YINTAI SHOPPING MALL
A SHOPPING MALL SPACE THAT RAISES AWARENESS ABOUT SOCIAL ISSUES
IN A NUTSHELL

The Yintai Shopping Mall co-created ideas for a shopping mall space that raised awareness about social issues with Peking University students. Two solutions were developed: A lantern-themed pop-up space where shoppers can learn about social issues, and an interactive robot that raises recycling awareness.

“We are more than satisfied with the solution, we can put it straight into practice from our side.”.

CATHERINE YIN
GENERAL MANAGER OF BEIJING YINTAI PROPERTY CO., LTD.
THE CHALLENGE

Shopping malls in China are the most frequented public spaces - they are the new market square. What if they could be a space that doesn't just generate profit, but also engages shoppers on social issues? That was the challenge the Yintai Shopping Mall gave a group of entrepreneurially-minded Peking University students: To co-create an entirely new kind of shopping mall experience.

We’ve partnered with H&M, BMW, DB, Axel Springer, Telekom, Unilever, YouTube, the United Nations, and many more to get them closer to their customers and develop radically different solutions. Ready to co-create innovation?

GET IN TOUCH

THE ENGAGEMENT

Over the course of six days, entrepreneurial students collaborated with the Yintai Shopping Mall’s internal team who gave their expert input to kickoff the exploration of outside-of-the-box ideas. Together, they developed solutions that could transform the mall into a diverse, experimental activity and learning space truly ahead of the curve.
THE RESULT

Out of the close collaboration, two innovative solutions emerged. The first designed a large lantern that works as both an ambient light and a pop-up space. It invites shoppers to learn about social issues through immersive sensory experiences developed by social and non-profit organizations. Through changing exhibitions and displays, the large lantern also creates a platform for organizations to collaborate and empower each other.

The second group focused on increasing recycling awareness in Yintai’s public spaces through an Interactive Robotic Recycling Ecosystem made up of a robot, interactive trash cans, an exhibition center, and an app. A robot moving around public spaces presenting information and facts about recycling is the heart of the idea. Shoppers’ awareness about recycling and waste reduction in China is further raised through an exhibition center, the robot’s home, and an app that lets customers interact with the robot. Additionally, shoppers are encouraged to recycle through interactive trash cans placed throughout the mall which have fun elements built in to encourage positive interaction.