

BroadwayMalyan^{BM}

打造火热零 售目的地

零售业经验

宝麦蓝面向全球建筑、城市规划与设计，专注打造恒久传承的建筑和空间。

我们共享设计精髓，携手打造具有身份感的空间，让人们和社群喜欢在其中生活、学习、购物、工作和休闲。

我们采用合作方式打造可持续发展的一体化设计，令我们在全球范围赢得各种获奖项目。

每个项目，从城市战略规划，到栏杆的做工，都能体现出我们对设计质量和空间创造的激情。

我们的全球性让我们有能力灵活组合跨行业团队，为最复杂的项目寻求设计方案；而我们在全球各地的本地存在，又能确保客户服务的人性化和快速响应。

每天，我们才华横溢的设计师们，挥洒他们的创造力、商业才智和行业洞见，打造出各种设计，满足客户的渴望，创造强烈的空间感。

意大利Valecenter中心



创造
空间
携手共进

绝佳的零售 体验



Great retail experiences

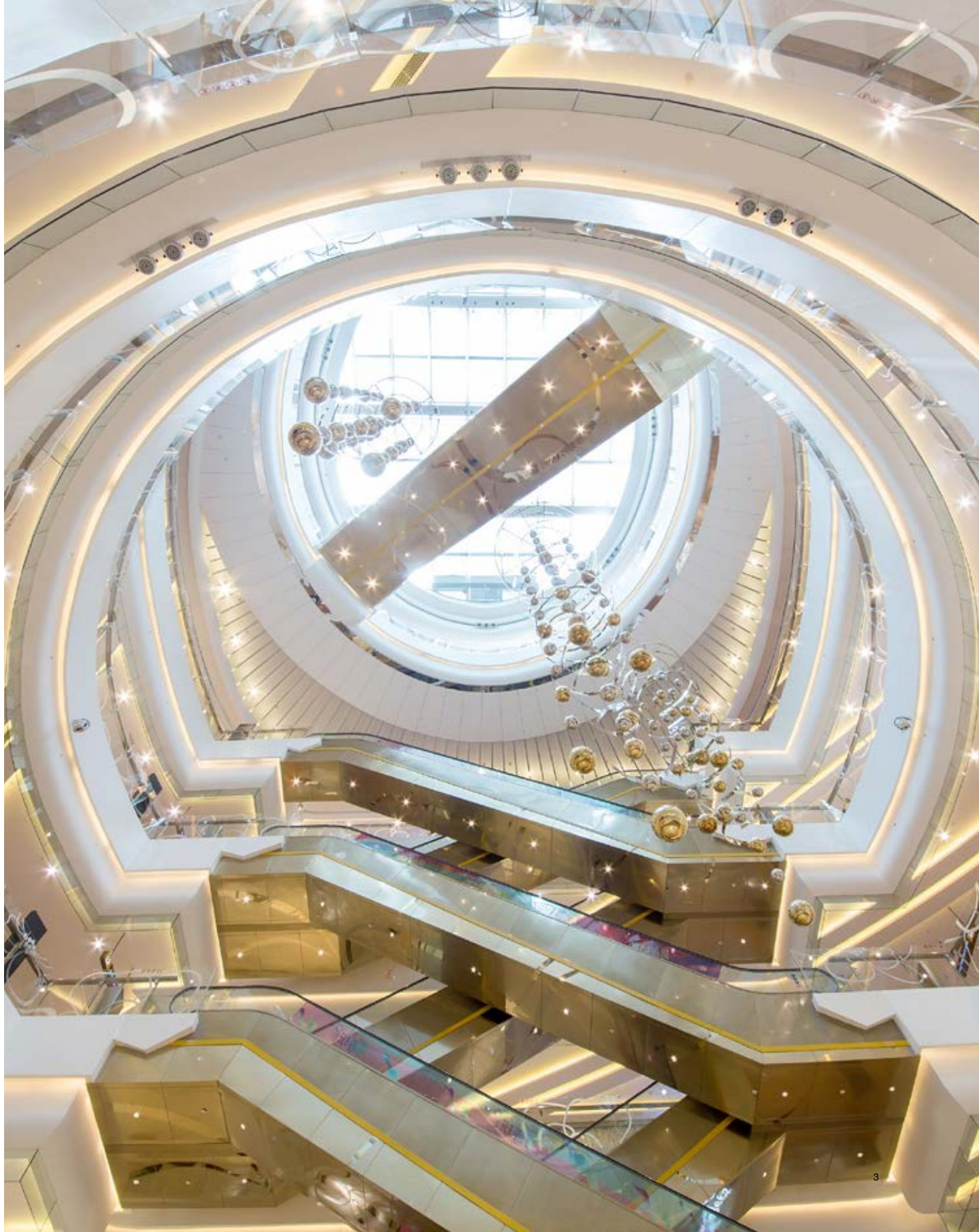
零售业发展的步伐正激励着我们改变思维方式。技术的发展正一步步重新定义市场。社会趋势日益刷新着消费者期望值。开发者和投资者们比以往任何时候都想要与众不同，而好的设计恰恰提供了出路。

从购物中心到室内设计、从零售园区到工厂直销店，我们始终坚持以创意理念营造成功的零售环境。理解消费者是所有理念的基础。受众是谁？如何让它成为现实？如何体现这里的与众不同？这些是我们开始行动前探讨的基本问题。

