



# VIVA AWARDS WINNERS



ICSC's VIVA Awards honor and recognize the world's most outstanding examples of shopping center marketing, design and development, sustainability, and community service.

For more information on the VIVA Awards program, please visit [www.icsc.org/globalawards](http://www.icsc.org/globalawards).



## MARKETING

### 2017 VIVA MARKETING HONOREES

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#### Acompáñame a la Escuela

Andino Shopping Center  
Bogotá, Colombia

**OWNER:** Horizontal Property

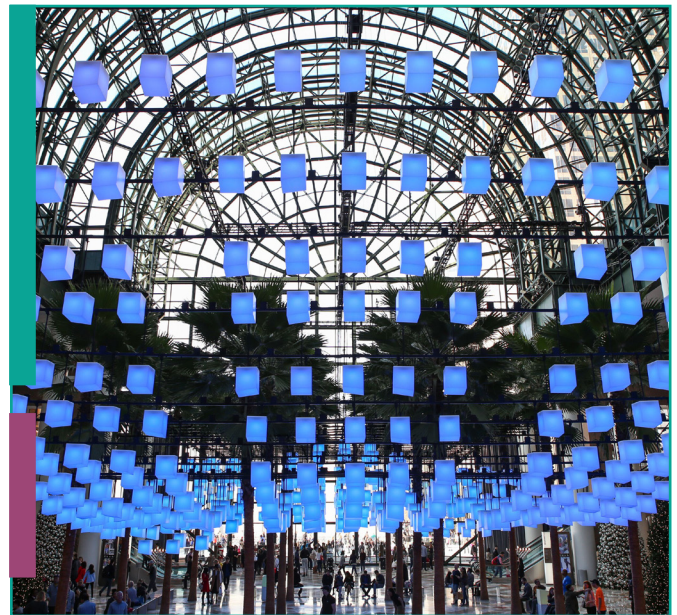
**MANAGEMENT COMPANY:** Andino Shopping Center



#### Holiday Festival

Brookfield Place New York  
New York, New York, United States

**MANAGEMENT COMPANY:** Brookfield





## MARKETING

### 2017 VIVA MARKETING HONOREES

#### Not Just Special, But Super!

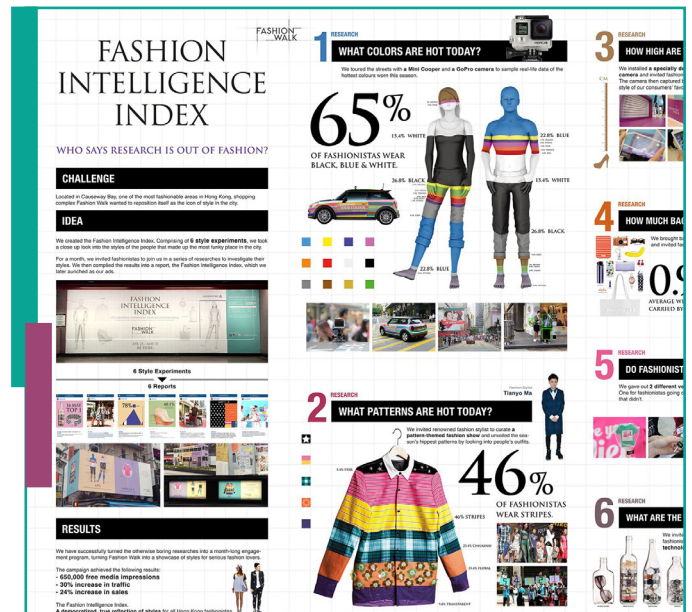
City Centre Deira  
Dubai, United Arab Emirates

