Creating vibrant retail destinations

Retail Expertise
Broadway Malyan is a global architecture, urbanism and design practice dedicated to creating buildings and places that will provide a lasting legacy. Through a shared design ethos, we work together to create places with a strong sense of identity where people and communities want to live, learn, shop, work and relax.

Our collaborative approach to integrated sustainable design has enabled us to deliver award-winning projects at all scales across the world. Every project, from a strategic city plan to the craftsmanship of a balustrade, reflects our passion for quality design and place-making.

Our global reach gives us the versatility to bring together inter-disciplinary teams to design solutions for the most complex projects whilst our local presence across world centres ensures a personable and responsive client service.

Every day, our talented designers apply their creativity, commercial acumen and sector insight to produce designs that meet the aspirations of our clients and create a strong sense of place.

Valcenter, Italy
The pace of change in the retail sector is challenging all of us to think differently. Technology is redefining the marketplace. Social trends are reshaping customers’ expectations. Developers and investors want differentiation more than ever and great design offers the solution.

From shopping centres to interiors and retail parks to factory outlets, we focus on creative concepts that deliver successful retail environments. Understanding the customer is the basis for any brief. Who is this for? How can we make it perform? What will set this place apart? These fundamental questions are explored before we begin.

People are attracted to places that offer great experiences, choice and distinctiveness. They come to shop, to eat, to meet and so much more. Leisure and retail – once separate – are now intertwined. Put simply, people want more.

We understand this and deliver effective designs against clearly defined goals, drawing on our portfolio of global projects to inform our approach to every brief.

We are working in emerging and mature markets, in every global region, across all sectors of retail. We are involved in everything from major new build to strategic repositioning of existing stock and we know how to deliver successful retail environments for our clients and their end-users.
Changing influences

Technology is redefining the sector. Online retailing has impacted traditional bricks and mortar, shoppers are using social media networks to celebrate successful shopping spaces, and the Internet of Things (IOT) means that we are more connected to our environments.

It means that shopping has shifted towards a more leisure based dynamic. We will go where we can find the products and brands we desire within an environment that also provides wider enjoyment. Eating, drinking, going to the cinema or the gym all now form part of what we expect from shopping centres and malls.

Our challenge is to create impactful designs that put experience first and shape places that people want to visit. By creating attractive and rewarding retail and leisure locations, we engage customers and create connections with them.
10 trends in retail

Our focus is on making better places that truly engage with customers and provide them with different experiences and interactions to make their visits about more than just shopping.

We believe the following trends are shaping the future of retail environments:

Gastronomy
More than a traditional food court, this is about the rise in innovative eating experiences, ranging from pop up eateries through to spaces to select, cook and eat your own produce onsite.

Brand expressions
Single retailers having greater influence over their spaces, with an increase in concept stores, and highly tailored, bespoke spaces, leading to a more diverse shopping experience.

Online / offline fusion
Stores as showrooms, attractive waiting and collection areas, curated showcase space, and a rise in interaction through technology such as augmented reality.

Premium interior design
Bringing the best ideas from hospitality and leisure into retail, with higher quality materials, furniture, lighting and decoration contributing to the sense of place.

Emotive design
Design which attracts and engages the senses, by effectively utilising light, colour, sound, texture, and aroma.

Retail anchored mixed use
Weaving shopping experiences into day to day living, and linking complementary uses together.

Retail resorts
Leisure-led spaces which include theme parks, performance space, festival/exhibition space, and stores offering entertainment, alongside traditional shopping.

Placemaking
Green walls, engaging streetscape, and beautiful areas to rest and recuperate within the retail environment.

The great outdoors
Hybrids between mall concept and high street, with access to the natural world and wider cityscape.

Retail anchored mixed use
With our global reach and collective experience, we help clients in emerging economies to learn the lessons from more mature economies. Frequently, we accelerate the overall development cycle for our clients, bringing innovations into new markets based on their successes elsewhere.

We recognise the differences between local cultures and markets and ensure that our solutions are relevant.

We also bring provocative and challenging new thinking into more mature retail environments by using our expertise from other sectors. From workplace to hotels and residential to sports facilities, we scan, sift and import the best creative ideas from complementary sectors where they will elevate the finished product.

