



across
THE EUROPEAN PLACEMAKING MAGAZINE

ONLINE SPECIAL | MAY 2025

across-magazine.com

SHAPING SPACES

**TOP PLACEMAKING
PROJECTS OF 2025**

Europe's best-in-class projects
presented by top industry experts

ACROSS
STUDY TOUR
TO DUBAI AND
ABU DHABI
NOVEMBER
26TH TO 28TH

DEVELOPMENT FREY'S FIRST OUTLET PROJECT IN MALMÖ BECOMES LARGEST OUTLET CENTER IN THE NORDICS
MANAGEMENT SES'S SILLPARK COMBINES MODERN SHOPPING AND CONTEMPORARY HEALTHCARE
COMMUNITY FIBA CP TURNS İNEGÖL IN TÜRKİYE INTO A REGIONAL BEACON OF CREATIVE PLACEMAKING

DEAR READER,

As we step deeper into 2025, retail real estate stands at a pivotal crossroads—one defined not by survival, but by bold reinvention. The projects featured in this special edition represent more than just successful developments; they are blueprints for the future of how we live, shop, and connect.

Across the globe, developers and architects are reimagining what it means to create “retail space.” These are no longer places to simply purchase products—they are destinations that blend culture, community, and commerce. From mixed-use urban hubs to adaptive reuse of heritage sites, the best projects of 2025 are united by their vision, sustainability, and the power to transform neighborhoods.

What distinguishes this year’s top projects is their ability to anticipate human behavior and adapt to it. Post-pandemic consumer expectations, the digital-physical shopping balance, and the growing demand for ESG-conscious design have all fueled innovation. Smart technology, green infrastructure, and curated experiences are not optional—they are essential.

Retail real estate is not just reacting to change—it is actively leading it. And while the challenges ahead are real—economic uncertainty, climate imperatives, shifting demographics—this year’s standout developments prove that creativity, collaboration, and courage.

We would be delighted if the diverse projects presented in this online special inspire you. In any case, I am very encouraged by them for the future development of our industry!

Yours sincerely,

Reinhard Winiwarter
Publisher of ACROSS Magazine
r.winiwarter@across-magazine.com



IMAGE: ACROSS

JOIN US ON OUR ACROSS STUDY TOUR TO DUBAI AND ABU DHABI:

*All information about the ACROSS Study Tour,
 registration, and program can be found here:*



Facebook.com/across.magazine.europe



Twitter.com/@across_magazine



LinkedIn.com/in/reinhardwiniwarter

ACROSS STUDY TOUR

EMBARK ON THE TRANSFORMATIVE JOURNEY OF RETAIL – ACROSS STUDY TOUR TO DUBAI & ABU DHABI 2025 /// NOVEMBER 26TH TO 28TH

The Global Hub of Innovation: exciting shopping-places with unique store concepts and forward-looking ideas. The 4th ACROSS Study Tour takes us to the United Arab Emirates.



IMAGE: PEXELS_ALEKSANDAR PASARIC

A visit to Dubai and Abu Dhabi is not just a business trip – it's a gateway to new ideas, partnerships, and growth



DUBAI & ABU DHABI – a Must-Visit for the Shopping Center Industry! Dubai has established itself as a global hub for retail innovation, making it an essential destination for professionals in the shopping center industry. With its cutting-edge malls, pioneering consumer experiences, and bold architectural concepts, the city offers unmatched in-

spiration and insight into the future of retail. A visit to Dubai is not just a business trip—it's a gateway to new ideas, partnerships, and growth: Join us on our ACROSS study tour.





BOOKING

The travel price is 1,490 € per person. Included are a joint dinner including drinks, ground transportation according to the program, travel companionship by Reinhard Winwarter, Rüdiger Pleus and Will Odwarka. All prices quoted are exclusive of VAT. The tour will only take place with a minimum of 15 participants. The arrival journey and hotel booking must be organized individually. Not included in the price and must be organized by each participant himself: Flights to and from Dubai. The HOTEL will be selected as soon as the minimum number of participants are confirmed. We will arrange a special rate. Booking will be mandatory at this hotel.

TOUR HIGHLIGHTS

Not only will we visit the largest and most impressive malls on site, but we will also receive exclusive guided tours from market experts and discuss current trends and developments. The tour will also focus on food & beverages and entertainment. The program will be continuously updated and published on:

www.across-magazine.com.



IMAGE: MALL OF THE EMIRATES

Mall of the Emirates



IMAGE: DUBAI MALL

Dubai Mall



IMAGE: TIME OUT MARKET

Time Out Market Dubai



IMAGE: ATLANTIS - THE ROYAL

Atlantis - The Royal

Learn more about the Study Tour here



DEVELOPING VALUES IN EVERY PROJECT



ADVISORY SERVICE | ASSET & PROPERTY MANAGEMENT | LEASING | REDEVELOPMENT

AT **4** COUNTRIES **11** SHOPPING MALLS **5** OFFICE BUILDINGS **4** RESIDENCE COMPLEXES **1** HOTEL
1.100+ BRANDS & STORES **2** CINEMA COMPLEXES **800.000+** M² LEASABLE AREA

contact@fibacp.com.tr

www.fibacp.com.tr

 **Fiba**
Commercial
Properties



BEST PLACEMAKING PROJECTS 2025

*Recommended by Joanna Fisher
(ECE Marketplaces)*



“FOOD GARDEN” AT MAIN-TAUNUS-ZENTRUM: A PRIME EXAMPLE OF ADAPTABILITY



NAME OF PROJECT: New “Food Garden” at Main-Taunus-Zentrum

DEVELOPER: ECE Marketplaces

OWNER: Deutsche EuroShop & closed-end real estate fund managed by DWS

PROJECT HIGHLIGHT: At Main-Taunus-Zentrum, one of the largest and most successful shopping centers in Germany, ECE Marketplaces has realized the new “Food Garden” on behalf of the owners. The project creates a new destination and an additional point of attraction in the middle of the center and is a prime example of the new use in place of a department store – and has been delivered as planned on time and fully let.



PLACEMAKING PROJECT BY JOANNA FISHER, CEO OF ECE MARKETPLACES

At Main-Taunus-Zentrum (MTZ), one of the largest and most successful shopping centers in Germany, ECE Marketplaces has realized a new destination within the center being a further development of the open structure and providing an additional USP of the center. In the middle of the open-air shopping center in Sulzbach near Frankfurt am Main, the new “Food Garden” creates a lively new urban center with a high-quality, varied gastronomy offering in five free-standing restaurant buildings for a total of eight restaurant concepts, inviting outdoor terraces, and attractive green spaces.

The new “Food Garden” has just opened in April and is a real highlight for the center and a good example of how to constantly and specifically further develop a retail real estate asset:

The aim of the strategic further development is to create additional visitor incentives and attract new customer groups

with an expanded range of food outlets in the “Food Garden”, to further increase the quality of stay and dwell time in the center and to consistently further develop the tenant mix at Main-Taunus-Zentrum. So far, there have been



In the middle of the open-air shopping center in Sulzbach near Frankfurt am Main, the new “Food Garden” creates a lively new urban center



BEST IN PLACE



comparatively few dining options for a center of this size and quality, which already scores highly with a very large catchment area, high dwell time and a high average turnover per visitor. In addition to the attractive tenant and branch mix, attractive gastronomy offering is another important argument in favor of a longer journey time.

Secondly, the development of the new gastronomic hub for the MTZ is a prime example of how shopping centers can flexibly and successfully adapt to changing customer wishes and market conditions: The "Food Garden" has been built on an area of around 9,000 sq m and with a total rental space of 4,000 sq m in place of a former Karstadt department store and has created a new usage concept adapted to the needs of the center and its customers. The buildings were constructed using sustainable and resource-saving timber construction methods.

The new gastronomy tenants in the Main-Taunus-Zentrum are the steakhouse "The Ash", the pizza-pasta concept "L'Osteria" and the restaurant and bar operator "Alex", the Japanese noodle bar "MoschMosch", the Indian concept



IMAGE: ECE MARKETPLACES

The development of the new gastronomic hub for the MTZ is a prime example of how shopping centers can flexibly and successfully adapt to changing customer wishes and market conditions

"EatDOORI" as well as the regional tenants Traumkuh, Vegabar and Umami.

The owners Deutsche EuroShop and a closed-end real estate fund have invested around 28 million euros in the project for the strategic development of the Main-Taunus-Zentrum. The project was developed, planned, let and implemented by ECE Marketplaces, which also operates the center.

"When the Karstadt department store was to close at Main Taunus Centrum, a lot of work started at ECE Marketplaces to decide with the owners, Deutsche EuroShop and a real estate fund managed by DWS, what to do with the space. It was 2020 and we were in the middle of COVID. The first proposals were to replace the department store with more retail boxes, perhaps a food court or a street food market. None of these felt right and it was at that point that a small group of people and I sat down and workshopped the future. The vision was born out of a clear strategy to provide what guests would need after COVID, knowing that outside space, fresh air, social space and great food and drink will be central to guest needs. The results are spectacular and the guest feedback incredibly positive. It is their Food Garden, and they love it!"



Jonathan Doughty,
F&B Specialist, and
Managing Director of
Viklari Consulting Ltd

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

Recommended by Antoine Frey
(FREY)



MALMÖ DESIGNER VILLAGE – THE LARGEST PREMIUM OUTLET IN THE NORDICS



IMAGE: FREY

NAME OF PROJECT: Malmö Designer Village
DEVELOPER: Rioja Estates in cooperation with OUTLET INSIGHT
OWNER: FREY

PROJECT HIGHLIGHT: A landmark cross-border outlet destination in Scandinavia, Malmö Designer Village will be the largest premium outlet in the Nordic region, featuring over 130 Scandinavian and international brands at 26,000 sq m. With its open-air village design, sustainable features, and strategic location near Malmö and Copenhagen, this project heralds a new era of upscale outlet shopping in a green, experiential setting.



PLACEMAKING PROJECT BY ANTOINE FREY, CEO OF FREY

Malmö Designer Village is an upcoming premium outlet village in Löddeköpinge, Sweden, uniquely positioned to serve both Swedish and Danish markets. Now under the leadership of FREY Group (following the acquisition of the project from UK developer Rioja Estates in 2024), it marks FREY's first outlet development and a significant expansion of its open-air retail portfolio. Over 3.8 million visitors within 90-minutes and 10+ million tourists fall within its reach, including the major population centers of southern Sweden and the Copenhagen metropolitan area. With all necessary planning permissions secured and no objections, construction began in mid-2024.

Malmö Designer Village will span 26,000 sq m of gross leasable area once fully built and is being delivered in two phases. Phase 1 (18,000 sq m, ~90 stores) is scheduled to open in 2027, with Phase 2 (an additional 8,000 sq m) to follow soon after. Upon completion, it will be the largest outlet center in the Nordics, hosting over 130 stores

showcasing a curated mix of international and Scandinavian brands. A number of renowned retailers are already lined up, including flagship outlet stores for Adidas, Levi's, Marc O'Polo, and Skechers, among



IMAGE: FREY

Upon completion, Malmö Designer Village will be the largest outlet center in the Nordics, hosting over 130 stores showcasing a curated mix of international and Scandinavian brands.



BEST IN Malmö



others, ensuring a strong draw for fashion conscious shoppers. Complementing the shopping, visitors will enjoy a diverse food and beverage offering (restaurants, cafés, bars) and amenities for a full-day experience. The village-style layout features seasonally landscaped gardens, pedestrian promenades, and family-friendly facilities (such as play areas), all crafted to create immersive, high-quality customer experience.

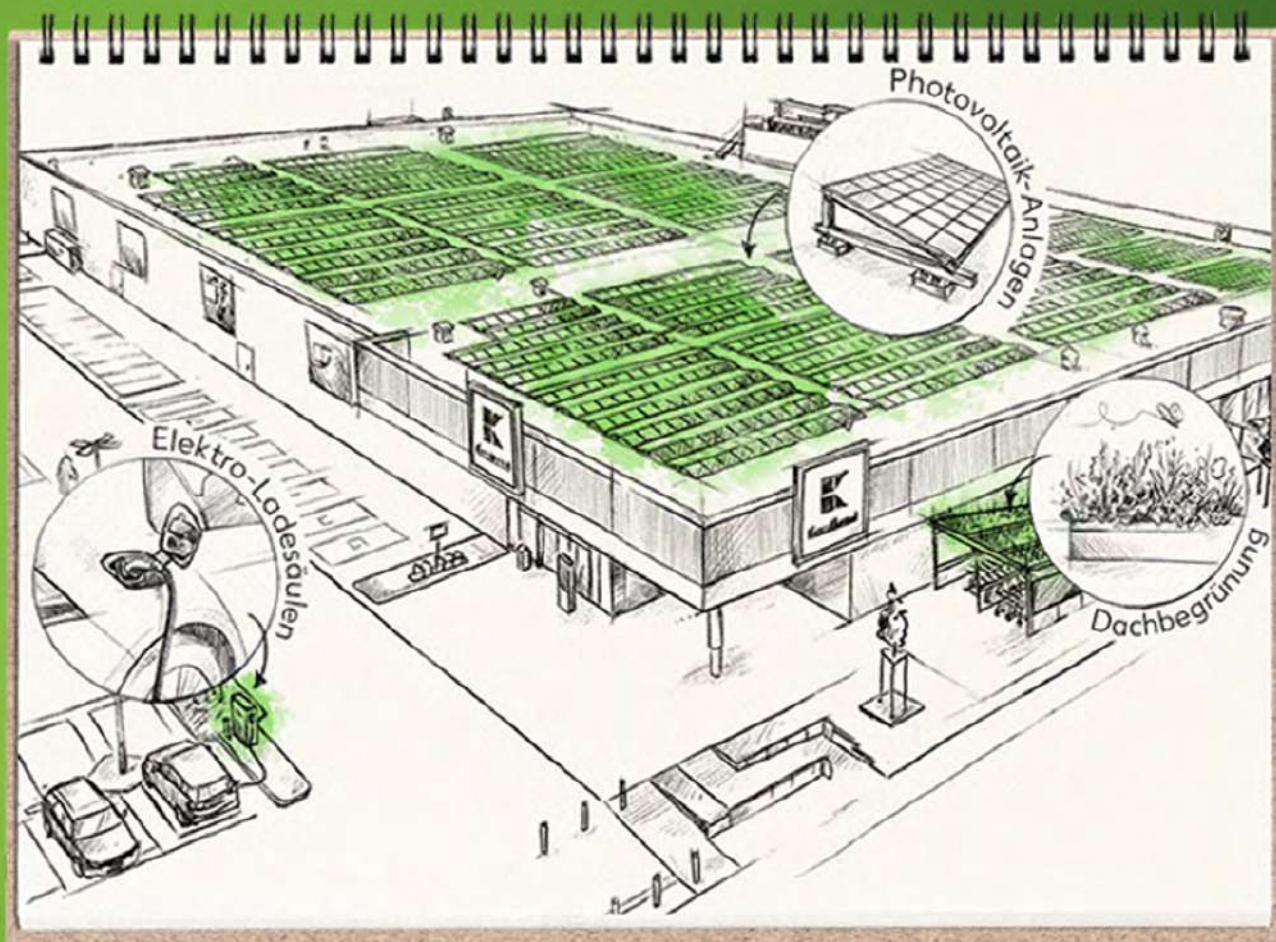
In line with FREY's strong ESG commitments, Malmö Designer Village is being developed with a focus on sustainability. The project is targeting BREEAM "Excellent" certification, reflecting advanced environmental performance in construction and operation. Features such as energy-efficient building systems, ample green space, and seamless integration with the surrounding environment are integral to the design. The center will also leverage ROS Retail Outlet Shopping (now a FREY subsidiary) for professional man-

agement and operation, ensuring optimal performance and customer service.

Malmö Designer Village represents a major milestone for FREY: it not only expands the group's footprint into Scandinavia but also solidifies its position in the high-potential outlet segment. With an investment of approximately 100 million euros for Phase 1 (expected yield >8%), FREY demonstrates confidence in the project's profitability and impact. By 2027, when the full village is operational, this development is set to become a flagship open-air retail destination in northern Europe. It will exemplify FREY's vision of sustainable open-air shopping environments that deliver exceptional retail experiences while respecting local communities and ecosystems. FREY's entry into the Nordic market through Malmö Designer Village underscores its strategy to be Europe's leading operator of open-air shopping destinations, combining innovation in retail with sustainability at every step.

[Learn more about this Project](#)





GREEN IS OUR LEITMOTIF.

We think, build and work in a sustainable manner.

**Our
actions
do the
talking.**

Kaufland



BEST PLACEMAKING PROJECTS 2025

*Recommended by Ian Sanford
(Eurofund Group)*



NUGA CASTELLANA: MADRID'S NEW LANDMARK DESTINATION



IMAGE: EUROFUND GROUP

NAME OF PROJECT: NUGA CASTELLANA

DEVELOPER: PIMCO Prime Real Estate

OWNER: Allianz Group

PROJECT HIGHLIGHT: NUGA Castellana is set to become a landmark destination in Madrid. This urban hub combines residences, offices, restaurants, leisure, and wellness in a 66,000 sq m distinctive space along the city's Paseo de la Castellana. Eurofund Group has been selected to develop the retail and courtyard concepts and lead the branding and marketing activities.



