ICSC’s Asia Pacific Shopping Center Awards recognise excellence within the region’s shopping centre industry and honours outstanding achievements in marketing and design/development of retail properties.

ICSC thanks the 2016 Awards Jury comprising dedicated industry professionals who gave their time and expertise to undertake an exhaustive judging process of a record-breaking number entries in this year’s competition. They judged online each entry in their respective disciplines and convened with the ICSC in Thailand in September 2016 to determine the finalists and winners.

2016 ASIA PACIFIC SHOPPING CENTER AWARDS JURY

Chair - Development Jury
Neville G. Beer
Managing Director – Property
The Gandel Group Pty, Ltd.
Australia

Development Jury
Simon Bee
Global Design Director
Benoy Limited
Hong Kong

Brian Chuang
Head of Project & Development
Link Asset Management Ltd.
Hong Kong

Phil Kim
Co-Chief Executive Officer
Managing Director
JERDE
Hong Kong

Sarah Lee
Sky Yutaka, Ltd.
Hong Kong

Joeslito Luna
Group Head, Innovation & Design Group
Ayala Land, Inc.
Philippines

Charn Srivikorn
Chairman
Gaysorn Land Asset Management Co., Ltd.
Thailand

Taka Tsukiyasu
Senior Director, Int’l Business Development
GARDE U.S.P
Japan

Nopporn Witoonchart
Chief Executive Officer
Siam Future Development, PLC
Thailand

Chair - Marketing Jury
Carol Angelosanto
Chief Executive Officer
Marketing Warehouse Pty, Ltd.
Australia

Marketing Jury
Gunyarak Piyakhun
First Executive Vice President,
Marketing Strategy and Business Intelligence
Siam Piwat Company Limited
Thailand

Paul Pozzobon
National Marketing Manager
Mirvac
Australia

Karen K.Y. Tam
Assistant General Manager-
Promotions & Marketing
The Wharf (Holdings) Limited
Hong Kong

Joaquin L. San Agustin
Senior Vice President, Marketing
Shopping Center Management Corporation – SM Supermalls
Philippines

Rowena M. Tomeldan
President
Ayala Land, Inc.
Philippines

Nicole Wilson
General Manager
Marketing Operations
Vicinity Centres
Australia
Fashion Walk conducted six fun and engaging surveys with key opinion leaders and fashionistas before executing a fully integrated program that resulted in YOY footfall and sales increases of more than 110%.

QV Melbourne successfully combined its digital assets and social media platforms with out-of-home advertising to execute their encompassing brand positioning campaign ‘Embrace Your Everyday’.
Siam Discovery: The Exploratorium offered visitors the opportunity to experiment with new products, embrace new ideas and make personal purchases, aided by the power of advanced digital technology.

Fifty-seven centres across the Philippines began a yearlong series of themed events and promotions with a grand-scale event designed to mark and celebrate the 30th anniversary of SM Supermalls.

VR Bengaluru utilized its local nickname, ‘Black Box on Whitefield Road’, in a dynamic advertising campaign that emphasized the centre as a ‘Box of Delights’ catering to every lifestyle element.
2016 Asia Pacific Shopping Center Awards

BUSINESS-TO-BUSINESS

The ‘Drive by Mirvac’ initiative offers retailers an integrated marketing platform to help them achieve their full sales potential, while fostering positive working relationships and open communications.

The Handover Conference @ SM City Tianjin drew more than 400 brand owners, mainstream media and industry experts to witness the signing of a strategic agreement between Handover and the SM Group.

SM hosted a two-day event for its distinctive tenants and partners that incorporated a retail summit, an innovation forum and an awards evening, whilst revealing the brand’s five-year development plan.

DRIVE BY MIRVAC
MIRVAC
SYDNEY, AUSTRALIA

HANDOVER CONFERENCE
© SM CITY TIANJIN
SM CITY TIANJIN
TIANJIN, CHINA

OWNER: SM PRIME HOLDINGS, INC.
MANAGEMENT COMPANY:
SM SHOPPING CENTER (TIANJIN) CO., LTD.

