

JANUARY 2019

PLACEMAKING A NEW VISION FOR EXPERIENCES

Overview

Powerful social experiences happen where people gather. The most compelling experiences begin with **in-person social interactions**.

Consumers want an experience where they can make a deeper connection and fulfill a natural **human desire to share experiences with others**.



MALL OF GEORGIA



MALL OF GEORGIA

Placemaking

The Opportunity: Placemaking

An “always on” approach to reimagine and reinvent public spaces to strengthen connections between people and the places they share in order to capture the hearts, minds and imaginations of our shoppers.



Placemaking

Three Opportunities For Simon



COMFORT



USES & ACTIVITIES



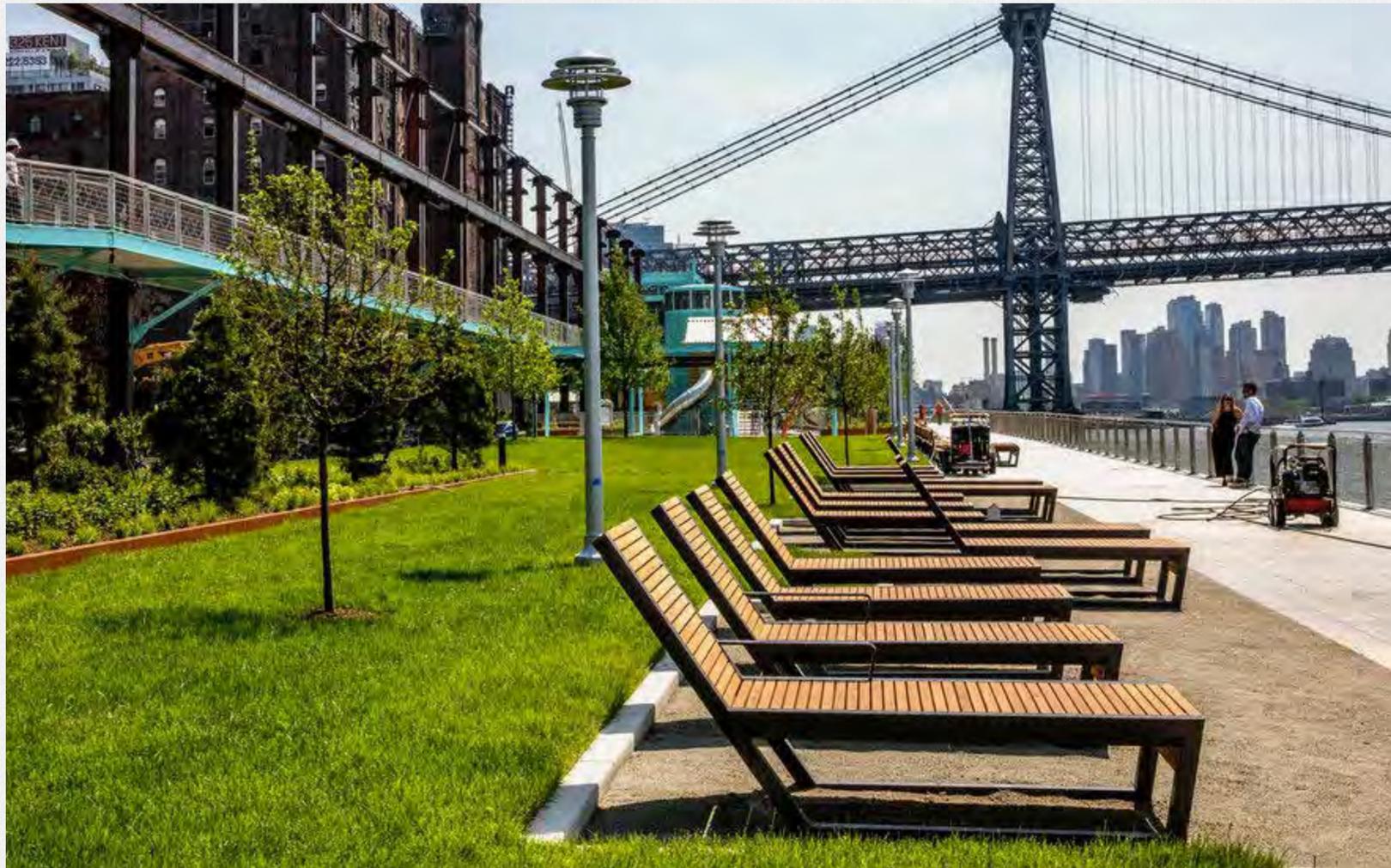
SOCIABILITY



COMFORT

Comfort: Seating Options

Look at comfort and seating from a different perspective. Ensure we provide ample seating that is conveniently located indoors and outdoors with options for cooler weather. Encourage people to gather and linger.



DOMINO PARK
WILLIAMSBURG, BROOKLYN



ST. JOHNS TOWN CENTER

Placemaking

Comfort: Seating Options



MALL OF GEORGIA



ST. JOHNS TOWN CENTER

Placemaking

Comfort: Seating Options



STANDARD HOTEL
NYC



CULINARY DROP OUT
AUSTIN, TEXAS

Placemaking

Comfort: Interactive Seating

Provide seating that is fun, interactive and unique.



PEREZ ART MUSEUM
MIAMI FLORIDA



SEAPORT DISTRICT
NYC
HOWARD HUGHES CORP



DANISH ARCHITECTURE CENTRE
COPENHAGEN

Comfort: Interactive Seating



RADISSON BLU HOTEL
MALL OF AMERICA
BLOOMINGTON, MN.



HYATT REGENCY EMBARCADERO HOTEL
SAN FRANCISCO, CA.

Placemaking

Comfort: Public Art

Integrate public art into seating.