PLACEMAKING PROJECT BY IAN SANFORD, PRESIDENT AT EUROFUND GROUP.

NUGA Castellana will be designed for "work, live and play". The goal is to unify all spaces which are managed by PIMCO Prime Real Estate – Paseo de la Castellana 200-208, Félix Boix 4-8, Doctor Fleming 39-41, and Carlos Murrás 7 (five residential units out of the 14 that make up the asset, alongside commercial spaces) – into a single block that blends cutting-edge design with the most advanced technology.

The new concept will include 'El Callejón de NUGA,' a food & beverage area developed by Eurofund offering diverse gastronomic experiences with an all-day kitchen, as well as spacious areas for offices and coworking spaces, residential apartments with a renewed design, and a wellness and commercial services zone. Another key aspect of the project is the creation of four access points, including a main entrance with a grand lobby from Paseo de la Castellana, as well as three additional entrances from the surrounding streets: Doctor Fleming, Félix Boix, and Carlos Murrás.

The dining area, 'El Callejón de NUGA,' will serve as the heart of this concept, acting as a bridge between the different spaces and enhancing synergies among them. It will cover 4,620 sq m, divided into two sections to create a dynamic



IMAGE: EUROFUND GROUP

The dining area will cover 4,620 sq m, divided into two sections to create a dynamic gastronomic experience.



BEST IN PLACES



gastronomic experience: an indoor plaza crowned by a large skylight, featuring restaurants, cafés, and healthy options; and an open-air space for a more casual dining experience and takeout options.

Of the 21,000 sq m of office space at NUGA Castellana, 5,000 sq m will be dedicated to coworking areas. This will allow companies to offer employees an inspiring and connected environment designed to foster creativity and collaboration.

Eurofund Group plays a key role in shaping the vision and execution of NUGA Castellana. Eurofund is responsible for the conceptualization and delivery of the retail and food & beverage areas, as well as leading the overall branding and marketing strategy. With its extensive experience in placemaking and destination building, Eurofund brings a unique



IMAGE: EUROFUND GROUP

NUGA Castellana is not only a multifunctional space but also a vibrant new point of reference in the city of Madrid.

perspective to the project, ensuring that NUGA Castellana is not only a multifunctional space but also a vibrant new point of reference in the city of Madrid.

[Learn more about this Project](#)





BEST PLACEMAKING PROJECTS 2025

*Recommended by Reinhard Winiwarter
(ACROSS Magazine)*



WESTFIELD ÜBERSEEUARTIER: REDEFINING URBAN RETAIL IN HAMBURG, GERMANY AND BEYOND



IMAGE: DANIEL SCHÄFER

NAME OF PROJECT: Westfield Überseequartier
DEVELOPER: Unibail-Rodamco-Westfield
OWNER: Unibail-Rodamco-Westfield

PROJECT HIGHLIGHT: The much-anticipated opening of Westfield Überseequartier in Hamburg marks a major milestone not only for the city's HafenCity district but also for the wider European retail real estate landscape. As one of Germany's largest and most ambitious mixed-use urban developments, the project sets a new standard for integrated retail, leisure, and lifestyle destinations.



PLACEMAKING PROJECT BY REINHARD WINIWARTER, PUBLISHER AND MANAGING PARTNER OF ACROSS MAGAZINE

Developed by Unibail-Rodamco-Westfield (URW), the 1.5 billion Euro flagship destination in HafenCity goes far beyond the conventional shopping center model, integrating retail, lifestyle, work, and leisure in a way that mirrors the evolving expectations of both consumers and cities. Despite the delays and the many rumors in the industry, the opening showed one thing above all: when we talk about the best projects in the industry, there is no way around Überseequartier. Not only because it is one of the fewer new openings, the project is a milestone for the European retail and mixed-use real estate market and the high number of visitors in the first few weeks shows how well the location has been received.

A Mixed-Use Vision Anchored in Innovation

What sets Westfield Überseequartier apart is its comprehensive mixed-use concept. The development spans over

419,000 sq m and features more than 200 retail units across 80,500 sq m, alongside 650 residential units, 4 hotels, office spaces, a cruise terminal, and vibrant public areas. This ho-



IMAGE: DANIEL SCHÄFER

What sets Westfield Überseequartier apart is its comprehensive mixed-use concept. The development spans over 419,000 sq m and features more than 200 retail units across 80,500 sq m, alongside 650 residential units, 4 hotels, office spaces, a cruise terminal, and vibrant public areas.



BEST IN PLACEMAKING



istic blend of functions is designed not just to attract footfall, but to create a constantly active urban ecosystem.

“This project is not just about retail — it’s about creating a city within the city,” stated URW during the development process and the company did not disappoint us. Strategically located in the heart of HafenCity — Europe’s largest inner-city urban development project — Westfield Überseequartier serves as a vital link between Hamburg’s historic city center and its expanding waterfront. The opening strengthens Hamburg’s position as a premier retail and lifestyle destination, attracting both residents and international visitors.

Westfield Überseequartier proved, that it is more than just a shopping destination. It’s a future-forward urban space,

built with sustainability, digital innovation, and community engagement at its core. From smart building technologies to sustainable transport connections and public plazas designed for cultural programming, the project embodies the evolution of retail real estate into immersive, multi-functional experiences.

Its successful launch represents a bold step forward for post-pandemic retail development, offering a glimpse into how large-scale urban retail can thrive by blending commerce, culture, and connectivity. To me Westfield Überseequartier is the project of the year because it isn’t just redefining Hamburg’s skyline — it proves that the future of retail real estate in Europe can be redefined.

[Learn more about this Project](#)



THE **BIGGEST** INVESTOR & RETAIL OPERATOR In Serbia & Montenegro



SHOPPING CENTERS

VISIT US IN OUR **13 CENTERS**
ACROSS 11 CITIES

Beograd • Novi Sad • Kragujevac • Podgorica • Zrenjanin
Indija • Kruševac • Kraljevo • Obrenovac • Pazova • Pančevo



BEST IN PLACEMAKING



BEST PLACEMAKING PROJECTS 2025

Recommended by Yurdaer Kahraman
(Fiba Commercial Properties)



FROM THE HALLS OF THE LOUVRE AND BEYOND: İZNIK TILES REBORN AT FİBA CP'S İNEGÖL SHOPPING CENTER



IMAGE: FİBA CP

NAME OF PROJECT: İnegöl Shopping Center, İznik

DEVELOPER: Fiba CP

OWNER: Fiba Group

PROJECT HIGHLIGHT: In today's retail commercial real estate market, it's more than just the shopping experience. The identity of a place, the stories it carries, and the sense of belonging it fosters have become increasingly important. At Fiba Commercial Properties, we believe our responsibility goes beyond creating economic value in the locations we invest in—we see it as our duty to invest in the cultural heritage that connects communities to place.



PLACEMAKING PROJECT BY YURDAER KAHRAMAN, CEO & BOARD MEMBER OF FİBA COMMERCIAL PROPERTIES

The “From Tradition to the Future” project at İnegöl Shopping Center is one of the most powerful expressions of this vision. Rather than being a simple cultural initiative, it is a placemaking model rooted in cultural sustainability, fostering social bonds and infusing space with meaning.

Over the course of the year, thematic workshops for both children and adults—such as pottery, marbling, İznik tile painting, and ceramics—are organized. These workshops invite visitors to do more than just experience art—they become an integral part of the creative process.

To date, more than 1,200 İznik tiles have been handcrafted in over 23 workshops. After being professionally glazed and kiln-fired, these tiles are showcased on an art wall at



IMAGE: FİBA CP

İnegöl Shopping Center, İznik, Art Gallery, Tile Workshop.



BEST IN PLACEMAKING



the entrance of the shopping center. Each tile leaves a unique imprint—a trace of its creator, the community, and the space itself—transforming the mall from a commercial venue into a cultural heartbeat where collective memory comes to life.

What makes this project even more meaningful is the global legacy of İznik tiles. Born between the 15th and 17th centuries in Anatolia, these tiles are now displayed in some of the world's most prestigious museums, including the Fitzwilliam Museum (Cambridge), The Metropolitan Museum of Art (New York), Harvard Art Museums, Victoria & Albert Museum (London), and the Louvre (Paris). With intricate blue-and-white floral motifs, large-scale architectural panels, advanced underglaze techniques, and unique ceramic lamps and mihrab panels, İznik tiles reflect a synthesis of Ottoman court aesthetics with the timeless grace of Chinese artistic heritage — showcasing the remarkable technical and artistic mastery of Anatolian artisans and forging universal cultural connections.

“The elegant patterns and vivid colors of İznik tiles brought soul and identity to Ottoman interior architecture.” – Prof. Dr. Gülru Necipoğlu, Harvard University.

Today, this ancient art form revives not only on museum walls, but also in the hands of the people at İnegöl Shopping Center. Participants do more than learn how to paint tiles; they build a personal and communal connection with a craft that has been shaped by centuries.

The project's impact has extended far beyond the local community. Art enthusiasts from across Turkey and beyond are now making special plans to visit İnegöl Shopping Center after discovering the project through digital platforms and social media. “From Tradition to the Future” has grown into a cultural destination and a regional beacon of creative placemaking.

More than an aesthetic experience, this initiative also supports local artists, engages with universities, and



IMAGE: FIBA CP

The Fiba Commercial Properties team at İnegöl Shopping Center's İznik Tile Workshop.

creates inclusive public learning spaces—uniting culture and economy through a sustainable model that spans from production to exhibition and beyond. All processes are managed with professional care.

In 2025, we will enrich the project even further. With the addition of digital storytelling screens, master-apprentice mentorships, and new interactive areas, we aim to make the experience more immersive and inclusive.

“From Tradition to the Future is not just a project—it is a stance, a responsibility, and a cultural mission. We believe that placemaking through culture is the most powerful way to enrich spaces with meaning, strengthen collective memory, and carry traditions into the future,” explains Yurdaer Kahraman, CEO & Board Member of Fiba Commercial Properties.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Giles Membrey
(Rioja Estates)*



GRANTHAM DESIGNER OUTLET VILLAGE DOUBLES DOWN ON SUSTAINABILITY AT ONE OF THE BEST PHYSICAL LOCATIONS IN EUROPE



IMAGE: NEPI ROCKCASTLE

NAME OF PROJECT: Grantham Designer Outlet Village

DEVELOPER: Rioja Estates

OWNER: Rioja Estates

PROJECT HIGHLIGHT: The outlet will follow the very successful blueprint we created at Malmö Designer Village when it comes to sustainability, brands and customer experience. We are targeting BREEAM excellent status to make it one of the most sustainable outlet centres in the UK. With 750m of frontage to the UK's fourth busiest motorway it will have up to 250 EV charging points and a purpose-built hotel.



PLACEMAKING PROJECT BY GILES MEMBREY, MANAGING DIRECTOR OF RIOJA ESTATES

The Grantham Designer Outlet Village site commands one of the best locations in the UK, with 750 metres of frontage to the A1, the fourth busiest motorway in the country and approximately 28 million vehicles passing the site either on the A1, the A603, or the A52, every year. There's also a real lack of full price retail in the immediate vicinity, and especially the 30-minute catchment. Given its highly visible location, significant frontage, wide catchment area, excellent brand support, and lack of competition, I fully expect it to become a dominant outlet in the Midlands and very quickly become one of the top 10 outlets in the UK.

The 60-minute drivetime catchment area is sizeable – around 4.32 million with an estimated 32.7 billion pounds of disposable income – and as a result we expect sales densities of around 550 pounds per sq ft per annum, probably

more given the line-up of high-quality brands already signed up, with more in the pipeline. The estimated annual spend of consumers in the catchment area is 12 billion pounds.



IMAGE: RIOJA ESTATES

Given its highly visible location, significant frontage, wide catchment area, and excellent brand support, Grantham Designer Outlet Village is expected to quickly become one of the top 10 outlets in the UK.



BEST IN PLACES



Sustainability is central to the development which aims to bring regeneration, investment and greater visibility to the region whilst providing an effective platform for tenant brands to maximise their ESG policies. The British Research Establishment's Green Guide to Specification has been used to choose materials with a low environmental impact (rated A or A+ where feasible) and there is also a focus on materials with low embodied energy.

The energy strategy includes building fabric U-values above the standards defined in Part L of the Building Regulations; high efficiency mechanical ventilation with heat recovery; energy efficient heating, ventilation and air conditioning systems; energy efficient light fittings and controls; high performance solar controlled glazing; internal layouts and facades designed to promote suitable daylight, and PV panels on roofs, hidden from public view. Rainwater will be recycled, whilst beehives on the roof and a wormery in the service yard will further enhance sustainability.

We know that there are many attractions in the area so including a hotel will allow visitors to stay over and visit these should they so wish. And being in an area with a rich tradition of farming we will also have a farm shop on site - not something I am aware of as part of any other outlet. We're also providing a unit that local businesses can take for up to a year as a form of "pop-up", giving them an opportunity to benefit from the 2.5 million visitors we expect to attract to the outlet on opening.



IMAGE: RIOJA ESTATES

We aim to attract 3 million-3.25 million visitors each year on completion of phase two, by which time we expect to have created somewhere between 1200-1500 jobs.

F&B will be another big part of the development. We already have several restaurants committed to the scheme offering cuisines such as Italian and Asian, as well as coffee shops throughout so customers can relax before they continue shopping.

We aim to attract 3 million-3.25 million visitors each year on completion of phase two, by which time we expect to have created somewhere between 1200-1500 jobs. This is one of the best physical locations for an outlet in Europe with a fantastic profile, frontage to the A1 and exceptional access to the motorway network.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Lars Jähnichen
(IPH Group)*



„DAS GERBER“ – DIVERSITY THROUGH STRATEGIC VISION



IMAGE: IPH GROUP

NAME OF PROJECT: Das Gerber, Stuttgart
DEVELOPER: IPH Group
OWNER: Württembergische Lebensversicherung AG

PROJECT HIGHLIGHT: A partially vacant retail property has been transformed into a versatile mixed-use quarter and a frequency booster for Stuttgart's city center. At the heart of the concept developed by Württembergische Lebensversicherung and largely implemented by IPH is a smaller, curated and highly relevant retail area - complemented by a hotel, coworking spaces, restaurants, residential and healthcare facilities.



**PLACEMAKING PROJECT BY LARS
JÄHNICHEN, MANAGING DIRECTOR
OF IPH GROUP**

In autumn 2014, “Das Gerber” opened - in the middle of Stuttgart's city center, elaborately planned and architecturally sophisticated. However, the timing was unfavorable: another shopping center, the “Milaneo”, opened at the same time, resulting in a local oversupply of retail space. Footfall in the “Gerber” fell short of expectations, with the second floor in particular becoming a problem child despite the presence of innovative concepts such as pop-up stores.

It quickly became clear that a strategic repositioning was necessary. The owner, Württembergische Lebensversicherung AG, developed a concept to transform the “Gerber” into an urban mixed-use center with a total of eleven uses. A detailed site analysis and feasibility studies led to the decision to convert the upper floors into a Ruby brand hotel and a coworking space. Gastronomy space was also

added, while high-turnover retailers were relocated to the first floor. Overall, the retail space was deliberately reduced from around 24,000 to 16,500 sq m - and optimized in a targeted manner.



IMAGE: IPH GROUP

As part of a necessary repositioning, the owner developed a concept to transform the “Gerber” into an urban mixed-use center with a total of eleven uses.



BEST IN PLACE



In 2019, the IPH Group took over the management of the center, and the team led by Marcus Eggers and Lars Jäh-nichen started to implement the diverse mixed-use concept in several phases. The implementation from 2021 was open-heart surgery: a conversion during ongoing operations, accompanied by intensive discussions with tenants, planners and the city. A center manager from IPH even lived in the building during the construction phase in order to be available to the tenants at all times, to check the progress of construction on site and, where necessary, to mediate between the stakeholders. The owner's long-term willingness to invest was essential for the project.

Operations have now started under the new concept and the “Gerber” stands for urban diversity: retail, hotel, co-working, residential, doctors, daycare, leisure and gastronomy intertwine - with retail as the anchor that generates footfall. The mixed use creates a robust, diversified cash flow. The “Gerber” shows how strategic courage and partnership-based implementation can turn a problematic property into an urban location with charisma. The ongoing



IMAGE: IPH GROUP

“Gerber” stands for urban diversity, with retail as the anchor that generates footfall.

management and improvement of the portfolio will also ensure that economic and social synergies are strengthened in Stuttgart's new mixed-use quarter in the future. The partnership between Württembergische Lebensversicherung AG and the IPH Group will therefore provide further important impetus.

[Learn more about this Project](#)



More to LOVE FOR LESS

AT DESIGNER OUTLET PARNDORF

In more than 160 stores, guests can discover fashion highlights at attractive prices - always up to 70 % off - as well as culinary delights, seasonal events and attractive promotions. In 2024, this unique offering attracted a record 7.2 million visitors, making it the most successful year since the centre opened.

