

敦 THE MORGAN  
皓 31 CONDUIT ROAD

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A New Grand Residence for Upper Mid-levels  
*An Architectural Story*



# Phoenix Property Investors

Phoenix Property Investors is an independently managed private equity real estate company committed to creating long-term value for its investors and developing the finest properties for its buyers.

Since 2002 the company has built an enviable reputation for conceiving, designing and constructing high quality developments in nine Asian cities.

Every Phoenix Property Investors' development shares important characteristics in common. Each is located in an ideal setting. Each is designed and finished to exemplary standards, using only superior materials, and is the result of a close partnership with some of the world's most admired architects and designers.

The Morgan

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A New Grand Residence for Upper Mid-levels

*An Architectural Story*

“Prime location is a defining characteristic of our developments. So when we purchased a site on Conduit Road, Upper Mid-levels, one of the most prestigious settings in Hong Kong, we were determined to create an exceptional property, one that would be admired by everyone.”

Benjamin K. Y. Lee  
*Founding Partner*  
Phoenix Property Investors

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“We love working closely with world-renowned architects. They bring their vast experience, great minds and innovative designs to our projects and help us deliver our visions. That’s why we travelled to New York and commissioned Robert A. M. Stern Architects, a practice that has designed some of the most sought-after residences in North America, to conceive and design a residential tower that buyers will be thrilled to own.”

Samuel W. T. Chu  
*Founding Partner*  
 Phoenix Property Investors

## The vision

With a spectacular site on Conduit Road, rising on one side up Victoria Peak and on the other side overlooking Mid-levels and on down to the harbour, it was a once-in-a-million opportunity to create something extraordinary.

Phoenix Property Investors knew what they wanted. The company appointed New York-based Robert A. M. Stern Architects to set a new benchmark for residential property in Hong Kong’s Upper Mid-levels. It proved to be a very wise move. Stern is a firm of significant renown and the practice is behind some of the most sought after residential properties in the world.

The Morgan at 31 Conduit Road is not simply a rare Stern residential building in Asia, it is a new ‘jewel in the crown’ of Hong Kong’s urban landscape. It is a stunning example of a building that speaks to its context and at the same time has a voice and a language all its own. It brings together the sensibility of the classic and timeless New York apartment house, adapted to the culture and context of Hong Kong, with Robert A. M. Stern Architects’ masterful eye for detail, craftsmanship and local flavour.

Phoenix Property Investors was determined that the life lived within was given the same level of quality treatment as the architectural design. While the design team at Robert A. M. Stern Architects applied their skill and sensitivity to the distinctiveness of the building’s common spaces with the attention they had to the design of the façades, other world-respected designers, among them Joseph Fung and Tino Kwan, contributed to the residence’s distinguished grandeur in the areas of interior finishes and lighting design respectively.

An artist’s sketch of an early design of The Morgan, 31 Conduit Road, Upper Mid-levels, Hong Kong

This is a residential property that fosters a sense of exclusive delight for those who will own an apartment – not just in the generous shared amenities, such as the clubhouse with its formally composed and varied suite of rooms that flow out into a landscaped garden and pool terrace facing Victoria Peak, but also in the subtle touches like the proportions of the rooms, the quality of the handsome, timeless materials and the thoughtful use of decorative detailing. Care has been taken at every step to create a building where comfort is prized above all for all who live there.

Residents will own a property of grandeur and consequence; a property sympathetic to the essential demands of modernity, sustainability and taste, while supporting their individual, familial, and social requirements, and their dreams. The Morgan will join Robert A. M. Stern Architects’ portfolio of architectural achievements and takes its place as a new landmark on the Hong Kong skyline.

What follows is the story behind its creation.





# An architectural perspective – a tale of two cities

## New York

New York is one of man's greatest achievements of the 20th Century. It is the ultimate city, immortalized in the popular imagination as an active character in the lives of its inhabitants. It was the first city to soar upwards and enchant both resident and visitor alike with the skyscraper, not only as a symbol of wealth and power but also a declaration of romantic aspiration.

