

上海西岸，

Shanghai West Bund, Gorgeous Turning of the “Rust Belt”

“铁锈地带”的华丽转身

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发电厂厂房改造的上海美术博物馆



有一种辉煌，叫上海西岸

在黄浦江畔，上海徐汇滨江地区，有一个江岸线长 11.4 千米、面积约达 9.4 平方千米的地区，它是上海中心城区内最具公共活力的滨水新城。

曾几何时，这里作为中国近代民族工业的摇篮之一，聚集了当时远东最大的机场——龙华机场，中国第一个水陆联运码头——北票码头，在淞沪抗战的硝烟下承担着上海客运、货运重任的南浦铁路，中国首次自行研制、自行制造的大型喷气式客机运-10 的诞生地——上海飞机制造厂，铸就了国际饭店不朽神话的中国第一家湿法水泥厂——上海水泥厂，生产每家每户生活必备品——“白猫”洗涤用品的上海合成剂厂……这里，就是传说中的上海西岸。一条江岸线变成了繁忙运输线，上海

西岸因而成为当时远近闻名的交通运输、物流仓储和生产加工基地。

然而，繁华过后是没落。就像美国五大湖地区、德国鲁尔区、伦敦工业区所经历的那样，随着城市布局的调整和传统产业的转移，上海西岸这条繁忙而封闭的岸线逐渐失去了活力，成了名副其实的“铁锈地带”。工厂被废弃，机器布满铁锈，辉煌成为历史，没落不期而至。

有一种决心，叫华丽转身

如何从昔日杂乱衰败的仓库工业遗址中实现新形态、新功能的开发改造，上海西岸实现了华丽转身。在已经基本全线贯通的 45 千米黄浦江滨江岸线当中，北起日晖港，南至徐浦大



桥，坐拥 8.4 千米黄浦江岸线的上海西岸，已成为上海一处近代工业遗存展示地和中西文化交汇地。

从 2012 年起，上海西岸围绕“西岸文化走廊”品牌工程、“西岸传媒港”“上海梦中心”等核心项目，着力打造汇集国内外顶尖文化艺术、信息传媒、时尚设计、创新金融等业界领袖的国际级滨水文化金融集聚区，旨在成为与巴黎左岸、伦敦南岸比肩，独具魅力与活力的世界级滨水新城区。

有一种时尚，叫上海西岸

如今，沿路的海事塔、火车站、轨道等曾经的生产设施，在西岸公共开放空间的设计中均得到保留，经过一轮新的发展建设，它们逐渐成为魔都最有艺术气质的滨江景观。

在西岸，首推的文艺之地即是龙美术馆。在设计之初，场地上特意留存了建于 50 年代，长 110 米、宽 10 米、高 8 米的煤漏斗卸载桥。美术馆主体建筑以独特的“伞拱”结构为建构特征，共分为四层。地上一层、二层为绘画、雕塑、装置、新媒体等当代艺术的展示空间，改大尺度出挑的拱形空间表面由质地细腻的清水混凝土浇灌而成，与原北票码头构筑物“煤漏斗”改造而成的时尚空间“斗廊”形成视觉呼应，营造出理性冷静的工业感与原始感，以及对比鲜明的力量感与轻盈感，同时赋予美术馆建筑以极具敏锐的当代性和创造性。地下一层为中国古代艺术珍品及民国时期美术作品的常设展示空间，“白盒子”式的矩形展厅凸显中国传统艺术的历史传承与博大精深。

在龙美术馆的外面有一条高架栈道，西岸称之为“海上廊桥”，长约 420 米，两头连接着高耸的红色塔吊，具有鲜明的景观标志性。上海以前的煤炭运输就是通过塔吊装至煤炭传送带（如今的高架栈道），再运送到煤炭漏斗，然后通过火车运走。为了让到这里的人能多维视角感受浦江的美，如今，这里全部被改建成观光平台和观光步道。走到高架栈道上，可以感受当时煤炭传送的繁忙，体味老上海工业时代的辉煌。“海上廊桥”附近还建有滑板广场、篮球场及攀岩广场，为年轻人提供恣意挥洒热情和创意的空间。

当年，为解决北票码头煤炭货运问题，有数公里长的铁轨。设计师利用这里一、二级防汛墙之间的洼地，将 2.5 千米铁轨移建于此，并与原有的铁路南浦站到北票煤炭码头保留的石材融为一体，铺设而成，形成了又一处相当文艺的地方——谷地花溪。

经过一轮的发展建设，上海西岸已成功吸引了龙美术馆、余德耀美术馆、上海摄影艺术中心等众多知名文化艺术机构，以及上海梦中心、腾讯等优质文化及金融产业项目入驻。在先后创建的西岸音乐节、西岸艺术与设计博览会、西岸建筑与当代艺术双年展等品牌活动的引领下，上海西岸正在成为沪上高品质文化、商业和体育活动的聚集区。