The brand portfolio continues to grow: New arrivals such as **Dr. Martens**, **JOOP! Women**, **Ferragamo** and **Tumi** join established names such as **Karl Lagerfeld**, **BOSS** and popular streetwear brands such as **New Balance** and **Nike** to keep each visit fresh. Younger guests are well catered for with children's brands like **name it** and **Tommy Hilfiger Kids**, in a family-friendly setting.

Food and beverage options are also expanding rapidly, from cafes and restaurants to seasonal highlights in the lively **Street Food Area** and spacious terraces, making food a key part of the shopping experience. Convenient **shuttle services** from Bratislava, Vienna and Budapest, as well as a **local e-bus** from the **nearby train station**, make getting there easy.



160
STORES
—
ALWAYS
UP TO 70%
OFF



OPENING HOURS FROM MAY 26: Mon – Fri 9 am – 9 pm, Sat 9 am – 6 pm
www.designeroutletparndorf.com

Parndorf
Designer Outlet
TM

McArthurGlen



BEST PLACEMAKING PROJECTS 2025

Recommended by Csaba Toth
(BALFIN Group)



A NEW ERA FOR RETAIL IN THE BALKANS: TIRANA EAST GATE'S AMBITIOUS EXPANSION BREAKS GROUND



NAME OF PROJECT: Tirana East Gate (TEG)
DEVELOPER: Balfin Group / Acrem
OWNER: Balfin Group

PROJECT HIGHLIGHT: With a projection of 17,680 sq m of new retail and entertainment space, 42+ global brands, 3,000 sq m of green areas, TEG is becoming an icon of transformation. TEG, Albania's premier shopping destination, has announced a transformative expansion that promises to elevate the retail and leisure experience. This is the second major expansion since opening.



**PLACEMAKING PROJECT BY CSABA TOTH,
VICE PRESIDENT OF REAL ESTATE ASSET
MANAGEMENT AT BALFIN GROUP**

Bigger. Bolder. Better: TEG's 2nd Expansion Reinvents the Shopping Experience in Southeast Europe

Tirana East Gate (TEG), Albania's premier shopping destination, has announced a transformative expansion that is not only reshaping the skyline of the industry, but also re-defining what a modern shopping center can offer in terms of international appeal, shopping offer, environmental responsibility, and experiential design.

Strategically located on the Tirana-Elbasan highway, TEG has long been a commercial hub in the region. Developed by Balfin Group and managed by ACREM (part of BALFIN Group), one of the most significant investment groups in the Balkan and beyond, the shopping center has attracted more than 10 million visitors annually since its inaugura-

tion and is currently home to a wide range of international retailers and exclusive brands across fashion, personal care, entertainment, and gastronomy.



TEG is currently home to a wide range of international retailers and exclusive brands across fashion, personal care, entertainment, and gastronomy.





Bigger Spaces, Global Brands, Elevated Experiences

This latest development is set to introduce over 42 new international brands, including globally renowned names such as Oysho, KIKO Milano, XYZ, Calvin Klein, Intimissimi, Lacoste, Gant, Shoe Zen, etc. These additions will further establish TEG as a top-tier destination for fashion, beauty, and lifestyle, attracting more local shoppers and international tourists.

Expansion includes a two-story northwest extension spanning 16,080 sq m. This wing will house new commercial units, a premium restaurant block with a covered terrace, and the largest indoor entertainment hall in the country, measuring over 8,000 sq m.

In addition, a southwest extension will add another 1,600 sq m of retail space, while improved infrastructure will offer a three-story parking facility, alongside 4,600 sq m of expanded outdoor parking.

Architectural Innovation Meets Smart Design & Sustainable Vision

One of the expansion's most notable features is its commitment to green and recreational space, with more than 3,000 sq m dedicated to nature, including a green terrace designed to enhance air quality, biodiversity, and noise reduction. This approach to ecological design has increas-



IMAGE: HENRIKOPHOTOGRAPHY

The new development is set to introduce over 42 new international brands.

ingly become a staple feature of BALFIN Group's projects—its apparent commitment to the global movement for sustainable urban development.

The architectural concept embraces innovation with a focus on energy efficiency and ecological responsibility. The construction project features the use of perforated aluminum panels for natural lighting and ventilation, which should significantly reduce energy consumption and support environmentally conscious operations.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Christoph Andexlinger
(SES Spar European Shopping Centers)*



SILLPARK 3.0 – SETTING NEW STANDARDS FOR COMBINING MODERN SHOPPING AND CONTEMPORARY HEALTHCARE



IMAGE: SES SPAR EUROPEAN SHOPPING CENTERS

NAME OF PROJECT: SILLPARK 3.0

DEVELOPER: SES Spar European Shopping Centers

OWNER: SES Spar European Shopping Centers

PROJECT HIGHLIGHT: In 2025, operator SES is investing more than EUR 30 million in the large-scale modernization of the SILLPARK shopping center in Innsbruck (Austria). This major project will result in a timeless and modern spatial experience throughout the location. The inner-city shopping center in Innsbruck attracts over 5 million visitors a year and will continue to operate as normal during the transformation process, which will also include a particular innovation: In a flagship project, the first-ever health park in Austria is being realized directly in a shopping mall, covering an area of over 3,000 sq m. Together with healthcare specialist Vinzenz Gruppe Service as the joint venture partner, a future-oriented medical care center is being created for the welfare of the community.



PLACEMAKING PROJECT BY CHRISTOPH ANDEXLINGER, CEO OF SES SPAR EUROPEAN SHOPPING CENTERS

Think NEW Placemaking – SILLPARK 3.0

The planning permission given in spring 2025 paved the way for the large-scale modernization of the first city-center mall in Innsbruck (Austria) – SILLPARK Innsbruck. The “SILLPARK 3.0” project will be implemented by fall 2026, with the center operating as normal and with no restrictions on the shop opening times. Through this EUR 30 million investment, the mall in Innsbruck city center will become the most modern location in Tyrol for socializing and shopping.



IMAGE: ATELIER 3

With the motto “fresh, bright and friendly” for the mall redesign, SES wants to offer visitors a contemporary, yet also future-proof shopping experience.



BEST IN PLACES



The construction work in the mall started in May. With the motto “fresh, bright and friendly” for the mall redesign, SES wants to offer visitors a contemporary, yet also future-proof shopping experience while simultaneously strengthening the position of Innsbruck’s city center.

With a range of businesses that pull in the crowds, SILLPARK has been a central attraction in Innsbruck for several decades, and the popular shopping destination is now given a makeover to make it even more appealing: The planned changes capitalize on an open design flooded with light, which will create a pleasantly bright atmosphere. More sources of natural light, generous spaces and a time-less, modern interior architecture will guarantee an inviting spatial ambience.

Healthcare of the future: the first health park in an Austrian shopping center

A flagship project during the redesign is the new health park, which is being realized on the second story of SILLPARK and will cover an area of over 3,000 sq m. Together with the Vinzenz Gruppe Service as the joint venture partner, a future-oriented medical care center is being constructed here to accommodate not only general practitioners but also medical specialists, therapists and other health service providers, all under one roof. The completion of the adaptation measures at SILLPARK and the opening of the new health park are planned for fall 2026. From then on, SILLPARK will set new standards for combining modern shopping and contemporary healthcare.

Focus on sustainability and customer convenience

SILLPARK is the only shopping center in Austria with its own hydropower plant, which covers an impressive 50

percent of the center’s general energy requirements by means of environmentally friendly in-house production. Sustainability is also a central factor during the current modernization. Every aspect of the redesign of SILLPARK takes state-of-the-art environmental standards into account, with a focus on energy-efficient lighting, sustainable materials and a resource-saving construction method.

FACTS AND FIGURES

Location:	SILLPARK SHOPPING CENTER GMBH Museumstraße 38, 6020 Innsbruck, Austria
Operator:	SES Spar European Shopping Centers GmbH
Opening:	1990
Expansion:	2007
Refurbishment:	2015, 2025/26
GLA:	29,500 m ²
Shops:	Approximately 60
Parking:	Around 800 underground car parking spaces, E-charging station, 350 cycle parking spaces
Specials:	Health Park (2026) Childcare (Mini Lollipop, company creche) Hydropower plant
Anchor tenants:	INTERSPAR, Primark, Peek & Cloppenburg, Health Park (2026)

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

Recommended by Otto Ambagtsheer
(VIA Outlets)



NEW ERA FOR FREEPORT LISBOA FASHION OUTLET AS MULTI-YEAR REMODELLING UNFOLDS



IMAGE: VIA OUTLETS

NAME OF PROJECT: Freeport Lisboa Fashion Outlet: Masterplan

DEVELOPER: VIA Outlets

OWNER: VIA Outlets

PROJECT HIGHLIGHT: After celebrating its 20th anniversary in 2024, Freeport Lisboa Fashion Outlet began a multi-year, four phase remodelling Masterplan to further elevate the overall look & feel and in-center experience. With sustainability elements considered throughout, the center will be transformed with a new architectural identity. The phase 1 main entrance square & canal street redesign will be completed in Q4 2025.



PLACEMAKING PROJECT BY OTTO AMBAGTSHEER, CEO OF VIA OUTLETS

With 36,000 sq m GLA, Freeport Lisboa Fashion Outlet is the largest outlet shopping destination in Iberia. Located 30 minutes from the city, this premium outlet is a staple for locals and tourists alike as they discover over 150 brands. Following a significant redesign in 2017, a major remodelling Masterplan project began in 2024.

After the first phase of remodelling, guests will be welcomed to the center with a serene plaza at the new Main Entrance Square, complete with mature trees and soothing water feature within a more visually striking square layout. Several stores will be demolished, with double height façades and new units built in these spaces to encourage guests to explore. Leading into the meandering Canal Street, additional green spaces, a new coffee shop, and remodelled water features provide the ideal setting for rest and relaxation. Celebrating the Portuguese interpretation of neo-classical architecture, the surrounding store fa-

çades will be modernised with Pombaline-style characteristics such as azulejo tiling and black & white limestone paving, which was a hallmark of 19th century Portuguese urban design. This transformation will also improve the connectivity between the shop fronts, and by reducing



IMAGE: VIA OUTLETS

After the first phase of remodelling, guests will be welcomed to the center with a serene plaza at the new Main Entrance Square, complete with mature trees and soothing water feature within a more visually striking square layout.



BEST IN PLAZA



some physical barriers of the first-floor skyline, the entire space will open up.

In line with our remodeling guidelines, this project has prioritized multiple sustainability-based goals. This includes installing low-consumption LED lighting, adding sliding doors, added systems to reuse and capture rainwater, and planting local vegetation with low water consumption, automatic drip irrigation, and humidity sensors. By the end of 2025, the remodelling of phase one will be completed, but this is just the start of four phases in total:

- Phase Two: The Main Plaza will be reconfigured. This will include the creation of a secondary main entrance and demolishing of the building previously used as cinema and congress center.
- Phase Three: The Tram Plaza and the contemporary façades will be remodelled to align with the center-wide village look & feel.
- Phase Four: A new square will be reconfigured and dedicated to high premium and luxury brands.



IMAGE: VIA OUTLETS

Leading into the meandering Canal Street, additional green spaces, a new coffee shop, and remodelled water features provide the ideal setting for rest and relaxation.

This Masterplan will not only further harmonise the center as a village concept and differentiate it from traditional shopping centers, but it will elevate the entire space and enhance the overall experience for our guests to immerse themselves into our premium outlet shopping destination.

Learn more about this Project





SCMM 2025

2ND INTERNATIONAL CONFERENCE ON SHOPPING CENTRE & MALL MANAGEMENT

DATE & LOCATION :

**02 & 03 OCT., 2025
İSTANBUL - TÜRKİYE**

WHY ATTEND?

- ENGAGING INSIGHTFUL LECTURES
- CUTTING-EDGE TECHNOLOGIES
- EXCEPTIONAL NETWORKING OPPORTUNITIES
- BEST PRACTICES SHOWCASE
- PROFESSIONAL DEVELOPMENT
- CULTURAL EXCHANGE

WHO SHOULD ATTEND?

- MALL DEVELOPERS
- MALL OWNERS & INVESTORS
- MALL MANAGEMENT COMPANIES
- MALL OPERATORS
- MALL MANAGERS & PROFESSIONALS
- MALL FACILITY MANAGERS
- MALL MARKETING AND LEASING SPECIALISTS
- MALL DESIGNERS AND ARCHITECTS
- MALL MANAGEMENT CONSULTANTS/TRAINERS
- MALL FIT-OUT SERVICE PROVIDERS
- MALL SOFTWARE & APPLICATION DEVELOPERS
- SMART SOLUTION PROVIDERS FOR MALLS
- RETAILERS (OWNERS & OPERATORS)
- RETAIL STRATEGISTS & EXPERTS
- RETAIL CONSULTANTS & TRAINERS
- FOOD COURT OPERATORS
- FRANCHISOR COMPANIES

MORE INFO & REGISTRATION



www.scmmconference.com



@scmmconference

we|consult

BEST PLACEMAKING PROJECTS 2025

Recommended by Ortaç Özortaç
(Weconsult)



FLORENTIA VILLAGE – TURKEY’S FIRST LUXURY DESIGNER OUTLET DESTINATION



IMAGE: WECONSULT

NAME OF PROJECT: Florentia Village
DEVELOPER: Kalyon Holding – RDM Fingen
OWNER: Kalyoncu Family – Fingen – GAW Capital

PROJECT HIGHLIGHT: Florentia Village Istanbul is Turkey’s first luxury designer outlet combined with a modern full price retail park creating a unique hybrid retail concept. Located next to Istanbul Airport – with over 90 Million visitors expected in 2025- and equipped with a direct metro access from Istanbul’s metropolitan area within only 25 minutes- the development showcases 65.000 sq m of leasable area in its Phase I. Florentia Village aims to set a new benchmark for retail, leisure and entertainment in the region through its scale, accessibility, attention to detail, service and innovative dual-concept structure.



**PLACEMAKING PROJECT BY ORTAÇ
ÖZORTAÇ, PARTNER AT WECONSULT**

Florentia village is part of a mega development of 11,000,000 sq m and is the first milestone of a new sustainable neighborhood in Istanbul.

Florentia Village Istanbul is set to become Turkey’s first luxury designer outlet destination, offering a new retail concept that merges two highly successful retail worlds: high-end designer fashion and everyday lifestyle shopping, all within a unified and immersive environment.

Developed by one of the leading conglomerates of Turkey, Kalyon Holding, and the international leader in international Designer Outlet Management company, RDM Fingen, Florentia Village is located next to the new Istanbul International Airport—Europe’s busiest future hub

— and it features more than 65,000 sq m of GLA with 220 stores across a Designer Out-let and a modern Full Price Village.



IMAGE: WECONSULT

Florentia Village features more than 65,000 sq m of GLA with 220 stores across a Designer Outlet and a modern full price retail park.



BEST IN FLORENTIA



This dual-format model is not only a first for Turkey, but also a globally rare concept, offering luxury and accessibility side by side under the auspices of one of the leaders in the market, RDM Fingen.

The project benefits from its prime location with a regional catchment of 14 million residents within 60 minutes with an average purchasing power of 7,200 euros. In addition, Istanbul Airport is expected to serve over 90 million passengers by 2025, further boosting footfall and international appeal. Seamless connectivity via the North Marmara Motorway and the new Ihsaniye metro station ensures rapid access to key city zones in under 30 minutes.

Florentia Village is designed as an open air full-day destination with distinct architectural zones including the Lux-ury Circle, Modern Village, and Gastro Square, along with a central Hotel Square. These curated environments blend shopping, dining, and leisure in a unique and memorable way. Future phases allow the project to grow to 110,000 sq m leasable area with 350 stores, strengthening its position as a long-term commercial



Florentia Village Istanbul presents new retail concept that merges two highly successful retail worlds: high-end designer fashion and everyday lifestyle shopping.

and cultural landmark. Weconsult is a proud consultant to select leasing activities through all the pre-opening stage.

Participating in a project of this scale and vision is not only an honor but a reflection of our strong capabilities and growing presence in the retail real estate market.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

Recommended by Priscilla Tomaso
(Redevco)



126 RIVOLI – THE URBAN DEVELOPMENT LANDMARK OF PARIS



IMAGE: REDEVCO

NAME OF PROJECT: Beats per Minute (BPM) at Rue de Rivoli in Paris

DEVELOPER: Redevco

OWNER: Redevco

PROJECT HIGHLIGHT: Redevco is transforming the iconic 126 Rivoli in Paris into a vibrant 13,000 sq m mixed-use space. Located on one of Paris's main shopping streets, this building is planned to include retail, offices, urban logistics, a lifestyle hotel, a restaurant and charity organization as well as a publicly accessible rooftop garden with 360-degree views. It also aims for BREEAM Excellent certification.



PLACEMAKING PROJECT BY PRISCILLA TOMASOA, HEAD OF MARKETING & COMMUNICATIONS AT REDEVCO

Beats Per Minute (BPM) aims to be a modern urban development landmark in Paris, combining environmental and societal goals and revitalizing the city. The building's name reflects its versatile use, from morning rooftop yoga classes to evening dining. It innovatively meets community needs throughout every minute of the day, thriving to become a hub for mixed activities and multiple experiences, along with year-round cultural and artistic events.

