

張先生 Herman Cheung 在觀塘工作二十五年 Working in Kwun Tong for 25 years

「在觀塘仍是工廠林立的時候，塞車的原因是街上擠滿貨車。現在，塞車是因為私家車太多。廠房搬走了，顧客卻搬了過來，我們以前要乘車到尖沙咀見客，現在走路到附近的大廈就是了。」

"When the factories were here, the roads were always jammed with trucks. Now traffic jam is mostly caused by private cars. SMEs have taken the place of manufacturing. In the past, we had to travel to Tsim Sha Tsui to meet our clients. Now we simply walk a few blocks."

14 浸會大學視覺藝術院啟德校園

香港浸會大學視覺藝術院啟德校園，為前英國皇家空軍軍官俱樂部，是一級法定古蹟。2012年初，政府產業署大幅加租。事件觸發學生關注，發起多次請願行動，並舉行藝術品拍賣籌款予大學交租。政府在8月暫允浸大以特惠租金續租一年，把校園發給教育局，讓浸大提出使用啟德校園的申請。

Kai Tak Campus, Academy of Visual Arts, Hong Kong Baptist University

The Kai Tak Campus of the Academy of Visual Arts, Hong Kong Baptist University was previously the Royal Air Force Officers' Mess and is rated as a Grade I historical building. In 2012, the Government Property Agency increased the rent tremendously. Concerned students started a number of protests and organized an auction to raise fund for the rent. In August, the government agreed to continue the lease to the university at a premium rate for a year. It released the campus to the Education Bureau, allowing the university to apply for continual use.

阿石 Ah Shek 街坊 Resident

「從前的舊樓換上今日的貴價屏風樓，以往很廣闊的天空，現在都變小了。很多小店，如菜檔、米舖、文具店、租書舖……都被淘汰，相識多年的店主兼街坊，都很捨不得。」

"The sky's got smaller as old houses were replaced by expensive screen buildings. A lot of small businesses -- grocers, stationery shops, book vendors... cannot afford the rent anymore. The shopkeepers are long-time friends. I miss them a lot."

1 APM

2005年落成的APM是觀塘轉型的重要里程碑。APM強調夜間消閒，商舖營業至凌晨，令觀塘在夜間也相當熱鬧。

Completed in 2005, the APM building is an important milestone in the transformation of Kwun Tong. Many shops here open until the small hours, making Kwun Tong a busy spot at night.

Marcus 於觀塘居住二十五年 Living in Kwun Tong for 25 years

「從小我就會到觀塘上配水庫行山，看到山下從工廠、飛機場變成MegaBox、APM，我想會不會有一天，我會從這個小山爬到飛鵝山、大帽山，甚至艾菲爾士峰呢？」

"Ever since I was a child, I've been hiking around the Kwun Tong High Level Service Reservoir. From above, I've seen the factories and airport turning into Mega Box and APM. Will I also climb a higher mountain -- maybe Mount Everest -- one day?"

3 中國建設銀行中心 China Construction Bank Centre

1986年啟用的寶興中心近年改建，其低層停車場外牆種植植物，為工廠區內帶來綠化效果，亦有過過渡停車場的空氣。其綠化設計曾獲頒授多個設計及環保大獎。

Opened in 1986, Po Hing Centre has been recently rebuilt. The lower car park levels are fringed with vegetation, adding greenery to the industrial area while filtering air. Its green design has been awarded many environmental and design prizes.

2 MegaBox

於2007年落成的MegaBox是工業區內少有一站式大型購物商場，其深紅色的外牆是九龍灣變身的標誌。

Built in 2007, MegaBox is a large-scale one-stop shopping centre in the industrial area. With a signature deep red façade, it is a landmark of the transformation of Kowloon Bay.

10 零碳天地 ZCB

香港首座零碳建築，是建造業議會與發展局合作的公共項目，展示環保建築的最高標準。其電能來自廢油、生物柴油及太陽能；一半面積為綠化區，減少城市熱島效應。

A public project jointly presented by the Construction Industry Council and the Development Bureau, this is the first zero-carbon building in Hong Kong. The building is fueled by waste oil, bio fuel and solar power. Half of the project area is a green zone, which reduces urban heat island effect.

