



Viva Award Winners

2014

The International Council of Shopping Center's annual VIVA "Best-of-the-Best" 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 "Best-of-the-Best" Awards program, or any of the regional Award Programs, please visit www.icsc.org/globalawards.



VIVA “Best-of-the-Best” – Overall Marketing Winner

CentrO Christmas Wonderland
CentrO
Oberhausen, Germany

Owner: Canada Pension Plan Investment Board
Management Company: CentrO Management GmbH

After 16 years of operating the traditional Christmas Market, CentrO Mall wanted to try a new approach. They needed something innovative to give the center a shot in the arm and refresh its image in the minds of shoppers and Oberhausen residents. The Christmas Wonderland campaign was a marketing and revenue driven project that transformed the mall with over 3 million light bulbs, 65,000 Christmas decorations and three different Christmas Markets instead of one overall theme. The campaign boosted visitor appeal for the center and substantially increased footfall and profit streams for the Christmas Market season. The results were phenomenal: the project increased income by over \$650,000, generated a gross profit of \$1,080,000 plus and achieved an ROI of 46.6%.



VIVA “Best-of-the-Best” – Evolving Marketing Winner

Rubber Duck @ Harbour City
Harbour City
Hong Kong

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

Harbour City’s creativity helped spread joy around the city by inviting the gigantic inflatable Rubber Duck exhibition to Hong Kong. To raise the online presence of Harbour City locally and internationally, the center invited internationally acclaimed artist Florentin Hofman to exhibit his masterpiece, a 16.5-meter large Rubber Duck at Victoria Harbour. With Victoria Harbour as its giant bathtub, the Rubber Duck was literally a maritime art exhibition, attracting global media coverage, drawing unprecedented levels of mall traffic and sales, and further establishing Harbour City as the destination in Hong Kong. The integrated online campaign increased mall traffic and sales, and achieved the goal of bringing joy and happiness to the city.



VIVA “Best-of-the-Best” – Development and Design Winner

City Creek Center
Salt Lake City, Utah

Total Retail Space: 760,000 sq. ft.
Number of Stores: 112

Development Company: City Creek Reserve
Owner: The Taubman Company
Design Architects: Callison
Production or Executive Architects: Hobbs & Black Associates, Inc.

Rising in the heart of Salt Lake City, City Creek Center is the retail centerpiece of one of the nation’s largest mixed-use downtown redevelopment projects. This unique fashion and dining destination includes a new two-story retail center and over 500 residential rental units and over four levels of underground parking, all within a downtown setting that features spectacular views of Main Street and the surrounding mountains. The Center’s shopping and leisure space features a 30,000-square foot retractable roof, outdoor dining, a creek that runs through the property, a pedestrian sky bridge and two 18-foot tall waterfalls. Five years in the making, City Creek Center is truly an authentic urban, mixed-use experience, seamlessly weaving office towers, a hotel, condominiums and commercial property together with over 100 stores and restaurants including Nordstrom, Macy’s, Tiffany & Co., Michael Kors, Coach and BRIO Tuscan Grill. The welcoming streetscapes, public areas and green space not only brought nature into the urban environment and created a true civic experience; it brought the center a LEED accreditation. The project has had a tremendously positive impact on the surrounding community, revitalizing a previously under-utilized downtown with a world-class shopping and entertainment gem at its core.



VIVA “Best-of-the-Best” – Sustainable Design Winner

**Hysan Place
Hong Kong**

**Total Retail Space: 450,000 sq. ft.
Number of Stores: 200**

**Owner: Earn Extra Investments Limited
Management Company: Hysan Property Management Limited
Developer: Hysan Development Co., Ltd.
Design Architects: Benoy Limited / Kohn Pederson Fox Associates
Production Architects: Dennis Lau & Ng Chun Man Architects & Engineers**

Hysan Place was designed to appeal to a younger demographic. The vertical mall offers 17 levels of hip and trendy retail, dining and entertainment. The stunning interior of the center features two atriums, dramatic, curved architecture, express escalators and graphic street-art imagery that give the mall a youthful edge. More than 130,000 people visited Hysan Place on its first day, positioning the retail complex as a landmark Hong Kong destination. The center is also the first in Hong Kong to be awarded LEED Platinum certification. The sustainable investment in the community includes artificial wetlands and an urban farm in the center and continuing education about recycling and green issues for local youth.



Best of the Best – Retail Store Design Winner

Liverpool Interlomas Department Store
Interlomas, Mexico

Merchandise Type: Apparel

Company: FRCH Design Worldwide
Architect: Jim Lazzari
Designer: Young Rok Park, HeeSun Kim

The construction of Servicios Liverpool's new flagship department store on the outskirts of Mexico City was an evolution of the Liverpool brand. The team's mission was to create a store concept that would make the center a cultural destination for the community, while also emphasizing a fashion forward environment. The finished product surpassed all expectations. Visitors are engaged from the moment they arrive; from the four-story atrium to the glass-bottom fountain and the gourmet concept area on the rooftop, Liverpool Interlomas is a dramatic journey and great shopping experience for this generation and the next.