New York architecture is solid. It is mainly brick and stone in colossal quantities. These buildings are monuments to an era when architecture was built to last forever. But there is poetry in its architecture. Though industrial in scale, there is also an innate delicacy.

The classic New York apartment houses of the 1920s and 1930s line the sidewalks with a distinctly human scale; no matter how big the building, at the street their scale is consistently domestic; created with natural materials that ably communicate their essential longevity. Above, masonry façades are articulated with window groupings that express on the façades the variety of rooms and apartment types within, endowing the private residences with a sense of individuality. At the top, many of the best of these buildings rise dramatically from the city's regular street grid to contribute memorable silhouettes to the skyline. This is the tradition that Robert A.M. Stern Architects has worked to revive in its 21st-century residential buildings in New York; a singular approach that has attracted great acclaim and established enduring value.

This is a city of architecture to inspire awe and take your breath away, but they are buildings to fall in love with too.

"Then you see the downtown skyline and it's dense, but there is a lot of air between the buildings, and together all the buildings have a kind of romantic configuration."

Robert A.M. Stern



The residential buildings of Upper East Side, New York, looking across Central Park to the Hudson River



# An architectural perspective – a tale of two cities

## Hong Kong

Hong Kong has a striking juxtaposition of its own, a collision of man and nature. Over time, trade, politics and money have carved 'Asia's World City' out of a mountainous, forested landscape. Today, spectacular extremes of nature and architecture sit side by side. Hong Kong has more skyscrapers than any city in the world, nestled between the peaks, neighbouring islands and its deep-water seaport. There is little overt order to Hong Kong's urban planning beyond the boundaries set by nature – but this is an essential part of the city's charm.

Hong Kong's architecture shimmers and shines. Financial institutions are the most recognizable buildings on its skyline. Glass curtain-walls gleam in the sun, sheer feats of engineering. By night the city glows in a mesmerizing display of light reflected in the sea.

There is a convergence of old and new here too. Though dwarfed by new towers that emerge from their bamboo scaffolding like polished jewels, the small stone buildings of Hong Kong's past continue to anchor the city to its history. The bustle at street level is rich, entertaining and uncompromising in its celebration of life.

Against this complex backdrop Robert A.M. Stern Architects' design for The Morgan is a striking achievement. Like Hong Kong it pays homage to the past, but its heart is in the future.



The evening skyline of Hong Kong Island overlooking Victoria Harbour and Kowloon



# The architects

## Robert A.M. Stern Architects



Robert A.M. Stern,  
Founder and Senior Partner,  
Dean of the Yale School of Architecture

The offices of the 300-person firm that Robert A.M. Stern founded in 1969 are full of models constructed in paper and moulding clay at all scales from townscapes to full-size details. Despite the fact that the New York-based practice is well versed in the latest computer and software skills essential to the practice of architecture in the 21st century, the firm remains committed to the importance of the human hand and human eye in the design process.

This says a lot about the firm and its approach. The firm's work is confident and scholarly, grounded in a broad understanding of history, committed to research and deeply humanistic.

The firm's work is often described as modern traditionalist and it's not hard to see why. In opposition to the modernist movement's rejection of the past and its attempts to invent a new architecture, Robert A.M. Stern Architects' work is premised on the belief that the public is entitled to buildings that enter into a dialogue with the past and enhance a sense of place.

Believing that no one style is appropriate to every circumstance, the firm has developed a fluency in a wide range of architectural vocabularies, working with traditional proportions, materials and details, adapted to 21st-century needs and construction techniques, as a means of addressing today's post-modern condition.

Robert Arthur Morton Stern was born in Brooklyn in 1939. Through a child's eyes the dizzying heights of

"We design our buildings to relate to the places in which we build - the specific site, the general context, and the traditions of the city and the region. I like to think of myself as an architect who makes portraits of places."

Robert A.M. Stern

Manhattan's skyscrapers in the 1940s were inspiring. As is so often the story with children who play with blocks and draw cities, the profession of architecture became a calling. New York too remained a fascination: Stern has written a five-volume history documenting the city's architecture and urbanism from the end of the American Civil War in 1865 to the millennium.

