

# 2015

## VIVA Award Winners

ICSC's VIVA Awards honors and recognizes the most outstanding examples of shopping center marketing, design and development, sustainability and community service worldwide.

Gold winners from all regional competitions are automatically entered to win.

For more information on the VIVA Awards program, or any of the regional Award Programs, please visit [www.icsc.org/globalawards](http://www.icsc.org/globalawards).

# 2015

## VIVA MARKETING AWARD WINNER

### LARGE CENTERS

**50 Years of Style**  
**Yorkdale Shopping Centre**  
**Toronto, Ontario, Canada**

**Management Company:** Oxford Properties Group  
**Owner:** AIMCo and Oxford Properties Group

To celebrate its 50 years of style and announce a \$331 million expansion, Yorkdale’s multi-channel marketing campaign featured international supermodel Coco Rocha. The objectives: to commemorate the centre’s 50th anniversary, and to cement its reputation as the shopping destination. The centre commissioned Bryan Adam to capture portraits of nine Toronto Style Makers, which were revealed during an anniversary’s VIP reception. The CN Tower was lit gold, a sell-out commemorative retailer merchandise collection debuted, and a Throwback Thursday social media campaign engaged conversation. Altogether, 72.1 million gross impressions of paid media and publicity coverage were delivered, and sales grew by +10%. Anchored by Holt Renfrew and Hudson’s Bay, Yorkdale totals 240 stores and has continued to innovate—undergoing six major expansions and renovations in its five-decade history.



2015

VIVA MARKETING AWARD WINNER

SMALL CENTERS

**We Are The Makers**  
**Strand Arcade**  
**Sydney, Australia**

**Owner: GIC Real Estate**  
**Management Company: Ipoh Pty Ltd**

Throughout a 12-month period, the Strand Arcade center shifted its positioning strategy away from just fashion towards celebrating the craftsmanship and authenticity of its offerings across such categories as food, jewelry, gifting and services. An extensive marketing positioning campaign, “We Are the Makers” successfully highlighted the artistry involved in producing luxury brands, changing consumer attitudes and behaviors, and helped the center realize a 100% occupancy rate and an MAT sales increase of 11.3%.





# Gumption

by Coffee Alchemy

“

We source the world’s highest quality beans and roast them using the most disciplined approach, our passion is evident in every single cup.

”

**MEET THE MAKER**

*visit [strandarcade.com.au](http://strandarcade.com.au) to see their story and the stories of other unique makers and creators*

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#strandarcade





[strandarcade.com.au](http://strandarcade.com.au)

2015

VIVA RETAIL AWARD WINNER

RETAIL STORE

**Dhamani 1969**  
**The Dubai Mall**  
**Dubai, United Arab Emirates**

Dubai Mall’s Dhamani 1969 boutique evokes pure extravagance—combining dark, elegant custom surfaces with signature lighting treatments to showcase Dhamani’s bejeweled creations as works of art. A shining gem among the jewelry elite, it is a modern interpretation of the traditional art salons, conveying a sense of intimacy and serving as a branded, signature backdrop for viewing the art of Dhamani. To accentuate the timelessness of Dhamani’s artistry and reinforce the feeling of handcrafted luxury, only the most exquisite materials, sourced from around the world were chosen—Italian marble, golden silk-covered walls, rose gold trim, and hand-rubbed bronze finishes. The design celebrates each of Dhamani’s handcrafted, one-of-a-kind masterpieces and distinct-cut gemstones as works of art.



2015

VIVA RETAIL AWARD WINNER

RESTAURANTS

**McDonald's Egypt-Sodic  
Cairo, Egypt**

Located in one of Egypt's most vibrant urban hubs—McDonald's Egypt-Sodic is modern and easily accessible, offering ultimate convenience for consumers, while maximizing exposure for the brand. It is in a new strip mall—a new shopping center concept in Cairo—positioned to revolutionize the shopping experience as the ultimate destination for shopping and leisure. McDonald's Egypt-Sodic utilizes McDonald's new interior design palettes and the signature Blade-and-Ribbon exterior architecture. The palette used in this store, called Allegro Moments, reflects "moments" in customers' lives when and where they have come in contact with the McDonald's brand. Ultimately, this palette is intentionally youthful and fun, bringing McDonald's brand values clearly to life.



# 2015

## VIVA DESIGN AND DEVELOPMENT AWARD

### Trinity Leeds Leeds, United Kingdom

**Developer:** Land Securities Group  
**Architect:** Chapman Taylor

**Total Gross Leasable Area (GLA):** 87,410 sq.m.  
**Number of Stores:** 120

As the only major shopping center delivered in the UK since 2011, Trinity Leeds fulfills that city's ambition to become the region's retail powerhouse. With its concentration of aspirational and high-end retailers, it has introduced 46 new retail brands to the city. Land Securities Group's transformation of an existing shopping location has created a stunning new axis—a retail and leisure destination uniting three of Leeds' primary shopping streets under a spectacular, sweeping glazed roof. Developed during the economic downturn, Trinity Leeds has effectively generated a major socio-economic contribution to the region. In the process, it has created a new nighttime destination, driving the city's social scene. And "innovation" is a watchword here with Trinity Leeds' groundbreaking focus on enabling a digital experience to be borne out by interactive video walls, with iPad-enabled customer service, mobile apps, free Wi-fi and a CRM system, all seamlessly integrated.



2015

VIVA AWARD HONOREES

MARKETING

**Inclusive Marketing Strategy for Visually Impaired Patrons**  
Viviana Mall  
Thane, India

**Owner/Management Company: Sheth Developers & Realtors (I) Ltd**



2015

VIVA AWARD HONOREES

RETAIL

**Bloomingdale's Glendale Galleria  
Glendale, California**





2015

VIVA AWARD HONOREES

RETAIL

La Maison Simons Galerie D'Anjou  
Anjou, Ontario, Canada



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VIVA AWARD HONOREES

RETAIL

Walgreen Flagship Store  
Chicago, Illinois



2015

VIVA AWARD HONOREES

DESIGN/DEVELOPMENT

**D-Cube City**  
Seoul, South Korea

**Developer:** Daesung Industrial Co. Ltd.  
**Architects:** The Jerde Partnership and SAMOO



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VIVA AWARD HONOREES

DESIGN/DEVELOPMENT

Jem  
Singapore

Developer: Lend Lease Retail Pte Ltd  
Architects: SAA Architects Pte Ltd



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VIVA AWARD HONOREES

DESIGN/DEVELOPMENT

**RioMar Shopping  
Recife, Brazil**

**Developer:** JCP Construções e Incorporações Ltda  
**Architects:** André Sá e Francisco Mota Arquitetos



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VIVA AWARD HONOREES

DESIGN/DEVELOPMENT

**Shops Around Lenox  
Atlanta, Georgia**

**Developer: Healey Weatherholtz Properties, LLC  
Architects: ASD, Inc.**



2015

VIVA AWARD HONOREES

DESIGN/DEVELOPMENT

**Siam Center, The Ideaopolis  
Bangkok, Thailand**

**Developer: Siam Piwat Company Limited  
Architects: Urban Architects Co., Ltd.**

