

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

新地商場透過一系列聖誕主題裝置 營造濃厚節日氣息

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 中環國際金融中心商場



APM, Kwun Tong 觀塘APM

Hong Kong

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 北角匯



V Walk, West Kowloon 西九龍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.

聖誕節向來是深受香港大眾喜愛的節日之一，集團亦於旗下主要商場增添各具特色的聖誕主題佈置，並舉辦相關推廣活動和推出消費獎賞優惠，以刺激商場人流和生意額，為商戶創造節日機遇。

香港

環球聖誕風情

中環國際金融中心商場與芬蘭官方聖誕老人村合作，首度在亞洲呈獻「Santa Claus Village聖誕老人村」，重塑村內的不同設施如辦公室和郵政局，並設計了聖誕老婆婆烘焙店和聖誕精靈工作坊等裝置，極具濃厚北歐節日氣氛。沙田新城市廣場今個聖誕，以秘魯彩虹山及可愛的羊駝為主題，包括逾百萬顆燈光打造的戶外星光打卡裝置、羊駝聖誕嘉年華、DIY聖誕工作坊等。將軍澳的東港城為消費者帶來不一樣的聖誕考古體驗——遊人化身成考古專員，穿越充滿北歐氣息的原木風聖誕博物館，探索六大注目考古打卡位。元朗形點亦特別打造了一個佔地近2,500平方呎、由20,000顆小燈泡裝飾而成的大型聖誕雪景主題裝置「雪影極幻森林」。遊人可以到「雙色夢之森」拍攝，及在六米高的「聖誕星光塔」前許願。至於元朗廣場則以冬日聖誕夢幻國度為主題，大家可走進15呎高巨型聖誕禮物盒內拍照，還有聖誕AR體感玩樂裝置和聖誕老人巡禮。

洋溢足球熱情的聖誕

2022年12月適逢是四年一度的世界盃賽事，集團旗下多個商場的聖誕裝置都融入了足球元素。觀塘APM打造的「玩轉未來聖誕城」裝飾佔地3,000平方呎，顧客在聖誕機械人引領下，參觀三大充滿科幻元素的聖誕主題區，並可透過巨型電視屏幕投入精彩足球賽事。大埔超級城聯乘國際著名插畫師TADO，打造面積達1,500平方呎的「聖誕夢幻城堡」互動裝置，多個主題景點包括有20呎高的「巨型發光聖誕樹」、「聖誕互動AR打卡牆」等。西九龍V Walk及屯門V City聯手打造了逾20大聖誕打卡位及一連串聖誕活動，聖誕老人更親臨商場大派聖誕禮物。大小朋友更可免費參與「玩轉聖誕Mission Possible」挑戰、「聖誕互動Storytelling」等活動。



MOKO, Mong Kok East 旺角東MOKO新世紀廣場



New Town Plaza, Sha Tin 沙田新城市廣場



Tai Po Mega Mall 大埔超級城



East Point City, Tseung Kwan O 將軍澳東港城

充滿童趣的聖誕主題

荃灣廣場為大家帶來一個Disney主題「綠悠夢幻聖誕」，八個必影打卡位包含Disney Princess 與 Disney Animals 主題的戶外裝置，以及五米高的巨型聖誕樹。旺角東MOKO新世紀廣場則有Disney的Duffy與一眾好友和LinaBell與過聖誕。訪客可以走進「LinaBell聖誕樹屋」等不同景點與Duffy及好友打卡拍照。位於葵涌的



YOHO Mall, Yuen Long 元朗形點

Life@KCC則邀請了西班牙人氣森林系插畫師Mia Charro，將她筆下的作品首度帶到香港，帶大家進入滿載繽紛花卉與療癒小動物的童話世界。上水廣場的室內及室外設有六個全新節日造型的Sonny Angel巨型主題裝置，遊人可大玩互動遊戲及拍下甜蜜照片，令人樂而忘返！北角匯則召喚了「十二隻恐龍過聖誕」— 除了商場對出海濱公園設有1:1原大的機械恐龍外，另有11隻不同品種的恐龍遍佈場內不同角落。



V City, Tuen Mun 屯門V City



Landmark North, Sheung Shui 上水廣場



Yuen Long Plaza 元朗廣場

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 上海市上海國金中心商場



IAPM, Shanghai 上海市環貿IAPM

In Guangzhou, IGC's vibrant 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 廣州市IGC



Parc Central, Guangzhou 廣州市天環

內地

集團旗下位於上海的商場，其中上海國金中心商場以「樂享璀璨聖誕王國」為主題，誠邀意大利著名插畫藝術家獨家製作多款童話人物造型，更特別增設AR擴增實境互動體驗，配合逾五米高的巨型璀璨聖誕樹及豪華馬車，為遊客呈現歡樂的聖誕王國。至於One ITC商場適逢開幕三周年紀念，除呈獻「璀璨星芒」冬日戶外光影裝置，更聯同波蘭及國際知名藝術家打造「Hola! 抱抱熊」大型戶外藝術裝置及推出一系列消費禮遇，並聯合場內租戶打造三周年限定禮品。此外，環貿IAPM邀請人氣IP Marsper及法國藝術家，呈獻節日限定的「聖誕紅」配色潮玩公仔，配合七米高的星光許願聖誕樹及長達220米的浪漫花海燈飾，帶來冬日盛典。



One ITC, Shanghai 上海市One ITC

至於廣州的IGC則以國際知名「夢想家」史努比超級球員的裝扮將運動熾熱氣氛帶到商場，打造全國首個PEANUTS「史努比動感狂歡足球嘉年華」，並設立多個沉浸式打卡位，當中包括3.5米高黃金足球、7.5米高史努比、超級杯星光隧道、龍門體感遊戲及星空足球館等裝置。商場更於活動期間（即日起至2023年1月2日）推出豐富消費獎賞，讓遊客盡享愉悅的聖誕氣氛及購物樂趣。廣州天環以「Fantasy Tales森臨琦境」為主題，傳遞浪漫遐想與活力，而商場的天台花園更設有「天台有花漾」聖誕市集。讓顧客在濃厚的冬日氛圍下，感受滿滿節日暖意。