

Cyberport – travel writing



**ASSIGN
BUSTER**

Cyberport is a vision of a future that never happened, a paused era of the forthcoming halted in the present. It was meant to be a new environment for new business opportunities to bloom juvenile and dynamic, it was the vision of a place of gathering, a place of new developments and new beginnings.

But unfortunately, the plan prevailed, the dream of a modern, stylish and neoteric region shattered. All that is left are glittering architectural designs, bare and seemingly abandoned in amidst of the sea breeze blowing from the west. People were saying that Hong Kong's " Cyberport" is a real estate development. Now see the empty mall and lost cyber-business.

The reason the vision failed was because there were no business in the area, and no shops to attract the external crowd to shop and eat there. Many restaurants were closed, without the flow of customers, the shops are all losing money. Cyberport seem to think that there was no need for shops that provide cheap services as everyone does " e-commerce".

The ruins of Cyberport now lie quiet and composed, it has become a time capsule no one bothered to open. Like a stranded ghost town it sits in the Pok Fu Lam district, never in contact with the busy streets of downtown glamour in Central. It has now reside back to being a residential area. The developer wouldn't care less if Cyberport made any money as he has made enough from selling apartments!

As for the 'business hotel' - Le Meridien, it now presently caters for tourist groups, not business travelers. They have closed the executive floor and the lounge, so that guests who normally would be entitled to free snacks or drinks are asked to go to the restaurants for " free breakfast and drinks".

Most had probably forgotten the real reason for business travelers to go to the lounge is for their exclusivity, and the much higher waiter to guest ratio.

Cyberport had now become a lost dream among Hong Kong's business world; a surreal experience in Hong Kong.

At first impressions, Cyberport seem to be a space installed with the most advanced technologies available, it is like a terminal into modern gadgets. With its' most intriguing, and empty, glass towers, it would seem as though a mega-dynamic cyber-space has appeared before your eyes.

Driving through Cyberport would provide the best view of the area. The sun would set, slowing at the touch of the horizon, decending to the sea to the right of the path. Her light would pierce through the gaps in between buildings onto the road in front; and through this, the paved path would glisten. Sparkles of radiance would bounce off the sands dried in between cracked cement.

The first station that you would encounter if you drive through Sha Wan Drive from the North is the Arcade. The shopping centre built for leisure and entertainment. This is the entrance to Cyberport as a Broadway cinema welcomes you on the right and Taste, a supermarket, on the left. Its' structure similar to Megabox, another shopping centre in Kowloon, Hong Kong. Although similar in their architechtrual designs, the two are noticeably different in many ways.

The Arcade, originally built for technological environments is instead used for many therapy services, ranging from aroma and music therapy to foot

massages and spas. The sweet captivating smells from these departments stale the conditioned air. Filling the shopping centre with fragrances of burning waxes and oils.

The shop selling these therapy equipments include 'OMWorld Lifestyles', a shop situated on the third level alongside the showroom in a dim corridor. OMWorld Lifestyles is committed to providing high quality products in attractive designs and packaging to their customers. Their products help people to relax and renew their spirit. OMWorld Lifestyles provide products from companies Archipelago and Bunglallow No. 9. Both companies providing very satisfying products for those who enjoy relaxing surrounded by aromas in their own time at their preferred venue.

There are two spa resorts located in Cyberport. E. La Page and Absolute Day Spa. These two retail resorts are both designed to suit its' tranquil and ambience atmosphere. Their services include facials, body treatments, waxing, massages and more.

Cyberport is indeed tranquil and ambient due to the garden surrounding the entire region. Really! The whole of Cyberport is filled with greenery and beautiful parks that allow those who visit to walk on the grass and enjoy the sea view. This is very rare in Hong Kong as most public parks would not allow people to trample on the grass and some would request a payment to visit there. From a distance, a bride would walk with her white bridal dress into the garden with her fiance taking wedding photos. This scenery would appear everyday from 8am to 11am and 4pm to 7pm. This enchanting garden links the residential area - Bel-Air and Cyberport together. Bel-Air are

the residential buildings standing to the left of the port, it is usually a five to ten minute walk depending on the designated block.

The most captivating activity in Cyberport are their festivals. There was once a Greek festival that was held in July 2008. ICT leaders at the Cyberport convention had said the festival successful. Though this is not what a blogger had commented on this event on the day he went:

" Due to the tremendous effort we made to get there, the shock was equally tremendous as we witnessed the less than impressive " Greek festival". And the whole Cyberport was one gigantic White Elephant. Other than in my house, it's probably the only place in Hong Kong that is not packed with its characteristic crowd."

Whether it is truly worth while to visit, it is plausible to say that Cyberport is truly a magnificent place. With its' shocking surprises, this simply concludes that life isn't always what it seems at all.