

For Immediate Release

The Shanghai World Financial Center Fetes 10th Anniversary

Iconic skyscraper leverages Mori Building's knowhow to help vitalize Shanghai

Tokyo, October 22, 2018 — The Shanghai World Financial Center (SWFC), Mori Building group's mixed-use skyscraper of 492 meters and 101 stories, will mark its tenth anniversary in Shanghai's Lujiazui Finance and Trade Zone on October 25.

SWFC, designed with Mori Building's "Vertical Garden City" concept for the intelligent use of ultra-high-rise structures, features a dramatic and highly distinctive profile, state-of-the-art offices for world-class corporations, a 474m-high observation deck, the elite Park Hyatt Hotel, and popular shops and restaurants. Completed in 2008, the building has become a global focal point for information and human activity. Moreover, unlike conventional international finance centers, it also serves as a thriving and magnetic hub for culture and tourism, attracting more than 20 million visitors to its observation deck since the opening as one of Shanghai's iconic landmarks.



Shanghai World Financial Center



Easy access from Lujiazui area



Bustling pedestrian bridge

Mori Building began looking at expanding into the Shanghai market in 1993, paying close attention to the city's aggressive development of its Pudong area. Responding to local demands for an advanced financial center, the company began constructing SWFC in 1997, but then had to suspend construction the following year when the Asian economic crisis erupted. The world was further rocked by the September 11 attacks and the SARS pandemic, requiring Mori Building to carefully consider when to restart construction. During the hiatus, however, the company newly incorporated the latest specifications required by international financial institutions before resuming construction in 2003.

SWFC's magnetism attracts talented people and corporations from throughout the world. Information and financing, economic and cultural assets, Eastern and Western experience, and knowledge and opportunity all interact at SWFC, giving rise to energizing new trends with global impact. The building has maintained its high occupancy with world-leading companies from Japan, China, America, and Europe.

SWFC, drawing on the extensive town-management expertise Mori Building has gained through major urban-planning projects such as Roppongi Hills in Tokyo, organizes innovative events and other activities that have established SWFC as a social and cultural focal point. The property is noted for its permanent art displays, one of them being the “Global Magnet” at the foot of the building, which symbolizes the powerful attraction of the Lujiazui Finance and Trade Zone, drawing talent and information from around the world to Shanghai. In addition, outdoor art events and other cultural initiatives help to feed the area’s vibrant atmosphere. Visitors are also attracted to SWFC’s high-quality service backed by thorough training for all facility and management staff. In addition, the center has earned high praise from tenants for its sophisticated approach to safety, security and convenience, including annual emergency drills with tenants, which are still uncommon in Shanghai.

SWFC is fully integrated with the Lujiazui Finance and Trade Zone via a 10m-wide, 1.4km-long pedestrian bridge that was completed in 2013. The origins of the bridge lie in Mori Building’s proposal to the city of Shanghai in 2005 for a unified community development plan that would maximize safety and convenience for pedestrians on Century Avenue, the 100m-wide main thoroughfare in Lujiazui. Mori Building was actively engaged in the highly successful bridge’s conception, design and construction. Located 8m above the road level, the bridge offers a safe pedestrian network between the buildings located in the Lujiazui area and also offers a combination of panoramic views and ingenious nighttime illuminations. More than a mere pedestrian route, the bridge itself is a vibrant tourist attraction that makes strolling through Lujiazui a highly rewarding experience. As a symbol of Shanghai’s dynamic urban development, the bridge is testament to the practicality of Mori Building’s “Vertical Garden City” concept.

This year, SWCF was presented the 2018 edition of the prestigious 10 Year Award by the Council on Tall Buildings and Urban Habitat (CTBUH). The award recognizes outstanding buildings that continue to serve their communities with distinction in the decade following their opening. In presenting the award, the Council noted that SWFC symbolizes the city’s emergence as a global financial capital and the arrival of China on the world stage: “The boldness of the tower’s design has allowed the Shanghai World Financial Center to endure as an indelible feature of the city’s skyline 10 years later. The tower’s performance and proven value has only increased with time, and the project continues to shine as a positive example for future tall building design.”

Mori Building, pursuing its mission “to create cities and nurture cities”, has leveraged its expertise in city planning and operational management to build strong bonds of trust with its Shanghai stakeholders. Going forward, Mori Building looks forward to collaborating with its Lujiazui neighbors on town-management initiatives and to continue contributing to the magnetism of Shanghai.

About SWFC

<http://www.swfc-shanghai.com/about.php>

Events at SWFC

<http://www.swfc-shanghai.com/events.php>

About Mori Building

Mori Building is an innovative urban developer based in Tokyo. The company is committed to maximizing the magnetic power of cities by creating and nurturing safe, sustainable and cosmopolitan urban centers based on its unique Vertical Garden City concept of high-rise centers for business, education, leisure and residence. The concept is applied in the company’s many leading-edge projects, including ARK Hills, Roppongi Hills and Toranomon Hills in Tokyo and the Shanghai World Financial Center. Mori Building is also engaged in real estate leasing, project management and consultation. Please visit www.mori.co.jp/en

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