

# Masters

SRE  
尚·置·汇  
VOL.01

上置业主专属杂志  
上海美兰湖高尔夫俱乐部专属杂志

转型发展，国开国际控股将成为中国新城镇发展有限公司最大股东  
Transformation development: CDB international holding will become the biggest shareholder of CNTD

升级成为迪拜竞赛第一站 顶级球手十月鏖战美兰湖  
BMW Masters: Showdown of the stars in Shanghai. Preparations for the 2013 BMW Masters enter the finishing straight

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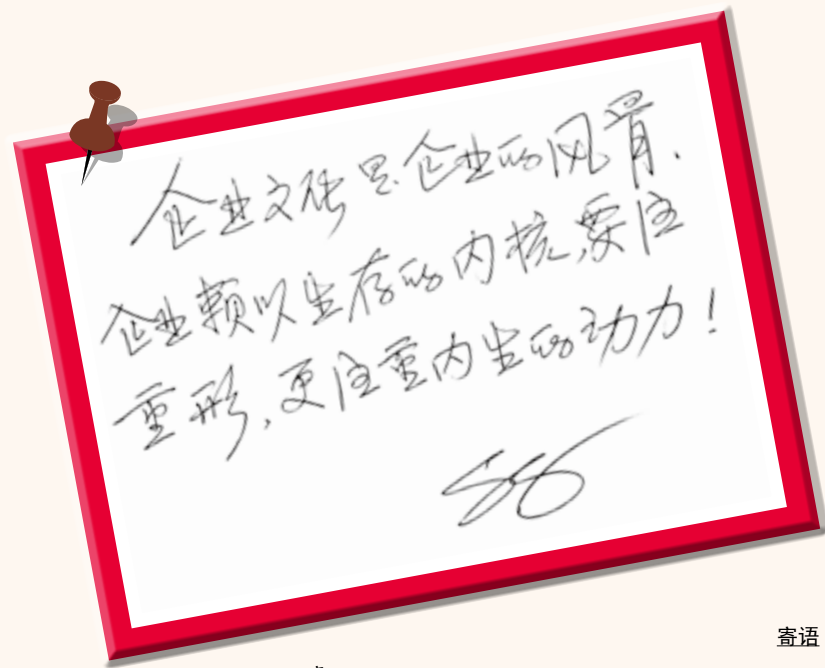
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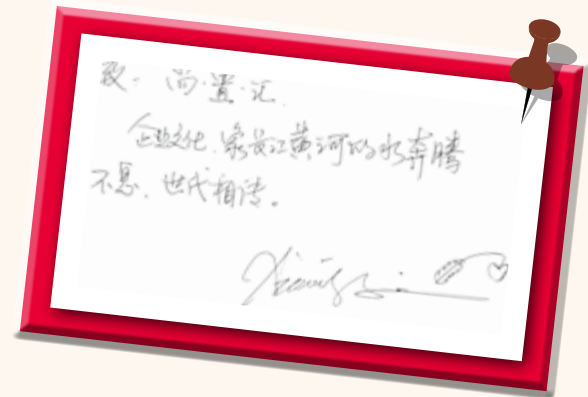
  
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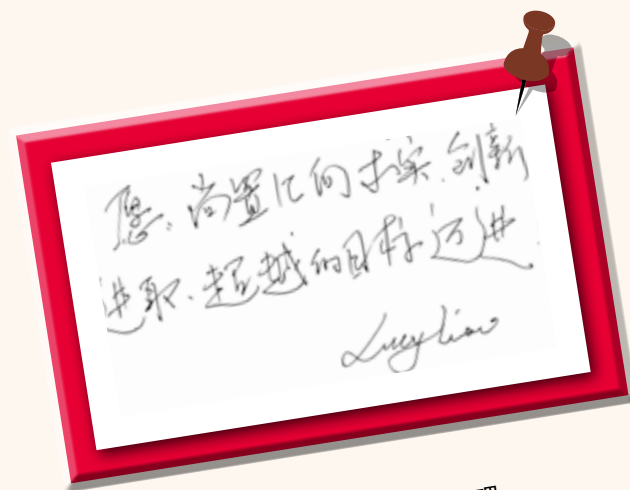




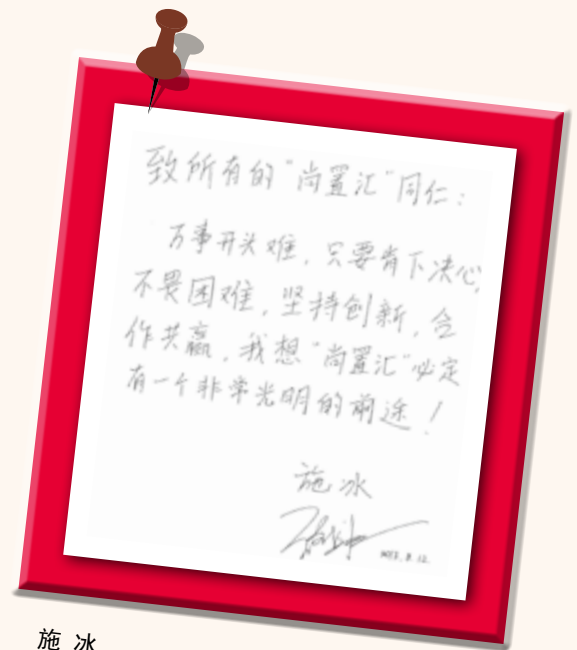
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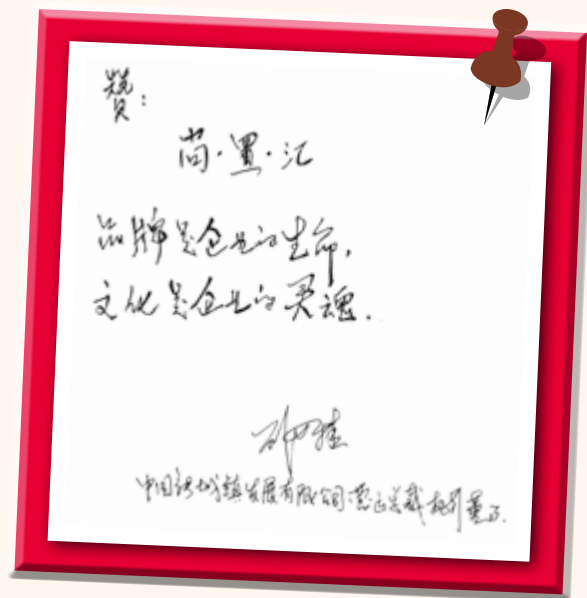
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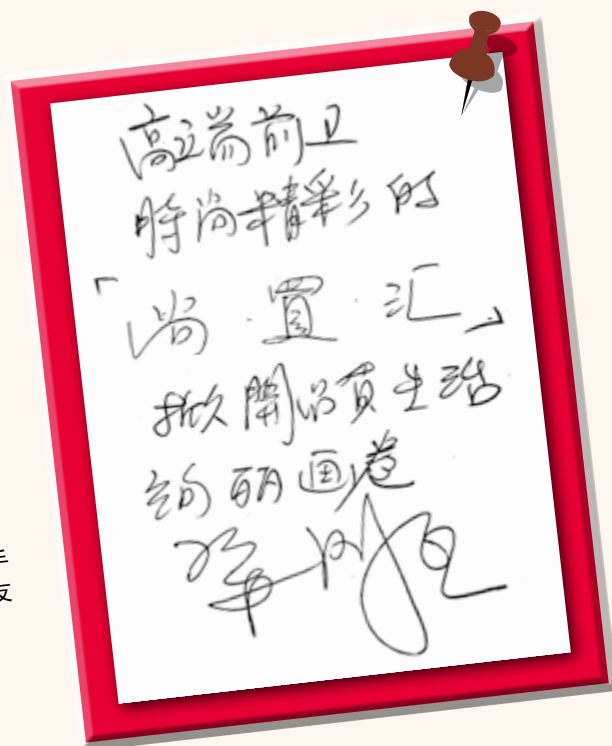
Here, gleaming with the shining hope, our dream is about to start to re-sail:

Here, condensed with brand-new power, we are remained highly-rated prospects and expectations.

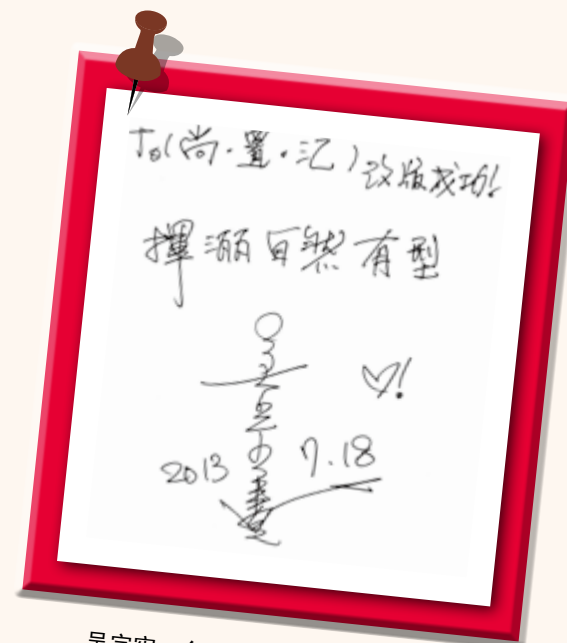
With brilliant smile and numerous hopes, "SRE MASTERS" eventually meet you all. Condensing everyone's wisdom, the successful launch of this magazine combines the hope and best wishes from leadership in SRE Group and project companies, as well as entertainment superstars. Just like a child, it needs the support and encouragement from you. We hope you can find your favorite themes and contents here, but also welcome your valuable comments and suggestions. Sincerely hope that in the coming days, you will enjoy this magazine. We believe that the high hopes of the "SRE MASTERS" will be able to play in the future development of the role in fueling. And we will live up to the expectation to exert its profound and far-reaching impact by achieving innovative continuously, grasping general situation, leading the orientation and establishing our specific feature.



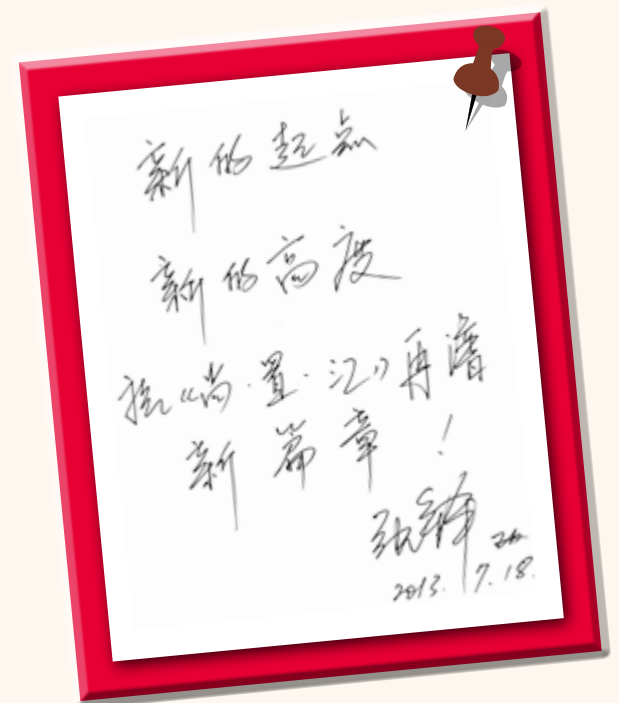
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# Masters

SRE  
尚置汇  
VOL.01

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# EDITOR

## 收获，源于改变 —— 梦想开始的地方

风起白露凝  
夏末起秋程  
齐心育硕果  
众志绘宏图

初秋，如诗，如画，是成熟的季节，亦是收获的季节，孕育着满心的希望给人一种“春华秋实”的感受，如同脱胎换骨一般焕然新生，又好似是成功者的楷模，勾勒着一幅色彩斑斓的图画，显得如此丰硕。

能在明媚的季节嗅到夏末初秋的味道，甚是美极。《尚·置·汇》季刊在经过一系列的整合重组后正重新出发，在飒爽的金风中绽放着她的旷世风华，依托强大的背景资源及年轻而富有活力的积极奋发，乐观进取的精神带给您不一样的感受，为您搭建更为宽广的信息资讯平台，站在最高端、最前沿的多视角全方位来满足您的不同需求，同时增加信息的可读性及专业性！

愿这泛着不同气息的文字似流年中一个优雅的脚步，成为我们赐予您的最好礼物。让我们共同期待，承载和记录上置集团及美兰湖高尔夫俱乐部印记的《尚·置·汇》刊物能在蜕变中不断成长，再谱崭新篇章！

**Harvest, Stemmed from Changes- Place Where Dreams Start**

The white dew is condensed by wind,  
The end of the summer is approached by fall.  
Rich fruit is fostered with concerted efforts,  
Grand prospects are painted with united desires.

The early autumn is not only a poetic, picturesque and mature season, but also a harvest time. Being fully filled with hope breeds a "fruitful" feel, which is like reborn, or a model of winner, outlining a colorful and rich picture.

It is really breathtaking to taste late summer and early autumn in a sunny season. The Quarterly "SRE MASTERS" are re-starting after a series of integration and reorganization in the cool autumn breeze, presenting her enduring elegance. Relying on strong background resources and young, energetic, positive, optimistic and enterprising spirit, she will give you a different feeling and build a more broad information platform to satisfy your different needs in a high-end, cutting-edge and multi-angles way while increase the readability and professionalism!

May those words suffused with different flavors be an elegant footnote in fleeting time and our best gift to you. Let us look forward, undergo and record the publication of "SRE MASTERS", imprinted by SRE Group and Meilan Lake Golf Club, continue to grow in the transformations and rewrite a brand-new chapter!



《尚·置·汇》主编 左昕  
Chloe Zuo, chief editor of "SRE MASTERS"





*Masters*

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EYES ON SRE 上置视野



# Transformation development: CDB international holding will become the biggest shareholder of CNTD

## 转型发展，国开国际控股将成为中国新城镇发展有限公司最大股东

3月18日，中国新城镇发展有限公司董事会宣布，公司以及公司大股东上置控股与国家开发银行的下属企业—国开国际控股有限公司（下称“国开国际控股”），订立了谅解备忘录，国开国际金融将认购中国新城镇发展有限公司53亿股，持5成以上成最大股东。

On March 18th, the board of directors of the CNTD, announced that our company and the major shareholder SRE holdings and the subordinate enterprise of China development bank - CDB international holding co., LTD(hereinafter referred to as CBD international holding) made a memorandum of understanding. About 5.3 billion shares of CNTD have been subscribed by CDB international holdings, which holds more than 50% stocks being the biggest shareholder.

作为买方的国开国际控股表示有意以0.246港元认购中国新城镇发展有限公司的30亿股新股，并于5月16日签订补充谅解备忘录，将认购的股份数量增加为53亿股，将认购金额提高至0.27港元。如交易顺利完成，国开国际控股将持有中国新城镇发展有限公司5成以上的股权，成为其第一大股东。

“城镇化”话题正热，中央级金融机构大力支持新城镇建设有可能会成为未来的趋势。央行在近期下发的相关文件中明确要求各银行及金融机构要结合城镇化发展的实际需求，加大对城镇化发展中的基础设施建设、产业发展等领域的金融服务。央行尤为明确提出要支持国开行、农发行在风险可控的条件下，积极探索加大适合城镇化发展的金融服务模式。



中国新城镇发展有限公司是一家早在2002年便开始探索新城镇规划、开发、管理和经营的企业，拥有十年经验，2007年新加坡上市，2010年在香港实现两地上市。主要致力于发展中国大城市周边的大型新镇项目，目前主要拥有3个大型项目：上海罗店北欧新镇项目、无锡鸿山新镇项目和沈阳李相新镇项目。其中上海罗店新镇为联合国计划开发署试点城镇、全国发展改革试点小城镇、上海市政府“一城九镇”试点城镇，并被建设部中国房地产协会评为“中国著名小城镇”。

“鉴于国开金融就全国的城镇化项目拥有广泛网络及投资，而其母公司国开银行于过去十年来一直积极支持中国的城镇化项目，本公司认为，国开国际控股与本集团的主要业务将会产生强大的协同效应。董事预期，国开国际控股的战略参与能提升本集团的竞争力及信贷评级。结合国开国际控股的雄厚财务背景和强大网络与本集团的新城镇开发经验及管理团队，本公司及国开国际控股的共同目标为实现新城镇开发之独特商业模式得到长期可持续发展，并于未来十年对中国的城镇化做出贡献。”





As a buyer,CDB international holding said they used hk \$0.246 deliberately to subscribe 3 billion new shares of CNTD and signed a supplementary memorandum of understanding on May 16, increasing the total number of shares they have subscribed to 5.3 billion shares, the subscription price is up to hk \$0.27. If the transaction can be completed smoothly, CDB international holdings will hold more than 50% stocks of China's becoming the first largest shareholder.

The topic of "Urbanization" is hot, Central financial

institutions to support new town construction is likely to become a trend in the future. In recent related documents issued by central bank expressly requires banks and other financial institutions should combine the actual demand of urbanization, and pay attention on infrastructure construction in the development of urbanization and the industrial development in areas such as financial services.Central bank is clearly put forward to support the CDB, the CDB under the condition of risk controllable and actively explore more financial service modes for the development

of urbanization.

CNTD is an enterprise which began to explore new town planning, development, management and operation from 2002, with ten years experience. It's listed in Singapore in 2007, and realized the dual listing in Hong Kong in 2010. It mainly committed to the development of large new town project around China's big cities. At present, it mainly have three major projects: Shanghai Luodian Nordic new town project, Wuxi hong shan new town project and Shenyang Lixiang new town project. Then Luodian new town of Shanghai is the pilot town of UNDP, the national development and reform and the "one city nine towns" project in Shanghai.It's named "China famous town"by the ministry of construction of China real estate association.

"Given CDB capital urbanization projects across the country have extensive network and investment, and its parent company CDB Banks has been active in supporting China's urbanization projects over the past decade. We believes that CDB international holdings and the main business of our group will produce a powerful synergy. Our directors anticipate that, the strategic participation CDB international holdings can improve the competitiveness of our company and credit rating. Combing strong financial background and strong network of CDB international holdings with the new town development experience and management team of our company, we aim to achieve a long-term sustainable development of the unique business model of the new town development, and contribute to China's urbanization in the next ten years."







## The land use right of Shanghai Luodian project has been transferred successfully by CNTD

中国新城镇发展有限公司 13.5 亿元成功出让上海罗店项目土地使用权

中国新城镇发展有限公司董事局于 3 月 22 日发布公告，宣布：公司于 2013 年 3 月 22 日通过上海市规划和国土资源管理局拍卖，成功出让位于上海罗店项目的

F1-1 地块的土地使用权，该地块由一家独立第三方的房地产开发公司——正荣集团有限公司竞得。该出让地块占地面积约为 11 万平方米，容积率约为

1.01，可建楼面面积为 11.11 万平方米。该地块经现场 78 轮竞价，最后以 13.5 亿元成交，溢价超过 4 成。

On March 22, 2013, the board of directors of CNTD announced that our company successfully transferred the land use right of Shanghai Luodian Project F1-1 to Zhengrong Co., Ltd which is an independent third party real estate development

company, by Shanghai municipal planning and land resources administration auction.

The land plot covers an area of about 110,000 square meters, the plot ratio is about 1.01, which can build a floor space of 111,100 square meters. After 78 rounds of bidding, the field of this plot finally clinched a deal with 1.35 billion yuan, which has more than 40% premium.





## Yanran Angel Fund walks hand in hand with SRE, Passing the love on 嫣然天使基金携手上置集团 把爱传出去

嫣然天使基金是由李亚鹏、王菲夫妇倡导发起，在中国红十字基金会的支持和管理下设立的专项公益基金，专项筹集资金，用于唇腭裂患儿的治疗。基金会于 2006 年 11 月 21 日正式启动。

上置集团为有一定社会影响力的企业，经常积极投入慈善事业当中，为灾区捐款，捐建养老院等，被评为上海市慈善先进集体。

与嫣然基金的合作，就是要企业充满爱，并把爱传出去。

Yanran Angel Fund, is proposed by the couple Li Yapeng and Faye Wong. Under the support and management of China Red Cross Foundation, this special public welfare funds was founded. It mainly raises money to treat the children with cleft lip and palate. Foundation was officially launched on November 21, 2006.

SRE has a deep influence for society, often engaged in charity to donate to disaster area and help build nursing homes, etc., which was named the Shanghai charity advanced collective.

Yanran Angel Fund walks hand in hand with SRE.

1

### 嫣然天使基金携手上置集团使贵州 73 名小天使绽放笑容

嫣然天使基金医疗队及嫣然天使基金工作人员赴贵州开展为期一周的“嫣然天使之旅——把爱传出去”医疗救助行动。本次天使之旅的慈善伙伴——上置集团中国新城镇联席行政总裁施冰先生陪同基金创始人李亚鹏先生带着玩具、爱心

看望了术后的小朋友，祝愿他们在社会的关心下能够健康、快乐的成长。在贵州省红十字会、贵州省妇女儿童发展基金会、贵阳市妇联、安顺市妇联、贵阳市口腔医院、安顺市人民医院、安顺市妇幼保健院的大力支持下，此次“嫣然天使之旅”为 73 名唇腭裂患儿提供手术，使他们绽放微笑。

1

### Yanran Angel Fund and SRE make 73 little angels smile

Yanran Angel Fund medical team and foundation staff went to Guizhou to promote a medical rescue action named "the travel of Yanran Angel ---pass the love on", which lasted a week. The partner of this Angel Travel is Mr Shi, the chief executive of CNTD. He accompanied Li Yapeng to see the children after operation with love and toys and hopes them grow up healthily and happily with the help of

the society! With the support of Guizhou Province Red Cross, Children and Women's Development Foundation in Guizhou, Women's Federation of Guiyang city, Women's Federation of Anshun city, Stomatological hospital of Guiyang City, People's hospital maternity and child care of Anshun City. During this travel, "Yanran Angel Trip" provided the 73 children with cleft lip and palate surgery, made them smile.

2

### “嫣然天使基金”天使之旅回顾展在上海传递正能量

天使之旅，贵州之行回顾展览在上海新天地南里中庭正式拉开帷幕。这是“嫣然天使基金”第一次在上海举办大型公共教育展览，旨在让更多上海民众关注并了解唇腭裂患者生存现状，亲身体验并参与“让每一个孩子都有微笑的权利”实际行动中来。本次活动得到多方大力支持，上置集团作为天使之旅慈善合作伙伴，跟随医疗队共同去到贵阳，



参加救助活动。上置集团中国新城镇联席行政总裁施冰先生为旅程结束致辞，他所代表的，是来自各行各业的企业和志愿者们，无私捐赠善款和时间，将预防和

治疗出生缺陷作为一项义不容辞的社会责任，才有了一次又一次偏远地区的医疗救助，才有一台又一台手术的顺利完成！



## 2 The retrospective of Guizhou travel in Shanghai passes the positive energy

The retrospective of the Angel Trip to Guizhou is exhibited in Shanghai Xintiandi. This is the first time for Yanran Angel Foundation to hold the large public education exhibition in Shanghai. It aims to let more people pay attention to and understand the situation of patients with cleft lip and palate; to experience and participate in the actual action "let every child have the right to smile". This activity gets much support

from the society. As the cooperate charity partner of Yanran Angel Trip, our company went to Guiyang with the medical team to participate in rescue activities. Mr Shi made a speech for the end of the journey, what he stands for is the enterprise and volunteers from all walks of life, who selflessly donate their money and time, and take the prevention and treatment of birth defects as a bounden social



responsibility. That's why the remote places get the medical treatments again and again and have a smooth completion of the surgeries one after another!

施冰先生、嫣然天使基金会创始人李亚鹏先生及友人在二层晚宴区留影  
Janson Shi and the founder of the foundation Li Yapeng with their friends took a picture as a souvenir on the second floor dinner area.



施冰先生及夫人  
Janson Shi and his wife

## 3 嫣然天使基金慈善晚宴 众嘉宾旗袍打扮亮相 传递爱心

本次嫣然天使基金慈善晚宴主题为——为爱而生，预示着这将是一场非同寻常的晚宴。嫣然天使基金邀请众多明星及热衷公益人士参加，星光熠熠。当晚筹得善款共计5460万元，创下了嫣然天使基金慈善晚宴新高。上置集团也将继续坚守慈善事业的使命，使更多中国贫困地区的出生缺陷儿童得到医疗、教育和改善其生活条件方面的帮助。同时也将继续奉献爱心，传播慈善理念，给儿童带去更多希望。

## 3 Guests dressed in the cheongsam passing love in Yanran angel Fund charity dinner

The theme of this Yanran angel Fund charity dinner – born for love, indicating that this will be an extraordinary dinner. Yanran angel Fund invited many stars and people who are keen to the public welfare. The charity get donations around 54.6 million yuan that night, hit a record of Yanran angel foundation charity dinner. SRE will continue to stick to the charity's mission to enable more birth defect children from poor areas of China to get health care, education, and help to improve their living conditions. Meanwhile, we will also continue to offer love, spread the charity idea and bring more hope for children.





# Remark

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## 金罗店龙舟节活动 Jinluodian Dragon Boat Activity

2013年6月10日-6月13日“首届上海市民文化节端午民俗活动之第九届上海宝山罗店龙船文化节暨金罗店美兰湖旅游节”在美兰湖畔盛大举行。

此次龙船文化节为期4天，正值端午小长假，游客们纷纷趁着假日来美兰湖观光，领略美兰湖小镇的北欧风情，品位龙船文化节的精彩节目。共同沉浸在美兰湖热闹欢乐的气氛之中。

June 10, 2013-- June 13, 2013 "The Ninth Shanghai Baoshan Luodian Dragon Boat Cultural Festival and Jinluodian Meilan Lake Tourism Festival

本届龙船文化节的参与行进表演的队伍多达二十四支。另外还上演了龙船表演赛、龙船竞渡赛、龙船歌、龙船曲、龙船舞、龙船戏、民俗专场、戏曲专场、上海市健身腰鼓赛等一系列忠于传统文化的演出。此外，市民在本届龙船文化节期间还能亲自参与到多项传统民俗活动中，亲身感受罗店特色民俗文化。

" of "The First Shanghai Culture Festival Dragon Boat Festival Folklore Events" is held at the Meilan Lake.



The days for the 4-day Dragon Boat Culture Festival are just meeting the Dragon Boat Festival holiday. Visitors take advantage of holidays to view Meilan Lake, enjoying Nordic style in the beautiful town of Meilan Lake, tasting the Dragon Boat Cultural Festival, immersing into the lively and convivial atmosphere.

The team participating in this year's Dragon Boat Festival advance show is up to 24. In addition, there're some other shows like boat exhibition, dragon boat racing contests, dragon boat song, dragon dance, dragon boat drama, folk concert, operatic concert, fitness waist drum competition in Shanghai and a series of faithful and traditional cultural performances. What's more, during this year's Dragon Boat Festival, the public can be personally involved in the various traditional folk events and experience the special folk culture of Luodian.

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## 辉煌与荣耀：上置集团 2013 年上半年重要奖项回顾 Glory and honor: major awards reviews of SRE in the first half of 2013

在中国房地产业协会、国务院发展研究中心企业研究所、清华大学房地产研究所和中国指数研究院四家单位联合发布的《2013 年中国房地产百强企业研究报告》中，上置集团被授予“2013 中国房地产开发企业旅游地产 10 强”、“2013 中国房地产开发企业百强”、“2013 中国房地产百强企业”等称号。

In the report of "2013 China real estate top hundred enterprise research report" published by China real estate industry association, and State Council Development Research Center Enterprise Institute, Tsinghua University real estate Institute and China index Institute , SRE was grant some titles such as "2013 China real estate development top hundred enterprise tourism estate", and "2013 China real estate development top hundred enterprise ", and "2013 China real estate top hundred enterprise".



施冰先生通过四川慈善总会捐赠 100 万款项  
Janson Shi went to Chengdu, donating 1 million yuan via Sichuan Charity Federation to support the local earthquake vestore.

## 情系芦山，上置有爱 SRE caring about Lushan

芦山地震发生后，成都上置所属中国新城镇发展有限公司执行总裁施冰先生紧急赶往成都，通过四川慈善总会捐赠 100 万款项，支持当地抗震救灾工作。成都上置公司同时发起公司员工内部捐赠活动，积极为芦山受灾民众捐款捐物，购买灾区目前较为紧缺的生活用品，送至成都市内物资捐赠点，发往灾区。

上置地产进入成都两年以来，密切融入本土社会文化和居住生活，成都上置并将会持续关注灾后重建及恢复工作，尽力为受灾群众尽绵薄之力。

After the earthquake of Lushan, Mr Shi, the CEO of CNTD, emergencily went to Chengdu, donating 1 million yuan via Sichuan Charity Federation to support the local earthquake vestore. The Chengdu SRE also launched donation activities in company, positively donating money and life necessities for the people affected by the Lushan earthquake, purchasing the scarce supplies in the affected area, sending the supplies to the donation place in Chengdu.

It has been almost two years since SRE entered into Chengdu. For the 2 years, SRE closely integrated into the local community culture and life. SRE of Chengdu will continue to focus on the work to rebuild the disaster area, trying to help those people affected by earthquake.

## 关爱老人居家养生 上置·长者居家养生俱乐部开幕 Home health care for the old people SRE • Elderly Home Health Club Opening

随着社会发展，城市居民老龄化问题日渐突出，“居家养老”问题得到社会越来越多的关注。上置物业集团本着为年长者提供健康、乐观、向上、无心理障碍的综合性服务，为社会公益、和谐稳定尽一份社会责任的指导思想，提出实施助推“居家养生”工作的设想并付诸实施，成立了上置·长者居家养生俱乐部。

As the socio-economic development, urban population ageing become more striking. The society pays much attention to the "aged" problems . In order



to do something for public welfare and social harmony, Shangzhi Property Group.Co.,Ltd put forward a guidelines in light of providing the elderly with healthy and optimistic integrated services with no psychological barriers. Meanwhile, we also come up with an idea to do some job about "family health" . Finally we take action and establish SRE • Elderly Home Health Club.



上海上置物联网有限公司 SRE IOT Co.,Ltd



## 年度星地产《星光盛典》在沪惊艳亮相 ——暨地产“星”联盟“爱·微笑”计划启动仪式 The Annual Star Estate "The Starlight Awards" debut in Shanghai ----The launch ceremony of the “Stars Union” “Love Smile” plan

由上海文广集团星尚频道，与旗下品牌时尚地产栏目《星地产》联合主办的“年度星地产《星光盛典》”活动在上海文化广场盛大举行。一场席卷上海滩，横跨房地产、时尚及娱乐三界的饕餮盛宴，在上海掀起年度最大的超级时尚旋风。上置集团行政总裁施冰协同夫人盛装亮相红毯。

晚上7点星光盛典晚会正式开始，《星地产》与上海地产圈9位至尊级大佬，联手组成地产“星”联盟，现场共同启动“关爱残

障儿童”的爱心公益行动——“爱·微笑”计划。此次公益行动将与上海市华新残疾儿童康复院结对互助，为残障儿童进行捐助，并进行为期一年的互助行动。同时，由《星尚·星地产》栏目独家制作、地产“星”联盟成员企业代表共同参与的首部呼吁社会关注、关爱残障儿童的家庭，以及他们特殊的成长环境、治疗需求的微电影，也在晚会上首度亮相，并现场引起了强烈的共鸣。

The Starlight Awards is sponsored by the Shanghai Media Group, and its subordinate brands fashion real estate section" the star of real estate "was held at the Shanghai Cultural Plaza. A feast related to real estate, fashion and entertainment, set off the annual largest fashion whirlwind in Shanghai. Shi Bing, Chief Executive Officer of the SRE and his wife dressed up and walk on red carpet.

At 7 o'clock in the evening Starlight ceremony party officially began, Star real estate jointly composed of real estate "stars" Union with 9 influential

bosses, launching the Public action "care for handicapped children" together -- "love + smiles" program. The Public action will be with new disabled children health education institute to help each other, donating for handicapped children, and maintain one-year mutual assistance actions. Meanwhile, the solo-producer of "Fashion Star. Real estate Star" and alliance representatives of real estate "Star" participated in the first micro film which calls for social concern, caring for families of disabled children, as well as their growing environment and treatment needs, who first time appeared at the party and struck a responsive chord.



## “鸿山新镇杯”第四届全国小城镇篮球赛在锡举行 The Fourth National Small Town Basketball Competition ——“Hong Shan New Town Lup” Successfully held in Wu Xi

全国城镇篮球邀请赛旨在通过篮球活动穿针引线，篮球为媒，为全国小城镇发展搭建交流的平台，促进小城镇合作互促发展，推动小城镇经济、文化、体育和社会发展新的跨越。此次比赛将进一步加大国家机关各部委对无锡及对无锡鸿山新城镇试点小城镇的影响力，也为推进无锡鸿山新城镇项目建设扩大了知名度和影响力。

National urban basketball game is aimed at building an exchange platform for the development of small cities and towns, promoting the mutual cooperation of small towns and the development of economy, culture, and sports. The games will strengthen the influence of State ministries setting up pilot sites to Wuxi and Hongshan New Town, and expand the popularity of promoting the construction of Hongshan New Town project in Wuxi.

