

2013

Winners and Honorees

BEST OF THE BEST

VIVA
VISION INNOVATION
VALUE ACHIEVEMENT



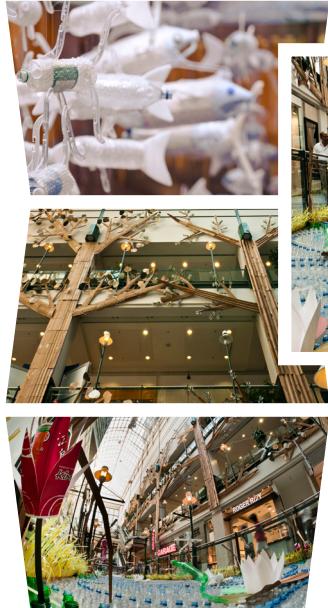
2013 VIVA “Best-of-the-Best” Awards Winners



The International Council of Shopping Center's annual VIVA "Best-of-the-Best" 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 "Best-of-the-Best" Awards program, or any of the regional Award Programs, please visit www.icsc.org/globalawards.

VIVA “Best-of-the-Best” Awards Marketing Winner



Fragile

Montreal Eaton Centre Montreal, Quebec, Canada

Owner/Management Company: Ivanhoe Cambridge

To promote socially responsible initiatives the Montreal Eaton Centre commissioned a unique environmentally themed sculpture made entirely from recycled materials. The Fragile exhibit mirroring an eco-system spanned all five levels of the mall's expansive atrium and was unveiled at the height of Montreal's tourist season. In the first week alone, mall traffic increased by 11% driving increases to sales that continued throughout the summer. "Fragile" also captured international media attention generating 21 million media impressions through print, radio, television and digital exposure.

VIVA “Best-of-the-Best” Awards Design/Development Winner



Santa Monica Place

Santa Monica, California

Owner/Development Company: Macerich

Design Architect: The Jerde Partnership

Production Architect: Omniplan

Graphic Designer: 505 Design

A dramatic, two-year renovation, converting a storied, traditional enclosed mall into a show-stopping open-air destination, has re-introduced Santa Monica Place to its market. Complementing a neighboring promenade, the nearby Pacific Ocean and the iconic Santa Monica Pier, its distinguishing and enhanced features create a landmark, yet by design blends seamlessly into an urban retail environment. Today, its collection of discerning global brands, a one-of-a-kind rooftop dining deck, premier anchors Bloomingdale's and Nordstrom, and The Market, an innovative assemblage of artisanal shops, kitchens and cafes incorporate forms, materials, and landscaping indeed blends with its urban context, connecting on all four sides to Santa Monica's walkable downtown. Most importantly, it is one of the few large-scale urban centers to be LEED Gold certified.

VIVA “Best-of-the-Best” Awards Sustainable Design/Development Winner



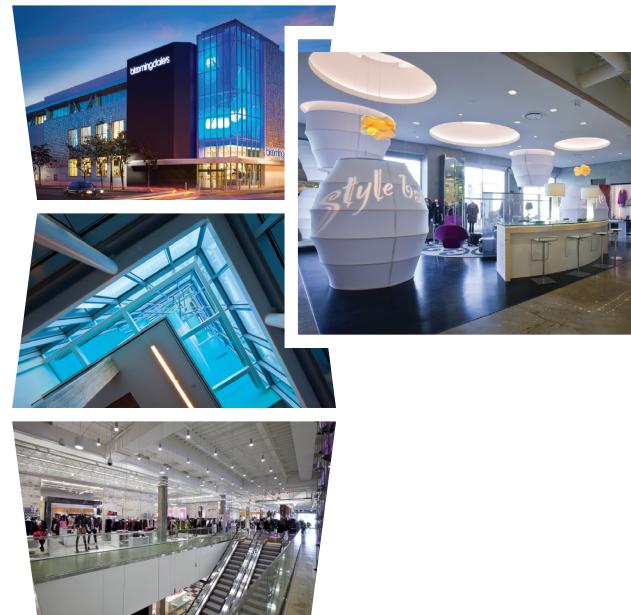
Parc 66
Jinan, China

Owner/Developer/Management Company:
Shandong Hang Lung Properties Limited
Architect: P&T International Inc
Graphic Designer: Benoy

Parc 66 is a striking new landmark for Jinan, located on the “Golden Avenue” at the center of one of the city’s fastest growing districts. Reflecting the region’s natural beauty in its design, Parc 66 takes its theme from the surrounding lakes and springs, embodying a fluid design with its undulating roofs, green spaces, curved façades and water themed interior design.

The mall has been designed to use LED light for energy saving and its comprehensive recycling and recovery program treats and supplies recycled water for non-drinking purposes. The cutting edge technology and timeless design brings vibrancy and caters for a new level of luxury to the cities increasingly affluent community.

