



SportZone in New Town Plaza is the first outdoor grass sports park in the city  
新城市廣場「躍動悠園」為全港首個空中草地運動公園

## SHKP Malls revitalize their outdoor space in a facilities upgrade

### 新地商場活化室外空間 提升配套設施

Given the unusual circumstances amid the pandemic in the past year, there has been a growing appetite for outdoor activities in safe and comfortable venues. In response to this demand, certain SHKP Malls revitalized their outdoor space and introduced various complimentary outdoor facilities, seamlessly linking up shopping and leisure with outdoor activities. For instance, New Town Plaza added a new rooftop grass sports park, a balance bike park and a recreational venue for pets, while YOHO MALL set up a new urban farm and bike parking facilities.

#### Sports and recreational facilities to encourage people to exercise more

New Town Plaza in Sha Tin has actively enlivened its outdoor platforms to enhance the customer experience. The L5 outdoor platform in Phase I has been transformed into Hong Kong's first outdoor grass sports park – SportZone. The 35,000-square-foot sports park features seven outdoor sport zones: a rock-climbing zone, a freestyle fitness zone, a basketball court, a grass jogging trail, five-metre-high grass slides, 17-metre-long hanging balance beams and a mountain-themed resting zone. Each sports zone has weight-training courses led by top athletic trainers for people at different levels, encouraging them to exercise more.

The L3 outdoor platform in New Town Plaza Phase I is the first outdoor balance-bike park in Hong Kong. Balance Bike Park has a wide driveway, minor slopes and cushioned railings to ensure safe and fun riding for children.

New Town Plaza has something new for people with pets as well. A recreational venue for pets has been added to the L1 outdoor platform in Phase I. The Pets Park is divided into an adventure zone and a picnic zone, with six recreational facilities for pets. Owners are welcome to bring their furry friends along and have fun together.

Separately, following the opening of the cycle track linking Yuen Long and Sheung Shui, as part of the Tuen Mun – Ma On Shan Cycle Track Network, YOHO MALL, in Yuen Long, has introduced new bike-parking facilities. Bike-repair stations, bike-parking lots and mobile phone chargers are available in its Landscaped Ground, Open Piazza and Transport Interchange to cater for the needs of bike lovers. The mall has even released electronic YOHO Zine – Cycling Guidebooks, with easy biking routes to signature attractions in Yuen Long, as well as snapshot hot spots and must-go restaurants in YOHO MALL.

#### Urban farm to promote green living

YOHO MALL set up the YOHO Urban Farm, which spans over 10,000 square feet, making it the largest urban farm in a New Territories mall. Located in the Landscaped Ground in YOHO MALL I, the farm will grow more than 100 farm products each year, including various seasonal fruits and vegetables, colourful seasonal flowers, and herbs for well-being and cooking. The farm products will be rotated on a seasonal basis. Visitors can learn what fruits and vegetables are in season for added farming fun. There will also be occasional experience guided tours to help participants learn more about farming and tips for green living.

#### Outdoor festive themed installations

To encourage people to get fresh air, SHKP Malls extended its festive or art installations to the outdoor zones to enhance the shopping and leisure experience for visitors in recent years.

過去一年，受疫情影響，情況變得不一樣，市民對在安全舒適的場地進行戶外活動需求日增。有見及此，若干新地商場活化室外空間，增設不同種類的免費戶外設施，將購物消閒與戶外活動無縫連接。新城市廣場增添空中草地運動公園、戶外平衡車公園及寵物遊樂園，YOHO MALL則設立都市農莊，並新增單車泊車設備。

#### 運動及玩樂設施 鼓勵多做運動

沙田新城市廣場積極活化戶外平台，提升顧客體驗。1期5樓戶外平台現時為全港首個空中草地運動公園「躍動悠園」。項目佔地35,000平方呎，設有七大戶外運動專區：攀岩牆、無器械健身區、籃球場、草地緩跑徑、五米高滑草梯、17米長懸吊式平衡木走道和休閒小山坡。商場更為各運動專區設計不同的力量訓練課程，邀請頂尖運動員教練教導健身秘笈，鼓勵大家多做運動。

新城市廣場1期3樓戶外平台設有全港首個戶外平衡車公園「平衡車樂園」，園內設置寬闊車道、小斜台及防撞欄杆等設備，讓小朋友安全享受駕車樂趣。



YOHO MALL has bike repair stations for bike lovers  
YOHO MALL設有單車維修設施，方便單車愛好者



Owners bring their furry friends to have fun together at Pets Park, New Town Plaza  
主人可帶毛孩到新城市廣場「寵物同樂園」玩樂



Balance Bike Park in New Town Plaza is dedicated for children  
新城市廣場專為小朋友而設的「平衡車樂園」



The 15-metre-long pumpkin tunnel with twinkling lights at YOHO Urban Farm is a popular photo spot  
YOHO MALL都市農莊的15米長南瓜光影隧道屬打卡熱點



新城市廣場亦照顧家有愛寵的人士，在1期1樓戶外平台新增寵物遊樂園「寵物同樂園」。樂園分設「歷奇區」及「野餐區」，提供六大寵物玩樂設施，歡迎主人帶毛孩來開心玩樂。

另外，隨著「屯馬單車徑」元朗至上水路段開通後，元朗YOHO MALL增設了單車泊車設備。商場在地下園林、戶外廣場及交通匯處設置單車維修設施、單車泊位及電話充電設備，體貼單車愛好者的需要。商場更特別推出電子版YOHO Zine「單車遊攻略」，推薦輕鬆踏單車遊走元朗特式地標的路線，並且介紹YOHO MALL內影相熱點及必到餐廳。

### 都市農莊 推廣綠色生活

YOHO MALL設立了一個逾10,000平方呎的都市農莊「YOHO Urban Farm」，為目前新界商場中最大的都市農莊。位於商場1期地下園林專區的農莊每年將出產過百種農作物，包括不同類型的當造蔬果、七彩鮮艷的時花及具有保健及煮食作用的香料。農作物將按不同季節更換，讓遊人認識每季蔬果，感受田園玩樂趣味。商場更會不定期舉辦體驗導賞團，向大眾講解農耕種植及綠色生活小知識。

### 戶外節日主題佈置

為鼓勵大眾多到戶外走走，呼吸新鮮空氣，新地商場近年善用戶外空間，將節慶或藝術品佈置延伸到戶外，為遊人提升購物及消閒體驗。



YOHO MALL's Egret Garden in a new style. The giant egret sculpture is now surrounded by five-coloured fancy flower beds, offering a brand new view from its neighbouring al fresco dining zone

YOHO MALL「白鷺花園」換上新裝，以五彩夢幻花海配襯大型白鷺雕塑裝置，為毗鄰戶外餐飲區帶來全新景致



During Chinese New Year, Harbour North turns its outdoor floral tunnel into a cat shape to match its CAT ART gallery to an encouraging response

新春期間，北角匯配合「貓·美術館」主題，將戶外花花隧道塑造成貓咪形，深受遊人歡迎



One ITC in Shanghai uses pastel-coloured LED net lights to create colourful butterfly-ball lights in the Co-Fun outdoor zone, presenting a fantasy land with both fun and art installations

上海One ITC運用粉色LED網燈，在Co-Fun戶外區構建成色彩繽紛的蝴蝶球燈，營造出趣味與藝術融合的奇幻樂園



In Parc Central, Guangzhou, a Chinese New Year doll, dressed in an auspicious southern lion costume, dances on the top of the lucky tower in The Garden, bringing good luck to customers

廣州天環有潮童福娃在戶外廣場的幸運塔樓舞動吉祥南獅，為顧客帶來新春好運