

AFTERNAUT

Mall as a Service Hub

for the ULI Young Leaders Group Panel

SEPTEMBER 23, 2021



FUTURE OF RETAIL REAL ESTATE

rethinking space and the consumer

Retail 1.0



Retail 2.0



The “New Mall”
A place that feeds the **FUNCTIONAL REQUIREMENTS**
of our lives and the **NEED TO BE SOCIAL.**

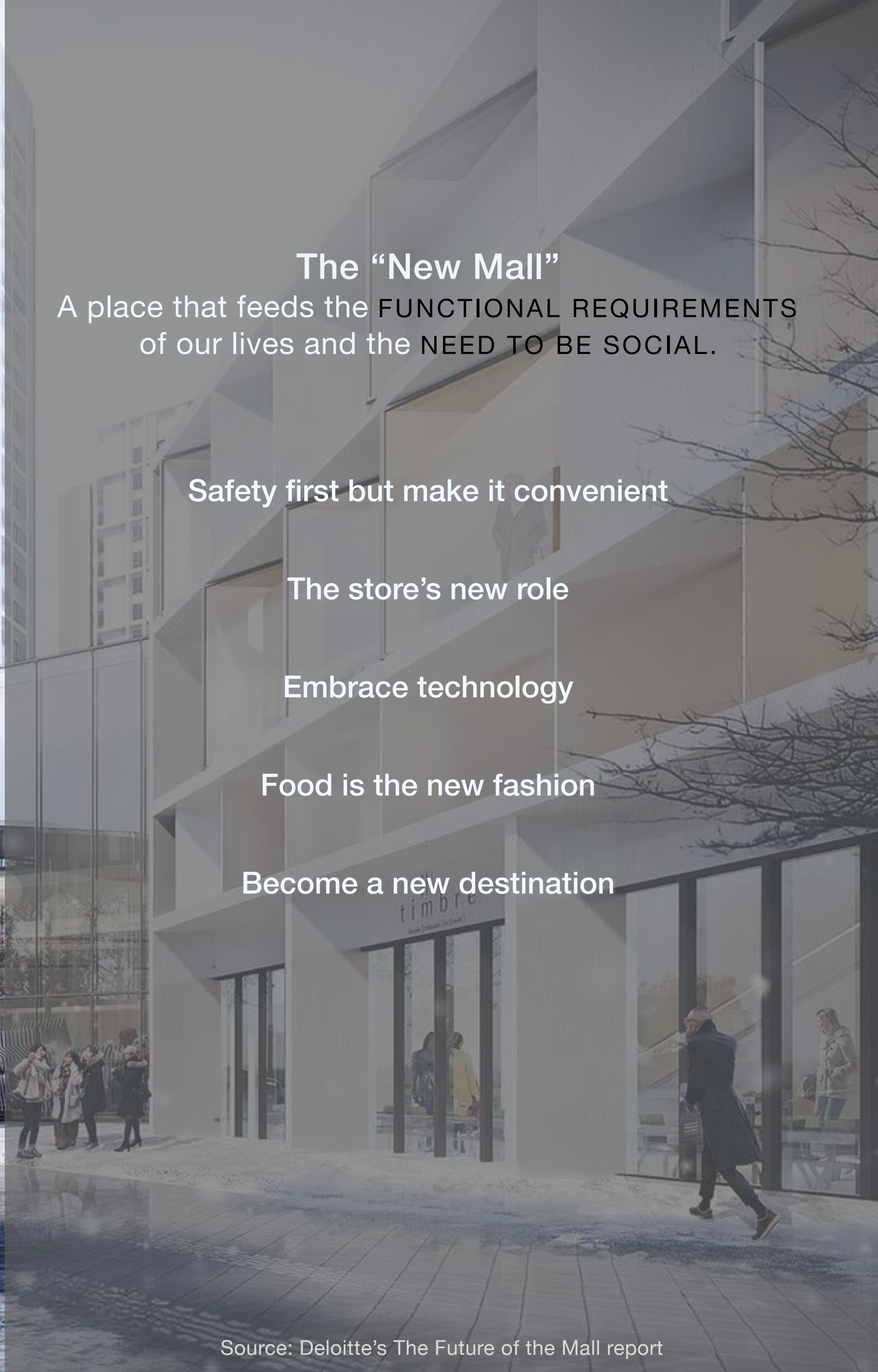
Safety first but make it convenient

The store’s new role

Embrace technology

Food is the new fashion

Become a new destination



Vision

airbnb

HOTEL

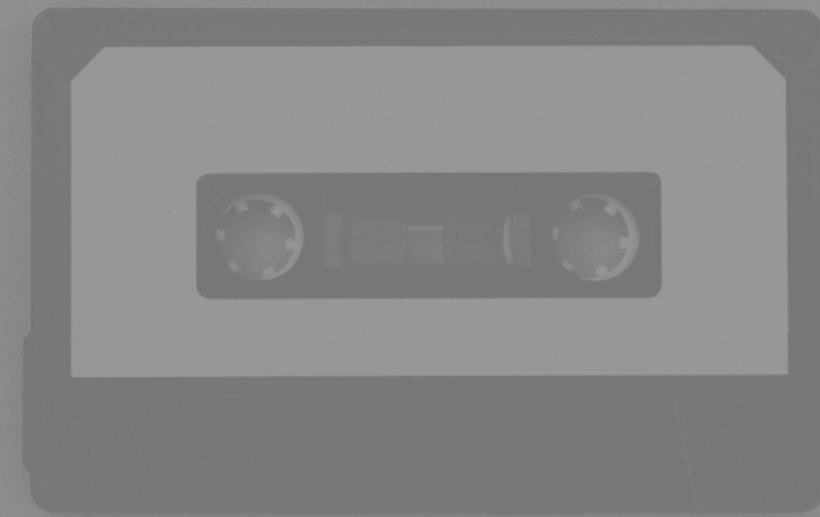
Grab

DiDi

NETFLIX
YOUKU

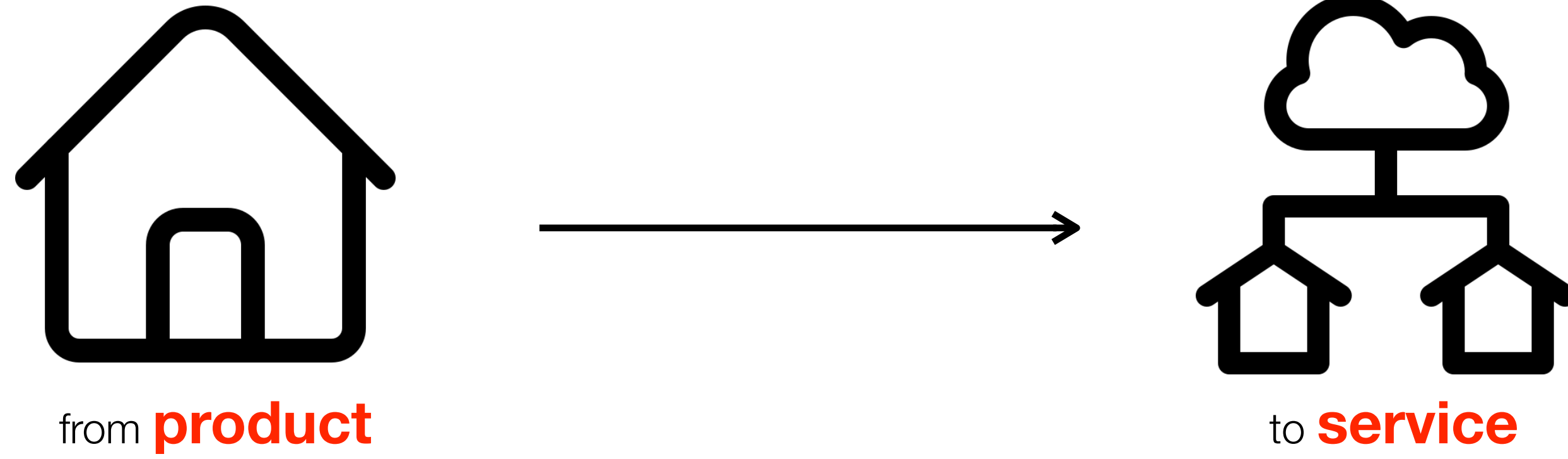
Spotify

网易云音乐



Retail 3.0?





