



Energizing Waterfront – Unleashing Kowloon East Potential

BRANDING
DESIGN
DIVERSITY



Introduction: HK-Barcelona Urban Exchange

Kowloon East

Litrol Morrot

Place-making
Land-water Interface
Connectivity
Green Urban Design



Introduction: HK-Barcelona Urban Exchange





HK 2030 Study

- Asia's World City
- International financial centre
- Gateway into China & Asia

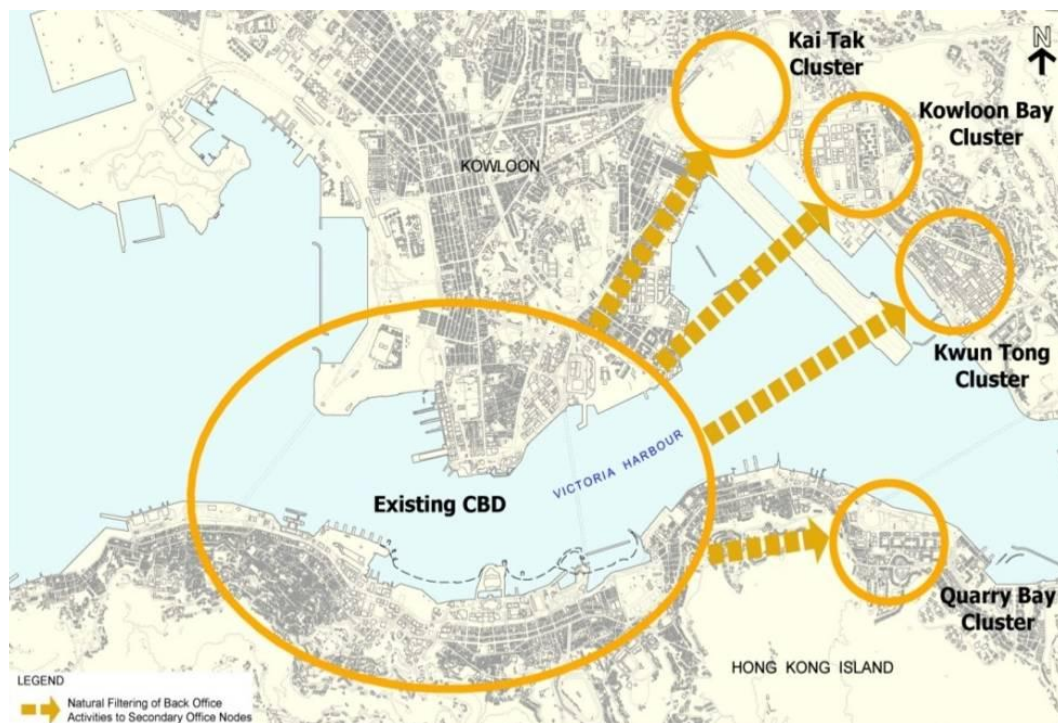
Continued demand for CBD Grade A offices, additional requirement from 2003- 2030 :
2.7 M m² GFA
(100,000 m² / yr on average)

Challenges in making land available in traditional CBD



A dedicated strategy to maintain an adequate and steady supply of prime offices

Consolidation and Decentralisation



Find sites within
CBD

Relocate govt
offices outside CBD

Office Nodes
Outside CBD

Kwun Tong and Kowloon Bay

- developed areas with over 300 existing buildings,
- mostly in multiple ownership
- 25,000 business establishments providing 220,000 jobs opportunities

To maintain economic vibrancy in the transformation process





Transforming KE as another
PREMIER CBD –

a place where people would like to
work, to do business, to walk,
to stay and to play

Background:

Energizing Kowloon East Office



PLACE MAKING



EKEO is pioneer of applying place-making approach to create public space in KE where people would like **to work**, **to do business**, **to walk**, **to stay**, **to play** and to enjoy the urban space **freely**.





