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**CITY  
RETAIL  
RELOADED**

THE RENAISSANCE OF INNER-CITY  
SHOPPING DESTINATIONS

PORTAIT RÜDIGER DANY - A STORY OF A LIFETIME

VIENNA AIRPORT FROM TRANSIT SPACE TO CULINARY DESTINATION

TENANTS WHAT THEY REALLY DEMAND TODAY

# DEAR READER,

The year 2026 has begun under challenging circumstances. Political tensions have intensified further, and Europe finds itself navigating an increasingly complex and unfamiliar global order. In this environment, the task is clear: Europe must focus on its own strengths by building resilience, forging new partnerships, and decisively seizing emerging opportunities.

In many ways, these challenges mirror those facing the retail real estate industry and brick-and-mortar retail. Pressured by e-commerce, shifting consumer behavior, and evolving tenant demands, the sector has been tested repeatedly. Yet much like Europe itself, this is an industry unwilling to surrender. As this issue clearly demonstrates it is redefining its role with renewed confidence. Building on proven strengths and reaffirming its position at the heart of the cities as a central pillar of public life, culture, and urban vitality.

Rather than looking back with regret, the industry is taking up these challenges and looking forward with purpose. Sustainability requirements and new AI technologies are no longer perceived as constraints but as powerful foundations for long-term, resilient growth. The answer to changing consumer behavior lies in new concepts and offerings that respond to evolving expectations.

For this issue's multi-article cover story, we examine both the theoretical framework and the practical realities of this transformation. Through a series of best-practice examples, we highlight the challenges faced and, more importantly, the decisive responses shaping the future of the sector. What emerges is a clear picture of an industry that refuses self-pity, drawing strength instead from clarity, self-confidence, and action.

This is not a time to lament. It is a time to refocus and to reshape our cities and our industry for a better tomorrow, grounded in enduring values.

Yours sincerely,

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IMAGE: ELISABETH HEIER



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IMAGE: THE HAGUE & PARTNERS/JURIEN DRENTH

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IMAGE: FLORIAN WEHDE / UNSPLASH

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IMAGE: FREY

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IMAGE: VIENNA INTERNATIONAL AIRPORT

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IMAGE: JULIUSZ SOKOLOWSKI / MVRDV ARCHITECTS

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