



## International Council of Shopping Centers

### 2009 MAXI AWARDS FINALIST

#### COMMUNITY RELATIONS CATEGORY

##### **1. Centers with less than 199,999 sq. ft. (18,580 sq. m) of total retail space**

reTHINK : reFOCUS : reSOLVE to Go Green  
Fifth Avenue Place  
Pittsburgh, Pennsylvania USA  
Company: Oxford Development Company

Theater Play at Plaza de la Bandera  
Tres Cruces  
Montevideo, Uruguay  
Company: Estudio Luis E Lecueder

##### **2. Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space**

Living In Harmony  
Ciputra Mall Jakarta  
Jakarta, Indonesia  
Company: PT Ciputra Sentra

Kicking Goals For Youth  
Corio Shopping Centre  
Corio, Australia  
Company: Colonial First State Property Management

Forum Montijo Christmas Campaign  
Forum Montijo  
Montijo, Portugal  
Company: Multi Mall Management

Bravo Filipino: A Tribute To Filipino's Creativity And Ingenuity  
Greenbelt  
Makati, Philippines  
Company: Ayala Land, Inc.

I Love MK Collective Art Project@Langham Place  
Langham Place  
Hong Kong, Hong Kong  
Company: The Great Eagle Properties Management Company, Ltd

Museum of The Factory  
Manufaktura  
Lodz, Poland  
Company: Apsys Management

Park Central's Grandma Van Gogh Exhibition  
Park Central  
Tseung Kwan O, Hong Kong  
Company: Hong Yip Service Co Ltd

Subang Parade Presents the Voices of Tomorrow  
Subang Parade  
Subang Jaya, Selangor, Malaysia  
Company: Hektar Premier Sdn. Bhd.

**3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

Children's Museum of Skagit County  
Cascade Mall  
Burlington, Washington, USA  
Company: Macerich

Habitat for Humanity Denim Drive  
Conestoga Mall  
Waterloo, Ontario, Canada  
Company: Ivanhoe Cambridge

Festival Angels  
Halifax Shopping Centre  
Halifax, Nova Scotia, Canada  
Company: 20 Vic Management, Inc.

Hillcrest's Cut Off Cancer  
Hillcrest  
Richmond Hill, Ontario, Canada  
Company: Cadillac Fairview Corporation Limited

Rising Above  
Lindale Mall  
Cedar Rapids, Iowa, USA  
Company: Macerich

Youth Asset Network 'Positive Interactions'  
Lougheed Town Centre  
Burnaby, British Columbia, Canada  
Company: 20 Vic Management, Inc.

Something Old, Something New: Bridal Show  
Promenade Shopping Centre  
Thornhill, Ontario, Canada  
Company: Cadillac Fairview Corporation Limited

Westdale Mall Flood Relief  
Westdale Mall  
Cedar Rapids, Iowa, USA  
Company: General Growth Properties, Inc.

'Load the Lockers'  
Woodgrove Centre  
Nanaimo, British Columbia, Canada  
Company: Ivanhoe Cambridge

**4. Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space**

Green Matters  
Brent Cross  
London, United Kingdom  
Company: Hammerson Management Services

6 Million+  
Brent Cross  
London, United Kingdom  
Company: Hammerson Management Services

Play Area Opening Aids Fire Victims  
Inland Center Mall  
San Bernardino, California, USA  
Company: Macerich

Queens Center Has Heart  
Queens Center  
Elmhurst, New York, USA  
Company: Macerich

Be Constructive Careers Expo at Robina Town Centre  
Robina Town Centre  
Robina, Australia  
Company: QIC

Building Hope Challenge  
Southcentre Mall  
Calgary, Alberta, Canada  
Company: Ivanhoe Cambridge

'Safe Surf'  
Southcentre Mall  
Calgary, Alberta, Canada  
Company: Ivanhoe Cambridge

GIVE HOPE FORWARD  
Southgate Centre  
Edmonton, Alberta, Canada  
Company: Ivanhoe Cambridge