DENVER 16TH STREET MALL

Comfort: Public Art



FIELDS HI'STREET
COPENHAGEN, DK.



FIELDS HI'STREET
COPENHAGEN, DK.

DENVER 16TH STREET MALL

Placemaking

Comfort: Exclusive Seating

Provide exclusive seating for VIP Members or other select groups.



SEAPORT DISTRICT
NYC
HOWARD HUGHES CORP.



LOLLAPALOOZA VIP SEATING



USES & ACTIVITIES

Uses & Activities: Engaging Activities

Provide options for all day activities. Appeal to singles and groups of various ages. Encourage people to socialize.



21 SWINGS ART INSTALLATION
MONTREAL, QUÉBEC.



SMALE RIVERFRONT PARK
CINCINNATI, OHIO



BRAT HAUS RESTAURANT
SCOTTSDALE, ARIZONA

Placemaking

Uses & Activities: Engaging Activities



CULINARY DROP OUT
AUSTIN, TEXAS



CULINARY DROP OUT
AUSTIN, TEXAS

Placemaking

Uses & Activities: Photo Opportunities

Provide unique photo opportunities.



Placemaking

Uses & Activities: Play Along The Way

Provide unique uses for barricade walls.



HJØRRING CENTRAL LIBRARY
HJØRRING, DK.



VITTRA SÖDERMALM SCHOOL
STOCKHOLM, SWEDEN

Placemaking

Uses & Activities: Play Along The Way

Provide unique elements that surprise and delight.



E-DA OUTLET MALL
KAOHSIUNG, TAIWAN



PRINTEMPS DEPARTMENT STORE
PUDONG, SHANGHAI



TATE MODERN
LONDON, ENGLAND

Placemaking

Uses & Activities: Power Of Play

Provide ample opportunities for play. Make it fun for kids and comfortable for parents.



DENVER PREMIUM OUTLETS

Placemaking

Uses & Activities: Power Of Play



DOMINO PARK
WILLIAMSBURG, BROOKLYN



DOMINO PARK
WILLIAMSBURG, BROOKLYN

Placemaking

Uses & Activities: Engage Power House Brands

Seek out appropriate partners to amplify content in play areas.



