



2009 WINNERS

think **K** beyond

ICSC CANADIAN
SHOPPING CENTRE
AWARDS



The International Council
of Shopping Centers

Shopping centres are all about

PEOPLE

Creative, smart and insightful people who imagine and dream, plan and build, buy and sell, aspire and achieve...

Ivanhoe Cambridge congratulates all the winners for this year's ICSC Canadian Shopping Centre Awards: Our hats off to the people who make shopping centres better.

Ivanhoe Cambridge is a leading global Canadian-based shopping centre owner, manager, developer and investor. Beyond our strong presence in Canada, we are active elsewhere in North America, Latin America, Europe and Asia.

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**Ivanhoe
Cambridge**

Caisse de dépôt et placement
du Québec

ICSC canadian shopping centre awards

The ICSC Canadian Shopping Centre Awards are designed to honour the shopping centre industry's most cutting-edge properties, innovative solutions and creative responses to market trends, as well as outstanding examples of retail store design. The Awards bring information and insight to the entire industry on what it takes to attain high levels of achievement.



award categories

Marketing

Advertising: Strategic communications that advertise a shopping centre or company to its target market(s).

Business To Business (B2B): Marketing efforts and initiatives originating from a shopping centre or company and directed to a business audience rather than consumer, such as retailer or retailers, trade group, investment community, or other targeted commercial interests.

Customer Service: A new category this year, Customer Service Experience honors a strategic service or initiative designed to benefit consumers, employees, suppliers, shareholders or communities, and demonstrates exceptional standards.

Category Integration: This category is intended to showcase major programs or campaigns that are too complex or comprehensive to fit within a single category. It defines "marketing" in very broad terms including elements of design, development, finance, leasing, management, and strategies covered in all of the other categories.

Community Relations: A single or ongoing event, programme or project that primarily benefits a charitable or community need, interest, or cause.

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

Public Relations: A planned public relations program or initiative intended to primarily benefit the commercial interests of a shopping centre or company.

Revenue Impact: Programs and initiatives intended to generate revenue that directly enhances the net operating income (NO I) of a shopping centre or company.

Sales Promotion and Events: Programs or events intended to directly impact retail sales and customer traffic.

Development/Design

Entries in this category may be for a project involving an entire shopping centre (Innovative Design and Construction of a New Centre) or an enclosure or single facet of a centre such as an addition (Renovation or Expansion of an Existing Centre).

Retail Store Design

This category is to recognize how professional store design contributes to the success of the retail industry.

Visit ICSC's Global Awards Gallery at www.icsc.org/awardswebgallery to view complete details of the winning entries.

ADVERTISING Centres between 150,001 and 400,000 sq. ft.



Have you seen Gerrard lately?

Gerrard Square
Toronto, Ontario

Owner/Management Company:
Davpart Inc

Professional Recognition:

Natasha Tiessen, Marketing Director,
Gerrard Square / Davpart Inc.

Andrea Tushingam, National
Retail Marketing Director, Morguard
Investments

Rob Hoosein, Managing Partner,
Elixir Marketing

Kyle McKenna, Managing Partner,
Creative Director, Elixir Marketing

Sal Iantorno, Co-Creative,
Elixir Marketing

On the heels of a 2007 multi-million dollar renovation, downtown Toronto's Gerrard Square launched a stylish advertising and promotional outreach plan—"Have you seen Gerrard lately?" Utilizing new creative and an aggressive guerilla marketing campaign, Gerrard Square achieved seven hundred and seventy thousand media impressions while increasing centre traffic by twenty-four percent.



ADVERTISING Centres between 400,001 and 750,000 sq. ft.



Fresh-er-vention

Orchard Park Shopping Centre
Kelowna, British Columbia

Owner: Primaris Retail REIT

Management Company: Oxford
Properties Group

Professional Recognition:

Natalie Walstrom, Marketing Manager,
Orchard Park Shopping Centre

Tanya Cormier, Marketing Coordinator,
Orchard Park Shopping Centre

Norbert Gelowitz, General Manager,
Orchard Park Shopping Centre

Mary Vallee, Miscellaneous Revenue
and Marketing Director, Oxford
Properties Group

With thirty-three percent of their shoppers finding a home on Facebook, Orchard Park Shopping Centre took advantage of the social networking phenomena, creating an on-line contest called Fresh-er-vention. Part of an on-going campaign built on the word "Fresh"; the contest used site visits as votes confirming the style and freshness of contestants. The site drew almost thirty-six thousand visitors and nearly thirty thousand votes.





Promenade Asks... What's Your Style?

Promenade Shopping Centre
Thornhill, Ontario

Owner/Management Company:
The Cadillac Fairview Corporation Limited

Professional Recognition:

Donna Rosati, Marketing Director, Promenade Shopping Centre, Cadillac Fairview Corp.

Natalie Zabolotin, Marketing Coordinator, Promenade Shopping Centre, Cadillac Fairview Corp.

Promenade Shopping Centre in Thornhill needed a new brand identity to support their stylish new fashion components. A multi-dimensional campaign was generated, featuring a partnership with LOULOU magazine, which ran a questionnaire "What's Your Style"—the answers to which led consumers to specific stores in the centre that matched their needs. The campaign increased the centre's sales by five percent.



Brand Name Bargains to Brag About

Dixie Outlet Mall
Mississauga, Ontario

Owner/Management Company:
Ivanhoe Cambridge

Professional Recognition:

Maria Bevacqua, Marketing Director, Oshawa Centre/ Ivanhoe Cambridge

Stephen Gascoine, General Manager, Dixie Outlet Mall/Ivanhoe Cambridge

Jennifer Kleinberg, Marketing Director, Dixie Outlet Mall/Ivanhoe Cambridge

Joanne Ross, Director of Marketing, Central Region, Ivanhoe Cambridge

Gail Taylor, Principal, Taylor Marketing

Despite several years of efforts to increase the quality and visibility of its tenants, Dixie Outlet Mall was still paying a price for their past as a "value mall". An aggressive media campaign. "Brand Name Bargains to Brag About", aimed to emphasize the upscale retailers to be found at the expanding centre. Exciting radio and television advertising hit the mark, increasing sales by over thirteen percent and traffic by four percent in the first year.





Fairview Friends

Fairview Mall
Toronto, Ontario

Owner: Cadillac Fairview & Ivanhoe Cambridge

Management Company: The Cadillac Fairview Corporation Limited

Professional Recognition:

Melody Fallis, *CMD, Senior Marketing Director, Fairview Mall*

Jamie Harkin, *Marketing Coordinator, Fairview Mall*

Toronto's Fairview Mall required a chic and memorable advertising campaign to celebrate their recent ninety two million dollar renovation. "Fairview Friends", five whimsical illustrated "avatars"— personas adopted by many online fans— were featured in a multi-media campaign that reached over fifty-two percent of the Toronto market and generated a twenty-two percent increase in foot traffic.



Sherway Gardens... Life Less Ordinary

Sherway Gardens
Toronto, Ontario

Owner/Management Company: The Cadillac Fairview Corporation Limited

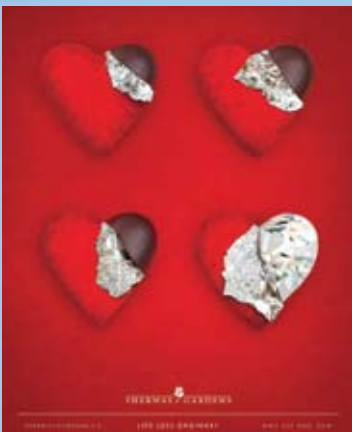
Professional Recognition:

Elena Price, *Senior Marketing Director, Sherway Gardens-Cadillac Fairview*

Marnie Bonnett, *Marketing Coordinator, Sherway Gardens-Cadillac Fairview*

Anthony Taaffe, *Associate Creative Director, Extreme Group*

Like their shoppers, Sherway Gardens shares an appreciation of the finer things in life. That insight led the Toronto centre to a shift in advertising to reaffirm their place in consumer's hearts and minds as a fashion destination. The resulting "Life Less Ordinary" campaign included redesigned logos, new media efforts and a tagline that reached across all areas of advertising.