KWUN TONG WATERFRONT 60's/70's



KWUN TONG WATERFRONT 90's



KWUN TONG WATERFRONT 90's

Vibrant Waterfront: Kwun Tong Promenade Stage 1

Opened in 2010



Vibrant Waterfront: Kwun Tong Promenade Stage 1

Picnic in festive seasons



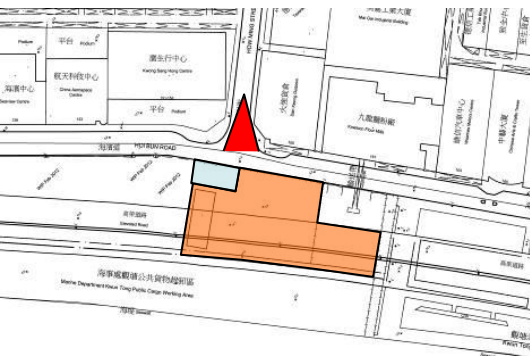
Vibrant Waterfront: Under the Flyover - From idle land to public space



Vibrant Waterfront: Under the Flyover - From idle land to public space

June 2012

FLY THE FLYOVER 01 site



October 2012



Vibrant Waterfront:

Under the Flyover - From idle land to public space

January 2013



FF01 Signages



FF01 Events



FF01 Experiment on Use and Management of Public Space



Vibrant Waterfront: Kwun Tong Promenade Stage 2



Vibrant Waterfront: Kwun Tong Promenade Stage 2

- Works of Kwun Tong Promenade Stage 2 is under construction and scheduled for completion at the end of 2014





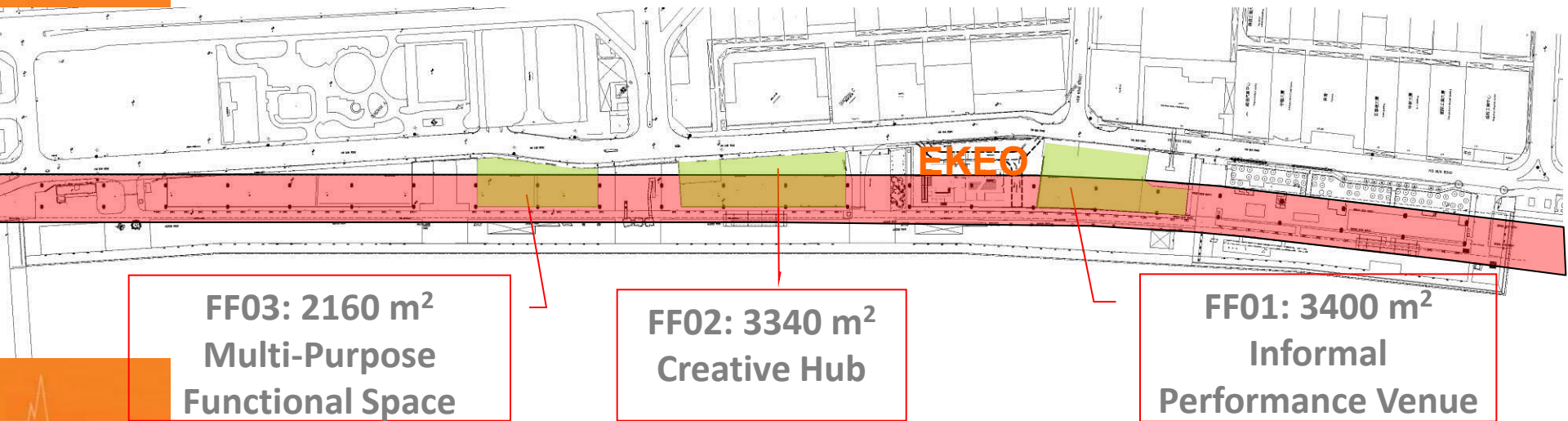
KWUN TONG BYPASS

Left-over space under the flyover



Vibrant Waterfront:

