



ICSC
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China

ICSC China Shopping Centre & Retailer Awards 2017

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



WINNERS

TRADITIONAL MARKETING

SILVER



World's First "Light Rose Hanging Garden"
Chengdu International Finance Square (CDIFS)
Chengdu, China

Owner/Management Company: The Wharf (Holdings) Limited

This first-of-its-kind art installation featured a garden of 25,000 white LED roses and positioned CDIFS as a unique experiential destination. The comprehensive campaign included celebrity and key opinion-leader endorsements, special events, charity auctions, and themed competitions.

It generated extensive media coverage that registered more than 360 million views, resulting in significant increases to centre traffic, category sales, and overall sales growth.

SILVER



2016 Art of World Sports
Landmark North
Hong Kong

Management Company: Kai Shing Management Services Limited

Owner: Sun Hung Kai Properties

Landmark North's "Art of World Sports" campaign was designed to showcase the close connection between art and sport and to promote the Olympic spirit during the 2016 Summer Games. Initiatives included a display of 27 motion-themed artworks, a ping pong paddle exhibition, and the unveiling of the world's first 360 degree ping pong table. Supported by a multifaceted marketing campaign, Landmark North saw a 23% increase in traffic, a 33% increase in overall sales, and attracted media coverage with a PR value of over two million USD.

TRADITIONAL MARKETING

SILVER

*Lee Tung Avenue PR Campaign
Lee Tung Avenue
Hong Kong*

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

This evolutionary urban lifestyle village is a harmonious blend of east-meets-west and is edged by a 200-meter long pedestrian walkway lined with trees. It features a lively mix of fashion, food-and-beverage, and leisure retailers, whilst its open plazas offer ideal spaces to host events, performances, and exhibitions. Lee Tung Avenue is rejuvenating Hong Kong's Wanchai area by offering a unique old-meets-new destination for dining, shopping, leisure, and cultural enrichment.



SILVER

*LINE FRIENDS
Shanghai Joy City
Shanghai, China*

Management Company: COFCO Land Limited, Shanghai Company
Owner: COFCO

Shanghai Joy City kicked off a worldwide campaign to introduce the Line Family's newest character: the fashion-savvy Choco. The campaign included large-scale centre installations, a series of themed events, pop-up stores, and retailer promotions, collectively attracting nearly 354,000 visitors and generating more than 10 million RMB in centre sales during the 66-day event.



TRADITIONAL MARKETING

GOLD

"We're all Smurfs!" Art Exhibition
Harbour City
Hong Kong

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

The focal point of the "We're all Smurfs!" campaign was an immersive 3D village installation featuring 35 of the iconic blue characters, displays of original artwork, a pop-up store with rare collectibles, live performances, and themed events and activities. Supported extensively through traditional marketing and online initiatives, Harbour City's 40-day summer campaign drew more than six million people, registering a 2% increase in both footfall and market share and generating HK \$2.3 billion in overall sales.

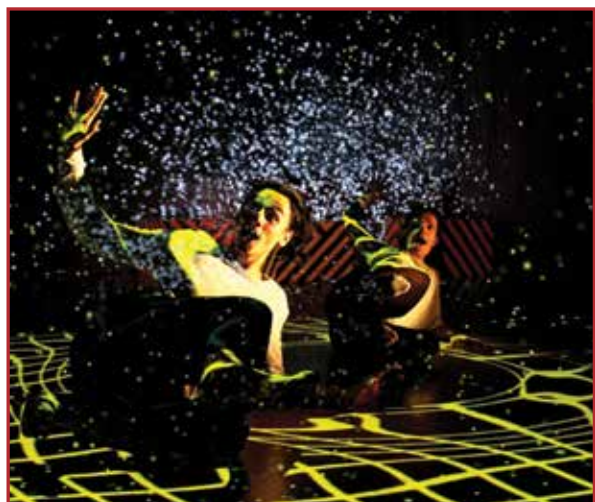


GOLD

Lumières Shanghai
The Hub
Shanghai, China

Owner/Management Company: Shanghai Rui Qiao Property Development Co., Ltd.

Lumières Shanghai, the largest lighting festival of its kind, featured inspiring lighting installations, a series of theatrical light-art performances, a festive outdoor market complete with street artists, and a comprehensive schedule of sales promotions and activities. Throughout the month-long initiative, The Hub saw year-over-year visitor footfall increases of 402%, sales revenue increases of 136%, and garnered extensive traditional and online media coverage with a PR value of more than 22 million.



EMERGING TECHNOLOGY

Silver

E-DA Easy Go Multi-Screen Interactive Member Service Application
E-DA Outlet Mall
Kaohsiung, Taiwan

Owner/Management Company: E-Da Development Corp.