Two Unique-to-Market Retailers Open at Southcentre

Southcentre
Calgary, Alberta

Owner/Management Company:
Ivanhoe Cambridge

Professional Recognition:

*Vera Maguire, Marketing Director,
Southcentre/Ivanhoe Cambridge*

*Belinda Davidson, Director,
Regional Marketing Western Region,
Ivanhoe Cambridge*

*Jennifer Green, Account Executive,
Panzano & Partners*

Calgary's Southcentre Gold Maple Leaf Award-winning advertising campaign celebrated their acquisition of "Two Unique-to-Market Retailers". The retailers in question are the top-of-the-line leather goods company Coach, and the high-end home goods store Restoration Hardware. The centre celebrated the arrival of these highly desirable tenants with a three-month-long multi-prong campaign that reached an audience of eight plus million impressions for Restoration Hardware and helped Coach to record-setting profits.



What Will You Change Into?

Upper Canada Mall
Newmarket, Ontario

Owner: Ivanhoe Cambridge,
and Omers

Management Company:
Ivanhoe Cambridge

Professional Recognition:

*Lucia Connor, SCMD, Marketing
Director, Upper Canada Mall/
Ivanhoe Cambridge*

*Doug Peters, General Manager,
Upper Canada Mall/Ivanhoe
Cambridge*

*Joanne Ross, Director,
Regional Marketing, Central Region,
Ivanhoe Cambridge*

*Virginia Boggie, Partner, Director of
Client Services, Suburbia Advertising*

Upper Canada Mall won a Gold Maple Leaf Award for its innovative "What Will You Change Into?" campaign. The York regions premiere fashion destination, Upper Canada Mall's game-plan included a thirteen week media campaign that reached almost eight million people; a guerilla/street marketing team that distributed ten thousand postcards, and unique new in-mall signage—leading to a sixteen percent increase in centre sales.





Be The One

Square One Shopping Centre
Mississauga, Ontario

Owner: OMERS and AIMCO

Management Company:
Oxford Properties

Professional Recognition:

Linda Keen-Lausberg,
*Marketing Director, Square One/
Oxford Properties*

Nance MacDonald, CMD,
*General Manager, Square One/
Oxford Properties*

John Giddings, Director,
Retail GTA, Oxford Properties

Liz Falconer, President,
Brees Communications

Personal style—whether you're The Fashionista, the Corporate Type, The Romantic or The Siren—women look to archetypes in magazines and movies to help define their own sense of style. Square One Shopping Centre in Mississauga used that search to inform their fashion forward campaign "BE THE ONE". Square One's message resonated with their core shoppers, leading to a four percent increase in sales volume



What's New at Vaughan Mills?

Vaughan Mills
Vaughan, Ontario

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Jamie MacLean, SCMD, Marketing Director, Vaughan Mills

Nicole Meriano, Assistant Marketing Director, Vaughan Mills

Gil Small, CSM, General Manager, Vaughan Mills

Nidhi Sawhney, Administrative Assistant, Marketing, Vaughan Mills

Anat Barzilay, Business Development Specialist, Rogers Television–Citytv

The addition of six important tenants was the prompt for Ontario's Vaughn Mills to partner with Citytv to spread the news about "What's New at Vaughn's". The Vaughn centre launched an aggressive advertising campaign that generated well-over twenty five million impressions, leading to a boost of seven percent in traffic and a ten point eight percent jump over the previous year's sales.



CATEGORY INTEGRATION Centres more than 1,000,000 sq. ft.



LIGHTEN UP Turn On A New Look

Scarborough Town Centre
Scarborough, Ontario

Owner: OMERS and AIMCO Realty

Management Company:
Oxford Properties Group

Professional Recognition:

*Jai Lee, Marketing Director,
Scarborough Town Centre*

*Bonnie Taylor, Marketing Coordinator,
Scarborough Town Centre*

*Kathy Meyers, General Manager,
Scarborough Town Centre*

*John Giddings, Director, GTA Retail,
Oxford Properties Group*

*Liz Padilla & Duncan Aitken,
Creative Agency, Metal Monkey*



A major facelift was designed to reinforce Scarborough Town Centre's place in the east Toronto market. LIGHTEN UP Turn On A New Look aimed to literally lighten up and modernize the centre. The campaign included on-going communications with tenants, a new advertising program to reposition the centre and gift giving programs for consumers. Their interdisciplinary approach helped them maintain monthly traffic and sales per square foot through the renovation process.



Be The One

Square One Shopping
Centre Mississauga, Ontario

Owner: OMERS and AIMCO

Management Company:
Oxford Properties Group

Professional Recognition:

*Linda Keen-Lausberg, Marketing
director, Square One/Oxford Properties*

*Nance Macdonald, CMD, General
Manager, Square One/Oxford Properties*

*Michael Balaban, Marketing
Coordinator, Square One/Oxford
Properties*

*John Giddings, Director, Retail GTA,
Oxford Properties Group*

*Liz Falconer, President, Brees
Communications*

A two year plan culminated in a wildly successful integrated campaign urging shoppers to BE THE ONE for Square One Shopping Centre. Inspired by the insight the Square One was large and diverse enough to provide virtually anyone with the means to their own personal expression, BE THE ONE became a call-to-action for consumers and the new brand tag for the centre. Integrating consumer advertising, merchandising, communications, public relations and tenant coordination and leasing under the new brand led to a synergy that generated more than four point four million media impressions, major sales gains in the fashion categories, created a BE THE ONE award for women in the media.





Life In The City Starts Here.

Citi Plaza
London, Ontario

Owner: Canadian Commercial Workers Industry Pension

Management Company: Arcturus Realty Corporation

Professional Recognition:

Lucas Blois, CPM, *Regional General Manager, Citi Plaza*

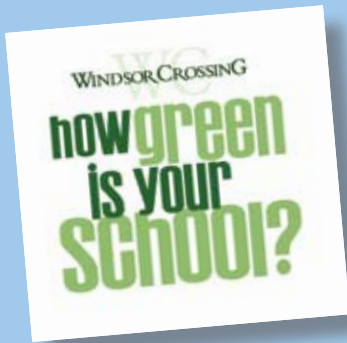
Kelly Mills, *Tenant Services Coordinator, Citi Plaza*

Alan Levine, *Levrob Holdings*

Jennifer O’Neill, *Director, National Communications & Marketing, Arcturus Realty Corporation*

Patricia Hoffer, *Vice President, Lashbrook Communications*

A Gold Maple Leaf Award was given for the transformation and rebirth of the Galleria into Citi Plaza. Fresh, innovative thinking was at the heart of the project, as a shift in perception and the addition of a redeveloped centre led to a remarkable ninety six percent jump in occupancy and an incredible one hundred and seventy five percent raise in NOI, clearly signaling that “Life in the Citi Starts Here”.



How Green is Your School?

Windsor Crossing
LaSalle, Ontario

Owner: OpTrust Retail Inc.

