

# Yong Ping Lane Venue Leasing Introduction

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# Project Introduction

永平里 YONGPING LANE

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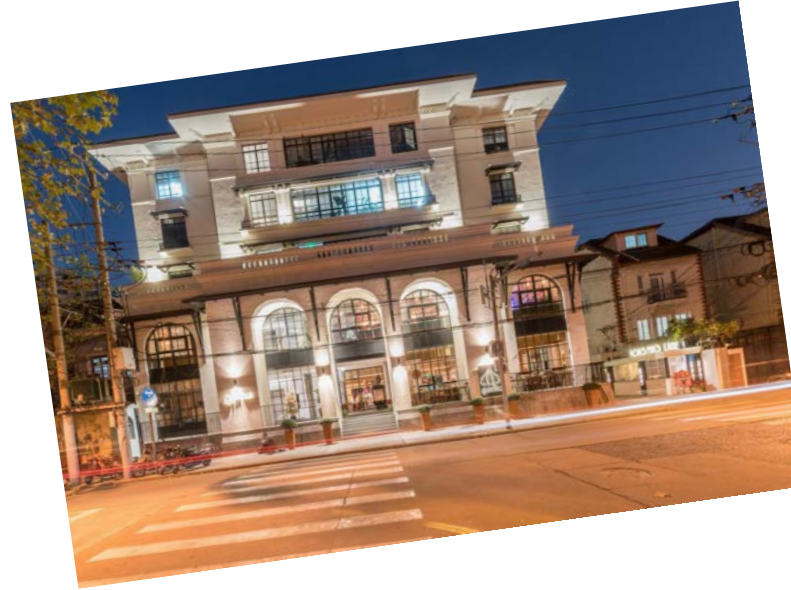
# 1. Location

- Yong Ping Lane is located in the center of Shanghai Xuhui District which goes along Hengshan Rd. and Yongjia Rd. Only few steps away from Line 1 Hengshan Road, Yong Ping Lane is a collection of signature restaurants, cultural galleries and beautiful outdoor courtyards. With an area of 6000 sq.m., the compound comprises 5 towers and various commercial facilities.



## 2. Project Highlights

- A mid-high end retail compound with signature restaurants and lifestyle gallery
- Pedestrian compound with three outdoor courtyard spaces
- Cafes and restaurants feature both indoor and outdoor seating
- Scenic garden view
- Centrally located historical neighborhood
- Next to the subway station





## 2. Project Positioning

- A space for social hangout with leisure and cultural ambience
- A hip & chic hub contains signature restaurants and lifestyle gallery
- A perfect space for art experience
- A weekdays after-work relaxing spot



## 4. Target Audiences

- Expats
- Businessmen
- Well-off families
- Executives
- Professionals
- People who have their own unique concept of style and looking for quality of life
- People who admire cultural and historic building structure





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YONGPING LANE

Suggested Activities



## A. Corporate Event, Party

The leisure and cultural ambience of Yong Ping Lane is a perfect place for social hangout.

A platform for gathering with friends and a space where you can have variety of cuisines.





## B. Pop-up Store

Have about having a pop-up store on the street?

A unique space to bring traffic and popularity by switching different brands.





## C. Art Jamming

The combination of East and West, old and new and the unique architecture style of Yong Ping Lane courtyards are perfect venues for art related activities such as Art Jamming and art exhibitions etc.





## D. Weekend Market

Yong Ping Lane has spacious pedestrian courtyards which are perfect to organize a relaxing weekend or festive market such as Spring or Xmas markets.







