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YEAR BOOK

Foreword

by Ivan Ko



I first met the Lead 8 founders two years ago in my capacity as the Chairman of the China Real Estate Chamber of Commerce Hong Kong and International Chapter (CRECCHKI) and a member of its Urban Space New Initiative Working Group.

The year 2017 has proven to be an absolute breakthrough year for the studio.

Firstly, Lead 8 was awarded 2 gold MIPIM Asia Awards. One for Pacific Century Place, Beijing in the category 'Best Refurbished Building' and a second gold for International Trade City (ITC), Shanghai for 'Best Chinese Futura Mega Project'. This is a remarkable achievement and a clear sign of recognition as MIPIM rewards only the very best in such a highly prestigious competition. Winning these prestigious awards during its third year since inception is a true reflection of the ambition and the quality of the entire Lead 8 team; congratulations!

Secondly, there is the HarbourLoop initiative which genuinely inspired me with the idea of connecting the two sides of Hong Kong's Victoria Harbour by an active pathway for pedestrians and cyclists. This is a forward thinking, realistic concept that makes use of our city's most valuable asset – the Victoria Harbour. HarbourLoop will promote more sustainable transport which will ultimately deliver an enjoyable and more fulfilling mobility experience for both locals and tourists alike.

Excellent architectural practices differentiate from others in that they have big hearts for the cities in which they are based. Therefore it is an incredible feat that the success over the past three years originates from the Lead 8 partners who were not born or educated here. This reinforces my belief that Hong Kong needs to be more international than ever before in order to remain a leading global metropolis.

I trust Lead 8 will continue to create great ideas for its clients and valuable solutions for different cities around the world, creating better working and living environments for us all.

Ivan Ko

Chairman of China Real Estate Chamber of Commerce
Hong Kong and International Chapter
Chairman of RECAS



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Introduction

2016 - 2017

When we look back at the past year from a global perspective there has certainly been a lot to talk about. Starting close to home, the appointment of Mrs. Carrie Lam as the new Chief Executive of Hong Kong brings a renewed sense of hope. In contrast the UK's vote to exit the EU, followed by a hung parliament, and of course the unexpected result of the US Presidential election have divided nations.

So while there may be a degree of uncertainty on the global landscape, in the studio there has been a very real sense of certainty in the quantity of work on our desks. With strong teams now established and projects starting to come out of the ground, those start-up months already seem longer than just three short years ago.

We are defining this year as our year of growth. Taking on another half a floor in our Hong Kong base and moving into a larger studio space in Kuala Lumpur allowed us to convert a number of new and exciting project enquires. Naturally with these moves came the addition of new staff across all our studios that will see us close the year with a projected total of around 200 'leaders'.

With strong teams now established and projects starting to come out of the ground, those start-up months already seem longer than just three short years ago.

These forward thinking leaders have kick-started a number of new initiatives recently aimed at bringing more inspiration and innovation into the business and furthering our intellectual growth. Our continued commitment to the HarbourLoop initiative has also taken exciting leaps forward this year.

Our growth is not just about numbers of staff and projects. More than this it reflects a marked growth in our abilities, which in itself presents a number of exciting new opportunities for our leaders to explore. But of course this isn't just growth for growth's sake. We are all committed to staying true to our ethos and the values we established when our company was just a handful of enthusiastic people with a desire to do things differently.

Meeta Patel

Executive Director & Co-Founder



Reflecting on the last three years, it seems like only yesterday we opened our doors in Singapore. In the last year we were thrilled to see our Kuala Lumpur studio set up properly and grow under the stewardship of Project Director Richard Lee.

The studio in Singapore has grown from three when we started in August 2014 to twenty today with a variety of projects, clients and sectors. It has a lovely buzz with an energy and enthusiasm that makes it a fun place to be.

As the studio has grown, in the last year we have been able to implement some of Lead 8's stated aspirations, in particular ensuring our team has the opportunity to develop and grow and to produce great design with fresh thinking.

One aspiration to teach and learn was launched this year with our monthly 'Beer and Learn Fridays' enthusiastically embraced by the team, some of our senior staff getting involved in tutoring at the National University of Singapore (NUS), and the launch of our study trip program where our junior staff were invited to submit proposals for study trips that the winning teams shared with all the studios.

Over the last year we have been reconnecting with old clients, some in new places, and seen new alliances with other architects and professionals. One significant collaboration was for Terminal 5 at Singapore Changi International Airport where Lead 8 is a member of the shortlisted consortium led by KPF and Heatherwick Studios.

Our masterplanning team under Senior Associate Director Ian Ralph has had great success in the region, winning a number of large schemes, while we have also seen a rise in enquiries for projects in Singapore.

Working collaboratively with our team in Kuala Lumpur has allowed us to provide a better service to our Malaysian clients and subsequently win more work.

Looking ahead, we see many exciting new opportunities with a healthy number of enquiries from the region already under consideration. In particular, we expect to see our airport terminal building portfolio expand over the next few years.

New studio spaces

Expanding our Hong Kong and Kuala Lumpur studios

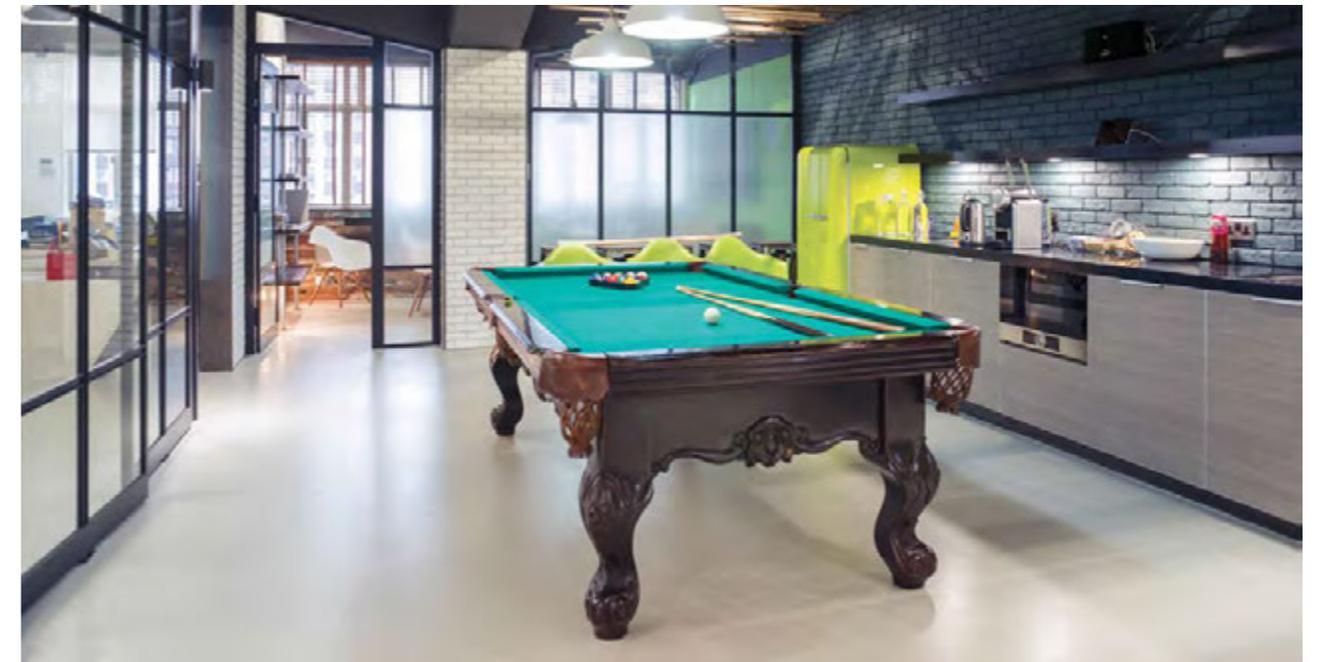


From the end of 2016 and right throughout 2017 we have seen steady and stable growth both in the number of project wins and also, thankfully, the number of staff to service them. Yet with more people comes the very real need for more space for desks and seating.

So we were delighted to launch our all-new 11/F expansion to our Hong Kong studio, as well as the opening of our new Kuala Lumpur studio. These two new spaces will give us the opportunity to continue to grow, and to expand our team to over 200, so that we can continue to match our team size to the ongoing project wins we are experiencing for 2017.

Although separated by five floors from our other Hong Kong studio space we have introduced measures to ensure our staff remain connected across this physical divide. An ongoing commitment to host our weekly design reviews in our 6/F space, using the same fundamental design DNA for the 11/F space and distributing our teams strategically across both floors has meant a natural osmosis occurs.

As the company continues its steady growth we get closer to capacity in our current studio spaces there may be even more exciting news to come next year.





2



Works

Retail Planning
Architecture
Interior Design

MixC Wuhan

An exciting new urban development
for Wuhan

Client: China Resources Land
Location: Wuhan, China
GFA: 698,000sqm
Levels: 7 above ground, 1 below
Designed: 2016-2017
Expected Completion: 2020

零售商业规划
建筑设计
室内设计

武汉万象城

武汉一个全新的、令人激动的
城市综合体

客户: 华润集团
地点: 中国武汉
总建筑面积: 698,000平方米
楼层: 地上7层、地下1层
设计时间: 2016-2017年
预计竣工时间: 2020年



The development consists of a MixC retail mall, 2 office towers, 4 residential buildings and a commercial pedestrian street, creating an iconic urban mixed-use development in Wuhan, China.

The lot is situated at the heart of the city and in close proximity to various transport connections. Located in the north of the lot, MixC is connected to the city highway, adjacent to both the office towers, helping to showcase the modern development to the wider city.

The commercial podium is designed as a 7-storey shopping centre with one floor below ground and a 2-storey pedestrian street.

In order to maximise connectivity the four entrances to this commercial podium are positioned in different locations. The northwest entrance portrays an iconic image of the city with an elegant decorative design, whilst the northeast features terraced architecture with a ground-level atrium, providing open space for public interaction, activities and entertainment.

The podium layout enhances both vertical and horizontal visitor flow; unique retail shops, chain-stores and restaurants can be found on the eastern and western parts of the mall, while a large cinema block is located on floors 5-7, further encouraging the vertical movement of visitors.

As a major regional development the façade design combines a unique architectural treatment with distinctive historically inspired elements. Adopting a neutral colour palette directly inspired by the dignified Chu-Han culture in Wuhan, it's constructed with contrasting characteristics at the Eastern and Western ends, resulting in a diverse visual experience.

The project serves as a new co-sharing social hub for the public to enjoy, a brand-new outdoor experience with adequate accessibility and a wide range of activities.



- 01 The overall massing is broken up by creating a series of staggered boxes.
- 02 The tiered landscaping echoes the design language of the surrounding façade.





02

1 总体设计

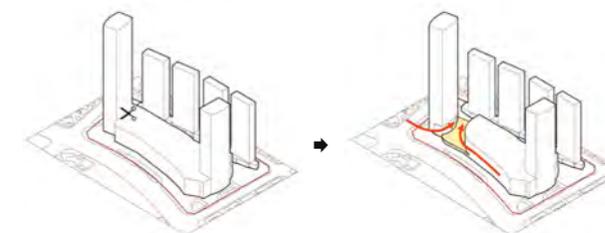
本项目由万象城、两栋办公塔楼、四栋住宅以及一条商业步行街组成，定位为城市综合体新地标。地块北侧的万象城正对城市主干道，两栋办公塔楼分别位于地块的东西两侧，与万象城形成良好的城市形象展示面。地块南侧为商业步行街以及四栋住宅塔楼，与南侧的宝岛公园及周边住宅形成良好的视觉互动。商业街与万象城之间形成近人尺度的步行空间。万象城项目旨在成为城市活力中心，为城市人群提供高品质的商业生活服务。

2 万象城设计

本项目商业部分由一个地上7层，地下1层的购物中心以及一条2层的商业步行街构成。商业部分在地块的东、西、南、北侧分别设置面对城市的入口，与城市空间形成良好的商业互动。其中项目的西北角为大气的、具有城市达到感的入口形象；东北角的层层退台空间与地面广场结合，形成生活互动感的入口形象，提供人们一个休闲活动场地，并有效的解决了人流疏散和景观环境等问题。万象城室内动线有收有放，由三个主中庭和几个次中庭构成，中庭洞口上下错落有序，各别洞口由连桥连接，增添了室内逛街购物的趣味性；中庭扶梯合理布局，尽量考虑每层尽端店铺的可达性；地下一层商业可通过下沉广场或扶梯和垂直交通与地上人流互动。万象城的业态布局策略为东、西两端布置特色的集合店、餐饮及大型主力店，形成有效的人流两端拉动。超市分布在地下一层，临近地下车库，方便人员流动；影院分布在5、6、7层，拉动整个万象城的商业氛围；儿童业态对安全疏散等要求严格，分布在3层。万象城的5、6、7层设置为特色的室内商业步行天街，结合玻璃天窗提供自然采光需求。万象城的屋面为可上人的绿化平台。

3 立面设计

本项目结合实际功能需求形成进退，虚实变化丰富的造型。立面体量大气整体，色彩中性沉稳，符合武汉楚汉文化端庄稳重的传统气质。立面处理的策略为打造东西两面不同的城市感受，沿建设大道西侧为较大尺度的都市体量，体现了武汉作为一线城市的现代大气，东侧则创造了连续的退台空间，营造了宜人的绿色休闲感受。作为区域性重点项目，本案十分注重地标性和昭示性的塑造，裙房顶部的“水晶之冠”将结合先进的媒体幕墙系统，成为项目的视觉亮点。同时，项目在尺度和细部也打造了多层次的细部空间，旨在提升行人的舒适感受。武汉依江为城，被称作“江城”，本方案的立面肌理和灯光设计都采用了江河流水的元素，为沉闷的城市空间增添了动感和活力。建筑的周围结合景观布置了公园，广场等一系列有节奏感的公共空间，坚持行人友好的设计理念，保证了城市空间的可达性，连贯性，丰富性和趣味性，同时提供人们多角度多方位欣赏建筑与城市风貌的场所。



商业建筑改造项目的一些思考



邢望

随着城市的更新升级,以及商业模式的快速迭代发展,商业建筑改造设计的需求越来越大,Lead 8也参与了一些这样的改造项目,其中位于中国北京已经完成的盈科中心改造还入围MIPIM亚洲“最佳复修项目”奖。

商业改造项目的最根本出发点并不只是因为建筑老旧而需要对立面和室内作出重新设计,而是因为随着时代的发展,原有建筑的功能属性以及运营模式已经无法满足需求,从而需要有针对性的对整个项目和所处的市场环境进行重新定位研究并作出相应的设计调整。盈科中心项目在设计过程中首先着手解决的也是重新定位的问题,该项目原本是太平洋百货,重新定位后将其运营形态设定为1-5层创意办公结合B1层和1层的Lifestyle商业。创意办公和Lifestyle商业的组合形式也为其后开展的设计工作定下基调。配合甲方进行定位研究并以空间设计的方式将其反馈出来是整个项目概念阶段主要的工作内容。

新时代的商业空间需要全新的设计思路,cross over和共享空间是新商业空间设计的两个重要的关键词。如果说传统的商业空间是静态的,那么新商业空间就是动态的。各个商业功能之间的关系不再是一陈不变的,彼此分割的,而是可以交互转换的。书店可以与创意零售组合在一起,美食可以和体验超市组合在一起,冰场可以组织大型展览活动,影院也可以开时尚发布会。此外未来商业空间也需要更多的共享空间,越来越多的pop-up店铺需要展示自己,不同类型的店铺之间也有很多跨界合作,相互链接以产生更为完整的Lifestyle体验。在空间设计上,旧有的商业流线和功能组织难以满足这些新的转变,我们通过设计将原有的组织结构变的更加灵活的更加动态,更加共享。

老的商业建筑往往有一个共通的特征:它们都是一些封闭的盒子。早期商业建筑对于立面的处理往往简单粗暴,常常是套一个和内容关系不大的表皮,或者设置大量的立面广告,人们通过商业立面往往很难感知建筑内部的功能和商业内容,也无法了解这个项目的商业调性和定位。现代社会对于所有的消费和体验都有快速化的趋势,让消费者快速的了解项目,在未进入室内前就能够感受到将要体验的商业空间成为一个重要的课题。我们在具体设计中的一个重要任务是打开原有封闭的商业立面盒子,将内部展现出来,通过设计将室内的空间以及一些优质的店铺合理的组织在立面上,成为建筑立面语言的一部分,从而让室外和室内的商业气氛形成强烈的整体感。

商业改造类项目的另一个很大的挑战,来自于较短的设计周期以及处于不断变化中的租赁平面布局。改造项目往往希望在很短的时间内完成设计和施工从而尽快交付使用,很多项目在设计过程中也在不断对接可能的租户,未来的使用者的需求会对平面以及立面不断产生影响。针对一直变化的设计条件,设计师需要能作出适应性的修改和调整,但更重要的是在快速变化的设计过程中保持住初始的设计概念和空间亮点。

未来的使用者的需求会对平面以及立面不断产生影响。针对一直变化的设计条件,设计师需要能作出适应性的修改和调整,但更重要的是在快速变化的设计过程中保持住初始的设计概念和空间亮点。

商业建筑改造也面对很多具体技术问题,比如防火分区和疏散的调整。原有旧建筑的防火分区是在旧的消防规范下设计的,改造的时候需要兼顾原有的分区形式,如果业态发生大的改变或者动线发生改变,则需要针对现有的规范完全重新设计。在设计过程中合理的协调这些变化对于整体平面的影响,并获得最有利于当下设计的防火分区形式是一个很有挑战性的工作。

我们的商业改造项目除了对于立面和室内空间的改造,也关注为租户提供更加环保和舒适的使用环境,比如采用净化空气的新风系统,以及环保无污染的建筑材料,并采用吸声的墙面系统,北京盈科中心作为改造项目亦获得LEED金级认证。相比以前偏好石材和硬质材料的室内空间,我们也会加入更多木质材料和绿化墙体,软化空间质感,另人们在商业空间内更加的放松和舒适。

由于各种各样的限制条件,商业改造项目往往比新建项目更有难度,需要面对更加复杂的协调事务,但通过合理的设计重新活化一个老建筑,使其在新时代焕发出全新的活力也往往带来意想不到的设计乐趣。

Cyberjaya North

A lifestyle focused TOD gateway to Malaysia's smart city

Client: Setia Haruman
Location: Cyberjaya, Malaysia
GFA: 1,600,000sqm
Designed: 2016-2017
Expected Completion: TBC

The masterplan aims to inherit smart city principles to provide a dense TOD district that combines convenience, sustainability, active living and experience-led lifestyles.