6 起動九龍東辦事處 Energizing Kowloon East Office

發展局於2012年6月正式成立起動九龍東辦事處，開展有關九龍東轉型的措施。起動九龍東的十項主要任務，包括加強地區整合、優化海濱地帶、改善區內行人環境等。

The Development Bureau set up the Energizing Kowloon East Office in June 2012. Its 10 major tasks include enhancing integration and connectivity, and face-lifting of the waterfront.

杜澄興 Derrick To 創意工作者 Creative Practitioner

「通常我一下班就回工廠的studio工作，觀塘的工業區晚上人很少，我們做創作的就像跟區內主流的中小企生活於不同的time zone。Band友jam歌的聲音在四周的工廠傳來，偶爾還會有學生在街頭取景拍攝。和巷仔中的士多混得最熟，老闆娘常將剩下的小吃送給我們。」

"I normally go to my studio at the industrial building after work. At night, there aren't many people in the industrial area. As a group of creative practitioners, we seem to work in a different time zone compared with the mainstream SMEs. We can hear bands jamming music in surrounding buildings. Sometimes there are students filming on the street. The lady in the alley store is a good friend of mine. She often saves us some snacks."

5 啟德郵輪碼頭 Kai Tak Cruise Terminal

啟德郵輪碼頭預計在2013年中完成，屆時世界上最大型的郵輪亦可停泊於此，讓遊客抵港後可直接便利的在市中心旅遊。

The Terminal is expected to be completed and enter service in mid-2013. It can accommodate the world's largest cruises, allowing easy access for tourists to the city centre.

九龍灣站 Kowloon Bay Station



黃大仙站 Wong Tai Sin Station



牛頭角站 Ngau Tau Kok Station



觀塘 Kwun Tong



4 九龍灣國際展覽中心 Kowloon Bay International Convention and Exhibition Centre



9 九龍灣綜合回收中心 Kowloon Bay Integrated Recycling Centre

由聖雅各福群會及香港明愛合作營運，專門收集舊電子產品，包括家庭電器、電話、電腦等，進行維修後轉贈予有需要人士或作義賣，既造福弱勢社群，亦推動物資循環再用的環保生活。

Operated jointly by St. James Settlement and Hong Kong Caritas, the recycling centre collects used electronic products, repairs them and sends them to people in need or charity sales. It serves the needy and also promotes an eco-friendly lifestyle.

工業區轉型 Transformation

香港由六、七十年代的工業社會轉型至金融服務業中心，九龍東的轉型其實是香港的縮影。然而，當工業在香港消失，未能進入知識型經濟的一群人，可以何去何從？失去工業的香港，又會變成怎樣？

As Hong Kong morphs from its industrial past to financial present, the transformation of Kowloon East is like a microcosm of its development. As industries gradually disappear, what will happen to those who don't belong to the new knowledge-based economy? And what will Hong Kong become?

- 1 APM
- 2 MegaBox
- 3 中國建設銀行中心
- 4 九龍灣國際展覽中心
- 5 啟德郵輪碼頭

- 1 APM
- 2 MegaBox
- 3 China Construction Bank Centre
- 4 Kowloon Bay International Convention and Exhibition Centre. Many exhibitions, concerts, seminars, banquets and promotional sales held in the Centre help vitalizing the fringe areas of Kowloon Bay.
- 5 Kai Tak Cruise Terminal

城市發展的新標準 Place-making

城市的發展藍圖，從來都應該以人為本，不論是民間有機的自然發展，抑或政府對城市規劃發展的制定方向，都理想地希望以此一目標進發，當中雖然有不少爭議，但通過發聲及討論，前路相信會更加清晰明確。

The development of any city, whether it is a proposal from the community, or the planning of a town by the government, should always be people-oriented. Open and free discussions are essential for bringing in diverse opinions and attending to different needs.