YONG PING LANE

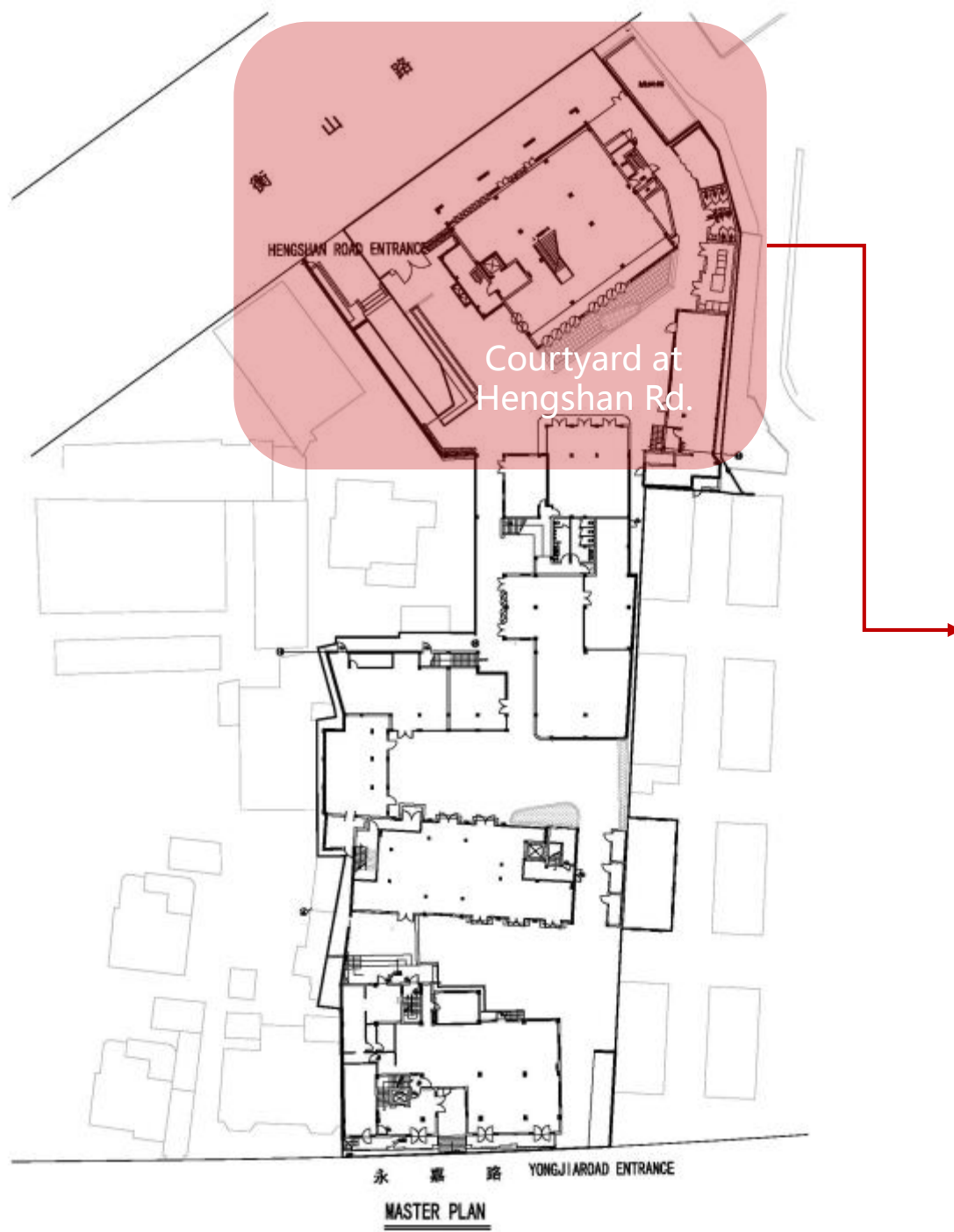
Spaces



# Courtyard at Heng Shan Road











