

# 2018 Asia-Pacific Shopping Center Awards Winners



## NEW DEVELOPMENTS



### Central Embassy Bangkok, Thailand

Silver  
Winner

**Development Company/Owner:** Central Group  
**Design Architects:** Pi Design, Yabupushelberg

Central Embassy is a 144,000 square metre mixed-use development incorporating an eight-story retail podium with a 37 floor Park Hyatt Hotel, uniquely connected together in the form of an infinity symbol.



### IOI City Mall Putrajaya, Malaysia

Silver  
Winner

**Development Company/Owner:** IOI Properties Group Berhad  
**Design Architects:** CallisonRTKL

The resort-styled IOI City Mall is a mixed-use development surrounded by parks, lakes and wetlands, with 4 million square feet of retail offerings combined with 4.5 million square feet of commercial space.



### Starfield Hanam Hanamsi, South Korea

Gold  
Winner

**Development Company/Owner:** Taubman Asia/Shinsegae Property  
**Design Architects:** Benoy

Starfield Hanam is a multilevel development set in an idyllic parkland location, that features luxury flagship stores, a variety of food and beverage offerings, and cultural and recreational facilities.



## RENOVATIONS/EXPANSIONS



### Chadstone Shopping Center Melbourne, Australia

Gold  
Winner

**Development Company:** Vicinity Centers  
**Owner:** Gandel Group and Vicinity Centers  
**Design Architects:** The Buchan Group in association with CallisonRTKL UK-Ltd.

The final phase of Chadstone Shopping Center's transformative renovation and expansion project included the relocation of 60 existing tenants, and the addition of 20 new luxury fashion retailers.



### Hong Kong Market (Yat Tung Market) Hong Kong

Silver  
Winner

**Development Company/Owner:** Uni-China (Market) Management Ltd.  
**Design Architects:** Uni-China (Market) Management Ltd.

The newly revamped and modernized Hong Kong Market took its design inspiration from Kowloon City of the 1960s, and features nostalgic signage and scenes, and a tribute to the paper craftsmen of yore.



### Ocean Terminal Extension Hong Kong

Silver  
Winner

**Development Company:** Harbour City Estates Limited  
**Owner:** Wharf Real Estate Investment Company Limited  
**Design Architects:** Foster + Partners

The newly completed Ocean Terminal Extension provides visitors, cruise passengers, and residents alike the opportunity to enjoy a spectacular 270-degree view of Victoria's famous harbor and skyline.



## **Open House** Central Embassy Bangkok, Thailand

Gold  
Winner

**Architects:** Klein Dytham architecture  
**Designers:** Klein Dytham architecture, Design M&A Co., Ltd.  
**M&E Team:** MITR Technical Consultant Co., Ltd.

Open House is an anchor zone on 6th floor of Central Embassy, Bangkok's retail beacon. An open area of 7,000 square metres, which provides a feeling of openness and ease, a sense of community and creativity within its multiple and seamlessly connected space.



## **SHIJIAN** Chaoyang Joy City Beijing, China

Silver  
Winner

**Architects:** Beijing Honggao Architectural Decoration Design Engineering Co., Ltd.

Chaoyang Joy City transformed three large-scale restaurants into a two-level, 3000 m2 restaurant environment, incorporating décor inspired by the New Chinese HUI style and the craftsman's spirit.



## **SIWILAI City Club** Bangkok, Thailand

Silver  
Winner

**Architects:** PI Design  
**Designers:** Yabu Pushelberg

The distinctive 'Siwilai City Club' is a beach-resort inspired environment comprising seven unique zones, to provide visitors with a variety of dining, leisure, and entertainment offerings.

## ADVERTISING



### To All Those Who Mum

Stockland  
Sydney, Australia

Gold  
Winner

Stockland's integrated Mother's Day campaign featured an emotional and heartwarming perspective on the diversity of the women who collectively share the bond of motherhood.

