

# 周末 世界新公民读本 MODERN WEEKLY 画报

LEAD



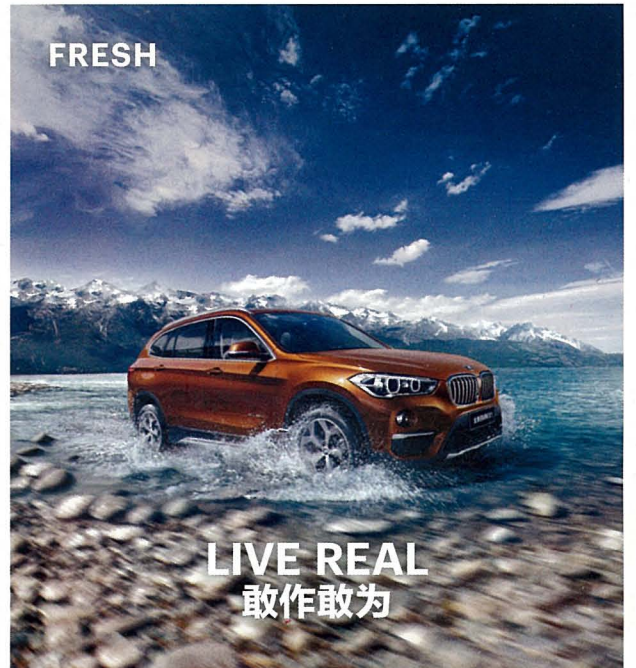
REFRESHING  
THE HISTORY  
重新定义过去 指向未来

STYLE



PUMP UP THE PUFFA  
膨化的冬天不太冷

FRESH



LIVE REAL  
敢作敢为

VIEW



## 穆雷大逆转称王 2017网坛新战国



# 恒隆尝试购物中心社交化 引领中国商业零售发展新趋势



智能手机让随时随地查看资讯、进行社交成为可能,加之移动支付业务的推出和完善,过去五年,网上购物成为越来越多人的选择,中国已成为全球最大的线上零售市场。与此同时,实体购物同电子商务的竞争愈演愈烈,在这样的情况之下,中国购物中心也加足马力,快速更新换代,以应对线上零售的发展。

近日,恒隆地产旗下大连恒隆广场盛大开幕。这是恒隆在内地发展的十个大型综合商业项目之一,项目占地63400平方米,是目前大连最大的商业购物中心。据介绍,大连恒隆广场设计灵感源自“如意双鲤”,吉祥如意的形象常见于年画和剪纸艺术中。循环动线的设计借鉴了双鱼追尾嬉戏的造型,经由一系列零售商业、中庭和公共活动空间直至天台广场和中央屋顶花园,创造出富有活力的多样时尚生活体验。

“未来的购物中心,需要提供商铺以外的元素来吸引顾客。”国际一流的建筑设计事务所Aedas全球董事林静衡(Christine Lam)在接受《周末画报》采访时说。然而建筑师们早已洞悉这一发展趋势,以Aedas设计的大连恒隆广场为例,其摒弃了传统的零售布局,结合社交、文化及娱乐等现今城市人向往的生活元素,包括电影院、滑冰场,用作推广活动、艺术展览和室内运动的空间,以及眺望全市的观景台。

目前,中国的购物中心正争相引进新的移动技术,通过各类社交和娱乐活动来提供更为全面的生活方式体验。尽管麦肯锡的统计数据显示中国的线上零售市场正趋于饱和,但日趋成熟的电子商务市场目前约占整体零售市场总额的13%,随着科技发展及网络渐趋普及,网购仍有增长空间和转型趋势。

“成功的购物中心必须摒弃因全球化而变得千篇一律的商业零售环境,通过改变租户组合、商业规划、空间特征、功能用途、社交和文化效应,并结合线上线下的消费模式,来打造独一无二的体验空间。”Aedas全球董事祁礼庭(David Clayton)对《周末画报》说。他认为以上方式将有效吸引新客源,因为中国众多的消费新贵将购物视为“主要的消遣方式”,并在购物中心里进行社交活动。

传统的购物中心将购物功能置于首要位置,餐饮和娱乐功能则排在后面。而今,中国社会在各种因素的综合作用下,对购物中心内非购物性的休闲活动需求正不断增长。狭小的住宿环境、全家几代人同檐而居,加上炎热及寒冷的气候等种种因素,使人们对于拥有丰富社交活动和生活趣味的购物中心充满了向往。这些活动囊括了娱乐休闲、音乐演出和时尚秀、餐饮、电影、滑冰、保龄球、节事庆祝表演,乃至艺术、教育和文化展览等各种功能。一些高端的购物中心还会用艺术展览等文化元素来吸引高品味的顾客。越来越多的零售商尝试以生活方式元素,如店内咖啡厅或O2O(Online to Offline,线上线下)服务等,来加强店内的体验感。

