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Malaysia Shopping Malls Association  
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**NewsNetwork**

**THE  
MALL  
STORY**

## **FEATURES**

More Than Just Shopping  
In defence of the mall as "the third place"

## **WATCH OUT**

CASC Conference 2019  
Study Trip to Bangkok

## **WHAT'S NEW**

tHe Spring Bintulu & KTCC MALL





Dear members,

Our theme for this issue, "The Mall Story" sounds exactly like what it is - an exciting chronicle of how the shopping industry has evolved in Malaysia - from being a shopping locality for the neighbourhood then, to the ultra-modern, chic mega-malls of today. Appropriately, our CASC Conference 2019 in September showcases malls from around the Asian region and trends of the future as malls today offer beyond purely

shopping. Malls have evolved to become the ultimate gathering place for everyone looking for merchandise, food and beverage, leisure and entertainment, and services from the mundane like laundry and banking to the leading edge categories like e-sports and extreme sports and the like.

Today's Malaysian lifestyle involves beyond shopping as a core activity as malls strive to provide everything in one location and under one roof, particularly those in mixed developments. Competition amongst malls is perpetually intense as all of them attempt to attract and sustain their shopping clientele by way of cutting-edge marketing and promotion campaigns. At PPKM, we strongly encourage this trait with the inaugural CASC-PPKM Awards 2019 for Best Experiential Marketing where Malaysian malls compete for the best with malls from Indonesia, Hong Kong and China. This year, the Awards have attracted more than double the entries since we started in 2016, focusing on only our Malaysian member malls. We sincerely thank all participants for your enthusiasm and look forward to experiential shopping malls at a higher echelon!

We have certainly been busy over the past few months with numerous seminars and lobbying the relevant agencies on issues impacting the shopping mall industry. We have also visited our member malls in East Malaysia and the Northern Region as part of our annual outreach programme to keep in touch, and look forward to the coming trip to Southern region where new shopping malls have been regularly popping up since last year. In addition, members also visited malls and retailers in Seoul recently as part of our continuous overseas shopping experience and were excited by the amazing fit-outs in Korean flagship stores for fashion and cosmetics, as well as the vibrant street shopping and food scene. Next on the calendar in September will be Bangkok, the evergreen shopping destination in Asia with several new malls to look at - do contact us soon for further details if you wish to come on board.

So with more than half of 2019 gone by in a flash, do continue to keep our malls exciting, energetic and experiential as we look forward to the year end festivities and shopping sprees.

Warmest regards,

**TAN SRI DATO TEO CHIANG KOK**  
President

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# MORE THAN JUST SHOPPING

Shopping malls have been described as a barometer of a nation's economic health as you can see three to four million people walking through some of the bigger ones daily. In Malaysia, close to 700 malls with a total net lettable area of 170 million sq ft have been projected by end-2019. Many of them form part of an integrated or mixed development unlike the early days when they were standalone buildings.

A good example is Ampang Park, the country's first shopping mall which made way last year for the construction of the Ampang MRT station and an underground walkway that will be linked to the close by Ampang LRT station.

With the proliferation of malls in the country, often than not, questions such as "Are malls becoming a dinosaur? Will they become history?" pop up as we read of brick and mortar retail giants like Macy's from the United States (US) closing its stores in China and laying off thousands of staff last year.

The US department store also followed the footsteps of retailers like Ohio-based Marks & Spencer to shut its Chinese online operations "due to poor sales in the increasingly thick complexity of online and offline consumer demands". So, it does not necessarily mean that e-commerce is the way to go.

China Shopping Center Development Association of Mall China president Victor Guo had attributed it to Macy's "poor timing" and difficulty in retaining its customers through its reliance on the online platform. Apparently, the foreign brands could not compete with the "New Retail" billed by Alibaba Executive Chairman Jack Ma, which combines a comprehensive portfolio of online shopping with in-store experiences and delivery options offered by its rival Chinese retailers.

Amidst fears of malls worldwide "dying", PPK Malaysia president Tan Sri Dato' Teo Chiang Kok maintained that nothing of this nature has happened here except for the closure of SS2 Mall in Petaling Jaya in March 2015. The key local retail operators as well as major mall owners and developers have been transforming themselves over time to survive the many challenges that beset the industry by embracing new and innovative ways of doing business.

Factors such as the rapid pace of urbanisation, growing affluence, increasing demand for social or public spaces and growth of the tourism industry have also been influencing the changes in the retail landscape. Some of the malls have rebranded themselves to meet the latest technological advances that are shaping our society.

Thus, you can see the likes of e-simulator sports such as rock climbing and high-tech gaming facilities and indoor theme parks taking up retail space in malls, added Teo, whose seven-storey 1Utama Shopping Centre has the largest rooftop garden in South East Asia known as The Secret Garden.

## THRILLING ADVENTURE BEYOND REALITY

Covering 40,000 sq ft in Mid Valley Megamall, The Rift, which showcases 25 virtual worlds along with augmented reality (AR) and some physical activity attractions is one such example. Adventuria Sdn Bhd Group Executive Chairman and Managing Director



(MD) Dato' Simon Foong envisioned this adventure park as "the future of family mall entertainment".