## CAUSE RELATED MARKETING



### TienDA sa Ayala Malls

Ayala Malls  
Makati City, Philippines

Gold  
Winner

**Owner/Management Company:** Ayala Land, Inc.

The TienDA sa Ayala Malls initiative jointly runs at seven centres across the Philippines, provides local farmers with a venue to sell their fresh-from-the-farm produce and goods in urbanized centers.



### Regional Women's Business Awards

Bendigo Marketplace  
Bendigo, Australia

Silver  
Winner

**Owner:** ISPT Super Property  
**Management Company:** Colliers International

Bendigo Marketplace established the 'Regional Women's Business Award' to recognize and celebrate the courage, leadership, achievements, and creativity of the area's most inspirational business women.



## CAUSE RELATED MARKETING



### Garden City Memory Café

Garden City Shopping Centre  
Perth, Australia

Gold  
Winner

**Owner/Management Company:** AMP Capital Shopping Centres

The Garden City Memory Café is a safe, supportive, and inclusive space for people living with dementia to come together, enjoy a coffee, and connect through shared experiences and rediscovered memories.



### Vogue for Virtue 2018

Queensbay Mall  
Bayan Lepas, Malaysia

Silver  
Winner

**Owner:** CapitaLand Mall Asia

**Management Company:** Management Corporation of Queensbay Mall

Queensbay Mall's annual Vogue for Virtue event featuring the Model Search competition and the Charity Fashion Show has generated donations of \$20,000 US to benefit local and children's charities.



### #Stop Acid Sale

Viviana Mall  
Mumbai, India

Gold  
Winner

**Owner/Management Company:** Sheth Developers & Realtors Pvt Limited

Viviana Mall's initiative to raise awareness for the many victims of acid attacks, included a runway event featuring the female survivors who bravely stepped up to redefine the meaning of beauty.

## EMERGING/DIGITAL TECHNOLOGY



### **Frasers Galactic Passport** Frasers Property Management Services Pte Ltd. Singapore

Gold  
Winner

Frasers marked the launch of Star Wars: The Last Jedi with the 'Frasers Galactic Passport', a gamification concept embedded within their new mobile app that rewarded shoppers at every touchpoint.



### **IPC's Mood Menu – World's 1st Mood & Food Matching App** IPC Shopping Centre Petaling Jaya, Malaysia

Gold  
Winner

**Owner/Management Company:** Ikano Corporation

IPC's 'The Mood Menu' app developed in collaboration with music streaming giant Spotify, determines the mood of a user based on their current playlist and matches it with a food recommendation.



### **City Bubble @ SM Skywalk** SM Xiamen and SM Lifestyle Center Xiamen, China

Gold  
Winner

**Owner:** Xiamen SM City Co., Ltd.

**Management Company:** SM Shopping Center  
Management Corporation

The 'City Bubble' initiative invited visitors to express their emotions and mood using digital technology, and have their sentiments transferred to a balloon, or transmitted across an LED bullet screen.

## GRAND OPENING, EXPANSION & RENOVATION



### Reinventing an Icon Toombul Shopping Centre Nundah, Australia

Gold  
Winner

**Owner/Management Company:** Mirvac Retail

Mirvac embarked on an extensive renovation project accompanied by a reinvention campaign to position the newly acquired Toombul Shopping Centre as an authentic, urban community hub.

## INTEGRATED DIGITAL CAMPAIGNS



### Landmark North x WeChat – Summer O2O WeChat Café Landmark North Hong Kong

Silver  
Winner

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

Landmark North partnered with WeChat to create 'WeChat Life'—four new app functions allowing users to easily park, shop, dine and play, and introduced them at the world's first O2O café and art gallery.



### ArtQuarium Stockland Riverton Riverton, Australia

Silver  
Winner

**Owner:** Stockland, Willeri Trust  
**Management Company:** Stockland

Stockland Riverton's immersive 'ArtQuarium' installation incorporated responsive digital sensors that allowed visitors to interact with illustrated creatures in real-time with a simple touch of their hand.





## Lunar New Year 2018 in Augmented Reality

World Square  
Sydney, Australia

Gold Winner

Owner: Arcadia and ISPT  
Management Company: JLL

World Square's Lunar New Year celebration featured live AR experiences, an interactive Treasure Hunt, and the opportunity to bring the centre's iconic dragon to life and interact with him on a giant screen.