Many clients say that they want our help to get the excitement back into their centres. Others come to us with a blank sheet of paper and want our help with creative concepts. Whatever the brief, we follow clear processes to shape and deliver effective results.

We believe that the success or failure of most retail projects is judged on whether the scheme has good tenants, high footfall and a true sense of place. We look at everything that matters when we design. From demographics to accessibility and local influences to sustainability, we create designs informed by the factors that matter.
A contemporary experience for a historic city
Lefo Mall, China

Suzhou is a UNESCO World Heritage City and one of China’s top tourist destinations.

The client’s aim was to develop a fashion-focused shopping centre aimed at young consumers, with a modern, urban feel, reflective of international standard malls. Our challenge was to design something appropriate for this vision that would also draw on the local culture without resorting to pastiche.

Our aspiration was to combine the two elements, the historic and contemporary, to create a memorable space that would deliver new experiences for shoppers and encourage repeat visits.

“...A place of beauty...

Suzhou has an international reputation for its beautiful gardens, lakes and canals, which are often cited as perfect examples of classical Chinese landscape design from the 11th to 19th Century.

Our proposals for Lefo Mall drew inspiration from the lakes and waterways, with open spaces, curves, and use of natural materials core to the design concept, as we sought to recreate the ebb and flow of water.

From the initial appointment we were commissioned to design the landscaping, branding and wayfinding, creating an integrated design approach and overall identity for the mall. This still allowed some flexibility, with different materials used to represent different floors.

Jeremy Salmon, Director, Broadway Malyan

“When designing something relevant to its location it is important to immerse yourself fully in the local culture and draw inspiration from a number of different sources. For example, we created bespoke furniture based on local boats, using authentic materials.”
We wanted to translate Suzhou’s natural beauty into a design for an attractive, bright and spacious mall. Our choice of materials, forms and desire to utilise natural light have resulted in something that we feel captures the essence of the place while creating something new.”

David Whitehead, Director, Broadway Malyan

Sculpting the sky

We wanted the mall to feel bright and airy, so included a series of voids penetrating the building. These spectacular spaces are spanned by circulation ‘bridges’ to help with visitor flow, while sunken ‘pools’ feature at ground level, creating seating areas.

A central hub with a reflection pool on the ground floor is in one of these open spaces, looking up through all five floors to a glass ceiling, allowing natural light to shine through. This creates a “town square” style destination within the heart of the development; a place to meet, enjoy and relax as part of the wider experience, as well as host events and entertainment.

This focus on natural lighting ensures that the environment does not feel sterile and allowed us to play with reflections throughout the mall’s walkways, creating tranquil, inspiring places.

Silks and other natural materials were used for a range of sculptures throughout the mall to add further interest to the spaces and create a sense of discovery. One of these pieces was a flock of metal cranes, a bird that represents longevity and happiness in Chinese culture, and serves as the centrepiece of one of the key retail zones.
Street life

For the King Street element of the proposals we wanted to capture the feel of a Chinese street but also provide a canvas suitable for a range of international brands, to give them the freedom and flexibility to express their own visual identity.

Our choice of stone and tiles helped to reflect local vernacular and were complemented by more modern features such as glazing and steel elements.

Wooden boxes project from the facade, reminiscent of the traditional balconies found along the many canals, replicating the rhythm of the surrounding streets.

Large malls can sometimes feel remote from their surroundings, disconnected and dropped into an existing streetscape.

We focused our landscaping approach on creating a sense of arrival and welcome to successfully integrate it with the locality. Using the existing canal edge, new water features, land bridges, bench seating and planting strategies were combined to create something to complement and reflect characteristics of Suzhou’s natural beauty.
Our projects

21  FAN Mallorca, Spain
25  Forum Coimbra, Portugal
26  SunArt Plaza, China
31  Le Terrazze, Italy
32  Holea, Spain
35  Parklake Plaza, Romania
36  Waitrose Chester, UK
41  Dalvian Mendoza, Argentina
43  Valecenter, Italy
44  The Summit Suzhou, China
47  Baron’s Quay, UK
48  Century Mall, Philippines
51  Rosengardencentret, Denmark
52  Lisbon Airport, Portugal
FAN Mallorca, Spain

FAN Mallorca is the largest shopping centre in the Balearics and the most sustainable development in Carrefour Property’s global portfolio.

