

上海魅力

SHANGHAI PEOPLE'S FINE ARTS PUBLISHING HOUSE

上海人民美術出版社

SHANGHAI GLAMOUR



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6

Preface





10

Spectacular Cityscape

30

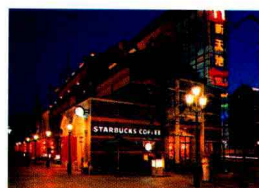
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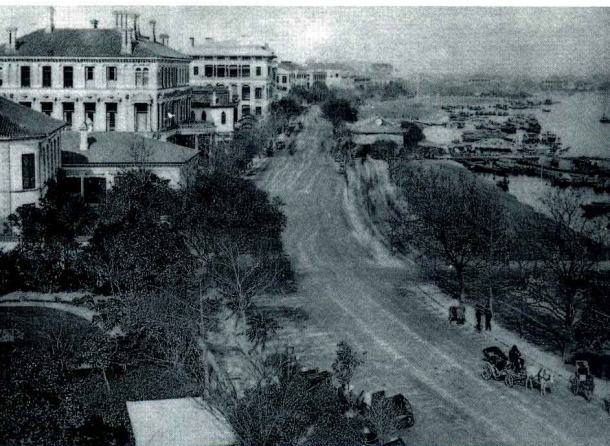
74

Enjoyable Urban Life

102

Fashion and Entertainment





Shanghai in the 1880s



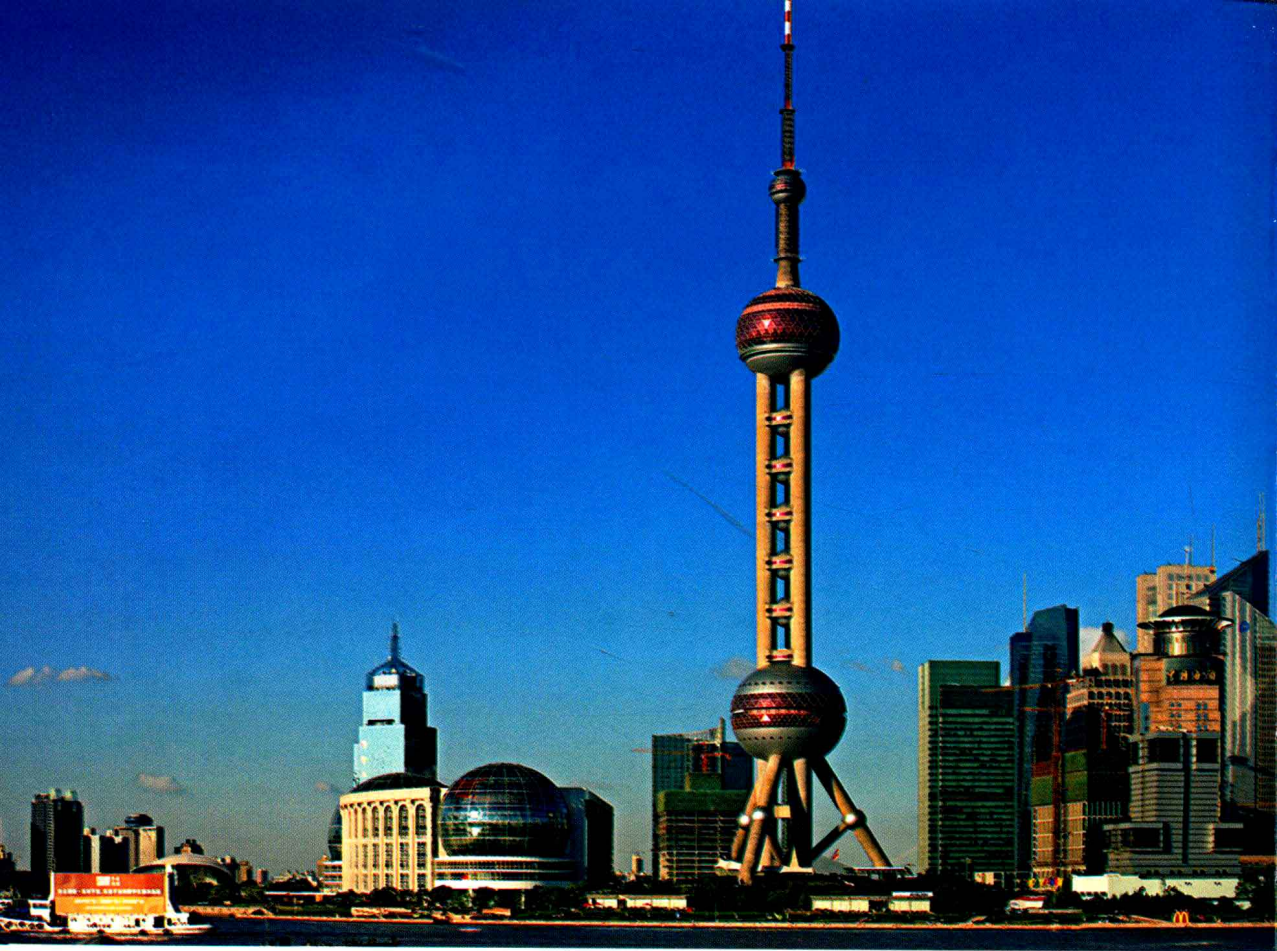
Shanghai in the 1920s



Shanghai in the 1930s



Shanghai in the 1940s



Preface

■ Welcome to Shanghai, the cosmopolitan city in east China and the economic powerhouse in East Asia. Now with a population of 20 million, the city has taken on a leading role in the “reform and opening-up” initiative of China as well as



the country's industrial upgrading and technological innovation. So where does Shanghai derive its unique glamour that has attracted people to live, to work, or to take a sightseeing tour?

