



Guangzhou Parc Central wins the ICSC MAXI Awards and The 9th Asia-Pacific Stevie® Awards 2022

廣州天環廣場勇奪「ICSC全球營銷大獎」及「第九屆亞洲-太平洋史蒂夫®獎」



Parc Central's thematic runway, with commercial space of over one kilometre, is distinctive and sought after by the visitors
天環廣場設有一條商業空間超過一公里的主題展跑道·兼具特色·備受遊人追捧

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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.

集團位於廣州天河區的天環廣場憑「LET'S HEAPY型聚潮樂」五週年慶活動，榮獲「ICSC全球營銷大獎」的「整合營銷類」金獎及「第九屆亞洲-太平洋史蒂夫®獎」的「品牌發展創新獎」銀獎。前者為備受國際認可的全球性大獎，旨在表彰全球零售地產行業中為購物中心增值的最具創新性項目；後者被譽為商界「奧斯卡」，是對亞太地區 29 國企業所取得的成就加以認可的唯一商業獎項，彰顯項目的無限優勢。

新推出獨特潮玩藝術空間

獲獎項目耗時半年打造，攜手泡泡瑪特代表作Molly的設計師及廣州新銳藝術家，首創五大潮玩藝術空間。首個華南城市紀念版巨型人偶「Molly在廣州」更初次亮相，項目同時攜手國際品牌獨家推出五週年限定聯名禮盒，開創商場與品牌聯名合作先河。

打造廣州潮流生活新地標

天環廣場創新推出商業空間超過一公里的綠色「玩食有道HEAPY GO」主題展跑道、戶外健身活動及「露營文創節」，配合數字人民幣及購物優惠，打造社交新體驗。



Parc Central wins internationally acknowledged global awards
天環廣場勇奪備受國際認可的全球性大獎