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外滩12号——我们
这座城市的记忆。从这
片巍峨宏大的建筑身影
中，我们不仅感受着上
海的昨天与今天，也体
味着中国近代金融如何
从这里迈开通汇天下与
世界交融的艰辛步履。

*Bund 12--the memory of
the city. From the grandiose
shadow of the building, we
can sense Shanghai's past and
present, and feel the trials and
tribulation of the financial
industry as it struggles on the
path of globalization.*

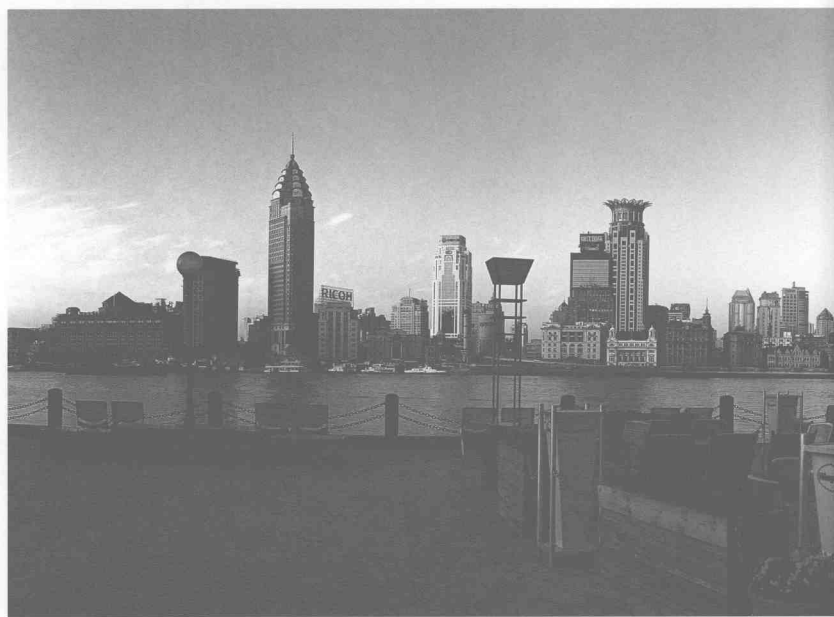
城市的记忆

Memory of the City





2001年10月的外滩 Band in 2001



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2007年12月的外滩 *Band in 2007*

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上海外滩是一个凝聚人类智慧、财富和理想的地方。它的美丽、时尚与和谐，体现了上海人的精致与务实，它的经典是对不同文化接纳、包容、创新的结果。

浦东、浦西的建筑群，用石头垒砌的天际线，蕴含着上海城市的激情与浪漫。它把历史与现代交相辉映，宛如跳跃的音符，凝固的艺术，刻录着这座城市政治、经济、文化、社会的变迁，展示着中国正在崛起的宏伟蓝图。

屹立于浦东、浦西数千幢华美建筑中，有一幢最为雄伟壮观、最具历史价值、最具艺术观赏性的近现代优秀建筑——外滩12号。

外滩12号大楼由英商公和洋行设计，英国德罗公司承建，于1921年5月5日奠基，1923年6月13日竣工。当时，工程造价1000万两白银，占那个年代外滩所有建筑造价总和的一半以上。英国新古典派希腊式的整体风格、科林斯双柱回廊、中西合璧的内部装饰、仿古罗马万神庙的巨大穹顶、绝世罕见的爱奥尼亚式大理石柱、气势恢弘的马克思墓，从宏伟壮观的整体布局到独具匠心的细致纹样，无处不显现出富有欧洲文艺复兴时代辉煌传统的设计师的天赋和才能。

外滩12号曾被誉“从苏伊士运河到白令海峡无可超越的商业建筑”，是“最为耀眼的一颗宝石，最为璀璨的一颗珍珠，最为剔透的一块水晶，最具价值的艺术瑰宝”。外滩12号毫不逊色地成为近百年欧洲建筑和海派建筑的经典。

1996年，上海浦东发展银行用17亿元人民币成功地购买了外滩12号，并用两年时间对大楼进行全面装修、加固、改造，保留并焕发了该大楼作为昔日金融中心地标的风采。

外滩12号由汇丰银行建造，一度成为上海市政府办公大楼，现在是上海浦东发展银行总行所在地。外滩12号曾历经旧上海金融中心的繁华鼎盛，而今，又成为中国金融业改革开放的缩影和上海重塑金融中心的崭新标志。

