

WE

国际文化创意中心（外滩）

WE International Hub @ THE BUND

501# Jiujiang Road, Huangpu District 上海市黄浦区九江路501号

INTRODUCING

A SPACE

WE"@ THE BUND

OFFICES&RETAILS



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LOCATION

位置

SELECT THE CORE "

外滩中心

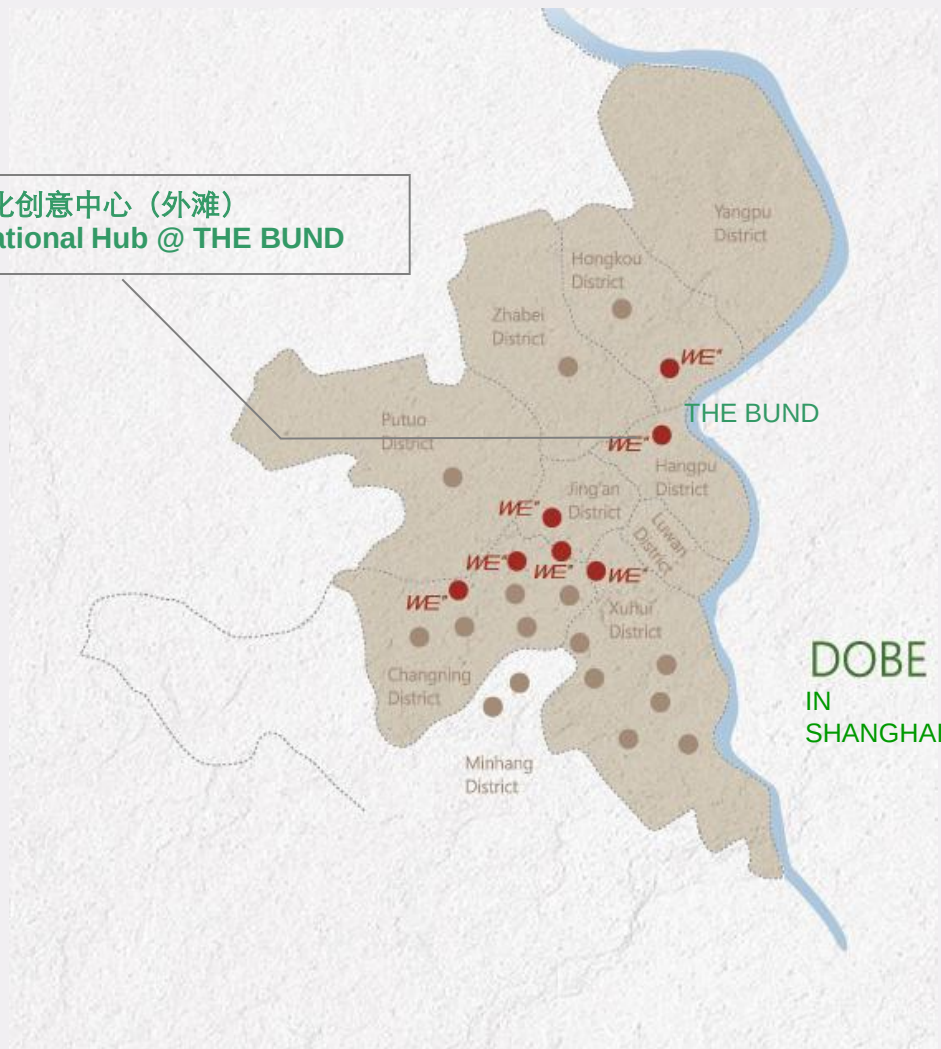
城市核心中央区

亚洲乃至全球的经济引擎

THE BUND

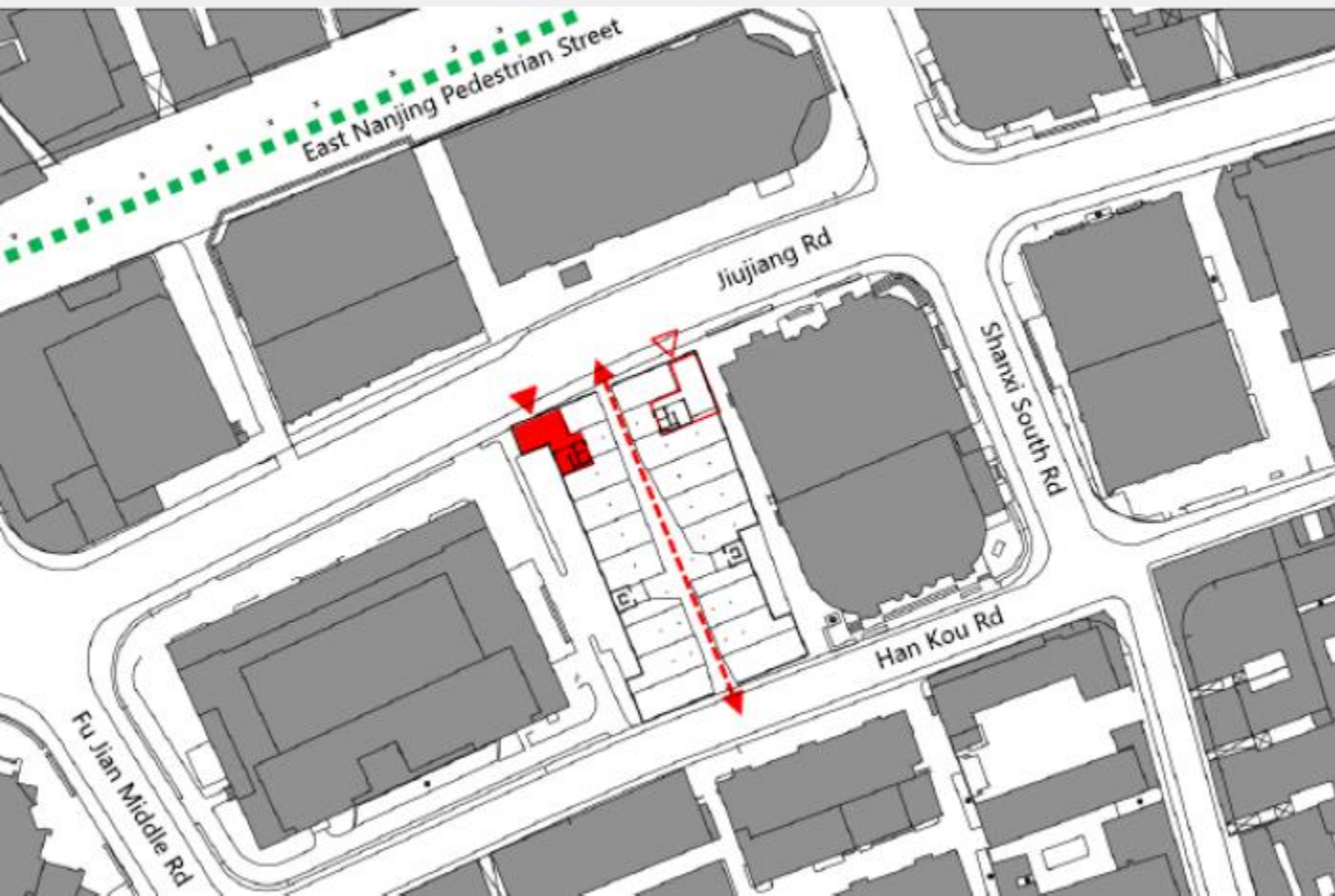
is the urban core and economic engine of Asia indeed, of the world. It reflects the culture and prosperous history of Shanghai along with its current status as an international financial capital.

WE国际文化创意中心（外滩）
WE International Hub @ THE BUND





WE，选择最核心



WE is located in 501 Jiujiang Road. It is on Jiujiang Road to the north and on Hankou Road to the south.