人们总是容易被能够带来美好的体验、选择和特色的环境所吸引。他们会去购物、用餐、聚会等等。原本相互独立的休闲与零售，现在已日益相互交织在一起。简单而言，大家想得到更多。

我们深刻理解这一点，提供有效设计、明确目标，借助我们的全球项目集对我们每一次简介进行灵感来源。

我们积极参与全球各地区全零售行业的新兴与成熟市场。从主要新建项目到现有库存的战略新定位，我们一切全程参与；我们也知道如何为客户和终端使用者提供有效地零售环境。



改变的力量

Changing influences

技术的发展正重新定义市场。网上零售影响了传统的“实体市场”，购物者日益借助社交媒体网络分享优秀的购物空间；物联网（IOT）更意味着我们与我们身处的环境关系日益密切。

这意味着，购物正向着更加休闲的动态发展。我们自己去的地方不仅要有我们想要的产品和品牌，还能提供更多乐趣。餐厅、酒吧、影院、健身，现在都成为了购物中心或商场不可或缺的重要组成部分。

我们的挑战在于在设计中以体验为首位的设计，营造人人心之所向的空间。通过营造有吸引力、有价值的零售和休闲空间吸引消费者，建立与消费者的联系。



10 大 趋势零售业

我们专注于创造真正吸引消费者的美好空间，为消费者带来更多更特别的互动体验，而不是单纯的购物。

我们坚信，以下趋势正改变着未来零售格局：



线上/线下结合

实体门店成为展示中心、迷人的休息区和采集地、精心规划的展示空间、通过增强实景（AR）等技术实现互动的增加



美食

并非传统的美食广场，更多是关于各种创新美食体验的出现，无论是弹出式小餐馆还是可以现场亲身选择、制作和品尝的空间。



品牌表达

独立零售商有了更大空间话语权，还有更多概念店、高端定制店，带来更加多样化的购物体验



绝佳的室内设计

将各种最佳服务与休闲创意融入与零售概念相融合，运用高品质材料、家具、照明和装饰营造空间氛围



购物村

空间设计以休闲为导向，包括主题公园、表演空间、节日/展示空间、各类娱乐休闲商铺以及传统购物区



以购物为主的综合开发

将购物体验与日常生活相融合，将所有互补功能联系在一起



动感设计

独特设计、韵味流转，有效利用光影、声色、质地与芳香



空间创造

绿色的墙面、迷人的街景、美好的环境，在购物环境中融入休憩放松的氛围



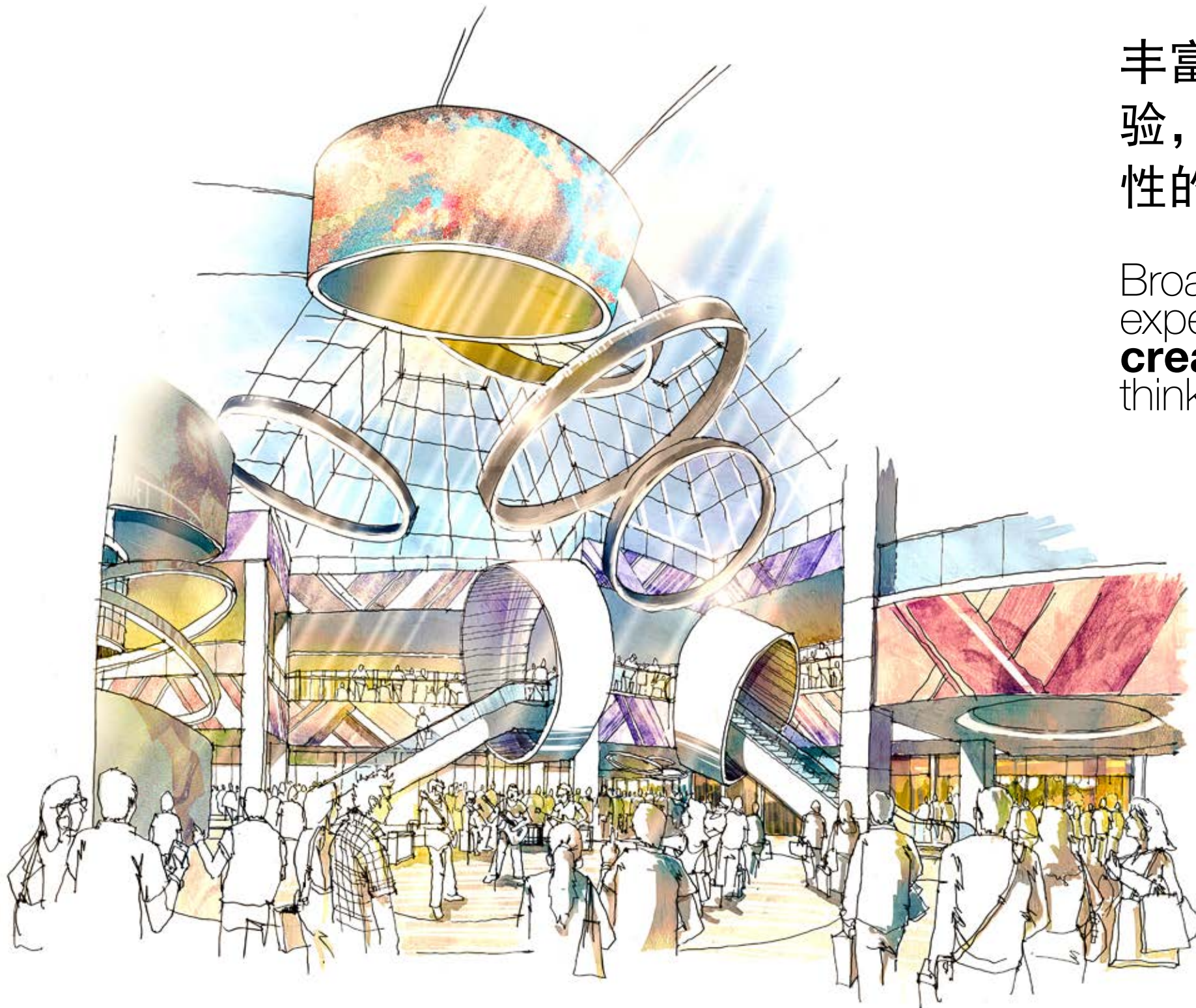
绝佳的户外空间

商场概念与高街设计相融合，自然世界与广阔城市空间想结合



品牌定位

打造独一无二的消费者去处，让消费者知道他们的独特与不同



丰富的经验，创造性的思维

