

High-end and energy-saving

By Annelle S. Tayao

THE FIRST things you'll notice are the huge ceiling fans whirling high above your head—an unusual sight in your typical SM mall. Then again, SM City Masingag isn't aiming to be just typical.

The 41st SM Supermall boasts of five Powerfoil X industrial fans designed by Big Ass Fans Co. They're part of the mall's more modern and sophisticated look, created by design and construction team DSGN Associates, JRP Design Inc., DA Abcede and Associates, and New Golden City Builders.

The fans help save up on energy costs, too. "We don't need to open as many chillers, since the fans help in maximizing airflow," says Don Edward Vijandre, SM City Masingag assistant mall manager.

There's also a walk-a-lator beside the supermarket, which helps supermarket shoppers wheel their carts to the parking lot. Wide hallways won't make one feel cramped; tall, clear glass windows easily let in sunlight—another energy-saver.

SM City Masingag is barely a month old, having opened last May 6, just days after the May 1 Ang Tipulo festival, as well as the May-time Festival, which brings pilgrims to visit Our Lady of Antipolo.

The mall, situated along Marcos Highway in Antipolo City, is easy to access by public transport. Jeeps from Antipolo Cathedral, Marikina Market, Cogeo, and Cubao all pass



FOOD Court

SM City Masingag boasts of atypical modern design—the better to showcase premiere brands



SM MASINAG'S Big Ass Fans, see-through elevator and walk-a-lator

SM City Masingag, and soon the LRT 2 line will extend to Masingag.

Those who frequent the area will easily notice that the mall is just a hop and a skip away from SM City Marikina, which raises the question, "So, what's the difference?"

It's in SM City Masingag's shops. With one sweep of the mall's three floors, shoppers can easily tell that more high-end brands are pre-



PHOTOS BY ANDREW TADALAN



PAYLESS Shoesource in SM Masingag is the brand's second store in an SM mall. Bestsellers are ladies' and kids' footwear. Bags are also available.



sent in the mall.

There's Bench Edited, 158 Designer's Blvd., Nine West, Charles and Keith, La Senza, Cache Cache, Arrow, Aerosoles, and Payless Shoesource, among others. (Payless' branch in Masingag is only the brand's second appearance in an SM mall). There are a lot of dining options, too.

"Our market comes more from the nearby subdivisions, like Filiinvest East, Kingsville, Town and Country," says leasing manager Diane Ramos. "That has given us the confidence to bring in more high-end labels."