SM PARTNER’S SUMMIT
‘BRICKS CLICK’
SM PRIME HOLDINGS, INC.
PASAY CITY, PHILIPPINES

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The ‘Little Free Library’ Program at Ayala Malls enables diverse partnerships for free book exchanges on both national and grassroots levels, whilst promoting the joy of reading and literacy awareness.

The Bayfair Shopping Centre has achieved a Platinum rating with the national social change organisation ‘Be.Accessible’, and is well on its way to becoming the most accessible shopping centre in New Zealand.

With a small donation to a charity supporting victims of family violence, Bayside Shoppers were invited to colour a section of a large in-centre mural designed by mindfulness illustrator Georgia Perry.

Botany Town Centre’s community-focused ‘Paws for Thought Dog Adoption Drive’ helped simplify the pet adoption process and place desperate and unwanted dogs and puppies into new forever homes.

Festival Walk helped educate and build awareness of the presence of Alzheimer’s disease amongst Hong Kong residents with its multi-phased campaign combining art therapy with the holiday giving spirit.
The ‘Pink Power’ initiative conducted at four Inorbit Malls empowered women entrepreneurs of all ages by providing them with an in-centre retail outlet, offered free of charge for a duration of nine months.

Mal Taman Anggrek enlisted community, creative and business partners to stage a Christmas event for children with cancer and raised more than $52,000 USD for the Indonesian Kids Cancer Foundation.

The ‘First Smile Day Philippines’ benefit event held at several Megaworld Lifestyle Malls raised more than $77,000 USD for Operation Smile Philippines, a charity that benefits children with cleft palates.

Melbourne Central’s ‘Denim Drive’ helped raise awareness for a new social enterprise whilst promoting sustainable fashion practices, resulting in more than 100 kilos of donated denim products.

The ‘Share My Shoes’ community program at Mirvac encouraged customers to donate more than 11,600 pairs of shoes during the four-week campaign in support of the brand’s national charity partner.
Orion’s fundraising calendar in support of the national White Ribbon campaign featured images of 12 Mirvac construction members dressed for work, and ‘dressed for best’ in centre retailer fashions.

Orion Springfield Central held a series of free and interactive workshops that allowed children to learn through art, song, performance and dance about the cultural importance of Indigenous Australians.

Park Central’s ‘Angel Smiles 2016’ campaign included a series of events to raise awareness and funds for a local organization supporting children with a rare genetic disorder affecting the nervous system.

Pavilion KL’s ‘Charity at Heart’ campaign featured Chinese New Year gift sets hand-painted by 120 special-needs children, with proceeds supporting nine partner charities across the nation.

The ‘Earth Hour @ SM City Chongqing’ campaign inspired thousands of people to travel a distant equivalent to circling the Earth by simply taking 10,000 steps each day over a 10-day period.

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Silver Award Winner

Orion Construction
Orion Springfield Central
Springfield Central, Australia
Owner/Management Company: Mirvac

Create and Celebrate - NAIDOC Week
Orion Springfield Central
Springfield Central, Australia
Owner/Management Company: Mirvac

Angel Smiles 2016
Park Central
Hong Kong
Owner: Sun Hung Kai Real Estate Agency, Ltd.
Management Company: Hong Yip Service Company Limited

Charity at Heart
Pavilion Kuala Lumpur
Kuala Lumpur, Malaysia
Owner: MTRUSTEE BERHAD FOR PAVILION REIT MANAGEMENT COMPANY: PAVILION REIT MANAGEMENT SDN BHD

Earth Hour @ SM City Chongqing
SM City Chongqing
Chongqing, China
Owner: SM Prime Holdings, Inc.
Management Company: SM City (Chongqing) Co., Ltd.
SM Supermalls drew more than 20,000 visitors to its innovative solar-powered art installation, eco-concert and music festival, promoting modern living in conjunction with environmental awareness.