**OWNER/MANAGEMENT COMPANY:**  
Majid Al Futtaim Properties

#### Fashion Intelligence Index

Fashion Walk  
Hong Kong

**OWNER:** Hang Lung Properties Limited  
**MANAGEMENT COMPANY:**  
Hang Lung Real Estate Agency Limited



## MARKETING

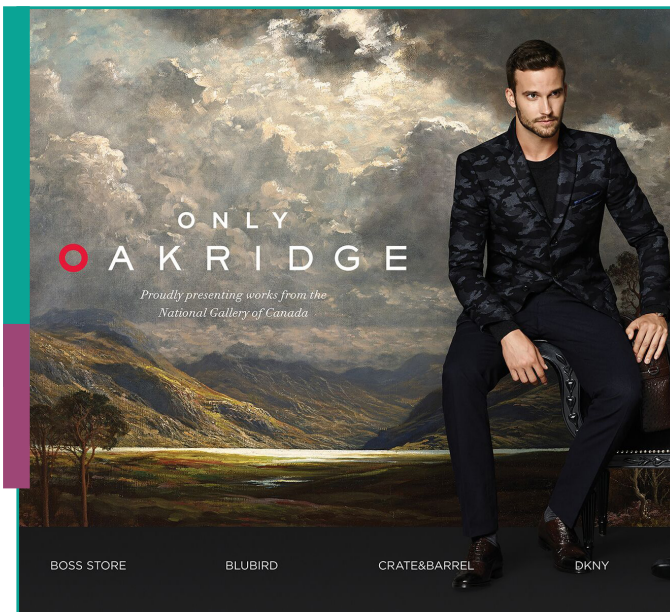
### 2017 VIVA MARKETING HONOREE

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#### **Only Oakridge**

Oakridge Centre  
Vancouver, British Columbia, Canada

**OWNER/MANAGEMENT COMPANY:**  
Ivanhoe Cambridge Inc.





## MARKETING

### 2017 VIVA MARKETING AWARD WINNER

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#### LIGHTROOM

Metropolis at Metrotown  
Burnaby, British Columbia, Canada

**OWNER/MANAGEMENT COMPANY:** Ivanhoé Cambridge Inc.

The LIGHTROOM at Metropolis at Metrotown was a twenty foot by thirty-five foot room paneled in mirror tiles where visitors could upload social media images and view them against a backdrop of twinkling lights. More than 78,000 people visited this first of its kind installation—generating 1.96 million digital media impressions and increases of 2% in traffic and 13% in specialty retail sales.



## RETAIL STORE DESIGN

### 2017 VIVA RETAIL HONOREES

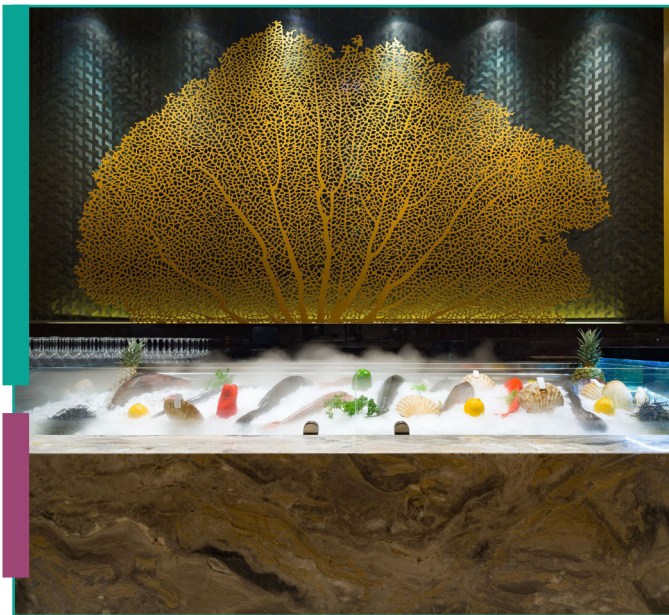
#### YU Seafood

Jubilee Square  
Richmond Hill, Ontario, Canada

**ARCHITECT:** George Chan

**INTERIOR DESIGNER:** Dialogue 38

**CONTRACTOR:** Cont-Top



#### This Way Out

Cape Town, South Africa

**OWNER:** Abrie Botman

**DESIGNER:** Plan It Design





## RETAIL STORE DESIGN

### 2017 VIVA RETAIL AWARD WINNER

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#### **Hudson Eats**

Brookfield Place  
New York, New York, United States

**COMPANY:** Brookfield Properties

**DESIGN ARCHITECTS:** BCV Architects; AvroKO

**EXECUTIVE ARCHITECT:** SpectorGroup

**DESIGNERS:** BCV Architects; AvroKO

**GENERAL CONTRACTORS:** BCV Architects; AvroKO; SpectorGroup

Hudson Eats is a vibrant upscale dining terrace in lower Manhattan that features a curated range of fast-casual selections from a variety of chef-inspired and local eateries. Design elements include handmade tile walls, steel portals, custom lighting, marble and wood tables, and seating for up to 600 diners, against an expansive view of the Hudson River. This enhanced environment sets a new and elevated standard for food hall dining.





## DESIGN AND DEVELOPMENT

### 2017 DESIGN AND DEVELOPMENT HONOREES

#### East Village

Zetland, Australia

**OWNER/DEVELOPER:** PAYCE Consolidated Limited

**DESIGN ARCHITECT:** Koichi Takada Architects

East Village's uniquely urban design incorporates leading edge residences, top-notch amenities, a vibrant marketplace, and a large-format grocery store that specializes in fresh food offerings.



#### Frederiksberg Centret

Copenhagen, Denmark

**OWNER/DEVELOPER:** Danica Pension

**ORIGINAL ARCHITECTS:** KHR

**EXTENSION ARCHITECTS:** KHR; Haskoll

Frederiksberg's Scandinavian design combines dynamic shapes and lines, attractive textures, and quality materials to create a warm, comfortable ambience throughout the newly expanded center.



