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Hideaki Katayama  
虹桥绿苑副总经理

# HOME SWEET HOME

BY COLIN FORAGE, SHARON CAO  
PHOTOS BY SEN XU

“ The features offered and flawless security track record will be enough to persuade guests to stay

▼ Nestled in a peaceful area of Shanghai are the residents of the Shanghai American Homes, which is located in the high-standard living area with excellent environment, just in the north of Xi Jiao hotel. The Shanghai American Homes were established in 2000. Only 5 minutes by driving to the HongQiao development zone; 15 minutes by driving to the Hong Qiao Airport and 30 minutes to Lu JiaZui. Enjoying the fun of Shanghai by living in the green Shanghai American Homes. Located in the high standard living area of Shanghai - Hong Qiao. The high-end apartments are highly preferred by foreign tenants. Assorted joy and entertainment are specially designed for foreign tenants in Shanghai American Homes. The people will enjoy the relaxation as well as feel the gentle pace of life in the space we created for you which is totally different from the noisy urban life style. I had the chance to interview the Vice President, Hideaki Katayama, who started working here around last February, to find out a little bit more about these homes and what prospective tenants could expect if they decided to live there. The Shanghai American Homes had three buildings that housed twenty-five units per building. Compared to similar apartment complexes these are rather large units with the smallest unit available being only 175 square meters and the largest being 240 square meters. But what really surprised me was the services offered to all the rooms. They adopt the highly trustful security system developed by SECOM and professional staffs are always on 24-hour duty. Additionally the monitoring system consisting of cameras installed in different locations ensures tenants

safety. As Mr. Katayama put it, "We have a lot," and he wasn't kidding.

There is also an indoor restaurant, gym, and the convenience store. Although there isn't a pool or tennis court located within the grounds the Shanghai American Homes contracted a deal with a nearby place that allows guests to use their tennis courts and large indoor pool that is heated year round. And for the guests looking for a little rest and relaxation, they offer a social function room for parties, bus services to take guests to nearby parks in the spring.

All of the rooms have internet access and unlike some apartments owners are allowed to have cats and/or dogs live with you. There is a laundry service that will pick up your clothes from your room and deliver them back good as new. They are conveniently located by a United Family Hospital that is staffed by both English and Japanese speakers. They offer residents a shuttle system that will take guests to shopping areas as well as take kids to Japanese school. Another amazing aspect of American Homes is its water filtration system. Filtrated through a huge community water filtering system which cost nearly 100 million to built is not enough, all tap waters are also purified through individual Mitsubishi filter systems installed under each unit's sink, a double filtration that secures the quality of water. What's more, guests are offered to purchase large jugs of water, 3.2 liter V is streamed to each of the rooms that features Chinese, English, and Japanese channels.

After hearing the extensive list of features offered to guests I wanted to get Mr. Katayama's opinion on what he felt was the biggest selling point of these homes because the rent was not cheap, ranging from RMB 23,000 to RMB 33,000. "The greenery. We have a lot of nice scenery here and this is hard to come by in lots of other apartment complexes in Shanghai because of the massive buildings that riddle the city," he told me. Currently sitting at 90% occupancy the tenants are made up of mostly Japanese with some Americans, Australians, French, and Germans. As the others managers, Mr. Katayama has to face the global economic decline and



is planning for April and May, when the contracts typically expire and is hoping to maintain his 90% occupancy. Hopefully the features offered and flawless security track record will be enough to persuade guests to stay another year.

虹桥绿苑位于上海的西郊宾馆北侧，树木葱郁的高级住宅区“虹桥地区”。坐车至虹桥开发区以及古北新区只需五分钟，陆家嘴30分、虹桥机场15分。在上海地区属于外籍人士居住的高级公寓。在虹桥绿苑、有着专为外籍人士设计的不同的意趣，在与喧嚣闹市完全不同的绿色空间里、享受时光的慢慢流逝。我有幸采访了去年2月左右在这里开始工作的虹桥绿苑副总经理 Hideaki Katayama，以期发现更多一点关于这些公寓的信息，也顺便为那些决定即将住在这所公寓的人们寻到在未来安住的日子有哪些值得期待的奇妙之处。虹桥绿苑有三座公寓楼，每座公寓楼包含二十五个单位。与类似的公寓住宅区相比，这些单元要大得多，小的单位可利用175平方米，大的单位可利用240平方米。真正为我惊奇是所有房间都被提供严密的安全系统服务，专职保安24小时管理、采用SECOM公司保安系统。门房将对进入者实施检查。另外由各处设置的监视摄像头组成的监视系统等保证了安全的万无一失。正如 Katayama先生一开始就说，“我们非常严密”，他果然有所依据。

虹桥绿苑也有区内餐馆，健身房以及便利商店。这里的便利商店为住户们长期提供新鲜食品、菜、鱼和其他日常必需菜品。虽然苑内没有泳池或网球场，虹桥绿苑与附近的一家网球场和大型室内游泳池签订了协议，以保证住户们的相关需求。同时，为了满足客人放松和休憩的需要，公寓还另外提供一间社交功能房间用于派对，在春天提供班车服务接送客人至附近公园游玩。

每一间房间都已覆盖网络，并且不同于有些公寓，这里的所有住户都允许有猫/狗相伴居住。有专门人员清理房间的衣服，负责洗衣服务。更为便利的是公寓的位置靠近一家英日双语医院。公寓提供接送系统方便居民往返购物区，同样也可以接送孩子去日本人学校。所有房间自来水都经过小区内价值100万元人民

币左右的过滤系统过滤。并在厨房内还另外安装了净水装置，能直接饮用。小区还为所有房间免费提供冷、热用水。也会给客人购买大罐装饮用水。每间房间的卫星电视都同时提供中文，英文和日文频道。

在听完一长串公寓特点后，我很想从 Katayama先生口里得到一个明确的答复：公寓的关键卖点到底是什么？要知道，这些舒适又体贴的公寓的身价可是也同样不菲，需要23,000RMB - 33,000RMB呢。“绿化。我们这里有很多赏心悦目的绿化风景，而在高楼大厦密立的上海，这一点是许多其他公寓住宅区很难办到的”，他告诉我。目前在公寓90%的入住率里，日本租客占多数，除有美国人、澳大利亚人、法语和德国人。像所有管理人士一样，Katayama先生也必须面对全球性经济的下滑，并正在进行4月和5月的公寓计划，妥善处理期满的合同，争取续约以维护公寓目前的90%入住率。幸运的是，他完全可以寄予希望在公寓的优良服务和至善至美的安全系统上，这些都将是说服他们的客人继续停留一年的有力理由。

#### MORE更多信息：

Our tenants also can enjoy following facilities.

- Xi Jiao sports centre : Swimming pool, outdoor tennis, squash ball, gym, sauna, bowling, billiards, etc...
- Da Du Hui golf club (9 hole)
- Western Shanghai golf club (9 hole)

居住在虹桥绿苑的客人也可以使用下列任何一个设施

- 西郊体育中心：  
游泳池、网球场(室内外)、壁球馆、健身房、蒸汽浴室、保龄球馆、台球室等
- 大都会高尔夫俱乐部9洞
- 西上海高尔夫俱乐部9洞

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