E-DA Outlet Mall's "E-DA Easy Go" app is a multipurpose integration of AR technology and interactive games. By completing games, players gain access to exclusive events and earn points and rewards redeemable at centre retailers. The app has more than 8,000 registered users and membership is increasing by approximately 10% every month. Available on both mobile platforms, the app ranks high in customer satisfaction and has achieved a four-star rating on Google Play.



Silver

iapm Luxury Ride Reward
iapm mall
Shanghai, China

Owner/Management Company: Sun Hung Kai Properties

Shanghai's iapm mall teamed up with Didi, one of China's largest app-based taxi services, to offer their tech-savvy demographic an opportunity to bypass rush-hour taxi shortages. By simply logging onto the smart phone app to book their ride, users qualify for special rewards, discounts, and gifts, redeemable at centre retailers. This unique cross-promotional collaboration rewards users and has generated double-digit increases in sales turnover and visitor traffic.



EMERGING TECHNOLOGY

Gold

*ifc Game & Win Year-Round Digital Campaign
Shanghai ifc mall
Shanghai, China*

Management Company: Sun Kung Kai Properties (China)
Owner: Sun Kung Kai Properties

Ifc's "Game and Win" digital campaign was a series of themed activations and digital games incorporated into virtual reality, augmented reality, iBeacon technology, and an H5 webpage. It drew online users to the centre throughout the entire year-long promotion. Shanghai ifc's innovative O2O experiences significantly increased netizen and visitor engagement, generating increases of 20% in footfall and 23% in centre sales and an overall social media growth of over 89,600 followers.



Gold

*Electronic Credit Payment: Ant Check Later Installation
Xidan Joy City
Beijing, China*

Management Company: Xidan Joy City Co., Ltd.
Owner: COFCO Group

Xidan Joy City collaborated with Ant Check Later, a credit payment system, to become China's first shopping centre to accept online payments. This strategic alliance enables registered members to log on to the "Alipay" app on their mobile phones to pay for purchases or choose a repayment plan to suit their budgetary needs. The program attracted 7,500 new members and registered 16,752 purchases valued at more than 7.54 million Yuan within the first 30-day period.



DEVELOPMENT AND DESIGN

Silver

*Art Walk Mall N1
Taiyuan, China*

Owner/Development Company: Reliance China Real Estate Limited

Production Architects: TaiYuan Zhu Bo Architectural Design Co., Ltd

Design Architects: Shanghai L&L Architectural Design Firm

Art Walk Mall N1 is located in the urban Taiyuan centre. Its stunning black and grey design palette incorporates unique and diverse works of art, multimedia technology, and innovative architectural features with iconic and renowned fashion retailers. The multilevel development also houses an office block, cultural centre, design gallery, luxury residences, multiple food-and-beverage options, and a variety of services and amenities that cater to its affluent community.



Silver

*Chongqing Landmark Riverside Park
Chongqing, China*

Owner/Development Company: Hongkong Land, China Merchants Shekou Holdings

Design Architects: Paul Andreu Architect, LWK & Partners, Woods Bagot

Production Architect LDI: Chongqing Design Institute

Chongqing's Landmark Riverside Park lifestyle project is an organic mixture of iconic brands, small and medium-sized shops, cafes and restaurants, heritage buildings, and charming marble-tiled streets, surrounded by residential high-rises. Centrally located near the region's two main rivers, Chongqing Grand Theatre, and the Chaotianmen Harbour, Landmark Riverside Park is a must-visit destination for dining, entertainment, shopping, and discovery.



DEVELOPMENT AND DESIGN

Silver

*International Grand City
Guangzhou, China*



Development Company: Sun Hung Kai Properties Limited

Production Architects: AGC Design Ltd.

Architects: Architectural Design Consultant Callison LLC., AGC Design Ltd., Curtain Wall Design Consultant, ALT Cladding, INC / Konstruct West Partners Local Design Institute, Guangzhou Residence Architecture Design Institute Limited Company Structural Design

Set amidst expansive landscaped plazas and green spaces in the redeveloped CBD, International Grand City's eye-catching exterior resembles a finely cut diamond—reflective of the area's growing affluence and modern glamorous lifestyle—and contains an eight-level retail podium with more than 170 outlets. Located near cultural attractions and a bustling entertainment district, the development also includes a six-star Conrad hotel, office towers, luxury residences, and an IMAX theatre.

SILVER

*Sky Ring
Shanghai Joy City
Shanghai, China*



Owner/Development/Management Company: JOY CITY (Shanghai)

Production Architects: Shanghai Amusement Machine Engineering Co., Ltd.