Under the Flyover - Creativity, Arts and Culture Operator





HOI BUN ROAD

Loading and Unloading Paradise

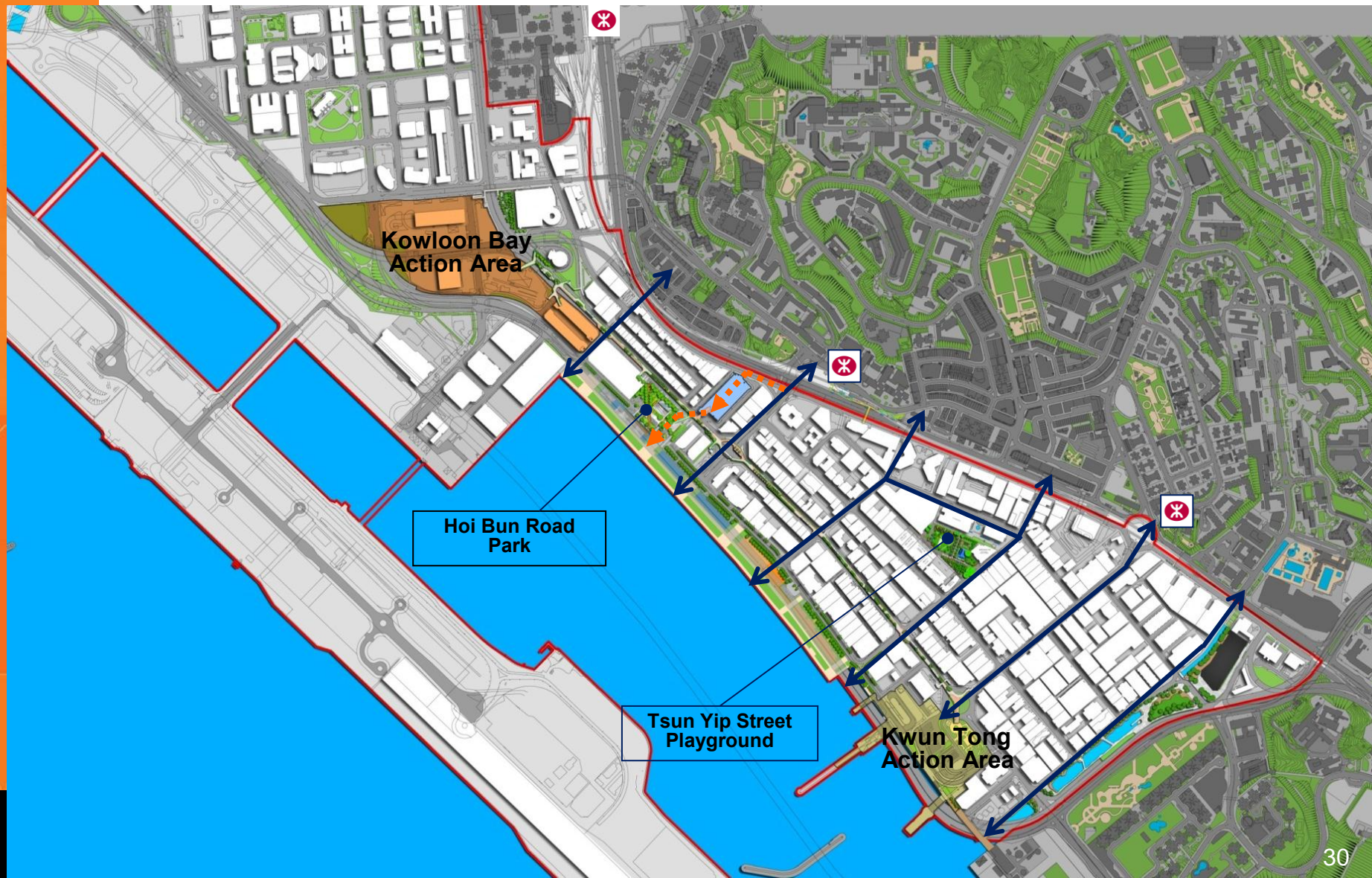
Vibrant Waterfront: Greening of Hoi Bun Road



