

ARROWSTREET



Arrowstreet Wins ICSC Future Image Award for General Brilliance and Innovation

For Immediate Release
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Arrowstreet was awarded first place in the International Council of Shopping Center's (ICSC) Future Image competition in the category of "General Brilliance and Innovation." The goal of the competition was to develop an innovative idea for a shopping environment that would progress the retail real estate industry's current understanding of the typical shopping experience.

Arrowstreet developed the submission, entitled I-Marketplace, through a series of internal brainstorming sessions to identify the primary issues related to retail-based, mixed-use development. In the context of the current global recession and the ongoing US dialogue on infrastructure stimulus, the team focused on a proposal for a regional retail plan which utilizes public transportation as the sustainable lifeblood of consumer mobility and product delivery. The result was a transit-oriented center outfitted with a series of modular, mobile kiosks that transform throughout the day in conformity with shopper's habits.

The I-Marketplace concept is versatile and can be inserted into regional malls as new transit stops are added to the system to meet demand for increased density and create 24 hour communities. Likewise, it can be inserted into a neighborhood that already has a light rail stop but lacks the synergy and infrastructure for a cohesive experience of activity and place.

Arrowstreet is a multi-disciplinary firm providing architecture, planning, interior design, and graphic design services. Based on Somerville, MA, the firm is a ten-time winner of ICSC awards in the United States and abroad.

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