DISNEY PLAYZONE



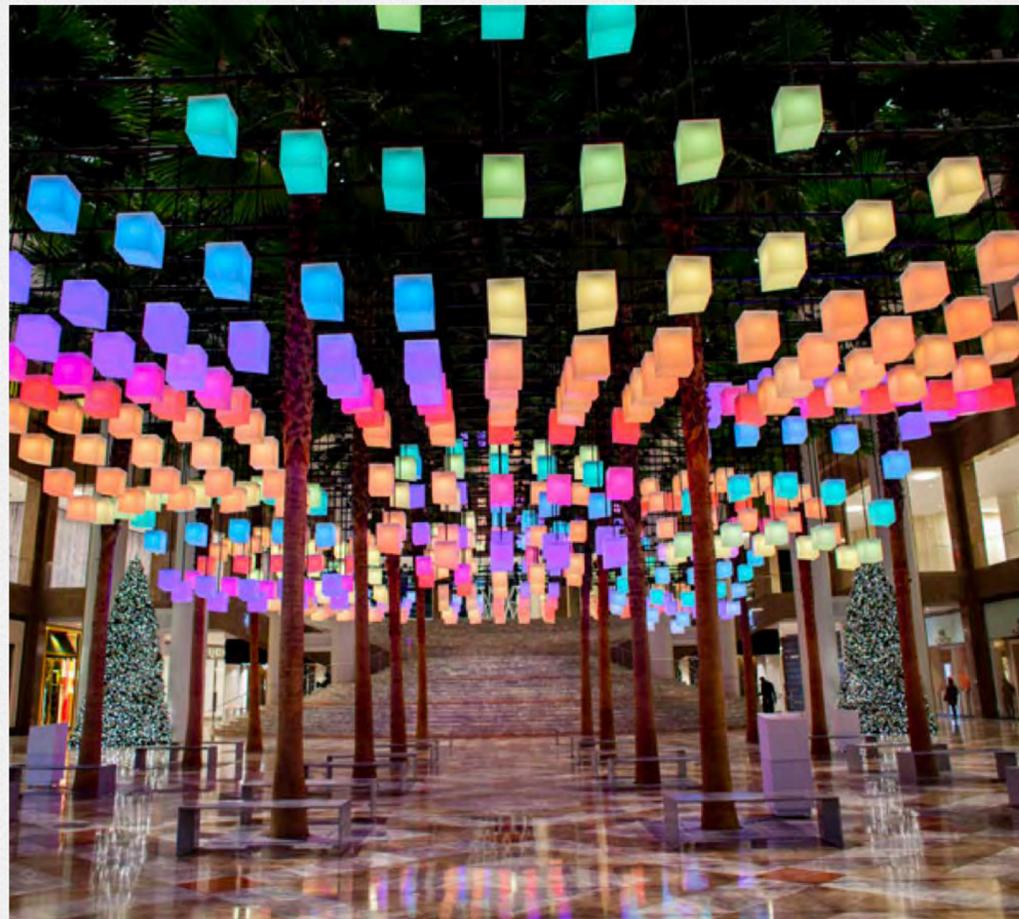
DISNEY PLAYZONE

Uses & Activities: Public Art

Add public art elements to create whimsy and delight. Add elements of discovery.



SEAPORT DISTRICT
NYC
HOWARD HUGHES CORP.