The asset is surrounded by Paris's most beautiful monuments, including the Louvre, Notre-Dame, and the Hôtel de Ville. Located on Rue de Rivoli, one of Europe's top 10 busiest shopping streets attracting almost 36,000 visitors a day, this exceptional location benefits from unrivalled accessibility and visibility in a hyper-dynamic, fast-changing setting.

Designed by Franklin Azzi Architecture, this mixed-use project will cater to modern retail demands and new lifestyle trends in a prestigious district where tourists and Parisians converge, blending history, culture, and com-



IMAGE: REDEVCO

An extensive rooftop garden offering an exceptional 360-degree view of Paris will complement the many functions of the location.



BEST IN PLACEMAKING



merce. In line with Redevco's mission to create transformative real estate that builds value for investors and enriches communities, BPM aims for environmental excellence. The BREEAM Excellent Certification has been achieved in the conception phase for all three uses: hotel, offices, and commerce, and is targeted for operational phases as well.

The redeveloped nine level building will include 3,000 sq m of retail space on three floors, 4,000 sq m of office space on three floors, urban logistics, a lifestyle hotel, and a restaurant. An extensive rooftop garden offering an exceptional 360-degree view of Paris, including the Eiffel Tower, Montmartre, and Notre Dame, will complement the many functions of the location. This green oasis will not only provide a serene escape in the bustling city but also contribute to urban greening and biodiversity net gain.

Works began in June 2023, and the building is currently under development. A few weeks ago, we achieved a monumental human and technical accomplishment overnight, with the installation of a 40 m tower crane in the heart of the building.

By investing in sustainable practices, we aim to positively impact the environment and improve the quality of life for the building's users, setting a new benchmark for urban development. This project is not just about transforming a building; it is about creating a resilient urban space that enhances the community and sets a new standard in placemaking.

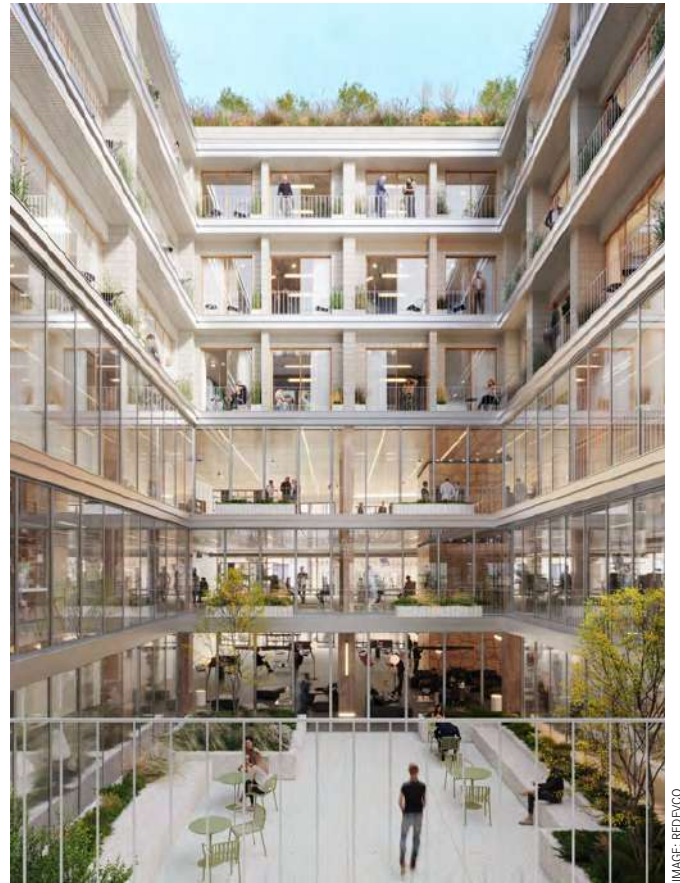


IMAGE: REDEVCO

This mixed-use project will cater to modern retail demands and new lifestyle trends in a prestigious district where tourists and Parisians converge.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Silvio Kirchmair
(umdasch The Store Makers)*



REDEFINING PLACEMAKING: INSIDE THE KÄMMEREI'S VIBRANT MIXED-USE CONCEPT



IMAGE: ART-INVEST REAL ESTATE

NAME OF PROJECT: Kämmererei Düsseldorf

DEVELOPER: Art-Invest Real Estate

OWNER: Art-Invest Real Estate

PROJECT HIGHLIGHT: In the heart of Düsseldorf's old town, the listed Kämmererei is being carefully revitalized by umdasch The Store Makers. A modern mix of office, retail, restaurant and event space is being created on five floors from a former administration building - a pioneering mixed-use concept that goes beyond traditional shopping center or office building structures.



PLACEMAKING PROJECT BY SILVIO KIRCHMAIR, CEO OF UMDASCH THE STORE MAKERS

Mixed-use as a pioneering concept

The intelligent interplay of various functions under one roof is what makes the Kämmererei so special. Where once there was administration, there is now a lively place where people can work, shop, meet and enjoy themselves. With an open-plan ground floor that gives the restaurant and retail areas direct access to the market square, the building becomes part of the public space - revitalizing Düsseldorf's city center.

In addition to the new office and retail space, the atrium forms the heart of the building: the historic inner courtyard becomes a multi-functional event space - creating a vibrant bridge between the listed building and modern expectations of use.



IMAGE: ART-INVEST REAL ESTATE

The Kämmererei addresses several current developments in the property and retail market: Building in existing properties is becoming the central discipline of the future.





Unique spaces that unite history and the future

Instead of relying on demolition and new construction, the project is based on the sustainable revitalisation of existing buildings – an active contribution to the conservation of urban resources. Targeted refurbishment and modernization measures preserve the architectural charm of the 1950s building and combine it with today's requirements for energy efficiency, technology and comfort.

As general contractor, umdasch The Store Makers is already supporting the project in its second construction phase. Special experience, flexibility and sensitivity are required to create unique office, retail and catering spaces that harmonise listed elements with the present.

Responding to new market requirements

The Kämmerei addresses several current developments in the property and retail market: Building in existing properties is becoming the central discipline of the future – not least due to scarce resources. At the same time, brick-and-mortar retail is changing: from the classic point of sale to a multifunctional experience and meeting place. Mixed-use concepts such as the Kämmerei make it possible to combine different needs in a holistic spatial structure.



IMAGE: ANDREAS ENDERMANN

Targeted refurbishment and modernization measures preserve the architectural charm of the 1950s building and combine it with today's requirements for energy efficiency, technology and comfort.

With completion planned for the second half of 2025, Düsseldorf will have a prime example of how retail space can be combined with other concepts in a sustainable way. At umdasch The Store Makers we are delighted to be able to play an active role in the design of this special place and to realise a project that intelligently combines the past, present and future and redefines placemaking.

Learn more about this Project



**Connect
with the Spirit
of Retailing.**



This is how we spell
SUC**sess**



Again in 2025, our focus will remain on our customers.
Together with our retail partners, we are creating vibrant, highly relevant living spaces.
www.ses-european.com



AUSTRIA

SLOVENIA

HUNGARY

ITALY

CROATIA

CZECH REPUBLIC



BEST PLACEMAKING PROJECTS 2025

Recommended by Ivan Nachkov
(Trinity Capital)



EXPANSION COUPLED WITH REFURBISHMENT: THE BALKANS' LARGEST RETAIL PARK, XOPARK SOFIA, RECEIVES A MAJOR TRANSFORMATION



IMAGE: TRINITY CAPITAL

NAME OF PROJECT: XOPark Sofia Retail Park

DEVELOPER: MCK AD

OWNER: Trinity Capital AD

PROJECT HIGHLIGHT: A significant transformation is underway at the largest retail park in the Balkans. It has recently undergone a major extension, adding 25,000 sq m GLA to the existing 30,000 sq m. The project has just been rebranded, marking its belonging to the XOPark national retail park chain owned and managed by Trinity Capital. Reconstruction and renovation of the established part are scheduled to take place by the end of 2025.



PLACEMAKING PROJECT BY IVAN NACHKOV, COO AT TRINITY CAPITAL

XOPark Sofia is located in the outskirts of the capital, at the second busiest junction in Bulgaria - the intersection between A1 and A2 motorways on Sofia's Ring Road, with 24 million vehicles per year. The existing part of the complex has been an established shopping destination since 2011. The newly opened extension boasts a diverse range of store formats: a dedicated services area, an agora-style open gathering space, smaller shops, and big boxes that create a comprehensive shopping experience. The agora is an innovative feature which encourages social interaction and community engagement, providing customers with a space to connect and relax.

While the new part of the retail park manifests modern designs and forward-thinking concepts, the existing one is not being left behind. Reconstruction and renovation are scheduled to be completed by the end of 2025.

The goal is to ensure that both parts blend seamlessly, offering a unified and cohesive aesthetic that appeals to today's consumer.



IMAGE: TRINITY CAPITAL

XOPark Sofia, the largest retail park in the Balkans, has recently undergone a major extension, adding 25,000 sq m GLA to the existing 30,000 sq m.



BEST IN FUTURE



The renovation will focus on architectural unification, particularly in the facades above the pedestrian zone in front of stores, so that the transition between both parts of the park feels natural and consistent. Visitors will experience a sense of continuity while they move through the complex, as the architectural elements and design align, creating a visually harmonious atmosphere that connects the entire park.

We also prioritize improving accessibility and encouraging a leisurely pace of shopping. One of the key improvements in the reconstruction process is the upgrade of pedestrian access. A new, clear pedestrian connection has been built between the two parts, and it will be further enhanced by more plants, trees, and green spaces. More greenery will be integrated into the park's design, contributing to a more sustainable and aesthetically pleasing environment.

XOPark Sofia's ongoing transformation is not just about creating a modern shopping destination - it's about designing a space that is future-ready and reflective of evolving



IMAGE: TRINITY CAPITAL

The renovation will focus on architectural unification, particularly in the facades above the pedestrian zone in front of stores.

ing market movements. Our emphasis on community engagement positions it as a forward-thinking model for retail parks across the region. XOPark Sofia will undoubtedly become more than just a place to shop. It will be a hub of activity, a space that promotes connection, leisure, and an immaculate integration of retail with everyday life.

By the time the final touches are put on the project in late 2025, XOPark Sofia will have transformed into a vibrant, dynamic space that caters to the needs of today's shoppers and retailers.

Learn more about this Project



MKxART

BEST PLACEMAKING PROJECTS 2025

Recommended by Gilbert Menassa
(MK Illumination)



MKXART DEBUTS IMMERSIVE PUBLIC ART TRAIL “HERE WE GLOW” AT WESTFIELD LONDON



IMAGE: MK ILLUMINATION

NAME OF PROJECT: Here we Glow

DEVELOPER: MKxART

OWNER: Westfield London

PROJECT HIGHLIGHT: HERE WE GLOW is the debut project of MKxART, the new creative initiative by MK Illumination UK. In close collaboration with Westfield London, the team curated an immersive public art trail featuring two internationally acclaimed artists: Liz West (UK) and Angelo Bonello (Italy). The exhibition ran from January 23 to March 2, 2025—making it the longest running art trail in London that year.



PLACEMAKING PROJECT BY GILBERT MENASSA, GLOBAL HEAD OF STRATEGIC COMMUNICATIONS AT MK ILLUMINATION

Liz West’s bespoke installation, Visible Light, was inspired by Westfield’s award-winning triangular skylight. The work featured 22 translucent prisms cascading through two floors in a vivid spectrum of colors, spanning 6 meters wide and 12 meters long. Visually striking and spatially ambitious, it redefined the interior as a radiant canvas of light.

Angelo Bonello’s Tessellis left Italy for the very first time to be showcased in London. The piece comprised 18 illuminated elements inspired by nature, arranged across a 120-metre pathway, complete with a custom soundtrack and interactive lighting choreography—controlled remotely from Rome.

The full project took five months to be realized, involving tight coordination between MK Illumination, Westfield, and installation partner Production Place. The technical and lo-



IMAGE: CHARLES EMERSON

Liz West’s bespoke installation, Visible Light, was inspired by Westfield’s award-winning triangular skylight.



ART IN PLACES



gistical complexity of balancing artistic integrity with public safety in a high-traffic location like Westfield was overcome through years of experience and agile planning.

This collaboration was a natural evolution: MK Illumination has been a trusted creative partner to Westfield for many years, especially known for their large-scale Christmas installations. Building on this strong relationship, MK was the ideal partner to bring a bold new artistic vision to life. By connecting Westfield with two of the most respected public art talents in Europe, MKxART helped to position the center as a cultural destination beyond retail.

The initiative also achieved significant business impact: January is typically a low-traffic month for retail destinations, but HERE WE GLOW brought renewed footfall, extended dwell time, and wide social media exposure. The event was featured in over 50 media outlets, including Condé Nast Traveller, Visit London, The Londonist, and Yahoo News.



IMAGE: CHARLES EMERSON

In close collaboration with Westfield London, MK Illumination UK curated an immersive public art trail.

With HERE WE GLOW, MK Illumination UK has not only launched its first MKxART project but also set a bold new standard for experiential art in public spaces. It is place-making at its most creative, collaborative, and culturally relevant.

[Learn more about this Project](#)





BEST PLACEMAKING PROJECTS 2025

Recommended by Herman Kok
(DISCvision)



PAKT: FROM OLD INDUSTRIAL WAREHOUSES TO A CREATIVE URBAN HUB



IMAGE: PAKT

NAME OF PROJECT: PAKT

DEVELOPER: Ismail and Yusuf Yaman, along with entrepreneur Stefan Bostoan

OWNER: Immo Yaman

PROJECT HIGHLIGHT: PAKT in Antwerp is a vibrant urban redevelopment project that transformed a cluster of old industrial warehouses into a dynamic creative urban hub. The project combines an inner square with gastronomy, fitness, and bit of shops with (co-work) workspaces on the upper floor, and one of the largest urban farms of Europe on the roof. Combined with Groen Kwartier quarter next door, a unique urban place.



**PLACEMAKING PROJECT BY HERMAN KOK,
ASSOCIATE PARTNER AT DISCVISION**

PAKT is a pioneering urban redevelopment project located in Antwerp's Groen Kwartier (Green Quarter), in the 19th century urban belt of Antwerp, where a cluster of historic warehouses has been transformed into a vibrant, sustainable community hub. Initiated by brothers Yusuf and Ismail Yaman, alongside entrepreneur Stefan Bostoan, the project reimagines post-industrial space as a living ecosystem for creativity, food, and community.

The site's history is rooted in its industrial past; the warehouses once served as storage and later as venues for underground events. Today, PAKT is home to a diverse mix of over 30 businesses, including coffee roasters, restaurants, creative studios, and wellness spaces, all connected by a cobbled courtyard that fosters interaction and collaboration.

A standout feature of PAKT is its 1,800 sq m rooftop farm, known as 't DAK van PAKT. Developed in 2016 by agro-bio-

technologist Bram Stessel and community expert Adje Van Oekelen, the farm employs innovative techniques like hay bale cultivation to overcome structural limitations of the buildings. This approach allows for the growth of vegetables,



IMAGE: PAKT

PAKT stands as a model for regenerative urban development, blending historical preservation with innovative practices to enrich city life.



PAKT in Rotterdam



fruits, and herbs, and supports beekeeping and chicken coops, all within the urban environment.

The rooftop farm operates on a community-supported agriculture (CSA) model, engaging local residents in sustainable food production. Members can participate in the works, participate in workshops, and contribute to composting efforts, creating a closed-loop system that integrates food waste from on-site businesses.

PAKT connects to Groen Kwartier, a transformation made by Mataxi in conjunction with Vespa of a historic former military hospital complex into a car free and green urban neighbourhood with apartments, lofts, and urban villas, as well as shops, a hotel, and restaurants.

PAKT exemplifies how thoughtful urban design can repurpose existing structures to create multifunctional spaces that promote sustainability, community engagement, and eco-



IMAGE: PAKT

A standout feature of PAKT is its 1,800 sq m rooftop farm, known as 't DAK van PAKT.

nomic vitality. It stands as a model for regenerative urban development, blending historical preservation with innovative practices to enrich city life.

[Learn more about this Project](#)



ceeplay

BEST PLACEMAKING PROJECTS 2025

*Recommended by Ibrahim Eker
(CEEPlay)*



ALAMEDA SHOP & SPOT PLAYGROUND: DESIGN, PLAY, AND COMMUNITY IN ONE ARCHITECTURAL STATEMENT



IMAGE: CEEPLAY

NAME OF PROJECT: Alameda Shop & Spot Playground
DEVELOPER: CBRE
OWNER: Deutsche Bank

PROJECT HIGHLIGHT: A striking playground transforms a busy mall into a vibrant social space by merging design, play, and community in one architectural statement. The project captures a powerful cultural shift—shopping malls are no longer just about commerce; they are becoming the new public squares, spaces where people gather, interact, and play. At Alameda, we had the opportunity to create a landmark that embraces this change.