外滩12号不仅是一座瑰丽无比的建筑宫殿，更是中国近现代史的博物馆。

浦江水涨起潮落，大上海百年沧桑。外滩12号见证了这座城市的兴衰沉浮，承载了上海的梦想与辉煌，续写着21世纪的新篇章。

这本《外滩12号》艺术摄影画册，在浦发银行各级领导的支持下，历经了两年的拍摄、文献资料收集、编撰，既是对建筑经典之深度挖掘，也是对地域历史文化的梳理与传承。把一个城市聚焦到一座建筑，从一座建筑看一个城市。这在建筑艺术摄影作品中也是一次大胆的尝试。外滩的老建筑，是鸦片战争后，上海开埠以来，西方资本主义列强留下的“遗产”。放眼望去，浦东、浦西拔地而起的现代化建筑群，竖起了中国改革开放以来的崭新标志。在拍摄过程中，我们惊喜地发现，外滩老建筑主要表现为水平线；而凭窗眺望，黄浦江两岸的新建筑则主要表现为垂直线。如果把这水平线与垂直线聚焦在镜头上，就能表现出我们的时代在不断奔腾，我们的城市活力四射。

让我们跟随摄影师的镜头，把城市聚焦到一座建筑，把历史聚焦为一段故事，把时空聚焦成一个画面，展现在我们面前的是那光和影的世界。

请推开外滩12号的大门，感受这一个世纪的瑰丽吧！

On the banks of the meandering Huangpu River, Yangtze's last tributary before it flows into the East China Sea, stands the most important city of modern-day China, Shanghai. It is a city that has witnessed so much trial and tribulation, so much clash and conflict, but when all is said and done, it is a city that has risen to embrace the dawn of the new century, a city that gathers talents and wealth and most of all, a city that guarantees dreams. Even with a casual glance at the architectural phenomenon on both sides of the Huangpu River, one can tell why here, the historical as well as ultra-modern buildings are but one of the art forms showcasing the political, economic, cultural and social changes that have taken place.

Among these buildings stands the most grandiose and magnificent—the No.12 building of the Bund.

Designed by Palmer & Turner Architects and Surveyors of Great Britain and constructed by the British Trollope and Colls, Ltd., the building project broke ground on May 5, 1921. By the time it was completed on June 13th, 1923, the total cost reached 10 million taels of silver, which was, at that time, more than half of all construction investments on the Bund combined. The construction is indeed a truly great combination of the East and the West. With the cloister of baroque Corinthian double columns, the vast Rome Pantheon-like dome, the wide peculiar marble pillars, and the spectacular Venetian mosaic frescoes, the whole building is a reflection of the breath of life and sophistication of the Renaissance age.

The No. 12 building has been held by many as the building "unsurpassed by any financial or commercial house in Asia and the Far East from Suez to the Behring Sea" and as a typical example of the blending of European and Oriental architecture styles. It is proclaimed to be "the most dazzling jewel, the most resilient pearl, the most exquisite crystal and the most valuable piece of art."

In 1996, Shanghai Pudong Development Bank (SPDB) purchased the building with RMB1.7 billion as its head office and spent two years on the preservation and renovation project of the building to restore its former status as a financial center.

Like all historical and cultural heritage, this building is one giant museum. Historically, the building was occupied by The Hong Kong Shanghai Banking Corporation (HSBC), once served as Shanghai Municipal Hall, and it has been visited by numerous state and government leaders, dignitaries and celebrities from all walks of life.

At various stages of the development, this building plays different roles in Shanghai. It was a symbol of old Shanghai; it was a seat of the post-1949 Shanghai government. It is now an undisputed landmark, a reminder of Shanghai's past glory. Now, it becomes a symbol of the ambitious reform policies aiming at reestablishing the city as a financial center.

Listening to the never-tinging waves of the Huangpu River, the No. 12 building had seen with its own eyes the ups and downs of the city; enchanted with glory and dreams, it is singing ode to the new era of the 21 century.

This photo collection is the strenuous effort of two-year research, massive selection and meticulous edition of historical documents and archives. SPDB management and editors have worked tirelessly to bring "Bund No.12 Building" to fruition. No one has ever tried to present the city through one building, it is a work of research and exploration of the architecture on both banks of the Huangpu River. Let us follow the photo-grapher's camera, walking through the awesome revolving door to see and hear what this magnificent building has to show and tell.

升腾与跨越 Rising of the City

The land which has witnessed so much trial and tribulation is now coming back into the spotlight of the world. The ever-changing landscape on both sides of the River is telling a tale of bittersweet history and ever so promising future.





上海这片土地，在经历近一个世纪的变迁中，引起了世界的瞩目与惊叹。浦东的开发开放，又给这座城市注入了生机和活力，使它升腾与跨越。当我们站在外滩12号的屋顶迎接日出，从这里看着这条流向大海的江河两岸，大厦摩天、日新月异，你更能感受到历史的厚积薄发与现实的精彩纷呈。