Stern studied first at Columbia University and then graduated from the Yale School of Architecture in 1965. At Yale he edited *Perspecta*, the university's architecture journal and so began a career-long commitment to teaching and writing alongside his professional practice. Many of the current Partners at Robert A.M. Stern Architects were once his students, and the firm is in many ways a continuation of the academy with its emphasis on research, collaboration, and mentorship. Stern remains a renowned academic and teacher still holding the position as J.M. Hoppin Professor of Architecture and Dean of the Yale School of Architecture.

From a small firm focused on the design of houses, Robert A.M. Stern Architects has grown over four decades into an extraordinarily diverse worldwide practice led by Stern and fifteen other design partners, all working from a single office in New York.

Through the 1970s the firm focused on apartment renovations and single-family houses, which even today remain at the heart of the firm's practice. The apartments taught Stern and his colleagues important lessons about how people live in cities; the houses, which ranged from New England to



Fifteen Central Park West, New York, New York  
(Developer: Zeckendorf Development)





Left to right: Partners Robert A.M. Stern, Grant F. Marani



Left to right: Partners Robert A.M. Stern, Sargent C. Gardiner, Paul L. Whalen

California, offered the opportunity to build on sites of extraordinary natural beauty and to explore a remarkable variety of stylistic influences appropriate to the context of each project, from Shingle Style cottages to Italianate villas to Georgian country estates.

With that experience and their love of cities, it is little surprise that they have had great success with the design of multi-family residential buildings. Apartment houses present a curious dichotomy: they need to speak to a city's scale yet allow many people to live separately, comfortably within. One can assume with confidence that mastering this balance will be an important part of the Stern firm's legacy.

#### An admired portfolio of exclusive properties

The firm's 15 Central Park West, completed in 2007, and Superior Ink, completed in 2010, have set new records in New York real estate. While a new generation of New York residential buildings designed by the firm and currently under construction – 30 Park Place (home also to the new, much-awaited Four Seasons Hotel, New York, Downtown), 520 Park Avenue, 20 East End Avenue, and 220 Central Park South – promise to continue to demonstrate the exceptional distinctiveness of a Robert A.M. Stern Architects' property – both in terms of the prices they command and the exclusive nature of the buyers they attract.

In 2011 Robert A.M. Stern Architects completed a stunning office building at 50 Connaught Road, Hong Kong, notable for its reassuringly solid limestone façades and robust classical detailing. Acquired by the Agricultural Bank of China in 2012 – again for a record-breaking price – today it is home to the Hong Kong outpost of London's White Cube gallery. Perhaps more impressively, it was the first LEED-certified building in Hong Kong.

An impressive sales tag is one way to quantify the success of a work of architecture; but Robert A.M. Stern Architects' buildings are valued equally for the quality of the residences and for the way they contribute to the life of the city and its neighbourhoods. Robert A.M. Stern Architects' buildings are designed to enhance the spirit of the places in which they are built. Though the materials, features and details are appropriate to each project's location, the result is the same: the firm's buildings enter into a conversation across time, connecting to existing conditions and carrying forward the best of the past and present into the future. The firm is committed to the key issues of architecture: composition, humanistic proportions, and a deep concern for functional expression. As much brick and stone as steel and glass, the firm's buildings are built to last. They are the creation of architects who understand that architecture is the setting, and not the performance, in the theatre of our lives.

*Recognising the company's confident and consistent contribution to architectural excellence and work that is as inspiring as it is influential, Architectural Digest has named Robert A.M. Stern Architects to its exclusive 2016 "New AD100." The firm has held a spot on every one of the magazine's AD100 lists since 2002.*

## A luxury residential – portfolio of proven worth

“Buildings from the past can inspire us to create new designs for the future.”

Robert A. M. Stern

#### A natural successor

To the extraordinary portfolio of residential properties of exceptional character, Stern and his Partners Paul L. Whalen, Grant F. Marani, and Sargent C. Gardiner can now add The Morgan at 31 Conduit Road, Upper Mid-levels in Hong Kong.