Design Architects: RTKL International

Shanghai Joy City's Sky Ring is the only roof-suspension ferris wheel of its kind in China. Located almost 100 metres above ground and measuring 56 meters in diameter, Sky Ring contains 30 sleek, private compartments—each with a romantic, panoramic view of the city. This innovative attraction has become a must-visit destination and is anchored by a multilevel podium offering trendy fashions, artisans, food-and-beverage offerings, and interactive leisure zones.

DEVELOPMENT AND DESIGN

GOLD

*Parc Central
Guangzhou, China*

Total Retail Space: 44,360 sq. m.

Development Company: Hong Cheng Plaza Real Estate Development Co. Ltd

Owner: Sun Hung Kai Properties

Management Company: Guangzhou Kaisheng Property Management Co., Ltd

Production Architects: Project Architect - Ronald Lu & Partners / LDI; Huasen Architectural & Engineering Designing Consultants Ltd.

Design Architects: Benoy

Graphic Designers: Dutton Bray

Lighting Designers: LDP

Landscape Architects: Urbis Limited

General Contractors: Guangzhou Municipal Construction Group Co., Ltd

Leasing/Finance Company: Sun Hung Kai Real Estate Agency Limited

Parc Central's unique double fish design connects pedestrian bridges, common areas, and walkways, allowing easy access to all levels. In addition to international retail, the centre contains a cinema complex, multiple dining options, and a fully integrated transport hub. Parc Central is set amidst open parklands, landscaped grounds, sunken plazas, and eye-catching architectural elements, providing an urban oasis in which to shop, dine, or relax.



GOLD

*Yi Ou Lai Shanghai/ Shanghai Village
Pudong New Area, China*

Total Retail Space: 40,000 sq. m.

Owner: Shanghai Shendi Group Co., Ltd.

Development Company: Value Retail (Shanghai) Co., LTD and SMG China Retail

Design Architect: JRDV Urban International, Stantec Consulting International LLC, and PLAT Studio Inc.

Lighting Designer: Lighting Design Alliance and TonYan Ling Consultancy Inc.

Landscape Architect: PLAT Studio Inc.

General Contractor: Shanghai Shendi Construction Co., Ltd.

This pedestrian-friendly, open-air development features a curated selection of international and Asian luxury fashion brands housed in restored buildings. Luxury materials such as granite and limestone were used to make each building façade unique, and are complemented by Art Deco inspired signage and architectural elements. Shanghai Village's eight neighbourhoods include four fashion districts and three leisure zones; all are intricately connected by custom walkways and plazas and lead to a stunning harbourfront, accessible by boat or ferry.



DEVELOPMENT AND DESIGN

GOLD

*Heping Joy City
Tianjin, China*

Total Retail Space: 25,500 sq. m.

Owner: Tianjin Aozhong Development Co., Ltd., a JV company of GIC and HKRI (85%:15%)

Development Company: Tianjin Aozhong Development Co., Ltd

Design Architect: CGN Architects, Singapore

General Contractor: China Construction Fifth Engineering Division Corp., LTD

Asset Manager and Property manager: Joy City (Tianjin) Co., LTD

Positioning and Leasing: Joy City (Tianjin) Co., LTD; Insite Beijing Asset Management Group.



This former department store was transformed into a modern and sophisticated centre located in the city's central business district. The renovation project included a complete interior redesign to maximise pedestrian flow and connectivity, extensive interior and exterior upgrades, and a series of sustainability initiatives to improve operating efficiencies. With its more than 180 brands—including 60 new to the region—and its key central location, Heping Joy City draws nearly 100 million people each month and generates almost RMB 45 million in sales revenue.

NEW RETAIL CONCEPTS

SILVER

*Sharefoods Experience Café
Dongguan, China*

Type of Merchandise: Restaurant

Architects: HEAD Architecture and Design Limited

Interior Designer: HEAD Architecture and Design Limited

General Contractor: Dongguan Peng Fei Decoration Construction Limited



This unique retail concept is the latest iteration in a business that has grown beyond its roots; it combines the best natural and organic products available in Dongguan with an upscale market restaurant experience. Select produce, luxury merchandise, and beverages are artfully displayed for public purchase, whilst the open-concept dining area allows visitors to watch as chefs choose products and ingredients to prepare meals.

NEW RETAIL CONCEPTS



GOLD

*Sports Zone
Shanghai, China*

Type of Merchandise: Sporting Goods

Company: Shanghai Xin Bao Land Company Limited

Architects /Interior Designer: Chapman Taylor

General Contractor: Chapman Taylor

This innovative recreational destination is revitalizing the conventional retail experience and includes a basketball court, fencing institute, fitness club, multiple climbing walls, and a unique figure eight roller skating track. Adjacent zones contain 14 sporting goods retailers including Nike, Adidas, and Columbia, as well as a variety of healthy food and beverage offerings. Since its opening, Sports Zone has attracted more than two million visitors and generated sales of nearly RMB 20 million.





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