This provides easy access for all users to the various programmes including retail, office, SOHO, residential, hotel, entertainment, cultural facilities, as well as sports and R&D uses.

Using a strategic programme mix and utilising the topography and elevated MRT, the masterplan creates two new ground planes for highways and cars at the lower level, and people at the higher level.

赛城北

一个作为马来西亚智慧城市门户的“生活方式”型交通主导发展项目

客户: Setia Haruman
地点: 马来西亚赛城
总建筑面积: 1,600,000平方米
设计时间: 2016-2017年
预计竣工时间: 待定



This approach sought to achieve three things:

1, to diversify the opportunities on offer in Cyberjaya, complementing the current business and technology focus with more lifestyle, innovation and learning.

2, to create a framework of programmes and spaces that support knowledge exchange, enterprise, and a healthy and active community.

3, to work with the land form, elevated MRT station and parking podiums to create an extensive raised public realm with trails, plazas, parks and supporting retail and dining.

02



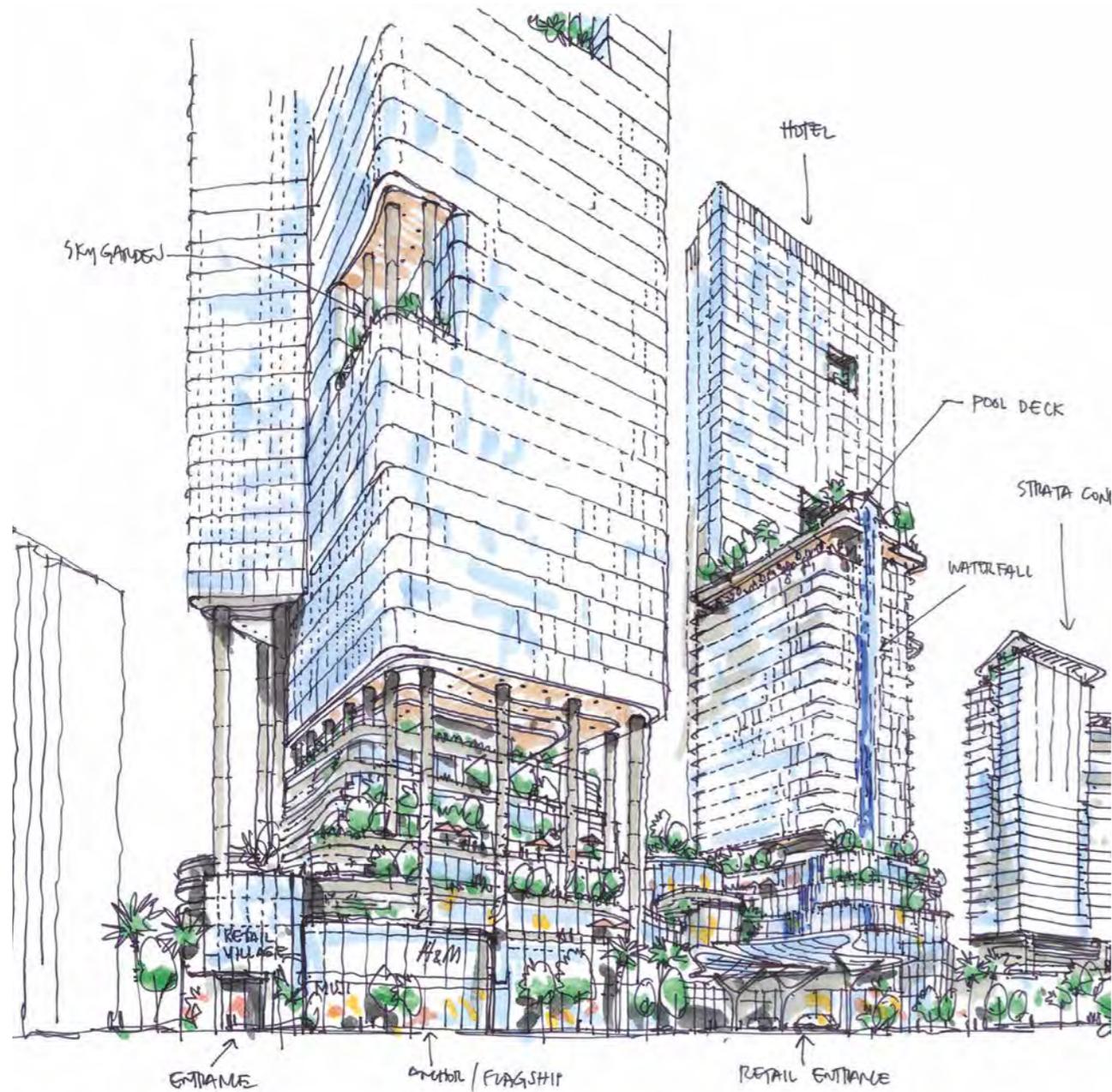
It's the first development of its kind to incorporate the land into the layout and establish a layer of connected parks and plazas that plug directly into every phase, as well as the retail mall adjoining the MRT station.

In a region and city planned for cars and segregation of uses, this development accommodates for car ownership and highway access yet capitalises on the MRT, offering a fresh approach and creating a new pedestrian friendly ground plane for active living and safe, convenient access to each zone.

- 01 Introducing numerous green space to the rooftops as well as keeping them at ground level wherever possible.
- 02 An illustration showing the major vehicular and transport connections across the various plots.
- 03 The masterplan sketch shows the various major roads dissecting the plots.

03





How to make Awesome Designs

First of all we need to have awesome projects to work on, fortunately at Lead 8 we have been commissioned with many awesome projects.

To create an awesome design one must first have an open mind with no preconceived ideas and prejudices. This will come in time with design experience and our daily building up of knowledge and practice, which will allow us to go beyond imagination. This can be achieved by having a clear vision and a strong aspiration fueled with powerful design enthusiasm possessing the attitude of “not tired of trying with new ideas” and aligning our thoughts with users aspiration. This is one of the key requirements to create awesome design.

The process to create awesome designs is to brace criticism and rebound with positive energy so as to support the brave new world.

Part of this development is to sit closely with our young architects and designers working together side by side, inspiring each other with new design ideas. Often it starts as an idea on the computer and one day it will be a built awesome design.

It's important to constantly communicate with the younger generation in order to learn and to share design ideas with them. This is critical because there is never a right way or absolute way to design buildings.

Most of our current projects at Lead 8 are mixed-use developments. In our view to create awesome mixed-use projects is to bring it to the fifth dimensions, align it with the future vibration and shifting it to a new level of reality.



Randy Carizo

Graphic Design
Art Direction
Copywriting

Retail Mall Marketing Books

Marketing KWG's unique retail offer to potential tenants

Client: KWG Property Holdings Ltd.

Location: China (Beijing, Chengdu, Guangzhou, Shanghai, Suzhou)

Designed: 2016

Completed: 2017

平面设计
设计方向
文案写作

购物中心市场推广书籍

为合景泰富提供給潜力的租户
的独特零售

客户: 合景泰富控股有限公司

地点: 中国北京、成都、广州、上海、苏州

设计时间: 2016年

竣工时间: 2017年

Overview

The Challenge

KWG approached us to discuss the marketing of their upcoming retail malls in five locations across China. With a strong background in residential and commercial tower developments, they currently had no retail malls in their portfolio. As we saw it the brief had one main objective; reassuring potential tenants of KWG's ability to manage and operate the developments.

The Method

While the budget wouldn't quite stretch far enough for a multi-channel approach, we felt we could make something special out of a print-only brochure. Firstly we developed a branded approach for their retail offer – curated retail – as a way to elevate it above the many other operators within the markets. Then we set about to unify their approach across the five malls into one clear and consistent story throughout the book.

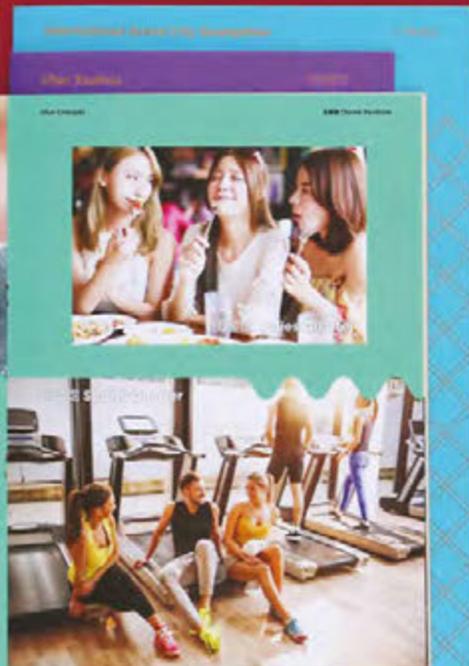
The Results

The format of the book was used to express the different characteristics of the malls by creating five different sized mini-books all bound together in one publication. This was jacketed by an intro and outro to the KWG company resulting in an entirely unique design unlike the traditional bound book.

The resulting publication clearly stands apart from the usual approach to marketing collateral, echoing the sentiments of the original brief.



The 6 different sized covers for each 'story' within the book. Each section has a distinct colour and graphic style.





John Denton

Executive Director & Co-Founder

You can please some of the people all of the time, you can please all of the people some of the time, but you can't please all of the people all of the time.

John Lydgate

Lydgate's words imply that everyone is different, with individual goals and objectives, therefore making it impossible to please everyone all of the time.

This individuality, however, is vital in a design practice, as it is only with a wealth of different experiences, cultures, viewpoints and opinions that we can bring infinite ideas to the table.

As this book goes to press, we are well into our fourth year, and the practice has grown to almost 200 'leaders'.

With this growth comes the growing responsibility of keeping those (nearly) 200 brilliant staff members happy. After all, our 'leaders' are what makes the practice what it is.

As we strive to maintain a positive studio environment, Lydgate's words remind us of the challenge we face. Appropriate remuneration, good medical benefits, and excellent vacation allowance, although important, are not sufficient to truly keep staff happy.

Staff need to feel engaged, to feel as if they belong, and to feel that their contributions are important and appreciated.

At Lead 8 we strive to create an environment where people can feel they belong, within an informal studio setting that promotes a healthy work/life balance.

It is important to be transparent, and feel as comfortable discussing areas of improvement, as we do discussing our successes. Part of this transparency is communicating a clear career path, where people understand what their role is, the opportunities open to them, and are given the tools to achieve their goals.

The importance we place on talent development has seen us make significant investments in this area in the past twelve months, with the commissioning of a new Career Development System (CDS), as well as the appointment of Raymond Lo, in the position of Talent Development Director. Raymond is responsible for the implementation of an all new CDS, as well as other talent development initiatives, and numerous training programs.

However impossible John Lydgate's suggestion is, our goal remains the same, to try to "please all of the people, all of the time".

Chengdu Longfor Huazhao – Signage

A distinct origami concept to match the interior design story

Client: Longfor Properties
Location: Chengdu, China
Designed: 2017
Expected Completion: 2018

成都龙湖花照 - 标识设计

独特的折纸概念, 以配合室内设计的故事

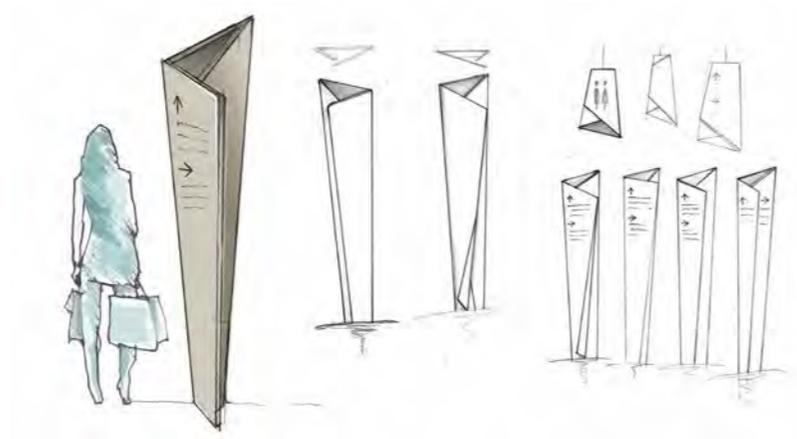
客户: 成都龙湖地产
地点: 中国成都
设计时间: 2017年
预计竣工时间: 2018年



Overview

The project is located at the intersection of Jinniu Avenue and Central Road in Chengdu, China, with excellent traffic conditions and seamless connection with Metro Line 7. The overall project is a mixed-use development comprised of residential units, a retail street, office towers and SOHO style apartments.

With an aim to attract trendy, fashionable University students alongside young families and professionals, the design concept is based on origami. Primarily chosen to match the distinct architecture and interior design, the physical form of the signage uses bold shapes with a sculptural style.



Left
A visual of an exterior totem sign.

Above
Sketches of the interior and landscape signage.

Right
Renderings and sketches of the external and internal signage family.



Retail Planning
Architecture
Facade Design
Interior Design

MPire Mall

Indoor and semi-outdoor retail spaces make the most of the good climate

Client: Paramount Solaris SDN. BHD.

Location: Penang, Malaysia

GFA: 77,574sqm

Levels: 7 floors above ground, 3 level basement car parking

Designed: 2016 onwards

Expected Completion: 2021

零售商业规划
建筑设计
幕墙设计
室内设计

MPire商场

室内和半户外零售空间充分提升良好氛围

客户: Paramount Solaris SDN. BHD.

地点: 马来西亚槟城

总建筑面积: 77,574平方米

楼层: 地上7层, 地下3层停车场

设计时间: 2016年起

预计竣工时间: 2021年



The primary conceptual approach saw us harness the great climate and design an indoor/outdoor retail experience by introducing extensive landscaping within the retail spaces.

This creates a 'landscape story' at each of the 7 levels of retail and helps keep visitors connected to the outdoors as they navigate the upper floors. This theme develops at each level, starting underwater and ending up in an urban jungle at the upper floors. The transition is further enhanced in the interior designs, environmental graphics and signage, subtly enabling people to navigate vertically and allowing them to find their way through the various spaces.