Management Company: Bentall LP

Professional Recognition:

Colleen Gosnell, *General Manager, Windsor Crossing/Bentall LP*

Sorelia Mejia, *Administrative Assistant/Promotion Coordinator, Windsor Crossing/Bentall LP*

Earl Pulleyblank, *Building Operator, Windsor Crossing/Bentall LP*

Domenic Imbesi, *Regional Director, Marketing Retail Services, Bentall LP*

Laura Tucker, *Account Manager, Hargreaves Stewart*

Green initiatives are the strategic difference for LaSalle’s Windsor Crossing in building leadership in sustainable development. “How Green is Your School?” offered twenty thousand dollars in cash prizes to schools to fund educational and community green projects. In addition to raising awareness among almost fifteen thousand students, the campaign generated excellent media coverage.





St-Alphonse Church Centennial Events

Carrefour Frontenac
Thetford Mines, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Louise Ferland, Administrative Coordinator, Carrefour Frontenac/ Ivanhoe Cambridge

Sylvie Perron, General Manager, Carrefour Frontenac / Ivanhoe Cambridge

Marlène Thériège, Director, Regional Marketing, Ivanhoe Cambridge



St. Alphonse Church is at the heart of the small town of Thetford Mines, and Carrefour Frontenac stepped in to assist the church in the celebration of their hundredth anniversary. Centre staff served on the planning committee for Centennial activities that included a poster contest among local school children and a celebratory anniversary mass and brunch. Carrefour Frontenac provided centre gift cards as prizes and display space for the poster contest, which drew 570 entries, an amazing response of forty-five percent of the student population. The centre's sponsorship helped drive brunch attendance to fifty percent above expectations. A modest investment of sixteen hundred dollars led to a significant jump in comparable sales and heightened community support.



COMMUNITY RELATIONS Centres between 400,001 and 75,000 sq. ft.



Quinte Mall Strikes Gold with the United Way of Quinte

Quinte Mall
Belleville, Ontario

Owner: Ivanhoe Cambridge/
HOOPP Realty Inc.

Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Martha Farrell, CMD, Marketing Director, Quinte Mall/ Ivanhoe Cambridge

Greg Taylor, General Manager, Quinte Mall/Ivanhoe Cambridge

Joanne Ross, Director, Regional Marketing, Ivanhoe Cambridge

Susan Pearce, Graphic Designer/Production Manager, SK Bailey Advertising



Known as a generous partner to the Ontario community of Belleville, Quinte Mall found the perfect vehicle to serve its neighbors by partnering with the local United Way in celebrating the group's fiftieth anniversary. A formal gala in-mall generated ten thousand dollars and an Ambassadors program gave trained volunteers a place to disseminate information from Quinte Mall's guest services kiosk.





A Passion for Trashion

Willowbrook Shopping Centre
Langley, British Columbia

Owner: 2725312 Canada Inc.,
2973758 Canada Inc.

Management Company: Bentall LP

Professional Recognition:

Rosavel Scott, SCMD, Marketing Director, Willowbrook Shopping Centre/Bentall LP

Leah Neale, Marketing Assistant, Willowbrook Shopping Centre/Bentall LP

Donn Champion, FRI, CPM, General Manager, Willowbrook Shopping Centre/Bentall LP

Bonney Rempel, SCMD, Regional Director, Marketing, Bentall LP

Loralee Clarke, SCSM, Director of Operations, West, Bentall LP



A long-time supporter of local schools, Willowbrook Shopping Centre in Langley, B.C. provided a forum to demonstrate green awareness with "A Passion for Trashion". Local fine arts school students created works of art from recycled and reclaimed materials which were displayed at the centre and at a fashion gala. The efforts generated extensive media coverage and reinforced Willowbrook as a green partner in the community.



COMMUNITY RELATIONS Centres between 750,001 and 1,000,000 sq. ft.



STRUT- Evening of Spring Fashion for a Cause

Coquitlam Centre
Coquitlam, British Columbia

Owner: Penionfund Realty Limited

Management Company:
Morguard Investments Limited

Professional Recognition:

Deborah Stetz, Marketing Director, Coquitlam Centre/Morguard Investments Limited

Jennifer Han, Marketing Coordinator, Coquitlam Centre/Morguard Investments Limited

Alanna Koshlay, Marketing Coordinator, Coquitlam Centre/Morguard Investments Limited

Franca Aere, General Manager, Coquitlam Centre/Morguard Investments Limited

Suburbia Advertising

Coquitlam Centre's "STRUT- A Fabulous Evening of Spring Fashion" raised over twenty-two thousand dollars for charity, generated over ninety thousand dollars in media, and increased women's fashion sales by more than sixteen percent!





Building Hope

Southcentre
Calgary, Alberta

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Krista Moroz, Public & Community Relations Manager, Southcentre

Vera Maguire, Marketing Director, Southcentre

A plea from a local food bank led Calgary's Southcentre to partner with local builders to use non-perishable food goods to compete in creating show homes, generating thirty-four thousand pounds of food and raising fifty-seven thousand dollars while "Building Hope"



Give Hope Forward

Southgate Centre
Edmonton, Alberta

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Aleisha Vermeulen, Former Marketing Director, Southgate Centre/ Ivanhoe Cambridge

Paul Fairbridge, General Manager, Southgate Centre/Ivanhoe Cambridge

Belinda Davidson, SCMD, Director, Regional Marketing, Ivanhoe Cambridge

Georgina de Cordova, Marketing Coordinator, Southgate Centre/ Ivanhoe Cambridge

James Ducommun, Owner, CEO, Toolbox Design

Edmonton's Southgate Centre campaign "GIVE HOPE FORWARD", raised funds through the sale of tribute greeting cards and building awareness for the Lois Hole Hospital for Women, Edmonton's first women's hospital.



eWaste Recycle Program

Devonshire Mall
Windsor, Ontario

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

*Karen Niforos, Marketing Director,
Devonshire Mall/Ivanhoe Cambridge*

*Tina Gedelja, Assistant Marketing
Director, Devonshire Mall/Ivanhoe
Cambridge*

*Doug Wolfe, General Manager,
Devonshire Mall/Ivanhoe Cambridge*

*Ken Ritz, Operations Manager,
Devonshire Mall/Ivanhoe Cambridge*

*Darrel Lauzon, Operations Supervisor,
Devonshire Mall/Ivanhoe Cambridge*

Building towards a greener tomorrow, Windsor’s Devonshire Mall created a year-long eWaste recycling program that diverted more than one hundred and seventy thousand pounds of eWaste from Canadian landfills. The program culminated with an in-mall show—“Live Smart—Live Green Expo” that helped reinforce awareness of Devonshire Mall as green leader in the region.



