

Parkway Parade



Established in Sydney, Australia in 1959, Lend Lease is one of the world's leading fully integrated property solutions providers. Some of its iconic retail and commercial assets include Bluewater in the UK and the Petronas Towers in Malaysia. Lend Lease Asia Pacific manages over A\$6 billion in real estate investment assets. Its Parkway Parade asset is Singapore's first and largest suburban mall, serving a total trade area of 25% of the population. (Urbis JHD 2007)

discover

The issue – Staying ahead of the times. Built in 1984, Parkway Parade needed a twenty-first century facelift to enliven the hugely popular suburban mall. With the renovation came the opportunity to add greater family appeal, and address the different needs of office tenants and shoppers in the mixed-use development.

develop

Our solution – We maintained the brand's position as a community destination, reflecting its associations with the rising affluence of the surrounding area. Here was an opportunity to support the brand as an iconic landmark in the East Coast. We focused on the popular "PP" - the vernacular shorthand for the centre, adding colors that would reflect the green and blue of the beach and park nearby. The prominent signage is visible for miles around, cementing its stature as the retail destination for the East Coast community.

deliver

Sustainable Impact – Following the renovation and repositioning initiative, nearly 21 million people visited the mall between January and December 2007 or an average of 400,000 people per week. Parkway Parade has maintained its reputation as one of Singapore's most popular retail locations outside of Orchard Road.



PoMo



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The issue – Recognition. The former Paradiz Centre was suffering from a weak reputation despite its location within Singapore's fast growing Arts, Cultural, Learning and Entertainment district in the Bras Basah and Bugis areas. We developed a brand strategy to position the mall within the district, capitalizing on its burgeoning youth market and perceptually aligning it with the nearby School of the Arts and the Singapore Management University.

develop

Our solution – In a brand strategy workshop, we helped Lend Lease understand the unfolding transformation of the district and its impending impact on the brand, target audience and possible tenants. We created a quirky name, reflective of the mall as a retail and lifestyle hangout for individual expression, and developed a holistic visual identity and signage solution to support it across all brand communications.

deliver

Sustainable impact – PoMo stands out in Singapore's retail landscape as a distinctive "mallternative" and a contemporary brand with youth appeal. Its evolving retail and food & beverage mix is evidence of the impact of our brand positioning and reflects the ever-changing lifestyle and priorities of today's youth.

