

# SHANGHAI LONGHUAHUI

IFLA ASIA-PAC LA Awards 2024

Awards Categories-Social and Community Health

*Project Binder*





# PROJECT STATEMENT

As Shanghai's first commercial district facing a millennium-old temple, LONGHUAHUI centers its brand on "Meet on Street: Longhua Alleys, Wonderful Encounters." It aims to create an ideal urban neighborhood that integrates folklore, cultural fusion, youth trends and green ecology. With a commercial area of about 100,000 square meters, LONGHUAHUI connects to Longhua Station on metro lines 11 and 12. It features a stable commercial order with double-eaved roofs and glass facades, alongside the casual and free-flowing layout of intersecting alleys. Breaking conventional commercial narratives, it exudes strong appeal.

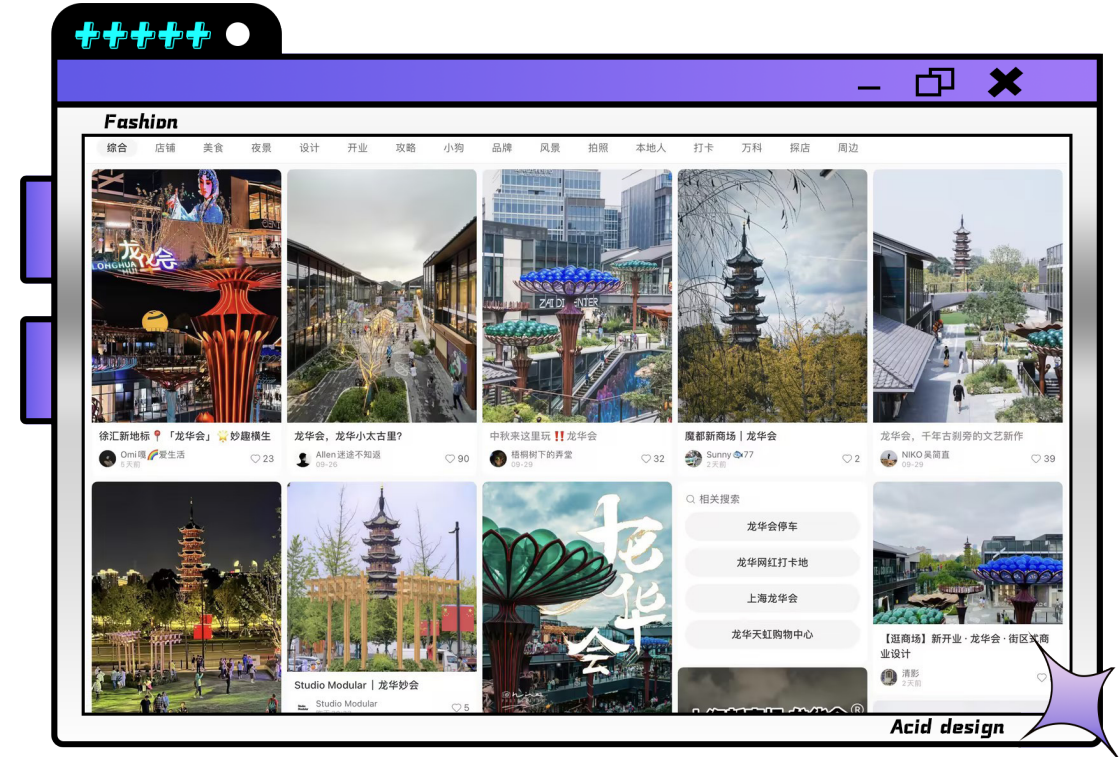
Located just across the street from the 1700-year-old Longhua Temple, LONGHUAHUI's design reflects a deep engagement with local culture, encompassing project positioning, architectural design, landscape design and operations. The site layout respects the historical axis of Longhua Temple, with buildings fanning out gently towards the waterfront, creating visual corridors that blend low-density structures, the ancient pagoda, street scenes, and plant landscapes.

