



# 2016

## *VIVA Award Winners*

ICSC's VIVA Awards honors and recognizes the most outstanding examples of shopping center marketing, design and development, sustainability and community service worldwide. Gold winners from all regional competitions are automatically entered to win.

For more information on the VIVA Awards program, or any of the regional award programs, please visit [www.icsc.org/globalawards](http://www.icsc.org/globalawards).



# 2016

## VIVA MARKETING AWARD WINNER



### Emporium Reimagined

Emporium Melbourne  
Melbourne, Australia

Management Company/Owner: Vicinity Shopping Centres

Emporium Melbourne's Reimagined campaign focused on the refurbishment of the 104-year-old center, highlighting its new cutting-edge architectural design that retained its heritage and historical significance. The multi-dimensional campaign utilized a diverse range of promotional elements, including trams, stylized and digital billboards and a specialized LED cube in Melbourne's CBD to generate massive media attention and firmly re-establish the center as a retail icon.





# 2016

## VIVA MARKETING AWARD WINNER



### RETAIL STORE

## **Walgreens Keeaumoku Flagship**

Honolulu, Hawaii

**Architects:** Architects Hawaii Ltd.

**Interior Designers:** Lester Ng, LEED AP BD+C

The new 36,700-square-foot store is locally inspired, locally relevant and architecturally significant in representing the Walgreens brand in one of Honolulu's primary gathering places. It pays homage to Hawaiian culture in a modern and contextually appropriate format, using the Ala Moana region's storied past for inspiration. Ultimately, it makes a contemporary, contextual and cultural statement.





# 2016

## VIVA RETAIL AWARD WINNER



### RESTAURANTS

#### **Kabuki**

**Shops at Don Mills  
Toronto, Ontario**

**Interior Designers: Dialogue 38**

The ownership's decision to open a new location at the prestigious Shops at Don Mills came with the task of updating the restaurant's brand identity. The all-natural material pallet is a reflection of the restaurant's raw food offerings—polished concrete floors, mosaic tile, steel rebar, walnut wood panels and raw hot-rolled steel work seamlessly to create a space that is warm and inviting with a high-end feel. This is evident the moment customers approach the restaurant, where they are met with a customized, one-of-a-kind 10-foot-high koi fish.





# 2016

## VIVA SUSTAINABLE DESIGN AND DEVELOPMENT



### **Mall Plaza Egaña**

Santiago, Chile

**Developer:** Mallplaza

**Architects:** HSS Arquitectos

**Total Retail Space:** 94,000 sqm

**Number of Stores:** 226

The 94,000-square-meter, 226-store Mall Plaza Egaña is a new urban center . . . a new benchmark for meeting and greeting. It promotes a pre-existing neighborhood identity, developed with complete urban harmony while establishing a new vision of art and modernity in shopping center design. It is the first sustainable mall in Chile, the result of intense work within the community. While maintaining the size and scope of a regional mall, its urban scale enhances its connectivity with the environment.





# 2016

## VIVA SUSTAINABLE DESIGN AND DEVELOPMENT



### Chengdu IFS

Chengdu, China

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

**Design Architects:** Benoy Ltd./LWK & Partners (HK) Ltd.

**Total Retail Space:** 210,000 sqm

**Number of Stores:** 254

Chengdu IFS is a world-class “city within a city,” with premium office space, a five-star hotel and luxury residences atop an eight-level, 210,000-square-meter, 254-store retail and lifestyle center. Highlighted by its Family Zone on two sub-ground levels, its High Zone with double-high storefronts, the Sky Zone featuring contemporary brands, and Sky Garden, a green roof space providing an urban oasis, Chengdu IFS sets a striking new benchmark for mixed-use development in Western China.





# 2016

## VIVA AWARD HONOREES



MARKETING

### 60 Years of Made in Italy

Pavilion KL

Kuala Lumpur, Malaysia

Management Company: Pavilion REIT Management Sdn Bhd

Owner: AmTrustee Berhad for Pavilion REIT





# 2016

## VIVA AWARD HONOREES



### MARKETING

#### #live2see20

Pickering Town Centre  
Pickering, Ontario

Owner: Ontario Pension Board  
Management Company: 20 VIC Management, Inc.





# 2016

## VIVA AWARD HONOREES



### RETAIL

#### Illy Cafe and Fountain Bar

Detroit Metropolitan Airport  
Michigan

Architects: inFORM

Interior Designers: Studio H2G





# 2016

## VIVA AWARD HONOREES



RETAIL

### Valmont Galerie Gastronomique

Quartier Dix30  
Brossard, Quebec

Architects: Régis Côté et Associés  
Interior Designers: GH+A





# 2016

## VIVA AWARD HONOREES



### RETAIL

#### Verizon Destination Store

Mall of America  
Bloomington, Minnesota

Architects/Interior Designers: Chute Gerdeman, Inc.



# 2016

## VIVA AWARD HONOREES



### DESIGN AND DEVELOPMENT

#### **Armada Shopping Centre**

Ankara, Turkey

**Developer:** Sogutozu Construction and Management, Inc.

**Architects:** Ali Osman Ozturk/A Tasarim Architecture and Consulting Ltd. Co.





# 2016

## VIVA AWARD HONOREES



### DESIGN AND DEVELOPMENT

#### **Beaugrenelle**

Paris, France

**Developer:** APSYS

**Architects:** Valode & Pistre



# 2016

## VIVA AWARD HONOREES



### DESIGN AND DEVELOPMENT

#### **Open Plaza Ovalle**

Ovalle, Chile

**Developer:** Empresa Constructora Ingevec

**Architects:** Uriarte Arquitectos

