

# Darkness banished

Malls in Kuala Lumpur and Selangor light up for Deepavali, sharing the beauty of celebration with the nation

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BE IT a creatively designed *kolam* or a symbolic statue amid vibrant decor, shopping complexes in the Klang Valley seem to have put their best creative minds forward in ushering in a very artistic and festive Deepavali.

Visitors can admire the beautiful and intricate traditional Indian ceremonial patterns called *kolam* drawn on the floor.

There are also floral festoons, figurative elephants and peacock statues adorning the concourses of various malls.

## Swooping in with AR

At three malls under the Sunway Malls group, there is digital integration with the incorporation of augmented reality (AR).

Each mall puts up their own interpretation of the *kolam* and a QR code to activate an AR experience for visitors.

Shoppers at Sunway Pyramid, Sunway Velocity Mall and Sunway Putra Mall can scan the code at the physical *kolam* to trigger an AR dance video and be rewarded with shopping vouchers.

It's an "Oasis of Deepavali" at all Sunway malls and Sunway Pyramid's ground floor water feature area has been transformed into a Deepavali garden where floral peacocks stand tall above a multi-coloured *kolam*.

"As we are now seeing an encouraging recovery in footfall and sales, we wanted to do more than just decorations, hence the idea to include augmented reality to further enhance the celebration," said Sunway Pyramid general manager Jason Chin.

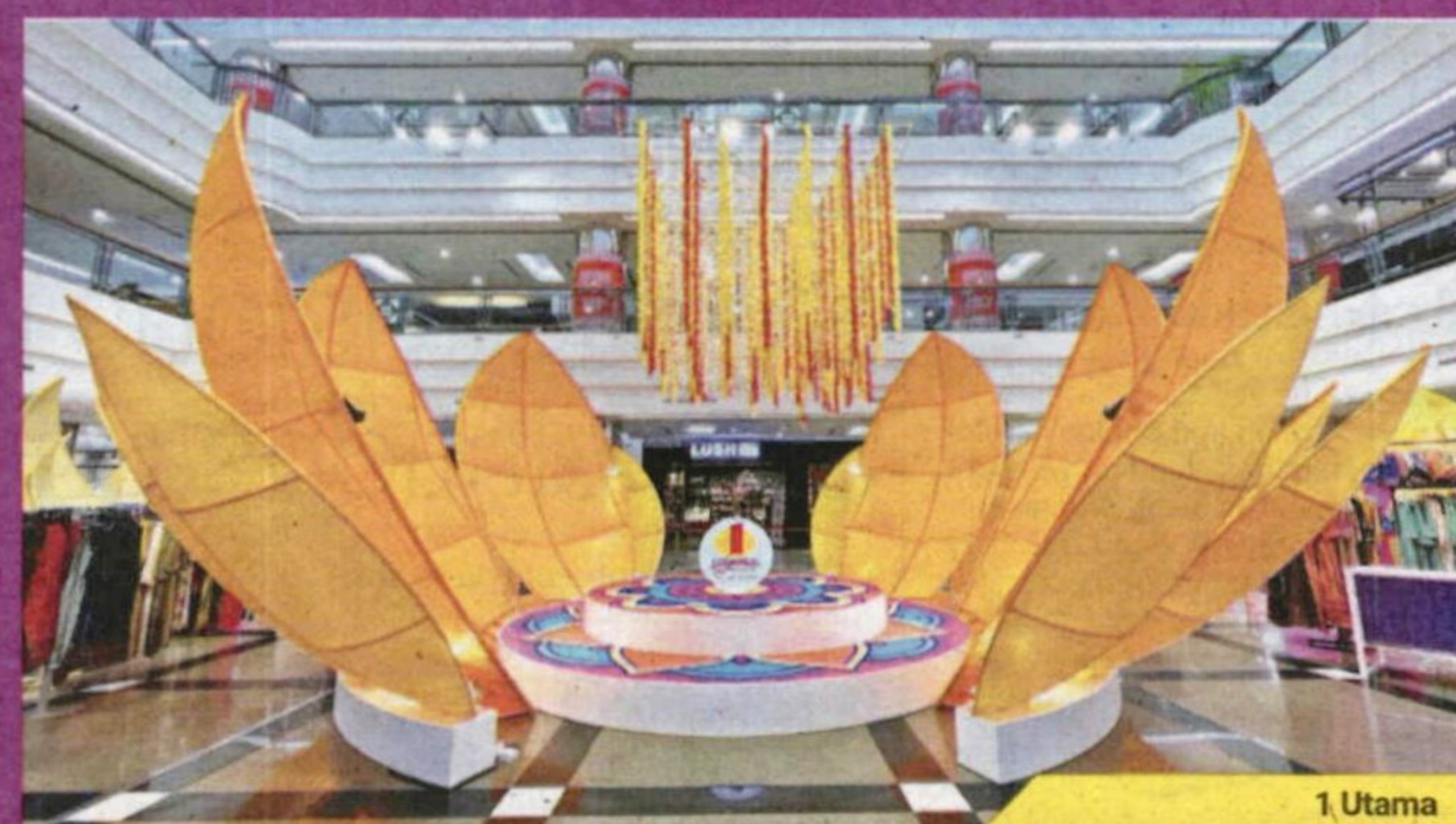
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Mid Valley Megamall



