



China Shopping Centre & Retailer Awards

RECon China | InterContinental Shanghai Puxi
Shanghai, China | 20 April 2018

A celebration of excellence within China's retail real estate industry



MARKETING



SILVER

We're All Smurfs!
Chengdu International Finance Square
Chengdu, China

Owner/Management Company:
Wharf China Estates Limited

The two-month-long campaign featuring the world's most popular blue characters included a human-sized village, live performances, and themed events and activities. The campaign attracted more than eight million visitors and generated 141 million US Dollars in sales.



SILVER

Visit Our Parade of Penguins at INDIGO's Christmas Castle
INDIGO
Beijing, China

Owner: Swire Properties Limited;
Sino-Ocean Land Holding Limited
Management Company: Beijing Indigo Property
Services Company Limited

Guests were invited to explore the rooms of a 12-meter-tall castle owned by a family of penguins, pose for a photo, and make a wish as they slid down the four-meter-long wishing slide. The Christmas initiative also included daily workshops, retailer promotions, and a pop-up marketplace, resulting in a 30% year-over-year increase in centre sales.

MARKETING



SILVER

A Gaming Legend: Mikiki x Street Fighter 30th Anniversary Campaign Hong Kong

Mikiki

Hong Kong, China

Management Company: Hong Yip Service Company Limited

Owner: Sun Hung Kai Real Estate Agency Limited

This creative campaign celebrated the 30th anniversary of the legendary 'Street Fighter' video game with themed décor and activities, an exhibition of iconic characters, a pop-up store, and a limited-edition figurine. The celebration generated extensive media attention and a 9% increase in overall centre traffic and sales.



SILVER

PopWalk X Le Petit Prince: Walk Is Love

PopWalkSun

Hong Kong, China

Owner: Sun Hung Kai Properties

Management Company: Kai Shing Management Services Limited

The 'Little Prince' campaign included an artisan craft market, themed incentives and promotions, live performances, and online and offline activities and games. It drew more than two million visitors and generated 206 million US Dollars in centre sales.

MARKETING



SILVER

Entropia: Grand Opening of Ruihong Tiandi Hall of the Moon
Ruihong Tiandi Hall of the Moon
Shanghai, China

Owner: Shanghai Rui Hong Xin Cheng Co., Ltd.
Management Company: China Xintiandi

The 'Entropia' campaign included a spectacular multisensory light show, combined with an extensive series of activities, exhibitions, and performances. Visitor footfall increased 11%, sales revenue increased by 18%, and the campaign garnered media coverage valued at over four million US Dollars.



SILVER

SAGA International Hip-Hop Competition & Fashion Festival
SAGA International Shopping Mall
Xi'an, China

Owner/Management Company: Xi'an SAGA Commercial Operation Management Co., Ltd.

The two-day festival attracted 400 hip-hop dance participants to compete in front of a panel of professional judges and an enthusiastic crowd. The event included runway shows, themed activities, and retailer promotions and generated a 38% increase in centre retailer sales.

MARKETING



SILVER

2017 Fashion Campaign
Shanghai Xintiandi
Shanghai, China

Owner: Shui On Land
Management Company: Shanghai Xintiandi

Fashion Week initiatives included a fashion boutique, a designer showroom, vignette displays, and a series of catwalk events featuring iconic brands alongside local and regional designers. The campaign resulted in 528 printed media clippings, more than 47 minutes of television coverage, and generated year-over-year increases of 15% in sales and 39% in tenant turnover.



SILVER

2017 Xintiandi Christmas Rolling X Campaign
Shanghai Xintiandi
Shanghai, China

Owner: Shui On Land
Management Company: Shanghai Xintiandi

This immersive, 360-degree snow globe installation was supported by an extensive series of themed events and promotions. It generated year-over-year increases of 10.6% in visitor traffic and 16.35% in tenant turnover and 372 instances of media coverage, collectively valued at more than 3.2 million US Dollars.