Broad
experience,
creative
thinking

凭借我们广泛的全球覆盖面和丰富的集体经验，我们可帮助新兴经济领域的客户从成熟经济体中吸取经验。我们经常帮助客户加快整体发展周期，以其在其它领域的成功经验为基础，将创新意识带入新市场。

我们会分辨不同文化与不同市场之间的差异，确保我们的方案切合实际。

我们还可以利用在其他领域积累的经验和知识为已经建设成熟的零售空间注入突破性新理念。从工作场所到酒店住宅再到运动设施，我们从互补部门搜寻、筛选和引用最佳创意理念，提高最终成品效果。

许多客户说他们希望通过我们的帮助让他们的购物中心重获活力。还有些客户则直接递给我们一张白纸，希望我们帮助他们策划创意概念。无论得到的任务为何，我们都将按照清晰的流程，为客户设计并呈现高效成果。

我们坚信，大多数零售项目的成功或失败与否取决于项目是否有高质量的承租人、高客流量和场地的真实感。我们设计时重视一切有关的因素。从人口统计到可达性、从地方影响到可持续性，我们根据所有有关的因素进行设计。

历史名城的 当代之旅

A
contemporary
experience for
a **historic
city**



丽丰购物中心，中国

丽丰购物中心，中国 苏州是 UNESCO（联合国教科文组织）世界遗产城市和中国首选旅游胜地之一。

客户希望开发出具有现代都市感的时尚购物中心，吸引年轻消费群，成为世界标准商场代表之典范。我们面临的挑战在于如何设计出既能满足这一目标又能融合当地悠久文化的纯原创之作。

我们希望能够综合历史和现代两大元素，营造出令人难忘的空间，为消费者带来新的体验，鼓励消费者再次光临。



“如果能让设计体现地方特色，那么设计师本身完全投入到地方文化并从各处汲取灵感非常重要。比如说，我们用正宗材料以当地船舶为原型设计了定制家具。”

Jeremy Salmon,
宝麦蓝总监



美好之地

苏州有着享誉全球的美丽园林、湖泊与河道，经常被视为中国11世纪到19世纪古典园林设计的典范。

我们丽丰购物中心的设计方案即从当地湖泊与河道中汲取灵感，营造了大量开放空间和曲线设计，以自然素材为设计核心，希望再现水的流动和涨落。

与客户第一次开会时，我们就得到客户委托，负责设计商场的景观、品牌定位和导向标识，以综合设计方法为商场规划总体定位。但依然保留了一定灵活性，运用不同材料表现不同楼层特色。





“我们希望将苏州的自然之美转化为明亮、宽敞、迷人的商场设计。我们通过多材料、形式的选择和利用自然光线的创意，创造了我们认为既体现当地内核又呈现新特色的东西。”

