

# GO THROUGH THE FUTURE REVITALIZE THE CITY



Research on Landscape  
Ascension Design of Urban  
Public Spaces along Zhoujiazui  
Road - Haining Road



# Project Statement

The Project is located at the street intersection of North Bund, Jiaxing Road and Sichuan North Road in Hongkou District, including the plots along Haining Road - Zhoujiazui Road and surroundings, west to Henan North Road, and east to Dalian Road, covering an area of approximately 137 ha, involving 32 blocks and 35 intersecting sections along the line. In the context of stock updating, this project can support the construction of the North Cross Passage and the Medium Capacity Public Transport Project, upgrade the refinement of urban management and quality of regional spaces, and form a landscape avenue that matches the style of the city's main roads.

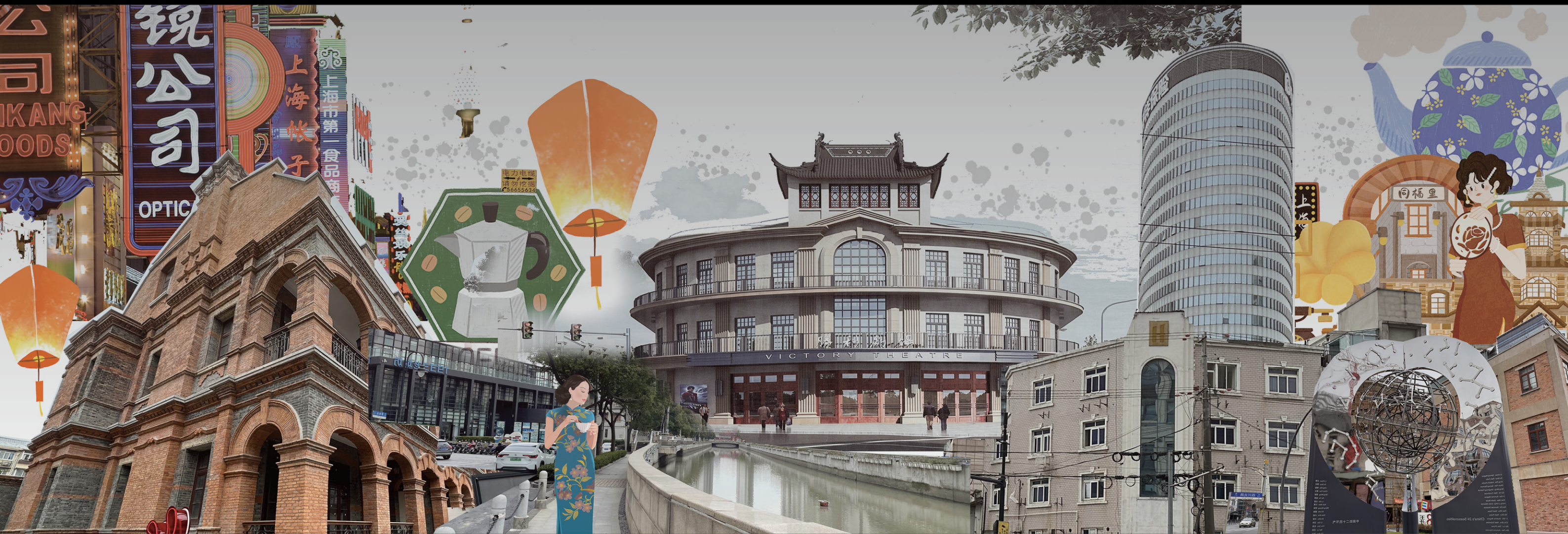
The design is themed on "Current Trend of Hongkou", integrating the movie memories, Shanghai-style culture and era imprints carried by the venue into the landscape, creating a diverse and open street facing open space, and making the road an immersive public corridor that can be appreciated and walked. Let's create a Window of Hongkou in the new era with tradition and modernity, Chinese trend and foreign trend, classics and future coexisting.

Project title:  
Research on Landscape Ascension  
Design of Urban Public Spaces along  
Zhoujiazui Road - Haining Road

Project location:  
Hongkou District, Shanghai, China

Design year:  
2023

KEY WORD:  
Update | Memory | Inheritance |  
Shanghai-style





# Three key studies

## Past

### A combination of the old and the new

Hongkou District is located in the northeast of the downtown area of Shanghai. It was a "bridgehead" for Shanghai to introduce Western civilization after its opening as a wharf, known as the birthplace of Shanghai-style culture, an original place of advanced culture, and a gathering venue of cultural celebrities. Hongkou is the birthplace of China's film industry. At its peak, the number of cinemas in Hongkou exceeded half a hundred, and the Hongkou Grand Theater is located at the famous "Golden Triangle of Theaters".



## Present

### A combination of the upper and the lower

The North Bund area is one of the most concentrated areas of old urban areas in Shanghai. For many years, the construction of municipal infrastructure has been backward, the urban landscape has not been improved, and the urban management is relatively lagging behind. In recent years, the road landscape has been severely affected by the overlapping challenges of the newly built North Cross Passage and the medium capacity lanes. The landscape of urban public space from Zhoujiazui Road to Haining Road needs urgent improvement.



