

SOHO 复兴广场  
FUXING PLAZA



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FUXING PLAZA

















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# CONTEXT

概览

## 地理位置 LOCATION

—  
内环心，最繁华的上海里  
位居淮海中路 CBD，坐享新天地时尚繁华，尽览海派雅致风情，地铁新天地站上盖，10、13 号线双轨直达，1、8、9 号线三线环拥。

总建筑面积约 13.8 万平方米的 SOHO 复兴广场由一栋 27 层的办公楼和 4 座裙楼构成，集 5A 甲级办公空间和商业配套于一体，工作与休闲轻松切换。

Center of Inner Ring, metropolitan of Shanghai City located at Huaihai Rd. CBD, enjoy the bustling of Xintiandi and elegance of Shanghai, built on the metro station of Line 10 and 13, surrounded by Line 1, 8 and 9.

SOHO Fuxing Plaza has a 27F office tower and 4 podiums with approximately 138,000 square meter floor area, consists of 5A office and commercial space with both work and lifestyle.





城市博物馆

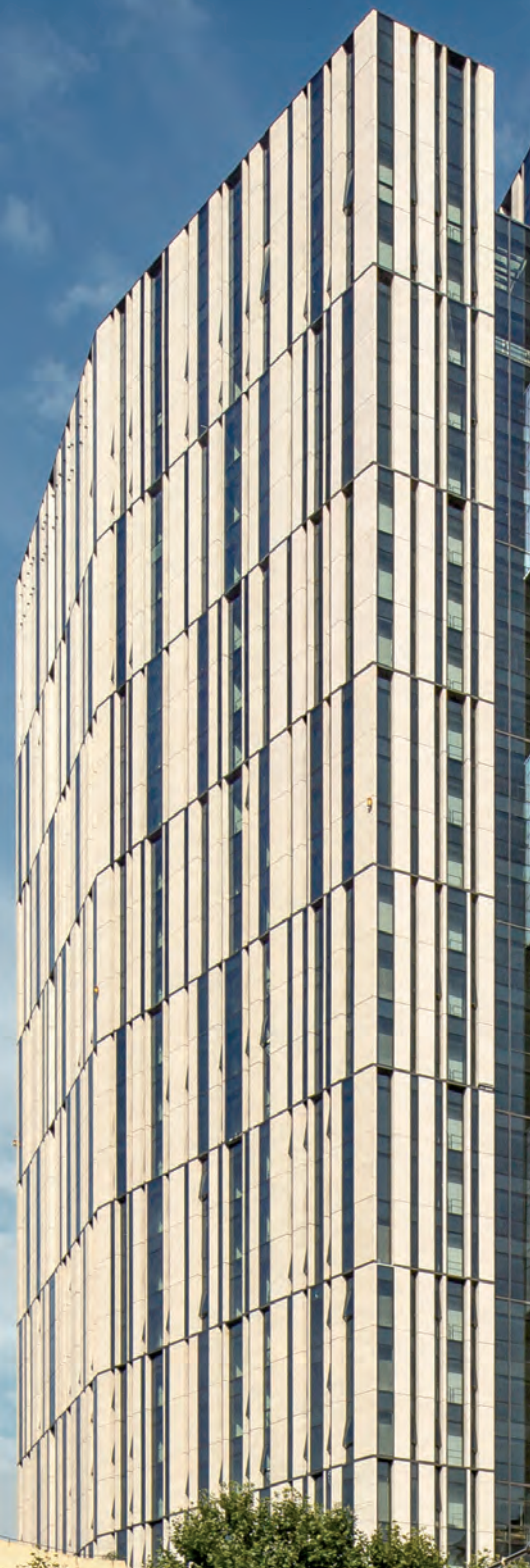
City Museum





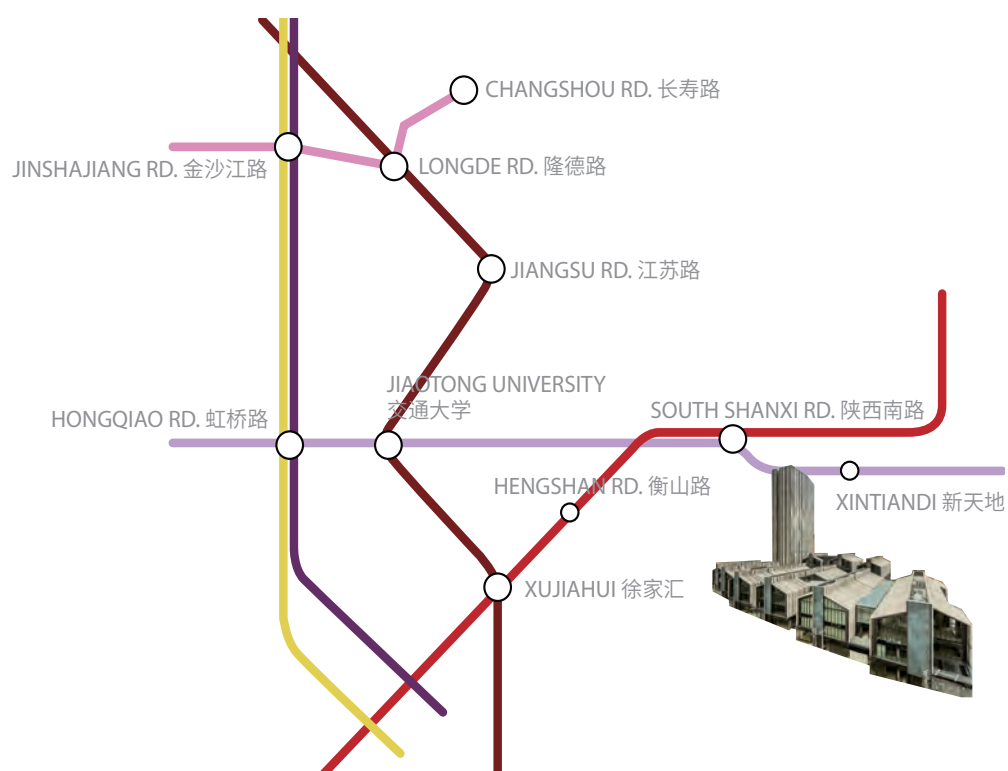








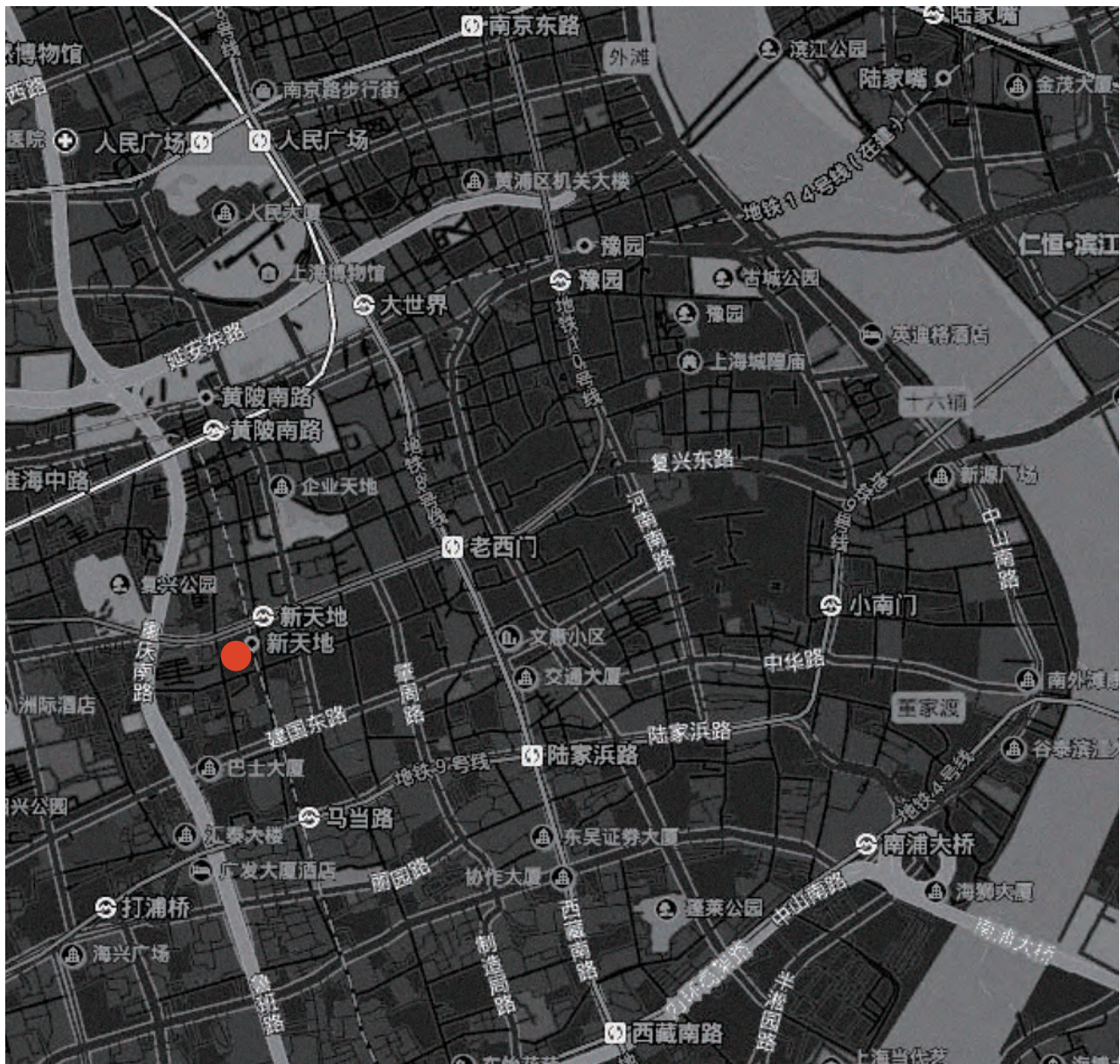
# 交通 TRANSPORTATION



—  
八达交通 网络全城

两大高架：延安 / 南北高架（5 分钟车程内）  
 三条隧道：延安路 / 复兴路 / 人民隧道（8 分钟车程内）  
 双轨上盖：地铁 10/13 号线新天地站（1 分钟步程）  
 三线环拥：地铁 1 号线黄陂南路站 / 9 号线马当路站（5 分钟步程）  
 地铁 8 号线老西门站（10 分钟步程）  
 漫步街区：5 分钟内，漫步至新天地、淮海中路、复兴公园、太平桥公园、思南公馆

Connected to the city from every direction  
 2 Express High Ways: 5 minutes' drive to Yan'an and N-S  
 3 Tunnels: 8 minutes' drive to Yan'an, Fuxing and Renmin Tunnel  
 2 Metro Under Property: 1 minutes' walk to Xintiandi Station of Line 10 and 13  
 3 Metro Around Property: 5 minutes' walk to South Huangpi Rd. Station of Line 1 and Madang Rd. Station of Line 9, 10 minutes' walk to Laoximen Station of Line 10  
 Pedestrian Area: 5 minutes' walk to Xintiandi, Middle Huaihai Rd., Fuxing Park, Taipingqiao Park and Sinan Mansions













## 周边环境 SURROUNDINGS

—  
从新天地到外滩，从思南公馆到马当路，我们看到的不仅是新天地的延伸，更是一片具有趋势力量的高端办公商业的崛起。

From Xintiandi to the Bund, from Sinan Mansion to Madang Rd., SOHO Fuxing Plaza reflects the extension of Xintiandi and the development of premium office/retail space.



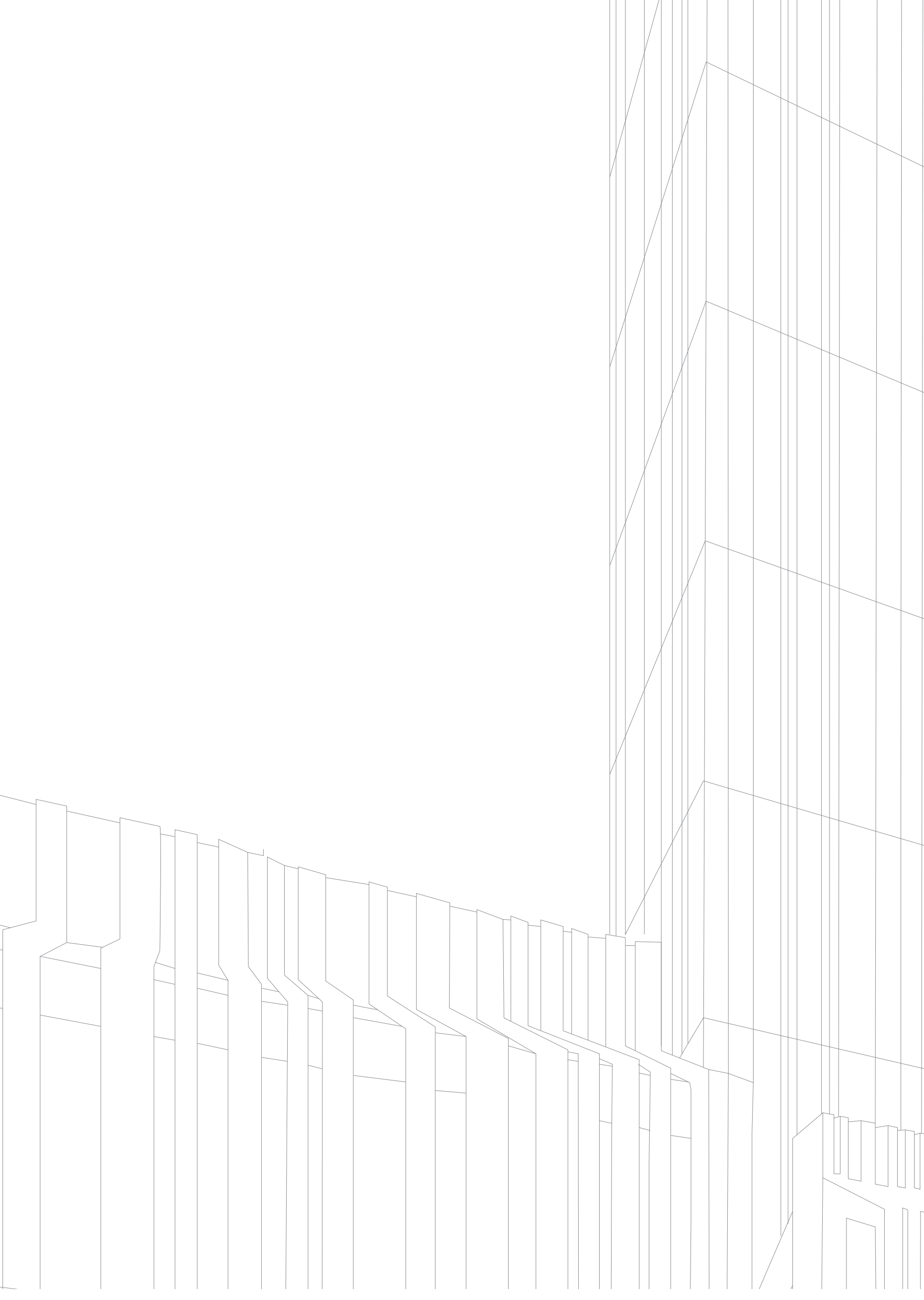












