

## Corporate Member Feature: MYP Inc.

**Author: MYP Inc.**

MYP is a professional planning and design firm, co-founded by Mr. Yu Chang and Harvard alumni. In 2010, MYP started the practice in Chinese market and was named "Maibo". In the context of China's rapid urbanization, the team promotes multidisciplinary integrated thinking, focusing on providing complex and comprehensive urban public space design services. Its professional scope covers comprehensive land development, public green space, commercial building environment, industrial park design etc. MYP enjoys a high reputation in the public and real estate fields in China.



*MYP team*

At present, the office has more than 80 members in China, with projects implemented in more than 20 provinces. MYP has renowned built projects around the whole country, and won many international high-profile awards, including ASLA Southern California, World Waterfront Center, London Design Award.



*MYP brainstorming*

## Featured Projects

### North Bund in Shanghai, China

North Bund is an important extension of the old bund, covering about 4.2 hectares, sharing the best view of Shanghai. With abundant experiences of waterfront landscape design, MYP considered the relationship between the project and the city, broke the boundaries among planning, architecture and landscape, which aims to build the most distinctive waterfront landscape with classical harbor culture. And the North Bund will become a brand-new city card of Shanghai, a new economic and commercial growth point area.



*The best view of Lujiazui*

The North Bund was completed on July 2017. Building the 3-Slow System is important for the Hongkou District waterfront. People can walk, ride bikes and jog on 2.5km promenade, creating a healthier lifestyle along the Huangpu waterfront.



*The view from Huangpu River*

River viewing terraces are designed in different heights, enriching people's river viewing experience, creating an urban waterfront lifestyle.



*Enjoy the Oriental Pearl at night*

MYP team created three entrance squares to represent the history of Shanghai maritime history from the past to the future. The harbor with surrounding green space formed a pattern of “west green and east water” which is a new highlight of the North Bund in Shanghai.

In the future, the North Bund will become global center for urban activity area, as well as a world-class place displaying Shanghai’s cultural characteristics and spirit.



*Inner harbor pier*

## **Kowloon Bund, Chongqing, China**

Chongqing is called the 5D Magic City because of the complex terrain and elevation differences. In the past, people lived by waterside in Chongqing, thus waterfront area is the important public activity space for the citizens. However, the huge fluctuation zone formed by the seasonal water level difference in 30-50 meters every year makes Yangtze River difficult for citizens to get close now. MYP team aims to bring urban life back to the Yangtze River.



*Overall view of the Kowloon Bund*

To accommodate the riverbank's everchanging water levels and the ecological fragility of its fluctuation zone, MYP team emphasizes "seasonal usage" as the project's core concept and implements a multi-dimensional public space system.



*River viewing platforms at different elevations*

Combining with the cultural heritage of Kowloon, a series of distinctive landscape highlights such as Kowloon Beach, Kowloon Bridge, and Kowloon Ladder have been reshaped.



*Well-defined boundaries between commercial and public use*

The Kowloon Bund was completed in 2021. It has attracted widespread media attention and became a daily waterfront leisure place for local citizens to use. The project has won a number of national Awards, as well as ASLA Southern California 2021 Merit Award, Excellence on the Waterfront 2021, IFLA AAPME Awards 2022, etc.



*Daily leisure activities in the Kowloon Bund Park*

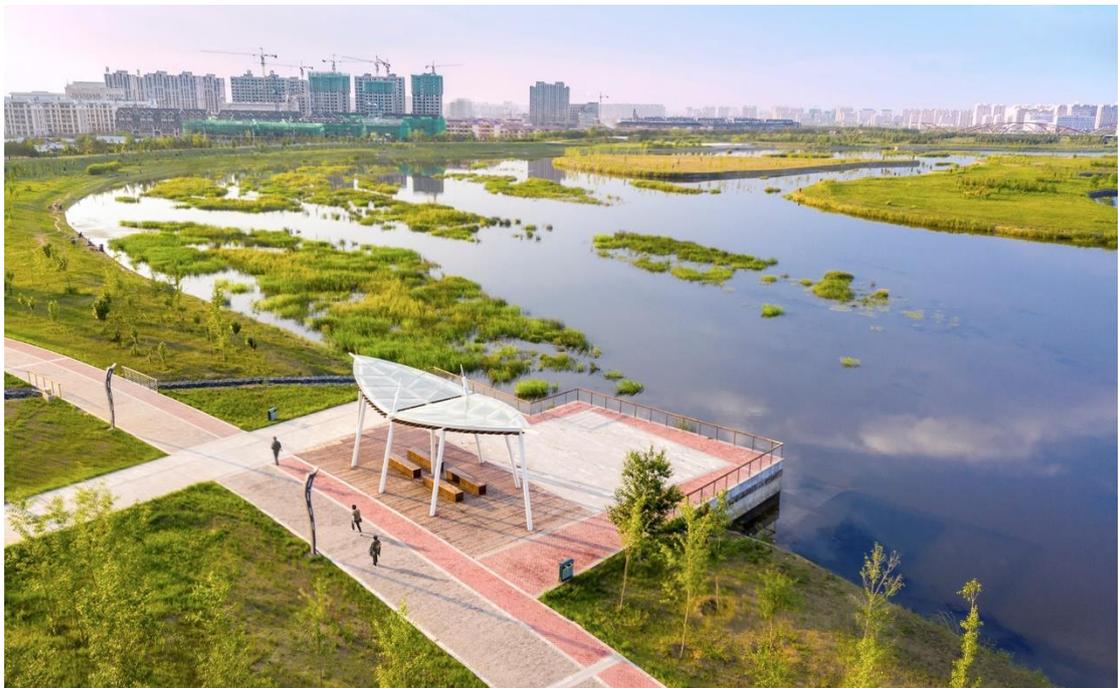
## **Yimin River in Hailar, Inner Mongolia, China**

