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

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

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

Owner: GIC Real Estate
Management Company: Ipoh Pty Ltd

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

Gumption
by Coffee Alchemy

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

MEET THE MAKER
visit strandarcade.com.au to see their story and the stories of other unique makers and creators

#strandarcade strandarcade.com.au
Dhamani 1969
The Dubai Mall
Dubai, United Arab Emirates

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

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

Developer: Land Securities Group
Architect: Chapman Taylor

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

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

Owner/Management Company: Sheth Developers & Realtors (I) Ltd
La Maison Simons Galerie D’Anjou
Anjou, Ontario, Canada
Walgreen Flagship Store
Chicago, Illinois
D-Cube City
Seoul, South Korea

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

Developer: Lend Lease Retail Pte Ltd
Architects: SAA Architects Pte Ltd
RioMar Shopping
Recife, Brazil

Developer: JCP Construções e Incorporações Ltda
Architects: André Sá e Francisco Mota Arquitetos
Shops Around Lenox
Atlanta, Georgia

Developer: Healey Weatherholtz Properties, LLC
Architects: ASD, Inc.
Siam Center, The Ideaopolis
Bangkok, Thailand

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