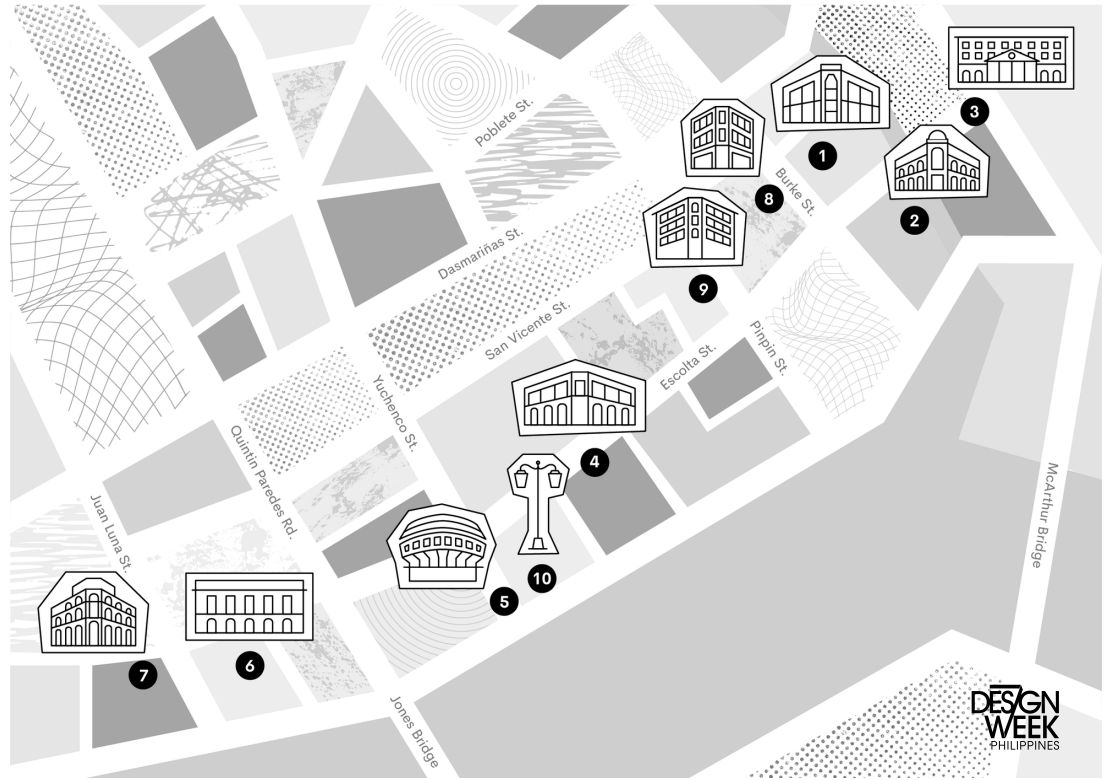




# ESCOLTA

Based on words by HUB Make Lab and VIP (Virtual Internship Program) Interns

Escolta is the undisputable nexus of architectural design heritage in Metro Manila. Having been the city's financial center during the turn-of-the-century's gilded age and having survived WWII with renewed vigor, Escolta witnessed the comings-and-goings not only of various artistic movements, but of prominent companies, personalities, and an entire nation's history at that. Today, Escolta is host to a thriving design district and a growing creative community.



## 1 First United Building (inc. Hub & 98B)

Built in 1928, The First United Building stood as the tallest building in Manila's then shopping and financial district. Today, it houses a range of tenants from brokerage and creative offices like 98-B COLLABoratory and small businesses within HUB Make Lab. It was also the home of Design Week Philippines 2022.

413 Escolta Street

## 2 Regina Building

Originally named Roxas Building, Regina Building was designed by Andres Luna (son of Juan Luna) and then Fernando H. Ocampo commissioned by Don Jose Leoncio de Leon. Completed in 1934, the building features a unique mix of Beaux-Arts and Neoclassical architecture and housed companies such as Pacific Motors & the Pampanga Sugar Development Co..

420 Escolta Street

## 3 Don Roman Santos Building

Done in a very prominent Neoclassical & Greek Revivalist style being highlighted by the façade's frieze of classical figures surrounding a clock imported from Strasbourg, Austria, the Don Roman Santos Building was designed in 1894 by Juan Hervás. The building continues to stand at the forefront of the historic Plaza Goiti.

Plaza Santa Cruz

## 4 Calvo Building (inc. Art District Gallery, Escolta Museum)

The Calvo Building was designed by Fernando H. Ocampo in 1938. Once home to posh soda fountains and tenants such as the Philippine Bank of Commerce, Araneta & Company and broad at mine mil a ing now ho nerve in Biate Valiandio modern exhibition space, and the Escolta Museum which seeks to preserve Escolta's storied past.

## 5 The Commercial Bank & Trust Company Building

A stark contrast from Escolta's other buildings, the Commercial Bank and Trust Company Building sports a saucer-like, futuristic design which was a hallmark of the aesthetic movements that dominated the post-war atomic age. Built in 1969, it was designed by National Artist for Architecture Jose Maria Zaragoza.

Yuchengo St. corner Muelle del Banco Nacional St.

## 6 Juan Luna Building

Standing five-storeys high and sporting the trademark Beaux-Arts and Neoclassical designs that dominated local architecture during Escolta's heyday, the Juan Luna Building was first inaugurated as the Pacific Commercial Company Building during the 1920s by architects Murphy, McGill and Hamlin of New York City and Shanghai.

Juan Luna Street cor. Muelle de la Industria

## 7 El Hogar Filipino

Built in 1914, the El Hogar Building was designed by Ramon Trueta-Goyena and Francisco Perez-Muñoz drawing elements from Beaux-Arts, Neoclassical, and Renaissance. Antonio Melian y Pavia's wedding present to his bride Margarita Zóbel de Ayala, El Hogar was one of the first high-rise buildings in the country.

Juan Luna Street cor. Muelle de la Industria

## 8 Burke Building

Designed by renowned pre-war architect Tomas Arguelles in 1919, the Burke Building sports a distinct Art-deco design and is noted for housing the first ever elevator in Manila. It was named after cardiologist and philanthropist William J. Burke, also known for introducing and installing the first electrocardiograph in the Philippines.

Escolta Street Corner Burke Street

## 9 Natividad Building

Designed by Fernando dela Cantera Blondeau, the Natividad Building sports a domineering and puffed-up Beaux-Arts design and was home to the premiere, in vogue boutiques for fashion, footwear, and books. Now called the TEOFF Center, a furniture store anchors its ground level.

Escolta Street Corner Tomas Pinpin

## 10 Plaza Yuchengco

Plaza Yuchengco is a park along the Muelle del Banco Nacional donated by the Yuchengco group of companies spanning Yuchengco, Soda, Tomas Pinpin, and Burke streets. It showcases trees endemic to the Philippines and offers a scenic view of Jones Bridge and the Manila Central Post Office.

220a Escolta Street