## Future

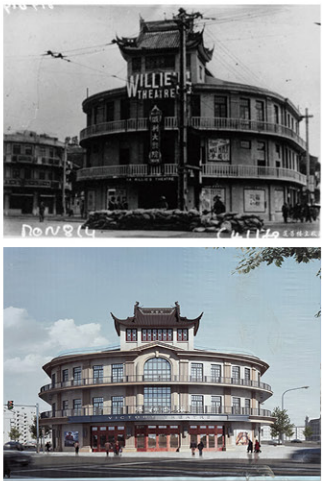
### Composition in functions

The site is adjacent to the North Bund area. According to the Unit Planning of Hongkou District, Shanghai, Hongkou District will create a spatial structure of "1 core, 3 areas, 2 axes and 1 ring". Among others, "1 core" refers to the core functional carrier of the North Bund, based on the construction from the high starting point of the North Bund will to create a new landmark that showcases Shanghai's features.





Past



Willy's Theater

Building address: No. 408, Zhapu Road  
Year of establishment: 1929

It was originally named the Hollywood Theater and opened in February 18th year of the Republic of China. After the victory of the Anti-Japanese War, it was taken over by the Shanghai Municipal Social Bureau. In June 1949, it was taken over by the Shanghai Municipal Military Control Commission's Art and Literature Department. In December of the same year, it was renamed Victory Cinema. It is now a catering and entertainment complex, and other comprehensive places.

1933 Laochangfang

Building address: No. 10, Shajing Road  
Year of establishment: 1933

It was once the slaughterhouse of the Shanghai Ministry of Industry and Commerce. It was completed in November 1933. It has the basilica style of the ancient Roman imperialism period. It is the largest slaughterhouse in the Far East. In 2005, it was announced as an outstanding historical building in Shanghai by the Shanghai Municipal People's Government.



A COMBINATION OF THE OLD AND THE NEW



Haining Building

Building address: No. 894, Sichuan North Road  
Year of establishment: 1932

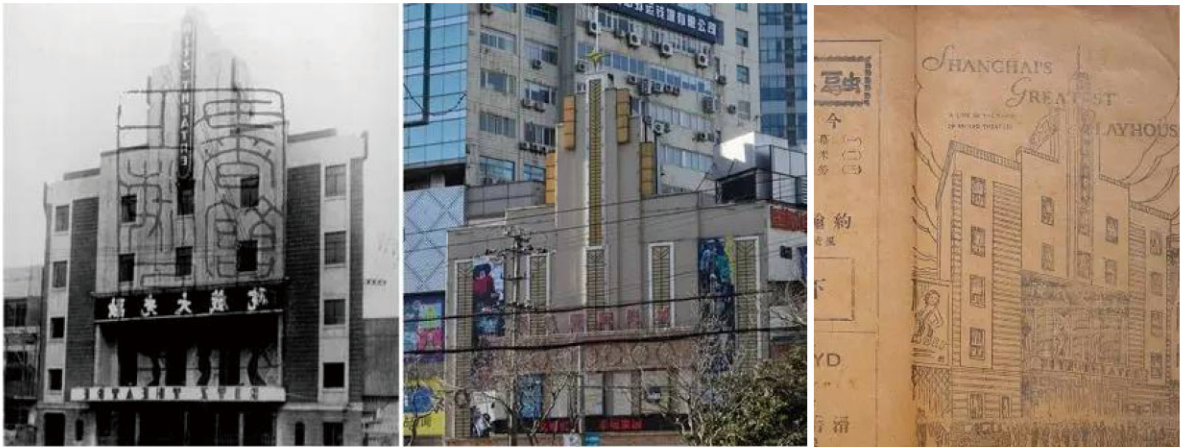
It was designed by Chinese architects Lu Qianshou and Wu Jingqi, constructed by Taikangxing Construction Factory, and invested and constructed by Bank of China Shanghai Branch. On February 15, 1994, the Shanghai Municipal People's Government announced it as an outstanding historical building in Shanghai.



Rongguang Theater

Building address: No. 330, Haining Road  
Year of establishment: 1932

After liberation, the Rongguang Grand Theater was renamed the International Cinema and has been open to this day. It is now known as Xingmei International Cinema. It was a theater that Mr. Lu Xun often visited when he lived in Hongkou.