外滩WE位于九江路501号。项目北临九江路，南靠汉口路，左靠五星大酒店-上海大酒店，与商业广场上海置地广场隔街相望。

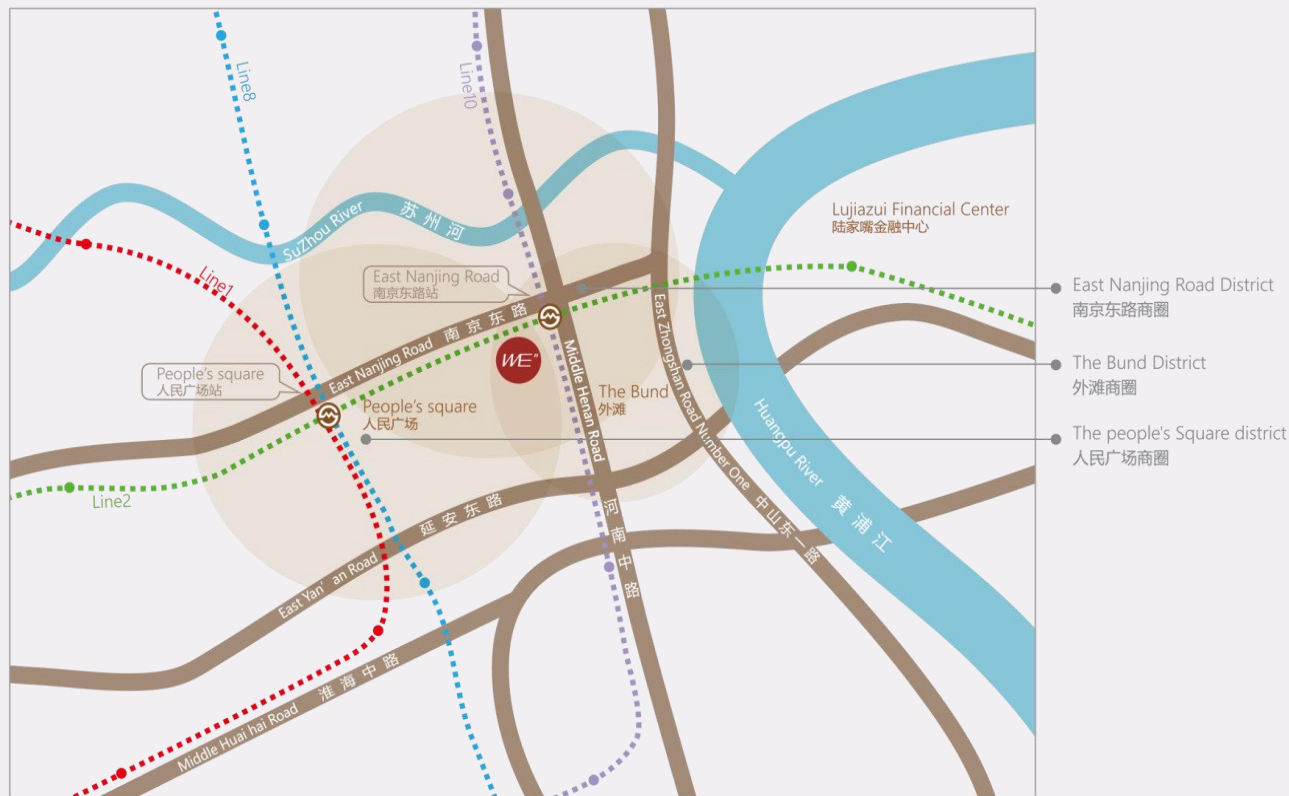
WE, 选择最核心



- **5MINUTES'** walk to metro station of **Line 2 and 10**
- **3MINUTES** to East Nanjing Road CBD
- **3MINUTES** to The Bund CBD
- **5MINUTES** to People's Square CBD

地铁直达：距离轨道交通2、10号线南京东路站仅50米的距离
生活配置：南京东路步行街、人民广场、上海博物馆、上海大剧院、上海美术馆、外滩
商务配备：毗邻上海大酒店，会议、酒店、餐饮等商务配套齐全。

WE, 选择最核心



Our building is adjacent to **East Nanjing Road** and **People's Square business center**, facing the **Lujiazui financial center** across the Huangpu River.

WE地处外滩商务圈，东临南京东路，北接人民广场城市商业中心，隔江直面陆家嘴金融贸易核心区，能量联动各大商务板块，多维交通便利。

HISTORY

历史

INHERITING AND CREATION "

上海华商证券交易所旧址

楼宇距今已有84年的历史

当时上海标志性建筑物之一的“上海证券大楼”

