



# ICSC European Shopping Centre Awards 2011 Winners

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Every year since 1975, ICSC has recognised excellence in new and refurbished shopping centres throughout Europe with the presentation of the prestigious and highly sought after European Shopping Centre Awards.

## Award Categories

New Developments  
Refurbishments/Expansions

## Special Distinctions

### ReStore



The ReStore distinction rewards both the developer and the local authority for a successful partnership that delivers a sustainable result for the local and regional community.

The ICSC European Shopping Centre Awards are the supreme awards in European retail property. Biljana Pehrsson, Chair of the ICSC European Shopping Centre Awards Jury, comments on the trends evident in this year's ICSC European Shopping Centre Awards.

Unlike years past, shopping centres in this year's European Shopping Centre Awards were developed during one of the worst economic recessions in both Europe and around the world. Despite the economic climate, investors and developers, along with their teams, stuck to their ideas and fought hard to reach their goals, without allowing shortcuts that would jeopardise long-term success. These centres are clear examples of the continued efforts of the retail and shopping centre industry to succeed and thrive in this worldwide recession.

Many of this year's entrants continue with last year's trend of developing shopping centres as part of a city centre regeneration plan. Rathaus Galerie in Leverkusen, Forum Usti nad Labem and Southgate Bath are good examples of this trend. While these projects are complicated, expensive and time-consuming, the final results are astonishing not only for the developer and other invested parties, but for the whole city and its residents. It also shows how important the commercial part of a city centre is for the revitalisation of a city – without which it would be hard to finance other large regeneration projects.

Another strong trend in this year's entries was the refurbishment, extension and redevelopment of old schemes built in the 70's and 80's that are now in desperate need of revitalisation in order to compete with other newer centres. For the first time, the refurbishment and extension category was split into small and large development categories due to the high number of entries. The final results of these schemes showed that it is possible to revive and turn all kinds of "hopeless schemes" into success stories. Sollentuna Centrum, in suburban Stockholm, is a prime example of renovation success. This centre, located in a sleepy municipality centre, was losing customers to modern regional malls nearby. The centre was redeveloped into a modern meeting place used not only for shopping, but for entertainment and other activities as well.

BBI Centar, honoured in this year's awards with the ReStore distinction, is another example of successful redevelopment. Built in an old department store that had been closed for many years, it has now been converted into Sarajevo's meeting point for shopping, entertainment and pleasure.

In the coming years, we may start to see shopping centres breaking old boundaries and pushing through new shopping centre designs that are bold and exciting. Leading the way is Vegas Mall in Moscow where they have proved that imagination is our only limitation.

## ICSC European Shopping Centre Awards 2011 Winners

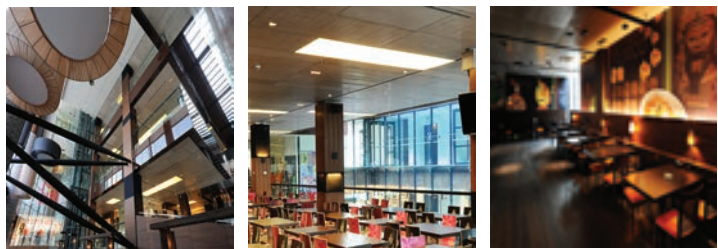


The ICSC European Shopping Centre Awards are the supreme awards in European retail property, granted for both new and refurbished or extended projects.

From a short list of Finalists, outstanding schemes are selected as Award winners.

Commendations and merit certificates may also be given to the selected Finalists in recognition of particular achievements or features of special interest.

### New Developments: Small



#### **BBI Centar**

Sarajevo, Bosnia and Herzegovina

Developer: **BBI Real Estate d.o.o.**

Architect: **Grupa Arh d.o.o.**

Total Gross Leasable Area (GLA): **13,882 sq. m.**

Number of Stores: **125**

Major Tenants: **Konzum, Dm, U.S. Polo, Tommy Hilfiger, Coincasa**

BBI Centar is a brand-new, modern, multi-functional business centre with shopping and office premises, located in the heart of Sarajevo. This centre has replaced Sarajika Shopping Centre, which was once a symbol of Sarajevo. The new development has approximately 43,000m<sup>2</sup>, including 7,000m<sup>2</sup> of office space.