- 6 起動九龍東辦事處
- 7 觀塘海濱公園
- 8 啟德河
- 9 九龍灣綜合回收中心
- 10 零碳天地
- 11 浸會大學視覺藝術院啟德校園

- 6 Energizing Kowloon East Office
- 7 Kwun Tong Promenade
- 8 Kai Tak River. Also named Kai Tak Nullah, it is a flood drain for East Kowloon. It has experienced many channel alterations since the pre-war period. The government has considered covering it, but due to local opposition, the plan was amended. The government reconfirmed the historical and natural value of the river and started improvement projects. Organizations jointly formed by architects and the community also took the initiative to set up art installations and hold community activities along the river.
- 9 Kowloon Bay Integrated Recycling Centre
- 10 ZCB
- 11 Academy of Visual Arts, Hong Kong Baptist University

文化創意的土壤 Art and Culture

九龍東是本土文化創意生產基地，大小樂隊、劇團、影樓、畫廊、藝術工作室、製作公司等，都在這區遍地開花；而相關的表演場地、零售店、咖啡廳等亦應運而生，凝聚成群，孕育出多元的文化創意群。今日的九龍東與文化創意單位密不可分，任何活化工廠的政策都必須考慮工廠藝術單位的需要。

Kowloon East is a base for local cultural and creative productions. Here, you can find all kinds of studios, galleries, production houses, etc. As a result, performance venues, retail shops and cafes sprout in the district, forming a multi-cultural creative cluster. It is necessary for any revitalization policy to consider the needs of these creative inhabitants.

本土文化基地

九龍東區內估計匯聚了逾500個本地獨立音樂單位，如My Little Airport樂隊及「維港唱片」，至於著名的live house「Hidden Agenda」已搬遷數次，但仍堅守觀塘，年辦數十場音樂會。九東工廠組成了本地獨立音樂創作、排練、製作、演出、售賣的生產鏈；而在音樂工業以外，區內更有眾多不同的文化單位，包括：藝術工作室、戲團、畫廊等，儼然香港本土獨立文化基地。

About 500 independent bands and music labels, such as My Little Airport and Harbour Records, aggregate in Kowloon East. The famous live house Hidden Agenda has moved a few times, but has never left Kwun Tong and serves as a home base for indie music. Factory spaces have given room to the whole indie ecosystem: from creation to rehearsal, production, performance and sales. Besides music, other art forms also thrive in studios, galleries, etc.

舊社區

潘詩韻 Janice Poon 劇場工作者 Theatrical practitioner

「我從小在坪石長大，一直覺得區內的休憩空間很少。小時候沒有地方玩，會跟朋友仔到街市，買一斤蕃薯，跑到彩石里附近的後山，一邊煨蕃薯，一邊看日落……」

"I grew up in Ping Shek. There has always been very little leisure space in the district. There was nowhere to play when we were young, so I went to the market with friends, bought a catty of sweet potatoes and ran up the hill near Choi Shek Lane. We would grill the sweet potatoes while watching the sunset."

13 牛頭角上、下邨

戰後的牛頭角成為大型寮屋區，1960年代後期改建為廉租屋及徙置區公共房屋。上邨為本港首批新型廉租屋，見證多代公屋設計改革；下邨則為市區最後一個重建的徙置屋邨。牛頭角一直是草根階層的聚居地，八十年代電視劇《香港八一》的「牛頭角順嫂」形象深入人心，更成為草根婦女的代名詞。

Upper and Lower Ngau Tau Kok Estate

Ngau Tau Kok became a large-scale squatter area after the war. It was redeveloped into public housing and resettlement areas in the late 1960s. Upper NTK Estate then was then one of the first new public housing projects. The Lower Estate was the last urban resettlement to be redeveloped. "Auntie Shum from Ngau Tau Kok" was a favourite character of a local soap opera in the 1980s. The name has been used to describe grassroots women.

陳家耀 Park Chan 中學教師 Secondary school teacher

「記得從前，銀都戲院外塞滿等待進場的觀眾，有熟食小販在叫賣；我們帶進戲院的，不是無味爆谷和汽水，卻是香氣四溢的魷魚、腸粉、牛什，甚至煎釀三寶。記得小販檔上的紅色燈罩透出暗暗的光，食物熱騰騰的蒸氣。這片風景已經不復返了。」

"I remember when I was young, it was always jam-packed with people outside Silver Theatre. Hawkers would be yelling for sale. Instead of popcorn and soft drinks, we took grilled squid, steamed rice rolls, beef entrails and other street delicacies into the cinema. I still remember the dim light emanating from the red lampshades hanging above the stalls, and the steam that rose up from the food...This scene is gone forever."