上海梦中心

上海梦中心位于龙耀路、龙腾大道南侧，是“西岸传媒港”的旗舰项目，由香港兰桂坊集团、美国梦工场及上海华人文化产业投资基金携手打造，总建筑面积达 463,000 平方米，包含 12 个创意文化建筑：“东方梦工厂”总部、演艺剧场、音乐厅、艺术家工作室等，全球性电影首映、重大演艺活动等举办地，国际水准餐饮酒吧、时尚生活零售体验和四季不断的街区生活等。上海梦中心集环球文化娱乐、国际级表演艺术、时尚购物及媒体元素于一体，并以创意、电子媒体、科技及文化产业为主导发展方向，2018 年年底投入运营，届时，这里将喜迎八方游客。





余德耀美术馆

美术馆选址原为上海飞机制造厂机库。上海飞机制造厂始建于 1950 年，是航空航天工业部所属从事大型旅客机生产的大型企业。美术馆建造过程中保留了机库的原有结构和外观，配套纪念品商店、咖啡厅等服务设施。

西岸艺术中心

原为上海飞机制造厂 250 号厂房。在设计上一方面通过保留原厂房大跨度空间的完整性，展现了原有空间的震撼力，凸显出新旧交合的时间印迹；另一方面，东、西立面山墙的打通处理，也喻义这座有着工业遗迹感的建筑将以全新的姿态向城市开放。

油罐艺术公园

油罐曾专为龙华机场供油，包含五个储油罐罐体、消防水池、码头及配套设施。内部空间开阔，挑高 15 米，拥有极具工业特点的穹顶以及曲面圆周空间。改造过程中，江边消防水池亦被改造为观景水池，与黄浦江连成一线。昔日的油罐变身为艺术与生活的载体，引入多种艺术相关功能，并营造出一片绿地花园，在尊重工业遗存的同时，吸引公众亲近并感受当代艺术，提升城市生活品质，重新建立公众与城市、艺术、自然的关联，成为浦江西岸新的公共文化活动及艺术核心区域。

“一个伟大的城市一定是有一个伟大的城市空间”，期待大家来西岸，感受艺术与城市的有机互融，在人性化高品质滨水空间中，思索城市未来公共空间的更多可能性。

There is a glory called Shanghai West Bund

In Xuhui riverside area beside Huangpu River of Shanghai, there is an area with a river coast of 11.4 kilometers and an area of 9.4 square kilometers. It is the most active riverside new urban district in the central area of Shanghai.

Once upon a time, as one of the cradles of China's modern national industry, there were Longhua Airport, the largest airport in the Far East, Beipiao Matou, the first water-land intermodal wharf in China, Nanpu Railway, which took on heavy responsibility of passenger and freight transport under the smoke of the Battle of Shanghai, Shanghai Aircraft Manufacturing Factory, the birthplace of China's first self-developed and self-made jumbo jet Shanghai Y-10, Shanghai Cement Factory, the first wet cement factory in China that accomplished the immortal myth of the Park Hotel and Shanghai Synthetic Detergent Factory that produces household necessities—"Baimao" detergents. Here is the legendary







由屠宰场改造的上海 1933 创意园



West Bund of Shanghai. A river coast became a busy transportation line, thus West Bund of Shanghai became a famous transportation, logistics, storage, production and processing base at that time.

However, prosperity was followed by decline just like the Great Lakes Region of the United States, Ruhr Region of Germany and London Industrial Area. With the adjustment of urban layout and the transfer of traditional industries, Shanghai West Bund, the busy but closed coast gradually lost its vitality and became a veritable "Rust Belt". The factories were abandoned and the machines were covered with rust. Glories became a history and the decline came unexpectedly.

There is a kind of determination called gorgeous turning

How to realize the development and transformation of new forms and functions from the disordered and declining warehouse industrial sites? Shanghai West Bund has turned back gorgeously. The 45-kilometers riverside coast of Hangpu River has been basically joined up. Shanghai West Bund has a coast of 8.4 kilometers from Rihui Port in the north to Xupu Bridge in

the south and has become a display area of modern industrial sites in Shanghai and an intersection of Chinese and western culture.

Since 2012, Shanghai West Bund has focused on core projects including "West Bund Cultural Corridor" brand project, "West Bund Media Port" and "Shanghai Dream Center" to create an international gathering of culture and finance that brings together top culture and art at home and abroad, information media, fashion design, innovative finance and other industry leaders. The aim is to become a world-class riverside new urban district with unique charms and vitality compared with Paris Left Bank and London South Bank.

There is a fashion called Shanghai West Bund.

Nowadays, the former production facilities such as the maritime tower, the railway station and tracks along the road have been preserved in the design of the public open space on West Bund. After a new round of development and construction, they have gradually become the most artistic riverside landscapes in Shanghai.



