隆广场·大连

张明旭 恒隆广场·大连
李婧 恒隆广场·昆明
李欣妍 市府恒隆广场

10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：覃桂婷 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 Editors: Nia Tam Barbie Ip