Vibrant Waterfront: Greening of Hoi Bun Road



Vibrant Waterfront: Enhancing Connectivity





TSUI PING RIVER

More than a nullah

Vibrant Waterfront: Tsui Ping River

Conceptual Design from DSD's Consultant

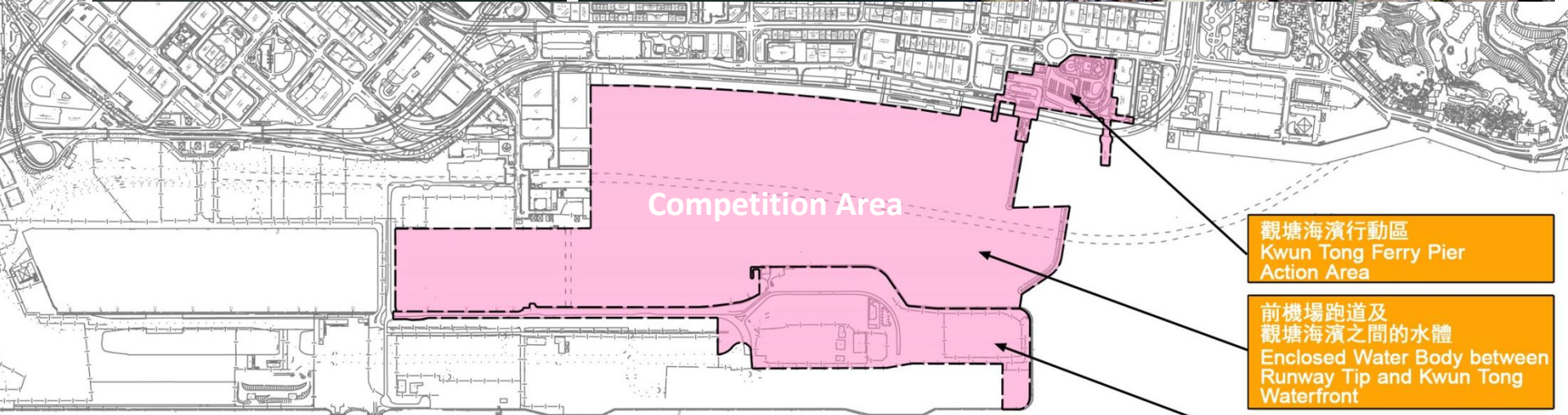




KAI TAK FANTASY

A place for you

Vibrant Waterfront: Kai Tak Fantasy



觀塘海濱行動區
Kwun Tong Ferry Pier
Action Area

前機場跑道及
觀塘海濱之間的水體
Enclosed Water Body between
Runway Tip and Kwun Tong
Waterfront

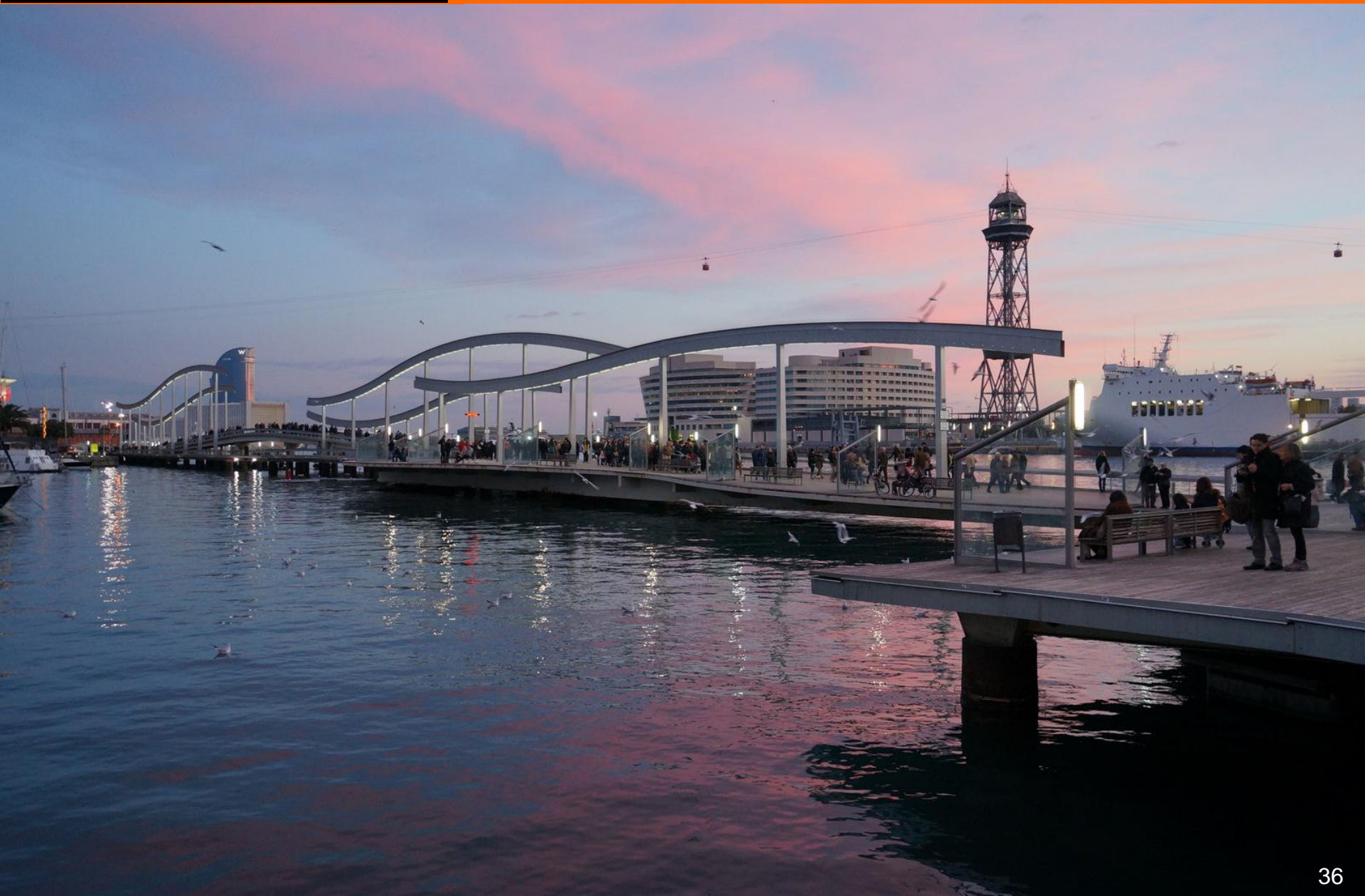
啟德跑道末端
Kai Tak Runway Tip

Vibrant Waterfront: Kai Tak Fantasy

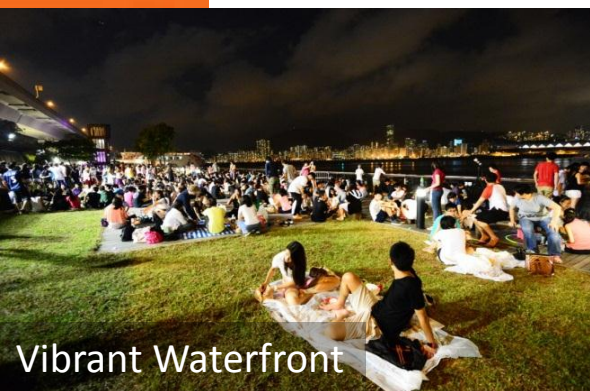
Reference images



Barcelona Experience Port Vell



Barcelona Experience



Vibrant Waterfront

Port Vell - reference for Kai Tak Fantasy

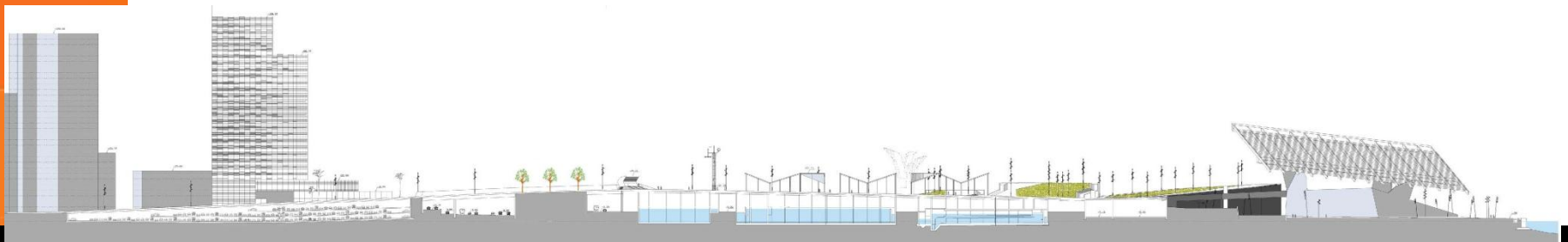
CBD²







Barcelona Experience Forum