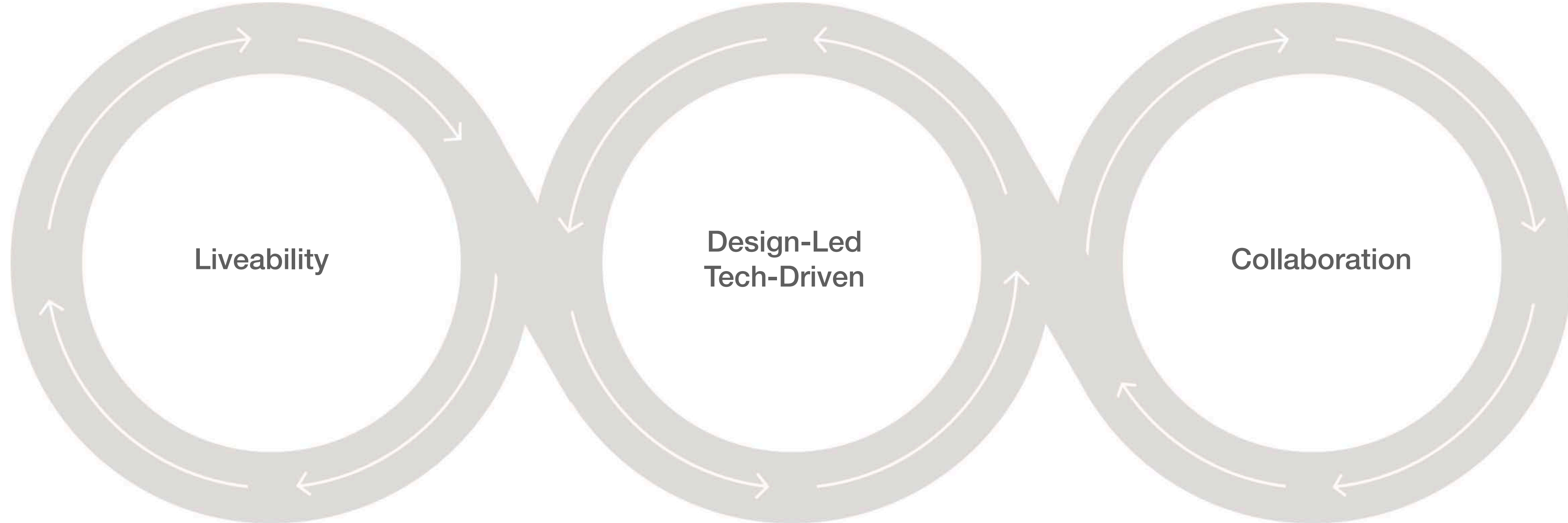
A neighbourhood where ownership is no longer as important as access, and where services are usurping physical products

An aerial photograph of a modern residential complex. The image shows several high-rise buildings with a distinctive grid-like facade. In the center, there is a large, curved plaza area with a mix of paved walkways and green spaces. The architecture is contemporary, with clean lines and a focus on communal outdoor areas. The overall scene is captured from a high angle, providing a comprehensive view of the building's layout and the central plaza.

Real Estate as a Service

A plaza that provides consumers with scalable access to extended living spaces and amenities that can be used on demand and in different configurations according to consumers needs.

Approach



Utilises a user- focused approach, providing a space that offers amenities, flexibility, scalability and a sense of community that encourages constant participation.

