



KOWLOON COMMERCE CENTRE 九龍貿易中心

These pages Kowloon Commerce Centre, designed by MAP Architecture & Planning and developed by Sun Hung Kai Properties, is the first Grade A office building in the newly rejuvenated Kowloon West district. Central to the building's design is a sustainable ethos that includes maximised natural light and ventilation.

ALL ABOUT TEAMWORK

Synergistic relationships between architects and developers go beyond providing a constantly changing skyline – they inform the way we look at architecture

Astute developers recognise that ongoing success is due to a collaborative effort. That is why they tend to use the same architects and contractors time and again. This is true for one of Hong Kong's premier developers Sun Hung Kai Properties – specialists in commercial and residential projects.

The projects featured on these pages have been designed by Hong Kong-based MAP Architecture & Planning, and represent a continuing relationship between the two companies, says MAP director Edward Billson.

"MAP has been fortunate to have been recognised by Sun Hung Kai Properties (SHKP) as a provider of high-quality architectural design services. One of the world's largest developers, SHKP has built a reputation for premium quality and comprehensive customer care across the residential and commercial markets."

Kowloon Commerce Centre (shown left and above) comprises twin office towers rising from a unifying podium. Both towers contain premium office space

built to international standards incorporating a number of sustainable features.

Being developed in two phases – the podium and first tower, then the second tower – the entire project is scheduled to be completed later this year.

"SHKP has been instrumental in the redevelopment of Kowloon West, believing the area to be strategically advantageous to business," says Billson. "KCC will be the first landmark Grade A office development in the area. From its architectural concept, development plan, transportation network and commitment to the greening of the area, KCC is an innovation that will transform the district and further confirm its potential."

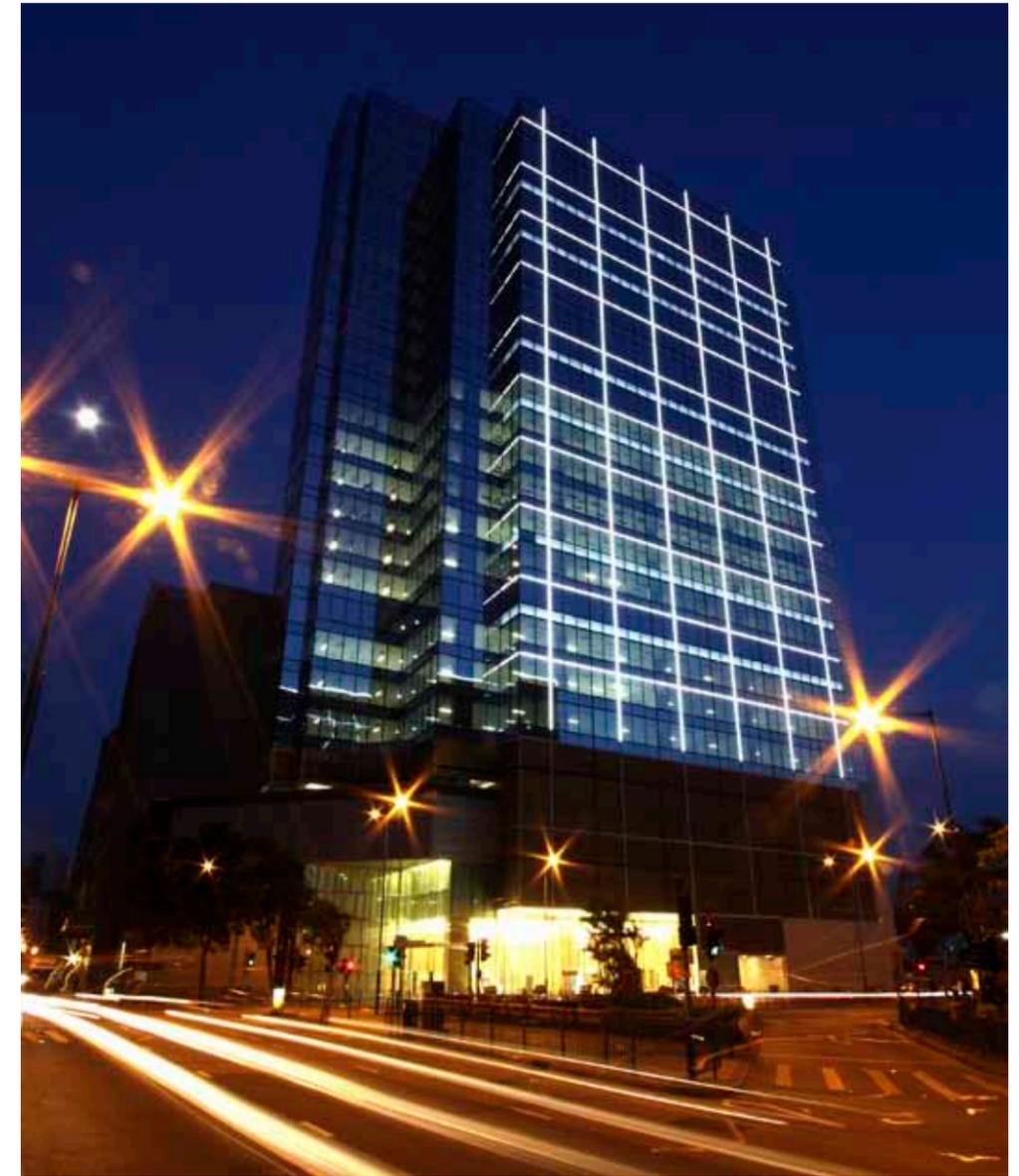
Green building practice is a topic close to the developer's heart. So it comes as no surprise that KCC incorporates a number of eco-friendly design concepts.

"SHKP has been actively promoting green building and KCC was the first Hong Kong commercial development to get Leadership in Energy and Environmental Design (LEED) gold precertification," says Billson.





These pages The many mullions, transoms and spandrels that make up the facade of One Harbour East have been arranged in a tartan-like pattern inspired by the famed Burberry print. The staggered facade responds to site geometry, as well as providing increased corner office space.



One Harbour East (seen left and above) is the latest addition to the Kwun Tong District. Like Kowloon West, this district is undergoing a major rejuvenation, thanks to developers such as SHKP, says Billson.

“Previously characterised by a large number of industrial buildings, the district of Kwun Tong displays great potential due to its proximity to the former Kai Tak Airport site – itself due for major redevelopment – and major road and mass transit networks.

“The design is an exercise in establishing the ideal equation of planning efficiency, building height, marketability and architectural expression – all within the stipulated budget,” says Billson.

“The MAP team worked closely with SHKP to

address all the parameters to arrive at an optimal design. In the interests of value engineering, there is no basement and consequently, all services and parking are provided in a series of discreet podium levels visually integrated into the tower.”

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