**5. Centers with 1,000,000 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space**

Blankets of Hope  
Buena Park Downtown  
Buena Park, California, USA  
Company: Developers Diversified Realty

Canal Walk Foundation  
Canal Walk Shopping Centre  
Canal Walk, Century City, South Africa  
Company: Canal Walk Manco

Go Green, It's Easy!  
Cherry Hill Mall  
Cherry Hill Mall, New Jersey, USA  
Company: Pennsylvania Real Estate Investment Trust

Green Gardens Community Project  
Menlyn Park Shopping Centre  
Pretoria, South Africa  
Company: Old Mutual Properties (PTY)

Polo Park Demonstrates a Can-Do Spirit  
Polo Park Shopping Centre  
Winnipeg, Manitoba, Canada  
Company: Cadillac Fairview Corporation Limited

'Experience the Wonder'  
Toronto Eaton Centre  
Toronto, Ontario, Canada  
Company: Cadillac Fairview Corporation Limited

## **6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

Heritage Arts Festival  
Gateway Theatre of Shopping  
Durban, South Africa  
Company: Old Mutual Properties (PTY)

## **7. Company**

Save It with Centro  
Centro Properties Group  
Glen Waverley, Melbourne, Australia

Growing Up Green Tour  
Bentall Retail Services  
Vancouver, British Columbia, Canada

Be Eco Chic Earth Day Celebration  
Forest City Enterprises  
Cleveland, Ohio, USA

## **8. Joint Centers**

Rock Star Challenge  
CBL Malls, USA  
Company: CBL & Associates, Inc.

Building the Future with Habitat for Humanity  
Regency Square Mall , West Oaks Mall , Lakeland Square Mall and Festival Bay Mall, USA  
Company: General Growth Properties, Inc.

Going Green is not a trend, it's a responsibility!  
Ivanhoe Cambridge's Western Regional Properties, Canada  
Company: Ivanhoe Cambridge

The Link Fun Academy  
Tin Shui Shopping Centre, Lung Cheung Mall Lung Cheung Mall Lung Cheung Mall, Lok Fu Shopping Centre, Cheung Fat Shopping Centr, Kai Tin Shopping Centre and Tin Chak Shopping Centre, Hong Kong  
Company: The Link Management, Ltd.

Iowa Flood Relief  
Monroe Mall and University Mall, North Carolina, USA  
Company: Madison Marquette

**Make A Difference**

Ajman City Centre, Deira City Centre, Sharjah City Centre, United Arab Emirates  
Company: MAF Properties

**Multi Mall Management Christmas Gift**

Forum Montijo and Armazens do Chiado, Portugal  
Company: Multi Mall Management Portugal

**Green To The Core**

Calgary Eaton Centre and TD Square, Canada  
Company: 20 Vic Management, Inc.

**9. Mixed-Use**

**Coins for a Cause**

Destin Commons  
Destin, Florida, USA  
Company: Turnberry Associates

**Art in The Square**

Southlake Town Square  
Southlake, Texas, USA  
Company: Inland Western Retail Real Estate Trust, Inc.

**PUBLIC RELATIONS CATEGORY**

**2. Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space**

**'Fashion Features' at Hempstead Valley**

Hempstead Valley  
Gillingham, United Kingdom  
Company: DTZ

**Una Mostra Bestiale - Oriocenter**

Oriocenter  
Orio al Serio, Italy  
Company: Oriogest

**Love My Planet**

The Montreal Eaton Centre  
Montreal, Quebec, Canada  
Company: Ivanhoe Cambridge

From Plastic to Hope  
The Montreal Eaton Centre  
Montreal, Quebec, Canada  
Company: Ivanhoe Cambridge

The Atlas Solution: One Center's Stimulus Plan  
The Shops at Atlas Park  
Glendale, New York, USA  
Company: Atco Properties and Management, Inc.

wtc more 2008 Countdown-Headpins Guinness Record  
World Trade Centre (wtc more)  
Causeway Bay, Hong Kong  
Company: Kai Shing Management Services Limited

**3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

Green & a color that never goes out of style  
Centre Les Rivières  
Trois-Rivières, Quebec, Canada  
Company: Ivanhoe Cambridge

Cross Border Shoppers Go Loonie  
Fashion Outlets of Niagara Falls  
Niagara Falls, New York, USA  
Company: Talisman Companies

Grant a wish, cheer a child  
Oberoi Mall  
Mumbai, India  
Company: Oberoi Constructions Pvt. Ltd.

