

# ICSC Global Awards

China

## ICSC China Shopping Center Awards 2015 2015年 ICSC中国购物中心大奖

A celebration of excellence within China's retail real estate industry  
表彰中国商业地产行业的卓越成就

WINNERS

# 2015



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## TRADITIONAL MARKETING

### SILVER

*"I AM HERE!" Giant Panda Art & Charity Grand Opening Campaign  
Chengdu IFS  
Chengdu, China*

**Owner:** The Wharf (Holdings) Limited

**Management Company:** Chengdu Harriman Property Management Company Limited

**Professional Recognition:**

Christina Hau, General Manager (Operations), Wharf China Estate Ltd.  
Winnie Wong, Branding and Customer Relationship Manager, Wharf China Estate Ltd.



This attention grabbing campaign featured a giant panda climbing the center's façade. The "I AM HERE!" campaign initiatives included an opening day parade with live performances, in-center promotions and events, a commemorative sculpture, an exhibition and a public auction of celebrity-designed panda sculptures, with proceeds going to a Panda rehabilitation and conservation center. The innovative and comprehensive campaign generated extensive attention and excitement for the new center, while generating public and media awareness for the local organisation, Panda Base.

### SILVER

*JOY 24hrs Fashion Walking Campaign  
Joy City Centers  
Beijing, China*

**Owner/Management Company:** Cofco Land Limited

**Professional Recognition:**

Wugufeng, Deputy General Manager, Business Operation and Management Department, Cofco Land

Xuzhen, Marketing Director, Business Operation and Management Department, Cofco Land

Weijianping, Deputy General Manager, Shanghai JOY CITY

Zhaozhuo, Media Supervisor, Business Operation and Management Department, Cofco Land



More than 12,000 competitors uploaded creative images of how they incorporate 'Joy' into their daily lifestyle for an opportunity to win a seven-day trip to Germany. Viewers used multiple social media sites, the center's website and in-center kiosks to choose 21 finalists from across the participating six centers, who then competed during a live-streamed event. The seven winners travelled to Germany to explore the country's fashion and cultural scene, reporting live daily via the campaign's website, Weibo and WeChat sites.



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## TRADITIONAL MARKETING

### GOLD

*The Amazing Power@Harbour City  
Harbour City  
Hong Kong*

**Owner:** The Wharf (Holdings) Limited  
**Management Company:** Wharf Estates Limited

**Professional Recognition:**  
Andy Tong, Director, Andy Tong Creations Company Limited  
Hong Kong Stuntmen Association

Harbour City's unique "Amazing Power" campaign promoted the launch of Hollywood's blockbuster movie "The Amazing Spider-Man 2". Visitors were "amazed" by live demonstrations of Spidey performing martial arts with local stuntman, engaged by an augmented reality experience, and tantalized by a delectable selection of themed food and beverage options. Younger super heroes were also entertained with a Lego exhibition, several workshops and activities, and were given the opportunity to participate in "The Little Spider Man Parade". The extensive 41-day long campaign drew more than 7 million people to the center, generating more than \$300 million USD in sales.



## EMERGING TECHNOLOGY

### GOLD

*Digital Arts Offerings and Their Allure to Trendy i-Generation Shoppers  
iapm mall  
Shanghai, China*

**Owner:** Sun Hung Kai Properties  
**Management Company:** Kai Shing Management Services Ltd.

**Professional Recognition:**  
Ms. Maureen Fung, General Manager – Leasing, iapm mall  
Mr. Chris Keung, Deputy General Manager – Leasing, iapm mall  
Ms. Janet Wong, Assistant General Manager – Leasing, iapm mall

Tech-savvy Shanghai residents enjoy their own personal tour of iapm mall's ongoing exhibition of art works and sculptures. Using their mobile or tablet device, visitors scan QR codes at the exhibit's stand to receive an e-flyer describing the displayed art of an internationally acclaimed artist. Guests may also pose for a 'selfie' at one of the two 'iart' camera kiosks—choosing their preferred background and accessories—before sending the image via e-mail or uploading it to Weibo. Launched in August 2013, this ongoing campaign combining technology with art appreciation draws an average of 3 million visitors each month.





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## EMERGING TECHNOLOGY

### GOLD

*WeChat Public Number of Shanghai Joy City  
Shanghai Joy City  
Shanghai, China*

**Owner/Management Company:** Cofco Land Limited

**Professional Recognition:**

Wei Jinping, Vice Manager, Shanghai Joy City  
Hu Zhenyu, Director, Shanghai Joy City  
Tian Rujing, Director Assistant, Shanghai Joy City

The 'WeChat Public Number' smart social platform combines Joy City's website, WeChat interface and its mobile app, to transmit details about the center's events and activities, send retailer promotional information, host online games and contests, and even allow customers to pay for their purchases. Their newly launched customer loyalty program attracted more than 10,000 members in the first month alone. This technologically innovative initiative is the most successful shopping center cross-platform integration in China.



