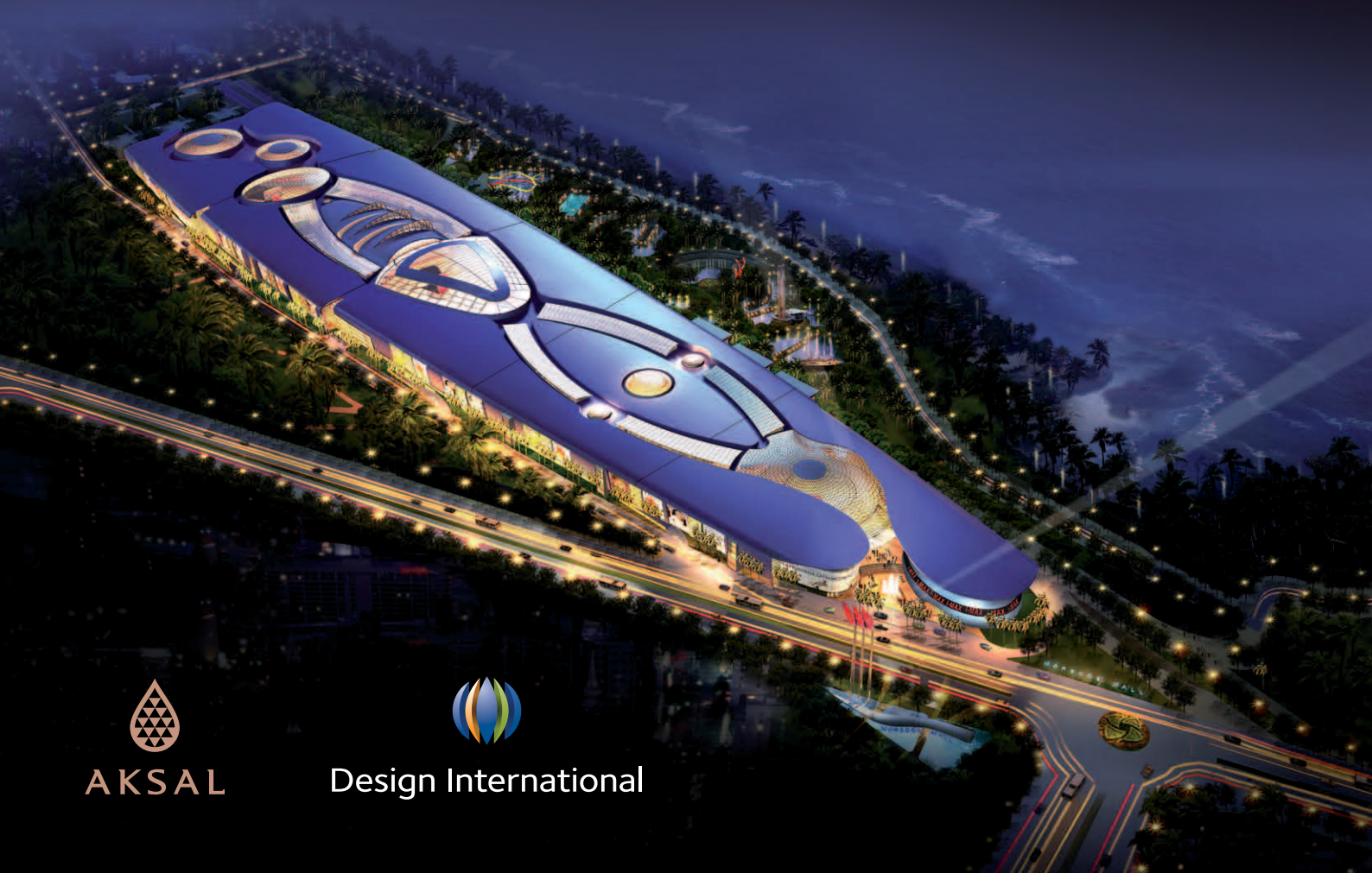


Morocco Mall wins 'Best Shopping Center'

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2012

mipim[®]
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Cannes, 8th of March 2012



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From left to right: Davide Padoa - Chief Executive Officer, Design International
Paul Mollé - Founding Partner, Design International
Gianluca Gerosa - PR Director, Design International
Dr. Ann Heywood - Jury Member

Morocco Mall wins 'Best Shopping Center' at MIPIM Awards 2012



Cannes, 8th of March 2012: Morocco Mall is back in the spotlight of the global media for its first major international recognition at MIPIM, regarded by many as the most important real estate conference in the world. After a series of accolades and awards in late 2011, the project received the prestigious MIPIM Awards 2012 in the category 'Best Shopping Centre'. The award, one of the most important in the Retail and Property Industry, is testimony to Morocco Mall' success, only just 90 days after the project opened its doors to the public. The award continues a wave of media attention and industry recognition, which most recently include 'Best Retail Development' - International Property Awards 2011 - and a Guinness World Record™ for having the 'largest in-store shop façade in the world', awarded in November 2011, only a few days before the projects opening.