BROOKFIELD PLACE
NYC
BROOKFIELD OFFICE PROPERTIES

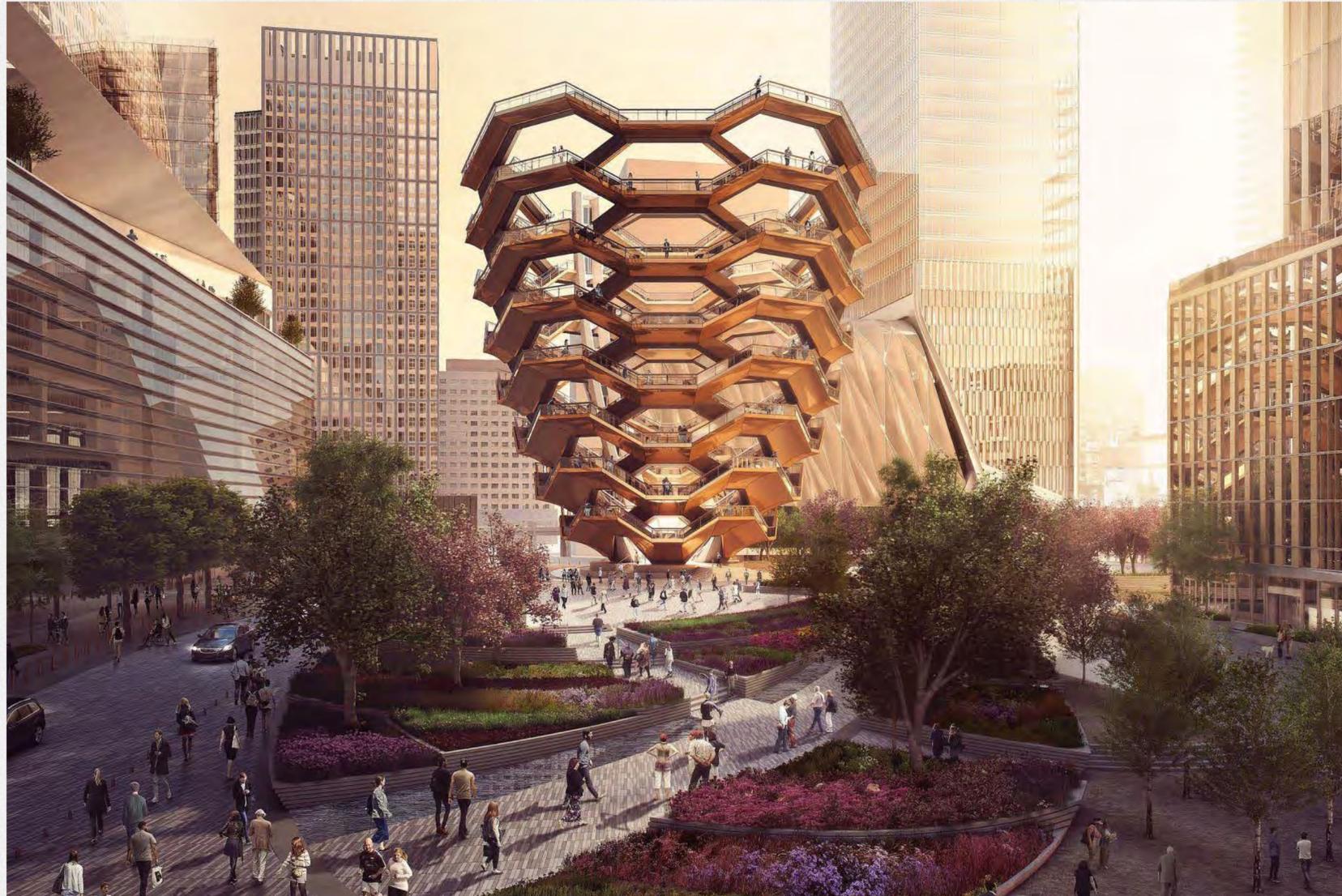


EASTRIDGE MURALS
SAN JOSE, CA.
PACIFIC RETAIL PARTNERS



Uses & Activities: Public Art

Add public art elements that are public landmarks and provide an experience to engage or play.



HUDSON YARDS
NYC
RELATED COMPANIES



CARNEGIE MUSEUM OF ART
PITTSBURGH, PA

Uses & Activities: Public Art

Add public art elements that turn something that is utilitarian into art.



PARKING GARAGE STRUCTURE
CHICAGO, IL.
STERLING BAY



PARKING GARAGE MURAL
DETROIT, MI.

Uses & Activities: Community Art

Create community driven art projects that bring groups together and give voice to shared spaces.



COMMUNITY ART PROJECT



R29. 29 ROOMS ART ACTIVATION.



COMMUNITY ART PROJECT

Placemaking

Uses & Activities: Illumination

Consider the addition of unique light installations for year round or seasonal enhancements.



SMALE RIVERFRONT PARK
CINCINNATI, OHIO



SEAPORT DISTRICT
NYC.
HOWARD HUGHES CORP.