## NEW RETAIL CONCEPTS

### SILVER

*GROUPON Concept Store  
Hong Kong*

**Type of Merchandise:** General Merchandise

**Professional Recognition:**

Company: GROUPON  
Architects/Designer: HEAD Architecture and Design Limited

This stunningly sleek showroom is modeled on a first-class business lounge, with large flow-through areas featuring product displays and stylized counters with iPads and iMacs in place of the usual point of sale terminals. This world-class, first of its kind concept combines Groupon's deal-of-the-day online presence with a high-street retail environment, transitioning the brand into a mixed online and offline retail proposition, whilst providing customers a physical presence to order and collect their purchases.





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## NEW RETAIL CONCEPTS

### GOLD

*Great Food Hall  
Hong Kong*

**Type of Merchandise:** Supermarket

**Professional Recognition:**

Company: AS Watson  
Architects/Designer: HEAD Architecture and Design Limited

Located in the basement of one of Hong Kong's premiere shopping centers, Great Food Hall is a 2,200 square meter supermarket which strategically incorporates existing columns and structural elements to artfully display their wares. And with the use of irreverent and humorous photography and graphics—among them images of sushi on kebab skewers and earrings made of broccoli—customers are easily and quickly guided to their preferred food product destination.



## DESIGN/DEVELOPMENT

### Renovations/Expansions

### SILVER

*SM Skywalk – SM City Xiamen & SM Lifestyle Center  
Xiamen, China*

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

Total Retail Space: 238,125 sq.m.  
Number of Stores: 683

**Professional Recognition:**

Management Company: SM Prime Holdings  
General Contractor: Fujian 18 Heavy Industries Co., Ltd.

SM Skywalk is a 70 metres long, 5 metres high footbridge connecting two SM malls across a major arterial road. The enclosed walkway provides users a safe round-the-clock passage between the second floor interiors of each center, while offering a climate controlled and well-lit environment in which to travel. Since its launch in September 2013, both SM centers have realised substantial Year Over Year sales and traffic increases—with one center retailer achieving a sales increase of greater than 1,000%.





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## DESIGN/DEVELOPMENT

### Renovations/Expansions

#### GOLD

*Times Square  
Hong Kong, China*

**Owner/Developer/Management Company:** Times Square Limited

Total Retail Space: 126,687 sq.m.  
Number of Stores: 216

**Professional Recognition:**

Project Architects: Ronald Lu & Partners  
Design Architects: Times Square Limited

The 17-level center's transformation, carried out over a five-year period, incorporates high-speed lifts and escalators to allow faster access between levels, with a dedicated express lift service from the center's basement carpark to the upper level's food offerings. The increased accessibility helped the Times Square draw higher end retailers and restaurants, achieving a 100% occupancy rate, while realising double-digit retail sales growth in Hong Kong's congested marketplace.



## DESIGN/DEVELOPMENT

### New Developments

#### SILVER

*China Overseas Plaza-Unipark  
Jinan, China*

**Owner/Developer:** China Overseas Holdings, Ltd.  
**Management Company:** China Overseas Commercial Properties Management Company

Total Retail Space: 8,640 sq.m.  
Number of Stores: 37

**Professional Recognition:**

Design Architects: JERDE, Callison (Interiors)

The Plaza-Unipark Jinan is a mixed-use regional city complex with a landmark 33-level office tower and five levels of integrated commercial space. The complex includes new-to-market retail shops, destination restaurants, a supermarket, department store, and a 7-screen cinema with a 340-seat IMAX experience. Extensive landscaped plazas and open space incorporate community event areas, pocket parks, water features and an ice rink. This dynamic social environment harmoniously combines shopping, leisure and work space with a rich collection of public amenities.





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## DESIGN/DEVELOPMENT

### New Developments

#### GOLD

*Chengdu IFS*  
*Chengdu, China*

**Owner/Developer:** The Wharf (Holdings) Limited

**Management Company:** Chengdu Harriman Property Management Company Limited

Total Retail Space: 210,000 sq.m.  
Number of Stores: 264

**Professional Recognition:**

Design Architects: Benoy

Production Architects: LWK & Partners (HK) Ltd.

Graphic Designer: Benoy

Landscape Architects: Hassell Ltd.

Lightening Designer: Duo Lighting Design + Associates

Leasing Company: Long Jin Development (Chengdu) Company Limited

General Contractor: China State Construction Engineering Corporation

This premiere development incorporates two premium Grade-A office towers, a five-star hotel, and high-end residential properties with a flagship shopping center at the heart of the complex. With a comprehensive mix of international luxury, designer fashion, and lifestyle brands, combined with diverse food and beverage options, recreational, public event, and entertainment amenities, Chengdu IFS has become a prominent landmark destination at the apex of one of China's most historical cities.



#### GOLD

*iapm mall*  
*Shanghai, China*

**Owner:** Sun Hung Kai Properties

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

Total Retail Space: 110,000 sq.m.  
Number of Stores: 238

**Professional Recognition:**

Design Architects: Benoy

Leasing Company: Sun Hung Kai Real Estate Agency Limited

Shanghai's iapm mall provides local customers with a trendy shoppertainment experience in an ultra-modern environment. The center's chic and innovative design incorporates double-height store fronts with unique waved ceilings and accent lighting to house a vast array of luxury brands, including many new-to-market brands. The center has brought new energy to the Puxi district with its late night shopping concept, and has further established itself as a pivotal tourist destination with its functional and aesthetically pleasing social spaces.

