

Company: SM Supermalls, Makati City, Metro Manila, Philippines
Nomination Submitted by: Havas Media Ortega, Inc.
Company Description: SM Supermalls is the Philippines’ largest mall chain, offering vibrant destinations for shopping, dining, and entertainment. With over 80 malls nationwide, it champions community, culture, and advocacy through meaningful experiences and initiatives that promote kindness, inclusivity, and social good.
Nomination Category: Event Categories
Nomination Sub Category: Art, Entertainment & Public - Art Event
Nomination Title: Bringing Filipino Art to the People with SM Art Market



1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 449 words used.

GENESIS

In a country rich with artistic talent but short on accessible platforms for artists outside urban centers, SM Supermalls saw a need to decentralize the traditional art scene. Many local artists, especially from grassroots communities, lacked exposure and commercial opportunities found in exclusive galleries or big-city art fairs.

Running from July 1 to October 31, 2024, the SM Art Market was born from a mission to democratize art — turning malls into vibrant spaces where anyone could view, appreciate, and purchase local art. The campaign addressed three core challenges:

- Limited livelihood opportunities for emerging artists
- Restricted geographic reach of traditional art events
- Perceived inaccessibility of art among mallgoers

By empowering artists to meet their market in the country’s most visited malls, SM positioned itself not just as a retail giant but as a cultural patron. The initiative offered a creative solution to economic and social challenges, putting Filipino artistry in the spotlight while giving artists a real chance at income and recognition.

DEVELOPMENT

Planning began in early 2024. The goal was to create a mall-wide art initiative that was inclusive, sustainable, and scalable across regions. It aimed to support 1,000 artists across 17 SM malls, drive a 2% increase in foot traffic, and generate over PHP 7 million in sales. Key elements included:

- Weekly themed art fairs per mall
- Interactive activities like live demos, workshops, and artist meet-ups
- Digital amplification through artist spotlights and behind-the-scenes content
- Partnerships with universities, art groups, and LGUs to source talent

To ensure accessibility, booths were free for qualified artists. Event dates were spread from July to October to align with back-to-school and ber-month peaks.

With its nationwide presence and understanding of mallgoer behavior, SM used its network to build a creative marketplace rooted in culture and community.

ACTIVITIES AND RESULTS

SM Supermalls rolled out the Art Market across 17 malls. Each hosted weekly themed fairs with live art demos, hands-on workshops, and artist meet-and-greets.

To broaden reach, SM launched a digital campaign featuring artist spotlights, behind-the-scenes content, and an online directory to extend visibility beyond mallgoers.

Strategic partnerships with over 80 local art organizations, universities, and LGUs helped source talent and co-promote events. Booths were free, enabling 1,228 local artists — many from grassroots communities — to participate.

Results exceeded targets:

- Foot traffic rose 4.75%, reaching 10.1 million mallgoers
- Artist sales hit PHP 8.33 million (USD 173,850), 19% above target
- Online efforts drew 185,000 views and a 146% engagement rate
- The campaign generated PHP 9.4 million (USD 161,560) in PR value

The SM Art Market proved public art events can thrive in commercial spaces, redefining malls as centers for creativity, opportunity, and connection.

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

Organization: SM Supermalls

Members:

- Joaquin San Agustin
- Jeff Suarez
- Lainey Del Rosario

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Attachments/Videos/Links:

[Bringing Filipino Art to the People with SM Art Market](#)

[REDACTED FOR PUBLICATION]