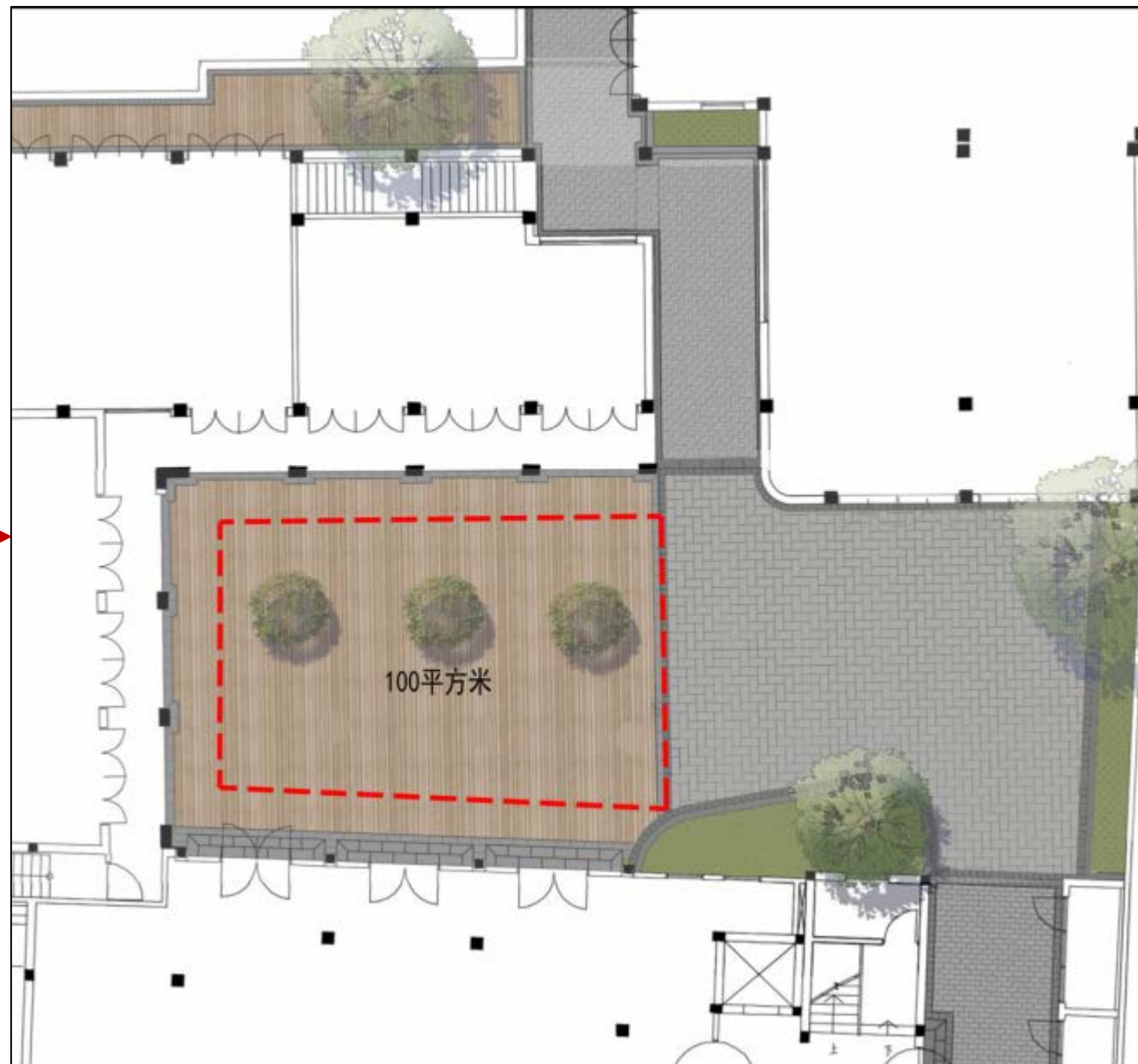
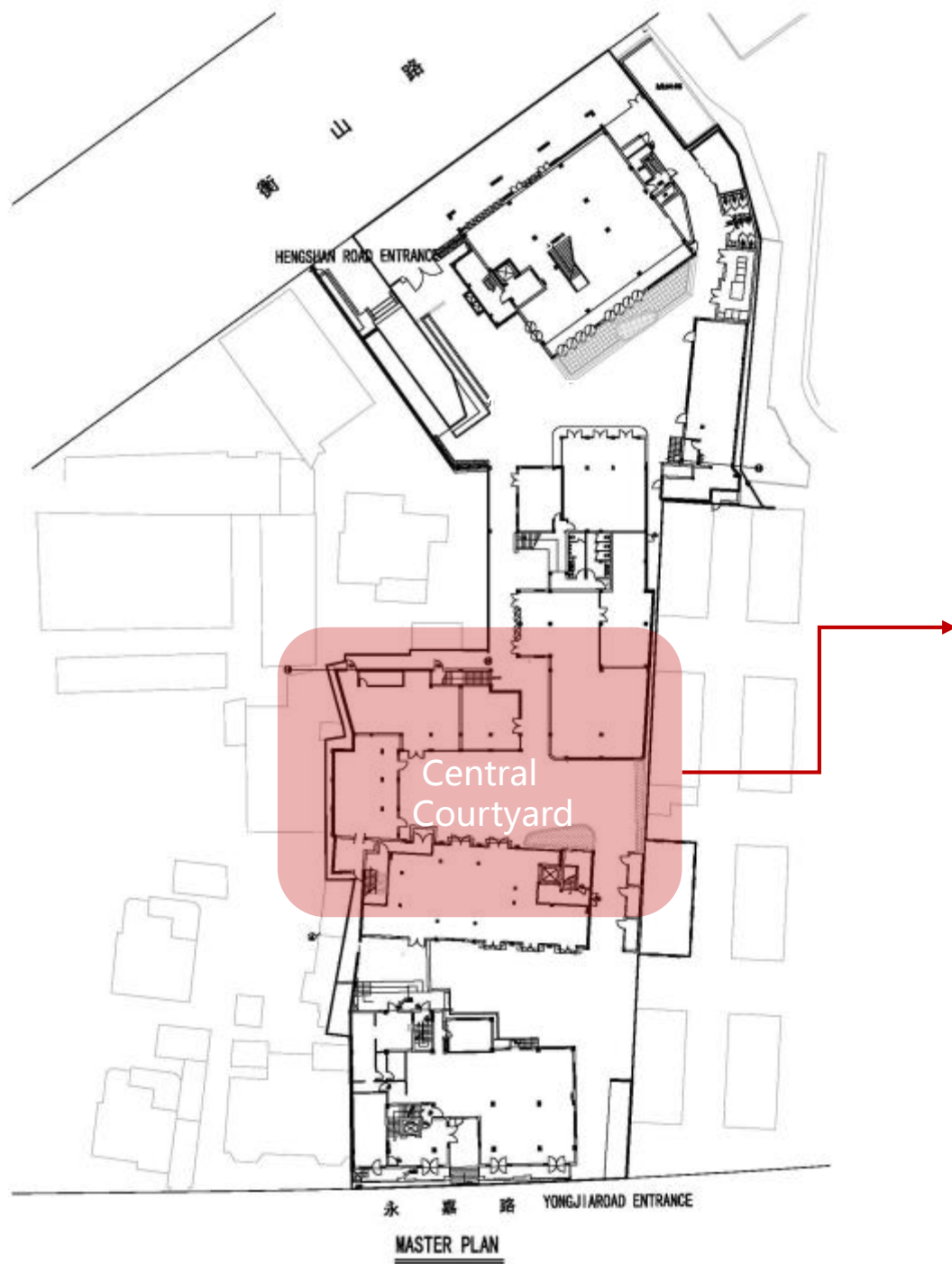
- **Activity** : Party, Pop-up Store, Social Event, Art Jamming, Weekend Market
- **Area** : 63.5 sqm
- **Capacity** : 90 pax