On West Bund, the best place of literature and art is the Long Museum. At the beginning of the design, a coal hopper unloading bridge built in 1950s and measuring 110 meters long, 10 meters wide and 8 meters high was specially preserved on the site. The main building of the museum is characterized by its unique "umbrella arch" structure and is divided into four floors. The first and second floors above the ground are display spaces for contemporary arts such as painting, sculpture, installation and new media. The large-scale arched space surface is poured with fine bare concrete, which responds visually to the fashion space "Doulang" transformed from the former structure "coal hopper" at Beipiao Matou. It creates a rational and calm industrial feel and original sense, as well as a distinct sense of strength and lightness. At the same time, it endows the museum building with extremely keen modernity and creativity. The first floor underground is a permanent exhibition space for art treasures in ancient China and art works in Republican period. The "white box" rectangular exhibition hall highlights the historical heritage and the extensive and profound feature of traditional Chinese art.

There is an elevated trestle outside the Long Museum, which is called "Maritime Lounge Bridge". It is about 420 meters long. The two end are connected with red tower cranes, which are distinctive scenic landmarks. The coal in Shanghai used to be carried to the coal conveyor belt (now elevated trestle) through tower cranes, then conveyed to the coal hopper and transported by train. In order to allow people to experience the beauty of Huangpu River from multi-dimensional perspectives, all of them have now been transformed into sightseeing platforms and trails. When walking through the elevated trestle, you will feel the busyness of coal transportation at that time and appreciate the glory of industrial age in old Shanghai. There is also skateboard square, basketball court and rock climbing square near the "Maritime Lounge Bridge", which provide young people with space for passion and creativity.

In those years, there were several kilometers of railroad tracks for coal transportation in Beipiao Matou. The designers used the depression between the first and

second flood control walls to reconstruct the track here. They integrated it with the stones preserved from the original Nanpu railway station to Beipiao Matou and laid the tracks. Another classical place—"Gudi Huaxi" was set up.

After a round of development and construction, Shanghai West Bund has successfully attracted many well-known cultural and artistic institutions such as Long Museum, Yuz Museum, and Shanghai Center of Photography, as well as high-quality cultural and financial industry projects such as Shanghai Dream Center and Tencent. Under the leadership of the West Bund Music Festival, West Bund Art & Design Expo, West Bund Biennial of Architecture and Contemporary Art and other brand activities, Shanghai West Bund is becoming a high-quality gathering of cultural, commercial and sports activities.

Shanghai Dream Center

Located on the south side of Longyao Road and Longteng Avenue, Shanghai Dream Center is the flagship project of "West Bund Media Port". It is jointly built by Lan Kwai Fong Group, Dreamworks and China Media Capital. The total construction area is 463,000 square meters and it includes 12 creative cultural buildings: headquarters of "Oriental DreamWorks", performing arts theater, concert hall, artist studio, venues of global movie premieres and major performances, international standard restaurants and bars, fashionable life retail experience and street life all year around. Shanghai Dream Center integrates global cultural entertainment, international performing arts, fashion shopping and media elements, with creativity, electronic media, technology and cultural industries as its leading development direction. It will be put into operation at the end of 2018. On the occasion, it will bring together the most energetic young people, the public and Chinese and foreign tourists in Shanghai.

Yuz Museum

The museum was originally the hangar of Shanghai Aircraft Manufacturing Factory, which was established in 1950 and was a large enterprise engaged in large-scale passenger airplane production under the Ministry of Aeronautics and Astronautics Industry. During the



construction of the museum, the original structure and appearance of the hangar were preserved and supporting service facilities such as souvenir shops and cafes were provided.

Art West Bund

It was originally the No. 250 factory building of Shanghai Aircraft Manufacturing Factory. On the one hand, by preserving the integrity of the large-span space of the original factory building, the design shows the shocking power of the original space and highlights the time stamp of the old-new connection. On the other hand, the opening of the gable walls on the east and west facades also implies that the building with the sense of industrial sites will be opened to the city in a completely new attitude.

Oil Tank Art Park

The oil tank used to supply oil for Longhua airport, including five oil tank bodies, fire pool, wharf and supporting facilities. The interior space is wide, with

a height of 15 meters. It has a dome with industrial characteristics and a cambered circumferential space. During the renovation, the riverside fire pool was also transformed into a viewing pool, which was connected to the Huangpu River. The former oil tanks have become a carrier of art and life, introducing various art-related functions and creating a green garden. While respecting industrial remains, it attracts the public to approach and experience contemporary art, improves the quality of city life, reestablishes the connection between the public and the city, art and nature, thus it has become a new public cultural activity and artistic core area on the bank of Huangpu River.

“A great city must have a great city space.” Hope everyone come to the West Bund to feel the organic integration of art and city and think about more possibilities for the future public space of the city in the humanistic and high-quality riverside space.