

For Immediate Release

Global Launch of Sino-Ocean Taikoo Li Chengdu
Introduces First-ever Collaboration Between International Artists James Warhola and Aelita Andre
Week-long arts and music exhibition celebrates the “Colours of Chengdu”

(22 June 2015, Chengdu) Chengdu’s newest retail landmark Sino-Ocean Taikoo Li Chengdu today unveiled the 10 meter by 2 meter canvas painting “Chengdu Garden”, jointly created by world renowned pop art artist James Warhola and eight-year-old Australian art prodigy Aelita Andre. The stunning painting will kickstart a week of spectacular arts, music, cultural and fashion events to celebrate the retail complex’s global launch.

Government officials from Sichuan province, City of Chengdu and Chengdu Jinjiang District, foreign consulate, Chengdu based international companies and councils attended the ceremony. Chengdu Municipal Government Mayor Tang Liangzhi, Director of Sichuan Provincial Department of Commerce Xie Kaihua, Secretary of Communist Party Committee of Jinjiang District Zhou Siyuan, together with Sino-Ocean Land Chairman of the Board and Chief Executive Officer Li Ming, and Swire Properties Executive Director Davy Ho, participated in an unveiling ceremony for the painting “Chengdu Garden”. The painting is the two artists’ rendition of a prosperous and harmonious modern Chengdu, using an ingenious blend of colours to showcase the city’s vibrant spirit. Before the unveiling ceremony, a press conference themed “Building the International Shopping Paradise in Chengdu” was held in the Guangdong Hall at Sino-Ocean Taikoo Li Chengdu and attended by Vice Mayor of Chengdu Municipal Government Fu Yonglin, Chairman of Municipal Commission of Commerce Guo Qizho and District Chief of Jinjiang district Chen Lizhang.

Davy Ho, Executive Director of Swire Properties, commented: “This painting was created by two iconic artists of different eras and it embodies the very essence of Sino-Ocean Taikoo Li Chengdu, reflecting the development’s colourful and diverse character. Our retail complex is an excellent example of how an urban city centre can be redefined through cultural, lifestyle and commercial landmarks. Thank you very much to the continuous support by the Chengdu city government and leaders, we are honoured that it is playing a defining role in the “Colours of Chengdu.”

Li Ming, Chief Executive Officer and Chairman of Sino-Ocean Land, said: “We are delighted to have created this unique landmark in the heart of Chengdu and it is our hope that it will become the city’s new fashion and cultural hub. Sino-Ocean Taikoo Li Chengdu sets a new benchmark for the industry and for commercial real estate development in China. It would not have been possible without the strong support and encouragement of the Government and the people of this great city.”

The unveiling ceremony of “Chengdu Garden” signified the beginning of the global launch campaign in Sino-Ocean Taikoo Li Chengdu. Between 22-29 June, a number of luxury and lifestyle brands at Sino-Ocean Taikoo Li Chengdu will join the “Colours of Chengdu” celebrations by hosting a series of retail and cultural activities. These include:

- **Arts**

- James Warhola and Aelita Andre’s individual and collective artwork exhibitions. 40 precious paintings by the two artists will be on display, including iconic pop artist Andy Warhol's rare manuscripts;
- The artists’ collaborative painting "Chengdu Garden" will be on special display at Guangdong Hall;
- Art talk with James and Aelita; an interactive discussion panel with contemporary and future artists, and;
- “Colours of Chengdu” parent-child art activities for local children, including an interactive session with international artists.

- **Culture**

- OVAL Partnership, the chief architect and planning consultant of Sino-Ocean Taikoo Li Chengdu, and MAKE Architects, the architect consultant for the Temple House and the Pinnacle, will run a talk on the complex’s urban and architecture design;
- Symphony orchestra music concert at the Temple Plaza;
- The opening of Palace Cinema and classic movie poster exhibition, and;
- A meet and greet, at Fangsuo, with “Epicure” founder and writer Shu Qiao’s on her new book “Cuisine Fiction Club”.

- **Luxury and Fashion**


- New product events by Givenchy, to offer trend followers latest fashion tips;
- A special exhibition by Diesel on the unique charm of denim;
- The opening ceremony of Adidas’s flagship store in Sino-Ocean Taikoo Li Chengdu;
- A branding event and sponsored dance performance by French ballerina shoe brand Repetto.
- Product shows by the UK luxury mobile phone brand VERTU.

