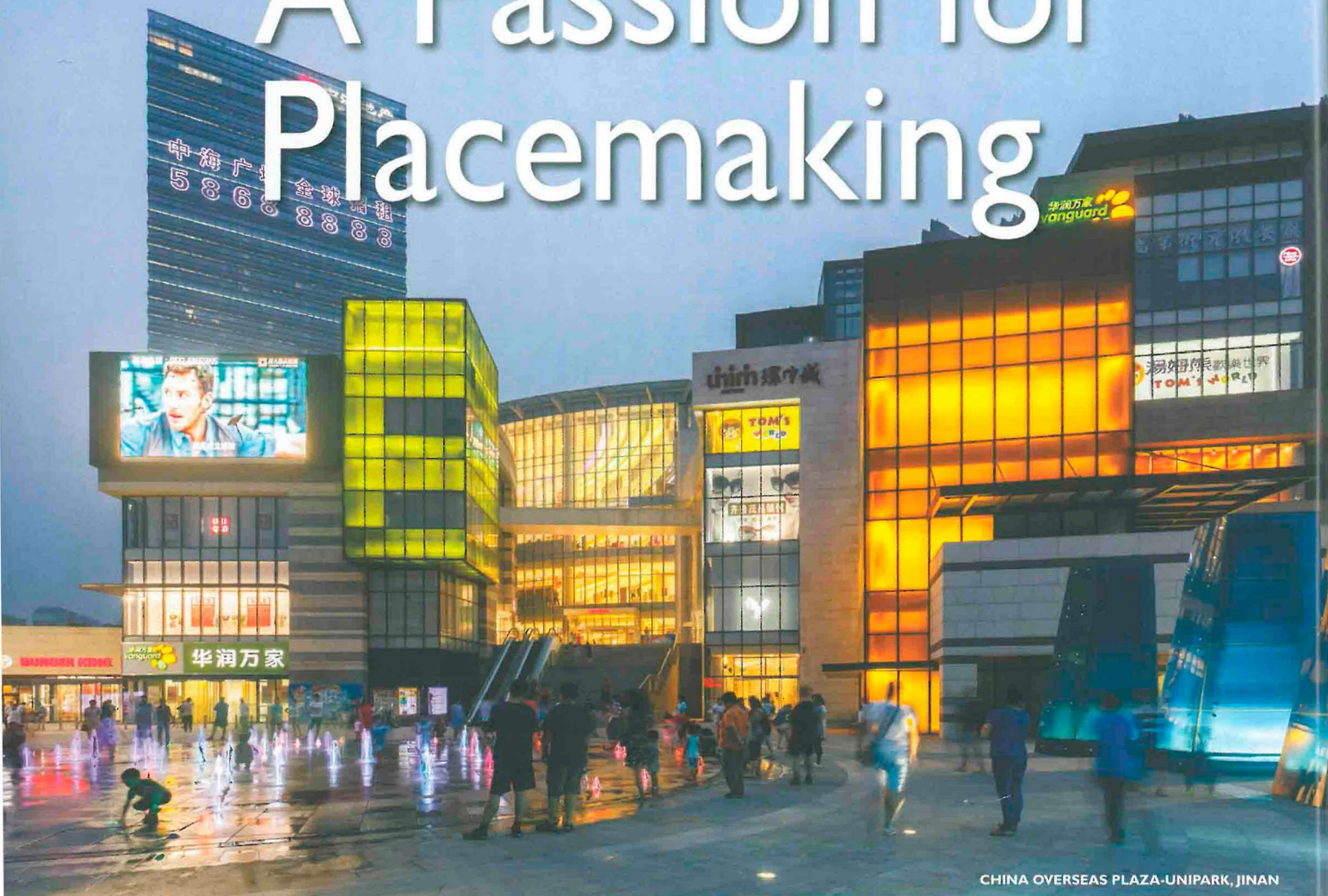


# A Passion for Placemaking



CHINA OVERSEAS PLAZA-UNIPARK, JINAN



MÉCENATPOLIS, SEOUL

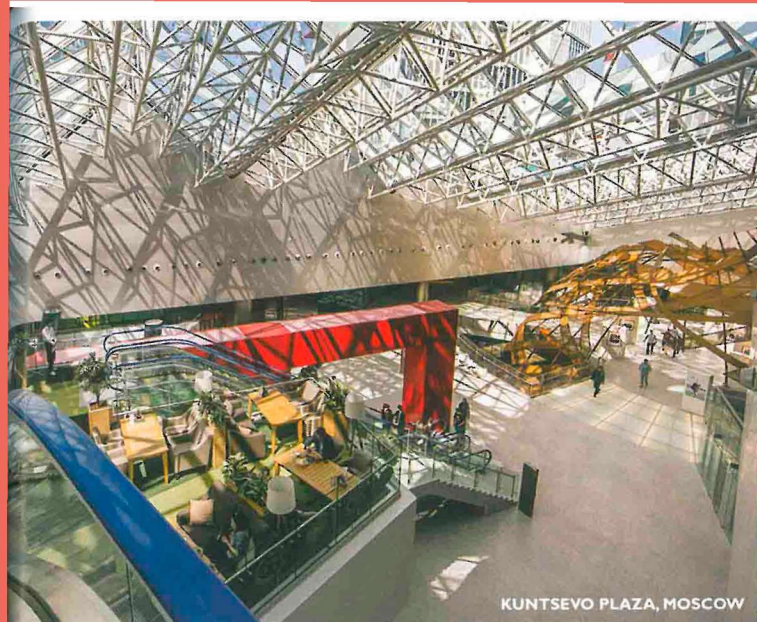
THE JERDE PARTNERSHIP HAS BUILT A LEGACY OF URBAN CATALYSTS THAT DRAW DIVERSE CROWDS AND DRIVE POSITIVE SOCIAL & ECONOMIC RESULTS WITHIN THEIR CITIES. THE FIRM'S PASSION FOR PLACE IS INHERENT IN ALL OF ITS WORK. HERE, RLI LOOKS AT THE FACTORS BEHIND THE SUCCESS OF JERDE PLACEMAKING.

**A**round the globe, Jerde Places pulse with life through choreographed sequences of pedestrian spaces, shops, parks, restaurants, entertainment, housing, office, hotels, and nature. They transform areas into sustainable communities and deliver value across the board - financial success and recognition for developers, businesses and cities, as well as memorable experiences for all who live, work, play, stay, dine, shop, and wander through the spaces, whether as casual urban encounters or as purposeful destinations.