PRESENT

MAGNOLIA PLAZA

HAITAI INTERNATIONAL BUILDING

PACIFIC BUILDING

SHANGHAI GUOHUA FINANCIAL CENTER

JINGTAI BUILDING

FAIR BUILDING

Haining Road

Henan North Road

North cross passageway new road entrance

Yuan Hong Building

Shanghai Zhongyin Square

Shangbin Life Plaza

Zhongjiazui Road

Hopson Fortune Plaza

Dalian Road

A COMBINATION OF THE UPPER AND THE LOWER

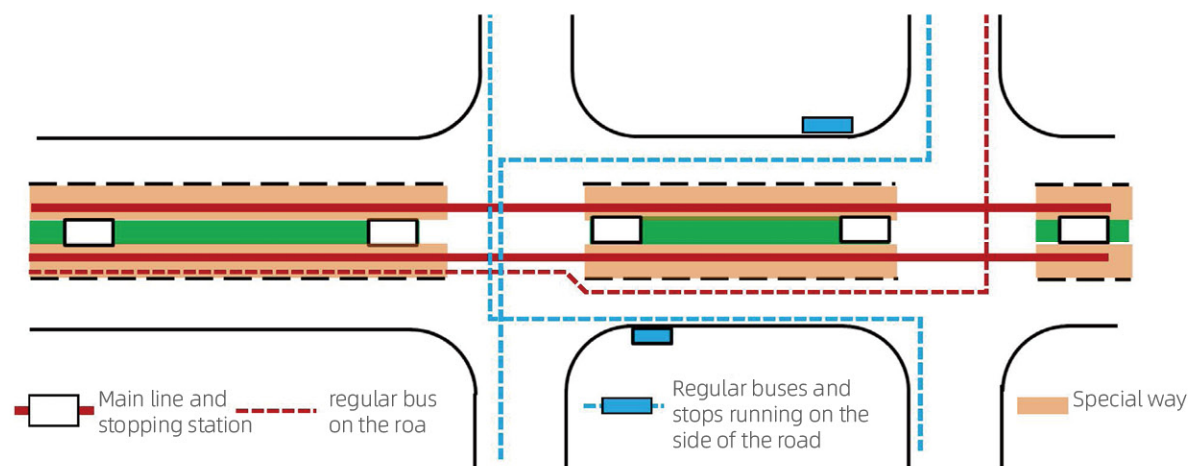


# PRESENT

## Ground

### The challenge of medium traffic lanes

The medium capacity lanes has squeezed the green space of the median strip and the green space on both sides.



MEDIUM TRAFFIC PLATFORM



NORTH CROSS PASSAGE CONSTRUCTION SITE



NORTH CROSS PASSAGE



NORTH CROSS PASSAGE ENTRANCE

## Underground

### Construction of the north cross passage

The construction of North Cross Passage has damaged the road and the landscape environment on both sides.





# PRESENT



A Henan zhong - Kowloon road (yu computed.in pu)