David Whitehead,
宝麦蓝总监

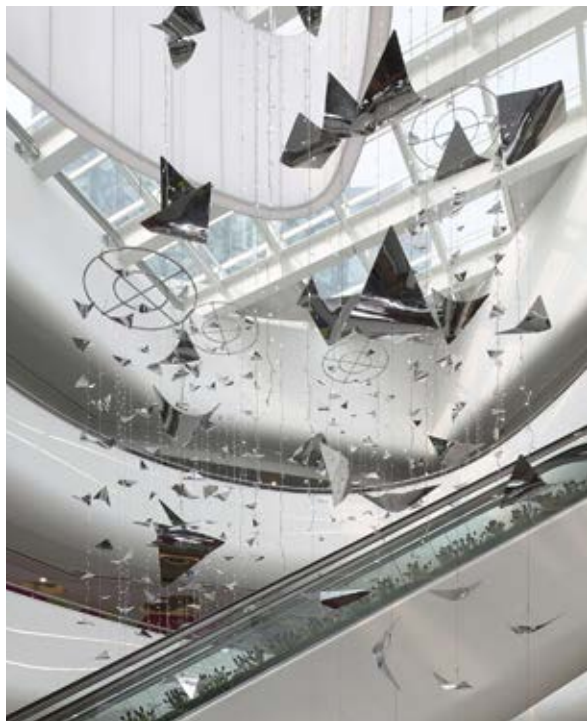
雕刻天空

我们希望商场能保持明亮与空气感，在建筑中贯穿了大量空隙。这些超凡的空间通过循环“天桥”相互贯穿，以便游客自由穿行，而下沉的“水池”则与地面高度齐平，形成座位区。

商场中心一层的倒影池则设置在这些开放区域当中，可透过五层楼的高度直接看到玻璃天花板，让自然光线自由流转其间。这在项目中心营造了“城市广场”型的游玩去处；成为大家聚会、放松、娱乐等活动的重要场所，还可以举办活动和娱乐活动。

这一以自然光为核心的设计避免了冷硬无趣的环境，让我们在商场走道各处享受光反射的乐趣，营造了宁静、令人神往的空间。

商场各处还运用了大量丝线和其它天然材料用于制作雕塑，更添空间意趣，营造了探索感。这些雕塑中有一组为一群金属质感的仙鹤——中国文化中象征幸福长寿的鸟，将其作为其中一个主要零售区的点睛之笔。





街头生活

我们在方案中的采用了国王街元素，希望在融入中国街头感的同时营造适合各大国际品牌的环境，以便各国际品牌自由灵活地发挥其视觉特色。

我们对石头和瓷砖的运用也有利于反映当地语言，此外还借光泽、钢铁等更加现代的元素进行互补。

外立面的木箱子让人不禁联想到许多河道两边的传统阳台，扭转了周围街景的氛围。

大型商场有时容易与其周围环境氛围不搭、没有连贯性，最终淹没在已有街景中。

我们利用景观美化的手段营造了抵达感和欢迎感，成功将其与周围环境融合在一起。通过利用原有河岸，新建水景、陆桥、长椅和绿化植被结合在一起，营造出与苏州自然之美相互补、相呼应的氛围。



客户
中润置业

规模
65,000m² GLA

灵感来源
湖泊、河道、园林

服务
室内设计、景观规划、平面设计、品牌定位、导向标识系统

我们的项目

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历史零售 设计的现代 气息

A modern take
on **historic
retail design**

FAN Mallorca, 西班牙

FAN Mallorca是巴里亚利群岛最大的购物中心和家乐福房地产全球资产组合中最具可持续性的开发项目。

宝麦蓝在原有购物中心的基础上进行延伸，营造了休闲与娱乐相结合，探险乐园、影院和大型新餐厅共存的综合零售村。

设计以现代方式诠释露天街道和广场周围的传统建筑，以回收利用施工过程中产生的废弃混凝土、保温层、太阳能光电板和雨水收集系统传递可持续发展能量。



客户
家乐福地产

规模
65,000m² GLA

灵感来源
露天街道

服务
总体规划、建筑、园林规划、室内设计





呼应绝美景致的多次获奖级购物中心

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

Forum Coimbra, 葡萄牙

通过与客户团队密切合作，我们完成了对当地城市与客户而言都杰出影响力与价值并具的开发项目。曾多次获奖的 Forum Coimbra 是城市国建总体规划的一期项目，约含有零售单元、多屏影院、美食广场和休闲设施，每年吸引八百多万游客聚集此地。

