

GARDE

2019.04.18 ISCM Seminar "What We Can Learn From China's Themed Malls"



2019年4月18日（木）、香港の Best Bamboos Education にて、Institute of Shopping Center Management (ISCM) 主催によりセミナーが開催されます。

GARDE 海外第一事業本部 東アジア事業部長の月安 崇徳と、香港オフィス プロジェクトマネージャーのジョニー・ラウがスピーカーとして登壇し、【What We Can Learn From China's Themed Malls : Hints for Designing and Planning a New Shopping Experience in Hong Kong】をテーマに話します。

【ディスカッショントピック】

ここ 10 年間で、中国と多くのアジア諸国にてショッピングモールの建設ブームがきました。

新たなショッピング体験やテーマを備えた小売スペースを構想し、つくりあげることは、モール開発者にとっても小売業者にとっても大きな課題となっています。今後の消費者となるブルーミング世代を惹き付け続けるために、どのような手法で従来の小売や飲食、エンターテインメントを超えていくのでしょうか。

A seminar will be hosted by Institute of Shopping Center Management (ISCM) at Best Bamboos Education in Hong Kong on April 18th, 2019.

Taka Tsukiyasu, Director of GARDE and Johnny Lau, Project Manager of GARDE's Hong Kong office will give a speech on the theme of "What We Can Learn From China's Themed Malls: Hints for Designing and Planning a New Shopping Experience in Hong Kong"

【Topic of Discussion】

During the past decade, a shopping mall construction boom has taken place across China and much of Asia. Conceiving and creating retail spaces with new shopping experiences and themes has become a major issue for both mall developers and retail managers. There is an ever-growing need to look beyond conventional retail, F&B and entertainment options to attract and maintain a blooming generation of new consumers.

Information

Date: 2019/4/18 (Thu)

Time: 19:00-21:00

Place: Best Bamboos Education - School for Talents

Address: 4/F, Star House, 3 Salisbury Road, Tsim Sha Tsui, Kowloon, Hong Kong

WHAT WE CAN LEARN FROM CHINA'S THEMED MALLS: HINTS FOR DESIGNING AND PLANNING A NEW SHOPPING EXPERIENCE IN HONG KONG

Seminar (18 April 2019, Thursday, 19:00-21:00)

ISCM is proudly to invite senior members of GARDE to present the latest interior design trends of shopping centres and luxury brands. GARDE is a Japanese interior design house that was founded in 1985. Now, it boasts offices all over the world in Tokyo, Osaka, Hong Kong, Shanghai, Singapore, Kuala Lumpur, Milan, Paris, New York and Los Angeles. Key Clients include Bottega Veneta, Fendi, Dolce & Gabbana, Parkson department store, Shanghai's Joy City Shopping Mall and many more.

REGISTRATION FEES

Member Non-Member
HK\$120 HK\$180

Application deadline
15 April 2019

Register now at:



[https://goo.gl/forms/
ZKzwZChyu3CWsmPb2](https://goo.gl/forms/ZKzwZChyu3CWsmPb2)

ENQUIRY

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SPEAKERS' PROFILE



Mr Taka Tsukiyasu

Director of GARDE Co., Ltd.

With over 20 years of experience in interior design, Taka Tsukiyasu has worked closely with many high-end international luxury brands in Japan and Italy. He is now leading GARDE's Hong Kong design team, working on several fascinating projects in the Asia Pacific Region since 2017.

His extensive portfolio includes retail stores, department stores, shopping malls and F&B outlets in Europe and Asia. Parkson in Malaysia and the Guangzhou K11 Club House are among the major projects Mr Taka completed in 2018.



Mr Johnny Lau

Project Manager of GARDE Co., Ltd

Johnny Lau joined GARDE in 2015 and has been involved in the implementation of dozens of large-scale commercial design projects, across key cities and territories including Beijing, Shanghai, Harbin, Hebei, Guangzhou and Shenzhen. Mr Lau has a deep knowledge and rich practical experience of transforming and renovating traditional retail enterprises. He is responsible for overall commercial and project management, focusing on strategic development of the service and overall client satisfaction in the Asia Pacific Market.

TOPIC OF DISCUSSION

- During the past decade, a shopping mall construction boom has taken place across China and much of Asia.
- Conceiving and creating retail spaces with new shopping experiences and themes has become a major issue for both mall developers and retail managers.
- There is an ever-growing need to look beyond conventional retail, F&B and entertainment options to attract and maintain a blooming generation of new consumers.

Sponsor:



18 APRIL 2019, THU | 19.00-21.00



BEST BAMBOOS EDUCATION – SCHOOL FOR TALENTS
4/F, STAR HOUSE, 3 SALISBURY ROAD, TSIM SHA TSUI, KOWLOON, HONG KONG