



**2011**

**VIVA  
AWARD  
WINNERS**



**VISION INNOVATION VALUE ACHIEVEMENT**



2011 GLOBAL DESIGN & DEVELOPMENT VIVA WINNER

## LIVERPOOL ONE, LIVERPOOL, UNITED KINGDOM



Developer:	Grosvenor
Owner:	Grosvenor Liverpool Fund
Size:	151,400 sq. m
Architect(s):	BDP - master planner
Levels:	1-level plus apartments; two hotels; offices; a five-acre park and new public transport interchange.
Parking Spaces:	3000
Number of Stores:	175
Major Tenants:	Debenhams and Odeon

Liverpool One is a retail-driven, mixed-use project that has transformed Liverpool's city center into a dynamic commercial destination. 30 buildings have been designed by 26 different architects, in five distinct districts built around the existing streets of the city. Each district offers a different character and design, and together they add up to 175 retail shops totaling 130,000 square meters, plus leisure and catering, restaurants, apartments, hotels, offices, a new public transportation interchange and a replacement five-acre public park over underground parking.

2011 SUSTAINABLE DESIGN VIVA WINNER

## AEON LAKETOWN, KOSHIGAYA, JAPAN



Located fifteen miles from downtown Tokyo, the AEON LakeTown Shopping Center is the commercial hub of Koshigaya New Town and combines an urban lifestyle with lakeside living. The first true eco-shopping center in Japan, LakeTown incorporates many green technologies including the largest installation of photovoltaic solar panels of any shopping center in Japan, the country's first hybrid gas-eco air conditioning system installed in a shopping center, a separate ice storage air conditioning system and Japan's first consumer-ready high-speed charging station for electric cars.

Owner:

Mitsubishi UFJ Trust and Banking Corporation

Management/Development/Leasing Company:

Aeon Retail Co.,Ltd/Aeon Mall Co.,Ltd

Design Architect/Graphic & Lighting Designer:

Semba Corporation/Obayashi Corporation

Production Architect/General Contractor:

Obayashi Corporation

Finance Company:

MOJ LLC.

2011 GLOBAL MARKETING VIVA WINNER

CROSSIRON MILL, ALBERTA, CANADA

BEYOND THE ORDINARY

THE PHRASE  
"RUN OF THE MILL"  
WILL NEVER BE THE SAME AGAIN.

GRAND  
OPENING

08 • 19 • 09

LIVE ENTERTAINMENT • SURPRISE GUESTS • STORE SPECIALS



FASHION • OUTLETS • DINING • ENTERTAINMENT

A COLLECTION OF 20 UNIQUE STORES • ONE INCREDIBLE DESTINATION  
 Hwy 2 & Hwy 566 1.5km north of Calgary | crossironmills.com | 403.944.0000

Owner/Management Company: Ivanhoe Cambridge

Professional Recognition

Belinda Davidson, SCMD, Director, Regional Marketing, Ivanhoe Cambridge

James Moller General Manager, CrossIron Mills

Janet Rosenthal, Property Manager, CrossIron Mills

Nicole Boettcher, Assistant Marketing Director, CrossIron Mills

Panzano & Partners, Advertising Agency

To position the centre as more than a mall, a bold creative approach was introduced. With its "Beyond the Ordinary" teaser and launch, the campaign delivered almost seventy million impressions. The five-day opening, themed "A Celebration of All Things Alberta", featured home-grown celebrities, roving and stationary performers, multiple giveaways, a VIP concert by multi-platinum artist Paul Brandt, and spectacular opening and closing night fireworks displays. CrossIron Mills results were nothing short of extraordinary, with two hundred seventy five thousand shopper visits during the first five days, one hundred million gross impressions of publicity and first month sales topping twenty seven million dollars.

# 2011 VIVA AWARD HONOREES

## The Dubai Mall

Dubai, United Arab Emirates



The Dubai Mall accommodates 1,200 shops over four levels and occupies a site area larger than 48 soccer fields combined. The design approach was aimed to not only make the shopping experience as pleasant and comfortable as possible, but also to make the mall an attraction in its own right. The mall contains features, such as The Fashion Island, a dedicated haute couture precinct; an Olympic size ice rink; The Dubai Aquarium and The Grove, a semi-outdoor retail street and an entertainment centre.