Covered space - used for children activities

Barcelona Experience Besos River Park



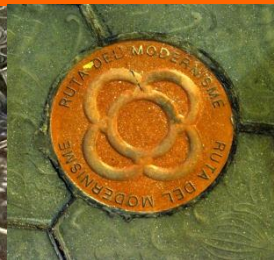
The recovery of rivers as public spaces

Barcelona Experience Heritage and Design Details

La Rambla



Barcelona Experience Heritage and Design Details



La Rambla

Sea shell inspired tiles

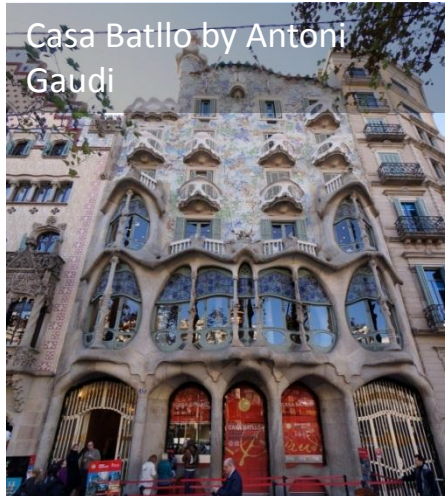
Sagrada Familia by Antoni Gaudi



Park Guell by Antoni Gaudi



Casa Batllo by Antoni Gaudi



Casa Mila by Antoni Gaudi



Barcelona Experience Heritage and Design Details

Study on Industrial Heritage of Kowloon East and its Potential for Public Art/Urban Design



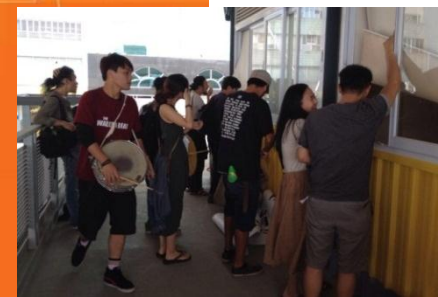
起energizing動 Kowloon East
九龍東



起exterminating絕 Kowloon East
九龍東 特刊

Barcelona Experience

Public Engagement





我們相信 We Believe

如果在九龍東工作的22萬員工能認同九龍東是一個方便步行的地方，有他們樂於流連歇息的公共空間，這個地方便能吸引投資、聚匯人才，並提供無限的機遇，成為香港另一個具吸引力的核心商業區。

if the 220,000 workers found Kowloon East a walkable area with stayable public spaces and sittable spots, then we can attract investment, conglomerate people and provide limitless business opportunities, making Kowloon East an attractive alternative CBD of Hong Kong.

我們亦相信
We also
Believe

透過實行起動九龍東措施，我們可以在九龍東營造一個有本地特色的活力社區。

by implementing the EKE initiative, we can make a vibrant community in Kowloon East with its root and unique character growing out of its own context.



我們會
We Will

繼續與社區緊密對話，更妥善處理城市轉型的過程，營造一個更美好的九龍東
maintain a close dialogue with the community to better manage the urban transformation process in making Kowloon East a better **PLACE**



Thank you!

● Connectivity

● Design

● Diversity

● Branding