Stockland’s Student Sustainability Tour provided local college students with an opportunity to create their own liveable development, whilst learning about the importance of sustainable urban design.

Tai Po Mega Mall’s Christmas campaign in support of the Hong Kong YMCA brought the conventional community toy donation drive to another level by merging charity with an online shopping experience.

GREEN VISION: THE SM MISSION
SM CITY MARILAO AND SM BALIWAG MARILAO, PHILIPPINES
MANAGEMENT COMPANY: SM PRIME HOLDINGS, INC.

STUDENT SUSTAINABILITY TOUR
STOCKLAND BALDIVIS BALDIVIS, AUSTRALIA
OWNER/MANAGEMENT COMPANY: STOCKLAND

ONLINE TOY DONATION DRIVE AND SHOPPING PORTAL
TAI PO MEGA MALL HONG KONG
OWNER: SUN HUNG KAI REAL ESTATE AGENCY LIMITED MANAGEMENT COMPANY: KAI SHING MANAGEMENT SERVICES LIMITED
apm’s innovative platform combined the convenience of online shopping with the benefits of traditional retail, allowing consumers to shop online for in-store pick-up during the prime holiday shopping period.

Bendigo Marketplace’s unique digital Easter Egg Hunt campaign utilized iBeacon technology combined with a smartphone app to provide a fun and interactive experience for both children and their parents.

The ‘Link Park & Dine’ app provides users with convenient dining and shopping recommendations, as well as practical functions that include parking spot availability, find my car and e-queuing.

QVB activated an Instagram Vending Machine as part of its ‘Celebrate Chinese New Year’ campaign, creating a truly innovative customer experience, whilst strengthening the brand’s social media presence.

The launch of SM Supermalls mobile app included an innovative digital scratch-card game that significantly increased user downloads, whilst registering a record-breaking 82% prize redemption rate.
Shanghai IFC Mall’s ‘Inside a French Chateau’ exhibit used a variety of emerging technologies, including virtual reality, to allow visitors to experience the original art pieces and furniture of 18th century France.

Xidan Joy City’s strategic partnership with the Ant Check Later Service allows customers to make installment payments on purchases, offering repayment options of three-, six- or 12-month periods.

Yantai Joy City innovatively incorporated core features and functions from HOT CHAT into its mobile treasure-finding game, drawing thousands of competitors to the centre during the holiday season.
The newly redeveloped Atrium at Greenwood Plaza has enhanced the customer experience with improved physical infrastructure to offer visitors a modern and elevated dining experience.

Broadway Sydney implemented the ‘It’s Time to Mix It Up’ campaign to maintain and increase footfall and sales during its redevelopment phase and to position itself as a new and elevated centre.

Following its grand opening after an extensive renovation project, D’PARK has emerged as Hong Kong’s first dedicated family-oriented retail destination and the ‘World’s First Multiple Intelligence Kids Mall’.

The Mall Zhuhai, the first of a planned chain developed and operated by Walmart, is a community-oriented shopping centre offering local families a convenient one-stop, all-around shopping experience.

Highpoint celebrated the opening of its casual dining and entertainment precinct with a vibrant festival that featured neon lights, street food, musical performances and an in-centre game show.

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The ‘It’s all here. And it’s all yours’ campaign was a four-week-long initiative designed to generate excitement, community ownership and anticipation prior to the grand opening of Stockdale Harrisdale.

As Queensland’s newest fashion destination, Pacific Fair offers the Gold Coast community a variety of specialty fashion and beauty stores, including David Jones, UNIQLO and the region’s first H&M.

After an extensive renovation project, the newly opened Siam Discovery: The Exploratorium offers a vast array of retail options in a multi-sensory environment spread across 40,000m² of floor space.

Taroko Park is a recreational and leisure shopping destination housing more than 220 retail brands, food and beverage offerings, Ambassador Theatres, WeSport Gym and international go-kart circuit.

Uniquely identified as the ‘Black Box on Whitefield Road’, VR Bengaluru is an integrated lifestyle destination featuring upscale brands, a luxury boutique hotel, and a collaborative co-working space.

