



The Hidden Gem

in Hong Kong's New Territories

The retail industry has been hard hit by the Covid-19 pandemic, but the Town Centre at Fairview Park – Hong Kong's largest low density residential estate – has brought new life to its community, by featuring a green and natural theme to reflect the project's unique open-air design.

Fairview Park Town Centre

The shopping mall underwent its first major renovation since the pioneering development was completed in the 1980s. And the timing couldn't be better. What better place to shop in these strange times than in a centre designed to provide a unique open air shopping experience to the customers.

Fairview Park is situated at the northwest end of New Territories of Hong Kong, next to the famous Mai Po Wetland. At a distance from the city's sprawling and densely populated urban district, it is special for its tranquil environment.

With a population of over 15,000 and located close to the Mai Po Wetland Reserve, the Fairview Park development is popular with families and retirees who appreciate nature and open space. It also boasts one of the largest private artificial lakes in Hong Kong, now well-known for its black and white swans.

At its core is the Fairview Park Town Centre, a 100,000 square foot GFA integrated community shopping centre, developed and managed by Fairland Resources Ltd, and designed to serve the residents of 5,000 house units and customers from the surrounding area.

The Town Centre's design is quite unique as an 'open air' shopping centre with many smaller blocks creating a 'shopping village' typology. But with no major renovation since the 1980's it was becoming quite dated and stagnant, and needed a significant upgrade to re-attract customers and compete with new shopping malls opening nearby.

Rebranding with art and nature

Aside from the aims of increasing customer footfall and spending during weekdays, the upgrade was also designed to encourage residents to spend more leisure time in the Town Centre.

Step one involved repositioning the once uninviting shopfront entrances for one of the blocks, where the shopfronts originally faced a narrow interior hallway.

A bold move to remove the interior hallway was made, flipping the shopfront entrances to face the exterior. This has significantly increased tenants' visibility and accessibility, bringing more energy to the premises.

The next move was to upgrade the overall exterior of the blocks, replacing blank walls with custom-designed green geometric patterns, designed to enhance visual interest and promote a feeling of freshness and variety.

The changes now reflect the beauty of the natural and outdoor setting. Concealing the parapet wall with bamboo planters was one way to create a natural green wall which further strengthens the green theme.

But perhaps one of the most significant visual changes was achieved through the hiring of two of Hong Kong's prominent mural artists who were commissioned to create artworks reflecting the natural beauty of the area on two of the once stale and blank corner walls.

Each artwork has a unique style, but both reflect the natural and outdoor characteristics of Fairview Park, including the unique features

of the lake. The murals have transformed the Town Centre and added visual interest to spaces which were previously home to a blank canvas. Footfall has increased and many people can be seen taking time out to photograph the artwork as well as enjoying the fresh air and relaxed open space.

Designing social space

Improvement of the social spaces was a significant factor in the upgraded design. And while creating space for gatherings was part of the original brief, the Town Centre's original sunken plaza was hindered by multiple flag poles being placed right in the centre of the plaza. Removal of the flag poles and the repaving of the entire plaza has not only resulted in an increase in the flow of people to the space, but will allow for hosting more events.

The upgrade also addressed the lack of seating in the Town Centre, which was inconvenient for the elderly and those with children or large shopping bags.

The two-tone surface and use of artificial green turf has made the space much more inviting and has created much more visual interest, where people, young and old, can enjoy additional outdoor seating and children's play areas.

On the tenancing front, Fairland Resources has also made the bold move of adding three new restaurant outlets to increase dining options for customers.



The goal of the refurbishment was always to increase the synergy of the Town Centre's retail and community spaces. The renovations, which were completed throughout the first half of 2020, have been a success in this regard.

There is no doubt that the renovations have made a difference in convincing customers that the Fairview Park Town Centre is a lively and pleasant environment to spend time with family, and the place will surely continue to thrive as a shopping destination for the community.

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改造新界隐藏的 城市瑰宝

新冠肺炎为零售业带来前所未有的冲击，但位于香港大型低密度住宅锦绣花园里的商场，却趁机进行了翻新工程，为社区注入生机，亦推动绿化及大自然的主题。

锦绣花园市中心

这是锦绣花园自 1980 年代落成之后，商场首次进行的大型翻新，时机亦刚好成熟。在这个时代，还有什麼地方可让顾客享有别树一格的露天购物体验？

位于香港新界西北，锦绣花园毗邻著名的米埔湿地，远离人口稠密的市区，以其清幽环境而闻名。

锦绣花园邻近米埔湿地保护区，居住人口超过 15,000 人，深受喜爱大自然及开扬景观的家庭及退休人士欢迎。它拥有全港最大的私人人工湖之一，黑白色的天鹅也在此栖息。

锦绣花园市中心是屋苑的核心地点，面积达 100,000 平方尺的综合社区购物中心位于其中，为 5,000 多个住宅单位的居民及邻近的顾客提供服务。

市中心设计格局独特，是一个『露天式』社区商场，由五座建筑为组合，形成了一条『购物村』。但自 80 年代以来，商场从没有进行过重大改进，因而逐渐陈旧，所以需要改头换面，重新吸引顾客，与附近的新购物中心竞争。

用藝術及自然重新出發

除了增加平日的人流及消费外，翻新工程更期望居民在市中心享受更多的休闲时光。

第一步就是要重新打造不太吸引的商铺入口，因此采取了大胆的做法，拆除内部走廊，将店面入口对调至向外，使顾客更易看见及到达店内，并为商场增添生气。

下一步便是改善街道的整体外观，利用绿色几何图案取代曾经空白的墙身和栏杆，增强视觉效果，同时加强新鲜感及多样性。这些变化能突显自然及户外环境之美，用竹花盆隐藏护栏创造天然绿化墙，进一步加强项目的绿色元素。

两位香港壁画艺术家为项目带来最显著的视觉效果，在两道角落墙壁上，绘上了当区的自然风光，引人注目。

每件艺术作品均有其独特风格，它们突显了锦绣花园的自然观景及户外特征，包括湖景之美。壁画改变了市中心景色，为空白的空间增添了视觉上的欢愉。不少客户也前来与壁画拍照留念，以及享受这里的新鲜空气和休闲景致。

设计社交空间

改善社交空间亦是项目重点之一，市中心的初始设计是为了营造聚会空间，但露天广场中间却有着多枝旗杆，阻碍聚会及人流。

拆除旗杆及翻新广场不仅可增加生气，还可以提供空间举办更多不同的活动，亦解决了座位不足的问题。这对长者、一家大小及携带购物袋的顾客而言变得更为方便。

两种色调的外观及人造绿色草皮令空间更具吸引力，并创造更多的视觉效果，无论长者还是小孩都可使用户外座位和儿童游乐区。在租户方面，俊业资源有限公司亦增设了三间新餐厅，为住户及顾客提供更多的用餐选择。

为社区空间与市中心商铺增加的协同作用是项目的重点所在，翻新工程自去年上半年完成之后也达至目标。此翻新工程让客户感受到市中心是一个有活力且舒适的地方，可与家人朋友共度美好时光，并继续作为社区的购物目的地。

