

<p>01</p>	<p><b>“Our Promenade, Our Harbour-front”</b></p> <p>Sunshine matters, family matters; Picnic and gathering; Work-out with panoramic view of Victoria Harbour; Art is life, sharing and busking.</p> <p>Kwun Tong Promenade, a brand new facade of revitalisation, connects cheers, leisure, vibrancy and culture with all walks of life of Kai Tak development area and Kowloon East.</p> <p>As part of the pioneer project of Kai Tak Development, Kwun Tong Promenade is comprised of Stage 1 and Stage 2 which covers an area of 4.2 hectares. After the opening of Kwun Tong Promenade (Stage 2) in May 2015, the waterfront boardwalk at the former Kwun Tong Public Cargo Working Area was extended to 1km long and enables the public to enjoy not only the scenery of Kai Tak Cruise Terminal at close range, but also the panoramic night views of Hong Kong Island East and Victoria Harbour.</p>	<p>「香港・海濱」 觀塘海濱花園（第 2 期）</p> <p>一家大細天倫之樂，享受陽光。 露天野餐，happy gathering。 海邊做運動，270 度維港風景沿途撐你。 街頭表演，音樂人 busking，藝術分享平易近人。</p> <p>觀塘海濱花園，一個全新的綠化新面貌，將歡笑、休閒、活力還有文化氣息，帶給啟德發展區以及東九龍市民的生活當中。</p> <p>作為啟德發展區的先行項目，佔地 4.2 公頃的觀塘海濱花園劃分兩期發展。前身為觀塘公眾貨物裝卸區的海濱，於 2015 年 5 月全面開放後，海旁的木棧道的總長度延伸至大約一公里，市民可近距離欣賞啟德郵輪碼頭的風景之餘，更可以享受 360 度港島東以及維多利亞港的日與夜。</p>
<p>02</p>	<p><b>“A narrative about Kwun Tong”</b></p> <p>From industrial facet to commercial outlook, Kwun Tong witnessed the change in times. The community has been developing since 1950s, many of the facilities are getting obsolete. With the opening of Kwun Tong Promenade, an array of new facilities is introduced to the ageing neighbourhood, and replenishes the need for new facilities.</p> <p>Along the waterfront, the public cargo pier was a landmark of Kwun Tong's industrial past. After revitalising the promenade, the iconic towers evoke the historical context of the area as the former cargo handling area for waste paper industry with mechanical cranes. The dialogue between now and the past connects the community. It brings imagination and glamour to the Kowloon East. When the night falls, the waterfront treewalk and the multi-purpose plaza with animated mist and lighting effects, adding dynamics to the atmospheric harbour view.</p>	<p>「觀塘故事」</p> <p>觀塘從昔日的工業面貌轉變成為新興商業中心。牆身斑駁的工廠大廈與玻璃幕牆的商業大樓對照著時代的演變。社區發展超過五十年，原有的社區設施已經老化，而新落成的觀塘海濱花園，正好為舊社區補充新設施。</p> <p>現在的臨海美景，以前是一個象徵觀塘工業區的公眾貨櫃碼頭。在重新規劃之後，貨物裝卸區變身為綠化的海濱長廊，當中的地標——模擬起重機塔樓 - 反映著昔日的觀塘工業發展史，工業風的設計靈感源自碼頭的起重吊臂以及廢紙回收業的廢紙堆，一場活化與歷史的巧妙對話，喚起市民對昔日裝卸區的點點回憶。整個設計貫徹了觀塘區社區重建計劃的理念，將「想像」和「閃亮」帶到東九龍。日間，特色塔樓的玻璃折射著維港風景；入夜後，海濱樹木徑和特色塔樓光影舞動，配合音響效果的噴霧水景裝置，令維港美景更為夢幻浪漫。</p>

<p>03</p>	<p><b>“Vibrancy in Kowloon East”</b></p> <p>Kwun Tong Promenade provides two performance areas with spectator stands capable of accommodating 200 persons each. The open-style design was adopted and it would be maintained as a public space for people to relax and enjoy freely. Kwun Tong Promenade and the adjoining “Fly the Flyover 01” provide an alternative to different parties for organizing street activities including busking, dancing, exhibitions and sports events etc. It gives Kowloon East an informal performance venue with flexible and vibrant design for diversified activities.</p>	<p>「活力九龍東」</p> <p>觀塘海濱花園提供了兩個可容納約 200 名觀眾的露天表演場地，連同鄰近的反轉天橋底一號場，藝術家可以盡情表演。開放的表演氛圍使公共空間更自由，為各類型表演單位提供音樂、舞蹈、展覽及康體活動，讓市民可以輕輕鬆鬆的參與其中，成為東九龍一個具活力又靈活的街頭表演場地。</p>
<p>04</p>	<p><b>“Connection”</b></p> <p>The transformation of industrial area into one of the emerging CBDs in Hong Kong signifies the rapid development of Kwun Tong. The Promenade completion does provide the green edge for the people of East Kowloon to share laughters as well as scenic view of Victoria Harbour with family, friends and beloved ones.</p>	<p>「聯·繫」</p> <p>東九龍近年快速發展，由從前的傳統工業區轉型為香港的新興商業重心，觀塘海濱花園的落成確實為九龍東市民提供了一個人性化的綠色空間，每逢假期一家大小、情侶及朋友聚在一起，有說有笑，共享維港的風景。</p>