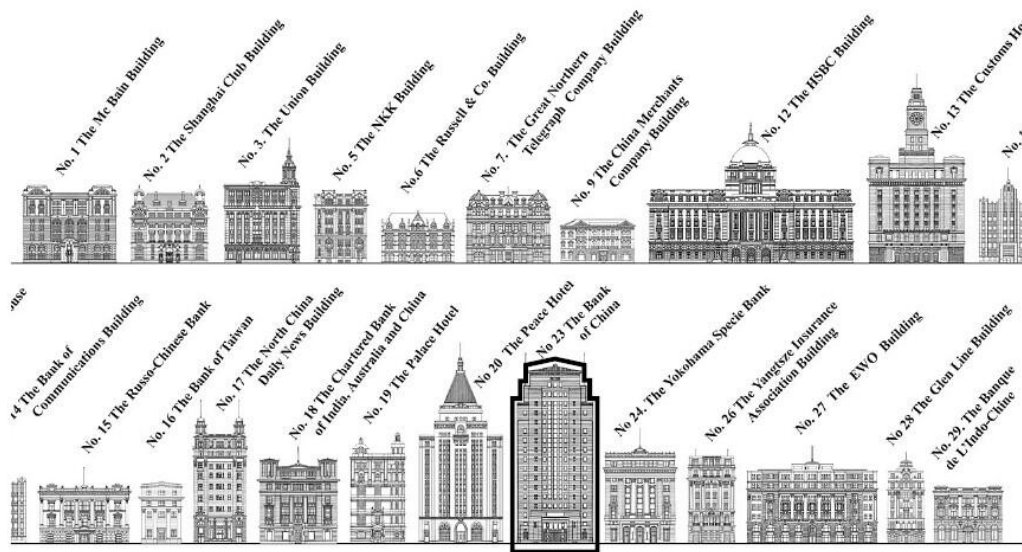
WE is located at the former site of Shanghai Huashang Stock Exchange which has the history of 84 years. At its initial establishment ,this Shanghai Stock Building was one of landmarks of shanghai.



WE, 传承并创新

In 1931, Huashang Stock Exchange was designed by Lu Qianshou. In 29 buildings on the Bund only 1 is designed by a Chinese architect. That architect is Lu Qianshou.

1931年，华人，设计师陆谦受设计了华商证券大楼。
外滩29栋楼，只有1栋出自中国建筑师之手-23号中国银行总部大楼。
这个有名的中国建筑师就是陆谦受



Du Yuesheng took part in the opening ceremony of Huashang Stock Exchange.沪上传奇人物杜月笙参加大楼奠基仪式，并出任董事。

In 1934, Shanghai Huashang Stock Exchange was established. At the time it was the largest stock exchange in the Asia region. Jiujiang Road was known as the "Wall Street of China".

1934年，上海华商证券交易所建成，当时经华商所审查通过的上市股票多达199种，它统一了沪上证券市场，成为当时远东最大的证券交易所。

WE, 传承并创新

501Jiujiang Road , along with other historical sites on the Bund has witnessing Shanghai 's transformation. .

九江路501号在20世纪初获批成为上海文物保护单位。风雨百年，见证了一个世纪的变迁。



WE is cooperating with the Italian architect Boeri to revive the building, inject biodiversity by means of the Vertical Forest, and apply the principle of "older than old, newer and new" .

2014年，WE携手意大利著名设计师博埃里赋予大楼新生，我们WE将与你一起，在世界中心，传承，发展。

SPECIFICATIONS

细节

SECTIONAL PLAN 剖面图

TOTAL GFA: 20000sqm

Office area: 15000 sqm

Retail area: 5000 sqm

(F1-F2)

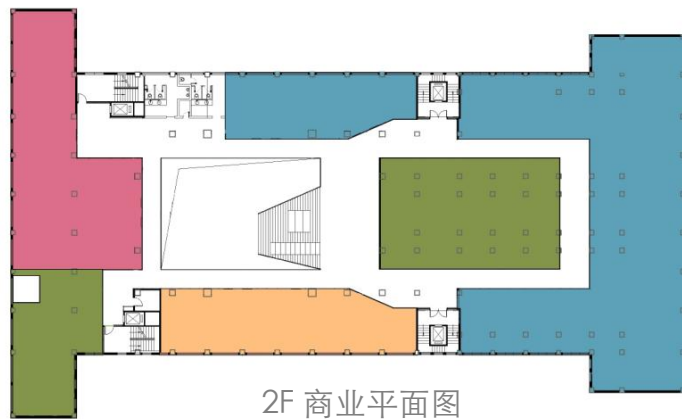
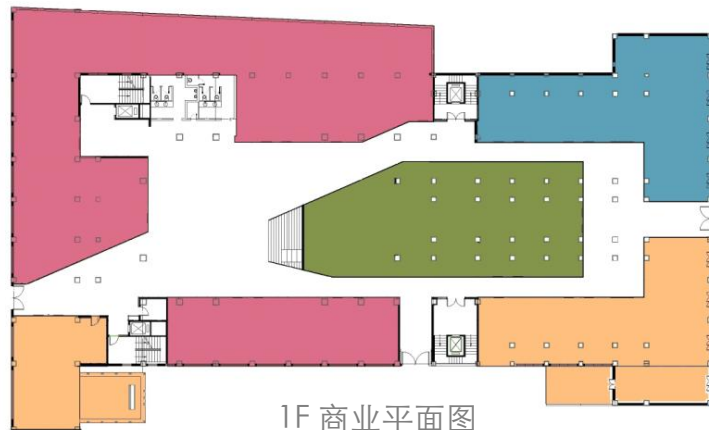