PACIFIC FAIR - LIKE NEVER BEFORE - STAGE OPENING
PACIFIC FAIR
BROADBEACH, AUSTRALIA
OWNER: AMP CAPITAL INVESTORS, LTD.
MANAGEMENT COMPANY: AMP CAPITAL SHOPPING CENTRES

SIAM DISCOVERY: THE EXPLORATORIUM
GRAND OPENING
SIAM DISCOVERY: THE EXPLORATORIUM
BANGKOK, THAILAND
OWNER/MANAGEMENT COMPANY: SIAM PIWAT CO., LTD.

IT’S ALL HERE. AND IT’S ALL YOURS.
STOCKLAND HARRISDALE
PERTH, AUSTRALIA
OWNER/MANAGEMENT COMPANY: STOCKLAND

GRAND OPENING
TAROKO PARK KAOSHIUNG
TAIPEI CITY, TAIWAN
OWNER/MANAGEMENT COMPANY: TAROKO DEVELOPMENT CORPORATION

VR BENGALURU - GRAND OPENING
VR BENGALURU
BENGALURU, INDIA
OWNER/MANAGEMENT COMPANY: VIRTUOUS RETAIL
INTEGRATED DIGITAL CAMPAIGNS

UNWRAP CHRISTMAS EVERYDAY
AMP CAPITAL SHOPPING CENTRES
SYDNEY, AUSTRALIA

HIDE & GO SNAP
BENDIGO MARKETPLACE
SHOPPING CENTRE
BENDIGO, AUSTRALIA

IAPM MALL – LABOUR DAY
IBEACON & WECHAT
ONLINE PRIVILEGE
IAPM MALL
SHANGHAI, CHINA

MISS KYREE LOVES KARRINYUP
STYLE SERIES
KARRINYUP SHOPPING CENTRE
KARRINYUP, AUSTRALIA

DIGITAL DRIVE
MIRVAC
SYDNEY, AUSTRALIA

AMP’s Christmas campaign featured an engaging online competition that incented customers to unwrap digital presents for a chance to win prizes, or to have a donation made on their behalf to a local charity.

Bendigo’s fun and interactive ‘Hide & Go Snap’ campaign allowed customers to engage with the centre and retailer brands, and to share their experiences with friends online via the Snapchat platform.

iapm mall integrated iBeacon technology with WeChat to create a mobile ‘shake game’ app that incented customers to visit designated checkpoints to collect e-coins redeemable at centre retailers.

Karrinyup capitalised on the popularity of Scandinavian interior design and home-styling trends to launch its first fully digital lifestyle campaign – the Miss Kyree Loves Karrinyup Style Series.

Mirvac’s two food-themed campaigns designed to kickstart or boost databases at its smaller centres resulted in substantial increases in database and member registration for the participating centres.
Wollongong Central launched the ‘Discover #ourgong’ campaign with a unique photobooth activation that registered more than 1,700 uses of #ourgong and generated a 23% growth in Instagram followers.

Known locally as the ‘IKEA centre’, Rhodes Waterhouse showcased its diverse range of homeware retailers on social media platforms to position the centre as a one-stop homeware destination.

TaiKoo Hui’s ‘Speedy Championship’ game challenged more than 24,000 online users to complete a comprehensive series of tests and driving skills needed to earn their virtual race car driver's licence.
MARKETING POSITIONING & BRAND AWARENESS

The ‘Blooms’ campaign included a season of planting, garden tours, green talks and workshops to demonstrate how Ayala Malls integrates environmental preservation into its overall business model.

Chengdu IFS used a series of signature events combined with fashion-related workshops and online tools to engage customers in the brand’s evolution by co-creating content for the centre’s digital platforms.

The ‘Architects of Beauty by Highpoint’ initiative was a series of 15 events featuring centre retailer products that inspired and educated customers in the domains of makeup, skincare and fragrance.

