

BroadwayMalyan^{BM}

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.

Valecenter, Italy



Creating
places.
Together.

Great retail experiences



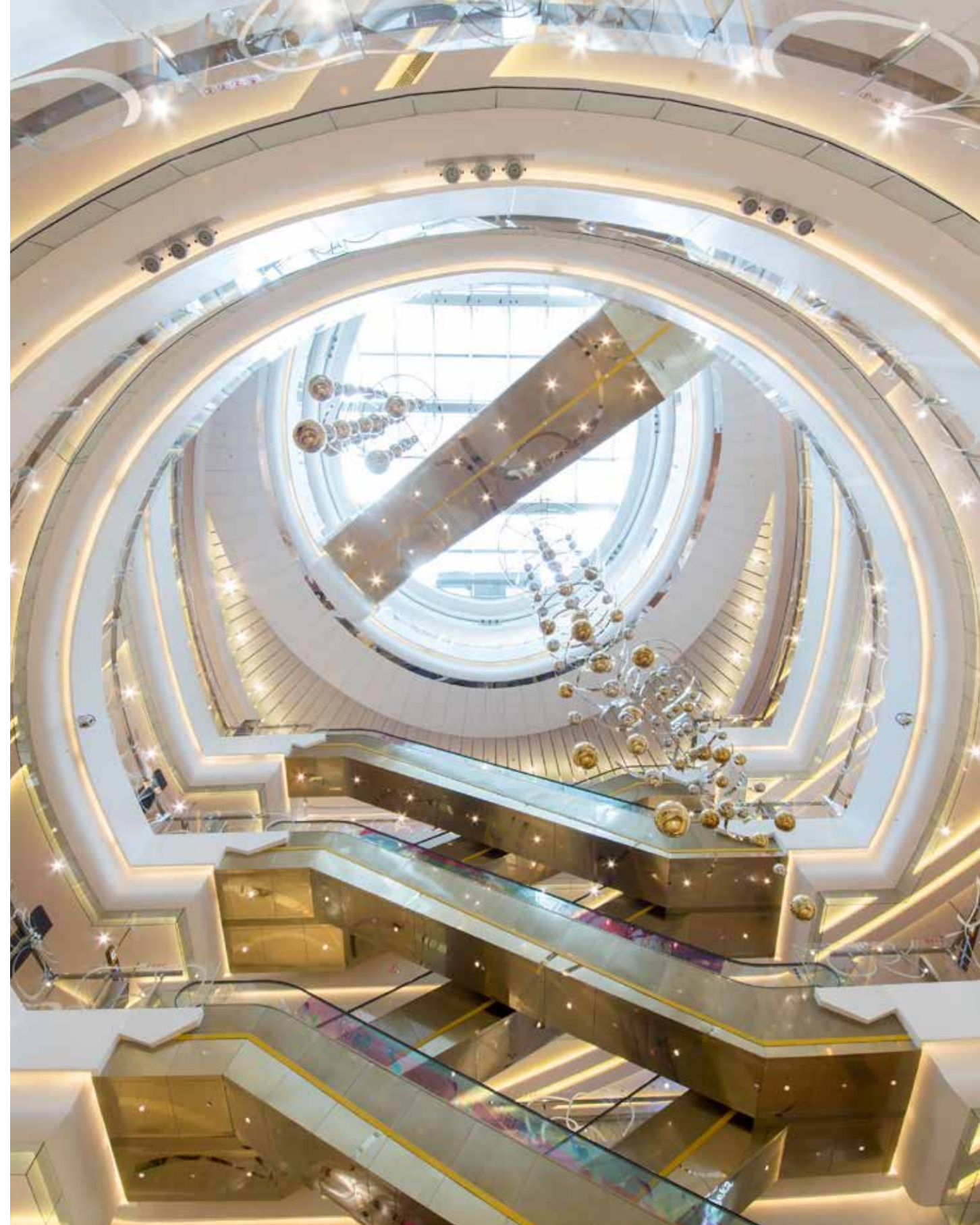
The pace of change in the retail sector is challenging all of us to think differently. Technology is redefining the marketplace. Social trends are reshaping customers' expectations. Developers and investors want differentiation more than ever and great design offers the solution.

