



# Guangzhou Parc Central wins the ICSC MAXI Awards and The 9<sup>th</sup> Asia-Pacific Stevie® Awards 2022

## 广州天环广场勇夺“ICSC全球营销大奖”及“第九届亚洲-太平洋史蒂夫®奖”



Parc Central's thematic runway, with commercial space of over one kilometre, is distinctive and sought after by the visitors  
天环广场设有一条商业空间超过一公里的主题展跑道，甚具特色，备受游人追捧

24

The Group's Parc Central, located in the Tianhe district of Guangzhou, received Gold award in the Integrated category of the ICSC MAXI Awards and the Silver award for Innovation in Brand Development in The 9th Asia-Pacific Stevie® Awards 2022 for its "Let's Heapy" five-year anniversary campaign. The former is an internationally acknowledged global award, recognizing the most innovative projects in the global retail real estate industry that add value to shopping centres; and the latter is hailed as the Oscars in the corporate industry, as the only business award recognising corporate achievement in 29 countries in the Asia-Pacific region, demonstrating the infinite advantages of the project.

### Newly launched unique and trendy artistic space

The award-winning project took half a year to create. In collaboration with the designer of Pop Mart's representation work, Molly, and cutting-edge artists in Guangzhou, its five trendy artistic space is newly launched. Also making its debut

was "Molly in Guangzhou", the first South China city special masterpiece. The project partnered with international brands to launch exclusive limited editions of fifth anniversary crossover gift boxes for an unprecedented co-branding collaboration between shopping malls and brands.

### Creating a new landmark for Guangzhou's trendy lifestyle

Parc Central launched an innovative green runway for the "HEAPY GO exhibition", the runway with commercial space of over one kilometre, along with outdoor gymnasium activities and a Camping Culture Festival, with e-CNY and shopping offers to create a new social networking experience.

集团位于广州天河区的天环广场凭“LET'S HEAPY型聚潮乐”五周年庆典活动，荣获“ICSC全球营销大奖”的“整合营销类”金奖及“第九届亚洲-太平洋史蒂夫®奖”的“品牌发展创新奖”银奖。前者为备受国际认可的全球性大奖，旨在表彰全球零售地产行业中为购物中心增值的最具创新性项目；后者被誉为商界“奥斯卡”，是对亚太地区29国企业所取得的成就加以认可的唯一商业奖项，彰显项目的无限优势。

### 新推出独特潮玩艺术空间

获奖项目耗时半年打造，携手泡泡玛特代表作Molly的设计师及广州新锐艺术家，首创五大潮玩艺术空间。首个华南城市纪念版巨型人偶“Molly在广州”更是初次亮相，项目同时携手国际品牌独家推出五周年限定联名礼盒，开创商场与品牌联名合作先河。

### 打造广州潮流生活新地标

天环广场创新推出商业空间超过一公里的绿色“玩食有道HEAPY GO”主题展跑道、户外健身活动及“露营文创节”，配合数字人民币及购物优惠，打造社交新体验。



Parc Central wins internationally acknowledged global awards  
天环广场勇夺备受国际认可的全球性大奖