The Hulunbuir Steppe is the birthplace of northern Chinese nomads and where the Yimin river begins its life. Creek 626, a branch of the Yimin River, runs through the middle of Hailar city's old district, supporting the livelihoods of its communities. As a typical “grassland wandering river”, the Yimin River has some characteristics such as irregular river patterns, large tidal flats, and fragile soil. This river remediation project thus implements the "resilient city" concept to fully restore the Yimin River ecosystem while satisfying the entertainment needs of residents.



*Overall view of the Yimin River*

With rapid urban development, the river's original ecosystem has been harmed severely. MYP team implemented a systematic restoration of the water system, which reduce the effects of flooding, also support bird habitats and provide sport fishing area.



*Reshape ecology riverside*

"Dike Park Belt" is an urban park designed for residents' and visitors' recreation

and sightseeing needs. The park utilizes local plants to form a seasonal landscape. The cultural square and sightseeing platforms are used as landmark, which offer a taste of local ethnic culture.



*Activate community riverside*

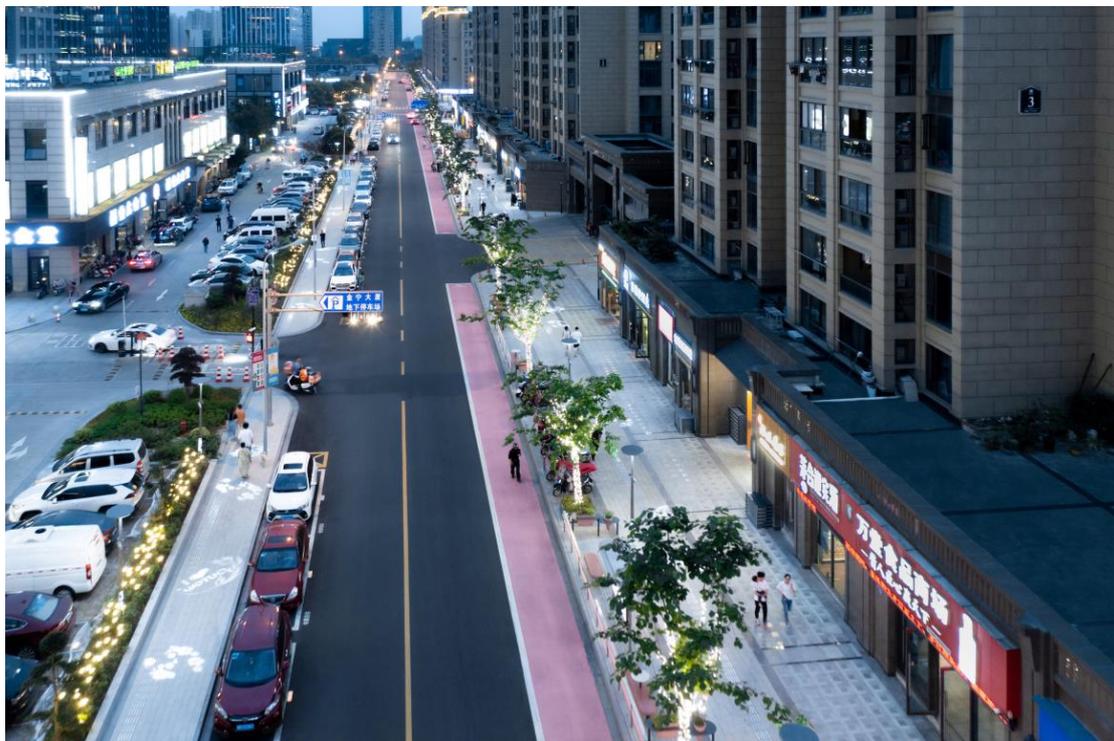
After the project's completion, the Yimin River's hydrological and vegetation characteristics have been restored to their original state, and its surrounding grasslands have been more consciously conserved.