The background features a complex line drawing of a building facade, composed of numerous vertical and horizontal lines that create a sense of depth and architectural structure. The lines are thin and black, set against a plain white background. The drawing is centered and occupies most of the page.

**DESIGN**  
设计

## 建筑师 THE ARCHITECT



Prof. Meinhard von Gerkan  
*Founding Partner*

Prof. Volkwin Marg  
*Founding Partner*

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GMP 建筑事务所（冯·格康，玛格及合伙人建筑师事务所）由冯·格康和玛格创立于 1965 年，已发展成为拥有 4 名合伙人（其中 1 名在中国），11 位助理合伙人，在德国和海外拥有 10 个办公室和超过 500 名雇员的大型设计事务所。GMP 是建筑设计界为数不多的全方位事务所，提供从项目概念设计到室内装饰设计的一条龙服务。

The architectural practice von Gerkan, Marg and Partners was founded by Meinhard von Gerkan and Volkwin Marg in 1965. Since its inception it has grown to include four additional partners, one partner for China, eleven associate partners and more than 500 employees in ten offices in Germany and abroad.

GMP is one of the few practices with a generalist position, which takes responsibility for a project from the design idea and its realization right through to the interior design.



National Museum of China



SOHO Guanghualu 2



National Stadium Brazil



Shanghai Oriental Sports Center

# 室内设计师 THE INTERIOR ARCHITECT



—  
恺慕致力于原创高质量的建筑、城规设计。

恺慕是一家以人为本的公司，致力于为每一个设计问题寻找针对性的解决方案。

恺慕于 2005 年成立于上海。

恺慕的设计风格和创立者 Vincent de Graaf 和 Wendy Saunders 的个人风格都深受北欧设计传统影响，同时融合了 20 位来自中国和西方的设计专家们的精湛技艺。

恺慕不仅致力于设计，还通过对建造全过程的悉心关注来保证每个项目所的完美呈现。

AIM focuses on original and high quality design solutions in design, architecture and urban planning.

AIM is a human-oriental size company that tries to find solutions that derive uniqueness from being exceptionally dedicated to the design problem.

AIM is based in Shanghai from where we operated since 2005.

Like the founders – Vincent de Graaf & Wendy Saunders, the design attitude is deeply rooted in the North European design tradition, matched by a dedicated skillful Chinese and Western team of currently about 20 design professionals.

AIM is not only dedicated to design. We like to manage and supervise the building processes, to ensure the most satisfactory results for our projects.