The façade has two different treatments reflecting the surrounding area. Towards the main road from the airport the façade and retail treatment is more of a formal, grand statement. In contrast the semi-outdoors space takes on a softer treatment with raw exposed materials, green elements and planting creating a more accessible appearance. The feature canopy also offers protection from any inclement weather.

With a strong conceptual approach such as this, our aim was to respond to the unique surroundings and create an inviting destination suitable for the climate, context and customers alike.



01

02



- 01 The outdoors permeates the main podium at all levels.
- 02 A simple masterplanning sketch showing the preliminary landscaping strategy.
- 03 The elevated walkway gives pedestrians a safe way to navigate the site.
- 04 The massing diagram shows the overall mix of uses.
- 05 Night view showing the various elevated pedestrian connections and walkways.
- 06 Initial massing sketch showing the terraced tower tops.



03

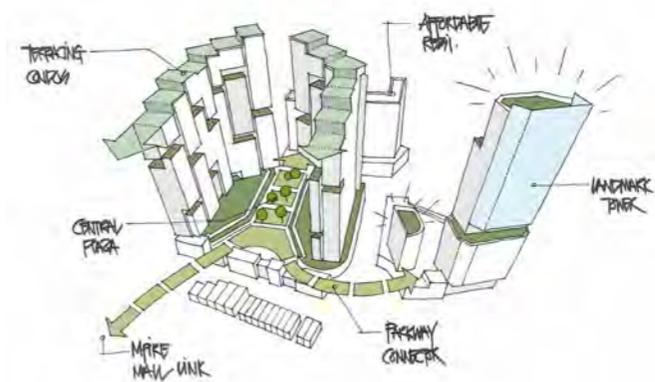


04



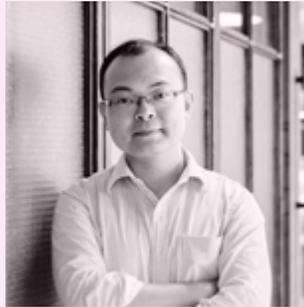
05

06



Connecting a district

Integrating a large scale development with the surrounding neighbourhoods



Jin Chen

During the design process of the one million sqm International Trade City (ITC) mixed-use development in Shanghai, China, we started discussing with the client ways in which we could integrate the huge development into the existing urban fabric of an already busy district. We came up with a proposal to physically ‘stitch’ the new development to the surrounding sites using elevated pedestrian bridges, a way to leave the bustling streets for traffic and create a calm elevated plane purely for pedestrians. The developer took this proposal to the government who saw the potential gains and gave the go ahead, even going as far as integrating it into their future planning policy, namely ‘one loop and belt’.

The ITC footbridge system is a project in its own right, composed of nine footbridges that interconnect the mixed-use development with its urban neighbours. Firstly, the footbridge system helps to separate the pedestrian and vehicular flow by providing an upper foot-traffic option similar to the precedent set in the Central district of Hong Kong.

As well as providing a safe way for pedestrians to navigate the district it also helps ease local traffic flow by reducing the impact of pedestrian crossings on the surrounding arterial roads. A further more commercial gain is that the network of bridges enhances the synergy between the commercial and retail developments in the district, especially those connected directly. In the long run, forming a strong, physically connected retail network ultimately helps attract more customers to the retail mall.



Kenji Wong



The design of these footbridges is coherent with the masterplanning concept of a ‘city within a city’, which, instead of a conventional singular façade treatment, emphasises different designs along different streets to respond to the different urban scale and context of the neighbours.

The variation of design across the bridge systems also allows us to respond to the technical constraints over different site conditions. Some are post and beam structures, if possible over the public realm, while others are long-span suspended arch structures. The resulting designs successfully fit into the various architectural façade conditions and continue the overall concept, but perhaps more importantly offer new connections to the exciting new development once it opens.

Shanghai Dongjiadu Financial City – Signage

A tailored concept with a nod to the past

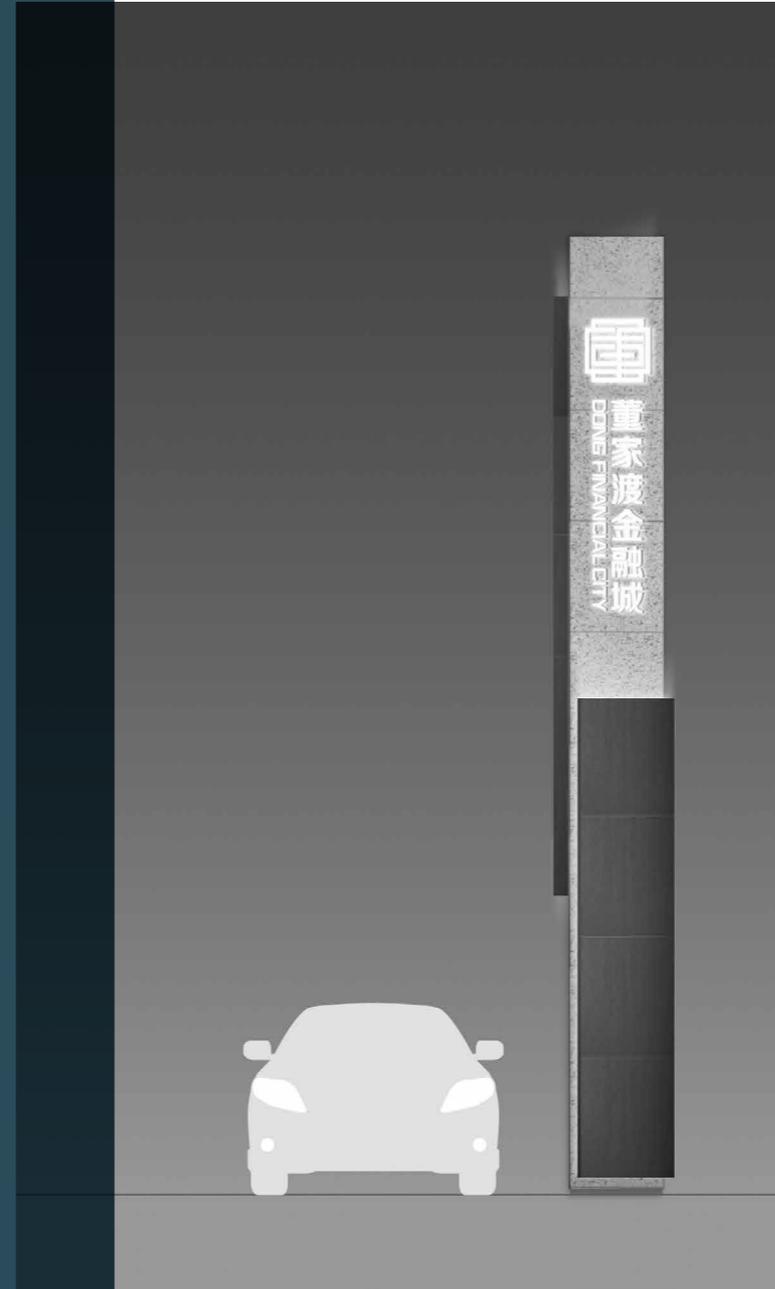
Client: China Minsheng Bund Real Estate Development Co., Ltd.
Location: Shanghai, China
GFA: 111,000sqm
Designed: 2017
Expected Completion: 2020

室内设计
标识设计

上海市董家渡金融城- 标识设计

一个承传历史的量身定制概念

客户: 中民外滩房地产开发有限公司
地点: 中国上海
总建筑面积: 111,000平方米
设计时间: 2017年
预计竣工时间: 2020年



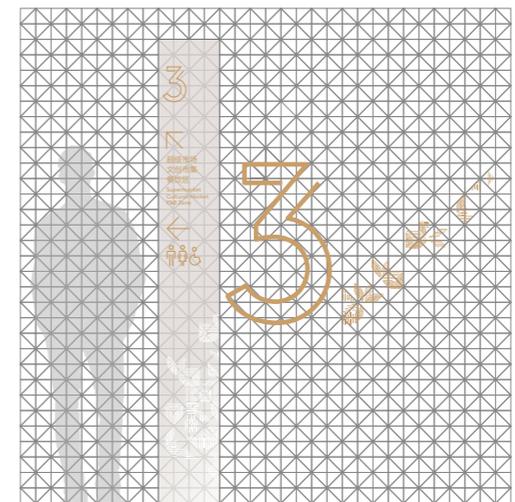
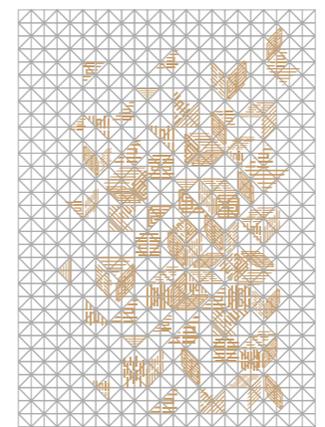
Overview

The site location sits within the heart of Dongjiadu old town in Shanghai, a district with a rich heritage of tailoring and fabric trading. This heritage was a story that needed to be acknowledged at the very least, and ideally preserved for future generations.

The cultural inheritance helped inform the conceptual approach of the interiors and subsequently the signage design too. Strong contemporary styling was employed to root the signage in the now rather than being a bad pastiche of the past. Simple luxurious finishes were used to help express the artisanal qualities of the tailors of years gone by.



Above & Left
From early sketches to rendered concept.



Left & Above
Examples of external and internal signs and translating the identity.

Christine Hau

Executive Director & Co-Founder



We are in our fourth year with a list of even stronger achievements from the previous years. In 2016 our global growth continued apace with our clients as they entrusted us with new challenges and led us to new sectors and locations.

Our team continued to grow by over 30% across our four global locations, and with their help we secured projects in 43 cities with a value of over US\$50 million. Working across our full remit of architectural and multidisciplinary services we have a further increase of over 10% secured for 2018.

Our global footprint continued to expand in tandem with our broadening client services, location and expectations. In the past years as we had expanded we embedded stronger services in the wider regions. We've seen a 50% growth in new cities alone and

sectors increasing over 30%. Our specialism of commercial, retail and mixed-use developments still energises projects, wins awards and inspires the teams and clients alike.

Our corporate and operations teams worked hard during the period of global expansion and Hong Kong has become a strong central hub that connects all our operations and business development. This central base ensures we operate as one Lead 8 through clear management, a unified design philosophy and an ethos shared across all our studios.

I'm continually impressed by our 'leaders' and their innovation and world view. It's our enviable combination of strengths that makes us unique, keeps us in an industry-leading position and allows us to deal with the new challenges we face each day.

It's looking like connectivity and design is the true future of human experience in order to create a better world, and it's upon this approach we've nailed our next episode. And of course a special thank you to all our clients and teams for continuing on the journey with us. I look forward to the letter I'll write next year, sharing our progress along with continued excitement for the future of Lead 8.

A Branded Masterplan

Amplifying the message for a sustainable
integrated resort

Client: Confidential

Location: Malaysia

GFA: 298,797sqm, plus 177,800sqm of mixed-use

Designed: 2016-2017

Expected Completion: 2022 (Phase 1)

一个融入品牌价值的总体规划

增强可持续综合度假村的信息

客户: 保密

地点: 马来西亚

总建筑面积: 298,797平方米及177,800平方米的综合体

设计时间: 2016-2017年

预计竣工时间: 2022年 (第一阶段)

The 298,797sqm mixed-used development is a pioneering model for sustainable integrated resort living. It is the creation of a resort community and gateway for island exploration, establishing a framework of activities and events, from hotels and shows to remote camping and jungle exploration.

Comprised of residential, hotel, retail and a marina clubhouse, as well as a 2km promenade and 70-berth marina and service yard, the masterplan layout

creates a safe, convenient, attractive and high quality waterfront. The development responds to the topography and views, minimising heights, view corridors and setbacks to allow for a sense of connection with nature. The balance of public attractions and spaces with communal plazas and amenities combined with private hideaways, a marina and clubhouse creates a new attraction point for locals, business travellers and tourists alike.





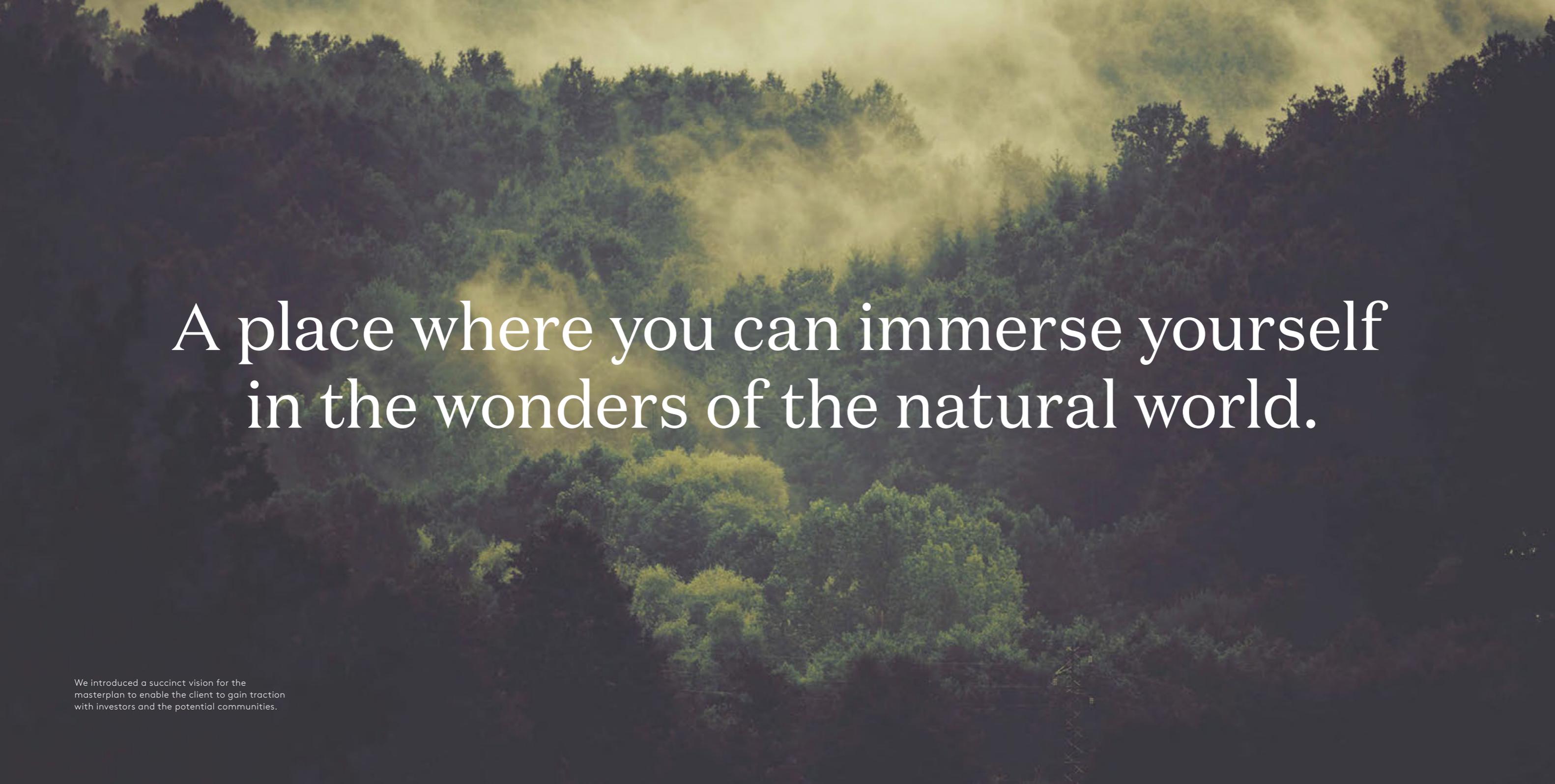
Above
The thriving active community sits right at the waters edge, hemmed in by the lush rainforest environment.

Left
Sketching out options at the early stages makes for an efficient process.

Above
Greenery extends right to the waters edge.

Right
The massing diagram explains the overall mix and building heights simultaneously.





A place where you can immerse yourself
in the wonders of the natural world.

