

VenVersalles – Outdoor Shopping Mall

Creating a premium brand for a destination mall in a suburban neighborhood with mixed income



Background

A new outdoor mall was planned to be built along a high volume thruway between outdated staple retailers, and several old and new residential mixed income housing projects. The outdoor mall was the last large property in this area, and aimed to have 32 tenants, 279 parking spots and an open space to serve the restaurants.



Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

Challenge

The new outdoor mall needed a design with mass-appeal and a striking architectural building mass to attract the interest of existing neighbors, be relevant to new residential projects in the immediate surroundings and the passing traffic. This outdoor mall was an unknown mall concept. It was being built next to a line-up of established retailers, chains, offices and new residential projects.

“Cultéva was the lead design source that made VEN into an appealing outdoor mall with an elevated customer experience that secured 90% AAA tenants in a slow economy. We have worked closely with Cultéva for years and the professional relationship has proven valuable for us for all phases of the projects. Cultéva’s amount of detail has made Ven stand out as an outdoor mall and the place tenants want to be! Culteva is an essential part in the success of our business. We consider them one of our best strategic partners!”

–Carlos Vallarino, Co-Founder and Managing Partner, Visionárea

Solution

Cultéva designed VEN as an outdoor mall with hints of modern spanish colonial and classic mediterranean tropical aesthetics.

VEN presents itself as a striking focal point in the area with a uniform design across all facades mixed together with grand monolith signs, landscaping, greenery, a collection of outdoor furniture, planters, custom lighting, and standards and guidelines for tenant signs.

The facade design directs foot traffic fluently through a corridor of retailers that connects to the wide, open and lush food court. Two main entrances creates natural circulation for vehicles that effectively moves the volume of visitors in and out of ten parking corridors.

From afar, VEN is a high visibility, well-lit building mass. Up-close, VEN has a tropical outdoor atmosphere with tall hallways, bold inset wide-framed retail spaces, and good customer mobility. An orchestrated use of tonal colors, soft textures, natural materials, grand proportions and voluminous spaces generate a welcoming and open mall aiming to attract an increasing number of return customers.