

Shanghai, China

White Magnolia Plaza

Blooming along the North Bund

You haven't seen Shanghai if you've missed the Bund, any Shanghainese would tell you. Widely regarded as the symbol of Shanghai, the city's iconic waterfront is at once a financial district and a cultural and entertainment hotspot loaded with history.

Challenges and client brief

- High expectations for a high-profile project
- Schindler as an experienced high-rise consultant

Schindler solutions

- Traffic analysis for the most adequate solutions
- Schindler double-deck elevators to maximize space usage

Investor
APP & Hong Kong construction

Developer
Shanghai Jingang North Bund Realty Co., Ltd.

Architect
SOM

General contractor
Shanghai Construction Engineering Management Co., Ltd.



Project overview

2017

Construction end year

6

Double-deck elevators

36

Single-deck elevators

46

Mid-zone elevators

56

Escalators

330 m

Max travel height

6.0 m/s

Max speed

Schindler PORT

Elevator control

Schindler double-deck elevators: smart & space-saving

Project challenges

High expectations for a high-profile project. So, when in early 2000 word got out that an imposing new complex, the White Magnolia Plaza – named and designed after the city's emblematic flower – would soon dominate the Bund's skyline, expectations ran high.¹

In a city already awash with shopping malls, the White Magnolia Plaza was conceived as a multi-use complex, one that would house a 320-meter Grade-A office building, Shanghai's first W hotel, and a world-class shopping mall.

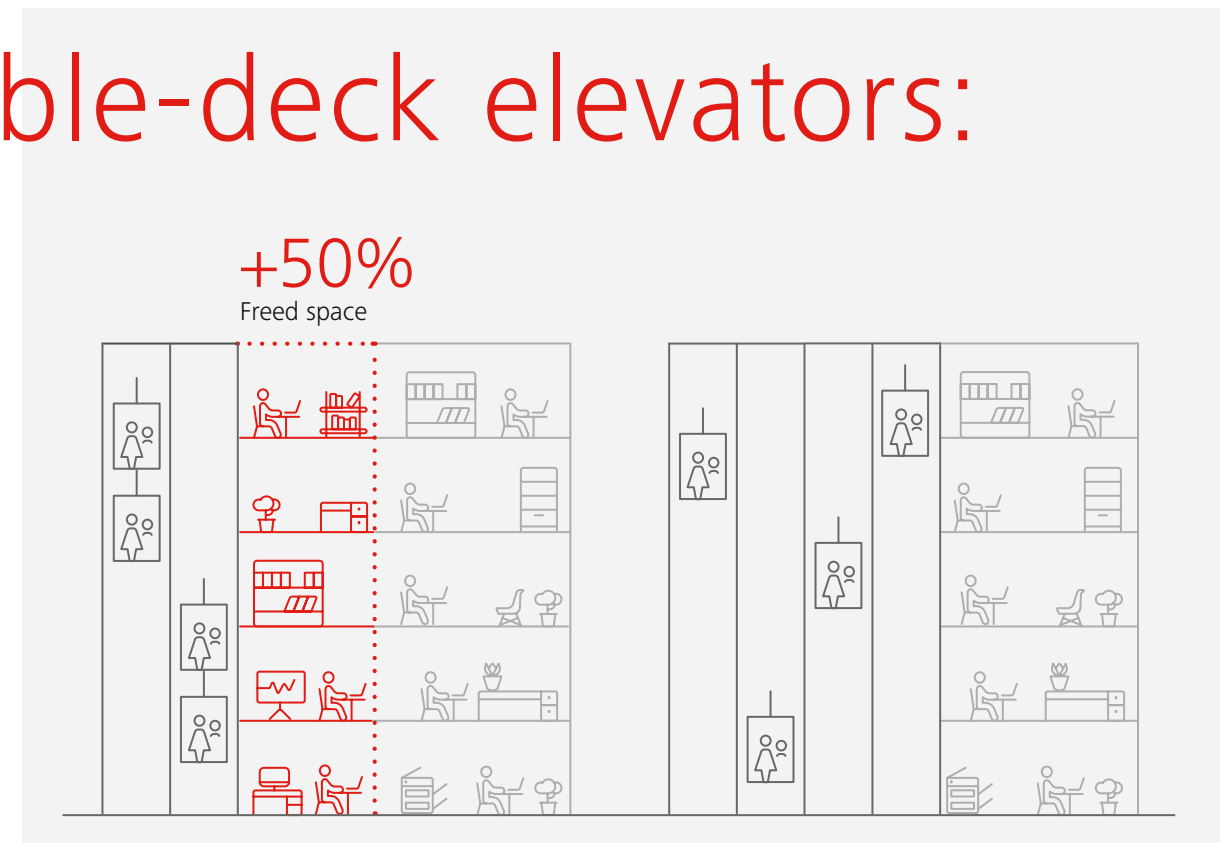
1. The White Magnolia Plaza is also known as Sinar Mas Plaza.