**3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

Pride and Belonging in the Rouse Hill Town Centre Community  
Rouse Hill Town Centre  
Rouse Hill, Australia  
Company: The GPT Group

Demolition Day at Santa Monica Place  
Santa Monica Place  
Santa Monica, California, USA  
Company: Macerich

The Faces Of A New Generation  
Westpoint  
Blacktown, Sydney, Australia  
Company: QIC

**4. Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space**

The Orchard Town Center's Recipe for Success  
The Orchard Town Center  
Westminster, Colorado, USA  
Company: Forest City Enterprises

PRIMP MY STROLLER  
Upper Canada Mall  
Newmarket, Ontario, Canada  
Company: Ivanhoe Cambridge

A New Westside Story  
Westside Pavilion  
Los Angeles, California, USA  
Company: Macerich

**6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

All Roads Lead To Chadstone  
Chadstone  
Chadstone, Australia  
Company: Colonial First State Property Management

40 Years growing up with Puerto Rico  
Plaza Las Américas  
San Juan, Puerto Rico, USA  
Company: Plaza Las Americas, Inc.

**7. Company**

Consuming Passions  
AMP Capital Shopping Centres  
Sydney, Australia

Britto Tours America  
Developers Diversified Realty  
Beachwood, Ohio, USA

Wrapped & Ready  
Developers Diversified Realty  
Beachwood, Ohio, USA

UR Votes Count  
General Growth Properties, Inc.  
Chicago, Illinois, USA

Turnberry Associates PR - Town Square Las Vegas  
Turnberry Associates  
Aventura, Florida, USA

### **8. Joint Centers**

Teen Life of Style Crew  
Stonewood Center, Los Cerritos Center, Lakewood Center, USA  
Company: Macerich

What Women Want  
The Oaks Mall, Tyson's Corner Center, Shops at Northbridge, USA  
Company: Macerich

The Ultimate Experience  
Cavendish Square, Gateway Theatre of Shopping, Menlyn Park, Riverside Mall, Vincent Park  
and The Zone @ Rosebank, South Africa  
Company: Old Mutual Properties (PTY)

### **9. Mixed-Use**

Woofstock  
Zona Rosa  
Kansas City, Missouri, USA  
Company: Steiner + Associates

Town Square Las Vegas Opening and Beyond  
Town Square Las Vegas  
Las Vegas, Nevada, USA  
Company: Turnberry Associates

## **ADVERTISING CATEGORY**

### **1. Centers with less than 199,999 sq. ft. (18,580 sq. m) of total retail space**

Domoteka - In 80 stores around the house

Domoteka

Warszawa, Poland

Company: Inter Ikea Centre Polska

Hidden for a Reason

Souk Al Bahar

Dubai, United Arab Emirates

Company: Emaar Malls Group LLC

### **2. Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space**

Design Weeks

Bruuns Galleri

Århus C, Denmark

Company: Steen & Strøm Danmark A/S

SHOPPING 2.0, IN A PALACE

GRAN VIA 2

L'Hospitalet, Spain

Company: S.C.C.E.

A Great Night Out is a Gate Night Out

The Gate

Newcastle upon Tyne, United Kingdom

Company: Propinvest Ltd

### **3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

A Rock Solid Approach To Advertising

Alamo Quarry Market

San Antonio, Texas, USA

Company: American Assets Inc.

Check out the Change

Dufferin Mall

Toronto, Ontario, Canada

Company: Oxford Properties Group

Have You Heard?  
Mapleview Shopping Centre  
Burlington, Ontario, Canada  
Company: Ivanhoe Cambridge

Get Real  
Marlborough Mall  
Calgary, Alberta, Canada  
Company: 20 Vic Management, Inc.

