

SHKP malls present festive atmosphere via a wide range of Christmas thematic installations

新地商场通过一系列圣诞主题装置 营造浓厚节日气息

As Christmas is one of the most popular festivals in Hong Kong, the Group's shopping malls presented various Christmas thematic installations, related promotions and spending reward privileges to attract shoppers, boost sales, and generate more business opportunities for tenants in this festive season.



IFC Mall, Central 中环国际金融中心商场



APM, Kwun Tong 观塘APM

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Presenting global-style Christmas installations

IFC Mall in Central, partnered with the Finland's official Santa Claus Village to present Asia's first "Santa Claus Village" Christmas installation, showcasing a range of attractions, such as Santa Claus Office, Main Post Office, Mrs. Claus Bakery and the Elf Workshop, providing a great Nordic festive vibe. **New Town Plaza**, in Sha Tin, featured installations and activities inspired by the Vinicunca Rainbow Mountain, in Peru, and the adorable alpacas, including an outdoor starlight installation decorated with over a million sparkling lights for photo-taking, an Alpaca Christmas Carnival, and Christmas DIY workshops. **East Point City**, in Tseung Kwan O, offered shoppers a unique archaeological experience this Christmas. Visitors were transformed into archaeologists, travelling through a northern European-inspired wooden Christmas museum and exploring six attractive photo checkpoints with archaeological features. **YOHO Mall**, in Yuen Long, presented the gorgeous snowy scene in a roughly 2,500-square-foot Christmas thematic installation, called 'Christmas Fantasy Forest', decorated with over 20,000 small light bulbs, at which shoppers can take stunning photos in the 'Duo Colour Forest' and make wishes at a six metre- high giant 'Christmas Starlight Tower'. **Yuen Long Plaza** was transformed into a winter Christmas wonderland, featuring a 15-foot-tall Christmas gift box for photo taking, a Christmas AR game installation and a Santa Claus parade.

A special football Christmas filled with excitement

As the quadrennial FIFA World Cup was held in December 2022, many of the Group's shopping malls incorporated football elements into the Christmas installations. **APM**, in Kwun Tong, presented a 3,000-square-foot decoration, called 'Futuristic Christmas City'. Led by Christmas robots, shoppers could visit three Christmas zones filled with science fiction elements and watch the thrilling football matches on a massive TV screen. **Tai Po Mega Mall**, in association with international renowned illustrator TADO, displayed a 'Christmas Fantasy Castle', which was a 1,500 square foot interactive installation, featuring numerous thematic spots, including a 20-foot-



Harbour North, North Point 北角汇



V Walk, West Kowloon 西九龙V Walk

tall 'Giant Glittering Christmas Tree' and a 'Christmas Interactive AR Feature Wall' for photographs. **V Walk**, in West Kowloon, and **V City**, in Tuen Mun, jointly presented over 20 Instagrammable Christmas decorations and a series of festive activities. Both malls invited Santa Claus to present Christmas gift to shoppers, and organized various free activities for both children and adults, including "Christmas Mission Possible" and "Xmas Interactive Storytelling".

Celebrating Christmas with a playful festive theme

Tsuen Wan Plaza presented a Disney-themed 'Green Fantasy Christmas', featuring eight must-visit photography spots, including Disney Princess- and Disney Animal-themed outdoor installations, and a giant five-metre-tall Christmas tree. **MOKO**, in Mong Kok East, invited Duffy and Friends, along with their new friend LinaBell, to celebrate a fantastic Winter Fest! Take your time to visit and take photos at the "LinaBell Christmas Tree House" and other Duffy and friends' photo spots! **Life@KCC**, in Kwai Chung, invited popular Spanish illustrator Mia Charro and introduced her work in Hong Kong for the first time, taking the shoppers on a journey in a fairyland full of colourful blossoms and adorable small animals. **Landmark North** in Sheung Shui, set up six huge indoor and outdoor thematic installations decorated with Sonny Angel in the latest festive costume. Shoppers could play interactive games, take beautiful Christmas photos and enjoy a wonderful time. **Harbour North**, in North Point, summoned 12 dinosaurs to celebrate Christmas, setting up a full-scale replica of a robot dinosaur at the harbourfront promenade opposite the mall and displaying 11 different species of dinosaur models around the corner