The firm continues to be recognised as a design leader in retail/entertainment, mixed-use, and integrated resorts sectors; nearly all of its international projects, including a dozen under construction in China and greater Asia,

are 'true mixed-use' places encompassing at least three or more uses. This has continued to be the case over the last year and it is now seeing more of this type of development happening in the other key markets in which the firm is focused, including the US western region (with headquarters in Los Angeles), Australia, Asia Pacific, Latin/Central America, Turkey/Eastern Europe and portions of the Middle East.

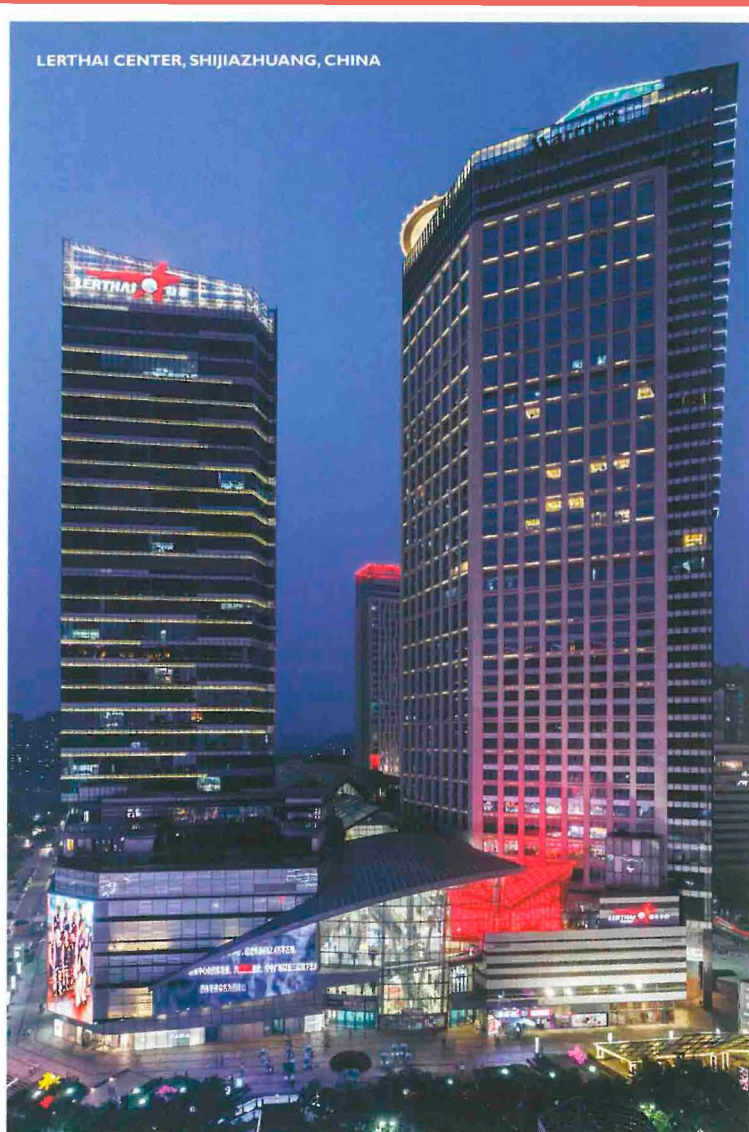
The industry is now fully latched onto the idea that creating experiences and memorable places within retail and mixed-use environs is cool. Jerde has been promoting this strategy for nearly 40 years; and it will remain at the firm's core, though it continually looks at new concepts, innovations, and attractions to develop stronger, newer city-making ideas.