**PLACEMAKING PROJECT BY IBRAHIM EKER,
FOUNDER AND EXECUTIVE DIRECTOR OF
CEEPLAY**

Located in one of Porto's busiest retail environments, the playground at Alameda Shop & Spot reimagines the CBRE-operated shopping mall as more than just a commercial center—it becomes a vibrant community hub. CEEPlay's mission was to design a play space that did not just entertain, but truly captivated. The result is a bold, sculptural installation that draws children and families into a loop of adventure, connection, and architectural curiosity.

The journey begins with a tunnel that invites kids to climb their way into the heart of the structure. As they ascend, they enter a spacious top platform nearly 6 meters above ground. From here, young explorers are treated to not only a variety of challenging and engaging climbing elements, but also a carefully positioned window—allowing for a safe and inspiring glimpse of the outside world from above.



IMAGE: CEEPLAY

CEEPlay's mission was to design a play space that did not just entertain, but truly captivated.;



BEST IN PLACEMAKING



The entire design encourages circular play. After reaching the peak, children can enjoy a fast and fun slide that returns them to the ground level, inviting them to start the journey all over again. This cyclical interaction keeps the space alive with movement and energy, making it a key focal point of the mall.

What sets this project apart is how it combines play, visibility, and visual impact. The structure stands out architecturally while blending seamlessly into the high-traffic environment of the shopping center. It's designed to be

seen, experienced, and remembered—by children, families, and visitors alike.

By positioning play at the center of the mall experience, this project reflects a broader trend: the transformation of retail spaces into social gathering places. CEEPlay's design does not just complement this shift—it actively shapes it. Through bold forms, innovative play experiences, and a focus on social interaction, the Alameda playground is more than a play area—it's a place-making statement.

[Learn more about this Project](#)



Leading owner and operator of Shopping Centres in Central and Eastern Europe (CEE)

Silesia City Center, recent acquisition in Katowice, Poland



www.nepirockcastle.com

8 countries

57 retail properties

2.3 MILLION m² Gross Lettable Area of income-producing properties

over **€7.8 BILLION** investment portfolio

Photovoltaic panels installed across **27 Romanian assets** in 2023 and 2024.



BEST PLACEMAKING PROJECTS 2025

Recommended by Susan Bonsak
(Placewise)



BRAGA PARQUE: REDEFINING DIGITAL ENGAGEMENT WITH AN INTERACTIVE LOYALTY PROGRAM



NAME OF PROJECT: Level Up: Braga Parque's Loyalty Revolution

DEVELOPER: Placewise / Mundicenter

OWNER: Mundicenter

PROJECT HIGHLIGHT: Braga Parque mall, owned by Mundicenter, launched a loyalty app in late 2024, redefining digital engagement in Portuguese retail. Through gamification, app-based membership, and integration with physical events, the program has quickly gained traction and demonstrated outstanding user engagement.



PLACEMAKING PROJECT BY SUSAN BONSAK, CEO OF PLACEWISE

Braga Parque Loyalty Launch marks a pivotal moment in Portuguese retail innovation. As one of the country's leading shopping destinations, Braga Parque partnered with Placewise to elevate customer engagement through a digital-first loyalty program and app ecosystem.

Challenge:

Prior to 2024, Braga Parque had yet to explore a centralized loyalty strategy, which presented a valuable opportunity to elevate shopper engagement and better understand its growing customer base. The stage was perfectly set for an innovative digital transformation.

With the goal to digitize and personalize the experience, the mall sought to collect meaningful data, attract new visitors, and increase dwell time, all while supporting tenants and modernizing the shopping journey.

Implementation:

The project officially launched in September 2024, without any legacy database, meaning every member was onboarded from scratch. Leveraging Placewise's CRM platform (MPC) and loyalty app, Braga Parque offered a seamless user experience combining tenant offers, gamified experiences, and marketing automation. Campaigns were supported by a strategic performance management team, guiding the mall in optimizing engagement.

The turning point came with in-mall event integration. By requiring app login and member ID for access to events, Braga Parque bridged digital and physical experiences. Their April 2025 "Level Up Gaming Festival" is a prime example: over 3,000 members registered to attend, accessing Arcade, VR games, and promotions via the app — a fully app-gated event.





IMAGE: PLACEWISE

The turning point came with in-mall event integration. By requiring app login and member ID for access to events, Braga Parque bridged digital and physical experiences.

Innovation:

Braga Parque took loyalty beyond digital with a unique hybrid approach. Campaigns connected online features with physical events, encouraging users to engage in-store. Through the app, users choose favorite stores, complete interest profiling, and access exclusive offers allowing managers to have a full overview of personal and behavioral data like games played, coupons used, and stores favored.

Results & Metrics:

- 72% member activity rate
- 68% app usage in April
- Over 3,000 participants joined the April 2025 "Level Up Gaming Festival" by showing their app member ID to access arcade and VR experiences on-site

Stakeholder Impact:

Mall management gained rich behavioral insights and segmented data for communication. Tenants saw increased engagement and clearer attribution from campaign participation. Shoppers enjoy tailored experiences and added value.

Future Vision:

Later in 2025, Braga Parque will introduce QR code scanning within the app, enabling in-mall check-ins, coupon redemption, personalized incentives and unlock new in-mall gamified journeys, tying digital behaviors to real-world engagement like never before. This next step will solidify the app's role as the ultimate key to Braga Parque's experience.

"As the leading expert in CRM and Loyalty for shopping centers, Placewise always seeks to build relevant customer journeys for each specific client. In Mundicenter's case, an app made a lot of sense, and results speak for themselves, whilst in other cases we would work mobile-web based. We are channel agnostic, and always try to understand the client's ambitions and pain points, and the market conditions, before suggesting which tools to implement. End of the day it's all about creating something relevant and appealing to make the shoppers come back more often and stay longer in the malls," explains Susan Bonsak, CEO of Placewise.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Michael Hiese
(Kaufland)*



KAUFLAND SPLIT-TRSTENIK: DELIVERING A CUSTOMIZED ONE-STOP SHOPPING EXPERIENCE



IMAGE: KAUFLAND

NAME OF PROJECT: Kaufland Split-Trstenik
DEVELOPER: Kaufland Hrvatska k.d.
OWNER: Kaufland Hrvatska k.d.

PROJECT HIGHLIGHT: Inner-city densification, a flexible real estate concept, public-private partnership (PPP - urban co-investment) and a customized one-stop-shopping concept are the highlights of this real estate project. Any other highlights? Right, it's Kaufland's 50th store in Croatia!



PLACEMAKING PROJECT BY MICHAEL HIESE, CHIEF REAL ESTATE OFFICER AT KAUFLAND INTERNATIONAL

Just as special occasions call for tailor-made attire, rather than off-the-rack options, exceptional real estate developments require custom-designed concepts that fit their unique environments. While standardized approaches abound in property development, they often fall short when confronting distinctive site challenges and community needs.

This was especially true for the development of our store in Split-Trstenik, where we faced remarkable site constraints: a sloped, triangular urban plot, located between one of the city's major traffic arteries and residential buildings reaching 15 stories high. This exceptional location demanded an equally exceptional approach.

Under these conditions, developing a new store required a high degree of flexibility. We implemented an elevated

construction technique across the entire site, enabling strategic urban densification. This required a complex foundation for both our building and the neighboring structures, forming a base aligned with the road above.



IMAGE: KAUFLAND

By integrating a spacious, inviting, and well-known local café, a place for gathering and socializing was created.



BEST IN PLACES



By positioning the car park beneath the store, we were able to provide more than 180 parking spaces in an inner-city setting. In addition, a public parking garage was constructed as part of the new development, helping to ease the tense parking situation inherent to the densely populated surroundings.

In creating the 50th Kaufland store in Split, we focussed on delivering a customized one-stop shopping experience for customers. Beyond adapting the product range to regional preferences, special attention was paid to the tenant mix, aligning it with customer needs and filling local service gaps. This included establishing a pharmacy, a health food store (organic market), and adding desired services such as an in-store post office.

By integrating a spacious, inviting, and well-known local café, a place for gathering and socializing was created. Shoppers and residents alike value their new intergenerational meeting spot.

Another highlight for local customers is the inclusion of a butcher offering regional meat and delicacies, as well as a local fishmonger widely recognized as a long-standing community institution.

The measurable revenue growth and the positive customer feedback validate the success of our location-specific tenant mix and focus on a customer-oriented one-stop shopping experience. The difference between off-the-rack and tailor-made is clear.

[Learn more about this Project](#)





BEST PLACEMAKING PROJECTS 2025

Recommended by *Cristina Santos*
(Sonae Sierra)



CAMPO NOVO BLENDS RETAIL, RESIDENTIAL, OFFICES, AND PUBLIC SPACE IN ONE VIBRANT NEW DISTRICT



IMAGE: SONAE SIERRA

NAME OF PROJECT: Campo Novo
DEVELOPER: Norfin
OWNER: King Street e Arrow Global

PROJECT HIGHLIGHT: Campo Novo is a groundbreaking mixed-use project in Lisbon, blending retail, residential, offices, and public space in one vibrant new district. It redefines placemaking and sets a benchmark for future-ready city living. Backed by Sierra's expertise in urban planning, retail design, leasing and management and Norfin's expertise in real estate investment management, the project will deliver curated retail tailored to local needs and ensure high-quality office spaces and parking for modern business demands.



PLACEMAKING PROJECT BY CRISTINA SANTOS, EXECUTIVE DIRECTOR, PROPERTY MANAGEMENT & LEASING AT SONAE SIERRA

Campo Novo: A New Benchmark for Placemaking in Europe

Campo Novo is a landmark mixed-use development that is redefining urban living in the heart of Lisbon. Strategically located along the city's main axis and adjacent to the key Campo Grande transport hub, the project brings together modern residences, next-generation office spaces, curated retail, and generous public areas to create a vibrant, inclusive community.

Covering 80,000 sq m of above-ground construction, Campo Novo integrates residential, office, and retail functions within a thoughtfully designed environment, enhanced by landscaped gardens and ample parking. The result is a dynamic setting where living, working, and leisure coexist seamlessly.



IMAGE: SONAE SIERRA

Campo Novo is a groundbreaking mixed-use project in Lisbon, blending retail, residential, offices, and public space in one vibrant new district



BEST IN PLACEMAKING



Central to Campo Novo's success is Sonae Sierra's comprehensive management of its mixed-use components. Leveraging decades of experience, Sierra oversees the property management and leasing of the retail and office spaces, ensuring a dynamic tenant mix that caters to both local needs and modern business demands. The parking facilities are also managed to provide optimal accessibility and convenience for all users.

Promoted by Norfin, a real estate investment management firm, Campo Novo exemplifies collaborative excellence in urban development. It harmoniously combines the charm of traditional Lisbon neighborhoods with the innovation of contemporary city living.

What sets Campo Novo apart as a premier placemaking project in Europe is its holistic approach to urban integration. By thoughtfully combining diverse functionalities – residential, commercial, workplaces, and recreational –



IMAGE: SONAE SIERRA

Covering 80,000 sq m of above-ground construction, Campo Novo integrates residential, office, and retail functions within a thoughtfully designed environment

within a cohesive and accessible layout, it fosters a sense of community and belonging. The emphasis on sustainable design, connectivity, and quality public spaces not only enhances the urban fabric of Lisbon but also sets a precedent for future developments aiming to create meaningful and enduring places for people to live, work, and connect.

Learn more about this Project



THE
BOULEVARD
OUTLET SHOPPING | BANBRIDGE

BEST PLACEMAKING PROJECTS 2025

*Recommended by Chris Nelmes
(The Boulevard)*



HOLLYWOOD BOWL KICKSTARTS A 10-MILLION-EURO REDEVELOPMENT FOR NORTHERN IRELAND'S LEADING OUTLET



IMAGE: CAVENDISH CONSULTING

NAME OF PROJECT: The Boulevard

DEVELOPER: Tristan Capital

OWNER: Lotus Property

PROJECT HIGHLIGHT: One of the UK's fastest growing leisure operators, Hollywood Bowl Group is opening a 2,140 sq m 21-lane bowling alley at Northern Ireland's only premier designer outlet, The Boulevard, later this year. This will initiate a 10-million-euro redevelopment project to transform the western part of the scheme, creating a 'Food and Entertainment Quarter' spanning 5,570 sq m which expands the GLA to approximately 20,440 sq m.



PLACEMAKING PROJECT BY CHRIS NELMES, RETAIL DIRECTOR AT THE BOULEVARD

Shopping is the bread and butter of the retail industry, and while outlets already offer something unique with heavily discounted prices, investing in a diverse leisure offering shouldn't be overlooked.

Since the pandemic, the notion of 'popping out to the shops' has dropped off a cliff, with a recent survey from You Gov showing that nearly two-fifths of British consumers (37%) say they tend to purchase clothes and shoes "all" or "mostly" online. As an industry, we now need to work harder and more creatively to get people onsite and to establish a strong community that taps into the day out destination market.

The secret sauce to ultimate retail success may just be the concept of 'retailtainment', coined by American sociolo-

gist, George Ritz. Retailtainment is described as "the use of sound, ambience, emotion and activity to get customers interested in the merchandise and in the mood to buy".



IMAGE: CAVENDISH CONSULTING

Hollywood Bowl Group is opening a 2,140 sq m 21-lane bowling alley at Northern Ireland's only premier designer outlet, The Boulevard, initiating a 10-million-euro redevelopment project to transform the western part of the scheme.



BEST IN PLACE



By shifting the focus from retail only destinations to carefully curating the full ‘day out’ experience, outlets which offer a host of leisure, entertainment, food and beverage options alongside strong retail see an overall uptick in dwell time and in turn sales figures, ultimately opening the doors to many more potential customers.

The arrival of Hollywood Bowl, which will sit alongside long-term leisure tenant Omniplex Cinema and a host of F&B retailers, will be a game changer for The Boulevard adding to the ultimate full ‘day out’ experience we have curated at the scheme and encourage customers travelling from north and south of the border to extend their dwell time.

Given our unique location on the A1 corridor between Belfast and Dublin, 15% of our annual footfall is actually from visitors from the south of Ireland, so it is essential that we continue to expand our offering in order to maintain the stream of customers travelling from further afield.

We expect that Hollywood Bowl will peak interest in a tranche of potential F&B tenants, allowing The Boulevard



IMAGE: CAVENDISH CONSULTING

It is essential that we continue to expand our offering in order to maintain the stream of customers travelling from further afield

to actualize the ‘Food and Entertainment Quarter’ to its potential. This redevelopment to the western part of the scheme promises an all-encompassing and dynamic blend of retail, food, and entertainment that caters to shopper preferences, positioning The Boulevard at the forefront of the evolving retail landscape, ensuring sustained growth and customer retention.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

Recommended by Will Odwarka
(Heartatwork Hospitality Consulting)



ZŁOTE TARASY – A LIVELY SOCIAL HUB THAT STANDS THE TEST OF TIME



IMAGE: ZŁOTE TARASY

NAME OF PROJECT: Złote Tarasy, Warsaw
DEVELOPER: ING/City of Warsaw
OWNER: Unibail-Rodamco-Westfield

PROJECT HIGHLIGHT: Złote Tarasy is an extraordinary place for fashionable shopping and the best choice of entertainment in the city of Warsaw. Located in the very heart of the city, opposite the Warsaw Central Railway Station, Intercontinental Hotel, and the Palace of Culture and Science, the center's most outstanding features are its design and F&B lineup. Within a unique atmosphere, visitors can enjoy the offerings of over 200 shops, 40 restaurants and eight cinema halls.



PLACEMAKING PROJECT BY WILL ODWARKA, FOUNDER AND CEO OF HEARTATWORK HOSPITALITY CONSULTING

The center's highlight is the stunning architecture and the highly diverse offering. On five floors, it features an impressive array of shops, from luxury brands to popular retailers, alongside a wide selection of nicely placed and presented restaurants and cafes that cater to various tastes.

Opened in 2007, the shopping mall is part of a mixed-use complex that also consists of the Lumen office building, and the Skylight office skyscraper, but despite its age, the center continues to captivate visitors from every generation, achieving a yearly visitor number of around 20 million.

The mall's spacious design, highlighted by the striking glass roof, creates a bright and welcoming atmosphere for shoppers even on not so bright days. Additionally, they

host regular events and provide entertainment options, making it the type of destination you choose beyond a shopping mission, it is a lively social hub for both locals and visitors.



IMAGE: ROS RETAIL OUTLET SHOPPING

On five floors, it features an impressive array of shops, from luxury brands to popular retailers, alongside a wide selection of nicely placed and presented restaurants and cafes.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Ibrahim Ibrahim
(Portland Design)*



SPITALFIELDS MARKET: LONDON'S EVER-CHANGING RETAIL PLACE



IMAGE: SPITALFIELDS MARKET

NAME OF PROJECT: Spitalfields Market, London
DEVELOPER: Spitalfields Development Group
OWNER: Ashkenazy Acquisitions

PROJECT HIGHLIGHT: London's Spitalfields Market is outstanding in the way it seamlessly blends independent and global and national brands, whilst delivering both permanent and transient retail, which it integrates with constantly changing markets. This creates a very vibrant place where the boundary between the public realm and tenanted spaces is blurred.



