

DESIGN VILLAGE PENANG

The vibrant outlet mall is inspired by the shophouses unique to Penang, providing a complete shopping experience for visitors through effectively interweaving indoor, semi-outdoor and outdoor spaces.



LEFT PAGE: The grey Jewel Box against the blue sky; RIGHT PAGE, FROM TOP: Angled facets of the Jewel Box; Structural jointing



ABOVE: Centre Court; BELOW, FROM TOP: Covered walkway that links one Jewel Box to another; Entrance surrounded by 'food zone' on both sides



The Design Village Penang (DVP) embodies the next wave of shopping experience in the northern region of Malaysia. While this is quite common in the west, DVP is only the second premium outlet mall in Malaysia and definitely a novelty within the northern corridor.

Being the first large-scale commercial development with many others anticipated in the near future, DVP is a catalyst for upcoming developments within the Batu Kawan master-plan in Penang.

Main Concept

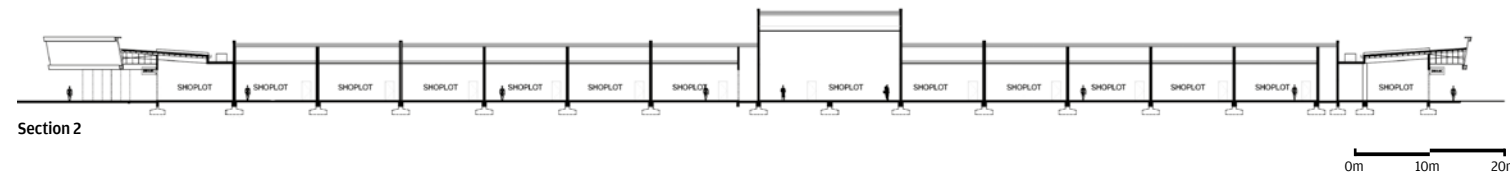
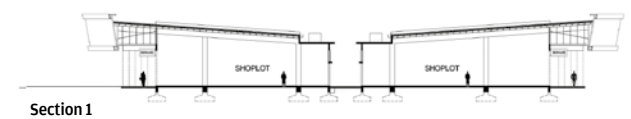
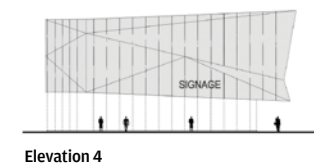
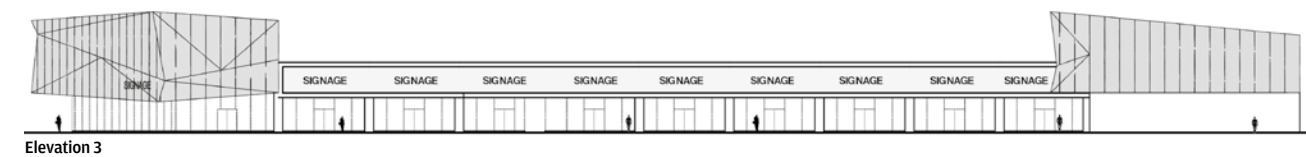
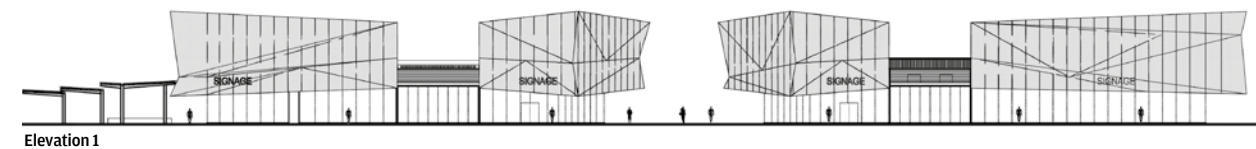
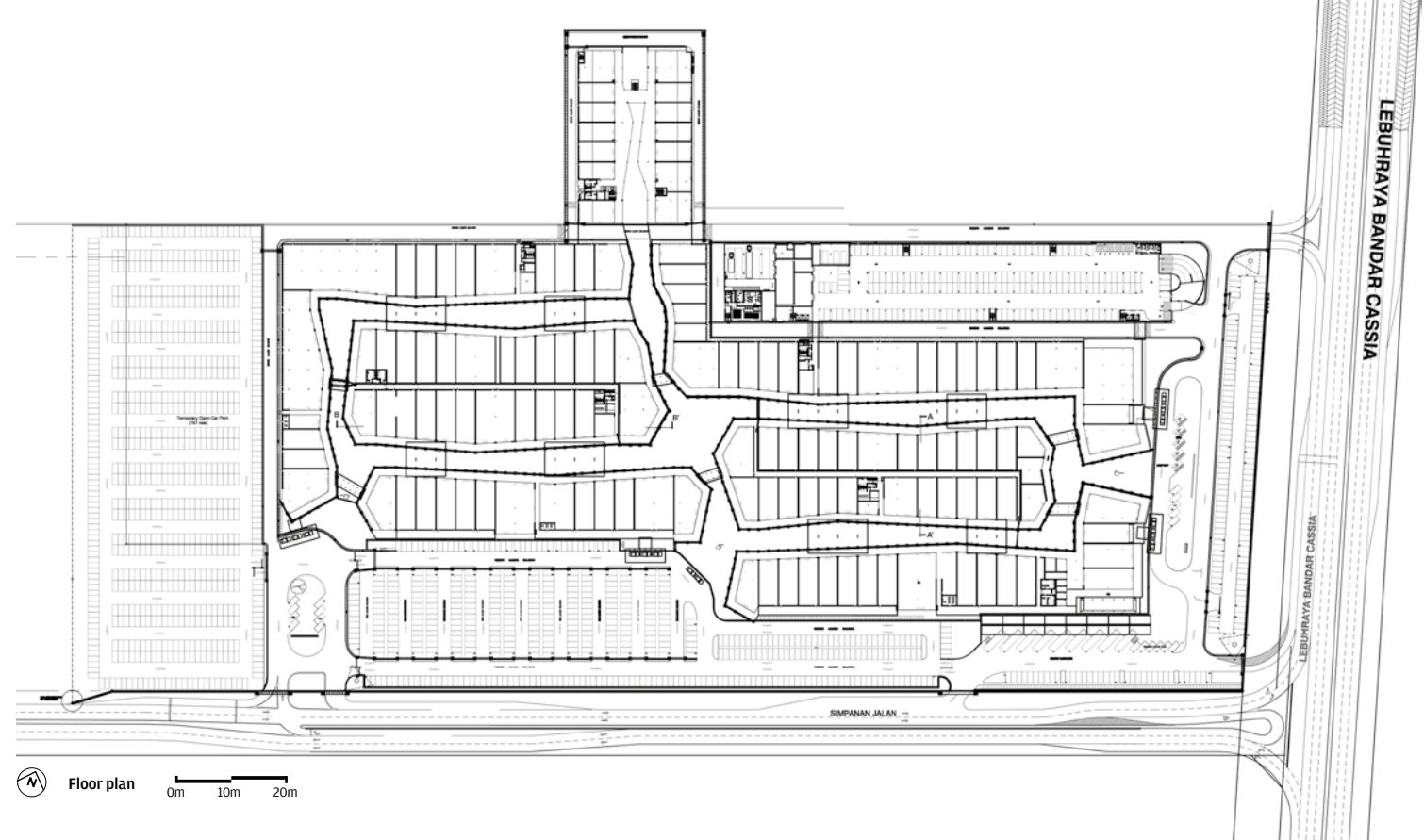
The planning of the single-storey mall is based on two race-course loops in the shape of the sleeping figure of an '8'. The two loops are then slid away vertically from one another from the middle of the '8', which is then established as the main axial spine from the main drop-off to the 'food zone' magnet at opposite ends with intermediary nodes formed by landscaped plazas that branch out to the two shopping loops in between.