Hyperdome Shopping Centre’s multifaceted campaign to position its new $21 million fresh-food offer ‘The Market Room’ included special events, promotions and food demonstrations by celebrity chefs.

Link implemented a city-wide series of advertising and publicity events and activities to strengthen its image that included the revealing of a new national brand identity, logo and brand promise.
The Macquarie Centre’s digital fashion film ‘Love Yourself’ was amplified in-centre and across all digital and social media platforms, reaching more than 1.43 million users during the course of the campaign.

Northland’s multifaceted ‘The New North’ branding campaign featured a quirky calendar, luxurious fashion style den, foodie heaven event and interactive family fun with ‘The Best Birthday Ever’ event.

As a Beijing first, Chaoyang Joy City’s hosting of the ‘Van Gogh Alive’ exhibition featured a 360° interactive art space using high-definition projection to display 3,000 pieces of the artists’s work.

In partnership with a local fashion school and an Adelaide fashion magazine, Burnside Village invited customers to create a fashion illustration using an outfit from a centre brand or retailer as inspiration.

The Galeries partnered with Art Month Sydney for ‘The Artists Playground’ initiative, an immersive and interactive platform for emerging street artists, illustrators and designers to showcase their talents.
Designed to test the potential market for evening dining at Garden City, the ‘Sunset Supper Club’ attracted more than 14,000 visitors, surpassing every objective set for generating traffic and publicity.

The ‘Swimming by the Harbour @Harbour City’ campaign featured a series of public events and activities set around a large-scale outdoor art exhibit created by hyper-realist artist Carole Feuerman.

Harbourside hosted three exciting activations designed to combat declining visitor numbers during a redevelopment phase; these high-impact events were a Darling Harbour first and offered free of charge.

Karinyup teamed up with a local fashion festival for its ‘Active Living Lunch’ – a fashion runway show featuring barefoot models showcasing the centre’s vast array of activewear retailers and brands.

The ‘Cheers Express’ community event campaign featured food trucks staffed by celebrity chefs, a mobile candy van and photo booth, and fundraising initiatives for HOPE Worldwide (Hong Kong) charity.
To celebrate the official launch of its children’s collection, The Shoppes transformed its skating rink into a plush garden to present a vibrant collection of fashion and lifestyle offerings for little adults.

The ‘Celebrate Christmas’ campaign, featuring Sydney’s tallest Christmas tree set amidst a sparkling Enchanted Garden laden with Swarovski crystals, generated more than $2.8 million in PR value for QVB.

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The ‘Lanterns of Hope’ event united the Filipino-Chinese community as they transformed 19,552 origami lanterns, a traditional Chinese symbol of luck, into the World’s Largest Display of Origami Lanterns.

Miikii’s Christmas and Chinese New Year campaign ‘Pika Fever’ included an extensive series of creative promotional events and activities featuring the global anime sensation ‘Pokemon’.

Pavilion KL generated extensive media attention during its ‘Christmas Sparkles’ campaign featuring a 75-foot-tree decorated with 3,100 crystal strands and more than 174,000 Swarovski crystal pieces.

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PUBLIC RELATIONS AND EVENTS

Silver Award Winner

FLORAL TILES CHRISTMAS @ SM LIFESTYLE CENTER
SM LIFESTYLE CENTER, XIAMEN, CHINA
OWNER: SM PRIME HOLDINGS, INC.
MANAGEMENT COMPANY: XIAMEN SM CITY CO., LTD.

The ‘Floral Tiles Christmas’ campaign at SM Lifestyle Center in Xiamen, China, paid homage to the cultural importance of hand-painted floral tiles, attracting more than 157,000 netizen followers, who generated more than 400,000 comments.

‘STANLEY PLAZA CHRISTMAS SEASIDE MARKET’ OF LINK STANLEY PLAZA
HONG KONG
OWNER/MANAGEMENT COMPANY: LINK ASSET MANAGEMENT LIMITED

The ‘Christmas Seaside Market’ was Hong Kong’s first German Village-inspired open market and featured more than 100 festive delicacies, traditional toys and nutcrackers, and themed entertainment.