Sunway Pyramid



1 Utama



Atria shopping centre's kolam display of yellow, red and pink with candles on the edges.



Mid Valley Megamall features bright gradients, intricate patterns and elephant motifs in its decorations.

## Timely message of positivity in bright hues



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Sunway Velocity showcases the intricacy of the decorations through its floating *kolam*, luscious greenery and waterfall surrounding a peacock at its entrance from Jalan Peel, while Sunway Putra Mall features lush landscape with a vibrant *kolam* on the ground floor.

At 1 Utama shopping centre, a 3.7m-high lotus flower has been set up at the mall's Centre Court.

Themed "A Blooming Diwali: Festival of Lights", the giant lotus is surrounded by gold and pink petals, as well as a beautiful *kolam* adorned with coloured chalk, rice grains and crushed limestone set in an intricate *rangoli* design.

### The glow of beauty

At Mid Valley Megamall in Kuala Lumpur, colourful *kolam*-inspired banners hang above visitors in the South Court area.

Featuring bright gradients, intricate patterns and elephant motifs, this year's design is aimed at ushering in prosperity and happiness for all.

In Mytown Kuala Lumpur, a 6m-tall peacock stands proudly at Central Town along with a dazzling *kolam*.



Shoppers at Setia City Mall can create their own rangoli designs.

Shoppers can also check out the blue peacock that lights up at night at the outdoor fountain.

The Curve's *kolam* comes together in traditional shades of purple, fuchsia, yellow and turquoise with multi-tiered lamps in the middle.

"Deepavali is a celebration of light triumphing over darkness."

"The message is a timely and positive reminder that we will get through these challenging times as all Malaysians strive to move forward under the National Recovery Plan," said Boustead Properties Bhd property management and

investment senior general manager Jazmi Kamarudin.

Boustead owns and manages the mall.

At Setia City Mall (SCM), I Love SCM members can create their own *rangoli* at the new extension of the mall.

Berjaya Times Square Kuala Lumpur welcomes shoppers back in time for the festivity with lush flowers and two 3m-high peacocks.

Meanwhile, Atria has a traditional *kolam* of yellow, red and pink with candles on the edges.