Midland Gate - Perth's Largest Gallery  
Midland Gate  
Midland, Australia  
Company: Colonial First State Property Management

Lifestyled by Muscat City Centre  
Muscat City Centre  
Muscat, Oman  
Company: Majid Al Futtaim Properties

The Art of Style  
Promenade Shopping Centre  
Thornhill, Ontario, Canada  
Company: Cadillac Fairview Corporation Limited

It's in the Bag  
Promenade Shopping Centre  
Thornhill, Ontario, Canada  
Company: Cadillac Fairview Corporation Limited

Silesian Image  
Silesia City Center  
Katowice, Poland  
Company: SCC Management

Municipal Mass Machine  
Silesia City Center  
Katowice, Poland  
Company: SCC Management

New Generation  
Westpoint  
Blacktown, Australia  
Company: QIC

**4. Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space**

What Are You Shopping For?

Coquitlam Centre

Coquitlam, British Columbia, Canada

Company: Morguard Investments Limited

The Orchard Town Center Ad Campaign

Orchard Town Center

Westminster, Colorado, USA

Company: Forest City Enterprises

Life Less Ordinary... Sherway Gardens

Sherway Gardens

Toronto, Ontario, Canada

Company: Cadillac Fairview Corporation Limited

COACH Now Open!

Southcentre Mall

Calgary, Alberta, Canada

Company: Ivanhoe Cambridge

Grand Opening Advertising

Upper Canada Mall

Newmarket, Ontario, Canada

Company: Ivanhoe Cambridge

**5. Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space**

Early Week Shopping

Dundrum Town Centre

Dublin, Ireland

Company: Glenrye Property Services

Great Stuff. Fantastic Place.

Ibn Battuta Mall

Dubai, United Arab Emirates

Company: Nakheel Retail Shopping Malls

LAURIER's IMAGE Campaign

LAURIER

Québec, Quebec, Canada

Company: Ivanhoe Cambridge

Quartier DIX30 Advertising Campaign  
Quartier DIX30  
Brossard, Quebec, Canada  
Company: Riocan

Our Little People  
VivoCity  
Singapore, Singapore  
Company: CapitaLand Retail Limited

**6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

Citizens Of The Fashion Capital  
Chadstone  
Chadstone, Australia  
Company: Colonial First State Property Management

Our Neighborhoods  
King of Prussia  
King of Prussia, Pennsylvania, USA  
Company: Kravco Simon Company

Yorkdale: A Whole New Look  
Yorkdale Shopping Centre  
Toronto, Ontario, Canada  
Company: Oxford Properties Group

**7. Company**

Treat Yourself  
CBL & Associates Properties, Inc.  
Chattanooga, Tennessee, USA

Just Around the Corner  
Developers Diversified Realty  
Beachwood, Ohio, USA

WORDS  
Developers Diversified Realty  
Beachwood, Ohio, USA

## **8. Joint Centers**

The Black Card  
Chesterfield Mall and West County Center, USA  
Company: CBL & Associates Properties, Inc.

Gorgeous and Glamorous...Get the Look! / The Montr  
Fairview Pointe Claire, Galeries d'Anjou and Promenades St-Bruno, USA  
Company: Cadillac Fairview Corporation, Ltd.

Love to Shop? Share the Love. Shoptopia  
Short Pump Town Center and Galleria at Sunset  
Company: Forest City Enterprises

Passion For Fashion / The Montreal Fashion Centres  
Carrefour Laval, Fairview Pointe Claire, Galeries d'Anjou, and Promenades St-Bruno, Canada  
Company: Cadillac Fairview Corporation, Ltd.

