

### Unveiling Inspiration

Celebrate the phase 1 completion of the “Pacific Place Contemporisation Project” with the unveiling of the new Pacific Place logo this November. Encapsulating the concept of the entire programme, this is the most comprehensive refreshment of the complex in two decades.

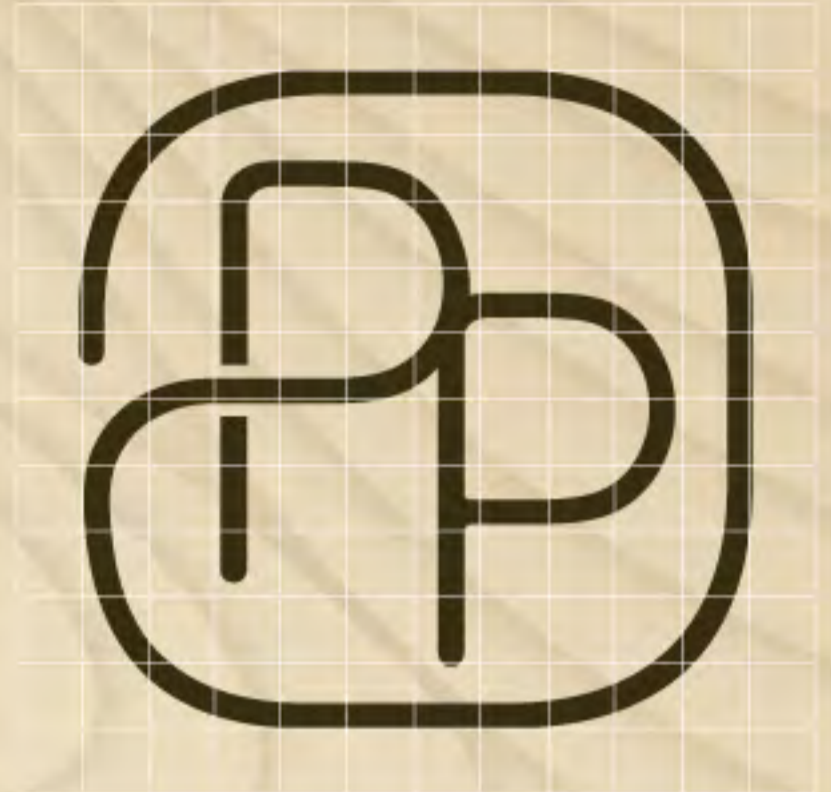
Reflecting designer and creative talent behind the project, Thomas Heatherwick's belief in a sophisticated mall extending beyond clichéd references to icons of luxury, Pacific Place will be shrouded in forms natural to our environment. From the ceiling and flooring to the escalators of Garden Court, shoppers enjoy an entirely new experience, accessible either from the new car park entrance near the redesigned restaurants or the transparent moulded bubble lifts now operational, providing improved visibility and efficiency between all shopping floors and Pacific Place Drive.

Directly opposite the bubble lifts on Level 4's Pacific Place Drive, in front of the JW Marriott and the recently opened The Upper House hotel, stands a modern piazza with innovative walk-able skylight flooring. Providing tranquility within the centre of the city whilst simultaneously directing sunlight into the mall, variation of this “Avenue of Light” can be seen throughout Pacific Place Drive.

## A New Signature to Pacific Place

The distinguished signature of the hand-written Pacific Place logo, familiar since 1990, has been replaced with a new bespoke design in keeping with the mall's contemporary style. Developed in conjunction with Thomas Heatherwick, London-based design agency, Mode, has highlighted the creative spirit of the complex's transformation while reinforcing the values of modernity and sophistication Pacific Place is noted for.

With the knowledge of the affectionate use of "PP" when referring to Pacific Place, Mode incorporated a "PP monogram" within the new logo in recognition of the importance the people of Hong Kong have played in the development and continued improvement of the complex. Drawn in a single stroke, this is an easily identifiable icon for those with fond memories of Pacific Place.