Bringing the latest high-tech entertainment experiences to Malaysia, he reiterated, "The Rift is truly one of its kind, providing out-of-this world experiences and growing alongside with the popularity of virtual and AR in the market.

"Our goal is to allow Malaysians of all walks of life to experience the very best in digital immersion and entertainment." The adventure park is also something that the entire family can enjoy with its The Rift Junior specifically catered for children. Its Playland and Party Bunker also provide budding explorers with a safe haven to expand their imagination to their hearts' content.

Since its soft opening in December 2017, The Rift has received up to 80,000 customers during its first year of operation. Many of them come especially for team building or outings and birthday parties.

Foong, who is also the CEO and Group MD of Aquawalk Sdn Bhd, which operates the popular Aquaria KLCC, reportedly has a 30% stake in the Jakarta Aquarium in Neo Soho Mall in Central Park, Indonesia, which has been receiving encouraging visitorship. He plans to open his second aquarium of 60,000 to 70,000 sq ft in a mall in Phuket.

Attesting to the resilience of Malaysian mall operators, PPK Malaysia advisor HC Chan remarked, "If you were to walk through the top five shopping malls in the Klang Valley on a busy weekend, you can easily see a footfall of 100,000. He believes it is possible to see the numbers double to 200,000 within a decade.

According to the newly released Malaysia Tourists Profile 2018 By Selected Markets, shopping continues to be the top contributor to the country's tourist expenditure of RM84.1 million. Shopping, which has overtaken the accommodation component since 2015,

generated RM28.1 billion expenditure last year, up 4.6% from RM26.9 billion in 2017 with its share of tourist spending amounting to 33.4%.

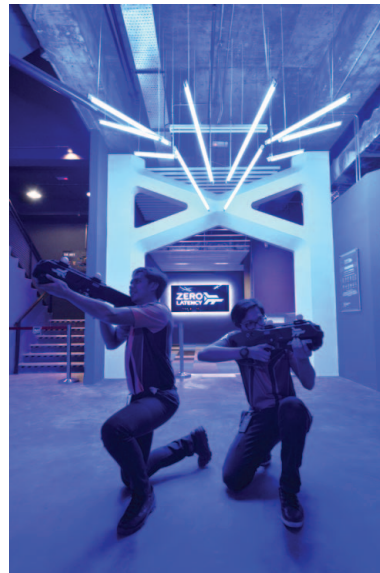
## MORE LEISURE AND ENTERTAINMENT OUTLETS

Although Malaysians are great shoppers themselves, some mall operators have started to reset their trade mix to expand their non-shopping components beyond 50% as malls are increasingly viewed as a destination to go to relax, dine and be entertained not only for the weekends but also during the week days.

As a result, food and beverage outlets as well as speciality stores have been trending in malls in recent years. Shoppers need space to socialise and engage over a meal because of our current lifestyle. Lot 10, for instance, is reputed for its Japanese Food Village.

If the smaller neighbourhood malls with their limited resources are facing a tough time in order to survive, Chan suggested that they emulate the top three malls' market leadership position and try to remain relevant.

Since building relationship is very important in the mall business, he believed that laying the groundworks for trust and confidence are crucial as the major tenancies can be up to 15 years. Meanwhile, the small tenancies are usually around six years.



With the changing retail landscape, having anchor tenants of 250,000 to 300,000 sq ft in mega or super regional malls like before can turn out to be a negative cashflow from the financial perspective and might not be sustainable in the long term.

As such, mall owners and developers need to re-strategise and perhaps consider having more mini anchors of 10,000 to 20,000 sq ft that can give double-digit rent. If you have 12 of them, they might add up to 250,000 sq ft and be even more active than the department stores which are consolidating, said Chan.

The Asian renaissance in malls is also more evident these days

with Korean brands becoming quite prominent while some Chinese brands are beginning to come in a big way. Health and wellness services are being prioritised as well due to our lifestyle changes.

In Malaysia, outlet malls are also gaining popularity. Mitsui Fuduson of Japan, which joint-ventured with Malaysia Airports Holdings Bhd in the Mitsui Outlet Mall in Sepang, Selangor is in talks to establish another outlet mall in Penang. It is also into another joint-venture with another local party to develop a 1.4 million sq ft Mitsui Shopping Park Lalaport retail mall at Bukit Bintang City Centre.



## Spring time freshness at the Spring Bintulu



the Spring Bintulu, a regional format mall

Since the Spring Bintulu Shopping Mall opened its door for business on 18 January with an occupancy of 78%, it has attracted over 800,000 visitors to-date. The two-storey mall with gross floor area of 648,014 sq ft is looking at achieving three million footfall in its first year of operation.

Built at a cost of RM300 million by Parkcity The Spring (Bintulu) Sdn Bhd (PTSB), a joint-venture company between Sarawak Land (Kemena) Park Sdn Bhd and Benlong Sdn Bhd, it represents PTSB's first retail offering in Bintulu.

The mall is operated by The Spring Management Services (Bintulu) Sdn Bhd, which aims to bring its award-winning shopping brand to Sarawak's fourth largest town with an estimated population of 220,000 people.

