

CREATING GREAT PLACES IN THE “TIME ECONOMY”



BY JONATHAN DOUGHTY

We all know that retail is changing. The consumers are changing their purchasing patterns, the market is being disrupted by online and delivery and nobody is quite sure where it will all end.

At ECE we are working really hard to adapt and change to match and exceed our guests' requirements. We are expanding the scope of our leasing activities in the non-retail sector to put additional focus on leisure and entertainment concepts to further strengthen our placemaking. We will also repurpose some of our spaces to deliver better and more interesting food and beverage options and, depending on the location, some leisure facilities.

I call this the “Time Economy”. I firmly believe the guest can spend two things, TIME and MONEY. The traditional world of retail for too many years focused on the money spend, making efficient shopping places that got people what they want, gave them a great retail assortment and then allowed them to leave, sometimes the quicker the better. Not so now...

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In a world of increasing competition for footfall, a focus on TIME spend and the “Time Economy” is going to change a lot of the shopping places that we own, develop and manage. My role changed recently to include foodservice, leisure, and placemaking as at ECE, we are keen for these “Time Economy” elements to work together for the benefit of our guests. I have always said large parts of the foodservice industry are actually leisure, now we are proving it every day.

As a business, ECE is well placed to re-purpose the centers we manage, to focus on small and large projects that support the “Time Economy” and keep our guests coming back regularly, because we



IMAGE ECE

Jonathan Doughty, Head of Foodservice at ECE, has recently become responsible for the company's leisure and placemaking activities.

have great places for people. Please don't ask how much space is needed for food or leisure, because nobody knows, until you look at each site and you do the work necessary to determine the opening hours, seating volume, demographic and profiling of guests and a whole lot of other things that need to be clear before we “push the button”.

What I am absolutely certain about, is that our guests are not so much thinking of our shopping centers as just shopping places, but also places where they can enjoy social interaction in a co-working space or gym, see events and visit attractions such as movie theaters or jump houses, enjoy great food and be provided with the services and products they want. At ECE we are planning now for a continuing evolution in our guests' requirements for the future and its exciting, really exciting. The “Time Economy” is going to be around for some time...



EXCITING DESTINATIONS

ECE is already on the way to establish its shopping centers as places for shopping, dining, sports, and leisure.

CLIMB AND JUMP

Since September 21, 2018, Waterfront Bremen has been one attraction richer. With the new „JUMP house“ a trampoline park opened at a shopping center of ECE for the first time. Immediately adjacent to the cinema, and covering an area of 6,000 sq m, 13 various action areas revolving around jumping, climbing, sports, and fun for the entire family await visitors. Activity areas range from a huge main field that consists of nearly a 100 connected trampolines to trampoline-based basketball courts and dodgeball fields, a foam pit and air cushions designed purely for diving, as well as a spectacular ninja course (see photo). “JUMP House” is one of the leading providers of trampoline facilities in Germany. The first location opened in Hamburg four years ago. The Waterfront Bremen complex marks the company's seventh location.



IMAGE: JUMP HOUSE

The “JUMP House” at Waterfront Bremen is ideal for birthday parties, school trips, and group events.

ROOF SPA



IMAGE: ECE

Skyline Plaza, located in the financial metropolis of Frankfurt, also has a special leisure tenant: MeridianSpa. Since February 1, 2014, visitors have been able to enjoy the city's largest fitness and wellness center, covering an area of approximately 10,000 sq m. In areas located on the third and fourth upper floors as well as on a themed roof terrace, they can indulge in first-class training, wellness, and body care under one roof and in a very special atmosphere.

MeridianSpa visitors can relax and unwind on the 1,500-square-meter themed roof terrace of Skyline Plaza in Frankfurt.

“FOODTOPIA” FOR CINEMA ENTHUSIASTS

MyZeil, like Skyline Plaza, is located in Frankfurt. ECE is currently busily working on the completion of the new “Foodtopia” gastronomy and entertainment area. A number of attractive food concepts from Germany and abroad have already been acquired as tenants—six months before the planned opening. These include the Mexican grill “Chipotle” with its second location in Germany, a Sander Group restaurant, Poké You by two-star chef Karlheinz Hauser, La Maison du Pain, dean&david, Alex, coa, Heidi und Paul, eatDOORI, and Starbucks. The Astor Film Lounge, which accommodates five auditoriums with state-of-the-art cinema technology, will be one of the most popular entertainment services at My Zeil and will attract customers with its exceptional services and convenience.



IMAGE: ECE

Premier cinema “Astor Film Lounge” is scheduled to open at MyZeil in Frankfurt in spring 2019.

THE LEISURE HUNTER

In the face of considerable changes in the retail market and changing consumer purchasing patterns, ECE had to think beyond traditional retail practices. Katrin von Soosten is chasing and finding innovative ideas and non-traditional concepts.



ACROSS: WHAT KIND OF ACTIVITIES ARE YOU INVOLVED IN AT ECE?