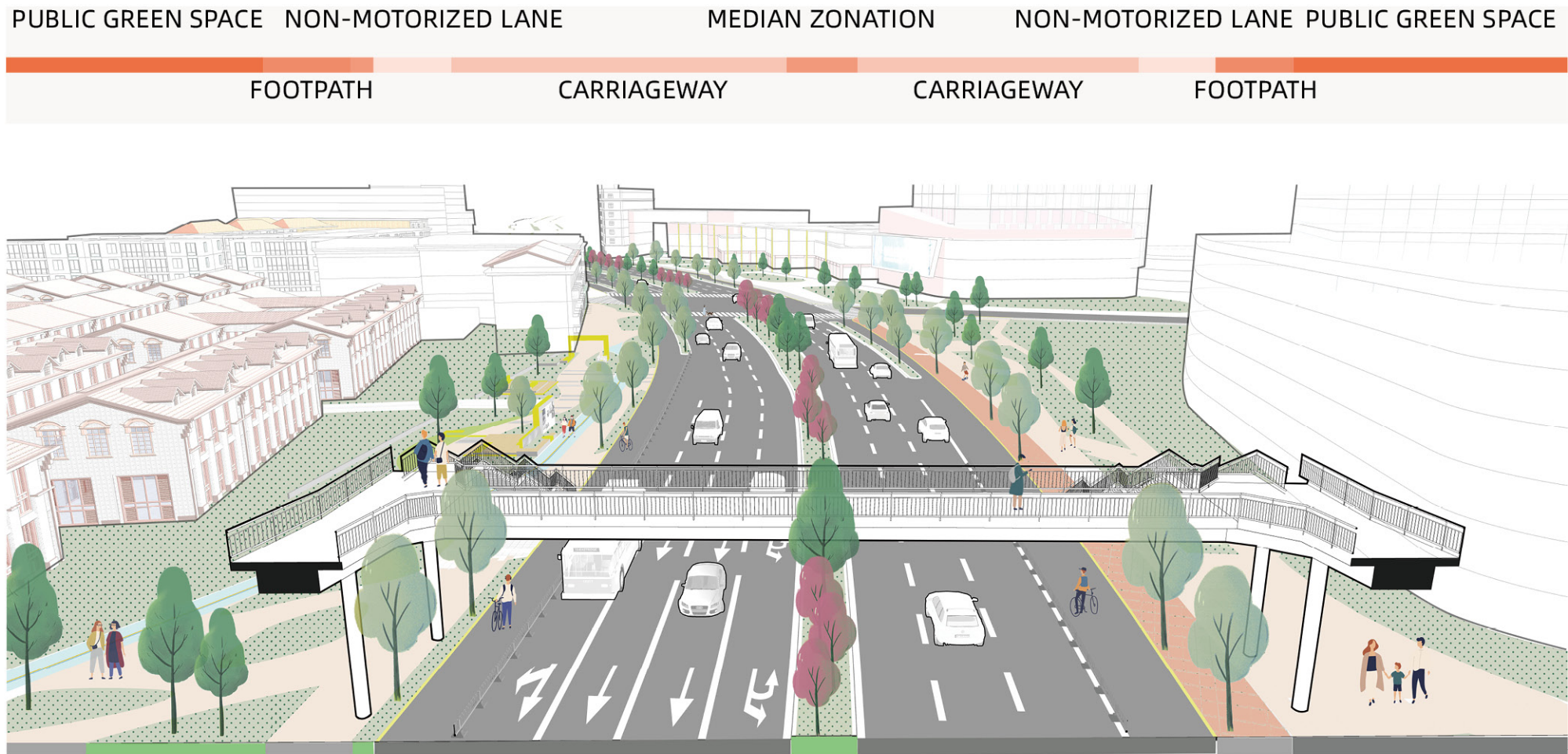
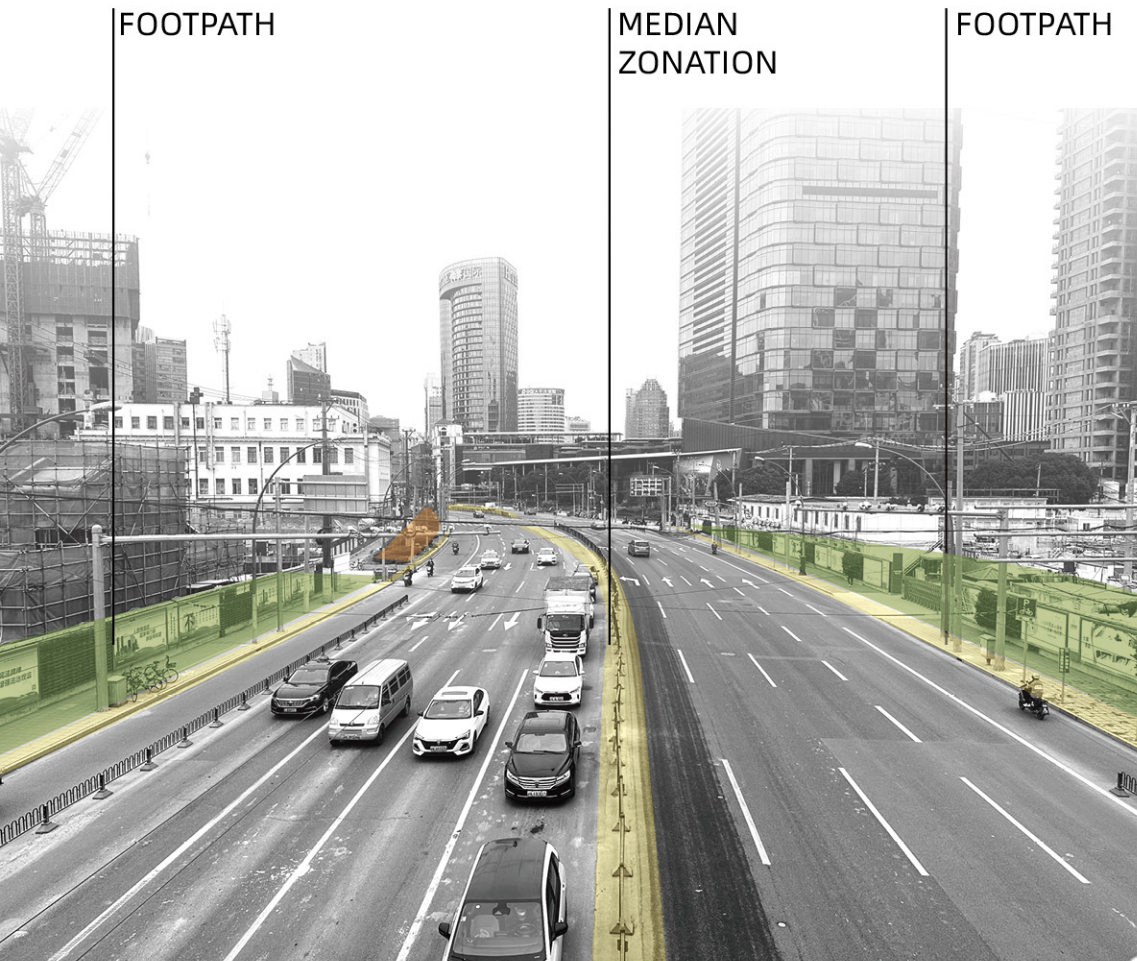