圣诞节向来是深受香港大众喜爱的节日之一，集团亦于旗下主要商场增添各具特色的圣诞主题布置，并举办相关推广活动和推出消费奖赏优惠，以刺激商场人流和生意额，为商户创造节日机遇。

香港

环球圣诞风情

中环国际金融中心商场与芬兰官方圣诞老人村合作，首度在亚洲呈献“Santa Claus Village 圣诞老人村”，重塑村内的不同设施如办公室和邮政局，并设计了圣诞老婆婆烘焙店和圣诞精灵工作坊等装置，极具浓厚北欧美节日气氛。沙田新城市广场今年圣诞以秘鲁彩虹山及可爱的羊驼为主题，包括逾百万颗灯光打造的户外星光打卡装置、羊驼圣诞嘉年华、DIY 圣诞工作坊等。将军澳的东港城为消费者带来不一样的圣诞考古体验——游客化身成考古专员，穿越充满北欧气息的原木风圣诞博物馆，探索六大注目考古打卡位。元朗形点也特别打造了一个占地近232平方米(2,500平方呎)、由20,000颗小灯泡装饰而成的大型圣诞雪景主题装置“雪影极幻森林”。游客可以到“双色梦之森”拍摄，及在六米高的“圣诞星光塔”前许愿。至于元朗广场则以冬日圣诞梦幻国度为主题，大家可走进4.6米(15呎)高巨型圣诞礼物盒内拍照，还有圣诞AR体感玩乐装置和圣诞老人巡礼。

洋溢足球热情的圣诞

2022年12月适逢四年一度的世界杯赛事，集团旗下多个商场的圣诞装置都融入了足球元素。观塘APM打造的“玩转未来圣诞城”装饰占地278.7平方米(3,000平方呎)，顾客在圣诞机器人引领下，参观三大充满科幻元素的圣诞主题区，并可通过巨型电视屏幕投入精彩足球赛事。大埔超级城联合国际著名插画师TADO，打造面积达139平方米(1,500平方呎)的“圣诞梦幻城堡”互动装置，多个主题景点包括有6米(20呎)高的“巨型发光圣诞树”、“圣诞互动AR打卡墙”等。西九龙V Walk及屯门V City联手打造了逾20大圣诞打卡位及一系列圣诞活动，圣诞老人更亲临商场派送圣诞礼物。大小朋友更可免费参与“玩转圣诞Mission Possible”挑战、“圣诞互动Storytelling”等活动。



MOKO, Mong Kok East 旺角东MOKO新世纪广场



New Town Plaza, Sha Tin 沙田新城市广场



Tai Po Mega Mall 大埔超级城



East Point City, Tseung Kwan O 将军澳东港城

充满童趣的圣诞主题

荃湾广场为大家带来一个Disney主题“绿悠梦幻圣诞”，八个必拍打卡位包含Disney Princess 与 Disney Animals 主题的户外装置，以及五米高的巨型圣诞树。旺角东MOKO新世纪广场则有Disney的Duffy与一众好友和LinaBell齐过圣诞。访客可以走进“LinaBell圣诞树屋”等不同景点与Duffy及好友打卡拍照。位于葵涌的Life@KCC

则邀请了西班牙人气森林系插画师Mia Charro，将她笔下的作品首度带到香港，带大家进入满载缤纷花卉与疗愈小动物的童话世界。上水广场的室内及室外设有六个全新节日造型的SonnyAngel巨型主题装置，游客可畅玩互动游戏并拍下甜蜜照片，令人乐而忘返！北角汇则召唤了“十二只恐龙过圣诞”——除了商场对面的海滨公园设有1:1原尺寸的机器恐龙外，另有11只不同品种的恐龙遍布场内不同角落。