## **9. Mixed-Use**

Dare to live downtown at Centropolis  
Centropolis  
Laval, Quebec, Canada  
Company: Ivanhoe Cambridge

Where Destin Comes Alive  
Destin Commons  
Destin, Florida, USA  
Company: Turnberry Associates

YOUR SPACE  
Edmonton City Centre  
Edmonton, Alberta, Canada  
Company: Oxford Properties Group

## **SALES PROMOTION AND EVENTS**

### **1. Centers with less than 199,999 sq. ft. (18,580 sq. m) of total retail space**

Domoteka Design Night  
Domoteka  
Warsaw, Poland  
Company: Inter IKEA Centre Polska

La Navidad de los Osos  
Portones Shopping Center  
Montevideo, Uruguay  
Company: Estudio Luis E. Lecueder

**2. Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space**

Denim Days  
Ajman City Centre  
Ajman United Arab Emirates  
Company: Majid Al Futtaim Group

The Piano Days  
Europark Salzburg  
Salzburg, Austria  
Company: SES Spar European Shopping Centers

Power Kids  
Inorbit, Malad  
Mumbai, India  
Company: Inorbit Malls India Pvt Ltd

Lucky Receipts  
Janki  
Janki – Warsaw, Poland  
Company: Apsys Polska

LIVE! At Lincoln Center  
Lincoln Center  
Stockton, California, USA  
Company: Sims-Grupe Mgt, Corp

Drive in Movies  
Mayfair Shopping Centre  
Victoria, British Columbia, Canada  
Company: Ivanhoe Cambridge

True Love Comes in a Size 7!  
Park Place  
Lethbridge, Alberta, Canada  
Company: Oxford Properties Group

ParkFashion 2008  
ParkShopping  
Brasília, Brazil  
Company: Multiplan

**TAXI GRATIS**

Plaza Mundo

Soyapango, El Salvador

Company: Admnsitradora Inmobiliaria Comercial S.A. de C.V.

The New Royalty 'wakes up' Brisbane

QueensPlaza

Brisbane, Australia

Company: Colonial First State Property Management

Clubinho do RibeirãoShopping

RibeirãoShopping

Ribeirão Preto, Brazil

Company: Grupo Multiplan

Value Card Program

Sharjah City Centre

Sharjah, United Arab Emirates

Company: Majid Al Futtaim Group

**REALITY IN CAR**

Shopville Gran Reno

Casalecchio di Reno - BO, Italy

Company: Corio Ialia Srl

Siam Center

Siam Center

Bangkok, Thailand

Company: Siam Piwat Company Limited

Magic Happens Every Day at Subang Parade

Subang Parade

Subang Jaya, Selangor, Malaysia

Company: Hektar Premier Sdn Bhd

Join the Fashion Journey

The Chimes Shopping Centre

Uxbridge, United Kingdom

Company: Lunson Mitchenall

A City in Focus

The Montreal Eaton Centre

Montreal, Quebec. Canada

Company: Ivanhoe Cambridge

**3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

Winter Friends  
Alton Square Mall  
Alton, Illinois, USA  
Company: Coyote Management, L.P.

Sex and the City Girls' Night Out  
Biltmore Fashion Park  
Phoenix, Arizona, USA  
Company: Macerich

Botany Town Centre 1+1=Tree Campaign  
Botany Town Centre  
East Tamaki, New Zealand  
Company: AMP Capital Shopping Centres

get\_geeky.com  
Centre Les Rivières  
Trois-Rivières, Quebec, Canada  
Company: Ivanhoe Cambridge

Step Into Dixie Outlet Mall's Video Brag Booth  
Dixie Outlet Mall  
Mississauga, Ontario, Canada  
Company: Ivanhoe Cambridge

Fields Fashion Stiletto Run  
Fields Copenhagen  
Copenhagen, Denmark  
Company: Steen & Strøm Danmark A/S

Spring Clean Your Closet Sweepstakes  
Georgian Mall  
Barrie, Ontario, Canada  
Company: Cadillac Fairview Corporation Limited

Your Passport to a HIP Trip  
Harlem Irving Plaza  
Norridge, Illinois, USA  
Company: Harlem Irving Companies

Midland Gate goes Hyper for Youth  
Midland Gate Shopping Centre  
Midland, Australia  
Company: Colonial First State Property Management

Carnival 2008  
Nova América Shopping Center  
Rio de Janeiro, Brazil  
Company: Ancar Ivanhoe Cambridge