RETAIL AREA 商业面积



1楼沿街玻璃盒子，沿街商业的完美的展示空间

The glass box along the street is the perfect commercial space to show your products.



FLOOR PLAN 项目参数

Building Specs	WE@THE BUND
Total GFA area	20000m ²
Typical Floor Area	150-3000m ²
Floor Plan	2000-3000m ²
Net Ceiling Height	3.3m
Air-conditioning System	VRV air-conditioning system
Power supply	100w/m ²
Floor loading	200kg/m ² , 250kg/m ²
car parking lots	80
Passenger Lifts	Fuji Elevator
Distance between pilar axis	6.8m Depth
optional of telecom	China Telecom、China mobile、China unicom 24H security surveillance all-round services and solar hot water availability
peoperty management company	Office Efficiency- 72% for whole floor 68% for units



7F 办公平面图

总建筑面积：20000 m²
单元面积：150-3000 m²
单层面积：2000-3000 m²
楼层净高：3.3m
空调：大金VRV空调
供电量：100w/ m²
楼层承重&核心区域承重，200kg/ m²，250kg/ m²
停车位：80个
电梯：富士
柱跨进深：6.8m
网络供应商:电信，移动，联通
核心窗口深度：2m
得房率：分割面积 68%，整层面积72%

WITH THE MASTER"

陆谦受&博埃里

华人设计师&意大利著名设计师

跨越时空，中西对话

The building has a glorious history. It was designed by renowned architect Lu Qianshou, and demonstrates his unique cultural and aesthetic sensibilities. A hundred years later, WE invited Italian master architect Stefano Boeri to join us, bringing a new, modern vitality to WEST & EAST.



Qianshou Lu



Stefano Boeri

WE，与大师在一起

WE WEST&EAST "