凭借其位于山坡之上的绝佳地理位置，这里可以看到蒙德戈河的壮丽景色；此外，还利用不同表现形式，将聚集在一起的特色大楼转换为与城区遥遥相对的迷人所在。

根据其前身为工厂的特点，设计汲取了大量工厂元素，划分了火、水、土等不同分区。防火分区采用的颜色和造型反映了当地学生毕业时燃烧丝带的传统。

客户
Multi Development

规模
48,000m² GLA

灵感来源
元素、当地传统

服务
建筑、园林规划

奖项
ICSC国际设计与开发大奖
ICSC杰出贡献奖、
零售城市奖年度商场、
MAPIC 大奖最佳购物中心，
ICSC 将最佳新开大型购物中心



利用自然光
营造开放、
温馨的环境

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

客户
Immochan

规模
41,000m² GLA

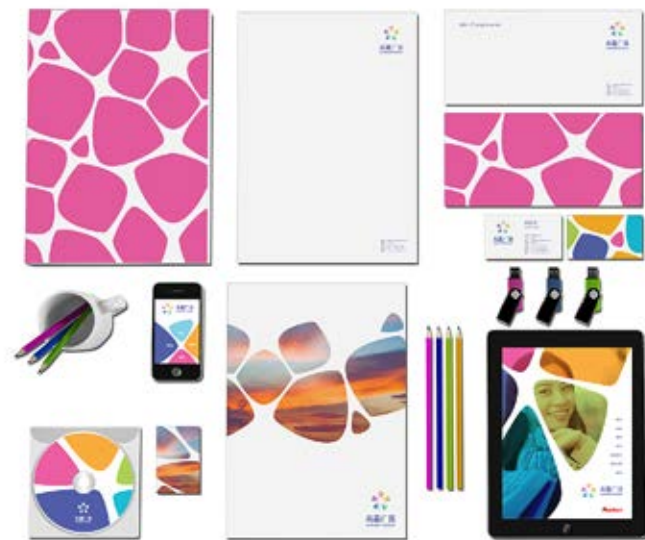
灵感来源
自然

服务
总体规划、建筑、园林规划、室内设计、平面设计、品牌定位、导向标识系统

苏悦广场 中国

坐落于中国海滨城市宁波，这座地标性综合零售中心有着独特的金色外观，内设欧尚超市和购物中心。

环境可持续是这个设计的核心理念，从化利用连接商场内外的阳光庭院尽可能保证最大程度利用等简单措施，到节能灯和屋顶太阳能电池板等高科技手段，无不体现环境可持续理念。建设过程中还采用了大量可持续材料和再生材料。





Auchan 欧尚

爱婴星
自助餐厅

新华书店
XIN HUA BOOK STORE

mystyle

mystyle



高集广场
GAOJI PLAZA
Wang
Shenzhen 深圳

MOODSIE

美名典服饰



未来再生的 催化剂

Catalyst for
future regeneration

Le Terrazze, 意大利

以岩层和五渔村(Cinque Terre)
附近景观为灵感的获奖级购物休
闲中心。设计为传统购物中心常
有的内向型环境带来了活力而有
质感的方案。

新建的人行区连接了新旧集镇，
刺激拉斯佩齐亚(La Spezia)进一
步开发。

“我们的品牌定位
和导向标识工作均
以营造综合的视
觉识别为重心，最
终形成独特、非凡
的空间设计。”

Jon Geaney,
宝麦蓝总监

客户
Sonae Sierra/ING

规模
38,500m² GLA

灵感来源
岩层、地质结构

服务
建筑、室内设计、平面设计、 品牌定
位、导向标识系统



洋溢地中海乡村生活风情的购物体验

A shopping experience **inspired** by Mediterranean **village life**

客户
家乐福地产

规模
35,000m² GLA

灵感来源
地中海乡村露天集市

服务
建筑、园林规划

Holea, Spain

Holea坐落于西班牙南部城市韦尔瓦，法国跨国零售商家乐福开发的大型购物休闲中心。

设计灵感来源于当地的地中海风情村落和材料，将风格独具的设计细节与现代购物空间相结合，露天街道与公共空间与零售区域相连，还设有许多餐厅、没事广场和影院。

“Holea 具备成为未来家乐福项目模板的潜力。它展现了精巧、有创意的贴心设计如何能营造高质量的迷人空间。”

Jorge Ponce,
宝麦蓝总监

原有购物中心包含一个占地15,800m²的大型超市，经过改造扩建新增35,000m²可供租用的零售休闲区域，使其摇身成为当地最重要的商业中心





经典设计 元素的现 代灵魂

A modern take on **classic design elements**

客户
Sonae Sierra

规模
70,840m² GLA

灵感来源
秋季色彩、自然、公园与家庭

服务
建筑、 园林规划、室内设计

奖项
2017 年度 CJJ HOF 大
奖 中东欧与东南欧地区最
佳零售开发与开发商、
2016 年度东南欧房地产大奖
东南欧地区年度最佳零售项目、
2016年度SEE房地产大
奖 最佳零售开发商、2015
年度SEE房地产大奖
年度客户与设计项目

Parklake Plaza, 罗马尼亚

Parklake Plaza是一座新建购物中心，地理位置优越，坐落于布加勒斯特市中心，临近公园、树木、泛舟湖和开阔的室外空间。

以独特地理环境和大自然的联系为主要设计之源，此方案融入了大量特色设计，如以公园秋色和透过层层树冠的光线为灵感的铜骨架门廊。

公园入口显眼的大玻璃箱让人不禁联想到大玻璃房和往昔岁月的冬季花园。

商场的室内设计则以大量充满现代感的树屋、装饰建筑、冰湖、迷宫和冬季花园填充。

宝麦蓝在这一精彩夺目的新开发项目中贡献了建筑设计、室内设计、园林设计相关专业技术。

遗产胜地的锦上添花

A subtle addition to a **heritage** listed site

“我们与客户的共同目标是重新定位大型零售与建筑，将其打造为高质量空间营造的存在。”

Matt Brook,
Director, 宝麦蓝总监

Waitrose Chester, 英国

Waitrose在切斯特的最新旗舰店是该城市最新中心商务区开发的第一步。

设计与其历史底蕴完美结合，利用铜金属包层的元素呼应当地工业遗产，同时与周围的砖砌建筑形成互补。

建筑群与公共领域以及新建的行人天桥旨在增强二级*世界遗产 Shot Tower及前制铅工厂的观赏价值，为当地提供新的城市目标和吸引人们前往此地游玩。

客户
John Lewis Partnership

规模
2,756m² GLA

灵感来源
工业遗产

服务
建筑设计

奖项
RIBA Northwest Awards 2015（入围）





礁湖旁的购物之旅，尽享壮丽山景

Lagoon-side shopping with **mountain views**

Dalvian Mendoza, 阿根廷

Dalvian Mendoza坐落于安第斯山脉山麓地带，是一座与零售相结合的标志性综合开发项目，占地20,000平方米，供办公、休闲和运动活动使用，围绕中心巨大礁湖而建。