Paseo Colorado's 2007 'Dancing Under the Stars'  
Paseo Colorado  
Pasadena, California, USA  
Company: Developers Diversified Realty

Talk about shoes  
Place Ste-Foy  
Quebec, Quebec, Canada  
Company: Ivanhoe Cambridge

Jeans City  
Silesia City Center  
Katowice, Poland  
Company: SCC Management

One Step to Settling in  
Silesia City Center  
Katowice, Poland  
Company: SCC Management

Travelling Back in Time to Ancient China  
Telford Plaza  
Kowloon Bay, Kowloon, Hong Kong  
Company: MTR Corporation Ltd.

**4. Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space**

Maldives Campaign  
IstinyePark  
Istanbul, Turkey  
Company: Istinye Yonetim Hizmetleri ve Ticaret A.S.

The Summer of Love  
St. Laurent Centre  
Ottawa, Ontario, Canada  
Company: Morguard Investments Ltd.

nothing2wear  
Sunridge Mall  
Calgary, Alberta, Canada  
Company: Ivanhoe Cambridge

TAIPEI 101 Mall Event  
TAIPEI 101 Mall  
TAIPEI, Taiwan  
Company: TAIPEI Financial Center Corporate

Guitar Hero/March Break  
Upper Canada Mall  
Newmarket, Ontario, Canada  
Company: Ivanhoe Cambridge

My Teen Lounge  
Upper Canada Mall  
Newmarket, Ontario, Canada  
Company: Ivanhoe Cambridge

**5. Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space**

Festibull  
Bullring  
Birmingham, United Kingdom  
Company: Donaldsons

CentrO Fashion Tower  
CentrO  
Oberhausen, Germany  
Company: CentrO Management GmbH

Make a Fashion Pit Stop  
Deira City Centre  
Dubai, United Arab Emirates  
Company: MAF Properties

LAURIER Celebrates Québec 400th  
LAURIER  
Québec, Quebec, Canada  
Company: Ivanhoe Cambridge

Chinese New Year Celebration 2008  
Scarborough Town Centre  
Scarborough, Ontario, Canada  
Company: Oxford Properties Group

It's a Jungle at The Oaks  
The Oaks Shopping Center  
Thousand Oaks, California, USA  
Company: Macerich

FISHING WITH SANTA  
Vaughan Mills  
Vaughan, Ontario, Canada  
Company: Ivanhoe Cambridge

## **6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

Aventura Mall-First Class Shopping Savings Booklet  
Aventura Mall  
Aventura Mall, Florida, USA  
Company: Turnberry Associates

Chadstone Fashion Capsule  
Chadstone  
Chadstone, Australia  
Company: Colonial First State Property Management

Imagine Gateway - Launch  
Gateway Theatre of Shopping  
Durban, South Africa  
Company: Old Mutual Properties (PTY)

Mall of the Emirates Live  
Mall of the Emirates  
Dubai, United Arab Emirates  
Company: Majid Al Futtaim Properties LLC

'40 Years, 40 Prizes to Wish for at PLAZA'  
Plaza Las Americas  
San Juan, Puerto Rico  
Company: Plaza Las Americas, Inc.

## **7. Company**

Treat Yourself to Shop!  
Cadillac Fairview Corporation, Ltd.  
Toronto, Ontario, Canada

ISLA Island  
Developer Diversified Realty  
Beachwood, Ohio, USA

## **8. Joint Centers**

Be Our Guest / The Montreal Fashion Centres  
Carrefour Laval, Fairview Pointe Claire, Galeries d'Anjou and Promenades St-Bruno, Canada  
Company: Cadillac Fairview Corporation, Ltd.

30 Days of Fashion & Beauty  
CFSPM Malls, Australia  
Owner: Colonial First State Property Management

THE ONE 2008 - Shopping Centre Model Contest  
MAM Centres, Germany  
Company: Metro Group Asset Management GmbH & Co. KG

PREIT Malls' Back to School Combination Game  
PREIT Malls, USA  
Company: Pennsylvania Real Estate Investment Trust

## **9. Mixed-Use**

World Choral Festival at Centropolis  
Centropolis  
Laval, Quebec, Canada  
Company: Ivanhoe Cambridge

Clothes Friends  
First Canadian Place  
Toronto, Ontario, Canada  
Company: Brookfield Properties (PI) Inc.