上海上置物联网有限公司 SRE IOT Co.,Ltd

## 上置集团与“万人迷”小贝的亲密接触 SRE has intimate contact with Beckham

2011 由上置集团、中国新城镇发展有限公司和央视 IMG 体育赛事管理有限公司承办的美兰湖上海名人赛获得最大的投资方——上置集团，极大的资源支持。双方建立了深厚的友谊及良好的合作关系。

此次，IMG 有幸邀请贝克汉姆访沪，同时也诚邀我集团领导共同参与活动。

SRE, CNTD and CCTV IMG sports management company host together the Shanghai Masters at Meilan Lake which get an immense resources support from the biggest investor---SRE in 2011. The two sides established a profound friendship and good relations of cooperation. This time, IMG had invited Beckham to Shanghai. They also invited our company's leaders to participate the activities.

中国新城镇发展有限公司副总裁顾必雅与贝克汉姆  
Gu Biya, Vice President of CNTD and David Beckham



上置集团副总裁司晓东与贝克汉姆  
Si Xiaodong, Deputy Chief Executive of SRE and David Beckham

## 上海斯格威铂尔曼大酒店法国美食节开幕 PULLMAN SHANGHAI SKYWAY UNVEILED FRENCH FOOD FESTIVAL

上海—2013年7月12日晚6:30，上海斯格威铂尔曼大酒店49楼亚都汇餐厅法国美食节活动正式开幕，10余家媒体出席了本次活动。

为庆祝法国国庆节，2013年7月12日至21日，在49楼亚都汇景观餐厅，由法国行政总厨杜博思先生主理，使用新鲜的季节性材料，加上厨师精心调理的每款汁酱，只为用心打造别具特色的法国美食节盛宴。招牌菜包括在法国南部到北部享有盛名的什锦猪肉冻，烟鸭腿，烤土豆配大蒜迷迭香，意式烩蔬菜，红酒烩牛肉，烤羊肩，浮岛蛋糕，苹果塔，迷你柠檬塔等。法国美食节期间，每位食客将有机会赢取国内热门旅游目的地雅高酒店免费房券或易唯登私属定制公司赞助的意大利品牌手工定制男士皮鞋一双（价值RMB2500）。

与朋友或家人坐在城市景观餐厅，领略慑人心魄的无敌申城夜景，品味精致正宗的法国佳肴，细酌美酒佳酿，感受法兰西美食文化，用味蕾体验最地道的法国风味。

2013-07-12 Shanghai —On 06:30 p.m. July 12, 2013, Pullman Shanghai Skyway unveiled the French Food Festival at Zaffraan restaurant on 49th floor with 360 degree panoramic city views, with various international media friends were present. French native Executive Chef Mr. Allan Dupros of the Hotel and his culinary team will invite you to discover the tour of Romantic French culture and bring a truly taste of French cuisine to all food connoisseurs food lovers. Signature dishes popular throughout the south to the north region of France include Assorted Pork Terrine, Confit Duck Legs & Roasted Potato with Garlic and Rosemary, Ratatouille, Beef Burgundy, Roasted Lamb Shoulder, Floating Island, Apple Tart and Mini Lemon Tart. During the French Food Festival period, each paying guest will have a chance to win one complimentary room voucher from Accor hotel in hot destination city in China or a pair of hand-made Italian branded male shoes valued at RMB2,500 sponsored by Evduing Co. Ltd. Chilled out with friends or loved one in the skyline restaurant with an unrivalled city views, and have a taste of authentic French food and fine wine, it is a perfect moment to slow down and unwind, a time to pamper yourself you deserve in July!





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## 百年老店

忆往昔，看今朝，美兰湖高尔夫俱乐部不知不觉已经步入第9个年头，2013年下半年，在紧张工作紧锣密鼓进行着的同时，我们也在面临着一次全新的蜕变。9月，我们即将迎来周年庆的盛大举办，金秋10月，我们又将拉开举世瞩目的高球盛世——BMW大师赛新一轮战幕。今年，俱乐部为了迎合市场需求，保持和把握市场竞争的主动权，还特别推出了大客户套餐，以丰富的经验和态度提供更多的服务满足市场，充分发挥优势，通过推陈出新的品质理念，打造高球界“百年老店”的传奇。

想要造就百年老店，时间是不可逾越的坎儿。尽管宏观条件和经济环境在不断发生变化，俱乐部也正在实现重要战略的转型，但我们始终保持着追求卓越品质和提高管理服务水平的不变承诺，在剧烈的环境变化和激烈的市场竞争中，秉持打造“百年老店”的决心不断进步并勇攀一个又一个高峰。

作为2013年全新起航的第一刊，我们的杂志也正酝酿着新的改变，并以其全新的面貌呈现在我们的会员朋友们面前，无论是哪种蜕变，都是俱乐部打造“百年老店”的必然发展模式，愿您能与我们一路共同见证，朝着“百年老店”的目标不断迈进。

Jeffrey 席



# RL RENAISSANCE L I F E S T Y L E

“Renaissance Lifestyle”邀请美兰湖会员前来体验纯正欧洲高尔夫俱乐部的生活方式。在二楼的绅士会员区，尊荣的会员可以轻松的体验1910年的“英国莱利”(Riley)古董红木斯诺克台球桌以及英国进口台球用品，享受纯正英式斯诺克乐趣。此外，会员还可使用到两张漂亮的古董牌桌，其中一个1790年乔治时期榎木和红木材质的半月形牌桌，另一个是1820年英国摄政时期桃花心木材质的牌桌。最后，品尝一杯从130年历史维多利亚时代雕花玻璃酒瓶倒出的威士忌。

“Renaissance Lifestyle”希望您能够在美兰湖获得独一无二的体验。

无论您是在寻找一件独特的家具，稀有的洋酒，艺术还是要将它珍藏，“Renaissance Lifestyle”都能按照您的具体要求提供量身定制的专有服务。

除有家具精品，洋酒，艺术，等可供选择外，我们还能为您的住宅、公寓、大厦或城郊俱乐部寻找符合其室内设计方案的风格。

在购买过程中，“Renaissance Lifestyle”的每位成员都将竭诚服务，保证您得到完美的客户体验。



您可随时联系我们或参观我们在徐汇区虹桥路430号的展厅，让“Renaissance Lifestyle”为您的家居带来更多真正的欧式风情。

“Create Your Own Renaissance”  
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# BMW Masters first working conference

## BMW 大师赛首次工作会议 确保赛事安全有序举办



2013 年 1 月 31 日，第二届 BMW 大师赛首次工作会议在美兰湖高尔夫俱乐部三楼会议室召开，BMW 管理团队及俱乐部赛事主委会重要成员参加了此次会议，并针对首届比赛中出现的一系列问题进行了回顾协调，以确保今年的 BMW 大师赛更加顺利圆满的举办。

本次会议根据首届赛事的经验，特别强调了会员专属接待区域及门票、停车场等方面的问题，针对停车场的设置安排，票务时间的落实等各环节进行了总结及检讨，对于不足之处大家都纷纷提出了更好的举措，在整体宣传及执行落实工作上也进行了意见反馈，保障将每一个工作细节落到实处，对于相互合作工作中容易出现的问题也一一提出了意见及解决办法。

BMW 大师赛是 2013 年俱乐部重点工作之一，俱乐部方面表示，届时还将为各位会员争取更多的权益，并通过各种方式为诸会员朋友们带来及时的赛事筹备快讯，敬请关注！

The first working conference 2nd BMW Masters opened at Lake Malaren Golf club on 31st January, 2013. The BMW management team and the Lake Malaren team met to review problems from 2012 BMW Masters to ensure that the BMW Masters will be more organized this year.

Based on the experiences born the first event, they discussed the exclusive area for members, tickets and parking problems. The meeting was focused on the set up at the car park, and ticketing time to make the conclusion. They made some better plans in order to improve on last years weaknesses point and used feedback to ensure that all the details would go through to the staffs. Two team members also gave their opinions and solutions for the cooperation work.

The BMW Masters is one of the main focus areas for the club in 2013. We will try to get more benefits for our members, and we will use different ways to share the recent news about the preparations for the BMW Masters.



# 欧巡赛草坪总监美兰湖考察 BMW 大师赛场地准备紧锣密鼓

Investigation of European Tour Superintendent at Lake

Malaren for **BMW Masters**



欧巡赛草坪总监 Graeme MacNiven 于 7 月 2 日晚连夜抵达美兰湖并于次日亲临俱乐部对整个名人赛球场进行现场考察，Graeme MacNiven 表示，美兰湖高尔夫俱乐部对于欧巡赛的场地要求已经非常熟悉，他对今年的 BMW 大师赛充满信心和期待，针对比赛的整个准备进程，他也提出了有关球道设置方面的意见与建议。

中午 12:30 时许，欧巡赛事草坪总监与球场维护部相关负责人一同来到球场实地考察，并仔细对场地进行了测量、喷漆等工作。针对去年的赛事反馈和总结，Graeme MacNiven 与俱乐部草坪总监谢庆泰一起结合大赛要求和目前球场草坪养护的现状制定了新的策略，特别在球道范围及设置方面作出了新的规划方案，以增加比赛的挑战性。同时，他还强调针对之后的炎热天气状况千万不能掉以轻心，应对高温准备工作尤为重要。随着 BMW 大师赛的日益临近，俱乐部也正在为这项赛事做积极准备，有了去年赛事准备的经验，这一次会更加用心的跟进每个环节，为来自世界各地的选手、赞助商、会员朋友们和媒体提供一流的场地、设施和服务！

此次欧巡赛草皮总监之行，作为赛事场地方，俱乐部得到了 Graeme MacNiven 的高度认可，这表示，美兰湖高尔夫俱乐部已经朝着欧巡赛场地标准在逐步完善和迈进，在 BMW 大师赛正式拉开序幕之前，俱乐部也将不断努力把果岭和赛场保持在最好的状态来迎接比赛，以期能够完美的展现球员们在赛场上的风采，同时也为全世界呈现一场绝世盛宴！

Graeme MacNiven who is the European tour superintendent arrived at Lake Malaren Golf Club on July 2nd and investigated the course in person the next day. He said that Lake Malaren has already been familiarized with the course requirements from the European tour and he has full confidence and high expectations for the BMW Masters this year. He also shared some comments and suggestions about the fairway set up based on the whole event preparation.

Graeme MacNiven came to the course with a member of the Lake Malaren maintenance department at around 12:30pm, measuring and painting the course carefully. Based on the feedback and summary he received from last year's event, he set up a new strategy with XieQingtai who is the

superintendent from Lake Malaren, especially with the fairways in order to increase the challenge for the players. Meanwhile, he also emphasized that the grass should be taken care of more when the temperatures are high during the summer. With the BMW Masters approaching, Lake Malaren is preparing for every aspect of the tournament based on last year's experience in order to provide the best environment and service to the worldwide players, sponsors, members and media.

A high rating from Graeme MacNiven indicated that Lake Malaren is coming closer to reaching the standard of the European tour. Before the BMW Masters officially starts, the club will keep the grass and the greens in their best condition in order to show the world the best possible venue.





## BMW Masters: Showdown of the stars in Shanghai

Preparations for the 2013 BMW Masters enter the finishing straight – BMW steps up its promotion of golf in China.

升级成为迪拜竞赛第一站  
顶级球手十月鏖战美兰湖

## 2013 BMW 大师赛 启动新闻发布会召开







欧巡赛官员 Simon Leach 先生感谢 BMW 对欧巡赛的支持



国家体育总局小球运动管理中心副主任 / 中国高尔夫球协会副主席王立伟先生宣布将会有 14 名中国球手参赛



BMW 大师赛赛事总监马科斯先生 (Mr. Marco Kaussler) 介绍 2013BMW 大师赛信息



宝马 (中国) 汽车贸易有限公司总裁许智俊先生致辞

(上海) 8 月 14 日, 总奖金额为 700 万美金的 2013 BMW 大师赛启动新闻发布会在全球首家 BMW 品牌体验中心举行, 正式拉开了本年度赛事的日程。10 月 24-27 日, 包括世界排名第三的罗里·麦克罗伊 (Rory McIlroy)、2012BMW 大师赛卫冕冠军彼得·汉森 (Peter Hanson)、格雷姆·麦克道威尔 (Graeme McDowell)、李·维斯特伍德 (Lee Westwood)、伊恩·保尔特 (Ian Poulter)、中国球员吴阿顺在内的众多顶级球星, 将再次在上海美兰湖高尔夫球俱乐部展开对冠军的激烈角逐。

当日的新闻发布会上, 国家体育总局小球运动管理中心副主任 / 中国高尔夫球协会副主席王立伟先生、宝马 (中国) 汽车贸易有限公司总裁许智俊先生、上海市体育局局长李毓毅先生、上海市宝山区人民政府副区长陶夏芳女士、上置集团董事局主席施建先生、上海美兰湖高尔夫球俱乐部董事长

施冰先生、欧巡赛官员 Simon Leach 先生、BMW 大师赛赛事总监马科斯先生 (Mr. Marco Kaussler) 以及中国著名高尔夫球星吴阿顺等众多来宾和在场媒体共同见证了这一重要时刻。

“2012 年对于 BMW 来说意义深远, 我们不仅实现了 BMW 重回亚洲高尔夫舞台的宏愿, 从而完整了品牌的全球高尔夫版图。而且, BMW 是唯一同时赞助了美巡赛、欧巡赛和亚巡赛等重大职业高尔夫巡回赛事的品牌。” 宝马 (中国) 汽车贸易有限公司总裁许智俊先生在发言中谈到, “今年的赛事, 我们将继续秉承 BMW 对高尔夫运动的承诺和坚持, 通过高规格赛事的组织安排, 为中国、乃至亚洲的高尔夫球迷呈现一场 ‘高球之悦’ 的顶级体验。”

国家体育总局小球运动管理中心副主任、中国高尔夫球协会副主席王立伟先生对此也表示, “感谢 BMW 一直以来



吴阿顺向青年高尔夫球手石昱婷赠送签名球杆

对中国高尔夫的支持。希望能够参赛的中国球员尽情感受在家门口的世界一流赛事, 真正磨练球技打炼竞技心态, 为 2016 奥运会作好充分准备。”

而欧巡赛官员 Simon Leach 先生更是在会上宣布, 从 2013 年开始, BMW 大师赛将正式成为迪拜竞赛的四场总决赛的第一场。一个选手只有参加前三站总决赛中的两站才有资格角逐最后一站 DP 世界巡回锦标赛, 才能争取迪拜竞赛总冠军, 也就是欧巡赛奖金王。这无疑极大提高了赛事的战略地位, 也成为吸引众多球星参赛的又一大理由。700 万美元的赛事总奖金、78 名世界顶尖球员、两轮后不设淘汰线, 相信 10 月 24-27 日的上海美兰湖高尔夫俱乐部势必将又是一场高球运动的盛事。

“很高兴又能回到上海参加 BMW 大师赛。” 世界排名第三的麦克罗伊丝毫不掩饰对于赛事的跃跃欲试, “每场赛事, 我都渴望取胜, 这是毋庸置疑的。而 BMW 大师赛将极大地左右迪拜竞赛的战局, 这更促使我全力以赴, 在上海称冠。”

在刚刚落幕的英国公开赛中表现抢眼并最终获得并列第三的李·维斯特伍德也同样表示, “去年的赛事令人印象深刻; 今年回到同一个球场, 对它的了解更多让我有更大的机会获胜, 而赛事本身也在不断地成长, 很高兴能回到上海角逐 BMW 大师赛!”

“BMW 一直全力支持着欧巡赛的发展, 而其举办的赛事无论在球场条件、还是接待细节上都是无可挑剔的。我非常





期待这次的 BMW 大师赛！”伊恩·保尔特在谈到今年的赛事期待时如是说道。

而去年以一杆优势夺得生涯最大胜利的 BMW 大师赛卫冕冠军彼得·汉森和格雷姆·麦克道威尔也对能够再次在 BMW 大师赛重聚感到兴奋，“无论是莱德杯还是 BMW 大师赛，都给我们留下了很多美好的回忆；而今年我们又将在上海重聚，来启动迪拜竞赛的第一站，非常期待十月的美兰湖！”

Shanghai, 14th August 2013. The countdown to the 2013 BMW Masters is on: a press conference at the BMW Experience Centre in Shanghai (China) on Wednesday heralded the start of the intense phase of preparations ahead of the European Tour event, which boasts a prize purse of seven million US dollars. From 24th to 27th October, the choice field, which includes world number three Rory McIlroy (Northern Ireland), defending champion Peter Hanson (Sweden), Graeme McDowell (Northern Ireland), Lee Westwood (England), Ian Poulter (England) and local favourite Wu-Ashun (China), will gather at Lake Malaren Golf Club to play for the coveted title.

值得一提的是，今年 BMW 大师赛仍然将为中国球员提供 14 张外卡；此外由 BMW 组织的 BMW 青少年公开赛和 BMW 杯国际业余高尔夫球赛的胜者更将有机会参加 BMW 大师赛的职业 - 业余配对赛。BMW 再次印证了自己作为全球高尔夫运动参与者与推动者，在全世界范围内，特别是在中国，对高尔夫运动的普及和发展做出的卓越贡献和突出地位。

Ivan Koh, President of BMW China Automotive Co., Ltd., stressed the importance of the BMW Masters. “2012 was an important year for BMW,” he said. “Through our return to the Asian golf scene we not only helped to complete BMW’s presence on the golfing world map, but this high-class tournament also enabled golf fans from China and throughout Asia to experience the joy of golf, which has always been so important to BMW. This year we are stepping up our commitment to golf, and are looking to present a world-class tournament – both for the fans and the players.”

From a sporting point of view, the 2013 BMW

Masters has definitely taken on even greater importance: the tournament opens the European Tour’s “Final Series”, which consists of just four events and concludes with the DP World Tour Championship – the finale of the “Race to Dubai”.

“This development really increases the value of the 2013 BMW Masters,” said Simon Leach, Representative of European Tour. “The tournament is the first event in the Final Series of the Race to Dubai. Only those who have played at least two of the three preceding events can qualify for the DP World Tour Championship in Dubai – and challenge for the Race to Dubai title.”

Two star golfers who will do battle for the prestigious BMW Masters title in October are McIlroy and Westwood. “I am really looking forward to returning to Shanghai,” said McIlroy, who narrowly missed out to winner Peter Hanson at Lake Malaren Golf Course in 2012. “I always try to do my best at every tournament. However, the fact that the BMW Masters will open the Final Series in the Race to Dubai should give all of us an extra boost of motivation.” Westwood added: “The 2012 BMW Masters was an impressive tournament. The Chinese fans were very enthusiastic. I hope I can present them with a victory on the first stop of the Final Series in the Race to Dubai.”

Just as it did last year, the 2013 BMW Masters will spearhead BMW’s extensive commitment to golf in China. In close cooperation with the China Golf Association, 14 Chinese players will be given a “wild card” into the tournament. Among them will be the winners of the BMW Junior Open and the Chinese BMW Golf Cup International, who will be given the chance to compete against world-class pros at the BMW Masters.

“We greatly value the extent to which BMW is supporting the development of golf in China,” said Wang Liwei, Deputy Director General of Gernal Administration of Sport of China and Vice President of CGA. “I am confident that the Chinese players will take full advantage of this amazing opportunity and learn from their opponents at this world-class event. For them, this is an important step in their preparations for the 2016 Olympic Games.”



吴阿顺期待在今年的赛事中有所斩获



# 国际高尔夫 INTERNATIONAL GOLF

## 英国公开赛米克尔森夺冠

Phil Mickelson won the British Open

米克尔森在英国公开赛决赛轮交出 66 杆，以总成绩 -3 杆（69-74-72-66）夺冠！这是他首个英国公开赛冠军，第 5 个大满贯冠军，世界排名上升至第二。

Mickelson scored 66 in the final round of the Open Championship. This was the 5th major championship that he has won, but his 1st Open Championship. After this recent victory, he is now ranked second in the world.



## 宏利金融 LPGA 精英赛

Manulife Financial LPGA

7 月 15 日，加拿大时间星期日，韩国高尔夫第一美女朴喜映 (Park Hee Young) 在第三个加洞击败美国老将安吉拉·斯坦福德 (Angela Stanford)，赢得宏利金融 LPGA 精英赛。



15th July, Canada South Korea's Hee Young Park beat American Angela Stanford on the third playoff hole to win the Manulife Financial LPGA Classic on Sunday.

## 爱尔兰公开赛

Irish Open

总奖金 200 万欧元的爱尔兰公开赛在卡顿屋高尔夫俱乐部落下帷幕，英格兰球手保罗·卡西在决赛轮艰难的比赛条件下，找回令人震惊的状态，最终以 3 杆优势反超夺得爱尔兰公开赛冠军。

Total bonus of €2,000,000 of the Irish Open was up for grabs at Carton House. Englishman Paul Casey made a 60-foot eagle putt on the 18th hole and won the Irish Open on Sunday by three strokes.



## 法国公开赛

French Open

总奖金 300 万欧元的欧巡赛——法国公开赛周日在巴黎国家高尔夫俱乐部 (Le Golf National) 落下帷幕，北爱尔兰球手格雷姆·麦克道尔 (Graeme McDowell) 决赛轮交出 67 杆低标准杆 4 杆，总杆 275 杆低标准杆 9 杆，以 4 杆优势获得冠军。



The French Open came to an end at Le Golf National on Sunday. Graeme McDowell of Northern Ireland produced a final round 4-under-par 67 to lead the field by four strokes and finishing 9-under-par 275.

## AT&T 全美锦标赛

AT&T National



北京时间 7 月 2 日，华盛顿时间星期日，伍兹在后九洞超越波·范佩特 (Bo Van Pelt)，赢得 AT&T 全美锦标赛。伍兹最后一轮在国会乡村打出 69 杆，低于标准杆 2 杆，实现个人第 74 个美巡赛冠军，超越尼克劳斯，在总冠军榜上单独位于第二位。

2nd July. Woods, who shot a two-under-par 69 to beat Van Pelt by two shots, notched his 74th career victory to surpass Jack Nicklaus's career total and take over second place alone, eight wins behind all-time victories leader Sam Snead.

## 强鹿精英赛

John Deere Classic



7 月 15 日，伊利诺斯时间星期日，卫冕冠军扎克·约翰逊 (Zach Johnson, 68 杆)、19 岁神童乔丹·斯皮思 (Jordan Spieth, 65 杆) 以及加拿大大卫·赫恩 (David Hearn, 69 杆) 在 72 洞正赛之后战成平手，四轮成绩 265 杆，低于标准杆 19 杆，需要通过延长赛分出胜负。最终乔丹·斯皮思在第五个加洞赢得生涯第一场美巡赛。

15th July, Sunday, Illinois Jordan Spieth(65) won the 2013 John Deere Classic championship, beating out Zach Johnson(68) and David Hearn(69) in an epic five-hole playoff. It's his first championship on the PGA Tour.





# GOLDEN BEAR, GOLDEN BRAND 金熊设计 金字招牌

一项 90 年代初期便开始的独立调查，统计了所有美国高尔夫球场设计师作品的俱乐部会费、年费、果岭费以及球场相关地产的价值、房屋售价和销售速度并汇总出一个设计师“净值”，杰克·尼克劳斯轻松成为个中翘楚。这也就是为什么说，由这位传奇的“金熊”所创立的“尼克劳斯设计公司”成为业界的一块金字招牌。

对于一位职业生涯赢得过 118 次职业赛事桂冠，其中 73 次为 PGA 赛事冠军，18 次大满贯冠军，并且 6 次在美国名人赛上穿起绿夹克的高球大师，似乎只有一个词适合用来

形容称“金熊”的杰克·尼克劳斯：传奇！要知道，《高尔夫杂志》评选出的美国暨世界排名前 100 位的球场中就有不下 10 家球场出自尼克劳斯之手；2002 年，9 家尼克劳斯球场荣登美国《高尔夫周刊》年度排行榜；1999 年，尼克劳斯本人还被《高尔夫文摘》杂志评为世界一流的高尔夫球场设计师，其 2001-2002 年度设计的六家“金熊”球场也列入了美国最伟大的球场排名名单；另外，尼克劳斯设计公司还被《亚洲高尔夫月刊》评为 2003 年度最佳高尔夫球场设计公司。很显然，即便是由职业球手转到了球场设计领域，尼克劳斯也已经获得常人无法想象的巨大成功。



尼克劳斯是英国皇室之外，唯一在世时登上苏格兰或者英格兰钞票的人。苏格兰皇家银行为了纪念他最后一次参加大满贯赛，特意发行了这样一种面额五英镑的钞票以表示纪念。（2005 年苏格兰皇家银行在英国高尔夫球公开赛举行之际，发行 200 万张、票面价值为 5 英镑的钞票。）

## 业务量激增 高品质不变

尼克劳斯涉足球场设计始于 60 年代中期，当时已经成名的球场设计师彼得·戴伊（Peter Dye）要在他家乡哥伦布斯建造一座球场，于是找他来提供作为职业球员的视角，没想到就此让尼克劳斯染上了“设计瘾”。1969 年，他与戴伊合作设计的 Harbour Town 林克斯球场正式落成开业，这也是尼克劳斯设计的第一座球场——早年他的所有作品都是与戴伊或者穆尔海德（Desmond Muirhead）这两位世界知名球场设计师合作完成的，而他独自设计完成的首个球场，即位于加拿大安大略省奥克维尔市的阿比幽谷（Glen Abbey）球场，则落成于 1976 年，后来该球场曾多次举办加拿大公开赛。

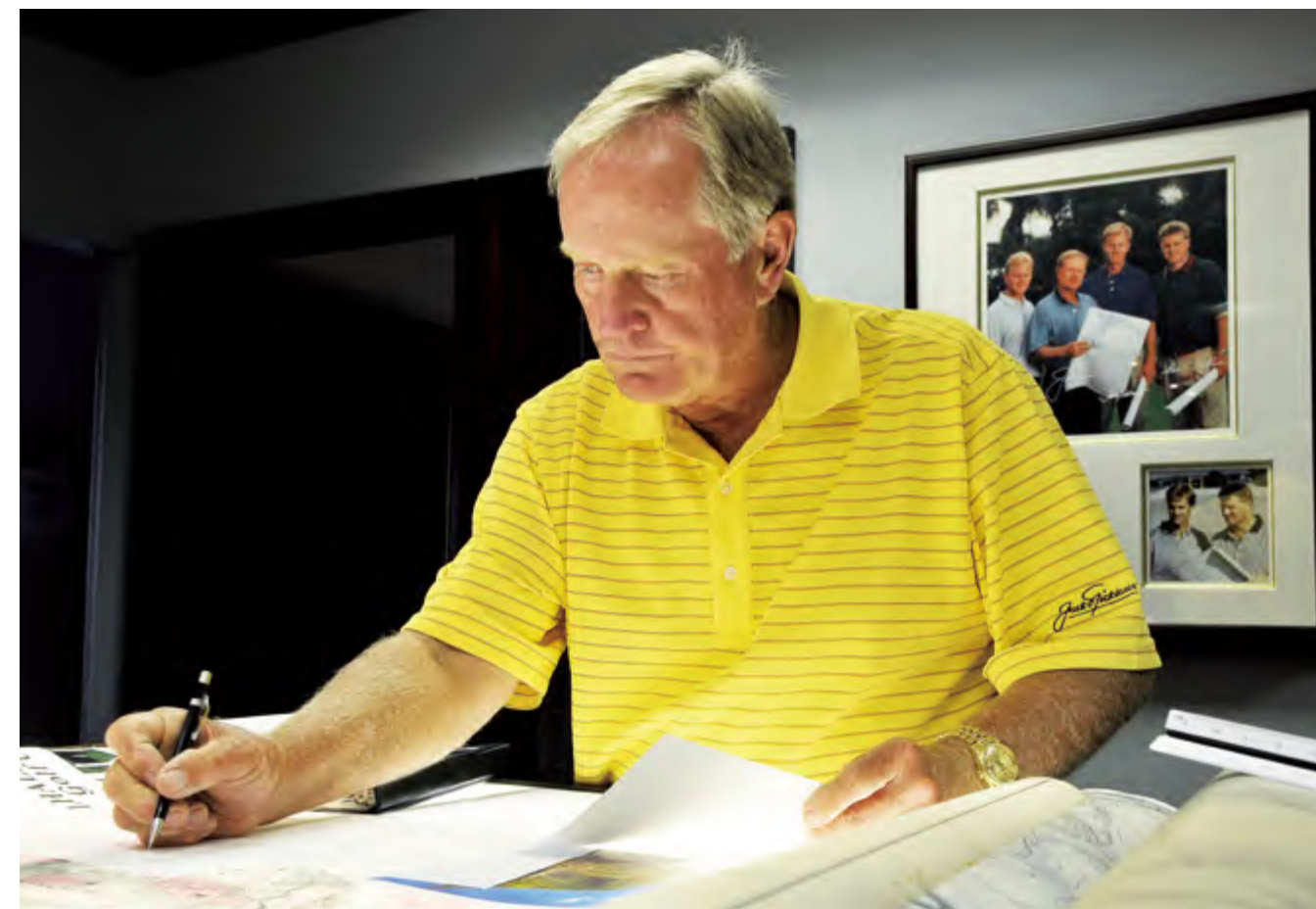
尼克劳斯在球场设计上倾注了大量的精力，他所创立的设计公司是全球最大的设计师事务所之一。而且近年来，尼克劳斯设计公司的业务量也正呈现直线上升的趋势，但尼克劳斯和他的团队并没有因为生意红火而忽视作品的品质，他始终遵循可打性、独特性、与艺术美感和谐统一的设计理念受到了广泛的认可和赞誉。“我想就是品质，这比什么都重要”，尼克劳斯在谈到自己设计球场的评判标准时这样解释“有很多不错的球场是其中 14、15 个洞很棒，但总有那么 4、

5 个洞让人失望，但是我不认为我们公司设计出来的球场有哪个洞是失败的。”很显然，正因为他曾经是一名职业球手，并在高尔夫球场上取得了那样辉煌的战绩，才让他更懂得什么样的球场设计才是最合理的，并且把这些经验在各个项目的设计过程中与公司的设计师交流，共同分享。也正因如此，尼克劳斯球场的风格很难用几个简单的词汇来归纳总结，其变化之快速，多样都是相当独特的。“我其实一直在避免形成自己所谓的‘招牌式设计’，尤其害怕有球员一站到 1 号洞的 Tee 台上就说：‘哦，这是尼克劳斯设计的球场’我更希望我的每个作品都有自己独一无二的风格，但是保持着最高的水准”尼克劳斯表示。

## 大师作品 金字招牌

不随大流，这是尼克劳斯球场所共有的气质，另一个特点是他的设计往往能够带给球场极大的附加价值。到目前已有超过 90 家尼克劳斯设计球场举办过职业赛事就是最好的例证。当然也包括因经历 2011 年“美兰湖上海名人赛”及 2012 年“BMW 大师赛”而闻名遐迩的上海美兰湖高尔夫俱乐部。

尼克劳斯设计公司对美兰湖名人赛球场的重建始于 2010 年 6 月，主要的设计理念是以各种水平的高尔夫球手创作







一座挑战与趣味以及美丽与公平共存的世界级锦标赛高尔夫球场。名人赛球场可以通过不同的挥杆方式和战略元素来验证最佳高尔夫球手的能力，同时对于初学者和平均水平的球手来讲，这也是一座非常激动人心的公平的高尔夫球场，他们会非常享受球洞之间丰富且生动的变化以及自然的布局之美。

改造后的名人赛球场具有“天然公园”的风格，球场的设计中融入了许多自然元素。包括树木、原生态草、湖泊和小溪，以及起伏的地形给球场带来的明显标高变化，从而提供了丰富多样的高尔夫挥杆机遇，令人愉快的美景以及完美的战略理念会给这个球场带来一种非常贴切自然的感觉和外观。

新球场的设计战略是鼓励球手来正确地发球并接近果岭。利用沙坑、水系、原生态草区以及球道等高变化的结合给这个过程增添许多挑战和回报。正确的挥杆可以使球在球道中如愿滚动并可以停在想要的位置，从而到达最适合进入果岭的角度。总之，球手越愿意挑战障碍，他们就会越容易获得将球打到接近旗杆的最佳机遇，最终得到较低的杆数。丰富多彩的特色给球场增加了许多趣味和挑战，从而使打球的经验既开心又令人兴奋。



数字尼克劳斯	
289 家	尼克劳斯在全球范围内设计的已开业球场数量，其中 241 家为独立设计，33 家联合设计，15 家改造设计；
365 家	尼克劳斯设计公司在全球范围内设计的已开业球场数量；
18 家	尼克劳斯设计公司在中国设计的已开业球场数量，另有 19 家目前在建；
168 家	尼克劳斯设计公司在最近 12 年建成开业的球场数量（其中尼克劳斯本人参与的有 120 家），平均每年 14 家，包括 1999 年创纪录的 27 家；
57 家	尼克劳斯设计公司目前在建的球场数量，遍布全球 28 个国家；
34 个国家	尼克劳斯设计公司的作品在全球的分布范围，其中在美国本土建成开业 205 家，遍布 39 个州；
70 家	尼克劳斯设计球场出现在全球范围内各大媒体（例如《高尔夫文摘》、《高尔夫杂志》、《高尔夫周刊》等）评选的前 100 位最佳球场排名的数量；
95 家	2011 年度举办过职业赛事或全国性业余锦标赛的尼克劳斯设计球场数量，赛事总数超过 600 场。

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保罗·麦克格林尼是美兰湖高尔夫俱乐部的运营总监  
Paul McLoughlin is the Director of Golf Operations at Lake Malaren Golf Resort

2012 年至 2018 年欧巡赛“宝马大师赛”主办场地  
“Home of the BMW Masters” on the European Tour 2012-2018

（球具由 Taylormade Adidas 高尔夫赞助）  
(Equipment sponsored by Taylor Made Adidas Golf)

# Ball above 当球高于你的脚 *your feet*

当球高于你的脚，这种类型的击球你永远不会在练习场进行练习， 以下是需要遵循的步骤，为了把球打到靠近球洞的地方。

A shot that you will never play on the driving range is a ball above your feet. Below is the steps to follow in order to hit this shot close to the hole.

