

## SHKP Malls celebrate the festive season 新地商場與大家共度聖誕

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 five-foot-tall jumbo plush bear. The festive mall was supplemented by 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 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.





每年聖誕，集團旗下各大商場均設置特色裝置，舉辦多元化推廣活動及消費獎賞計劃，藉此帶動人流，為租戶創造更多商機。雖然2020年受到2019冠狀病毒疫情爆發所影響，多個新地商場依然準備了傳統聖誕佈置，或以大熱動畫主角模型或知名藝術家作品為節慶主題，與顧客共度聖誕。

#### 香港

IFC商場展出閃爍璀璨的聖誕燈飾裝置，瑰麗的燈光效果配合悠揚音樂，構造出光影國度。顧客更可運用AR創造出個人專屬的聖誕小鎮，並紀錄成動感短片。新城市廣場呈獻英式浪漫聖誕花園，讓戀人在槲寄生下一吻定情，感受歐洲聖誕氣息。APM熊樂園有近百隻不同造型毛絨聖誕熊，還有五呎巨型熊，配備飄雪泡泡數碼裝置的15呎聖誕樹及AR愛心熊在空中漫遊。大埔超級城設有聖誕老人玩具工廠的互動裝置，讓大家觀看聖誕老人組裝玩具，甚至走進10呎巨型夢幻水晶球尋寶。



IFC Mall IFC商場

YOHO MALL請來櫻桃小丸子和一班同學在場內遊覽歐陸式大街小鎮，在戶外花園拍照；顧客更可製作錄有小丸子聖誕祝福的專屬賀卡。東港城聖誕嘉年華有《反斗奇兵》老友和《怪獸公司》主角的大型模型打卡位，粉絲亦可到巨型遊戲區暢玩，贏取限量主題精品。V City邀請了聖誕版Pinkfong及Baby

Shark到來，並預備了多款電子互動遊戲，給小朋友進入夢幻水世界唱游互動。

北角匯帶來日本畫家山本修的「貓・美術館」首度登陸香港，讓貓奴一次過觀賞61幅向世界名畫致敬的貓創畫作。



Harbour North 北角匯



YOHO MALL



V City



Tai Po Mega Mall 大埔超級城





Shanghai IFC Mall 上海國金中心商場

## 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 廣州天環

### 內地

上海國金中心商場化身為聖誕車站，迎接來自世界各地的38個身穿聖誕時裝的TADO雕塑，並有AR遊戲與顧客互動。上海One ITC運用粉色LED網燈，營造出繁星點點的璀璨冬日。商場更與國際知名藝術團隊Toer合作，在戶外花園設置燈光藝術裝置，匯聚「螢火蟲」翩翩起舞。廣州天環戶外設置高達12米可隨音樂變換燈色的星光聖誕樹屋，並帶來大型燈光飄雪匯演，馬上成為熱門打卡點。

北京APM與POP MART聯手推出「城市開箱」全國首展，讓盲盒愛好者盡賞彩蛋、打卡點及藝術家手稿，驚喜無限。廣州IGC打造了皮克斯主題展，商場充分應用智能科技，讓顧客可憑手機解鎖各項遊戲，增添趣味。



IGC, Guangzhou 廣州IGC

上海環貿IAPM與國際知名藝術家合作，呈現波普嘉年華。展品包括首現內地的Przemek Podolski「迷幻花世界」3D巨型藝術裝置及AntonioUve的「型格放映廳」插畫等。



IAPM, Shanghai 上海環貿IAPM