Broadway Malyan designed a major extension to an existing centre to create a retail resort with a comprehensive leisure and entertainment offer including an adventure park, cinemas and major new restaurants.

The design is based upon a modern interpretation of traditional architecture around a series of open-air streets and squares while its sustainability credentials include the reuse of demolition concrete in the construction process, thermic coverings, photovoltaic panels and rainwater harvesting.

Client
Carrefour Property

Size
65,000m² GLA

Inspiration
Open-air streets

Services
Masterplanning, Architecture, Landscape Architecture, Interior Design

A modern take on historic retail design
Working in close partnership with the client’s team, we achieved a development of outstanding impact and value, both to the city and to the client. Forming the first phase of the city extension masterplan, the multi-award winning Forum Coimbra includes approximately 150 retail units, a multi-screen cinema, food court and leisure facilities, drawing over eight million visitors annually.

Set within the hillside, the development offers magnificent views of the river Mondego, and uses different forms, changing massing and feature towers to create a striking profile opposite the city.

A former factory, the design was inspired by the elements, with fire, water and earth zones. The colours and shapes used in the fire zone reflect the local tradition of students burning their ribbons at graduation.
SunArt Plaza, China

Set in the seaport city of Ningbo, this landmark retail-led mixed use scheme features a distinctive gold facade and incorporates a Auchan hypermarket and shopping centre.

Environmental sustainability is at the heart of the design, from simple measures such as ensuring that natural daylight is maximised throughout, via light-filled courtyards linking the inside and outside of the mall, through to technology-led solutions such as low-energy lighting and rooftop solar panels. A number of sustainable and recycled materials were also used throughout the construction.

Utilising daylight to provide an open, inviting environment

Client
Immochan

Size
41,000m² GLA

Inspiration
Nature

Services
Masterplanning, Architecture, Landscape Architecture, Interior Design, Graphic Design, Branding and Wayfinding
Le Terrazze, Italy

An award-winning retail and leisure centre inspired by the strata and terraces of the surrounding landscape of the Cinque Terre region. The design offers a vibrant yet contextual solution to the usually introverted environment of the traditional shopping centre.

A new pedestrianised area links the old and new town inspiring further development in La Spezia.

The branding continues with the landscape theme, utilising earthy tones and a layered approach.

“Our branding and wayfinding work focuses on creating a comprehensive visual identity that ultimately contributes to the creation of unique, distinctive places.”

Jon Geaney, Director, Broadway Malyan
Holea, Spain

Located in Huelva, Southern Spain, Holea is a major shopping and leisure centre for French multinational retailer Carrefour.

The scheme takes its design influence from local Mediterranean villages and materials, incorporating distinctive design details into a contemporary shopping environment, with open air streets and public spaces connecting retail units with restaurants, a food court and cinemas.

“Holea has the potential to be the template for future Carrefour projects. It shows how through clever, creative and sympathetic design, high quality, appealing spaces can be created.”

Jorge Ponce,
Director, Broadway Malyan

Client
Carrefour Property

Size
35,000m² GLA

Inspiration
Mediterranean village open air markets

Services
Architecture, Landscape Architecture

The existing centre, which originally included a 15,800m² hypermarket, was extended by 35,000m² of lettable retail and leisure provision, transforming it into the most important commercial centre in the region.
Parklake Plaza, Romania

Parklake Plaza is a new build destination shopping centre, located in the heart of the city of Bucharest and adjacent to a popular park with trees, boating lake and open spaces.

Using this setting and its connection with nature as the key design generators, the scheme features elements such as a copper skeletal portico which draws inspiration from the autumnal colours of the park and filtered light of the tree canopies.

The Park entrance is dominated by large glass boxes reminiscent of the great glass houses and winter gardens of a bygone era.

The interior design features modern interpretations of tree houses, follies, a frozen lake, labyrinth and winter garden.

Broadway Malyan provided architecture, interior design and landscape architecture expertise on this striking new development.

