



# IGC mall in Guangzhou celebrates its fifth anniversary

## 广州IGC商场五周年志庆

The IGC mall in Tianhui Plaza, Zhujiang New Town, Guangzhou central business district, is celebrating its fifth anniversary with a series of campaigns that was rolled out in September. The major event is the IGC x COSMOS Bears Interactive Art Exhibition, jointly organized with a prominent international IP owner. Featuring a giant COSMOS Bear and COSMOS Bears art installations, the exhibition has drawn numerous fans and fashionistas to visit and share their photos on social media.

### IGC x COSMOS Bears Interactive Art Exhibition

The IGC x COSMOS Bears Interactive Art Exhibition features a four-metre tall 2021 edition Flame Nebula COSMOS Bear, which greets customers at the door before they explore the COSMOS Bears universe inside. The exhibits include the debut of six Cosmic Energy series COSMOS Bears cross-over art installations, created by renowned visual artist Daniel Kocev Pazamat. IGC members can use smart technology to take photos with the COSMOS Bear.

In the opening ceremony, the visual artist and IP owner shared their inspiration for creating the COSMOS Bears art installations, followed by an art jamming activity in which over 100 IGC members, fans and guests happily painted on the board.

To show its appreciation for the tremendous support of its members, IGC has provided a number of benefits for its fifth anniversary celebrations, including a limited-time 90% discount for bestselling products, lucky draws, limited-time half-priced luxury products, dining coupons and shopping coupons.

位于广州中央商务区珠江新城天汇广场的IGC商场今年开业五周年，于九月份展开一系列庆祝活动。其中最受瞩目的是与国际知名授权创作机构合办的“星际熊漫游IGC”互动艺术展，展出巨型星际熊及艺术星际熊，吸引了众多粉丝及潮流爱好者来“打卡”。

### “星际熊漫游IGC”互动艺术展

「星际熊漫游IGC」互动艺术展以四米高的2021年版炎星云星际熊在门外引领顾客进场，探索充满星际熊的宇宙漫步空间。展品由著名视觉艺术家Daniel Kocev Pazamat联名创作，首次展出共六款“宇宙能量”系列的艺术版星际熊。IGC会员更可通过智能科技与星际熊拍摄照片。

在开幕活动上，参与创作的视觉艺术家及授权创作机构到场分享艺术版星际熊的灵感来源。随后，有百余位IGC会员、粉丝和嘉宾参与“百人潮绘”仪式，共同为板画上色，气氛热闹。

IGC商场为庆祝开业五周年，特别提供多个优惠，包括推出限时一折热卖产品、幸运大抽奖、五折精品秒杀、美食赏及购物赏等，以答谢会员一直以来的热烈支持。



IGC kicks off its fifth anniversary celebrations with the IGC x COSMOS Bears Interactive Art Exhibition  
IGC商场以“星际熊漫游IGC”互动艺术展揭开五周年庆祝活动



At the opening of the IGC x COSMOS Bears Interactive Art Exhibition, an art jamming activity was held, with over 100 IGC members, fans and guests happily participating  
“星际熊漫游IGC”互动艺术展开幕活动“百人潮绘”邀请百余位IGC会员、粉丝和嘉宾参与，气氛热闹