The centre is a top-of-the-line shopping destination. Opened in April 2009, the modern mall features impressive architecture, both inside and out. Inspired by the pulse of city life, the centre was designed to be transparent so both pedestrians and shoppers experience the gallery-like design.

Featuring the widest selection of retailers anywhere in Sarajevo, BBI Centar has five floors of shopping. The development also features a supermarket, practitioner, beauty centre, hairdresser, gym, car wash, ATM machines, banks, restaurants, coffee bars and a playroom for children. It also offers the biggest underground parking lot in the city with 460 parking places.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Small (continued)



#### **Kozy Alisveris Ve Kultur Merkezi** Istanbul, Turkey

Developer: **Renaissance Development**  
Architect: **Fehmi Kobal Design Mimarlik,  
5 + Design**

Total Gross Leasable Area (GLA): **14,610 sq. m.**  
Number of Stores: **57**

Major Tenants: **Migros MM (hypermarket), LC Waikiki,  
Ansar Movie Theathres, Mudo, Teknosa Electronic Market**

Kozy Shopping Centre is located in Kozyatagi, a district that is on the Anatolian side of the city and surrounded by high-density residential units, giving this new centre an edge over the competition. Just 200 meters from the Kozyatagi Bus Station, the centre is in a prime location to capture pedestrian traffic and makes it an easy choice for a shopping destination.

One aspect that makes Kozy Shopping Centre unique is its focus on art and culture. Dubbed the Culture and Shopping Centre, Kozy features a 400-seat classic theatre, a movie theatre and an Art Exhibition Centre. The architecture and design of the centre reflects the importance of art and culture. The use of innovative materials and techniques offer an extraordinary shopping experience with coloured concrete flooring, graphic walls and the use of CDM Metal-Halide lighting and as well as natural sunlight from the roof skylight.

The interior of the mall is another important component because of its deliberate goal to create a high-quality public space, so that all facilities and functions serve for the socialisation of the community. In addition to being a cultural hub, Kozy also wanted to be a forerunner in social responsibility and community. The centre featured an HIV/AIDS art exhibition and continuously hosts charity events like the "Cloth Bag Making Activity" and clothing drives to donate to the poor. Mall management continuously organises social activities like face painting, balloon making, baking classes, ceramics, painting workshops and puppet making.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Medium



#### **Forum Ústí nad Labem**

Ústí nad Labem, Czech Republic

Developer: **Multi Development Czech Republic A.S.**

Architect: **T+T Design a.s.**

Total Gross Leasable Area (GLA): **27,000 sq. m.**

Number of Stores: **120**

Major Tenants: **H&M, C&A, New Yorker, Intersport, Palace Cinemas**

Forum Ústí nad Labem is situated in the centre of town in the area of the formerly rundown market hall, close to the historic church, Nanebevzeti Pani Marie. The project has restored and completed the original urban pattern of the town, sadly damaged by the war and neglect. This new centre revitalises the square in front of the landmark church.

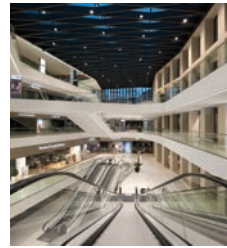
The concept of the centre's design was inspired by the medieval town walls and reflects the original block development by dividing the project with a new version of the original Bilinska Street. It re-creates a lively, pulsing environment in the town centre. A cable car, which opened in December of 2010, connects the Forum with Chateau Vetruse.

Forum Ústí nad Labem offers more than 100 shops, restaurants & cafés on 27,000 m<sup>2</sup>. This new development has been integral in bringing global brands to the region, including H&M, C&A, New Yorker, Douglas, Lindex, Camaieu, Celio, Pimkie and Jeans Club.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Medium (continued)



#### **Kaufhaus Tyrol** Innsbruck, Austria

Developer: **SIGNA Development AG**  
Architect: **David Chipperfield Architects**

Total Gross Leasable Area (GLA): **27,500 sq. m.**  
Number of Stores: **48**  
Major Tenants: **Saturn, Peek & Cloppenburg, H&M, Intersport, MPreis**

The concept behind the new Kaufhaus Tyrol Shopping Centre was to integrate a new and sustainable design and technology into a historic setting. Built on the site of the former Kaufhaus Tyrol, the building, designed by British architect David Chipperfield, looks more like a museum than a shopping mall. With a glass and concrete façade, the building is bold and striking. After entering through the main doors in Maria-Theresien-Strasse, you will find the central area flooded with natural light. The escalators move you across six levels of predominantly white, metal and glass floors.