WESTFIELD INNALOO - WESTFIELD INNALUAU
INNALOO, AUSTRALIA
OWNER/MANAGEMENT COMPANY: SCENTREGROUP, LTD.

The ‘Westfield InnaLUAU’ event invited customers to send off summer in a tropical style with an evening featuring food trucks, a tiki pop-up bar and Hawaiian themed games, dancers and drummers.

IMMERSION THEATER@XIDAN JOY CITY: MOVIE FORM THE INSIDE
XIDAN JOY CITY
BEIJING, CHINA
OWNER: COFCO MANAGEMENT COMPANY: XIDAN JOY CITY CO., LTD.

The ‘Immersion Theater: Ghost Blows the Lamp’ program held at Xidan Joy City attracted more than 90,000 people to the centre to enjoy an immersive and entertaining movie-world experience.
SALES PROMOTION/TRAFFIC ACTIVATION

**GOLD AWARD WINNER**

**BROADWAY SYDNEY**  
**‘Luminous’ Campaign**  
**Sydney, Australia**  
**Owner:** MIRVAC & PERRON GROUP  
**Management Company:** MIRVAC

**FESTIVAL WALK**  
**‘Secret Code Gift Surprises’ Campaign**  
**Festival Walk**  
**Hong Kong**  
**Owner:** MAPLETREE GREATER CHINA COMMERCIAL TRUST  
**Management Company:** MAPLETREE GREATER CHINA PROPERTY MANAGEMENT LIMITED

**WHERE’S WALLY? – THE HAPPINESS HUNT**  
**Harbour City**  
**Hong Kong**  
**Owner:** WHARF ESTATES LIMITED  
**Management Company:** MIRVAC

**HELLO SYDNEY!**  
**Harbourside Shopping Centre and Birkenhead Point Outlet Centre**  
**Loganholme, Australia**  
**Owner:** QIC LOGAN  
**Management Company:** QIC PROPERTIES PTY, LTD.

**ONCE UPON A TIME**  
**Hyperdome Shopping Centre**  
**Loganholme, Australia**  
**Owner:** QIC LOGAN  
**Management Company:** QIC PROPERTIES PTY, LTD.

The ‘Luminous’ campaign at Broadway Sydney featured six unique Kinetic Light display shows representing the key sentiments of Christmas – Love, Hope, Wisdom, Peace, Sharing and Joy.

Festival Walk drew customers to the mall’s lower levels with its ‘Under Construction’ initiative, an interactive gaming zone offering visitors the opportunity to win gifts and discounts by solving codes.

Harbour City transformed its centre into a life-sized ‘Where’s Wally?’ 3D exhibit, drawing more than 5.7 million visitors with a unique series of events and activities featuring the iconically elusive character.

The ‘Hello Sydney!’ VIP Tourist program offered visitors big savings on the best the city had to offer at three Sydney shopping centres, including great shopping, fabulous food and entertainment.

Hyperdome’s two family-friendly events, inspired by the work of Lewis Carroll and Roald Dahl, collectively drew more than 90,000 visitors to the centre during the Easter holiday and summer vacation breaks.
SALES PROMOTION/ TRAFFIC ACTIVATION

iapm mall’s holiday campaign featuring the ‘Star Wars: The Force Awakens’ shoppertainment event generated significant traffic and sales increases and extensive online and traditional media attention.

Shanghai ifc Mall drew more than 3.5 million visitors to its enchanting Fantasyland event combining fashion, art and entertainment and featuring Disney’s most iconic characters: Mickey and Minnie Mouse.

To celebrate its 30th anniversary, SM Supermall launched its yearlong festivities with the ‘Feb 30th Anniversary Sale’, a grand-scale event featuring a variety of ‘30 themed’ promotions and discounts.

St. Marys Village incited customers to ‘Spend to Enter’ in the weeks leading up to the ‘Target Toy Sale’ for an opportunity to become a ‘Trolley Dash’ racer and shop before any other customer in the country.