Project Name : Shanghai LONGHUAHUI  
Project Address : Shanghai, China  
Area (sq.m) : 25000 sq.m  
Year of Completion : 2023

# PROJECT NARRATIVE AND VISION

Shanghai LONGHUAHUI attracted a large audience and significant attention as soon as it opened. The project merges the “ancient temple” with the “commercial street,” sparking new excitement. Its overall layout respects Eastern aesthetics and history, drawing inspiration from traditional Chinese architecture elements such as halls, courtyards, houses, waterway and gardens, showcasing modern Chinese beauty. Key nodes feature installation artworks by Western designer Bill Bensley, such as the “Magic Plants,” creating a cultural fusion. Respecting historical context, the project promotes urban renewal with an international perspective, helping brands achieve commercial breakthroughs.

The design, brand IP, cultural IP, planning and operation of LONGHUAHUI all show clear originality, and the fusion of the “humanistic sentiment” of old Shanghai and the city's future business occurs for breakthrough as expected. The integration of culture and economy is becoming a future business development trend. View this new birth, imagine the wonderful future!





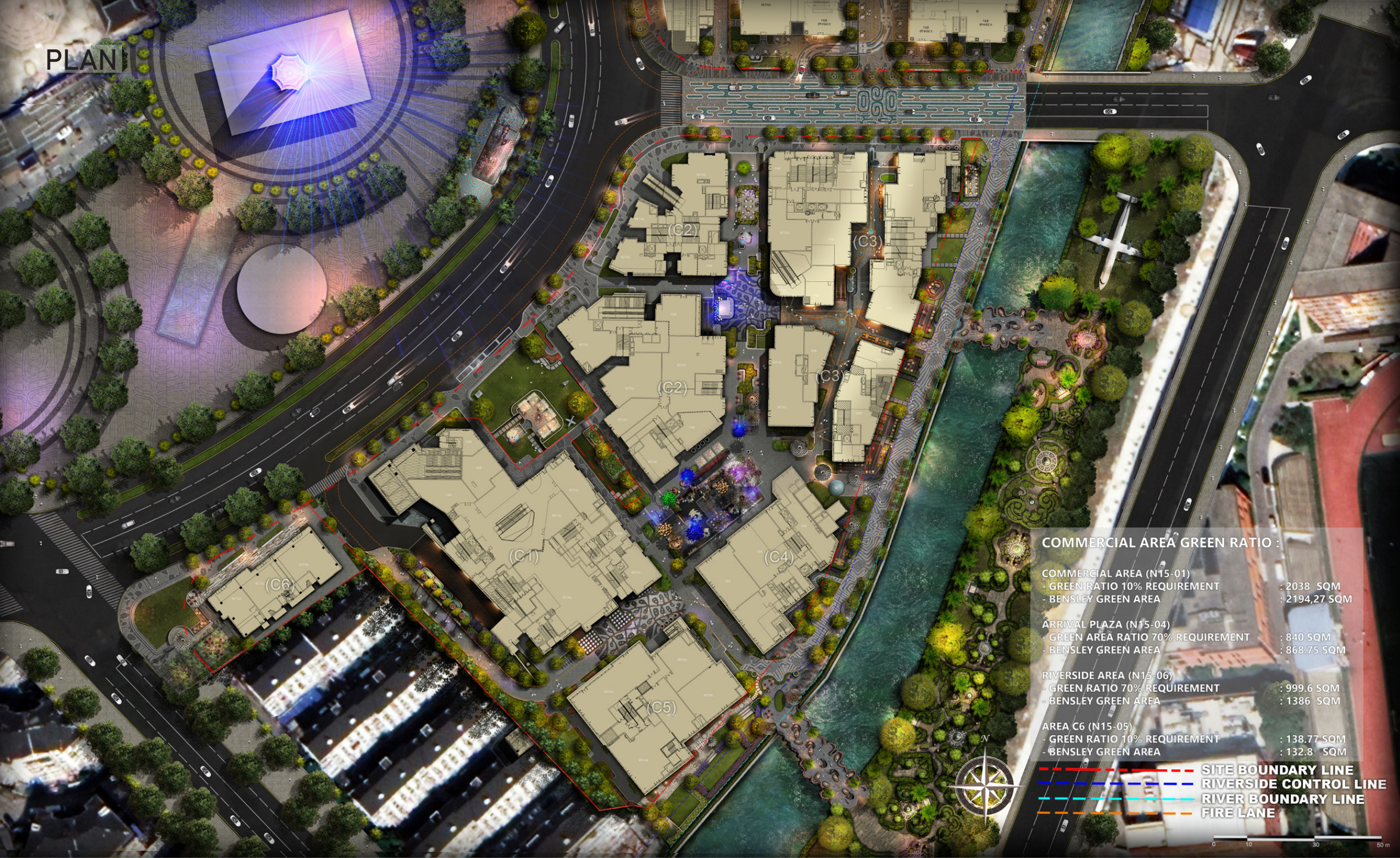
## SITE PLANNING AND OVERALL POSITIONING

