



# China Shopping Centre & Retailer Awards

A celebration of excellence within China's retail real estate industry



# MARKETING

## CORPORATE SOCIAL RESPONSIBILITY CATEGORY



### GOLD

Souper Kitchen  
Link Asset Management Limited  
Hong Kong, China

The 'Souper Kitchen' initiative featured gourmet soups created by celebrity chef Jason Wang using surplus ingredients from the Link's fresh markets. For a donation of HK\$10 or more, visitors could enjoy a delicious bowl of soup, while supporting a local food program for the less fortunate.



### SILVER

Tai Po Mega Mall's "Junior Milk Tea Master Career Training" Programme  
Tai Po Mega Mall  
Hong Kong, China

Owner: Sun Hung Kai Properties Ltd.  
Management Company: Sun Hung Kai Real Estate Agency Ltd.

Tai Po Mega Mall offered a three-month long program for youths aged 16-25 instructing them in the cultural art of making Hong Kong Milk Tea, combined with business and career guidance, and a tea-making competition for a chance to win scholarships and a work placement in a local Cha ChaanTang.



# MARKETING



## SILVER

SM China Little Free Library  
SM Supermalls China  
Xiamen, China

Management Company: SM Prime Holdings, Inc.  
Owner: SM Supermalls China

SM Supermalls partnership with the Little Free Library organization includes housing permanent children's book donation and exchange areas in eight of its centres across China, combined with related events and activities, as part of their efforts to promote literacy and a shared love of reading.

## DIGITAL/EMERGING TECHNOLOGY CATEGORY



## GOLD

China's First 3D Light Painting Interactive Digital Campaign  
Changsha IFS  
Changsha, China

Owner: Wharf China Estates Limited

Changsha IFS invited visitors to use China's first interactive 3D light painting technology to decorate its giant rabbit sculpture, and challenged them to solve a series of lantern riddles using their mobile devices for an opportunity to win gift vouchers during their 2018 Mid-Autumn Festival campaign.

# MARKETING



## **GOLD**

A Fantastic Journey by Christmas Express  
INDIGO

Beijing, China

Owner: Swire Properties Limited & Sino-Ocean Land Holding Limited

Management Company: Beijing Indigo Property Services Company Limited

Indigo created a fairy tale setting complete with post office, gift factory, reindeer garage, and festive décor, and incorporated virtual reality, LED mesh screening, digital projection and mobile technology, to give visitors of all ages an immersive and experiential Christmas train journey.



## **SILVER**

Mickey 90th Anniversary Starry Christmas  
Shanghai ifc mall  
Shanghai, China

Owner: Sun Hung Kai Properties

Management Company: Sun Hung Kai Development (Lujiazui li) Ltd.

Shanghai ifc mall partnered with Disney for their Christmas promotion celebrating the 90th anniversary of the iconic Mickey Mouse that included a spectacular themed wonderland equipped with innovative AR technology, and compelling social media games, activities, and promotions..



# MARKETING

## GRAND OPENING/EXPANSION & RENOVATION CATEGORY



### **GOLD**

Grand Opening with Kaws SEEING WATCHING Art Project  
Changsha IFS  
Changsha, China

Owner/Management Company: Wharf China Estates Limited

Changsha IFS invited renowned sculpture artist KAWS to create China's first permanent bronze sculpture, and created a grand opening campaign that included celebrity social media influencers, limited edition premium gifts, and a variety of themed activities, events and promotions.



### **SILVER**

"A Journey Through Time"  
LCM  
Shanghai, China

Owner: Coastwise Limited  
Management Company: Shanghai LCM Management Co., Ltd.

LCM collaborated with the British Museum to stage 'A Journey Through Time', a unique pop-up featuring replicas of historically significant art work, combined with digital edu-tainment sessions, limited edition merchandise and gifts, and interactive workshops and activities for visitors of all ages.

# MARKETING



## SILVER

Line Friends Carnival & Monet Impression – Time Tracking Art Exhibition  
Xi'an Joy City  
Xi'an, China

Owner: Grandjoy Co.,Ltd.  
Management Company: Xi'an Qinhangtang International Plaza Management Co.,Ltd.

Xi'an Joy City hosted two large-scale grand opening day events that included a 1000-square meter carnival inspired installation featuring the popular Line Friends characters, and an immersive, technology- powered fine art exhibition of Claude Monet's iconic Impressionistic art.

## PUBLIC RELATIONS CATEGORY



## GOLD

Light's Dance at Beijing apm  
Beijing apm  
Beijing, China

Owner/Management Company: Beijing Sun Dong An Co.,Ltd.

The Light Dance initiative at Beijing apm included a collaboration with renowned light artists to create a Guinness Record for the world's largest light drawing. Visitors could also participate in expert led workshops, pose for original light art enhanced photographs, and enjoy a variety of live performances.



# MARKETING



## SILVER

"Parcours Art Festival" – art marketing  
Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

Chengdu IFS partnered with the local government and the Saint-Germain-des-Pres committee on art exchange, to host a six-week long art exhibition featuring the works of several international artists, as well as co-hosting the international conference of art attended by 500 art professionals.



