

## Mall Plaza Norte

Santiago, Chile



**Owner:**  
Plaza Oeste S.A.

**Development/  
Management/  
Leasing Company:**  
Mall Plaza

**Design Architect:**  
TVS International

**Production Architect:**  
Jaime Vargas C.

**Graphic Designer:**  
Proyectos Corporativos

**Lighting Designer:**  
PBS Arquitectos

**Landscape Architect:**  
Arnello & Viveros Arquitectos

**General Contractor:**  
Salfacorp

### More than Just a Mall

By any yardstick, Mall Plaza Norte has become more to its community than just another regional mall. Planned and designed as a mixed-use center, it incorporates big box retailers with medical office towers, cultural and performing arts venues and entertainment, along with traditional fashion, food and specialty store offerings.

The retail component is the heart and soul of the 1.8 million-square-foot Mall Plaza Norte. That mix is headed by Falabella, Ripley and Paris department stores; Lider, a 168,000-square-foot hypermarket; a 126,000-square-foot Homecenter superstore; and Cinemark, a multi-screen theater.

On the design side, the exterior plaza and mall embrace the natural beauty of the surrounding mountains, offering multiple points for viewing the dramatic environs. Natural light is invited in to brighten and enliven the interiors.

Strategically placed to take full advantage of the mountain views and location of a future subway station, an outdoor plaza combines entertainment with social gathering to create a destination for the entire community. Arts and cultural venues include a performing arts theater, a library and a branch of the National Museum of Art.

Developed in a former industrial area of Santiago, the 40-acre site is flanked on both sides by factory and warehouse buildings. The property had limited frontage, and its size and shape conflicted with the size demands and amount of parking needed for Mall Plaza Norte. The solution: The site plan arranges the buildings in a shallow crescent configuration that literally reaches out to the main roadway to produce maximum visibility. Most of the parking was developed below grade with direct vertical connections into each of the major components. And with each of the uses competing for identity and visibility, the mall entrance was given a dramatic, sweeping, all-glass form as a visible icon of the project.

Mall Plaza Norte opened to high expectations, and it hasn't disappointed. It has created a wonderful sense of place, a warm ambience and the innovation of bringing multiple uses together. It is truly unique in the connection it makes to its market's cultural and social needs. It has also established a new standard of shopping center in Chile in its combination of spectacular architecture, a full spectrum of retailing and a commitment to enhance the community it serves.