The project is located in Shanghai, China, adjacent to the historical landmark Longhua Pagoda. The design integrates the exploration, inheritance and innovation of local culture throughout the entire process of positioning, architectural design, landscape design and operation of LONGHUAHUI, empowering commerce with culture. These corridors blend with open views, street scenes and plant landscapes, ensuring the pagoda's silhouette is visible throughout the area.





# PLAN



## COMMERCIAL AREA GREEN RATIO :

COMMERCIAL AREA (N15-01)  
- GREEN RATIO 10% REQUIREMENT : 2038 SQM  
- BENSLEY GREEN AREA : 2194,27 SQM

ARRIVAL PLAZA (N15-04)  
- GREEN AREA RATIO 70% REQUIREMENT : 840 SQM  
- BENSLEY GREEN AREA : 868.75 SQM

RIVERSIDE AREA (N15-06)  
- GREEN RATIO 70% REQUIREMENT : 999.6 SQM  
- BENSLEY GREEN AREA : 1386 SQM

AREA C6 (N15-05)  
- GREEN RATIO 10% REQUIREMENT : 138.77 SQM  
- BENSLEY GREEN AREA : 132.8 SQM

--- SITE BOUNDARY LINE  
--- RIVERSIDE CONTROL LINE  
--- RIVER BOUNDARY LINE  
--- FIRE LANE

0 10 30 50 m



## INSTALLATION ART DESIGN

*In the sunken space of the commercial center, a series of magical trees soar skyward, forming a surreal "Magic Forest." This art installation, designed by renowned landscape artist Bill Bensley, draws inspiration from the bronze buds found in the Shang Dynasty sacrificial pits at Sanxingdui.*



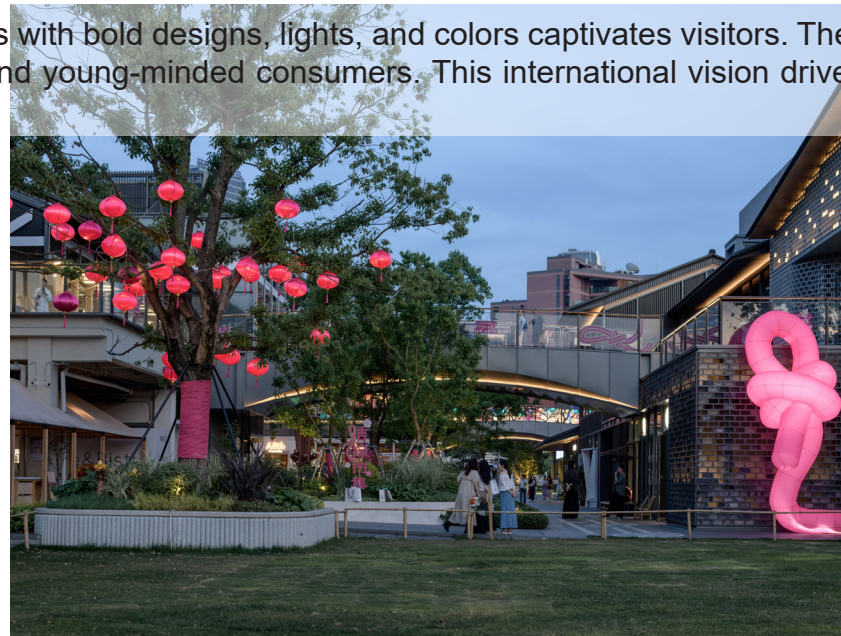
The main sunken plaza serves as a vertical transit hub, seamlessly connecting two underground levels and supporting the varied street-level buildings. An underground passage directly links to Longhua Temple, fostering a harmonious coexistence between the temple and the marketplace.