We introduced a succinct vision for the masterplan to enable the client to gain traction with investors and the potential communities.

authentic
adventure



discover
and explore

Brown is the new green

The potential value behind brownfield sites



Ian Ralph

Lead 8 Senior Associate Director Ian Ralph participated in the Brownfield Asia Summit 2017 in Hong Kong, talking about how trends have created opportunities for brownfield sites and how lifestyle and liveability are key to long term success.

The conference had a strong emphasis on how we derive value from previously developed land. As land values rise a key challenge for many growing cities is the increasing pressure to re-use leftover land, often derelict from industry, infrastructure, government or previous waste disposal.

In post-industrial countries, the effort is how to re-use such land, as shown in Battersea or the Old Vinyl Factory in London. In Hong Kong, Paul Zimmerman (Elected District Councillor and CEO of Designing Hong Kong), highlighted the future of declining port industries which could give rise to substantial land for new housing opportunities. Former landfill sites are also becoming opportunities to extract materials and fuel, and reconsider development post-decontamination.

In rapidly urbanising nations the informal pattern of development has led to a lot of overcrowding and a lack of coordinated infrastructure and facilities. Felino Palafox of Palafox Architects presented the challenges globally, and in the Philippines where worryingly “urbanisation is at such a pace there is a need for 100 new cities”.



Lead 8’s work highlighted opportunities to incubate new lifestyles and communities on formally developed land. Xian Culture CBD and Project Orange in China, both situated on challenging, previously developed sites, presented a new identity and legacy for the districts by designing in nature, culture and leisure. HarbourLoop’s proposal to utilise existing poorly used land in Hong Kong gave inspiration that even the smallest sites can yield opportunities, whilst Lead 8’s Streetlab concept in the UK for retail park densification offered an approach with great potential in creating more active and affordable development, applicable to sites across the globe.

There are opportunities to incubate new lifestyles and communities on formally developed land, presenting a new identity and legacy for the districts by designing in nature, culture and leisure.

Like TOD’s, the lifestyle and community focused approach to Lead 8’s brownfield projects has given a new lease of life to land, unleashing opportunities for place-making, enterprise and liveability.

Masterplanning
Retail Planning
Architecture
Tower Design
Interior Design

Uniwalk - Interiors

Interior design complementing the architecture of this large mixed-use development

Client: Horoy Holdings
Location: Shenzhen, China
GFA: 320,000sqm
Levels: 5 above ground, 2 below
Designed: 2014
Expected Completion: 2018

总体规划
零售商业规划
建筑设计
大楼设计
室内设计

壹方城 - 室内设计

简介综合体的室内设计

客户: 鸿荣源集团有限公司
地点: 中国深圳
总建筑面积: 320,000平方米
层数: 地面五层, 地下两层
设计时间: 2014年
预计竣工时间: 2018年



The Longhua district in north Shenzhen is a former manufacturing centre that is rapidly growing into a dormitory community for the city of Shenzhen, China. Longhua today, however, is a city without a civic heart and so our project is partly a mission to provide a city centre and a new CBD as well as a retail focus.

The interior architecture of lots 7 and 9 was also designed as distinct urban space, with the height and scale of lot 7 imagined as being more outward looking and recalling grand European arcades such as the Milan Galleria.

The smaller scale lot 9, called Uniwalk, was positioned primarily to serve the established community in the surrounding neighbourhood. Subsequently the internal spaces are designed to be smaller in scale and perhaps more 'familiar' in feel in contrast to the post-industrial aesthetic of the exterior.

- 01 An efficient circulation strategy allows visitors to easily traverse vertically as well as horizontally.
- 02 Escalator cladding and atrium bridges have subtle lighting details that change depending on the time of day.



Showtime Plaza Shulin New Taipei City – Signage

A distinct 3D form suited to a bold
young audience

Client: Showtime Group
Location: Taipei, Taiwan
GFA: 62,045sqm
Designed: 2017
Completed: 2018

秀泰广场新北市树林店- 标识设计

利用独特的3D表达形式配合大胆的
年轻观众

客户: 秀泰集团
地点: 台湾台北
总建筑面积: 62,045平方米
设计时间: 2017年
竣工时间: 2018年

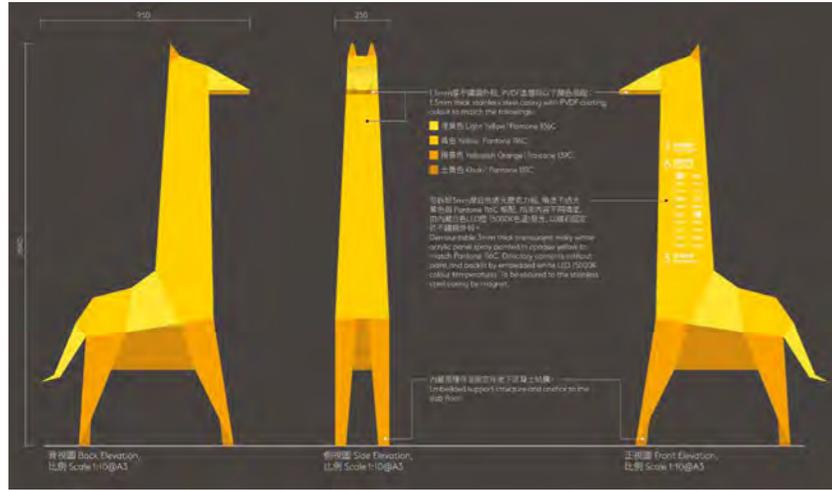
Overview

The overall project scope included interior design and in order to create a more considered experience the signage approach was informed by the broader ideas introduced into the interior spaces.

The interiors were based on historical nuances of the location of the development called 'Shulin'. With greenery introduced into the interior spaces, along with a sleek, natural Scandinavian design style, the aim was to create comfortable contemporary spaces for the visitors.

The signage picked up on a complimentary but distinct concept of using origami with the theme of nature. The bold angular forms created unique signage forms, coupled with a 2D-to-3D hand sketched finish.

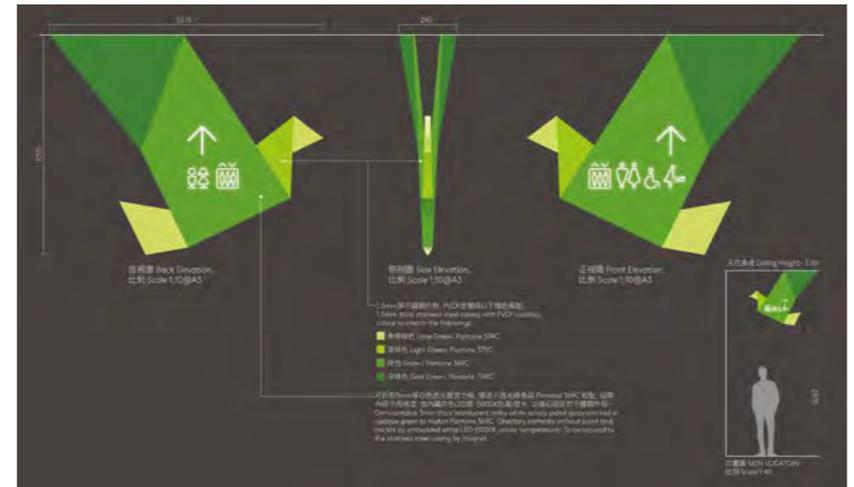




Left
Signage design for the Kid's Zone

Below
An origami concept showing the direction.

Right
A rendering to test the signage concept with the interior space.



Onwards, upwards and outwards

The year of growth in team members, competencies and engagement



Raymond Lo

In the past year we have seen extremely promising growth in our business. As a result of this sustained growth and an ever-increasing workload the studio grew from 130 to nearly 200 team members in the past year. We've been very fortunate to find many new talented and creative individuals to join our studio, complementing our existing diligent team, and enhancing the services we are able to offer our clients.

However our growth was not confined to our business volume, our high profile prominent projects, or the size of our talented team. At Lead 8 we truly believe that in order for our company to be successful, our team member's competencies and level of engagement must also grow.

Growth in Competency

Competencies focus on identifying the unique characteristics of people that lead to success. Lead 8's competencies are an assortment of abilities relating to job activities, knowledge and skills that help our team members to carry out their tasks effectively and efficiently.

We have identified different sets of competencies for our team members based on job function and experience levels. These competencies act as a roadmap guiding our team members on a path to career success. By studying those who get good results and what makes them able to get those results, we can focus on training others and create a developmental strategy.



Developing competencies of our team members will lead to a dramatic increase in our ability to give the best results for each and every client, which in turn ensures our studio's future success.

It is true that most competency development occurs on the job, therefore our developmental strategy focuses on in-house training, coaching from senior team members, networking with peers and accessing a competency knowledge database. Our team members gain access to information that can be used to compare their own competency level to those required for their position and receive valuable feedback for improving their competencies to enable their career success.

One of the significant benefits that our studio will reap by means of team member's competency will be the attainment of total organisational development, which is not possible without the growth of our team members' competencies. Furthermore, developing the competencies of our team members will lead to a dramatic increase in our ability to give the best results for each and every client, which in turn ensures our studio's future success.

Growth in Employee Engagement

At Lead 8 we define Employee Engagement as the degree to which our team members are passionate about their work and devote themselves to their work. An engaged team member is one who feels a strong emotional and personal connection to our studio. They are enthusiastic and passionate about their work, throw themselves into tasks with maximum effort, always want to achieve the best possible results for our clients and contribute to the success of our studio.

Before we can improve our team members' employee engagement, we need to know what to improve. The methods we use to collect critical engagement information are by conducting one-on-one confidential engagement discussions with each and every member of our team along with our annual studio-wide Employee Job Satisfaction and Engagement Survey to identify the factors that are important in employee job satisfaction and employee engagement as perceived by our team members.

The engagement information collected will assist us to develop the right programs and practices, which have an impact on factors that are critical to employee morale and motivation. Understanding our team members' preferences provides guidance for the knowledgeable allocation of resources.

We learn the most about what will engage and satisfy our team members by asking them what they want the most. Then we can provide our team members with the tools they need to succeed, feel good about their personal growth opportunities, and receive the recognition for their contributions, which in turn drives them to produce the creative solutions, the most original work and the best results which our clients seek; it's a win-win proposition.



Brand Strategy
Identity Design
Art Direction
Copywriting

JMI Global Branding

A design-led brand for a new
start-up M&A company

Client: KWG Property Holdings Ltd.
Designed: 2016
Completed: 2017

品牌策略
形象设计
设计方向
文案写作

JMI全球品牌

赋予一家新成立的合并和收购公司
一个以设计为引领的品牌形象

客户: 合景泰富控股有限公司
设计时间: 2016年
竣工时间: 2017年

Overview

The Challenge

Our long-standing client, KWG, was setting up a new independent entity to handle mergers and acquisitions separately from the parent property company. They needed a contemporary approach in order to attract a new type of client within an already saturated and competitive marketplace.

The Method

We hung the concept off of the pivotal person setting up the business, using a simple and easy to remember acronym with which to subtly reference his name. Far from being another generic blue chip company, the client responded well to our assertions that they should consider a more contemporary approach in how to present the company.

The Results

The resulting identity system and applications took on a look more akin to a luxury lifestyle brand, further distancing them from their more staid competitors and appearing more attractive to the C-suite clientele they needed to reach. At the time of going to press the company are doing well in their acquisitions, continually adding to a growing portfolio of the likes of travel agencies across Asia to residential and retail interests in the UK and Australia.



Above

The two main logo versions allow flexibility in the way the identity can be applied.

Right

The suite of collateral helped position the identity to attract the correct audience.



Simon Chua

Executive Director & Co-Founder



It's a very proud moment for many of us as we look back at over three years of the studio's progress. I'd like to talk a little about some of the activities and teams in our studios.

This year we see the rise of many new leaders across our studios. A lot of architects and designers have been given the opportunity to take the lead in projects, understanding aspects of running a job, winning work, and collaborating with other teams and specialists.

The promotion and recognition of our senior members also helped in bringing together a better structure for our teams as we grow into the future.

New teams are being formed under the leadership of new senior members. Now Project Directors, who have an important role as mentors to champion independent thinking, inspire creative designs and importantly, team building. This forms part of our organic growth in the studio's business culture - our future.

Many of the younger leaders have the opportunity to deal directly with clients to build confidence and knowledge. Our talent development team came on board in 2017 providing guidelines, structure and facilitating communications between teams.

We had over twenty internships this year from participating international universities and institutes. Fostering new knowledge through collaborations with our designers and architects is an integral part of our business DNA. The feedback from students and school has been overwhelming, allowing our business to reach out further to inspire the next generation.

Many of our teams are now also active in conferences and talks. In Q3 2017, Lead 8 was invited to participate in a TOD conference in Hong Kong with MTRC, Australian railways, Jakarta and Malaysia MRT, to explore future models and opportunities in development to promote public transportation in our cities. Sustainable design is fast becoming a major focus in our new masterplan commissions. Lead 8 was also invited to speak at RECON Asia-Pacific, MIPIM UK and MIPIM Asia 2017.

Our study and travel initiative this year also saw many of us returning from countries with new knowledge and experiences. The level of enthusiasm is very encouraging. We are looking forward to expand and upgrade this initiative next year.

Most of our projects will open in 2019-2022. It is also a great honour to see two of our first projects winning MIPIM Asia 2017 awards, this is an incredible testament and recognition for the teams and studios.

Our thought leadership initiative, HarbourLoop, also won the German Design Award 2018, which recognises our commitment and give back to Hong Kong.

Well done to the teams, the future is yours for the making.

25.7 Quayside Design District

Waterfront retail and design village in a new township south of Kuala Lumpur City Centre

Client: Gamuda Land
Location: Klang Valley, Malaysia
GFA: 48,000sqm
Levels: Above ground 2 levels of retail,
10 levels of office, 10 levels of hotel,
2 levels of parking below ground.
Designed: 2016-2017
Expected Completion: TBC

25.7 码头设计区

在吉隆坡市中心以南一个新市镇的
滨水商业和设计园区

客户: Gamuda Land
地点: 马来西亚巴生谷
总建筑面积: 48,000平方米
楼层: 地上2层零售商业、10层办公楼、10层酒店、地下2层停车场
设计时间: 2016-2017年
预计竣工时间: 待定

As our cities become denser, transportation networks expand and personal space in centre cities is reduced, we seek a connection back to nature without the willingness to sacrifice daily convenience. Waterfronts especially have become very desirable environments to live, work and play – a lifestyle more attuned to the rhythms of nature and its daily changes.

For town centres such as Quayside – a development comprising retail, residential, office, hotel and cultural spaces situated about 25km from central

Kuala Lumpur – the F&B, entertainment and leisure components are naturally the core focus. Sited along Kota Kemuning's Central Lake, Quayside takes on a different mood and atmosphere throughout the day – from office workers bringing activity in the early morning, to residents enjoying waterfront dining and boutique shopping during the day, to visitors making the most of the entertainment and cultural spaces into the night.





02

Unlike conventional commercial hubs where everything is tightly planned and sealed indoors, Quayside was designed to have the look and feel of an eclectic outdoor village. Careful consideration was given to the “place-making” of its public spaces, fusing interior and exterior to maintain the intimate scale and unique character.

When our team was briefed of Gamuda’s intention to establish Quayside as a design district, we were immediately very excited. This was an unusual challenge – designing something that is flexible enough to adapt to new trends, yet stable enough to resist market pressures and remain authentic.



04



03

- 01 The low level units are pushed to the fore to maximise the interface with the water body.
- 02 Initial masterplanning sketch showing the waterfront context.
- 03 A section of the site from the waters edge to the building façade.
- 04 Trees and soft landscaping help to create a pleasant environment for visitors.
- 05 Sectional diagrams help show the client the mix of programs and how they interact.



05

3



Design Stories

Design Story

MixC Shenzhen Bay

Shenzhen, China

A forward thinking development to celebrate
the 80th anniversary of China Resources Land

深圳湾万象城
为庆祝华润集团80周年
以领先思维打造的开发项目



The 860,000sqm China Resources Financial Centre located in the heart of HouHai district in Shenzhen Bay is set to be China Resources Land's (CRL) most upscale development when completed in 2018. The project includes a 392.5 metre tall iconic office tower that will become CRL's future headquarters.



This mixed-use development also includes a MixC retail mall, a hotel, high-end residential towers, and an existing sports stadium. Lead 8 is undertaking the architectural and interior design of the high-end 80,000sqm MixC with retail mall that anchors the mixed-use development.

