



**Cheung Kong Sets Record in Number of Awards Received for
Hong Kong Shopping Mall at
2010 ICSC Asia Shopping Centre Awards**

30 November, 2011 – “1881 Heritage”, an adaptive re-use project owned and developed by Cheung Kong (Holdings) Limited (“Cheung Kong”), recently won four awards at the renowned 2010 ICSC Asia Shopping Centre Awards, the highest number of awards received by a Hong Kong shopping mall in the history of the competition. The annual property industry contest received entries from a total of 12 Asian countries.

“1881 Heritage” received a Silver Award in the “Renovation or Expansion of an Existing Project” design category, as well as distinctions in the marketing categories of “Cause Related Marketing,” “Grand Opening, Expansion and Renovation,” and “Sales Promotion and Events”.

Originally the site of the Former Marine Police Headquarters, “1881 Heritage” is the first private sector adaptive re-use project of its kind in Hong Kong. The revitalization project took over six years to complete. Many of the original buildings on-site were declared historical monuments and have been preserved in accordance with world conservation standards. New additions in the Victorian architectural style were also constructed. The worldwide collection of invaluable relics at “1881 Heritage” highlights the characteristics of the Former Marine Police Headquarters at their best, attracting visitors from all parts of the globe.

With its unique architectural features and historical background, the development has been transformed into a new cultural and shopping landmark in Hong Kong, and has often been recognized by the international property community as a showcase for the revitalization of local heritage in Hong Kong.

“We are very honoured that ‘1881 Heritage’ has won four awards in this competition,” said Ms Resina Wong, Director of Cheung Kong Real Estate Limited. “ICSC is one of the most authoritative global trade associations and is highly respected in the shopping centre industry. We are very happy that the architectural design and marketing strategy of ‘1881 Heritage’ are well-recognized internationally.”

In addition to the ICSC Asia Shopping Centre Awards, “1881 Heritage” has also received accolades from several prestigious international awards competitions over the past year, including the Asia Pacific Property Awards, CAPITAL The Best Developer Awards, the Stevie Awards and the Questar Awards.

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Photo Caption

“1881 Heritage” recently won four awards at the renowned 2010 ICSC Asia Shopping Centre Awards, the highest number of awards received by a Hong Kong shopping mall in the history of the competition. This Christmas, a classical double-decker carousel and a dazzling 10-metre Christmas tree are displayed in the Grand Piazza of 1881 Heritage.



About “1881 Heritage”

Located on Canton Road in Tsim Sha Tsui, the original site of “1881 Heritage” was the Former Marine Police Headquarters, which commenced construction in 1881. In 1996, the Hong Kong Marine Police Headquarters was relocated to Sai Wan Ho. The site comprises five major buildings, namely the Main Building, the Stable Block, the Time Ball Tower, the Old Kowloon Fire Station and the Fire Station Accommodation Block. The site, except for the Main Block of the Old Kowloon Fire Station, was declared a monument in 1994 under the Antiquities and Monuments Ordinance. In 2003, the Hong Kong Government commissioned the restoration of this historical site, awarding the tender to Cheung Kong (Holdings) Limited in the first private sector adaptive re-use project of its kind in the

territory. “1881 Heritage” now features about 130,000 sq. ft. of shopping and leisure facilities, which house a number of luxury brand flagship stores, a hotel and a Heritage Hall. The 120-year-old development has now been transformed into a new milestone of culture and leisure in Hong Kong.

Shops in “1881 Heritage” include:

International Brands

- Alfred Dunhill
- Cartier
- Emperor Jewellery
- Frey Wille
- IWC Schaffhausen
- KINJI
- Kwanpen
- Lancel
- Montblanc
- Montres Breguet SA
- Paspaley
- Piaget
- Puyi Optical
- Rolex
- Royal Doulton
- Shanghai Tang
- Tiffany & Co.
- Tudor
- Vacheron Constantin
- Van Cleef & Arpels
- Vivienne Tam
- Wedgwood

Dining

- Brother and Sister Concept Café
- busy suzie
- DG Café & Wine Cuisine
- Loong Toh Yuen, Hullett House
- Mariners’ Rest, Hullett House
- St. George, Hullett House
- Stables Grill, Hullett House
- The Parlour, Hullett House

Heritage Hotel

- Hullett House

www.1881heritage.com

About ICSC

Founded in 1957, ICSC is the premier global trade association of the shopping centre industry. The ICSC Asia Shopping Centre Awards annually recognize outstanding achievement in marketing and design and development of retail properties throughout Asia.