MARKETING



SILVER

Stanley Plaza Finnish Christmas Wonders
Stanley Plaza
Hong Kong, China

Owner: Link Properties Limited
Management Company: Link Asset Management Limited

The festive marketplace featured a selection of Finnish delicacies, beverages, and products; live performances; an igloo equipped with augmented reality; and, of course, Santa Claus and his reindeer. The four-day-long event drew over 300,000 visitors and generated sales of more than 2.8 million Hong Kong Dollars.



SILVER

Turn the Shopping Mall Into the Basketball Hall of Fame
TaiKoo Hui Guangzhou Centre
Guangzhou, China

Owner/Management Company: Swire Properties Limited

This basketball-themed campaign included an in-centre basketball court, exhibits of iconic players and rare collectors' items, and themed activities, games, and promotions. Category and overall centre sales saw significant increases and the campaign received media coverage valued at 2.4 million US Dollars.

MARKETING



SILVER

Art Xintiandi: Wuhan Urban Space Arts Festival
Wuhan Xintiandi Commercial District
Wuhan, China

Owner: Shui On Land
Management Company: China Xintiandi

The 3-day-long event included a lecture series, a variety of art and performance workshops, and a live broadcast of 103 open-air performances by an international roster of dance, music, dramatic, and new age artists—resulting in media coverage valued at 1.8 million US Dollars.



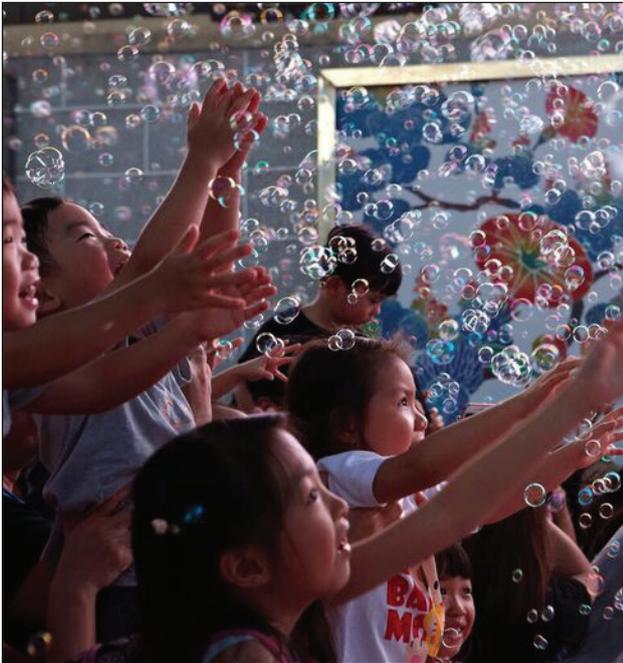
GOLD

All in Here
Chengdu International Finance Square (Chengdu IFS)
Chengdu, China

Owner/Management Company:
Wharf China Estates Limited

As part of the 'All in Here' campaign, Chengdu IFS orchestrated a twin city agreement with Paris and hosted the International Style Conference, the high-tech Sonic Runway show, and the Kids Catwalk Modeling events. The extensive two-month-long series of events attracted 12.66 million visitors, garnered coverage from more than 2,300 media outlets, registered 442 million views, and generated centre sales of \$234 million US Dollars.

MARKETING



GOLD

Bubble Up @ Harbour City
Harbour City
Hong Kong, China

Owner: Wharf Real Estate Investment Company Limited
Management Company: Wharf Estates Limited

The summer campaign featured an exhibition of contemporary artist Shinji Ohmak—including his signature piece 'Memorial Rebirth'—and themed workshops and attractions, as well as an interactive art experience with a specialised machine able to produce 10 million soap bubbles at a time. The creative outdoor initiative generated local media coverage valued at 500,000 US Dollars and additional media coverage in ten other countries.