When the new Kaufhaus Tyrol Centre opened in March 2010, more than half a million people visited within the first month. On average, more than 20,000 people a day frequent the mall to stroll through the 33,000m<sup>2</sup> of shops, cafes and restaurants.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Medium (continued)



#### **Rathaus-Galerie Leverkusen** Leverkusen, Germany

Developer: **ECE Projektmanagement GmbH & Co. KG.**

Architect(s): **ECE architects with HPP KG and BDS Architekto**

Total Gross Leasable Area (GLA): **31, 960 sq. m.**

Number of Stores: **120**

Major Tenants: **Saturn, C&A, H&M, Rewe, New Yorker**

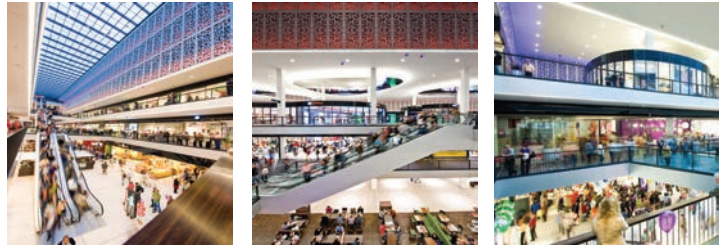
After two years of construction, the Rathaus-Galerie Leverkusen was opened in February 2010. Built in the centre of the city, the centre's most unique feature is the two-storey town hall glass rotunda with 5,000m<sup>2</sup> of space for the city's administration. This huge centrepiece can be seen from all over Leverkusen.

This 22,600m<sup>2</sup>, 3-level development provides 500 parking spaces and hosts 120 stores, cafes and restaurants. Located within a short distance from the rapid-transit railway system, Rathaus-Galerie welcomes almost 30,000 shoppers a day, proving that it is quickly becoming the new retail destination in Leverkusen.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Large



#### **Centrum Galerie** Dresden, Germany

Developer: **Multi-Development Germany Gmbh**  
Architect(s): **T+TDesign/Kulka Architektur/deArchitekten Cie**

Total Gross Leasable Area (GLA): **64,770 sq. m.**  
Number of Stores: **113**  
Major Tenants: **Peek&Cloppenburg, Karstadt Sports, Media Market, The Sting, Frida (Konsum)**

After three years of planning and construction, the Centrum Galerie was opened on 17 September 2009. The centrally located commercial property at the Prager Straße has a total rental space of approximately 64,000m<sup>2</sup>, which makes it the largest inner-city shopping centre in Dresden. The Galerie has five floors dedicated to more than 110 shops for retailers, catering business and other services as well as approximately 1,000 parking spaces. A day care centre for children completes the range of offers. In addition to the permanent kindergarten groups, it also provides qualified supervision for the customers' children.

The façade design of the Centrum Galerie and its name are reminiscent of the former Centrum-Warenhaus building, which was previously located on the grounds of the Centrum Galerie and was the oldest and biggest Department Store in the former DDR. The characteristic aluminium honeycomb façade of this Centrum-Warenhaus was re-used for part of the Centrum Galerie, which consists of two buildings connected by an open roofed passageway. The distinctive external design of the Galerie is reflected on the inside. The four-storey high interior impresses with its dimensions and artistic designs. The interior façade makes use of baroque style elements from Dresden's city castle. What's more, the Galerie's façade was moved forward by approximately 20 metres into the Prager Straße, bringing the street dimensions back to the way it was before World War Two. The eco-friendly implementation of the project bears witness to the sustainability of the retail property. The Galerie received "Excellent", the highest certification level of the British BREEAM certification system.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Large (continued)



#### **Loop5** Weiterstadt, Germany

Developer: **Sonae Sierra/Foncière Euris**  
Architect(s): **José Quintela - Sonae Sierra Chief Architect**

Total Gross Leasable Area (GLA): **56,500 sq. m.**  
Number of Stores: **175**  
Major Tenants: **Peek&Cloppenburg, C&A, Saturn, H&M, Thalia**

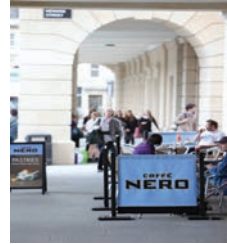
Loop5 is an innovative shopping centre opened in October 2009. Located in Weiderstadt, Germany, Loop5 is one of the largest shopping centres in the region with 56,500m<sup>2</sup> of retail space. The overall theme of the development is focused on the concept of aviation, given its proximity to Frankfurt Airport and the European Space Agency. The interior of the mall has four corridors connected by an oval walkway that leads shoppers through a history of aviation. The glass roof over the main entrance is reminiscent of a moving airplane and an original MIG021 aircraft hovers over the food court.

