

SHKP Malls celebrate the festive season 新地商场与大家共度圣诞

The Group's shopping malls offer thematic installations, comprehensive promotions and spending reward campaigns every Christmas season to attract shoppers and generate more business opportunities for tenants. The year 2020 is no exception despite the outbreak of COVID-19. Various SHKP Malls set up traditional Christmas installations, with some featuring figures from popular animations and artwork from renowned artists for the holiday season.

Hong Kong

IFC Mall presented a light spectacular with dazzling, enormous Christmas ornaments floating in the air amid glittering light and music shows. Customers can create a personalized Christmas town through AR and capture the excitement as a video. New Town Plaza welcomed everyone to its romantic British Christmas garden, where couples kissed under the mistletoe and immersed themselves in the European Christmas ambience. APM's Bear in Love Paradise had nearly 100 stuffed bears in different poses wearing Christmas costumes, and a 1.5-metre-tall (five-foot-tall) jumbo plush bear. The festive mall was supplemented by 4.6-metre (15-foot) tall Christmas trees generating bubbles and a snowing effect, and lovely AR bears floating in the air. Tai Po Mega Mall had Santa Claus installing toy parts in the interactive Santa Claus toy factory. Customers can go treasure hunting in a gigantic 3-metre (10-foot) dreamy crystal ball.

YOHO MALL invited Chibi Maruko-chan and her classmates to tour the European main streets and towns in the mall and take photos in the outdoor gardens. Customers can create a personalized Christmas card with Maruko-chan's greetings. East Point City's Christmas carnival featured figures from Toy Story and friends from Monsters, Inc. There were also jumbo game booths for fans to play and win limited edition products. V City invited Christmas Pinkfong and Baby Shark to the mall. Children may join various interactive e-games to sing and swim in the starlight water world.

Harbour North made Hong Kong's debut CAT ART gallery, which displayed 61 classic artworks recreated by Japanese painter Shu Yamamoto in his unique style showing his love for cats.



APM



New Town Plaza 新城市广场



East Point City 东港城

每年圣诞，集团旗下各大商场均设置特色装置，举办多元化推广活动及消费奖赏计划，藉此带动人流，为租户创造更多商机。虽然2020年受到2019冠状病毒疫情爆发的影响，多个新地商场依然准备了传统圣诞布置，或以大热动画主角模型、或知名艺术家作品为节庆主题，与顾客共度圣诞。

香港

IFC商场展出闪烁璀璨的圣诞灯饰装置，瑰丽的灯光效果配合悠扬音乐，构造出光影国度。顾客更可运用AR创造出个人专属的圣诞小镇，并纪录成动感短片。新城市广场呈献英式浪漫圣诞花园，让恋人在榭寄生下一吻定情，感受欧洲圣诞气息。APM熊乐园有近百只不同造型毛绒圣诞熊，还有1.5米（五呎）巨型熊，配备飘雪泡泡多媒体装置的4.6米（15呎）圣诞树及AR爱心熊在空中漫游。大埔超级城设有圣诞老人玩具工厂的互动装置，让大家观看圣诞老人组装玩具，甚至走进3米（10呎）巨型梦幻水晶球寻宝。

YOHO MALL请来樱桃小丸子和一班同学在场内游览欧陆式大街小镇，在户外花园拍照；顾客更可制作录有小丸子圣诞祝福的专属贺卡。东港城圣诞嘉年华设有《反斗奇兵》老友和《怪兽公司》主角的大型模型打卡位，粉丝亦可到巨型游戏区畅玩，赢取限量主题精品。V City邀请了圣诞版Pinkfong及Baby



IFC Mall IFC商場

Shark到来，并预备了多款电子互动游戏，让小朋友进入梦幻水世界唱游互动。

北角汇带来日本画家山本修的“猫·美术馆”首度登陆香港，让猫奴一次性观赏61幅向世界名画致敬的猫创作画。



Harbour North 北角汇



YOHO MALL



V City



Tai Po Mega Mall 大埔超级城



Shanghai IFC Mall 上海国金中心商场

Mainland

Shanghai IFC Mall had been transformed into a Christmas station to welcome 38 TADO sculptures in Christmas costumes from around the world. Also available were AR games to engage customers. One ITC in Shanghai used pastel coloured LED net lights to create a starry, glittering winter effect. The mall also invited renowned international design team, Toer, to present an art installation in its outdoor garden with dancing fireflies made of twinkling lights. In Guangzhou, the open piazza of Parc Central had a 12-metre-tall starry Christmas treehouse, where the light colour was changed by music. The large snowy light shows had made the mall a popular photo spot.

Beijing APM co-operated with POP MART to launch the mainland's first POP MART City exhibition, offering special editions, photo spots, artists' manuscripts and many other surprises to blind-box toy lovers. In Guangzhou, IGC set up a PIXAR-themed exhibition, where customers can also unlock various games using smart technology for added fun.

IAPM in Shanghai partnered with internationally renowned artists to present a pop art carnival. Exhibits included the first mainland release of the 'Mesmerizing Blossom' 3D jumbo art installation by Przemek Podolski and the 'Vivid Art Wall' illustration by Antonio Uve.



One ITC, Shanghai 上海One ITC



Beijing APM 北京APM



Parc Central, Guangzhou 广州天环



IGC, Guangzhou 广州IGC



IAPM, Shanghai 上海环贸 IAPM

内地

上海国金中心商场化身圣诞车站，迎接来自世界各地的38个身穿圣诞时装的TADO雕塑，并有AR游戏与顾客互动。上海One ITC运用粉色LED网灯，营造出繁星点点的璀璨冬日。商场更与国际知名艺术团队Toer合作，在户外花园设置灯光艺术装置，汇聚“萤火虫”翩翩起舞。广州天环户外设置高达12米可随音乐变换灯光颜色的星光圣诞树屋，并带来大型灯光飘雪汇演，随即成为热门打卡点。

北京APM与POP MART联手推出“城市开箱”全国首展，让盲盒爱好者尽赏彩蛋、打卡点及艺术家手稿，惊喜无限。广州IGC打造了皮克斯主题展，商场充分应用智能科技，让顾客可凭手机解锁各项游戏，增添趣味。

上海环贸IAPM与国际知名艺术家合作，呈现波普嘉年华。展品包括首现内地的Przemek Podolski“迷幻花世界”3D巨型艺术装置及AntonioUve的“型格放映厅”插画等。