

# Elements Mall, Kowloon Station, Hong Kong

This exciting retail development sits atop the Kowloon MTR station, which links the mall directly to Central and the International Airport. A major catchment, it provides retail and fine dining offers to travelers going to and from the Kowloon airport check-in as well as serves the 17 towers within the development. Elements will also be at the retail core of the International Commerce Centre (ICC), which, when completed in 2010, will be one of the world's tallest skyscrapers.

Benoy's design for Elements draws inspiration from ancient Chinese symbols associated with nature – Metal, Fire, Water, Wood and Earth.

By introducing zones, Benoy has addressed the key concern of orientation within the site. The zones are grouped around the station site and linked by long arcades that form a complete retail loop. Finishes, signage and public art in each zone combine to reflect a distinct element, providing a sense of place within the mall.

The public facilities at the roof-top podium level include an open plaza with al-fresco dining, a children's adventure park and landscaped gardens surrounded by residential serviced apartments, hotels and offices, together drawing an estimated site population of more than 160,000.



## Elements at a Glance

Project Type  
**Retail, Transport Integration**

Size  
**100,000m<sup>2</sup>**

Client  
**MTR Corporation Ltd**

Benoy

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