# THE INTEGRATION OF FESTIVE ACTIVITIES AND INSTALLATION ART



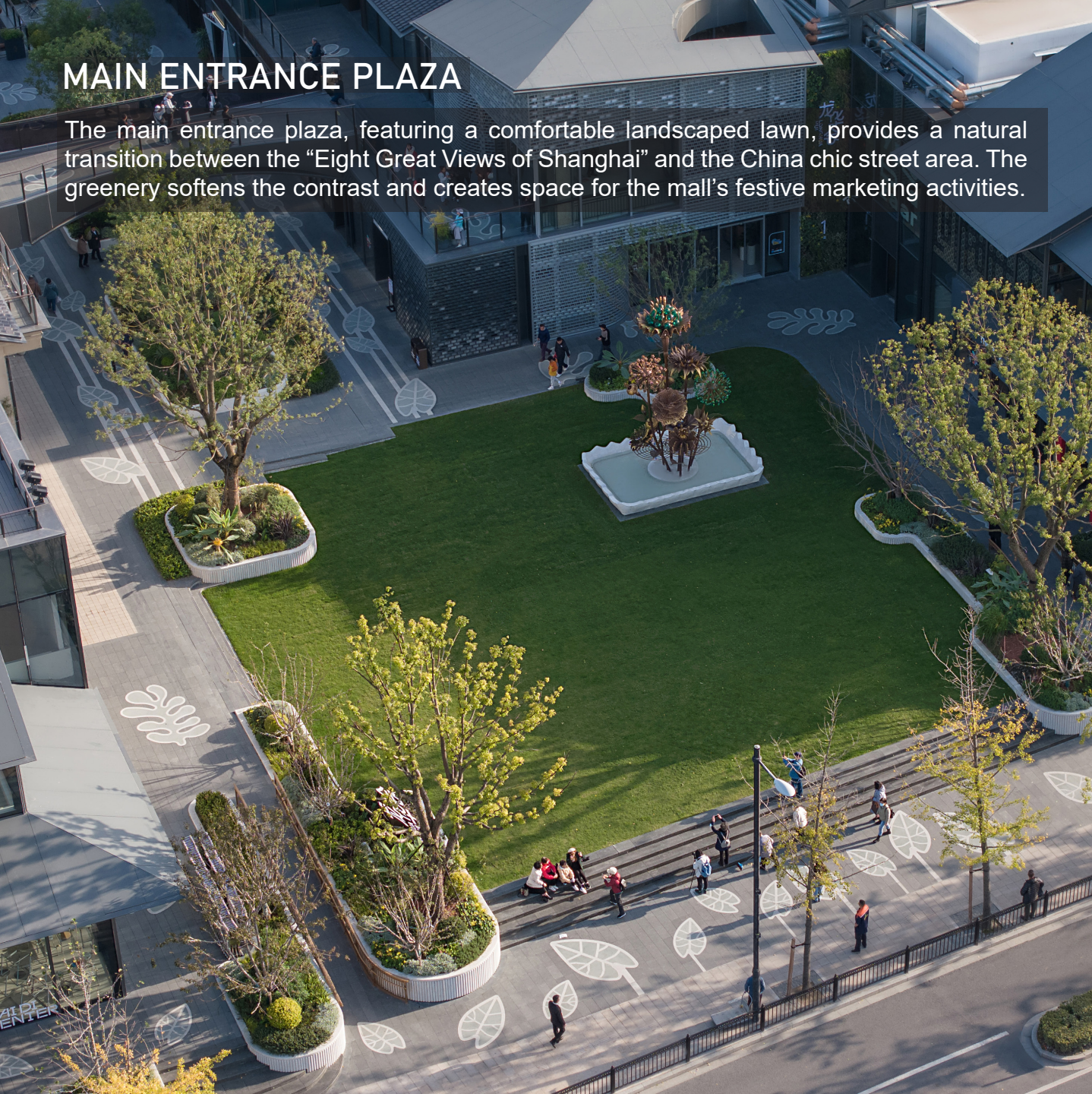
A visually striking “Fantasy Forest” of metal magic trees with bold designs, lights, and colors captivates visitors. The ever-changing themes, aligned with traditional Chinese festivals, attract numerous social media enthusiasts and young-minded consumers. This international vision drives urban renewal and helps brands achieve commercial breakthrough.





