Revered as China’s Gateway to the World, Shanghai has transformed into one of the most influential economic powerhouses on the global landscape. Built along the banks of the Huangpu River, this forward thinking metropolis now finds itself at the cutting edge of industry, commerce, and culture. With over 23 million residents, Shanghai is now China’s largest city. The exponential growth of the city has outpaced the confines of the historic core prompting the development of satellite cities within the greater Shanghai megalopolis. Strategically anchored between the Huangpu River and the Outer Ring Expressway, the project site commands a highly important first impression at the city’s forefront - as the new “gateway” into Shanghai.

SWA presented a ‘Front City, Five Parks’ plan capturing Shanghai as a place where tradition and modernity meld to form a unique cosmopolitan identity. Each park, or ‘front’, reflects a unique facet of the city’s culture. These five fronts are connected by a series of pathways throughout the entire site. Each is rooted in sustainable design and represents an important element of Shanghai’s dynamic culture. As a city built on the intersection of land and water, of past and present, of East and West ideology, Shanghai has grown into a powerhouse in the fastest growing country in the World. Front City serves to display the dynamic identity of this booming metropolis while remaining rooted in its identity as a Gateway to the World.