Uses & Activities: Illumination



SMALE RIVERFRONT PARK
CINCINNATI, OHIO



STANDARD HOTEL
NYC.



BEACON PARK
DETROIT, MI.

Placemaking

Uses & Activities: Illumination

Consider the addition of unique interactive light installations.



EVERBRIGHT WALL



NUIT BLANCHE
TORONTO, ON.

Uses & Activities: Seasonal Elements

Add seasonal elements with enhanced activity, experience or illumination. Make it appeal in a variety of weather conditions.



LIGHT UP BEACON PARK
BEACON PARK
DETROIT MI.



ROCK RINK AT DOWNTOWN SUMMERLIN
LAS VEGAS, NEVADA
HOWARD HUGHES CORP.

Placemaking

Uses & Activities: Enhanced Amenities

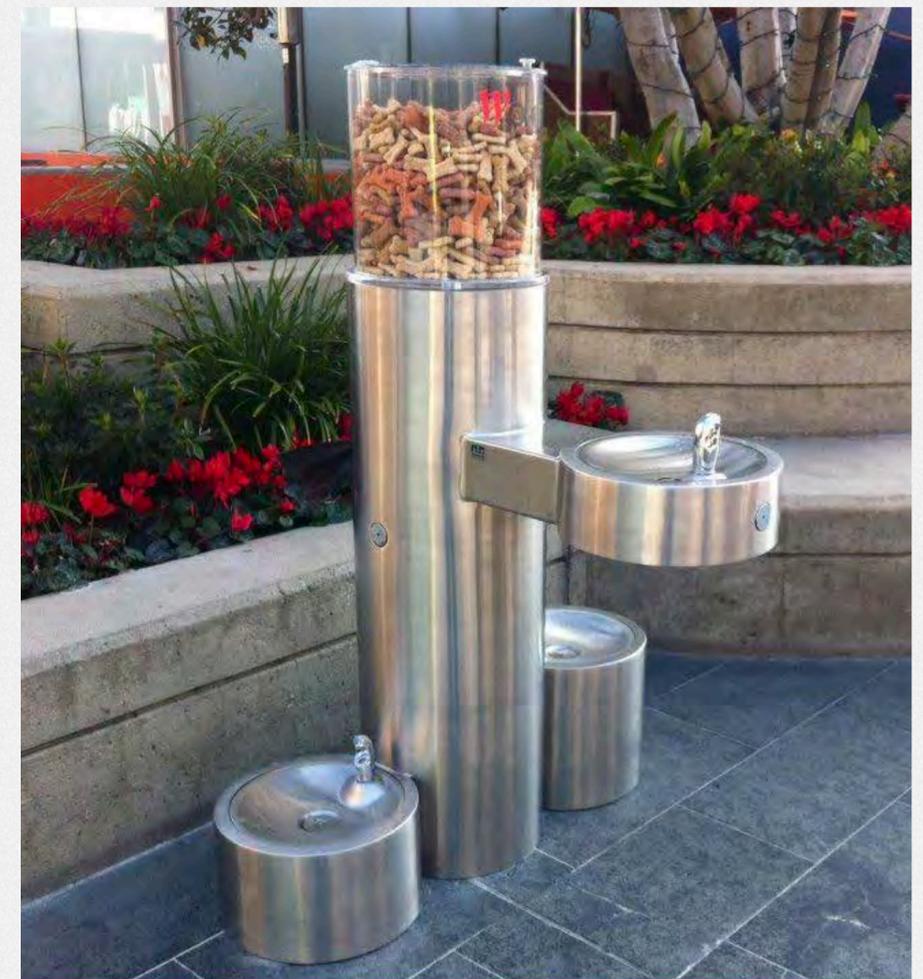
Focus on pets and provide the necessary amenities.



DOG PARK WESTFIELD MISSION VALLEY
SAN DIEGO, CA.
UNIBAIL-RODAMCO



DOG PARK. COTTON WOOD MALL
ALBUQUERQUE, NM.
WASHINGTON PRIME



PET AMENITIES WESTFIELD CENTURY CITY
LOS ANGELES, CA.
UNIBAIL-RODAMCO

Placemaking

Uses & Activities: Enhanced Amenities



MUTTS CANINE CANTINA
DALLAS, TX.