Combining the culture and picturesque landscapes of the district and the MixC brand's modern lifestyle allure, the retail centre is set to become a high-visibility, exciting and inclusive urban lifestyle destination.

A highly-valued development of CRL to mark their 80th anniversary in 2018, every aspect of the project, from the process, to design, construction and quality management, is meticulously executed to ensure the delivery of a premier high-end luxury retail centre where shopping, leisure and urban living co-exist.

Exterior and interior spaces that take inspiration from a "floating island concept", and Shenzhen Bay's famous coastal mangrove forest successfully enriches the sense of place and form a full integration with

Left

The buildings surrounds a central plaza space.

Right & Below

The material finishes on the façade help portray an attractive luxurious finish.



the urban fabric. The concept of 'floating islands' also has been applied to the interior design with a mix of organic forms, floating islands and soft green landscaping creating a harmonious interior space with a natural outdoor feeling.

Different from traditional shopping malls, 'interaction' and 'sharing' are the two key words that underpin the design of this development. Maximising the diversity and richness of public space helps establish a vibrant community, providing visitors with a new kind of integrated luxury shopping and lifestyle experience.



'Interaction' and 'sharing' are the two key words in the design of this development.



Above
High end retail and anchor F&B surrounding the central plaza.

Left
Various boxes were used to break up the overall massing.



交通主导步行推动

如何通过步行系统的置入将TOD模式下的商业开发打造一个更为高效、优质、灵活的面向未来的城市环境？



陈瑾

TOD (以公共交通为导向的开发) 模式毫无疑问已经成为当下城市综合开发不可避免的命题。追根溯源, 交通运输与土地使用影响下的都市型态主要可分为下列四个发展阶段: 1. 1880 年以前: 传统步行城市 (traditional walking city)。2. 1880-1920 年代: 工业化轨道交通城市 (industrial transit city)。3. 1920-1990 年代: 汽车导向发展城市 (automobile-oriented development city), 其中 1920-1970 年代为一般道路导向的都市内部紧密发展 (compact of AOD); 1970-1990 年代为高速公路导向郊区开发 (sprawl of AOD)。4. 1990 年代以后: 可持续城市 (sustainable city)。

其中可持续城市的概念, 即包含了更环保的公共交通运输工具推广和车站周边土地的有效利用与活化再生。由于公共交通设施带来的交通便利性, 改变了空间区位特性, 透过混合土地使用、紧凑城市发展、步行为主的城市设计规划, 使得人口分布、产业投资、地方消费与公共活动等产生空间上的调整与重组, 逐渐引导城市朝向以公共交通及步行可及范围为核心的空间发展模式。因此TOD理念可说是可持续发展 and 智慧型成长概念的衍生, 在TOD的发展模式下, 可有效减少私人交通工具的利用、降低环境污染及社会成本, 确实缓解了过去汽车导向发展城市带来的城市发展困境, 被城市规划领域学者认为是最符合可持续概念的发展模式。

伴随着TOD发展模式以越来越成熟的状态运用于全球各地的城市开发, 其本身也经历了从最初始的以商业为主导的形态演变为更为多元化的TOD发展模式。这种多元化可以是与其他元素融合形成一种混搭的类型, 当然也可以是与一种城市行为相结合以对区域实现除综合开发以外的兼具社会效益和经济效益的意图的类型。这两种类型在有些情况下是相对独立的, 当然在某种情况下两者是互相兼顾并行的。这既体现了政府、开发商、社会公众等项目持份者对当前城市综合开发多样化的诉求, 也体现了当前的城市开发更需要一种弹性可变的、与城市空间更为融合的趋势。



龙文灏

而零售设施伴随着TOD发展模式的进化也越来越演变为一种重要的媒介有机连接公共交通设施和城市空间。这使得零售设施的形态也越来越多样化, 不仅限于完全集中的形态, 而更趋向于以集聚带动蔓延的形态, 且这种蔓延往往伴随着步行系统的脉络延伸至各类目的地, 从而使整个街区更富有活力也将区域内的人流更直接地吸引至商业设施内以提升商业价值。而从另外一个方面来看, 在诸多交通领域专业人士眼中, 零售已经成为鼓励步行从而缓解城市核心区交通压力的重要手段。这就意味着“零售”与“交通”越来越成为一种相辅相成的关系在城市综合开发中演绎着各自的角色, 而合理地组织公共交通设施、步行系统和零售设施之间的关系将为我们带来一个更为高效有序、充满活力同时在商业上非常成功的城市环境。

设计从城市综合开发的角度出发, 规划了空中通廊步行系统 (Skywalk System)。与单纯的过街天桥实现人车分流, 系统互不干扰提高车辆运行速度不一样, 这是在地面以上的城市空间内的一系列过街天桥、人行连廊、景观步道平台等。

设计深化阶段的上海徐家汇中心项目就是在TOD发展模式下, 重点考虑步行系统和商业设施融合以创造活力城市环境的实践。项目位于徐家汇商圈西侧, 四个地块紧邻虹桥路, 华山路, 宜山北路等主要城市干道; 地段内拥有地铁9和11号线徐家汇站的站台、换乘设施和出口, 和1号线隧道链接; 地段周边还布置有现状电车站以及规划中的多线公交总站。项目的一大设计挑战是如何通过空间规划来疏导项目建成后带来的大量人流和车流, 如何通过串联周边城市空间节点来缓解徐家汇商圈现状的交通压力, 进而完善地区步行系统, 提升沿线商业设施的商业价值, 改善城市公共空间环境, 促进城市更新。

设计从城市综合开发的角度出发,规划了空中通廊步行系统(Skywalk System)。与单纯的过街天桥实现人车分流,系统互不干扰提高车辆运行速度不一样,这是在地面以上的城市空间内的一系列过街天桥、人行连廊、景观步道平台等,它们与设于二或三层的建筑入口直接相通,还与建筑内的商业通廊或公共走廊有机连接,共同形成跨街坊的空中步道系统。

系统的一个突出特点是功能不仅限于交通疏导,而重点在为周边街区创造出多层次、多功能的城市公共空间。如连结恭城路和宜山北路,规划路上方的D桥,概念源于创造2层高度上的城市公园和市民广场。桥面宽阔,设置大面积景观绿化,表演集会小广场,商业摊位外摆;离桥面约2层高度上另设空中跑步径,提供崭新的日常健身体验;整个桥面盖有ETFE天幕,遮阳挡雨同时也具备LED投影等多媒体展示功能,营造一环一线上精彩的城市平台和户外活动节点。又如平行虹桥路布置的I桥,中段和尽端布置的观景台给观赏徐家汇教堂和项目庆典广场提供崭新的空中视角;而平行肇嘉浜路布置的J桥,则是观赏徐家汇公园和橡胶厂烟囱的空中平台;这种多功能性为连桥的设计增添了新活力和新魅力,成为城市空间新特质的拓展。而新的城市空间城市活动的加入则进一步激活街区活力也将区域内的人流更直接地吸引至项目设施内以提升商业价值。

步行系统是城市公共空间的一部分,其内部空间上也充分考虑24小时同行和人性化的尺度,体现对城市共享空间的坚持和对行人的关照。除受周边环境所限的天桥安装液压垂直电梯外,大部分连桥通过24小时开放的商场客梯扶梯来实现全天候同行,提升步行者的交通安全、便利和舒适,背后主要的概念是零售设施伴随着TOD发展模式的进化越来越演变为一种重要的媒介有机连接公共交通设施和城市空间,项目的商业空间应该融合成为城市空间环境的一部分。如连接宜山北路两侧3,4号地块的E和F桥,结合两侧商场的客梯和扶梯动线规划,营造24小时开

空中通廊步行系统是Lead 8在TOD发展模式下,重点考虑步行系统和商业设施融合以创造活力城市环境的设计实践。系统不是从纯粹的工程学角度出发,而视为城市设计的一部分

放通行的城市公共动线,也使建筑间各层面的空间联系建筑各层面与地面、停车场及公共交通系统的联系更为方便;两端高差通过坡度平缓的坡道连接,方便轮椅上下。横跨华山路连结1号地块和汇银广场的A桥,上部框架自然形成遮阳雨棚,保证行走体验舒适。

系统内天桥和通廊的设计各具特色,外在形态上具有特定的城市形体特征,是城市环境构筑物一部分。通过充分发掘场地特点和功能诉求,营造城市节点不同的形态,成为美化城市轮廓线的有效手段;同时各桥又统一在简洁现代的造型语言之下,以及遵循结构选型最优化,最小化视觉介入,尊重和维护周边现状社区环境的原则。A桥东西向横跨华山路,连接路两侧的1号地块和汇银广场。建筑造型语言简练,结构优化轻盈,桁架形式减薄底部结构厚度,上部框架自然形成雨棚造型,保持华山路上视觉通透的效果。桥面半开敞,两侧绿化妆点;C桥对角斜跨恭城路,连接2号和4号地块。60米跨度的张拉拱完美地达到结构轻盈高效和刚度双要求。得益于桥面下的拉杆而减少了拱的体量和高度,便于和周边现状建筑相协调。同时拱的弧线形态和项目内的Pitt St 雨棚轮廓遥相呼应。桥面开敞,两侧绿化,结合两端的室内外楼梯,构成全天候开放的城市步行空间。

空中通廊步行系统是Lead 8在TOD发展模式下,重点考虑步行系统和商业设施融合以创造活力城市环境的设计实践。系统不是从纯粹的工程学角度出发,而视为城市设计的一部分,而是结合时代和区域的背景特点,运用现代城市设计的理念,来研究商业设计和城市环境的互赢。它好像徐家汇城市环境中一条永动不息的脉搏,与项目内同样充满活力的商业设施交相辉映。

Design Story

Sanya Commercial & Transport Hub

Sanya, China

A new lifestyle destination offering leisure, cultural, commercial and eco-tourism activities

位于三亚的商业和交通枢纽
一个倡导生活体验并提供休闲、文化、商业及生态旅游活动的新目的地



Located 20 minutes away from the Phoenix International Airport, the Sanya Commercial & Transportation Hub (SCTH) will be a new lifestyle destination offering leisure, cultural, commercial and eco-tourism activities.

The overall design narrative is derived from the poetic beauty of the natural surroundings, predominantly the mountains and clouds, while drawing inspiration from vernacular architecture that evokes the modern Hainan tropical style.



03

Design Story

Paradise Walk

Nanjing, China

A new development that carefully responds
to the context and progress of the city

南京新城科技园天街
一个充分回应城市周边现状和环境的
崭新项目



Paradise Walk will be in the heart of a new and developing district of Nanjing, China. The numerous mid-to-high end residential developments surrounding the site are combined with a thriving local tech start-up scene full of young entrepreneurs. Both these factors start to outline the key demographics of Paradise Walk and also help secure its future success.



01

Our target markets are exactly these types of young professionals and young families that are looking to grow, and this is reflected in the design approach. Conceived as a Soho style mall rather than a family oriented one, the design language, material palettes and overall planning of the spaces all serve to cater to this young and demanding audience.

With a total GFA of 260,000sqm the development consists of twin towers, situated as a gateway to the project, sitting atop a six storey retail podium and a standalone residential tower.

Amongst this bustling mix of uses we've created 'slow zones' that integrate with the buzzing life of offices and the fast pace of technology. These zones complement the relaxing riverside location to the south and are partnered with a themed central garden allowing visitors or residents to remain connected to nature.

The biggest constraint we faced with this project is that the overall 'outline' of the city must be kept intact. The twin towers facing the river will serve as an icon of the project and allows its skyline to respond sensitively to the surrounding developments.



02

- 01 Provision of comfortable 'slow zones' were required to appease the large residential contingent.
- 02 The large glass façade on the city-side corner invites exploration of the interior.
- 03 The main F&B tenants are located towards the upper levels of the podium to maximise the best views.
- 04 Various retail and F&B tenants front onto the central 'garden'.



03



04

Paradise Walk

The relaxing riverside location to the south is partnered with a themed central garden allowing visitors to remain connected to nature.

Design Story

Chris Lohan

Executive Director & Co-Founder



Looking back over the past year we have again seen strong resilience in the business that has faced off some potentially turbulent market influences.

It cannot be denied that unforeseen market fluctuations can impact the potential of our studios and therefore to see steady strong growth, new project wins and a breakthrough into new market sectors during this unsettled period indicates our brand has continued to gain traction through innovation, imaginative problem solving and a pragmatic and flexible approach to creativity.

This has in turn fostered confidence with existing clients to do more and the creation of new relationships in new country regions.

Our studio teams have steadily grown and we have added many new diverse talents to support our strong core of design, technical and administrative staff, all working in unison to achieve our goal of being the market leader in our field.

In the face of some strong competition we have shown that we are very capable of securing new project work, which seems to have skipped into a higher gear since the beginning of 2017. Again this is a direct reflection of the hard work that our staff have invested in their daily interactions with the various projects under their direction. This is a great reflection of their creative flair and adaptability towards the work they produce and we thank them profoundly for that.

Looking ahead we look forward to the coming year in which we seek to expand our expertise and influence in the aviation sector with some exciting collaborations in the Asian region at large. We see this as a potential springboard into an expanding market that offers so much in terms of creativity and technical delivery, and one which should sustain us well going further into 2018 and beyond.

Finally last but not least we say a big 'thank you' to all our clients for their vision and belief in our business. We also thank our many industry partners for their creative approach to assisting alongside us in this ever evolving and exciting business of design.

Design Story

Queens Front

Penang, Malaysia

Far more than just another
marina-with-retail

皇后海滨
还不只是一个码头商业项目

Located on a plot of reclaimed land opposite a nature reserve, the Queens Front project feeds on the challenges emerging from developing a new concept for waterfront living.





01

Re-planning a 670m long waterfront development with rigid plot boundaries and an locked structural grid was challenging enough, but the ambition of the client to turn it into a benchmark for waterfront living and a boutique lifestyle forced in-depth questioning of the proposal during the design process.

The last thing Penang needed was yet another marina with shops, in addition the typical challenges linked to residential development with retail – public vs. private, sustainable continuous retail footfall vs. residents overall comfort, etc. – further risked restricting the design solution.

To ensure the development could succeed as a unique destination, the main idea behind the re-planning was to link up the site to a wider network of open spaces, parks, pedestrian/cycle paths, and water taxi routes along the coastline. Another key element was the introduction of community nodes along the waterfront promenade that act as catalysts for a wide range of activities (cultural, leisure, edutainment).

02

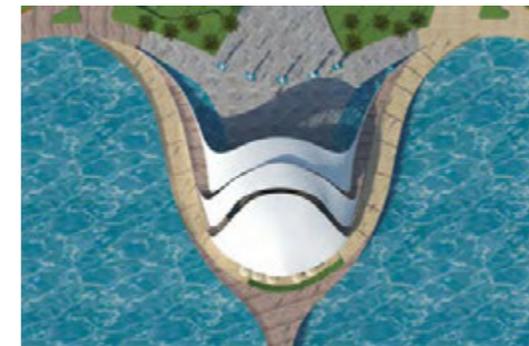


These place-making nodes break the linear feel of the development and present a hierarchy of spaces that are inclusive and distinct in character. The community themed approach allows us to foresee a lively destination for all in which the retail becomes complementary rather than the focal point. The main central node (heart) also acts as filtering space where tourists, shoppers, locals and residents can be guided or directed depending on their needs and time of visit.

In developing the detailed program for the project, and considering we now live in a world where needs and behaviours change at a fast rate, key fundamentals for successful trend setting destinations such as connectivity, footfall and positioning were not considered sufficient. The need for flexible and adaptable spaces which can evolve with the end users expectations became the natural solution and one that raises the profile of the development far above the local standard.



04



- 01 The main residential units sit directly over the waterfront walkways and retail units.
- 02 Terraced hard landscaping and softer plantings help create a relaxing environment all along the waterfront.
- 03 A feature pavilion punctuates the 670m long waterfront, creating a welcome pause point for casual visitors and residents alike.
- 04 Ground level F&B would spill out onto the waterfront walkways to add visual interest.