As these famous Robert A. M. Stern Architects' properties have done in New York and Toronto, The Morgan will become the new luxury residential standard in Hong Kong, a tangible statement of refined character and the city's most sought-after elegant home for its more discerning citizens.



The Morgan, 31 Conduit Road  
Hong Kong  
(Developer: Phoenix Property Investors)



30 Park Place  
New York  
(Developer: Silverstein Properties)



520 Park Avenue  
New York  
(Developer: Zeckendorf Development)



One St. Thomas Residences  
Toronto  
(Developer: Lee Development Group)



Superior Ink  
New York  
(Developer: Related)

# Conduit Road

## The perfect address

“Conduit Road is a very nice, very prosperous residential street. The site offers views to the water, but its best feature is Victoria Peak rising up behind it like a green wall.”

Robert A.M. Stern

Conduit Road, enjoying both the lush slopes of Victoria Peak and close proximity to Central, has established an enviable reputation as a prestigious setting for the finest homes in Hong Kong, and as a symbol of the city’s success. Its flawless balance of convenience, tranquillity and amenity has long characterised its position as the most desirable place to live in Upper Mid-levels.

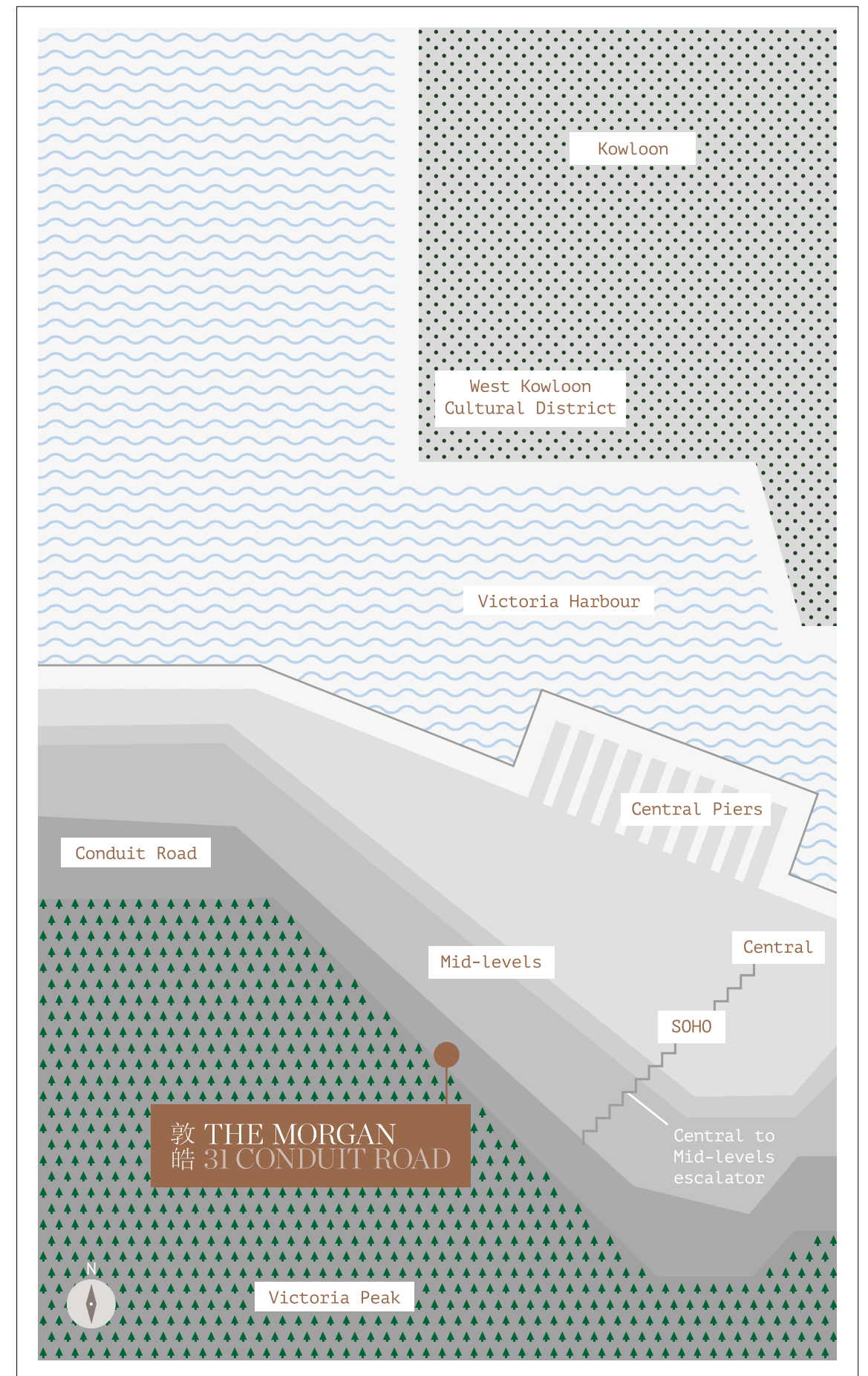
Constructed just over a hundred years ago, leafy, tree-lined Conduit Road is the highest residential boulevard in western Mid-levels. Its long history has seen it develop into a mature and established community for a number of Hong Kong’s esteemed families and an exclusive neighbourhood for many of the island’s present-day celebrities; affording a wonderful sense of exclusive urban oasis for those who call it home.

