

CASE STUDY

U CENTRE, SHANGHAI: PART OF THE TRANSFORMATION

Shanghai's waterfront is undergoing massive change. This is reflected in the concept of the U Centre – a new building in which Datwyler is also involved.

In Shanghai, the U Centre, the largest building complex on the waterfront of the Xuhui District, is currently being built. Covering an area of 500,000 square metres, the U Centre includes smaller commercial spaces, spacious Class A offices and access for culture, leisure or other users. It not only offers high-quality, environmentally friendly office space. The U Centre is also intended to create a trendy, varied and integrated shopping and consumption experience for city residents.

The transformation of waterfront areas

The building complex is part of a rapid almost 10-year renewal process of Xuhui District's waterfront promenade, following the "Shanghai Corniche" concept. As part of this concept, which is based on experiences in the development of the port of Hamburg and Canary Wharf in London, ecology, culture and art are gradually being integrated into offices and retail.

In this respect, Shanghai's West Bund is comparable to London's South Bank and Paris's Left Bank: in the process of urban development, the transformation of the water-



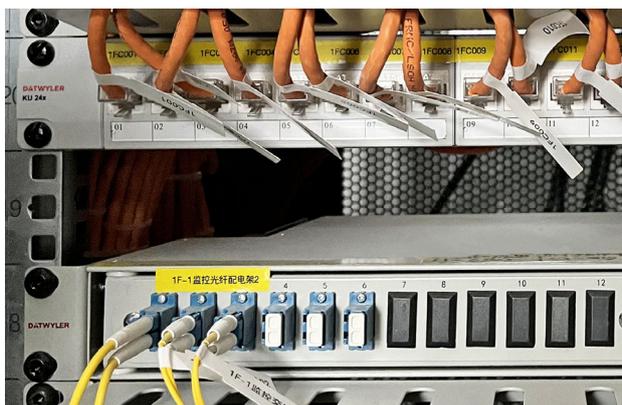
front areas around the ports of international cities is accompanied by a renewal of culture and economy.

Shanghai's West Bund, a waterfront promenade stretching 11.4 kilometres and covering an area of 9.4 square kilometres, is in the midst of this transformation process. This includes projects such as the "West Bund Cultural Corridor", the "West Bund Media Port", the "Shanghai Dream Centre" and others. For example, apartments, leisure and educational facilities, art and culture, dining options and medical services have been built in the waterfront area of the Xuhui District.

The U Centre, which is scheduled to open at the end of 2024, fits seamlessly into this development in terms of its conception.

The digital transformation

For such a transformation, the digital prerequisites must also be created – where they do not already exist. High-performance, future-proof building cabling, such as that





installed in the U Centre from May to September 2024, provides the basis for fast, trouble-free communication.

The cabling solution, which comes entirely from Datwyler, includes around 460 kilometres of low-smoke, halogen-free copper data cables of categories 6 and 6_A, which were used to create over 11,000 data connection points, including around 1,000 for the WiFi system. There is also a Datwyler fibre optic backbone, which consists, among other things, of 150 kilometres of 4- and 6-core cables for indoor use and over 20 kilometres of 4- to 24-core cables for outdoor use.

With this solution, the users of the new building are well positioned for the digital challenges of tomorrow.

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