

ICSC China Shopping Centre & Retailer Awards 2016

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



WINNERS

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**ICSC
Global
Awards**
China

TRADITIONAL MARKETING

SILVER



*Thomas's 70th Anniversary
China World Mall
Beijing, China*

Owner: China World Trade Center
Management Company: China World Trade Center Co., Ltd.

To celebrate the 70th anniversary of beloved children's character Thomas the Tank Engine, and to promote the movie premiere in theaters, the two-month long series of events and activities included an interactive exhibit featuring 1metre-tall scaled replicas of Thomas the Tank Engine and his friends, and a live train that transported delighted passengers around the event space.

SILVER



*Woolly Wonderland
East Point City
Hong Kong*

Owner: Sun Hung Kai Properties
Management Company: Sun Hung Kai Real Estate Agency Limited

The whimsical 'Woolly Wonderland' campaign's 3000 square foot exhibition displayed a vibrantly colorful world of decorated sheep, headpieces, and fashion accessories produced from 10 kilos of felt. The exhibit also showcased three award-winning wool ensembles designed by local fashion design students, and was the backdrop for a unique catwalk show featuring professional models displaying wearable wool art

SILVER



*Foodsport Run For Food 2015
Metro City Plaza
Hong Kong*

Owner: Henderson Land Group
Management Company: Goodwill Management Limited

'Foodsport Run for Food' initiative comprising a series of healthy lifestyle activities and workshops, and a large-scale running event that attracted 3000 participants. The innovative campaign was designed to convert burned calories into food donations to benefit an underprivileged community. During the four-month long campaign, more than 544,000 calories were exerted, converted into 250 bags of food for families in the Tseung Kwan O community.

TRADITIONAL MARKETING

GOLD



*The Warcraft Experience of Chengdu Joy City
Chengdu Joy City
Chengdu, China*

Owner: COFCO Company
Management Company: Far Excellence Property(Chengdu)Co.Ltd

The immersive and interactive 'Warcraft Experience' campaign's large scale exhibit featured life sized replicas of characters and movie settings, 140 oversized weapons and props, eight costume choices, and a one of a kind virtual reality experience. The campaign was extensively supported across traditional and online media, and featured social media contests and promotions, in-center events and activities, and drew 300,000 visitors to the newly opened center on its opening day

GOLD



*Where's Wally? – The Happiness Hunt @ Harbour City
Harbour City
Hong Kong*

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

The Happiness Hunt' campaign was a multi-element campaign based on the children's book series 'Where's Wally?', the center created a 3D world with their large scale center installation. Backed by an extensive online and traditional marketing campaign, the month long campaign also included a charity walk, comedy shows, games, workshops, and contests. More than 5.7 million people happily hunted around the center and the city in their quest to find the elusive character, generating a 4% increase in year over year center sales.

GOLD



*Future Architects @ SM Lifestyle Center
SM Lifestyle Center
Xiamen, China*

Owner: SM Prime Holdings
Management Company: Xiamen SM City Co., Ltd

This award winning campaign was the center's fifth annual 'Future Architects' initiative. The contest attracted the attention of 1100 architecture majors from the region, culminating in a final round competition that featured 25 teams of six students, challenged to construct a 9 square metre structure using a handful of select materials within a 36-hour time frame. Visitors were then invited to vote for their favorite structure via the center's online media platforms. The two-month long campaign attracted extensive media attention, garnering more than 43,000 votes, and increasing center wechat followers by 563%.

EMERGING TECHNOLOGY

SILVER



*Mobile QQ HOT CHAT Treasure Finding Campaign
Yantai JOY CITY
Yantai, China*

Owner/ Management Company: Yantai JOY CITY Co. Ltd.

Yantai Joy City was awarded for their engaging emerging technology campaign. Conducted during the Christmas season, the center's 'Treasure Finding' campaign used QQ Chat and News Feed functions to communicate with competitors searching amongst center retailer and brands in search of the clues that would ultimately lead them to hidden treasures.

GOLD



*"E-DA World GOGO Shopping"
E-DA Outlet Mall
Kaohsiung, Taiwan*

Owner: COFCO Land Limited
Management Company: E United Group

E-DA Outlet Mall's winning app uses more than 1500 bluetooth transmitters to accurately pinpoint location throughout the almost 200,000 square meter center. Customers simply select the stores they wish to visit and are presented with the shortest route available. The app has increased shopping efficiency by 18% and has substantially increased customer satisfaction rates, scoring a 4.1 rating on Google Play.

GOLD



*Joy City Big Data Traffic Forecast System
Joy City Centers
CHINA*

Owner/Management Company: COFCO Land Limited
Management Company:

Joy City earns Gold for their joint center Traffic Simulation and Forecast System initiative. This innovative technology system uses big data to simulate and calculate how traffic will be distributed throughout a centre, forecasting design and layout problems at the drawing stage, and offering optimization and adjustment solutions before building commences. The system has shown incredible accuracy in its forecasts, ensuring a reduction in investment losses and a maximization in revenues for center brands and retailers.

DESIGN/DEVELOPMENT

Renovations/Expansions

SILVER



*Chaoyang Joy City-Joy Yard
Beijing, China*

Total Retail Space: 10,000 sqm
Number of Stores: 30

Owner/Developer: Beijing Hong Tai Ji Ye Real Estate Co., Ltd
Design Architects: Garde
Production Architects: China Jingye Engineering Corporation Limited

The renovation project transformed two former parking levels into an urban oasis. The green lifestyle space offers visitors an ecologically friendly environment complete with lush gardens, mature trees, soothing water features and an abundance of natural light. The dedicated space harmoniously combines business with art, culture, ecology, and nature, amidst a busy retail center.

DESIGN/DEVELOPMENT

New Developments

SILVER



*The MixC
Qingdao, China*

Total Retail Space: 167,000 sqm
Number of Stores: 305

Owner: China Resources Land (Shandong) Limited
Design Architects: Benoy Ltd (Interior Architect)

Inspired by its coastal region location, the new complex features an undulating wave ceiling, natural materials, and a sand-toned color palette, and is anchored by a rooftop garden and ground level landscaped plazas. The ten-level complex houses an extensive mix of retail, food and beverage, and recreational options—including an Olympic sized ice rink, a children's playground, and China's first SEGA indoor theme park.

DESIGN/DEVELOPMENT

New Developments

SILVER



*Star Mall Shenyang Plaza
Shenyang, China*

Owner: FIBA Group

Development Company: Star Mall Real Estate Development (Shenyang) Co., Ltd

Management Company: CBRE (Shenyang) Property Management Service Ltd

Design Architects: ERA

This innovative design provides exceptional connectivity throughout the center's seven island zones, as well as footbridges with direct access to the Pacific Regency Hotel, an office tower, and the world's largest IKEA. At the focal point is a 17,000 square metre wave-shaped skylight, artfully crafted from glass and steel that floods the complex with natural light to create an open-air shopping center atmosphere.

GOLD



*The Hub
Shanghai, China*

Total Retail Space: 100,000 sqm

Number of Stores: 123

Owner/Developer: Shui On Land

Design Architects: P&T Group with Ben Wood Studio Shanghai / CallisonRTKL (Retail Architect)

Production Architects: P&T Group

The Hub's stunning design offers an urban oasis for more than one million commuters travelling through Shanghai each day. Located amidst the world's largest transit center, the multi-level development is awash with natural light and accented with green spaces, gardens and trees, to create a multitude of calming areas to relax within. The Hub's diverse range of food and beverage options, retail and lifestyle brands, and recreational offerings—including a multiplex cinema and IMAX theatre—caters to travelers, residents, and visitors alike.