

2018

MIDDLE EAST AND NORTH AFRICA SHOPPING CENTRE AND RETAILER AWARDS

GOLD WINNERS

TRADITIONAL MARKETING ADVERTISING



Festival Of Flavours at Dubai Festival City Mall
Dubai Festival City Mall
Dubai, United Arab Emirates

Owner: Al Futtaim Group Real Estate
Management Company: Dubai Festival City Retail Development L.L.C.

The five week long 'Festival of Flavors' campaign at Dubai Festival City Mall included a specially designed food passport that rewarded center diners with special offers, discounts, and instant shopping vouchers.

CAUSE RELATED MARKETING



Mosaic Of Wishes
The Mall at World Trade Center and Yas Mall
Abu Dhabi, United Arab Emirates

Management Company: Aldar Properties PJSC

The 'Mosaic of Wishes' initiative featured an exhibition and silent auction of art inspired by the wishes of terminally ill children, with proceeds donated to the Make-A-Wish Foundation.



Let's Read Library
Oman Avenues Mall
Muscat, Oman

Owner/Management Company: Lulu Group International

Oman Avenues Mall's 350 square-meter library features colorful slides, cozy seating, educational toys, and a bus bookshop offering subsidized books with sales proceeds benefitting a literacy organization.

CUSTOMER SERVICE EXPERIENCE AND/OR ENGAGEMENT



MOE Active Fitness Program
Mall Of The Emirates
Dubai, United Arab Emirates

Owner/Management Company: Majid Al Futtaim Properties

The 'MOE Active' program was a series of free fitness classes led by qualified professionals held each morning before centre opening, designed to engage novice exercisers to the committed fitness buffs.

DIGITAL/SOCIAL MEDIA



Festival City Kids Club
Dubai Festival City Mall
Dubai, United Arab Emirates

Owner: Al Futtaim Group Real Estate

Management Company: Dubai Festival City Retail Development L.L.C.

The Festival City Kids Club offers registered members and their families the opportunity to attend a variety of special events, and to receive loyalty rewards, special offers, and monthly incentives.

GRAND OPENING, EXPANSION & RENOVATION



Exuberance
Al Kout Mall
Kuwait City, Kuwait

Owner: Al Manshar Real Estate Co.

Management Company: GLA Property Management Company W.L.L

Al Kout Mall's Grand Opening 'Exuberance' campaign, featured 10 world class troupes in a variety of exciting and first to region performances, held in-centre nine times a day over a 13-day period.

NEW/EMERGING TECHNOLOGY



City of Imagination
City Centre Bahrain
Manama, Bahrain

Owner/Management Company: Majid Al Futtaim Properties

City Centre Bahrain used innovative and interactive digital technology and software to animate children's illustrations and bring them to life on screen, during their 'City of Imagination' initiative.

PUBLIC RELATIONS



Chinese New Year 2018 Celebrations
The Galleria on Al Maryah Island
Abu Dhabi, United Arab Emirates

Owner: Joint Venture: Gulf Related and Mubadala Real Estate & Infrastructure (MREI)

Management Company: Gulf Related

The opening event for the The Galleria on Al Maryah Island's Chinese New Year 2018 Celebration included a gala dinner event with dignitaries and VIPs, and an exclusive Chinese Art exhibition.



Fashion Hits Home
Yas Mall
Abu Dhabi - Yas Island, United Arab Emirates

Owner/Management Company: Aldar Properties PJSC

Yas Mall invited internationally renowned interior design celebrities, and regional influencers to design and decorate a two-room show home and garden, using home fashions available at center retailers.

SALES PROMOTION AND EVENTS



Black & White Formula 1 Sale
Yas Mall
Abu Dhabi – Yas Island, United Arab Emirates

Owner/Management Company: Aldar Properties PJSC

Yas Mall used the iconic black and white checkered flag as the theme of their inaugural 'Black and White' sale—a three-day long event held concurrently with Abu Dhabi's Grand Prix in late November.

NOI ENHANCEMENT

Marketing/Sponsorship



Celebrity Buzz @ Dalma Mall with Megastar Mammooty
Dalma Mall
Abu Dhabi, United Arab Emirates

Owner: The Developers
Management Company: Dalma Mall

Dalma Mall hosted a Celebrity Buzz evening featuring mega film personality 'Mammooty' and his fellow co-stars, following the release of the popular star's 2018 blockbuster movie 'Street Lights'.

Operations/Overall Team



Snow City @ Al Othaim Mall Rabwa
Al Othaim Leisure & Tourism
Riyadh, Saudi Arabia

Al Othaim performed extensive analysis to ensure strict adherence to the daily, weekly, and monthly maintenance schedules of their Snow City Rides, attractions, power and water sources, and equipment.