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:



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



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



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



Retail resorts

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



Retail anchored mixed use

Weaving shopping experiences into day to day living, and linking complementary uses together



Emotive design

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



Placemaking

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



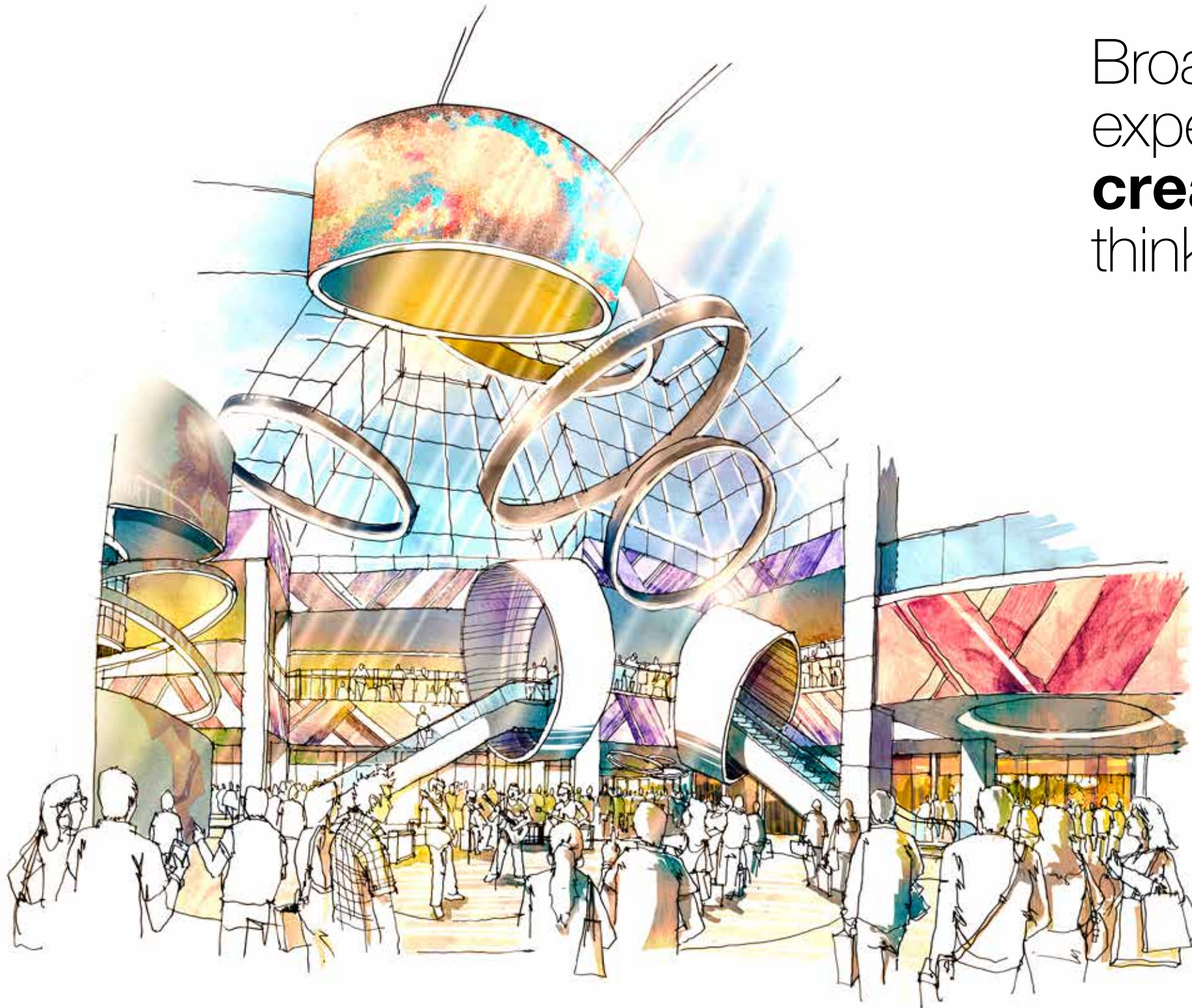
The great outdoors

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



Brand destinations

Creating distinct destinations that tell customers that they are somewhere different and unique



Broad experience, **creative** thinking

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.



“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.”

