



Global
Awards
Asia-Pacific

2019 Asia-Pacific Shopping Center Awards Winners



AWARDS CATEGORIES

DESIGN AND DEVELOPMENT

The Design and Development category recognises retail properties for their overall design qualities and creativity in development, through renovation or expansion of an existing property or innovative design of a new retail project.

RETAIL

This category recognises innovative and creative retail concepts throughout the Asia-Pacific region.

MARKETING

Advertising

Strategic communications that advertise a shopping centre or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign.

Business-to-Business (B2B)

Marketing communications initiated by a shopping centre and directed to other businesses (not consumers), such as retailers, specialty retailers, trade groups, investors, suppliers or other targeted commercial interests.

Cause-related Marketing

A single or ongoing event, programme or project that primarily benefits a charitable or community need, interest or cause.

Emerging Digital Technology

The most current and innovative use of website, mobile, interactive or any other online component that creates a brand experience.

Grand Opening, Expansion and Renovation Marketing Campaigns

A comprehensive marketing campaign intended to introduce or reposition a new, expanded or renovated shopping centre.

Integrated Digital Campaigns

Programmes consisting of an integrated online, digital or social media campaign executed as a significant component of an in-mall event or sales promotion.

Marketing Positioning and Brand Awareness

This category is for sustained and consistent marketing campaigns that contain multiple integrated elements that are implemented to position an overall centre or a merchandise category within a centre to its target audience.

Public Relations and Events

A planned public relations programme, event or initiative intended to primarily benefit the commercial interests of a shopping centre or company.

Sales Promotion/Traffic Activation

Programmes intended to directly impact retail sales and customer traffic, including efforts that target buyer conversion, shopping frequency, relative draw or market share.

New Developments

Changsha IFS

Changsha, China

Owner/Development Company:

Wharf China Estates Limited

Architects: Wharf China Estates Limited

The Changsha IFS development incorporates office towers, a hotel, 300 retailers, 70 dining options and a rooftop garden featuring the world's first permanent KAWS sculpture.



Gold Winner

ICONSIAM

Bangkok, Thailand

Owner/Development Company:

ICONSIAM Company Limited

Architects: Urban Architect

Inspired by Thai architecture and culture, ICONSIAM's 'city within a city' design includes luxury residences, retail, entertainment and fitness facilities, a museum and a public riverside park.



Gold Winner

MixC Shenzhen Bay

Shenzhen, China

Owner/Development Company:

China Resources Land

Design Architects: Lead8

Production or Executive Architects: Architectural Design and Research Institute of Guangdong Province

The MixC Shenzhen Bay's harmonious design blends high-end, contemporary and lifestyle offerings, with cultural elements inspired by the coastal mangrove forest of Shenzhen.



Silver Winner

Suzhou Hong Leong City Center

Suzhou, China

Owner/Development Company: Suzhou Global City Genway Properties Co., Ltd.

Design Architects: Aedas

Production or Executive Architects: Suzhou Institute of Architectural Design Co., Ltd./Aedas

Suzhou Hong Leong City Center seamlessly blends into the city's picturesque setting and features a commercial podium and four towers inspired by the region's famed tea plantations.



Silver Winner

Renovations/Expansions

Grand Gateway 66 North Building

Shanghai, China

Development Company: Shanghai Kong Hui Property Development Co., Ltd.

Owner: Hang Lung Properties Limited

Design Architects & Interior Design: Elena Galli Giallini Ltd. – Architecture & Design

Facade Design: Girimun Architects

Grand Gateway 66's renovation project included interior and exterior upgrades, improved circulation routes and a revamped food street with indoor and outdoor dining zones.



Silver Winner

Renovations/Expansions

Red Market (Kwong Yuen Market)

Hong Kong SAR, China

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

Architect: Victor Lo

Production or Executive Architects: Uni-China (Market) Management Ltd.

Hong Kong's Red Market incorporates industrial loft design elements with smart technology and operational systems, to create a modern, fresh market environment with a retro feel.



Shanghai Shimao Festival City

Shanghai, China

Development Company: Shanghai Shimao Commercial Investment Co., Ltd.

Design Architects: Kokaistudios

Production or Executive Architects: ECADI

The newly transformed Shimao Festival City offers improved circulation routes, enhanced access points, upgraded centre finishes and facades and several first-region flagship stores.



T.O.P This Is Our Place

Hong Kong SAR, China

Owner/Development Company: Link Asset Management Limited

Owner: Link Asset Management Limited

Architects: Aedas

TOP is a vibrant and energetic retail podium with edgy, industrial-themed décor elements, offering trendy retailers and dining options alongside a curated programme of experiential events.



Sunshine Plaza

Maroochydore, Australia

Development Company: Lendlease

Owner: APPF Retail and The GPT Group

Design Architects: Buchans

Production or Executive Architects: CallisonRTKL

Sunshine Plaza's redevelopment project included the addition of a new two-level mall, 3,000 parking spaces, 100 specialty stores and a waterfront leisure and restaurant precinct.