B Kowloon Road (Yu Jing Pu) - Haimen section



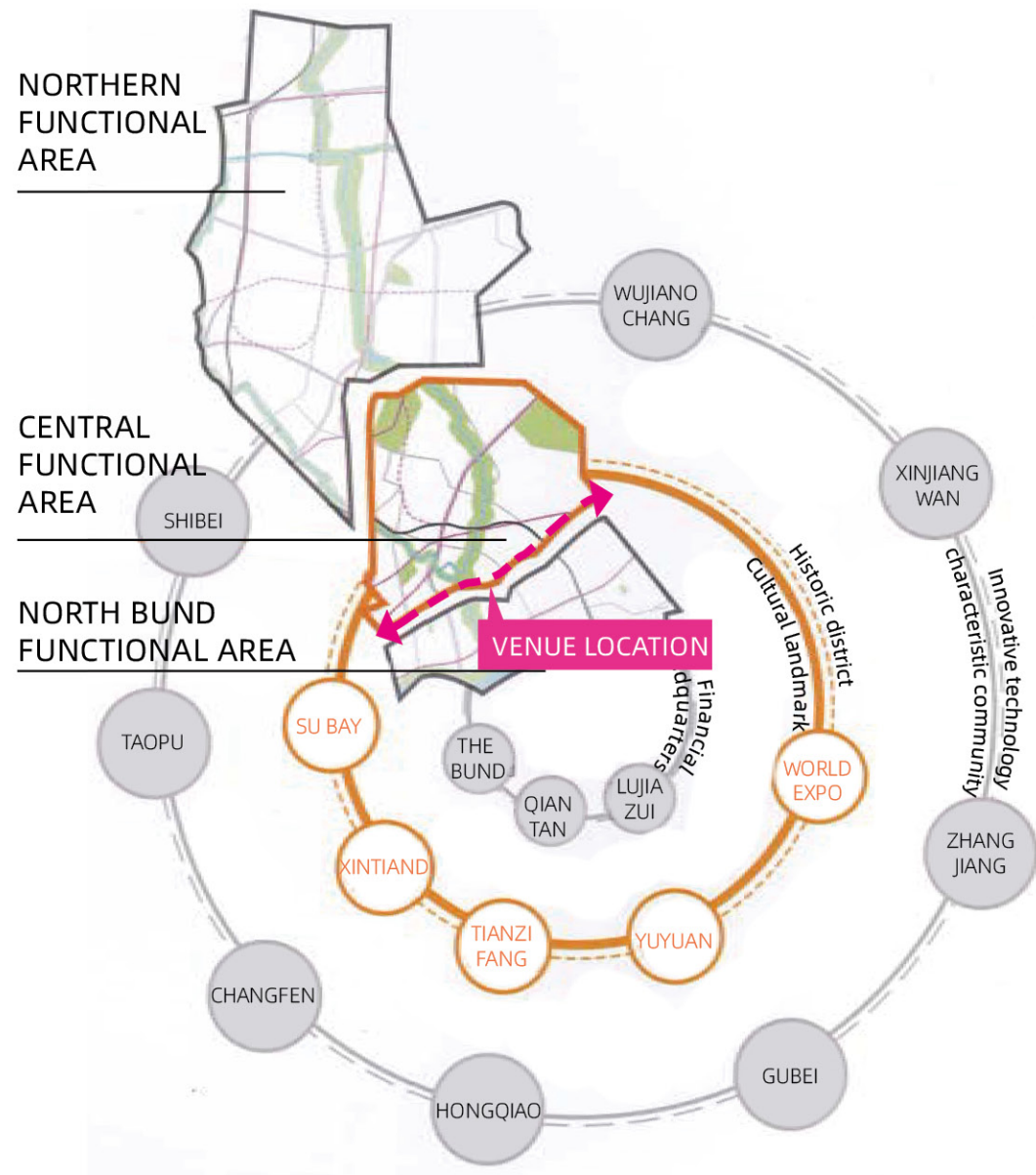
C Haimen Road - Dalian section

- Road analysis - The correlation between historical buildings and functional implantation is weak, the utilization rate of roadside green spaces is low, and the commercial plaza at the bottom of buildings lacks parking and pedestrian space.
- Slow-traffic analysis - Sidewalks and non-motorized lanes share the same space, resulting in shortage of dedicated non-motorized parking areas, pedestrian space being occupied, and difficulty to ensure slow-traffic safety.





# Future



## COMPOSITION IN FUNCTIONS

The site is adjacent to the North Bund area. According to the Unit Planning of Hongkou District, Shanghai, Hongkou District will create a spatial structure of "1 core, 3 areas, 2 axes and 1 ring". Among others, "1 core" refers to the core functional carrier of the North Bund, based on the construction from the high starting point of the North Bund will to create a new landmark that showcases Shanghai's features.



# Three key strategies

"Lanes" is a unique form of residential architecture in Shanghai, serving as a memory carrier that accompanies urban growth and is closely related to the daily lives of citizens. The line of Zhoujiazui Road - Haining Road serves as the boundary between "In" (downtown lanes) and "Out" (North Bund) in Hongkou, connecting the narratives of the past, present and future. The design takes "In" as the clue, integrating film and TV stories, time imprints and modern living rooms into this road, allowing people to stroll in this "uncovered museum" and read the cultural context of the city.

## In Movie

The design connects the memories of Shanghai-style culture from Jinchao Lane 8, the Golden Triangle of Theaters and the Hongkou Grand Theater. It combines the site's cultural context, audio-visual symbols and landscape, incorporating modern artistic techniques into the landscape, integrating Shanghai-style culture, festivals and characteristic dramas into the surrounding business formats, and forming a spiritual energy domain for the people to experience Shanghai's theatrical culture and historical charm.

## In Time

Extract the regional cultural context and local customs of lanes, use streets as carriers, incorporate "red brick memories, era imprints and cultural clues" into the neighborhood through landscaping techniques, create immersive scenes that can be felt and strolled, and define the trendy lifestyle of Hongkou today.

## In Colorfulness

The design has implanted multifunctional venues to showcase the colorful street scenes, providing a foundation for regional business development and theme building, and promoting the improvement of urban vitality, environment and quality of life. It takes cultural narrative that combines nature and art to create a modern and healing garden gateway for the North Bund.