Its chief operating officer Andy Song remarks, "It is the only regional format mall offering prime retail space with a seafront view in the heart of Bintulu." This vantage point offers a panoramic view of the South China Sea from the mall's alfresco area.



Springtime splendour celebration at the Spring Bintulu

Another unique selling point of the mall is its seafront esplanade where major events can be held here. With a net lettable area of 387,215 sq ft, its anchor tenants are Parkson Department Store, MBO Cinemas, H&M and Ta Kiong Supermarket.

International brands such as Starbucks, Skechers, The Faceshop and SaSa are present here while new labels including HLA Malaysia, Uniqlo and MBO Cinemas are targeted to open by the fourth quarter of 2019.

Other facilities include a food court which can seat 686 people, 1,077 parking bays for cars, 280 for motorcycles, baby-changing rooms and a customer service counter.

The mall will also be leveraging on technology and multi-channel strategies to enhance its retail experience and engaging its shoppers on social media such as Facebook livestream where they can view the performances at the mall. Plans are underway to go cashless using mobile lifestyle wallets such as Boost App.

## A Regional Mall For Kuala Terengganu City Centre



Artist's impression of KTCC MALL

Slated to soft open in October 2019, KTCC MALL forms part of a mixed seafront project under the East Coast Economic Region development plans. Like the other five shopping malls in Peninsular Malaysia developed by the award-winning Mall of Malaysia Group, which specialises in building community lifestyle malls, KTCC MALL has also been designed with a one-stop concept in mind.

As its name suggests, its primary catchment market covers Kuala Terengganu City Centre (KTCC) and Kuala Nerus with a population base totalling 569,461 as at 2018. Mall of Malaysia Group and KTCC MALL Sdn Bhd executive director William Tang describes it as a "first full-fledged mall" for the state, with a net lettable area of 570,000 sq ft.

"It currently enjoys close to 80% occupancy. We aim to achieve 90% occupancy later this year."

Strategically sited in Muara Selatan on the KT Waterfront and near to the newly opened first drawbridge in South East Asia, KTCC MALL has a total gross built-up area of 1,939,728 sq ft. It represents phase one of the RM1 billion integrated commercial project, whose future phases include a four-star business hotel and two blocks of business suites that sit on top of its seven-storey retail podium.

Tang adds, "The mall is split into four wings: north, south, east and west, with its 230 retail lots laid out in a race course circulation design, thus ensuring visibility for all the tenants' shop lots, which share a common walkway. One of its unique selling points (USPs) is our 250-metre waterfront promenade walk with an infinity view overlooking the beautiful and serene South China Sea view."

KTCC MALL's lower ground, fourth and fifth floors, dedicated mainly for parking, will offer a total of 1,760 car park bays with 15 allocated for the handicapped. Its ground floor will house anchor tenant Pacific Supermarket, national and international retail brand outlets and cafés. Pacific Departmental Store will be the anchor tenant on its first floor, which will also have a few distinguished local brand retailers and various restaurants, casual dining and quick-service food and beverage (F&B) operators.

Mini anchors such as KTCC Digital City and the 10-screen Paragon Cinemas will take up its second floor. There will also be a wide selection of electronic and telecommunication brands such as Acer, Apple, Dell, HP, Maxis, Oppo, Samsung, Toshiba, Vivo, Xiaomi besides Huawei's concept store.

The mall's third floor will include an indoor family entertainment centre operated by Pacific Funland, two children's playgrounds for different age groups and a food court with a kampung selera theme, comprising 16 stalls. A thematic local craft and culture section will also be created here besides a 6,000 sq ft event hall where 1,000 sq ft will be used as a car showroom for new model launches. Drive-up ramps are available for the vehicles' easy access.



Perspective of the Centre Court on the ground floor

“Brands such as Baskin Robbins, Black Canyon Coffee, Starbucks, Texas Chicken, Johnny Steamboat, Seoul Garden and Mr Dakgalbi from Korea will be among the first to make their entry here. Major retailers will include 7-Eleven, Al-Ikhsan Sports, Focus Point, Swatch, Habib Jewels, The Body Shop, Trio, Gene Martino, Kasut You, Yubiso, Watson, Guardian, Hummer & Pierre Cardin (leather goods), SenQ and SMO Bookstores.

“KTCC MALL is poised to be a new landmark in Terengganu offering new experiences for the local residents to indulge in dining and shopping. It will play an important role in giving back to the local communities we serve in,” Tang enthuses.

## INDUSTRY NEWS

### LICENSES FOR SIGNAGES WITHIN BUILDINGS

Some local councils have been visiting shopping malls since last year with the intent of charging licenses for signages within shopping malls and retail outlets. Together with like-minded stakeholders, PPKM has appealed for a moratorium pending our request to meet with the Ministry of Housing and Local Government for a holistic and equitable framework on this matter.