This singular benefit is enhanced by Conduit Road’s closeness to the cultural, educational, entertainment and business heart of Hong Kong, with some of the city’s finest restaurants, leisure amenities and luxury shopping outlets close at hand around Central.

Access to the Central Business District of Hong Kong is made even more easy by the Central-Mid-levels escalator which ends on Conduit Road, close to The Morgan.

“I’m very interested and committed to making the most lively streetscapes. People walk on Conduit Road; you see mothers with little children walking along and so forth and I want our building to contribute to a street that encourages neighbourliness, a street that is itself a work of architecture.”

Robert A.M. Stern





# A unique setting

## With Victoria Peak as the backdrop

“Our site at 31 Conduit Road is rather different from any other site we’ve been asked to build on. Victoria Peak rises behind us almost like a wall of green.”

Robert A.M. Stern



Victoria Peak from Hong Kong Harbour



Aerial photograph showing the position of The Morgan on Conduit Road immediately adjacent to Victoria Peak and over-looking Mid-levels below

“The southern side of the building offers the most dramatic views to the Peak, and we’ve taken that into consideration in locating the living rooms and dining rooms, master bedrooms and terraces in the plans of the residences.”

Robert A.M. Stern

What will immediately distinguish The Morgan is the property’s unique setting. On the left is a sketch showing The Morgan’s side elevation and the rise of Victoria Peak climbing statuesquely behind, and in doing so delivering a wonderful expanse of calm green for its residents. It is this unique proximity to nature that will guarantee stunning views and a beguiling sense of privacy.



The Morgan is a building of elegant grandeur. The sketch on the right details the property’s majestic front elevation showing the distinctive green wall façade on Conduit Road, the balconies of the rare, staggered duplexes and the imposing verdant expanse of Victoria Peak immediately behind.

“Our buildings respond to the spirit of the places in which we build, both physical and cultural.”

Robert A.M. Stern





# The idea behind the building

## Creating a distinctive character and personality

“We worked with our client for over a year to have the residence plans work for the variety of families who make The Morgan their home.”

Robert A.M. Stern

Hong Kong is a dense, ever-changing city where the speed and intensity of life are extraordinary. Finding a sense of permanence or calm in Hong Kong can be difficult and this is something that challenged Robert A.M. Stern Architects as they designed The Morgan.

The team found inspiration in the natural topography that Conduit Road is blessed with. The spectacular verdant mass of Victoria Peak that faces the site of The Morgan was for Stern a more important starting point than the more typical Hong Kong orientation towards the harbour. The great green sweep of the Peak is drawn through into the garden of The Morgan, and is a core part of the building's personality.