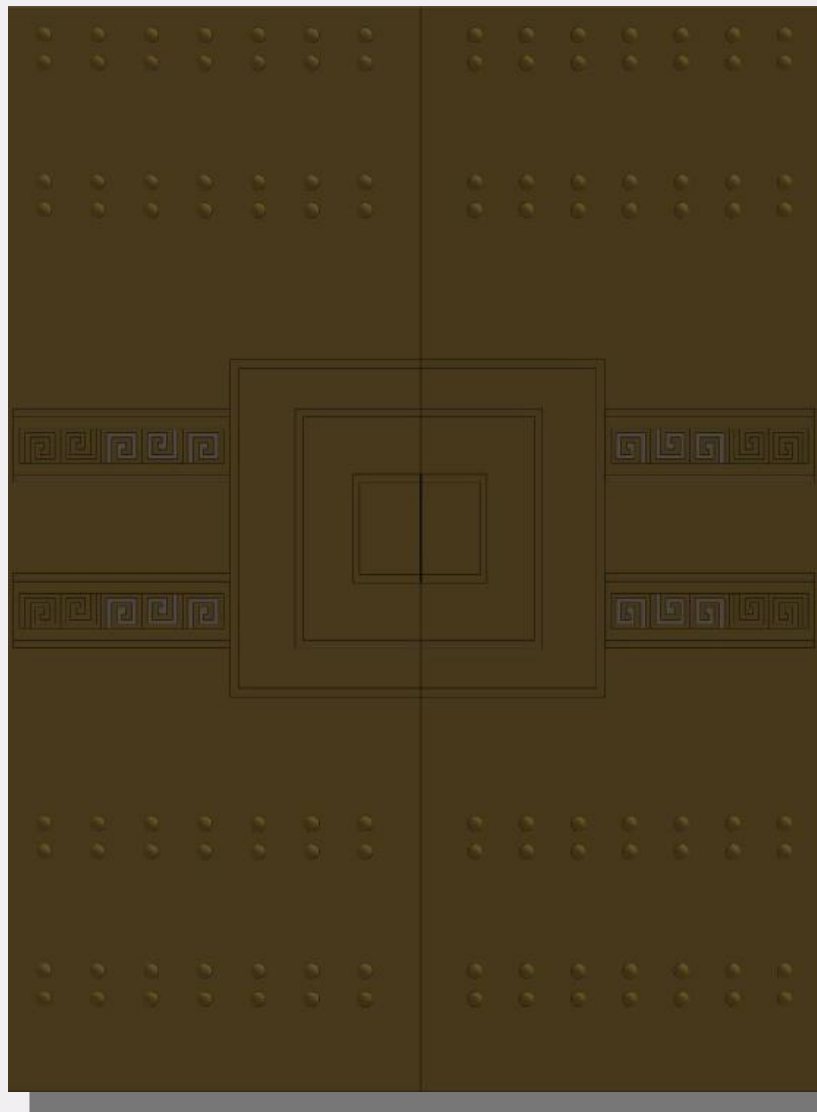
Making western things serve for china

Renovation

No.1 Vertical forest

Marvelous

中体西用、旧堂新开
第一森林、牛气向天





DESIGN 设计 - No.1 VERTICAL FOREST

这里拥有生态
这里为未来的成长提供雨露和阳光
这里的“垂直森林”，让办公空间生机盎然

Vertical forest add vitality to the office. With the ecological environment, WE provide sunshine and rain to the building.



DESIGN 设计 - No.1 VERTICAL FOREST



Vertical forest spreading all over the building, courtyard and public space to make the office space vigorous.

垂直森林,弥漫了整个建筑,庭院和公共空间让办公空间充满活力.

DESIGN 设计 - THE ENTRENCE

The opening lobby is the center of the stream as well as the palace of art and display

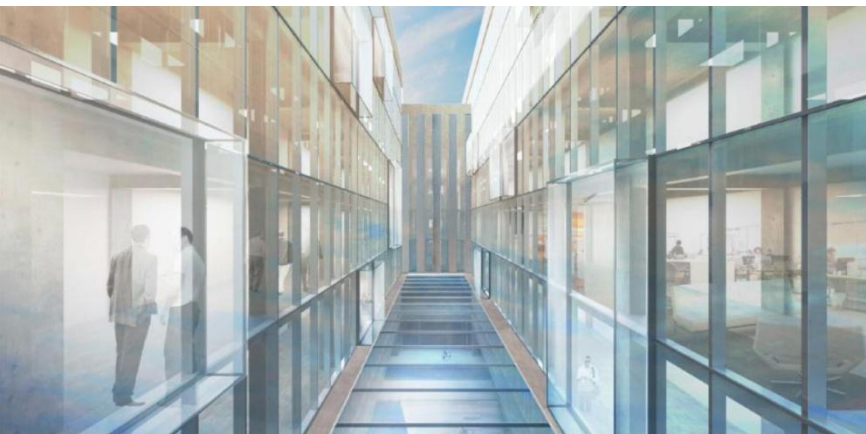


开阔明亮的大堂，既是人流集聚的中心，也是艺术与展示的殿堂。

DESIGN 设计 - THE ENTRENCE

Perfect window display space show your brand everywhere.