---

A modern take on classic design elements

Client
Sonae Sierra

Size
70,840m² GLA

Inspiration
Autumnal colours, nature, parks and family

Services
Architecture, Landscape Architecture, Interior Design

Awards
Best Retail Development & Developer across CEE & SEF Region, CJJ HOF Awards 2017, Best Retail Project of the Year in South Eastern Europe, SEE Real Estate Awards 2016, Best Retail Developer, SEE Real Estate Awards 2016, Client and Design Project of the Year SEE Real Estate Awards 2015
A subtle addition to a heritage listed site

Waitrose Chester, UK

Waitrose’s new flagship store in Chester marks the first stage of development for the city’s new Central Business Quarter.

Blending seamlessly into its urban context, the scheme features bronze metal cladding elements referencing the industrial heritage of the site while complementing the surrounding brick buildings.

The building alignment and public realm, including a new pedestrian bridge, have been designed to enhance views of the Grade II* listed Shot Tower and former lead works, both providing the area with a new urban purpose and also drawing people through the site.

“Our shared ambition with the client was to rethink large format retail architecture and demonstrate it can deliver high quality placemaking.”

Matt Brook, Director, Broadway Malyan

Client
John Lewis Partnership

Size
2,756m² GLA

Inspiration
Industrial heritage

Service
Architecture

Awards
RIBA Northwest Awards 2015
Dalvian Mendoza, Argentina

Set in the foothills of the Andes, Dalvian Mendoza is a landmark mixed-use development incorporating retail with 20,000m² of office space plus leisure and sporting activities, all designed around a large central lagoon.

At the western edge of the lake an ambitious food and leisure offer takes full advantage of the natural landscape with stunning views to the city beyond.

A boulevard links and unifies the different uses creating a strong overall concept for one of the first shopping centres of its kind in Argentina.

**Client**
GLA

**Size**
62,500m² GLA

**Inspiration**
Natural landscape

**Services**
Architecture

Lagoon-side shopping with mountain views
Inspired by Venetian craftsmanship

Valecenter, Italy

An award-winning refurbishment and repositioning of an outdated shopping centre. The vibrant scheme takes its reference from the beautiful translucency of the world famous Murano glass.

Our challenge was to reconfigure the mall with minimum disruption to trading and maximum impact for visitors. Our solution was focused on how the glass elements would be woven into the design at various points in a phased manner as well as the creation of a new mall area and food court on the top floor.

We also created a new brand for Valecenter from the idea of coloured glass overlapping and interacting to create a long panel.

Client
Sonae Sierra

Size
50,000m² GLA

Inspiration
Murano glass

Services
Architecture, Interior Design, Branding, Graphics and Wayfinding

Awards
Best Design and Development (Renovated or Expanded Retail) at the ICSC Viva Awards (Shortlisted), Best Development or Refurbishment or Extension at the ICSC European Shopping Centre Awards
The Summit Suzhou, China

The Summit Suzhou is a flagship retail project for international developers Tishman Speyer in China. The two tower, two-site development includes apartments, office space, and a five-storey retail podium with boutiques, restaurants, health, and recreation establishments.

The main feature is the large picture window integrated with the 55m long pedestrian bridge spanning the width of a major highway. This connects the two developments, combining each separate site and retail podium visually and physically into one larger and more effective retail space. Areas around the bridge are highlighted by double height spaces, with cafes and restaurants lining the periphery, creating an enriching environment bustling with vibrant activity.

“Increasingly, the retail sector is looking beyond creating places where people shop – they want a real experience for the customer.”

Jeremy Salmon, Director, Broadway Malyan

Client
Tishman Speyer

Size
33,000m² GLA

Inspiration
International best practice

Services
Architecture, Interior Design
Baron’s Quay, UK

Baron’s Quay is an exciting new retail and leisure quarter in the historic town centre of Northwich, Cheshire. Formed of a series of simple, elegant buildings with three major new public spaces connected by a network of retail streets, the scheme aims to bring shoppers and visitors back to the town with the provision of a major food store, shops, multi-screen cinema, hotel, restaurants and bars.

Normally ‘blank boxes’ the cinema typology has been reinvented with a feature glazed foyer overlooking the river and a glazed promenade leading to the screens, creating a landmark building with a strong sense of civic presence. External dining spaces and a series of seating steps have been designed along the riverside to enhance the scheme’s sense of place and to increase footfall and dwell time.