### STRATA MANAGEMENT ACT (SMA) 2013 (ACT 757)

As members may be aware, especially those with strata buildings, there have been proposed amendments to the SMA 2013 under the auspices of the Ministry of Housing and Local Government. PPKM’s representatives have been attending a few workshops recently, so if you have any feedback, please do contact us at [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my)

## PAST ACTIVITIES

### STRATA PROPERTY MANAGEMENT SEMINAR SERIES 11 : 11 JULY 2019



Held at Avante Hotel, Petaling Jaya and themed Good Governance and Good Practices in a Developed Economy, the seminar attracted more than 250 participants

FIABCI Malaysia and PPK Malaysia (Malaysia Shopping Malls Association) have been co-organising several similar seminars since the inaugural event in 2006 and this year’s was the 11th in this popular series, previously known as the ‘Property Management Time Bomb’ seminars.

The seminar touched on the daily problems and solutions for the management of strata buildings including current hot topics, impracticalities, inequity and imbalance in the regulations of residential, office and commercial properties.



Key figures from FIABCI Malaysia, PPKM and speakers included L to R: Vincent Chong, Phang Sau Lian, Dato Joyce Yap, Lee Kim Noor, Shahril b Omar, Chan Keat Lim, Michael Geh (FIABCI Malaysia President), Tan Sri Teo Chiang Kok (PPKM President), Ir Yeow Thit Sang, Dr Yu Kee Su, Fakru Radzi Ab. Ghani, Evelyn Lo and Luqmanul Hakim Salahuddin



# STUDY TRIP TO KOREA

## 16 – 22 June 2019

PKM organised the first study trip to Seoul, Korea recently with 39 participants who were excited to experience their shopping malls as well as the street retail scene. The group managed to pack in a half-day city tour as well as visits to nine malls plus two retailers. Opinions included one that mentioned - "Malaysia has better malls, but (we) love their offerings and their fit-out is much better than Malaysia".

Although we soon realised that Korean malls did not usually entertain study groups, Korea Retail Association (KRA) presented a great talk on the retail market which certainly helped participants to understand Korea's shopping scenario.

The malls visited included the chic Lotte World Mall, located at the integrated complex comprising Lotte World Tower, the fifth highest tower in the world, Lotte Aquarium, Lotte Cinema, Lotte Concert Hall and the high end Avenuel Mall.

Participants also went to Starfield CoexMall, Asia's largest underground mall, adjacent to a convention centre and which housed a beautiful state-of-the-art gigantic library, open for in-house reading only, with 13 metre high displays.

Times Square Mall had a glass roof incorporating natural lighting and many environmentally-friendly spaces, even including a space for wedding and banquet halls.

At ifc mall, the 17-meter high glass pavilions provided lots of natural light to the high-end shops and upscale food court. The mall is flanked by prestigious office towers, residences and a hotel which contributes to the daily footfall.

Another mega-mall is I-Park Mall with its 3,600 shops. The 11 storey mall is divided into 3 main areas comprising a department store, digital shopping enclave and an Event Park.

Located at a previously industrial area, many shops at D'Cube City Mall open out onto the adjacent parks and gardens bringing the outdoors in, especially for the F&B outlets.

The study group also visited Common Ground, an unusual artsy 'container mall', made up of more than 200 containers stacked up to 3 stories high with a simple but creatively designed space occupied by cool and quirky shops.

Overall, it was an eye-opening visit especially being exposed to the multitude and magnitude of Korean cosmetic and toiletry retailers and their astonishing flagship stores...



One for the album, entrance to Starfield Coex Mall at Gangnam



Korea Retail Association provided an informative retail overview



3CE's Pink Hotel by Nanda, with one of the most unusual retail fit-outs



Common Ground, the world's largest mall fabricated entirely from containers, located in one of Seoul's suburbs



Impressive décor at Gentle Monster's flagship store



Books, books, books galore



**COMING SOON!**

**STUDY TRIP TO BANGKOK**

23-26 SEPTEMBER 2019

Bangkok, here we come again !

Participants for our coming trip will soon visit this evergreen shopping destination in Asia with its vibrant malls catering to all types of lifestyles and budget, especially looking forward to the two recently opened malls, iconSiam and Market. Gathering the shopping mall experience from around the region will definitely add to insights and perceptions for the enhancement of malls in Malaysia.

Check out our website for more details and/ or email us at [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my).



Participants being briefed by Hojo Byun from I-Park Mall's Marketing Department



The impressive look from the top floor of swanky Lotte World Mall



Posing for the camera at the Urban Nature park of I-Park Mall



A little green oasis at Times Square Mall



Michael Choi (extreme left) explained about the concepts at ifc Mall



Myeongdong's vibrant shopping street scene



Thank you, ifc Mall for a most comprehensive mall brief and walk-through



The Sunflower Park at D'Cube City Mall

**TEH TARIK TALKS**

**GO DIGITAL FOR BUILDING OPERATIONS, 24 APRIL 2019**



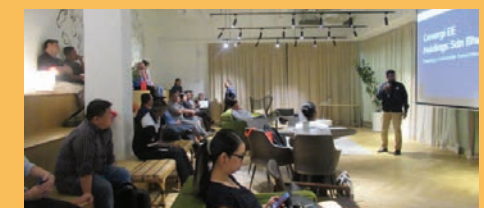
Apps are the way to go nowadays and ServeDeck presented a talk on a cloud-based mobile application for maintenance and operations of malls and other commercial buildings. This app supports the daily activities of malls' operation personnel by handling defects, maintenance, inspections and assets in a much more effective way.