Shanghai Lane



Jiangyuan Lane



Shanghai Lane



Jiangyuan Lane



# General layout

- 
- An aerial photograph of a residential area with several apartment buildings. A blue arrow points from the bottom left towards a specific building in the center-right of the image. The buildings are surrounded by greenery and parking areas.
- 1.Haiyun Garden
  - 2.Haining Garden
  - 3.Haiying Garden
  - 4.Honggang Garden
  - 5.Hongyin Garden
  - 6.Hongguang Garden
  - 7.Tilan Garden
  - 8.Xiulan Garden
  - 9.Yunlan Garden

Huangpu River



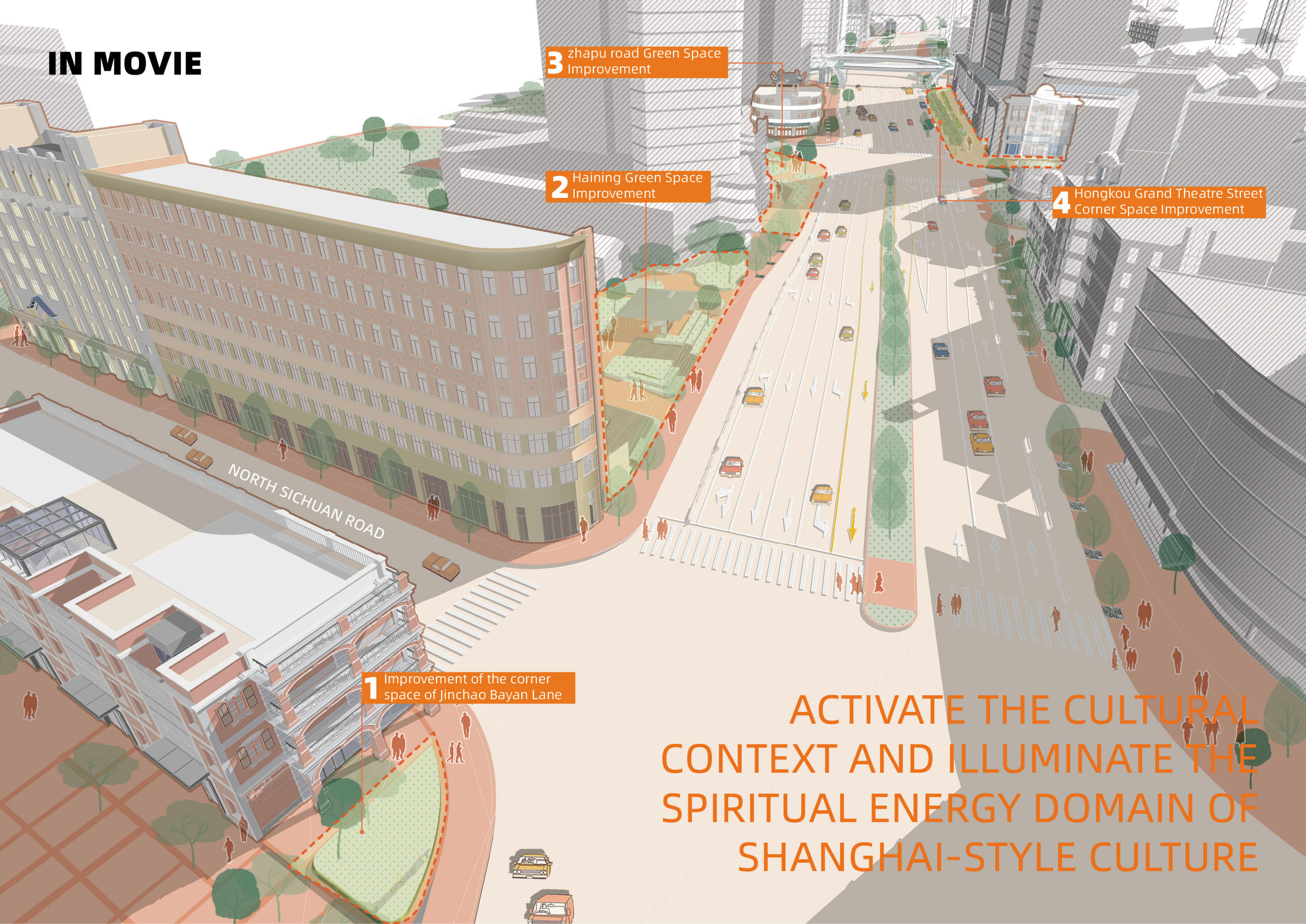
 IN MOVIE

 IN TIME

 IN COLORFULNESS



IN MOVIE



3 Zhapu Road Green Space Improvement

2 Haining Green Space Improvement

4 Hongkou Grand Theatre Street Corner Space Improvement

1 Improvement of the corner space of Jinchao Bayan Lane

ACTIVATE THE CULTURAL  
CONTEXT AND ILLUMINATE THE  
SPIRITUAL ENERGY DOMAIN OF  
SHANGHAI-STYLE CULTURE



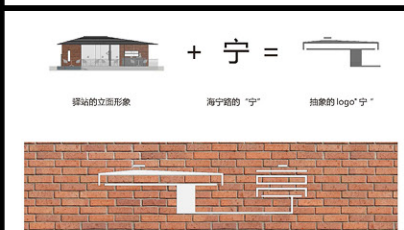
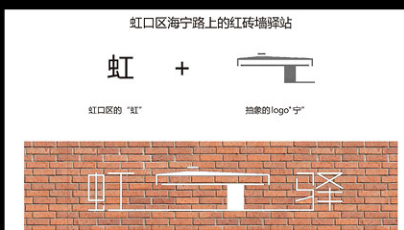
IN MOVIE

Improvement of the corner space of  
Jinchao Bayan Lane

1







The current Haining Green Space used to be the site of the Haiguang Theater that played movies, staged plays and comedies. The design connects the Haining Green Space with the Jinchao Lane 8, using red brick elements to create a unique stage that combines modern and classic elements, and injecting new vitality into the neighborhood.