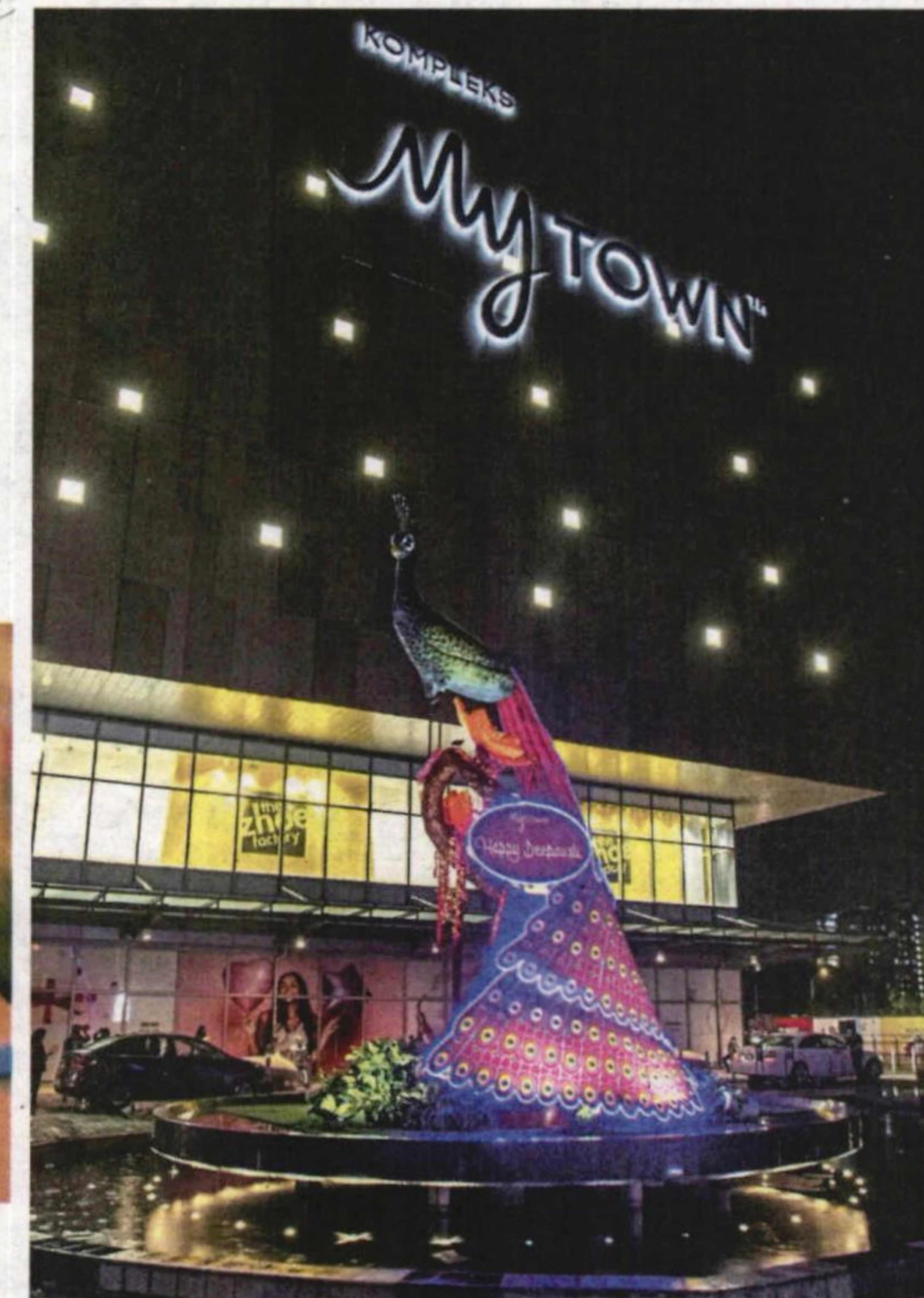


Two beautiful peacocks take centre stage in Berjaya Times Square Kuala Lumpur this Deepavali.

(Left) Shoppers to Sunway Velocity can scan the QR code at the *kolam* to trigger a AR dance video by AR character Meera.



The Curve's kolam in purple, fuchsia, yellow and turquoise with lamps in the middle.



The striking blue peacock all lit up at night at the outdoor fountain at MyTown Kuala Lumpur