礁湖西面斥巨资建设了美食休闲空间，充分利用绝美自然风光和壮丽城市全景。

贯穿其中的林荫道将不同功能区连接在一起，有力诠释了阿根廷同类购物中心开创者的总体构想。



客户
GLA

规模
62,500m² GLA

灵感来源
自然景观

服务
建筑



威尼斯手工艺为灵感

Inspired by
**Venetian
craftsmanship**

Valecenter, 意大利

旧式购物中心的获奖级改造和再定位。这一杰出设计灵感源于世界著名的穆拉诺玻璃的透明性。

我们的挑战在于如何在改造商场的同时尽可能避免商场营业中断，同时对消费者带来最大冲击。我们设计方案的重点在于如何以分阶段的方式将玻璃元素融入不同位置的设计中，并在顶楼开创新的商场和美食天地。

我们还通过彩色玻璃的重叠与交互的概念形成长嵌条，为Valecenter营造了新的品牌形象。



客户
Sonae Sierra

规模
50,000m² GLA

灵感来源
穆拉诺玻璃

服务
建筑设计、室内设计、品牌定位、平面设计、导向标识系统

奖项
ICSC Viva Awards 最佳设计与开发
(零售改造或扩张项目) (入围)、
ICSC欧洲购物中心奖 最佳
开发、改造或扩建项目

国际开发商 的旗舰项目

Flagship site
for international
developer

“零售部门日益
期待营造人们
消费以外的空
间 – 他们希望为
消费者提供真正
美好的体验。”

Jeremy Salmon,
Director, 宝麦蓝总监

苏悦广场 中国

苏悦广场是国际著名开发商铁狮门在中国投资的标志性零售项目
这个双塔双站点开发项目包含公寓、办公区域和设有专卖店、餐厅、健康商店和娱乐等设施的
五层零售中心。

主要特点在于将大落地窗贯穿整条横跨主干道、全长55米的行人天桥结合在一起。 这一设计将两栋大楼串联在一起，让两栋独立的大楼+零售中心无论是视觉上还是实际上都连成了一个面积更大、利用效率更高的零售空间。 天桥附近的区域通过双高空间设计加以突出，外围设有咖啡厅和餐厅，营造出繁荣与活力并存的充实氛围。

客户
Tishman Speyer

规模
33,000m² GLA

灵感来源
全球最佳典范

服务
建筑、室内设计



致敬工业遗产

Celebrating
industrial
heritage



Baron's Quay, 英国

Baron's Quay是柴郡诺斯维奇传统镇中心的新兴零售休闲街区。 有一系列简单大方的建筑群和3个与购物街群连在一起的主要公共空间a组成，方案旨在通过大型美食店、商店、多屏影院、酒店、餐厅和酒吧吸引消费者和游客回到小镇。

影院标志性的‘空箱子’改造为特色玻璃门可俯瞰整条河景和通往影厅的玻璃人行道，形成了具有强烈公民意识感的标志性建筑。 此外，沿河设计了室外用餐区域和各种可坐台阶，以增强场所感留住行人，增加驻留时间。