## 新型购物中心的公共空间 和娱乐空间将远大于现在 纯商业零售的空间也将相应减少 购物中心灵活的公共空间 将容纳不断变化且多样的业态

“在过去,购物中心顾客的主要目的是购物和饮食,而今日的趋势则是先餐饮和娱乐,再逛街购物。未来成功的购物中心将同样是城市枢纽的社交中心。”林静衡说。大连恒隆广场把传统市场中的生活、文化、传统以及社交带回了城市中心。人们将前往购物中心社交、享受美食、娱乐身心并学习新知识。

可以预见的是,新型购物中心的公共空间和娱乐空间将远大于现在,纯商业零售的空间也将相应减少。购物中心灵活的公共空间,将容纳不断变化且多样的娱乐、表演、展览和餐饮等业态。流通区域的短期租赁亦将增加收入来源。





## Hang Lung's shopping malls go social - Leading China's retail trend

Smart phones have made it possible for people to browse information and socialise anywhere, anytime, and mobile payments is also introduced and getting more mature. Over the last five years, online shopping has become the choice of many people and China is now the world's largest online retail market. At the same time, the competition between physical shops and e-commerce is increasingly fierce. In this case, China's shopping mall is changing rapidly to adapt to the new market conditions.

Olympia 66 of Hang Lung Properties was recently opened. As one of Hang Lung's ten large integrated commercial projects in China, the 63,400-square-metre project is the largest shopping mall of Dalian. The design of Olympia 66 drew inspiration from the twin carp, a symbol of wealth and abundance in Chinese culture, which are typically used in Chinese New Year paintings and paper-cutting arts. The interplay of two swimming carp inspired a dynamic form which allows a loop circulation flowing through a continuous chain of retail, atrium and event spaces to the sky-plaza and central roof garden, creating an exciting and diverse lifestyle experience. "Future malls will provide more elements other than shops." said Christine Lam, Global Director of Aedas, one of world's leading architecture and design practices, when speaking to *Modern Weekly*. Architects have already been aware of this. Taking Olympia 66, designed by Aedas, as example, it has not followed the traditional retail design but added in more social, culture and entertainment elements that are desired by modern citizens. These

# Aedas

include cinemas, ice-skating rinks, public spaces for events, art exhibitions and indoor sports, as well as roof decks overlooking the city.

China's malls are integrating with new mobile technologies and various social and entertainment activities to provide a more comprehensive lifestyle experience. Although China's online market shows signs of saturation, according to McKinsey, the increasingly mature e-commerce market currently accounting for roughly 13% of the total retail market still has room to grow.

"A successful shopping mall should move away from the ubiquitous retail environment due to globalisation to create a unique experience by changing tenancy mix, retail planning, spatial distribution, functional use, social and cultural response, and combining online to offline consumption pattern," said Aedas Global Board Director David Clayton to *Modern Weekly*. He believe all the above mentioned will attract new shoppers as shopping has become the key pastime for the affluent. They will not only shop in the mall but also do all sorts of social activities.

Traditionally malls are predominantly places to shop, followed by dining and entertainment. But due to various reasons like small homes, hot and cold weather, etc, there is an increasing demand for non-shopping leisure activities within shopping malls. People go to shopping malls for entertainment, music performance, fashion shows, food and beverage, movies, ice-skating, bowling, festive events and even arts, educational and cultural exhibitions. Some high-end shopping malls attract high-end consumers by holding arts exhibitions. More and more retailers are embracing lifestyle elements like incorporating a coffee shop into the shop or O2O services to enhance in-store experience.

"In the past visitors to shopping malls tended to shop and dine; nowadays they usually go eat first, then enjoy some entertainment, and then go shopping. In the future successful malls will also be major social venues at city hubs," said Christine Lam. Olympia 66 brings back the life, culture, tradition and social venue of the traditional market place to the city centre, and people will go to the mall to socialise, dine, be entertained and educated. It is expected to see that the future malls will have a lot more public and entertainment spaces than now, reducing the areas for pure retail use. The flexible public spaces will host entertainment, performance, exhibition and dining programmes. Income gained from short term leasing of the circulation areas will increase.