*Jeremy Salmon,
Director, Broadway Malyan*



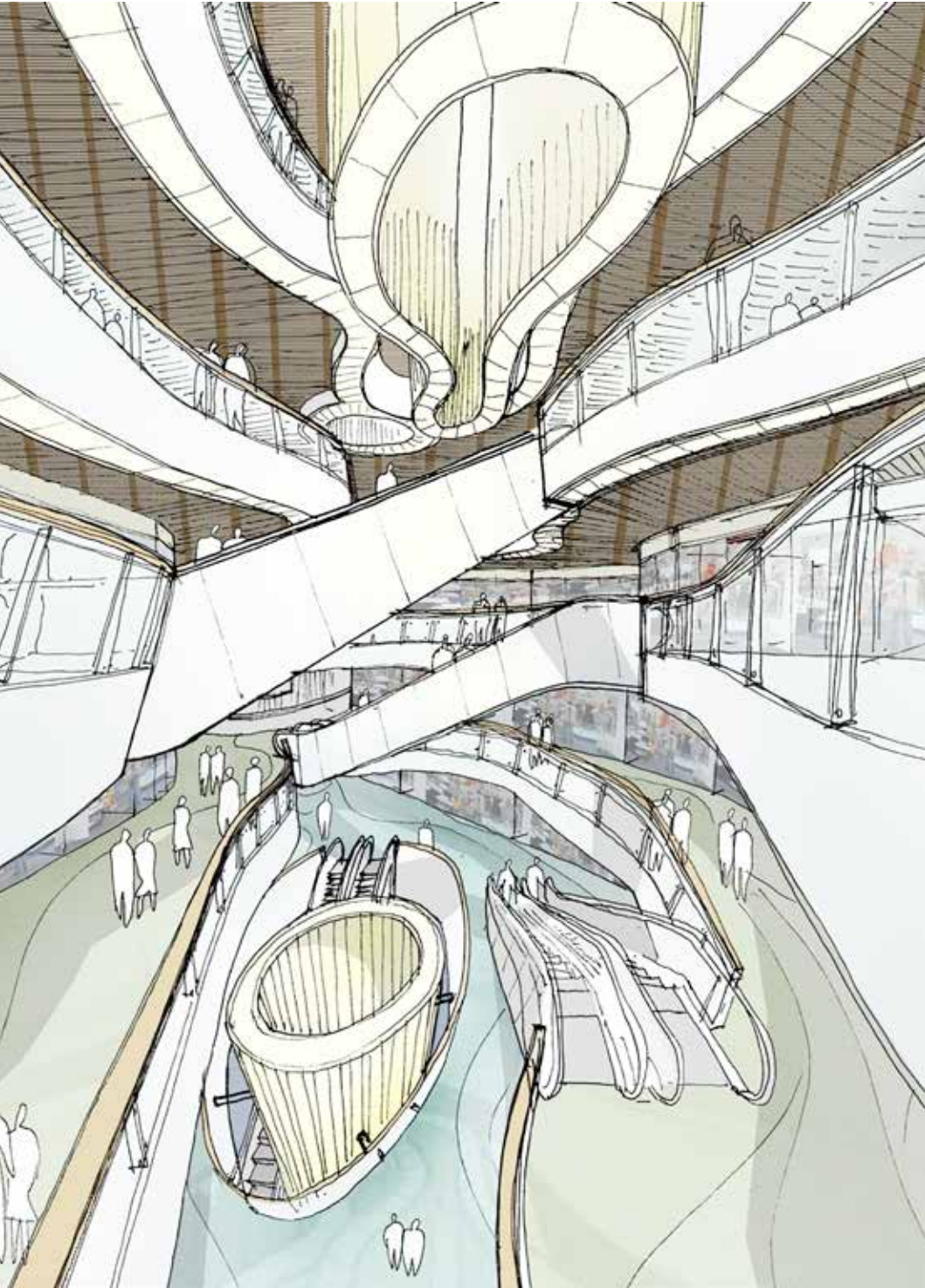
A place of beauty

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.