PLACEMAKING PROJECT BY IBRAHIM IBRAHIM, MANAGING DIRECTOR OF PORTLAND DESIGN

Spitalfields Market is one of the most community-orientated retail places in London. "London may be changing all around us, but the spirit of one community endures", is one of the guidelines for the management. It aims to create a memorable visit memorable with stories visitors want to share.

At its heart, Spitalfields 'Traders' Market is an uncompromising array of independent stall holders, showcasing hand-crafted and hard-to-find pieces. The market is working to bring the traders and artists to the attention of the next generation. Next door, the historic Old Spitalfields Market also offers restaurants and fashion stores, along with some quirkier boutiques and less traditional market stalls.



IMAGE: SPITALFIELDS MARKET

Regular markets feature fashion, homeware, furniture, hand crafted goods as well as vinyl and vintage.



BEST IN LONDON



The market is a 7-days a week retail, leisure, food and entertainment destination with a mix of independent traders and familiar brands. Regular markets feature fashion, homeware, furniture, hand crafted goods as well as vinyl and vintage.

It is stitched into the streetscape to create a seamless transition from and into the surrounding urban environment. This is further emphasized by many of the retail

units facing both outwards to activate the street and inwards as part of the vibrancy of the market.

Spitalfields Market never stands still, every visit is a new experience, which is what makes it so compelling.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

Recommended by Henrik Madsen
(HMJ International)



FORTUNE FAVOURS, NEXT GENERATION OF COMPETITIVE SOCIALISING!



IMAGE: HMJ INTERNATIONAL

NAME OF PROJECT: FORTUNE FAVOURS ENTERTAINMENT

DEVELOPER: Fortune Favours Entertainment LTD

OWNER: HMJ Intl. Services, Bloomsbury Bowl and Zachary Pulman Design Studio

PROJECT HIGHLIGHT: : Fortune Favours Entertainment is a fresh and refined, cool and contemporary, premium adult focused competitive socializing entertainment concept. The brand and the concept have been developed with clarity, procuring a distinct and premium aesthetic for a European consumer, creating distinction and differentiation in the rapid increasing market/ sector of social activity concepts, which is currently characterized by a sea of 'neon noise'.



PLACEMAKING PROJECT BY HENRIK MADSEN, FOUNDER OF HMJ INTERNATIONAL

The project and concept differentiate significantly from the current available offers in the marketplace, with the following four central pillars underpinning this exciting brand.

- a) To strategically elevate the current competitive socialising offer, promoting a refined, very premium look and feel, while remaining an affordable proposition to the consumer.
- b) Having the ability to develop on larger footprint matrixes, ranging from 3-5,000 sq m, by offering multiple activities under the same roof, as well as functioning as a social environment, with club lounge facilities offering quality live entertainment.
- c) Bringing together multiple anchor activities, including Mini Golf and Tenpin bowling, along with high-class sec-

ondary activities, such as AR Darts, American Pool, AR Shuffleboard, Karaoke and Duckpin bowling, into one unified experience.



IMAGE: HMJ INTERNATIONAL

Fortune Favours brings together multiple anchor activities, including Mini Golf and Tenpin bowling, along with high-class secondary activities, such as AR Darts, American Pool, and more, into a unified experience.





d) Focusing on high quality, local cuisines, providing the ‘best in class’ food concepts in partnership with local operators. This approach will allow the offering to be tailored to its geographical location, seasonality and market trends, and crucially allows Fortune Favours to step away from the current low quality, fast food led, concepts that otherwise have set the precedence in the sector.

The project, developed by Fortune Favours Entertainment LTD, is a Joint Venture between the brand and retail practitioner firm HMJ Intl. Services, the shareholders/operators of Bloomsbury Bowl, experienced sector specialists and operators, and Zachary Pulman Design Studio, a spectacular (UK based) design agency. ZPDS previously has spent a decade designing and branding several market leading, single activity, competitive socializing concepts across the world.

The Fortune Favours brand, concept and operation is all being launched into France, Italy, Portugal in the last quarter of 2025 - through Quarter 1 2026, jointly with one of the most prestigious property owner, developer and man-



IMAGE: HMJ INTERNATIONAL

The brand and the concept have been developed with clarity, procuring a distinct and premium aesthetic.

ager in Europe. The concept will become a significant feature and social anchor activity hub, for some of their spectacular premium projects across Europe. Secondly, a roll-out is planned for Turkey (Q1 2026), followed by Germany, Holland and Scandinavia (Q3/4 2026).

Fortune Favours Entertainment Ltd.’s current plan is to design, build and operate a total of 15 sites across Europe within the next 5 years.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Sebastian Guth
(21Media)*



EUROPA-GALERIE SAARBRÜCKEN – CURATED B2B MARKETING AS AN INTEGRAL PART OF PLACEMAKING



IMAGE: 21MEDIA

NAME OF PROJECT: EUROPA-Galerie Saarbrücken
DEVELOPER: Sierra Germany GmbH
OWNER: Union Investment

PROJECT HIGHLIGHT: With strategic B2B storytelling, a strong brand identity, and a cross-channel communication strategy, EUROPA-Galerie Saarbrücken builds trust in its location. Website, LinkedIn, mockups, and events convey a credible vision – transforming curated marketing into true place branding.



PLACEMAKING PROJECT BY SEBASTIAN GUTH, MANAGING DIRECTOR OF 21MEDIA

In the retail market of 2025, leasing is no longer a given – especially not in existing locations facing structural challenges. EUROPA-Galerie Saarbrücken stands as a prime example of how early brand strategy, clear positioning, and credible B2B communication can lay the groundwork for and actively drive a successful turnaround.

In close collaboration with owner Union Investment and operator Sonae Sierra, a clear visual and content-driven brand framework was established at an early stage. The new positioning shaped the campaign look and communication – sending a strong signal to potential tenants: something is emerging here. With vision and substance.

This foundation played a key role in securing strong anchor tenants: Action joined as a newcomer, Bershka expanded, Pull & Bear came in as a new brand, and in 2025, Stradivarius and a large flagship extension by JD Sports will follow. These names represent pulling power, footfall – and confidence in the long-term potential of EUROPA-Galerie.

This was also made possible through a strategically developed cluster structure: spaces were grouped thematically and functionally, zones were strengthened, and new perspectives were created. EUROPA-Galerie became “readable” – prospective tenants can immediately see where they fit in and how their brand will be integrated.



IMAGE: 21MEDIA

The clear visual and content-driven brand framework established at an early stage played a key role in securing strong anchor tenants.;



BEST IN PLACES



In 2025, this work continues – through a curated and integrated B2B marketing approach that fosters trust and communicates opportunities:

- A professionally managed B2B website (europagalerie-b2b.com)
- LinkedIn campaigns with dedicated landing pages
- Emotional photo and video content for direct outreach
- AI-generated mockups that make spatial visions tangible
- Ongoing updates on leasing successes
- Local B2B events on-site – with a particular focus on the regional market, including neighboring France

A key moment in 2025: EUROPA-Galerie celebrates its 15th anniversary – a milestone marking its transformation from a revitalized shopping center into a fully realized place, with a strong B2B message and a refreshed B2C brand landscape. Because: Without strong brands, there is no place. And without B2B, there is no placemaking. That's why at EUROPA-Galerie, B2B is more than a tool – it's a core part of the strategy: as a mindset, a structure, and a promise of partnership. We change names into places, places into destinations, and destinations into brands.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Eduardo Ceballos
(NEINVER)*



REDEFINING RETAIL EXPERIENCE IN 2025: THE REFURBISHMENT OF LAS ROZAS THE STYLE OUTLETS



IMAGE: NEINVER

NAME OF PROJECT: Las Rozas The Style Outlets

DEVELOPER: NEINVER

OWNER: NEPTUNE - joint venture between NEINVER and TIAA (Nuveen's parent company)

PROJECT HIGHLIGHT: Opened in 1996, Las Rozas The Style Outlets is Spain's first outlet center. In 2025, it enters a new chapter with a comprehensive refurbishment, evolving to meet modern retail and consumer demands through innovative placemaking.



PLACEMAKING PROJECT BY EDUARDO CEBALLOS, ASSET MANAGEMENT DIRECTOR AT NEINVER

Las Rozas The Style Outlets, a pioneer in Spain's retail scene, is undergoing a transformative refurbishment in 2025. The project reimagines the center through the lens of placemaking—bringing nature into the retail journey, enhancing comfort and accessibility, and refining design and brand visibility. These changes align with NEINVER's vision of a more people-centered, connected, and sustainable shopping experience.

Located northwest of Madrid, the center is known for its strong lineup of sports and outdoor brands—Nike, Adidas, Puma, Asics, Converse, The North Face—alongside a mix of high-street fashion favorites. The refurbishment aligns with strong retail momentum. Key brands like Puma, Skechers and Adidas have expanded their presence—doubling their footprint—while Munich has tripled its space, reflecting the center's ongoing expansion.

With nearly three decades of history, the scheme is shaped by placemaking principles: a strong sense of place, deep community ties, excellent accessibility, functional design and a commitment to sustainability. For many, it's a familiar, feel-good destination that fits naturally into the rhythm of life in northwest Madrid.



IMAGE: NEINVER

The 2025 refurbishment of Las Rozas The Style Outlets focuses on reimagining the center through the lens of placemaking—bringing nature into the retail journey, enhancing comfort and accessibility, and refining design and brand visibility.



BEST IN PLACES



This refurbishment signals a clear step forward. Designed by Banús Arquitectura, the project focuses on creating a more comfortable, inviting and people-oriented environment that reflects NEINVER's placemaking ambitions. At its heart is the transformation of the central plaza from a functional space into an "urban greenhouse", featuring a large tree, green pockets and hanging planters, bringing a calm, nature-inspired design approach. Inside, lighter-colored flooring, wood-finished ceilings and integrated lighting will create a warm ambiance, while microcement finishes between units add elegance and durability. Outside, redesigned façades will create a cleaner, more unified look that improves the center's visual identity and the brands' visibility.

Connectivity and flow are also central aspects of the refurbishment. A new entrance improves access to the center, while wider pavements and well-placed terraces will make people move around comfortably and encourages dwell time. New F&B spaces and a coworking area will meet the needs of today's flexible ways of living and working.

Sustainability is embedded throughout the project. The site will include a rainwater recovery system for watering green



At its heart is the transformation of the central plaza from a functional space into an "urban greenhouse."

spaces, air curtains with low-energy heat pumps and upgraded management systems to enhance environmental performance. Already accredited with top-level certifications—BREEAM In-Use, Zero Waste, EPC and AIS—this project reinforces NEINVER's commitment to responsible placemaking.

As the center approaches its 30th anniversary, this refurbishment is a thoughtful evolution, enhancing what already works well, while ensuring the center remains relevant and welcoming in the years to come.

[Learn more about this Project](#)





BEST PLACEMAKING PROJECTS 2025

Recommended by Lev Weiss
(BIG CEE)



THE CAPITAL PLAZA: A SYMBOL OF MODERN URBAN LIVING



IMAGE: BIG CEE

NAME OF PROJECT: THE CAPITAL PLAZA
OWNER: BIG CEE

PROJECT HIGHLIGHT: Modern, and dynamic, The Capital Plaza in Podgorica is a prime destination where business, entertainment, and lifestyle come together. The property includes luxury apartments designed to meet high standards, contemporary offices, Montenegro's only Crowne Plaza hotel, numerous dining options, a supermarket with a gastro bar, retail, high-end services, 24/7 security, and a variety of amenities.



PLACEMAKING PROJECT BY LEV WEISS, CEO OF BIG CEE

Located in the heart of Montenegro's capital, The Capital Plaza has evolved into a central landmark of Podgorica's business, and lifestyle scene. Acquired by BIG CEE in 2023, this mixed-use property has seen continuous growth and development, now representing a symbol of modern urban living and a key destination for professionals, entrepreneurs, and visitors alike. It offers a refined mix of luxury residential units, high-end office space, hospitality, shopping, and leisure services—all integrated into a dynamic and architecturally striking environment.

The business component of the project includes two office towers spreading to 18,000 NLA sq m, designed to meet the highest standards of modern work requirements. Home to some of the most renowned international companies, embassies, and institutions, including Deloitte, PwC, and the World Bank, The Capital Plaza

stands as a prime address for corporate headquarters and innovation-driven businesses in the region.

Centrally located within the complex is the only Crowne Plaza hotel in Montenegro, introduced in 2024 as a part



IMAGE: BIG CEE

Located in the heart of Montenegro's capital, The Capital Plaza has evolved into a central landmark of Podgorica's business, and lifestyle scene.



BEST IN PLAZAS



of a new hospitality vision. With 122 rooms and premium conference and event facilities, the hotel caters to both business travelers and tourists, offering the highest level of service and comfort.

The commercial and retail zone continues to develop, welcoming a wide range of respected local and global brands. Among the newest additions are the country's first Aroma supermarket with a gastro bar concept, lifestyle and fashion retailers, Zepter, regional coffee chain Kafeterija, three restaurants offering national and international cuisine, Technogym salesroom, beauty and wellness centers, gym, premium shops, and service providers such as DHL, bank branches, and all services required for relaxed lifestyle. This curated selection ensures that visitors and tenants can enjoy everyday convenience and a sophisticated lifestyle in one place.

Residents of The Capital Plaza benefit from fully furnished long-term rental apartments designed to deliver peace, privacy, and elegance. Positioned within the city's business district and just minutes from downtown and the airport, the location also offers fast access to key roads and the Montenegrin coast.



IMAGE: BIG CEE

The commercial and retail zone continues to develop, welcoming a wide range of respected local and global brands.

With 806 underground parking spaces, state-of-the-art facility management, and 24/7 security, The Capital Plaza continues to set the benchmark for contemporary mixed-use developments in the Balkans - delivering an elevated experience of urban life.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Thomas Reichenauer
(ROS Retail Outlet Shopping)*



DESIGNER OUTLET KRAKÓW: POLAND'S NEW SMART SHOPPING FLAGSHIP DESTINATION



IMAGE: ROS RETAIL OUTLET SHOPPING

NAME OF PROJECT: Designer Outlet Kraków
DEVELOPER: KG Group
OWNER: KG Group

PROJECT HIGHLIGHT: Designer Outlet Kraków will soon become the new smart shopping destination for Kraków and the Lesser Poland region. Spanning 19,000 sq m, this vibrant flagship development will be home to an exclusive mix of over 120 international and Polish fashion and lifestyle brands. The strategically located outlet center will be part of a mixed-use complex, with two existing Atut Galicyjska retail parks.



PLACEMAKING PROJECT BY THOMAS REICHENAUER, CO-FOUNDER AND MANAGING DIRECTOR OF ROS RETAIL OUTLET SHOPPING

Designer Outlet Kraków is gearing up for its highly anticipated opening in May 2025, introducing a fresh shopping experience to one of Poland's most vibrant cities. This marks the fourth project by ROS Retail Outlet Shopping in Poland, a thriving retail market where consumers are increasingly seeking premium brands at exceptional value.

Located at the junction of Nowohucka and Galicyjska streets, the centre stands in a prime position with a well-established trade tradition, surrounded by a growing residential and office area. Unlike most outlets, typically found on the outskirts, Designer Outlet Kraków takes a unique approach by positioning itself in the heart of the city, right on the border of Kraków's largest residential district. This central setting ensures easy accessibility for both locals and the millions of domestic and international tourists who visit the city each year.

As Poland's second-largest tourist destination, Kraków's rich cultural heritage and dynamic tourism scene reinforce its strategic relevance for Designer Outlet Kraków.



IMAGE: ROS RETAIL OUTLET SHOPPING

As part of a larger 12-hectare mixed-use retail complex, the outlet will benefit from strong synergies with surrounding businesses, further enhancing its appeal.



DESIGNER OUTLET



A key driver of the project's success is its outstanding brand mix. Designer Outlet Kraków will be home to over 120 renowned fashion and lifestyle brands, including Adidas, Tommy Hilfiger, Puma, Guess, Calvin Klein, Swarovski, Desigual and New Balance, 30-70% off, all year round. More than just a shopping destination, the outlet will also serve as a social and leisure hub, featuring a diverse selection of restaurants and cafés, including Starbucks, as well as a dedicated children's play area and a coworking space.

Designed with sustainability and comfort in mind, Designer Outlet Kraków will be BREEAM-certified and will offer a bright, inviting atmosphere with natural light streaming in through skylights. Wide corridors, thoughtfully designed re-

laxation areas and modern architecture will create a welcoming environment where shopping meets leisure.

As part of a larger 12-hectare mixed-use retail complex, the outlet will benefit from strong synergies with surrounding businesses, further enhancing its appeal. By combining premium shopping, an engaging experience and an innovative urban location, Designer Outlet Kraków is set to become a must-visit destination for residents, professionals and tourists alike.