In addition, MUJI global flagship store, Ole supermarket, Fangsuo, Annvita Tea House and other shops will also launch customised products and services for "Colours of Chengdu", to bring a unique experience to shoppers.

Meanwhile, Sino-Ocean Taikoo Li Chengdu will also be organising special charity fund-raising events together with NenlūTea, the Urban Harvest, VINOTECA, soit douce, MS Bonbon Café, 8 bowl 8, Gloria’s Jean’s Coffees, and JUICE ESSENTIALS by fresh and Temple House Cafe 11 etc. A quarter of the proceeds from these events will be donated to Heifer International, a non-profit organisation dedicated to ending world hunger.

成都乾豪置业有限公司
中国成都市锦江区下东大街199号A座5-7层 610021
Chengdu Qianhao Real Estate Company Limited
5-7F, Tower A, No.199 Lower Dongda Street, JinJiang District, Chengdu, PRC 610021
5F T: (8628) 6501 8888 6-7F T: (8628) 6299 9888 F: 6282 3456

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SWIRE PROPERTIES

 远洋地产

Located in the heart of Chengdu Jinjiang district with close proximity to the Chunxi Road commercial zone, Sino-Ocean Taikoo Li Chengdu spans more than 100,000 sq. m. of open-plan, low rise and lane driven shopping urban space. Surrounding the thousand-year-old Daci Temple, Sino-Ocean Taikoo Li Chengdu provides a new interpretation to the traditional architectures, while adding radiance to the retained historical streets and traditional courtyards. The international perspective and innovative design concept behind the development has revived the distinctive appearance of Chengdu city centre and injected new vitality in the traditional commercial district. The retail complex is complemented by the Temple House, a boutique hotel and serviced apartments managed by Swire Hotels, and Pinnacle One, a 47-storey Grade A office tower.

End

About Swire Properties

Swire Properties develops and manages commercial, retail, hotel and residential properties, with a particular focus on mixed-use developments in prime locations at major mass transportation intersections. Swire Properties is listed on the Main Board of the Stock Exchange of Hong Kong and its investment portfolio in Hong Kong comprises Taikoo Place, Cityplaza and Pacific Place as its core holdings. In Mainland China, Swire Properties has five large-scale mixed-use projects, namely Sanlitun Taikoo Li and INDIGO in Beijing, TaiKoo Hui in Guangzhou, Sino-Ocean Taikoo Li Chengdu and Dazhongli Project in Shanghai which is under development. The Company also has investments in the United States, Singapore and the United Kingdom. Visit Swire Properties' website at www.swireproperties.com.

About Sino-Ocean Land

Founded in 1993, Sino-Ocean Land was listed on the Main Board of the Hong Kong Stock Exchange (stock code: 03377) on 28 September 2007 and has become one of the top ten Mainland real estate companies listed in Hong Kong.

Currently, Sino-ocean Land is selected as a constituent of the Hang Seng Composite Index, and was newly selected as a constituent of the Hang Seng High Dividend Yield Index in 2014. Sino-Ocean Land is one of the leading property developers with developments in key economic regions in the PRC and is actively accomplishing our national strategic plan with a coastal and riparian focus. We focus on developing mid-to high-end residential properties, high-end office premises and commercial properties.

Representative properties in the field of real estate development and investment include:

landmark office buildings such as Ocean Plaza(Beijing), Ocean Office Park (Beijing), Ocean International Center(Beijing), CBD Plot Z6; complex projects such as INDIGO (Beijing), Sino-Ocean Taikoo Li Chengdu (Chengdu), Tongzhou Business Center(Beijing), Canal Business Center Project (Hangzhou); as well as independent-branded retail properties such as Ocean We-life Plaza (Beijing), Ocean We-life Plaza(Tianjin).

Sino-Ocean Land website: www.sinooceanland.com

For media enquiries, please contact:

Sino-Ocean Taikoo Li Chengdu

Assistant Director – Marketing Department

Winnie Leung

Tel: (8628) 6501 8888

Email: winnieleung@soltklcd.com

Marketing Manager

Xiao Ming

Tel: (8628) 6501 8888

Email: xiaoming@soltklcd.com

成都乾豪置业有限公司
中国成都市锦江区下东大街199号A座5-7层 610021
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