1

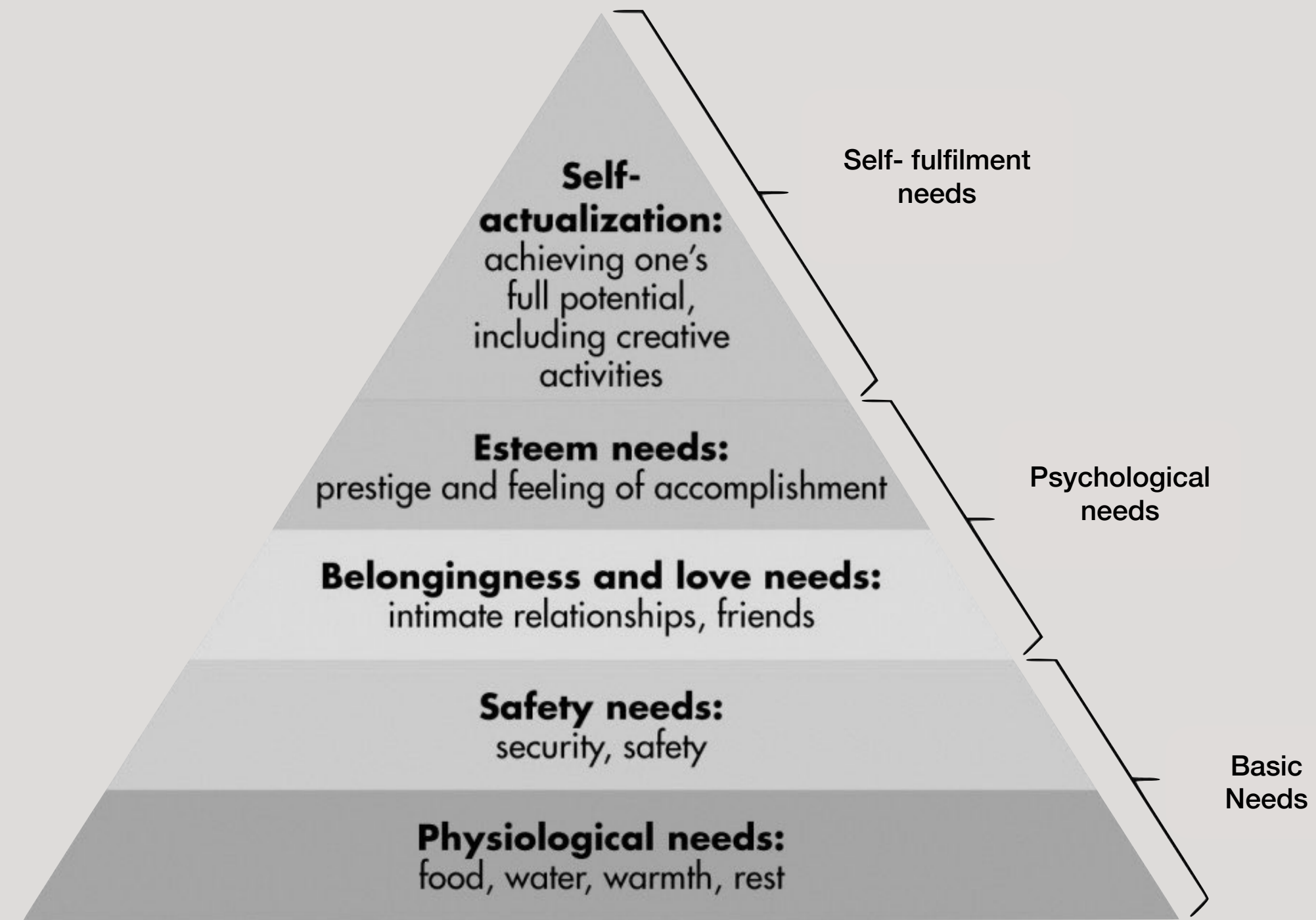
LIVEABILITY



Multi-
generational
families

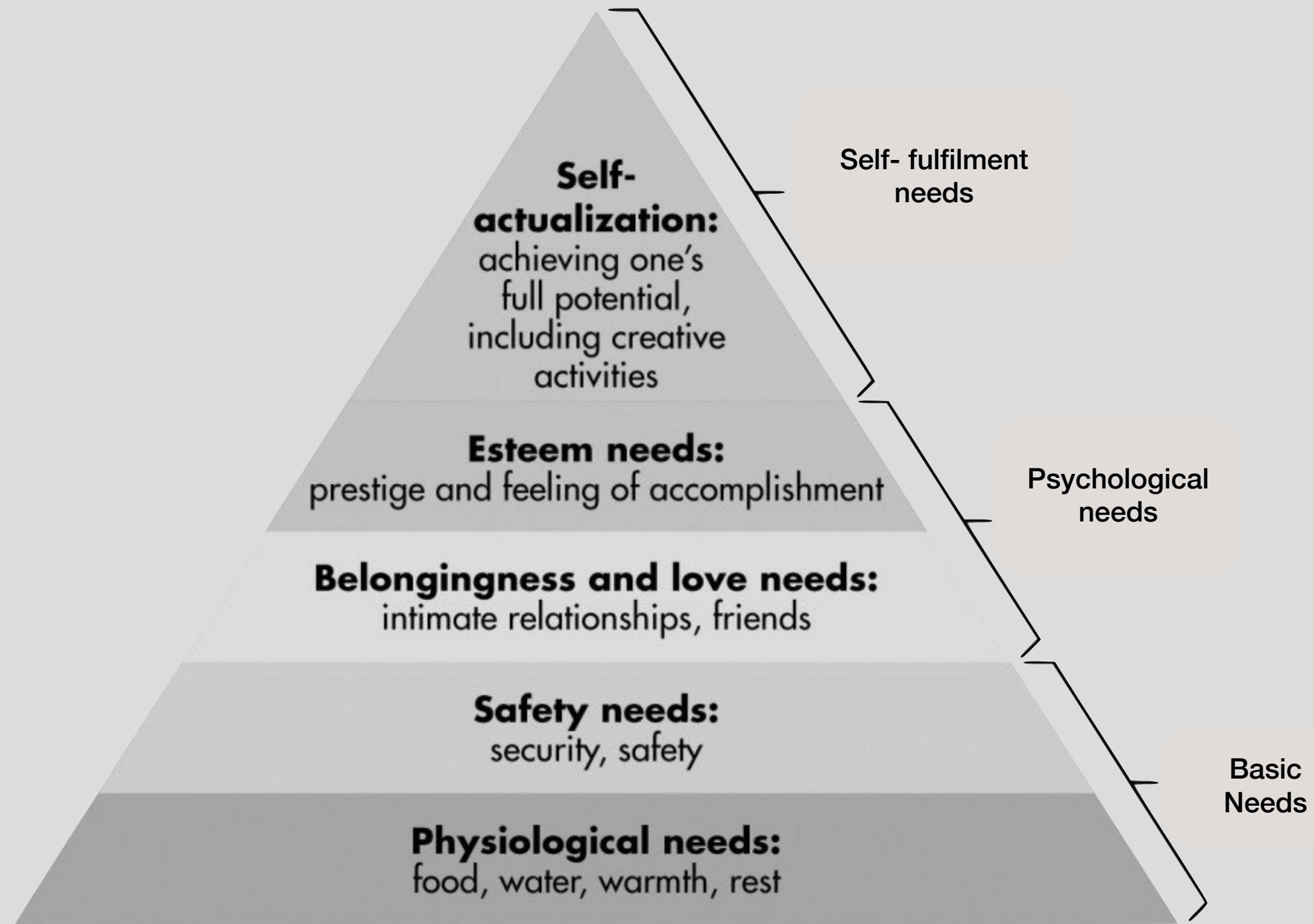


Back to the roots

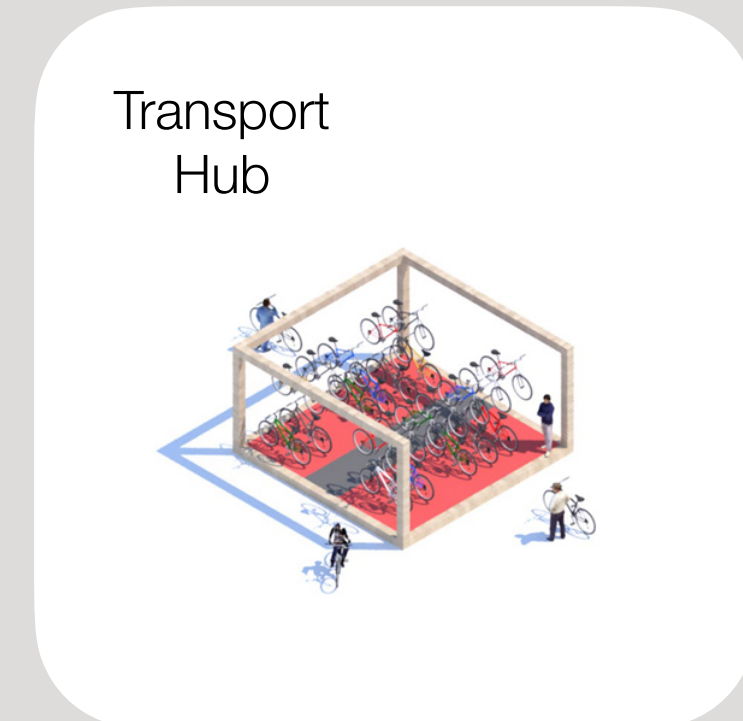
