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## **Wisconsin Place wins design and development award from ICSC**

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Throughout its history, the International Council of Shopping Centers (ICSC) has recognized and honored the shopping center industry's most cutting-edge properties, innovative solutions and creative responses to market trends, as well as outstanding examples of design and development throughout the world through its Global Awards programs.

As part of the shopping center industry's premier awards competition, ICSC is pleased to announce that Wisconsin Place, Chevy Chase, Md., has been chosen as a Silver Design and Development Award winner in its annual U.S. Design and Development Awards. ICSC's U.S. Design and Development Awards are designed to recognize outstanding projects for excellence in the creation of new retail projects, and in the expansion or redevelopment of existing projects, solely within the continental U.S.

Wisconsin Place won its silver award in the Innovation Design and Development of a New Project category which recognizes and honors a specific new shopping center and demonstrates how a specific design or construction problem was solved or how new standards in design and construction were established. Wisconsin Place was developed by a partnership led by New England Development of Newton, Mass. and which included Boston Properties and Archstone. Arrowstreet Inc of Somerville, Mass. was the master planner and retail architect.

Wisconsin Place is a 1.1 million s/f mixed use development that has brought new life to the site of a former department store. This development has created a retail focus point for Chevy Chase and includes a commitment to integrate into the neighborhood by design. Wisconsin Place is part of a five block district mixing shops and restaurants on the urban streetscape.

ICSC announced the winners of the 2011 U.S. Design and Development Awards during an awards ceremony during ICSC's annual CenterBuild Conference in Phoenix, Ariz. The competition was open to shopping center owners, developers, management companies, architects, designers, retailers, or other professionals responsible for any retail project or retail store design that demonstrated unusual development or redevelopment characteristics with a high degree of creativity and uniqueness within the continental U.S. The competition focused on four general categories: Innovative Design and Construction of a New Project; Renovation or Expansion of an Existing Project; Sustainable Design; and Retail Store Design.

In addition, Wisconsin Place is automatically eligible to win ICSC's Best-of-the-Best VIVA Award. The ICSC Best-of-the-Best VIVA Awards, which recognize the shopping center industry's most cutting-edge properties, innovative solutions and creative responses to market trends, throughout the world, will be presented during a ceremony at ICSC's annual convention, RECon, May 21, 2012 in Las Vegas, Nev.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its

more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit [www.icsc.org](http://www.icsc.org).

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