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MALL OF AFRICA HOLDS ITS OWN AGAINST INTERNATIONAL COMPETITORS AT VIVA AWARDS

Mall of Africa secured its place among top honourees from around the world in the highly coveted international VIVA (Vision, Innovation, Value, Achievement) Awards, announced in Las Vegas, USA, on Sunday, 21 May 2017. Mall of Africa holds the honour of being the only mall on the African continent to achieve in the awards in this category this year.

Developed by Atterbury Properties, Mall of Africa is South Africa's largest shopping mall ever built in a single phase, with over 130,000m² of retail space, it is home to over 300 shops, restaurants and services.

Commenting on the VIVA Award, Cobus van Heerden of Atterbury Property Development says the Mall of Africa was inspired by leading international trends in design elements and underpinned by solid retail property fundamentals. Mall of Africa has an elegant design enhancing the environment it is positioned within. The mall's architectural appearance is inspired by Africa's geological

features and landscapes. The layout of the mall is both straight and curved with a racetrack circulation. A central spine links a variety of offerings beneath a large and dramatic environmentally friendly roof covering. This dramatic glazed roof feature is said to be one of the largest of its kind in the world and spectacular lighting design will add more drama for those visiting the Mall of Africa after dusk.

"As developers of Mall of Africa, Atterbury is thrilled it has received international recognition among the most esteemed shopping centres across the globe. From its conception to its design and development, Mall of Africa was envisioned to create a world-class mall with a unique shopping experience unlike anywhere else," said Van Heerden. "Every detail of Mall of Africa caters towards understanding and delighting customers ,and supporting the trade of retailers and being an asset for its community. To receive recognition in the VIVA Awards reaffirms our commitment to delivering exceptional developments that offer designs and experiences second to none".