商业的个性



孫博文

互联网时代所有的知识和信息走向扁平化，资源的高度整合和人工智能降低了基本物质生活的获取难度，年轻人的消费不再是一个为了满足需要而必须做的行为，而更多的是一种自我陈述和表达。

过去的百货及购物中心都是中性的，单纯的零售场所。最近几年，各大商业地产频频开始做IP，品牌化运营，强调人文体验，相信这不是偶然。例如我们所熟知的侨福芳草地，新世界K11就是以艺术为主题打造的商业场所，他们的受众在体验艺术的同时也被贴上了艺术文化的标签，形成一种身份认同。“First A Community, Then A Mall”，这是泰国网红商业“The Commons”的设计概念。项目在5000平方米的体量内创造了丰富的非商业空间，人们在其中可以随意的休憩，交流，享受自然，活如一个小社会。现实证明，这种高度具有文化认同感的商业是成功的。我认为未来的商业，尤其是非刚需的大型商业已经不再是一个简单的消费体，它需要自我个性的表达，需要一定的价值归属感。

然而，到底应该如何通过空间塑造商业的个性？接下来的部分会为上述的商业文化空间提出一些设想：首先，它不是一个传统的商业空间，不必过分追求效率和展示价值，相反，我们需要更加主题化的场景，更加人尺度的空间，和更加充满探索性的场所。

其次，个性空间需要拥有风格化的建筑语言，甚至是一些留白空间。这种建筑语言可以是室内的也可以是室外的，旨在塑造独特的气质和记忆点。同时，整个场所也需要有一些留白空间，让消费者用自己的方式去实现自我表达。

第三，也是最重要的一点：主题业态的价值标榜和多功能空间的融合。所谓个性和价值归属，最核心的就是内容本身。例如一个音乐mall就应该有藏货丰富的吉他店，老道的调音师，多元的乐器体验和全面的课程培训。国内大家所熟知的项目“方所”书店是非常理想的文化空间，一个空间内有机地整合了书店，咖啡厅，设计选物店，儿童娱乐等功能。然而“方所”仅代表的是它自己的文化，而不是整个商业体的价值。所以每个mall都需要打造一个代表自己个性的“方所”。

最后，个性空间的体量不宜过大。小于5000平方米的面积利于精致化的运营，同时还能保证其余面积招商的灵活性，在做到有个性的同时也保证高坪效的业态组合和可控的运营管理成本。简单来说我们可以把原有的mall拆分成mall+“the commons”的组合，再将两者有机地结合起来，并使后者成为整体项目的灵魂。

如今的商业地产已进入存量时代，在以人文为核心的场景塑造过程中，个性会成为一个商业综合体的灵魂

综上所述，如今的商业地产已进入存量时代，在以人文为核心的场景塑造过程中，个性会成为一个商业综合体的灵魂，成为消费者选择场所的重要考虑因素。在大型的商业体中创造一个体量不大，却具有丰富空间体验和气质独特的精致的多功能主题场所，能为整个商业带来极大的活力，同时也有助于塑造商业体的个性。这种个性可以让消费者在购物的同时获得特定的价值归属感，实现对自我的表达。



Design Story

Sky Dome

Beijing, China

A big idea for our biggest
project to date

北京天洋橙子项目穹顶花园
我司最大形项目的宏大构想



Located just outside the 5th ring road around central Beijing, Yanjiao is an up and coming city and considered a major player in Beijing's future. Our project is located in this developing city but there is few retail destinations, and less so ones relevant to the future progress of this region.



01

Our largest project to date, the total GFA is around 1.2 million square metre giving it the potential to be not just a local benchmark but a regional one. Comprised of a wetland park to one side, 35 office and residential towers, and a retail precinct through the central axis. Being the geographical heart of the project, we've created a 'green passage' leading to the main central hub called the Sky Dome.

- 01 The aerial image shows the scale of the site and the number of residential towers.
- 02 An axonometric diagram of the dome.
- 03 The main entrance points draw visitors from the surrounding streets into the calm and relaxing central courtyards.
- 04 A rendering of the garden interior.

02



The Sky Dome will be a 60,000 sqm hybrid retail shopping mall, complimented by a large dome structure to offering year round comfort for the future visitors. The dome is designed as a major social hub not just for the development but for all of Yanjiao, extending the potential catchment to the wider communities.

Situated on the only highway that connects Yanjiao to Beijing, there is significant advantage in its high visibility. It has become a gateway for people travelling in to or out of Beijing.



03



Sky Dome, Beijing

A theme of social cohabitation looks to attract young professionals and families.

Trying to create a theme of social cohabitation, the project looks to attract young professionals, fresh entrepreneurs and young families looking for an escape from the bustling city of Beijing. Providing an oasis of mixed-use platforms to simplify life and help transform Yanjiao into a new and innovative city.

Design Story

4



Project Updates

Masterplanning
Retail Planning
Architecture
Interior Design
Signage Design

Johor Bahru Shopping Centre

Client: Ikano Johor Jaya Sdn. Bhd.
GFA: 127,200sqm
Levels: 3 levels above ground, 2 levels below
Designed: 2016
Completed: 2017 (IKEA Tebrau)
Expected Completion: 2019 (Johor Bahru Shopping Centre)

新山市购物中心

总体规划
零售商业规划
建筑设计
室内设计
标识设计

客户: Ikano Johor Jaya Sdn. Bhd.
总建筑面积: 127,200平方米
楼层: 地上3层、地下2层
设计时间: 2016年
竣工时间: 2017年 (IKEA Tebrau)
预计竣工时间: 2019年 (新山市购物中心)

A short 15 minute drive from the Singapore-Malaysia customs, Johor Bahru Shopping Centre (JBSC) sought to complement the potential footfall to the adjacent IKEA store by plugging a retail mall directly into the side of it.

One of the main draws of JBSC is its roof deck on level 3 which is planned as a unique semi-outdoor space hosting a variety of activities including alfresco dining, a sheltered outdoor events space, a kids play area and a community garden.

One of the main design challenges was that while the client had very high aspirations for the design, the strong link to IKEA meant the positioning was to be 'for the many', and we overcame this dichotomy using a considered design approach with a friendly edge.

Over the past year the project has undergone major coordination and design was expedited so the link building between JBSC and IKEA can be built together with IKEA. The challenge here was that the link building, while considered to be part of JBSC, concurrently serves as the one and only entrance to IKEA so needs to be ready when IKEA starts operating.

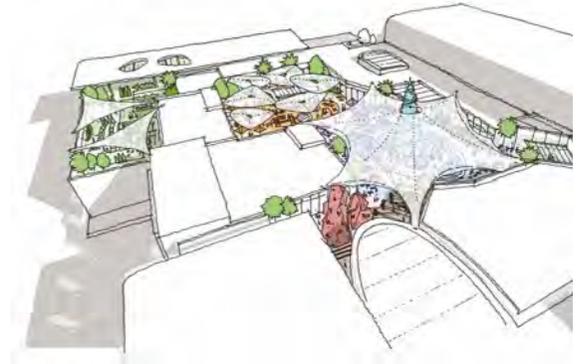
With piling works almost complete at the time of going to print the main contract tenders have just closed and NSC tenders are going out continuously. JBSC is scheduled to open before the end of 2019 while IKEA Tebrau will open before the end of 2017.



01

- 01 Outdoor events space and kids play area are covered with a membrane roof and surrounded by an extensive range of alfresco dining spaces.
- 02 Early planning ideas.
- 03 Ariel view of the development

02





放下手机,走进商场

--网购大时代的实体商业设计



许琳莉

“商场”再也退不回作为一个纯粹的销售场所,就能实现顾客盈门的好日子了。”

在线上消费日趋普遍的今天,如何将消费者的注意力和时间从网络购物吸引到现实,是商业地产设计师的一个挑战。建筑的外立面,内部空间和业态策略是三个主要的着力点。

标志性的建筑立面:

随着大批地产项目落成,同类型产品的竞争愈发激烈,出众且夺人眼球的造型是最直接有效的利器。辨识度强的整体造型,高级感的立面幕墙处理以及跨越时代的美感是我们不断追求的目标。“大商场”不再是包裹着大面积广告板的大盒子,而是城市中有个性有美感的艺术品,提升整体城市面貌。

话题性的建筑空间:

如果说外立面是吸引初访者一探究竟的项目名片,那话题性的建筑空间则是点燃“网红”时代的传播热度的引爆点。每个商场都在寻找空间的独特定位,“文化”、“趣味”、“潮流”、“品质”等标签的运用,能帮助项目在同质化严重的商场大潮中脱颖而出,聚集起对这一标签热衷的一众忠实群体。由这一群体传播开去,又会引发更多人前来“朝圣”新的商业热点。而这一切都需要一个值得自拍,值得“晒”的美妙空间。

体验性的商业业态:

为了不断吸引客户反复光临,商业业态策略应强调空间与业态的主题性,并提供丰富的场景体验,做到常逛常新。集中商业应强化实体店优于线上消费的特质,例如同一类商品的集中性,多元性,人性化服务等。品牌的认知构建,必须与线上不同,是通过独特的场景体验,通过更亲切有效的交互,用不同于广告和内容的「五感营销」的方式来完成。零售店将成为品牌最强有力的实体表达。

总的来说,一个成功的商业项目,要由内而外,由硬件到软件,都为人们呈现出一个充满生命力,幸福感和理想生活的场所。而这个场所是手机和电脑屏幕无法提供的,它所独有的真实和鲜活,将吸引着人们在这里度过与家人朋友最珍贵的时光。

Hao Yi Centre

Retail Planning
Architecture
Facade Design
Interior Design
Signage Design
Branding

Client: Starland Group
Location: Zhuhai, China
GFA: 238,000sqm
Levels: 5 levels above ground, 2 levels below
Designed: 2015
Expected Completion: 2018

灏怡财富中心

零售商业规划
建筑设计
幕墙设计
室内设计
标识设计
品牌设计

客户: 珠海灏怡地产开发有限公司
地点: 中国珠海
总建筑面积: 238,000平方米
层数: 地面五层, 地下两层
设计时间: 2015年
预计竣工时间: 2018年

With 4 floors of podium retail and 2 office and serviced apartments towers, the project is now well into the construction stage with the overall superstructure being erected and completion expected sometime in 2018. The interior scope is entering the mock up stage with the overall design concept agreed and fixed.

Via a concourse at B2 and a footbridge at the 3/F the mall is directly connected to, and likely to attract most of its footfall from the Zhuhai High Speed Rail Terminal. With a strong residential bias in addition to the dwell time of rail travellers, the project's core market are Macau commuters, offering more affordable units and a short journey time.



The conceptual approach was built around bringing the outside in to the internal spaces of the mall. With greenery being introduced throughout the interior it starts to soften the environment and dilute the transition from the outside areas. The mall operates 24 hours to match the High Speed Rail Terminal which furthers the value of introducing calming natural elements.

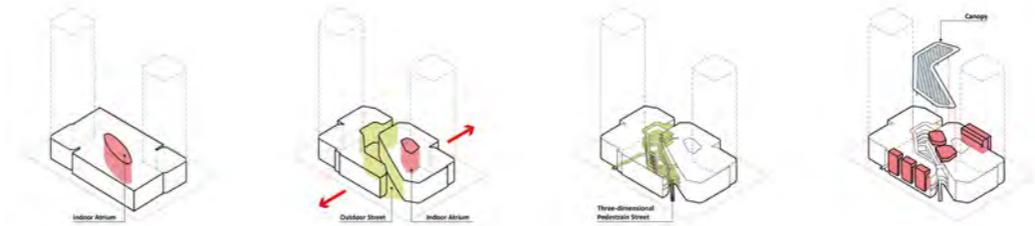
With a further eight retail malls nearby, the Hao Yi Centre is in the enviable position of being one of the closest to the rail terminal and also one of the first to complete. With this in mind the client is looking to set the bar quite high and our design has responded to their aims accordingly.



02



04



05

- 01 The central spine dissecting the retail podium.
- 02 The indoor/outdoor theme is central to the interiors concept.
- 03 The warm materials and finishes complement the greenery inside the mall.
- 04 Diagrammatic breakdown of the main podium form.
- 05 The close proximity of the high speed rail terminus will help ensure a solid footfall.

Future TOD's

MIPIM World interviews Lead 8's David Buffonge as he shares his insights on transit oriented developments of the future



David Buffonge
with
MIPIM World

The interview appeared on the
Global Real Estate Experts
website.

MIPIMWorld: Could you tell us more about TOD (transit oriented development) and how it will impact our future cities?

David Buffonge: Lead 8 specialises in the design of large-scale, mixed-use, transit oriented developments. We help clients to raise the asset value of properties situated by transport hubs through market repositioning and integrating retail, offices, hotels, restaurants and public spaces to match local demand.

Many of Lead 8's projects are configured around new transit lines for new city districts. In Asia, for example, we've seen bold and innovative ideas over the past few years in how to design, plan and build connectivity and efficiency into small and large-scale projects. Lead 8's expertise in creating mixed-use, transit oriented developments in high density environments has finessed our understanding of effective use of space.

Flexibility and adaption of a building will increasingly determine its future success allowing it to adapt over time for changing uses. The most successful, transit oriented developments feature mixed-use layering such as ground floor retail, middle floors with office space and residential on the higher levels. This means a building is well used throughout the day and across the year, with a mixture of uses at different times.

MW: How is the work of architects changing as applied to the TOD model? What are we seeing more of today in the mixed-use environment, that didn't exist before?

DB: As experts in mixed-use, transport connectivity, density and verticality, Lead 8 assists clients to achieve commercial success through integration and densification, while maximising opportunities for development. Collaborating with station and transit operators, the team harnesses the commercial opportunity from seamless movement of passengers and residents, to ensure a connected and efficient transit oriented development.

Immersive retail is on the rise and, in the future, there may be no distinction between the tenanted space and the public realm.

It's no longer about building a shopping centre or an office or a private residential environment, but how to create liveable, shareable and connected places. The rise of co-working, co-living and shared retail spaces emphasises the community in the heart of each. As populations increase, greater levels of densification can create new community opportunities through shared spaces. For example, 250 homes are required to support a corner shop and 2,000 for a cinema. Build enough homes and other opportunities are created. Mixed-use and shared space combined can create a successful and vibrant environment.

Immersive retail is on the rise and, in the future, there may be no distinction between the tenanted space and the public realm. Such an example would be active roofs, which are an innovative way to create public open spaces in what can be dense urban environments, in common use already in Asia.

MW: Can you please share with us some of your most prominent projects and highlight the feature that you are most proud of?

DB: We are enormously proud for being awarded 2 gold MIPIM Asia awards during 2017. One of the winning projects by Lead 8 is the recently completed Pacific Century Place, a re-positioned and the first retail-to-office conversion in Beijing, China, with LEED GOLD Existing Building Certification. It integrates quality, innovative lifestyle office space within a vibrant retail, dining and entertainment hub, promoting a positive work/life balance. It is the repositioning of a failing mall, a desolate department store into a pioneering, high visibility, creative lifestyle co-working hub and experiential retail hub in the city. Lead 8 has provided an integrated multidisciplinary service encompassing architecture, interior, branding and signage design to convert the dated department store into an innovative workplace and retail hub.

The project was awarded gold in MIPIM Asia's 'Best Refurbished Building'. The category focuses on how a building can have a second life through an important refurbishment, renovation or transformation to meet new standards and new needs.

We've also won a Creative Advertising Award for our design of the advertising hoarding at International Trade City (ITC). Developed by Sun Hung Kai Properties, ITC is a 1,000,000 sqm mixed-use development and a large-scale lifestyle urban destination hub combining a hotel, office towers, retail streets and spaces, an entertainment district and a cultural quarter. It's the creation of a future-looking, retail and cultural neighbourhood scale urban development, incorporating a major new public park and transport interchange.

Due to complete in 2022, Lead 8 is currently working on ITC's Lot 3 and Lot 4 retail planning and architecture, as well as nine footbridges, branding signage and the hoarding design for the total four development lots. The project also won gold in MIPIM Asia's 'Best Chinese Futura Mega Project' award category.



International Trade City (ITC)

Retail Planning
Architecture
9 Footbridges
Branding
Signage Design
Hoarding Design

Client: Sun Hung Kai Properties
Location: Shanghai, China
GFA: 1,000,000sqm
Designed: 2014
Expected Completion: 2022

徐家汇中心 (ITC)

零售商业规划
建筑设计
9条人行天桥
标识设计
品牌设计
基地围栏设计

客户: 新鸿基地产
地点: 中国上海
总建筑面积: 1,000,000平方米
设计时间: 2014年
预计竣工时间: 2022年

Construction has started on the International Trade City (ITC), a one million square metre, award winning mixed-used development and currently the largest site under development in Shanghai's city centre.

