



The Making of a Mall



Project Ideation

don't

develop a mall like another
real estate project, to “sell” built spaces

Project Ideation

do

it only if you will run it like a business,
just like a hotel, a restaurant or an airport

Project Ideation

don't

sell a mall in cut pieces – a mall with multiple owners is like a child with many fathers

Project Ideation

do

realise that the sale value of a whole
mall will be 2 to 3 times the sum of its parts after 3 years

Project Conception

don't

just copy or replicate some one else's mall



SHAPING THOUGHT. BUILDING VALUE.

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