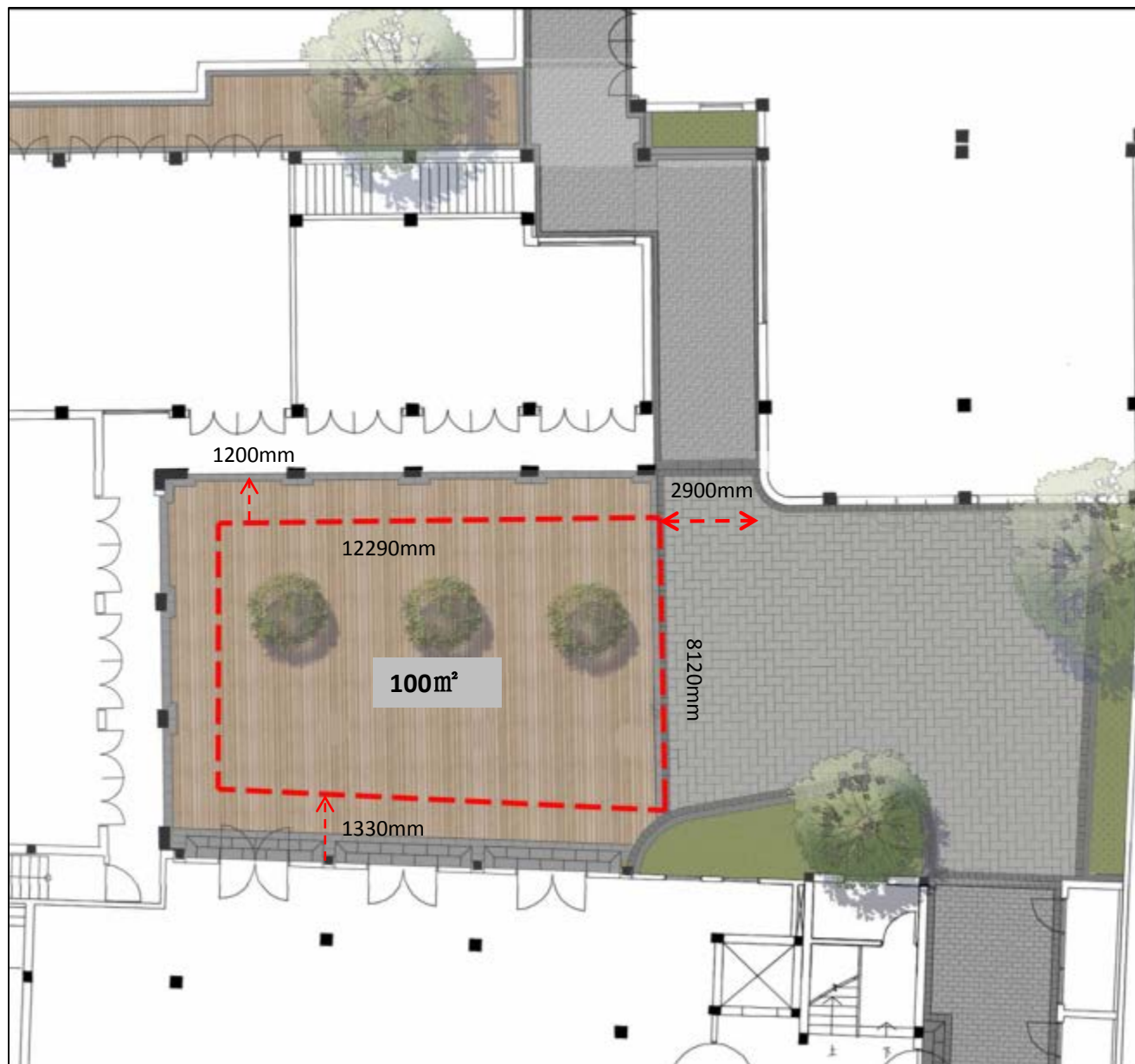
# Central Courtyard











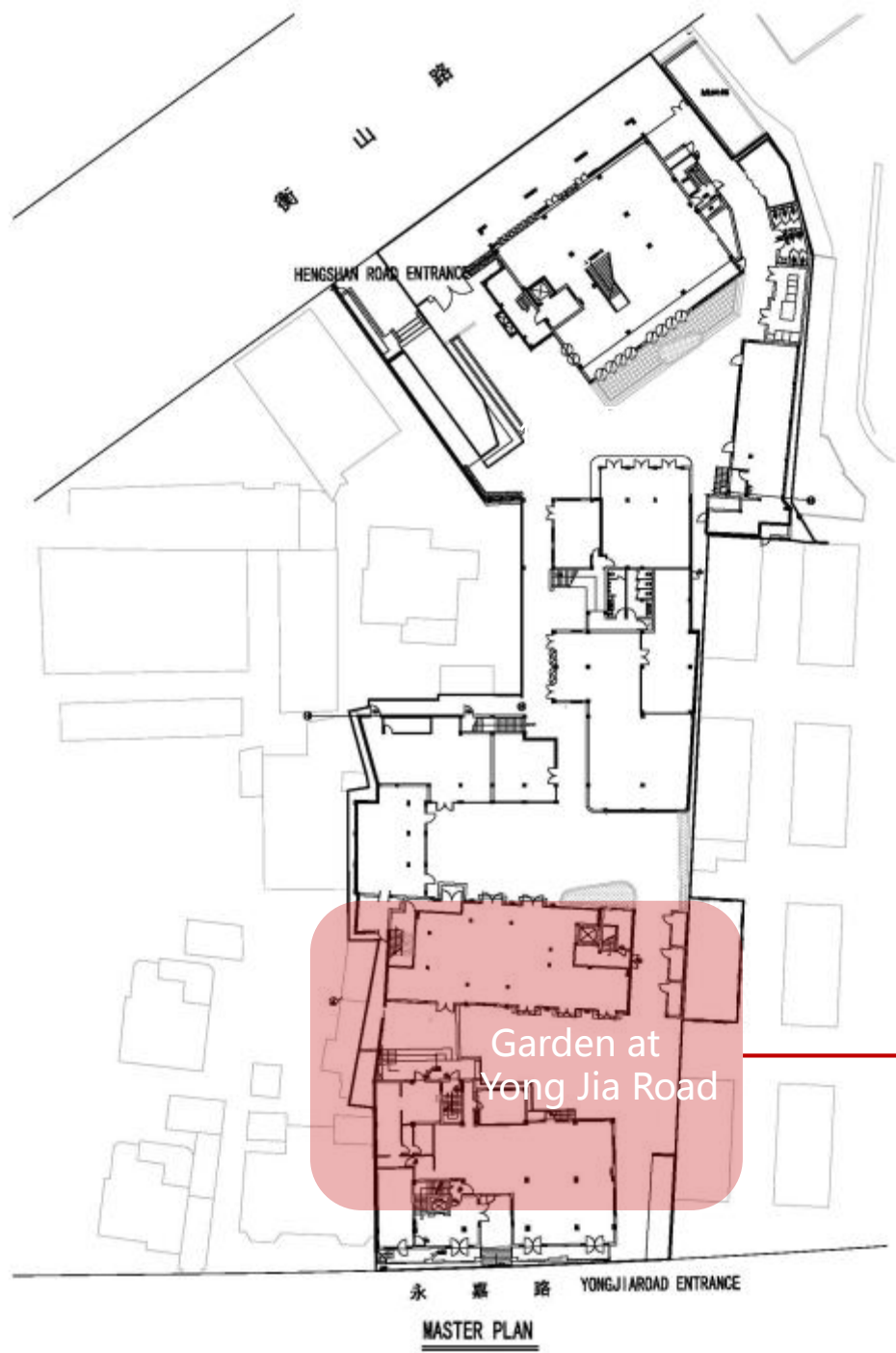
- **Activity** : Party, Social Event, Art Jamming, Weekend Market
- **Area** : 100 sqm
- **Capacity** : 150 pax