The sense of solidity and investment in detail sets a distinctive and timeless identity at street level, and it is here that The Morgan presents its sense of permanence. The limestone base is enlivened by intricate bronze metalwork, elegant lattice screens and extensive planting. A planted façade more than forty feet high at the entry on Conduit Road transmits the building's spirit to the street, not just for residents but passers-by too. It is also an ingenious solution to concealing the parking floors at the base of the building. All these elements together create a rich language at a human scale that gives something back to the city and the neighbourhood, ensuring that the building will add character to Conduit Road; standing out even as it fits in.

Of course the building's appearance is only part of the story. For the design team at Robert A.M. Stern Architects creating a setting for living was even more important. In a city where floor space is prized (and priced) above all else, spatial planning is a fine art. The design team searched for a clever approach to ensure that the residences in The Morgan are both generous and flexible. To achieve this ambition the company created a rare mix of two-bedroom duplexes and then three or four-bedroom apartments facing Victoria Peak. This solution has allowed for choice, and choice is a luxury in real estate terms.

The building's north façade is endowed with a pleasing rhythm of its staggered two-bedroom duplexes – a particularly scarce type of unit along the length of Conduit Road and in Mid-levels. The lower floor of each duplex is a contemporary living and dining area designed to maximise space and comfort, with every facility considered for perfect entertaining. The double-height balconies will allow residents to enjoy memorable views across the vibrant Hong Kong skyline. The upper level is then reserved as the owner's private domain.

The Morgan will also include 3-bedroom and 4-bedroom apartments; all positioned on the Southern façade directly facing Victoria Peak, with stunning views to be enjoyed to the maximum from their own private balconies.

Inside each apartment, the idea was to be neither too restrictive nor too free. Floor plans are sensibly scaled and organized to support a wide variety of living styles. Stern speaks of “good bones” within the building, meaning a strong framework that allows for the flexibility to tailor the layout and furnish the rooms to suit the lifestyle and tastes of any number of individuals and families.

Above all the idea that runs from top to bottom, inside and out in the design of The Morgan, is to prize quality of life. The generous shared-amenity areas, including the double-height lobby, inspired by the intimate grandeur of the best New York apartment buildings and a spacious, stylish clubhouse with its own exclusive ambiance, have been sensitively designed and detailed to allow for a uniquely elegant lifestyle.

The team at Robert A. M. Stern Architects has focused on Hong Kong's extraordinary natural landscape, creating a building with a sense of permanence on the outside, whilst allowing for the possibility of choice and change within. And these are the rich and rare ingredients that make The Morgan such a striking, attractive proposition in Hong Kong.



The lobby of The Morgan





The Morgan's staggered duplexes and their balconies on Conduit Road

"The best apartment blocks have a wide variety of apartment types," Stern explains. In speaking of The Morgan, he adds, "the duplex is wonderful, like a traditional house, and it gives us a richer scale reading on the façade."

Robert A.M. Stern



# A building of grand dignity

## An architectural landmark

“The lobby and the entrance set the stage for your own personal statement. They communicate that you’re living in a building of consequence.”

Robert A.M. Stern

In a city such as Hong Kong, where skyscrapers fight for attention with each other against the backdrop of an already dramatic landscape, creating a new landmark is a tough job. On a site such as this on Conduit Road, hugging the contours of Victoria Peak, natural beauty sets the bar high for man-made beauty. Meeting just this sort of challenge is the quality on which Robert A.M. Stern Architects has built its reputation. The result is a landmark of robust, impressive proportions matched by beautiful, sensitive details; a building that will stand out from its neighbours, day and night.

### A handsome property

The achievement in The Morgan is that the team at Robert A.M. Stern Architects has adapted its New York sensibility to the physical and cultural context of the site. Standing over the bland apartment blocks of Hong Kong below, The Morgan feels elegant in its singularity, handsome in its confidence. The abundant greenery, both in the generous gardens and the planted wall on the tower’s lower façade, speak to the tropical verdant landscape of the Peak itself, communicating that injection of life to Conduit Road itself.