1. 根据斜坡的倾斜程度，瞄准目标右侧方向。
2. 稍微加强你握杆，握杆往下一点，使球能更靠近自己一些，这样能有更多的控制。
3. 球的位置在中间稍微靠后或是你用短杆和中杆击球的位置。
4. 你身体的重心分布要放在后脚上，这样会有更好的接触，并通过保持平衡来击球。

★球杆轨迹会自然地移向内侧因为你平坦的挥杆平面。球的飞行路线会在理想的控制曲线中从右飞向左。

- 1 Aim right of the target based on the severity of the slope.
- 2 Strengthen your grip slightly and grip down as the ball is closer to you for more control.
- 3 The ball position is slightly back of middle or in the middle of your stance for the short and mid irons.
- 4 Your weight distribution is on the balls of your feet, to encourage better contact and maintain your balance through impact.

★ The path of the club moves inside naturally as your swingplane is flatter. The ball flight ideally flies from the right to left with a controlled curve.

## 击球路线 Alignment



这时肩膀的打开，会造成球的飞行方向不一致。  
Shoulders is open at address, causing ball flight to be inconsistent.

## 击球位置 Impact Position



平衡——重心分布  
Balance – Weight Distribution

**X** 错误的





身体的重心要放在后脚上  
Weight on the balls of your feet



照片中的示范显示了你身体的重心要放在后脚上。高尔夫球员在击球时共同倾向于往后靠。

Photo demonstration showing weight on the balls of your feet. Common tendency for golfers to fall backwards down the hill through impact.



将握杆往下移一些，因为你的挥杆在一个水平面上，这也会帮您更好的控制击球。

Grip down a little, as your swinging on a flatter plane, also will help with some control of the shot.



上杆过陡

Too steep



挥杆平面

SwingPlane

在水平面上对于上内侧到外侧的挥杆路径，击球时杆面需要稍微打开。杆面会在击球时关闭因为后脚跟的一栋，关闭杆面的前端或是转向左边。

Flatter plane for an in to out swing path, clubface will be slightly open at impact to the target. The club face is encouraged to close at impact as the heel is digging in first, with the toe part of the clubface to close or rotate left. of the shot.

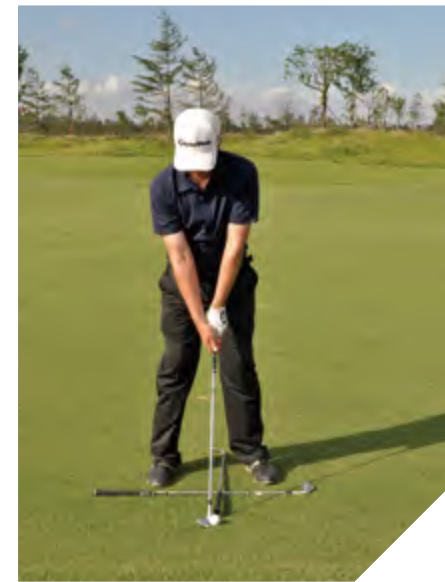


正面视图 - 挥杆时重心的转移。

Front view – weight transfers gradually during the swing.

### 复习

Review



用脚，臂部和肩部来正确对准击球的击球走向。这些照片显示了球的位置、走向、站位、站姿、准备姿势在美兰湖高尔夫俱乐部上了一节课后。

Alignment is correct with the feet, hips and shoulders. These photos show the correct ball position, alignment, stance, posture and setup after a lesson at Lake Malaren Golf Resort.



备注：记住要击中杆面的中间

我们期待您光临美兰湖高尔夫俱乐部，如果您有任何关于打高尔夫的问题，或是想预订课程，请发 email 到这个地址：paulpga@pga.com

P:S Remember to hit the Center of the Clubface.

We look forward to welcoming you at Lake Malaren Golf Resort. Please email: paulpga@pga.com if you have any questions on your game, or to book some classes.





# Golfers' Diet in Summer

## 高尔夫人的夏季饮食之道

夏季是个不错的打球季节，只是骄阳似火容易晒伤皮肤，暴风骤雨又可能使球场到处埋伏着致命的雷击，而饮食不注意的话又可能脱水中暑。所以，如果想在夏日充分享受高尔夫球的乐趣，那在上场前做好防日晒、防雷雨、防中暑的“三防”准备工作是十分必要的。

The Summer is a good season to play golf. However, the crazy hot sun can easily cause sunburns, and violent thunderstorms that can also make the course dangerous. An improper diet can therefore lead to heatstroke and dehydration. In order to enjoy your round of golf, it is necessary to be well-prepared before playing- by protecting yourself from the sun, to heat and any thunderstorms.



### 1、防日晒：提早准备，多重保护

如果发现自己有晒伤的现象，应保持晒伤部位的湿润，并使用修复防晒产品进行修复。

### 2、防雷雨：及时躲避，做好防护

如果没有避雨篷或休息设施，就要到较低的地方去，避开孤立的树木，千万不要躲在大树底下，而且身体必须与树保持两米以上的距离，并且尽可能下蹲和双脚靠拢，身体不能接触任何金属的东西。

### 3、防中暑：注意饮食多喝水

夏天人体水分流失严重，下场打球的话，如果不注意饮食很容易发生脱水中暑。脱水的预防方法是在打球中和结束后频繁喝水，每次喝少量，而不要等到口渴时再喝。

另外，切忌大量饮酒后参加高尔夫球运动。热天在户外喝含有酒精的饮料会让你头脑涨，大量饮酒后参加高尔夫球运动，由于血液中乙醇浓度较高，使人兴奋度增加，自控能力减弱，小脑平衡机能减退，容易导致摔伤、肝功能不全，心、脑、肾功能将会受到严重影响。

最后一点，要避免空腹上球场。如果你不想打球前吃很多东西，至少在一轮开始前吃些香蕉或葡萄干。或者，上球场时带点花生、干果一类的小吃。

### 1, Sun proof: prepare early, multi-protect

When you get burned, keep the sunburned part moist, then use sun care products to prevent further damage to your skin.

### 2, Thunderstorm: timely escape, good protection

If there are no shelters or any rest area nearby, you should go to low elevated ground.

Keep away from single trees and never stay under the tree. Two meters away is a safe distance from trees and you should not touch metal objects.

### 3, Anti-heatstroke: pay attention to diet, drink more water

In summer the loss of body liquids can be very serious. While playing as well as afterwards, you should drink water in small amounts but frequently in order to prevent dehydration.

In addition, it is not recommended to play golf after heavy drinking. You may get dizzy when consuming alcoholic drinks outside in the sun. It can lead to injury and can also severely affect the function of heart, brain and kidney.

The last point: avoid playing with an empty stomach. You can eat bananas or raisins before a round begins. You can also pick up some snacks like nuts while playing either.



美兰湖高尔夫俱乐部夏季饮食推荐  
Summer Diet Recommendation by Lake Malaren Golf Club

**主食：** 虾仁滑蛋饭、猪排饭  
**Main deal:** Shrimp Egg Rice, Rice with Spare Ribs

虾仁滑蛋饭

虾仁和鸡蛋的组合不但使其含有蛋白质、脂肪、卵黄素、卵磷脂、维生素和铁、钙、钾等人体所需要的矿物质。

配料：高邮虾仁，鸡蛋

调料：高汤，鸡精，盐

口味：咸，鲜

Shrimp Egg Rice

The combination of shrimp and egg makes it contain protein, fat, lecithin, vitamin and some essential minerals such as calcium, potassium, and iron.

Ingredients: Gaoyou shrimp, egg  
Condiments: Soup-stock, essence of chicken, salt

Flavor: Salty, delicious



猪排饭

除含蛋白、脂肪、维生素外，还含有大量磷酸钙、骨胶原、骨粘蛋白等，可为幼儿和老人提供钙质，维护骨骼健康，具很高的营养价值。

配料：猪大排骨，鸡蛋

调料：黑胡椒粉，地瓜粉，矿、金兰酱油

口味：酥脆，微甜带辣

Rice with spare ribs

Apart from protein, fat and vitamin, it contains rich calcium phosphate collagen and osseomucoid, which is good for bone strength for young children and the elderly.

Ingredients: Big pork ribs, egg  
Condiments: Black pepper, sweet potato powder, mineral oil, Jinlan soy source

Flavor: Crisp, sweet slightly, spicy



**菜式：** 粤式牛肉粒、炭烧肉、田园时蔬  
**Dishes:** Cantonese Beef Cubes, Charcoal Pork, Seasonal Vegetables

粤式牛肉粒

牛肉不但提供丰富的蛋白质、铁、锌，还是每天需要的维生素 B 群，包括叶酸、维生素 B 和核黄素等的最佳来源，营养丰富，易于被人体所吸收。

配料：小牛柳，杏鲍菇，洋葱

调料：海鲜酱，叉烧酱

口味：咸鲜，酱香

Cantonese Beef Cubes

Beef contains rich protein, iron, zinc as well as essential B vitamins such as folate and riboflavin. It is rich in nutrients and can easily be absorbed.

Ingredients: Small Beef Fillet, Pleurotus Eryngii, Onion

Condiments: Hoisin sauce, Char siu sauce

Flavor: Salty, tasty, sauce-flavor



炭烧肉

炭烧肉选取的五花肉含有丰富的优质蛋白质和必需的脂肪酸，并提供血红素（有机铁）和促进铁吸收的半胱氨酸，能改善缺铁性贫血。

配料：猪颈肉

调料：花生酱，矿，烧汁，生抽，美极酱油

口味：油而不腻，蘸酱酸甜

Charcoal Pork

The selected streaky pork contains high-quality protein and essential fatty acids. Also it provides heme( organic iron) and homocysteine, In other word, it can improve iron-deficiency anemia.

Ingredients: Neck pork  
Condiments: Peanut butter, mineral oil, dressing, light soy sauce, MAGGI seasoning  
Flavor: Oil but not greasy, sweet and sour



美兰湖高尔夫俱乐部夏季饮食推荐  
Summer Diet Recommendation by Lake Malaren Golf Club

田园时蔬

富含各类蔬菜中的维生素 b1、b2、c 及多种无机盐等，其营养价值较高，可补充人体正常所需的各种元素。

配料：蘑菇，西兰花，木耳，甜椒，香菇，甜豆

调料：盐，鸡汁，味精

口味：咸，鲜



Seasonal Vegetables

Rich in Vitamin B1,B2,C and a variety of inorganic salt, high in nutrition.

Ingredients: Mushroom, broccoli, black fungus, bell pepper, sweet pea

Condiments: Salt, chicken stock, monosodium glutamate

Flavor: Salty, tasty

推荐饮料  
Drink

冰拿铁  
Iced Latte

冰拿铁

将牛奶和浓缩咖啡浇在冰块上面。口感滑润，冰爽沁心。咖啡的烟碱酸含有维他命 B，烘焙后的咖啡豆含量更高，可以消除疲劳，促进代谢机能等很多功效。

配料：意大利浓缩咖啡，细腻的奶泡

调料：矿油，冰块

口味：咖啡浓郁而醇香配以细腻的奶泡，入口清甜冰爽，口有回甘，夏季绝佳饮品

Iced Latte

Pour the milk and espresso on ice. It is ice-cold with a smooth taste. Niacin in Coffee contains Vitamin B, which can prevent fatigue and help boost your metabolism

Ingredients: Italian espresso, rich milk foam

Condiments: Ice, Mineral oil

Flavor: Strong and mellow Coffee flavor with fine milk foam, sweet, cool, a perfect choice in the summer

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# “Keep Tide on the Target”

“Interview with Allen Edmonds Greater China President Mr. Kelvin Chao”

## “坚持目标，顺势而为”

——专访 Allen Edmonds 大中国区董事长 曹仁玉先生

初见曹董，一身休闲装扮的他高鼻深目，唇角微带笑意，从他的身上你完全看不到一丝董事长的架子，反而显得特别亲和，平易近人。曹董是个懂得生活和享受的人，举止言谈间，给人一种温厚谦逊的气度，神态很沉静。说起自己的爱好，他总能聊得不亦乐乎，甚至眉飞色舞起来，生活中的曹董，除了闲暇时候来到球场上尽情挥上几杆，也会四处去旅游度假，听听音乐会，看看 Fashion Show，诸如此类活力四射的活动都是他的心头好。而在我们眼里的曹董，不仅是一位名德重望，高风亮节的 Allen Edmonds 品牌大中国区领军人物，更是为我们所尊重敬仰的美兰湖高尔夫俱乐部会员。

### 机缘巧合 结缘美兰湖

几个月前，曹董正式入会美兰湖。回忆起第一次拿起球杆的经历，当时的他有些自信不足“2001 年，由于时机和心态的缘故，并未真正体会到高球的乐趣。而近两年，繁忙的工作节奏终于有了些缓和，我才又拿起了球杆进入到这项运动。”也是机缘巧合，受朋友邀约一起来到了美兰湖，作为

俱乐部的新会员，近来曹董到球场打球的频率较往常也高了许多，聊到对球场的看法，曹董说，他每一次在美兰湖打球，都会有完全不同的体验，他表示“虽然走过国内外很多个球场，但美兰湖带给我的不同体验，特别是杰克·尼克劳斯设计的名人赛球场，激起了我不断挑战的欲望。而且无论从自然环境、会所服务及球道的挑战性，都令我越来越体会到打球的乐趣。”曹董的只字片语句句都透着对于美兰湖的高度评价，无比的亲切感顿时让我们倍受鼓舞。

### 高尔夫带给我最大的收获是“专注”

从最初结缘高尔夫到后来爱上这项运动，谈起高球对曹董的影响和帮助，他表示“高尔夫给我带来的最大收获是“专注”二字。”他甚至形象地把在球场上所碰到的挫折、所运用的战略、所不断进取的状态比喻成经营一家企业，他认为打球与工作生活一样有着异曲同工之妙。这种对耐力和定力的磨练，同样被带入到了他的工作生活中，作为一种良性引导，促使其逐渐对人与事有更多的理解，并使其更专注地投入工作和生活。



Allen Edmonds 荣誉高尔夫系列



Allen Edmonds 杰克·尼克劳斯珍藏高尔夫系列

### 成功法则：“坚持目标，顺势而为”

近 5-10 年来，中国的高尔夫产业迅速发展，也带动了包括高尔夫零售在内的整个相关产业发展。曹董所经营的上海创侨正是在这样一种情境下将美国高端男鞋正装品牌 Allen Edmonds 引进中国，首家品牌店已在上海港汇广场开幕。Allen Edmonds 拥有超过 90 年的品牌历史，以服务美国总统及好莱坞明星著称。Allen Edmonds 先后于 2011 年推出“荣誉高尔夫系列”及 2013 年由十八项大满贯得主金熊尼克劳斯先生历时近两年创作的杰克·尼克劳斯珍藏高尔夫系列，这两大系列也已引入中国。面对今日的成就，回忆往昔，曹董把他的成功经验归结为 8 个字——“坚持目标，顺势而为”。曹董说，创侨在过去的 15 年内碰到过很多困难，例如市场萎缩、汇率波动、利润下滑、融资难，面对这样的压力和挑战，他们始终保持稳健的作风。这么多年来，一直保持着资产负债率低于 20%，并以健康的财务状况成为企业转型发展的坚实后盾。曹董对今天的创侨有了足够的能力和信心，并称再用 2 年时间可以顺利地以创新驱动来完成转型发展。

作为球友，曹董认为体育赛事和体育经济是相辅相成的，他对高尔夫产业在中国的繁荣发展充满信心，同时，也对美兰湖高尔夫俱乐部未来的发展满怀期待，他说：“毋庸赘言，美兰湖是上海最好的球场之一。相信在管理层和全体员工的共同努力下，经历了两大赛事承办后，一定能提升到中国最佳球场之列”。



曹仁玉先生与金熊杰克·尼克劳斯在 2013 年纪念日高球赛合影



美国前总统克林顿接见 Allen Edmonds 前 CEO John Stollenwerk



Mr.Kelvin Chao looked quite intimate and peaceful the first time we met him. Mr.Kelvin Chao is the kind of person who prefers life more than work, and he is always willing to talk about his hobbies like playing golf, travelling, going to concerts and fashion shows. From our point of view, Mr.Kelvin Chao is not only president of Allen Edmonds Greater China with high reputation, but also a respected member of Lake Malaren Golf Club.

#### Fate of Joining Lake Malaren

A few months ago, Mr.Kelvin Chao official joined into Lake Malaren. "In 2001, I was not able to experience the real fun of golfing due to the timing and attitude. However, I picked up the clubs again these fast few years thanks to my lighter schedule." Mr.Kelvin Chao said when remembering his golfing history. Since becoming a member of Lake Malaren because of some invitation he received from some of his friends, since he started playing more and more. In terms of the course, Mr.Kelvin Chao has a different feeling each time he plays at Lake Malaren. He made positive remark about Lake Malaren: "This club could totally give me a different experience even though I have played many domestic courses. I was fond also of the Masters Course because I knew I would have more fun and ambition from the design of the course."

#### The Greatest achievement from Golf is Focus

Mr.Kelvin Chao indicated that his greatest golf achievement is the focus he has developed from playing. He even metaphorized the frustration, strategy and attitude from playing into the corporation operation. He thought that the endurance and perseverance he learned from golf was a sign in his life encouraging him to focus more on the understanding of work and life.



十八项大满贯得主金熊杰克·尼克劳斯先生

#### Rules for Success – Keep Tide

The rapid development of golf in China lead to the development of relative industries including golf retail during the past 5 to 10 years. Talent Creations, which was operated by Mr.Kelvin Chao entered the Chinese market under this sort of condition. From creating the classic golf shoes of the Honors Collection of Allen Edmonds in 2011 to the golf series of Nicklaus' collection, Mr.Kelvin Chao summarized his success into "keep tide". "There have been hundreds of difficulties in front of Talent Creations for the past 15

years including shrinking market, exchange rate fluctuations, decline in interest rates and financing difficulties. Despite facing these pressure and challenge, we kept the a positive attitude constantly. And we kept the asset-liability ratio under 20% as a healthy financial position especially when the business transformation that has happened these past few years." Mr.Kelvin Chao said with big confidence, during that Talent Creations would smoothly only take 2 years to finish the business transformation.



曹仁玉先生美兰湖高尔夫俱乐部挥杆照

As a golfer, Mr.Kelvin Chao thought that golf events and the economy were complementary to each other. Not only did he have the confidence in the development of the golf industry in China, but also high expectations for the future of Lake Malaren Golf Club. "Lake Malaren is one of the best clubs in Shanghai without doubt. I believe that it will be on the list of the best clubs in China with the effort of its managers and staff especially after two major international tournaments". Mr.Kelvin Chao said.





# 上海启德通航首航体验仪式于 美兰湖高尔夫俱乐部隆重举行

The first Shanghai KingJet flight  
ceremony was held in Lake Malaren



2013年1月12日上午11:00, 上海启德通用航空有限责任公司首航体验飞行暨“私翔会”揭牌仪式在美兰湖高尔夫俱乐部会所内隆重举行。中国侨联、南京军区空军、空军上海基地、民航华东地区管理局以及上虞市人民政府相关领导、俱乐部总经理等出席了此次盛会。

At 11:00am on the of 12th January 2013, the first Shanghai KingJet flight experience ceremony was held in Lake Malaren Golf Club. The China Federation of Shanghai, the air force of Nanjing military, air force base of Shanghai, Civil aviation administration of East China area and the leaders of Shangyu city government and the general manager of the club attended the event.





# KINGJET



在上海电视台著名主持人毛威庄重洪亮的开场白中，盛会正式开始。上海启德通用航空有限责任公司董事长金海波向到场各位领导及来宾表示热烈欢迎和诚挚感谢。此次首航作为上海启德通航的一个良好开端，意味着上海启德通用航空的正式运营进入正轨。美兰湖高尔夫俱乐部作为此次首航体验飞行的场地提供方，也与上海启德通用航空有限责任公司签订了战略合作协议，上午十一时许，俱乐部高宪宏总经理作为代表与诸位启德人共同见证了启德通航的首航揭牌仪式并发表讲话，高总表示，“启德通航的正式运营对很多高端商务人士来说，无疑不是一大福音，他给我们带来了快速便捷的生活体验，也为我们的高端生活品质提供了更宽广的平台，其快速便捷的灵活性为高端商务要客及政要商务旅行者提供了便利，也被越来越多的人所关注。此次与启德的携手，我们也将以此合作点为契机，为广大会员朋友搭建更专属、更个性化的尊贵体验。”

下午一点半左右，到场社会精英开始陆续登机参与启德飞行体验，有5名贵宾现场报名参加飞行培训，俱乐部也有幸争取到三个名额邀请会员共同参与了此次试飞试乘活动，共同见证于美兰湖肆意翱翔的非凡乐趣。作为长期的战略合作伙伴，此次俱乐部与启德通航的首次联合，为美兰湖开创了先河，标志着俱乐部将为更多的会员朋友带来更高品质的增值体验，不但促进了航空事业发展，更使其在发展蓝图上又新添了一抹绚丽的色彩。

The ceremony began with a famous TV host in Shanghai, Mao Wei gave us the opening word. The chairman of the Shanghai KingJet co. Ltd, Jin Haibo presented welcome and thanks to all the leaders and guests. The first flight gave Shanghai KingJet a good beginning of operation and it also means KingJets operation is going well. Lake Malaren produced the first flight place and signed strategic cooperation agreement with KingJet. At 11:00am, the general manager of Lake Malaren golf club, Mr Jeffrey Kao gave his speech. He said: "KingJets formal operation is good for many high class business men. It brought us fast transportation and a convenient



life and produced a broader platform for our high quality of life experience. People pay more attention to KingJet because it has flexible and fast services for people and convenient business travel. Lake Malaren use this opportunity to bring the chance for our members and friends to have a personalized noble experience.

At about 13:30 in the afternoon, the social elite scene began boarding the flight. There are 5 VIP

guests apply in flight training at the scene. Our club also invited 3 members to participate in the flight experience. As a long term strategic partner, it was the first time for Lake Malaren Golf Club to have cooperation with KingJet. It sets a precedent for Lake Malaren and the club will bring more members to have the high quality value experience. This event was not only encourage aviation development, but also it makes the blueprint have more brilliant colors.



# 美兰湖高尔夫俱乐部 第 75 届会员联谊赛成功举办

## 75th Members Tournament



3月6日，迎着初春温暖的阳光，美兰湖高尔夫俱乐部第75届会员联谊赛在名人赛球场成功举办，此次赛事是2013年举办的首届会员联谊赛，众会员朋友的大力支持及赞助商们的鼎力协助，让今年的首届美兰湖会员杯更如虎添翼！

中午12:30，随着百余名会员的陆续抵达，联谊赛正式打开战幕！5个多小时的激烈角逐伴随着宜人的天气，会员们各个意犹未尽，徐徐微风褪去了冬日的凉意迎面吹来，众会员朋友纷纷感慨“真是一个挥杆打球的好天气啊！”，兴致也尤为高涨起来，快乐之情溢于言表。

With the spring sunshine, the 75th Members tournament was successfully held on the Masters course, on the 6th of March. It was the first member tournament in 2013. The strong support from members and sponsors made the first member tournament of the year a memorable one.

嗣后的颁奖晚宴，俱乐部特别邀请了乐队现场弹唱助兴，还为1至3月份过生日的寿星会员举办了温馨的集体庆生活动，紧接着，俱乐部总经理高总发表致辞并同时宣布俱乐部与东镇练习场合作的喜讯及今年BMW大师赛的最新进展。此次比赛在奖项设置方面，除了一贯的近洞奖、远距奖、净杆一至六名及总杆冠亚季军、抽奖外，还设有birdie奖，最终蔡怀印、吴履赋、张坚分别以总杆81、82、82摘得冠、亚、季军；而洪祥彬、周立民、焦阳、王克明、蒋丽、魏充则获得净杆一至六名；缪维纲、蒋丽获得远距奖；徐信中、洪祥彬获得近洞奖；birdie奖则是被徐信中、栾飞、陈宏、魏充、洪祥彬、王建雄、姜信模摘得。

2013年对俱乐部来说，又将是一个崭新的开始，对所有会员来说也将是充满惊喜的一年。相信通过所有员工的努力，一定会向会员朋友们提供更好的场地和更贴心的服务，让我们共同期待下一届美兰湖高尔夫俱乐部会员联谊赛更加精彩！

After a hundred members arrived, the member tournament officially started at 12:30am. All the members were in a very good mood after playing golf in beautiful weather for 5 hours.

After a great day of golf, our club held an awards dinner that included a band that helped sing and



celebrate the birthdays of our members that were born between January and March. Jeffrey, our club general manager, also announced the news about a new agreement with the Dongzhen driving range and the developments for the 2013 BMW Masters. For this year's award ceremony, we had the usual awards for "Closest to the Pin", "Longest Drive", net and gross score champions, as well as a new "Birdie" award. Cai Huaiyin, Wu Lv Fu, Zhang Jian finished with the top 3 rounds of the day with scores of 81, 82, 82 respectively. Hong Xiangbin, Zhou limin, Jiao Yang, Wang Keming, Jiang li, Wei Chong shot the 6 best net scores respectively. Miao weigang, Jiang li won

the award for the longest drive. Xu xinzong, Luan Fei, Chen Hong, Wei Chong, Hong Xiangbin, Wang jianxiong and Jiang Xinmo were the winners of the birdie award.

2013 will be a fresh start for the club and we hope that all the members will be pleased with the new improvements we have made to the club. We believe our hard working staff can help provide a high quality golf course as well as friendly service. We are all looking forward to our next memorable member tournament!



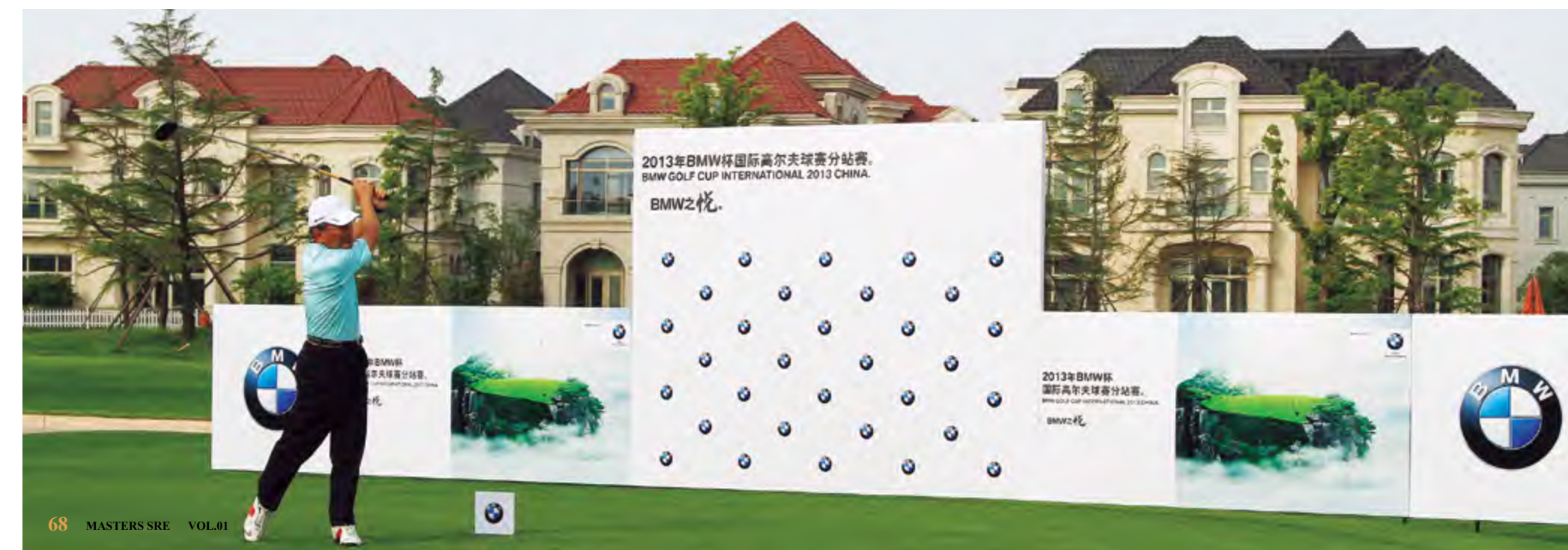


## 2013 BMW Golf CUP

### 宝马杯国际高尔夫球赛在美兰湖 圆满收杆

2013年5月7日至5月10日，BMW集团旗下上海德宝、凡德、上海宝信、上海宝诚、宝诚中环、上海众国宝泓等经销商相继在美兰湖高尔夫俱乐部举办2013 BMW Golf CUP分站赛，为期四天的活动吸引了众多BMW车主莅临比赛现场，挥洒高超球技，展现优雅身姿，呈现一场精彩绝伦的比赛，展示了中国高尔夫业余选手的风采。

From the 7th May -10th May 2013, the BMW Motor Sales Teams(Shanghai Debao, Shanghai Fande, Shanghai Baoxin, Shanghai Baocheng, Baocheng Central etc) from BMW Group held 2013 BMW Golf Cup at Lake Malaren Golf Club, Shanghai. The four day event attracted many BMW cars owners to come play. Their golf skills and nice swing presented wonderful games and also showed Chinese amateur golfers style.







尽管连续几日的天气情况不尽人意，但幸好雨势不大，毛毛细雨丝毫没有减少车主们对高尔夫运动的热爱，接连几天的现场气氛更是一丈高过一丈。此次车主杯，主办方为增加车主们的挑战热情，特别设有全新的宝马车一台作为“一杆进洞”大奖。美兰湖高尔夫俱乐部作为 BMW 大师赛的合作场地承办方，BMW 车主杯已连续几年落地于此，其名人赛球场更是因 2011 年“美兰湖上海名人赛”及 2012 年“BMW 大师赛”而声名显赫，对每一位参加比赛的车主们而言，能相聚在美兰湖不仅能淋漓尽致的享受挥杆乐趣，还能相互切磋增进情谊，我们也同时期待，不久的将来，俱乐部能为更多的高球爱好者创建更为良好的交流平台，吸引越来越多的高球爱好者集聚一堂！

Although the weather was not good during the four days, fortunately the rain was not heavy. It didn't affect the customers' love of golf. The atmosphere of the event days could only get better. The organizer set the hole in one prize, a new BMW car in order to increase the competitive side of golfers. Lake Malaren is a BMW Masters cooperation course. For every car owner who participated in the competition, they are not only enjoying to swing the club at Lake Malaren, but also are learning from each other in order to promote friendship. We look forward to the future, Lake Malaren Golf Club can create a more favorable platform for golfers to share the experience and hope that attract more golfers here.





# Audi 奥迪 Quattro Golf Tournament 杯高尔夫锦标赛

## at Lake Malaren 激情开杆

2013 奥迪 quattro 杯高尔夫锦标赛上海站比赛经过数日的连续比赛，于 5 月 14 日在上海美兰湖高尔夫俱乐部圆满落幕。今年是奥迪 quattro 杯高尔夫锦标赛在中国举办的第 10 届赛事，此次比赛吸引了逾百位奥迪用户和高尔夫爱好者激烈角逐今年上海站进军全国总决赛的名额和“一杆进洞”大奖。

After a few days of competition, the 2013 Audi Quattro Cup Golf Tournament came to a perfect ending at Lake Malaren Golf Club on the 14th of May. This year represented the 10th Audi Quattro Cup Tournament held in China. The competition attracted more than one hundred Audi car owners and golf enthusiasts in Shanghai this year for the chance to qualify for the National Audi tournament. Audi also sponsored the hole in one prize for the tournament.



开球仪式上，奥迪车主代表完美开球，将象征比赛启动的高尔夫彩球击向空中，白色的高尔夫球拖拽着艳丽的彩沙在蓝天划出一道优美的弧线，不仅博得到场奥迪高尔夫爱好者的阵阵喝彩，更预示着这次 2013 奥迪 quattro 杯上海分站赛顺利开幕。本次赛事虽然连着几日气温较高，但丝毫未影响选手热情高涨的气氛。每组选手们各怀高招，各显神通，配合也非常默契。美兰湖俱乐部作为上海乃至亚洲享誉盛名的高尔夫球场，已先后联合众多汽车厂商举办高球赛事无数，此次 2013 奥迪 quattro 杯高尔夫锦标赛俱乐部通过多



日的精心筹备，整合了一流的软硬件配套设施供其顺利开展。奥迪也在传承往届赛事精髓的基础上，倾力为广大奥迪用户和高尔夫爱好者提供了预选培训、亲子活动、技能挑战等练习场地供其延展活动，为 2013 奥迪 quattro 车主们带来了全新感受和体验。

俱乐部方表示，今年还将联合更多知名品牌商开展一系列丰富的高球体验活动，与大家分享高球运动所倡导的高品质生活理念，同时，也期待更多的人可以加入并关注和支持高尔夫竞技运动！



At the tee off ceremony, Audi cars owners impressed many of the fans present with impressive drives to start off the 2013 Audi Quattro Golf Tournament. Although the temperature was very high during the tournament, the heat did not affect the players. The players in each group showed their golf skills and match up well. Lake Malaren Golf Club is viewed as one of the most prestigious golf courses in Asia, which is why

many car companies have chosen to hold countless golf tournaments with us. Our club spent many days carefully preparing for the 2013 Audi Quattro Cup. We prepared our first class facilities for the opening of the event and also provided pre training, children's programs, skills challenges and other extensive activities on the driving range. We brought a new feeling and experience for 2013 Audi Quattro cars owners.