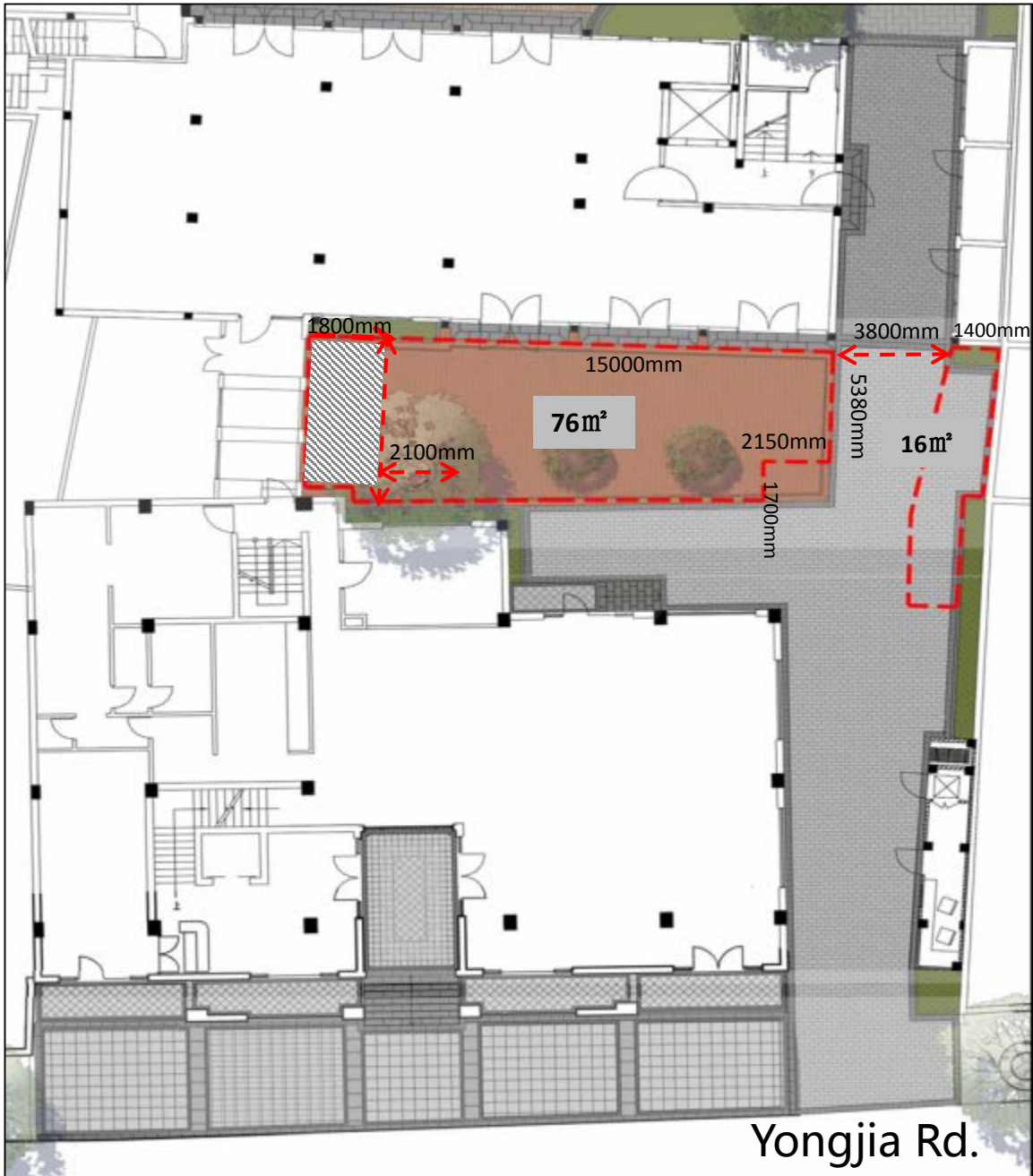
# Garden at Yong Jia Road











- **Activity** : Party, Social Event, Art Jamming, Weekend Market
- **Area** : 76 sqm
- **Capacity** : 110 pax





Equipments



# Available Equipment

- Power supply, 30m power line and 10m power socket.
- Hi-Fi \* 1 ( 734×445×536mm )
- Microphone \* 1
- Parasols \* 4 (3 x 3m)
- Heater \* 4





# Other Information

- **Rental**

For any inquiry, please contact the person during working hours:

Louise Huang@021-6247 5266

- **Available Leasing Period**

Full Day from 13:00 to 20:30 (Including preparation and cleaning hours).

- **Food and Beverage**

Please contact us for catering menus.



THANK YOU