SOHO Sky Garden



Hotspring Spa



1918



SOHO jiarui lobby

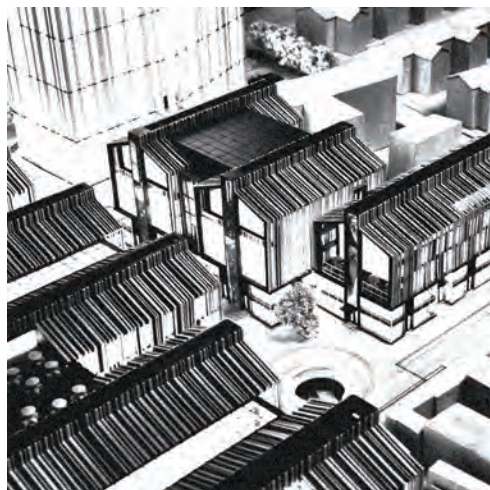


HAY

# 设计理念 CONCEPT

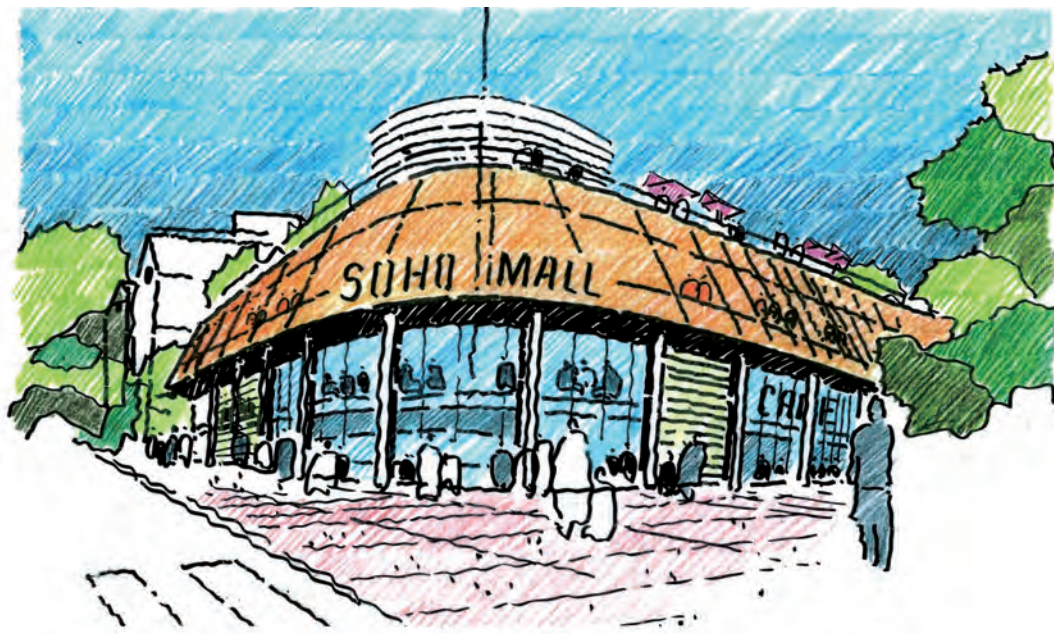
—  
建筑之意——吸收传统建筑的精髓，以现代形式重新演绎。  
空间之意——商业和办公融入一纵三横的里弄格局，还原老上海的韵味  
光影之意——错落有致的石材玻璃立面，营造不断变幻的光影体验。

Architecture – The soul of traditional architecture with modern performance  
Space – Office and commercial in a one-column-three-row lane style of old Shanghai  
Reflection – Proportioned façade with rock and glass echo the metamorphose of light.