GOLD

JOY Decade, Great Carnival
Joy City Property Limited
Beijing, China

The one-day event, held concurrently at nine Joy City properties, featured exclusive member discounts and promotions and interactive events, activities, and games using the latest in AR technology. The campaign attracted more than 13,000 new members, generated 3.5 million page views, engaged one million chat participants, and achieved a single-day sales volume of nearly three million US Dollars.

MARKETING



GOLD

Lee Tung Avenue : Full Moon And The Fire Dragon
Lee Tung Avenue : Vampires Gathering Under The Moon
Lee Tung Avenue
Hong Kong, China

Owners: Urban Renewal Authority; Sino Group; Hopewell Holdings Limited
Management Company: Lee Tung Avenue Management Ltd.

The shopping precinct's 200-meter-long tree-lined pedestrian walkway is the perfect setting for a touring art installation of a large moon—seven meters in diameter—which also served as the backdrop for the centre's Fire Dragon Festival and Halloween events, activities, and promotions. The incredible series of events generated more than 220 clippings in traditional and online media, valued at approximately \$24 million Hong Kong Dollars.



GOLD

EATIME Yummy World Global Food Festival
the MixC Shenyang
Shenyang, China

Owner/Management Company: China Resources Land

The outdoor festival was held in the centre's vast plaza area and included the collaboration and participation of Michelin-starred chefs to produce a variety of unique and daily culinary treats from cuisines from around the world. The innovative event drew an average of 56,000 visitors a day and generated year-over-year increases of nearly 55% in food-and-beverage sales and over 62% in overall centre sales.

EMERGING TECHNOLOGY



SILVER

apm 360-Degree Digital Basketball Court Tournament
apm
Hong Kong, China

Owner: Sun Hung Kai Real Estate Agency Ltd.
Management Company: Kai Shing Management Services Limited

The summer campaign featured Hong Kong's first 360-degree basketball court, which employed motion-sensing technology to add sounds, animations, and visual effects as players took their shots. More than 15,000 participants enjoyed the immersive experience, generating increases of 13% in traffic and 10% in sales.



SILVER

Riding the New Technology Wave to Penetrate Neighboring Communities
CityOn.Xi'an Shopping Center
Xi'an, China

Owner: Taubman Asia; Wangfujing Group
Management Company: Xi'an Wangfujing Commercial Operations Management Co., Ltd. (the joint venture of Taubman Asia and Wangfujing Group)

The Intelligent Community 2.0 campaign included strategic partnerships with mobile app services Didi Chuxing, SF Express, and Mobike to reward users with centre discounts and promotions. The six-month-long campaign successfully generated year-over-year increases of 32% in footfall and 25% in centre sales.

EMERGING TECHNOLOGY



SILVER

Landmark North x WeChat: Summer O2O WeChat Café
Landmark North
Hong Kong, China

Owner: Sun Hung Kai Properties
Management Company:
Kai Shing Management Services Limited

Landmark North collaborated with social media giant WeChat to offer visitors offline payment functionality; the WePark, WeShop, WeDine and WePlay mobile apps; themed promotion; and the first Online-to-Offline WeChat Café. The campaign generated increases of 15% in visitor traffic, 18% in sales revenues, and WeChat sales transactions valued at 26 million US Dollars.



GOLD

Goldfish Alive
East Point City
Hong Kong, China

Owner: Sun Hung Kai Properties
Management Company: Sun Hung Kai Real Estate Agency Limited

The creatively charming initiative included a 3-D art exhibition by a renowned Japanese artist, art workshops, an art competition, and a digital activation where children's goldfish paintings were transformed into 3-D animations and projected onto a 270-degree virtual aquarium. The colourful campaign attracted 5.9 million visitors—a year-over-year increase of 25%—and media attention valued at more than 1.7 million US Dollars and centre sales revenues of 21.8 million US Dollars.