12 包飯文化

工業年代，不少工廠都會提供「包飯」福利，為刻板冰冷的工廠生活增添溫暖。隨著工業年代過去，不少工廠轉型商用，許多工廠食堂亦隨之變身精緻的餐室及茶座，可謂見證觀塘的地區角色流變。

Canteen Culture

In the heyday of manufacturing, many factories provided meals for workers, adding warmth to the otherwise cold and monotonous factory life. As the district became more commercialised, many canteens have changed into restaurants and cafes, marking the transformation of Kwun Tong.



院戲都銀

14 戲院 Cinema

6 駱駝漆中心

「油七都一流」的本土品牌駱駝漆，有八十年歷史，其位於興業街的廠房建於1957年，九十年代，生產全線北移，工廠補地價改建成商廈，成為現時的駱駝漆中心。

Camel Paint Centre

The 80-year old local brand is remembered by its classic advert slogan: 'Good on anything.' Its factory on Hing Yip Street was built in 1957. In the late 1990s, after moving its production base to Mainland China, the company turned the building into a commercial building.

梁寶山 Leung Po Shan 文化工作者 Cultural Practitioner

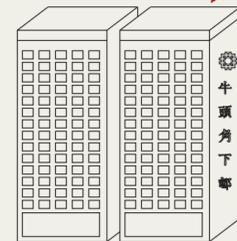
「我在聯合醫院出生，是媽第一趟在醫院生的孩子(之前都在留產所)。我在觀塘 band one 女校唸書，試過聯群結隊去功樂道的長梯捉色魔，最後全體被訓導主任抓回來！」

"I was born in the United Christian Hospital. It was my mother's first time giving birth in a hospital rather than a maternity home. I studied in a band-one girl's school in Kwun Tong. Once a group of us tried to catch a pervert along a quiet passage, but ended up being dragged back to school by the disciplinary master."

勞先生 Mr. Lo 物華街臨時小販攤(塵仔)文具檔檔主 Stationary Hawker at Mut Wah Street Temporary Hawker Bazaar

「不少人在我處買文具由幼稚園買到上大學，我從沒加過一分錢。以前會遇到一些小扒手偷文具，現在小朋友身上動輒有二、三百塊錢，幾乎沒有小扒手了。」

"I've seen my customers through their school years, from kindergarten to university. I never raise the price. In the past there would be some little lifters. Now the kids are so rich. Almost no one shoplifts anymore."



九龍灣站
Kowloon Bay Station



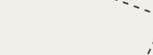
機場跑道
Airport Runway



觀塘碼頭
Kwun Tong Pier



駱駝漆中心
Camel Paint Centre



九龍麵粉廠
Kowloon Flour Mills



史密夫糖果廠
Smith Confectionery Manufactory Limited



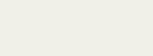
觀塘碼頭
Kwun Tong Pier



業安工廠大廈
Yip On Factory Estate



位元堂藥業大廈
Wai Yuen Tong Medicine Building



楊耀松工業大廈第三期
Yeung Yiu Chung Industrial Building

林磊剛 Lam Lui Kong 攝影師 Photographer

「我從出生開始就住在樂華邨，當年沒有甚麼名校網，住那一區上學也在那一區，所以同學也是街坊。記得從前的中秋節最快活，晚上帶好蠟燭月餅罐，在屋邨平台及公園賞月玩天光！」

"I've been living in Lok Wah Estate since I was born. We went to school where we lived, therefore my schoolmates were also neighbours. Mid-Autumn Festival was the happiest time. We put candles in mooncake tins, watched the moon and played till dawn in the estate podium."



8 史密夫糖果廠

過年的糖果盒裡，總會有一條長長的透明橙花軟糖，那就是史密夫糖果廠的產品。史密夫是除嘉頓以外唯一的本土糖果廠，印著香港風景畫的包裝紙包裹著一如香港這個「國際大都會」的內涵——南韓砂糖、紐西蘭牛奶、荷蘭粟膠、日本米紙、美國香料、意大利魚膠粉，粒粒都是師傅人手製造。

In a Chinese New Year candy tray, there is often a unique kind of gummy delight, transparent, orange-flavoured, shaped like a pinky finger. Those are products of Smith, the only other local confectioner besides Garden. The candy wraps are printed with Hong Kong scenes. Wrapped inside are contents as international as Hong Kong itself: South Korean sugar, New Zealand milk, Dutch corn syrup, Japanese rice paper, American spice, Italian gelatin.....The sweet are all handmade by candy masters.