The planning of DVP is very

much like that of a typical shopping mall where rows of retail lots front one another across a landscape strip. The landscape strips are planted with trees to promote natural shading and constructed with hardscapes as well as water features with minimal obstructions to warrant maximum visual exposure to other retail outlets.

All corner lots facing the nodes or intersections are dedicated to anchor tenants and aptly known as 'Jewel Boxes' based on their similarity to boxes securing precious stones, or in this case, housing premier retailers with a huge space and high ceilings. Locating premium luxury retailers at these strategic locations within the mall provides a strong identity that helps to uplift the users' mood and experience in shopping.

These 'Jewel Boxes' are designed as iconic, eye-catching and captivating forms that express multi-faceted planes of precious stones with the use of perforated tensile fabric. The planes are then colourfully illuminated with changing LED lights in the night.





Design Strategies

Similar to the five-foot-way of shophouses, DVP is also designed with continuous shelter throughout the mall. Retail signages are consistently placed on the shopfront within the same row and height dictated by the mall operator. The consistent placement of signages along the shopfront provides shoppers with the visual convenience to easily identify and locate brands.

However, the actual glazing of the lots is recessed 3.8m from the shopfront; thus creating a continuous covered walkway underneath. As opposed to hanging a canopy off the side of individual shops, the retail signages are pulled forward, creating both a

covered walkway as well as a continuous band of advertisements for tenants.

Air-conditioning for shops are independently controlled and managed using split-con units with minimum maintenance by the mall operator. The distance from shopfront to shopfront is minimised to gather cool air that spills out from the retail lots, which also help to push warm air upwards.

Four sheltered connections or crossings are provided within the shopping mall where ethylene tetrafluoro-ethylene (ETFE) roof covering is introduced. These roofs which are elevated 10.5m from the ground not only provide sheltered connectivity but also reflect and insulate from the

sun's direct heat. They also create a rhythm of glazed and non-glazed elements especially when lighted up at night.

Apart from the intersection nodes, some dedicated landscapes are designed as 'resting nodes' for shoppers to rest and relax amidst their shopping spree.

Designed as a family-friendly outlet mall, Design Village Penang is not only a shopping haven but a place to hangout for adults as well as children, especially during weekends and holidays. Paired with walkways, lush landscape and cooling water elements, DVP has successfully become a fun destination for shopping and events. 36

CLIENT PE LAND (PENANG) SDN BHD	BUILT-UP AREA 38,259 SQM
LOCATION BATU KAWAN, PENANG	C&S ENGINEER N&A CONSULTANTS SDN BHD
YEAR COMPLETED JULY 2016	M&E ENGINEER J.P.R. SDN BHD
ARCHITECT BYG ARCHITECTURE SDN BHD	CONTRACTOR PILOT CONSTRUCTION SDN BHD
PROJECT PRINCIPAL AF MICHAEL ONG CHIN KEONG	QUANTITY SURVEYOR UNITECH QS CONSULTANCY SDN BHD
PROJECT TEAM TAN CHIEW HOON, LEE K. JIN, YEAP GAY LEK	LANDSCAPING URBANIS LANDSCAPE DESIGN (M) SDN BHD
CONCEPT DESIGN DP ARCHITECTS PTE LTD	PHOTOGRAPHY ZAKEE MAN
SITE AREA 110,181 SQM (PHASE 1)	

LEFT PAGE, FROM TOP: ETFE roof in between rows of shops; Landscaped nodes for recreation and activities; BELOW: ETFE roof covering that provides sheltered connectivity



BELOW, FROM LEFT: Conceptual model of central plaza; Main entrance