EMERGING TECHNOLOGY



GOLD

The Joy.Cloud Intelligence Commercial System
Joy City
Beijing, China

Owner/Management Company: Joy City Property Limited

The innovative Joy Cloud Intelligence Commercial System is a multifunctioning platform that uses the most current technology to communicate with customers and offer targeted promotions and discounts, all while collecting valuable data, supporting tenant retailers, and managing corporate interests. This three-dimensional marketing strategy is successfully helping to bridge the gap between the online and offline worlds.

NEW RETAIL CONCEPTS



SILVER

i-Land ACGN LOFT
Shanghai Jing'an Joy City
Shanghai, China

Company: Joy City(Shanghai)Co.,Ltd
Architect/Interior Designer:
Japanese GARDE Architectural Design Company

This innovative space offers eight distinct zones for anime, comic book, gaming, and graphic novella enthusiasts to peruse, interact with others, or grab a quick snack. The i-Land ACGN LOFT draws up to 5,000 visitors on weekdays, and over 10,000 daily visitors on weekends.

NEW RETAIL CONCEPTS



SILVER

Ruihong Tiandi Hall of the Moon
Shanghai, China

Company: Shanghai Rui Hong Xin Cheng Co., Ltd.
Architect/Interior Designer: Benjamin Wood

Ruihong Tian Hall of the Moon, a music-themed retail complex, is home to Shanghai's first music house, a state-of-the-art recording studio, specialty stores, and a variety of restaurants and bars that offer live music performances each day of the week.



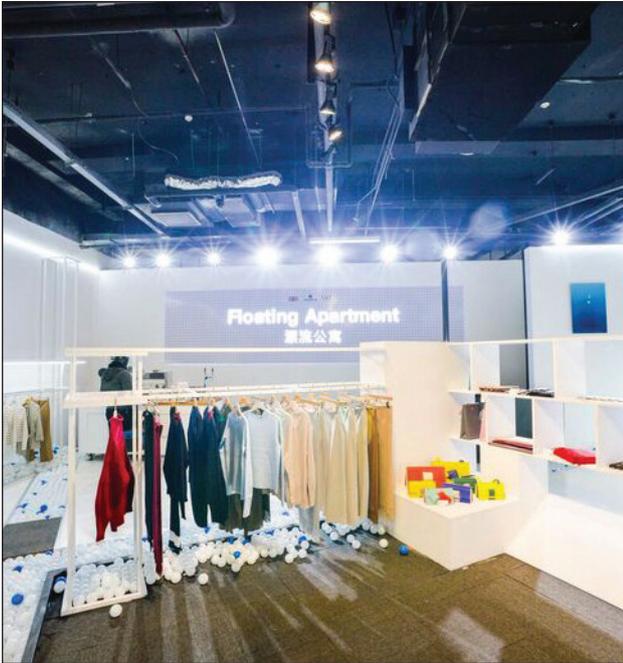
SILVER

UJI-EN Tea Room
Hong Kong, China

Company: UJI-EN
Architect: Mike Atkin
Interior Designer: Esther Chan

This innovative market and cafe is a Hong Kong first. It features an impressive variety of teas, cookies, confectionary, cakes, and ice cream, as well as a variety of tea-related products and homewares, in a bright and ambient environment.

NEW RETAIL CONCEPTS



GOLD

Floating Apartment
Beijing, China

Company: Major
Architect: Kevin Niu
Interior Designer: Hangzhou Tingyou Creative Design Co., Ltd.

This innovative pop-up environment, located at Taikoo Li Sanlitun, used an aspirational apartment design concept to showcase a person's daily needs. Visitors could meander through four unique spaces to peruse artistically placed furniture, accessories, and wardrobe items. The 31-day-long installation was updated frequently and drew nearly 3,000 visitors a day while generating significant popularity and sales for Major and their affiliated brands.