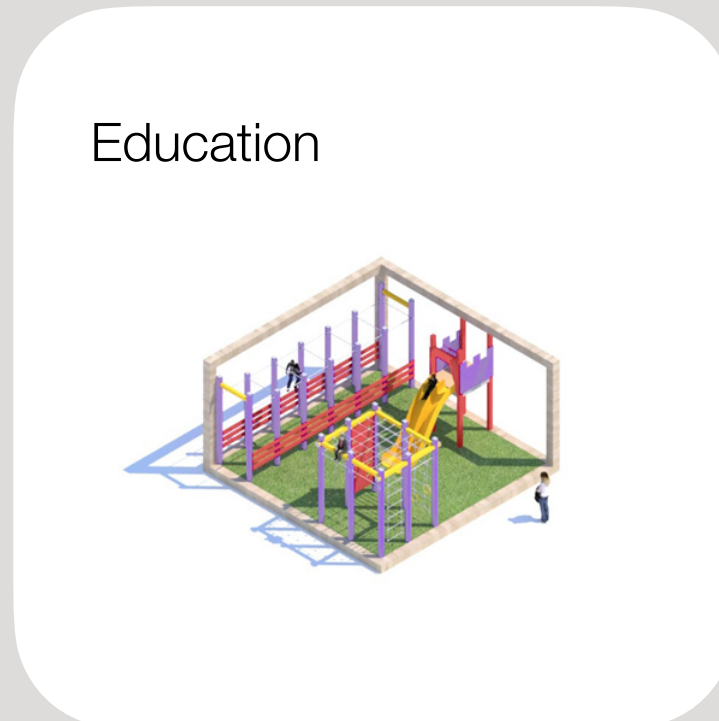
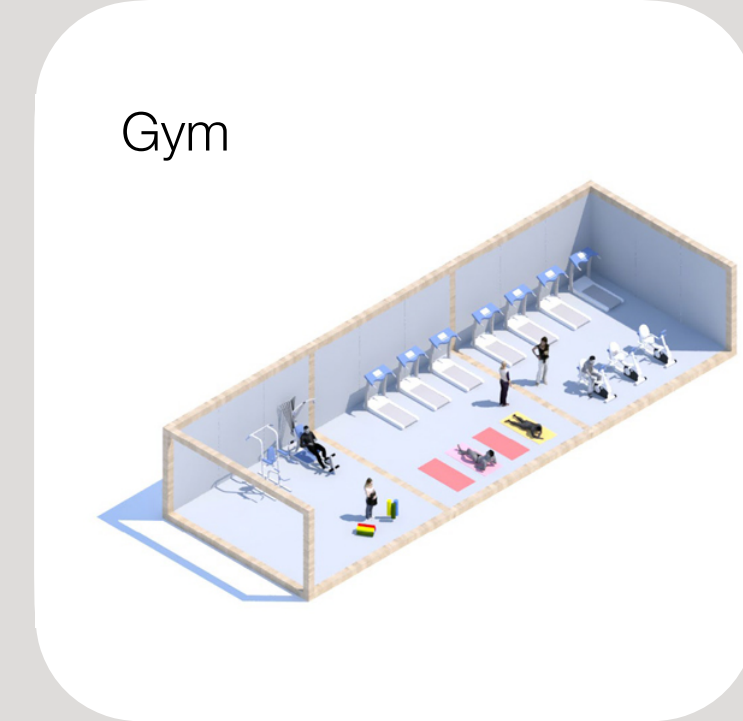
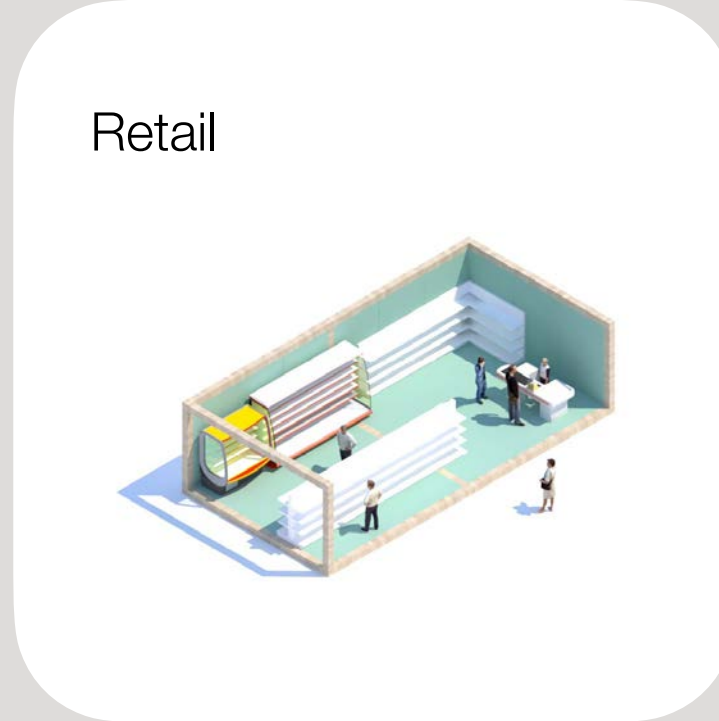
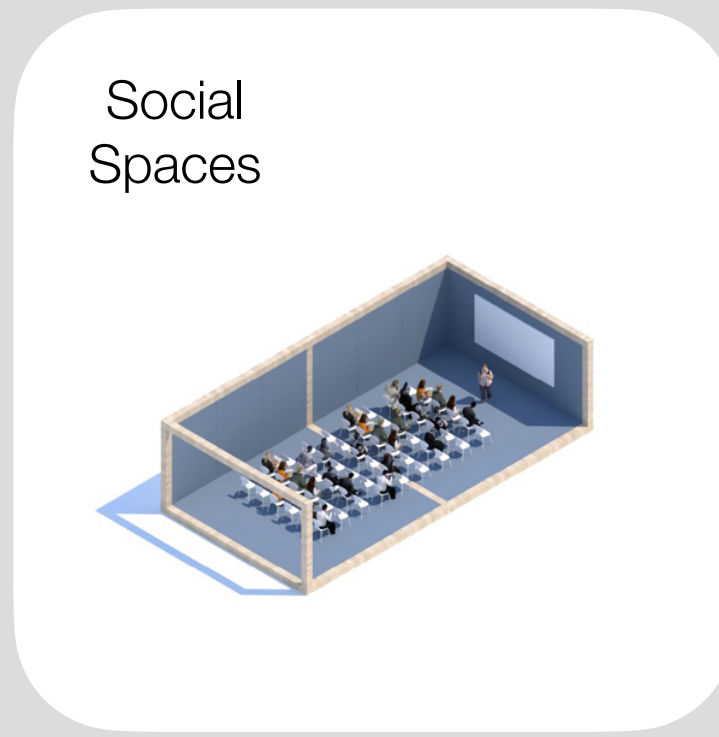