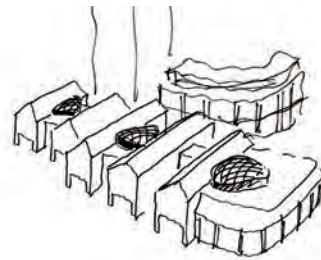




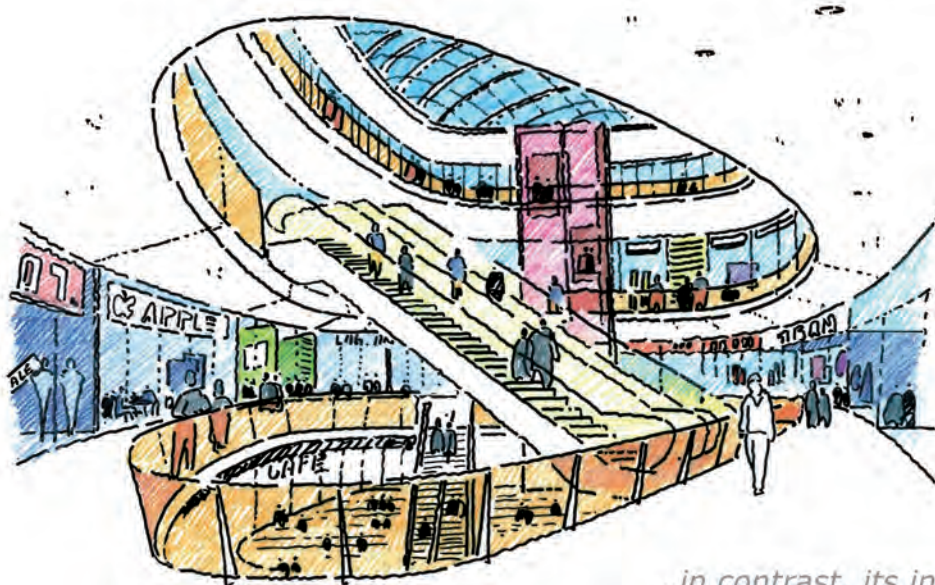




View towards the *'Signature Building'*



The Architecture responds to the *History of the District* and its Context



...in contrast, its interior designs to celebrate the joy of *Future*





GSOON

未来无限  
da.Dy.ongGonghEStabbn

GSOON

GSOON



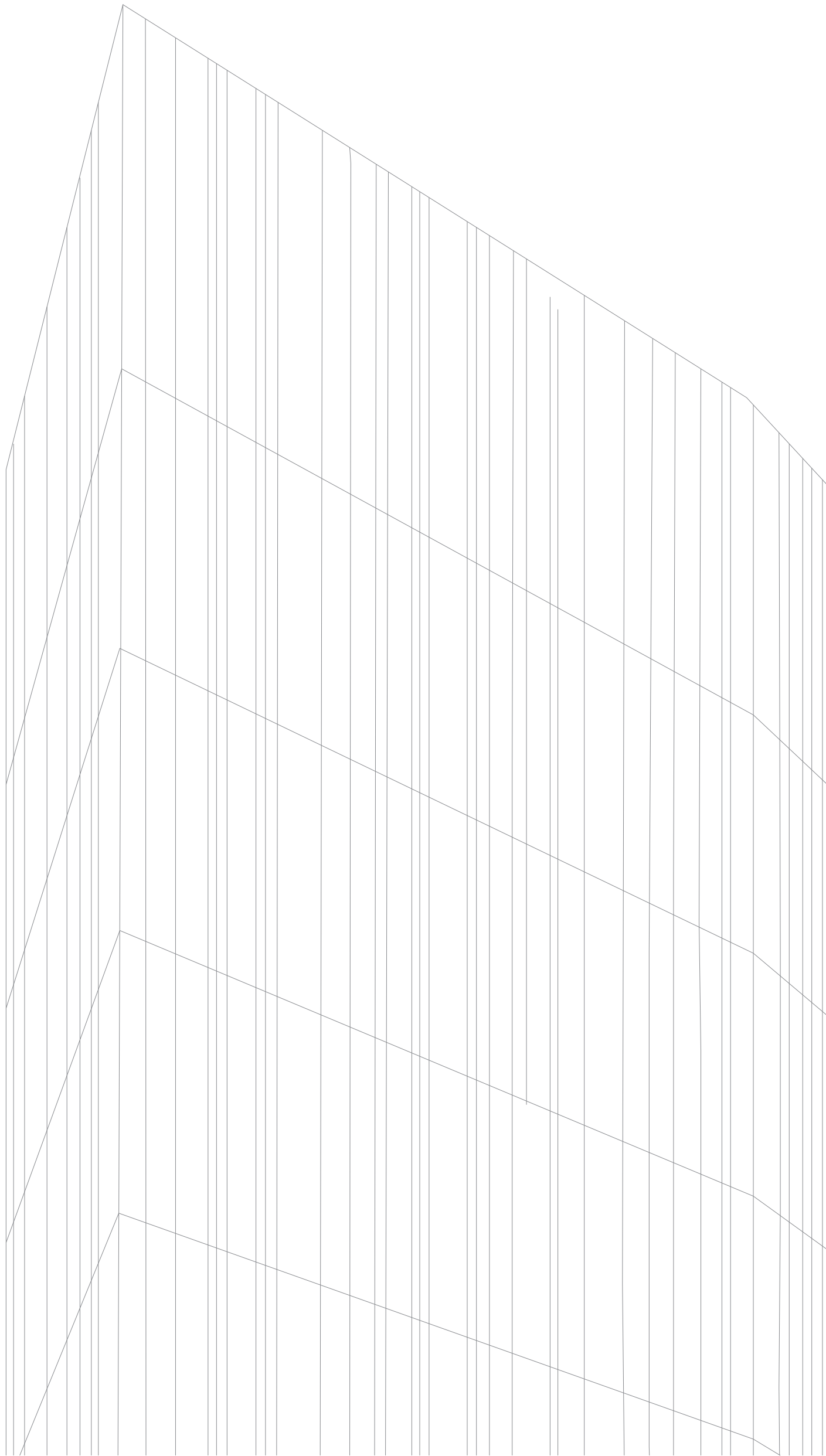






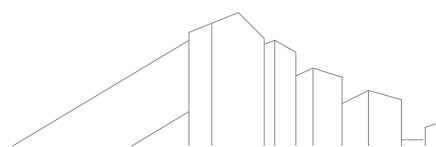
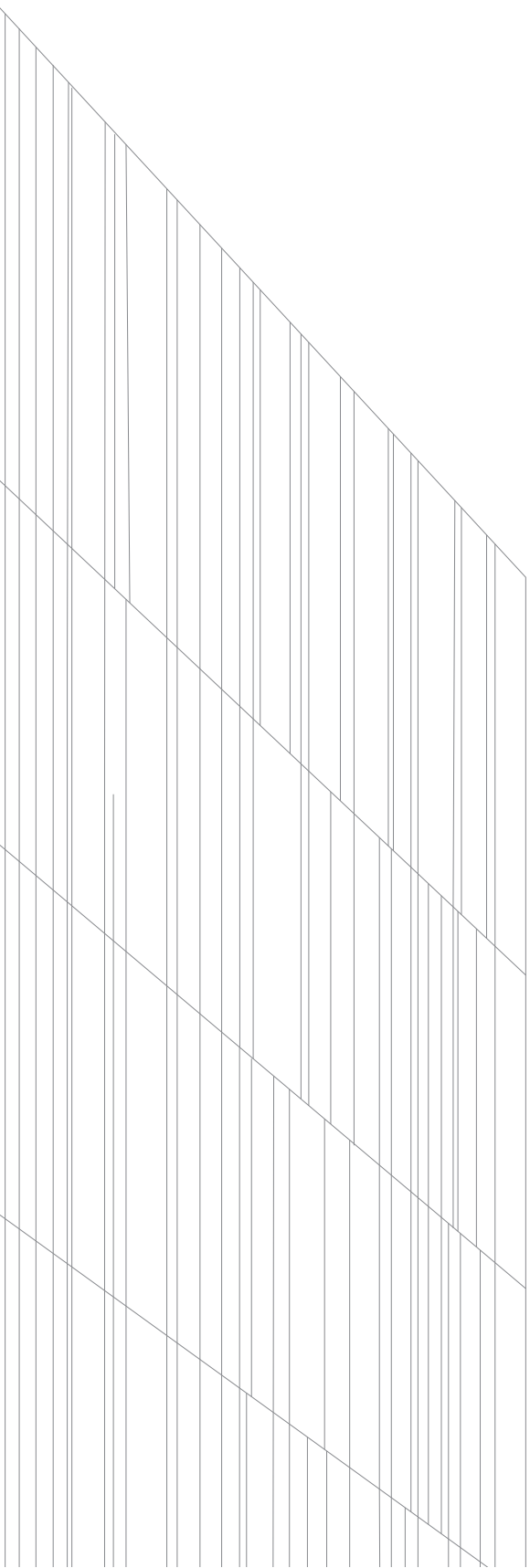






# ARCHITECTURE

建筑



## 项目概述及独特优势

### DESCRIPTION & SPECIFICATION

—  
裙楼:

B、C、D、E 栋的设计沿用了最能代表上海的“弄堂式”建筑风格。3 座建筑体由 9 条东西向的坡顶分割为 9 条纵深楼体。马当路沿街的楼体依街道走向交错而设，同周边传统建筑相映成趣。楼体向心延伸，指向项目的核心位置——一座现代化的城市广场。

“里弄式”立面由最能代表上海和外滩特色的米色天然石材装饰。石材立面的竖向风格和修饰灵感来源于竹林。不同宽度的竖向石材在玻璃幕墙前营造出了一种不断变化的半透明效果。玻璃幕墙上的金属元素采用闪耀的深灰色，同明亮石材形成强烈的反差。

Low rise buildings:

The shape of the buildings on A2,3,4 follow the arrangement of the famous 'long tang' structures in shanghai. The three building complexes consist of 9 longish bar- like volumes with sloped roofs pointing in east-west direction. The footprint of the volume stripes are staggered according to the angle of the setback line, creating a vivid street front that reflects the scale of the traditional surrounding. Towards the inside of the plot the bars are shifted in a way that they form a central urban square which is the heart of the project. The facades of the 'long tang' style buildings are covered by beige natural stone – a color that is characteristic for shanghai, especially in the bund area. The vertical and filigree design of the stone facades is inspired by the image of a bamboo forest. Vertical stone panels with different width create a semitransparent screen in front of the glass facades. In this way the facades constantly change their transparency while passing by the buildings. All metal elements of the glass facades are colored in sparkling dark grey which creates an interesting contrast to the bright stone panels.



主楼:

100米高的办公楼主楼位于项目的西南角，延续了裙楼的风格又没有完全模仿。3层楼高的竖向石材用另一个方式演绎了建筑与竹林的故事。

东西立面的两处内凹使建筑显得挺拔而优雅。地面层的内凹处使主入口位置更醒目。南北立面的两侧根据日照分析做了倾斜。从几何学来说，这些倾斜和裙楼的坡顶相互呼应。整座建筑的材料搭配同“里弄式”建筑相似。主楼和裙楼有着独立的设计而又相得益彰，呈现出一个人性化的优雅群落综合体——一种既适合工作也适合生活的独特环境。

**High-rise building:**

The 100 meter high building of A refers to the style of the before mentioned low-rise buildings without merely copying it. Three storeys high vertical stone stripes structure the building volume in a shifted order as further interpretation of the bamboo image. Two vertical setbacks on the east and west façade make the building appear slim and elegant. At ground level these gabs mark the main entrances. Parts of the north and south facades are sloped back following the sun shading analysis. These slopes design-wise connect the tower with the roof slopes of the low rise buildings. The material composition is the same like the “long tang” buildings. In this way the high-rise and the low-rise buildings each have their own façade technique but still appear as parts of the same design.











SOHO



OPEN / AM09:00  
CLOSE / PM22:00  
Tel: 021-63331736



The image is a minimalist architectural line drawing. On the left, a wall is composed of numerous vertical lines of varying heights, creating a textured, screen-like effect. To the right, a staircase with a simple railing descends from the upper right towards the center. The overall style is clean and technical, using only black outlines on a white background.