**BEYOND FOOTFALL TRAFFIC COUNT, 25 JUNE 2019**



Tide Analytics shared an in-depth analysis with members on why measuring more than just traffic count is essential for mall owners and how these insights help shopping malls make strategic decisions in marketing, operations and resource planning.

**XERO COST, ZERO RISK ENERGY EFFICIENCY SOLUTIONS, 24 JULY 2019**



Participants learnt about the possibilities provided by Cenergi to reduce energy cost and provide environmental benefits without upfront capital expenses and zero operating risk. These solutions were also able to reduce carbon footprint, electricity usage and build a clean & less polluted environment.



## PAST ACTIVITIES

### CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT, 8-17 APRIL 2019, SUNWAY RESORT & SPA, PETALING JAYA

The first session for 2019 was held successfully with 158 participants for all three modules as follows:

- Operations and Maintenance
- Administration
- Marketing and Leasing

Speakers presented their best experiences with precious tips on shopping mall management to an enthusiastic audience who definitely had a fruitful time. As some participants put it, the speakers and topics were “directly relevant and helped me understand better”, “relevant and informative” and “overall (a) very impressive course”.

COMING SOON: The second session will continue from 5-10 August at Pavilion Hotel Kuala Lumpur. Don't worry if you are busy and miss this session, we will run similar repeat courses in April and August 2020.



Part 3 candidates in various modules getting ready for their written exam



'Yes!' for the Administration module



Marketing & Leasing is an excellent programme with experienced speakers and widens our networking



Full concentration on the operations practical case study



Site visit to Sunway Pyramid

### EAST MALAYSIA OUTREACH MEETINGS 10-11 MAY 2019

Vice President 1, Phang Sau Lian led the committee to meet members in East Malaysia together with MK Foong, Vincent Chong, Eunice Lim, Darren Hee and Dato Sri Vincent Tiew. Regional representatives Christine Ling & David Lau were also present for Sarawak and Sabah respectively at both the Kuching and Kota Kinabalu meetings and presented invaluable updates of the shopping mall scenario to members.



Happy faces all round with Kuching members at The Waterfront Hotel



Thumbs up at The Pacific Sutera



Reconnection of friends during the Kota Kinabalu meeting



Kuching members networking over tea break



**SECURITY & SAFETY TRAINING  
(ADVANCED MODULE)  
26 - 27 JUNE 2019**



Participants learnt about *Mitigating Terrorism in Shopping Malls* from Cdr. (R) Khoo Kah Hooi



Lew Chieh Horin, First Aid Trainer from St John's Ambulance, Malaysia gives important tips on First Aid for Medical Emergencies

For the first time, 24 participants from malls, including from outstation attended an advanced module in Security & Safety. This was developed following PPKM's mission that all senior security personnel should undertake training for more in-depth and comprehensive practices, with experienced practitioners presenting relevant topics in this very specialised field.



We have all advanced one step further in security and safety

**OPERATIONS & MAINTENANCE WORKSHOP 19 JULY 2019**

Held at Cititel Penang, 19 participants attended this inaugural workshop for malls in the Northern Region with our speakers, Vincent Chong and Ir YL Lum sharing their invaluable experiences.



**NORTHERN REGION MALLS OUTREACH MEETING 20 JULY 2019**

Team PPKM had a great and fruitful outing to Penang, meeting with several malls from Penang and Alor Star. Headed by Vice President 2, Kung Suan Ai, the other members comprised Ir YL Lum, Vincent Chong, Darren Hee and David Lau, representative from Sabah. Regional updates were shared with participants who discovered fruitful networking amongst fellow shopping mall practitioners. ServeDeck, from a recent TTT presentation, also shared details of their mobile app for building operations.



Peter Chan from Gurney Plaza sharing updates on malls in Penang and Kedah



PPKM links malls together within the Northern region

**FUTSAL TOURNAMENT**

**21 JULY 2019**

19 teams from 14 malls started off 2019's sports calendar with ever popular futsal being held at The Padang, 1 Utama. Champions Encorp Strand Mall maintained their winners' podium, followed by 1st runner up: Pavilion 'A' and 2nd runner up: Mid Valley Megamall 'A'. Congratulations to all our enthusiastic players!

Watch out for dates to be announced for Badminton and Bowling whilst PPKM's Amazing Mall Challenge is scheduled for November 2019.



**FACEBOOK/INSTAGRAM MARKETING FAST-TRACK 16-17 JULY 2019**

A full class of 40 participants, including some from the Northern and Southern region malls, started off our 2019 Education series, attending the seminar to learn how to better manage their shopping malls' fb and ig social media platforms. All participants brought their own laptops to have valuable hands-on practical experience and most agreed that the training was up to expectations. The landscape of social media is ever changing and practitioners will need to constantly keep abreast with the rapid technological and social developments.