Maslow's hierarchy of needs

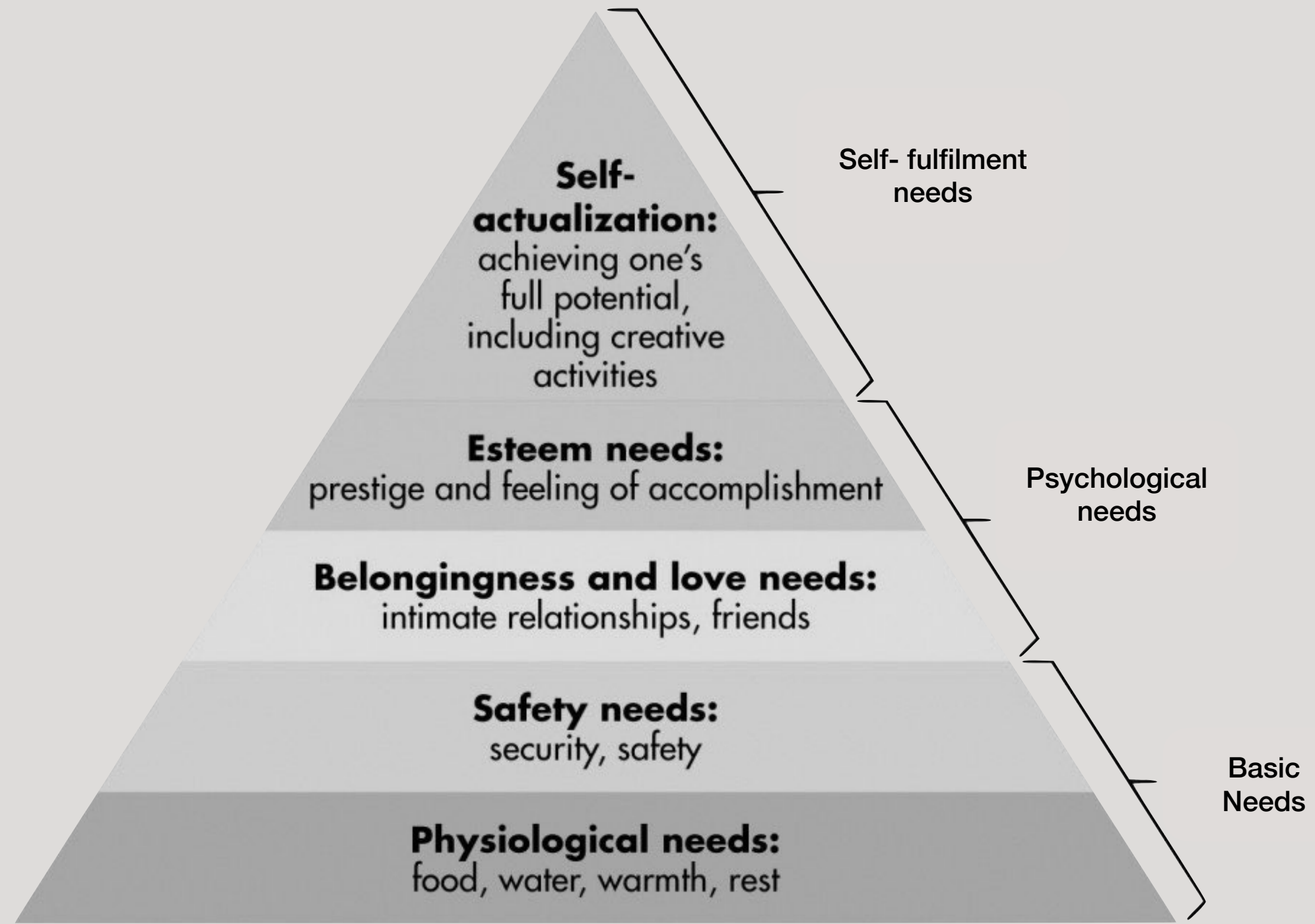
Shared amenities



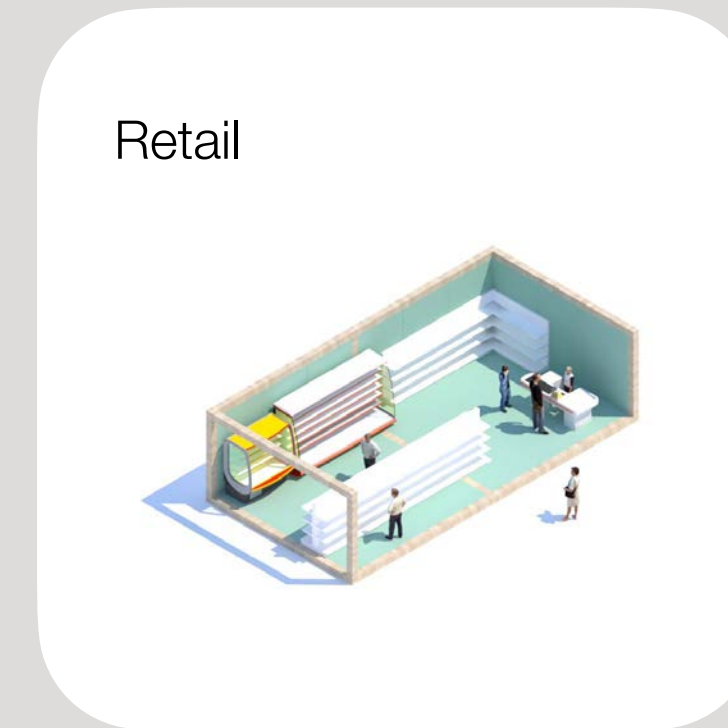
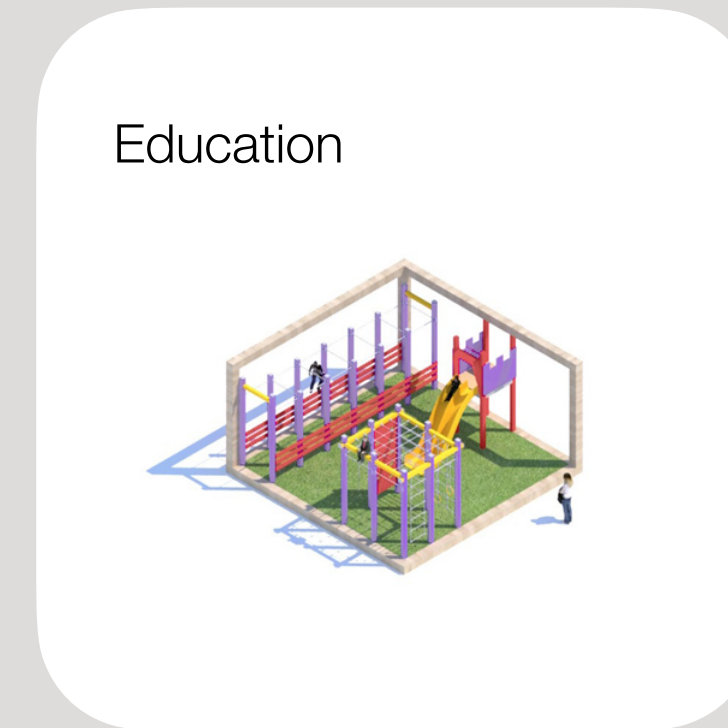
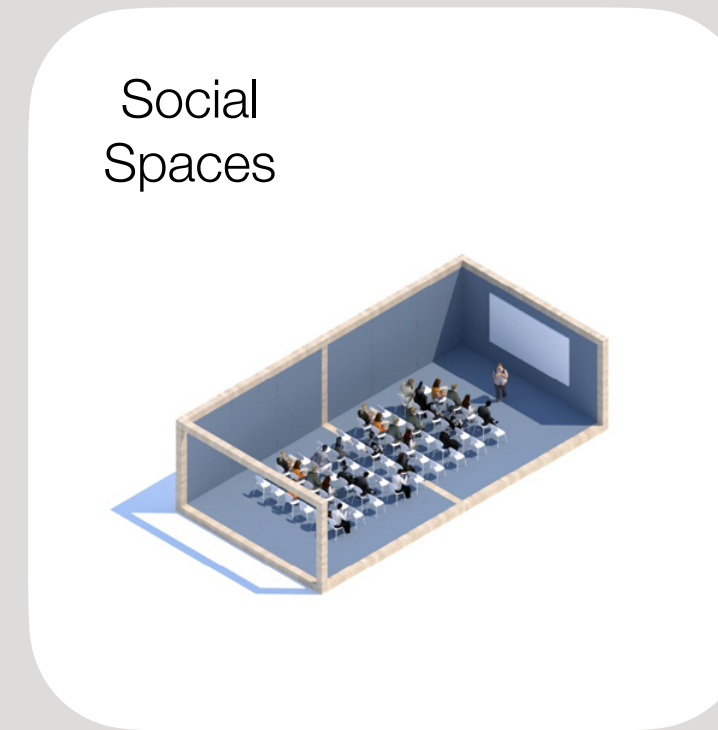
Maslow's hierarchy of needs