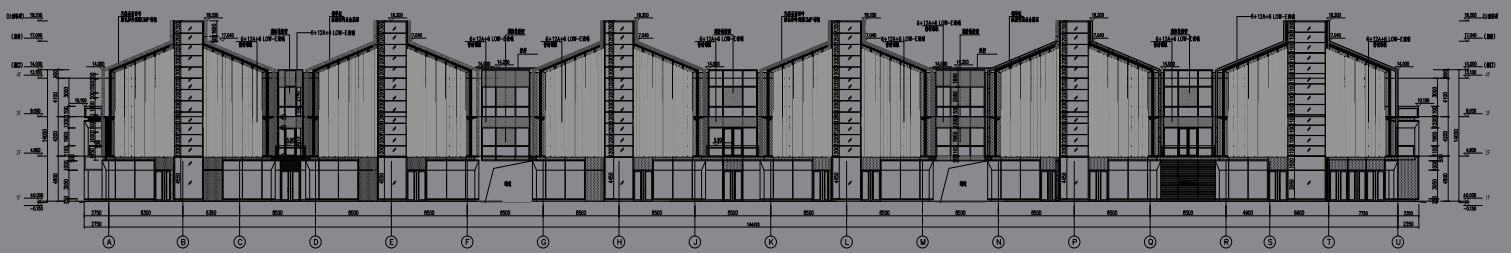
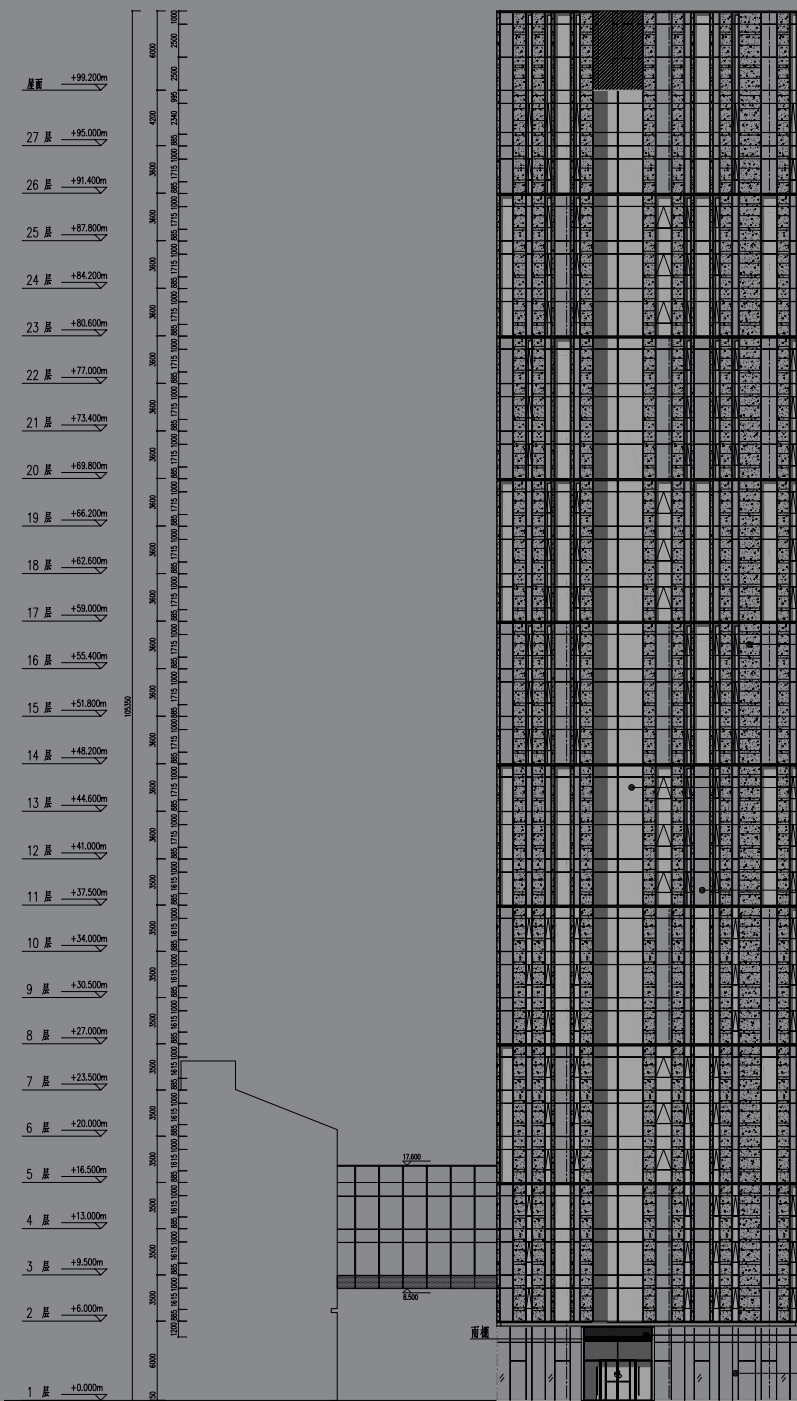
# INTERIOR

室内

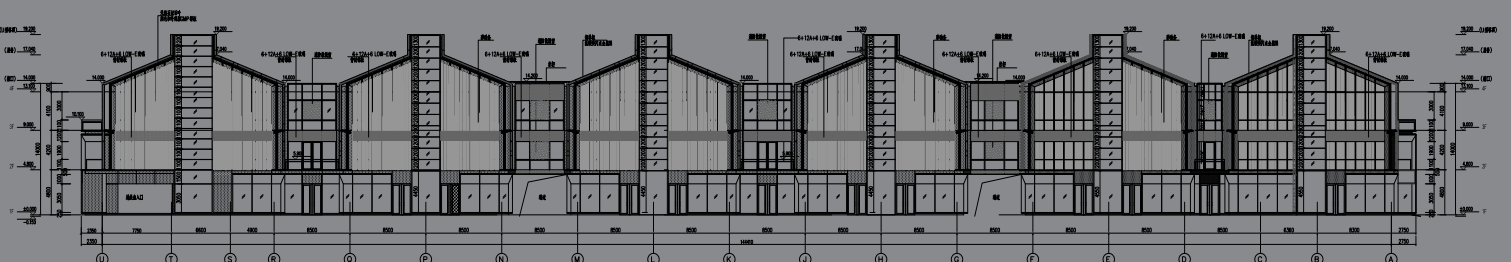
# 项目数据

## PROJECT DATA

楼号 Tower	楼层 Floor	层高(米) Floor to Floor Height (m)	建筑面积(平方米) Floor area (sq.m.)	使用面积(平方米) Floor net area (sq.m.)
A 座 Building A	2F	3.5	1454.85	952.88
	3F	3.5	1497.04	980.50
	4F	3.5	1497.04	980.50
	5F	3.5	1506.99	987.02
	6F	3.5	1506.51	2636.49
	7F	3.5	1506.51	986.72
	8F	3.5	1506.51	986.72
	9F	3.5	1506.51	986.72
	10F	3.5	1506.51	986.72
	11F	3.5	1506.51	986.72
	12F	3.6	1506.51	986.72
	13F	3.6	1506.51	986.72
	14F	3.6	1506.51	986.72
	15F	3.6	1512.79	990.83
	16F	3.6	1512.79	990.83
	17F	3.6	1513.12	991.04
	18F	3.6	1512.96	990.94
	19F	3.6	1554.03	1017.84
	20F	3.6	1558.00	1020.45
	21F	3.6	1558.00	1020.45
	22F	3.6	1558.00	1020.45
	23F	3.6	1558.00	1020.45
	24F	3.6	1558.65	1020.87
	25F	3.6	1558.65	1020.87
	26F	3.6	1558.65	1020.87
	27F	4.2	1572.11	1029.68
	B 座 Building B	1F	4.2	2091.43
2F		3.9	1619.61	1109.95
3F		3.5	2122.41	1398.73
4F		3.5	2126.06	1401.12
5F		1.8/3.25	782.42	515.64
5_6F		1.9/4.3	1744.83	1149.88
C 座 Building C	1F	4.8	1219.42	759.23
	2F	4.2	2541.07	1582.11
	3F	4.1	2145.30	1335.71
	4F	3.1	651.02	405.34
D 座 Building D	1F	4.8	2593.54	1614.79
	2F	4.2	2650.11	1650.00
	3F	4.1	2485.47	1547.52
	4F	3.1	824.43	513.31
E 座 Building E	1F	4.8	1424.49	886.90
	2F	4.2	1376.51	857.04
	3F	4.1	1306.64	813.53
	4F	3.1	400.18	249.16



①~⑩轴立面剖:150



⑩~①轴立面剖:150

# 数据资料

## DATA SHEET

- 设计方: 德国 GMP 建筑事务所
- 项目类型: 商业 / 办公
- 项目占地: 135,082.2 平方米
- 总建筑面积: 71014.95 平方米 (地上), 64067.25 平方米 (地下)
- 建筑面积、楼高及楼层数:  
A 楼——39482.19 平方米, 105.35 米, 27 层  
B 楼——11005.75 平方米, 20.8 米, 5-6 层  
C、D、E 楼——20527.01 平方米, 14.15 米, 3-4 层
- 地下楼层及用途: 地下共 5 层, 其中 B1、B2 主要为商业, 其余面积为停车和设备用房
- 办公面积及楼层: 46,510.5 平方米  
A 楼: 2 层 -27 层  
B 楼: 3 层 -6 层
- 商业面积及楼层: 40,005.01 平方米  
B 楼: 1 层 -2 层  
C、D、E 楼: 1 层 -4 层
- 地下楼层: B1 层 -B2 层
- 产权车位: B3-B5, 共 511 个
- 完工时间: 2014 年 9 月

- Designer: GMP – von Gerkan, Marg and Partners Architects
- Project Type: Commercial/ Office
- Project Area: 135,082.2 square meters
- Total Floor Area: 71014.95 square meters (above ground), 64067.25 square meters (below ground)
- Floor Area, Building Height and number of storeys:  
Building A---39482.19 square meters, 105.35 meters, 27 floors  
Building B---11005.75 square meters, 20.8 meters, 5-6 floors  
Building C,D,E---20527.01 square meters, 14.15 meters, 3-4 floors
- Underground Floors and Usage: A total of five underground floors, Among which B1,B2 is mainly for commercial use and the other three floors for parking and equipment rooms
- Office Area and Floors: 46,510.5 square meters,  
Building A: 2 floor---27 floor  
Building B: 3 floor---6 floor
- Commercial Area and Floors: 40,005.01 square meters,  
Building B: 1 floor---2 floor,  
Building C,D,E: 1 floor---4 floor
- Underground Floors: B1 floor --- B2 floor
- Proprietary Parking Lots: 511 in B3-B5
- Completion Time: 2014/9