The MIPIM Awards, which received entries from over 50 countries in 11 categories, saw fierce competition between many respected Architecture firms, amongst them Foster & Partners, Atelier Jean Nouvel and AEDAS, who battled it out in two rounds. The first round was decided by a jury panel of industry experts, who have chosen 3 finalists in each category. In the final round, the public at MIPIM, some 20,000 delegates, voted for their favourite project, which saw Morocco Mall beat its two competitors from Hong Kong and Seoul, South Korea. During the award ceremony at the famous 'Palais des Festivals' in Cannes, Morocco Mall was commended for its outstanding architecture, intelligent retail mix and for the positive contribution the mall makes to the Moroccan economy and the Country's standing in the world.

Upon receiving the award, Davide Padoa of **Design International**, Architect of Morocco Mall, commented: 'We are honoured on this day and grateful to the jury and the public, who enthusiastically voted for Morocco Mall as best project among highly respectable candidates from around the world. The award is testimony to the success of the mall and I feel that it is the result of a great team effort over the past few years. I would like to thank Salwa Idrissi Akhannouch, chairman of the Aksal Group,



Jennifer Lopez performing during the opening event of Morocco Mall



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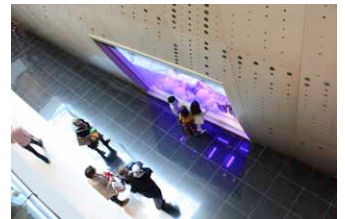
who through her vision, passion and courage made this project possible. This award puts once more Morocco Mall and Morocco as a nation on the world stage. I am proud that we gave our contribution to this fantastic story.'

Morocco Mall, which borders the Atlantic Ocean on the Casablanca cornice coast, is the first and only destination mall in the Mediterranean and Africa. It stretches over 10 hectares (24,700 acres) with 250,000m² (2,691,000 sq. feet) of construction, 30,000m² (323,000 sq. feet) of outdoor space and 14,000m² (150,694 sq. feet) of landscaped gardens. With 75,000m² (800,000 sq. feet) of commercial space over 3 levels and 350 stores, Morocco Mall brings together 600 brands of a large variety, many of which opened a store in Africa for the first time such as: Louis Vuitton, Dior, Gucci, Fendi, Galeries Lafayette, H&M, FNAC and IMAX cinema.

The mall is a project of international superlatives. Ranked in the top 5 in its class worldwide, it boasts the 3rd biggest musical fountain in the world, a giant aquarium crossed by a panoramic lift and most notably 'the largest in-store shop façade in the world', which earned the project a Guinness World Record™.

Morocco Mall, initially expected to draw 15 million customers a year, is already outperforming its own expectations with new a forecast of over 25 million visitors during the first year of operation. After Morocco Mall's famous first customer, US mega-star Jennifer Lopez, who capped the glitzy launch with a private concert, 90,000 visitors per day are queuing to shop and experience the many attractions of the mall. The mall, which has already created 5,000 direct and 21,000 indirect jobs, is the first and only destination Mall in Southern Europe, the Mediterranean, and Africa, thereby reshaping the consumption and socioeconomic framework of the region.

Morocco Mall, developed and managed by Aksal Group (Morocco), is the latest in a string of high profile projects by Davide Padoa and his company **Design International**, today regarded as one of the best retail architecture firms in the world.



ABOUT MOROCCO MALL

Located on the Casablanca Corniche by the Atlantic Ocean, Morocco Mall is ranked in the top 5 destination malls of the world at its opening. Morocco Mall is the first and only destination Mall in Southern Europe, the Mediterranean, and Africa.

With an investment of 2 billion Dirhams (175 million Euros/ 242 million US Dollars) and sprawling over 24,700 acres, Morocco Mall invites everyone to enjoy a diversity of shopping stores, entertainment areas and restaurants, to live a magical experience with friends or family, in a truly exclusive architectural design.

With a retail surface of 753,500 sq. feet and 350 shop units, Morocco Mall brings together 600 brands from luxury, culture, consumer electronics, high street fashion, restaurants, entertainment and leisure, many of which will be opening a store for the first time in Africa.

With the opening of Morocco Mall, 21,000 indirect jobs and 5,000 direct jobs will be created. Morocco Mall is an ambitious joint project carried out by AKSAL and Al Jedaie Groups that will have a positive and sustainable impact on Casablanca and Morocco while changing the habits of the consumers in the region.

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ABOUT DAVIDE PADOA

Davide Padoa graduated from the faculty of Architecture in Milan. He finalized his architectural studies in California at the University of Pomona and started his career in Indonesia directing architecture design projects from master planning to high-rise buildings. Davide acquired notoriety while in Indonesia when he designed for Dharmala Bank and PSP Group the tallest skyscraper in Jakarta at the age of 25. In 1998 he moved to London where he started to work for Design International, a London-based architecture firm with offices worldwide. Aged 32, he became one of the youngest Managing Directors in the UK running an internationally-recognized architectural company. Davide passionately believes in producing human scale projects that relate to people, that are stylish, sustainable and yet economically viable.

He was appointed Chief Executive Officer of Design International in 2006, responsible for planning significant projects spread across more than 30 countries on four continents. Under Davide's leadership, Design International has won many international awards, including the most recent "Best Shopping Centre" 2010 Mapic Award with Odysseum in Montpellier, "Best Retail Architecture Worldwide" 2010 International Property Award with Cleopatra Mall in Cairo, 'Future Project Award' 2011 GLOBAL RLI Awards with Cleopatra Mall. Davide, married to an Indonesian sculptress and with two daughters, is completely devoted to his family.

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