VIVA “Best-of-the-Best” Awards Retail Store Design Winner



Bloomingdale's
Santa Monica, California

Company: Macy's Inc.
Architect: Hixson Architecture Engineering Interiors

Bloomingdale's is an integral part of Santa Monica Place, the conversion of an enclosed mall into an open-air fashion retail and entertainment destination. Created from the shell of a 1970's era department store, the result changes a fortress like building inside and out, creating a “new” Bloomingdale's that integrates with the shopping center, with an East-meets-West design approach evoking both SoHo and SoCal.

The original building's imposing presence was modulated to a pedestrian friendly scale. The third floor was designed for in-line retail and offices were set back with a band of windows. Monumental windows punched into the first and second floors to open the free form interior sales spaces to street view and glass display vitrines flank trellised landscaping at sidewalk level. A three story glass entrance tower featuring a dynamic sculpture faces a planned light-rail station on the adjacent corner.

2013 VIVA “Best-of-the-Best” Awards Winners (Continued)



VIVA “Best-of-the-Best” Awards Retail Store Sustainable Design Winner

TD Bank - Net Zero Store
Fort Lauderdale, Florida

Company: TD Bank America's Most Convenient Bank
Architect/Designer: Bergmann

TD's first NetZero Energy Store is a cornerstone of a goal to be "as green as the TD logo." Designed to produce as much energy as it consumes, it is the prototype for developing best practices for environmental efficiency. The store was built according to TD's new green-store standards, making it nearly 40% more efficient than the bank's previous design. It is an evolutionary step that engages and educates customers and employees on how renewable energy can safely and consistently power the building.

The design begins on the outside, with ground-mounted solar photovoltaics, a drive-through canopy constructed with bifacial photovoltaics, and preferred parking for electric vehicles. Inside, a customized entry announces environmental features, energy-efficient digital displays inform throughout, and a Penny Arcade teaches TD's youngest customers—making financial and environmental literacy fun and interactive.

Albert Sussman International Community Support Award

Operation Sendong: People Helping People To Rebuild A City
SM PRIME HOLDINGS, INC.
Pasay City, Philippines



On December 15, 2011, Typhoon Sendong hit the Philippines and intensified into a tropical storm causing mass devastation, nearly 1,000 people dead and another 1,500 people injured. In response to the storm SM Prime Holdings, Inc. immediately donated nearly \$70,000 for relief efforts and initiated their own response effort. The SM Foundation and SM Supermarket prepared relief bags and contributed 10,000 bottles of water daily for seven days straight, which were given to a total of 19,500 families. Rebuild packs filled with pails, mats, blankets, slippers, underwear, and diapers were given to 4,250 families. SM City Cagayan de Oro initiated exhibits and fundraising projects honoring those who were lost to help the community heal and help lift moral for those who lost everything. Finally, SM Prime Holdings, Inc. partnered with Gawad Kalinga and signed an agreement to rebuild 200 homes in Cagayan de Oro.

2013 VIVA “Best-of-the-Best” Awards Winners (Continued)



MARKETING



Honorees



CBL Brings Relief to Tornado-ravaged Joplin, MO
CBL & Associates Properties, Inc.
Chattanooga, Tennessee



Toy Tester
Meadowhall
Sheffield, United Kingdom

Owner: British Land & London Stamford Properties
Management Company: Smith Young Partnership



SM Supermalls iButterfly Hunt
SM Supermalls, Shopping Center Management Corp.
Pasay City, Philippines



NEW MEDIA CHALLENGE: it's the thrill of the find!
Vaughan Mills
Vaughan, Ontario, Canaeda

Owner/Management Company: Ivanhoe Cambridge

DESIGN/DEVELOPMENT



Honorees

Marmara Forum
Istanbul, Turkey

Developer: Multi Development Türkiye
Owner: Multi Development Türkiye & AREA Property
Architects: Tabanlioglu



2013 VIVA “Best-of-the-Best” Awards Winners (Continued)



DESIGN/DEVELOPMENT (continued)



Honorees



Morocco Mall
Casablanca, Morocco

Development Company/Owner: Al Amine d'Investment
Management: Aksal Malls
Design Architect: Davide Padoa/Design International
Graphic Designer: Design International/Saatchi & Saatchi



Robina Town Centre
Robina, Australia

Owner/Developer/Management Company:
QIC Global Real Estate
Architect: The Buchan Group (Qld)



CORE - TD Square - Holt Renfrew
Calgary, Alberta

Owner: Alberta Investment Management Corporation
Management Company: 20 VIC Management Inc.
Design Architect: MMC International Architects
Interior Design Consultant: GH+A



Westfield Valencia
Valencia, California

Development Company: Westfield LLC
Owner: Westfield LLC & LNR
Design Architect: Field Paoli/Westfield Design
Graphic Designer: RSM