

## **KWIH's remarkable 30 years in Mainland China WYSH - Shanghai**

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Located in a neighbourhood rich with historical features on Wuyi Road, Changning District, WYSH designed by famed architect Liu Yichun is bringing new energy to urban renewal in this beautiful street area.

The project is expected to be completed in mid-2023. Historic architectures will be preserved with the fusion of modern designs to create a spectacular landmark of cultural creativity featuring the organic co-existence of the old street area and a brand new cultural space.

The name “翡悦里 WYSH” itself speaks volumes. “WYSH” stands for “Wuyi” and “Shanghai”, pointing to the connection between the historic and the contemporary, the present and the future. The name can be pronounced as “Wish”, indicating expectations for the future of Wuyi Road and Shanghai. In Chinese, the word “翡” means “a rare and precious gem”, while “悦” alludes to Feiyue Audio Equipment Factory on the original site of the project, symbolising the delightful sound that rings when the historic meets the innovative.

WYSH - charting a new map of quality urban life for Wuyi Road.