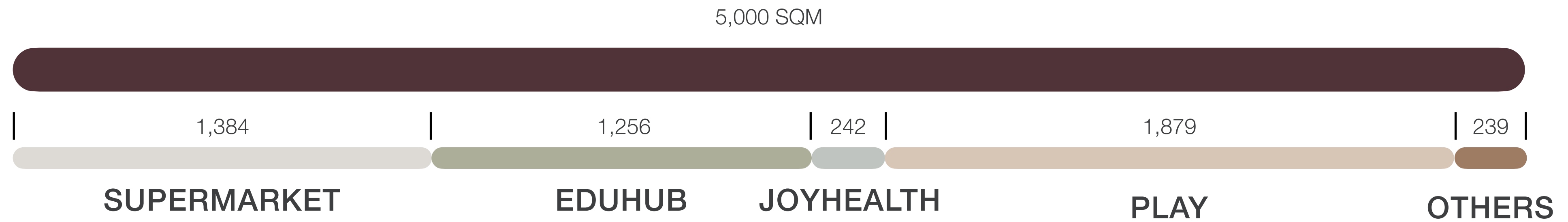
Shared amenities



Maslow's hierarchy of needs



Seedplaza



种子广场

Supermarket



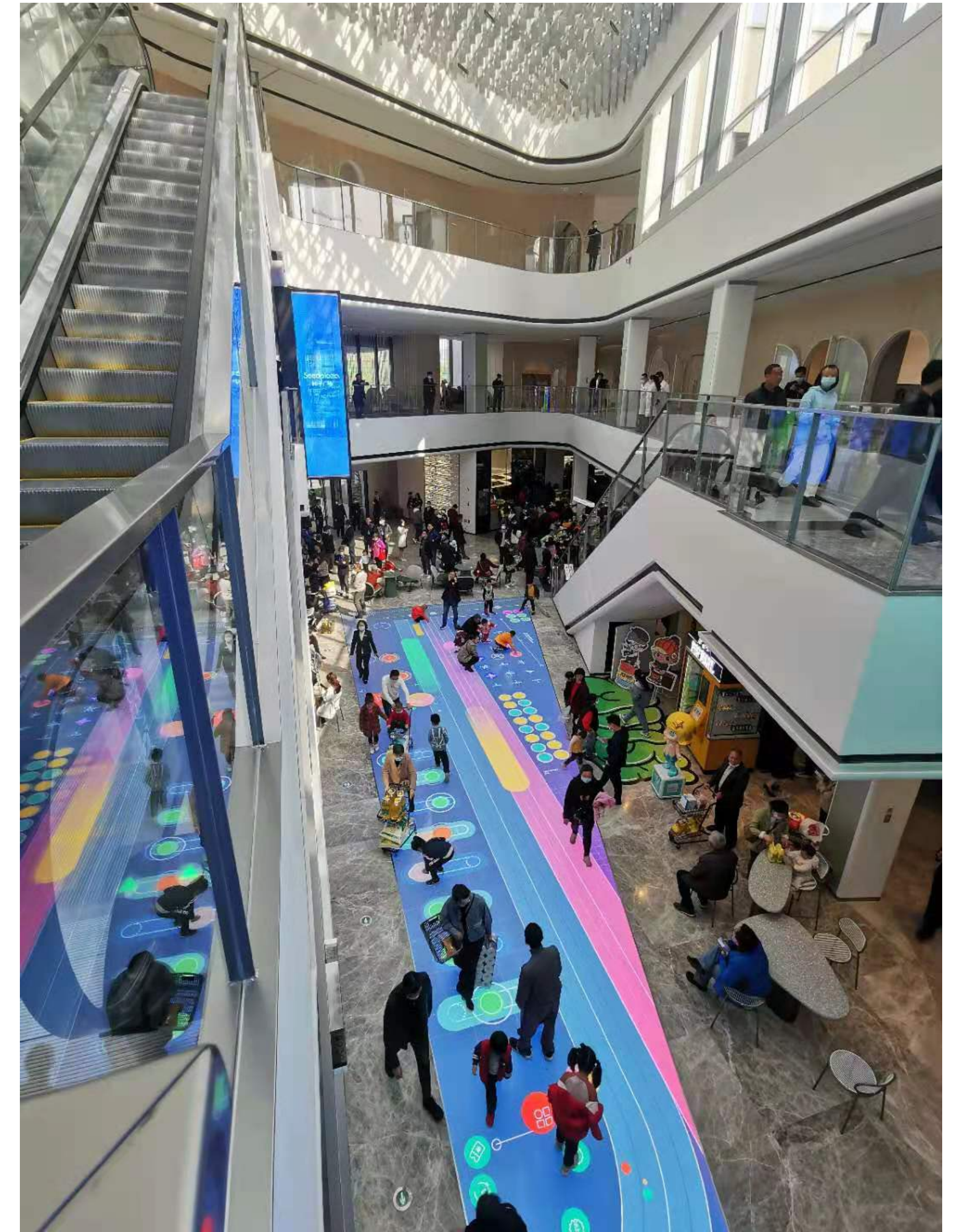
Supermarket
Edutainment



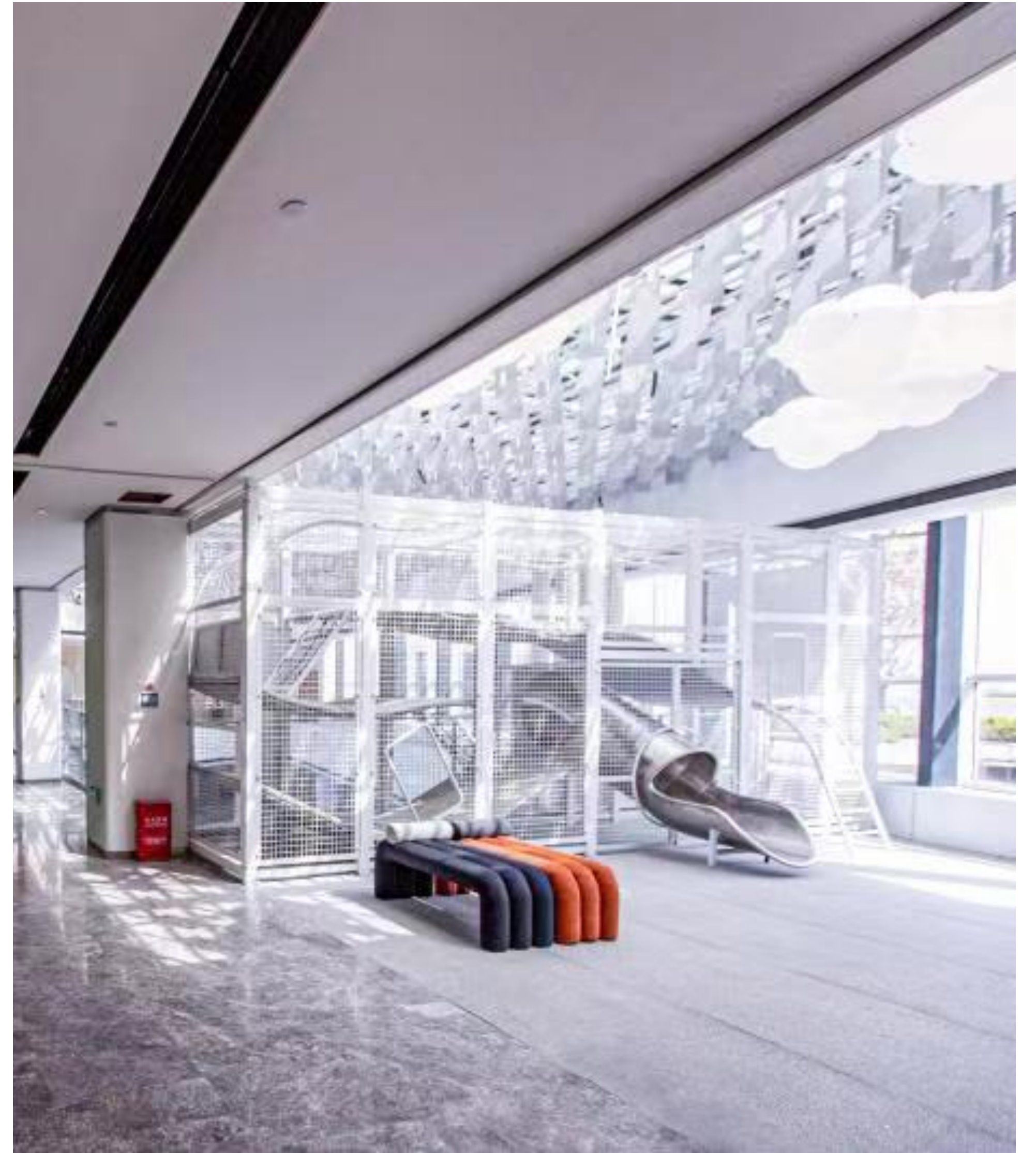
Supermarket
Edutainment
Medical Hub



Supermarket
Edutainment
Medical Hub
Public Areas



Supermarket
Edutainment
Medical Hub
Public Areas



3

Collaboration

On Demand Brands Collaboration

Plaza x Community

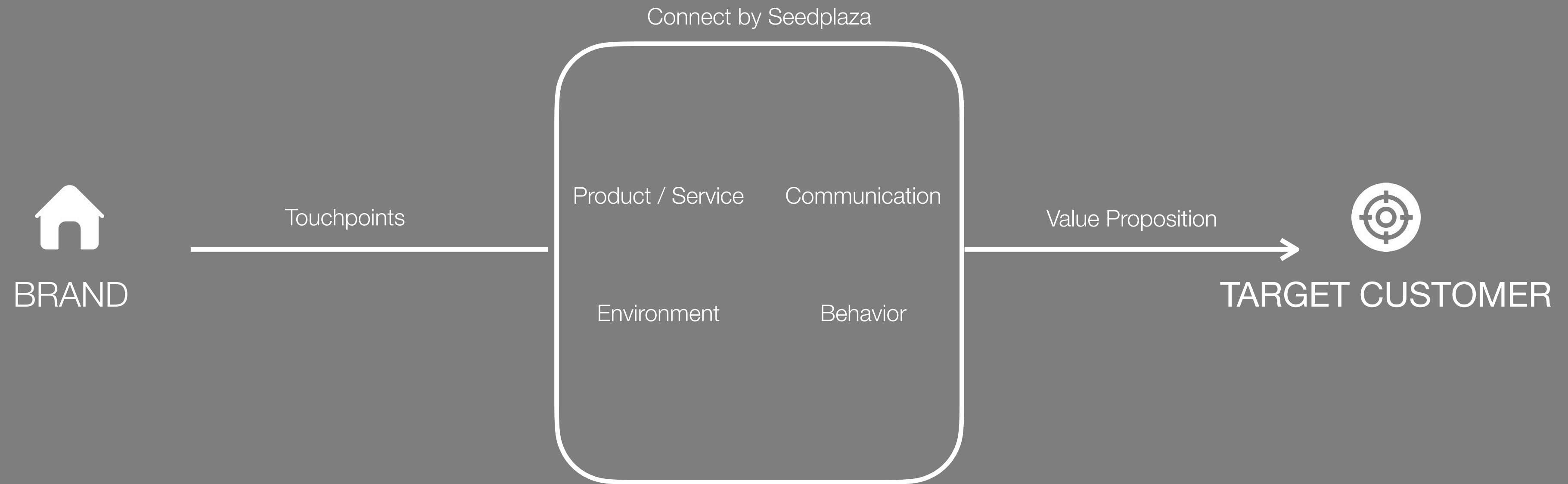
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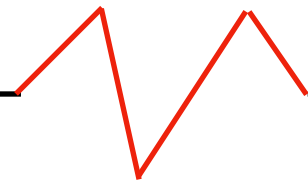