DESIGN AND DEVELOPMENT

New Developments

Al Kout Mall
Kuwait City, Kuwait

Development Company: Tamdeen Shopping Centers
Owner: Al Manshar Real Estate
Design Architect: CRTKL



Production or Executive Architect: KEOIC

Al Kout Mall's distinctive triangular footprint houses an international mix of retailers, nearly 2,500 parking spots, direct access to a 5-star hotel, and easy connectivity to the adjacent beach and marina.

Renovations/Expansions



Panorama Mall
Riyadh, Saudi Arabia

Development Company/Owner: Asala Holding
Design Architect: Asala Holding

Panorama Mall's recent renovation included the addition of an innovative food street concept, double height restaurant frontages, increased seating areas, and a versatile central event space.

Retail Store Design



Marina Home Interiors
Riyadh, Saudi Arabia

Company: Marina Gulf Trading
Architect/Designer: Schwitzke & Partners

The modern yet industrial design of Marina Home's flagship showroom in Riyadh incorporates brick cladding, concrete columns, double height glazing, iron beams, and wood panel décor elements.

Urban RetrEAT Restaurant
Yas Mall
Abu Dhabi, United Arab Emirates

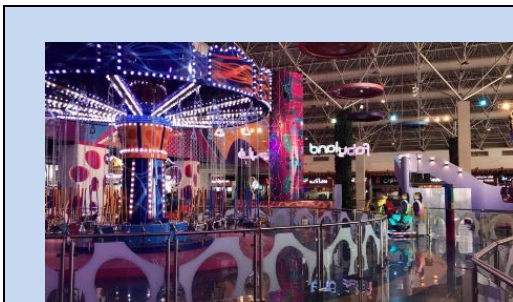
Company: Urban RetrEAT Restaurant Company LLC
Architect: MA Lizel Gajasan
Designer: Dana AlSharif



The innovative Urban RetrEAT environment features a rotating lineup of local street vendors, who have the opportunity to prepare and sell their unique offerings within the centre for a three month period.

RETAIL EXCELLENCE

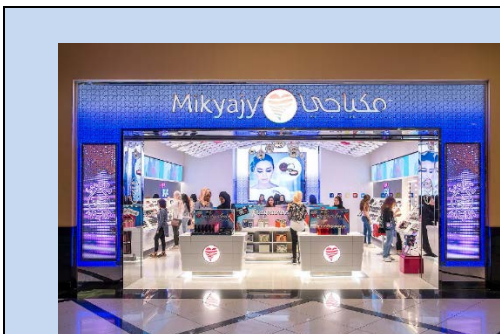
Entertainment, Music and Leisure



Fabyland
Al Rashid Mall
Abha, Saudi Arabia

Fabyland at Al Rashid Mal offers a wide range of leisure opportunities for visitors of all ages and includes the latest sport arcade games, amusement rides and attractions, and trendy cafés and food kiosks.

BEST MENA RETAIL BRAND



Mikyajy Glamour Girl
Mikyajy Arabian Center
Dubai, United Arab Emirates

The 'Mikyajy Glamour Girl' store at Arabian Center features bright graphics, stylized displays and design elements, and a vast selection of affordable and quality cosmetics and merchandise from Europe.

RETAIL PROFESSIONAL OF THE YEAR



Fouad A. AL-Rashed
CEO
Asala Holding Company
Riyadh, Saudi Arabia

Asala Holding's CEO Fouad A. AL-Rashed has spent the last two years defining the company's mission, and direction, and has been instrumental in reducing overall operating expenses by 15%.

BEST NEW TECHNOLOGY IN RETAIL



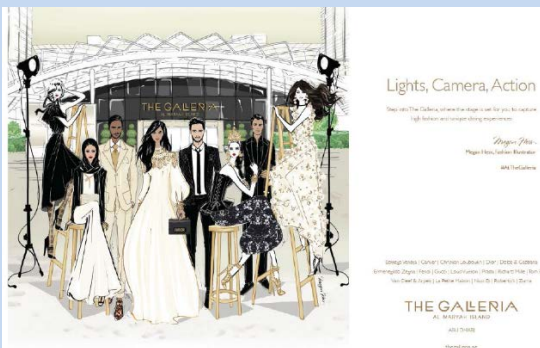
AKYASI Services LLC
Abu Dhabi, United Arab Emirates

The AKYASI app allows registered users to easily log on, shop amongst participating retailers, pay for their merchandise, and conveniently collect their purchases from the center of their choice.

