



## Cubus Wins Five Star Award for Best Retail Architecture

**1 Jun 2011** – Cubus, Phoenix Property Investors’ joint venture retail development in Hong Kong, won the Five Star Award for Best Retail Architecture at last night’s inaugural Asia Pacific Property Awards held in Shanghai.

Designed by Woods Bagot, an internationally recognized architecture, design and consulting firm, Cubus is a 25-story retail development located in the heart of Causeway Bay in Hong Kong, one of the world’s most expensive retail locations. Its name and unique design was inspired by Cubism, the 20<sup>th</sup> century art movement, which was pioneered by Pablo Picasso. Its exterior façade also draws much of its inspiration

from the shape of ice cubes – an illusion cleverly created through the use of geometric-shaped lighting panels and an integrated lighting system. With its sleek state-of-the-art design, Cubus has become one of the most prominent landmark buildings in Hong Kong’s retail district.

Complementing its unique façade is its thoughtful and well-designed layout, which was driven by Woods Bagot’s research programme on vertical retail ‘Treasure Towers’. Due to space constraints and local site coverage regulations, the development of ‘Podium Tower’ buildings continues to prevail in Hong Kong. However, through much ingenuity, the Woods Bagot design team revolutionized the proverbial podium and tower concept by reducing the size of lower-level floor plates to enable the creation of exclusive open deck platforms of differing sizes which are spread out in various locations and levels in the building. “This has delivered a dramatic stepped floor plan with a unique high visibility façade to the Hong Kong skyline” said Stephen Jones, Regional Managing Principal at Woods Bagot.

“The success of Cubus is reflected in the design continuity which started from a big idea, carried through conceptual design, detail design and final site implementation, all driven by research”, said designer Leslie Chan.

[Click here](#) to learn more about this project.

### About the Awards

The Asia Pacific Property Awards, part of the International Property Awards Group, and in association with Bloomberg Television and Google, is one of the world’s most prestigious property awards, celebrating the highest levels of achievement across the property and real estate industry. Winning an International Property Award is a mark of excellence. The awards are split into regions covering Africa, Asia Pacific, Arabia, Canada, Caribbean, Central & South America, Europe, UK and USA. Participants enter at their relevant national/regional level and are judged by a highly-experienced and diverse team of professionals who cover the whole range of property disciplines. Over 21 different countries took part in the 2011 Asia Pacific Property Awards.

*Adapted from Woods Bagot*

<http://www.woodsbaot.com/en/Pages/HoiPingRoadBuilding.aspx>