



EXPERIENCE MAKES THE PLACE



VISCERAL

VIRTUAL



Retail's future will be shaped by the struggle between the **VISCERAL** and the **VIRTUAL** world. 'High Tech' and 'High Touch' are brought together in **THE PLACE**.

We must balance **TECHNOLOGICAL**, **ECONOMIC**, and **SOCIAL** forces to reach beyond our base existence to form a society that is **CULTURAL**, **EQUITABLE** and **SUSTAINABLE**.

Future projects will demand **CREATIVE THINKING** and **INNOVATION** in order to transform the unique qualities of the site, its people and its dreams into **REALITY**.

JERDE
THE JERDE PARTNERSHIP INC.

ICSC FUTURE IMAGE Architecture Competition
Category: GENERAL BRILLIANCE AND INNOVATION