Metropolis Pink Day

Metropolis at Metrotown
Burnaby, British Columbia

Owner/Management Company:
Ivanhoe Cambridge

Professional Recognition:

*Artie Chumpol, Public and
Community Relations Manager,
Metropolis at Metrotown*

*Judy Black, Marketing Director,
Metropolis at Metrotown*

*Doug MacDougall, General
Manager, Metropolis
at Metrotown*

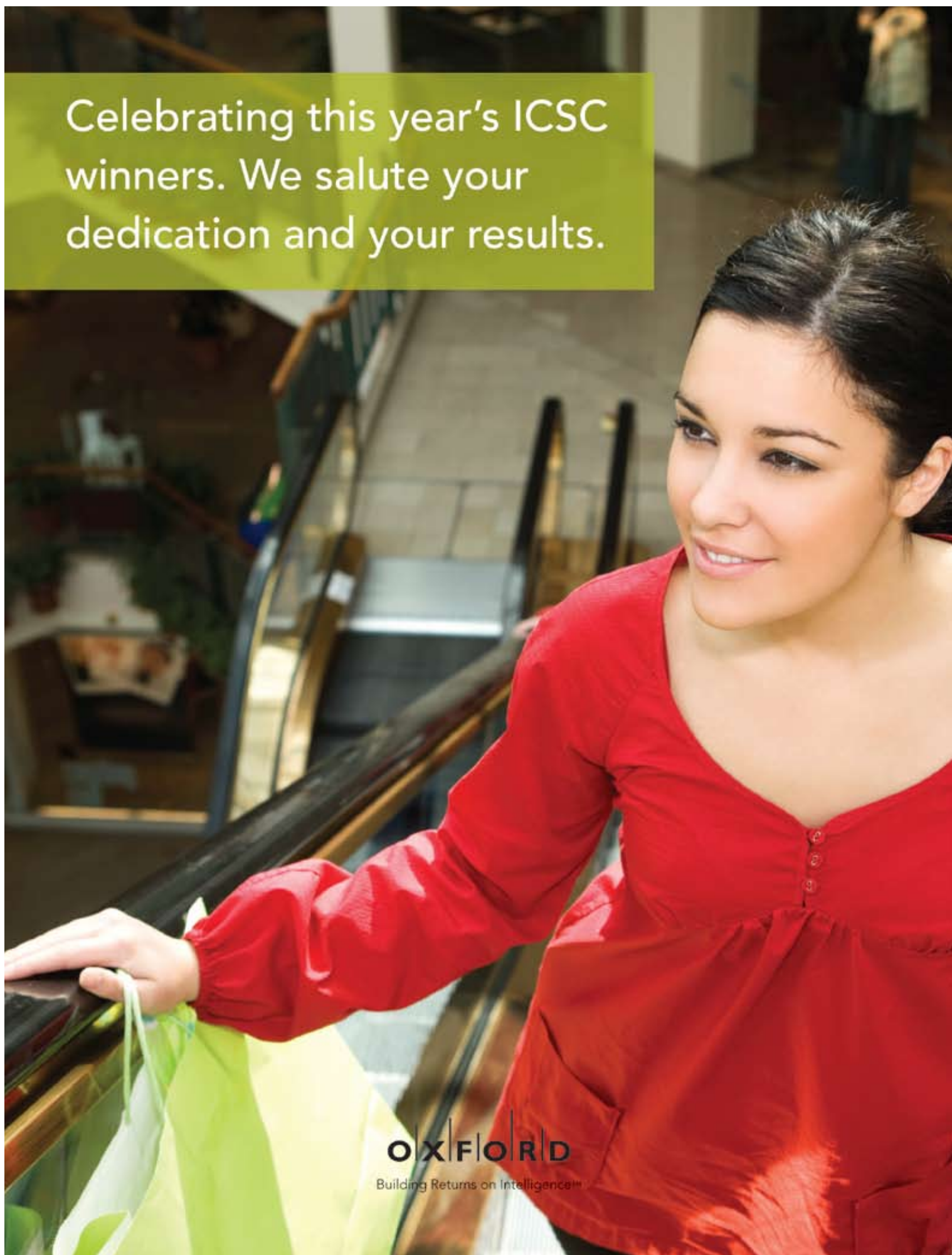
*Belinda Davidson, Regional
Marketing Director,
Ivanhoe Cambridge*

Metropolis at Metrotown in Burnaby, British Columbia took the issue of bullying among youth head-on with their commitment to staging Metropolis Pink Day. Print, radio ads, school communications and a YouTube video were directed to support the anti-bullying message, reaching more than five point seven million people, while sales of pink t-shirts generated a donation of ten thousand dollars to the anti-violence charity LOVE BC.



Celebrating this year's ICSC winners. We salute your dedication and your results.

OXFORD
Building Returns on Intelligence™





CopShop

20 Vic Management, Inc.
Halifax, Nova Scotia

Professional Recognition:

Linda Townsend, *Marketing Director,*
20 Vic Management

Lorna Murphy, *Marketing Director,*
20 Vic Management

Cindy Turnquist, *Marketing Director,*
20 Vic Management

Jim Hedrich, *Vice-President,*
20 Vic Management

20 Vic Management receives a well-earned Gold Maple Leaf Award for their exceptional outreach program to disadvantaged youth, CopShop. Faced with rising rates of youth crime throughout Canada, the CopShop holiday program teamed troubled kids with police officers for shopping sprees and bonding time at eleven different 20 Vic Management properties, reaching almost three hundred and fifty kids, while shattering pre-conceptions about the law enforcement.



The Restaurant Collection at Rockland

Rockland
Ville Mont-Royal, Québec

Owner/Management Company:

Ivanhoe Cambridge Inc.

Professional Recognition:

Stephanie-Alexandra Chartier, *Marketing Director,* Rockland–Ivanhoe Cambridge

Catherine Quintal, *Assistant Marketing Director,* Rockland–Ivanhoe Cambridge

Jacques Gladu, *General Manager,* Rockland - Ivanhoe Cambridge

Marlène Théberge, *Regional Marketing Director,* Ivanhoe Cambridge

After dramatically upgrading the ambiance of their food court with a forty five million dollar facelift, Rockland was shocked to discover that guests were still disappointed in the space based upon customer service issues and poor price/quality ratios. To reverse that trend, Rockland created regular staff training sessions emphasizing a code of customer standards. With all eighteen food court operators participating, Rockland was able to reverse the problem—sixty percent of shoppers now cite the food court as a primary reason to visit the centre, and sales in the area rose three percent.



CUSTOMER SERVICE EXPERIENCE Centres between 750,001 and 100,000 sq. ft.



Comfort Shopping at Southcentre

Southcentre
Calgary, Alberta

Owner/Management Company:
Ivanhoe Cambridge

Professional Recognition:

Shawn Hanson, General Manager, Southcentre/Ivanhoe Cambridge

Gerry Finnerty, Operations Manager, Southcentre/Ivanhoe Cambridge

Vera Maguire, Marketing Director, Southcentre/Ivanhoe Cambridge

Brenda Beamish, Customer Service Manager, Southcentre/Ivanhoe Cambridge

Belinda Davidson, Director, Regional Marketing Western Region, Ivanhoe Cambridge

A series of studies and focus groups led Calgary's Southcentre to re-evaluate their consumer base and search for ways to improve their level of satisfaction with the centre. "Comfort Shopping at Southcentre" was the result, with a focus on families that led to important upgrades in restrooms and the addition of a hotel quality Customer Service Centre.



GRAND OPENING, EXPANSION & RENOVATION Centres between 400,001 and 750,000 sq. ft.



Grand Opening, Expansion & Renovation

Place Ste-Foy Goes Full Scale
Place Ste-Foy, Québec

Owner: Ivanhoe Cambridge Inc. and CRI

Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Marie-Josée Raby, Marketing Director, Place Ste-Foy/Ivanhoe Cambridge

Donald Larose, General Manager (CSM), Place Ste-Foy/Ivanhoe Cambridge

Lyne Auger, Administrative Assistant, Place Ste-Foy/Ivanhoe Cambridge

Marlène Thériberge, Director, Regional Marketing, Place Ste-Foy/Ivanhoe Cambridge

A fifty million dollar renovation project might have led to parking difficulties for shoppers. Place Ste-Foy took the lead to make the transition as easy as possible. Place Ste-Foy Goes Full-Scale also served as a promotional tool to keep everyone informed through construction, utilizing billboards and a media campaign to spread the word. Keeping customers informed led to an almost two percent increase in sales



GRAND OPENING, EXPANSION & RENOVATION Centres between 750,001 and 100,000,000 sq. ft.



