



**FOR IMMEDIATE RELEASE:**

**Poly Real Estate Group Announces Kohn Pedersen Fox-designed Huamu Lot 10**

*The firm is designing the three-tower complex to within a large cultural development.*

**New York, New York – November 30, 2018** Kohn Pedersen Fox Associates (KPF) is pleased to announce the unveiling of Huamu Lot 10 in Shanghai. The 279,000-square-meter project is defined by three office towers and a future museum carefully situated around a central grand plaza. Activated by cultural programming, the plaza is designed to accommodate large-scale artwork. Designed to create a sustainable mixed-use urban environment that welcomes tenants and visitors to experience nature and art in an active setting, Huamu Lot 10 represents a new form of participatory urbanism.

“The urban significance of this cluster of buildings goes beyond its office function,” says KPF President and Design Principal James von Klemperer. “The complex combines with a major museum to make cultural space, and create a ‘sky plane’ above that raises the aspirations of the city.”

“We’ve conceived the project as an integrated place of culture and commerce,” says KPF Design Principal Jeffrey A. Kenoff.

Each of the three towers is efficiently planned and rationally massed to make a strong statement and respond to a variety of future contexts. The glass curtain wall facades allow for panoramic views and bring plentiful natural light to the buildings’ interiors, while strong horizontal elements emphasize their rigidity. Subtle cantilevers at uniform heights create a visually connected Sky Gallery, a dramatic and iconic gesture high above the surrounding neighborhood. At night, these cantilevered elements are illuminated to become grand lighting features, marking Huamu Lot 10 from afar. Stepped gardens located on building roofs and terraces provide building occupants with verdant outdoor gathering space and offer sweeping views of the city.

“The project seeks to flip the equation of a tower, which typically includes an iconic top, and instead uses the gallery program as a cantilevered volume near the mid-point of the tower,” continues Kenoff. “The result is a moment that engages the pedestrian realm while simultaneously sculpting the project’s identity within the Shanghai skyline.”

**About Kohn Pedersen Fox Associates (KPF)**

Kohn Pedersen Fox Associates (KPF) is one of the world’s preeminent architecture firms, providing architecture, interior, programming and master planning services for clients that include some of the most forward-thinking developers, corporations, entrepreneurs, and institutions in the United States and around the world. The firm’s extensive portfolio spans more than 40 countries and includes a wide range of projects from office and residential buildings to civic and cultural spaces to educational facilities. Driven by individual design solutions, rather than a predetermined style, KPF’s mission is to create buildings and places of the utmost quality and contextual sensitivity, providing a valuable impact on the cities they inhabit.

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