

SHANGHAI TOWER CO-OPTS WITH ESLITE TO BUILD NEW URBAN CULTURAL LANDMARK

CATEGORY

(Hospitality)

NEWS SUMMARY

New Lujiazui landmark will devote three floors to Taiwan corporation Eslite Spectrum's humanities/arts agenda

CONTENT

Shanghai's newest skyscraper, the [Shanghai Tower](#), is currently under construction in the city's Lujiazui financial district in Pudong. The Tower is slated to open in 2015 and will act as the district's landmark building, bringing together business, hospitality, entertainment, tourism, and cultural entertainment. Last week it was announced that Shanghai Tower will be partnering with Taiwan's renowned [Eslite Spectrum Corp](#) to dedicate three floors (6,500 square meters) to "cultural communication and creation space." Eslite Spectrum originally began as a small community bookstore in Taipei. Twenty years later, the massive corporation boasts 42 department stores including restaurants and hotels across Taiwan and more recently, Hong Kong. The company promotes its business values as "Humanity, Art, and Creativity to Life." Eslite hopes to bring these values to Shanghai Tower, making the new landmark a cultural destination for its 30,000 - 40,000 expected daily visitors.

FURTHER READING

[Taipei Times - Eslite Spectrum eyeing expansion](#)

[Gensler Design Update – Shanghai Tower](#)