



IGC mall in Guangzhou celebrates its fifth anniversary

廣州IGC商場五周年誌慶

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.

位於廣州中央商務區珠江新城天匯廣場的IGC商場今年開業五周年，於九月份展開一連串慶祝活動。當中最備受注目的是與國際知名授權創作機構合辦的「星際熊漫遊IGC」互動藝術展，展出巨型星際熊及藝術星際熊，吸引眾多粉絲及潮流愛好者來「打卡」。

「星際熊漫遊IGC」互動藝術展

「星際熊漫遊IGC」互動藝術展以四米高的2021年版炎星雲星際熊在門外引領顧客進場，探索充滿星際熊的宇宙漫步空間。展品由著名視覺藝術家Daniel Kocev Pazamat聯乘創作，首次展出共六款「宇宙能量」系列的藝術版星際熊。IGC會員更可透過智能科技與星際熊拍攝照片。

在開幕活動上，參與創作的視覺藝術家及授權創作機構到場分享藝術版星際熊的靈感來源。隨後，有過百位IGC會員、粉絲和嘉賓參與「百人潮繪」儀式，合力為板畫繪色，氣氛熱鬧。

IGC商場為慶祝開業五周年，特別提供多個優惠，包括推出限時一折熱賣產品、幸運大抽獎、五折精品秒殺、美食賞及購物賞等，以答謝會員一直以來的熱烈支持。



IGC kicks off its fifth anniversary celebrations with the IGC x COSMOS Bears Interactive Art Exhibition

IGC商場以「星際熊漫遊IGC」互動藝術展揭開五周年慶祝活動



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

「星際熊漫遊IGC」互動藝術展開幕活動「百人潮繪」有過百位IGC會員、粉絲和嘉賓參與，氣氛熱鬧