



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.