

**Shui On Land Unveils the New “XINTIANDI” Community Brand**  
**Shaping the Future of Urban Living**  
*Flagship Shanghai Xintiandi Community Welcomes a New Addition*  
*Creative X Conference Kicks Off*

**Shanghai, September 12, 2025** – As China’s urban landscape shifts with economic change, evolving consumer behaviours and rapid technological advancement, models driven purely by scale and speed are no longer sustainable. The future calls for people-centred solutions that build resilience and spark innovation. In response, Shui On Land is elevating “XINTIANDI” from a commercial identity to a comprehensive community brand, drawing on more than two decades of urban regeneration expertise to unlock new possibilities for city living.

Since the early 2000s, Shui On Land has pioneered urban regeneration models that transformed Shanghai's Shikumen historical neighbourhoods into the iconic “XINTIANDI” community. This approach has been refined across multiple cities, establishing Shui On as a leader in mixed-use communities that honour local heritage while meeting modern urban needs.

“XINTIANDI” exemplifies this as a landmark community celebrating cultural and natural heritage while embracing lifestyle for future cities, delivered through four pillars: super mixed-use community development, bringing heritage to life, fostering creativity and innovation, and sustainable development.



(Photo: XINTIANDI Community Brand Event)

Ms Stephanie B. Y. Lo, Vice Chairman of Shui On Land, said: “Thriving cities are made of vibrant communities, not buildings. By reimagining Xintiandi as a community brand anchored by ‘Bring Places to Life’, we are integrating retail, residences, offices, culture and public space to create inclusive, sustainable solutions for the cities of the future.”

To strengthen coherence and ecosystem synergy, six existing “Tiandi” communities will now unify under the “Xintiandi” brand: Wuhan Xintiandi, Chongqing Xintiandi, Lingnan Xintiandi, Ruihong Xintiandi, Hongqiao Xintiandi, and Panlong Xintiandi. Under this new framework, the “Xintiandi” brand will no longer represent only commercial functions, but serve as a comprehensive community brand. At the same time, the Knowledge Community projects will retain their established names. In parallel, Shui On Land has launched four adaptable community models – Greater Xintiandi Community, Neighbourhood Community, Urban Retreat Community and Knowledge Community – tailored to local context and development stage.

### **Cultivating a Forward-Thinking Xintiandi Lifestyle**

“XINTIANDI” brings these principles to life through signature programs and strategic partnerships with tenants and cultural institutions. The brand cultivates distinctive experiences that connect communities with their heritage while fostering innovation and creativity, creating a vibrant lifestyle ecosystem rooted in culture, nature and social interaction. With the motto 'Bring Places to Life', “XINTIANDI” opens new avenues for community living through these collaborative approaches.

“XINTIANDI” will feature exciting programs like the “Heritage NOW Festival”, linking traditional culture with modern experiences, and the “Art To Gather” initiative, showcasing diverse artistic expressions in shared spaces.

To inspire creativity and promote collaboration, the brand is launching the Creative X Conference on September 13, themed “Breaking Boundaries”. The event will include a forum and a marketplace exploring new connections between commerce and community life.



(Photo: Heritage NOW Festival and Art To Gather)

## Flagship Shanghai Xintiandi Community Evolves, with Xintiandi Dongtai Li Opening Soon

The Shanghai Xintiandi community is growing with the recent launch of the CPIC Xintiandi Commercial Centre, bringing fresh energy to the eastern wing. The premium office spaces in the CPIC Xintiandi Towers have attracted major international companies, enhancing the area's business profile.

Following the success of the Lakeville VI high-rise residences, a new collection of heritage-inspired villas is set to debut soon. On the commercial side, Xintiandi Dongtai Li will begin trial operations at the end of September. This innovative space will redefine urban living with 81,000 sq.m. of open-air shops, offering a rich mix of dining, art, and lifestyle experiences. By celebrating local culture and hosting cultural events, Dongtai Li aims to revive the city's vibrancy and become a lively urban hub.



(Photo: Upcoming Opening of Xintiandi Dongtai Li)

The launch of the “XINTIANDI” community brand marks a significant milestone for Shui On Land. By creating vibrant communities, Shui On Land leads the way in sustainable urban development, stepping into a new chapter of "Building a Future, Sharing a Dream."

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## **About Shui On Land**

Shui On Land is a leading urban solution provider, offering a diverse portfolio in top-tier cities across China. We specialize in urban regeneration and the development and operation of communities that prioritize culture, social engagement, and sustainability. Shui On Land is committed to delivering a best-in-class lifestyle through our well-known community brand “Xintiandi” and luxury living brand “Lakeville”.

## **About Xintiandi**

Xintiandi is a community developed and operated by Shui On Land, a leading urban solution provider in China. Since its establishment as Shanghai Xintiandi in 2001, the brand has developed a series of notable landmarks in top-tier cities across China. The Xintiandi lifestyle is forward thinking - where the boundaries between live-work-play-learn are blurred. Xintiandi celebrates the diverse cultural and natural heritage of a city, spurring on innovation and sustainability.

For more information, please visit [www.shuionland.com](http://www.shuionland.com)

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