黃志淙博士 Dr Chi-chung Wong 香港大學「通識教育」助理總監及叱咤903客席DJ Assistant Director, General Education Unity, HKU, and Guest DJ, Commercial Radio

官塘，謝謝您，讓我可以在此卑微的邊城長大，學習謙遜；在純樸的本土民風，經歷濃厚人情味的寶貴。在龍山練習籃球和單車還有跑步，最終磨練成畢生受用的毅力和能奈；在位處雞寮的官塘泳池從三家姐學會游泳，可使我今天勇敢地在夏威夷衝浪...

Thank you, Kwun Tong, for raising me in a modest threshold. I cherish the sense of community in the humble neighbourhood. The basketball courts, cycling ground and running tracks trained my perseverance and stamina. Having learnt swimming in the pool at Kai-liu, I can now surf bravely in Hawaii...



7 九龍麵粉廠

香港僅存的麵粉廠，樓高九層，旁邊有多條五、六層高的大圓柱，二樓則設有吊臂及輸送管道橋樑，橫跨海濱道連接海旁，方便運送麵粉。九龍麵粉廠由泰國華僑林國長於1966年創辦，營運至今已45年。

The only flour mill left in Hong Kong, this 9-storey building is characterised by colossal pillars on the side. There are cranes and a delivery bridge-pipe on the second floor, connecting the promenade across Hoi Bun Road. The factory was established by Thai-Chinese businessman Lin Kuo Chiang in 1966. It has been in operation for 45 years.

1 機場跑道

由於啟德機場原跑道不足以應付大型飛機升降的需求，政府遂將數千呎長跑道延伸向維港，工程規模屬香港開埠以來最大。而這個低空橫越民居的升降航線，令啟德機場被評為「世界十大危險機場」之一，也成為九龍城居民的集體回憶。

The original Kai Tak Airport runway was inadequate for large planes, so the government extended the few thousand feet long runway out towards the Victoria Harbour. The project was then the largest in Hong Kong history. The low flight path above residential buildings made Kai Tak one of the world's 10 most dangerous airports and a special collective memory of Hong Kong people.



道路及交通網絡 Get Around

- 1 機場跑道
- 2 觀塘碼頭
- 3 觀塘巴士廠

The airport runway is a symbol of Hong Kong's connection to the world. The ferries and buses are major transportation for local residents. Kowloon East has it all: air, land and sea transportation. Their changes throughout the years have not diminished their importance in the history of Hong Kong.

- 1 Airport Runway
- 2 Kwun Tong Pier
- 3 Kwun Tong Bus Depot

香港工業年代的見證 Made in Hong Kong

「香港製造」的工業產品是香港工業黃金時期的最好見證。九龍東作為六、七十年代的工業重地，每一棟工廠都是本港經濟的重要來源，同時也是個人和家庭收入的重要支柱。

"Made in Hong Kong" was once a ubiquitous tag that proved the strength of Hong Kong's manufacturing prowess. As Hong Kong's major industrial base in the 1960s and 1970s, every industrial block in Kowloon East was an economic pillar for Hong Kong and the financial source for many individuals and families.

- 4 新駱駝大廈
- 5 業安工廠大廈
- 6 駱駝漆中心
- 7 九龍麵粉廠
- 8 史密夫糖果廠
- 9 王氏工業中心
- 10 位元堂藥業大廈
- 11 楊耀松工業大廈
- 12 包飯文化

- 4 New Camel Building
- 5 Yip On Factory Estate
- 6 Camel Paint Centre
- 7 Kowloon Flour Mills
- 8 Smith Confectionery Manufactory Limited
- 9 Wong's Industrial Centre
- 10 Wai Yuen Tong Medicine Building
- 11 Yeung Yiu Chung Industrial Building
- 12 Canteen culture