## the Golden Triangle of Theaters

The zone is themed on "Classics Once More", with "era and image" as elements, echoing the cultural background of the Golden Triangle of Theaters, and combining the site's cultural context, audio-visual symbols and landscape.



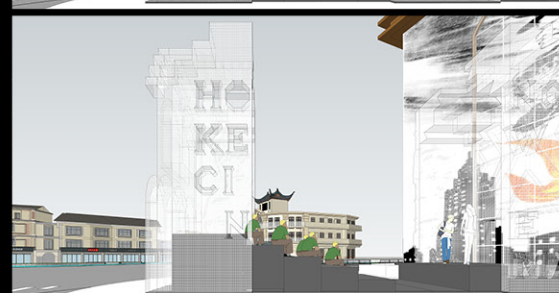
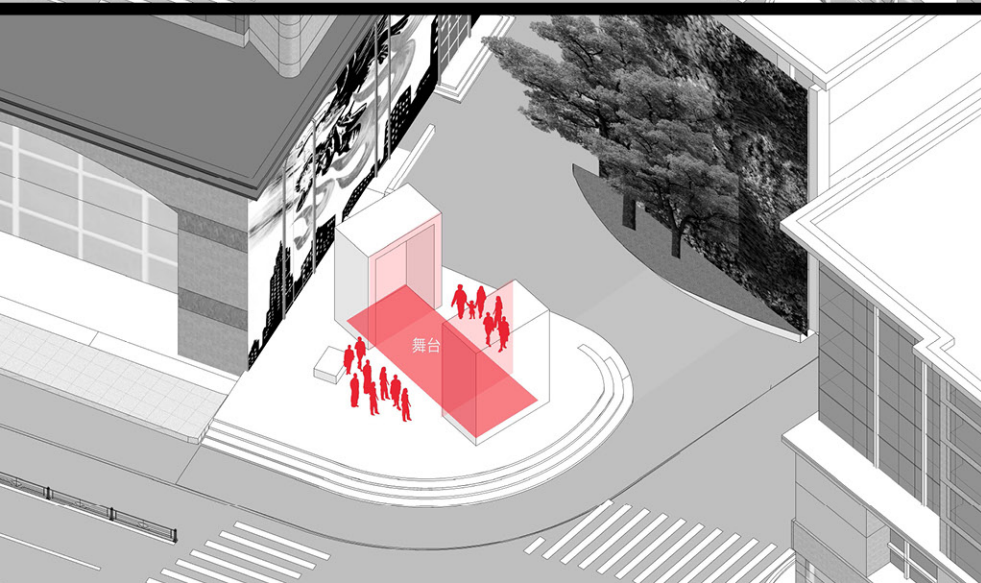
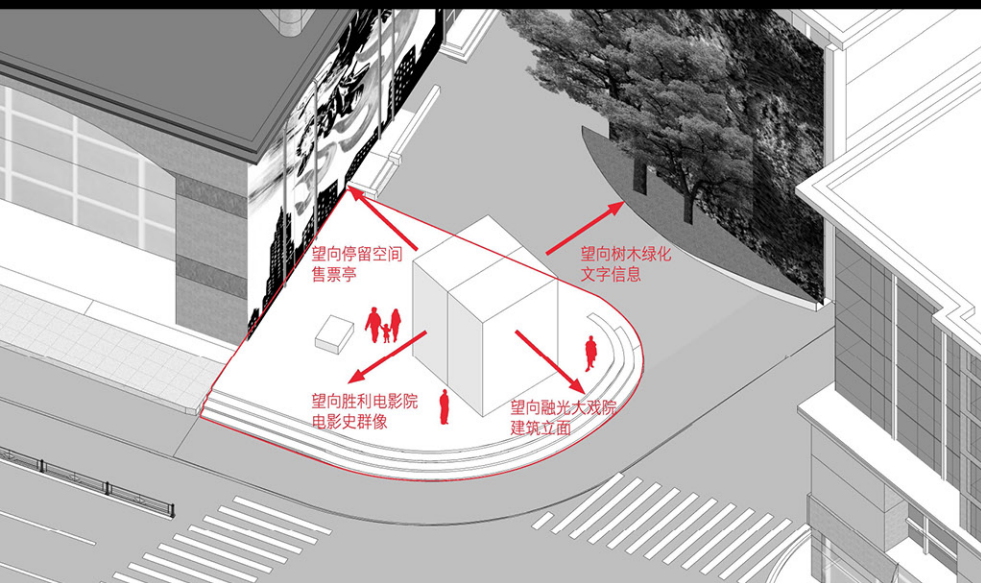