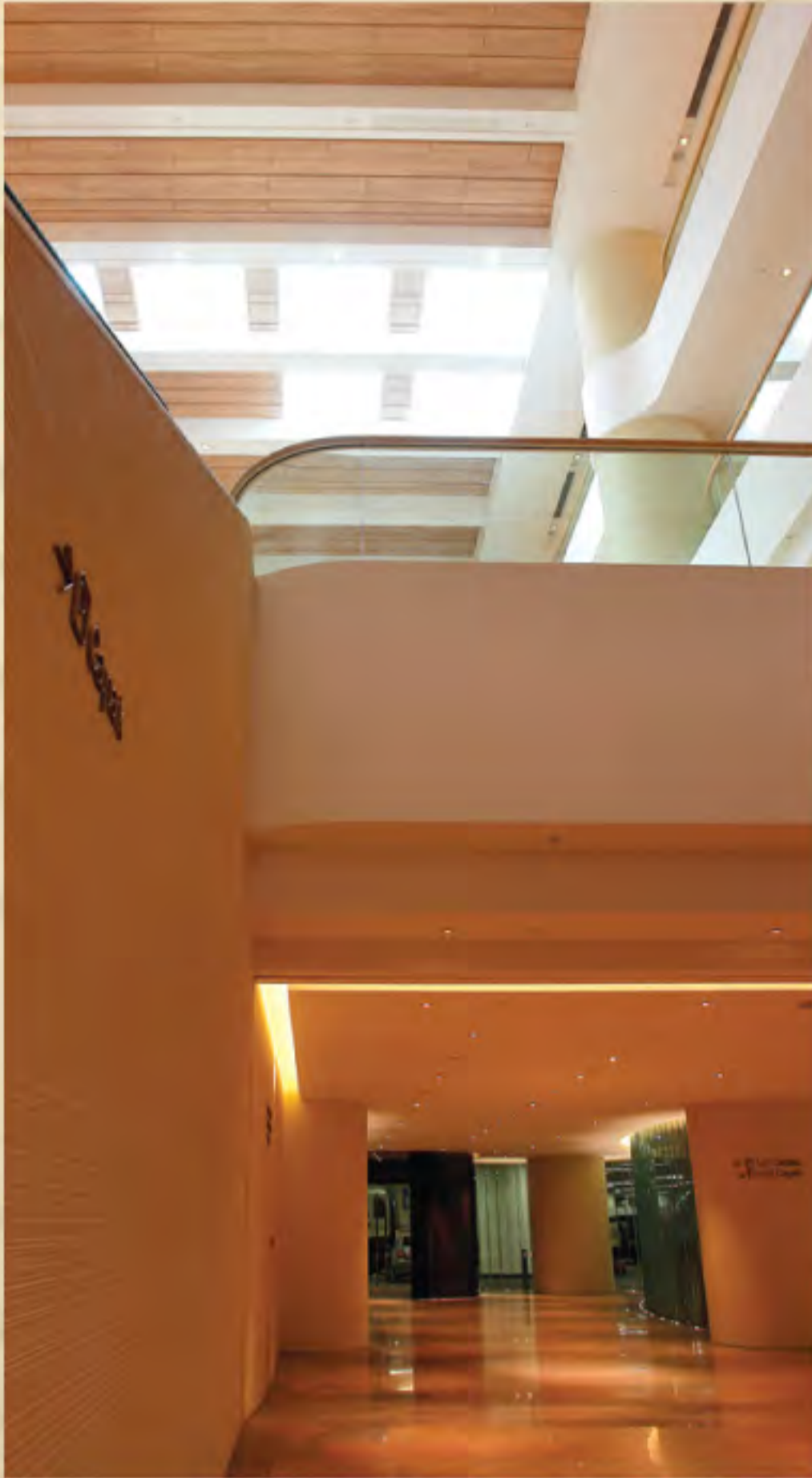
PACIFIC PLACE

## Sinking in Sunlight by The Upper House

Pacific Place patrons need search no further than Pacific Place Drive for an idyll in which to escape the city. The new piazza allows relaxation while watching the silhouettes of shoppers strolling the luxury level of the mall beneath, while directly opposite, The Upper House offers a host of opportunities.

