

Nomination: 19038

A "healing" mall other than a "shopping" mall

Page: General Information
Name of Organization / Company Beijing apm
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Page: Entry Information
Entry Title A "healing" mall other than a "shopping" mall
Category G01 - G07 - Award for Innovation in Events > G02. Award for Innovation in Consumer Events
Submission Format An Essay of up to 625 Words

Essay

BACKGROUND

1. A survey on 3,000 Internet users aged 18-59 showed that 76.2% of consumers feel anxious due to work, family responsibilities and stress about money, the financial situation, and family health emerged as the top five sources of anxiety.
2. Also according to famous research institute MINTEL published that Chinese consumers will use "healing" as the key word in 2023 to pursue balance and health of mind, body and spirit, and regain their sense of life as well as confidence and love.
3. Beijing apm is a very centered shopping center in Wangfujing Street that radiates throughout China. Consumers aged 18 to 50 account for more than 80%. It is currently one of the shopping malls with the greatest influence on young people in North China. We decided to use Xmas, New Year and CNY, the most influential period to bring consumers a healing journey.

ACTIONS

I. Art&Life: Discover the art of daily life.

1. After massive research on healing methods, plus considering make the best use of our space, we finally chose art and life as our theme. Art as to emphasize on visual expression, we'll build a bright and colorful dream park as physical entity for people gather and find their peace. Life as to apply a daily situation that could easily resonate with young people.

2. By the art and life theme, we wished to pass the idea that there's always beauty in daily life and look for the bright side always.

II. Choose the artist who's better at rather than who's more famous

3. This time we gave up the previous path that sign a "big name" for this big occasion. Instead, we tried to find the right artist to best illustrate our 'art&life' theme.

4. In the end, we found Melissa Mathieson, a Canadian Illustrator, Dante Zaballa, an Argentina animator, and Tess Smith Roberts, a British illustrator, to co-create the art and life scene for us.

III. Spread the healing to all, not only to our customers.

5. To encourage the local art industry, we even developed the co-creation into an exhibition specially for young artists, to gather creative minds in our mall to directly talk to their audience.

6. We locate on the world-renowned Wangfujing Street, hence we planed the healing journey started from outside of our mall, so as to spread the healing to wider audience. The journey continues in our mall and ends at another outdoor area in Wangfujing.

III. Make everyone the protagonist.

7. The scene was a combination of daily objects that most comfort people, the difference is that we turned some objects into a more magical and immersive one:

- a. The magic television: We believe to find oneself is the key to be happy in his life. Therefore, our artist chose a TV to build an stage for people to enjoy themselves and experience the happiness of being centered. The loop video and music decorated the TV and elevate the whole experience.
- b. The magic wardrobe: We put an AI mirror in the wardrobe for people could switch their clothes or costumes in the mirror and make videos. By which people could try some very different style from their reality life and discover more fun in it.
- c. The bathroom that connect to another world: There's an AR camera in the bathroom, when people entering the bathroom, the background changed to either forest or garden.
- d. To create more personal touch, we built up a surprise programme, that we prepared a set of surprises such as balloons and gifts, for random customers walking in the mall, and people around could witness the grand surprises together.

RESULTS

1. Footfall: During the event, our daily footfall was around 70k, which was 120% compared to last year

2. Exposure : Benefit from the colorful scene setting, our total OMNI views achieved around 1.29m

For this category please provide

An essay of up to 625 words describing the nominated innovation(s) in event conception, development, planning, promotion, and/or execution since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Optionally, you may list creative and production credits for your event(s) - a list of the people and organizations that contributed to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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