KATRIN VON SOOSTEN: In the past year I have been working on discovering new and innovative projects as well as concepts and companies that are going to be very important for our business at ECE. My primary focus is on leisure as the two industries are blending more and more into one another—and leisure experiences can never be satisfied online! This results in an exciting range of projects: from indoor playgrounds, trampoline parks, escape rooms, and virtual reality gaming to attractions such as indoor skydiving and surf waves—all aiming to bring emotions, excitement and experiences to our customers. I am also scouting trends and innovations in other areas beyond the leisure sector, which include mobility, health and beauty services, or pop-up stores, to enhance our non-retail offerings.

ACROSS: THIS SOUNDS LIKE A DREAM JOB...

KATRIN: Yes, it is a fascinating area of work! I get to explore different markets and discover a lot of amazing concepts and companies. In particular in the leisure sector we can do so much more than the 'classical' movie theaters and bowling

centers. Leisure has to be an integral part of our value proposition and some of our shopping centers will in the future be anchored by a compelling leisure and entertainment offer. This new focus will drive the future growth as other countries have already shown that consumers respond positively as we can see from the frequency of visits, dwell time, and spending per visit.

ACROSS: WHAT ARE THE IMPLICATIONS OF INTEGRATING THOSE NEW ACTIVITIES INTO THE OFFERING?

KATRIN: By developing our leisure and place-making offer at ECE, we will integrate non-traditional elements into our shopping centers that will extend into a night-time economy and deliver true experiences to complement shopping and dining. Not every center will be right for these activities but there are plenty of opportunities in our portfolio. Anyway, it is a great journey of discovery. We do not know if something is going to work or not, because it is new and exciting and sometimes has not been tried yet, but we carefully support the concept, ask the right questions and make sure that it is given the best chance for success—it is a really exciting time at ECE.



IMAGE: ECE

KATRIN VON SOOSTEN

If you are an operator, a dreamer or have a new concept in mind, then get in touch with Katrin – she would love to hear from you: Katrin.vonSoosten@ece.com



IMAGE: CUSHMAN & WAKEFIELD

JUSTIN TAYLOR
Head of EMEA Retail / Cushman & Wakefield

“At Cushman & Wakefield, we are increasingly redefining shopping centers as ‘social spaces’, in a world where multi-use and leisure is becoming essential to the customer experience. We see it as strategically significant that ECE, a major owner in the European retail market, has

created a team of specialists to develop the leisure components of their shopping places, to sit alongside the food and beverage and retail activities.”



IMAGE: GRAVITY

MICHAEL HARRISON
Co-founder and Creative Director of Gravity

“Gravity is a fantastic, exciting leisure experience which is helping to change traditional shopping centers. We are really excited to see that ECE, the major owner and manager of shopping centers in Germany and Europe, has made a commitment to leisure and placemaking to develop this growing

part of the industry. We look forward to working with the specialist team at ECE to develop opportunities to bring Gravity to their centers in order to drive footfall and activate food and beverage.”

ROOM FOR INNOVATION

“We love leisure” is the motto of ECE’s new placemaking strategy which is being implemented consequently at Potsdamer Platz Arkaden Berlin. Further centers will follow soon.



20 years after the initial development of Potsdamer Platz, a new era for the site is dawning. In the last few years, a comprehensive and far reaching program of office refurbishment and letting has taken place, resulting in a significant increase in the working population on site and the creation of some exciting and engaging work places.

In addition to the successful refurbishment and leasing program of the office estate, ECE is redefining the shopping, food and leisure experiences at Arkaden and around the whole estate. A site-wide plan of foodservice development, closely linked to the substantial leisure components, has been created to deliver a unique and powerful location for people to enjoy. This is complemented by a placemaking strategy for the streets and access areas around the estate, to further develop this asset. The new foodservice and leisure elements are being planned now and ECE is continuously working to bring new and interesting tenants and partners to Potsdamer Platz.



IMAGE: ECE

Jonathan Doughty, Global Head of Foodservice, Leisure and Placemaking at ECE, said: “We collaborate with food operators, international tenants, and leisure operators now to plan the future offer for the estate, so it is a great time to get in touch with the team—if you want an outstanding location in Berlin, this is a stunning opportunity.”

Even more food, leisure, and entertainment. ECE is looking for creative operators and tenants for Potsdamer Platz Arkaden.



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IMAGE: INDOOR SKYDIVING GERMANY GROUP

BORIS NEBE
CEO of Indoor Skydiving Germany Group

“Indoor Skydiving is an extraordinary experience and a fantastic leisure supplement to the traditional offers of shopping malls. ISG-Group is a leading manufacturer and operator of freefall simulators which allow people of all ages to experience mankind’s dream of flying in a safe environment. We are delighted to see that Europe’s major shopping mall owner and operator ECE now puts a strong emphasis on adding such leisure activities to their portfolio. And we are eager to support ECE by full integration of our freefall simulators in their food, beverage and retail activities.”