KUNTSEVO PLAZA, MOSCOW



DISTRITO FRIDA KAHLO, MEXICO



LERTHAI CENTER, SHIJIAZHUANG, CHINA

While many firms state similar philosophies, Jerde can point to built environments that have large, tangible metrics of success, including high economic returns, visitor counts, sales revenues, job creation, and major catalysts for growth in the area. It looks beyond the form and materials to envision a visceral space that evokes sensation – as much a designer of the emotional space as the physical space. Another key differentiator is that Jerde remains a relatively boutique design studio that applies customised, tailored solutions for clients and projects.

One of the firm's most recently completed projects is Kuntsevo Plaza, Jerde's first mixed-use district in Russia, which embodies a new standard of functional retail space planning with an incorporated entertainment and leisure area that is in huge demand by customers today. Consisting of over 200,000sq m of GFA, including 70,000sq m of light-filled retail and entertainment space, and three contemporary office buildings with rooftop park terraces, the complex delivers an integrated mixed-use destination that attracts regional visitors and serves as a benchmark for future urban development.

On 5 November, the 19,000sq m open-air Pacific City centre in Huntington Beach, California, will open its doors to the public. One of the first new ground-up retail developments in Southern California since the global financial crisis, it features two-levels of retail and F&B and is designed as a series of contemporary Californian beach bungalows, blending seamlessly with the waterfront site and larger city scale.

With a renewed interest in urban living and a separation from homogenous environments, Jerde has flourished as a purveyor of distinct, meticulously programmed destinations. It is currently working on a number of projects in Los Angeles as well as continued international work, including a number of projects under construction throughout China – from Shenyang to Shanghai, Ningbo to Shenzhen.



The firm is also active in Australia, working with a number of high-profile companies, including AMP Capital and the Destination Brisbane consortium.

Throughout the last decade, the industry has been hit hard, but emerged with a better understanding of how to utilise retail and entertainment as urban regeneration. The culmination of oversaturation, homogenization and growing popularity of online retailers, combined with the lowest consumer confidence post-recession, retailers were faced with incredible challenges to remain afloat. Those that refused to change sank, but those who were able to adapt, created new paradigms in retail that offers more stability and more appeal to consumers and people in general.

Traditional retail is no longer a sufficient driver in many regions. But this is good news in that it will require something more enticing to draw customers in, and Jerde is seeing many more dynamic retail spaces that have smarter programming and personalised experiences. It is much more about providing an

experience than a product.

The key strengths and drivers for Jerde projects have always been rooted in the firm's placemaking philosophy and the purposeful design of spaces for people. The essence of its practice aims to engage the existing urban fabric and generate spaces that feel organically evolved and woven into the context of the local community, so that people can seamlessly move, interact and discover through the city. It strives to deliver the ideal mix of urban amenities and programs to ensure that these spaces are not only needed, but are also fresh in order to spark constant curiosity and exploration as well.

As a firm that pioneered the philosophy of placemaking in commercial real estate development, Jerde continues to look forward at what is coming next. Clients see the value in the firm's process and the fact that they have direct access to the senior principal in charge through the duration. It takes great pride in this strategy and co-creating with clients and partners.

[www.jerde.com](http://www.jerde.com)