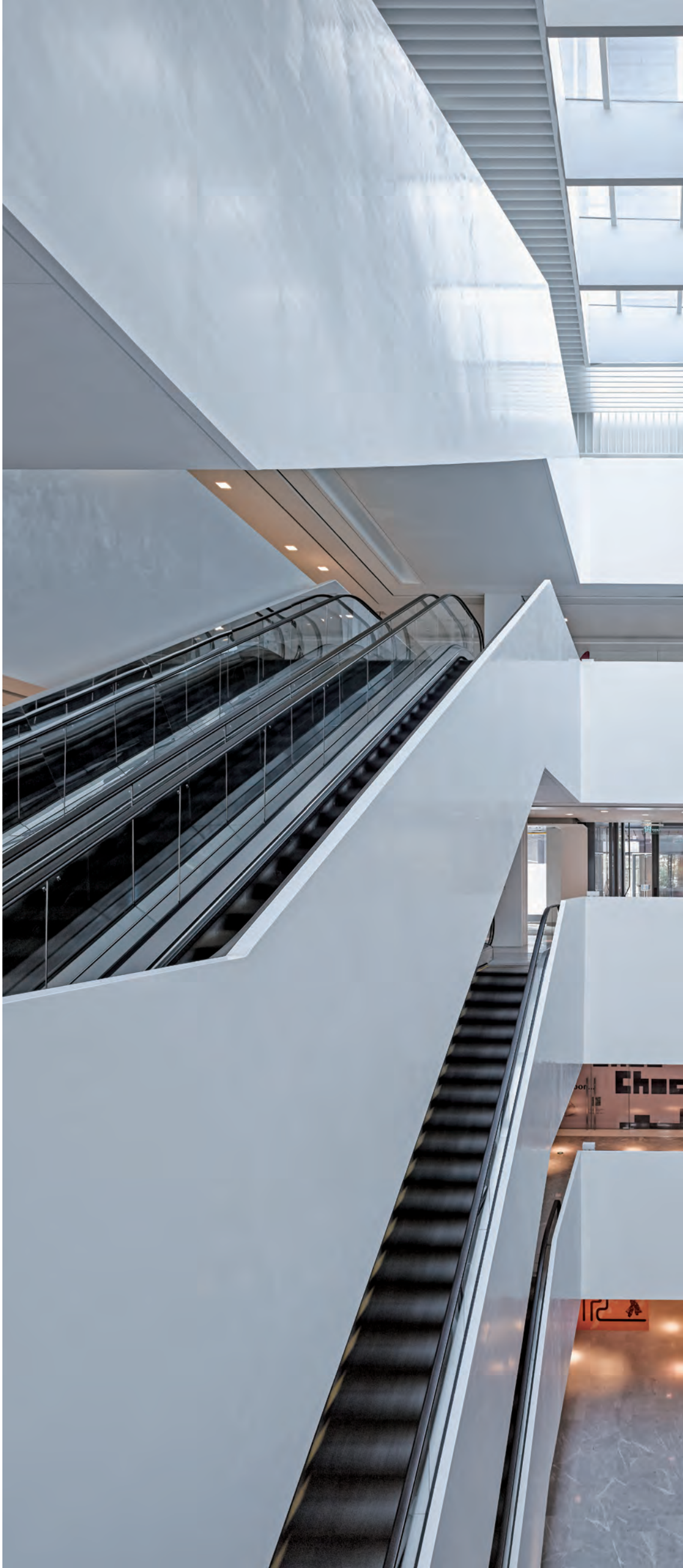
总建筑面积	137,436平方米
办公建筑面积	约6.4万平方米
商业建筑面积	约2.2万平方米
LEED奖项	LEED金级认证
幕墙	双银LOW-E玻璃幕墙
架空地板高度	100mm
楼板承重	2.0KN/平米
电梯及品牌	A楼:9台客梯、1台货梯、2台自动扶梯、 2台接驳电梯 B楼:3台客梯、2台货梯 C/D楼:4台客梯、3台货梯;16台自动扶梯 电直梯品牌:蒂森克虏伯 (ThyssenKrupp) 电扶梯品牌:通力 (KONE)
停车位	518个
办公大堂装修标准	墙面、天花:高档装饰泡沫铝板;地面:石英石
办公电梯厅&走道	墙面:烤漆玻璃;地面:石英石;天花:烤漆铝板
办公室内装修标准	墙面:乳胶漆;地面:钢制OA架空地板;天花:创意裸顶
办公卫生间装修标准	墙面:可丽耐、石英石;地面:石英石 天花:石膏板、高亮乳胶漆饰面
商业公共空间 装修标准	墙面:可丽耐和高亮乳胶漆;地面:天然石材; 天花:石膏板,高亮乳胶漆
电力供应	2路35KV供电
暖通及空调系统	约克 (York) 制冷机、巴尔的摩 (BAC) 蓄冰装置及冷却塔、 新晃 (SINKO) 空调机组、麦克维尔 (McQuay) 风机盘管、 格兰富 (Grundfos) 空调水泵
新风空气净化系统	新风量:40立方米/小时/人;品牌:霍尼韦尔 (Honeywell)
通信系统	电信、移动、联通;六类光缆入户
楼宇智能系统	品牌:江森自控 (Johnson Controls)

Total Floor Area	137,436m <sup>2</sup>
Office Floor Area	approx. 64,000m <sup>2</sup>
Commercial Floor Area	approx. 22,000m <sup>2</sup>
LEED Certification	LEED Gold Certification
Curtain Wall	Double-silver Low-E glass
Raised Flooring Height	100mm
Floor Bearing	2.0KN/m <sup>2</sup>
Elevators and Brand	Building A: 9 passenger elevators, 1 goods elevator, 2 escalator, 2 car park elevators (with no mechanical room) Building B: 3 passenger elevators, 2 goods elevator Building C/D: 4 passenger elevators, 3 goods elevator, 16 escalator Elevator brand: ThyssenKrupp Escalator brand: KONE
Parking Lots	518
Office Lobby Decoration Standard	Wall, ceiling: Top-grade decorating foamed aluminum board; Flooring: quarts
Office Elevator Hall and Aisle	Wall: stoving varnish glass; Flooring: quarts; Ceiling: stoving varnish aluminum plate
Office Interior Decoration Standard	Wall: coating; Flooring: steel OA raised floor; Ceiling: creative naked roof
Office Toilet Decoration Standard	Wall: corian, quarts; Flooring: quarts; Ceiling: gypsum board, highlight emulsion paint facing
Commercial Public Area Decoration Standard	Wall: corian, highlight emulsion paint; Flooring: natural stone; Ceiling: gypsum board, highlight emulsion paint
Power Supply	2 35KV power supply
Heating and Air Conditioner System	Chillers-York; Ice Storage Device and Dooling Towers-BAC; Air-conditioning Unit - SINKO; Fan Coil - McQuay; Air-condition Pump - Grundfos
Fresh Air Purification System	Fresh air supply: 40 cubic meters/hour/person; Brand: Honeywell
Communication System	China Telecom, China Mobile, China Unicom; Optical fiber and interior category 6 cable
Building Intelligent System	Brand: Johnson Controls