舊日香港生活·今日集體回憶 Collective Memories

公共屋邨代表香港基層的生活模式，牛頭角上、下邨更是香港公屋發展的參考藍圖，鄰里的緊密關係、小商鋪的人情味、屋邨的獨特空間和設施……都成為香港人的集體回憶。當舊日多彩熱鬧的居民生活，被商場、卡拉OK等取代，究竟選擇是多了還是少了？

Public housing is an endearing setting of Hong Kong's grassroots living. Upper and Lower Ngau Tau Kok Estates were a blueprint for later housing. Their spatial design and the cosy neighbourhood have become collective memory. Life in housing, featuring close interpersonal relationships, has been encroached by standardized entertainment like mall hopping and karaoke. The question is, do people actually have more choices than before?

- 13 牛頭角上、下邨
- 14 戲院

- 13 Upper and Lower Ngau Tau Kok Estate
- 14 Cinema

六、七十年代，最大眾化的消遣就是到戲院看電影。當時觀塘三大戲院鼎立邵氏開辦的寶聲戲院最受歡迎；觀塘戲院(富都戲院)主要放映新藝城作品；左派經營的「愛國戲院」銀都經常播放中國電影，六七暴動期間更一度被查封。三家戲院在城市發展的洪流中再三掙扎，淪為迷你影院、娛樂城或小電影院，最終都難逃結業命運，成為觀塘區發展流變的見證。

說人話 Voices 物



陳家權 Park Chan
中學教師 Secondary School Teacher

「觀塘本是屬於平民、屬於低下階層的；將來只屬於酒店、商場，觀塘被士紳化，一片不再屬於我們的區域，生活好像隔離了。從小巴下車，不再是熱氣騰騰的牛什檔，也沒有售賣便宜飲品的士多。」

"Kwun Tong used to belong to the lower echelon. In future, it will only belong to hotels and shopping centres. If Kwun Tong is gentrified, it does not belong to us anymore. When you get off the mini-bus, you won't see beef-entrail cart. There won't be any more stores that sell cheap drinks."



梁寶山 Leung Po Shan
文化工作者 Cultural Practitioner

「觀塘夠平，是個窮人也可以有尊嚴地生活的地方。我希望初戀回憶不會被填平。不是為了懷舊，而是大家都有可以退轉的餘地。」

"Kwun Tong is very affordable. It's a place where poor people can live in dignity. I hope the memory of my first love won't be erased. It's not about nostalgia. It's about leaving people with a place to return to."



林嘉剛 Lam Lui Kong
攝影師 Photographer

「要觀塘回到從前那樣已經不可能，我只希望發展步伐可以放慢一點。作為香港難得有海景的地方，最好不要變成另一個尖沙咀，只被商場包圍。看見到創紀之城已經發展到第七、八座，實在快得大可怕。」

"It's impossible to rewind the clock for Kwun Tong. I only hope that the pace of development here can be slower. We have a unique waterfront. I hope it won't become another Tsim Sha Tsui, which is only surrounded by shopping malls. Seeing Millennium City sprawling to 8 blocks, I am taken aback by the speed of development."



潘詩韻 Janice Poon
劇場工作者 Theatre Practitioner

「我很希望區內的工業和早年公共房屋的歷史可保留及獲得尊重！保留舊建築模式，但同時可以配合新發展行業的需要，兩者融合，讓在區內工作和居住的人都能擁有舒適的空間。」

"I really hope the industries and the history of early public housing in the district can be retained and respected! We should keep old architecture while meeting the needs of newly developed industries. Try integrating the two so that people who work and live here can have comfortable space."



杜澄興 Derrick To
創意工作者 Creative Practitioner

「社區的多元性非常重要，常為我的創作帶來靈感！要維持這種多元性，發展必須要慢慢來，讓人有時間在區內培植不同東西，而不會被倉促的發展週期破壞。」

"It's very important to have a pluralistic community. It often gives me inspiration! To maintain this diversity, we need to develop slowly so that people have time to build up different things in the district without being disrupted by a rushed development cycle."



王忠祿 Benedict Wong Chung Mat
工業家 Industrialist

「長遠規劃需要跨部門合作才可以實行，只要這樣始能從長計議，互補漏洞，不會浪費資源。」

"Cross departmental synergy is necessary for long long-term planning. This is the only way to assure thoroughness and effective use of resources."

