

Festive malls enjoy high traffic and sales

集团商场喜迎新春 人流畅旺生意兴隆

The Group's shopping malls offered thematic installations, comprehensive promotions and high-tech interactive games to celebrate Chinese New Year with locals and visitors. The programmes attracted throngs of seasonal shoppers with some malls registering significant increases in traffic.

Welcoming the year of the dog

The year of the dog got a big welcome at APM with the world's tallest animated Gromit from the *Wallace and Gromit* movies and its festive mansion. The mall also introduced an interactive magic mirror where customers could check on their luck during the coming year and make their own personalised fai chun. Tai Po Mega Mall had Snoopy and friends perform a dragon dance amidst Chinese New Year windmills and peach blossoms. IAPM invited a specialist artist to reconfigure toys into pet dog art installations. Shoppers also took special effect selfies in the form of selected Chinese zodiac animals with new year blessings to create their own fai chun. Shanghai IFC Mall had on display artist-created delicate lucky dog art installations.

Joyful aura

New Town Plaza presented the world's first Chinese New Year LEGO mansion, featuring a hand-made, giant dancing lion comprised of 150,000 LEGO bricks. V City spread positive vibes with The Powerpuff Girls greeting customers at various spots. Parc Central had Wuba from *Monster Hunt 2* welcome customers at the Chinese New Year windmill forest, lotus pond and loving bridge.



New Town Plaza 新城市广场



IFC Mall 国际金融中心商场



YOHO MALL

Share the blessings

IFC Mall built an interactive wishing pond with 108 virtual koi fish where customers tossed in virtual gold coins through mobile devices and made their wishes with blessings popping up. East Point City hosted Hong Kong's largest indoor Chinese New Year floral market and bazaar for the 12th straight year. To enhance the customer experience, the orchids came with a QR code for illustration purposes this year. Landmark North's pop-up art exhibition included a five-metre tall giant lotus and various other botanical species. Customers also explored the 3D garden through various VR games. YOHO MALL held a large indoor Chinese New Year market with fine food from around the world as well as local delicacies, resembling a Japanese spring market fair. Beijing APM had giant coins and colourful lanterns in the peach blossom forest to wish customers good luck in the new year. IGC hoisted an approximately two-metre wide giant bouquet in the atrium to offer new year blessings to customers.



V City



East Point City 东港城



Landmark North 上水广场



Tai Po Mega Mall 大埔超级城

农历新年期间，集团旗下各大商场以不同主题作布置，举办多元化推广活动，应用创新科技与顾客互动，与市民及游客欢度新岁，吸引大量游人光临，部分商场的人流更录得显著升幅。

齐贺狗年

APM携手《超级无敌掌门狗》主角阿高迎新春，展出全球最高的巨型阿高机动招财狗及贺年大宅。商场设有互动“魔术镜”，让顾客检测行运指数，并自制专属春联。大埔超级城有Snoopy与好友在风车桃花林舞动彩龙。IAPM商场邀请玩具雕塑艺术家创作宠物狗艺术雕塑作品。商场更让顾客挑选生肖形象特效进行自拍，搭配新春祝福语句，自制独一无二的春联。上海国金中心商场邀请艺术家设计造型别致、活灵活现的福犬雕塑。

欢乐气氛

新城市广场与LEGO合作打造全球首个农历新年大宅院主题布置，其中最瞩目的由150,000颗LEGO bricks全人手砌成的巨型鸿运醒狮。V City请来飞天小女警现身不同位置，释放正能量。天环有《捉妖记2》的胡巴在风车林、荷花池及连心桥等场景迎接顾客，喜气洋洋。



IGC, Guangzhou 广州IGC



Shanghai IFC Mall 上海国金中心商场

寓意吉祥

国际金融中心商场设置内有108条数码锦鲤的祝愿池。顾客通过流动装置可抛下虚拟金币许愿，接收新年祝贺语句。东港城连续第12年举办全港最大室内年宵市场暨新春花展，今年更引入QR Code兰花图鉴，方便选购。上水广场的Pop-Up艺术展，展出五米高巨型莲花及多种花卉植物；并设有VR四感体验之旅，让顾客亲历3D花花世界。YOHO MALL举办大型室内年宵，在和风春日祭的气氛下，带来环球特色及地道美食。北京APM在桃花林中，放上巨型铜钱及彩色灯笼，祝愿顾客时到运到。IGC中庭悬挂近二米直径的大型花球，喜迎新春，祝愿顾客新一年鸿运当头。



Parc Central, Guangzhou 广州天环



Beijing APM 北京APM



IAPM, Shanghai 上海环贸IAPM