A Tint of Things to Come

Kingsway Garden Mall
Edmonton, Alberta

Owner: OMERS

Management Company:
Oxford Properties

Professional Recognition:

*Cliff Stoakley, Marketing Manager,
Kingsway/Oxford Properties*

*Brad Merchant, Director,
Retail West, Kingsway/Oxford
Properties*

*Tom Falls, VP, Real Estate
Mgmt., West, Oxford Properties*

*Mary Vallee, Director, Misc. Revenue
and Marketing, Oxford Properties*

*Bob Knight, VP, Real Estate
Mgmt., Retail, Oxford Properties*

Edmonton's Kingsway Garden Mall earns a Gold Maple Leaf Award for its campaign to rebrand the centre during a two year renovation. "A Tint of Things to Come" used paint and paint-related icons to deliver a softer construction message, delivered via a merchant's communication program and renovation newsletter, while earning free media through publicity to the tune of forty three thousand dollars.



PUBLIC RELATIONS Centres between 400,001 and 750,000 sq. ft.



Ticket to Ride

Bayshore Shopping Centre
Ottawa, Ontario

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

*Denis Pelletier, General Manager,
Bayshore Shopping Centre*

*Jennifer Drouin, Marketing Director,
Bayshore Shopping Centre*

*Caroline Séguin, Marketing
Administrative Assistant, Bayshore
Shopping Centre*

*Christie Shayler, Guest Services
Supervisor, Bayshore Shopping Centre*

*Johanne Leclerc, Regional Director,
Operations, Ivanhoe Cambridge*

Faced with a transit workers strike two weeks before Christmas, the intrepid staff of Ottawa's Bayshore Shopping Centre turned pro-active, treating customers to free cab vouchers to build loyalty with over five hundred shoppers. The resulting positive publicity played a role in generating traffic increases of almost ten percent the first week and more than fifteen percent in week two.



PUBLIC RELATIONS Centres between 750,001 and 1,000,000 sq. ft.



Denim Diva & Simon Chang Grand Opening

Upper Canada Mall
Newmarket, Ontario

Owner: Ivanhoe Cambridge & Omers

Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Lucia Connor, SCMD, Marketing Director, Upper Canada Mall/ Ivanhoe Cambridge

Doug Peters, General Manager, Upper Canada Mall/Ivanhoe Cambridge

Joanne Ross, Director, Regional Marketing, Central Region, Ivanhoe Cambridge

Lindsay Holstein, Assistant Marketing Director, Upper Canada Mall/ Ivanhoe Cambridge

Jon Packer, President, Idea Workshop

Upper Canada Mall won a Gold Maple Leaf Award for their exceptional media events introducing exciting new stores to the Newmarket, Ontario market. The centre distinguished itself in the introduction of Denim Diva, drawing a host of national media to enjoy the Denim Diva Experience, a sneak peek of the boutique. Limo service, a customized denim carpet, and special fitting sessions for journalists created enormous buzz. The opening of Canadian fashion icon Simon Chang's first concept store included a private reception for journalists hosted by the somewhat reclusive designer—an elegant affair with red-carpet style and set-ups for interviews and photographs through-out. The events generated great positive media for all concerned, producing seventy-four hundred agate lines and more than fifty-five minutes of media coverage.



REVENUE IMPACT Centres between 150,001 and 400,000 sq. ft.



Titanic Makes Waves

The Montreal Eaton Centre
Montreal, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Marilyn Cormier, General Manager, Montreal Eaton Centre/Ivanhoe Cambridge

Nathalie Dorais, Specialty Leasing Manager, Montreal Eaton Centre/ Ivanhoe Cambridge

Jean-François Novak, Operations Manager, Montreal Eaton Centre/ Ivanhoe Cambridge

Faced with an overstock of unleased space, the Montreal centre found a perfect tenant in "The Titanic Exhibit", which leased over thirty nine thousand square feet of space for six months, a blessing for both centre and promoter alike. The exhibit drew over one hundred and fifty thousand people, generated two hundred and thirty two thousand dollars in rental income, and featured the mall in the promoter's million dollar advertising campaign. The exhibits success led to a second exhibition being booked and a steady stream of revenue and publicity for Montreal Eaton Centre.



REVENUE IMPACT Centres between 750,001 and 100,000,000 sq. ft.



Branded Comfort Zones

Sherway Gardens
Toronto, Ontario

Owner/Management Company:
The Cadillac Fairview Corporation Limited

Professional Recognition:

Elena Price, Senior Marketing Director, Sherway Gardens/ Cadillac Fairview Corporation

Andy Traynor, General Manager, Sherway Gardens/ Cadillac Fairview Corporation

Scott Kyle, Vice President/ Divisional Portfolio Manager, Cadillac Fairview Corporation

Finding cash in comfort, Toronto's Sherway Gardens maximized their profitability by finding sponsors for Branded Comfort Zones—areas that featured oversized leather furniture, marble tables and plants. With added sponsorship value through companies like Mercedes and Sirius Radio, the centre enhanced the shoppers experience and delivered Sherway Gardens an ROI of more than one hundred and eighty nine thousand dollars.



SALES PROMOTION AND EVENTS Centres between 150,001 and 400,000 sq. ft.



Barbie's 50th Birthday Party

Billings Bridge Centre
Ottawa, Ontario

Owner: Capital City Shopping Centre Limited

Management Company:
20 Vic Management Inc.

Professional Recognition:

Greta Bloskie, Marketing Director, Billings Bridge Centre

Dora C. Cook, Centre Manager, Billings Bridge Centre

A transit strike and the negative economy forced Ottawa's Billings Bridge Centre into action, reaching out to a younger demographic by staging a fiftieth birthday party for the iconic Barbie doll. A hot pink party drew a thousand guests, and generous media coverage, helping the centre achieve a six percent increase in sales.





Shop & Win Big

Carrefour Frontenac
Thetford Mines, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc,

Professional Recognition:

Louise Ferland, Administrative Coordinator, Carrefour Frontenac/ Ivanhoe Cambridge

Sylvie Perron, General Manager, Carrefour Frontenac/ Ivanhoe Cambridge

Marlène Théberge, Director, Regional Marketing, Ivanhoe Cambridge

With the addition of a big new RONA store on site, Thetford Mines' Carrefour Frontenac decided to add some heft with a new sales promotion campaign. SHOP & WIN BIG focused on large displays near the RONA entrance that offered pre-promoted and showcased merchandise available in the mall. In spite of a major snowstorm, shoppers responded with a thirty-one percent increase in April traffic.



A City in Focus

The Montreal Eaton Centre
Montreal, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Zeina Barghout, CMD, Marketing Director, Montreal Eaton Centre/ Ivanhoe Cambridge

Marilyn Cormier, General Manager, Montreal Eaton Centre/ Ivanhoe Cambridge

Marlène Théberge, Regional Marketing Director, Ivanhoe Cambridge

Marie-Loup Lizotte, Marketing Assistant, Montreal Eaton Centre/ Ivanhoe Cambridge

Kellyetcie, Advertising Agency

The centre invited twelve acclaimed photographers to present their vision of Montreal in a major expo, suspending the resulting artwork above shoppers. The public was also invited to submit photographs, adding to the scale and impact of the exhibition. A micro-site on the centre's website was used to capture the public's photos, which were then converted into massive photo murals that adorned all major traffic areas in Montreal Eaton. A partnership with Metro, a popular free newspaper, led to the centre's sponsorship of the Metro International Photo Challenge, with the top public photo submissions competing for prizes. By the end of the campaign centre sales were up by almost four percent.