## BMW “超悦梦想”

### 青少年高尔夫发展行动落户美兰湖高尔夫

# BMW Junior Golf development Program at Lake Malaren Golf Resort



BMW “超悦梦想”青少年高尔夫发展行动于2013年5月18日在美兰湖高尔夫俱乐部拉开序幕。作为BMW“超悦梦想”青少年奥林匹克发展行动的重要组成部分，俱乐部方表示很高兴能与BMW集团合作，提供专业的场地以帮助更多的青少年高尔夫爱好者在经验丰富的教练指导下接受正确的高尔夫挥杆推杆技巧、高尔夫礼仪等方面的教学和充满趣味性的亲子互动游戏，为青少年菁英球手同场竞技提供展示和交流的机会，让青少年对这项“绅士运动”有更全面而正确的认识，并循序渐进地形成青少年正直、谦恭、自律、随时为他人考虑的“高尔夫精神”。

为了此次活动，美兰湖高尔夫俱乐部早早的便开始了各项准备工作，确保为期两天的活动有条不紊地一一落实。据

BMW Junior Golf program took place at Lake Malaren Golf Club on 18th May, 2013. As important part of BMW Youth Olympic developments, the club is very happy to be working with the BMW group. More juniors improved their golf skills with experienced coaches. Golf courtesy lessons and some interesting games make young players correct understand “Gentleman Sport” and also think about “Golf Spirit”.

Lake Malaren Golf club prepared for the event two days before to make true everything is ready. The top students will have the opportunity to participate in BMW “Trip to Hainan” Golf summer camp. They will also come to Lake Malaren Golf club again

悉，此次训练营活动中，表现优异的小学员除了将有机会参加BMW“海南之旅”高尔夫夏令营之外，亦可来到10月在俱乐部联合承办的BMW大师赛活动中，聆听高球巨星独家教学并切身感受国际顶级赛事的氛围。作为BMW大师赛落户中国的指定合作场地，俱乐部深感荣幸万分，借助BMW遍布全球的职业和业余高尔夫赛事的资源优势，以及BMW大师赛蜚声遐迩的欧巡赛旗舰赛事的绝对影响力，俱乐部也将全面提升全方位品质，为普及高球运动在中国的影响力做好表率作用，为助力奥运，助推青少年高尔夫出一份力，以丰富的线下活动为载体，促进奥运会中国高尔夫人才的储备力量的发展，为其搭建一个沟通与交流的平台，全力支持青少年实现高球梦！

in October for Golf Star clinic. As BMW Masters cooperation site in China, our club would like to used professional and amateur events resource to improve ourselves. We want to help the Chinese golfers to play Olympic Games, build a communication platform for them and fully support junior golfers. Let's make their golf dream come true.





# 2013 Porsche Golf Tour at Lake Malaren

## 2013 保时捷高尔夫巡回赛于美兰湖高尔夫盛大开锣



5月20日，由上海浦东保时捷中心主办的2013年保时捷高尔夫巡回赛上海站的资格赛在美兰湖高尔夫俱乐部内隆重开杆。当天，诸多嘉宾、媒体朋友和保时捷车主们齐聚一堂，参与了本次盛会，尽情享受为期一天的精彩比赛，为中国的保时捷车主及车友提供了一次难得的互动机会，每一位活动的参与者都乐在其中。

作为世界顶级的汽车制造商之一，自2001年进入中国，保时捷已赢得了无法撼动的市场地位与品牌口碑。保时捷不断超越自我，希望呈现于中国消费者面前的形象已经不仅局限于成功的汽车制造生产商及赛车盛世的个中翘楚，对于高球赛事的要求，也是狠抓每一个细节，有着如同保时捷所传递的精神一般，以追求卓越为最高标准。美兰湖高尔夫俱乐部可以作为此次活动的场地方，俱乐部表示非常高兴看到每一位参赛者都能享受比赛，可以为保时捷车主们带来如此尊贵的运动体验与刺激的赛事挑战，为其追求高品质精神生活提供相互交流、畅叙友情的沟通纽带，这也是对俱乐部在整个赛事服务品质上的一大肯定。

俱乐部方期待未来能为更多的车商举办此类赛事活动，可以借助举办不同赛事的机会与志同道合的朋友相聚在一起尽享高尔夫球运动的无穷魅力，同样也是对俱乐部各方管理水平提升的一大突破，为其走向更为精细化、国际化的品质道路又迈进了一步！



On May 20th, the 2013 Porsche Golf Tour qualifying took place at Lake Malaren Golf Club. Many guests, media friends and Porsche owners gathered together to participate in this event.

Since 2001, as one of the world's top automakers, Porsche has won a very huge market position and brand reputation. Porsche has constantly gone beyond them to present in front of the Chinese customers. Their image is not only limited to the success of the automobile manufacturer and one of the greatest racing spirits. They pay close attention to every detail, like the Porsche spirit. Lake Malaren management said the club was very happy to see each participant enjoy their game. This event also can improve our clubs services quality.

The club looks forward to holding more events like this. Many customers can play different competitions to gather Lake Malaren Golf club and enjoy the golf. It is also a big breakthrough for our clubs management. We have a step forward for international club target.





# The 76th Member Tournament

——Annual golfer championship  
have begun

## 美兰湖高尔夫俱乐部 第 76 届会员联谊赛完美落幕 ——年度球王冠军晋级战序幕开启



为答谢会员们一路来的支持和配合，美兰湖高尔夫俱乐部第 76 届会员联谊赛于 6 月 6 日隆重开杆，下午 13:00 开球仪式在战鼓声中正式拉开序幕，到场的嘉宾和会员们热情高涨，以球会友，一鹭挥杆。此次联谊赛赞助商美国大通银行 & 爱飞翔高尔夫特别为我们会员朋友安排了全程摄影，捕捉每位会员在场上的精彩瞬间，并准备了精美相框装裱，在会员回场的第一时间就能拿到自己当天比赛的专属纪念照。



晚上七时许，在主持人刚宣布晚宴开始时，舞台两边的屏幕伴随着激昂的音乐放起了美国大通银行 & 爱飞翔高尔夫特别为我们会员现场制作的当天击球视频。在 VCR 里会员们个个英姿飒爽，十足的球星范儿阵势完全不亚于职业球员，看着自己挥舞球杆的身影出现在大屏幕，会员朋友们言笑晏晏，杯盏交错间，其乐融融。嗣后俱乐部特别为 4 至 6 月的寿星会员送上生日蛋糕和祝福礼品等。紧接着，在俱乐部总经理高宪宏开场致词后，又隆重介绍了







球会新签约的驻场球员——中国排名第四的职业选手李昊桐，会员们都鼓掌为他加油，希望他奋发努力更上一层楼。俱乐部联席总经理李伟还正式宣布了俱乐部今年特别为会员朋友们策划的首届“年度冠军球王赛”，提倡以切磋球技，相互交流为办赛初衷，以差点决定比赛名次的竞技方式来提高会员们的参赛热情，更大限度的通过比赛实现各参赛者间的互补以全方面提高竞技水平。整场晚宴最热闹的部分当属穿插的川剧变脸和喷火节目，表演嘉宾们一出场便吸引了全场的聚集目光，让大家眼前一亮，整个表演充满了神奇色彩，使到场会员及嘉宾都乐在其中。

此次联谊赛在各类奖项和抽奖奖品上也均突破往届，除了常规的铁杆、一号木、球包等，还特别准备了耐克劳斯高尔夫系列定制鞋、现代齿科券及价值 8 万元的 2013 北极游船票作为奖励，得到了摩根大通银行、天霞客玩家俱乐部、青岛啤酒、上海尚成商贸有限公司等众赞助商的鼎力支持！最终，随着三十余个奖项的逐一揭晓和丰厚奖品的一一发放，整场颁奖晚宴正式落下了帷幕。与此同时，此次会员联谊赛也打响了俱乐部特别策划的首届年度冠军球王赛号角，下一届谁主沉浮，让我们一起拭目以待……

奖项	名单	成绩	奖项	名单	成绩
总杆冠军	吴履赋	总杆 77	净杆冠军	缪维纲	净杆 69. 6
总杆亚军	王振纲	总杆 79	净杆第二	张宏	净杆 69. 8
总杆季军	左学翼	总杆 79	净杆第三	曾生	净杆 71
远距奖	缪妍露	第 7 和 15 洞	净杆第四	肖德财	净杆 71. 6
近洞奖	胡强	第 4 洞	净杆第五	胡强	净杆 71. 6
	周杰	第 12 洞	净杆第六	姜信模	净杆 71. 6



To thank the members for their support and cooperation, the 76th Member Tournament was hold at Lake Malaren Golf club on the 6th June. The tee off ceremony opened with drum at 13:00pm. All the members and guests were ready to play the competition. JP Morgan and Aficionado were the sponsors for this event. Aficionado arranged photography all the way. We got a lot of exciting moments during the event and prepared frame for the photos. All the members could get their exclusive photos after they went back.



At 7pm, the emcee announced the start of the award dinner. The screen on both sides of the stage played videos that were made by JP Morgan and Aficionado. Many members looked like golf star. They really enjoyed watching competition review video. After that, our club celebrated the birthday of our members that were born from April to June. We also prepared birthday cake and gifts for members. Jeffrey gave us a speech and introduced the number four golfer in China, Li Haotong. We signed a new contract with him. Members gave him a big hand and wished him to best. Keanu also announced we would have the first “Annual Golfer Championship” this year. We hope our members can share their golf experiences with each other. We will use handicaps and score to decide the rankings. The Annul Golfer Championship will help participant communicate and improve their level of competition. The most exciting program at the award dinner was “Sichuan face change” and “jet fire” show. Every member was attracted by this show. The show had magical colors which made the members and guests enjoy it.

The 76th Member Tournament had more prizes than the past. In addition to iron golf club, driver, golf bag and so on. We also prepared Nicklaus golf special series shoes, modern dentist vouchers and one arctic cruise ticket which was worth 80,000RMB. We had big sponsors and support from JP Morgan, Tianxiake player club, Qingdao



Beer, Shanghai city etc. Eventually, with more than 30 awards were being announced by emcee one by one, the award dinner came to the end. Who can win the next championship, let's wait and see.

Award list	Name	Score
Gross Champion	Wu Lvfu	Gross 77
Gross Runner	Wang Zhenggang	Gross 79
Gross 3rd	Zuo Xue Yi	Gross 79
Net Champion	Miao Weigang	Net 69.6
Net Runner	Zhang Hong	Net69.8
Net 3rd	Zeng Sheng	Net 71
Net 4th	Xiao Decai	Net71.6
Net 5th	Hu Qiang	Net71.6
Net 6th	Jiang Xinmo	Net71.6
Longest Drive	Miao Yanlu	Hole 7&15
Closest to Pin	Hu Qiang	Hole 4
	Zhou Jie	Hole 12







# 2013 Langjiu Honghualang Cup Golf Tournament

美兰湖再刮“红色旋风”  
——2013 郎酒·红花郎杯上海站顺利收杆

2013 年 6 月 28 日，2013 年郎酒·红花郎杯高尔夫巡回赛上海站在美兰湖高尔夫俱乐部开打。110 多名上海高球爱好者参加了本次比赛。整个活动在场地布置上，从里里外外的广告指示牌到会所大堂里摆放着的各种极富郎酒文化的酒类产品无一不充斥着红红火火的红花郎元素，为崇尚健康的高尔夫爱好者提供了一个交流沟通的平台。俱乐部作为场地地方，也积极响应着主办方的需要，各部门都全力配合其赛事的顺利开展，倾力将服务做到更好。

虽然赛前连续阴雨，比赛当天早上也依旧飘着小雨花，但到了签到时刻雨势就停了，天公作美，天气也是格外宜人。中午 12:15，各位领导和嘉宾穿过赛事拱门纷纷在开球仪式上致辞，祝愿所有参赛球员在好球场，好天气里，打出好成绩！随后美兰湖高尔夫俱乐部联席总经理李伟与上海市第十三届人大常委会副主任胡炜、原国家安全部副部长蔡旭敏、四川郎酒集团总经理刘毅、原浦东新区副区长臧新民为比赛开出彩球。一同出席开球仪式的领导嘉宾有上海美兰湖高尔夫俱乐部总经理高宪宏、上海市公安局装备部部长张异、四川古蔺郎酒销售有限公司红花郎事业部上海办事处总经理张千里等。

比赛经过五个小时的绿茵挥杆圆满结束，傍晚 18:30，颁奖晚宴在俱乐部会所三楼的宴会厅隆重举行。炫丽的 LED 屏幕上播放着比赛当天的视频，热闹的签到处，郎酒的系列产品，壮观的开球仪式以及下午嘉宾球员们精彩的挥杆。

晚宴伴随着热闹欢腾的氛围各奖项也逐一颁发，最终最远距离奖和最近旗杆奖分别由夏小云、万小钢收入囊中。最佳风尚奖由胡炜获得。范多斯拿下 2 只小鸟，荣获小鸟王称号。净杆逢九奖则分别由郭强、张良、蔡文字、顾佳斌、刘寅、蔡旭敏、董敦博、范江晖、孙键摘得。

美兰湖高尔夫俱乐部作为此次郎酒·红花郎杯高尔夫巡回赛的场地地方，也将为其更好的推广郎酒·红花郎杯高尔夫巡回赛的赛事品牌，给广大高尔夫爱好者提供更好的服务。



On June 28th 2013, over 110 golfers played in the Langjiu Honghualang Cup Golf Tournament at the Lake Malaren Golf Club the experienced the “playing golf and tasting Honghualang” culture of the Langjiu Group. Serval alcoholic beverages and advertisements were displayed inside and outside, showing the “red” style of Langjiu Group. As the venue provider, Lake Malaren not only offered the communication platform for the golfers, but also helped the host with all the details of the event in order to make it run smoothly.

The 2013 Langjiu Honghualang Cup Golf Tournament took place on the famous Masters Course this year. The teeing ceremony was started on the grass beside the 18th green of the Masters Course at 12:15pm with nice weather due to a heavy rain in the morning. Jeffrey kao – general manager of Lake Malaren, Keanu Li – co-general manager of Lake Malaren, Hu wei – deputy director of 13th Shanghai people’s congress, Cai Xunmin – former deputy minister of national security, Liu Yi – general manager of Langjiu Group Sichuan, Zang Xinmin – former deputy head of Pudong new area, Zhang Yi – minister of equipment dept. of Shanghai public security bureau and Zhang Qianli – general manager of shanghai office of Honghualang division of Sichuan Gulin Langjiu Sales Co. Ltd. joined the teeing ceremony and cheered for the golfers.

After 5-hour playing, the dinner ceremony was took place in the ball room on the 3F of the club house.

The video of lively registration, products of Langjiu, spectacular teeing ceremony and wonderful playing in the afternoon were played on the big LED screen in the ball room. The dinner was started with the toast by Liu Yi –general manager of Langjiu Group Sichuan. Afterwards, professional models showed the series of Langjiu one by one with letting the participants sense the century history and cultural heritage of Langjiu.



Each prize was awarded to the winners gradually during the dinner ceremony. Xia Xiaoyun and Wan Xiaogang won the longest drive and closest to pin respectively. Hu Wei won the best out look. Fan Duosi won the birdie prize with 2 birdies. Guo Qiang, Zhang Liang, Cai Wenyu, Gu Jiabin, Liu Yin, Cai Xumin, Dong Dunbo, Fan Jianghui and Sun Jian won the every “9” prizes of net score.

As the venue provider, Lake Malaren not only helped to promote the brand of Langjiu Honghualang Golf Tournament, but also provided the best service to al the golfers.







# 2013 Jaguar Land Rover Elite Golf Tournament

## 精英逐鹿 决战美兰湖

### ——捷豹路虎高尔夫精英赛上海站完美落幕



作为捷豹路虎在中国首次举办的高尔夫赛事——2013 捷豹路虎高尔夫精英赛上海站于7月2日-7月7日在上海美兰湖高尔夫俱乐部北森林球场盛大举办。本次比赛吸引了近四百名车主及嘉宾参赛，很多参赛车主表示，“一直有耳闻美兰湖的北森林球场难打，这一次有机会来挑战一下，果然名不虚传啊！”

The 2013 Jaguar Land Rover Elite Golf Tournament was the first event that Jaguar Land Rover held in China and it was successfully held at the North Forest Course of Lake Malaren Golf Club from July 2nd to 7th. Around 400 Jaguar Land Rover owners participated in this event. Not only did they enjoy the quality of golf, but they also experienced the luxury and honor of the club.

#### 完美的赛事体验

比赛期间，上海持续高温，烈日当空把球场照射得像一个绿色火炉，盛夏骄阳，烈日酷暑，却挡不住捷豹路虎车主们的打球热情，室外气温直逼40度，参赛球员的参赛热情高过了炎热的气温。为了让各位参赛选手能够享受到更好的比赛服务，特别在中途休息站设立了果蔬品尝点，将当日最新鲜的蔬果送到了选手们手中。而树木繁荫、微风徐徐的北森林球场让选手们在炎炎夏里感受到了一丝清凉。

#### 荣耀为运动而生

作为压轴好戏，颁奖晚宴安排在会所三楼的宴会厅举行，阳光激情的参赛选手即刻化身翩翩绅士和窈窕淑女，杯盏交错，一边诉说打球的尽兴，一边等待着盛夏的果实。同时，幽默诙谐的魔术表演和美轮美奂的舞蹈演出也让选手们在“激战”了一天之后得到了精神上的享受。当然，丰盛美味的晚餐以及惊喜不断的抽奖环节，也让各位球友在物质上得到了极大的满足。

美兰湖高尔夫俱乐部为了这次的高尔夫比赛早前一星期就开始了准备工作，正所谓台上一分钟台下十年功，此次活动，俱乐部在路虎捷豹车主与高尔夫爱好者间建立了良好的沟通互动平台，使其有机会齐聚一堂，在切磋球技的同时也让每位光临的车主和嘉宾都享受了一场“人、车、高尔夫”盛宴！作为赛事地方，俱乐部力争为各车商提供更高品质的服务，同时也不遗余力向更多的客户传递车商所要传递的品质，让所有车主都能用心感受更加精彩的比赛！



#### Perfect Event Experience

“It has been said that the North Forest Course is tough. Now we got the chance to take a try on it and it sure was” lots of golfers said. This course looks ordinary but actually challenges the golfers a lot due to its combination of huge trees and narrow fairways. Although it's an amateur event, Jaguar Land Rover still hired the national professional referees to supervise the whole process in order to keep the event fair, professional and high end. During the event, the golfers maintained their high enthusiasm in spite of the 40 degree temperature every day.

In order to provide the better service to the golfers, Lake Malaren also offered the freshest fruits to them at the halfway house in the course. On July 5th, a storm came suddenly, but the golfers continued playing even harder after this unexpected pause.

#### Honor for the Game

Last but not least, the dinner ceremony was set in the ball room at the 3F of the club house, with humorous magic and beautiful dancing show. All the golfers enjoyed the delicious food and surprising lucky draws after the tired but exciting playing during dinner. During the dinner, the awards of gross score, net score, longest drive, closest to pin, birdie and eagle were given out gradually, and fortunately, some father and sons, twins won the same prizes at the same moment. On the other hand, top three of the gross score were even qualified for the next round of regional tournament, challenging the national final.

Lake Malaren Golf Club prepared for this tournament one week in advance in order to provide service to the owners of Jaguar Land Rover. Meanwhile, Lake Malaren provided the communication platform for the golfers to assemble to enjoy the great party which was consisted of golfing and luxury cars, and the most important thing was letting golfers to experience the best quality of venue and service.





## 2013 Shanghai Lake Malaren Cup National Golf Team Tournament & Preliminary Tournament of 12th National Sports Competition

### 连日鏖战抗高温 全力以赴战酷暑

——2013 上海美兰湖杯全国高尔夫团体赛暨第十二届全国运动会预赛完美收杆



# 2013

上海美兰湖杯全国高尔夫团体赛暨第十二届全国运动会预赛在经过连续四天的激烈角逐和炎热酷暑的考验下，终于7月14日在美兰湖高尔夫俱乐部圆满落幕。此次比赛共有来自全国的21支男子队及15支女子队参加，几乎汇聚了目前国内所有优秀的职业和业余高尔夫运动员包括广东队张连伟，福建队吴阿顺及上海队叶莉英等。本次全运会的预赛可以说是中国高尔夫球员的一次全面检阅，最终男子组以广东队总成绩848（-16）杆成功夺冠，海南队以861（-3）杆获得亚军，而浙江队则以862（-2）杆的总成绩获得季军，其余5个席位被四川队、福建队、辽宁队、陕西队、上海队获得。女队方面，上海队以873（+9）杆的成绩获得冠军，广东队以886（+22）杆的成绩获得亚军，北京队以最后一轮的微弱劣势获得季军，另外5张入场券则被四川队、云南队、辽宁队、湖北队和陕西队获得。

The 2013 Shanghai Lake Malaren Cup National Golf Team Tournament & the Preliminary Tournament of the 12th National Sports Competition came to a successful end on July 14th at Lake Malaren Golf Club after 4 very intensive days. 21 male teams and 15 female teams from the whole country including many excellent domestic players like Zhang Lianwei from the Guangdong team, Wu Ashun from the Fujian team and Ye Liying from the Shanghai team participated in this tournament. This preliminary tournament was a great exposure to the public on the current state of today's Chinese golf players. Eventually, the Guangdong team won the male team championship with a final score of 848 shots (-16). The Hainan team finished second with a final score of 861 shots (-3) and the Zhejiang team finished third with a score of 862 shots (-2). The Sichuan team, Fujian team, Liaoning team, Shanxi team and Shanghai team finished 4th through 8th respectively. Regarding the female teams, the Shanghai team won the championship with a score of 873 shots (+9). The 2nd place team was the Guangdong team with a final score of 886 shots (+22) and the Beijing team finished third with a final score of 873 shots (+9). The Sichuan team, Yunnan team, Liaoning team, Hubei team and Shanxi team finished 4th through 8th respectively.





福建队



海南队



辽宁队

### 俱乐部全力以赴 蓄势备战

此次比赛是由国家体育总局小球运动管理中心、中国高尔夫球协会主办，中体旅（北京）体育发展有限公司承办，上置集团、中国新城镇发展有限公司所冠名共同举办的一次全国性高尔夫团体赛事，在7月9日的全体人员大会上，俱乐部董事长施冰对国家体育总局小球运动管理中心、中国高尔夫球协会主办，中体旅（北京）体育发展有限公司的领导及各参赛队代表，运动员们的到来致以了最热烈的欢迎，并表示将全力以赴配合顺利完成此次大赛工作，同时也祝愿所有的参赛团队在炎热酷暑下赛出好成绩！

作为第十二届全国运动会最后一个预赛项目的场地方，为了给所有参赛代表队创造一个良好的比赛环境，俱乐部各部门负责人与赛事组委会在赛前便早早的进行了沟通，并在球场养护、办公室设置及运动员住房、餐饮、医疗、安保、防暑降温等工作上都做足了充足的准备，给予赛事组委会极大的支持和帮助。由于正值夏季，上海雨水较多，为了使球场在比赛期间保持良好的状态，俱乐部每天加大了对球道和果岭草的养护，力求能在比赛中给所有选手带来愉快的体验。另外，果岭旁边的特殊大风扇也成为了球场里的一道景观，随时为果岭草保驾护航。

### 连日高温酷暑挑战 发挥最佳竞技精神

连着一周的比赛对于各省市参赛代表队及辛苦奋战在一线的工作人员们来讲，最大的考验莫过于上海的连续高温天气，选手们在三天的练习日及四天的比赛过程中各个不畏酷暑，顶着烈日下场备战，广东队老将张连伟在感冒发烧的情况下，仍然坚持在场上不退赛，激励了所有在场的



陕西队



山东队



海南队



江苏队

高尔夫球手们，充分发挥了最佳体育竞技精神。赛事期间，俱乐部还特意在球场果岭边的休息亭备有免费的酸梅汤和绿豆汤供选手们降暑解渴。

### 美兰湖获感谢牌 整场赛事圆满收杆

赛后，大赛举办了隆重的颁奖仪式，国家体育总局小球运动管理中心主任、中国高尔夫球协会副主席兼秘书长张小宁、国家体育总局小球运动管理中心副主任、中国高尔夫球协会副主席王立伟，广东省高协主席、中国高尔夫协会顾问许德立，浙江省高协主席、中高协顾问张慰文、国家体育总局小球运动管理中心运动四部副部长、中高协副秘书长庞政、上置集团董事局主席施建、中国新城镇发展有限公司董事长施冰等嘉宾出席了颁奖仪式并为获奖的团队颁发了奖项，上置集团董事局主席施建代表美兰湖高尔夫俱乐部在颁奖中致辞，他衷心祝愿此次在全国高尔夫团体赛暨第十二届全运会预赛中脱颖而出的优秀选手们能继续在全运会决赛中充分发挥最佳水平！为国争光！同时表示，俱乐部也将一直致力于高尔夫运动事业，并不断完善和进步，责无旁贷的为推动和弘扬中国的高尔夫文化做出贡献！

在颁奖仪式的最后，中国高尔夫球协会副主席兼秘书长张小宁还为美兰湖颁发了感谢牌，至此，2013上海美兰湖杯全国高尔夫团体赛暨第十二届全国运动会预赛圆满落下帷幕。让我们共同期待下一次高球盛世的举行，希望我国高球事业的明天更加蓬勃精彩！





**Fully Preparing for the Tournament**  
This tournament was a nationwide team event which was hosted by Multi Ball Games Administration Centre of General Administration

of Sports, China Golf Association and CST Golf Co. Ltd. and sponsored by SRE Group and China New Town Development Co. Ltd.. During the general

conference, Janson Shi made a speech welcoming the leaders and players from the Multi Ball Games Administration Centre of General Administration of Sports, China Golf Association and CST Golf Co. Ltd, and each team, also guaranteeing to make a huge effort for this event as well as wishing all the teams the best of luck for the tournament ahead. As the venue provider of the tournament, all the staff and departments of Lake Malaren communicated with the host regarding the course maintenance, office set up, lodging, F&B, medic, and security in advance in order to provide the best environment



and service for all the players and representatives. The club also worked harder on maintaining the fairway and the greens with the summer rains they were expecting.

**Cooling Equipments Provided**  
Due to the high temperatures during the tournament, free plum soup and green bean soup were provided in the half way house on the course for all the players. And there were water sprinklers set up on each fairway and green. They would be turned on as soon as the competition finished each day in order to keep the grass in the best

possible condition.

**High temperature Challenging the Players**  
The biggest challenge for the players and staff was the hot weather during the days of practice and the 4 days of competition. Zhang Lianwei who is a famous player on the Guangdong team insisted on playing despite having a cold and a fever.

**Appreciation Trophy Taken by Lake Malaren**  
A grand dinner ceremony was took place after the event.





# 2013 The Macallan Cup Golf Tournament & Lake Malaren Appreciation Tournament

## 2013 麦卡伦杯高尔夫巡回赛暨美兰湖答谢会圆满收杆

7月17日，由上海市高尔夫球协会、爱丁顿洋酒（上海）有限公司主办，三菱重工空调系统（上海）有限公司协办的2013麦卡伦杯高尔夫巡回赛暨美兰湖答谢会在美兰湖高尔夫俱乐部名人赛球场激烈开杆，本次比赛共吸引近百名嘉宾参加，为提高赛事刺激性，还特设一杆进洞大奖—BMW3系轿车一台。虽然当天的气温居高不下，但参赛选手们仍然个个精神洋溢，丝毫不被酷暑所影响，在被阳光暴晒的赛场上打的如火如荼，畅快淋漓。



下午13:30时整，随着开球仪式的开始，参赛选手们纷纷下场激战，有的参赛球员甚至全副武装，成了球场里一道另类的风景线。爱丁顿洋酒（上海）有限公司麦卡伦品牌代表姚晓慈先生也来到了开球仪式现场，并为球员们加油鼓劲儿。

经过五个多小时的角逐，选手们挥斥方遒，风采尽显。晚上19时许，为了犒劳近百名精英的优秀表现，一场精彩纷呈的颁奖晚宴拉开了帷幕，来自上海市高尔夫球协会常务副主席兼秘书长王锦培先生及爱丁顿洋酒（上海）有限公司姚晓慈先生纷纷在晚宴中发表致辞，并为获奖选手颁奖。各方嘉宾边品尝各种精致美味的自助佳肴边期待着丰厚的主奖颁发、以及幸运大抽奖的抽取，一个个环节将晚宴气氛烘托地欢快热闹。最终，魏佳琪获得近洞奖；Patrick、陈晓晓分别获得男子和女子远距奖；徐维杰、蔡怀印、邱黎堂、郭雪峰、金波、王亮分别囊获净杆一至六名；而总杆冠军季军则被张巍競、彭育业、蔡亚达一举囊获。



特别大奖韩国济州岛4天3晚2场球及三菱空气清净机则是被韩雪梅、陈志伟幸运抽得。

在一派欢声笑语中，此次2013麦卡伦杯高尔夫巡回赛暨美兰湖答谢会圆满谢幕。相聚是短暂的、快乐是永恒的。美兰湖高尔夫俱乐部方面表示“非常感谢本次赛事的合作单位，上海市高尔夫球协会常务副主席兼秘书长王锦培先生、爱丁顿洋酒（上海）有限公司姚晓慈先生、日加满饮品（上海）有限公司、三菱重工空调系统（上海）有限公司及上海昱恒高尔夫赛事策划有限公司给予活动的大力支持！并与众嘉宾朋友们相约年底再见！”



The 2013 The Macallan Cup Golf Tournament & Lake Malaren Appreciation Tournament was successfully held by Shanghai Golf Association, EDRINGTON Group, Mitsubishi Heavy Industries Ltd. on July 17th at the Masters Course of Lake Malaren Golf Club. In order to increase the competition, a BMW 3 series was set as the prize for a hole in one. Nearly 100 golfers participated in the tournament with excitement and joy in spite of the high temperatures.





# 杯高尔夫巡回赛

## Cup Golf Tournament

### 高尔夫答谢



# 杯高尔夫巡回赛

## Cup Golf Tournament

### 高尔夫答谢



All the golfers teed off together at 1:30pm after the teeing off ceremony with Mr. Yao Xiaoci – brand representative of EDRINGTON Group.

The amazing dinner ceremony was started with a speech from Wang Jinpei - Executive Vice President and General Secretary of Shanghai Golf Association and Yao Xiaoci - brand representative of EDRINGTON Group at 7pm after the exciting 5-hours of play. While the

golfers enjoyed the delicious buffet, many of them won trophies and prizes from rewards and lucky draws. Eventually, Wei Jiaqi won the award for closest to pin. Patrick and Chen Xiaoxiao won the male and female longest drive award. Xu Weijie, Cai Huaiyin, Qiu Litang, Guo Xuefeng, Jin Bo, Wang Liang had the 1st to 6th best net score respectively. The 1st to 3rd best gross scores were scored by Zhang Weijin, Peng Yuye and Cai Yada respectively. The last 2 awards, a 4 day/3 night trip to Korea's Jeju Island, and an air cleaner from Mistsubishi were won by Han Xuemei and Chen Zhiwei.

2013 The Macallan Cup Golf Tournament & Lake Malaren Appreciation Tournament ended with all golfers being happy and satisfied. "We sincerely appreciate the huge support from the sponsors, which were Shanghai Golf Association ( Wang Jinpei - Executive Vice President and General Secretary), EDRINGTON Group (Yao Xiaoci - brand representative), Ichimore Group, Mitsubishi Heavy Industries Ltd. and Shanghai Yuheng Golf Event Panning Co.. And see you at the end of this year." Lake Malaren Golf Club said.





## Lake Malaren Golf Club won the Travel Awards 2012 Top Ten Golf Course award

# 美兰湖高尔夫俱乐部获 “2012 年度旅游大奖”之 “十佳高尔夫球场”



2013 年 1 月 29 日,《旅游休闲》杂志“2012 年度旅游大奖颁奖暨十一周年庆典”在上海 M1NT 举行,这一年度盛会由《旅游休闲》《旅游休闲 GOLF》共同主办,汇集包括多国驻沪领事馆领事、国际酒店集团、航空公司、银行品牌、汽车品牌等中高级负责人员共逾 200 人共襄盛世。美兰湖高尔夫俱乐部运营总监 PAUL 也应邀参加了此次盛会,并凭借球场近年来扬名内外的显赫成就喜获“十佳高尔夫球场”殊荣,为俱乐部再度创下了又一个里程碑。

《旅游休闲》杂志创刊于 2001 年,自 2002 年开始走出国门进行深度采访,

The celebration ceremony of the Travel Awards 2012 and the 11th Anniversary of Travel & Leisure was held successfully at M1NT in Shanghai. Since its inauguration in 2008, The Annual Travel Awards, which was co-sponsored by Travel & Leisure and Travel & Leisure GOLF, has been held for 5 years, gathering over 200 distinguished guests, including foreign consuls to Shanghai, and executives from international hotel groups, airlines, major banks and auto companies. Paul McLoughlin, Director of Golf at Lake Malaren Golf Club claimed our prize and attended the event. Our club won the “Top Ten Golf Course” awards for the achievements in recent years and set a milestone for the club.

Founded in 2001, Travel & Leisure set in-depth outbound interviews

致力于将旅行目的地、高端酒店、顶级 SPA 品牌以及高尔夫等旅行与休闲结合的生活方式介绍给国内外读者,还原杂志“行走世界,享受生活”的口号。如今,“年度旅游大奖”已成为业内以及众多旅游爱好者的关注焦点和最具价值的出行参考。

本次“年度旅游大奖”从 2012 年 3 月启动,各奖项参评单位开始报名,由广大读者、资深媒体从业人员、旅游业内高管、商旅常客精英等第三方以及权威专家人士综合评定,于 12 月公布获奖名单,最大限度地保证了评选结果的客观性和公正性。

in 2002, committing to revealing its domestic and foreign readers lifestyle of travel and leisure involving travel destinations, high end hotels, top spa brands, and golf, among others, and living up to its slogan of Travel Around the World, and enjoy life. Nowadays, the annual Travel Awards has been in the spotlight of a great number of travel lovers and travel industry and become the most valuable reference to travel.

