

THREE ON THE BUND

Three on the Bund, a historic building on Shanghai's most famous and elegant thoroughfare, The Bund, has been transformed into a leading epicurean lifestyle destination, where gastronomy, art, culture, and music converge to inspire a richer life – an elegant, sophisticated gathering place for vibrant people and stimulating ideas.

The architecture, formerly known as the Union Building was erected in 1916 in free Renaissance style and was the first structure in Shanghai to employ a full skeletal steel framework, a pioneering design of its time to create the first open-plan office in China. It was first used as the China branch office of the Union Insurance Society. Later in 1935 the Mercantile Bank of India moved into the building and eventually bought it in 1941.

In 2004, the unique heritage building was transformed into Three on the Bund by renowned American architect Michael Graves. The pioneering project focused on the restoration of an architectural treasure to its original grandeur. The goal was to bring back the glamour and prestige of 1930s Shanghai and establish the ultimate showcase for contemporary Chinese lifestyle. Today, it owns and manages 6 award-winning restaurants and bars, The Cupola, and Shanghai Gallery of Art. It is also home to German luxury leather goods brand MCM and Unico by Mauro Colagreco located on the 1st and 2nd floors respectively.

7F - The Cupola

The Cupola is one of the world's most premier private dining venues. Recognized in Conde Nast Traveler's "Trips of a Lifetime", the elegant two-story space is housed atop Three on the Bund in what was once the bell tower. The opulent lower Cupola can accommodate two to eight guests and is ideal for intimate gatherings. The exclusive upper Cupola offers seating for two, and is arguably the most romantic seat in all of Shanghai. Guests can take in 360 degree views while enjoying special menus from Three on the Bund's award-winning restaurants, New Heights, Whampoa Club and Jean Georges, as well as dedicated butler service for the entire evening.

7F – POP American Brasserie & POP Bar

To Be Updated

6F - Mercato

Mercato, a vibrant Italian restaurant from celebrated three Michelin star chef Jean-Georges

Vongerichten and Three on the Bund, is one of the most popular restaurants and food lovers' favorite choice on the Shanghai dining scene. Mercato is passionately committed to providing guests with a pure and refreshing dining experience. The best Italian cooking is noted for the simple, yet elegant preparation of quality ingredients. Mercato embraces this philosophy by combining the finest Italian products with the freshest local bounty to create a naturally vibrant culinary experience unlike any other. Its decidedly simple and understated approach represents a refreshing face to Shanghai's dining scene. The relaxed sophistication, addictive cuisine, and friendly, thoroughly unpretentious service paints a picture of Italian life as it should be experienced in its purest form.

5F - Whampoa Club

The regal Whampoa Club brings a new level of sophistication to Chinese dining. The art-deco inspired furnishings recall Shanghai's opulent and colorful past. Classic Shanghainese and Cantonese dishes are interpreted with contemporary flair and disciplined finesse to accentuate those flavors and present them in an elegant and creative style. In addition to the superb cuisine, a range of 50 specially selected exclusive listed teas from the farthest reaches of China are elegantly served in traditional tea ceremony presentations.

4F – Jean-Georges Shanghai

Jean-Georges Shanghai is the first signature restaurant outside New York by famed 3 Michelin Star Chef Jean-Georges Vongerichten. Inspired by the grandeur and romantic French influence of Old Shanghai, the 1,500 square meter space offers 200 seats, a beautifully appointed semi-private dining room, and a spectacular wine cellar which doubles as a unique private dining venue. The refined contemporary French cuisine is perfectly complimented by the luxurious yet understated setting. Since opening in 2004, Jean-Georges has set the bar for fine dining in Shanghai with artfully crafted seasonal menus, an elaborate wine list, and impeccable service.

3F – Shanghai Gallery of Art

The Shanghai Gallery of Art is the soul of Three on the Bund. Situated in the heart of the building, SGA features a towering 35-meter atrium that extends up to the 7th floor which allows visitors to look down into the gallery. This sharing of space represents the importance of art and culture to Three on the Bund. Exhibiting the works of significant local and international artists year-round, the gallery seeks to inspire a deeper appreciation of contemporary Chinese artwork. Exhibitions include paintings, sculptures, photographs, installations, and multi-media.

2F – Unico by Mauro Colagreco



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Unico by Mauro Colagreco opened at Three on The Bund in 2012, designed & co-founded by the French-Argentinean artistic director, Marcelo Joulia and the serial entrepreneur, Olivier Chouvet, inviting two star Michelin Chef, Mauro Colagreco. It is the award-winning Latin restaurant-lounge that defines its lively South American Identity through three unique aspects: delectable dishes, creative cocktails and a dynamic music scene.

2F – CHI-Q

CHI-Q is Three on the Bund's latest culinary project, a Korean restaurant with its name coming from the "Chi" of Kimchi and the "Q" of Barbecue. The menu, created by renowned culinary partner 3 Michelin Star Chef Jean-Georges Vongerichten and his Korean born wife Chef Marja Vongerichten, reflects an audacious interpretation of the sharing style colorful cuisine, a gourmet's embrace of the strong and long lasting Korean culinary culture in the intent of bringing it to a new international dimension.