A small intimate hotel designed by renowned Hong Kong designer Andre Fu, The Upper House contains 117 rooms, each providing scenic harbour or island views. Complemented by panoramic views from Level 49 in both Café Gray Deluxe and the Sky Lounge with an outdoor lawn on Level 6, Swire's first hotel property in Hong Kong enhances the serenity now developing in Pacific Place.





## An Enlivened Garden Court

Displaying Thomas Heatherwick's signature use of fluidity of movement, a revamped set of translucent bubble lifts are now operating in Garden Court. Entrance and exit to the lifts has been repositioned, allowing the doors of these seamless glass pods to open onto the fresh designs of the mall.

Complementing the bubble lifts is the detailed use of materials designed to soften the aesthetics of the mall – the ceiling, wooden balustrades, column finishes and French limestone flooring are all now visible in the Garden Court interior and accessible through the new car park entrance between Metropolitan Café and the soon to open restaurant, Zelo. Shoppers who park on the lower car park level can now get to the mall easily via the newly renovated lift or a short flight of stairs. Whatever your choice, a sophisticated blend of glass and bronze welcomes you to Pacific Place in style.



With the completion of Heatherwick's vision for Garden Court, work will soon begin at Park Court and along the "spine" of the mall. The three bubble lifts in the middle of the spine will be replaced starting from January 2010. Sharing a similar design as those now operating in Garden Court, the bubble lifts will increase convenience by having separate stops on both levels of the carpark. Please use the escalators located in the spine while the bubble lifts are unavailable.

As with Garden Court, Park Court's visual and tactile appearance will be softened, imbuing a new symmetry to the mall to be realised in 2011.

## AROUND PACIFIC PLACE

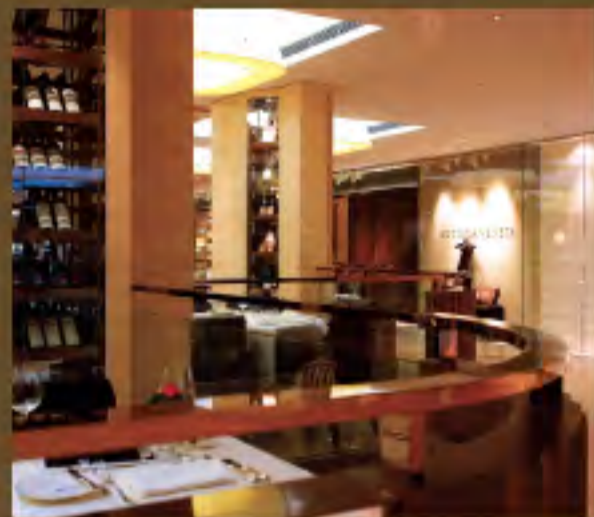
Two new luxury restaurants are now open within Pacific Place to tempt the senses.

### Café Gray Deluxe in The Upper House

Returning from the widespread acclaim earned in New York, celebrated Chef Gray Kunz has once again aimed his skills towards Hong Kong in opening Café Gray Deluxe, a 21st century grand café located on Level 49 of The Upper House.

Overlooking Victoria Harbour, Café Gray Deluxe is home to a 14 metre long open kitchen along with an equally spacious bar. Serving modern European classics with an accent on locally sourced organic produce, the restaurant is a vibrant hive of activity sporting an open kitchen to further immerse diners in the Gray Kunz experience. Should a more intimate setting be desired, semi private booths and a private dining room for 12 are available for exclusive harbour view dining.

Level 49, The Upper House  
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### Cova

Cova Caffè-Ristorante and Cake-Chocolate shop have now reopened in Pacific Place. Drawing on the 190 year history of its first establishment located in Milan, the new design is simple and elegantly crafted while subtly infused with contemporary interpretations, ensuring the perfect setting for enjoying traditional Italian dishes or sipping on the best cappuccinos in town.

Shop 301, Level 3 T: 2198 9660

### Contact us

If you would like to learn more about the latest happenings around Pacific Place, or if you have any questions about the content of this newsletter, please contact us at [ppshopping@swireproperties.com](mailto:ppshopping@swireproperties.com) or (852) 2844 8900.