- From the rise of e-commerce to the changing tastes of millennials, the modern shopper has changed
- Malls need to redefine three things to meet these changing needs



by Timothy Liew

As individuals, it is said that we live our lives in three different places. The first place is our home and the second our workplace. So what is this concept of a third place?

Ray Oldenburg in his book *Celebrating the Third Place* defines for us that the third place is a public place on neutral ground where people can gather and interact. In essence, it is a space that allows individuals to put aside their anxieties and simply enjoy the fellowship and conversations with those around them.

Oldenburg went on to describe a good third place as having eight characteristics but we have listed what we believe to be the top five attributes:

1. A great third place has to be neutral with the individuals coming to and going from it as and when they wish to do so.
2. A third place is for all to enjoy regardless of their wealth or social status.
3. A third place's primary function is to create conversations which spark joy among the occupants.
4. It should be easily accessible to everyone and be accommodating to meet the needs of its occupants.
5. A comprehensive third place must create a sense of warmth, comfort and function as a home away from home.

In fact, it was Austrian architect Victor Gruen who first envisioned a potential third place in what has become known as the modern shopping mall.

Gruen designed the Southdale Center in Edina, Minnesota, which opened its doors in 1956 and represented the first modern climate-controlled indoor mall in the US.

The central feature of the Southdale Center was a massive centre court covered in a skylight and serving as a sort of the town square where people could congregate and spend time together in conversation.

Gruen's vision was for Southdale Center to be used as a mixed-use facility, with apartments, offices, medical centres, child-care facilities, and libraries which unfortunately was not to be.

The developers of the mall were quick to pivot from Gruen's original vision of the mall as a third place by placing more prof-

# In defence of the mall as 'the third place'



Ginza Six Mall's rooftop park is where shoppers can have a quiet moment to themselves

itable stores such as Dayton's department store and Walgreens within Southdale.

This brings us to the situation with malls today.

## The situation

From the rise of e-commerce to the changing tastes of millennials who favour experiences over ownership of "things", the modern shopper has changed.

We need to ask ourselves – are the malls of today meeting the changing preferences of shoppers? We would argue, not necessarily so. It is our opinion that the malls of today are dedicated to facilitating retail transactions and not yet fully functioning as a third place for community building.

Our malls are focused on metrics such as achieving maximum net lettable space (that is how many lots there are to rent out) and maximum return on investment. These metrics may blind us to the fact that today's shoppers see the shopping mall as not so much a place to buy things but more a place to congregate and create new experiences together.



Library @ The School, Jaya One is a public library that offers 5,000 sq ft of space

It also does not help that the rise of e-commerce whose main pull are customers looking for convenience and more importantly, a good bargain and this has essentially taken away the reason for us to go the mall purely for purchasing purposes.

In essence, because our shopping malls are filled with retailers who are there to sell you things and shoppers who may not be interested in buying, could that be the very reason we see so many stores not doing well and no real differentiation between one mall and another?

## The solution

For mall owners, they need to strike a balance between the need to position the mall as a retail centre and moving it towards what was originally envisioned by Gruen as a true third place.

Here are three things that can be done to immediately rebalance this equation:

### 1. Providing more free public space for shoppers to enjoy

A surprising solution comes from Japan where space is at a premium, yet there are many exam-

ples of shopping malls within Tokyo city centre that dedicate a huge amount of space to public use. A prime example of this is the Ginza Six shopping mall where the whole rooftop is a garden area where shoppers can have a quiet moment to themselves or sit with friends and family.

Another example is the EmQuartier Mall in Bangkok which houses a 12,000 sq ft garden where shoppers can roam freely.

This space is full of greenery and even has a flowing stream. It is important to note that these spaces are located in potential prime retail spots and could be very profitable if rented out.

However, the mall owners choose to understand the need of shoppers for spaces which create joy and a sense of relaxation.

### 2. Have more public play spaces for young families

A notable trend of late in most shopping malls is to introduce more experiential retailers such as large children play areas, electric trains and other types of play areas within the mall.

However, most of these services are pay-to-play for shoppers. We would propose that some of these basic play services be provided free by the mall management because shoppers with young families will tend to favour malls over going to other places such as parks due to the variety of services which are available the mall such as restaurants, clean restrooms, changing rooms for kids and, of course, a temperature-controlled space.

A good example of a mall which has given this some thought is 1 Utama with its sizeable free children's play area.

Our strong recommendation would be for malls to offer more free play areas for children to

enjoy. Thus, mall managements can focus on bringing in tenants who are able to provide even better and different types of play spaces/activities which can use the pay-to-play model.

The free offerings benefit the surrounding retail tenants as they bring in direct captive customers. Another great example of a mall which focuses on this aspect of play areas is the Central Festival Eastville mall in Bangkok which comprises several spaces for families to enjoy with their kids and also play spaces such as a sand pit which caters primarily for children's activities.

Furthermore, the mall positions the lots surrounding the free play areas with food & beverage tenants.

### 3. Providing more community spaces for shoppers to enjoy

Dedicating community areas within a mall to services such as public libraries or make spaces dedicated to the DIY community is also another way that shopping malls can reposition themselves as true third places.