To complement e-commerce; brands are able to drop their new product launches based on community data and demands into the 3 anchors; creating an ever-changing content refresh within the plaza.

Collaboration framework



Realising it's relevance in the Pandemic

Plan, design and strategise
2019



End 2019
Pandemic

Construction
Y2020

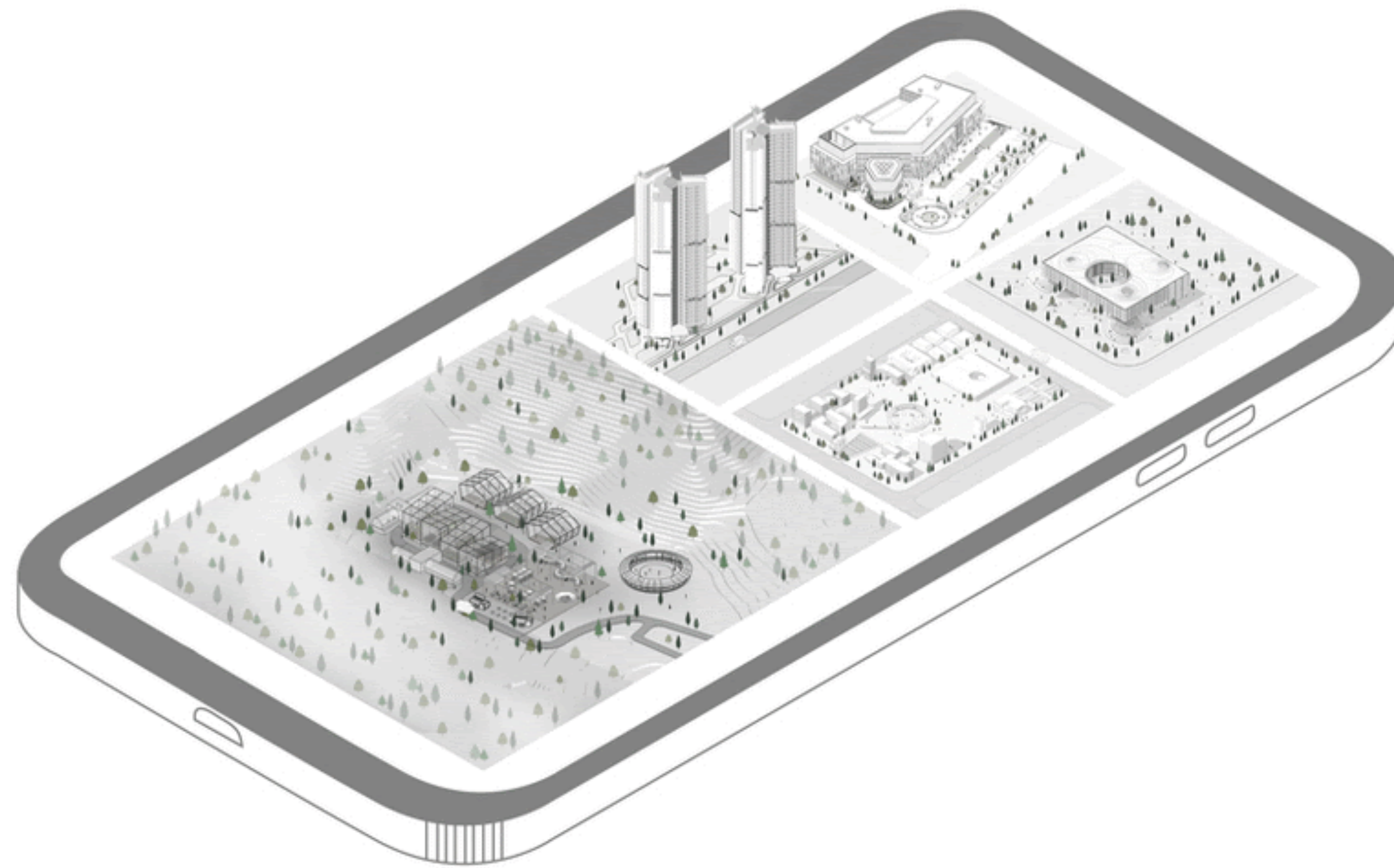


MAR 21
1st Opening

Other plazas
APR 21



Internal ecosystem



Residential

Farm

Commercial/ industrial

Plaza

Sales Gallery

The bigger vision of the plaza will be to integrate seamlessly into the other real estate typologies of the developer