“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*

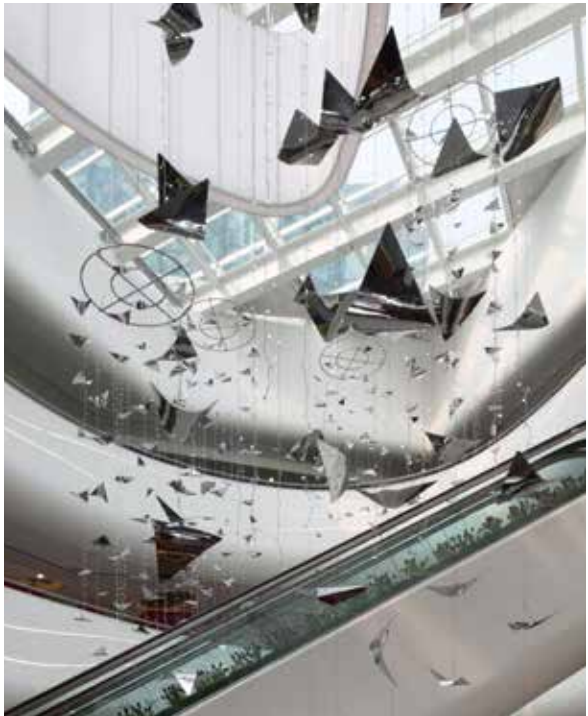
Sculpting the sky

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.



Client

Zhongrun Real Estate

Size

65,000m² GLA

Inspiration

Lakes, canals and gardens

Services

**Interior Design, Landscape
Architecture, Graphics,
Branding and Wayfinding**

Our projects

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Transforming existing office buildings into an **open-air mall**

Torre Sevilla, Spain

The Torre Sevilla shopping centre is part of a 240,000sqm complex situated in the Science and Technology Park Isla de La Cartuja.

The project saw Broadway Malyan's Madrid studio create a retail centre from two existing buildings on behalf of CaixaBank as part of wider regeneration project on the bank of the river Guadalquivir.

The two central buildings define an avenue that has become an open mall with 26,700sqm GLA with the former workplace buildings redesigned for retail with new occupiers including Andalusia's largest Primark, which saw 6,000 customers visit the store on its opening day.

The centre also includes a 6,000sqm area named El Brisolé with a large F&B offer, a 2,500sqm YO10 Sport gym and a FNAC store.

The complex also includes a 180m tower, the tallest building in Andalusia, and the CaixaForum cultural centre, designed by the Sevillian architect Guillermo Vázquez Consuegra.

Client
CaixaBank

Size
26,700m² GLA

Services
Architecture



Catalyst for future regeneration



Galeria Mlociny, Warsaw

Located in Warsaw, this project involves the creation of a new food and entertainment focused space in an existing mall to create a greater sense of place.

A timber-terraced roof garden has been designed for year-round use. Hanging wooden capsules, suspended a dozen metres above the floor, will create a unique dining experience in the main mall, and a restaurant zone will add much needed vibrancy to the area and attract visitors.

The zone takes the form of a pedestrian walkway offering a range of street food vendors and activities including culinary events, pop ups, flash retailing and amateur street performances.

The open spaces, intimate and friendly lighting and range of greenery creates a welcoming environment for people visiting.

Client
Echo Investment

Size
3000m²

Services
Architecture



A modern take on **historic retail design**

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**





Multi-award winning centre **reflects stunning landscape**

Forum Coimbra, Portugal

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.

Client

Multi Development

Size

48,000m² GLA

Inspiration

The elements, local tradition

Services

**Architecture,
Landscape Architecture**

Awards

**ICSC Merit Award at the ICSC
International Design &
Development Awards,
Mall of the Year at the
Retail City Awards,
Best Shopping Centre at
the MAPIC Awards,
Best New Large Shopping
Centre at the ICSC Award**

Utilising
daylight
to provide
an **open,**
inviting
environment

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.

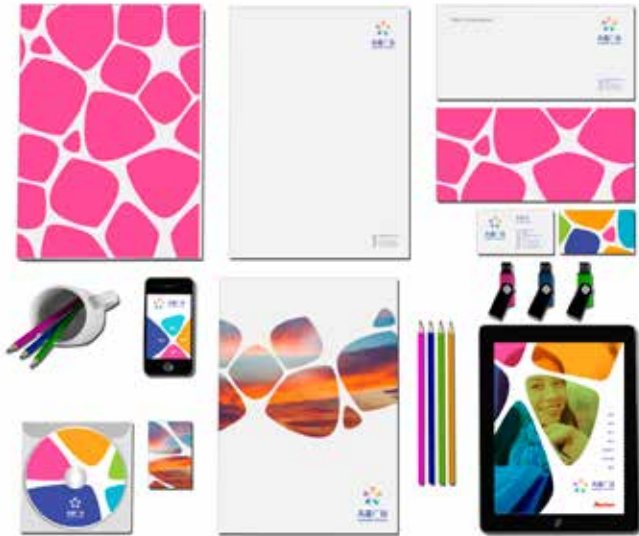
Environmental sustainability is at the heart of the design, from simple measures such as ensuring that natural daylight is maximised throughout, via light-filled courtyards linking the inside and outside of the mall, through to technology-led solutions such as low-energy lighting and rooftop solar panels.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