Launched in March 2012, the Annual Travel Awards received entry registration and had those entries assessed and selected by the third party such as a group of readers, veteran professionals in the media industry, executives in the travel industry, frequent business travelers and elites, as well as authoritative experts,

上海“年度旅游大奖”共设 25 个奖项,其中包括最佳酒店集团、十大奢华酒店、最佳旅行目的地、最佳邮轮、最佳旅行伴侣、最佳 SPA、最佳餐厅、十佳高尔夫球场等。俱乐部近年来,正以其快速发展的脚步成为上海地区极具魄力及进取精神的顶级国际化高尔夫俱乐部新锐,并接二连三荣获多项奖项殊荣,可谓实至名归。我们相信,通过不断提升服务质量,提高各方面软硬件设施水平,俱乐部的明天定会更加璀璨绚丽!

and finally released the list of winners in December, maximizing objectiveness and fairness of the selection.

The Annual Travel Awards held in Shanghai features 25 awards, including Best Hotel Groups, Top 10 Luxury Hotels, Best Travel Destination, Best Cruise, Best Travel Companion, Best SPA, Best Restaurant, and Top 10 Golf Courses, among others. In recent years, our club developed fast and became the most energizing and enterprising spirit and a top international golf club in Shanghai. Without members and guests we could not have received this honor. We believe with our enhanced level of facilities, increased services, will lead the way for a bigger future at Lake Malaren.





## 美兰湖高尔夫俱乐部 喜获 “2011-2012 上海地标球场” 殊荣

Lake Malaren Golf Club  
**was** honored as the “2011-2012 Shanghai Landmark Golf Resort”

3月25-27日，由《高尔夫周刊》主办的2011-2012年地标球场颁奖典礼暨第四届中国高尔夫总理论坛在重庆上邦高尔夫俱乐部隆重举行，来自全国近300位嘉宾共同见证了荣耀时刻。美兰湖高尔夫俱乐部总经理高宪宏代表球场参加了此次颁奖并喜获“精英总经理”称号，美兰湖也凭其多方实力喜添“2011-2012上海地标球场”殊荣。近年来，俱乐部连续囊获各类奖项更见证了球场在经营及服务管理等各方面的综合实力。

据悉，此次地标球场评选活动开始于2007年，历时6年，2011-2012年地标球场评选于2011年的5月1日启动，



2012年10月31日结束。《高尔夫周刊》本着公正、公平的原则采用网上投票加实地考察的方式在全国范围甄选，奖项的权威性和专业性毋庸置疑。最终，从高尔夫行业人

士以及球友的广泛评选中，诞生了2011-2012年地标球场和中国十佳新球场共计67家以及71位精英总经理。

近年来，高品质球场的层出不穷使得此次评选活动更为激烈，能获得这项至高的荣誉，可以说是对每一位美兰湖人辛勤工作的一致认可与肯定，这也将同时激励着我们继续振奋精神，迎接挑战，提高服务质量，朝着更规范化的方向发展。

From March the 25th to the 27th, the 2011-2012 Annual Landmark Golf Resort Award Ceremony was held, during which the Fourth China Golf General Manager Forum was observed during the grand opening of the Chongqing Shangbang Golf Resort. Nearly 300 guests throughout the country witnessed the memorable moment together. Representing the Lake Malaren Golf Resort, General Manager Jeffrey attended the award presentation and received the “Elite Manager” award. Lake Malaren Golf Resort was honored as the “2011-2012 Shanghai Landmark Golf Resort” for the many high quality services and benefits it provides to its members and guests. For the past few years, Lake Malaren Golf Resort has been awarded with many various awards, which has represented the club’s continuous effort to provide the highest quality service in all its departments, ranging from operation, service management and many others.

It is known that the election of the landmark golf court began in 2007 and lasted six years. The election of the “2011-2012 landmark golf course” started on May 1, 2011 and finished on Oct. 31, 2012. Based on the fair minded principle, “Golf Weekly” selected the landmark golf course nationwide by conducting an online vote as well as making an in person evaluation of the course. Eventually, with the wide range of selections made by the golf industry insiders and golfers, 67 courses were selected as 2011-2012 landmark golf course as well as China’s top ten new courses. 71 elite general managers were also recognized.

In recent years, the number of high quality golf courses has grown rapidly, which has made the selection process a lot harder. Thus, receiving this honorable reputation is a great recognition to all the staff at Lake Malaren Golf Club that has worked very hard to constantly improving the quality of the club. Meanwhile, it will encourage us to meet new challenges and to improve our service quality.





# New Star of Chinese golf signed with Lake Malaren

## Li Haotong

美兰湖高尔夫俱乐部签约中国高尔夫新星李昊桐

为助推中国高球事业的发展，积极响应高球入奥计划，俱乐部一直致力于青少年高尔夫运动在中国的普及和青少年高尔夫球手的培养。今年5月，俱乐部与中国职业球员李昊桐签署了长达两年的合作协议，在此期间为其提供专业的击球场地及各软硬件配套设施以帮助其进行高尔夫训练。

来自中国湖南的高球小将李昊桐，于2011年正式转为职业球员，当时的他年仅16岁。在李昊桐的业余高尔夫生涯中，参加过众多中国亚洲赛事且成绩斐然。从2008年开始，李昊桐

就积极参赛、不断累积比赛经验，每年都会参加各项高尔夫赛事。其中，在08至11年的汇丰青少年公开赛各站赛事中，李昊桐获得了多项殊荣。2010至11年，小小年纪的李昊桐还代表中国高尔夫国家队出赛。在2011年南山中国大师赛中，当时还是业余选手的李昊桐首次在职业赛事中晋级，以最终并列排名第21的好成绩获最佳业余选手殊荣。近年来，李昊桐不断成长，分别在2012澳大利亚PGA锦标赛和2013新西兰PGA锦标赛中获得了不错的排名。

“我非常高兴也很荣幸可以进驻美兰湖，这已经不是我第一次来到这儿，希望以后大家都可以多多关照，我也将继续努力训练，全力以赴打好每一场球！”在俱乐部第76届会员联谊赛上，李昊桐莅临现场并发表了感言，得到了在场会员朋友们的齐声呐喊，并为其高呼“加油”！这个说起话来还略带羞涩的18岁男孩，正朝着中国高尔夫届新生力量并进，期待俱乐部在不久的将来可以与更多的年轻职业球员有更多的交流与互动，为推动中国青少年高尔夫的发展共同助力！



### 李昊桐 Li Haotong

出生日期：1995.8.3

身高：187 厘米

转职业时间：2011 年

战绩：

2010 业巡赛福州站冠军

2010 希望赛广东站男子冠军

2010 年 VOLVO 中国青少年冠军赛 A 组冠军

Date of Birth: 1995.8.3

Height: 187cm

Turned Pro: 2011

Career Highlights:

Winner - China Amateur Tour 2010 - Fuzhou

Winner - China Amateur Golf Future Tour 2010 - Guangdong

Winner - VOLVO China Junior championships 2010



order to assist in the development of Chinese golf and respond positively to the golf project of joining the Olympics, Lake Malaren Golf Club is constantly committed to increasing the popularity of junior golf and the training of junior players in China. In May 2013, Lake Malaren signed a two-year contract with Li Haotong who is a pro in China, by offering him access to a professional playing environment and high class facilities.

Li Haotong who is from the Hunan province officially turned pro in 2011. When he was an amateur,

Li Haotong participated in many events in China and Asia. He has accumulated a lot of experience since 2008 by scoring and placing well in many tournaments across Asia. He also won many awards at the HSBC Junior Open. He also represented the national team in 2010 and 2011. In the 2011 Nanshan China Masters, Li Haotong made the cut for the first time as an amateur, finishing tied for 21st place and winning the award for the best amateur. Recently, Li Haotong received more positive publicity, which included good, finishes at the Australian PGA Championship in

2012 and the New Zealand PGA Championship in 2013.

“It’s a great honor to join Lake Malaren. This is not the first time that I’m here. I hope that we could get long with each other and build a strong relationship. And I will keep working hard, training and playing.” Li Haotong said at Lake Malaren’s 76th members tournament. Lake Malaren looks forward to communicating and cooperating with more pros in the future in order to promote the development of the Chinese junior golf industry.





Lake Malaren Golf club cooperate with

Dong Zhen Driving Range

Enjoy swinging the city centre

美兰湖高尔夫俱乐部联手东镇练习场

畅享便捷挥杆乐趣

美兰湖高尔夫俱乐部为不断提高会员卡价值，让会员朋友们享受到更多的增值权益，给热爱高尔夫的您在市区也能随时畅享挥杆的乐趣提供便捷，今春特别为会员朋友们带来了又一喜讯——东镇高尔夫免费畅打等击球特惠，带来集餐饮、按摩、棋牌、茶艺等一应俱全的专业配套设施以供会员朋友们闲暇之余练习球技，舒缓身心。自2013年3月6日起，凡俱乐部的记名会员在东镇高尔夫

练习场均可享受如下专属权益：

俱乐部非常感谢每位携手并进的会员朋友们一如既往的支持，新的一年，俱乐部也将不断臻美服务，让会员们“收获”更多，为给您带来更多的增值权益创造福音，努力打造一个可以让您引以为荣的超高品质、国际化私人俱乐部！



项目 / Program	专属权益内容 / Exclusive rights details	
击球权益 Play ball benefits	记名会员每人每天（不分平假日及时段）免费畅打 1.5 小时（超过时间消费将以练习场牌价 5 折的优惠价计算） 1.5h free for every member to play each day. (Over time consumption will follow driving range price with a 50% discount.)	
其他权益 Other benefits	专卖店消费 Pro Shop 餐饮设施 Catering Facilities 按摩 / 棋牌设施 Massage/Chess facilities 其他（树化玉 / 茶艺） Other (ade tree/tea)	按实际消费结算价的 8 折优惠 According to the consumption settlement price 20% off discount
★身份识别 ★ Identify	东镇前台报到（出示会员卡、领取专属消费卡） Check in at reception (show the member card, get)	

Lake Malaren Golf Club wants to increase the value of the membership card value and allow members to get more benefits. Now our members can practice their swing in the city centre. We bring the good news for members: Dong Zhen Driving Range will provide free golf practice, catering services, massage, chess and tea art for our members. Starting from the 6th of March, Lake Malaren individual members can have exclusive access to the Dong Zhen Driving Range:

Lake Malaren club thanks members for their continous support. We will continue to improve our services in order to provide our members with more service. We are trying our best to build a high quality, international private golf club that you would be proud of.





## 东镇高尔夫 ——美兰湖高尔夫俱乐部会员中心 Dong Zhen Golf Driving Range ——Members Center of Lake Malaren Golf Club

上海东镇高尔夫乡村俱乐部位于闵行区沪青平公路，交通便利，地铁公交近在咫尺，在经过数月的改造后，一楼咖啡厅、球具专卖店，二楼按摩坊，健身坊及三楼棋牌室等都已投入使用，不仅为美兰湖会员朋友们创造了最佳的练习休闲场地，又能让您在畅享击球竞技乐趣的同时享受到 VIP 高尔夫教学、维修中心带给您的特别贴心服务。

### ◆ 球具美食一应俱全 让您乐不思蜀

清静优雅的一楼特色餐厅、咖啡厅让您在击球之余充分享受阳光和咖啡的浓香，更有美味可口的精致菜肴满足您的味蕾！同时，东镇高尔夫所独有的台湾特色茶艺馆汇集了各种千万年的树化玉石，既让您陶冶了情操，又渲染了一种含蓄却极具艺术化气息的丰富美学意蕴。在球具专卖店，琳琅满目的世界各品牌高尔夫球杆让您目不暇接，给您挑选合适的产品提供了便利。

### ◆ VIP 高尔夫教学中心 您身边的高球顾问

引进来自美国的电脑教学，最新欧美教学思维的 VIP 高尔夫教学中心（美兰湖会员第一年两节课免费），可帮助您提高球技，调整挥杆姿势，让您在高尔夫球运动中得到更系统的学习。

### ◆ 迈达康球杆维修 量身定制更得心应手

拥有优秀技术的球杆维修中心，专业为各种不同体型，不同球龄等人士，依各自所需量身定制球杆！根据自己的挥杆特点去考量细节、挑选最适合你的杆头、杆身和握把，让您使用起来更加得心应手。

### ◆ 按摩、健身、棋牌轻轻松松尽享尊贵

设有集按摩、健身、棋牌等娱乐设施于一体的休闲空间，不仅通风一流，安静高雅，设施高档，且冲浴设备及桑拿等配套齐全，在您击球的同时还能满足您放松身心的多重需要。



Dong Zhen Golf Club Shanghai locates at No.391-87, Huqingping Road, Minghang district (tel – 021-64206666/021-64202825). After the renovation for months, the coffee shop and pro shop on 1F, massage room and gym room on 2F and chess and card room on 3F have been put into use. Not only does it create a good place to practice, but also provide a thoughtful service of VIP coaching and club fixing.

### Professional Golf Gear and Delicious Food

You can enjoy the delicious food and fragrant coffee in the featured coffee shop on 1F at Dong Jeng. Meanwhile, various million-year jade displayed in the Taiwan tea house release an article and subtle aesthetics to the golfers. And in the pro shop, there are various golf gears of lots of brands to be provided to different level golfers.



### VIP Coaching

The VIP coaching center which introduces technology method and coaching though from the west is capable enough to promote your golf skill to a new level.

### Club Fixing Center

The club fixing center has the professional technique to customize the golfers with the optimum club head, shaft and grip according to their different body type and playing level.

### Massage, Gym, Card and Chess

The entertainment room consisted of massage, gym, card, chess, bathing and sauna is high end and quite enough to relax your body and mind.

### 东镇高尔夫俱乐部 / The East Town Golf Club

地址：上海沪青平公路 391 弄 87 号

Add: Shanghai Huqingping road 391 Lane 87

电话：021-64206666 / 021-64202825

Tel: 021-64206666 / 021-64202825



# The First X-BIONIC Boutique Opening in Lake Malaren Golf Club in Shangha

上海首家 X-BIONIC 服装店美兰湖高尔夫俱乐部开业



2013 年 7 月，美兰湖高尔夫俱乐部一楼会所迎来了上海首家 X-BIONIC 品牌店入驻。这也是美兰湖高尔夫首次与中偏高端品牌以专卖店形式独立合作，为会员朋友们提供了更为便捷的高球服装选购渠道。

X-BIONIC(仿生服)是由瑞士 X-Technology 研发，源于自然的仿生智慧，优于自然的功能性设计，令使用者在各种环境中保持最佳状态，并能在运动之中将汗水锁住，尽可能保持自身能量不因排汗而损失。X-BIONIC 根据高尔夫运动的特殊性，结合高科技推出专门为高尔夫人士设计的 Golf Wear 高尔夫服装，采用非对称性精密设计，是目前全球唯一考虑该项运动非对称性需求的高尔夫服装。

X-BIONIC 品牌服装全部采用进口面料及工艺并在意大利制造，在同行业属中高档功能服饰，欢迎各位会员朋友们莅临惠顾体验专业高球装备！

The first X-BIONIC boutique was opened in Lake Malaren Golf Club in Shanghai in July 2013. This first cooperation as independent pro shop between Lake Malaren and high end brand became another golf apparels purchasing way for the Lake Malaren members.

X-BIONIC which is researched and developed by X-Technology Switzerland originates from the natural bionic. And the functional design which is superior to natural keeps the users having the best condition in any type of environment, like keeping their own energy when sweating too much. According to the particularity of golf, X-BIONIC adopted the asymmetric and sophisticated technology to design the Golf Wear clothes for the golfers. This is the only one golf collection in the world which owns the asymmetric and sophisticated technology.

X-BIONIC entirely uses the imported fabrics and crafts, and manufactures in Italy. And we greatly welcome you to come over to experience this high end collection!

# M1NT Cellars now open at Lake Malaren Golf Club

## M1NT 酒窖葡萄酒商店 落户美兰湖高尔夫俱乐部

近日，一个全新的 M1NT 酒窖葡萄酒商店于美兰湖高尔夫俱乐部大厅开业， M1NT 酒窖是一家提供线上奢华购酒体验以及实体店铺零售的进口红酒及烈酒经销商，不仅有品种齐全的优质产品和优惠的价格，并且提供来自国内国际的高级品酒师为您提供私人选酒服务。

此次与美兰湖高尔夫俱乐部的合作，M1NT 以独家优惠价格特供凯歌皇牌香槟（法国）、奔富酒园蔻兰山设拉子加本力（南澳）及尊尼获加黑牌（英国）等产品让您尽享尊贵奢华，以不同档次的酒品来满足您的多样化需求。欢迎您来到球场商店挑选来自世界各地的精选葡萄酒和烈酒！

As you may have already noticed, a new M1NT Cellars wine shop has opened in the main lobby of Lake Malaren Golf clubhouse. M1NT Cellars is a premier wine shop that presents the M1NT luxury experience online and offline, offering authentic imported wines and spirits. As well as a wide selection & great prices, we also offer personalised service & recommendations from our highly qualified Sommeliers in English & in Chinese.

With Lake Malaren's cooperation, we have 3 special offers on the following wines, only available at the Lake Malaren Golf M1NT Cellars store. Veuve Clicquot Ponsardin NV Brut Champagne (France). Penfolds Koonunga Hill Shiraz Cabernet 2010 (South Australia). Johnnie Walker Black Label Whisky (Scotland). Please take the time to have a look at our great selection of wines and spirits from all around the world.



凯歌皇牌香槟  
法国  
Veuve Clicquot Ponsardin  
NV Brut:  
Champagne, France



奔富酒园蔻兰山设拉子  
加本力 南澳  
Penfolds Koonunga Hill  
Shiraz Cabernet 2010  
South Australia

尊尼获加 黑牌  
英国  
Johnnie Walker Black Label  
Whisky  
Scotland





# Lake Malaren Golf Resort’s agreement with Yunhai Wetland Club

## 美兰湖高尔夫俱乐部与泰州华侨城云海湿地球会结盟合作

美兰湖高尔夫俱乐部为给会员朋友们创造更多的福利，丰富其高球生活，提供全方位的服务品质，让众多会员朋友在上海周边也能享受到打球的便利，特别与泰州华侨城云海湿地球会达成结盟合作，自 2013 年 6 月 1 日至 2014 年 5 月 31 日止，凡美兰湖记名会员不分平价日均可在云海湿地球会享受一年 10 次 280 元 /18 洞待遇，且可同时携带 3 位嘉宾前往，具体合作详情如下（如需预约，须提前 1-3 天）：

云海湿地 /Yunhai Wetland Club			
	类别 /Category	会员 /Member	嘉 宾 /Guest
击球价格 /Price	平日 /Weekday	280	580
	假日 /Weekend	280	780

In order to provide more benefits for our members and enrich their golfing life, we will improve the quality of our service to provide our members with access to more convenient golf facilities. Therefore, we have recently reached an agreement with Yunhai Wetland Club in Tai Zhou. From July 1, 2013 to May 31, 2014, all members of Lake Malaren Golf Resorts can play golf at the Yunhai Wetland

Club for the price of 280 yuan/18 holes up to 10 times with three guests. Details are as followed. ( Please book 1-3 days in advance. )

【球场地址 /Address】  
江苏省泰州市姜堰市溱湖大道 2 号  
Zhen Lake Avenue 2, Jiangyan, Tai Zhou, Jiangsu Province  
TEL：0523-88883388      FAX：0523-88881168

【球场路线 /Route】  
沿盐靖高速公路行驶 3.8 公里，从溱潼 / 沈高出口离开全路段收费；行驶 470 米，直行行驶 530 米，右转进入 X303；沿 X303 行驶 1000 米，到达终点（在道路右侧）。  
Drive along Yanjing Highway for 3.8km and leave from the Exit Zhentong or Shengao. Drive 470m and go straight 530m. Turn right into X303 and drive along 1km. You can find it on your right hand.



### 云海湿地高尔夫球会——品水揽胜，诗意挥洒

泰州华侨城云海湿地高尔夫球场约有 1/3 面积为湖泊，球道、湿地、水域完美构筑成三种空间序列。12 座桥梁，风格各异，将三种空间序列无暇衔接。球场为 18 洞 72 杆，由 4 个三杆洞、4 个 5 杆洞和 10 个 4 杆洞组成，极富挑战性和趣味性。有三处特色球道：

9 号洞是一个 3 杆洞，TEE 台位于水岛上，沿水岸排开，球道左侧与练习场以湿地隔开，空间层次丰富；右侧以桥连接 TEE 台和果岭；视线曲折通透；13 号洞是一个双狗腿洞，全长超过 580 码，从开球到攻果岭需两次跨越水面，整个球

Tai Zhou Yunhai Wetland Club  
—— Enjoy the magnificent view and the golf experience it provides  
One-third of the Tai Zhou Yunhai Wetland Club is a lake. It consists of lanes, wetland and water that are connected by twelve bridges. The 18-hole golf course is a Par 72 which includes 4 par 3's, 4 par 5's and 10 holes par 4's. It is a very fun but also challenging course. There are three very unique holes:

Hole #9 is a par 3 that requires you to hit the ball over the water onto a small island where the green is located. A small bridge connects the tee box and the green. Hole #13 is a 580 yard dogleg. The whole fairway is directed to the left side by the right plants on the water surface. Across the lake, behind the long

道在湿地水面上被右侧植物向左前引导，跨过湖面，长沙坑背后是第一落球点，第二落球点依然有沙坑作为指示，处处考验着挑战者的智慧；18 洞 TEE 台左侧是密闭的植物隔离带，隔开了其它的功能空间，右侧则是疏离的乔木林带，保持通透的水景空间，精致的会所作为果岭的背景，美不胜收。

球场还拥有国内唯一一家湿地特色练习场，也是苏北地区唯一的一座高规格水上高尔夫练习场。落球点为溱湖水系天然湖泊。置身于绿野清风、波光粼粼之间，纵情挥杆，享水乡风韵，别有趣味。

bunker is the first falling ball point. There is also a bunker as the direction of the second falling ball point, which is a great challenge to wisdom. The left side of TEE with 18 holes is closed plant barriers which separate other functional space. The left side of it is some few arbor forests which can enable you to see the water view through it. The background of Green is our exquisite club with rich scenery.

The wetland driving range is the only one of its kind in all of China. What's more, it is the only high profile overwater golf course in the Subei area. It is located in the natural lake area called Zhen Lake. Yunhai Wetland Club is a great pleasure to play as you can enjoy the great course it offers as well as the beautiful scenery it has with its forests and lakes.





# Corporation Package of Lake Malaren Golf Club roject

美兰湖高尔夫俱乐部年度大客户套餐合作计划

高尔夫作为一项体育竞技运动，已不仅限于运动本身的意义，也正逐渐成为各企业与市场之间密不可分的核心组成部分。美兰湖高尔夫俱乐部为给企业提供优质的品牌展示平台，创造更好的互动交流机会，特别推出2013-2014年度大客户套餐合作计划，旨在满足企业品牌形象展示的同时，贴心地兼顾到企业关于客户体验及公关招待等方面的需求。

As a sports competition, golf has already been beyond the normal sports definition but becoming a core component between corporation and marketing. In order to provide a high end brand demonstration platform and increate a better communication opportunity to various corporation, Lake Malaren Golf Club markets the “2013-2014 Corporation Package”. Not only does it assist to demonstrate the brand image of the corporation, but also be capable of meeting the requirement including customer experience and public relations.

## ● 历届丰富的赛事举办经验及合作品牌

作为世界级球场，美兰湖是大上海地区高端客户人气聚集最高的高尔夫俱乐部，拥有包括名人赛球场和北森林球场共36洞的国际化高水准球场，自开业至今俱乐部已先后与众多知名品牌商举办高端赛事合作如：BMW、捷豹路虎、奥迪、雷克萨斯、上海奔驰、沃尔沃、民生银行、东亚银行、德邦证券、招商银行、中国建设银行、中国农业银行、港龙航空、美国达美航空公司、Johnnie Walker、麦卡伦、第一财经、Electrolux、中国移动等。

## ● 套餐内容—品牌展示及宣传

包括会刊、官网、公告专栏、户外（Tee Marker、练习场看板、北森林背景板、球车、一杆进洞）等更多品牌展示广告位，从满足您需求的角度出发，为您实现企业形象的宣传！

## ● 套餐内容—客户体验及公关招待

合作期间，企业将拥有在平日举办赛事及招待客户打球的权益，企业高管还能享有平日免单击球的机会，全方位帮助您企业达到提升客户体验与公关招待之目的！



## ● Previous events and cooperated brands

As a world class golf course, Lake Malaren has two international level courses including Masters Course and North Forest Course. Since starting opening, Lake Malaren has attracted lots of famous brands to cooperate, such as BMW, Jaguar Land Rover, Audi, Lexus, Mercedes-Benz, Volvo, China Minsheng Banking Corp., BEA, Tebon, China Merchants Bank, China Construction Bank, Agricultural Bank of China, Dragon Air, Delta, Johnnie Walker, Macallan, CBN, Electrolux, China Mobile.

## ● Content of Package – Brand demonstration and Promotion

The brands advertisement location including Lake Malaren magazine, official website, special column, outdoor (tee mark, billboard in driving range and North Forest Course, buggy, hole in one) meets the command of corporation image promotion comprehensively.

## ● Content of Package –Customer Experience and Public Relations

During the cooperation, the corporation has the benefit of holding the events and entertaining the clients in weekdays. Corporation executives are also able to play in weekdays for free.



俱乐部 2013-2014 年度大客户套餐盛夏重磅推出！欢迎您致电垂询！  
联系方式 / Contact Way: 管海珍 GRACE Phone: 18621891227  
Email: grace.guan@lakemalaren.com



# Lake Malaren Golf club's Wechat and Mobile Client is now available online

美兰湖高尔夫俱乐部微信公众平台开通及 APP 上线告示

为了能在第一时间与会员朋友们分享俱乐部实时动态，及时传达最新最快的资讯信息，美兰湖高尔夫俱乐部特别开设美兰湖大家庭自己的官方微信平台及拥有强大功能系统的 APP 客户端，现在您只需手机轻轻一点，即可获得最新俱乐部资讯信息，并与其即时沟通交流。

俱乐部官方 APP 手机客户端软件融合了资讯，预订及互动等内容板块，能实现信息随时传递，体现俱乐部为会员服务价值，给会员朋友们随时查阅、浏览资讯提供了便捷，具体如下：

Lake Malaren Golf Club can now share the best moments of the club with all its members and friends through their new official Wechat and Mobile client. You can now go on your mobile phone and get all the latest news and information from the club.

The official Club App software provides information, reservations and an interactive section. We want to make our information available at all times, in order to bring the value to our members and allow our customers to get information conveniently. See the details below:

**新闻资讯**  
(全球高尔夫新闻、俱乐部新闻)  
News  
(Golf News, Club News)



**俱乐部介绍**  
(球场、餐饮、会议、企业活动、球道介绍)  
Club Introduction  
(Course, Catering, Meeting, Event, Fairway Introduction)



**球场比赛**  
Event



**球场预订**  
(预订服务、球童介绍、餐饮介绍、成绩上传、地图)  
Booking  
(Reservation, Caddies, Food, Upload Score, Map)



**名人天地**  
(介绍、照片、房型图、预约看房)  
Ming rentian di  
(Introduction, Photo, Floor plan, Appointment)



**会员社区**  
Members Community



**酒店**  
(酒店介绍、住房、餐饮、会议、娱乐、SPA)  
Hotel  
(Hotel Introduction, Room, Catering, Meeting, Entertainment, SPA)



**大正传媒**  
Dazhen Media



美兰湖高尔夫俱乐部官方微信及 APP 手机客户端欢迎您随时提出宝贵意见和建议，快快加入我们吧！  
Please give Lake Malaren Golf Club official Wechat and APP comments and suggestions. Your comments and suggestions are valuable for us. Please join us now!



微信二维码



APP 二维码

- 微信加入方法 / How to find us:  
添加朋友 --> 按号码查找 --> 微信号: lakemalarengolf --> 关注即可;  
Add --> Add by ID --> ID: lakemalarengolf --> Follow;
- APP 加入方法 / How to find APP:  
手机客户安卓 / 苹果应用商店搜索: 美兰湖高尔夫俱乐部 --> 下载添加即可。  
Search on Android/iOS: Lake Malaren Golf Club --> Download.
- 微信 / APP 二维码加入方法 / How to use QR Code  
直接扫描左侧相应二维码即可。Scan QR Code (See left).

## 美兰湖高尔夫俱乐部 13-14 年度年费缴付通知 2013-2014 Lake Malaren Golf Club Annual Fee Notice

美兰湖高尔夫俱乐部自营业至今已走入第 9 个年头，感谢这么多年来给予俱乐部莫大支持的会员朋友们，是您的不变信念给了我们努力进步的信心和鼓励！目前，俱乐部已陆续开始收缴 13-14 年度年费，且部分会员获悉后也非常积极的提前缴费，俱乐部非常感谢这些会员的配合，为此将特别给予在 2013 年 9 月 30 日前提前缴清 13-14 年度年费之会员更为丰富和优惠的额外奖励，具体如下：

### 预缴奖励一：

- 1) 会员本人该年度可额外获赠 4 次平日免 18 洞击球费之优惠，南北不限，过期作废，限本人使用，不可授权。
  - 2) 会员可获赠平日 18 洞击球优惠权益（即：北森林球场每月 2 人次，击球价格 ¥550/场 / 人 + 名人赛球场每月 1 人次，击球价格 ¥750/场 / 人），供会员同行嘉宾使用，不可累积，当月未用完即作废，奖励月份为 2013 年 10 月 - 2014 年 9 月，团队不可用。
- 注：以上 2 种优惠不印券，额度存入会员在俱乐部的账户中，供会员本人签单使用。此优惠活动俱乐部有权视具体情况单方面作相应调整。

### 预缴奖励二：

可额外享受更多美兰湖市区会员中心（东镇高尔夫）的优惠专属权益，具体详情请见俱乐部近期寄出的“年费缴付通知书”或咨询您的服务专员。

另外，俱乐部提醒您“12-13 年度”年费回馈金额度将于 2013 年 9 月 30 日到期，若您未使用完，请在有效期内尽快使用，过期作废。感谢您的支持！

We all sincerely appreciate to the big support which is the motivation to our improvement from you all members since Lake Malaren Golf Club has opened for 9 years. Right now the 2013-2014 annual fees have already been paid successively. As parts of the members have paid positively in advance, we are going to provide the members who pay for the annual fees before September 30th 2013 the additional awards:

### Additional Awards 1:

- 1) During October 1st 2013 to September 30th 2014, the members got 4 times free 18-hole playing in weekdays for both courses. And only the members in person are available, no authorizing to others.
  - 2) During October 1st 2013 to September 30th 2014, the members got 2 times playing at the North Forest Course with RMB550/18 holes/person and 1 time playing at the Masters Course with RMB750/18 holes/person in weekdays. They are able to be authorized to others as long as the members allow. And each 3 times playing will be invalid after each month with no accumulation. Not allow to use for the groups or event either.
- P.S. The additional awards mentioned above are not coupons but credit deposited in the members' accounts, and being put into use with members' signatures only. All rights reserved by Lake Malaren Golf Club.

### Additional Awards 2:

The members got the exclusive benefits at the Dong Jeng Golf which is the Lake Malaren urban center. Please refer to the annual fee notices delivered by Lake Malaren recently or contact your personal services commissioners.

By the way, we would like to remind you of your “2012-2013” annual fee feedback being only in use until September 2013, and it will be invalid after September 30th 2013.

Thank you so much for your support again!