The overall site is comprised of four lots of land and includes office towers, a hotel, an entertainment district and high-end retail. With direct access to the metro station where three subway lines converge, when completed it is set to become a new iconic destination in Shanghai's Xujiahui district.

With lot 1 of the development now under construction it's exciting to see this mega-project finally underway. The other three lots will follow suit and the overall project has an opening date of around 2022.



Aviation retail design

Using a behaviour-led design approach



Sebastien Milot

Long queues, jet-lag, delayed flights, clock watching and non-dairy creamer are just some of the ‘perks’ of frequent air travel. Unless you are on holiday, your experience of an airport can be somewhat routine and unexciting. Airports are beginning to acknowledge this and are now striving to provide passengers with a more vibrant and enriching ‘airport experience’.

In 2017 Lead 8 had the opportunity to help create this ‘airport experience’ and participate in a number of high-profile aviation projects. Taking our knowledge from past landmark projects such as Hong Kong International Airport, Project Jewel and Singapore Changi International Airport-Terminal 4, it was refreshing to apply the lessons learnt from those projects in new and challenging ways.

Airport retail is not your conventional retail mall and although Lead 8 are well recognised for our retail design experience, when it comes to planning for an airport some of the basic fundamentals become much more logical and dependent on passenger-flow. Whereas the approach in a mall is to ‘create the flow’ which in turn will keep customers shopping, the strategy with airport retail is identifying key passenger routes and designing to complement and enhance them.

In an environment where timing and rushing to gates takes priority, the last thing on a passenger’s mind is taking time to linger and spend money. Only when passengers are at ease (knowing boarding time and gate location) will they shop. By understanding this type of passenger behaviour, we can plan and design successful commercial frontages that capitalise on footfall and valuable revenue spend.

Once these core principles are established, the Lead 8 ‘fun stuff’ can be added, and we can focus on creating a truly integrated and forward looking aviation retail offering.

5



Studio News

RECON Asia-Pacific

Lead 8 joins industry experts on stage in Bangkok.



Lead 8 Executive Director & Co-Founder Simon Chua joined a group of industry experts to speak at the RECON Asia-Pacific 2017 conference in Bangkok. RECON Asia-Pacific is a leading industry conference attended by the world's most recognised retail real estate professionals including developers, owners, retailers, architects and designers.

In a panel discussion titled 'Let Me Entertain You', and moderated by Mark Dailey (Partner, Madano Partnership), Simon Chua alongside James Clark (Vice President, Thinkwell Asia) and Sonnal Chopra (Group

CEO, Timezone Group International) exchanged viewpoints on how entertainment plays a dominant role in future retail centres. Particularly as consumers today are placing more value on experiences rather than possessions, leading developers and investors to embrace experienced-led retail centres.

Project Director Wisely Suen then led a topic-based lunch table all about "Retail-tainment", also presenting some of Lead 8's latest projects and revealing how we incorporate 'entertainment' and 'experiential' elements into the retail mix.



MIPIM UK

Bringing experience and expertise from the East to the West.

Lead 8 exhibited its wide project experience at this year's MIPIM UK. Held in London, Executive Directors & Co-Founders of Lead 8 gathered with 3000+ industry leading professionals, investors, city administrations and government officials from across the UK and abroad over the course of two days at London Olympia. Lead 8's stand was highly popular, its bespoke design not only captured the DNA of Lead 8's studios, but also the interest of delegates.

Lead 8's cocktail event "Innovation through Collaboration: East to West" on Day 1 was a key highlight and created a setting that attracted high-calibre delegates. This was followed by a panel discussion "Redefining mixed-use for the 'right here, right now' generation" where Executive Director & Co-Founder David Buffonge and a panel of investment and property experts discussed the "what, why and how" of creating successful mixed-use developments that appeal to the current generation.



National University of Singapore studio review

Lead 8 explores design with future architects and designers.

In mid-February 2017, members of Lead 8 visited students and professors of the National University of Singapore (NUS), Department of Architecture to take part in their urban design studio interim review.

Our Regional Director Sebastien Milot, Senior Associate Director Ian Ralph and Urban Designer Wilbur Long, engaged in an interactive dialogue and explored various design topics with the students, enriching their understanding in masterplanning and urban planning.

Sebastien from Lead 8's Singapore studio had this to say of the event:

“Over the course of last year, Lead 8's Singapore studio started getting involved in student critiques at the NUS School of Design & Environment. I was personally involved in multiple review sessions and had the chance to witness the next generation at work. These critiques, besides being beneficial to the students in getting external mentoring, guidance and input, are also a great way for us professionals to stay in touch with new creative processes and technologies used as design tools. And who knows maybe one day they will end up working with you ... or even you for them!”



HKDI Student Workshop

Giving students a glimpse of working life.



Lead 8 is committed to sharing our skills and knowledge with the next generation of designers and we see these sorts of workshops as a valuable way to give back to our local community.

We hope the students were able to take away some valuable tips from this exercise and look forward to collaborating further in the future.



On 27 June 2017 Lead 8 hosted a workshop with a group of students from the Hong Kong Design Institute (HKDI). Accompanied by lecturers from the Advertising and Visual Communications courses the students visited our Hong Kong studio and were introduced to Lead 8's branding, graphics and signage capabilities.

Aiming to give students a glimpse of working life before they jump in headfirst, the workshop included both first and final year students and offered advice on employability and interview tips.

After being given feedback on their portfolios, an informal Q&A session allowed the attendee's to find out information from a more personal perspective.



David Buffonge

Executive Director & Co-Founder



Lead 8 is excited to have had another thrilling year with an ever-expanding workload of new projects as well as the addition of new talented people to our teams. People continue to be our most important asset and we are pleased to see some senior promotions take place this year, as we begin to restructure our global team of nearly 200 people.

Our Hong Kong studio expanded onto a new floor within the existing building, and we were delighted to open a new studio space in Kuala Lumpur to accommodate new team members and projects.

Adding to our design studios in Hong Kong, Singapore and Kuala Lumpur, this year we continued our venture into the UK and Europe in order to secure a more global outlook. Over the past year, our teams have attended many new conferences and speaking events including MIPIM UK that took place in London. This event was quite a highlight, as this was Lead 8's first opportunity to exhibit project work directly in this market and we were delighted by the incredible response.

This year has also seen the completion of two key Lead 8 developments, Pacific Century Place in Beijing and Cross Tower in Shanghai, both for our Hong Kong based clients Gaw Capital & Partners, the former having been awarded gold at the industry leading MIPIM Asia Awards.

We started with a focus on retail led mixed-use developments, and now we have embarked on some new and interesting projects including hotels and airports, which all adds a rich diversity to our existing portfolio.

Our contribution to education is still an important part of Lead 8 and this year we were delighted to continue to support institutions in Hong Kong and even the UK by offering an opportunity for university students and school students to be able to experience a dynamic design studio.

We strongly believe that we should continue our efforts in inspiring the next generation of architects and designers. We were particularly proud to have taken part in the University of Westminster's first Experience Asia Initiative.

Our HarbourLoop initiative in Hong Kong has also been a huge highlight this past year, making the shortlist for quite a few international awards and winning The German Design Award.

Our contribution to making Hong Kong a liveable city has been very important to us as a firm. We look forward to HarbourLoop becoming a reality in the near future and continue to be recognised by the people of Hong Kong.

Internships at Lead 8

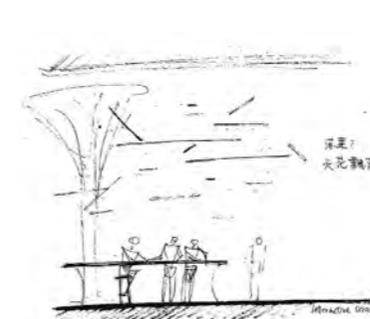
A learning platform for design students.

Exposure to the workplace environment bridges the gap between classroom learning and the real world. Every year Lead 8 provides internship opportunities to support the growth of the next generation.

This summer, design students from Westminster University in the UK, University of Hong Kong, Chinese University of Hong Kong, The Hong Kong Polytechnic University and Kellett School, joined our Hong Kong studio to develop hands-on design experience and explore the day-to-day life of architects and designers.

Lead 8 truly believe in the importance of nurturing the future generation. In addition to internships and work experience opportunities, we have recently launched a new study trip programme to enable our younger 'leaders' to explore the design world outside the of the studio environment.

We look forward to continuing our mentoring and coaching with the next breed of 'leaders' over the coming years; providing them with the opportunity to look beyond the textbook and test out the endless possibilities in design.



Happy 3rd birthday

Not just a year older but a year better.



Lead 8 passed our third anniversary in early 2017! This provides us an opportunity to both reflect on our past and to look forward to our future. As we celebrate, we want to thank all our clients and each of our 'leaders' for being part of who we are today.

What began as a small firm with only six members back in 2014 has now grown up to nearly 200 employees across our four locations in Hong Kong, Kuala Lumpur, London, and Singapore.

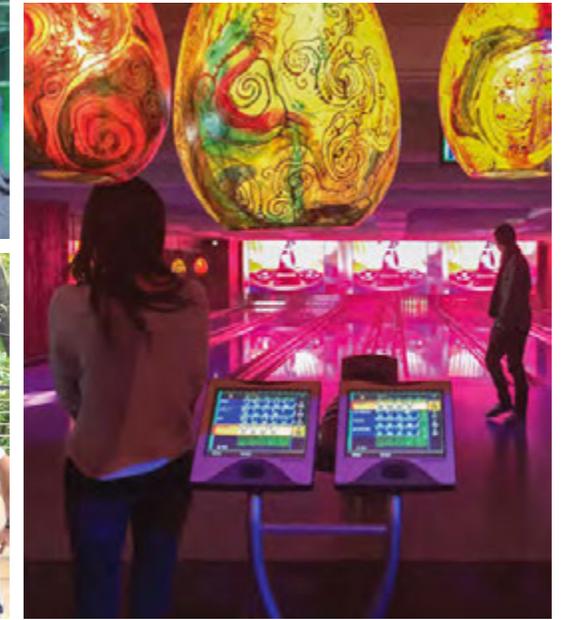
With enthusiasm, teamwork and dedication to design, we have built a strong brand, and without the support of our clients who trusted in us, our successful story would remain incomplete.

Our first three years have been exciting and rewarding and we look forward to exploring new heights over the coming years! There will undoubtedly be more challenges along the way, but there will always be fun and our unique company culture.



Christmas party 2016!

This year we went bowling and had a ball.



CreativeMornings

Lead 8 hosted the October 2016 CreativeMornings event on the theme of Transparency.



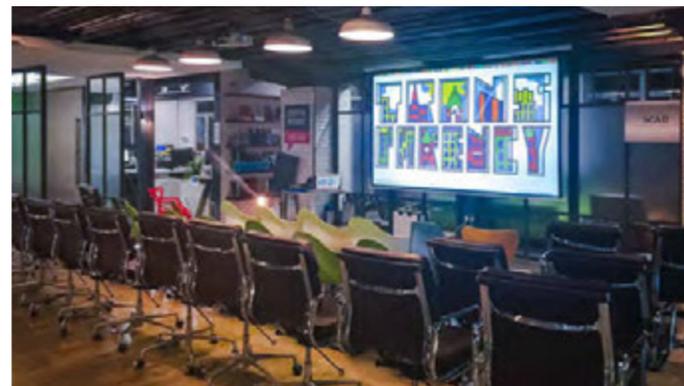
transparency can make provocative thoughts thrive. Through it we aim to raise Hong Kong's quality of life, to make our city a better connected and more 'transparent' place.

We would like to thank CreativeMornings Hong Kong for collaborating with us on this insightful global creative community event and look forward to hosting more in the future.

On Friday 28 October 2016, our studio hosted the CreativeMornings Hong Kong event. The local creative community, from graphic and visual designers, to architects and interior designers, to sculptors and product developers, gathered together in our studio for this monthly breakfast lecture series to meet, learn and share exciting ideas.

As well as hosting the event in our studio, the guest speaker was our very own Lead 8 Executive Director & Co-Founder Claude Touikan, delivering an inspiring presentation on this month's global theme, Transparency. The presentation continued with a case study on our HarbourLoop initiative to examine how





CNY studio party

We celebrated Chinese New Year by catering for our staff in our studio.



Customer-led TOD's

Looking at a new dimension for transport oriented developments



Simon Chua

Lead 8 Executive Director & Co-Founder Simon Chua was invited as a headline speaker at the 3rd Annual Transit-Oriented Development Asia conference held in Hong Kong.

City planners, property developers, transit agencies, transport planners, architects and urban planners from United States, Australia, Netherlands, Malaysia, Jakarta, Japan and Singapore joined the two day conference to discuss the opportunities and strategies in developing TOD models in different cities. Simon's presentation on 'Creating a New Dimension in our City' showcased some of Lead 8's latest flagship TOD projects in Asia and highlighted current trends in the design and development of TOD's.

"TOD developments form an integral part of our future as cities and populations densify," says Simon. "With more than 230 cities in China reaching a population of over one million by 2030, there are opportunities to integrate our transport environments to create a larger critical mass of communities and place-making through TOD projects".

Followed by a panel discussion, Lead 8 alongside Steve Yiu (Principal Advisor of MTR Corporation) and Rahul Mittal (Chief Economist of Cistri, Singapore), engaged in a dialogue to exchange knowledge and experiences to creating successful TOD projects in Hong Kong, Malaysia and China.

"MTR Corporation takes a vested interest in property developments, ensuring the success and sustainability of each development," adds Simon. "Kowloon Station in Hong Kong, despite being a decade

Our evolution of TOD models demonstrates a way to ensure integration as well as maximising the potential of a destination.

old, is a good example where the retail element acts as a vessel for pedestrian connections to capitalise footfall."

Compared to the Singapore model, where the Land Transport Authority takes the lead to ensure the planning for connections on every single development reaches its best potential, Rahul from Cistri emphasised the need for developers to focus on taking a more strategic approach in finding a unique value for their developments.

How to better integrate TOD with the urban fabric and public realm, offer a better interface and a variety of experiences to suit different markets is a common concern. Poor connections and interchanges not only reduce the value of development, but also the usability of public transport. Lead 8's evolution of TOD models demonstrates a way to ensure integration, as well as destinations to maximise the potential of TOD as an interchange and place.

Many of our projects on the drawing board today have a strong transport DNA with cities. We are currently working with Sun Hung Kai Properties on two large scale mixed-use developments in Shanghai, China. Due to complete in 2022, these projects set a new TOD benchmark for the city through curating spaces into transport environments.

We believe our approach will deliver a new generation of developments ideally positioned for communities which lead a lifestyle influenced by technology and social media – a TOD place-making strategy for our future customers!



Above

Lead 8's Simon Chua between Steve Yiu (Principal Advisor of MTR Corporation) and Rahul Mittal (Chief Economist of Cistri, Singapore).

Below

The panelists exchanged ideas with architects, designers and urban planners from around Asia and beyond.



6



Awards

Lead 8 wins double gold at MIPIM Asia Awards 2017

Pacific Century Place and
International Trade City (ITC) both win gold

盈科中心及上海徐家汇中心
获颁 2017年亚洲国际房地产大奖
金奖殊荣



We are delighted to announce that two of our projects have received gold Awards at the MIPIM Asia Awards 2017. After selection by a prestigious jury and a vote by MIPIM Asia delegates, the final ranking of gold, silver, bronze winners were unveiled at a gala dinner in Hong Kong on 29 November 2017. The Lead 8 designed International Trade City (ITC), Shanghai, was awarded gold for ‘Best Chinese Futura Mega Project’ and Pacific Century Place, Beijing, won gold for ‘Best Refurbished Building’.

Lead 8 Executive Director & Co-Founder John Denton said, “This is Lead 8’s first recognition at the MIPIM Asia Awards since our establishment in 2014 and it marks a very special milestone for us.”

Pacific Century Place is a great demonstration of the positive values of repositioning and repurposing underperforming developments. The original ailing department store was transformed into a pioneering, high-visibility creative lifestyle workplace and experiential retail hub.