## GOLD

Joy, Up To Love – 2018 Joy City Annual Brand Campaign  
Joy City Centres  
Beijing, China

Owner: COFCO Group  
Management Company: Joy City Property Limited

The 'Joy, Up to Love' initiative held concurrently at nine Joy City centres, invited key opinion leaders, social media influencers, celebrities, relevant brands, and young people to share their expressions of love, and incorporated them into a large scale multi-sensory exhibition.

# MARKETING



## SILVER

Original IP Crossover: Sky Ring x LINE FRIENDS Limited  
Love Paradise  
Shanghai Jing'an Joy City  
Shanghai, China

Owner/Management Company: COFCO

Jing'an Joy City partnered with the popular LINE FRIENDS to transform their Sky Ring Ferris Wheel attraction into a new universe featuring more than 20 LF Characters, a variety of selfie-worthy backdrops, special purchase packages, and an exclusive collection of the Brown and Cony couple dolls.



## GOLD

Victoria & Albert Museum Shoes: Pleasure & Pain Exhibition  
Swire Properties  
China

Swire Properties partnered with London's Victoria and Albert Museum, to host the 'Shoes: Pleasure and Pain' exhibition at five centres in Greater China. The exhibition featured 140 pairs of historically important shoes, combined with panel discussions, guided tours, workshops, and fashion events.



# MARKETING

## SALES PROMOTIONS AND EVENTS CATEGORY



### SILVER

Nature Connects  
Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owners/Management Company: The Wharf Holding Limited

The 'Nature Connects' initiative at Chengdu IFS featured a large-scale exhibition of safari animals made from 1 million LEGO pieces, accompanied by live performances, interactive games, craft activities, and a series of digital videos and themed trivia contests.



### GOLD

Chongqing IFS "Love . Found"  
Chongqing International Finance Square (CQIFS)  
Chongqing, China

Owner/Management Company: Wharf China Estates Limited

Chongqing IFS used their 'Love Found' Giant Panda and Camellia Tree art installation as a central backdrop for a series of town public events, including the 90th anniversary event for Mickey Mouse, weekend artisan craft markets, innovative catwalk fashion shows, and live performances.

# MARKETING



## GOLD

300% Enlarged Bouncy Balls  
Harbour City  
Hong Kong, China

Owner: Wharf Realty Investment Company Ltd.  
Management Company: Harbour City Estates Ltd.

Harbour City partnered with NYC Design Studio SNARKITECTURE to create a unique experiential art installation that allowed visitors to immerse themselves in a large scale ball pit containing more than 100 giant white bouncy balls, and roll, play, lift, and toss their troubles away.



## GOLD

"The Moon Rabbit Lumiere" Campaign  
Lee Tung Avenue & China Hong Kong City  
Hong Kong, China

Owner: Urban Renewal Authority; Sino Group; Hopewell Holdings Limited  
Management Company (Lee Tung Avenue): Lee Tung Avenue Management Company Limited; CHKC Building Management Limited  
Management Company (China Hong Kong City): Sino Group

China Hong Kong City and Lee Tung Avenue partnered to bring a world-class installation featuring ten larger-than-life Rabbit shaped light sculptures to Hong Kong for the first time, and offered a variety of themed events, performances, and activities, in celebration of the Mid Autumn Festival.



# MARKETING



## SILVER

2019 Meixi International Lantern Exhibition  
MaxCity  
Changsha, China

Owner: Better Life Commercial Chain Share Co., Ltd.  
Management Company: Better Life Commercial Chain Share Co., Ltd. Meixihu branch

MaxCity hosted the 2019 Meixi International Lantern Festival that featured more than 80 outdoor light art installations of world-renowned landmarks, Zigong lanterns, traditional folk culture characters, and whimsical pop-culture inspired displays.



## SILVER

ifc Mickey 90th Anniversary Starry Christmas  
Shanghai ifc mall  
Shanghai, China

Owner: Sun Hung Kai Properties  
Management Company: Sun Hung Kai Development (Lujiazui II) Ltd.

ifc mall's Starry Christmas fantasy land featured six original Mickey Mouse sculptures, LED screens showing the character's memorable short films, a rare collectibles exhibition, and an innovative Augmented Reality zone where visitors could dance, play and interact with the iconic mouse himself.

# DESIGN AND DEVELOPMENT

## RENOVATIONS AND EXPANSIONS CATEGORY



### SILVER

Sky Park @ Parkside Joycity  
Shanghai, China

Total Retail Space: 92,689 sqm  
Number of Stores: 230

Developer: Parkside Joycity  
Architects: Tianhua Architecture Planning & Engineering Co., Ltd.

Parkside Joycity transformed their roof top into Sky Park—an innovative fitness and recreational zone featuring a pink running track, children's play areas, and lounging areas, interspersed with an eclectic collection of permanent and whimsical art installations, sculptures, and paintings.