YOHO Mall, Yuen Long 元朗形点



V City, Tuen Mun 屯门V City



Landmark North, Sheung Shui 上水广场



Yuen Long Plaza 元朗广场

Mainland

Among the Group's shopping malls in Shanghai, Shanghai IFC Mall's festive theme is "Sparkling Christmas Kingdom". Renowned Italian illustrators were invited to produce an exclusive series of fairy tale characters. The mall especially included augmented reality (AR) for an interactive experience, together with a large sparkling Christmas tree over five meters high and luxury carriages, presenting a joyful Christmas kingdom to visitors. One ITC, now celebrating its third anniversary, set up a "Starry Night" winter outdoor light installation and partnered with Poland and international artists to create a large-scale outdoor art installation, called "Hola! Bear Hugging", and launched a series of consumer privileges. It also partnered with mall tenants to release limited edition gifts to celebrate its third anniversary. In addition, IAPM invited popular character IP Marsper and French artists to create a limited-edition holiday figure, called "KidCup Marsper" and installed a seven-metre-high wishing tree and a 220-metre-long trail, showcasing romantic floral lights for the winter carnival.



Shanghai IFC Mall, Shanghai 上海市上海国金中心商场



IAPM, Shanghai 上海市环贸IAPM

In Guangzhou, IGC's vibrating sport vibe was in the air, with renowned dreamer Snoopy dressed in sportswear, creating the first PEANUTS "Snoopy Soccer Carnival" on the mainland, together with a number of immersive photo-taking spots, including a 3.5-metre-high golden football, a 7.5-metre-high Snoopy, a world-cup starlight tunnel, a game booth for a gate-keeper experience, and a starry football stadium. The mall also released series of attractive consumption rewards during the event period (from now until 2 January 2023) to help visitors enjoy the festive joy of shopping. Parc Central's theme is "Fantasy Tales in Wonderland", providing a romantic and vibrant atmosphere. The mall's rooftop garden at L3 installed a "Floral Rooftop" Christmas market, allowing visitors fully immerse in the festive winter vibe.



IGC, Guangzhou 广州市IGC



Parc Central, Guangzhou 广州市天环

内地

集团旗下位于上海的商场，其中上海国金中心商场以“乐享璀璨圣诞王国”为主题，诚邀意大利著名插画艺术家独家制作多款童话人物造型，更特别增设AR 扩增实境互动体验，配合逾五米高的巨型璀璨圣诞树及奢华马车，为游客呈现欢乐的圣诞王国。至于One ITC 商场适逢开幕三周年纪念，除呈献“璀璨星芒”冬日户外光影装置，更联同波兰及国际知名艺术家打造“Hola! 抱抱熊”大型户外艺术装置及推出一系列消费礼遇，并联合场内租户打造三周年限定礼品。此外，环贸IAPM邀请人气IP Marsper 及法国艺术家，呈献节日限定的“圣诞红”配色潮玩公仔，配合七米高的星光许愿圣诞树及长达220 米的浪漫花海灯饰，带来冬日盛典。



One ITC, Shanghai 上海市One ITC

至于广州的IGC则以国际知名“梦想家”史努比超级球员的装扮将运动炽热气氛带到商场，打造全国首个PEANUTS“史努比动感狂欢足球嘉年华”，并设立多个沉浸式打卡位，其中包括3.5米高黄金足球、7.5米高史努比、超级杯星光隧道、龙门体感游戏及星空足球馆等装置。商场更于活动期间（即日起至2023 年1月2日）推出丰富消费奖赏，让游客尽享愉悦的圣诞气氛及购物乐趣。广州天环以“Fantasy Tales 森临琦境”为主题，传递浪漫遐想与活力，而商场的L3天台花园更设有“天台有花漾”圣诞市集。让顾客在浓厚的冬日氛围下，感受满满节日暖意。