## 意尊木业

### 高品质精装住宅与高端酒店 订制固装木作工程专家

#### QUALITY PRODUCTION 生产为基：信赖保障

拥有青浦、奉贤两个生产基地近4万平米制造车间，数十条进口及国产优质木作与油漆设备生产线，超过600名专业制造团队及严格的质量管控系统，保障每一款订制产品品质精良与持久耐用。

#### INSTALLATION PROGRAM 安装整体解决方案：深度介入

实行“监理自主化、人员专业化、程序标准化、辅料优质化”的安易管理体系，具有累计超过300多项综合工程的服务经验并日臻完善。

#### DESIGN PROFESSIONAL 设计为神：画龙点睛

拥有酒店家具与精装住宅固装木作两个设计师团队，具有5年以上专业设计经验的设计与技术人员超过30人，能为专业客户提供专业咨询服务并做出周全详尽的工程配套建议与深化设计方案。

#### AFTER-SALES SERVICE 精细售后：后顾之忧

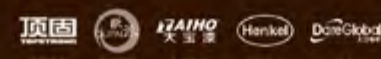
3P化的售后服务体系：  
Prompt快速响应  
Professional专业服务  
Permanent终身服务。

#### PROJECT MANAGEMENT 项目管理：精益求精

有行业领先的工程服务经验，能力与口碑，深谙工程服务之道。拥有超过百人规模的工程管理与安装服务团队。独创“双理制”的项目管理体系，为每个项目均配备至少一名5年以上专业经验的项目经理和一名项目监理。

#### RESOURCE ENDORSEMENT 资源背书：强强联手

具备独树一帜的行业资源优势，强强联手与“中山顶固”和“江山欧派”结成战略合作同盟。



#### DOORS 户内门



#### WOOD FINISHES 固装木饰面



#### ENTRANCE CLOAKROOM 整体玄关、 衣柜和书柜



#### BATHROOM FURNITURE 浴室家具



#### LUXURY VILLA 豪华别墅



#### PREMIUM APARTMENT 精装公寓



#### STAR HOTEL 星级酒店



#### COOPERATIVE PARTNER 合作伙伴（部分）







*Masters*

LUX & GLOSSY 奢享人生





# China's first top Polo Club

## 中国首家顶级马球赛马俱乐部

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九龙山艾玛廷马球俱乐部是由英国及阿根廷共同为背景的专业马球赛马管理公司  
Jiulong Mountain Elmar etc Polo Club by Britain and Argentina as the background of the  
professional polo horse management company

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打造的九龙山马会俱乐部是以马球、马术运动为主题的顶级私人俱乐部。以专业的马匹医疗服务团队及教学团队著称，目前俱乐部更是为国内最大的马主及会员拥有群。俱乐部设施方面：目前国内唯一标准的草坪赛马道适合各等级比赛，标准马房 300 多间，两个国际标准户外马球场，专业马匹训练道及马医设施，另配有室内马球练习场、室内及户外骑术训练场，作为各项骑术课程的训练场地，环山而建的 15 公里郊游马道，可瞭望整个九龙山森林公园，同时也可作为各项骑术赛事的场地，专业的马球俱乐部管理为九龙山庄园业主及各会员提供了一个全新的生活休闲模式。

九龙山马会的建立旨在推动马球、赛马、马术运动在中国的发展，提升国内马球、马术的综合水平，促进国际马术，马术人际网络的交流，将马球运动健康高雅的生活方式及积极进取的赛马精神引入中国，为对生活质量有所追求的人群们提供一个老少咸宜，能在接近大自然的同时享受欧洲贵族们所拥有的典雅休闲生活。

在这里，无论是对马匹一无所知的初学者，还是拥有多年马术马球赛马经验的资深马术爱好者都能在拥有国际权威认证资深的教练们的指导下找到适合自己的课程；除此之外，会所还为会员安排一系列休闲娱乐及社交活动。让会员在享受马球赛马马术健康运动生活的同时，领略运动所衍生的高端生活方式及生活时尚。我们热诚欢迎广大马球、赛马、马术爱好者及热爱生活，追求品味的您加入成为我们的会员，开始享受现代贵族的生活文化。



To build the Jiulong Mountain Jockey Club Club is a polo, equestrian sport as the theme of the top private clubs. Known for its horses medical professional services team and teaching team, the club is for the owners and members of the largest owner group. Club facilities: the turf race track only standard for each grade of domestic competition, standard stable more than 300, two international standard outdoor Polo horses, professional training and farrier facilities, a indoor Polo practice field, indoor and outdoor equestrian training ground, as the riding training site, surrounded by mountains and built the 15 km trip ride, can look at the Forest Park in Jiulong Mountain, as well as the equestrian events, polo club management major provides

a new leisure life mode for Jiulong Mountain manor owners and members.

The establishment of the Jiulong Mountain jockey club to promote the polo, horse racing, equestrian sports development in China, the comprehensive level of domestic polo, horse, promote the international equestrian, equestrian interpersonal network communication, Polo will be healthy and elegant way of life and racing enterprising spirit in China, providing an all-ages for quality of life the pursuit of the crowd, in close to nature and enjoy the European aristocracy have elegant leisure life.

Here, both for beginners horse know nothing at all, or have many years experience in senior equestrian polo horse horse lovers can find suitable for their own curriculum with the international authoritative certification of senior coaches guidance; in addition, the club has arranged a series of recreational and social activities for members. Let members enjoy the Polo racing equestrian sports life, enjoy sports derived high-end lifestyle and fashion life. We sincerely welcome the broad masses of polo, horse racing, horse lovers and love life, the pursuit of taste you join our membership, begin to enjoy the modern aristocracy living culture.

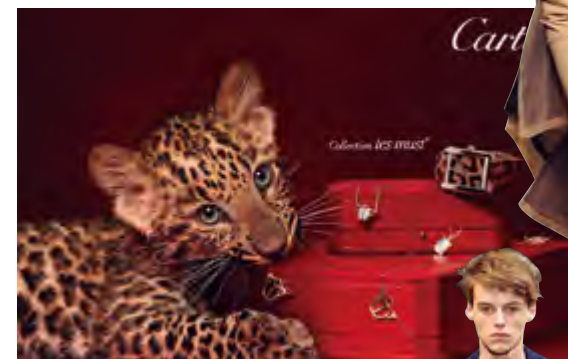


奢侈品牌在中国知名度极高，但这个经济发展最快国家的变化速度还是让它们大吃一惊。五年内将成为全球最大奢侈品市场的中国已经是爱马仕 (Hermes)，普拉达 (Prada) 和蒂芙尼 (Tiffany) 等品牌的第二故乡。

Luxury brand is well-known in China, and the changing speed of the fastest economic development of the country really surprise them. China will become the world's largest market of luxury goods in 5 years, which is the second home for Hermes, Prada and Tiffany and so on.

In 5 years China will become the largest market for luxury goods

5年内中国将成为最大奢侈品市场



哈利·温斯顿 (Harry Winston) 首席执行官 Frederic de Narp 表示，“在今日之中国，大家都在追求最大，最美，最贵。他们追求的是真正的奢侈”。

Harry Winston, the CEO of Frederic DE Narp says, "Now, in China, everyone is in pursuit of the largest, the most beautiful and the most expensive. What they are after is a real luxury".

意大利在线服装零售商 Yoox 公司的 Federico Marchetti 则表示，“中国的时尚一族正在变化之中，他们变得越来越精于此道，其速度之快我是前所未见。两年之后他们将会是全球时尚界最为精练的顾客”。

Federico Marchetti,"from Yoox"----a Italian online clothing retailer, said,"China's fashionable groups is changing, they become more skilled on the luxury goods. Its speed is unprecedented. After two years they will be the main customers for global fashion industry"

中国一直是时装设计师 Diane Von Furstenberg 的梦想。她计划专门针对中国开设一个网站。她表示，“我一直对中国痴迷有加。两年前我的新年愿望就是在中国一炮打响，现在终于美梦成真”。

China has been a dream for fashion designer Diane Von Furstenberg. She planned to open a web site specifically for China. She says, "I'm crazy about China. Two years ago, my New Year's wish is to be famouse in China, and now finally my dream come true".



# The Chinese draft Road 中国选秀之路

会更好? 更红还是更难?  
Will the China Talent Show be better?  
More popular or more difficult?



从最早的《超级模仿秀》到《星光大道》，从“超女”“快男”到《我型我秀》，从《中国好声音》到《中国最强音》《中国梦之声》……中国歌唱选秀节目十多年来不遗余力，这类节目因其参与主体的广泛、平等和互动大大激发了普通民众的明星梦想，他们渴望借助电视传播一夜成名；尤其“超女”之后，这类节目受到年轻

观众的狂热追捧。可是，“一窝蜂”的结果是严重的同质化：无一例外大打草根牌、亲情牌、身世牌和窘态牌，引得选手、评委、观众或泪流满面，或大笑不止。

中国内地音乐类选秀节目走过十年风雨路，在摸索、效仿其他国家同类节目中诞生，在问题、争议声中成长，在跨文化、全媒体背景下突破。第一个吃螃蟹的可能是天才，可是，第二个、第三个呢？

这一波歌唱选秀节目扎堆，源于去年《中国好声音》掀起的收视狂潮。去年，《中国好声音》第一季的广告费从每15秒15万，涨到最后每15秒116万的高价。如此强大的吸金能力，别的电视台看了不眼红才怪！问题是，密密麻麻的歌唱选秀节目们考虑过电视观众的感受吗？观众的反馈又如何？有一个调查数据足以说明问题：超过60%的受访者认为歌唱类节目数量太多，还有接近一半的受访者认为

“节目形式同质化严重”。

史无前例的“混战”不仅招来观众的不满，也引起管理部门注意。国家新闻出版广电总局新闻发言人说，总局将对这类节目实施总量控制、分散播出的调控措施。具体措施是：从现在起，各个上星综合频道在调控期内不再投入制作新的歌唱类选拔节目；还没有开播的节目将推迟播出，避开暑期播出高峰；已开播的节目错时安排播出，避免同类节目扎堆播出。电视媒体的节目制作要力戒铺张奢华，力戒炫目包装，力戒煽情做秀。总局将加大对贴近实际、贴近生活、贴近群众的原创电视节目的鼓励扶持。

总局提到的“鼓励原创”，想必

说到了很多观众心里。优秀的电视节目贵在精，大量粗制滥造、缺乏创新理念的节目充斥荧屏，电视台看中的无非是背后的利益。但是，想靠一窝蜂扎堆的方式分得一杯羹，能如愿的恐怕不多，即使得尝所愿，也难以长久维持下去。我们当然鼓励学习、借鉴优秀的节目形态，但是当同类节目高度类似，像多胞胎兄弟一样，只会加速观众审美疲劳。一旦观众流失，吸引眼球、大笔赚钱也就无从谈起了。而上升到整个文化产业来说，如果一味这样模仿下去，走进死胡同就难以避免了。

这个暑假，歌唱选秀节目在今年夏天“一窝蜂”似的出现在电视荧屏中，对这个现象，很多媒体也好，电视台也好，电台也好，目前来说不可能放弃收视率，电视本身就是舶来品，只有不断学习才能有创新。问题是，我们现在看到的大多数还停留在高精度复制的层面，距离创新还有比较远的距离。鼓励创新，落到实处，还需要加大鼓励，在节目类型上，应该宽松管理，鼓励创新。

当然我们更期望能够进行更实质性的创新，比如节目整体性的创新。虽然这条路很难走，但是这是电视业发展的必然趋势。而要想走向电视业根本大的创新，从政策层面上，不能仅仅一味地封和堵，而应该从源头上进行引导、鼓励。所以在节目类型方面，在管理上应该适当放宽松一点，从源头上培育创新活力。

From the earliest "Super impersonation Show" to "Avenue of stars Show", from "Super Girls" and "Super men" to "My Show", from "the good voice of China" to "the strongest voice in China" "the sound of Chinese dream"...Talent Shows in China have a over 10

years history, never stop. Anybody can take part in such a talent show as long as you have dream, so its equality and interaction greatly inspire the star dreams of ordinary citizens. They are eager to be famous overnight by the spread of television.





# The Chinese draft Road 中国选秀之路

Especially after the "super girls", this kind of program is very popular with younger audience. But, these talent shows look all the same, they mainly talk about the story about an ordinary person's hard life experience, the family affection and some interesting thing, which make the contestants, judges and spectators cry and laugh. The music talent shows in China Mainland has gone through ten years hardships. As we follow the example of other countries similar program, the talent show comes to in China. It grows up in

the issue and controversy, and make a breakthrough under the background of cross-culture and media. The first one to eat crab may be a genius, but how about the second one and third one? Why are there so many music talent shows recently? It mainly derived from a popular TV show last year named "The voice of China". Last year, the advertising fee of "the voice of China" was 150,000rmb every 15 seconds. Now it's increased to 1.16 million every 15 seconds. As it can attract so much money, it's easy to make the other TV stations feel jealous.

Now there's a question, have these TV programs ever consider about the feelings of audience? And how is the audience's feedback? It's enough to illustrate this by the survey data: more than 60% of respondents think the quantity of the talent shows is too many and nearly half of respondents think those shows are almost similar without any innovation. Not only the audience is dissatisfied with this situation but also Management office begins to pay attention to it. A spokesman from SARFT of State press and

publication said they will take some measures to control the quantity of similar talent shows. Specific measure is as follow: from now on, every channel can't make new TV music talent show during the control period; programs which doesn't broadcast yet will be delayed, in order to avoid the peak of summer broadcast; in order to avoid the similar programs broadcast at the same time, the programs are already broadcast should be arranged in different time. TV program production should strictly avoid extravagance and luxury, strictly avoid dazzle eye packaging, strictly avoid emotional show. SARFT will encourage and support the original TV programs which are close to reality, life and common people. SARFT referred to "encourage originality" in above, which may touch many audience. Excellent TV program shows you the essence. While a large number of crude, lack of innovative ideas program is filled with screens, and what the TV stations care is nothing more than the interests. However, it's not easy to make



money by imitating. Even if you can, it won't last too long. Of course, we encourage these people to learn from the excellent programme, but when the same kind programs are highly similar, like multiple births. Then it would only accelerate the audience aesthetic fatigue. Once we lose our audience, then nothing we can talk. Considering about cultural industry, if we keep imitating, it's easy to come up against a dead end. This summer, the music talent shows appear on the TV screen like a swarm of bees. At present, for this phenomenon, a lot of press, television station and radio station are impossible to give up the ratings, cause the TV itself is an import. What we should do is to innovate by constant learning. The problem is that we are far away from the innovation, cause most of what we see now stays on the level of high-accuracy

copy. The government should encourage the people to innovate and take action. For the type of the program, loose management and encouraging innovation is necessary. Of course we look forward to doing more substantive innovations, such as the integrity innovation for program. Although it's very difficult, this is the inevitable trend of the development of TV industry. And if the government wants the TV industry to have a big innovation, from the policy level, blindly stopping some programs from broadcasting is not a good way. To find the source and give some guide and encouragement is important. So in terms of the program type, the government should be properly relaxed a little on the management, cultivating innovative from the source.





# Why do people live in the world?

Psychological micro film "Knight dream"

## 人，为什么要活着？ 心理微电影《梦骑士》



观看 / VIEW

一位不老骑士在车头挂上妻子年轻模样的照片，背后则背着已经去世好友的遗像，向着大海和红日飞驰而去。“其实老人很容易被遗忘，仿佛只能被安置在电视机前。这个片子，不仅仅是鼓励老人，同时也在鼓励年轻人，要勇敢追寻自己的梦想。”人，为什么要活着？关乎梦想，也关乎承诺。Psytopic 向您推荐这则由真实故事改编的三分钟短片《梦骑士》。

Psychological micro movie---  
Knights with dream  
An old Knight hang his wife's young photo in the front of car, with the portrait of his departed friend on his back,drives to the sea. "In fact, the old people are easy to be forgotten, as if they can only be placed in front of the TV.This film not only encourages the old people but also encourages young people to pursue their dreams bravely." Why do people live?About dreams, also about commitments. Psytopic recommends the 3-min film to you which tells a true story.



人为什么活着？ What do we live for?

- 为了思念？ In order to Miss?
- 为了活下去？ In order to live?
- 为了活更长？ In order to live longer?
- 还是 ... 为了离开？ Or anything else?

## 5 个台湾人

平均年龄 **81** 岁

5 Taiwan people

Their average age is 81 years

**1** 个重听

One of them gets hard of hearing

**1** 个得了癌症

One gets cancer

**3** 个有心脏病

The other three heart attack

每 **1** 个都有退化性关节炎

Everyone has degenerative arthritis

## 5 个月的准备环岛

**13** 天

Five-month preparation for rotary island

**1139** 公里

13 days  
1139 km

从北到南

From North to South

从黑夜到白天

From night to day

只为 **1** 个简单的理由

Only for one simple reason



Dream

不平凡的平凡大众

Extraordinary normal people

如果生命是条单行道，为什么 81 岁的他们，不在终点，而在起点？

81 岁能否还有做梦的勇气？

——《梦骑士》

If life is a one-way street, why are those 81 year old men at the starting point,not at the end of the way? Do the 81 years old men still have the courage to dream?

—— The dream Knight



（人为什么活着？台湾大众银行广告－梦骑士篇）  
 (What do we live for?Taiwan public bank  
 advertising---dream Knights )



短片由真实故事改编，  
 用 5 个老人环岛旅行实践梦想  
 的故事追问观众：人为什么活  
 着？结尾打出一个字：梦。这

个广告打动了很多人，感人至深。原型故事里共有 17 位平均年  
 龄 81 岁的老人参加了这次不老骑士环岛旅行，在广告播出时，已  
 有两位老人相继离世。

“其实老人很容易被遗忘，仿佛只能被安置在电视机前。这个  
 片子，不仅仅是鼓励老人，同时也在鼓励年轻人，要勇敢追寻自己  
 的梦想。”活动的一位组织者这么讲到。

短片中感人的一幕，是一位不老骑士在车头挂上妻子年轻模样  
 的照片，背后则背着已经去世好友的遗像，向着大海和红日飞驰而  
 去。老人的原型叫何清桐，今年 81 岁。年轻的时候何清桐就经常  
 骑着摩托车带妻子环岛旅行。但不幸的是，他的妻子在二十多年前  
 就去世了。

在讲述自己参加环岛骑行的原因时，何清桐回忆道：“我们年  
 轻的时候，我都载她去环岛，一年都一定一次。有一次傍晚的时候  
 风景很美，夕阳照在水面上，她心情好就说：‘桐啊，桐啊，我还  
 能给你载多久，我们环岛还能给你载多久。’我笑着说，‘我 80  
 岁时还没有死，我一定会载你。’哪知道过了两三年，她就懒得  
 呼吸了。”

为了实现当初向妻子许下的，“如果 80 岁还活着的就带她再  
 次环岛旅行”的诺言，老爷爷带着妻子的照片，再次踏上了旅途。  
 出发前他到坟前上香：“我最后给你载一程，到死了还是一样。”  
 人，为什么要活着？关乎梦想，也关乎承诺。

The micro film is rearranged by a true story,talking about a  
 story of five old men's trip around the island for their dream.  
 Then in the end of this film, a question is put forward: why  
 do people live? At last,a word appears, that's "dream".  
 A lot of friends are moved by the film.In the original story,  
 there are 17 old men with an average age at 81 years  
 old participated in this rotary island trip. By the time of  
 broadcasting , two of them have passed away.

“In fact, the old people are easy to be forgotten, as if they  
 can only be placed in front of the TV.This film not only

encourages the old people but also  
 encourages young people to pursue their  
 dreams bravely." One of organizers of  
 activities mentioned said.

There is a moving moment in the film,"  
 An old Knight hang his wife's young  
 photo in the front of car, with the portrait  
 of his departed friend on his back, drives  
 to the sea." The old man in real life  
 named Qingtong He, 81 years old.When

he is young, he often took his wife  
 to enjoy the rotary island trip by  
 motorcycle.But it is unfortunate  
 that his wife died more than 20  
 years ago.

When he spoke of the reason  
 why he took part in the trip, He  
 Qingtong recalled: "when we were  
 young, I took her to the island,  
 once a year,an evening, the  
 scenery is beautiful and sunset

shines on the water.She had a  
 good mood, saying, ' Ah Tong,  
 how much time can I accompany  
 you , and how much time can the  
 island accompany you.' I laughed  
 and said, ' when I'm still alive at 80  
 years old I promise I'll take you  
 here.' Who knows, after two or  
 three years, she's gone. ”

In order to achieve the promise  
 which he made to his wife, "if I'm

still alive at 80 years old, taking  
 you to have a rotary trip again" ,  
 the old man with his wife photos,  
 once again set foot on the journey.  
 He came to his wife's tomb before  
 he set off: "I give you a ride, it'll be  
 the same even I'm dead"., Why do  
 you need to live?About dreams,  
 also about commitments.







## 鱼介食卓料理

### 让眼鼻舌身意沉醉在美味的海洋

拿到鱼介装订如书本的菜单，朴实无华，恍然间你以为自己来到杜甫的草堂，而不是一间食所。翻开首页，元人白朴的词「沉醉东风」映入眼帘，遗世之感与鱼介餐厅里一户户食间独立而私密的氛围互相呼应。



是空寂之后得到满足？还是满足之后趋近空寂？会有此禅味之间，是静坐静谧食间，品尝著难得的澳洲深海三头鲍搭配有机西红柿所交织的复杂感受。

一口清冽的大关，一口细切如面线的山药丝佐海胆，侍膳师不打扰你用餐，隔著一扇门之遥亲切随侍，人生至美之境，莫过于此，



当一道道美饌恰到好处地端上你眼前，节奏分明的引领你在美味的海洋前行，难道你不问：是空寂之后满足？还是满足之后才臻至空寂？



## 美好桌食文化的提倡者

为什么鱼介会有侍膳师？观者可能会纳闷：事实上，这是鱼介所独有的设置，从客人订位开始至用餐完毕，都有受过训练的专人为你掌握用餐的节奏与细节：是谁？与谁？吃什么？何时吃？为什么用餐？打算如何用餐？鱼介所提倡的桌食文化，那种对吃饭与用餐人心情的重视，在侍膳师与客人的互动中一一流露。



鱼介李董事长表示：反覆推敲用餐人每一个细微的需求，是鱼介推动食卓文化的核心出发点。吃饭待客，本就不只是表面的富丽堂皇，埋在其中的心意，才能让这一箸一饮间隐隐散发韵味深长的文化气蕴。

## 散发宝石光泽的海味 就该如宝石般对待

鱼介的掌厨师傅在处理新鲜直送海味时的坚持：每一道工序都有如雕琢珠宝般严谨认真。深海大鲍鱼采用角切最能让食客咀嚼出深厚的甘甜，空运的珍贵松露与鲍鱼细细切丁后与鲜蛋同蒸，独创中西合璧的多层次美味。



厨师是餐厅的灵魂，鱼介特地延请台湾地区首屈一指的日料餐厅名厨坐镇，食材严选，工法成熟。因为鱼介相信，每个走进鱼介的客人都是最挑剔的美食家。而的确，当你静静品尝每一道美饌，喉间那股挥不去的甘美，即使你的味蕾已被上海各知名餐厅宠坏，此刻你也只能向鱼介的名厨巧匠投降。

鱼介食卓料理蕴藏的不只是无穷的美味，禅意也在其中酝酿。给自己两小时，与你珍视的人们闲适对坐，让这吉光片羽与珠玑言谈与闪耀如玛瑙般的鱼子相辉映。





# The circle of the top tycoons in China

## 中国富豪们的江湖圈

### 第一季 The First Episode



#### 1、华夏同学会

2013年3月，杭州出现的一辆大巴车被称为史上“身价最高的大巴”，马云坐在售票员的位置上，车上坐着马化腾、李彦宏、古永锵、刘永好、王健林、冯仑、郭广昌、李东生、曹国伟等大佬。网友调侃说：“司机师傅，别紧张”。

事实上，这只是华夏同学会的一次普通聚会。华夏同学会是一个低调而略显神秘的组织，由曾经就读长江商学院和中欧商学院CEO班的大佬们组成，他们每年聚会两次，由一位同学做东，今年正好轮到马云。据传，不能出席活动的同学将被罚款，款项全部进入华夏慈善基金会。最典型的例子莫过于去年三聚氰胺事发后，面对蒙牛的危机，牛根生在同学会上发出万言书，为了防止境外机构恶意收购，柳传志连夜召开联想控股董事会，48小时之内就将2亿元打到了老牛基金会的账户上。新东方俞敏洪闻讯后，二话没说，火速送来5000万元。分众传媒的江南春董事长也为老牛基金会准备了5000万元救急。中海油傅成玉总经理打来电话，中海油备了2.5亿元；同时派人来企业了解情况，什么时候需要什么时候取。田溯宁、马云、郭广昌、虞峰、王玉锁等等都打来电话，随时随地可以伸手援助。香港的欧亚平联系境内的王兵等长江商学院的同学纷纷买进蒙牛股票，以支撑和拉升股价。可见，国内顶级的同学会在一定程度上控制着国家市场经济的发展。

在现今的流行活动中，出现了很有意思的名词，同学会。这可能要从王石的绯闻门说起吧！北大中国经济研究中心某教授说：“在偌大的人际关系网络中，‘学友’及‘校友’这层关系显得特别又有趣。当你有着某种名校的血统，自然而然地加入了名校俱乐部的功利网络之中，便掌握起某些重要的社会资源。”“娱乐是个圈”众人皆知，商界其实更是个圈。虽然我们无从考证圈子的价值到底有多大，但在信奉“多个朋友多条路”的中国，圈子的价值毋庸置疑。

In today's popular activity, it has appeared interesting nouns, Schoolmate Party. A Professor, China Center for economic research at Peking University said: "in the middle of interpersonal relationships in the network," classmates "and" schoolmates " are the relationship which is particularly interesting .When you have an elite pedigree, naturally you have joined the elite club of utility networks, and can control some important social resources. ""Entertainment is a circle "is well known, the business sector is actually a circle as well. Although we are unable to research how big is the value of the circle, we all believe that "the more friends and the more roads" in China, so there is no doubt the value of the circle.

#### 2、泰山会

会长柳传志，理事长段永基

泰山会成立于1994年，全名泰山产业研究院，汇聚了段永基、冯仑、卢志强、史玉柱、柳传志、李彦宏等江湖大佬，并且每年只发展一个会员单位。

上世纪90年代，在史玉柱面临着巨人大厦烂尾、巨人电脑因非法预装微软公司软件而被起诉之时，泰山会尤其是同为会员的段永基向史玉柱伸出援手，支持其依靠脑白金东山再起。2003年末，段永基所在的四通集团以12亿元收购脑白金。

2007年，史玉柱东山再起后，来京邀请好友组织座谈会。在这场名为“战胜挫折，走向成功”的座谈会上，史玉柱说，在他低谷的时候，“泰山”给了他很大的精神帮助和重新创业的经验，“这是我能够复出的重要条件”。

1995年、1996年和1997年，是史玉柱最困难的时候，即便如此，史玉柱年年参与泰山会例会。另外，泰山会有一个规定：正式会议会员如有困难不能参加，需交纳请假费1万元。2007年，史玉柱因筹办公司在美国纳斯达克上市的事，无法参加泰山会会议，他派人送来1万元请假费。

在泰山会，帮扶也是相互的，譬如，史玉柱也为四通从IT电子改做保健品的转型不遗余力，曾表示“出任四通CEO，年薪只收一元”，当时，四通集团面临经济压力，亟须转型。2001年12月21日，四通巨光成立。史玉柱的巨人集团投资1亿元，占四通巨光总股本的32%。史玉柱不遗余力地把做保健品的经验拿出来，出任四通巨光的CEO。四通转型后，段永基负责资本运作及公共关系，史玉柱负责生命健康产业。

然而，史玉柱和柳传志等人身后的泰山会，名声在外，却鲜有报道。因为会员们从一开始就达成一致：聚谈时不录音、不记录、不邀请当地领导、不对外宣传。

#### 3、中国企业家俱乐部

中国企业家俱乐部，成立于2006年，史玉柱任理事长。该俱乐部的成员包括经济学家吴敬琏、张维迎、周其仁、许小年，企业家王石、马蔚华、马云、郭广昌、王健林、牛根生、朱新礼、俞敏洪、李书福、李东生、冯仑等人。

这是一个活动频繁的圈子。企业家们经常聚在一起“疯

一把”，马云抱怨式的吐槽、俞敏洪喝多了站在桌子上唱歌，都是该俱乐部里司空见惯的场景。情绪的发泄与情感的支持，在这一圈子里都能够得到满足。

“以前有句话叫林子大了什么鸟都有，现在是鸟大了什么林子都有。中国企业家俱乐部的都是大鸟。作为大鸟首先不能毁掉林子，其次要让林子保护并发展。”正和岛首席架构师刘东华这样评价中国企业家俱乐部。

近日，依文集团董事长夏华和复星集团董事长郭广昌联合收购了一家国外服装品牌，也是缘于中国企业家俱乐部的活动情意。

“在中国企业家俱乐部中，跟我有商业合作或者将要商业合作的，大概七八家。”柳传志表示，中国企业家俱乐部经常发起组织商界大佬们参与各种活动，比如2012年作为民间机构出访英国企业，还有发起绿公司年会、拒绝吃鱼翅行动等等。“中国企业家俱乐部一是为了弘扬商业社会的正气，二是为了企业互访、学习和互相支持，三是增加理事们的感情。”

想成为圈子的一员并不容易。“必须得到现有理事成员的全票通过。”柳传志介绍说，“也就是说，想要加入的企业家必须口碑好，圈子里有一个人反对都不能通过。”刘永好（新希望集团董事长）是最新加入该俱乐部的企业家。目前，该俱乐部共有46人。同时，在最初的设计中，该俱乐部上限设为60人。

#### 4、江南会

浙商的一个出名标签就是：江南会。

2006年，马云、冯根生、沈国军、宋卫平、鲁伟鼎、陈天桥、郭广昌、丁磊八位浙商共同创办江南会，其被称为杭州最高档而又最低调的会所。

年费20万，通过严格审核才可以成为会员，后者，拦住了许多人。

如果说“江南会”能成立，更多的，还是马云骨子里的武侠精神在发挥巨大的作用，他熟读金庸的武侠，马云在公司的花名是最喜欢的武侠人物“风清扬”，这或许才是“江南会”出现的原因。

这些浙商中的大部分，平时联系并不多，尤其是创始会员，一有事情还是会紧密联系，比如此前，在绿城的董事长





宋卫平遭遇资金链危机的时候，马云就毫不犹豫地出手，号召阿里员工去买绿城房子。

这是庞大的一股力量，这八位中的任何一位，一旦遇到商业危机，只要“江南会”肯出手的话，基本上难题都可以迎刃而解。在成立初期，他们就曾考虑过这样的问题，同样也要进行资产评估才考虑如何出手。

他们之间当然有资本上的融合，像郭广昌、马云和其他几名浙商就签署了合作协议，在东阳建起全国最大的木雕文化博览城和中国木雕博物馆。

马云因江南会而和鲁伟鼎成为好友，而鲁伟鼎正是大名鼎鼎的鲁冠球之子，马云还向鲁伟鼎介绍了华谊，鲁伟鼎在马云投资华谊的第二年入股华谊。

1. HuaXia Alumni Association

In March 2013, Hangzhou appeared a bus which is called "the most expensive bus" in the history.MaYun sits on the conductor's position, what's more ,MaHua teng, LiYanhong, Liu Yonghao, Wang Jianlin, Feng Lun, Li dongsheng, CaoGuo wei and other big guys also sat on the bus.Netizens joked: "master driver, take it easy.

In fact, this is just a general gathering of the HuaXia Alumni Association. The HuaXia Alumni Association is a low-key and slightly mysterious organization, whose members are the barons that graduated from Cheung Kong graduate school and Central School. Their party twice a year, by one student host, this year is the turn of MaYun.It is said that if someone is unable to attend the activitie,he will be fine and the money will be put into the Huaxia Charity Foundation.The most typical example is melamine after the incident last year, face the company's crisis, NiuGen sheng at the reunion issue on many words, in order to prevent foreign institutions to hostile takeover, LIU Chuanzhi, Legend Holdings Board of Directors held overnight, within 48 hours, will hit 200 million Yuan to the Foundation of old cattle on the account.after hearing the news ,Yu

minhong of new Oriental, without demur, quickly sent over 50 million Yuan.JianNanchun, the chairman of focus media has prepared 50 million dollars in an emergency for NiuGen sheng foundation.FuCheng yu ,the general manager of CNOOC made a call, which said that the CNOOC has prepared 250 million Yuan.What's more,he also sendi someone to enterprise information, and can reach assistance at anytime.At the same time,Tian Su Ning, MA Yun, Guo guangchang, Yu Feng, Wang yusuo, etc all got a phone call, and assistance can be reached anywhere, anytime.Hong Kong's Ou Yaping contact territory Wang Bing and any other classmates who graduate from Cheung Kong graduate school to buy mengniu shares ,so as to Improve share price.It is clear that the country's top Alumni Association to some extent control the national development of the market economy.

2. Mount Tai Association

Chairman LIU Chuanzhi, Chairman of Duan Yongji Tarzan Association was established in 1994,whose full name is Tarzan industry Research Institute,which brings together Duan Yongji, Feng LUN, Shi Yuzhu, LiuChuan zhi, LiYan hong and other big brother,and it only developes only one member every year.

The 90 's of the last century, when ShiYuzhu faced the default in giant building and giant computer was sued for illegal Microsoft software .At that time ,Mount Tai Association in particular fellow Member Duan Yongji lend a hand to Shi Yuzhu , support its reliance on melatonin comeback.In late 2003, Duan Yongji Duan who is located four-way group used 1.2 billion yuan to buy Naobaijin.

In 2007, after Shi Yuzhu making a success, he organized seminars by inviting good friends.In the forum called "overcoming difficulties toward success"

, Shi Yuzhu said in his difficult time, "Mountain Tai" gave him a lot of spiritual support and experience to restart a business, "this is an important condition of my success."

It was the most difficult time for Shi Yuzhu in 1995, 1996 and 1997, even so, Shi Yuzhu participate the Mountain Tai meeting annually.In addition, Mountain Tai will have a provision: formal Conference members who have difficulties cannot take part in the meeting, need to pay leave fee 10,000 yuan.In 2007, he was busy with the companies' listing in the NASDAQ,United States and cannot participate in the Mountain Tai meeting, but he sent people to pay 10,000 yuan leave fee.

In the Mountain Tai meeting, people always help each other. For example, Shi Yuzhu spared no effort to help Sitong shift from IT electronic to health products. He said that "as the CEO of Sitong, his annual salary is only a dollar". At that time, the Sitong company was greatly in need of restructuring under economic pressure. On December 21, 2001, Sitong JUguang set up.Shi Yuzhu's company invested 100 million Yuan, owning 32% shares of the Sitong JUguang total share capital.Shi Yuzhu spared no effort to take out the experience of health products, when he acted as the CEO of Sitong Juguang. After the transition of Sitong, Duan Yongji is responsible for capital management and public relations, Shi Yuzhu is responsible for the life and health industry.

However, behind Shi YUzhu, Liu Chuanzhi and other famous people is Mountain Tai which is famouse, but seldom-reported.Because members made a agreement at the beginning:when getting together, we won't record anything and invite the local leaders.