Viviana Mall’s end-of-season sales promotion ‘Flat 50% Sale on 250 Brands’ featured extended mall hours, free public transit and the opportunity for qualifying shoppers to win one of three new cars.
To combat the trend of rickshaw drivers refusing fares to their centre, Viviana Mall created a dedicated rickshaw stand and rewarded drivers dropping off shoppers with coupons redeemable for groceries.

Facing a competitive retail environment, WTC More launched its “Kissmas” campaign – leveraging a lipstick theme to introduce its new “Beaute” cosmetic zone – attracting the attention of the city’s cosmetics connoisseurs. The successful campaign introduced a number of unique beauty brands to Hong Kong.

Strategically located near railway stations, a regional bus terminal and multiple highways, AEON MALL Kyoto houses more than 200 specialty stores, dining options and a three-storey AEON Style retailer.

Okinawa’s AEON MALL incorporates an open-air village with a five-level mall and houses more than 220 specialty stores and 60 food and beverage outlets. It is anchored by a three-story AEON Style retailer.

AEON MALL’s nine-story regional mall in the centre of Okayama is the largest multi-storey commercial facility in Western Japan. It houses more than 340 retailers, including many first-to-market brands.
NEW DEVELOPMENTS

**CENTRAL PLAZA WESTGATE**
Nonthaburi, Thailand
OWNER/DEVELOPER: CENTRAL PATTANA, PLC
DESIGN/PRODUCTION ARCHITECTS: AMA DESIGN STUDIO CO., LTD.

**EAST VILLAGE**
Zetland, Australia
OWNER/DEVELOPER: PAYCE CONSOLIDATED LIMITED
DESIGN ARCHITECTS: KOICHI TAKADA ARCHITECTS
PRODUCTION ARCHITECTS: TURNER ARCHITECTS

**LOTTE WORLD MALL**
Seoul, South Korea
OWNER/DEVELOPER: LOTTE CORPORATION
DESIGN ARCHITECTS: KPF, BENOY, LEONARD DESIGN ARCHITECTS
PRODUCTION ARCHITECTS: SUHAN ARCHITECTS

**THE MIXC, QINGDAO, CHINA**
Qingdao, China
OWNER: CHINA RESOURCES LAND (SHANDONG) LIMITED
DESIGN ARCHITECTS: BENOY, LTD.

**NORTHWEST SHOPPING CENTRE**
Auckland, New Zealand
OWNER/DEVELOPER: STRIDE PROPERTY
DESIGN/PRODUCTION ARCHITECTS: THE BUCHAN GROUP

With direct access to major roads and public transit, CentralPlaza Westgate is optimally located to serve the population of 13 million people residing in and around Bangkok, as well as the city’s many visitors.

East Village is an urban retail, residential and commercial precinct, combining leading-edge apartments with a uniquely vibrant marketplace for people to meet, shop, dine or enjoy a range of leisure activities.

LOTTE WORLD MALL is the result of more than 15 years of planning to provide the ultimate one-stop destination for shopping, entertainment, dining and recreation within a world-class environment.

Occupying an area of 450,000sqm, Qingdao’s The MixC retail mall houses the most extensive range of retail, food and beverage, entertainment, educational and cultural offerings available in China.

NorthWest Shopping Centre’s modern design innovatively integrates 100 specialty stores, including some of NZ’s most iconic retailers, with a variety of common areas, public amenities and respite areas.
RENOVATIONS/EXPANSIONS

SM MEGA FASHION HALL
MANDALUYONG, PHILIPPINES
OWNER: SM PRIMES HOLDINGS
DEVELOPER: FIRST REALTY
DEV. CORP.
DESIGN ARCHITECTS: ARQUITECTONICA
PRODUCTION ARCHITECTS: W.V. COSCOLLUELA & ASSOCIATES

D-PARK
HONG KONG
OWNER/DEVELOPER: NEW WORLD DEVELOPMENT COMPANY LIMITED
DESIGN ARCHITECTS: BENOY, LTD.
PRODUCTION ARCHITECTS: LWK & PARTNERS (HK), LTD.