The plaza was designed to welcome over 10 000 visitors and office workers daily. A secure and intuitive transit management system was therefore a must. Eager to free up as much space as possible for commercial lease, the customer had also requested that space-saving elevators be used.

Schindler solutions

Traffic analysis for the most adequate solutions. Jack He, sales engineer of Schindler Global Large Projects, performed a comprehensive traffic analysis to determine the best high-rise solutions for the building. The outcome: 36 Schindler 7000 elevators with traveling speeds of up to 6 m/s, providing an excellent handling capacity; for the office building, 6 Schindler double-deck elevators and the intelligent transit management system Schindler PORT, which integrated seamlessly with the building's security system to deliver short waiting times.

Schindler double-deck elevators to maximize space usage. Schindler's double-deck elevators are space-saving solutions particularly well-suited for this project. The concept: two vertically stacked elevators operating simultaneously in one shaft, taking up only half of the shaft space otherwise required for single-deck elevators. During off-peak time, these double-deck elevators can operate as single-deck elevators, optimizing the building's energy consumption.

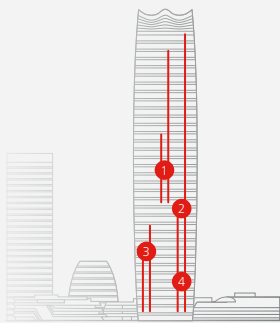


Top: Increased rentable space (marked in red) with double-deck elevators

Above: State-of-the-art car design consistent with the design of the landing hall

Left: Black-and-white Schindler PORT terminals adding to the lobby's esthetics

Schindler as an experienced high-rise consultant



- 1 High-rise passenger elevators from the sky lobby
High-rise passenger elevators
- 2 VIP double-deck elevators
- 3 Low-rise passenger elevators
- 4 Double-deck shuttle elevators to the sky lobby

Illustration of the elevator arrangement in the office building

Throughout the project, the team took the initiative to seek out the best solutions for the customer. Case in point: they recommended that two double-deck elevators serve the top observation deck, which, in the original design, was only accessible by stairs. A double-deck elevator would make it possible to get from the building's basement all the way to the observation deck – which commands breathtaking views of the city – without having to change elevators at the sky lobby. This was a daring suggestion, and one that would have

a significant impact on other elements of the construction. The multinational team – made up of the building's architect, designer, general contractor, Schindler technicians, and of our Project Manager Rony Gan – had to go back to the drawing board. In six months, the team had developed a new plan. And it was all worth the trouble: about a dozen government officials visited the plaza before the topping-out ceremony. All were left impressed by the smooth journey to the observation deck and the flawless performance of Schindler elevators.

“ In the many times that I have worked with Schindler, what has impressed me most is the professionalism, expertise, and dedication of every Schindler employee. ”

Xiaotong Fan

Vice General Manager of Shanghai Jin-Gang North Bund Realty Co. Ltd. Developer of the White Magnolia Plaza

Special mention

Since its completion, the White Magnolia Plaza has received several architecture and engineering awards in recognition of its outstanding design and applications of green technologies. These include the LEED Gold Certification and the prestigious Luban Prize, one of China's highest accolades in architecture.

To this day, Schindler continues to act as the customer's mobility consultant. The White Magnolia still towers over the city – and Schindler is proud to have contributed to its blooming success.