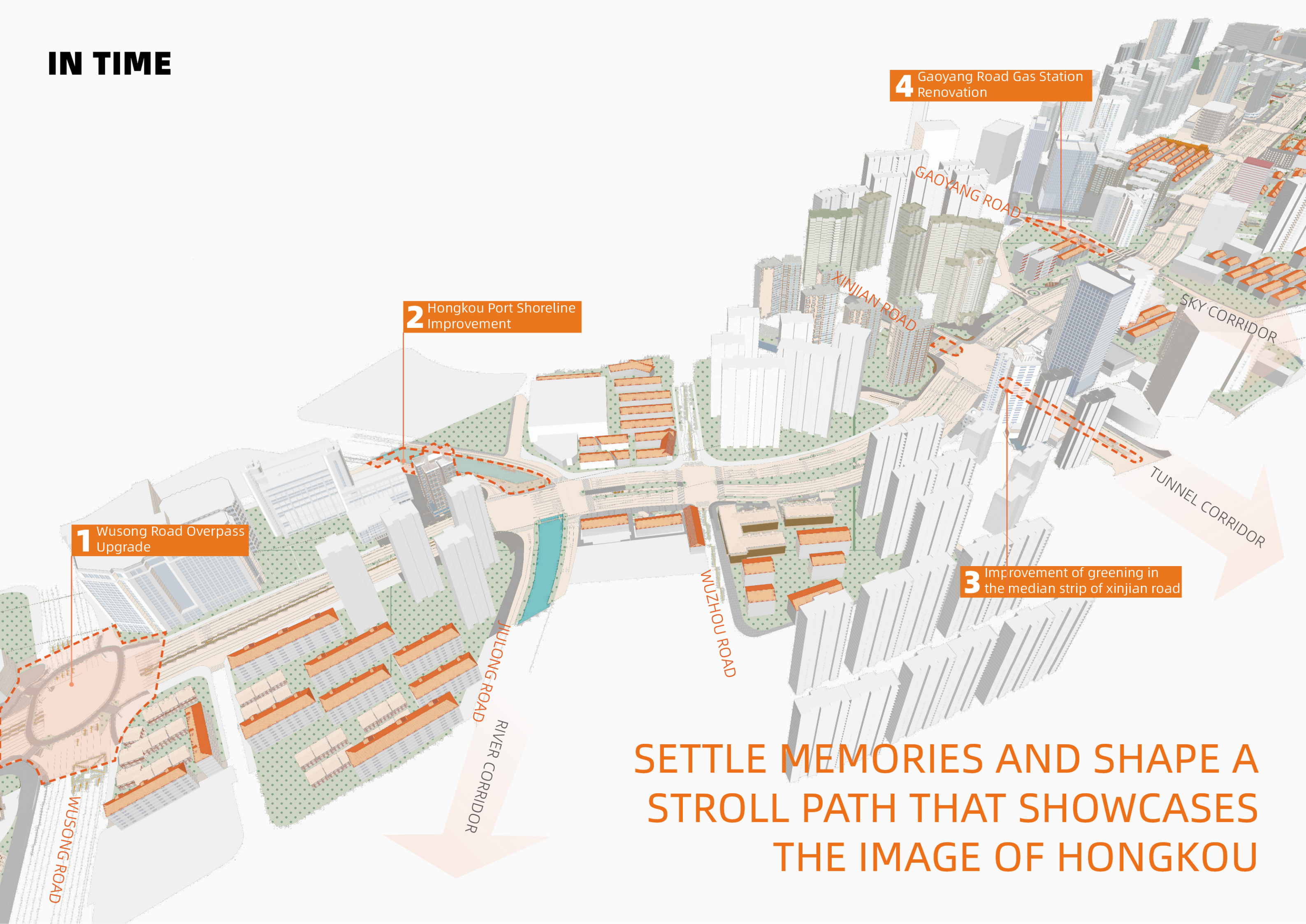
## Revitalization

The theme of Hongkou Grand Theater is used to promote the theater culture spirit. A movable structure is designed. The angle of the structure is determined by the surrounding environment and turns to the most suitable landscape.





IN TIME



1 Wusong Road Overpass Upgrade

2 Hongkou Port Shoreline Improvement

3 Improvement of greening in the median strip of xinjian road

4 Gaoyang Road Gas Station Renovation

SETTLE MEMORIES AND SHAPE A STROLL PATH THAT SHOWCASES THE IMAGE OF HONGKOU



IN TIME

Wusong Road Overpass  
Upgrade

1










The design fully integrates the curved texture with the site, placing a light and shadow sculpture called "Song of Light" in the central green belt. The simple lines outline the musical form, like flowing music, adding modern urban beauty to the site, and allowing people to see the "sound of the North Bund".





The design boosts the opening of green spaces along the street, promotes the integration of commercial and green spaces between the buildings' bottom floor and the roads, and establish a modern urban fashion atmosphere by implanting simple corridors and urban furniture to create a space for communication that can be stopped.





# IN COLORFULNESS

1

1 113 Neighborhood Planning  
Green Space New Construction

2 121 Neighborhood Preservation  
Green Space Improvement

3 Landscape of the front area of  
Hopson Fortune Plaza

CONSTRUCT SCENES AND  
CREATE EXQUISITE AND MODERN  
URBAN RECEPTION HALLS





# IN COLORFULNESS

113 Neighborhood Planning Green  
Space New Construction

1

The design utilizes red walls and woven textures to create a semi-enclosed neighborhood space. Targeting the surrounding residential functional plots, it fully considers the needs of the all-aged groups, improves residential, commercial, leisure and cultural functions, promotes community service improvement, and enhances the sense of greenery and the quality of spatial environment.



**IN COLORFULNESS**

121 Neighborhood Preservation  
Green Space Improvement

**2**





# IN COLORFULNESS



Landscape of the front area of  
Hopson Fortune Plaza

3