客户
Cheshire West & Chester Council

规模
20,903m² GLA

灵感来源
河道与桥

服务
建筑设计

综合性地标 建筑的零售 核心

Retail heart of
landmark mixed
use site



Century Mall, 菲律宾

Century City Mall是融合了各类奢侈品零售、时尚与生活品牌的综合购物娱乐中心，有四个高科技影院和配有户外用餐区和酒吧的顶楼花园。

宝麦蓝在项目开发全程提供各项综合服务，保证各种设计元素之间的延续性。

坐落于大世纪城项目的核心地带的世纪城商场是宝麦蓝设计的多栋大楼中的一个，也是世纪城设计的重要组成部分。

方案包括菲律宾最高的住宅大楼以及马尼拉最具特色的地标建筑 Trump Tower Manila和高达53层的高端住宅大楼。

客户
世纪地产

规模
6,312m² GLA

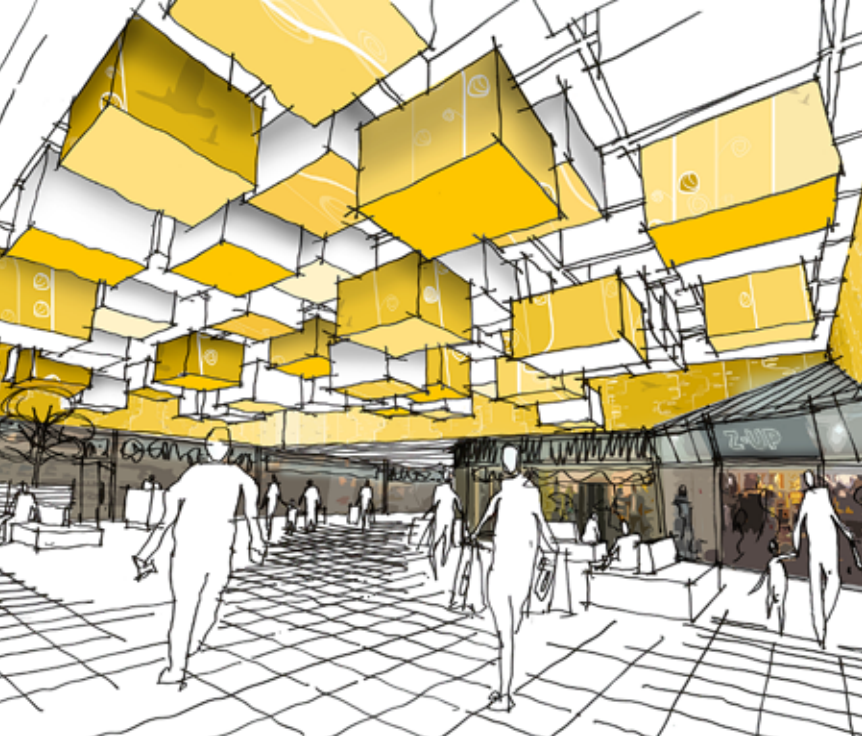
灵感来源
奢侈品牌

服务
建筑、园林规划、室内设计

“我们的设计师团队
为营造真正与众不同的
空间不遗余力。”

Marco Antonio, 世纪
地产共同营运官





用设计讲故事

Telling a **story** through design

客户
ECE

规模
56,500m² GLA

灵感来源
安徒生童话

服务
室内设计、平面设计、品牌定位、导向标识系统

Rosengårdecentret, 丹麦

坐落于丹麦城市奥登塞的 Rosengårdecentret 是丹麦第二大购物中心、斯堪的纳维亚最大的购物中心之一。宝麦蓝的任务是为其室内设计 and 幕墙设计策划整体方案，并提供包含标牌和导向标识在内的品牌定位。

设计核心理念是：以安徒生童话为主题背景革新购物中心原有和相似的色码。包括在商店大门上部运用大型醒目图案，营造故事氛围引导购物中心内的消费者，提高购物体验。



通往首都 的大门

Gateway to a capital city

“奢侈品牌与必需品之间的平衡非常关键，但室内设计、舒适度、布局、定位和流动性等要素也非常重要。”

Stuart Rough,
宝麦蓝全球主席



葡萄牙里斯本机场

这个建设时间长达五年的多阶段项目包括多里斯本机场原有一号航站楼的扩建，以及对零售区和公共大厅重大升级，通过多阶段建设的方法让机场能够在建设期间继续运营。

项目实现了超过22,000m²的零售和旅客空间改造，包括美食广场和公共区域的重新设计、机场新扩建区域的零售和公共区域、北突堤、中央等候休息区和相关商店单元。

设计为葡萄牙首都赋予了新的亮眼大门，提高旅客体验感为旅客提供了舒适与高质量购物体验。

客户
ANA（葡萄牙机场管理公司）

规模
2,750m² GLA

灵感来源
文化形态与纹理

服务
零售规划，室内设计





anato - design - moda - sabores

PARO

WALKWAY STORE
COMING SOON

STAMPFIELD

BY INNOVATION

Arrivals	Partials	Departures	Line
12:00	12:00	12:00	12:00
12:15	12:15	12:15	12:15
12:30	12:30	12:30	12:30
12:45	12:45	12:45	12:45
13:00	13:00	13:00	13:00
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24:00	24:00	24:00	24:00

STARBUCKS COFFEE



STARBUCKS

English Translation

Page 2-3

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.

Page 4-5

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.

Page 6-7

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.

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.

Page 8-9

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

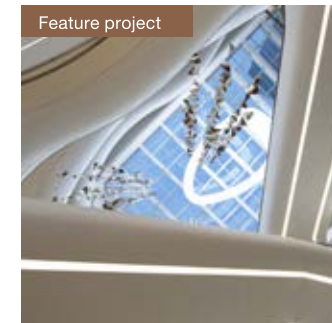
workplace to hotels and residential to sports facilities, we scan, sift and import the best creative ideas from complementary sectors where they will elevate the finished product.

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.

Page 10-11

A contemporary experience for a historic city



Page 12-13

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.



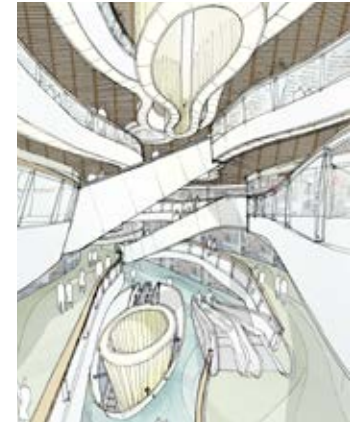
“When designing something relevant to its location it is important to immerse yourself fully in the local culture and draw inspiration from a number of different sources. For example, we created bespoke furniture based on local boats, using authentic materials.”

*Jeremy Salmon,
Director, Broadway Malayan*



Page 14-15

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.

“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 Malayan*

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

- 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 Rosengardecentret, 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

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.

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.

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

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

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.”

John Geaney,
Director, Broadway Malyan

Client
Sonae Sierra/ING

Size
38,500m² GLA

Inspiration
Strata, geological formations

Services
Architecture, Interior Design, Graphic Design, Branding and Wayfinding

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

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.

Client
John Lewis Partnership

Size
2,756m² GLA

Inspiration
Industrial heritage

Services
Architecture

Awards
RIBA Northwest Awards 2015

Page 41

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

Page 31

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

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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

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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.