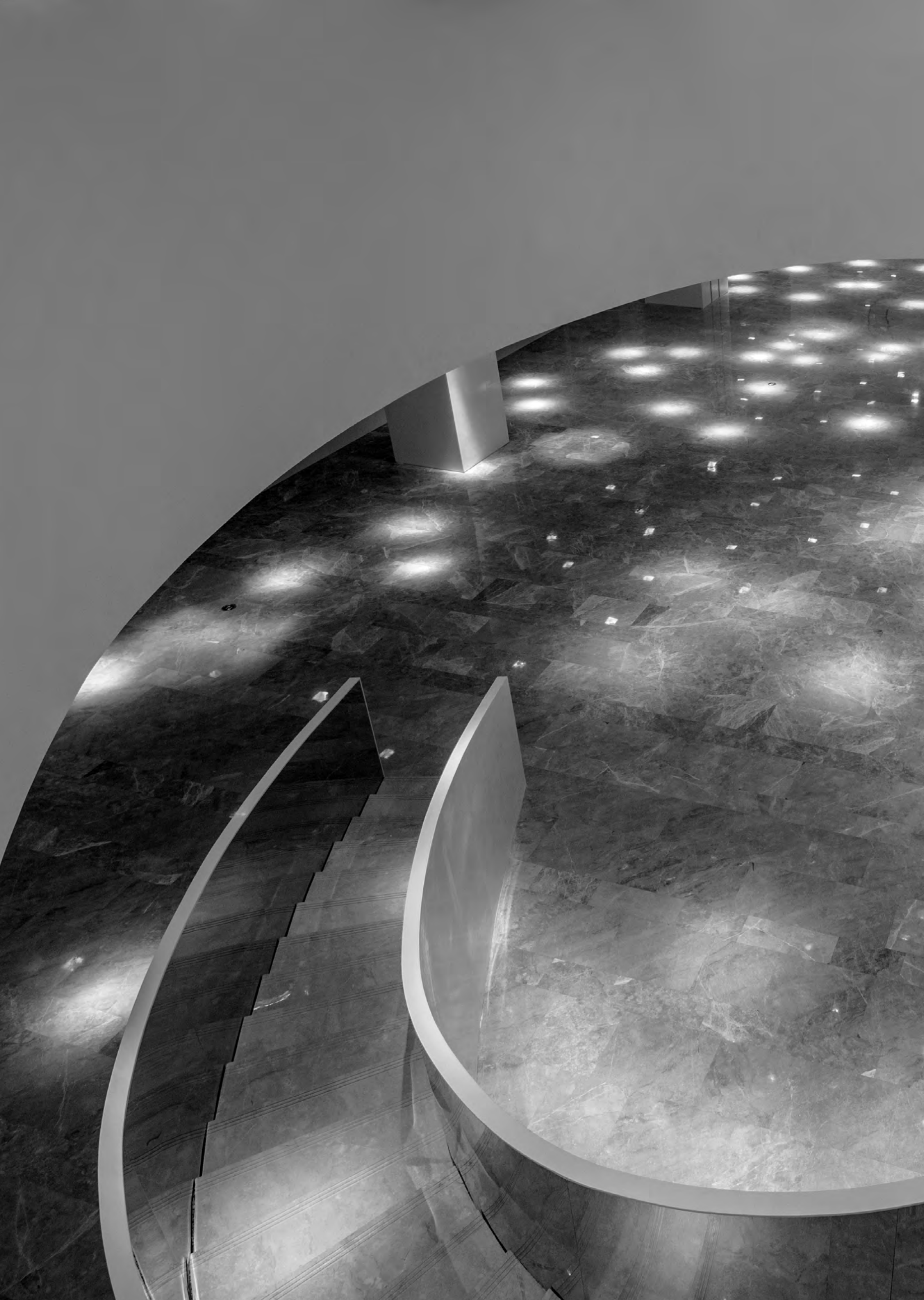


01 19  
LOW FLOOR LIFT  
低区电梯

01 19  
LOW FLOOR LIFT  
低区电梯









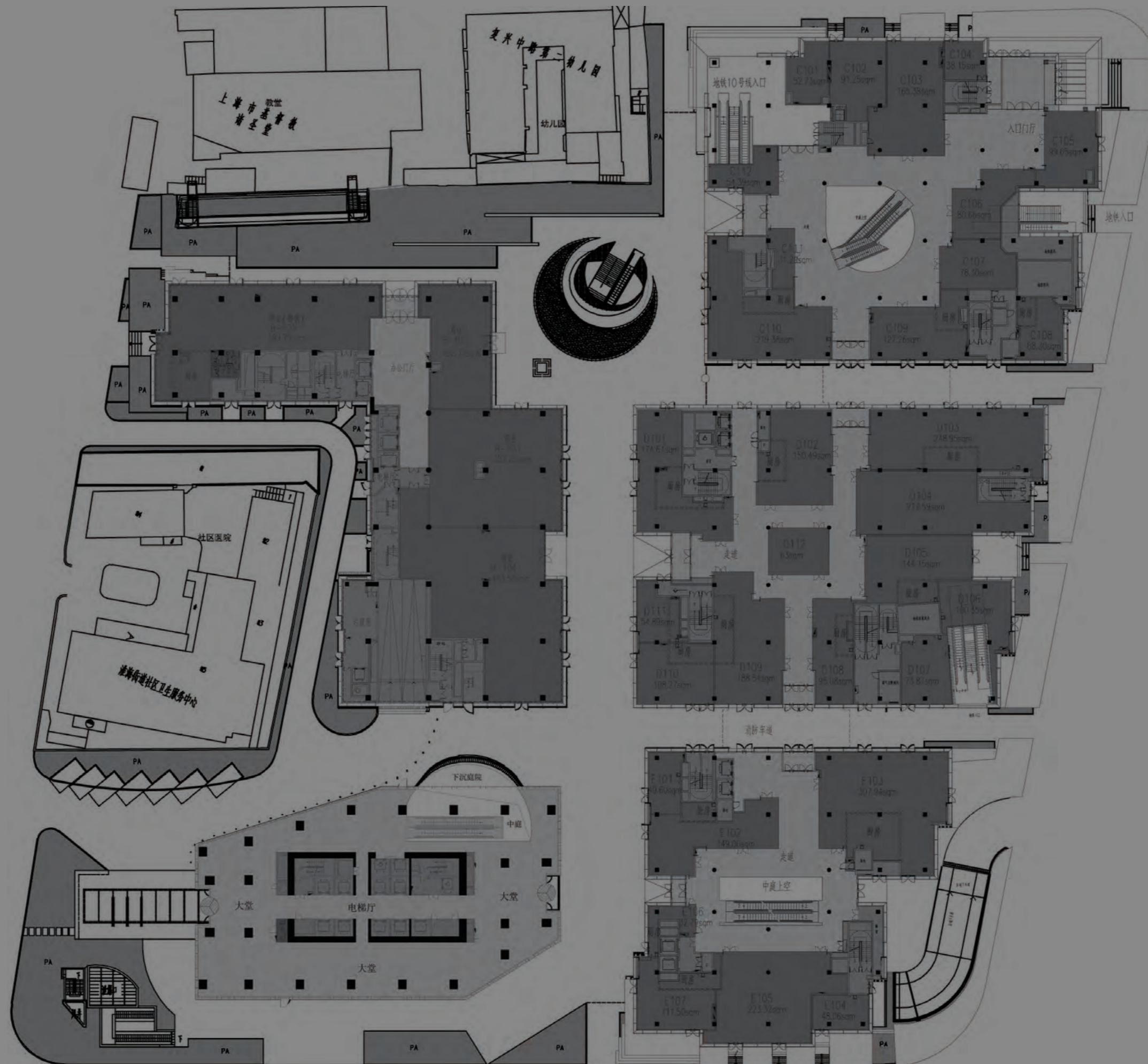


FUXING PLAZA  
复兴广场

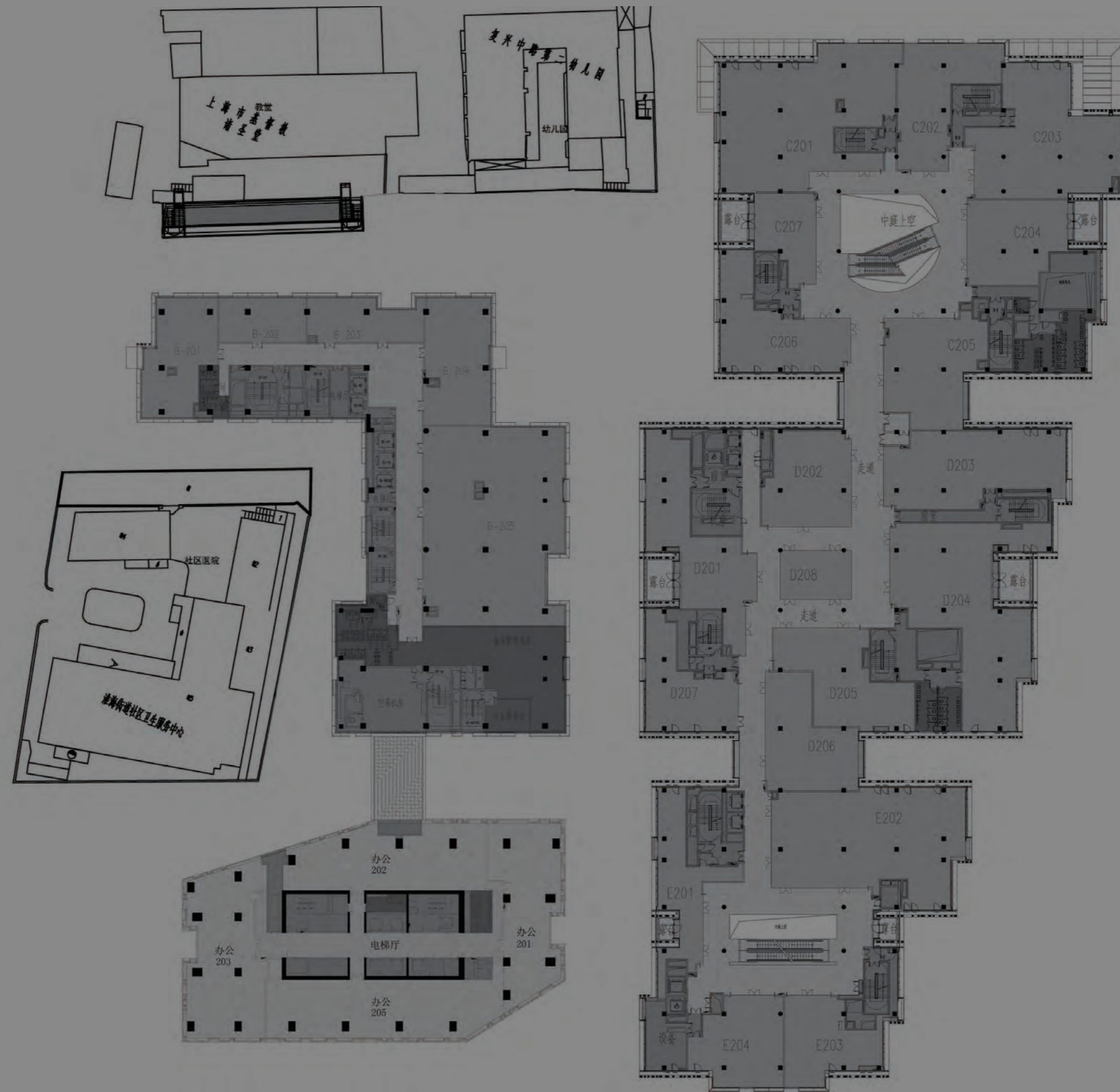