Learn more about this Project





BEST PLACEMAKING PROJECTS 2025

*Recommended by Marek Noetzel
(NEPI Rockcastle)*



MAJOR EXTENSION OF BUCHAREST'S PROMENADA MALL – A BIG VOTE OF CONFIDENCE IN THE CEE ECONOMIES AND RETAIL MARKETS



IMAGE: NEPI ROCKCASTLE

NAME OF PROJECT: Promenada Mall Extension, Bucharest

DEVELOPER: NEPI Rockcastle

OWNER: NEPI Rockcastle

PROJECT HIGHLIGHT: Bucharest's Promenada Mall is receiving a 55,000 sqm GLA mixed-use extension – a total investment of c. 300 million euros in the biggest retail development in CEE. The development – with around 40% of the new retail space already pre-leased – will have the most technologically advanced cinema in Romania.



PLACEMAKING PROJECT BY MAREK NOETZEL, CHIEF OPERATIONS OFFICER AT NEPI ROCKCASTLE

NEPI Rockcastle is investing around 300 million euros in a 55,000 sq m GLA mixed-use (retail, offices, hotel) extension of the Promenada Mall in Bucharest and refurbishment of the existing shopping center. This represents by far the largest retail development currently underway across all Central and Eastern European markets and is on schedule to be completed by the end of 2026/early-2027. The Promenada Mall extension project meets the strong demand for space in the heart of the Romanian capital's business district and most affluent neighborhood from international retailers, with about 40% of GLA already pre-leased by the end of February this year. Zara and Peek & Cloppenburg, for example, are taking the opportunity to create new flagship concept stores by transferring to the extension from their premises in the existing Promenada Mall building.

NEPI Rockcastle is creating a dynamic new expanded retail, work and leisure destination for Bucharest by combining the retail offering with much needed sustainable mod-



IMAGE: NEPI ROCKCASTLE

NEPI Rockcastle is creating a dynamic new expanded retail, work and leisure destination for Bucharest by combining the retail offering with much needed sustainable modern office space and a four-star international business hotel.



BEST IN PROMENADE



ern office space and a four-star international business hotel, for which we are currently selecting an operator. The crucial entertainment element to attract the crowds will be anchored by the most luxurious and technologically advanced cinema in Romania and the only one with reclining seats, operated by Cinema City.

The entertainment offering also encompasses a state-of-the-art theatre, designed to showcase world class productions to the same level of cultural excellence seen in London or New York, as well as a 2,000 sq m playground area. Gym operator World Class, already present in Promenada Mall, will relocate to the extension as well, tripling their current floor space and adding a swimming pool to the concept.

The project, which involved excavating the deepest building basement in CEE, at 26 meters, to accommodate 2,400 car parking spaces over six levels, presented a significant engineering challenge due to the construction site's complex geological profile, which includes sand, clay, and gravel.

The Promenada Mall extension is the largest single project within NEPI Rockcastle's estimated 1.0-billion-euro pipeline of developments, extensions and refurbishments across its portfolio over the next four years. This represents a big vote of confidence in the CEE economies and retail markets which NEPI Rockcastle believes will continue to solidly outperform Western European markets for the foreseeable future.

Learn more about this Project



SUBSCRIBE TO THE #1 MAGAZINE FOR PLACEMAKING IN EUROPE.

Here are your options to subscribe to ACROSS

ePaper

EUR 85/YEAR
EUR 10/MONTH



Print Magazine & ePaper



EUR 119/YEAR

across-magazine.com/subscribe

ACROSS
THE EUROPEAN PLACEMAKING MAGAZINE

ACROSS ADVISORY BOARD

The body's declared aim is to offer its expertise on topic formulation. It identifies the challenges the industry faces as well as the opportunities, emerging trends, etc. it sees. ACROSS's Advisory Board currently has 31 members. These are:



HEAD

KLAUS STRIEBICH
Managing Director of RaRE Advise



IMAGE: VIA OUTLETS

OTTO AMBAGTSHEER
CEO of VIA Outlets



IMAGE: DEFAMA

ANGELUS BERNREUTHER
Head of Business Development at DEFAMA



IMAGE: CONIQ

BEN CHESSER
Founder and CEO of Coniq



IMAGE: NEPI ROCKCASTLE

RÜDIGER DANY
CEO of NEPI Rockcastle



IMAGE: UNIBAIL-RADAMCO-WESTFIELD

PAUL DOUAY
Managing Director, Asset Management, Central Europe at Unibail-Radamco-Westfield



IMAGE: DOUGHTY/EC

JONATHAN DOUGHTY
MD Viklat Consulting Ltd and Partner at Juniper Strategy



IMAGE: ECE

JOANNA FISHER
CEO of ECE Marketplaces



IMAGE: BUP

GREGORY FONSECA
Architect



IMAGE: FREY

ANTOINE FREY
Chairman and Chief Executive Officer of FREY Group



IMAGE: PLACEWISE

SUSAN HAGERTY BONSAK
CEO of Placewise Group



IMAGE: KAUFLAND

MICHAEL HIESE
Michael Hiese, Chief Real Estate Officer, Kaufland International



IMAGE: AMBAS

STEFFEN HOFMANN
Managing Partner at ambas



IMAGE: PORTLAND

IBRAHIM IBRAHIM
Managing Director of Portland Design



IMAGE: CHRIS IGWE INTERNATIONAL

CHRIS IGWE
Global Retail Expert



IMAGE: IPH GROUP

LARS JÄHNICHEN
Managing Director of the IPH Group



IMAGE: FIBA

YURDAER KAHRAMAN
CEO and Board Member of FIBA Commercial Properties



IMAGE: UMDASCH

SILVIO KIRCHMAIR
CEO of umdasch



IMAGE: HERMAN KOK

HERMAN KOK
Associated Partner at DISCvision



IMAGE: NEINER

DANIEL LOSANTOS
CEO of Neiner



IMAGE: PRIVATE

HENRIK MADSEN
Founder of HMJ International



IMAGE: MK ILLUMINATION

THOMAS MARK
President of MK Illumination Group



IMAGE: RIOJA ESTATES

GILES MEMBREY
Managing Director of Rioja Estates Ltd.



IMAGE: HEARTATWORK HOSPITALITY CONSULTING

WILL ODWARKA
Founder and CEO of Heartatwork Hospitality Consulting



IMAGE: HYPERIN

MARKUS PORVIRI
Founder of HyperIn



IMAGE: ROS

THOMAS REICHENAUER
Co-Founder & Managing Director of ROS Retail Outlet Shopping



IMAGE: EUROFUND

IAN SANDFORD
President of Eurofund Group



IMAGE: SONAE SIERRA

CRISTINA SANTOS
Executive Director, Property Management & Leasing at Sonae Sierra



IMAGE: UNION INVESTMENT

HENRIKE WALDBURG
Member of the Management Board at Union Investment Real Estate GmbH



IMAGE: EVA TRIFT

MARCUS WILD
Member of the Executive Board of Spar Group Austria



IMAGE: MPC PROPERTIES

PINAR YALÇINKAYA
CEO of MPC Properties

COMPANY LISTING



ACREM
Tirana-Elbasan Highway,
Tirana East Gate, Lunder,
1045, Tirana, Albania,
Phone: +355 4 2395000
info@acrem.al
<https://www.acrem.al/en/>

ACREM, part of BALFIN Group, is Albania's leading property management company, overseeing premier assets like TEG, QTU, TLP and Rolling Hills. Established in 2007, it offers integrated services in leasing, marketing, financial consultancy, and administration, setting high standards in shopping mall and residential property management across the region. In 2025, ACREM was honored as "Professional Service Provider of the Year" at the SEE Real Estate Awards.



AMBAS REAL ESTATE GMBH
Steffen Hofmann
Managing Partner
ambas Real Estate GmbH
Kaufmannshof 1
55120 Mainz, Germany
Phone: +49 151 2409 1862
hofmann@ambasrealestate.com
<https://www.ambasrealestate.com>

ambas Real Estate is an independent retail investment and asset management advisory firm. The company advises owners and developers about retail assets and modern mixed-use properties. Its service portfolio includes tailored transaction-related advisory and strategic asset management services. ambas is active in the European real estate markets, Germany being its core market.



BIG CEE
Omladinskih brigada 88/1
Airport City Business Park
11070 Belgrade
<https://www.big-cee.com>

BIG CEE is the subsidiary of BIG Shopping centers Israel, based in Belgrade capital of Serbia, since 2007. Company was founded with a mission of developing the BIG brand in Balkan countries and with focus on implementing BIG Shopping Centers strategy and vision in Serbia and neighboring countries such as North Macedonia, Albania, Montenegro.

BIG CEE holds and operates 11 active shopping centers – 10 in Serbia and 1 in Montenegro. In Serbia operates 7 Retail Parks which are branded as BIG, 2 Shopping Centers which are branded as BIG Fashion and the only Designer Outlet in the country branded as BIG Fashion Outlet.

With a focus on the company's core product – Retail Parks, BIG CEE has successfully become one of the leading retail real estate developers in Serbia and the Balkan region.



CHRISTMASWORLD
Frankfurt am Main
Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main, Germany
Phone: +49 69 75 75 0
christmasworld@messefrankfurt.com
<http://www.christmasworld.messefrankfurt.com>

Christmasworld – Seasonal Decoration at its best – is the leading international trade fair for festive decorations. Exhibitors from all over the world present the latest trends and products for all festive occasions of the year, including innovative concepts for decorating large spaces and outdoor areas, such as shopping centers in Frankfurt am Main.



CONIQ
United Kingdom
3rd Floor, 15 Long Lane,
London, EC1A 9PN
Phone: +44 (0)20 7078 8333
marketing@coniq.com
<https://www.coniq.com/>

Coniq is the leading provider of customer engagement and loyalty solutions for the most advanced retail destinations in the world. Their innovative technology solutions enable mall operators to generate revenue faster, by understanding, anticipating, and engaging customers in real-time, across multiple channels. The Coniq platform powers over \$1.2 billion in sales annually for its customers, with over 20 million consumers shopping from over 2,000 brands in 25+ countries worldwide. Our clients include Tanger Outlets, Mall of America, Bicester Village, VIA Outlets, AW Rostamani, and many others.



DFV CONFERENCE GROUP
dfv Conference Group GmbH
Mainzer Landstraße 251
60326 Frankfurt / Main
Germany
Phone: +49 69 7595-3000
Fax: +49 69 7595-3020
info@dfvcg.de
<http://www.dfvcg.de>

dfv Conference Group the event arm of dfv Media Group, develops, organizes and produces executive-level conferences and conventions about a variety of themes and across a wide range of sectors. As a relationship manager, it turns media and information into a hands-on experience, fostering professional exchange and networking throughout the business community. The majority of the delegates attending its events come from senior management and other top-ranking corporate positions.



ECE PROJEKTMANAGEMENT G.M.B.H. & CO. KG
Heegbarg 30,
22391 Hamburg, Germany
Phone: +49 (0)40 60606 - 0
Fax: +49 (0)40 60606 - 6230
info@ece.com
<http://www.ece.com>

ECE was founded in 1965 and is still owned by the Otto family. The company provides all services related to properties from one source. The assets under management currently amount to 32.3 billion euros. With 195 shopping centers under management and activities in 12 countries, ECE is the European market leader in the shopping center industry. Approximately 20,000 retail businesses generate an annual turnover of 22.3 billion euros on an overall sales area of 7 million square meters.



EUROFUND GROUP
Paseo de la Castellana, 13 5º Dcha
Madrid, Spain
+34 915 994 472
hello@eurofundgroup.com
<https://eurofundgroup.com/es/inicio/>

Eurofund Group is a real estate investment and development firm operating in Spain, Portugal, the UK, Germany, and Italy. It unlocks asset value through expertise, smart capital, and exceptional service. Key projects include Puerto Venecia, UBBO, Silverburn, Parma, Rhein Ruhr, and Islazul. It also expands into logistics, co-living (Tribu), and senior living (Luana).

COMPANY LISTING



EUROVEA
EUROVEA, a.s.
Pribinova 8, Pribinova 36
811 09 Bratislava
Slovak Republic
Phone: +421 2 20 91 50 50
info@eurovea.com
http://www.eurovea.sk

EUROVEA is Slovakia's largest shopping complex, part of a mixed-use project in the Eurovea City district near Bratislava's historic center and the Danube River. Connected to the first Slovak skyscraper, EUROVEA TOWER, it seamlessly integrates shopping, offices, leisure, culture, and residences. With a unique waterfront promenade, EUROVEA stands as a factual and dynamic destination, symbolizing modern urban living in the heart of Bratislava.



FİBA COMMERCIAL PROPERTIES
Büyükdere Cad. 1.
Levent Plaza No:173/A
34330 Levent - İstanbul, Turkey
Phone +90 212 339 43 40
Fax +90 212 339 18 89
info@fibacp.com.tr
https://fibacp.com.tr/

On top of Fiba Group's 30 years of experience in both financial and non-financial sectors, FİBA Commercial Properties has an experience in real estate and thus is a power in the industry as a leading global investor managing commercial properties all around the world. Managing 800,000 sq m leasable area and over 1000 global brands and stores, FİBA Commercial Properties is successfully operating, constructing and developing a total of 11 shopping malls, 5 office buildings, 4 residences, 2 cinema complexes and hotel investments in Turkey, China, Romania and Moldavia with reputable partners. With these experiences, FİBA Commercial Property Management has been launched with the aim of adding value to the investments of other stakeholders, in the last quarter of 2018.



GfK GEOMARKETING GMBH
Werner-von-Siemens-Str. 2-6,
Building 5109
76646 Bruchsal, Germany
+49 911 395 2600
geomarketing@gfk.com
https://www.gfk.com/geomarketing

GfK GeoMarketing is one of Europe's largest providers of geomarketing services and products, which include consultancy and research expertise, market data, digital maps as well as the software RegioGraph. GfK helps companies from all industries to answer critical location-related business questions in sales, marketing, expansion planning and controlling. GfK's geomarketing department promotes business success and thus delivers "Growth from Knowledge".



HEUER DIALOG GMBH
Luisenstr. 24
65185 Wiesbaden
Germany
Phone: +49 (0)211/46905-0
Fax: +49 (0)211/463051
contact@heuer-dialog.de
http://www.heuer-dialog.de

As the market leader for networking in the form of events and business matching, Heuer Dialog has been accompanying the real estate industry in accessing all disciplines that deal with questions about the future of the urban and real estate worlds since the 1980s. With around 50 events per year, Heuer Dialog enables high-level executives to meet on physical and virtual platforms or even in both simultaneously, in a hybrid setting for sustainable urban, real estate and building development. Heuer Dialog builds networks with power, creativity and capital that secure the future of cities, regions and companies. As initiator and moderator, Heuer Dialog brings together minds from architecture, civil engineering, ecology, economics, sociology, technology and law in face-to-face dialogues. Over the past four decades, more than 100,000 personalities have taken part in lectures and discussions that have led to initiatives for current and future action. In association with the Immobilien Zeitung and the dfv Mediengruppe with more than 100 specialist titles, Heuer Dialog sees itself as the competence center for events related to real estate.



HYPERIN INC.
Headquarters:
Tammasaarekatu 3
FI-00180 Helsinki, Finland
Phone: +358 10 421 6560
Email: europe@hyperin.com
www.hyperin.com

HyperIn - The Mail Management Platform.
Our all-in-one solution streamlines shopping mall operations, offering advanced features for omnichannel communication, tenant collaboration, and specialty leasing monetization. We provide data-driven insights, including sales reporting and marketing analytics, to better connect with consumers and optimize campaign performance. As a Red Herring Top 100 Winner, HyperIn has been recognized as one of the leading private technology and innovation companies. Visit hyperin.com for more information.



IPH GROUP
Brienner Straße 45
80333 Munich, Germany
Phone: +49 (89) 55118-145
info@iph-gruppe.de
https://www.iph-gruppe.de/en/

IPH Group, founded in 1994, with its headquarters in Munich and branches in Hamburg, Berlin, Cologne and Leipzig, is a service provider for all issues relating to retail real estate. In addition to other consulting services, IPH Handelsimmobilien designs, develops and markets individual retail spaces through to shopping and retail parks, whether revitalization or new development. Another area of expertise is center and property management, which is bundled in IPH Centermanagement GmbH, a joint venture with the IC Immobilien Group. With more than 30 shopping centers under its management, IPH is one of the leading retail real estate specialists in Germany.



KAUFLAND
Germany
Kaufland Stiftung & Co. KG
Rötelstraße 35
74172 Neckarsulm
+497132 / 94 - 00
realestate@kaufland.com
https://www.realestate.kaufland.com

Kaufland is an international retail company with over 1,550 stores and about 155,000 employees in eight countries, namely: Germany, Poland, Romania, the Czech Republic, Slovakia, Bulgaria, Croatia, and the Republic of Moldova. Kaufland offers a large assortment of food and everything else for daily needs. The company is part of the Schwarz Group, one of the leading food retail companies in Germany and Europe. Kaufland is based in Neckarsulm, Baden-Wuerttemberg.

COMPANY LISTING



KINEXIO

Beacon House, Suite 4, Kempson Way
Bury St Edmunds, Suffolk, IP32 7AR
Great Britain
<https://kinexio.io/>

Kinexio (formerly Mallcomm) is a 360 technology platform for asset and property management that streamlines everyday tasks, joins up stakeholders and generates new insight for more efficient and effective operations. The platform seamlessly connects all built environment communities: occupiers, operations, suppliers, consumers and other stakeholders. By transforming the users' experience of the space, Kinexio creates loyalty by connecting people to places while delivering efficient operations, significant budget savings and valuable insights. By using the most established, advanced and cutting edge technology, Kinexio helps managers curate and promote their ecosystem and provides a suite of powerful data insight to efficiently measure and adapt the outputs of B2B and B2C engagement.