Robert A.M. Stern Architects has achieved this transformation through the skilled use of the finest materials and a subtle layering of details. Limestone anchors the building in its environment. The craftsmanship of the bronze screen at the entrance ties the tower into local traditions. The open-air balconies and terraced set-backs give the building a singularly sculpted profile, responding to the Peak above and the city skyline below.



The grand front façade and entrance of The Morgan



## Elegant living

### A new lifestyle in Mid-levels



“You go to your window, you look across to see Victoria Peak, and below you see the swimming pool and the garden. It’s like a country club in the middle of the city. What could be better?”

Robert A.M. Stern

The swimming pool and garden of The Morgan.  
Looking towards the rear façade and the clubhouse

To ensure life in The Morgan is one of sophistication and grace, great attention has been given to the design detail inside and out. There are no compromises. Every component has been crafted with meticulous workmanship. Top quality materials, including the finest imported stone, marble and bronze metalwork, enhance interiors of refined elegance and immaculate finishes. Every space, every fitting, every texture, every click of the door has been conceived and created to bring the occupants of The Morgan pleasure and comfort.

#### The Morgan Club

Residents will enjoy a spacious, stylish clubhouse with its own exclusive and elegant ambiance; and where they can relax, dine, cook, play, exercise, entertain or be entertained within its comprehensive range of facilities – both inside and outside.

Greeted by the memorable welcome of Victoria Peak as they enter through the club’s foyer and, surrounded by impeccable detailing and delicately crafted upholsteries, residents will immediately feel an essential tranquillity as they move towards the sitting room. Here they can stroll out to the large terrace with its impressive 25-metre swimming pool.

Everything has been designed to answer the flexible requirements of the residents. They will be able to enjoy a cosy afternoon tea in the private garden, or host a large function by connecting the dining room, library and upper kitchen as a reserved banquet hall. The dining room itself, with its grand piano, will be the perfect venue for a private dinner or social gathering.

Nearly every room in The Morgan Club is oriented to enjoy both natural light and views of the thoughtfully planned exterior landscaping. Even the music room is connected to an adjoining terrace which offers residents an intimate and private inside and outside setting.

It is in The Morgan Club, with the finesse of its styling and the facing calm of Victoria Peak, that residents will experience the soul of The Morgan – an evocation of the character and personality of a supremely elegant private mansion, and a refined lifestyle of consummate dignity.



# Vital statistics

The Morgan

Address

The Morgan, 31 Conduit Road,  
Mid-levels West, Hong Kong

Estimated completion date

Q4 2016

Developer

Phoenix Property Investors

Design Architect

Robert A. M. Stern Architects, LLP, New York

Architect

P&T Architects and Engineers LTD

Concept and Interior Designer

Studio Pantheon II Ltd

Landscape Designer

Robert A.M. Stern Architects, LLP,  
New York and AXXA Group LTD

Lighting Consultant

Tino Kwan Lighting Consultant Ltd

Number of storeys

28 (excluding 4th floor, 13th floor, 14th floor and 24th floor)

Number of apartments

111, including 2-bedroom duplexes, 3 and 4-bedroom  
apartments facing Victoria Peak and various special units

Additional features

Clubhouse (The Morgan Club) boasts a wide range of  
amenities that include a dining room, sitting room, music  
room, library, upper kitchen, gym, swimming pool and garden.  
74 parking spaces are available within the building

Website

www.themorgan.hk

The Morgan

“I hope when they say it’s a Robert Stern building they say it with a smile. But more importantly, I hope they say this is a building that makes sense here, that enhances its setting.”

Robert A. M. Stern



District: Mid-levels West

Name of the street and Street Number: 31 Conduit Road

Website: [www.themorgan.hk](http://www.themorgan.hk)

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Date of Printing: 20 February 2016

# Editorial Contributor

Hugo Macdonald is a design, architecture and urbanism critic and consultant living in London. He studied modern history at Cambridge University before joining Wallpaper\* magazine, then to become design editor at Monocle magazine and host of Monocle radio's weekly design and architecture show. His first book, "How To Live In The City", was published in 2015.