Get_geeky.com

Les Rivières Shopping Centre
Trois-Rivières, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Jean-Luc Bernard, Marketing Director, CMD, Centre Les Rivières/Ivanhoe Cambridge

Stephan Landry, General Manager, CSM, Centre Les Rivières/Ivanhoe Cambridge

Marlène Théberge, Regional Marketing Director, Ivanhoe Cambridge

Reaching tech-savvy teens was the goal for Les Rivières Shopping Centre in Trois-Rivières, Quebec. Get_geeky.com, a web-based contest, invited local students to submit photo's in their geekiest out-of-date clothing in hopes of winning a thousand dollar shopping spree. More than twenty seven thousand teens visited the site, generating a major e-mail capture and garnering a six percent plus increase in teen fashion sales.



Fashion at Work

Park Place Shopping Centre
Lethbridge, Alberta

Owner:
Primaris REIT

Management Company:
Oxford Properties Group

Professional Recognition:

Darren Milne, Marketing/Specialty Leasing Manager, Park Place Shopping Centre

Daryl Babb, General Manager, Park Place Shopping Centre

Mary Vallee, Director, Miscellaneous Revenue and Marketing, Oxford Properties Group

Kevin Brees, Operations Manager, Park Place Shopping Centre

Cory Hartwick, Marketing/Specialty/Leasing Coordinator, Park Place Shopping Centre

Shocked by the collapse of the stock market and the weakened economy, Park Place Shopping Centre in Lethbridge, Alberta jumped into action with a sales promotion titled "Fashion at Work". The multi-faceted merchandising event was designed to help retailer's clear inventory and attract shoppers to sustain sales. A partnership with Habitat for Humanity helped the centre attract visitors, significant media attention and an overall four percent increase in traffic.



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and people that push us,
make us think.*



Cadillac
Fairview

www.cadillacfairview.com

*Cadillac Fairview is one of North America's
largest investors, owners and managers of
commercial real estate.*



Step Into Dixie Outlet Mall's Video Brag Booth

Dixie Outlet Mall
Mississauga, Ontario

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

*Maria Bevacqua, Marketing Director,
Oshawa Centre*

*Joanne Ross, Director of Marketing,
Central Region, Ivanhoe Cambridge*

*CarolAnn Organ, President,
CAO Productin Inc.*

Gail Taylor, Principal, Taylor Marketing

*Stephen Gascoine, General Manager,
Dixie Outlet Mall*

Built off their “Brand Name Bargains to Brag About” tag, shoppers were invited in front of video cameras to brag about their own bargains found in the centre, with videos posted on the mall’s website to drive traffic there. The best entries then competed to win a shopping spree. Fashion sales rose over September and October by more than twenty-four percent—reason to brag indeed!



Summer Drive In Movies

Mayfair Shopping Centre
Victoria, British Columbia

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

*Karina Perkins, Marketing Director,
Mayfair/Ivanhoe Cambridge*

*Lorna Park, General Manager,
Mayfair/Ivanhoe Cambridge*

*Belinda Davidson, Director, Regional
Marketing, Ivanhoe Cambridge*

*Julie Coward, Principle, Holy Cow
Communication and Design*

The centre reached out to baby boomers and families with a cinematic promotion —“Summer Drive-In Movies”. On three Wednesday nights in July, the centre presented classic movies on a forty by twenty foot inflatable screen in a parking lot, with incredible results. The parking lot filled to capacity by six pm each evening, and over ten thousand shoppers joined the movie night fun, boosting mall traffic, food court and merchandise sales.





Art of Fashion

Place Ste-Foy
Québec, Québec

Owner: Ivanhoe Cambridge Inc. and CRI

Management Company: Ivanhoe Cambridge Inc.

Professional Recognition:

Marie-Josée Raby, *Director Marketing, Place Ste-Foy/Ivanhoe Cambridge*

Donal Larose, *General Manager, CSM, Place Ste-Foy/Ivanhoe Cambridge*

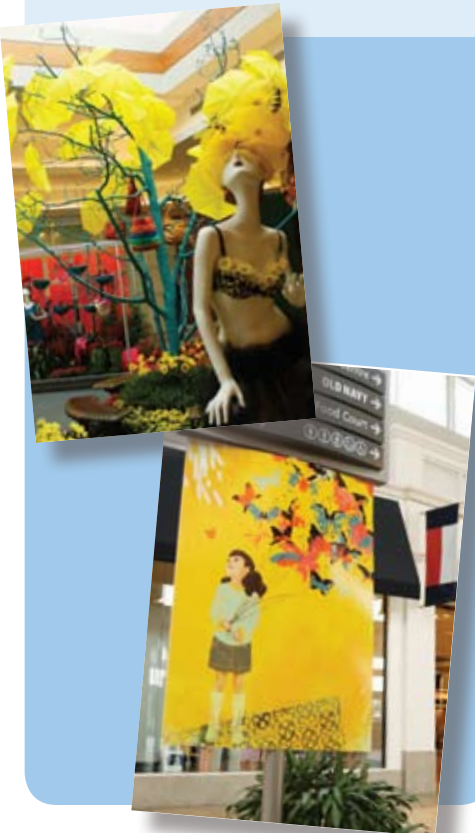
Marlène Théberge, *Director, Regional Marketing, Place Ste-Foy/Ivanhoe Cambridge*

Lyne Auger, *Administrative Assistant, Place Ste-Foy/Ivanhoe Cambridge*

Building on the centre's fashion forward image and reaching out to their core audience – upscale married women twenty-five to fifty-four, the Art of Fashion sold a dynamic sales promotion featuring a luxury magazine with exceptional art direction that was sent to forty thousand homes in targeted neighborhoods. The magazine was also available as a downloadable virtual magazine, extending the reach of the publication. Images from the magazine were then produced as large scale billboards in the centre, near featured retailer's storefronts. Delighted shoppers helped Place Ste Foy sales jump by two point seven percent!



SALES PROMOTION AND EVENTS Centres between 750,001 and 100,000,000 sq. ft.



Avant Garden

Market Mall
Calgary, Alberta

Owner: Cadillac Fairview and Ivanhoe Cambridge

Management Company: The Cadillac Fairview Corporation Limited

Professional Recognition:

Debra Manastyrski, *Senior Marketing Director (Western Canada), Cadillac Fairview*

Jill MacDonald, *Marketing Coordinator, Market Mall/ Cadillac Fairview*

Caroline Newton, *Guest Services Manager, Market Mall/ Cadillac Fairview*

R.Fairhead,D.King,K. Ruggles, C.Shepherd, *Creative Team, Zero Gravity*

Patty Tuttle, *Owner, Miles Display and Design*

The spirit of spring resonated throughout Market Mall in Calgary, Alberta as they celebrated the season with an Avant Garden. Collaborating with one of the city's finest illustrators, promotion featured original artwork displayed throughout, and centred on the Avant Garden, created in the centre court with live flowers and butterflies. This breath of spring generated a sixteen percent sales increase for the month of April.