The Avenue Forsyth Walk Off  
The Avenue Forsyth  
Cumming, Georgia, USA  
Company: Cousins Properties

At Work Perk  
The Gateway  
Salt Lake City, Utah, USA  
Company: Inland Western Retail Real Estate Trust Inc.

## **GRAND OPENING, EXPANSION & RENOVATION CATEGORY**

### **2. Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space**

ALEXA IS EXPERIENCE  
ALEXA Shopping Centre  
Berlin, Germany  
Company: Sonae Sierra

Grand Opening Bryggen  
Bryggen  
Vejle, Denmark  
Company: Steen & Strøm Danmark A/S

All Aboard At Lodi Station Outlets  
Lodi Station Outlets  
Burbank, Ohio, USA  
Company: CBRE

Expansion Montevideo Shopping  
Montevideo Shopping  
Montevideo, Uruguay  
Company: Estudio Luis E. Lecueder

Release the Houndstooth  
QueensPlaza  
Brisbane, Australia  
Company: Colonial First State Property Management

Shopping Cidade Jardim  
Shopping Cidade Jardim  
São Paulo, Brazil  
Company: JHSF Shoppings

The Crescent - Horse Advertising  
The Crescent  
Phuthaditjaba, South Africa  
Company: Hermans & Roman

### **3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

City 2 Extreme Makeover  
City 2  
Hoeje Taastrup, Denmark  
Company: Steen & Strøm Danmark A/S

An enchanting redevelopment  
Forest Hill Chase Shopping Centre  
Forest Hill, Victoria, Australia  
Company: Colonial First State Property Management

Magnolia Park - the campaign with a human voice  
Magnolia Park  
Wroclaw, Poland  
Company: REDiS

MCC -Grand Opening / Expansion & Renovation  
Muscat City Centre  
Muscat, OMAN  
Company: Majid Al Futtaim Properties

SanTan Village - Grand Opening  
SanTan Village  
Gilbert, Arizona. USA  
Company: Macerich

Your CHOICES in shopping just got a lot better.  
Uptown Village at Cedar Hill  
Cedar Hill, Texas, USA  
Company: The MGHerring Coyote Property Group

**4. Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space**

IstinyePark Grand Opening  
IstinyePark  
Istanbul, Turkey  
Company: Istinye Yonetim Hizmetleri ve Ticaret A.S.

Breaking The Ice  
Upper Canada Mall  
Newmarket, Ontario, Canada  
Company: Ivanhoe Cambridge

**5. Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space**

Celebrating Classic Style  
Danbury Fair  
Danbury, Connecticut, USA  
Company: Macerich

Come Out and Play  
Lehigh Valley Mall  
Whitehall, Pennsylvania, USA  
Company: Kravco Simon Company

**6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

That's Life on Main Street  
Freehold Raceway Mall  
Freehold, New Jersey. USA  
Company: Macerich

**9. Mixed-Use**

Pearland Town Center Grand Opening  
Pearland Town Center  
Pearland, Texas, USA  
Company: CBL Associates Properties, Inc.

**BUSINESS TO BUSINESS (B2B) CATEGORY**

**3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

ION Orchard - Where It All Comes Together  
ION Orchard  
Singapore, Singapore  
Company: Orchard Turn Retail Investment Pte Ltd

'Let's Get Moving' Paseo Colorado Rideshare Program  
Paseo Colorado  
Pasadena, California, USA  
Company: Developers Diversified Realty

The Holt Renfrew Connection  
Place Ste-Foy  
Quebec, Quebec, Canada  
Company: Ivanhoe Cambridge inc.

