

OCTOBER 2016 ISSUE 118



£6 €8

RETAIL & LEISURE INTERNATIONAL

GLOBAL FOCUS

Aedas

China Malls Go Social



TLC-GLOBAL BRANDS GROUP



SACOOR BROTHERS



ROTANA HOTELS





COVER STORY

China Malls Go Social



CENTER 66, WUXI, CHINA

AEDAS ARE ANTICIPATING THE FUTURE RETAIL TRENDS OF MALLS IN CHINA. HERE, AEDAS DISCUSS THE MALLS OF THE FUTURE USING OLYMPIA 66, CENTER 66 AND HEARTLAND 66 AS EXAMPLES, WHICH WERE DESIGNED BY CHRISTINE LAM AND DAVID CLAYTON, GLOBAL BOARD DIRECTORS.

China is the world's largest online retail market so it's no surprise that China mall design is changing faster than anywhere to adapt to online retail. The mobile phone technology that connects people anytime and anywhere on social networking, instant downloads of information and Alipay or WeChat pay services has propelled the growth of online shopping in the last 5 years in China. Although China's online market shows signs of saturation according to data from McKinsey, the increasingly mature e-commerce market currently accounts for roughly 13 percent of the total retail market.

Olympia 66 in Dalian designed by Aedas heralds the mall of the future. Officially opened on 9 September, it is a 221,900sq m seven storey mall designed to face the growing competition with e-commerce. Malls in the future need to offer more than just shops to attract customers through the door. China's malls are introducing new mobile technologies, social activities, events and entertainment to provide a more holistic lifestyle experience. Successful Chinese malls must move away from a globalised uniform retail environment to create unique experiences by changes of tenancy mix, retail planning, spatial character, functional use, social and cultural response. The prospects of attracting new foot traffic through these methods are good, as many of China's newly affluent consumers see shopping as a key pastime and rely on malls for social activities.

Olympia 66 is the third mall designed by Aedas for Hang Lung Properties with Center 66 in Wuxi completed in 2013 and Heartland 66 in Wuhan under construction, these are three of Hang Lung's eight projects in China all designed to be adaptable to future retail trends.

How can mall design adapt to the future?

Traditionally, malls have been predominantly places to purchase, and secondly places to dine and be entertained. However the demand for non-shopping leisure activities in malls has grown for a number of reasons in today's Chinese society. Small apartments and multi-generational living combined with the often unfavorable climate is fueling an increase in malls adding more socializing lifestyle related activities. These include live entertainment, music and fashion shows, restaurants, cinemas, ice-skating rinks, bowling alleys, festive celebration performances, even art, educational and cultural exhibitions. On the higher end of the spectrum, cultural elements such as art exhibits have been brought into upscale malls to attract a discerning clientele. In addition, a growing number of retailers are embracing lifestyle elements such as cafes and O2O service in their shops to enhance the in-store experience. While previously the mall customers' priority is shopping and eating, the tendency today is eating, fun and then shopping. Successful malls of the future will be the social centres of our urban hubs.

People will go to the mall to socialise, dine, be entertained and

educated. The mall of the future will bring back the life, culture, tradition and society of the traditional market place to our city centres.

We anticipate that the mall of the future will have significantly more public and entertainment space than current malls, with a corresponding reduction in pure retail space. Ever changing programmes of entertainment, shows, exhibitions and dining will be accommodated in the future malls flexible public spaces. The reduction in revenue from switching shop area for entertainment space will, in part, be offset by income gained from short term leasing of circulation areas.

Successful landlords will programme and manage the new public space entertainment functions and be deeply involved in creating a strongly vibrant and attractive city centre focus. Experienced mall developers have already invested in enhancing their facility management teams to take on the challenge of event planning. Mall managers will understand the various cultures, socio-economic groups, needs and aspirations of the society they are providing a marketplace for.

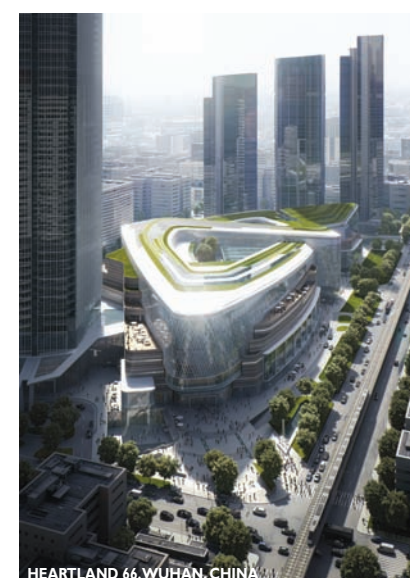
Malls will become generators and re-generators of our cities as they move from places of consumption to places of society and culture.

Successful malls will be adjacent to infrastructure nodes where subways and roads intersect to provide ease of transport to these new urban hubs. There will be excellent multi-level pedestrian connections to the surrounding mixed commercial and residential buildings which will provide an immediate high density population within walking distance.

Olympia 66, Center 66 and Heartland 66 are ready for the future of retailing with their ample public space, open and column free design, high head rooms for events and exhibitions, large atriums and roof decks and excellent theatre and cinema auditoria.

The malls are all ideally located and well connected to become the social and cultural centres of their cities. A mall that transcends being a place to shop to being a heart of a community is ultimately a mall that will have a long and successful life.

Hang Lung and their architects, Aedas have foreseen the future in Olympia 66.



HEARTLAND 66, WUHAN, CHINA



OLYMPIA 66, DALIAN, CHINA



OLYMPIA 66, DALIAN, CHINA