Orangeville Pop-Up Mall

Upper Canada Mall
Newmarket, Ontario

Owner: Ivanhoe Cambridge
& Omers

Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Lucia Connor, SCMD, Marketing Director, Upper Canada Mall/ Ivanhoe Cambridge

Doug Peters, General Manager, Upper Canada Mall/ Ivanhoe Cambridge

Joanne Ross, Director, Regional Marketing, Central Marketing, Ivanhoe Cambridge

Carolann Organ, President, CAO Productions

Cheryl Cardon, President, Circus Strategic Communications

The Newmarket mall looked to a holiday expansion that would extend their reach, and found the perfect spot in Orangeville, where they signed a six-week lease on a space in the heart of the town. Thus, a pop-up mall, in place for four weeks of holiday sales. Utilizing stored furniture and décor from a past grand opening, the space was filled with mannequins and merchandise and opened to the public in November. The result was exceptional, with gift card sales of over twenty four thousand dollars, and two percent of December sales generated in Orangeville.



SALES PROMOTION AND EVENTS Centres more than 100,000,000 sq. ft.



Québec 400th

LAURIER
Québec, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Hélène Lemieux, Marketing Director, LAURIER

Pierre Léveillé, SCSM, General Manager, LAURIER

Stephanie Laurin, Marketing Assistant, LAURIER

Marlène Théberge, Director, Regional Marketing, Ivanhoe Cambridge

LAURIER won a Gold Maple Leaf Award for their support of Quebec's 400th Anniversary. The centre negotiated official sponsor status for the celebration, provided shuttle busses for visitors, and enhanced LAURIER's position as a tourist destination and top retail facility.





World Choral Festival at Centropolis

Centropolis
Laval, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Melyssa Houle, *Marketing Director, Centropolis/Ivanhoe Cambridge*

Marlène Thériège, *Director, Regional Marketing, Ivanhoe Cambridge*

Johanne Leclerc, *Regional Director, Operations, Ivanhoe Cambridge*

Francis Vermette, *General Manager (Interim), Centropolis/Ivanhoe Cambridge*

Kelly et Cie, *Marketing, Advertising Agency*

Laval's Centropolis added prestige and awareness of the centre when they sponsored the World Choral Festival, and turned the centre into the events "Choral Village. Contestants entertained at the mall throughout the festival, entertaining shoppers while generating more than twenty-eight thousand lines of print publicity and over three hundred thousand dollars of media exposure.



FIRST Aid

First Canadian Place
Toronto, Ontario

Owner:
Brookfield Properties Corporation

Professional Recognition:

Lucie Bisson, *Marketing Director, Brookfield Properties Corporation*

Kathi Bonner, *General Manager, Brookfield Properties Corporation*

Brenda Parres, *Arts & Events Director, Brookfield Properties Corporation*

Tania Laroche, *Coordinator Retail & Marketing, Brookfield Properties Corporation*

Meriam Espela, *Coordinator Online Services, Brookfield Properties Corporation*

Located in Toronto's financial district, First Canadian was among the first to feel the effects of the economic turndown. In response they created FIRST Aid, an in-house program to assist retailers in halting declining sales by raising awareness of the marketing tools available to them. First, a memo went out to stores outlining the mechanics of their Marketing Fund and explaining the powerful advertising tools available through First Canadian. They also identified at-risk retailers and assisted them in building custom sales-driven marketing initiatives. The effort has strengthened retailer relationships, assisting forty five percent of stores in the first five months while maintaining sales numbers.





Underground Style

Edmonton City Centre
Edmonton, Alberta

Owner: OMERS

Management Company: Oxford Properties Group

Professional Recognition:

Greg Burns, *Marketing Manager, Edmonton City Centre*

Hayley Fostvelt, *Marketing Coordinator, Edmonton City Centre*

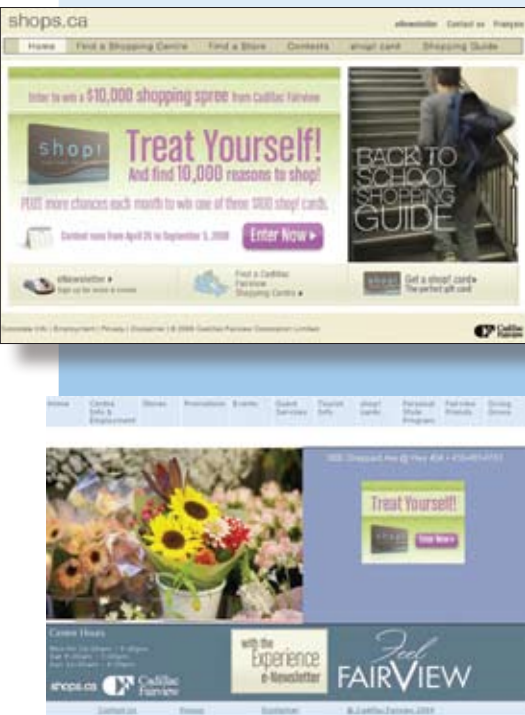
Morley Barr, *Director, Real Estate Management, Oxford Properties Group*



To reach their young urban audience, the centre created a fabulous hair styling competition, stage in their underground parking facility. Underground Style drew a sell-out crowd of more than twenty five hundred paying attendees, who enjoyed the work of one hundred top stylists in an amazing catwalk event.



SALES PROMOTION AND EVENTS Corporate/Company



Treat Yourself to Shop!

The Cadillac Fairview Corporation Limited
Toronto, Ontario

Professional Recognition:

Susan Williams, *Director, National Marketing, Cadillac Fairview Corporation Limited*

Tiffany Piccolo, *On-Line Marketing Specialist, Cadillac Fairview Corporation Limited*

Cadillac Fairview has a loyal following among younger women with children, many of whom are members of their centres' "Experience Group". In an effort to expand membership and increase web site traffic, the company began a sales and promotional campaign entitled "Treat Yourself to Shop", hosting a national on-line contest that generated enormous interest and added fifty-one thousand members to the database.



SALES PROMOTION AND EVENTS Joint Centres



Go Habs Go!

Eaton Centre, Place Montreal/
Complexe Les Ailes
Montreal, Québec

Owner/Management Company:
Ivanhoe Cambridge Inc.

Professional Recognition:

Johanne Leclerc, *Regional Director,
Eastern Region, Ivanhoe Cambridge*

Steve Plamondon, *Regional Director,
Eastern Region, Ivanhoe Cambridge*

Marlene Theberge, *Regional Director,
Marketing, Ivanhoe Cambridge*

From the bottom of the standings to Division winner, the Montreal Canadiens' stunning turnaround in 2008 sent Montrealers into a frenzy. To share enthusiasm for the team, Ivanhoe Cambridge's Montreal Eaton Centre, Placde Montreal Trust and Complexe Les Ailes draped themselves in Canadians logo and colours. Post event surveys showed that the event raised our profile; two third recalled the branding program and 20% entered the centres because of it. During the event, overall traffic increased 15% and total sales rose by 12%. Sports category sales increases exceeded 100% and branding efforts realized 6 millions impressions.



RENOVATION OR EXPANSION OF AN EXISTING PROJECT Centres between 150,001 and 400,000 sq. ft.



Place du Royaume

Chicoutimi, Québec

Professional Recognition:

**Development/Management/
Finance/Leasing Company:**
Oxford Properties Group

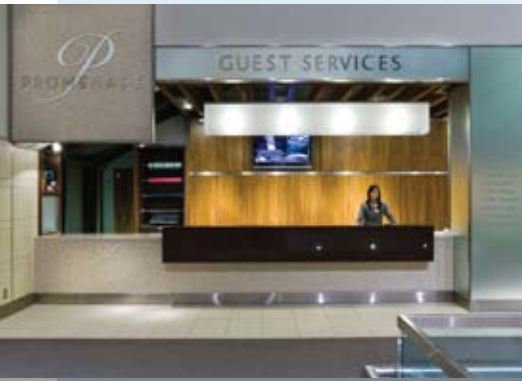
General Contractor: Aecon;
Tect-Hab Construction Rénovation

**Interior Design Consultant
and Graphic/Lighting Designer:**
Ruscio Studio

More than a facelift, the renovations at Place du Royaume in Chicoutimi, Quebec demanded a shift in thinking. After twenty years, the food court, washrooms and entrances were tired and uninspiring. Moving beyond a giant cafeteria, the designers created zones in the space that were human in scale, more intimate and noise reducing. Six distinctive areas were created, with features such as chandeliers, a fireplace, a media screen and communal tables.