Identity Crisis  
Promenade Shopping Centre  
Thornhill, Ontario. Canada  
Company: Cadillac Fairview Corporation Limited

SuperHost  
Woodgrove Centre  
Nanaimo, British Columbia, Canada  
Company: Ivanhoe Cambridge

**6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

Countdown to Opening  
The Dubai Mall  
Dubai, United Arab Emirates  
Company: Emaar Malls Group LLC

**7. Company**

Developers Diversified's Marketing Toolkit  
Developers Diversified Realty  
Beachwood, Ohio, USA

'The Spot Campaign'  
Developers Diversified Realty  
Beachwood, Ohio, USA

Lights, Camera, BEST!  
Ivanhoe Cambridge  
Montreal, Quebec, Canada

Marketing & Leasing Working Together!  
Ivanhoe Cambridge  
Montreal, Quebec, Canada

DLC's Interactive Leasing Portfolio  
DLC Management Corp.  
Tarrytown, New York, USA

**ALTERNATIVE REVENUE CATEGORY**

**2. Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space**

Terra-cotta Army  
Silesia City Center  
Katowice, Poland  
Company: SCC Management

## **6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

Festival Centre: That's Entertainment!  
Festival Centre  
Dubai, United Arab Emirates  
Company: Dubai Festival City

## **7. Company**

IWEST SIDE STORY  
Inland Western Retail Real Estate Trust, Inc.  
Oakbrook, Illinois, USA

Developers Diversified Realty's Bundling Project  
Developers Diversified Realty  
Beachwood, Ohio, USA

## **8. Joint Centers**

Sponsorship program for MAF Mall marketing events  
Majid Al Futtaim  
Dubai, United Arab Emirates

## **9. Mixed-Use**

Cirque du Soleil at CentrO  
CentrO  
Oberhausen, Germany  
Company: CentrO Management GmbH

## **CATEGORY INTEGRATION**

### **1. Centers with less than 199,999 sq. ft. (18,580 sq. m) of total retail space**

NCAA Wrestling Fan Festival at the Station  
St. Louis Union Station  
St. Louis, Missouri, USA  
Company: Jones Lang LaSalle

### **2. Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space**

After 50 Years, Better Than Ever!  
Cloverdale Mall  
Etobicoke, Ontario, Canada  
Company: Bentall LP

**3. Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space**

Pasadena Jazz Institute 'Music to Our Ears'  
Paseo Colorado  
Pasadena, California, USA  
Company: Developers Diversified Realty

**4. Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space**

Fairview Food Garden  
Fairview Mall  
Toronto, Ontario, Canada  
Company: Cadillac Fairview Corporation Limited

Earthcare  
Sunridge Mall  
Calgary, Alberta, Canada  
Company: Ivanhoe Cambridge

**5. Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space**

LAURIER  
LAURIER  
Québec, Quebec, Canada  
Company: Ivanhoe Cambridge

**6. Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space**

BE THE ONE  
Square One Shopping Centre  
Mississauga, Ontario, Canada  
Company: Oxford Properties Group

**8. Joint Centers**

Celebrating 100 Years of Chocolate  
Ivanhoe Cambridge Malls, Canada  
Company: Ivanhoe Cambridge

## **VISUAL MERCHANDISING**

### **1. Temporary kiosks, carts/retail merchandising units (RMUs)**

Dillon Rogers Upscale RMU  
The Americana at Brand  
Glendale, California, USA  
Company: Provenzano Resources, Inc.

### **2. Temporary in-line Retail**

Kurtz Cullinary Creations  
Vaughan Mills  
Vaughan, Ontario, Canada  
Company: Ivanhoe Cambridge

### **3. Common area displays and/or merchandising of vacant store windows.**

A Noble Idea that Achieves Great Sales Return  
Mid Valley Megamall  
Kuala Lumpur, Malaysia  
Company: Mid Valley City Sdn. Bhd.

Town Square Las Vegas Storefront Merchandising  
Town Square Las Vegas  
Las Vegas, Nevada, USA  
Company: Turnberry Associates

Tyson's Corner Center's Common Area Feels Like Home  
Tyson's Corner Center  
McLean, Virginia, USA  
Company: Macerich