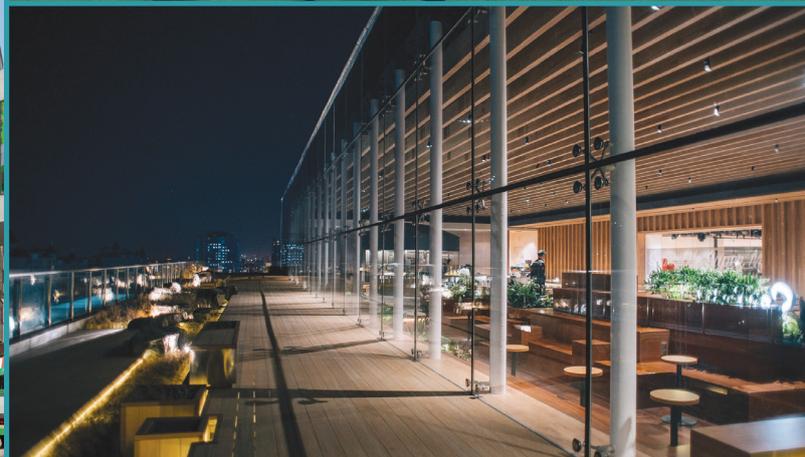




# China Shopping Centre & Retailer Awards

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



# 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

## 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.

# 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.