GOLD

K11 Natural
Hong Kong, China

Company: K11 Concepts Limited
Architect/Interior Designer: K11

Located in Hong Kong's K11 mall, this 9,000-square-foot merchandise zone promotes a healthy lifestyle through organic, local and natural products and provides space for millennials to launch and develop their brands while giving them the opportunity to learn from an experienced and forward-thinking team that provides 360-degree support. Since opening, this innovative environment has received several awards and recognitions and has achieved media coverage valued at \$50 million dollars.

NEW RETAIL CONCEPTS



GOLD

M.C. BOX (Po Tat Market)
Hong Kong, China

Company: Uni-China (Market) Management
Architect/Interior Designer: Uni-China (Market)
Management Ltd.

Located in the Po Tat Estate, MC Box is a bright, open, and modern environment that provides residents with a variety of fresh and hard-to-find produce and grocery items. In addition to a rich tenant mix, the market offers a specialised food zone with a selection of freshly prepared meals, a dining area, free wi-fi, and mobile charging stations. M.C. BOX has the distinction of Hong Kong's first fresh food market to exclusively accept mobile-payment.

DEVELOPMENT AND DESIGN

RENOVATION/EXPANSION



SILVER

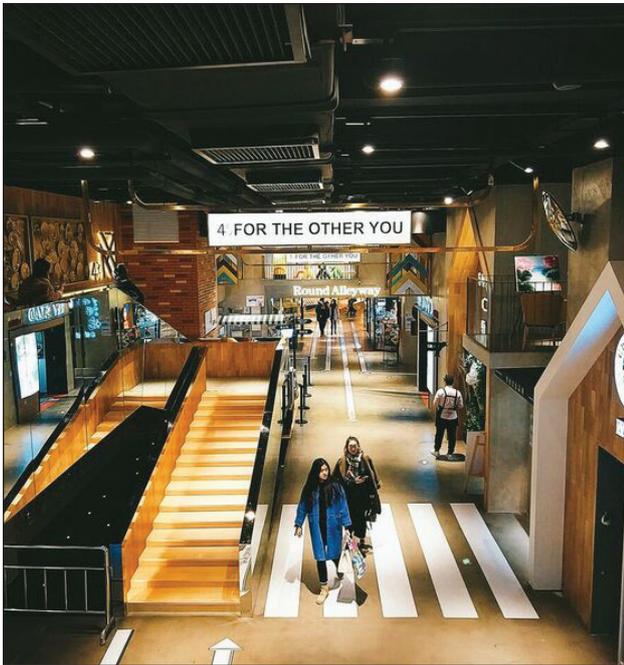
MOKO
Hong Kong, China

Owner: Kimrose Investments Ltd.
Developer: Sun Hung Kai Real Estate Agency Ltd.
Architect: Aedas

The centre's extensive project—completed while remaining open—included the installation of express escalators on the lower level to alleviate congestion and increase pedestrian flow to the upper levels, a realigned circulation route to allow for natural fluidity, and an expanded and enhanced main atrium to create a vast event space.

DEVELOPMENT AND DESIGN

RENOVATION/EXPANSION



SILVER

Shenyang Joy City 4½ Theme Block
Shenyang, China

Owner/Developer: Shenyang Joy City Real Estate
Development Co. Ltd.

The centre converted two underused areas into the experiential '4 ½ Theme Block,' a 5,000-square-meter space with distinct zones for artisanal handicrafts, interesting food-and-beverage options, diverse cultural experiences, and experiential installations—80% of which are unique to the region.



GOLD

China World Mall
Beijing, China

Owner/Developer: China World Trade Center Co. Ltd.

The centre's comprehensive project included extensive upgrades to the interior and exterior, improving connectivity throughout the multibuilding development, extending the existing centre, and the addition of new luxury wing and restaurants with rooftop gardens and terraces. The clean and modern interior design features multiple skylights that allow natural light to filter down throughout the levels, while the streamlined glass façade shimmers by day and serves as an illuminated beacon in the capital city's nightscape.

