2019 ULI ASIA PACIFIC SUMMIT
2019年城市土地学会亚太区峰会

Connect with the World of Real Estate
与全球地产界链接

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Asset Repositioning: Developing Ahead of the Curve

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Out with the new.
In with the old.

Asset repositioning.
Profile
ULI Summit Shanghai 2019
New is good, old is bad. Right?
New, good - old, bad?
ULI Summit Shanghai 2019
New, good - old, bad?
ULI Summit Shanghai 2019
Case study 1 - Garden Square Shanghai
Office building (Huamin Center)
958 West Beijing Road
175,000 m². 235m.
Completed 2013

Brand Strategy
Brand Identity
Brand Signage
Interior Design
Lighting Design
Brand Communications
1. Positioning
Help the building join the ‘the tall towers of Jing An’

2. Product
Reclaiming a coherent Art Deco design language

3. Story
Celebrating the golden age of the skyscraper
Garden Square Shanghai
ULI Summit Shanghai 2019
Garden Square Shanghai
ULI Summit Shanghai
A CLASSIC SKYSCRAPER FOR MODERN SHANGHAI

Throughout its development, the project has been designed to reflect the spirit of Shanghai's modernity and elegance. The building is a testament to the city's ambition and international appeal, embodying the essence of contemporary urban living.

The innovative design includes a unique blend of traditional and modern elements, creating a mesmerizing skyline view that adds to the city's charm. The architectural style is inspired by the city's rich history, combined with the latest advancements in construction technology, offering residents a luxurious lifestyle.

In conclusion, Garden Square Shanghai stands as a symbol of Shanghai's vibrant culture and dynamic development, ensuring a sustainable and prosperous future for its residents and visitors alike.
“A Chinese office building” = “One of the Tall Towers of Jing’An”
Case study 2 - Odin Japan
Pension (Kimamaya)
Momiji Street, Lower Hirafu
Completed 1985.

Brand Strategy
Brand Identity
Brand Signage
Interior design
Brand Communications
Case study 3 - Arc Place Seoul
Office building (Capitol tower)
Teheran Avenue
46,000 m²
Completed 1998

Brand Strategy
Brand Identity
Brand Signage
Interior Design
Brand Communications
Arc Place Seoul Korea
ULI Summit Shanghai 2019
Arc Place Seoul Korea
ULI Summit Shanghai 2019
So, what are the takeaways?
1. Use design to capture the imagination
2. Content is one of the most effective levers
3. All real estate has become hospitality
4. All repositioning starts with the users