

# UOL channel

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**VELOCITY  
WINS SRA  
AWARD FOR  
BEST RETAIL  
EVENT.**





## CELEBRATION GALORE AT VELOCITY@NOVENA SQUARE AND UNITED SQUARE

This festive season, shoppers at Velocity@Novena Square and United Square are rewarded with good deals, great gift ideas, as well as endless entertainment.



Kicking off the Christmas promotion, over 2 tonnes of real, pure white freezing snow was brought into Velocity@Novena Square which saw endless entertainment by professional figure ice-skaters from Stars on Ice, Australia, exciting ice hockey and ice skating competitions. 40 outstanding Singapore ice skaters participated in the first-ever Velocity Ice Skating Competition in partnership with Singapore Ice Skating Association. Office workers in the vicinity also partake in the festive fun and enjoyed themselves with their colleagues in the Velocity Corporate Ice Hockey

Challenge in the evenings. Shoppers who spent more than \$200 were invited to participate in the Snow Basketball Games and "Dog & Bone" challenges to win attractive prizes.

At United Square Shopping Mall, a plethora of exciting whimsical activities from the WINX Club fairies was specially organised to coincide with the exclusive Asian movie premiere of WINX Club - The Secret of the Lost Kingdom. Shoppers were brought into a unique world of potions, spells and magical powers by the very first musical 'live' show in the

shopping mall where they met the WINX Club fairies Stella, Bloom, Flora and Layla. Fanciful WINX Club premiums were a hit as shoppers made a bee-line for the redemption at the mall's newly furnished customer service counter.

As the malls usher in the Year of the Ox with an array of visual spectacular and tasty bountiful treats, shoppers can look forward to specially-designed red packets and exclusive gifts such as treasure plates and great fortune packs from Velocity@Novena Square and United Square respectively.

## VELOCITY@NOVENA SQUARE HONOURED TOP AWARD BY SRA

► Both Velocity@Novena Square and United Square Shopping Mall participated in the Singapore Retailers Association Award – Best Retail Event of the Year category. The award supported by SPRING Singapore and the Singapore Tourism Board is open to all shopping centres, and judges on a retail event's creativity, uniqueness, excitement, success and its impact on shoppers and the retail industry.

Velocity@Novena Square won the Award for Best Retail Event of the Year 2008 for its Velocity Beach Festival held in June 2008 while United Square's "Let's Celebearate" event was one of the top 3 finalists.

The Velocity Beach Festival is the most outstanding retail event held for shoppers and emerged winner from a contention of over 10 retail events. For the first time in Singapore, over 220 tonnes of powdery white sand was laid at a shopping mall for an outdoor experience where beach volleyball, soccer and tchoukball games were played on the temporary sand court.

Over 200 participating teams competed in the various tournaments, and they were wowed by the whole new



experience. The buzz created by the unique 'beach at a mall' concept increased Velocity's visibility, strengthened its identity as a sports mall, drove traffic to the mall, extended the stay of shoppers, and boosted tenants' sales by a year-on-year average of 20%.

"Let's Celebearate" was United Square Shopping Mall's 5th Anniversary promotion with retail partner, Build-A-Bear Workshop. The atrium was transformed into a bear-building workshop with exciting activities lined up for 4 weeks. The promotion injected much excitement with a series of innovative activities like Bear Fashion Shows, Tea Parties with Bears plus a series of pro-family bear-related activities to promote family bonding.



## NEWTON SUITES IS ONE OF WORLD'S 5 BEST HIGHRISE BUILDINGS

A very climate-conscious residential high-rise that adopts a variety of issues to control the climate in a passive way for tropical living conditions, such as vertical green walls and protruding large balconies for semi-public areas. Thus, the amount of landscaping is a lot higher than the original size of the site. A specially developed type of sun shadings adds a constantly shifting, blurred appearance by still maintaining views from the apartments and keeping out direct sun. This project represents a refinement of vertical living in dense metro cities that keeps the quality of the surrounding environment high and refreshing, and can thus be seen as a role model for other tropical cities.

- Jury Evaluation, International Highrise Award 2008.



The international jury made up of architects, engineers, real-estate specialists and architecture critics selected Newton Suites as one of the five finalists for the International Highrise Award. Having made the shortlist, the 36-storey Newton Suites designed by WOHA is elevated to the same league as the four other finalists which are Hearst Tower in New York by Foster and Partners, New York Times Building in New York by Renzo Piano Building Workshop, Missing Matrix Building in Seoul by Mass Studies and CCTV-Television Cultural Centre in Beijing by OMA. The eventual winner of the International Highrise Award 2008 is Hearst Tower by Lord Norman Foster.