内庭完美玻璃窗展示空间，让你的品牌无处不在。



DESIGN 设计 -COMMON SPACE



DESIGN 设计 -COMMON SPACE



DESIGN 设计 -RENT SPACE REFERENCES

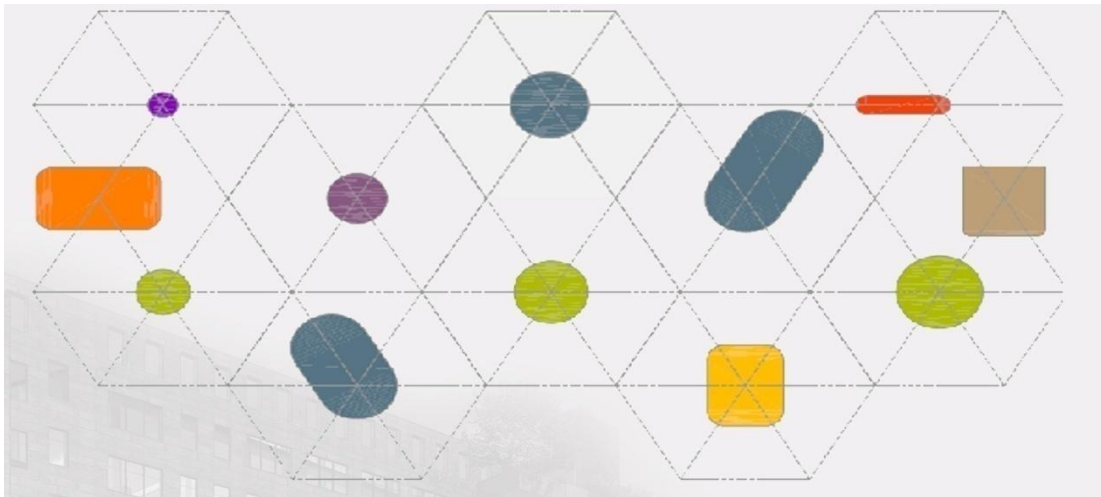


6F-7F can be partitioned to let the space brighter and more comfortable.

6、7层可跃层LOFT分割，
让空间更加明亮开阔



DESIGN 设计 – RENT SPACE REFERENCES



为客户提供自主设计空间

可以提供模块化数据自由组合

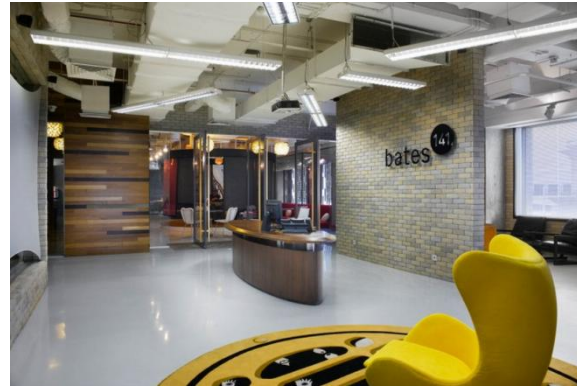
保持办公连续性

To provide clients with independent design space

Can provide modular data free combination

Maintain office continuity

DESIGN 设计 - RENT SPACE REFERENCES



PARTNERSHIP "

博埃里建筑师事务所

luisaviaroma

外滩画报

CBRE

stefano boeri architetti



LUISAVIAROMA.COM
Luxury Shopping Worldwide Shipping

THE BUND
外滩画报
全球资讯·城市生活

CBRE

SUPPORTING FACILITIES 配套设施

项目毗邻上海大酒店、王宝和大酒店
酒店提供包括餐饮、休闲、客房、运动、会议等更方面设施

WE adjacent to Shanghai hotel, Wangbaohe hotel
Hotel. It offers including catering, leisure, hotel, sports
facilities, meeting and other more aspects



SERVICES

服务

FACILITY & PLATFORM "

基础服务

Basic Services

企业服务

Enterprise Service

企业的“国际部” YOUR International Department



SERVICES 服务

WE认为，当今时代对于办公的需求已不仅是物理空间的营造，更多的在于硬件之外所能获得的平台价值与服务。

基础服务：

5A级智能化办公及物业服务
先进的办公配套设施和完善的安全保障系统
为所有入住企业提供舒适安心的办公环境

企业服务：

依托优势资源，结合企业发展所需
为企业提供人才、资金、推广、政策咨询等企业服务
同时搭建多维度的平台活动，使得企业在此获得更多的发展机会

企业的“国际部”：

针对企业的国际化需求
WE将为企业提供灵活的专属定制式服务
为每一个客户提供深度嵌入式“N+1”国际业务服务
包括海外注册、国际推广，商务合作等





Salvatore Ferragamo



PATRIZIA PEPE
FIRENZE

PEPE
FILATI

DOBE

关于德必



DOBE CHINA 德必集团

// 上海德必文化创意产业发展（集团）有限公司致力于文化创意产业发展。作为中国专业的文化创意产业的服务商，德必目前已在上海及长三角地区、意大利成功开发31个创意园区，园区面积近75万平方米。 //



WE

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