2018 MIDDLE EAST AND NORTH AFRICA SHOPPING CENTRE AND RETAILER AWARDS

SILVER WINNERS

TRADITIONAL MARKETING ADVERTISING



Fashion Illustrator Megan Hess
The Galleria on Al Maryah Island
Abu Dhabi, United Arab Emirates

Owner: Joint Venture: Gulf Related and Mubadala Real Estate & Infrastructure (MREI)
Management Company: Gulf Related

The Galleria collaborated with the renowned International Fashion Illustrator Megan Hess during their campaign to promote center retailer's Spring and Summer 2018 fashion collections.

CAUSE RELATED MARKETING



Flag of Unity
Arabian Center
Dubai, United Arab Emirates

Owner/Management Company: LALS Group

Arabian Center invited more than 16,500 participants from 57 nations to craft interlocking paper pegs using the Japanese art of Origami, to create a nine-foot long by five and a quarter foot tall 'Unity Flag.'



Disney Magical Wishing Well: Ramadan 2018
Dubai Festival City Mall
Dubai, United Arab Emirates

Owner: Al Futtaim Group Real Estate
Management Company: Dubai Festival City Retail Development LLC

Festival City Mall's Disney Themed Ramadan campaign featured a Magical Wishing Well where visitors could send a message to their loved ones, whilst generating a donation to the Al-Jalila Foundation.



Art From the Heart
Mall of the Emirates
Dubai, United Arab Emirates

Owner/Management Company: Majid Al Futtaim Properties

Mall of the Emirates invited 'people of determination' to capture the spirit of Ramadan through a camera lens, and exhibited their photographs in-centre at the 'Gallery of Determination.'



Islamic Museum
The Mall at World Trade Center and Yas Mall
Abu Dhabi, United Arab Emirates

Management Company: Aldar Properties PJSC

Yas Mall and the Mall At WTC's joint Ramadan campaign included an Islamic Museum installation, complete with an exhibition of never before seen antiques on loan from a private local collector.

CUSTOMER SERVICE EXPERIENCE AND/OR ENGAGEMENT



The Cooking Daze – Cooking has Turned Digital
City Centre Deira & City Centre Ajman
Dubai, United Arab Emirates

Management Company: Majid Al Futtaim Properties

Two City Centre malls installed digital kitchens accompanied by the aromas, sizzles, and feel of real cooking, to challenge visitors to prepare virtual dishes within a limited time for the chance to win prizes.



UAE National Anthem Resonates @ Dalma Mall & in Every Heart - ISHY BILADI

Dalma Mall
Abu Dhabi, United Arab Emirates

Owner: The Developers
Management Company: Dalma Mall

Dalma Mall's two day-long 'Sing it with Pride' initiative featured more than 300 children from a variety of nationalities singing the UAE's National anthem and competing for a chance to win gift vouchers.

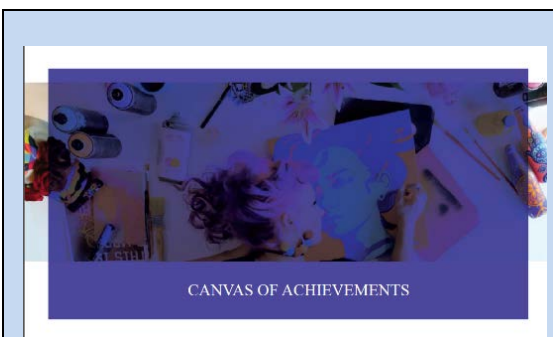


Guinness World Record Live!

Dana Mall
Yanbu, Saudi Arabia

Owner/Management Company: Kinan International Real Estate Development Company

Dana Mall's 'Guinness World Record Live!' initiative invited visitors to race against the clock to complete a variety of challenges, for the opportunity to set a new Guinness World Record.

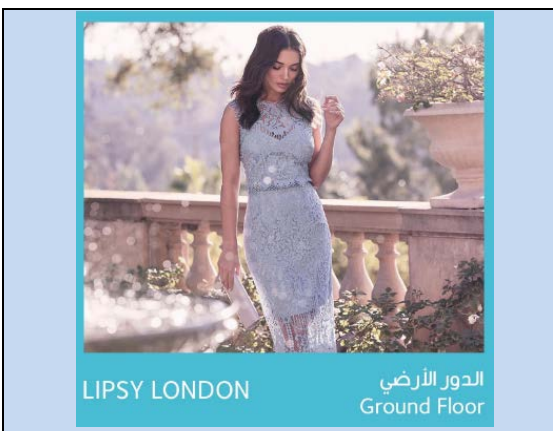


Canvas of Achievements
Mall of the Emirates
Dubai, United Arab Emirates

Owner/Management Company: Majid Al Futtaim Properties

Mall of the Emirates invited a leading graphic artist to attend an exclusive dinner experience along with twelve influential women, and commissioned her to create a unique portrait of each of them as a gift.