Total Retail Space: 5.9 million sq. ft  
Number of Stores: 134

## Forum Duisburg

Duisburg, Germany

Total Gross Leasable Area (GLA): 58,220 sq. m  
Number of Stores: 80



Forum Duisburg is located at the centre of Duisburg's retail pitch and is now undeniably the prime retail destination in Duisburg. Arranged as an ensemble of three buildings connected by a circular mall, Forum Duisburg provides approximately 58,220 square metres of lettable area with 80 retail units. The architecture is contemporary in style and uses sandstone, brick and steel. A specially designed sculpture, Goldene Leiter (Golden Ladder), connects all levels of the Forum. The centre has high-environmental credentials and features its own power plant, as well as one of the very first high-ranking BREEAM certificates for environmental performance in Continental Europe. Forum Duisburg has revolutionised the historically weak retail appeal of the city centre and expects to attract many shoppers.



# Pavilion Kuala Lumpur

Kuala Lumpur, Malaysia

Total Retail Space: 1.37 million sq. ft.  
Number of Stores: 450

Pavilion Kuala Lumpur is a world-class mixed-use urban development. It features a mix of 450 retail stores over seven levels and six precincts. The centre boasts exceptional design with a one-of-a-kind truncated cone skylight, signature Spanish steps, a versatile seating space during special events and a row of street-front luxury boutiques.



# Queen Victoria Building

Sydney, Australia

Total Retail Space: 147,332.10 sq. ft.  
Number of Stores: 165



The Queen Victoria Building (QVB) restoration was the result of six years of careful planning and implementation. Working together with the City of Sydney, Ipoh has achieved a delicate balance between historical preservation and commercial necessity, with the addition of 6 new escalators servicing the upper levels, new vibrant colour scheme, upgraded amenities, lighting, finishes and services. The results have given new life to the next chapter of this monumental Sydney treasure.



# Westfield SouthCenter

Tukwila, Washington

Total Retail Space: 1,700,000 sq. ft.  
Number of Stores: 245



Minutes from downtown Seattle, Westfield Southcenter, is now the largest shopping center in the Pacific Northwest. The \$240 million expansion comprises 400,000 square feet that includes an AMC theater, Borders, flagship locations for H&M and XXI Forever, several fine-dining restaurants, a dining terrace and two new parking structures. The design goal was to create a bold new expression for the center that would address the strong regional character of the Pacific Northwest. A dramatic 80 glass curtain-wall entrance, with a bold roof and dynamic exposed structure, is the centerpiece of the new exterior and a focal point for the composition of brick, stone, glass, and metal elements

**AUG.5 Grand Opening**  
Southgate Centre  
Edmonton, Alberta, Canada  
Ivanhoe Cambridge

# OPENING

August 5th-9th



To command attention in Canada's most competitive retail market, Edmonton's Southgate pulled out all the stops to debut their new expansion wing filled with the latest brands. An innovative outdoor teaser campaign that simply stated AUG. 5, along with dramatic imagery, piqued the entire city's curiosity. A highly captivating multi-media campaign featuring cirque-like imagery generated 117 million gross media impressions. The Centre grew its budget with over \$330,000 in cost savings to deliver a breathtaking opening that increased traffic by 41% and generated \$21.60/sq.ft. in expansion wing sales over the 5-day celebration.

SOUTHGATE

## CREATIVE IDEA: ICONS MEET FASHION

TO INTEGRATE  
WITH FALL  
TO USE THE  
VISUAL CO

**IconWeeks**  
Bruun's Galleri  
Archus C, Denmark  
Steen & Strøm Denmark A/S

Following Design Weeks in 2007 and Urban Art Weeks in 2008, the 2009 event, aptly named Icon Weeks, focused on great icons of modern culture e.g.: Mick Jagger, Grace Jones, Mickey Mouse, Michael Jackson and The Beatles. The aim was to highlight and celebrate the cultural icons who inspire and maintain a central position in collective cultural conscience and show how these icons have inspired the autumn/winter-fashion look.



### Mr. Green

Bruun's Galleri, Bergen, Field's Copenhagen & Kolding Storcenter  
Denmark  
Steen & Strøm Denmark A/S



Steen & Strøm launched an ambitious campaign in all of its 17 shopping centres in Denmark focus environmental and social responsibility. Partnering with the environmental cultural organisation "Viva la Renovation", Steen & Strøm developed the character Mr. Green whose purpose was to highlight sustainable choices in everyday lives and inspire people to use them. The campaign ran for more than five months and centered around a digital platform with the focus on social medias. In addition, the campaign featured one very large event each week held in public areas, parks, streets and festivals, to maximize media and PR attention.