*Residential leisure activities along the riverside*

## **Fuye Streetscape Renewal, Ningbo, China**

Fuye Street is the most important commercial street in Zhenhai District, Ningbo. The issue of Fuye Street is common in China. For example, the traffic is out of order, including the randomness of parking, the unfriendly pedestrian space, the unaesthetic street furniture, and the illegal occupation of commercial space causing the lack of popularity in Fuye Street.



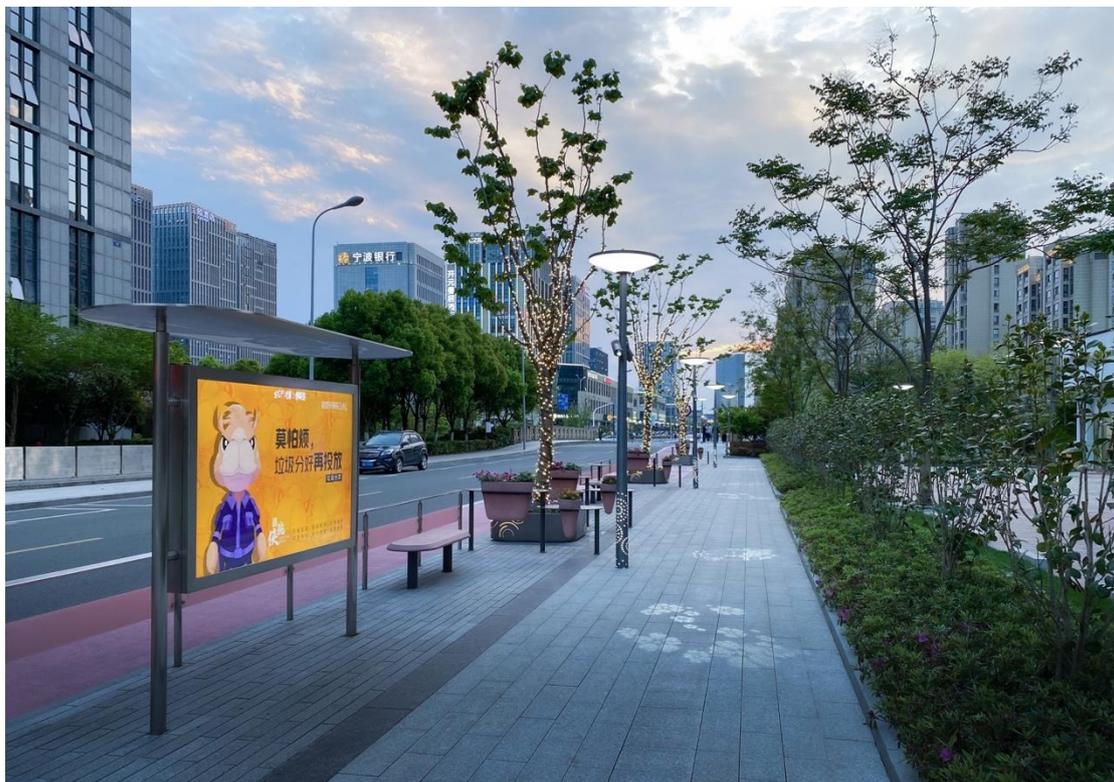
*Overall View of the Fuye Street*

MYP team proposed to innovate the way of disseminating civilization as well as to create a model of civilized space in Fuye Street. Since 2020, Fuye Street has a great renovation through the improvement of logos, landscape environment, and urban furniture.



*"Fuye Street Little Fortune" theme LOGO*

MYP team is committed to creating a happy street for citizens' lives and a place for leisure. Firstly, rearranged the existing traffic order to provide a friendly pedestrian space. Then, used pink as the main color in the street, including the creative pink series for bicycle lanes, benches, billboards, and the selection of grass and flowers.



### *Sidewalks and streetside rest areas*

In terms of the rich historical and cultural characteristics of Ningbo, MYP team proposed to use advanced technical ways to realize the representation of water town. 3D printing art wall shows the hundred years history of the prosperity and development of Ningbo in a 15-meter hyperbolic scroll, which is currently the largest outdoor 3D printed art wall in China.



*3D printing art wall*

## **Green Bank Commercial Complex, Suzhou, China**

The project is next to Baizhi Mountain Park in the north and the Grand Canal in the south. Because of the distinctive landscape pattern and excellent surrounding natural environment, MYP team presented an integrated model of "Park + Commercial" which is a newly trendy shopping park in Suzhou. The shopping park guided by the trend of younger aesthetics, creating a lively space atmosphere by fashion art and bright color.



*Overall view of shopping park*

Refining the elements of landscape with concise design techniques to evoke people's associations with nature. The rhythmic pavement design symbolizes the water flow fluctuations. In addition, the bright-color building in the central area emphasizes the sense of aggregation in the commercial district.



*Landscape pattern is everywhere*

The project has been completed in 2020, and is named "Splendid Lanshan", providing modern services and creating a home for young entrepreneurs, in order to achieve the transformation and upgrading of the urban development of Suzhou.



*Facilities in bright colours*

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