# Level B1



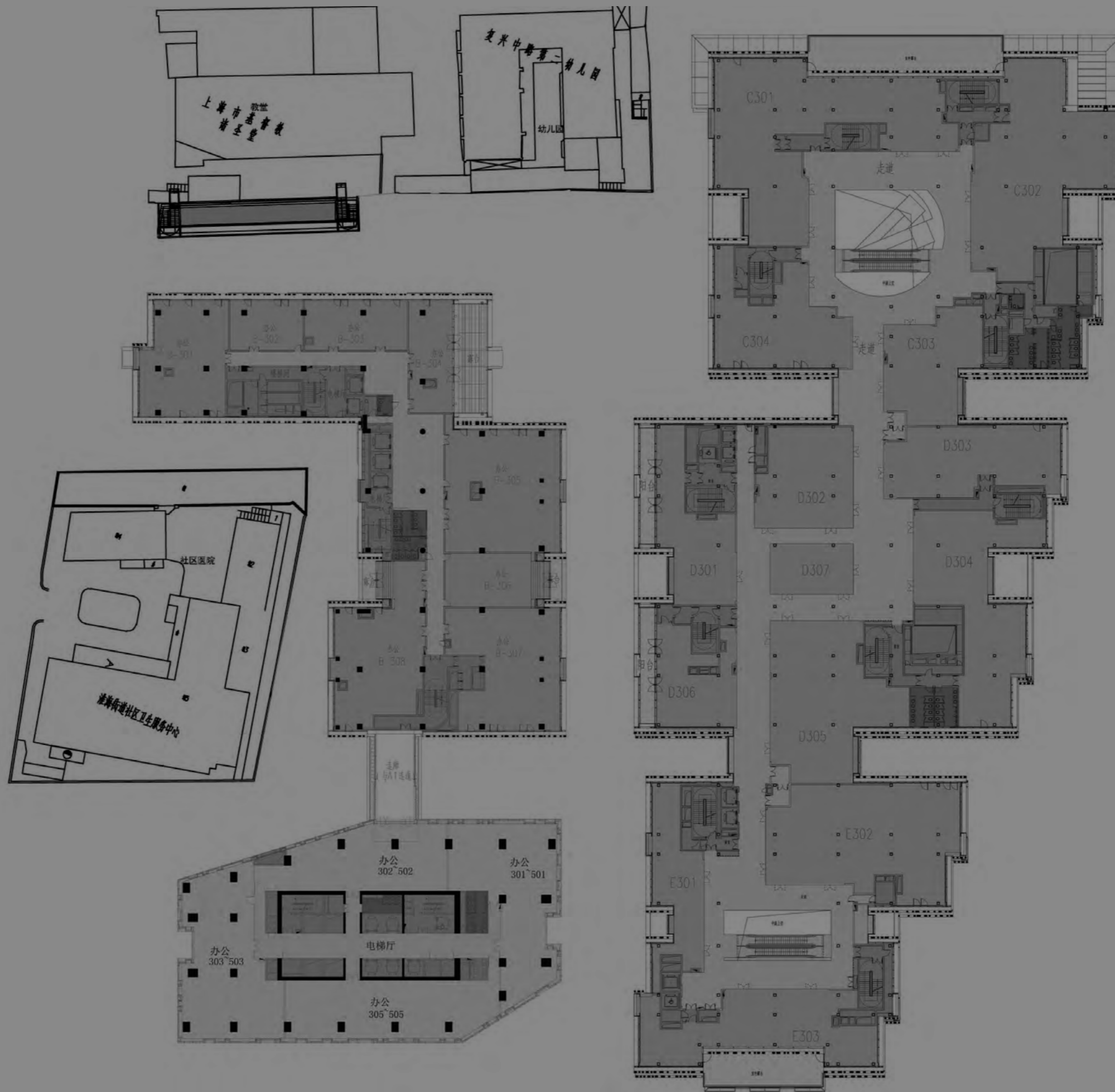
# Level 1



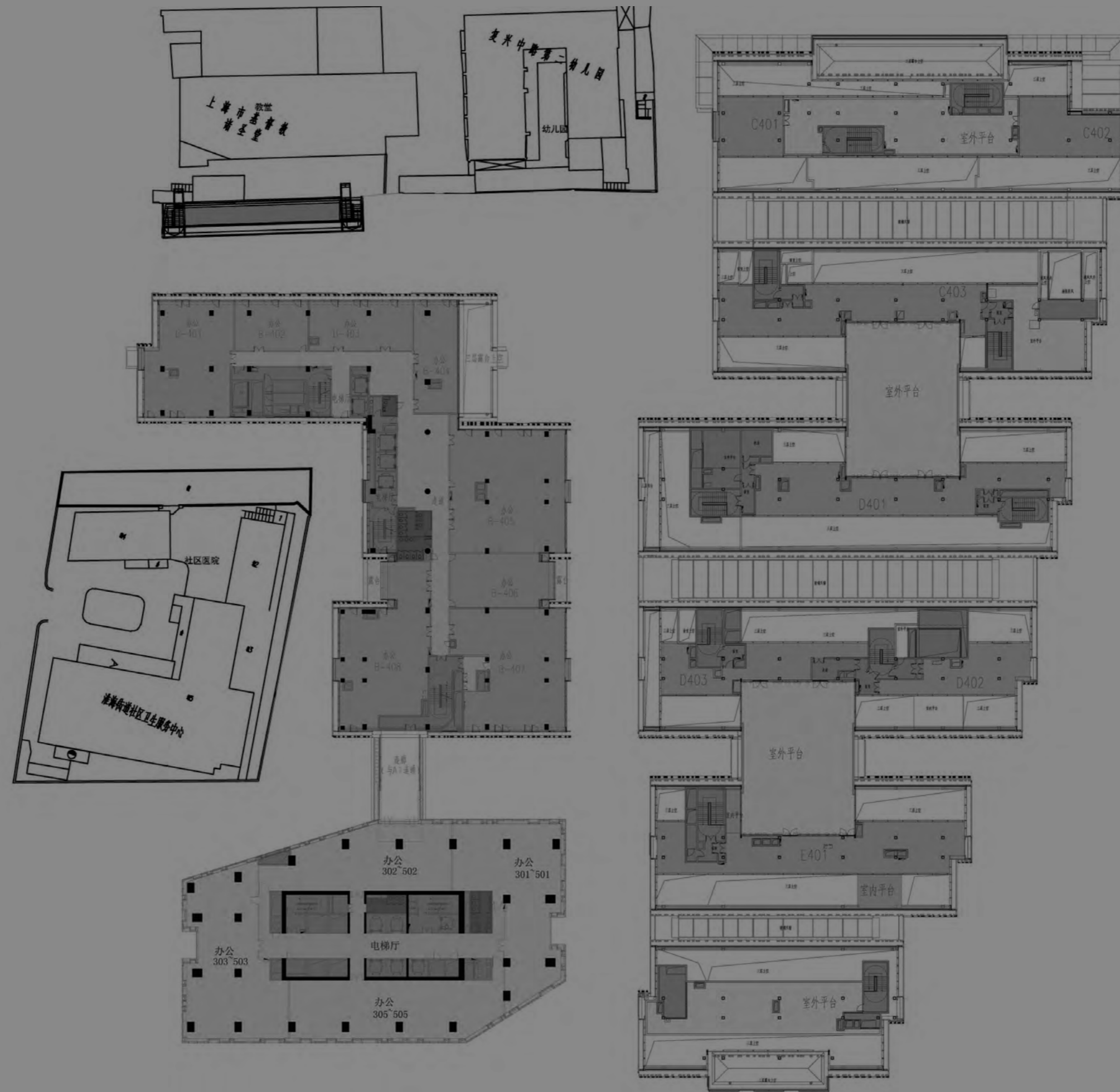
# Level 2



# Level 3



# Level 4











20 31  
HIGH FLOOR LIFT  
REAR

20 31

HIGH FLOOR LIFT  
高区电梯