At dawn, the rosy clouds rise against the Oriental Pearl TV Tower in Lujiazui; at dusk, the setting sun paints a golden sheen on Huangpu River. During the



day, the streets, bridges and elevated roads are bustling with traffic; after night-fall, the city is lit up brilliantly by countless neon lights of shopping malls and boutiques. Shanghai boasts dazzling skyscrapers and a prosperous economy in its thriving harbors and busy CBDs; on the other hand, the city is home to pleasant natural sceneries in numerous parks and greenbelts.

If you are interested in the ancient origin of the city, please go to the Old Town to pay a visit to the Town God's Temple and the lovely Yuyuan Garden; if the city's modern history fascinates you, why not take a tour on the Bund to see



the fabulous “showcase of world architecture”? On this wonderful land where “the East meets the West”, you can indulge yourself in the vibrant nightlife in the glitzy Xintiandi or go shopping in the city’s luxury malls to your heart’s content!

The irresistible charm of Shanghai appears even more attractive in the advent of the World Expo 2010 Shanghai China, scheduled to open from May 1 to October 31. Hopefully Shanghai will be a much better place in terms of livable environments, as the Expo’s theme suggests, “Better City, Better Life”.



■ The cityscape of Shanghai is changing every day, bringing a feast of dazzling scenes to anyone who's new to the city or off-town for only three months.

On both sides of Huangpu River, new skyscrapers keep springing up to challenge the old ones in height and novel design – currently the highest building in Shanghai (and Chinese mainland) is Shanghai World Financial Center. The city is interconnected in an elaborate network of elevated roads, Metro lines, bus lanes and bridges, which extend to every corner of Shanghai, linking residential areas with CBDs and shopping districts. A number of “city sub-centers”, such as Xujiahui in the southwest and Wujiaochang in the northeast, have emerged as new hubs of economic prosperity. When visitors want to recover from the city's stressful life, they can hang out in scenic attractions such as the Oriental Pearl TV Tower, the Riverside Avenue, the chic spot Xintiandi and the expansive greenbelts along Yan'an Road M. Anyway, the beauty of Shanghai resides in the eyes of a savvy appreciator, and you can try to explore more interesting aspects about Shanghai in your tour!

The newest addition to the city's attractions is the World Expo 2010 Shanghai China, held in the fabulous Expo Park along the waterfront on both banks of Huangpu River, where you can find out about the past, present and future of Shanghai in a collection of beautiful exhibitions in outstanding architecture.





The China Pavilion of Expo 2010

10-11

The China Pavilion of Expo 2010 features a unique design that incorporates traditional Chinese elements like overhanging eaves and protruding beams. Decked out completely in brave red, the pavilion looks like an ancient Chinese square crown and makes a striking view in the center of the Expo Park.

Century Avenue

12-13

The 5.5-km Century Avenue, with wider greenbelts and sidewalks than vehicle lanes, offers pleasant scenery in 8 characteristic gardens on its northern sidewalk. The avenue is artistically distinct in that it has a collection of urban sculptures with a theme of “time”, such as “Light of the East”, “Dawn of the New Century” and “Five Elements”.

Night Scene of the Oriental
Pearl TV Tower

14

Opening since October 1, 1994, the 468-meter-tall Oriental Pearl TV Tower features a characteristic design that corresponds to a Chinese poem "Pearls, big and small, fall onto a jade tray". The tower is adorned with scintillating lights at night, and you can ascend the tower to get a wonderful view of the brilliantly illuminated city below.

◀ Daytime Scene of the Oriental
Pearl TV Tower

15

The Oriental Pearl TV Tower has altogether 11 spheres of various sizes in its eye-catching structure. You can command a panoramic view of the city from the outdoor sightseeing deck in the lower sphere (90 meters above ground), the main deck (263 meters) and the outdoor deck (259 meters) in the upper sphere, and the highest space module (350 meters above ground). You can also choose to enjoy some wining and dining at the 267-meter-high revolving restaurant or learn about Shanghai's history in a museum at ground level.

▶ Jinmao Tower

15

Jinmao Tower next to the Oriental Pearl TV Tower has a height of 420.5 meters in 88 floors. Its architecture represents a consummate combination of traditional Chinese pagoda style with cutting-edge technologies. The building stands proudly as a symbol of the economic prosperity of Shanghai.