A fine example of this endeavour is the public library which was opened just last year in Jaya One, Petaling Jaya. The 5,000 sq ft space functions as a safe and conducive environment for children and parents to enjoy. Spaces like these also give young adults a quiet space to study, and if complemented with services such as free Wi-Fi and printing, it would be a great benefit to the community surrounding the mall.

Perhaps, the mall management could consider taking it a step further by organising question and answer sessions by local published authors or even book discussion clubs. These activities could take place around the mall to bring a greater sense of community building with the mall being the catalyst of this endeavour.

The idea of putting in some of these spaces at what will surely be a significant cost is difficult for most mall managers to consider, but we do not see the shopper behaviour changing in a contradictory manner any time soon.

It is our strong belief that the malls that will win in the long term are the ones which cater to the shoppers' needs for an equal balance of experience and retail at the same place. Let us not forget that it was Gruen's original vision that malls should be a third place, a place away from home and work where we feel comfortable staying for a while and spending our precious time and money. **FocusM**

*Timothy Liew is from interior designing firm Visata Creative Sdn Bhd, an affiliate member of the Malaysia Shopping Malls Association (PPK)*





**PPK Malaysia**  
Malaysia Shopping Malls Association

**CASC 2019**

**“THE NOW AND THE FUTURE”  
- THE MALL STORY**

**SAVE THE DATE**

**COUNCIL OF ASIAN SHOPPING CENTERS CONFERENCE**  
**10 - 12 SEPTEMBER 2019**  
JW Marriott Hotel  
KUALA LUMPUR, MALAYSIA

It's getting closer to 2019's pinnacle event for shopping malls and we are pleased to confirm our speakers from around the Asian region. To date, the list includes industry practitioners from Indonesia, Hong Kong, Taiwan, China, Thailand and Korea .

The theme based on 'The Now and The Future' – *The Mall Story* will primarily focus on stories and case studies from malls and retailers, including from our very own country. The programme includes two days of conference, welcome dinner plus a tour to key Malaysian shopping malls on Day 3.

Do save the date. Registrations are ongoing at <https://www.casc2019.com/>. Check out our website [www.ppkm.org.my](http://www.ppkm.org.my) and/or email [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) for further details.



**ICSC**

**RECON**  
ASIA-PACIFIC

21 – 23 October 2019  
Singapore  
#ICSCRECon

This year's keynote: **J. Skyler Fernandes**, will present on: **“Beyond Omni-Channel: The Future of Retail Real Estate”**

*Skyler is ranked as a Powerlist 100 VC and is the co-founder & general partner of VU Venture Partners, the most scalable venture capital fund in the world, focused*

*on Consumer, Enterprise, Fintech/Blockchain, Healthcare, Frontier Tech and Real Estate Tech.*

**RECon Asia-Pacific** will also feature guided tours to Singapore's leading retail destinations on Monday, 21 October, and the presentation of **ICSC Asia-Pacific Shopping Center Awards** on Tuesday, 22 October.

All registered delegates are invited to join the networking Welcome Cocktail on October 21, held in the Chijmes Hall (walking distance from the Raffles City).

Members of PPK (Non-ICSC members) are entitled to a 10% discount from applicable conference fees. Please use the promo code **ASIA10** upon online checkout.

For more details on the latest Event Brochure and registration, please visit [www.icsc.org/2019apc](http://www.icsc.org/2019apc)

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**CASC-PPKM  
AWARDS  
2019**

**CASC-PPKM AWARDS 2019  
‘BEST EXPERIENTIAL MARKETING’**

We are pleased to announce that we have received the best ever number of entries since we started the Awards in 2016. There is a total of 61 entries for all \*three categories, including those from overseas - China, Hong Kong and Indonesia.

We are definitely much encouraged and the scoring of entries are undertaken by our panel of five judges, comprising well-experienced industry players closely linked with the shopping mall industry.

Do watch out for the announcement of finalists soon.

\*The awards will be based on the same categories as follows:

