

31 January 2011

Designed by Woods Bagot - CUBUS - a new landmark building opens in the heart of Hong Kong's vibrant Causeway Bay

'Podium Tower' design transformed through design intelligence



The recently completed Cubus building boasts exclusive open decks of differing sizes throughout various locations in the building, creating a strong identity that differentiates itself from surrounding structures.

“The development of ‘Podium Tower’ buildings continue to prevail in Hong Kong due to local site coverage regulation, however, the design team transformed this potential constraint into an opportunity by creating exclusive open decks through the reduction of the lower-level floor, floorplate sizes,” said Stephen Jones, Principal, Woods Bagot.

Visitors experiencing exciting retail and restaurants on offer, or travelling inside the glass elevators will be able to enjoy striking views towards the city. The design of this vertical retail building with original façade features, and lighting effects is inspired by ice cubes.

“The value proposition for this project was to create a landmark building exhibiting a strong identity that differentiates itself in the market. The project team has fulfilled the client’s vision, with the building set to become a landmark in this busy area of Hong Kong Island,” continued Stephen Jones, Principal, Woods Bagot.

Located on Hoi Ping Road, near to the famous Happy Valley Racecourse the 25 storey building has a total area of approximately 5,600m².

ENDS

ABOUT WOODS BAGOT

Woods Bagot's commitment to global excellence has resulted in a workforce of 500 staff based in five regions, in cities such as Abu Dhabi, Bahrain, Sydney, Beijing, Hong Kong, London and most recently San Francisco, New York and Shanghai. Woods Bagot has also announced planning permission for what will be one of the world's most luxurious hotels at 10 Trinity Square, London and unveiled plans for the Middle East's tallest tower – at more than 1km high – in Dubai.

PROJECT SUMMARY:

Name: Cubus

Area: 5,600m²

Architects: Woods Bagot

Client: Great Felicity Ltd (Joint Venture with HK Parkview Group, CSI Property Ltd, and Phoenix Property Investors)

Project team: Stephen Jones, Leslie Chan, Michael Cheng, Fred Fung, Joey Leung

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