## DESIGN AND DEVELOPMENT

### 2017 DESIGN AND DEVELOPMENT HONOREES

#### Mall of Africa

Midrand, South Africa

**DEVELOPER:** Atterbury Properties

**ARCHITECT:** MDS Architecture

Mall of Africa's harmonious design blends with the natural beauty of its environment, featuring elements of wood and stone, an abundance of glass, and wide malls with high shop fronts.

#### Mallplaza Oeste

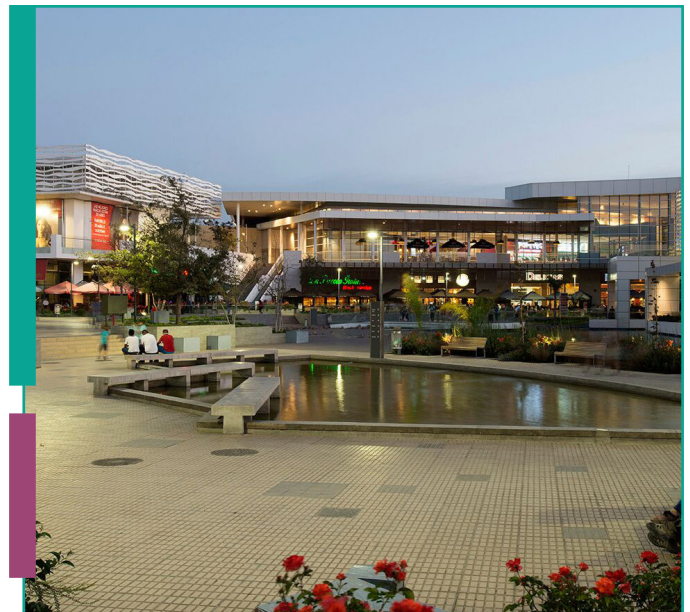
Santiago, Chile

**OWNER:** Plaza S.A

**DESIGN ARCHITECT:** TVS Design

**PRODUCTION ARCHITECTS:** Luis Villanueva Arquitectos Ltda; Brito Navarro Arquitectos

Mallplaza Oeste's world-class design and expansion incorporates extensive dining, recreation, and outdoor entertainment options—as well as several exclusive retailers and brands.





## DESIGN AND DEVELOPMENT

### 2017 DESIGN AND DEVELOPMENT HONOREES

#### Tysons Corner Center

McLean, Virginia

**DEVELOPER:** Macerich

**OFFICE DEVELOPER:** Hines

**RESIDENTIAL DEVELOPER:** Kettler

**HOTEL DEVELOPER:** Woodbine

**OWNER:** Macerich; Alaska Permanent Fund Corporation (APFC)

**ARCHITECT:** CallisonRTKL

Tysons Corner's redevelopment project included extensive upgrades to nearly 75% of the existing center's interior and the addition of a lushly landscaped and elevated plaza area.

#### Zorlu Center

Istanbul, Turkey

**DEVELOPER:** Zorlu Yapi Yatirim A.S.

**OWNER:** Zorlu Group

**ARCHITECTS:** Emre Arolat; Murat Tabanlıoğlu

Zorlu Center is a truly aspirational mixed-used development that includes a diverse mix of luxury brands, world-renowned restaurants, a performing arts center, luxury hotel, and high-end residences.





## DESIGN AND DEVELOPMENT

### 2017 VIVA DESIGN AND DEVELOPMENT AWARD WINNER

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#### **Markthal Rotterdam**

Rotterdam, Netherlands

**DEVELOPER:** Provast

**OWNER:** Klepierre Management Nederland BV

**BUILDING ARCHITECT:** MVRDV

**ARTWORK ARCHITECT:** Arno Coenen en Iris Roskam

Markthal Rotterdam's unique shape and colorful interior, complemented by stunning artwork and 3D photographic images, houses the Netherlands' largest food market of its kind, spanning an area of 9600 square meters. It also includes a diverse mix of retailers, high-end apartments, and a parking level (partially built underwater) that can accommodate 1200 vehicles. More than 8 million people visited this innovative development in the first 18 months of operation, firmly establishing the market as a popular urban meeting place.



## DESIGN AND DEVELOPMENT

### 2017 VIVA SUSTAINABILITY AWARD WINNER

#### **Mall of Istanbul**

Istanbul, Turkey

**OWNER/DEVELOPER:** Torunlar Reic

**ARCHITECT:** DDG USA

The Mall of Istanbul spans more than 162 thousand square meters. Phase 1 includes four residential blocks, offices, a mix of entertainment and dining options, and a shopping center with 350 retailers. The LEED Gold Certified center incorporates skylight roofing, a greywater drainage system, and a 90% usage rate of LED lights. Five separate atriums offer excellent connectivity to the wide mall galleries and provide an abundance of natural light in which to visit the center's impressive offerings.