“Our strategy to energise Pacific Century Place was not to follow our competitors but to maximise the potential of the asset” said Executive Director & Co-Founder Claude Touikan.

International Trade City (ITC), developed by Sun Hung Kai Properties, is one of the most prestigious transit oriented development projects in Shanghai in recent years.



“With over one million square meters of space located above three underground metro lines, the scheme pushes the boundaries of large-scale urban design” said Executive Director & Co-Founder Simon Chua.

The MIPIM Asia Awards celebrate outstanding achievements and excellence in architecture across Asia Pacific. Congratulations to all the winners and thank you to everyone who voted for our projects!



With over 1.5km of elevated pedestrian walkways, the scheme will create a safe and friendly environment for the public.

Simon Chua
Executive Director & Co-Founder



Our strategy to energise Pacific Century Place was to maximise the potential of the asset.

Claude Touikan
Executive Director & Co-Founder





Creative Advertising win

Lead 8's International Trade City (ITC) Hoarding won a Creative Advertising Award

上海徐家汇中心工地围墙
膺创全公益广告特别创意奖

Lead 8 徐家汇中心工地围墙荣膺创全公益广告特别创意奖

Lead 8 was awarded a Creative Advertising Award for the design of the hoarding for International Trade City (ITC) in Shanghai, China.

The recent installation of the hoarding has seen the transformation of Hongqiao Road, one of Shanghai's busiest roads, into a refreshed and vibrant focal point for the one million square metre transit oriented mixed-use development. With the rising focus on sustainable living and environmental responsibility, our design displays a message of eco-friendliness, which further promotes the Shanghai governments' green city initiative.

Based on the broader concept of a creating a green corridor, lenticular images on the 5m high hoarding help create visual interest along the 5km perimeter. The floating effect also adds an aesthetically pleasing perspective for the viewer, whilst the overall impression enhances the character of the local area.

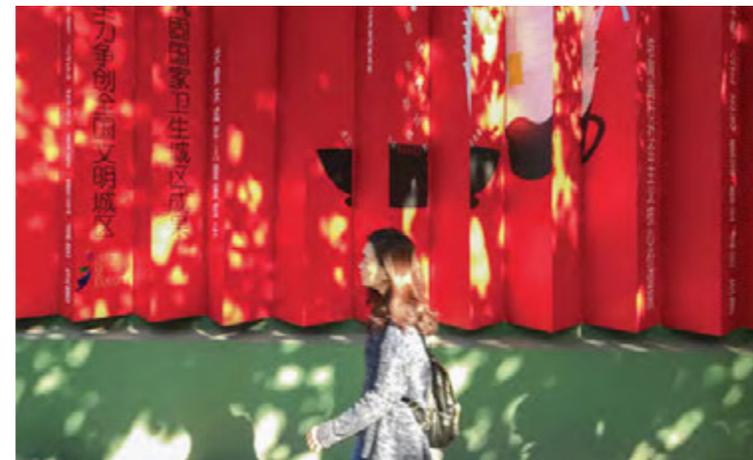


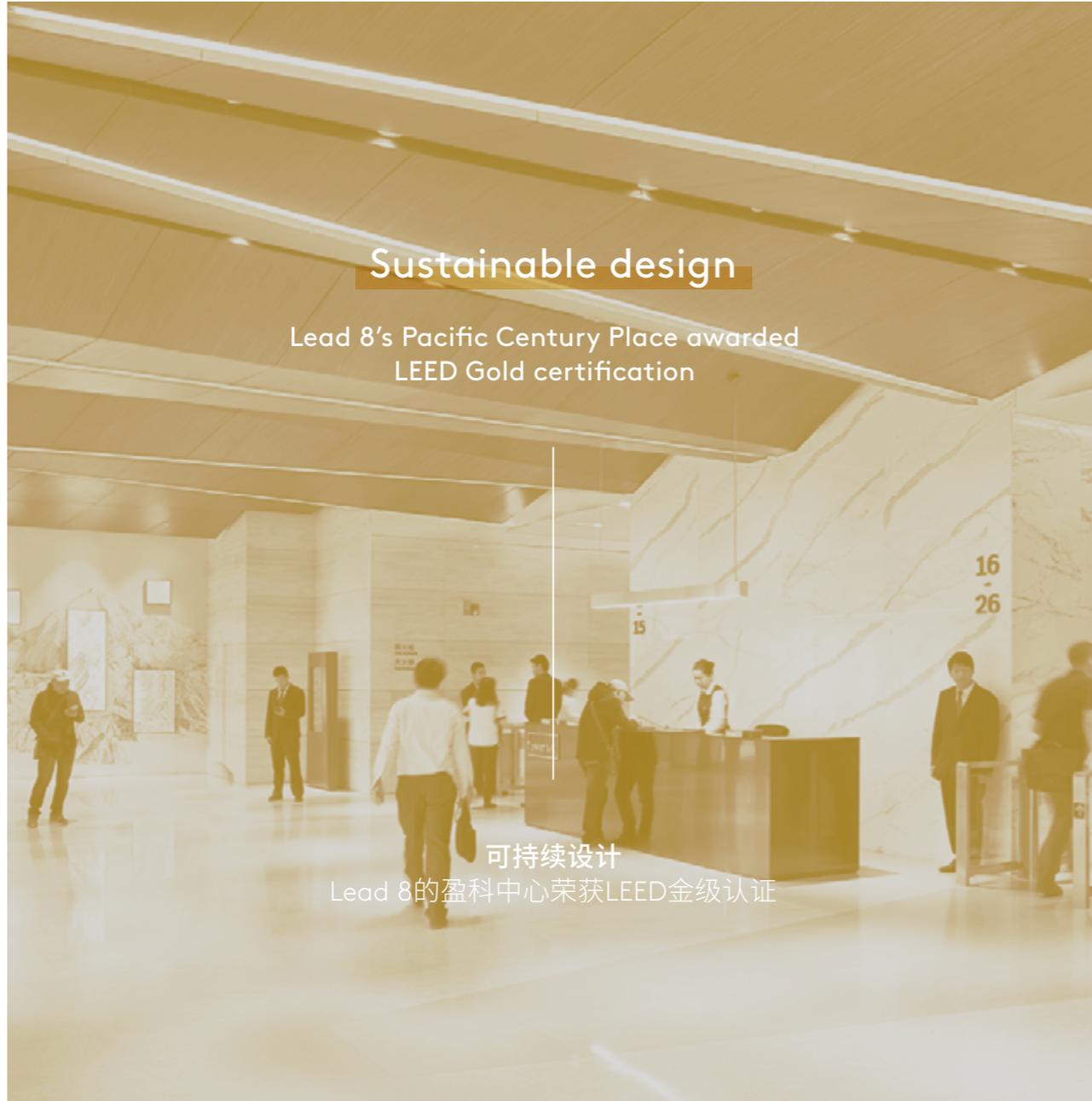
Lead 8于上海为徐家汇中心设计的巨型工地围墙,近日荣膺创全公益广告特别创意奖。占地1,000,000平方米的徐家汇中心由新鸿基地产开发,是交通导向型的综合体项目,亦将会是上海市新经济枢纽。项目结合酒店、办公楼、商店大街、休憩空间、娱乐区和文化区,将于2022年完工。

Lead 8近日正为徐家汇中心的人行天桥、品牌、标识、工地围墙和第3及第4号地块的零售商场和建筑进行设计。

早前完成装置在徐家汇中心建筑工地外的巨型工地围墙,为繁嚣的虹桥路增添了焕然一新的感觉,更让它成为活力多采的城中焦点。随着外界对可持续生活和环境的重视,我们在广告板突显了环保的信息,以推广上海市政府的绿色城市倡议。

这幅逾1公里长,高5米的流水式工地围墙以绿色行人道/走廊为概念,再加上立体光栅设计图像,整个设计均打创意十足,打破传统。工地围墙的飘浮效果,增强了视觉美感亦强化了与途人的联系,为当地添上独有特色。





Sustainable design

Lead 8's Pacific Century Place awarded
LEED Gold certification

可持续设计

Lead 8的盈科中心荣获LEED金级认证

In addition to its recent MIPIM Asia gold award, Lead 8's repositioning and re-design of Pacific Century Place in Beijing also garnered a LEED Gold certification in 2017.

The LEED organisation, or Leadership in Energy & Environmental Design, is the most widely used building rating system in the world.

Taking into independent consideration everything from the neighbourhood's green features, design, construction, operations and maintenance, the Gold certification shows how Pacific Century Place



positively affects its owners, users and the wider community.

From the outset Lead 8 is committed to designing sustainably, a remit that not only takes into account the red line boundary, but one that considers the broader ramifications for the surrounding community.

This sort of consideration helps add value to the development not only for the developer and their ambitions, but also for the district in which it exists.

As designers and architects we are naturally delighted for this level of recognition. Above and beyond this it's a great tool to allow the owners to attract the very best tenants, further raising the quality and securing the long term success of the development.





Founders Thoughts

Claude Touikan

Executive Director & Co-Founder

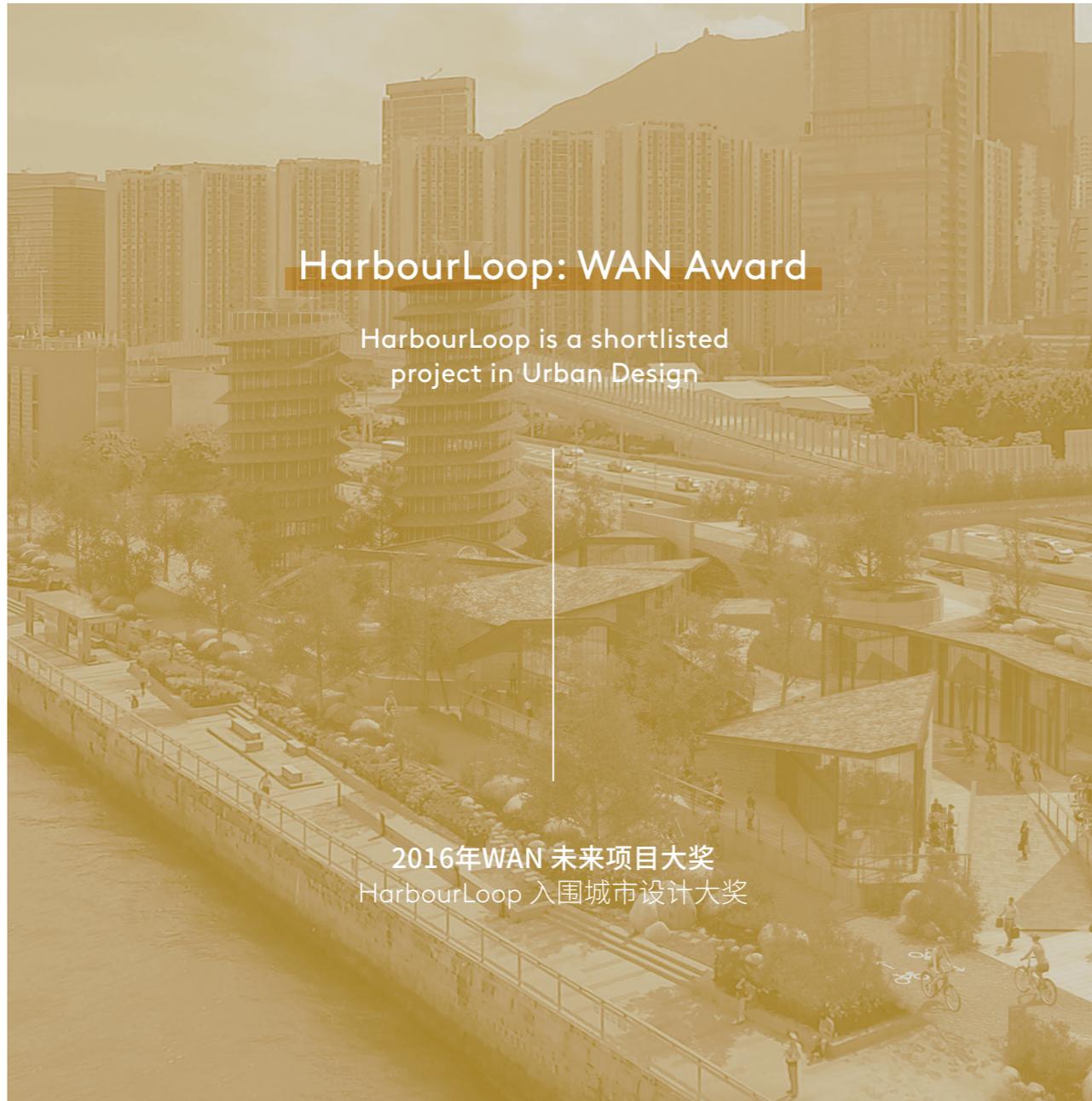


If you are looking to be a Chairman, Lead 8 is not the right place for you because we do not aspire to have that position. We have created a unique management structure unique to our organisation, and one that we believe is best for a design studio and which allows everyone to maximise their creativity.

Our continued success is largely based on word-of-mouth recommendations; one developer telling another what we can do to make their project the best design experience imaginable. We have built a design studio that has become contagious in a good way, one where project managers are getting wind of our uniqueness and telling others about Lead 8.

We prioritise weekly design reviews in the studio where all levels of staff are encouraged to join and contribute ideas for the proposed design scheme. Quite often an individual will offer a surprising solution to the problem based on their previous experience, this has become a key to design efficiency, offering our clients the very best solution for their project.

We are well into our fourth year now and we are noticing that word has spread from a recruitment perspective too. Many young designers, either architects or interior designers, are hoping to join us because they have heard about the way we work or our design philosophy. Continuing to attract the next generation of designers is nearly as vital as winning our next clients as it will ensure we keep pushing the boundaries of what we do.



Lead 8's HarbourLoop Hong Kong was shortlisted in the 2016 WAN Future Projects Urban Design Awards. Although it didn't end up winning the category outright it was still encouraging to be recognised alongside some very strong submissions.

HarbourLoop is a vision to transform the contours of Hong Kong's harbourfront into an iconic 23 kilometre active pathway. Our vision seeks to unite existing and future planned sections of the Victoria Harbour with a multi-use, vehicle-free route and series of 'hubs' to create an active and welcoming edge to the harbour.

Neil Lewin, Deputy Regional Director at IBI Group, from the jury panel within the Urban Design category was impressed by the way HarbourLoop created additional space in an area where it is at a premium.

"There's so little land in Hong Kong, the thought of carving out something that gives the public extra space and the cycling and walking this project offers is fantastic. This is exactly what I think the city needs."

Lead 8 的 HarbourLoop 方案入围2016年WAN 未来项目城市设计大奖。

HarbourLoop 是一个能够改变香港海滨区的方案，将海滨区变成一段长达23公里标志性长廊。我们的愿景旨在结合香港维多利亚海滨区现有及未来规划的土地部分，建设一条无车的海滨长廊和一系列“枢纽”为香港海滨区增添活力。

WAN 未来项目城市设计大奖评审团队的Neil Lewin (IBI集团区域副总监) 欣赏 HarbourLoop 能够在一个密集城市中创造额外空间。Neil 表示，“香港缺乏土地，我认为这个项目能够创造额外空间及同时推广 骑自行车和步行是一个非常好的概念。我认为这正是城市所需要的”。



HarbourLoop: German Design Award

HarbourLoop gains a distinction in the annual international design awards

HarbourLoop: 德国设计大奖
HarbourLoop在年度国际设计大奖中获得殊荣

Lead 8's HarbourLoop Hong Kong has won an award in the German Design Award 2018.

Organised by the German Design Council, the German Design Award is an annual competition promoting projects that truly represent pioneering contributions to the international design landscape. HarbourLoop, along with all other submissions, was vetted and judged by a highly esteemed international jury and gained a distinction within the Urban Space & Infrastructure category.



HarbourLoop is a vision to transform Hong Kong's world famous waterfront and underutilised coastal geography into an iconic 23-kilometre urban space network and series of civic destinations, connecting Hong Kong Island to Kowloon in a continuous loop.

Lead 8 is passionate about our home city, Hong Kong, and the HarbourLoop reflects our commitment to fusing our thinking on architecture with our desire to make this city a more vibrant, active and liveable place. It is great honour to be recognised with this award in such a high profile design competition and to collect our award in Frankfurt, Germany in early February 2018.



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