DEVELOPMENT AND DESIGN

RENOVATION/EXPANSION



GOLD

Food Terminal
Hong Kong, China

Owner: Uni-China (Market) Management Ltd.
Architect: Uni-China (Market) Management Ltd.

The visually striking building features a corrugated metal exterior with accents of iron rods, brick cladding, and bold colours and graphics. The interior's aisles are generously wide and barrier-free, allowing visitors to shop among a wide range of fresh produce, seafood and meats, and a variety of luxury and hard-to-find items. An on-site hot food counter with a seating section offers a variety of made-to-order delicacies and lite bites until 2 am.



GOLD

Chat Garden
Xidan JOY CITY
Beijing, China

Owner/Developer: Xidan Joy City
Design Architect: Material Matters Design Consultancy
Production Architect: Beijing Institute of Architectural Design

The multilevel dining environment on the centre's top two floors features a peaked and geometrically patterned glass ceiling that allows an abundance of natural light to filter down. The first level features multiple seating areas interspersed with greenery and art pieces designed by local artists and a wide range of popular and regional casual dining options. The terrace level offers diners a choice of several unique and trendy full-service restaurants.

NEW DEVELOPMENT



SILVER

Chengdu Joy City
Chengdu, China

Owner/Developer: COFCO Joy City Property Holdings
Design Architect: CallisonRTKL
Interior Designer: AGC Design Ltd.
Production Architect: Sichuan Provincial Architectural Design and Research Institute

This central mixed-use development in southwest China incorporates a fashionable shopping arcade within a park-like setting. Visitors may shop at world-class retailers, enjoy a meal from the many food-and-beverage options, soak up the sun on the rooftop garden, or meet and chat with friends and family at one of the many indoor or outdoor plazas.



SILVER

Shanghai Aegean Place
Shanghai, China

Owner/Developer: Shanghai Aegean Commercial Group Co., Ltd
Design Architect: Tadao Ando
Production Architect: Tadao Ando Architects & Associates

Located in the western part of Shanghai, the design inspiration for this modern and elegant centre incorporates the four key elements of culture, emotion, ecology, and modernity. Highlights of the property include the Aegean Fantasy—a 5,700-square-meter water feature equipped with state-of-the-art technology that offers spectacular nightly performances accompanied by light, animation, and music.

NEW DEVELOPMENT



GOLD

Hopson One Beijing Chaoyang
Beijing, China

Owner: Hopson Commercial Group
Developer: Beijing Hesheng Discovery Real Estate
Development Co., Ltd.
Design Architect: Callison
Production Architect: Benoy

Newly opened in October 2017, this impressive 185,000 square-meter centre is an iconic landmark in Beijing's East CBD. The multilevel 'Living Park' centre offers an extensive selection of retail, dining, entertainment, and leisure options. With a key location near two city subway lines and direct access to the Hard Rock Hotel, office towers and residential units, the centre is a go-to destination, attracting over 100,000 daily visitors.



GOLD

International Grand City
Guangzhou, China

Owner/Developer: Sun Hung Kai Real Estate
Agency Limited
Design Architects: Callison; AGC
Production Architect: AGC Design Ltd.

This stunning mixed-use development includes an eight-level retail arcade with 160 retailers (including a variety of dining and leisure options) is connected to a six-star Conrad Hotel, two office towers, and 500 luxury apartments. IGC enjoys a key location with direct access to local transit, a bustling retail and entertainment district, and internationally renowned cultural attractions. The development draws an average of over 40,000 daily visitors.

NEW DEVELOPMENT



GOLD

Olympia 66
Dalian, China

Owner/Developer: Hang Lung Properties
Architect: Aedas

The centre's distinctive twin carp design is a visually stunning 360-degree landmark in Dalian's Olympic Square. The lifestyle centre's expansive open-concept interior provides the utmost adaptability for a varied roster of community events and functions while the figure-eight circulation system offers seamless connectivity between the centre's seven levels, multiple central plazas, and abundant green spaces.