Uses & Activities: Social Action

Add elements to encourage social action without taking a side on the debate.



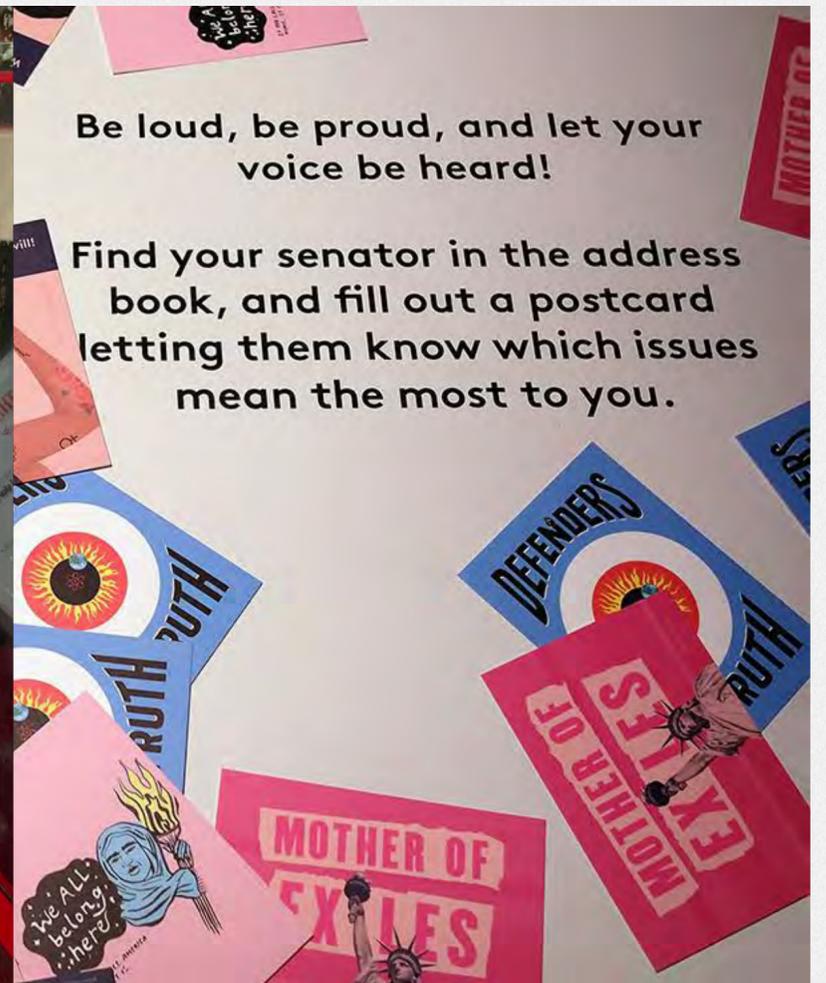
STANDARD HOTEL. NYC.



R29. 29 ROOMS EXHIBIT



STANDARD HOTEL. NYC.



R29. 29 ROOMS EXHIBIT



SOCIABILITY

Placemaking

Sociability: Engage

Define spaces that encourage people to meet others and engage with them in fun and unique ways.

OUTDOOR YOGA



SILENT DISCO

Placemaking

Sociability: Shared Experience

Develop programs, initiatives and amenities that encourage shared experiences.



FOOD TRUCK FESTIVAL
MONTREAL, QUEBEC



VALLEY FIESTA
BRISBANE, AUSTRALIA

Placemaking

Sociability: Shared Experience



JD.COM COMPANY HEADQUARTERS
BEIJING



BABY LOVES DISCO EVENTS.
VARIOUS LOCATIONS ACROSS US.

Placemaking

Sociability: Shared Experience



KUNG FU SALON
NASHVILLE, TN.



PUNCH BOWL SOCIAL
VARIOUS LOCATIONS ACROSS US.

Placemaking

Sociability: Engage Passions

Develop activations that bring music, art and entertainment to life.