DIGITAL/SOCIAL MEDIA



LIPSY LONDON

الدور الأرضي
Ground Floor

Digital Take-Off
Al Kout Mall
Kuwait City, Kuwait

Owner: Al Manshar Real Estate Co.
Management Company: GLA Property Management Company W.L.L.

Al Kout Mall used a digital only strategy during their 45-day long campaign to promote the centre's grand opening and celebratory events, competitions, promotions, and activities.



BurJuman's Social Tree
BurJuman Centre
Dubai, United Arab Emirates

Owner: Saif Al Ghurair Real Estate Group
Management Company: BurJuman Centre LLC

Burjuman's 8.4-meter tall tree structure was the backdrop for three seasonal social media campaigns that enticed visitors to share their selfies using a designated hashtag for an opportunity to win prizes.

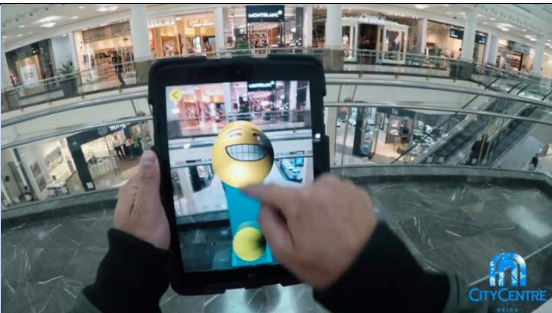


SIMPLY Influencing Dubai
Mall of the Emirates
Dubai, United Arab Emirates

Owner/Management Company: Majid Al Futtiam Properties

MOE invited four international social media influencers and 25 popular local and regional personalities to participate in their 'Simply Dubai' digital campaign promoting their luxury fashion offerings.

NEW/EMERGING TECHNOLOGY



Catch The Emoji-The Emoji Augmented Reality Game
City Centre Deira
Dubai, United Arab Emirates

Owner/Management Company: Majid Al Futtiam Properties

City Centre Deira challenged visitors to go in search of Emojis hidden throughout the centre, and to bring them to life using the centre's augmented reality equipped app, for an opportunity to win prizes.

PUBLIC RELATIONS






Winter Wonderland PR Support
The Galleria on Al Maryah Island
Abu Dhabi, United Arab Emirates

Owner: Joint Venture: Gulf Related and Mubadala Real Estate & Infrastructure (MREI)
Management Company: Gulf Related


The 'Winter Wonderland' campaign featured a tree lighting ceremony, a variety of dance and dramatic performances, themed workshops and activities, and the opportunity to visit Santa Claus at his grotto.

SALES PROMOTION AND EVENTS

	<p>RoboFun-Shaping the Future Leaders City Centre Deira Dubai, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>City Centre Deira's back to school campaign included a collaboration with a leading robotics company, to host a series of hands-on robot building workshops designed for visitors of all ages.</p>
	<p>MOE Fashion Live Mall of The Emirates Dubai, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>Mall of the Emirates invited their affluent and VIP customers to the centre's new luxury fashion wing for a gala dinner event and runway show unveiling the Spring Summer Fashion premium collections.</p>
	<p>Red Sea Mall Cup Red Sea Mall Jeddah, Saudi Arabia</p> <p>Owner: Red Sea Markets Management Company: Intimaa a subsidiary of SEDCO Holding Group</p> <p>The 'Red Sea Cup' initiative offered visitors the opportunity to unlock a locker containing a variety of gifts ranging from gift cards to televisions, as well as one grand prize award of a new Jeep vehicle.</p>

NOI ENHANCEMENT

Leasing

	<p>"Every Nook n Corner" - Efficient Utilisation of Unexploited Spaces Dalma Mall Abu Dhabi, United Arab Emirates</p> <p>Owner: The Developers Management Company: Dalma Mall</p> <p>Dalma Mall's comprehensive NOI Enhancement strategy included outfitting their parking lots with car maintenance and detailing services, valet parking, rental car zones, and electric car charging stations.</p>
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Marketing/Sponsorship



CFCM World Cup Arena - Welcome to Mini Russia
Cairo Festival City Mall
New Cairo, Egypt

Owner/Management Company: Al Futtaim Group Real Estate

Cairo Festival City Mall marked the Egyptian football team's participation in the FIFA 2018 World Cup competition with a dedicated fan zone featuring the largest outdoor screen environment in Egypt.