## MARKET POSITIONING AND BRAND AWARENESS



## Chadstone – The Fashion Capital, Entertainment Series (Extended Trade)

Chadstone  
Melbourne, Australia

Gold Winner

Owner: Vicinity Centres and the Gandel Group  
Management Company: Vicinity Centres

The 'Entertainment Series' at Chadstone featured carnival styled events every weekend, as part of the centre's strategy to promote their extended weekend hours, and lifestyle and leisure amenities.

## PUBLIC RELATIONS AND EVENTS



## Nature Connects – Animal Edutainment

Chengdu International Finance Square (Chengdu IFS)  
Chengdu, China

Gold Winner

Owner/Management Company: Wharf China Estates Limited

Chengdu's 'Nature Connects' initiative featured a large-scale exhibition of safari animals made from 1 million LEGO pieces, complemented by interactive games, activities, and themed trivia and contests.

## PUBLIC RELATIONS AND EVENTS



### Seafood Expo Maritime Market (Tsing Yi Market) Hong Kong

Silver  
Winner

**Owner/Management Company:** Uni-China (Market) Management Ltd.

The Seafood Expo held at 11 Hong Kong Markets showcased nearly 100 varieties of premium quality seafood, and included fish preparation demonstrations, made to order meals, and live auctions.



### Feature of HK CNY Miniature Exhibition Olympian City Hong Kong

Silver  
Winner

**Owner:** Sino Group  
**Management Company:** Olympian City 1 Management Company Limited, Olympian City 2 Management Company Limited, Sino Estates Management Limited

Olympian City collaborated with nearly 20 artists for their miniature art exhibition of Hong Kong's iconic cityscape, and incorporated AR technology to bring the quintessential CNY celebrations to life.



### Victoria & Albert Museum Shoes: Pleasure & Pain Exhibition Swire Properties Limited Hong Kong

Gold  
Winner

Swire Properties partnered with London's Victoria and Albert Museum to host the internationally acclaimed 'Shoes: Pleasure & Pain' Exhibition at five retail malls throughout Greater China.



## SALES PROMOTION/TRAFFIC ACTIVATION



### The Jungle Animal Kingdom

Shanghai ifc Mall  
Shanghai, China

Silver  
Winner

**Management Company:** Sun Hung Kai Properties

The 'Jungle Animal Kingdom' exhibition incorporated life-sized animal sculptures with innovative 3D holographic technology and animatronics, to bring the colourfully decorated animals to life.



### Learn with Fun: S.T.E.A.M. Lab Series

Tai Po Mega Mall  
Hong Kong

Silver  
Winner

**Owner:** Sun Hung Kai Real Estate Agency Limited

**Management Company:** Kai Shing Management Services Limited

Tai Po Mega Mall's innovative 'STEAM' program featured interactive workshops that combine science, technology, engineering, and mathematics courses, with the principles of art and design.



### Neighborhood Earth

INDIGO, Beijing  
Beijing, China

Gold  
Winner

**Owner:** Swire Properties Limited & Sino-Ocean Land Holding Limited

**Management Company:** Beijing Indigo Property Services Company Limited

The 'Neighborhood Earth' exhibition at INDIGO featured an innovative hemisphere-shaped cinema to offer visitors a 360-degree experience as they embarked on an amazing journey to the solar system.

## COMMUNITY SUPPORT AWARD



### Mid Autumn Festival 2017

Sunway Putra Mall  
Kuala Lumpur, Malaysia

Winner

**Owner:** Sunway Putra Mall

**Management Company:** Sunway REIT Sdn Bhd

Sunway Putra Mall celebrated their diverse community with a multi-faceted Mid Autumn Festival, that included a clothing drive, cultural activities, workshops, and events, and the creation of a spectacular Lantern made from recycled goods. The centre partnered with Kloth Cares—a local organization that repurposes donated clothing and fabrics into unique bags, purses, and clothing items, and uses the sales proceeds to support programs for less privileged youth in the community.



