

Kuwait mall puts spotlight on vertical gardens



The 360 Mall, an iconic shopping destination in Kuwait owned by Tamdeen Shopping Centers Company, has launched an innovative photography contest to highlight the benefits of a 'green' environment to the visitors.

The top retail destination boasts a novel and innovative eco-friendly creation, 'The Gardens' that features over 21,000 individual plants and more than 60 plant species from all over the world that adorns the wall and vertical structures alongside several restaurants at 'The Gardens' zone.

Visually stunning, the vertical gardens function as a natural bio-filter, improving the mall's air quality. The plants have been chosen for their diverse form, color and texture to create a soothing and relaxing canvas of a tropical forest.

Created by the famous botanist Patrick Blanc, who is also a researcher at the French National Centre for Scientific research in Paris, the Vertical Gardens - which is his invention - is increasingly finding its place within commercial places, hotels and even homes. In Kuwait, 360 Mall was the first place to house Blanc's creation.

The photo contest, which is open to those above 14 years of age, kicks off tomorrow (May 10) and will run until May 21. The photographs have to be exclusive of 'The Gardens' and have to be taken in the most creative manner.

To take part in the contest, the photographers must first register at www.kwtphotography.com and then submit three photographs before 10pm on May 21. The winners will be announced during an event on May 28.

The first prize winner will receive \$7,000, while the second will walk away with \$5000 and third with \$3,000. The 24 best entries will also have their photographs exhibited in a special exhibition at 360 Mall.

Claudia Lopusinska, the marketing manager, 360 Mall, said: "We have always offered our valued customers an engaging experience, providing them with more than just shopping and dining."

"Through this photography activity, we hope to encourage and engage talented residents in Kuwait while also highlighting the benefits of having a green environment around our living and working spaces," he added.-