





## CUBUS

# “Podium Tower” design

The recently completed Cubus building boasts exclusive open decks of differing sizes throughout various locations in the building, creating a strong identity that differentiates itself from surrounding structures.

"The development of *Podium Tower* buildings continue to prevail in Hong Kong due to local site coverage regulation, however, the design team transformed this potential constraint into an opportunity by creating exclusive open decks through the reduction of the lower-level floor floorplate sizes," said Woods Bagot Regional Managing Principal Stephen Jones.

Inspired by a 20th century avant-garde art movement, the name Cubus comes from the word  *cubism* . Inspired by ice cubes, the name reflects the design of this vertical building with its original facade features and lighting effects.

"The art movement was pioneered by Pablo Picasso and Georges Barque, and it revolutionized European painting and sculpture. Our design inspiration had to come from  *afar* , to create a design that was truly unique to Causeway Bay," continued Stephen Jones.

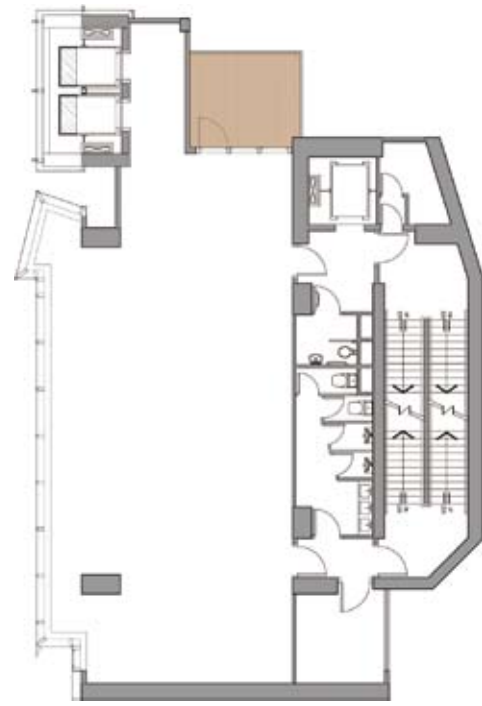
Offering exciting new retail, food and beverage, visitors will also be able to enjoy striking views towards the city when travelling inside the glass elevators.

Woods Bagot's research programme on vertical retail  *Treasure Towers*  by Stephen Jones was the catalyst for this unique building. The developer of CUBUS shown a great interest in Stephen's research paper when it was first published. They then invited Stephen for an interview and finally this building is designed.

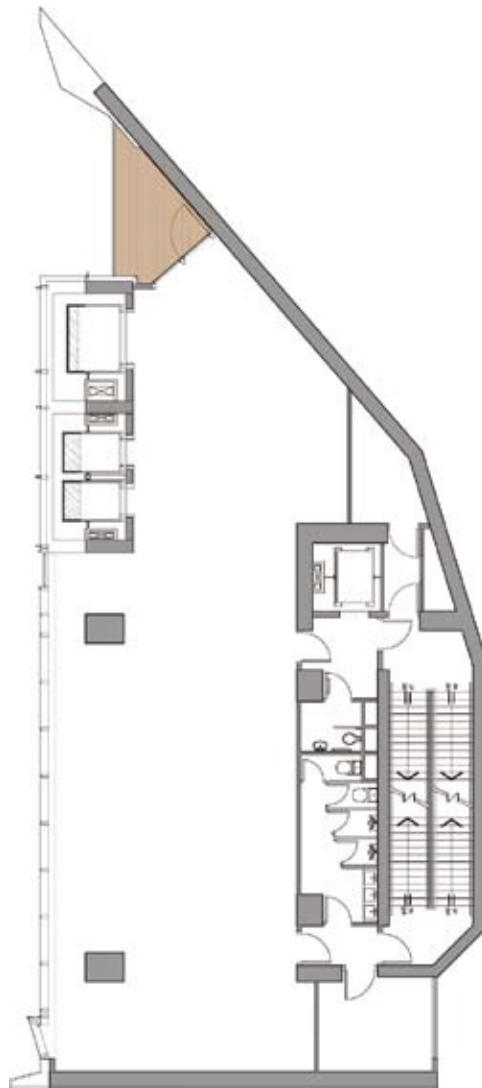
Stephen's research paper  *Treasure Towers*  is also published in Woods Bagot Public #4 21st Century Guide to Life.

Located on Hoi Ping Road, near to the famous Happy Valley Racecourse the 25 storey building has a total area of approximately 5,600 sq m.

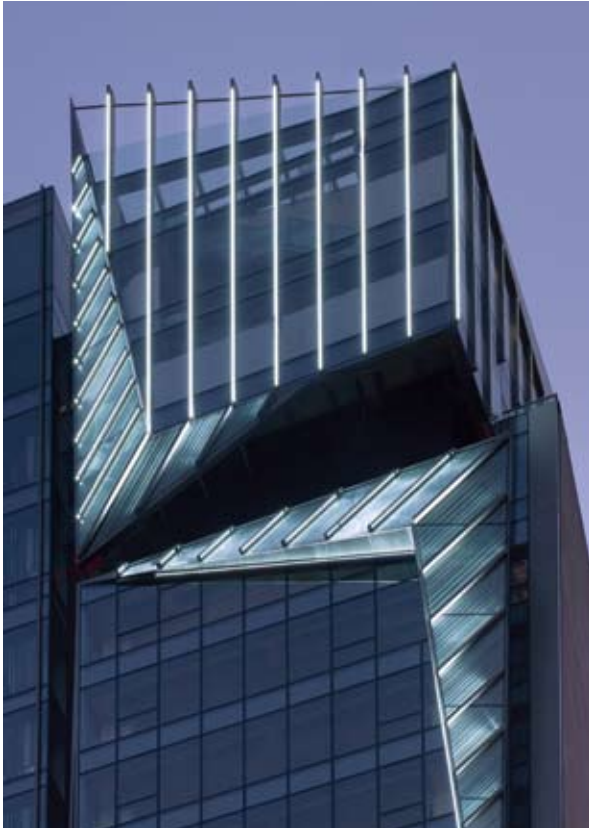




L15 floor plan



L6 floor plan



Stephen has over 15 years professional experience in Asia, Australia, Middle East and Europe where he has completed numerous significant projects with broad experience in Asia lifestyle, education and commercial projects.

As the Regional Managing Principal at Woods Bagot, Stephen leads the company's Asia business focusing on delivering high quality design to both international and domestic client.



**Stephen Jones**

**Fast Facts**

project name	Cubus
site area	376 sq m
gross floor area	5,600 sq m
developer/project manager	Great Felicity Ltd (Joint Venture of The Hong Kong Parkview Group, CSI Property Ltd and Phoenix Property Investors)
architects	Woods Bagot
m&e consultant	Mott McDonald Ltd
main contractor	Head Fame Co Ltd
curtain wall	Tostem Corporation Hong Kong Branch

Design, Supply & Installation of  
Intricate External Facade  
with Lightings  
for

# CUBUS

No. 1-3 Hoi Ping Road, Causeway Bay



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 Facade and Building Services Design Engineers of CUBUS

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|---|---|---------------------------------------|
| 1 | 2 | 1. CUBUS, Causeway Bay                |
| 3 | 4 | 2. City of Dreams, Macau              |
|   | 5 | 3. HKUST Hall 8 and 9, Clearwater Bay |
|   |   | 4. North Lantau Hospital, Tung Chung  |
|   |   | 5. Harbour One, Des Voeux Road West   |



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