## MAIN ENTRANCE PLAZA

The main entrance plaza, featuring a comfortable landscaped lawn, provides a natural transition between the “Eight Great Views of Shanghai” and the China chic street area. The greenery softens the contrast and creates space for the mall’s festive marketing activities.





## SUSTAINABLE AND ELEGANT PERENNIAL FLOWER BORDER

Pioneering a sustainable natural flower border with a fresh and elegant color palette to enhance commercial quality. The structure features shrubs, mid-layer linear plants such as *Justicia brandegeana*, *Ruellia brittoniana*, and *Aspidistra elatior*, with ground-covering plants like *Pilea cadierei* and rosemary. This combination extends the overall viewing period and enhances the visual appeal of the plants.





## WATERFRONT WALKWAY DESIGN

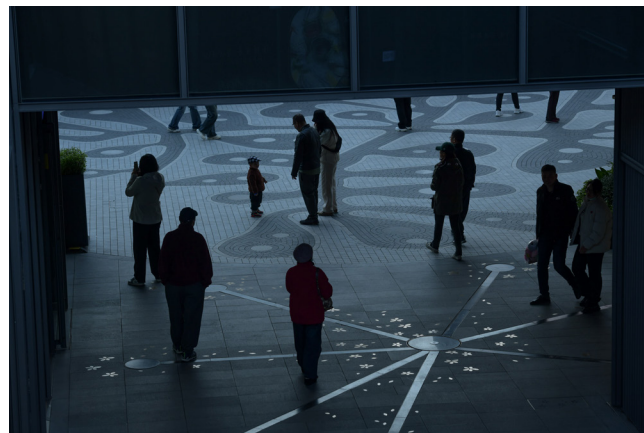
The waterfront is LONGHUAHUI's unique geographical advantage, with the commercial street built along the river, highlighting its ecological features. Protective planting on the riverbanks and slope greening absorb runoff during the rainy season. Maximizing soft landscaping, shaded areas encompass outdoor commercial theaters, interactive installations, and leisure pavilions. Here, the urban pace transforms into leisurely moments where seniors, children and families can all enjoy a relaxing respite.





# SITE PAVEMENT DESIGN

The site's streamlined pavement design takes into account user psychology, providing convenient guidance. Partially echoing the main theme of Bodhi leaves and bronze flower buds, it enhances the unity between the pavement and the environment. The Chinese-style peach petals and coins symbolize "wealth and a beautiful love journey ahead," giving the site a strong sense of identity.





## OUTRO

"Meet on Street: Longhua Alleys, Wonderful Encounters", to experience casual, funny and wonderful collisions between people, and explore a contemporary lifestyle that goes from the busy back to the relaxed.