SUNWAY PUTRA MALL
KUALA LUMPUR, MALAYSIA
OWNER: RHB TRUSTEES BERHAD
(AS TRUSTEE FOR SUNWAY RET)
DEVELOPER: SUNWAY IFM SDN BHD
DESIGN ARCHITECTS: AEDAS PTE, LTD.
PRODUCTION ARCHITECTS: SA ARCHITECTS SDN BHD

MACQUARIE CENTRE
NORTH RYDE, AUSTRALIA
OWNERS: AMP MACQUARIE PTY LTD, AMP MACQUARIE PTY LTD, AMP DIVERSIFIED PROPERTY FUND, AMP REIT
DEVELOPER: SCENTRE GROUP
MANAGEMENT COMPANY: AMP SHOPPING CENTRES
DESIGN ARCHITECTS: SCENTRE GROUP

Megamall’s newest expansion wing includes a centrally located wedge-shaped atrium – a bright and airy multipurpose space ideal for hosting artistic performances, exhibitions, fairs, and product launches.

D-PARK’s HK$700 million renovation project included extensive upgrades to the three-storey centre and a rebranding campaign positioning the centre as ‘The World’s First Multiple Intelligence Kids Mall’.

After a two-year refurbishment project, the Sunway Putra Mall comprises an eight-story retail mall housing more than 400 local and international brands, a hotel, an office tower and six levels of parking.

The newly redeveloped Macquarie Centre houses a vast array of local and international brands, aspirational fashion retailers, unique leisure and lifestyle retailers, and a variety of fresh-food offerings.
The revitalized Tin Shing Market incorporates international and modern design elements into a traditional local fresh market to provide enhanced sightlines, circulation and customer service facilities.

TIN SHING MARKET
HONG KONG
OWNER/DEVELOPER: LINK ASSET MANAGEMENT LIMITED
DESIGN ARCHITECTS: CYS ASSOCIATES (HONG KONG), LTD.

Following a six-year redevelopment project that included extensive refurbishment to its interior and exterior infrastructure, the newly branded MOKO centre has become an iconic city landmark.

MOKO
HONG KONG
OWNER: KIMROSE INVESTMENTS, LTD.
DEVELOPER: SUN HUNG KAI PROPERTIES, LTD.
MANAGEMENT COMPANY: KAI SHING MANAGEMENT SERVICES, LTD.
DESIGN/PRODUCTION ARCHITECTS: AEDAS

Silver Award Winner
GOLD AWARD WINNER

2016 Asia Pacific Shopping Center Awards

RENOVATIONS/EXPANSIONS
TRADITIONAL MARKETING

Advertising: Strategic communications that advertise a shopping centre or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign.

Business-to-Business (B2B): Marketing communications initiated by a shopping centre and directed to other businesses (not consumers), such as retailers, specialty retailers, trade groups, investors, suppliers or other targeted commercial interests.

Cause-Related Marketing: A single or ongoing event, programme or project that primarily benefits a charitable or community need, interest or cause.

Emerging Technology: The most current and innovative use of website, mobile, interactive or any other online component that creates a brand experience.

Grand Opening, Expansion & Renovation: A comprehensive marketing campaign intended to introduce or reposition a new, expanded or renovated shopping centre.

Integrated Digital Campaigns: Programmes consisting of an integrated online, digital or social media campaign executed as a significant component of an in-mall event or sales promotion.

Marketing Positioning & Brand Awareness: This category is for sustained and consistent marketing campaigns that contain multiple integrated elements that are implemented to position an overall centre or a merchandise category within a centre to its target audience.

Public Relations & Events: A planned public relations programme, event or initiative intended to primarily benefit the commercial interests of a shopping centre or company.

DESIGN & DEVELOPMENT

The Design & Development category recognises retail properties for their overall design qualities and creativity in development through renovation or expansion of an existing property or in innovative design of a new retail project.