社區的建築物及社會不同尺碼
The buildings and rate in this map are not on scale

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官塘 Kwun Tong CBD2

啟德機場曾經是香港接通世界的大門，自它於1998年中關閉後，大片空地與毗鄰地區進入了新時代。全長3,390米的前機場跑道及停機坪、昔日支援香港製造業起飛的觀塘，以及在七十年代填海而來的九龍灣，都將被重新規劃；政府更以「起動九龍東」的綜合思維，提出城市設計、綠化環境和文化傳承等多元概念，建立CBD2。

CBD2有兩種解說，其一是「第二個中央商業區」，其二有連結(Connectivity)，品牌(Branding)，多元(Diversity)和設計(Design)的含意，未來的九龍東更多要回應後者，讓社區繼續多元，在包容的基礎之上發展。

Kai Tak Airport used to be Hong Kong's gateway to the world. After closing down in 1998, its 3,390-metre long runway and adjoining tarmac area, together with the neighbouring Kwun Tong, once Hong Kong's manufacturing base, and Kowloon Bay, a district created out of reclamation in the 1970s, will be jointly redeveloped under the 'Energising Kowloon East' initiative. It incorporates urban design, greenery and cultural elements to reinvent the whole area into CBD2.

CBD2 can be interpreted in two ways: one is the second Central Business District. The other is Connectivity, Branding, Diversity and Design. The redevelopment of Kowloon East will need to further embrace diversity to ensure pluralism in the community.

大發展中間的角度與聲音

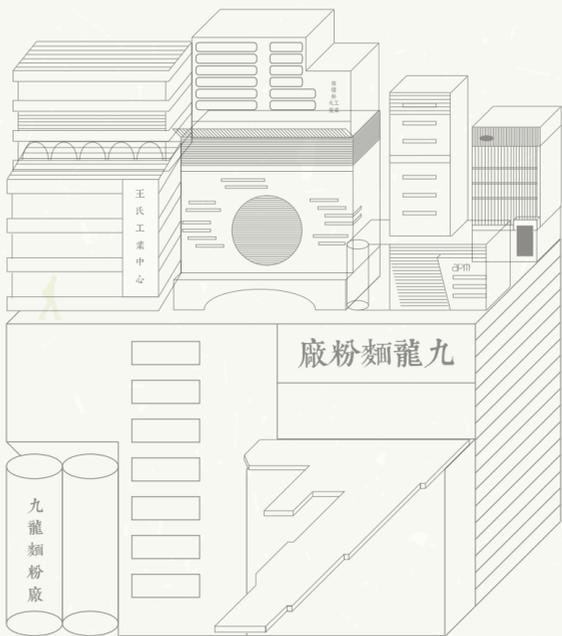
在龐大的城市規劃宏圖中，個體——即是人，作為最受影響的角色，在社區內的生活故事和對社區的未來展望，也應該受到重視。這張地圖拿在手上沉甸甸的，因為它盛載了九龍東的微小至龐大……

In a State of Flux, Let's Listen to the People

The master plan will affect the lives of individuals, whose expectations for their future community should be respected. People and development get into dialogue on this map, layered with bits and pieces that make up Kowloon East as we know it today.

Kowloon East Cultural Map 九龍東文化地圖

從官塘到 From Kwun Tong To CBD2



歷史 History

人們在此聚居

由「官塘」到「觀塘」
於南宋時期，觀塘一帶是官府的鹽田，因此古稱「官塘」。殖民年代，城市發展由香港島擴展至九龍；1950年代後，香港製造業起飛，政府把這區易名為「觀塘」，首個工業主導的衛星城市，一幢幢廠房隱藏著香港人的創業故事。

九龍寨城的前世今生

1873年，座落九龍城的石硤棧橋「龍津石橋」建成，供清朝和香港兩地官吏來往登岸，同時令九龍寨城成為熱鬧的墟市。清末，英國向清政府租借九龍半島及新界，但九龍寨城所在地則由中方管治，主權爭議令寨城成為「三不管」地帶。二戰後，寨城內樓宇不斷僭建，成為全世界密度最高的地區，大量山寨廠座落其中，黃賭毒泛濫。1987年，港英政府及中國政府達成清拆協議，於原址興建公園，保留歷史遺跡。

