



**Figure 11.7** The architecture of Lujiazui, Shanghai in 2004.

Some property developers work locally. The Rose Corporation does little work outside New York City. Bangkok Land, Henderson Land and New World Development all tend to focus on specific cities. They feel comfortable in dealing with familiar economic and political conditions. Sony, Daimler Benz and DB (Deutsche Bank) Real Estate are amongst the major property developers who work internationally. Whether locally or internationally based, property developers seldom care about local character nor do their clients. They are dealing with a global economy and frequently the values of the nouveau riche. The nouveau riche wish to gain respect by having what they perceive to be high-status environments in which to live and work or simply to show off to outsiders. They desire a new image for themselves. The built environments they seek exemplify their search however illogical it may be on other grounds (Olds, 2001). They want to break away from 'the shackles of the past'.

International developers and their architects, aided by municipal governments, have been successful in creating large, mostly all-of-a-piece urban designs that are clearly part of the global business scene. Their architecture takes one of