3, China entrepreneur Club

China entrepreneur Club was founded in 2006, Shi

Yuzhu is the chairman.The Club's members include economists Wu Jinglian, Zhang Weiying, Zhou qiren and Xu xiaonian, entrepreneurs Wang Shi, and Ma weihua, Ma Yun, Guo guangchang, Wang Jianlin, Niu gensheng, Zhu xinli, Yu minhong, Li shufu, Li dongsheng and Feng Lun etc.

This club has many activities.Entrepreneurs often come together to have a "crazy activity". Ma Yun criticizes with complain and Yu minhong sings on the table when he is drunk. Those are common scene in the club.The club can give you emotional support and help you get rid of the bad mood.

In recent days, the chairman Xia Hua from Yiwen company and the Chairman Guo guangchang from Fuxing company purchased a foreign clothing brand , which is also due to the support from China entrepreneur Club.

"In Chinese entrepreneurs Club, there are about seven or eight members who had business cooperation with me, or will have. " said Liu Chuanzhi." Chinese entrepreneurs club often sponsors and organizes business executives to participate in various activities, such as 2012, we visited United Kingdom business as a civil institution, and launched green company annual meeting and activities' refusing to eat shark's fin' and so on. The functions of China entrepreneur Club are as follows: First of all, to carry forward the business community's positive power. Secondly, to create a chance for those members learn and support each other. Thirdly, to promote the members' friendship.

To become a member of the club is not easy. "you must get the unanimous vote from the existing members of the governing. "Liu said, "that is, if an entrepreneurs wants to join the club, he should have a good reputation, and you cannot pass through if one of the members disagrees. "Liu Yonghao (New





Hope Company President) is the latest entrepreneur to join the Club. At present, the Club has 46 people. At the same time, from the original design, the maximum number of the club is 60.

#### 4, Jiangnan Hui

The famous label of Zhejiang business is Jiangnan Hui---A club for entrepreneurs.

In 2006, MA, and Feng gensheng, Shen guojun, Song Weiping, Lu Weiding, Chen Tianqiao, Guo Guangchang and Ding Lei, these eight people established Jiangnan Hui, which is known as the finest and most low-key Club of Hangzhou.

The annual fee is 200,000 yuan, and to be one of the member should pass the strict examination.

Ma Yun's spirit of martial arts played a great role in establishing Jiangnan Hui. Ma Yun read Jin Yong's martial arts carefully, his nickname in the company is his favorite martial arts character "Fengqing Yang", which may be the reason about establishing Jiangnan Hui.

Most of these Zhejiang businessmen, usually not keep in touch, especially the founding members. Once something important happened they will contact each other closely. For example, when Song

Weiping, the Chairman of Green City met the fund chain crisis Ma Yun called for his employees to buy the houses in Green City without consideration.

Once one of these eight members encountered the commercial crisis, basically, the problem can be easily solved as long as Jiangnan Hui gives a hand. So it's a major force. To be honest, at the beginning of the establishing of Jiangnan Hui, they had considered such issues, but they need to make an asset assessment, then know how to solve problems.

Of course, among them, there is capital integration. For example, Guo Guangchang, Ma Yun and several other Zhejiang businessmen signed a cooperation agreement, setting up the nation's biggest woodcarving culture exhibition city and China woodcarving Museum in Dongyang.

Ma Yun and Lu Weiding became good friends because of Jiangnan Hui, and Lu Weiding is the son of Lu Guankui well-known by us. MA Yun introduced Hua Yi to Lu Weiding and Lu Weiding became a shareholder of Hua Yi a year after Ma Yun invested Hua Yi.

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# 中国电影市场渐露锋芒 成就票房奇迹

## The achievements of Chinese film market box office miracle



上：小时代1.0

中：致青春

右：致青春

毫不夸张地说，2013 年上半年的中国电影市场是在一轮又一轮国产影片制造的高票房和话题效应中走过来的。它的迅速成长，不仅体现在市场规模的不断扩大上，也体现在国产影片市场份额创造的新纪录上。

如果说 2013 年第一季度国产影片取得的好成绩还不足以让业界抱有坚定的信心，第二季度结束时，国产影片在整个上半年的表现则足以让行业内外对这种良性的发展态势更加笃信。就连曾经不可一世的好莱坞大佬们也不得不承认，中国电影市场的迅速崛起正在改写世界电影发展的格局，并迅速的击倒了每一个从业人员与观众影迷。也许很多人有着跟我一样的观点，为什么烂片可以成为当今电影市场的主力大将？在我们已经不想再谈论他们的时候，却又发现自己的氟金狗眼依旧在闪烁放光，不管是不是真的烂，这都是他的姿态，也被越来越多的人所接受着，跟他的创造者一起接受着考验。

### 新电影市场更“接地气” 推动消费热情

业内人士普遍认为，《北京遇上西雅图》、《致青春》、《中国合伙人》、《小时代》等在上半年取得较好票房的影片，虽然在内容质量上或多或少地存在不足，但就电影项目的运作方式而言，它们都具备了一些共同特征，不仅在内容上选择了与当下生活“接地气”的题材，也在讲述方式上使用了当前以年轻人为主体的电影观众更乐于接受的表达。与此同时，不少影片的营销经费投入也明显加大，具有市场针对性的新型营销方式不断出现。这些从创作到营销的新气象，有效地调动了市场的消费热情，使这批影片在获得票房成功的同时，也在社会上



产生了较大的话题效应。

### 2013 年电影市场大爆发？娱乐消费时代来临

一项权威数据为青春片的走红提供了客观依据。据中国电影发行放映协会公布的一项调查显示，中国电影观众的平均年龄为 21.5 岁，43.5% 的观众将影片类型当作观影参考，43.2% 的观众注重演员阵容。它反映了某种趋势，那就是大规模的年轻人群乃至学生人群正在涌入影院，加入了看电影大军中。对于这部分观众而言，俊男靓女演员演绎的青春剧情可能会更受他们追捧，如果故事是发生在校园或大学毕业刚刚踏入职场这段期间也更能引发共鸣。而与之相对应的则是近年来大批古装大制作、好莱坞爆米花大片充斥影市，观众在审美疲劳之后需要的恰恰是回归真实的本我，人人都经历过的青春给了所有人一个情感宣泄的出口。如此来看，中

国电影正走向更新换代的娱乐消费之路，的确如今看一场电影，就跟约个人吃饭一样方便，也似乎成为了一种习惯，消费途径多，而且成本也不是特别高。

纵观近年来中国国产电影的票房排行榜，几乎淹没在以“娱乐”、“搞笑”、“煽情”甚至是“低俗”为卖点的各色作品之中。“票房与口水齐飞，炒作共骂战一色”，成了热门电影上映时必然出现的场景，从这些影片的市场反馈中可以发现，中国电影市场的观众中心制正在逐渐凸显，随着中国电影前进的步伐逐渐加快，一个又一个票房奇迹不就在大张旗鼓的宣告，电影好不好看，是不是烂，无非也就是个消遣，最终的目的达到了，谁还会在乎过程呢？



LA NUEVA PELÍCULA DEL DIRECTOR DE EL ORFANATO



It is exaggeration to say that the first half of 2013 ,the film market in China is going through the high box office and topic effects.Its rapid growth, not only reflected on the continuous expansion of market size,but also reflected in the market share of domestic films which created a new record.

If the good results of domestic films achieved in the first quarter of 2013 is not enough to boost the industry confidence,while at the end of the second quarter, domestic films throughout the first half of 2013,the performance is enough to make inside and outside the industry for this positive development trend and get even more devout.Even once-arrogant Hollywood executives also had to admit that the rapid rise of the Chinese film market is

rewriting the world pattern of film development, and quickly knocked down each of the practitioners and the audiences and of fans.Maybe a lot of people have the same perspective, Why a low quality movie can be the major character in today's movie market? Although we tired to talk about them, but we still keep our eyes on the. Whatever if it's bad or not, it is his attitude, being accepted by an increasing number of people, and having tested with his creator.

New movie market more "close to life" to promote consumer enthusiasm

Industry persons generally think that 《Beijing met Seattle》, 《To Youth》, 《China Partner》, 《Small Era》 made better box office in first half of 2013 , despite

the more or less on the content and quality deficiencies,but as far as the movie mode of operation , they have some common features ,which is not only use the "close to life"material, but also use the mode of expression which is aiming at the young people as the main movie audiences.Meanwhile, many film marketing funds investment has significantly increased, some new marketing methods are emerging with market targeting. From creation to marketing of new scenes, has effectively mobilized the enthusiasm of market consumption , which not only make these films successful,but also lead to a larger topic effects in the community. Explosion film market in 2013?Era of entertainment consumption is coming.

An authoritative data provided an objective basis for the youth's popularity.According to a survey released by the China film distribution and Exhibition Association showed that Chinese cinema-goers to 21.5 years old in the average age, audience type as viewing the movie references to 43.5%, 43.2% of the audience focus on the cast.It reflects a trend, that is to say, a large young crowd and the student population are the influx of movie,and joined the movie army .For the purposes of this part of the audiences, all the pretty girls actors interpretation of the plot may be more affected by their pursuit of youth, if the story is to take place at the school or University graduate has just entered the job market during this time also can cause resonance.

That corresponds with it in recent years, a large number of costume productions, Hollywood popcorn blockbusters filled with the market of movie, the audience aesthetic fatigue is exactly what is needed after return to true self , everyone went through the youth that gave them an emotional outlet for exports.So, China film has been moving towards the replacement of entertainment and consumption path.If you want to see a movie now ,it is as convenient as inviting someone to dinner, what's more ,seeing movies seems to have become a habit,because of spending way getting more, and not particularly high costs.

Throughout China's domestic movie box office rankings in recent years, almost drowning in

the "entertainment", "funny", "sensational" or even "vulgar" as a selling point among the films.When the new films be shown,you where hear many comments mixed together. From the market feedback of these film, it is easy to find that the audiences-oriented becomes the center of film market.As China's film gradually developed faster.The box office miracles will become more and more,whatever the movie is good of not.If the final objective was achieved,who would care about the process?







## 共赴尊贵艺术之旅 尽享奢华格调人生

漫步在繁华的上海外滩，沉浸于欣赏这一栋栋别致的历史建筑作品时，作为室内行业的我们来说，最大的骄傲莫过于这些地标性建筑中众多都留有多姆(DOMUS)的影子。DOMUS在这十余年的设计行业中，凝聚了强大国际化的设计团队。意大利的文化、法国的浪漫、日本严谨早已在每次设计中展现地淋漓尽致。多次获得各类设计大奖以及与知名地产的成功合作更是对DOMUS实力的最佳肯定。

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*Masters*

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IDEA LIFE

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## 我们携手启程

《尚·置·汇》历经数月的策划、准备、编辑、排版，终于将这份杂志传递到了您的手里，这是我们改版后的首刊发行，这期我们特别策划了以“在路上”为话题的相关主题内容，与我们的众多高尔夫会员，业主朋友们一同分享，将信息的知识性和实用性有机融合，更丰富多彩。此刊不仅凝聚了创编人员的心血与汗水，也饱含了象征《尚·置·汇》全新启程的美好期许，旨在赢在每一条路上！续写魅力传奇！

## We set out together hand in hand

After several months' planning, preparation, editing, typesetting, we pass the magazine Nobleness,Property,Collection to your hands. It is our first publication issued after the revision. In this period, we specially planned some content related to topic "on the road",which will be shared with our numerous golf members and the owners!As we connected the knowledge with practicability, the content is more rich! This issue has not only condensed the personnel's painstaking effort and sweat, but also contains our good wishes on a brand new start of this magazine! We aim to win in every road and create a legend!



# Romantic travel in Kimchi Country

泡菜国度 浪漫5日游



■ 作者: Marie Chang

上置业主 美国长大的可爱女生，酷爱摄影

Author: Marie Chang, who was grown up in America, having a passion for photography (She lives in one of SRE project)

我喜欢用文字、用图片记录下来，等着我们年迈不能继续前行的时候，翻来看看，当时的我们多么的开心与逍遥。

突然有来首尔游玩想法的时候，很多朋友都来问我：“你要去上货吗？”是啊，韩剧、美女、韩装... 这就是我常常在脑海中对首尔的第一印象，但是真正在这里生活了5天之后，颠覆了我所有的印象。这里的人民友善、生活悠闲、骨子里散发出来的对美的热爱，让我深深地爱上了这个城市。

I like recording down my life by using word and picture .So when we are too old to move forward we can open it and share it, to feel how happy and free we were!

Suddenly when I have an idea going to visit Seoul, many friends ask me: "Are you going shopping?" Yes, Korean dramas, beauty, han outfit... This is my first impression on Seoul, but after 5 days' life there, I changed my mind. Koreans are friendly, leisure and they are passionate about beauty, which let me fall in love with this city deeply.

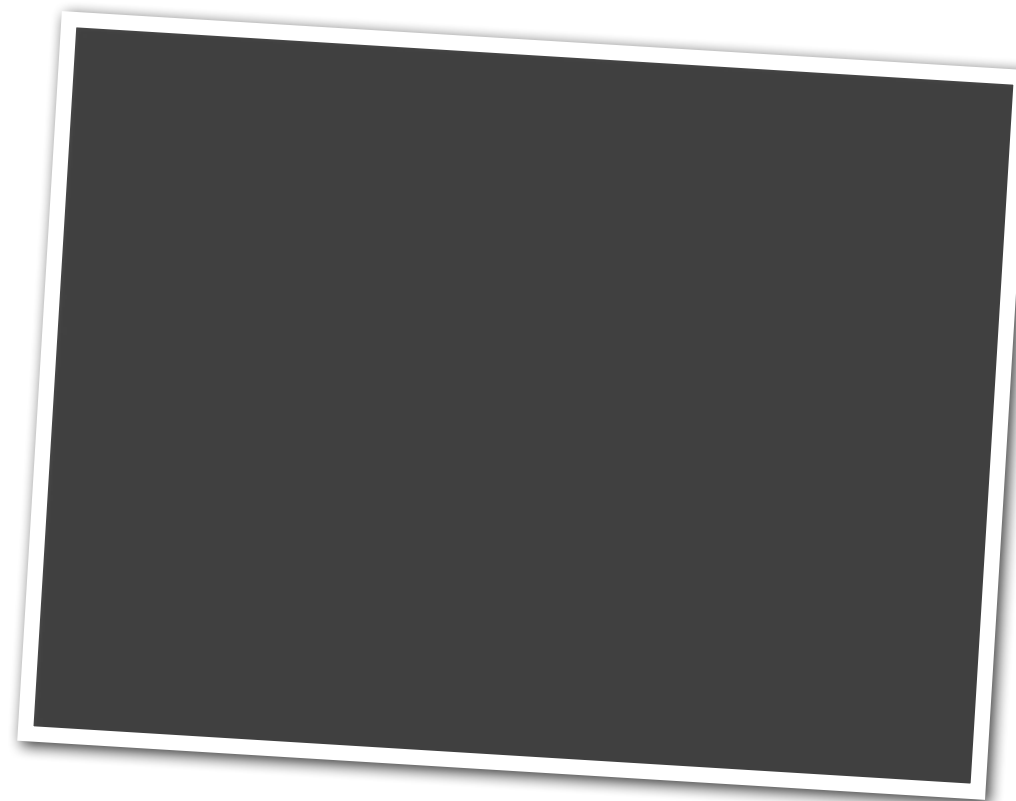


清溪川附近

Cheonggye Cheon

我记得应该是韩剧《城市猎人》外景地之一。

I remember that this location should be one of the outdoor scene of the han drama "City Hunter"





## 明洞教堂

### Myeong-dong cathedral

4 号线明洞站 8 号出口步行 10 分钟。从清溪川附近走过去很近的，大约 15 分钟吧。也许是基督徒的原因吧，每到一个地方都喜欢去那的教堂看一看，这里幽静，平和的气氛总能让我心情平静下来，也能缓解旅途中的疲劳。这个算是韩国天主教的中心。典型的哥特式建筑，如果没有什么宗教信仰的话，来这里看看建筑也是一种很好的体验呢。

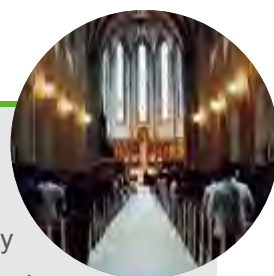
If you want to go to Myeong-dong cathedral,you can take metro line 4, getting off from exit 8 of myeong-dong station .It will take about 10-min walk to the cathedral. Or you can walk directly to Myeong-dong cathedral from Cheonggye, which will take 15 mins. Maybe because I'm a Christian , I like to visit the local church when I get to a place. Because it is filled with quiet and peaceful atmosphere which can always let my mood calm down, can alleviate my fatigue from the journey. This should be the center of the Catholic of South Korea ,which is also a typical gothic architecture. Even if you don't have any religious beliefs, it's really a good experience to come here to see buildings.



## 明洞

### Myeong-dong

去韩国购物我的体会是买化妆品在明洞附近买。衣服之类的东大门及其乱，如果不会韩语被宰的可能性很大。Purchasing cosmetics nearby myeong-dong is one of my shopping experience in South Korea.The clothes for sale at east gate is disordered. If you can't speak Korean,you'll be getting ripped off easily!



## 清潭洞

### Cheongadan-dong

这里是首尔富人聚集区,韩剧《清潭洞爱丽丝》的拍摄地，各种国际时尚名牌店都能找到。In South Korea,the rich people lives here. Also it's a filming location for drama Alice. By the way,all kinds of international fashion brand store can be found here.



## 梨花女子大学

### Ewha Womans University

走进梨大校园，最先跃入眼帘的就是梨大多功能馆建筑。由法国知名建筑师多米尼克主持设计，两栋埋在地底的建筑间夹着一条狭长的走道，宛若一座峡谷！Walking into the campus, the first thing I can see is Multi-function hall building which is designed by French architect Dominic. There's a narrow hallway between the two buried underground buildings,like a canyon!





## 北村 韩屋

### Korean-style honses

中国的古建筑北方多是大气典雅，而南方多是精致灵秀。毕竟古代的中国地大物博，生活富足，因此比较“讲究”一点那也理所当然。而在北村的建筑或者说在韩国看到的古建筑，用大气典雅或者精致灵秀这样的词语形容都是不太搭调的。但是却是透出一种质朴的气质，素面朝天一一般。



In the ancient times of China,the northern architecture is more elegant , while the south is more delicate and exquisite.That is taken for granted cause in ancient times, our country has vast territory and abundant resources and life is rich! While for the historic building of Kitamura or South Korea,it's not suitable to use the words "elegant ,delicate or exquisite" .The buildings in South Korea look simple and revel a pristine temperament.

## 景福宫

### Gyeongbokkung

我想来韩国旅游，景福宫算是一个必去之处

Gyeongbokkung is one of a reason why I want to travel in South Korea!



## 青瓦台

### Chong Wu Due (The Blue House)

青瓦台—韩国总统府，看过韩剧《城市猎人》的同学对这里都不会陌生吧  
It's a presidential

office. People who watched Han drama City Hunfer will be familiar with it!



## 南山塔

### Namsan Tower

南山塔的夜景也是来首尔游玩不可错过的一个地方。本地人来这里，散散步，聊聊天，也是情侣花前月下的约会场所。

The night view of Namsan tower shouldn't be missed when you travel in Seoul! It's a place for native residents to go for a walk and talk .Also it's a romantic place for lovers to date!





# 英国游学记 Study and travel in Britain

总是有这样的感觉，当我们还在学校的时候，总有对外面世界的向往，有冲出象牙塔的冲动。时间在荏苒，当我们离开校园，走进社会，打拼多年后，突然开始怀念校园的点点滴滴，于是，再回校园的心开始蠢蠢欲动！

于是，收起行囊，朝着儿时的梦想出发。这次的目的地，英国剑桥。

We always have a same feeling--when we were still in the school. We dreamed of the outside world and had the urge to rush out of the ivory tower! Time goes fast that left campus, walking into the society, struggling for years. However,suddenly,we began to miss the life we had in campus. Then, we have a strong feeling to go back to the campus.

So, packing up my bags and setting out toward my childhood dream, I decided to go to Cambridge, UK.



■ 作者：Janey 美兰湖业主  
喜欢自由自在的深度游

Author: Janey  
Janey lives in Luo Dian New Town, who likes the freedom of depth tour





剑桥  
Cambridge

剑桥位于伦敦东北约 100 公里处，坐火车只要 45 分钟。她是英国 (United Kingdom) 剑桥郡 (Cambridgeshire) 的郡首。这里著名的剑桥大学成立于 1209 年。在 1231 年，英国国王亨利三世 (King Henry III) 授予剑桥大学特权，在之后数百年间，剑桥大学校长的权力大于剑桥镇长，这就是著名的“袍镇之争” (Town-Gown Rivalry)。剑桥在 1951 年才被英国皇室从镇升级为市。剑桥城的许多地方依然保持着中世纪以来的历史风貌，到处是精心维护的古老建筑，墙壁上装饰着古朴的塑像，宁静而内敛。 Cambridge is located at northeast of London, about 100 kilometers' distance to London. It only takes 45 minutes to get to London by train! She's the county head of Cambridgeshire. The famous Cambridge university was founded in 1209. In 1231, England's King Henry III granted privileges to Cambridge University. After hundreds of years, the headmaster of Cambridge University has greater power than the mayor of Cambridge, this is the famous Town - Gown Rivalry. Cambridge was upgraded to a city from the town by British royal household in 1951. Many places of Cambridge remain the historical style since the middle ages. Everywhere has old buildings which are carefully preserved. The wall is decorated with simple and unsophisticated statues, quiet and reserved.



数学桥  
Math Bridge

首先映入眼帘的是王后学院的数学桥 (Mathematical Bridge)。传说数学桥是大科学家牛顿的一个天才设计，整座桥用木头搭建而成，一颗钉子都没用。后来有学生不服，想把桥拆了重建，结果无法复原，只好钉上钉子了事。传说毕竟是传说，实际上数学桥是由 William Etheridge 设计，在 1749 年由年青的 James Essex 住持修建。1866 年数学桥进行过一次大的修缮。在 1905 年数学桥被重建，用柚木取代之前使用的橡木，其实重建前后都使用了螺钉，但是老设计从表面看不到螺钉而新设计却能够看到。就是这点细微的差别被炒作成一个传说，剑桥的导游就天天把它当作故事讲给游客们听。 The first thing to leap in your eyes in the Queen College is Mathematical Bridge. It's said that the Mathematical Bridge is one of a genius design by the great

scientist Isaac Newton. The whole bridge is made of wood without a nail, which looks magic. Then some of the students were curious about it and tried to tear down and rebuilt the bridge. While at last the bridge couldn't be recovered by them, so they had to put nail into the bridge to finish it. Legend, after all, is a legend. In fact, the Mathematical Bridge was designed by William Etheridge, built by the young abbot James Essex in 1749. In 1866, the Mathematical Bridge had a renovation. Mathematical Bridge was rebuilt in 1905, replacing oak with teak. Actually, they both used the screws before and after the reconstruction. While from the surface of the old design



we couldn't see the screw but the new design can. Just then this subtle difference is hyped as a legend, and tour guides in Cambridge treat it as a story and tell it to the visitors everyday!



## 三一学院 Trinity college



前方就是著名的三一学院，拥有大科学家牛顿，以及 32 位诺贝尔奖得主。三一学院正门的旁边有一株小小的苹果树，看上去毫不起眼，但据说是当年引发牛顿悟出万有引力的那颗苹果树的子孙。大门顶上是出资创立者亨利八世的雕像，手持一支“椅子腿”。原来曾经有一位调皮的学生，乘夜爬上去将国王右手中的权杖偷偷换成了一支椅子腿。第二天，学生以为校长会大发雷霆，没想到校长认为这反映出学生的创造性思维，因而没有追究此事。

In front of Math Bridge it is the well-known Trinity College, which has the great scientist Isaac Newton, and 32 Nobel Prize winners. Beside the front door of Trinity College there's a small apple tree which won't catch your eyes, while it's the children of the apple tree stimulating Newton to find gravity. The founder of the college is Henry VIII whose statue is at the top of a door, armed with a "chair leg". Actually, there was a naughty student climbing up to the top door at night, secretly replacing king scepter in his right hand with a chair leg. The next day, the students thought that the headmaster would break into a rage, while the headmaster believed that it reflected the students' creative thinking, so he did not pursue the matter.



## 牛顿的 苹果树 Newton's apple tree



## 吃时间的 蚱蜢 Time Eat Insect

在剑桥，有个钟被叫做“吃时间的虫子”，因为在它的顶端有一只凶猛的蚱蜢，每一分的第一秒它张开嘴，最后一秒闭上，吞吃时间。这个钟的钟摆是西方的棺材，每到一点钟便会重敲一响，提示人们，距离死亡又近一步。提醒人们珍惜时间。In Cambridge, there is a clock called "Time Eat Insect". Because there is a fierce grasshopper on top of it, Every minute of the first seconds, it opened its mouth, while at the last seconds closed, to devour time. The clock pendulum looks like the western coffin. At one o'clock, the clock will be heavy knocked, to remind people that the distance of death is step closer. People must cherish the time.

## 街角的 钢琴 The piano in the corner of the street







背起书包，我畅游在这个圣神的学府圣地，仿佛又回到了我的学生时代，也许时间是无法挽回的，也许很多过去的事无法重来的，但是，只要心向往之，只要我们还有梦想，就一定会在现在找回过去，并且更好的计划未来。

Putting my schoolbag on the back, I walk freely in this holy institution, as if I returned to my student days. Although I can't go back to the past, as long as I have hopes, as long as I still have a dream, I can find my past from now and have a better plan for my future!







享受美丽独特的匈牙利

# ENJOY THE BEAUTIFUL UNIQUE IN HUNGARY



■ 作者: GABOR TOTH

匈中文化教育经贸促进会会长 本杂志友好合作伙伴

我是卡博·托特，作为一名匈牙利人，很高兴受主编之邀撰写这篇文章，我去过很多的国家，也领略过世界各地不同的风景，但始终还是最爱自己的故乡，下面就请跟随我的脚步，让我带着您一起走近我的家乡——匈牙利。

Author: GABOR TOTH

Hungarian-Chinese Cultural Educational and Commercial Association President

I am Gabor Toth. As a Hungarian, I'm very pleased to write this article by the invitation of the editor. I have been to many countries, and enjoy different sceneries all over the world, but I love my hometown all the time. Next, please follow my steps, let me take you to my hometown - Hungary.



匈牙利拥有丰富变化的自然环境，多瑙河流入匈牙利境内在多瑙坎亚地区拐向南面，贯穿匈牙利中心的南北。多瑙河以东的南部是普斯塔大平原，北部是连绵的山岳地带，有世界著名的葡萄酒产地。匈牙利国土的西部是山岳丘陵，这里有中欧最大的淡水湖巴拉顿湖。

匈牙利周边被拉丁系和斯拉夫系的国家所包围，它被称为“扔到欧洲的亚洲石头”。匈牙利人的祖先生活在中亚乌拉尔山脉的游牧民族，9世纪时迁移到这里，在历史上，匈牙利经历了蒙古人、奥斯曼帝国的占领，第一次世界大战与奥地利合并成立奥匈帝国，第二次世界大战后，又进入苏联为中心的东欧集团。独特的历史和文化，令前往匈牙利的游客感受到独一无二的体验。

Hungary has rich natural environment .The Danube river flows into the territory of Hungary. Then it turns to the south from

Dunakanyaer district and runs throughout the Hungary. The south of eastern Danube river is Pusita plains; to its north,it's mountains area, which is the world famous wine regions. In the west of Hungary it is lofty mountains and hills, which has the biggest fresh water Lake Balaton in Central Europe.

Hungary is surrounded by Latinos and Slavic countries,which is called "stones throwing from Asia to Europe". The ancestors of Hungarians are Nomads, who migrated to the central Ural mountains in the 9th century.Historically, Hungary was occupied by Mongols and the Ottoman empire.In the first world war, Hungary and Austria merged into the Austro-Hungarian Empire. After the second world war, Hungary entered into the the Eastern bloc which took Soviet union as the center. The unique history and culture of Hungary brings a wonderful experience to the tourists.





还可以前往山丹丹，在那里度过一段惬意的时光，漫步于完好保留了 300 年前村落风貌的鹅卵石街巷中。

在多瑙河岸边，历史建筑链子桥对面坐落着格雷汉姆宫（Gresham Palota），这是一座将近 100 年历史的古建筑，现在是一家豪华的酒店，也是布达佩斯最佳的下榻之处。在美轮美奂的咖啡厅中，你早餐桌旁或许就是欧洲的国王和国家元首。

布达佩斯有两家米其林餐厅 Costes 和 Onyx，到这两家餐厅用餐需要提前预定。布达佩斯其他值得推荐的餐厅，还有 Gundel, Spoon, Pierrot, Alabárdos 或 Tigris, Mák 和 Bock Bistro，这些餐厅以经过改良的匈牙利厨艺吸引着大量客人的光临。此外不要放弃匈牙利街边美食之星——炸油饼（Lángos）。

布达佩斯与维也纳和巴黎一样也是咖啡厅之都。城市中最著名的咖啡厅纽约咖啡厅（New York Café）被 CNN 评为世界上最美的咖啡厅，所以当然不要错过它，还有位于安德拉什大街的罗茨厅（Lotz Terem）和艺术咖啡厅（Művész Kávézó），也是一家名气甚响的咖啡馆。其实，在布达佩斯位于路边的任何一家小咖啡馆都拥有独特的氛围，香浓的咖啡并释放出祥和的气息，可以随意享受。

对年轻人最具吸引力的废墟酒吧（Rom-Kocsmá）。酒吧的装饰是用从各处搜罗来的废弃家具布置，拥有高水平的音乐会、音乐表演、成为年轻人的文化中心。



## 第 1 站： 欧洲最美丽的首都：布达佩斯

匈牙利的首都布达佩斯绝对可以堪称是欧洲最美丽的首都之一，每年吸引着数以百万的游客前来于此。布达佩斯完好无损地保留了体现 19 世纪欧洲风貌的氛围，璀璨与美丽，游人可以从中感觉到欧洲的魅力所在。

布达佩斯是非常适宜步行游览的城市，内城的每座建筑都可堪称为建筑奇迹，被赞为欧洲传统瑰宝。当然租上一辆多瑙拉玛（Dunaráma）——意大利制造的水上出租车，花上几个小时在梦幻般美丽的多瑙河布达佩斯一段游览，你可以看到布达佩斯的标志性景观：世界上最美的国会大厦，壮观的布达佩斯桥梁，城堡，渔人堡和自由雕像。甚至，





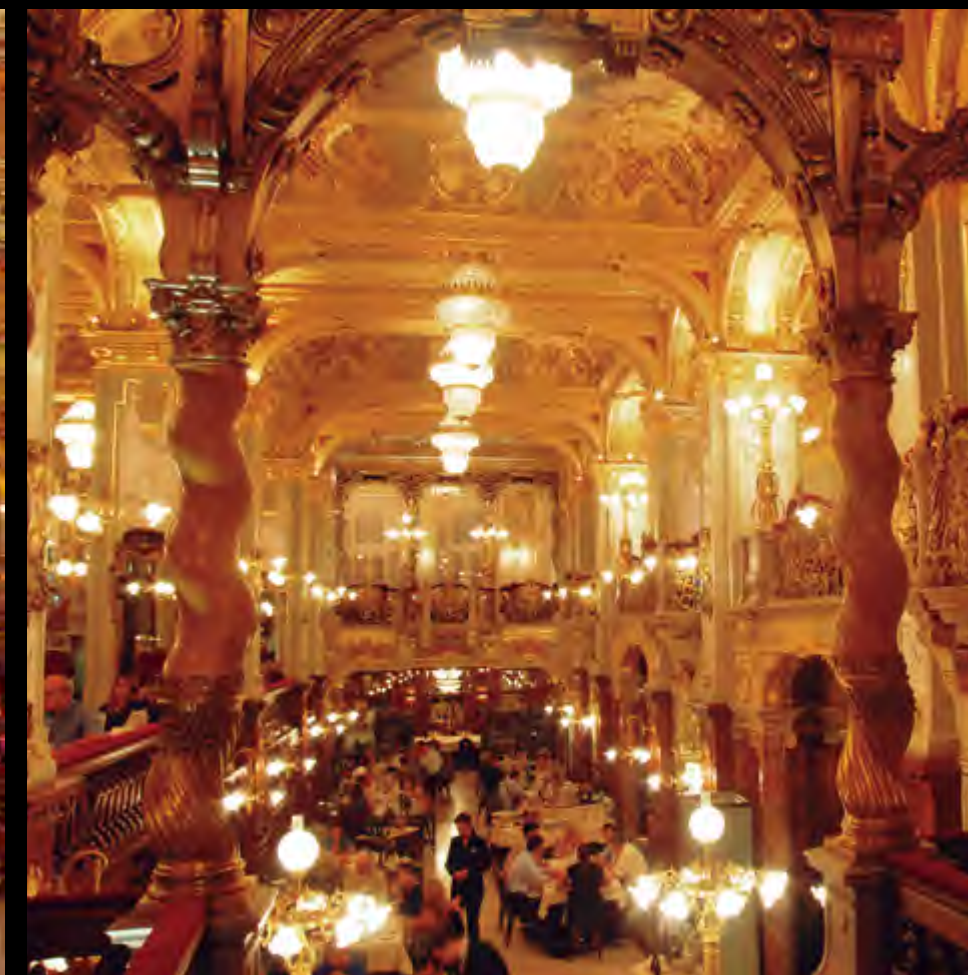
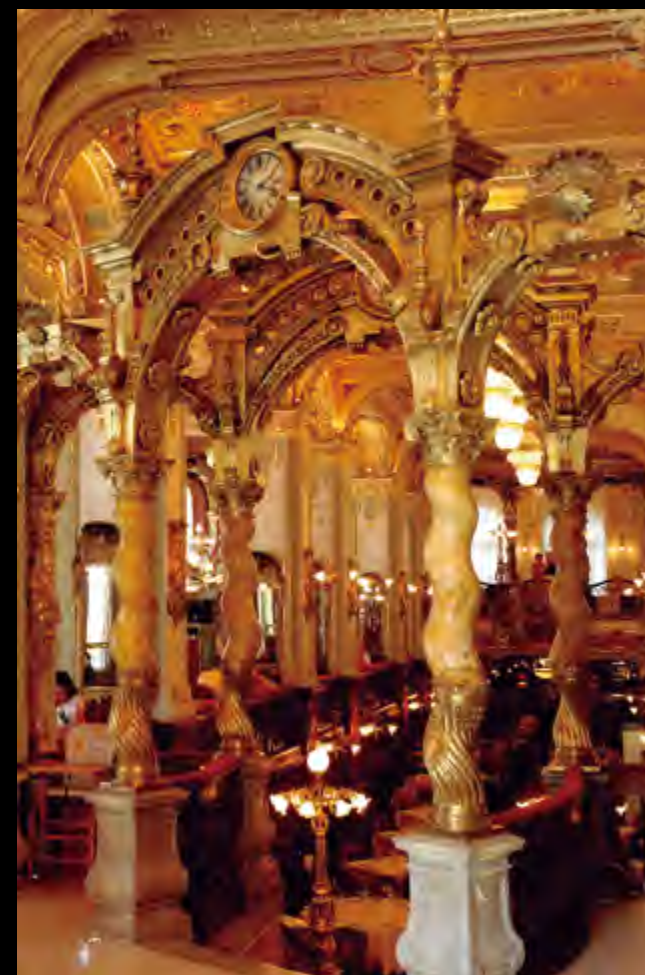


## FIRST STOP: THE EUROPE'S MOST BEAUTIFUL CAPITAL: BUDAPEST

Budapest of Hungary is absolutely one of Europe's most beautiful capital cities, it is very suitable for a walking tour. Every building in the inner city can be referred to as an architectural marvel and acclaimed as European traditional treasures. It would be amazing if you rent a Dunaráma (a water taxi made in Italy) and spend hours enjoying the sightseeing in a dream-like beautiful Danube. Also you can see the iconic landscape in Budapest: the most beautiful Capitol in the world, spectacular Budapest

Bridges, castles, Fisherman's Bastion and the statue of freedom. Graham's palace is the best hotel in Budapest, which is located in the Danube river shore, facing the historical building Chain Bridge. When you have breakfast in an elegant Cafe, the people beside your table can be the king and the heads of state in Europe. Budapest has two Michelin restaurants, Costes and Onyx, you need to book in advance if you want to have dinner there! Some other restaurants in Budapest are

worth recommending, like Gundel, Spoon, Pierrot Alabárdos or Tigris, Mák and Bock Bistro etc., If you come to Hungary, you can't miss the star of street foods --- Lángos. Budapest is also famous for its coffee like Vienna and Paris. One of the most famous coffee shop in Hungary is New York Café, which is rated as the most beautiful coffee shop in the world by CNN. Cafe Lotz Terem, locating at Andrássy Avenue and art Cafe Művész Kávézó are also very famous.



