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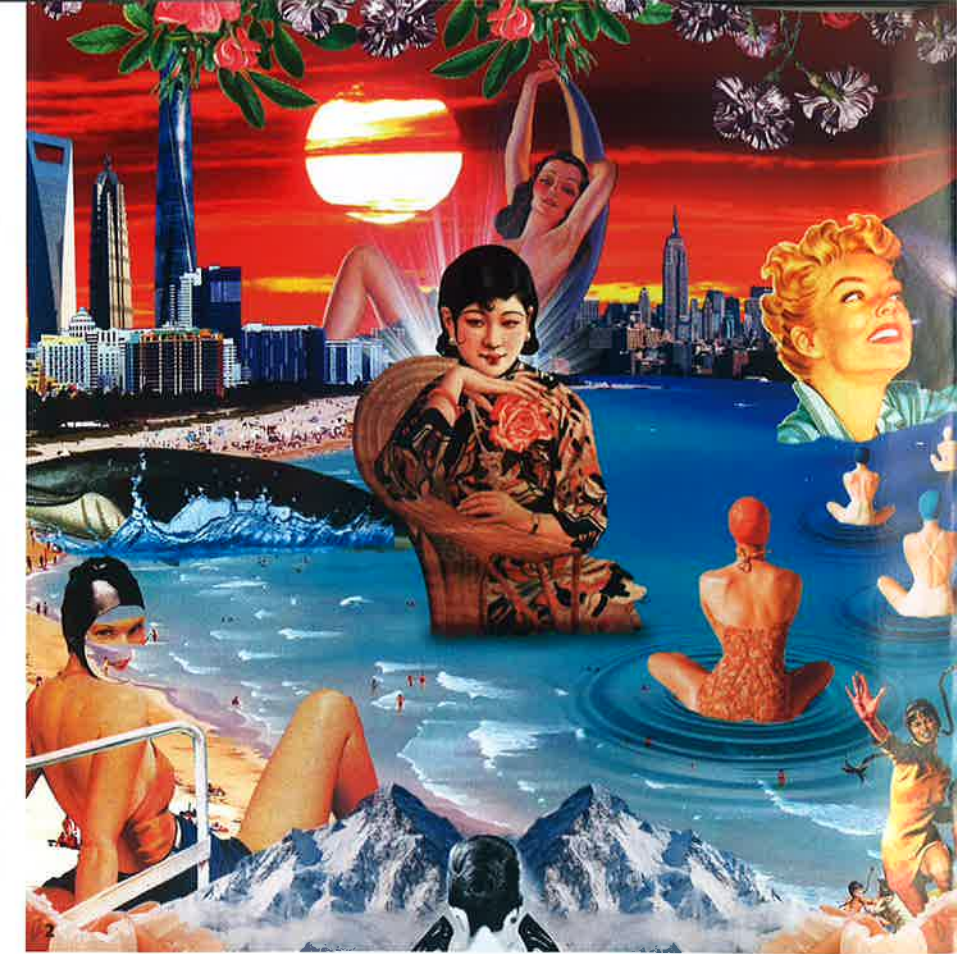
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CITY
WEEKEND

POP of the City

Three on the Bund reimagines its historic rooftop

By Robert Paschen
Photos by Yang Lei



1. Three on the Bund was constructed in 1916 2. POP's collages were created by Lucas Gurdjian, owner of Warehouse Studios

By the end of 2014, the management team at Three on the Bund was looking to redesign the 440sqm space at the top of the historic building. And they wanted something that popped.

