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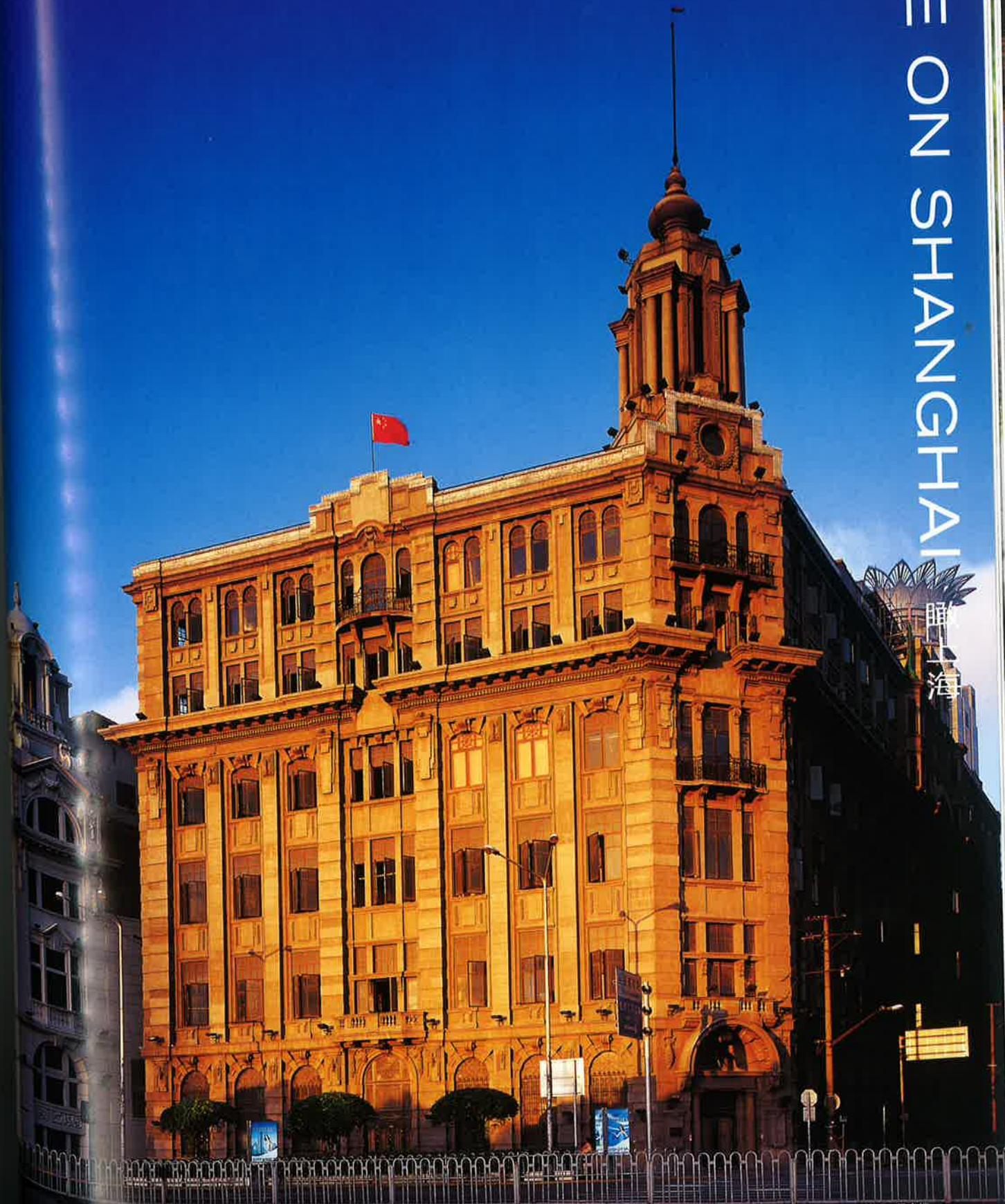


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EYE ON SHANGHAI

上海



外滩三号大楼  
Three on the Bund



# *Falling In Love with Three On The Bund*

## 外滩三号：一刻迷情醉三分

撰文：刘毅 图片：外滩三号  
Words: Mark Pictures: Three On The Bund

有人说，爱上三号，是因为“新视角”餐厅的曼妙露台和美味的下午茶；有人说，迷恋三号，是因为“好吧”私密舒适的氛围和芳香醇美的法国葡萄酒；也有人钟情于三号，是因为独树一帜的沪申画廊和先锋的艺术气息。也许，外滩三号，有着太多理由让你流连忘返。

Some people say they love Three On The Bund because of the terrace and the afternoon tea at New Heights; others love Three On The Bund because of the specialty French wine and the private environment at How Bar; some are also taken with the avant-garde art from the Shanghai Gallery Of Art. All in all, there are so many reasons to fall in love with Three On The Bund.