Marketing

Holiday 2.0
Place Montréal Trust
Montreal, Quebec

Management Company/Owner: Ivanhoé Cambridge



Marketing

Only for Oslo Citizens
Oslo City
Oslo, Norway

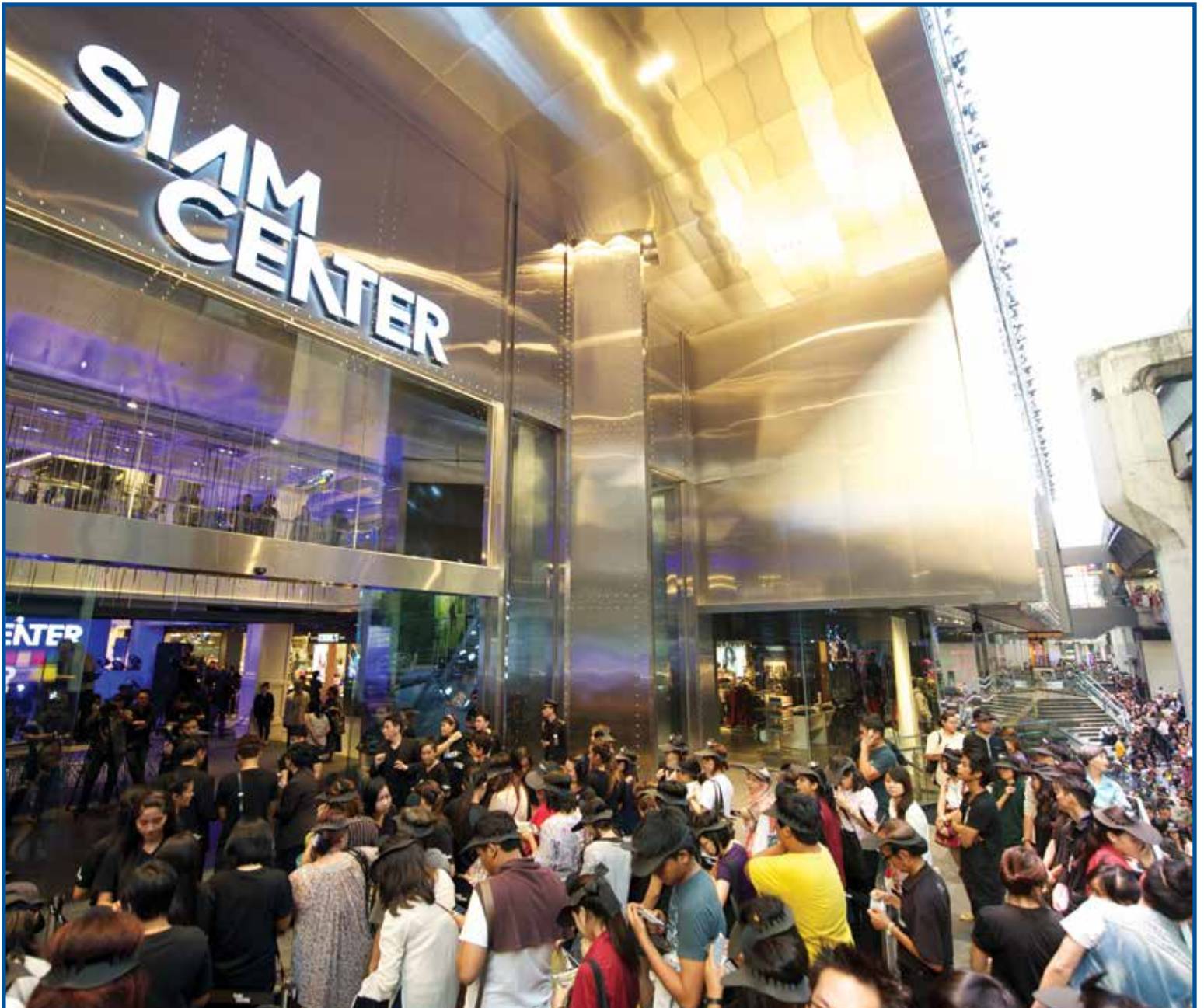
Owner: Dnb Næringseiendom
Management Company: Oslo City AS



Marketing

Siam Center The Ideaopolis
Siam Center
Bangkok, Thailand

Owner/Management Company: Siam Piwat Company Limited



Design and Development

Mosaic District
Fairfax, Virginia

Total Retail Space: 500,000 sq. ft.
Number of Stores: 21

Owner/Development Company: EDENS
Architects: Dyal & Partners



Design and Development

Tokyu Plaza Omotesando Harajuku
Tokyo, Japan

Total Retail Space: 33,585 sq. ft.
Number of Stores: 27

Owner: Cross Tokutei Mokuteki Kaisha
Management Company: Tokyu Land Corp SC Management
Developer: Tokyu Land Corporation
Design Architects: Hiroshi Nakamura & NAP Co. Ltd.
Production Architects: Takenaka Corporation



Design and Development

**Westfield Stratford City
London, United Kingdom**

**Total Retail Space: 1,894,400 sq. ft.
Number of Stores: 268**

**Developer/Owner: Westfield
Architects: Westfield**

