North Bund White Magnolia Plaza

This 16.5-acre mixed-use development consists of high-rise towers containing a mix of hotel, office, and retail space. Landscape components include civic plazas, integrated streetscapes, a podium-level pool and fountain, a sunken garden, rooftop terraces and gardens, observation decks, and an urban park.

The concept of ‘sinuous fluidity’ forms the basis for SWA’s landscape design, which takes cues from the proposed building architecture as well as the geometries of unfolding magnolia flower buds and fallen flower petals. On the roof gardens, stripes of undulating grasses recall the area’s historic rice patties. The project renews green spaces within the North Bund district of Shanghai, employing eco-friendly technology to reduce carbon emissions, water consumption, and peak electrical demand.