MAPIC

The international retail property market
Phone: +33 1 79 71 90 00
<http://www.mapic.com>

MAPIC is the key meeting point for retailers looking for partners, property developers, and owners looking for retailers to enhance their sites. MAPIC delivers 3 days of tailored meetings, expert-led conferences and a premium exhibition for industry leaders, targeting all types of retail properties, such as shopping centers, cities, factory outlets, leisure areas and transit zones.



MAPIC ITALY

The Italian retail property event
Phone +33 1 79 71 90 00
<http://www.mapic-italy.it>

MAPIC Italy is a deal-making event dedicated to the Italian retail property market. It gathers together Italian and international retailers and investors looking for retail properties and locations to expand their business in the Italian market. Retail property owners, shopping centers management companies and agents will have a unique opportunity to present their assets to a qualified public of clients and prospects.



MCARTHURGLEN DESIGNER OUTLET PARNDORF

Designer Outlet Straße 1
7111 Parndorf, Austria
+43 (0) 2166 36 14-0
info.parndorf@mcarthurglen.com
<https://www.mcarthurglen.com/de/outlets/at/designer-outlet-parndorf/>

The McArthurGlen Designer Outlet Parndorf opened in August 1998 and is now the largest designer outlet in Central Europe and, with 2,000 jobs, the largest private employer in Burgenland. In the 160 or so stores selling designer, luxury and lifestyle brands, fashion lovers can find the latest trends from the current season and pre-season classics up to 70 percent cheaper.



MEC METRO-ECE CENTERMANAGEMENT GMBH & CO. KG

Fritz-Vomfelde-Straße 18
40547 Düsseldorf, Germany
Phone: +49 211 30153-0
info@mec-cm.com
<http://www.mec-cm.com>

MEC with headquarters in Düsseldorf is a joint venture of METRO and ECE. As the German national market leader for retail parks, MEC has more than 280 employees and manages more than 65 retail properties. Its service portfolio includes customized services for all aspects of integrated center management, including commercial and technical management, leasing, marketing, development, commercial asset management and property management for smaller retail properties. The market value managed (assets under management) was € 3.8 billion in 2022. In all locations, approximately 1,200 rental partners generate an annual turnover of € 3 billion over a rental space of 1.55 million sq m.



MESSE FRANKFURT

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main, Germany
Phone: +49 69 75 75 - 0
info@messefrankfurt.com
<http://www.messefrankfurt.com>

Messe Frankfurt is one of the world's leading trade fair organizers. 592,127 sq m of exhibition ground are currently home to ten exhibition halls and two congress centers. Events "made by Messe Frankfurt" take place at approx. 50 locations around the globe, and cover the fields of consumer goods, textiles & textile technologies, technology & production, mobility & logistics, entertainment, media & creative industries.



MIPIM

The world's leading property market
Phone: +33 1 79 71 90 00
<http://www.mipim.com>

MIPIM, the premier real estate event, gathers the most influential players from all sectors of the international property industry, for four days of networking, learning and transaction through premium events, conferences and dedicated exhibition zones.



MK ILLUMINATION

Trientlgasse 70
6020 Innsbruck, Austria
Phone: +43 512 20 24 30
Fax: +43 512 20 24 33
t.probst@mk-illumination.com
<http://www.mk-illumination.com>

MK Illumination was founded in 1996 by Klaus Mark, his brother Thomas, and his wife Marie. Headquartered in Innsbruck, the company is now a global leader in festive decorative lighting. With 44 regional offices across more than 120 countries, MK Illumination not only produces high-quality lighting products but also offers comprehensive solutions for atmospheric lighting concepts. These are implemented in cities, shopping centers, tourist regions, theme parks, and other leisure facilities. In recent years, MK Illumination has also specialized in creating vibrant installations that bring life to otherwise less appealing locations during the darker months of the year. Under the LUMAGICA brand, temporary light parks are staged, complemented by attractive summer installations during the warmer months. The company employs approximately 1,000 people worldwide, including about 90 employees at MK Illumination Handels GesmbH. In 2024, MK Illumination generated revenues of EUR 168 million.



MPC PROPERTIES

Bulevar Mihajla Pupina 85b
11070 Belgrade, Serbia
Phone: +381 11 285 45 17
E-mail: office@mpcproperties.rs
<https://mpcproperties.rs>

MPC Properties is one of the Southeast Europe's most experienced real estate companies. MPC has developed over 30 projects since its foundation in 2002. Its strategy is development of modern retail and office assets in accordance with the green building principles and the highest LEED and BREEAM standards. One of the main points of sustainability of company's business is implementation of ESG strategy across portfolio. MPC possesses and manages different types of properties - retail network of six shopping centers and six A-class office assets, each of them representing the most important and recognizable landmarks on the market. It is the first company in Serbia to receive the WELL Health-Safety certificate for the portfolio of business and retail assets awarded by the International WELL Building Institute (IWBI).

COMPANY LISTING



NEINVER
Pio XII, 44 - 2nd Floor,
28016 Madrid (Spain)
neinver@neinver.com
(+34) 91 490 22 00
www.neinver.com

NEINVER is a Spanish multinational company specialised in managing, developing and investing in commercial properties. The leading manager of outlet centers in Spain and Poland, and the second largest in Europe, has two proprietary brands: The Style Outlets and FACTORY. Founded in 1969, NEINVER manages 17 outlet centers and 4 retail parks including active pipeline in six European countries: France, Germany, Italy, Poland, Spain and the Netherlands.



NEPI ROCKCASTLE
Floreasca Business Park
Building A, 5th Floor,
169A Calea Floreasca
Bucharest 1, 014459, Romania
<https://nepirockcastle.com/>

NEPI Rockcastle is Europe's third-largest listed retail real estate company by investment portfolio value and the largest owner, operator and developer of shopping centres in Central and Eastern Europe (CEE). The company's €7.8bn portfolio is located across eight CEE countries and owns 57 retail properties. It is a market leader in Romania and Poland (NEPI Rockcastle's two largest markets) as well as having shopping centres in Bulgaria, Hungary, Slovakia, Croatia, The Czech Republic and Lithuania.



PLACEWISE
Placewise Group
Headquarters
Kobbegate 2
7042 Trondheim, Norway
Phone +47 73 60 60 23
contact@placewise.com
<https://placewise.com/>

Placewise is the global leader in shopping center property tech, serving more than 1,000 shopping centers, across 3 continents and 20 countries. Placewise has offices in Europe, the USA, and Asia, covered by both venture and PE funds. Placewise offers the only solution purpose-built for shopping centers to create long lasting digital relationships with shoppers – unlocking the power to monetize retail properties beyond the square meter.



REDEVCO B.V.
Wibautstraat 224
1097DN Amsterdam
info@redevc.com
+31 (0) 20 599 6262
www.redevco.com

Redevco is one of Europe's leading privately-owned real estate managers, overseeing a portfolio valued at approximately €10 billion as of January 1, 2024. The company is committed to building value for investors and enriching communities through transformative real estate. It offers specialist investment strategies focused on repurposing best-in-class high street retail into mixed-use assets, investing in retail parks & logistics and growing our presence in the residential, living & leisure space. In addition, Redevco Capital Partners focuses on special situations real estate opportunities and our real estate debt arm provides transitional lending solutions. Expert real estate teams in seven locations across Europe ensure that the portfolios Redevco manages optimally reflect the needs of our clients. For more information visit <http://www.redevco.com/>.



RIOJA ESTATES
Dovecote Place, Roedean Road
Tunbridge Wells, Kent, TN2 5JX
Tel: +44 (0) 1732 442045
Email: info@riojaestates.com
www.riojaestates.com

Rioja Estates is the leading UK-based specialist in the development of designer and factory outlets. Our expertise encompasses all aspects of planning, design, development, funding, pre-leasing, operational launch, and asset management. We are also adept at identifying institutional purchasers for finished schemes, and enabling property owners and investors to enter the market without taking on unnecessary risk.



ROS RETAIL OUTLET SHOPPING GMBH
Hoher Markt 4/2/1F
1010 Vienna, Austria
Phone: +43 1 34 34 304
info@ros-management.com
<http://www.ros-management.com/>

ROS Retail Outlet Shopping, headquartered in Vienna, Austria, is specialised in retail real estate consulting and centre management of Designer Outlets and innovative shopping concepts across Europe. Since 2024 ROS is part of the French listed property group FREY, located in Reims Bezannes. The ROS founders Thomas Reichenauer and Gerhard Graf are both committed professionals with many years of experience and knowledge in the European outlet market as well as recognized personalities in the industry.

The portfolio of ROS across Europe includes Designer Outlet Soltau, City Outlet Geislingen, Designer Outlet Warszawa, Designer Outlet Gdańsk, Designer Outlet Sosnowiec, Premier Outlet Budapest, Designer Outlet Algarve, Designer Outlet Croatia, La Torre Outlet Zaragoza, M3 Outlet Polgár, Designer Outlet Luxembourg, Designer Outlet Kraków, Malmö Designer Village and further new projects.



SONAE SIERRA
Lugar do Espido, Via Norte
4470-177 Maia, Portugal
Phone: +351 22 940 1700
Fax: +351 22 010 4464
<http://www.sonaesierra.com>

Sonae Sierra is an international retail real estate company dedicated to delivering solutions to meet our client's ambitions. We develop and invest in sustainable retail assets and provide investment, development and property management services for clients in geographies as diverse as Europe, South America, North Africa and Asia, while creating shared value for our business and society.



SES SPAR EUROPEAN SHOPPING CENTERS
Söllheimer Straße 4
5020 Salzburg, Austria
Phone: 0043 662 4471 0
office@ses-european.com
www.ses-european.com

SES Spar European Shopping Centers is specialized in the successful development, construction, marketing, and management of multifunctional retail properties and quarters of international standard. The company also works with strategic partnerships in the areas of art and culture, health centers and housing. In addition to shopping malls, retail parks and managed shopping streets also form part of our business. SES is No. 1 in Austria and Slovenia for large-scale shopping locations. Additional core markets include Northern Italy, Hungary, the Czech Republic, and Croatia.

COMPANY LISTING



THE HAPPETITE

The Global event for multi-site restaurant operators. Close deals with the best international food retail concepts!
Phone +33 1 79 71 90 00
<https://www.the-happetite.com/>

The Happetite (previously known as MAPIC FOOD) is the international event dedicated to multi-site restaurant operators looking to grow their business. This powerful business platform is a unique chance to find new international food retail concepts, and to meet restaurant industry decision makers. Key international restaurants, food chains & operators participate in this exhibition to meet private equity firms and property players to grow their business. The event brings together all the restaurant chains, restaurant operators, travel operators, franchise partners and restaurant industry suppliers to develop and create the food destinations of tomorrow.



TRINITY CAPITAL

9, Zheneva Str.
1142 Sofia, Bulgaria
+359 877 008 756
Rumyana Vladimirova
Leasing Manager
r.vladimirova@trinitycapital.bg
<https://trinitycapital.bg/en/>

Trinity Capital is an investment company established in 2019 in Bulgaria. Its main mission is the acquisition, realization and management of investment projects. Throughout its operation, the company has acquired expertise in building and operating retail parks. We build and manage assets that create opportunities for business growth for our partners and improve urban environment for local communities.



TWENTY ONE MEDIA GMBH

Office Oberhausen
Essener Straße 3
46047 Oberhausen, Germany
Phone +49 (0)208 205 3553
Office Munich
Theatinerstraße 11
80333 Munich, Germany
Phone +49 (0)89 510 740 19
info@21m.de
<http://www.21m.de/>

21Media has been a leading Marketing & Advertising Agency for Shopping Centers for over 25 years. In its client list features some of the biggest names from the European retail including Meadowhall, Glatt, ALEXA, CentrO, and Fünf Höfe. Full-service B2B and B2C support is provided at every stage of a mall's life cycle: from strategic positioning through hands-on day-to-day Center marketing. The company's reputation as B2B specialists has been built on helping owners and operators to market their properties, with improved leasing tools, engineering a stronger tenant mix and growing a Center's asset value. 21Media's achievements have been recognized by 15 ICSC European Marketing Awards including the Global ICSC "Best of The Best" Viva accolade.



UMDASCH THE STORE MAKERS

umdasch Store Makers Management GmbH
Josef Umdasch Platz 1
3300 Amstetten, Austria
Phone: +43 7472 69 000
amstetten@umdasch.com
<https://www.umdasch.com>

umdasch provides special retail solutions: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal – to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for discerning customers, serving numerous areas of expertise ranging from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems through to Digital Retail. General Contracting – the all-round, care-free package from umdasch – has developed strongly in recent years. With a top network of professional experts and prudent management skills, the Store Makers ensure all the trades, such as lighting, floors, fire protection and much more, work to schedule – We take care of everything.



UNIBAIL-RODAMCO-WESTFIELD GERMANY GMBH

Klaus-Bungert-Straße 1
40468 Düsseldorf, Germany
Phone +49 211 30231-0
germany@urw.com
<http://www.urw.com/>
<http://www.unibail-rodamco-westfield.de/>

CREATING SUSTAINABLE PLACES THAT REINVENT BEING TOGETHER – Unibail-Rodamco-Westfield is the creator and operator of unique, sustainability-driven retail, office and lifestyle destinations that connect people through extraordinary, meaningful shared experiences.



UNION INVESTMENT REAL ESTATE GMBH

Valentinskamp 70 / EMPORIO
20355 Hamburg
Germany
Phone: +49 40 34 919-0
Fax: +49 40 34 919-419
service@union-investment.de
<http://www.union-investment.de/realestate>

Union Investment is a leading international real estate investment company specializing in open ended real estate funds for private and institutional clients. Union Investment has assets under management of some €51.0 billion. Active in the real estate investment business for more than 50 years, Union Investment operates today in 24 countries around the world. In addition to office space and business parks, the Hamburg-based company is investing in business hotels, logistics properties, residential buildings and retail properties. Union Investment's retail portfolio currently includes 83 assets in Europe and the US, with a market volume of some €10 bn.



VIA OUTLETS

WTC Building Schiphol, 4th floor Tower F,
Schiphol Boulevard 153,
1118 BG Schiphol,
The Netherlands
info@viaoutlets.com
<https://www.viaoutlets.com/>

VIA Outlets was founded in 2014 to acquire existing outlet centres across Europe. VIA Outlets' vision is to create premium shopping destinations, and offer best-in class, beautifully located shopping experiences for visitors and brand partners. VIA Outlets are here to redefine the outlet shopping experience. Guided by their three R's elevation (strategy, remerchandising, remodelling and remarketing) VIA Outlets ensures that premium fashion outlets are destinations attracting visitors from all over the world. By bringing together an exceptional mix of international and local premium brands, VIA Outlets have created unexpected and unforgettable shopping experiences, whilst also paving the way for sustainable shopping. Currently, VIA Outlets consists of 11 assets spread across Europe, offering over 1,100 stores across 290,000 sq. m GLA.



WESTFIELD SHOPPING CITY SÜD

Office center B4,
2334, Vösendorf-Süd, Austria
+43 1 699 39 69 0
scs.centermanagement@urw.com

With a sales area of around 192,500 sq m, Shopping City Süd is the largest shopping center in Austria and one of the largest in Europe. Its 330 stores offer a very wide variety of brands and products and attract on average around 24.5 million visitors from all over Austria as well as from the neighboring countries of Hungary and Slovakia on a yearly basis. The center ensures that customers have 10,000 free parking spaces available, and can enjoy shopping regardless of the weather and the wide range of offers "under one roof."

Publishing Company



ACROSS Medien- und Verlags GmbH

1010 Vienna, Austria
Ebendorferstraße 3|10
Phone: +43 1 533 32 60 0

E-Mail: office@across-magazine.com

Publisher

Reinhard Winiwarter
Phone: +43 1 533 32 60 0
E-Mail: r.winiwarter@across-magazine.com

Cooperations/Advertisements

Reinhard Winiwarter
Phone: +43 1 533 32 60 0
E-Mail: r.winiwarter@across-magazine.com

Accounting

Kinga Steinhauer
Phone: +43 1 533 32 60 0
E-Mail: k.steinhauer@across-magazine.com

Publishing Manager, Database and Logistics

Bernadetta Makselan
Phone: +43 1 533 32 60 0
E-Mail: b.makselan@across-magazine.com

Editorial Team

Anne-Kathrin Velten; Editor in Chief
E-Mail: a.velten@across-magazine.com
Phone: +43 1 533 32 60 0

Erik Miko; Online Editor
Phone: +43 1 533 32 60 0
E-Mail: e.miko@across-magazine.com

Art Director

Katrin Fail
Phone: +43 1 533 32 60 0
E-Mail: office@across-magazine.com

Translation/Editing

Claus Westermayer
E-Mail: office@across-magazine.com

Ute Schulz
E-Mail: office@across-magazine.com