### GOLD

Shanghai Shimao Festival City  
Shanghai, China

Total Retail Space: 23,215 sqm  
Number of Stores: 75

Developer: Shimao Commercial  
Design Architects: Kokaistudios  
Production Architects: ECADI

The bold and innovative transformation project at Shimao Festival City included improved circulation routes throughout the levels, enhanced entryways and street access, extensive upgrades to centre finishes and facades, and the addition of several first to region and international flagship stores.



# DESIGN AND DEVELOPMENT



## **GOLD**

T.O.P This is Our Place  
Hong Kong, China

Total Retail Space: 3,800 sqm  
Number of Stores: 88

Owner/Developer: Link Asset Management Limited  
Architects: Aedas

700 Nathan is the result of a comprehensive renovation project of a former government complex, into TOP --a vibrant and energetic retail podium with an edgy, industrial themed interior, housing trendy retailers, popular food and beverage options, and offering a curated selection of experiential events.



## **SILVER**

Xi'an Joy City  
Xi'an, China

Number of Stores: 224

Owner/Developer: Grandjoy Co., Ltd.  
Architects: Arquitectonica

Xi'an Joy City offers seamless connectivity throughout the former multi-building complex, and features themed shopping precincts, several first to region, flagship, and international brands, a 200 meter long LED SkyScreen, and a rooftop garden area with spectacular views of the Dayan Pagoda.

# DESIGN AND DEVELOPMENT



## **GOLD**

Xintiandi Plaza  
Shanghai, China

Total Retail Space: 26,870 sqm  
Number of Stores: 93

Owner: Shui On Land  
Developer: China Xintiandi  
Design Architects: UNStudio / DLC / KOKAI Studios / Inhabit / a-g Licht GbR + LEOX  
Production Architects: China State Construction Engineering Corporation Limited

Xintiandi Plaza transformed a vacant Department Store into a new vertical urban centre in the heart of Shanghai's popular shopping and entertainment districts, to offer a modern fusion of lifestyle, retail, and dining offerings, with themed spaces, installation art, and experiential events.

## **NEW DEVELOPMENTS CATEGORY**



## **SILVER**

Changsha IFS  
Changsha, China

Total Retail Space: 250,000 sqm  
Number of Stores: 380

Owner/Developer: Wharf China Estates Limited  
Design Architect: Benoy

The Changsha IFS development incorporates office towers, a hotel and a 241,000 square meter retail podium housing more than 300 international, luxury and contemporary brands, 70 food and beverage retailers, and a rooftop dining and garden zone featuring the world's first permanent KAWS sculpture.



# DESIGN AND DEVELOPMENT



## SILVER

Hangzhou Joy City  
Zhejiang, China

Total Retail Space: 145,000 sqm.  
Number of Stores: 322

Owner/Developer: Grandjoy Holdings Group Co., Ltd,  
Zhejiang Regional Company  
Design Architects: Benoy Limited

Located in Hangzhou's Gongshu district directly adjacent to the Yuhangtang River, Joy City covers approximately 500,000 square meters in a coveted location in the city centre and delivers a new urban landmark featuring a retail mall, commercial streets, Grade A office buildings and apartment towers.



## GOLD

Hong Kong Market (Tai Kok Tsui)  
Hong Kong, China

Total Retail Space: 136.94 sqm  
Number of Stores: 3

Professional Recognition:  
Owner/Developer: Uni-China (Market) Management Ltd.  
Design Architects: Uni-China (Market) Management Ltd.  
Design Team

Hong Kong Market in Tai Kok Tsui harmoniously blends design elements taken from 1970's HK style, with innovative kiosk machines, LED Screens, and mobile payment processes, to provide a central community hub offering fresh fruits and vegetables, seafood, meat, and convenience food items.

# DESIGN AND DEVELOPMENT



## **GOLD**

MixC Shenzhen Bay  
Shenzhen, China

Total Retail Space: 80,000 sqm  
Number of Stores: 230

Owner/Developer: China Resources Land  
Architects: Lead8

Located in the heart of China's HouHai district, the MixC Shenzhen Bay is an urban flagship retail centre that harmoniously blends its high-end, contemporary, and lifestyle-oriented offerings, with art, landscape, design, and cultural elements inspired by the coastal mangrove forest of Shenzhen.

## RETAIL CONCEPTS CATEGORY



## **GOLD**

DOCK  
Chaoyang Joy City  
Beijing, China

Company: Chaoyang Joy City  
Interior Designers: Song Qide and Ling Zongyong

Dock is a 5,000 square meter space located on the ninth level at Chaoyang Joy City dedicated to self-growth, improvement, and exploration, and offers new concept brands and innovative retailers specialized in feeding a guest's mind, body, spirit, and soul.



# DESIGN AND DEVELOPMENT



## SILVER

Hong Kong Market (Bauhinia Garden)  
Hong Kong, China

Company: Uni-China (Market) Management Ltd.

Uni-China (Market) Management Ltd.

Interior Designers: Uni-China (Market) Management Ltd.

Interior Design Team

Hong Kong Market at Bauhinia Garden is an innovative mini fresh market measuring 2,000 square feet, to offer community residents a central hub in which to purchase fresh produce, herbs, meat, and seafood, alongside convenience food items, and grocery staples.