

City Square Mall



City Developments Limited (CDL) is Singapore's property pioneer. Since 1963, it has grown to become a listed international property and hotel conglomerate with more than 300 subsidiaries and associated companies, and a global residential and investment portfolio. Today CDL is one of the country's biggest landlords with more than 7 million square feet of rentable office, industrial, retail and residential space. CDL's visionary S\$200 million City Square Mall (CSM) is the first eco-mall in Singapore to be integrated with an urban park.

discover

The issue – Positioning. City Square Mall was intended to be an up-market destination located in the middle of Little India. This relatively under-developed neighbourhood is bustling, vibrant and steeped with local flavour. The challenge was to create a plausible positioning based on the eco-friendly mall's green footprint within an up-and-coming area.

develop

Our solution – To establish its position as the first eco-friendly mall in Singapore. To do so we conducted an immersive, educational experience to engage and inform visitors on sustainability issues. The mall's key eco-architectural features were highlighted through information and environmental design, using a visual language informed by natural, freeform materials and structures.

deliver

Sustainable impact – Launched in December 2009, CSM has not only gained recognition as Singapore's first eco-mall, it has also raised the profile of the Serangoon Road/Little India area. Visitors feel connected to the mall's eco-friendly features through its nature-inspired visual language. Its colourful graphics, and eye-catching signage, are hugely popular with both children and adults alike. It is Singapore's first mall to receive the prestigious Green Mark Platinum Award by the Building and Construction Authority.