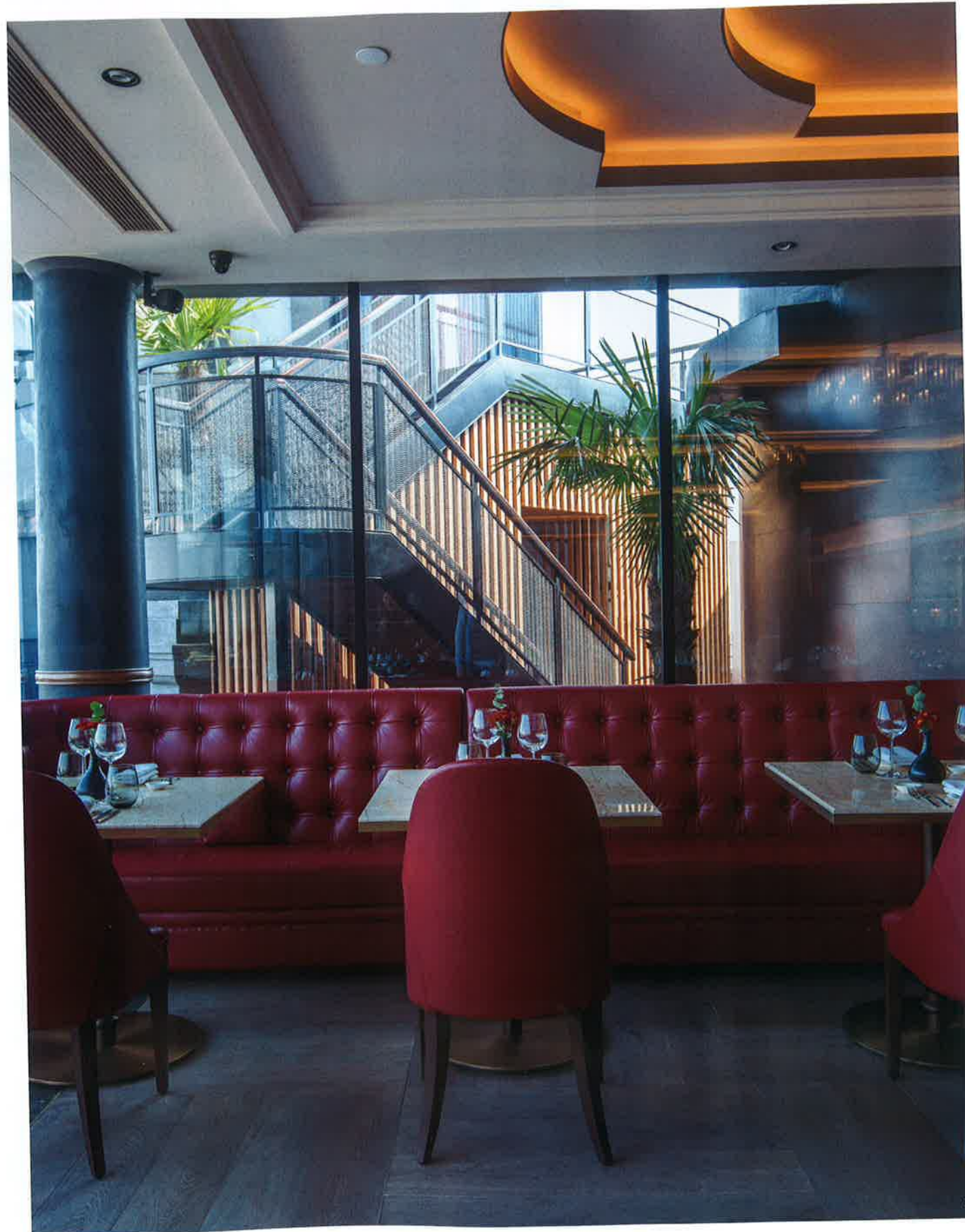
"When re-imagining the Three on the Bund rooftop, we wanted to bring in a dynamic and buzzy yet stylish and comfortable feel to the place, which is reflected through the warm classy interiors, the generous food offering, the funky musical direction, the glamorous drinks and desserts," said Pascal Ballot, director of marketing for Three on the Bund.

Thus, POP was born, an American brasserie that uses elements of popular culture in its design and overall aesthetic, from furniture to food.

"Whatever our origin, wherever we live, some things will speak to all of us—whether it's beach holidays, pin-ups, geographical locations or architectural marvels. We will have seen them on TV, in a comic book, heard about it on the radio and integrate it in our imagination," Ballot said. POP Culture—in the sense of popular culture—is a shared culture of our ever more globalized society where we exchange of all type of media - music, film, digital information.

Continuing, Ballot said that Three on the Bund management chose this them because "POP is a place where many people of many various origins will come and spend a moment together, popping up ideas, sharing joy and pleasure."

Three on the Bund was constructed in 1916 dur-



1, 2. The 440 sqm space can accommodate 110 inside and 77 on the terrace overlooking the Bund and Huangpu River
3. POP's menu and bar adhere to the aesthetic design of the space

ing rapid industrialization in Shanghai. The Union Insurance Society of Canton Ltd. decided to construct their new headquarters next to the Huangpu River on the Bund, and erected the city's first steel-framed building. Steel allowed the Union Building to be larger and taller than the surrounding structures. And from atop the building's sixth floor observation deck, the Union insurance company executives would monitor the boats entering and leaving Shanghai. Now that observation area is the patio of POP. The restaurant and terrace can seat 77 outdoors and 110 indoors.

"Our rooftop is a very popular destination, and our objective was to keep the restaurant part closed for the shortest time possible. So we closed for renovations on December 20 and reopened to the public March 8. The essential of the renovations actually finished before Chinese New Year, and this was the fastest we ever built a restaurant, in about two months."

One of the key visual elements to POP is the use of collages created by Lucas Gurdjian who owns Warehouse Studio.

Collages are "fun and allowed us to mix many different media and imagery without fear of anachronism," Ballot said. "Because one image can beautify or change the meaning of another. Collage is limitless in the imagery we can play with. It is an evolution of the American POP Art masters of the 60's and 70's who also used collage to mix POP culture images of the time, like Rauschenberg or Hamilton for instance.