Sharjah's Lifestyle Destination
Zero 6 Mall
Sharjah, United Arab Emirates

Owner/Management Company: Alef Group
Management Company: Alef Group

Zero 6 is a new-generation community centre offering visitors a diverse selection of restaurants and cafes, al fresco dining areas, first to region retailers, entertainment, recreation and fitness amenities.

DESIGN AND DEVELOPMENT

New Developments



Riyadh Park Mall
Riyadh, Saudi Arabia

Development Company/Owner: Asala Holding
Design Architect: Benoy

Riyadh Park Mall offers a diverse mix of international, local, and food and beverage retailers, as well as a dedicated fashion zone, an external shopping street, and a host of enhanced customer amenities.



Tilal Al Naseem - The Souk
Makkah, Saudi Arabia

Development Company/Owner: Al Rajhi Investment Company
Management/Leasing/Finance Company: UAPM (Unified Asset & Property Management Company)

The iconic Tilal Al Naseem-The Souk development incorporates a world class retail podium, hotel, offices and residences, with a beautifully landscaped outdoor shopping boulevard and dining zone.



Zero 6
Zero 6 Mall
Sharjah, United Arab Emirates

Development Company/Owner: Alef Group
Design Architect: Schwitze

Zero 6 is a new-generation community centre offering visitors a diverse selection of restaurants and cafes, al fresco dining areas, first to region retailers, entertainment, recreation and fitness amenities.

Retail Store Design



Harvey Nichols
Doha Festival City
Doha, Qatar

Company: AL Mana
Architect/Designer: Four IV

The multi-level Harvey Nichols Store at Doha Festival City evokes luxury, combining marble, natural wood, and granite, with a subtle color design palette and innovative merchandise display units.



Optifashion
Dubai, United Arab Emirates

Company: Optifashion
Architect/Designer: AIC Design LLC

Optifashion offers the latest collections of designer frames and sunglasses, in an Italian-inspired environment incorporating natural finishes with geometric and organically shaped design elements.



White Robata
Kuwait City, Kuwait

Company: Gastronomica Middle East
Architect/Designer: Basil Al Salem and Harrissons

The White Robata is a Japanese-inspired open concept dining establishment featuring a variety of seating areas surrounding large BBQ pits where chefs prepare Asian influenced cuisine.

RETAIL EXCELLENCE

Entertainment, Music and Leisure



Sparky's Panorama
Panorama Mall
Riyadh, Saudi Arabia

Sparky's at Panorama Mall offers 14 amusement rides, skills and redemption games, a trampoline zone, 5-D cinema, food and beverage kiosks, and soft play areas, as well as a private special event room.

Restaurants



Burger Boutique
Dubai, United Arab Emirates

The Burger Boutique uses organic grass-fed beef devoid of antibiotics and hormones to prepare designer-worthy burgers in a welcoming environment with natural wood, plants, and stone accents.

BEST MENA RETAIL BRAND



Al Hokair Time Rabwa
Riyadh, Saudi Arabia

Al Hokair Time is an innovative family destination that includes Sparky's, Snowy Forest, a Sky Zone trampoline park, and a video games arcade, alongside a variety of cafes and food kiosks.



Fabyland
Dubai Festival City Mall
Dubai, United Arab Emirates

Fabyland at Dubai Festival City Mall offers a variety of amusement rides and attractions, a games arcade, and a variety of trendy cafes and food kiosks, designed to appeal to parents and children alike.



Slider Station
Manama, Bahrian

Slider Station is the world's first conveyer belt restaurant, offering visitors a variety of American specialties, iconic classics, and new-age styled tapas, in an industrial chic-inspired environment.

BEST NEW TECHNOLOGY IN RETAIL



ESL.inclusive by umdasch
Dubai, United Arab Emirates

The Electronic Shelf Labeling platform is an innovative and cost-effective way for retailers to digitally update and display merchandise information, product numbers, and pricing.



Nearbuy Group
Dubai, United Arab Emirates

The Dubai Mall incorporated robots, holograms, LED screens, touchscreen kiosks, and the latest technology, to offers visitors a phy-gital environment throughout their newest extension wing.



Yardi Systems Ltd
Dubai, United Arab Emirates

The Yardi Voyager 7S, system offers clients built-in modules for leasing, CRM, budgeting and forecasting, procurement, mobile inspections and maintenance, online tenant portals, and much, much more.