## 第2站: 拥有世界上最别具一格的葡萄酒: 托卡伊

托卡伊 (Tokaj) 位于布达佩斯东北, 这里是世界上最别具一格的葡萄酒托卡伊. 阿苏的诞生地. 该地区有着几百年历史的葡萄酒窖和葡萄园, 诸如拉科齐酒窖 (Rákóczi Pince) 或迪斯诺古, 历史的砖墙上所释放出的氛围, 独特而神秘.

托卡伊往南方向的蒂萨湖 (Tisza-tó) 也是不容错过的一站. 在未经触

## THE SECOND STOP: THE WORLD'S MOST UNIQUE WINE: TOKAJI

摸过的芦苇中泛舟, 轻瞥一下几百种鸟儿的生活, 这绝对可以让你在城市喧嚣生活后予以放松。

Tokaji is located in the northeast of Budapest, which has the world's most unique wine, meanwhile it's the birthplace of the Tokaji Aszu. The region has wine cellars and vineyards with a history of hundreds of years, such as Rákóczi Pince or Disznókör, which release a unique and mysterious taste.

In the south of Tokaji, there's a beautiful lake named Tisza-tó, you can't miss it! Rafting in the untouched reeds, lightly glancing at hundreds of kinds of bird life, it can let you be relaxed after the hustle and bustle life in the city.





Balaton Golf and Yacht Club), 是梳理一下旅途的疲惫的地方, 入住荣获欧洲奖章的温泉宾馆沙瓦里灵魂宾馆 (Spirit Hotel), 这里距离维也纳仅一个半小时车程。匈牙利为几千年的欧洲文化提供了独特的混合元素, 优雅与奢华并存, 这在世界上其他地方是很难被找到的。



### 第3站： 欧洲第三大湖：巴拉顿湖



巴拉顿湖 (Balaton)。我们在这里游览过奇妙的景观后从蒂哈尼半岛 (Tihanyi félsziget) 驱车前往距离其仅 3 公里的巴拉顿费莱德 (Balatonfüred)。我们入住于安娜格兰德 (Anna Grand Hotel) 上百年历史的酒店中, 但之前我们可以先租一条帆船或一艘豪华游艇, 在巴拉顿湖 (Balaton) 洁净丝滑的水面, 绝对是一场视觉的享受。在湖面中央停泊, 跃入水中畅游于清爽的水花中, 更有一番融入自然的心灵舒畅。李斯卡依葡萄酒庄园 (Liskay Borászat), 是巴拉顿一处最独特的葡萄酒庄园, 那里有匈牙利最好的白葡萄酒。距离巴拉顿费莱德仅 8 公里的戡巴吉的圣多纳特酒窖 (Szent Donát Pincészet), 美食佳酿俱佳, 坐在巴拉顿最美的露天平台, 享用一顿完美的晚餐。位于巴拉顿北岸的帝王巴拉顿高尔夫和游艇俱乐部 (Royal

### THE THIRD STOP: THE THIRD BIGGEST LAKE IN EUROPE: LAKE BALATON

Balaton: After we visiting the wonderful landscapes we drove directly to Balatonfüred from Tihanyi félsziget, only 3 kilometers' distance. We can rent a boat or a luxury yacht to enjoy the life on Lake Balaton. Szent Donát Pincészet, about 8 kilometers' distance to Balatonfüred, is a nice place with the most delicious food and the most beautiful open terrace of Balaton. We can enjoy a perfect dinner on the terrace!

Royal Balaton Golf and Yacht Club are located at the northern shore of Balaton, which are good

places to get rid of your fatigue from the journey. At the same time, you can live in Spirit Hotel, a hot springs hotel, winning the European medal. By the way, it's only one and half hours' drive to Vienna.

Hungary provides unique hybrid elements to European culture which has thousands of years history. It's an elegant and luxury country, you can't find such a country in other parts of the world!





# Travel in Munich, Germany

## 德国慕尼黑游记



■ 作者: Cissy (美兰湖高尔夫俱乐部球友)  
爱摄影, 爱旅行, 爱看书, 追求高品质的生活格调, 崇尚自由惬意的悠闲方式和慢节奏的小资情怀

Author: Cissy (Golfers of Lake of malaren golf club)  
(She likes photographing, traveling, reading and pursuing high quality life and prefers the free leisure lifestyle.)



小的时候我就很喜欢德国, 1990 年世界杯, 觉得联邦德国队的队服很漂亮, 白色的上衣, 黑红黄三色横贯其上, 后来知道原来那是德国国旗的颜色, 铁血、严谨, 又充满活力。我也一直都很欣赏这个民族的特性, 严谨、务实、冷静、超强的纪律性, 都是令我欣赏的特点。

这次有幸亲临德国 BMW 总部慕尼黑参加活动, 在这样一个洋溢着悠久历史的城市, 看着满街巴洛克和哥特式建筑, 从市政厅塔楼到圣母教堂, 再到玛利亚广场和宝马大厦, 一砖一瓦都成为了这个城市的一大亮点。四面八方散发着的浓重艺术气息和鲜明的地方特色、文化底蕴都深深感染了我。

体验别样民俗风情

整个慕尼黑给我留下最深刻印象的除了 BMW 成功的各项活动外, 还有当地的民俗风情, 身材魁梧的男士们穿上真皮缝制且带有背带的裤子、白色衬衫, 而我们则需要穿上最鲜艳的长裙, 每个在慕尼黑的男男女女都身着艳丽服装伴随着乐队的歌舞, 从室内跳到户外, 又从户外转回室内, 加上大杯大杯的啤酒, 大块的烤肉, 整个城市似乎都沉浸在一片热情欢乐的气氛中。







慕尼黑啤酒世界之都

在慕尼黑，啤酒节的场地就像个大型游乐场，各种吃喝玩乐的设施都有。当然最主要的还是喝啤酒，通常在这里，我可以随心所欲的决定几点起床、几点散步、随意走到有趣的地方就坐下来吃个东西喝杯茶。当地的男男女女总是聚在一起端着大杯的啤酒从早喝到晚，情绪高涨，活泼的巴伐利亚人脸上总是洋溢着笑容喝下一杯杯苦香苦香的啤酒，在一个个跌宕起伏的赛事节点呐喊助威，这种喜怒哀乐的表达方式似乎已经成为他们的一种特色，显得如此亲近又酣畅淋漓。

在慕尼黑的这几天时间里，我观察着周围德国人的生活百态，好像自己也融入了那里的生活。这座古老而又现代的城市，不但拥有着清新健康的空气，他所展现出的无穷魅力也能让你彻底放松身心并深深为之陶醉。

When I was a child I liked Germany very much. When I watched the 1990 World Cup, I thought the federal Germany team's shirt is very beautiful, white blouse with black, red and yellow colors across it. Later, I knew that it is the color of the German flag which means iron, rigorous, and energetic. I really appreciate the national characteristic and the people's strong sense of discipline.



It's really lucky to visit the BMW headquarters in Munich, Germany and participate in the activity. In such a city with a long history, I was touched by its strong artistic flavor, distinctive local characteristics and rich culture. When I look at the baroque and gothic architecture---- from the Rathaus to the Notre Dame cathedral, to the Piazza Santa Maria and BMW building .Every brick becomes a highlight of this city.

Experience different customs  
The Munich leaves me a deep impression not only on the activities of the BMW's success, but also on the local folk customs. The local men wear leather trousers with belts and white shirt, while

we need to put on colorful dress. Every man and woman in Munich dressed in gorgeous clothing, following the band to dance from indoor to outdoor, then from outdoor to indoor, drinking big cups of beer, eating large pieces of roast meat. The whole city seemed to be immersed in a joyous atmosphere of enthusiasm.

Munich is the world beer city  
In Munich, the area of the Oktoberfest likes a playground with perfect facilities. Of course, the main purpose we came here is drinking beer. I feel very happy here cause I can easily decide what time to get up, what time to go for a walk. And I can feel free to go to some interesting places, sitting down to eat something or to

drink a cup of tea. Local men and women are always getting together with big cups of beer. They are drinking from morning to night in high spirits. The lively Bavarian is always permeated with a smile on their face, drinking cups of bitter sweet beer and shouting loudly to encourage the matches which are ups and downs. Their expression of joys and sorrows seems to have become their feature, they are looked so close and carefree. During these days, I watched the German people's lives, as if I'm also integrated into their life. This ancient and modern city not only has the fresh and healthy air but also shows the endless charm which can let you relax thoroughly and be enchanted deeply.





# 您的信任 我的责任

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*Masters*

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INFOR WORD 资讯世界



# 资讯世界

# INFOR WORD

1



## 1. 手套电话超贴心 Gloves phone is super sweet

名为 Talk To The Hand 的创意手套电话深受煲电话粥人士的欢迎，只要举起手，将手指贴近耳边，便可以随时打电话。英国设计师 Sean Miles 将旧电话的零件加入二手皮手套内，大拇指位置装扩音器，尾指有麦克风，只要透过蓝牙连接手机，就可用来打电话。

Called "Talk To The Hand" Creative gloves phone is popular among people to talk on the phone. As long as raised your hand, the finger close to the ear, you can call at any time. British designer Sean Miles add the old phone parts in used leather gloves, the thumb position installed loudspeaker, tailed to refer with the microphone. As long as the mobile phone via bluetooth connection, it can be used to make a phone call.

2



## 2. 抗忧郁太阳镜 Antidepressant sunglasses

Seqinetic 太阳镜的设计非常简单，在眼镜的上方加装 LED 灯以及用来反射的塑胶片，当你戴上打开电源之后，就能感受到眼睛上方折射而来的光线和热度，你在阴沉的冬天也能感受到充满热力的太阳光。

The design of Seqinetic sunglasses is very simple, at the top of the glasses install the LED lights and the use of reflection pieces of plastic. When you put it on and open the power supply, you can feel the eyes refract the light and heat. What's more, you can also feel the full heat of the sun when you feel gloomy in the winter.

3



## 3. 撒娇的小弯曲 A spoiled little bend

这种外型移位纤薄手机 "morephone" 接到电话时会发生弯曲，它的纤薄塑料显示屏中还包含一个 "智能内存" 连线，是一支加拿大研究小组采用英国 Plastic Logic 公司的塑料显示屏制造而成。看着它扭捏作态，你是接电话呢，还是接电话呢。

This kind of shape shifting thin mobile phone - "morephone" makes the call happen when bending. Its thin plastic screen also contains a "smart memory" in the attachment, which is a Canadian research team made by Plastic Logic British company's manufactured Plastic screens. When watching it posturing, are you answer the phone, or answer the phone.

4

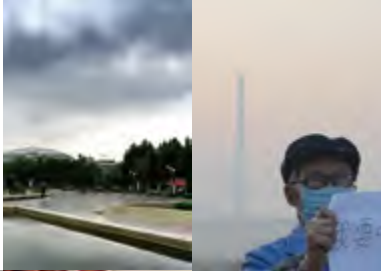


## 4. 餐具也爱玩智能 Tableware also love to play smart

吃东西喜欢狼吞虎咽的同志们要注意啦！吃得太快会危害身体健康，智能餐具 HAPIfork 可随时提醒你。HAPIfork 是一把智能叉子，自带蓝牙传输，电容式传感器和一个震动电机。当你用它进餐时，HAPIfork 内置的传感器能够记录你吃了多少口，如果你吃的太快，它就会震动，提醒你放慢速度。

If you like to eat gobble must pay attention! Eating too fast will harm to your health, but intelligent tableware HAPI fork may at any time to remind you. HAPI fork is a smart forks, which built-in bluetooth transmission, capacitive sensor and a vibration motor. When you eat with it, HAPIfork built-in sensors will record how many times you're eating. If you eat too fast, it will vibrate and remind you to slow down.

5



## 5. 空气污染可引发心脏病 Air pollution can cause a heart attack

长期以来，研究者普遍认为空气污染与心血管疾病之间存在一定的联系。最新的研究进一步证实了这一判断：空气污染可加重动脉粥样硬化，导致动脉变得僵硬，而这是引发心肌梗塞和脑卒中的已知风险因素。

For a long time, the researchers widely believe that there is a certain relationship between air pollution and cardiovascular disease. Latest research further confirmed that judgment: air pollution can aggravate the sclerosis of arterial congee shape, leading arteries to arteries become stiff, and this is a known risk factor for myocardial infarction and stroke.

6



## 6. 英国女王全球招聘御厨 The queen of England recruiting chef

继去年招募洗碗工后，近日英国王室白金汉宫网站再次张贴招工广告，为女王招募一名精通法师烹调技术的厨师，年薪 2.3 万英镑。招工广告上这样写道：

7



“要既可以为两百人的国宴烹调菜肴，也可以为两个人烧菜，而且必须具备法式高级餐厅厨师的烹调水准”。虽然对厨师的要求颇高，但据透露，其实女王不难伺候，吃饭并不挑剔。

After recruited dishwasher last year, recently UK Royal Buckingham Palace posted a job advertisement again, to recruit a chef who is proficient in French cuisine. Job advertisement wrote: "the chef will cook either state dinner for 200 people or just cook for two people. Although the requirements are very demanding, but it is said that the Queen is not the person hard to please.

## 7. 沙特女生可以上体育课了 The Saudi girls can have physical education classes

根据沙特教育部发布的命令，女子私立学校可以“在一系列规则的约束下”开设体育课，这些规则包括学校必须保证女生身穿“得体的服装”在“合适的场所”上课。对于沙特这样的保守穆斯林国家，此举被视为一个巨大的进步，但是大多数就读于国立学校的女生依然无法上体育课。

In accordance with the order issued by the Saudi Ministry of Education, which is about that Women's private schools can offer physical education "under a series of constraint rules". These rules include that school must ensure that the girl is wearing a "decent clothing" in the "proper place". For conservative Muslim countries like Saudi Arabia, the move is seen as a huge step, but most of the national school girls still unable to have physical education classes.

8



## 8. 赛琳 Celine2013 初秋女装新款 Celine2013 early autumn will promote the new women's wear

赛琳 Celine2013 初秋女装新款系列以经典色黑色主打，展现女性干练中女性美。简洁的设计风格，配以以简洁的款式、温和的色彩、舒适的穿着感赢得人们认可，妩媚中透露轻松与随意，散发着优雅端庄的淑女味。

Celine2013 early autumn Women's new flagship series with classic color black and concise design style, which show a woman capable of female beauty. With concise design, moderate color, comfortable wear feeling win people's recognition, charming in relaxed and casual, sending out the graceful lady.

9



## 9. 苹果公司密会透露新品动向 Apple disclosed secret meeting about new product trends

苹果 CEO 库克和高管团队的关键成员近期在旧金山举行了一次秘密峰会。消息人士称，此次 3 小时的会议主要讨论了如何通过零售店销售更多的 iPhone。而在会议结束后，与会者表示，对苹果今秋即将发布的产品线非常有信心，“新产品大军”值得期待。

Apple CEO Cook and key members of the senior leadership team recently held a secret Summit in San Francisco. Sources said, the 3-hour meeting mainly discussed how retail stores to sell more iPhone. After the end of the meeting, they felt more confident with the new products.

## 10. 过度上网会让大脑废用性萎缩 Excessive Internet use would make the brain "functional atrophy"

专家表示：现在的孩子爱玩手机、iPad 等电子产品，这对孩子的大脑有伤害；沉迷于游戏的孩子，大脑的额叶和顶叶都会产生不同程度的功能性萎缩；若长期沉迷游戏，社会化大脑的进程就被打乱，出现情感麻痹等症状，其注意力、情感能力、情绪表达能力都将严重退化。

Experts said kids who love playing electronic products such as mobile phones, iPad, this will make child's brain injury children Addicted to the game, the frontal and parietal lobes of the brain produces varying degrees of functional atrophy. If long obsessed with games, disruption of brain processes of socialization, emotional paralysis and other symptoms appeared, attention, emotion, emotional expression are severely degraded.

10







**11. 梅耶尔从过去看到未来** De Meyer from the past to see the future  
财经撰稿人斯提贝尔撰文称，梅耶尔似乎已找到了让雅虎重新赢得辉煌的道路——回到过去，重新成为为每位用户量身定制的网络指南。由于互联网上信息爆炸，现在和搜索相比，过滤更重要，人们想要的不是成百上千页的搜索结果，而是一个简单的指南。  
Financial writer Sitibeier wrote, de Meyer seems to have found a way for Yahoo to regain glory road-back— back on the network tailored to each user's Guide.Due to the Internet explosion, compared to search, filtering is more important. People do not want hundreds of pages of search results, but as a simple guide



**12. 宠物也可享受奢侈生活** Pets can enjoy the luxury life  
当宠物成为现代时尚消费成员后，Gucci 有专门的宠物产品系列，包括外出袋、纯银质狗碗、遛狗绳，甚至飞盘及香料骨头等。其他还有 Hermes、Burberry、MCM、Mulberry、Ralph Lauren、Roberto Cavalli 等品牌都有推出宠物系列产品。狗狗、猫咪们可是有许多奢侈品大牌可以选择啊！  
As a pet after becoming a member of the modern fashion consumer, Gucci has dedicated a series of pet product , including out of pure silver bags, dog bowls, dog ropes, Frisbees and even spices bones.Others also Hermes, Burberry, MCM, Mulberry, Ralph Lauren, Roberto Cavalli brand has launched the pet products.Dogs and cats have many luxury high card can choose from!



**13. 从阿里订单看外贸格局变化** From Ali orders find the foreign trade pattern changes  
阿里巴巴国际业务网站发展不如预期原因是中国跨境贸易风险和不确定性因素。据阿里的数据，经济危机后全球采购的总需求并未减少，买家数量增长明显，但是方式变化了，向小批量、多频次方向转变，特别是以欧美为代表的传统发达国家市场。  
Alibaba international business Web site development fell short of expectations because of China's cross-border trade risk and uncertainty factors.According to data from Ali, after the financial crisis , the global procurement did not reduce aggregate demand, and buyers significantly increase in the numbers, but the way has changed to small batch, multi frequency, especially in Europe and North America as the representative of the traditional markets of developed countries.



**14. 老佛爷百货踏足亚洲印尼开店 今秋开张中国店** Galeries Lafayette came to Indonesia to set up shop in Asia opened in China this autumn shop  
面对印尼和中国等诱人市场，老佛爷百货公司却一直置身场外。公司此前在亚洲并无分店，在海外开设的门店也少之又少。而今老佛爷百货公司(Galeries Lafayette)印尼新店正式开幕，中国店则于今年秋季开张。这标志公司终于踏足亚洲这个奢侈品必争之地。  
Attractive markets such as Indonesia and China, the Galeries Lafayette department store has stayed out of over-the-counter.No branch company in Asia, and opened in overseas stores are few .Today the Galeries Lafayette department store (Galeries Lafayette) officially opened new stores in Indonesia, and Chinese shop will open in autumn this year.This company has finally set foot in Asia.



**15、谷歌 Nexus 7 二代发布** Google's Nexus 72 released  
谷歌在旧金山发布 Nexus 7 二代平板电脑，搭载了 7 英寸 1920×1200 分辨率屏幕，1.5GHz 高通骁龙 S4 Pro 四核处理器，2GB 内存，新增了 500 万像素主摄像头，同时机身厚度降低，重量减轻。Nexus 7 二代将于 7 月 30 日在谷歌商店开卖，售价 229 美元起。  
Google's publishing Nexus in San Francisco 72 tablets, 1920x1200 resolution is equipped with a 7-inch screen, quad-core 1.5GHz Gao Tongxiao S4 Pro processor, 2GB memory, added 5 million pixel primary camera, while body thickness reduced weight.Commodore on July 30 in Google Nexus 72 shops were selling like hotcakes, priced at \$ 229.



**16、垂直 B2C 如何自救？** Vertical B2C how can I help myself?  
现在网购的深度和广度不够，平台型电商已可满足大多数消费者需求，但在个性化产品服务方面，平台型电商无法精细化运作，个性化垂直 B2C 可弥补平台型电商的不足。一句话：标准化 B2C 可以转型，或等待收购；个性化 B2C 可韬光养晦，等待春天。  
Now the depth and breadth of online shopping is not enough, platform operators have to meet most consumers' need, but in the area of personalized products and services, the platform could function fine, individualized vertical B2C to meet shortfalls in the platform.One word:standardized B2C in transition,or wait for the acquisition;Personalization B2C can bide your time and wait for spring.



**17、Beats 推新一代 Beats Studio 耳机** Beats push next-generation Beats Studio headphones  
本次 Beats 推出的三款新设计耳机采用了更轻的材质打造，并兼顾柔性和坚固性，耳机内部采用了 Beats 公司独有 Acoustic Engine 处理引擎，能带来更加强劲的试听感觉，此外可更换锂电池充满电后能够连续试听 20 小时以上，将于 8 月份以 299 美元在美国发售。耳机发烧友们，入不？  
This time Beats introduces three new designed headset used a lighter material to create and balance between flexible and rugged. Headphone Beats company unique Acoustic Engine is used within processing engine, can lead to a stronger audition, in addition to replacing the lithium battery is fully charged and you can listen for more than 20 hours in a row, in August, to \$ 299 in the United States for sale.Headphone enthusiast, into not?



**18、Free People 推出限量版波西米亚风情长裙** Limited edition launched Free People Bohemian style dress  
美国品牌 Free People 一直以带有浓郁波西米亚风情的设计著称，品牌最近发布了限量版半身长裙。虽然只有五款，但既有造型感十足的简约风，也有复杂编织的浪漫设计。话说，还有什么能比一条曳地半身裙更加“波西米亚”的呢？  
United States brand Free People have been known for a rich Bohemian day design. Brand recently released limited edition bust dress.Although there were only five styles, but both sense of style are full of simple style, also have a complex weave of romantic design.In other words, there is what could be better than a drag half skirt "La Boheme"?



**19、Valentino 新近发布了 2013 秋冬丝巾系列** Newly released fall/winter 2013 Valentino scarf series  
清晰的动物纹路和氩氩的印花构成了截然不同的两种印象，雅致又富于变幻。无论是用大丝巾打造飘逸知性的古典风，还是用小尺寸丝巾来点缀时髦干练装束，都能带给我们很多搭配灵感。  
Animal patterns and dense printing clearly constitute a distinct impression of the two, elegant and rich in changes.Whether elegant intellectual with a large silk scarf to create the classical style, or with a small size scarves to decorate fashionable the able costume,it will bring us a lot of mix of inspiration.



**20、英国的百年香水品牌 Penhaligon's 近日进驻香港** United Kingdom's century-old perfume brand Penhaligon's has recently stationed in Hong Kong  
品牌最新的香氛蜡烛系列，以阿萨姆红茶、伯爵茶及橙花茶为基调，向英国传统的品茶文化致敬。就算无法亲自闻到，仅仅是古典又华丽的包装就足以征服香氛爱好者的心了！  
Brand new scented candle line, to Assam black tea, Earl Grey tea and orange tea tones, to the United Kingdom pay tribute to traditional tea culture.Even if it was unable to smell, just classic and gorgeous packaging, it's enough to conquer fragrance lovers' heart!







## ME 微语录



### 下半年房价将稳中有升 钱荒问题不会持续

**任志强：**任志强在房地产科学发展论坛上表示，今明两年土地供应量和新开工量都会持续下降，而房产需求并未降低，因此房价将稳中有升。针对“钱荒”问题，从央行连续两次救市来看，“钱荒”问题不会持续或变成较大的问题。



### 我特讨厌 认真工作的人

**马云：**工作不要太认真，工作快乐就行，因为只有快乐才让你创新，认真只会更多的KPI、更多的压力、更多的抱怨，真正把自己变成机器，我们不管多伟大，多了不起，多勤奋，多痛苦，永远记住，做一个实实在在、舒舒服服、快快乐乐的人，因为人才让我们最美。



### 香蕉带来的 正能量

**李开复：**香蕉含有一种物质能够帮助人脑产生6-羟色胺，使人心情变得愉快，活泼开朗。患忧郁症的患者，平时可以多吃香蕉来减少情绪低落，使悲观失望，厌世烦躁的情绪逐渐消散。



### In the coming six months,the housing price will be rising steadily. The problem of money shortage won't last.

**@Zhiqiang Ren:** “The land supply and new construction will continue to fall, but the housing demand will not be reduced. Therefore, housing prices will be rising steadily.” said Ren on real estate science development BBS. For the "money shortage" problem, from the central bank bail-out for the second time in a row, it will not last or become a bigger problem.



### I hate workholic

**@ Jack Ma:** Don't be too serious when you are at work, being happy is important! Cause only happiness can help you innovate, while staidness will bring more KPIs, more pressures, more complains to you then we'll be turned into a machine! Always remember that no matter how great, how diligent, how painful we are, try to be a real and happy person.



### Positive energy from banana

**@ Kai-fu Lee:** Banana contains a substance which helps the brain to produce serotonin, making a person happy, lively and cheerful. Patients suffering from depression can eat more bananas at ordinary times to reduce depression and dissipate pessimistic disappointment and pessimistic fidgety mood gradually.



### 最完美的 女人

**杨澜：**一个完整的女人，应该是既会穿优雅的高跟鞋，又可以脚踏平底鞋在泥土地上接地气而生活。既应该在工作中挽起袖口，懂得自我奋斗的价值，又能够在某一时段，懂得适当地转换身份，轻盈地走入家庭。



### 名利 不意味着成功

**俞敏洪：**任何人都会追求名利，这是没有问题的，追求名利也是社会的推动力，但是一个社会只认名和利，就是一个大问题。成功的本质不能说是名和利，名和利只是成功的一部分，甚至是很小的一部分，但中国把它扩大成全部，整个社会价值取向都在说明，精英层就是有钱有权的人，精英层不停宣示拥有这一切就是成功。



### 女人气质 三要素

**幽兰女社张乐华：**贵气，大气，静气，这“三气”是女人气质中三要素。贵气的人不是因为穿名牌，而是因为兴趣点不仅仅局限于个人的生存，同时也让自己生活在抽象的浪漫和美感中；大气，不仅是对人慷慨，还有在关注个人的生存的同时关注社会的发展；静气不是一锥子扎不出血来，而是不要急不可耐的表现自己。



### The most perfect woman

**@ Yang Lan:** A complete woman should be like this: she can wear both elegant high heels and pedal flats feeling life On the ground. she should roll up sleeves in the work to learn the value of self struggle, and in a certain period of time know how to properly convert identity, walking into the family lightly.



### Fame and wealth do not mean success

**@ Michael Yu:** Anyone can pursue fame and wealth, this is no problem. The pursuit of fame and wealth is also a social impetus, but if the society only recognises fame and fortune, it would be a big problem. The essence of success is not fame and fortune. Fame and fortune is only a part of success, even a very small part of it, but in China fame and fortune is amplified to the whole life! The whole social value orientation shows that elites are the rich and powerful people, meanwhile, elite repeatedly declared that success means to own the fame and fortune!



### The three elements of womanhood

**@ Zhang Lehua from You Lan female club:** nobleness, open-mindedness and temperament are the three elements of womanhood. Women's Nobleness doesn't mean wearing brands; it means that they are not only focused on personal survival, but also let themselves live in abstract romance and beauty; Open-minded women are not only generous to people, but also focused on individual survival as well as the development of the society; A woman with elegant temperament is not showing cold and indifferent but can control of expressing herself without eagerly.



# 上置控股项目概览

## SRE project overview



### 华府天地

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### 仕格维花园

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顶级高档住宅公寓

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### 紫荆花园

市中心  
中高端多层住宅公寓

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### 雅宾利花园一、二、三期

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精品住宅（城市综合体 HOPSCA）

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### 比华利花园

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电话：2456 8785



### 星俪苑

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电话：2456 8785



### 绿洲湖畔花园

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普陀区金沙江路 1628 弄  
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### 成都绿洲雅宾利花园

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精品公寓

成都市郫县红光镇港华路 555 号  
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### 上置海口外滩中心

高端  
度假公寓

海口市渡海路 88 号  
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### 上置香岛澜湾

旅游度假区  
养生别墅

嘉兴市湘家荡度假区灵湖东路  
电话：2456 8785



### 上置香岛庄园

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### 长岛花园 / 香岛花园

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### 美兰湖国际会议中心

大型国际会议中心、  
酒店

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电话：2456 8785



### 江南园一、二、三期

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### 美兰 UHO

临湖景观  
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电话：2456 8785





千岛花园

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香岛原墅

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高端别墅

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华府海景

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上海上置金融大厦

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沈阳绿洲·悠山美地

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电话：2456 8785



沈阳绿洲雅宾利花园

城市中心  
精品公寓

沈阳市和平区和平南大街 105 号  
电话：2456 8785



华府美墅

美兰湖区域  
高端别墅

宝山区美丹路 18 弄  
电话：2456 8785



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商住两用公寓

沈阳市沈河区哈尔滨路 118 号  
电话：2456 8785



无锡鸿山文化新城

小城镇  
文化新城

无锡新区鸿山新城至德大道  
电话：2456 8785



海口威斯汀酒店

5 星级  
高档酒店

海口市渡海路 88 号  
电话：2456 8785



名人天地

美兰湖区域  
高尔夫超高端球场别墅

宝山区美兰湖路 9 弄  
电话：2456 8785



上海绿洲中环中心

5A 级  
高档写字楼

普陀区金沙江路 1628 弄  
电话：2456 8785



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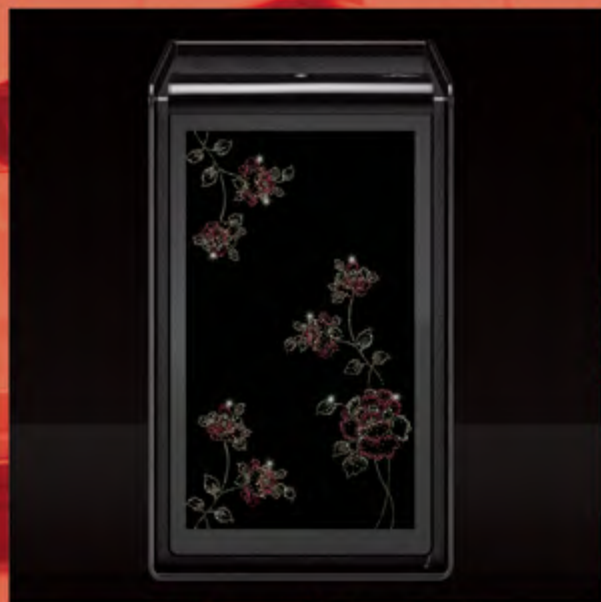


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