

# CORPORATE SOCIAL RESPONSIBILITY

## ENVIRONMENTAL SUSTAINABILITY

### GREEN INITIATIVES

The Manager is proactive in supporting environmental sustainability and constantly reviews building enhancement to improve operational processes, whilst ensuring environmental factors are part of its key considerations.

All indoor common area and external façade lightings were replaced with energy efficient LED light fittings. Air-conditioning equipment were also replaced with models which are energy efficient. Paragon is working towards achieving BCA's Green Mark Certification in September 2017.



## TENANT ENGAGEMENT

### PARTNERING INITIATIVES

The Manager builds strong and long-term relationships with tenants in creating value and strengthening the sustainability of the properties. Tenant relations are fostered through the regular dialogue sessions and meetings between Manager and tenants.

To enhance shoppers' experience, the Manager works closely with tenants to explore ideas and collaborations and in turn, create interactive and engaging events. The Manager also keeps up with current trends and aims to rejuvenate the shopping environment by refreshing the tenant mix and to constantly review its asset enhancement initiatives.

## SHOPPER AND COMMUNITY ENGAGEMENT

### ART, CULTURAL AND MUSIC INITIATIVES

The Manager believes in supporting arts, music and cultural diversity by staging performances at the malls by the schools and non-profit organisations, with the objective to showcase local talents. As a premier shopping mall, Paragon's signature music programme "Music En Vogue" has garnered much attention from shoppers. The "Music En Vogue" series showcase various talents in various music genre to create pleasurable shopping experience in the mall. Beyond music entertainment, Paragon blends the lifestyle thematic visual displays every season to showcase the fashion, jewellery and watches by tenants. The Clementi Mall engages shoppers with festive cultural performances and maintains close ties with the community through interactive activities. The following sections highlight significant performances and community events that took place at Paragon and The Clementi Mall in the past year.

## PARAGON

### A STROKE OF GENIUS (SJ50) – OCTOBER 2016

2016 marks the 50th anniversary of diplomatic relations between Singapore and Japan. In celebrating this milestone, Paragon together with the Organising Committee of the SJ50 Gala Night and Event recognised that success is also very much about giving back and wholeheartedly supports inclusiveness of the special needs community in the society.

Paragon played host to this significant event which showcased calligraphy performances and a specially curated calligraphy exhibition by Shoko Kanazawa, a Japanese calligraphy artist with Down syndrome. The piano recital by Azariah Tan, an award winning hearing-impaired local pianist, mesmerised the crowd with his stellar performances.

The event highlights include a catwalk featuring the Special Needs Community for the first time ever in Singapore.



HOME & ART FAIR – FEBRUARY 2017

The stunning display of exclusive art objects, home furniture and accessories at the Home & Art Fair provided shoppers with plenty of home inspiration, offering a refreshing shopping experience. Partnering leading home décor magazine Home and Décor, the Fair showcased exclusive home furniture

and accessories as well as art objects. For the first time, fashion elements were included in the creative display which brought new dimensions to the art and design enclave at Paragon.

In conjunction with Singapore Design Week, Paragon collaborated with tenants to offer a variety of workshops such as floral arrangement, perfume and art history workshops for its shoppers.

SINGAPORE WIND SYMPHONY YOUTH WINDS – APRIL 2017

Adding music to shoppers’ retail therapy at Paragon, the SWS Youth Winds performed a line up of Latin music, pop hits by Queen and well-loved Disney classics from the movie Beauty and the Beast. This is part of the annual SPH Gift of Music series which allowed SWS Youth Winds to showcase its music repertoire of catchy and iconic pieces.





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## IKEBANA – APRIL 2017

The much anticipated Ikebana International Singapore Chapter 135's Annual Exhibition returned for the seventh year with Paragon as venue sponsor from 28 April - 7 May 2017.

Ikebana International is a non-profit cultural organisation headquartered in Tokyo and is dedicated to the promotion and appreciation of Ikebana, the Japanese art of flower arrangement. The exhibition has bridged the locals and Japanese community in Singapore for harmonious bonding through the charming floral displays.

## SWISS SINGAPORE SHOWCASE – JULY 2017

In collaboration with The Embassy of Switzerland and Switzerland Tourism Board, Paragon commemorated the 50th anniversary of diplomatic relations between Singapore and Switzerland from 27 July - 13 August 2017.

His Excellency Mr Thomas Kupfer, Ambassador of Switzerland to Singapore, and Mr Liang Eng Hwa, MP for Holland-Bukit Timah GRC and

Chairman, Government Parliamentary Committee for Finance, Trade and Industry, officiated the opening of this celebration at Paragon. There were special performances by Yu Neng Primary School Choir, The Rolling Tones, and Carol Gomez singing to Oh Du Goldigs Sünneli, and Swiss Classical Folk Trio who sang with the alphorn playing to traditional Swiss folksongs.

To commemorate this celebration, Paragon collaborated with Raffles Design Institute to create the Paragon



Fashion Cows. The designs curated by students and the 3D printed Cows were adopted by Cortina Watch, Huber's Butchery, modernAge, Rich-Art Enterprises and Paragon. Nett proceeds from the adoption of the Paragon Fashion Cows were donated to The Business Times Budding Artists Fund to nurture and develop art interests and talents for the young.

The Paragon atrium was transformed to a Swiss landscape complete with a showcase of Swiss and local thematic highlights from Sports, Travel, Fashion, and Gourmet to Timepieces.

Shoppers were also treated to an exciting line-up of events and performances such as the customised Virtual Reality experience booth, while the adventurous shoppers had fun gliding across a 12-metre ski track at Paragon's main entrance along Orchard Road.

Shoppers were entertained by performances of local singer-songwriters at the Going Local Popup! 2017, a collaboration with COMPASS and ET Music. Young students from The Rice Company also performed heart-warming local songs to commemorate the Nation's birthday.

**THE CLEMENTI MALL**

**MAGICAL CHRISTMAS – NOVEMBER 2016**

Christmas came to life at the mall with performers from The Rice Company Limited, who entertained shoppers with their song and dance, musical and vocal performances. This was also the mall’s effort to support local beneficiaries through the showcase of artistic talents and developing their skills by collaborating with The Business Times Budding Artists Fund.



**GOOD OLD DAYS – FEBRUARY 2017**

The good old days of “Lim Kopi” Sessions were re-enacted at the atrium where shoppers were treated to Singapore local style beverages and biscuits, especially the different variations of ‘kopi’ in our daily life.