First bestowed in 2004, the International Highrise Award is offered every two years by the City of Frankfurt/Main. The award champions the approach that in high-rise construction the focus must not just be on height or spectacular appearance but other outstanding qualities like sustainability, urban integration, innovative technology and cost efficiency. Besides

recognizing an outstanding and exemplary building, the Jury also hopes to highlight in their choice of finalists the development of high-rise architecture in the 21st century.

As an exemplary model of a tropical high-rise residential building in an established urban setting, Newton Suites also clinched the International Architecture Award at the Australian Institute of Architects National Architecture Awards 2008, Australia's most prestigious annual architecture prize. It also won at the inaugural Singapore Institutes of Architects – National Parks Board Skyrise Greenery Award, given to encourage builders to incorporate more plant life into their designs to promote an environment-friendly lifestyle.

In addition, Newton Suites also competed in the recent World Architecture Festival Awards held in Barcelona from 22 – 24 October 2008 which attracted a total of 772 entries. We are honoured to be the only Singapore residential project among the 224 shortlisted entries.



## PARKROYAL WINS ARTS AWARD

Parkroyal Hotels & Resorts was one of the two new recipients of the Patrons of the Arts Award 2008. Each year, the Patrons of the Arts Awards are given by the National Arts Council in appreciation of the contributions made by sponsors towards the promotion and organization of artistic activities. This year, Parkroyal is proud to have contributed more than S\$300,000 for this cause.



"We are indeed honoured to be recognized for our contribution to the growing dynamism of the arts landscape and for our part in moving Singapore towards its vision of a global arts city," said Mr A. Patrick Imbardelli, President and Chief Executive of Hotel Plaza Limited.

Since 2006, Parkroyal Hotel & Resorts has been energetically involved with youths in the performing arts through the enthusiastic creative direction of Executive Director Ms Wee Wei Ling who

supported and spearheaded the youth arts programme. Through these activities, young budding artistes in Singapore were given many opportunities to showcase and improve their talents locally and overseas.

"Since embarking on our corporate social responsibility programme, we have organized and sponsored a number of arts activities as part of our vision to nurture and maximize the potential of young local talents in the performing arts. Underlying this support is the

Parkroyal Group's commitment to giving opportunities to the financially disadvantaged," said Ms Wee Wei Ling .

Moving towards 2009, Parkroyal continues its support for the arts, kicking off with the sponsorship of Rodgers & Hammerstein's production of "Cinderella" which will be staging at The Esplanade in January 2009. The Musical, which is on an international tour, stars Lea Salonga and an international cast.

## PAN PACIFIC SEATTLE RECEIVES AAA FOUR DIAMOND AWARD



For the second consecutive year since its opening in 2006, Pan Pacific Hotel Seattle receives the AAA Travel Guide's Four Diamond Award. This prestigious award covers all of North America and is one of the oldest and most widely distributed rating standards in the hospitality industry.

AAA's Diamond Rating System conducts physical, on-site evaluations on more than 50,000 lodgings, restaurants and attractions. The 65 full-time professional inspectors give ratings from One to Five Diamonds, scrutinising areas such as cleanliness, ambience, amenities and service.

"We are honoured to receive this award from AAA and it feels like icing on the cake to receive it upon the hotel's second anniversary," said David Sullivan, General Manager for Pan Pacific Seattle. "To maintain our standards of excellence for the second year in operation demonstrates our commitment to offer the best personalised service to our guests."

"We would like to thank all of our associates, our guests and especially the owner of the

hotel, Vulcan Inc. for the sustained pursuit of excellence within the hotel. This recognition would not have been possible without their tremendous support and contribution," added Mr A. Patrick Imbardelli, President and Chief Executive of Hotel Plaza Limited.

Located in the city's South Lake Union district, Pan Pacific Hotel Seattle is part of the exclusive mixed development of retail, residential and hotel, and within walking distance to Seattle's Central Business District. It features 160 superbly appointed Hirsch Bedner-designed guest rooms and suites, premium bedding and furnishings, plasma HDTV and complimentary wireless Internet access. The hotel also offers luxurious meeting and event space, 24-hour private dining, as well as fabulous views of the city.