RENOVATION OR EXPANSION OF AN EXISTING PROJECT Centres between 400,001 and 750,000 sq. ft.



The Promenade Shopping Centre Renovation

Thornhill, Ontario

Professional Recognition:

**Development/Management/
Finance/Leasing Company:**

The Cadillac Fairview Corporation Limited

General Contractor:

EllisDon Corporation

Lighting Designer:

Gabriel MacKinnon

Interior Design Consultant:

GHA Design Studios

A comprehensive rejuvenation designed to brighten and update both interior and exterior spaces, the forty six million dollar renovation featured a focus on natural materials and upscale design elements – porcelain tile floors, elaborate handrails, trellises and inlays, upgraded lighting treatments and fixtures and luxurious furnishings. Little luxuries like a new guest services centre offering amenities such as coat check, stroller rentals and pagers helped attract top end shoppers. The upgraded facility helped in the leasing process, adding significant new brands like Coach, Aritzia, and BCBG Maxazaria. A twelve percent increase in centre productivity offers proof that money spent on renovations to attract an upscale audience can work!



RENOVATION OR EXPANSION OF AN EXISTING PROJECT Centres between 750,001 and 100,000 sq. ft.



Fairview Mall Redevelopment

Toronto, Ontario

Professional Recognition:

**Development /Management/
Leasing Company:** The Cadillac Fairview Corporation Limited

Finance Company: The Cadillac Fairview Corporation Limited/
Ivanhoe Cambridge

General Contractor:

EllisDon Corporation

Lighting Designer:

Gabriel Mackinnon

Interior Design Consultant:

GHA Design Studios

A twenty year gap between renovations led Toronto's Fairview Mall to pursue a major interior and exterior re-do. The Fairview Mall features a design aesthetic that is as urban and sophisticated as its core base of shoppers, with a relocated food garden under a sixty foot long skylight, upgraded amenities, and major infrastructure upgrades providing a huge ten percent boost in sales and more satisfied shoppers.



INNOVATIVE DESIGN AND DEVELOPMENT OF A NEW RETAIL PROJECT Centres between 150,001 and 400,000 sq. ft.



The RISE

Vancouver, British Columbia

Professional Recognition:

Development Company:

Grosvenor Canada

Management Company:

Colliers Real Estate
Management Services

Design Architect:

Nigel Baldwin Architects

Finance Company:

Scotiabank

General Contractor:

PCL Constructors Westcoast Inc.

Leasing Company:

CB Richard Ellis

Interior Design Consultant:

False Creek Design Group

Vancouver's The Rise is doubly honored, receiving both the Sustainable Design Award and a Gold Maple Leaf Award. The Rise is a superb example of a new transit oriented inner-city redevelopment, occupying a full block in Vancouver's growing secondary business district. It successfully mixes large-format retail with local serving stores and housing for ninety two Artist Live/Work units built around a twenty thousand square foot "green" garden. Key to the success of the mixed use space is the pedestrian friendly layout and site usage and the support of the four large format tenants in adapting their façade designs to blend into the setting while internalizing parking, recycling and waste management functions. This vibrant blend of retail and housing has contributed to the rebirth of surrounding neighborhood and the success of this innovative project.



RETAIL STORE DESIGN Kiosks and Carts



Gaudreau Demers

Ville d'Anjou, Quebec

Type of Merchandise:

General Merchandise

Professional Recognition:

Architect/Designer:

Ruscio Studio

General Contractor:

CNC Sélection

The kiosk design challenge was raised to a new level by the type of kiosk required. Thinking out-of-the-box, the designers space for Guadreau Demers, an insurance sales office sought ways to provide the privacy required by customers and the design integrity mandated by Cadillac Fairview. The result is a ten by fifteen foot space defined by curved mesh panels for privacy; custom designed suspended lamps and hip fuchsia furniture. Dark-stained maple was the wood of choice throughout the kiosk, most noticeably in the sleek contemporary greeting desk at the entrance point.



RETAIL STORE DESIGN Stores between 1,001 and 2,500 sq. ft.



Imperial

Laval, Québec

Type of Merchandise:
Apparel

Professional Recognition:

Architect/Designer:
Ruscio Studio

General Contractor:
Navedco Construction

The contest for the first Canadian store for the cutting-edge Italian fashion retailer Magico Imperial was won by Quebec's Carrefour Laval, and the task of designing an edgy, European look was handed to Montreal's Ruscio Studio. The overall design style was based on geometry, asymmetry and angularity, evoking both youth and movement. A glossy black glass façade framed the interior design of neutral colors and glamour gold accents set this exciting new retailer apart.



RETAIL STORE DESIGN Stores between 2,501 and 5,000 sq. ft.



Continental Coiffure

Sherbrooke, Québec

Type of Merchandise:
General Merchandise

Professional Recognition:

Owner: Continental Group

Architect/Designer:
GHA design studios

Continental Coiffure's ambitious plan for a redesign of their award-winning family owned space required a more avant-garde look that would create two distinct spaces – one for the stylists and a retail area offering the products used by the salon. GHA Design took on the task and created a more youthful and creative space inspired by contemporary Italian design, minimalist in décor and setting for the stylists and bright and dynamic in the retail area.





Stark & Whyte

Brossard, Quebec

Type of Merchandise:

Home Goods

Professional Recognition:

Architect/Designer:

Ruscio Studio

General Contractor:

Dama Construction

The design aesthetic for cookware store Stark & Whyte in Quartier DIX30 was a clean slate, one that Ruscio Studio interpreted in a design style that fused warehouse aesthetics with a specialty boutique feel. The space plays off the store name and delivers a metaphorical turn-of-the-century British Trading Company feel married to an experiential space for cooks to explore and enjoy.



Southcentre Customer Service Centre In-line store

Calgary, Alberta

Type of Merchandise:

General Merchandise

Professional Recognition:

Architect/Designer:

Parchoma & Jones Design

General Contractor:

Bourgeois Construction Ltd

Seeking to achieve an upscale hotel lobby style, the customer experience begins with the wide, open entrance façade providing a clear view of the service desk to passing shoppers. Polished tile floors, custom millwork display units, custom ceiling light fixtures and high quality furnishings all contribute to the delightful ambiance. Abundant services and amenities, including a relaxing seating area, an integrated barrier-free counter for disabled shoppers and a kid's concierge desk all contribute to Southcentre's luxurious Customer Service Centre.





LCBO Avenue Rd & Deloraine

Toronto, Ontario

Type of Merchandise:

Supermarket

Professional Recognition:

Architect /Designer:

Fiorino Design, Inc.


General Contractor:

Maram Building Corp.

Forced to move, the Liquor Control Board of Ontario turned to Jurecka & Associates Architects and Fiorino Design to produce a new centre before the existing space closed. The team created a brick façade for a two story facility with underground parking while designing an appealing setting with expansive glazing, an inviting curved staircase and a tasting room overlooking the streetscape.



CONGRATULATIONS to all award winners!



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