基建由此開始

啟德機場的故事

1910年，時任立法局議員何啟與商人區德在今天的啟德一帶填海發展「啟德濱」住宅項目，政府其後於同區發展「啟德機場」，成為香港的門戶，同時是香港與國際接軌的實體象徵。至1998年，啟德機場退役，騰出300多公頃市區土地發展新社區，成為香港政府重要的發展項目。

社區發展起動

九龍灣轉型

九龍灣是填海土地，填海前只有牛頭角，對岸為馬頭角，兩角中間的九龍灣是維港的內灣。從前，因九龍灣毗連舊啟德機場，故區內有大量物流公司倉庫；機場關閉後，物流、倉庫等遷移到葵涌等地區。2007年，大型購物中心MegaBox開幕，區內的寫字樓亦不斷增建，經歷數年發展，今日的九龍灣已被改劃為商貿區。

觀塘重建計劃

觀塘作為本港首個衛星城市，規劃上見心思，其中裕民坊是全區的中心，作為商業與交通樞紐，服務山上的住宅區，也服務臨海的工業區，人群川流不息。1990年代後期開始醞釀重建，至2007年正式啟動，重建需時12年，預期2021年完成，堪稱香港史上最大規模的市區重建項目，從此亦令觀塘變天，大大改變地區的面貌。

Settlement

Kwun Tong — from 'Official' Tong to 'Scenic' Tong During the Southern Song Dynasty (1127-1279), Kwun Tong ("official pool" in Chinese) was the government's salt field. During the colonial period, city development extended from Hong Kong Island to Kowloon. As Hong Kong's manufacturing industry took off after the 1950s, the government renamed the district, 觀塘 ("scenic pool"), still pronounced as Kwun Tong but took on a new meaning. Kwun Tong became the first industry-led satellite town in the territory. The industrial buildings there represent many stories of Hong Kong's daring entrepreneurs.

The Walled City

In 1873, Lung Tsun Stone Bridge was built for the Qing-dynasty and Hong Kong officials to reach the Kowloon Walled City from the pier. It made Kowloon City a busy marketplace. At the end of the Qing Dynasty, the British government leased the Kowloon Peninsula and the New Territories from China, but the Walled City was left for Chinese administration. The later Hong Kong sovereignty dispute caused the Walled City to become a so-called "Three unrule," a lawless area where neither the Chinese, British nor Hong Kong government administered. After WWII, unauthorised structures sprouted within the Walled City. It reigned as the highest density area in the world and got infamous for its sweat shops and vice establishments. In 1987, the governments reached a consensus to tear down the Walled City and developed it into a park, which retained some of the artifacts.

Infrastructure

The Story of Kai Tak

In 1910, legislator Ho Kai and businessman Au Tak jointly formed a company, and started a "Kai Tak Promenade" residential project by reclaiming land in the vicinity of today's Kai Tai area. The government later developed Kai Tak Airport, which became the gateway of Hong Kong to the world. When retired after 77 years of service in 1998, Kai Tak left behind 300 plus hectares of urban land for the most important redevelopment project in Hong Kong.

Redevelopment

The Transformation of Kowloon Bay

Before reclamation, Kowloon Bay was the inner bay of the Victoria Harbour lying between Ngau Tau Kok and Ma Tau Kok. Its proximity to Kai Tak Airport has resulted in many storage facilities set up by logistics companies. These companies have moved to Kwai Chung since the closure of Kai Tak. In 2007, the large-scale shopping centre MegaBox opened. The office buildings in the area have undergone continuous refurbishment over the past few years. Today's Kowloon Bay has been rezoned as a business district.

Kwun Tong Redevelopment Plan

As Hong Kong's first satellite town, Kwun Tong shows thoughtfulness in its town planning. The constantly busy Yue Man Square is the centre of the district. It is a commercial and traffic hub, serving the residential area uphill and the industrial area along the waterfront. Redevelopment planning started in the late 1990s. The actual project kicked off in 2007, and is expected to finish in 2021. Through this largest single urban redevelopment project, Kwun Tong is going through a drastic makeover.