13年前,当House of Three投资改建这座外滩三号大楼时,它似乎就预言了新上海的一种生活方式,预言了外滩不再只是一个旅游胜地,更是一个尽享高端生活的聚集地。正如外滩三号的首席运营官Ronan, J.Henaff所言,外滩三号是摩登外滩的先锋和典范,它将优雅的氛围、浓厚的文化以及精致美食融合在一起,并见证了外滩的发展和转型。

这座始建于1916年的三号大楼始终风光无限。作为中国首座钢结构大厦,无承重墙的内部建筑空间令其内部装修风格充满无限可能;三号大楼最初为英商有利银行所有,在1935年6月,印度商贾银行入驻其中并最终与8万英镑买下;时至今日,藉由美国著名建筑师Michael Graves与郭锡恩之手,赋予这栋经典建筑新的生命力。

鉴于有利大楼在最初建造时展现具当时时代特征的古典建筑风格,其风格相对保守,因而使得改造非常具有挑战性。奢华的玄关入口及华丽的空间设计是为了服务当时权贵,而那些低阶层民众不得不从隐藏的后门进入他们拥挤的住所。

因此,Michael Graves与郭锡恩希望通过营造一个舒适宜人的环境来消除那些老旧的社会阶级分级,同时保留建筑物内许多独特的设计,包括如今三楼沪申画廊的飞檐,以及八个壁炉。而Jean Georges法国餐厅内的地板设计灵感也源于原来的样式。

创建于2004年,“外滩三号”其实还肩负着引领上海“享受生活方式”的使命。

当时,上海还鲜有把“Lifestyle”挂在嘴边的人。外滩三号的成立象征着当时上海展现出的崭新的生活态度,提出“现代中国生活方式精粹”的概念。将时尚、艺术、美食与文化相结合,外滩三号成为了高端生活方式的聚集地,同时,它也为整个上海做出了典范——原来外滩可以演绎出如此风情。在此之下,伴随着奢侈品牌的入驻以及多个高端餐厅的开幕,外滩三号也引领了整个外滩商圈走向全新的发展。

驻足外滩三号,新视角餐厅满足你对外滩的浪漫情节;Mercato餐厅“农场时尚”的全新概念让意式风情弥漫到了你心里;在黄浦会餐厅,品尝渊源悠久的中华美食你会感叹养生药膳竟也如此精妙可口;辗转行至Jean Georges法国餐厅,你随即会爱上曼妙的法餐与江畔景致的绝美搭配;座落于COLAGRECO餐厅,你便会沉浸在用草本香料、植物和花烹饪的美食艺术之中,以及那一片田园的宁静;游走于UNICO酒吧的拉丁灵魂中,你愿意兀自沉浸于迷人夜色中……对于外滩三号,这些远不是所有,独树一帜的餐饮从来都是三号的招牌,也许是明年,亚洲美食会带来更多的惊喜。

因为深厚的历史韵味、因为无处不在的艺术气息、因为不胜枚举的美妙珍馐,所以一刻迷情醉了三分,所以,爱上了三号。



现今外滩三号新视角餐厅露台与望江阁  
Current New Heights terrace and Cupola at Three on the Bund



始建于1916年的外滩三号大楼最初为英国有利银行大厦  
In 1916, The Union Building, located at No. 3, the Bund was erected in majestic Neo-Renaissance Style

Thirteen years ago, when the House of Three invested in and renovated The Union Building, it seemed to hint that a new way of life was emerging in Shanghai. Just like Ronan. J.Henaff, COO of Three On The Bund, said "for many it is one of the pioneering founders of the modern Bund. It embodies refinement, culture and gastronomy, and its establishment was the start of a wave that transformed the Bund area from a tourist attraction to an upmarket destination for indulging in art and fine dining."

In 1916, The Union Building, located at No. 3, the Bund was erected in majestic Neo-Renaissance style. It was the first steel-framed structure in Shanghai, and so it did not need internal supporting walls, which allowed tenants to configure the layout of their offices. The Mercantile Bank of India moved into the building in June 1935, and bought it eventually. The renovation of the building was extremely 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 via hidden back doors. Graves and Neri sought to remove such social barriers by creating a welcoming and accessible environment for all.

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

In 2004, the "lifestyle" concept hadn't yet emerged in Shanghai, and so the opening of Three On The Bund that year carried an important vision to express and define the idea of "refined Chinese contemporary lifestyle". This combination of fashion, arts, culture, and fine dining - a one-stop luxury lifestyle destination - set a new standard for Shanghai, and sparked the transformation to what the Bund would become today. Home to luxury brands and offering superior dining venues, Three On The Bund set the tone for the other properties of the Bund to revamp themselves too.

When you step into Three On The Bund, from New Heights you can see nearly every corner of the Bund while the Mercato restaurant is almost like a fashionable farm; in the Whampoa Club, you will be taken by surprise by the delicious healthful cuisine inspired by traditional Chinese medicine; in the Jean Georges restaurant, you can enjoy the perfect combination of authentic French cuisine and stunning view of Pudong skyline; in the COLAGRECO restaurant, you will be amazed by the food made from flowers and herbs; and you will be attracted by the Latin style UNICO Bar. At Three On The Bund, the outstanding dining is one of its biggest draws, and maybe in the coming year the opening of a new Asian restaurant will add to the surprises awaiting visitors.

With the deep historical, artistic and chic environment, along with the fantastic restaurants, people cannot help falling in love with Three On The Bund. ▣