Retail

DUTY ZERO

Hong Kong SAR, China

Company: CDF-Lagardere Company Limited

Architect: CallisonRTKL (Architectural Designer);

Design 2 HK Ltd. (Local Architect)

Designer: CallisonRTKL

Hong Kong's International Airport's 'Duty Zero' shop is a unique, two-level shop-within-a-shop environment, featuring innovative tasting stations and a distinctive portal gate entrance.



Food Garden (Heng On Market)

Hong Kong SAR, China

Company: Uni-China (Market) Management Ltd.

Architects: Uni-China (Market) Management Ltd.

Designers: Victor Lo

Food Garden's modern interior houses a variety of local meats and produce, hard-to-find ingredients and fresh herbs, as well as a dining zone offering a variety of made-to-order foods.



Business-to-Business B2B

SOOKSIAM
ICONSIAM
 Bangkok, Thailand

Owner/Management Company: ICONSIAM Company Limited

SOOKSIAM is a 14,000-square-meter environment featuring authentic handicrafts, artworks, street foods and fresh produce, representing the best of what Thailand has to offer.



The Kindle Project: Internship Program

U.P. Town Center
 Quezon City, Philippines

Owner/Management Company: Ayala Land Inc.

U.P. Town Center offers a six-week long internship for local students, offering them the opportunity to perform a rotating variety of roles required for day-to-day mall management.



Cause Related Marketing

SM Children's Happy Home

SM Supermalls China
 Xiamen, China

Owner: SM Prime Holdings, Inc.
Management Company: SM Supermalls China

SM Supermalls China created two specialised houses in rural locations for left-behind children to learn, play and interact with each other, whilst away from their migrant parents.



Connecting Communities with PRIDE – Virtuous Retail Celebrates India's First LGBTQI Pride Month

Virtuous Retail Centres
 Bengaluru, India

Four Virtuous Retail centres proudly waved the rainbow flag during India's first ever Pride Month and celebrated the individuals who have broken through gender and societal barriers.



Autsome Is Awesome

Sunway Putra Mall
 Kuala Lumpur, Malaysia

Owner: RHB Trustees Berhad
Management Company: Sunway REIT

Sunway Putra Mall's three multi-sensory 'Wonder Rooms,' combined with a variety of sensory friendly events and activities, provides an inclusive shopping environment for people with Autism Spectrum Disorder.



Emerging/Digital Technology

Sunway Pyramid Mobile App

Sunway Pyramid
 Subang Jaya, Malaysia

Owner/Management Company: Sunway REIT Management Sdn Bhd

Sunway Pyramid's innovative mobile app offers users personalized content, exclusive rewards and discounts, and real-time centre navigation using Google Indoor Maps.



Grand Opening, Expansion and Renovation

ICONSIAM Grand Opening

ICONSIAM

Bangkok, Thailand

Owner/Management Company: ICONSIAM Company Limited

ICONSIAM hosted an opening-day preview tour for 1,500 media members, and a legendary invitation-only party attended by 1,000 international artists, local influencers and VIPs.



Gold Winner

Market Positioning and Brand Awareness

Style Hashtags

Nexus Malls

Mumbai, India

The Style Hashtags initiative at Nexus Malls included 24 unique campaigns throughout the year, promoting fashion and design ideas suited to seasonal, cultural and special occasion events.



Gold Winner

Integrated Digital Campaigns

A Beary Merry Christmas at the Malls of Frasers Property

Frasers Property Singapore
Singapore

The 'A Beary Merry Christmas' campaign included an online game and in-centre gaming activations inviting visitors to find themed QR decals for an opportunity to win prizes.



Gold Winner

Public Relations and Events

ICONSIAM P.R. Campaign

ICONSIAM

Bangkok, Thailand

Owner/Management Company: ICONSIAM Company Limited

ICONSIAM's multi-faceted campaign highlighting their distinctly Thai nature, attracted 1,000 reporters from around the world to their opening day events, and generated coverage in 16 top-tier media outlets, 300 print sources, 14 television broadcasts, and 1,500 digital environments.



Gold Winner

Kai Tak Airport Visual Retrospective

@Mikiki

Mikiki

Hong Kong SAR, China

Owner: Sun Hung Kai Real Estate Agency Limited

Management Company: Hong Yip Service Company Limited

Mikiki's retrospective photography exhibition of the legendary Kai Tak Airport, featured interactive zones replicating the former airport's arrivals hall, control tower and runway.



Silver Winner

#AweSM: SM Celebrates 60

SM Supermalls

Pasay City, Philippines

SM Supermall's multifaceted 60th Anniversary campaign included 60 themed events, activities and promotions, as well as a series of employee-recognition and engagement programmes.



Silver Winner

Sales Promotion/ Traffic Activation

\$2 EATS

Bendigo Marketplace

Bendigo, Australia

Owner: ISPT Super Property

Management Company: Colliers International

Bendigo Marketplace offers family-friendly entertainment alongside a variety of \$2 food-and-beverage items, every Friday from 4:00 – 9:00 pm.



Silver Winner

Harbour City Enhances Its 'Beauty Kingdom' Positioning by Building a Community with Shareable Experiences

Harbour City

Hong Kong SAR, China

Owner/Management Company: Harbour City Estates Ltd.

Harbour City partnered with the world's premium beauty brands to host nine mega events incorporating weekly product launches, parties, celebrity appearances and themed activities.



Gold Winner