**Category A**  
Malls with nett lettable area (NLA) of  
500,000 sq ft and below

**Category B**  
Malls with nett lettable area (NLA) of  
500,001 sq ft to 999,999 sq ft

**Category C**  
Malls with nett lettable area (NLA) of  
1,000,000 sq ft and above



# MEMBERSHIP 2019

## CORPORATE MEMBERS

1 Utama Shopping Centre  
1MK Mall  
1Shamelin Shopping Mall  
1st Avenue Mall  
3 Damansara  
Alam Sentral Plaza  
Alo Star Mall  
Aman Central  
Amcorp Mall  
Amerin Mall  
Atria Shopping Gallery  
avenue K  
Bangsar Shopping Centre  
Batu Pahat Mall  
BBCC  
Berjaya Megamall  
Berjaya Times Square Kuala Lumpur  
Berjaya Waterfront Complex  
Capital City Mall  
Central i-City Shopping Centre  
Central Market  
Central Square Sungai Petani  
Centre Point Sabah  
Centro  
Cheras LeisureMall  
Citta Mall  
City Mall  
Cityone Megamall  
Cityone  
Damen Mall  
Dataran Pahlawan Melaka Megamall  
Datum Jelatik Mall  
Dayabumi  
DC Mall  
Design Village Outlet Mall  
Digital Mall  
Dpulze Shopping Centre  
e @ Curve  
East Coast Mall  
Eastern Mall  
Ekocheras Mall  
Elements Mall  
Emart Batu Kawa  
Empire Shopping Gallery  
Encorp Strand Mall  
Endah Parade  
fahrenheit 88  
First World Plaza  
Freepoint AFamosa Outlet  
Galleria@Kotaraya  
gamuda Walk  
gateway@klia2  
Genting Highlands Premium Outlets  
Giant Hypermarket Jalan Kebun  
Giant Hypermarket Bandar Kinrara  
Giant Hypermarket Banting  
Giant Hypermarket Batu Caves  
Giant Hypermarket Bayan Baru  
Giant Hypermarket Cheras  
Giant Hypermarket Kelombong  
Giant Hypermarket Kemuning Utama  
Giant Hypermarket Klang  
Giant Hypermarket Klang Sentral  
Giant Hypermarket Kota Damansara  
Giant Hypermarket Kota Padawan  
Giant Hypermarket Kuala Terengganu  
Giant Hypermarket Kuantan  
Giant Hypermarket Muar  
Giant Hypermarket Petra Jaya  
Giant Hypermarket Plentong  
Giant Hypermarket Putera Heights  
Giant Hypermarket Putrajaya  
Giant Hypermarket Seri Kembangan  
Giant Hypermarket Shah Alam  
Giant Hypermarket Subang Jaya  
Giant Hypermarket Tabuan Jaya  
Giant Hypermarket Taiping  
Giant Hypermarket Tampoi  
Giant Hypermarket Tawau  
Giant Hypermarket Ulu Klang  
Giant Mall Kelana Jaya  
Giant Superstore Tunjung  
Giant Setapak  
Giant Superstore Bandar Puteri  
Giant Superstore Gong Badak  
Giant Superstore Jerneh  
Giant Superstore Kampar  
Giant Superstore Kangar  
Giant Superstore Keningau  
Giant Superstore Kuala Piliang  
Giant Superstore Lukut  
Giant Superstore Nilai  
Giant Superstore Prima Saujana (Kajang)  
Giant Superstore Sandakan  
Giant Superstore Sunway City Ipoh  
Glo Damansara  
GM Klang Wholesale City  
Grand Merdeka Mall  
Great Eastern Mall  
Green Heights Mall  
Gurney Paragon  
Gurney Plaza  
Harbour Mall Sandakan  
Hartamas Shopping Centre  
Imago, KK Times Square  
Intermark Mall  
IOI City Mall  
IOI Mall Bandar Putra Kulai  
IOI Mall Puchong  
IPC Shopping Centre  
Ipoh Parade  
Island Plaza  
ITCC Mall  
Jaya Shopping Centre  
Jesselton Mall  
Jetty Point Duty Free Complex

Johor Bahru City Square  
Johor Bahru City Square Office Tower  
Johor Premium Outlets  
KB Mall  
KL East Mall  
KL Gateway Mall  
Klang Parade  
Kluang Mall  
Kompleks Bukit Jambul  
Kompleks Metro Point  
Kompleks Mutiara  
Kompleks Star Parade  
Kompleks Tun Abdul Razak (KOMTAR)  
Kota Raya Complex  
KSL Esplanade Mall  
KTCC Mall  
Kuantan Parade  
KWC Fashion Mall  
Kulim Central  
Langkawi Fair Shopping Mall  
Lot 10  
M3 Mall  
Mahkota Parade, Melaka  
Maju Junction Mall  
Medan MARA  
Megamall Pinang Shopping Complex  
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Mydin Mall  
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Paragon Point Shopping Centre  
Pasaraya Komuniti @ Mart Kempas  
Pavilion Kuala Lumpur  
Paya Bunga Square (PB Square)  
Pearl Point Shopping Mall  
Pelangi Leisure Mall  
Penang Times Square  
Perling Mall  
Pernama Kompleks Mutiara Armada  
Pertama Complex  
Plaza Angsana  
Plaza Low Yat  
Plaza Merdeka  
Plaza Metro Kajang  
Plaza Metro Kuching  
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Plaza Salak Park 'SPARK'  
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Starhill Gallery  
Straits Quay Retail Marina  
Subang Parade  
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Sunway Carnival Mall  
Sunway Citrine Hub  
Sunway Giza Mall  
Sunway Putra Mall  
Sunway Pyramid  
Sunway Velocity  
Suria KLCC  
Suria Sabah Shopping Mall  
Sutera Mall  
Taiping Mall  
Terminal Larkin Sentra  
Terminal One Shopping Centre  
The Curve  
The Linc  
The Gardens Mall  
The Main Place  
The Mines  
The Spring  
The Spring Bintulu  
The Starling  
The Summit Subang USJ  
The Waterfront @ Parkcity  
The Weld  
Tropicana Gardens Shopping Mall  
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Quality Restroom Association of Malaysia (QRAM)  
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Real Estate and Housing Developers Association (REHDA)  
Shopping Center Council of Australia (SCCA)  
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