Three on the Bund, with its provocative artwork, revolutionary design and innovative cuisine, is the place to access and embrace thought-provoking ideas and experiences.

The Design

The restorative design process for Three on the Bund began in 2000 and took two years to complete by master architect Michael Graves and his team, led by the Harvard-educated Lyndon Neri.

Three on the Bund was created to bring life back into what once was China's most vibrant riverside, and the design concept was developed to fulfill this vision by bringing the energy and dynamism of the Shanghai streets into the building. Interconnectivity is a stronghold of the design. Three on the Bund is a fully integrated lifestyle complex, and the three vertical spaces in the building - two atriums and a spectacular white staircase - serve to connect all the floors together as one. This concept is also reflected in the interior decoration of its outlets, like the colored glass dividers at Whampoa Club, copper gauze screen at Jean Georges , and floor-to-ceiling glass wall at New Heights, just to name a few.

Another design goal was to create a comfortable, welcoming atmosphere. This was particularly challenging given that the Union Building was built in an era when classicist ideas of architecture defined a conservative social hierarchy. Opulent entrances and ornate spaces greeted the privileged, while the lower classes entered their cramped quarters from hidden back doors. Graves and Neri sought to remove such social barriers by creating a welcoming and accessible environment for all.

At the same time, it was important to create a sense of luxury, while protecting the integrity of the original design. The team established the sense of luxury through the use of custom-designed furniture and high-end natural materials, such as marble, copper, brass



leaf, and silk. Several interior features of the building were preserved during the remodeling, including the cornices on the third floor gallery and eight fireplaces. The floor design in the Jean Georges restaurant is derived from an original pattern.

In 2006, the Hong Kong Design Centre chose Three on the Bund as one of six recipients of the "Best Design from Greater China" in the Design for Asia Awards. The Design for Asia Award is presented to companies achieving business success through good design while having an impact on the Asian lifestyle.

Corporate Social Responsibility Program

Three on the Bund takes pride in collaborating and supporting the marginalized through the China Disabled Persons Foundation such as the Gift of Sight campaign graced by the foundation honorary Chairman Deng Pufang that won the leading national prize for philanthropy initiative.

It also regularly hosts Three Talks, an ongoing inspirational speaker series to engage the local community in discussions on topical socio-economic issues from around the world, with particular emphasis on China. Guest speakers are regularly invited to THREE Talks to share their insights and expertise. Prominent global figures to have spoken at past THREE Talk events include Chief Science and Exploration Officer of National Geographic Mr. Terry D. Garcia, Nobel laureate Professor Robert C. Merton of MIT Sloan School of Management, former president of Indonesia Dr. Jusuf Habibie, Chairman & CEO of Innovation Works Mr. Kai-Fu Lee, Baker Foundation Professor at the Harvard Business School, Dr. Robert S. Kaplan, and three-time Pulitzer Prize winning journalist Thomas L. Friedman.

Recent Awards for Three on the Bund

2013 Safe Unit of the Bund – the HuangPu Bund Scenic Management Office & HuangPu WaiTan Police Station

2013 Awards for Outstanding Contribution in Food Safety & Public Health – By China Business News

2013 Most Trust Worthy 100 Brands – By China Business News

2012 Food safety inspection notification (Excellent) - By Shanghai Food and Drug Administration Huangpu Branch

2011 Awards for Outstanding Contribution in Food Safety & Public Health - Most Trust Worthy



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100 Brands – Three on the Bund – By China Business Network and SMG
2011 Awards for Outstanding Contribution in Food Safety & Public Health - Food and Beverage Enterprise- By China Business Network and SMG

2010-2011 "Equal Opportunity Model Company" – By Bund Street Office

2010 China's Top Club Awards – Most Romantic Style Award – By International Club Magazine

2010 Catering Service 5-Star Kitchen – By Huangpu Expo 600-day Action Service Headquarters/ Huangpu District Business Council / Shanghai Food and Drug Administration Bureau Huangpu Branch

2009 Cooperation Award from Shanghai Institute of Tourism

2009 Most advanced organization in the year of 2009 for building up and maintaining the safe and peaceful bund – By Huang Pu district Bund Police Station and Huang Pu district Bund View Management Office

2009 For welcoming and greeting a harmonious and peaceful Expo – By Security Department is given the award – By Shanghai National Security Bureau in the name of most advanced organization

2009 Shanghai Overseas Chinese Professionals "Outstanding Entrepreneurial Award" – By Shanghai Municipal People's Government Affairs Office

2008 Top 10 Companies in Huangpu District For Community and Charity Initiative – By Communist Party Labor Union of the Bund Community, Bund Community Office.

2008 British Business Awards – By "Corporate Social Responsibility Programme of the Year Finalist" Category.

2006-2008 Star Overseas-Chinese Company – By Overseas-Chinese Office, People's Government Shanghai

2007 Best Employers in Asia – By Hewitt

2007 Best Employers in China – By Hewitt

2007 The Best Hospitality Service Enterprise for Social Security and Safety.





Editor's Note:

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Three on the Bund regularly hosts Three Talks, an ongoing inspirational speaker series open to public, featuring international distinguished artists, entrepreneurs and leaders as guest speakers.

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