Client
Immochan

Size
41,000m² GLA

Inspiration
Nature

Services
**Masterplanning, Architecture,
Landscape Architecture,
Interior Design, Graphic Design,
Branding and Wayfinding**







Catalyst for future regeneration

Client
Sonae Sierra/ING

Size
38,500m² GLA

Inspiration
Strata, geological formations

Services
**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*



A shopping experience
inspired by
Mediterranean
village life

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.





A modern take on classic design elements

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.

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

Services
Architecture

Awards
RIBA Northwest Awards 2015



Lagoon-side shopping with mountain views



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



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**

Flagship site for international developer

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



Celebrating
industrial
heritage



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

Retail heart of landmark mixed use site

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

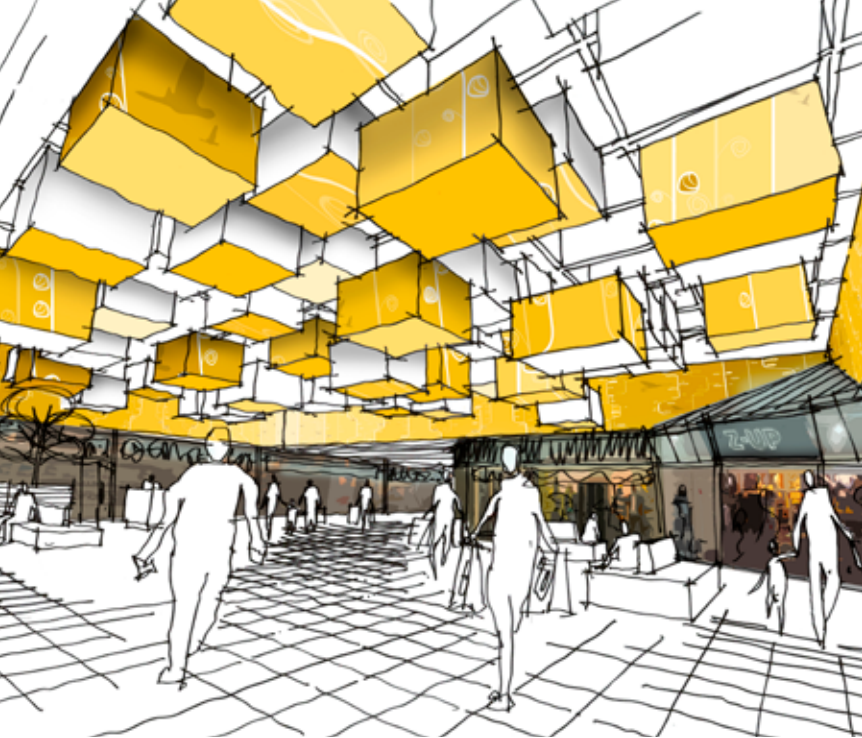
Inspiration
Luxury brands

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-COO,
Century Properties*





Telling a **story** through design

Client
ECE

Size
56,500m² GLA

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

Services
**Interior Design, Graphics,
Branding and Wayfinding**

Rosengårdcentret, Denmark

Located in the Danish city of Odense, Rosengårdcentret 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.



Gateway to a capital city

“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*



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



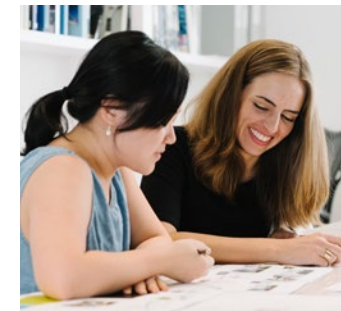


Creating places. Together.

Project locations

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

A global practice



Studios

Abu Dhabi
Birmingham
Dubai
Jakarta

Lisbon
London
Madrid
Manchester

Mumbai
Reading
São Paulo
Shanghai

Shenzhen
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