Client
Cheshire West & Chester Council

Size
20,903m² GLA

Inspiration
Canal and bridges

Services
Architecture
Century Mall, Philippines

Century City Mall is a shopping and entertainment complex with a vibrant mix of luxury retail, fashion and lifestyle brands, including four state-of-the-art cinemas and a rooftop garden with al fresco dining and a bar.

Broadway Malyan delivered an integrated package of services throughout the development to ensure continuity between then various design elements.

Sitting at the heart of the wider Century City development, Century City Mall is one of several buildings that Broadway Malyan has designed and as part of the landmark mixed-use Century City scheme.

These include Trump Tower Manila, the tallest residential skyscraper in the Philippines and Manila’s definitive landmark, and the Milano Residences, an upmarket residential project featuring a 53-storey tower.

Client
Century Properties

Size
6,312m² GLA

Inspiration
Luxury brands

Services
Architecture,
Landscape Architecture,
Interior Design

“Our team of designers has gone to great lengths to create a place that is truly special”

Marco Antonio, Co-CEO, Century Properties
Located in the Danish city of Odense, Rosengårdecentret is Denmark’s second largest shopping centre and one of the largest in Scandinavia. Broadway Malyan’s brief was to develop an overall concept for its interiors and façade design as well as a branding concept to include signage and wayfinding.

The core concept was an evolution of the centre’s existing and familiar colour code to encompass a theme based around Hans Christian Anderson’s Fairy Tales. This included the introduction of large eye-catching graphics above shop fronts that created a storytelling narrative to guide shoppers through the centre and enhance the retail experience.

**Client**
ECE

**Size**
56,500m² GLA

**Inspiration**
Hans Christian Anderson’s Fairy Tales

**Services**
Interior Design, Graphics, Branding and Wayfinding
“The balance between luxury brands and essential goods is crucial, but so is the quality of interior design, comfort, layout, positioning and flow.”

Stuart Rough, Global Chairman, Broadway Malyan

Gateway
to a capital
city

Lisbon Airport, Portugal

This five year multi-phased project features an extension to the Lisbon Airport’s existing Terminal 1 building, as well as a significant upgrade to the retail offer and public concourses, with the phased approach enabling the airport to continue to operate throughout.

The project has resulted in over 22,000m² of retail and passenger space being remodelled, including the redesign of the foodcourt and public areas, and the design of the retail and public spaces of the newly expanded airport areas, the north pier, central waiting lounge and associated shop units.

The scheme provides an exciting gateway to Portugal’s capital city, transforming travellers’ experiences and offering both comfort and a wide range of high-quality retail experiences.

Client
ANA (Aeroportos de Portugal)

Size
2,750m² GLA

Inspiration
Cultural patterns and textures

Services
Retail Planning, Interior Design
A global practice

Project locations

Albania
Angola
Argentina
Armenia
Australia
Azerbaijan
Bahrain
Bangladesh
Brazil
Canada
Cape Verde
Chile
China
Colombia
Denmark
Egypt
France
Germany
Ghana
Gibraltar
Hong Kong
India
Indonesia
Iraq
Italy
Kenya
Korea Republic (South)
Libya
Malaysia
Malta
Mauritius
Monaco
Morocco
Mozambique
Netherlands
Nigeria
Oman
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Romania
Russia
Saudi Arabia
Singapore
Spain
Tanzania
Thailand
Tunisia
Turkey
Ukraine
United Arab Emirates
United Kingdom
USA
Vietnam

Studios

Abu Dhabi
Birmingham
Dubai
Lisbon
London
Madrid
Manchester
Mumbai
Reading
Santiago
São Paulo
Shanghai
Singapore
Warsaw
Weybridge
Contact

UK
Jeremy Salmon
Tel +44 1982 8455
j.salmon@broadwaymalyan.com

Asia Pacific
Ernesto Zabarte
Tel +65 6415 3420
e.zabarte@broadwaymalyan.com

EMEA
Stuart Rough
Mob +44 7785 465999
Mob +351 91 3453717
s.rough@broadwaymalyan.com

Americas
Jorge Ponce
Mob +56 973 772 067
Mob +34 687 808 579
j.ponce@broadwaymalyan.com

www.broadwaymalyan.com
twitter.com/broadwaymalyan