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

Marco Antonio, Co-COO, Century Properties

Client
Century Properties

Size
6,312m² GLA

Inspiration
Luxury brands

Services
Architecture, Landscape Architecture, Interior Design

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Rosengardecentret, Denmark

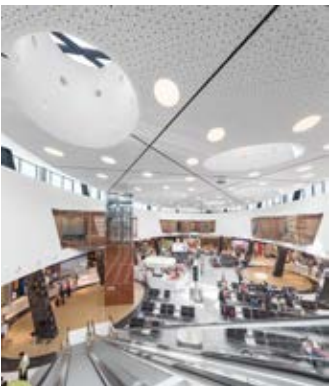


Located in the Danish city of Odense, Rosengårdecentret is Denmark’s second largest shopping centre and one of the largest in Scandinavia. Broadway Malyan’s brief was to develop an overall concept for its interiors and façade design as well as a branding concept to include signage and wayfinding.

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.

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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



“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

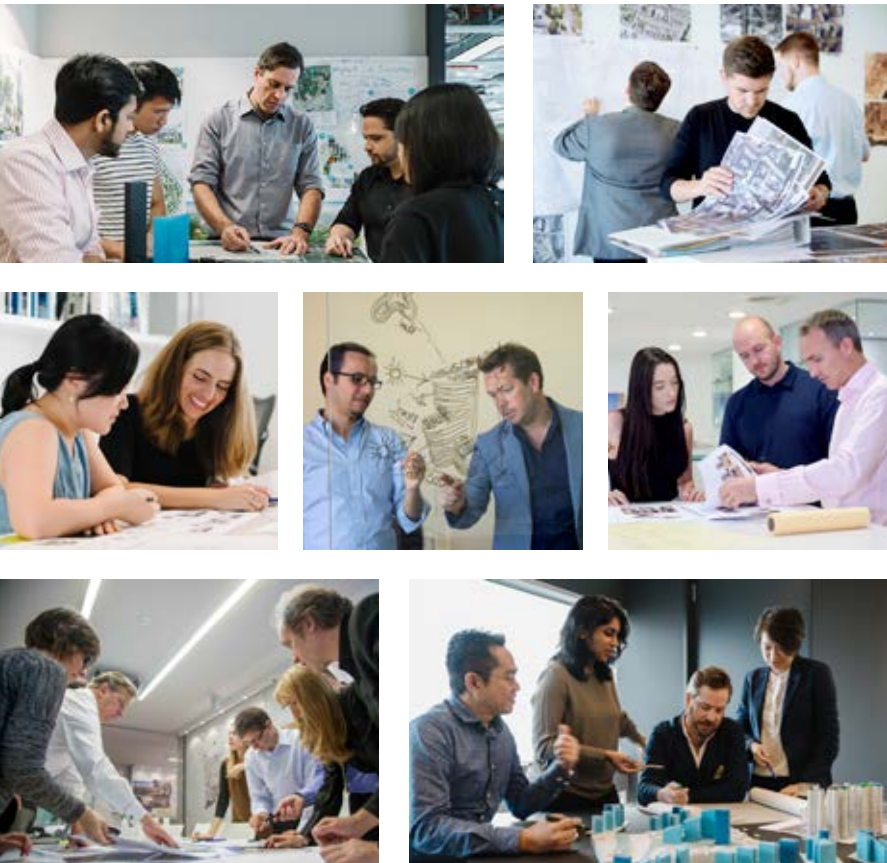
Creating places. Together.

项目位置

项目位置	直布罗陀	菲律宾
阿尔巴尼亚	中国香港	波兰
安哥拉	印度	葡萄牙
阿根廷	印度尼西亚	卡塔尔
亚美尼亚	伊拉克	罗马尼亚
澳大利亚	意大利	俄罗斯
阿塞拜疆	肯尼亚	沙特阿拉伯
巴林	朝鲜共和国	新加坡
孟加拉国	利比亚	西班牙
巴西	马来西亚	坦桑尼亚
加拿大	马耳他	泰国
佛得角	毛里求斯	突尼斯共和国
智利	摩纳哥	土耳其
中国	摩洛哥	乌克兰
哥伦比亚	莫桑比克	阿拉伯联合酋长国
丹麦	荷兰	英国
埃及	尼日利亚	美国
法国	阿曼	越南
德国	巴拉圭	
加纳	秘鲁	



全球实践



工作室

阿布扎比	利物浦	孟买	上海
伯明翰	伦敦	阅读	新加坡
迪拜	马德里	圣迭戈	华沙
里斯本	曼彻斯特	圣保罗	威布里奇

联系方式

英国

Jeremy Salmon

电话 +44 1982 8455

j.salmon@broadwaymalyan.com

亚太地区

Ernesto Zabarte

电话 +65 6415 3420

e.zabarte@broadwaymalyan.com

欧洲、中东和非洲

Stuart Rough

电话 +44 7785 465999

电话 +351 91 3453717

s.rough@broadwaymalyan.com

美洲

Jorge Ponce

电话 +56 973 772 067

电话 +34 687 808 579

j.ponce@broadwaymalyan.com

www.broadwaymalyan.com

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