

ION Orchard, Singapore

Monday 21 Jan 2008

Embrace the future



Benoy



A Magnetic Presence in the Heart of Orchard Road

Located in Singapore's most premium shopping strip, ION Orchard will boast a striking 117-metre frontage along Orchard Road. Media architecture will wrap around its entire facade to showcase the mall's retail brands, as well as serve as a fluid canvas for multimedia art and 'live' telecasts of events held within the complex, such as runway shows and themed events. It will also have the capability of screening 'live' global events.

ION Orchard will also feature the largest sheltered public square - ION2 - on Orchard Road. At 33,000 square feet, this outdoor space will be an ideal venue for large scale national events or gatherings of all sizes, and a natural meeting point. Some 200,000 pedestrians are within its immediate vicinity every day of the year.

Some of the other distinctive design features of the mall include wide shop fronts, spacious arcades and generous ceiling heights, allowing tenants to present their brands in inventive and visually captivating styles. The luxury of ample interior space will allow for various configurations, including duplex concept stores.

A double-storey observation deck located on the 55th and 56th floors will offer a commanding panoramic view of the city from the highest point in the area. Named ION Sky, the observation deck will be an ideal venue for international runway shows, product launches, celebrity and themed parties.

ION Art, a 5,300-square-foot space on level four, is dedicated to the exhibition of exclusive arts and cultural events. There are plans to work with local and international arts communities to showcase performance, visual, multi-disciplinary, sound and literary arts. There will also be fashion-inspired art shows and exhibitions by world renowned brands.

Designed by leading architecture firm Benoy, which brought shoppers iconic malls such as the Bullring in Birmingham, UK, ION Orchard's signature futuristic architecture has already hauled two prestigious awards at MAPIC 2006 against stiff competition from

submissions from around the world. These were for 'Best Retail Development over 20,000m²' and the 'Best Architectural Entry' at British real estate periodical Estates Gazette's EG Retail & Future Project Awards. ION Orchard will open late 2008.

Key Facts

Status	Onsite
Value	0(m€)

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