Deep collaboration with Developer

Conventional



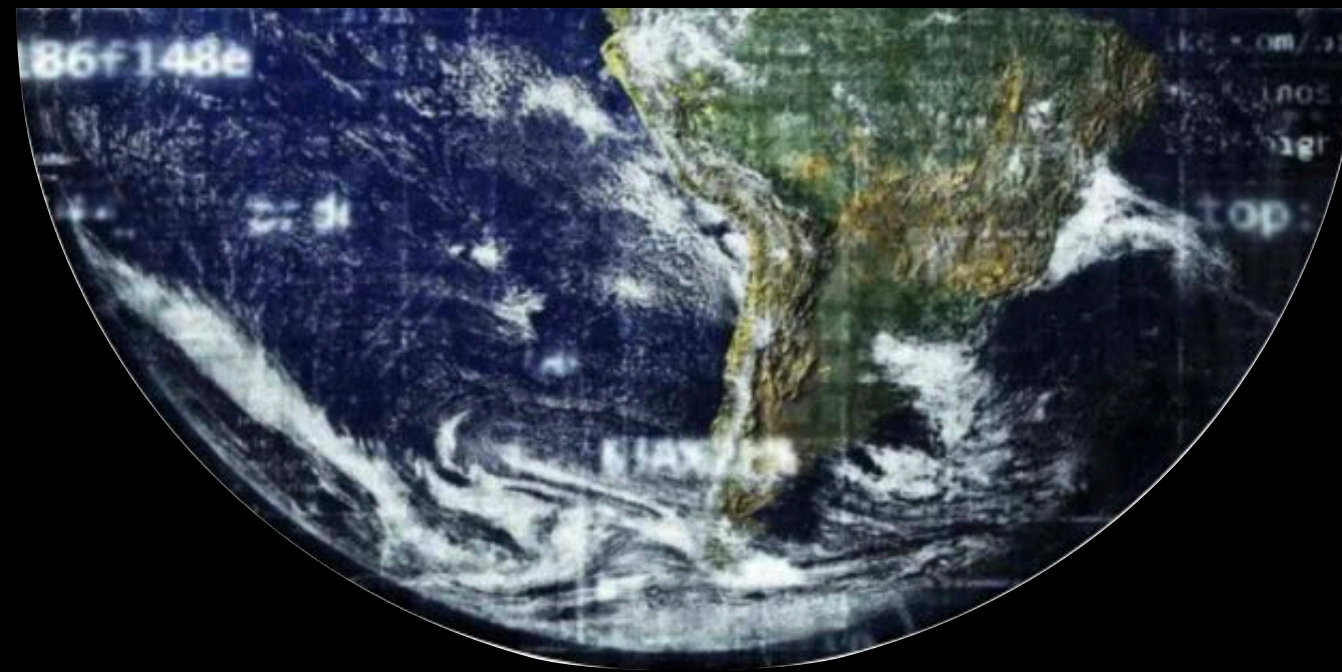
Loop



AFTERNAUT

& the Spatial Web (Metaverse)

LIVE



PLAY

WORK

Catalys[®]

BANKING

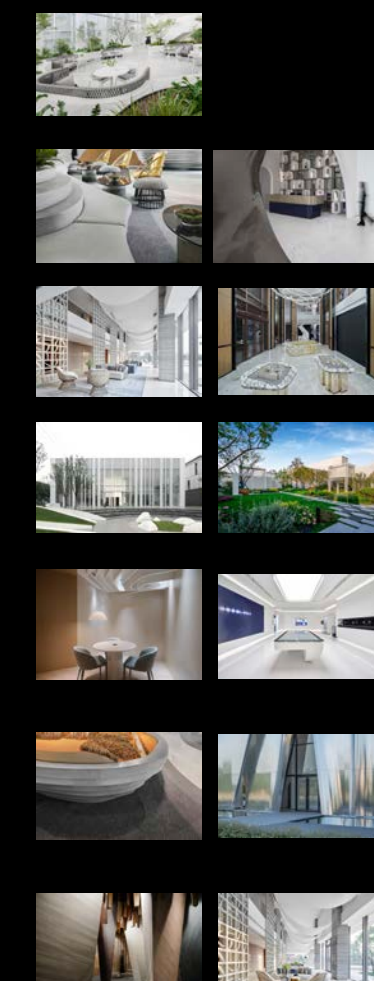
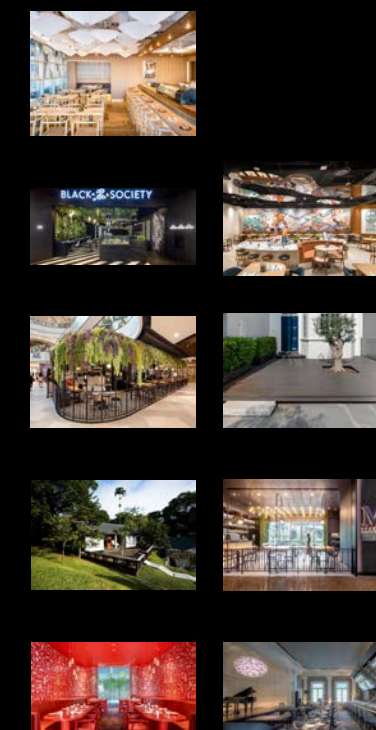
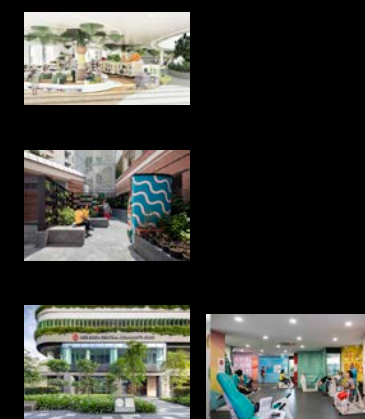
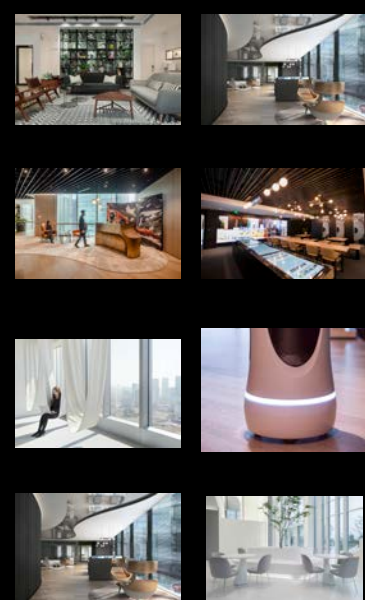
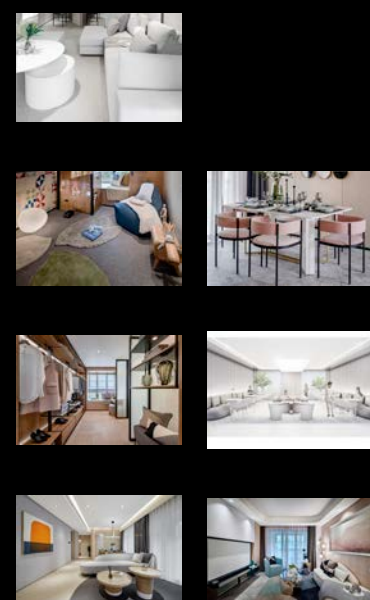
LIVING/ CO-LIVING

OFFICES

COMMUNITY SPACES

RETAIL / F&B

SALES GALLERY





ΔFTERNΔUT