While the stunning architecture is certainly a focal point of the centre, its retail offering is impressive. With 175 shops, including 17 restaurants, Loop5 has created an offering of retail, services and entertainment for the entire family.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Large (continued)



#### **SouthGate** Bath, United Kingdom

Developer: **Multi Corporation and Aviva Investors in JV**  
Architect(s): **Chapman Taylor Partners**

Total Gross Leasable Area (GLA): **41,380 sq. m.**  
Number of Stores: **72**  
Major Tenants: **Debenhams, Boots, H&M, Top Shop, Urban Outfitters**

SouthGate provides over 41,000m<sup>2</sup> of modern retail and leisure space in the southern quarter of Bath's retail district. The centre is made up of 73 shops, cafes and restaurants and includes a Debenhams department store, a new Transport Interchange and a refurbished Bath Spa Railway Station.

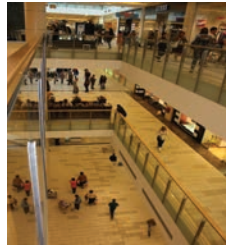
Unlike other shopping centres, SouthGate is comprised of six individual buildings set in a pattern of pedestrian streets with a public square. The streets provide multiple connections to transportation hubs to the south and the rest of the retail corridor to the north. Retail space is predominately on the ground and first floor levels of five of the buildings. The sixth building is solely dedicated to Debenhams.

The centre was designed in a neo-classical style, with façades constructed from local Bath stone, and is intended to blend seamlessly into the world famous architecture of Bath. More than simply a shopping centre, SouthGate is an urban regeneration of the entire southern retail quarter and has breathed new life and vitality back into a neglected but vital part of the city.

## ICSC European Shopping Centre Awards 2011 Winners



### New Development: Large (continued)



#### **The Mall** Sofia, Bulgaria

Developer: **Assos Capital - Carrefour  
Marinopoulos**

Architect(s): **Arch. Ilian Iliev (Planning Ltd) -  
RTKL**

Total Gross Leasable Area (GLA): **66,770 sq. m.**

Number of Stores: **195**

Major Tenants: **Carrefour, Arena, Peek&Cloppenburg,  
Inditex, Technopolis**

The Mall, located in Sofia, Bulgaria, is a fashion-oriented shopping centre with a strong entertainment component and leisure facilities, including a bowling alley, gym and a 3D IMAX theatre. Strategically built in the eastern part of the city, the location ensures visibility and accessibility with excellent links to transport.

With six levels, three of which are underground, the Mall boasts 185 stores and restaurants, and 2,800 parking spots. The depth and breadth of the merchandising mix, including the first Carrefour hypermarket in Sofia, makes it a natural destination for the residents of Sofia and surrounding cities. The Mall offers a unique retail and lifestyle experience to consumers spanning across the entire spectrum of the population, ranging from teenagers to young professionals and from young couples to families.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Extra Large



#### **Forum Istanbul Shopping Center** Istanbul, Turkey

Developer: **Multi Development B.V.**  
Architect(s): **T+T Design, BDP, Chapman Taylor, ERA**

Total Gross Leasable Area (GLA): **175,000 sq. m.**  
Number of Stores: **298**  
Major Tenants: **IKEA, Real, Praktiker, Turkuazoo, Saturn**

Forum Istanbul is the largest shopping and leisure project in Turkey and Europe, built on an area of 495,000m<sup>2</sup> with 175,000m<sup>2</sup> of leasable retail space. It houses the largest number of international anchors including IKEA and the largest Real hypermarket in Turkey, as well as Praktiker, the first Saturn store in Turkey, C&A, Marks & Spencer, Zara and big department stores such as Boyner, Mudo, YKM, along with some 200+ national and international brands. The first H&M store in Turkey opened in November 2010 in Forum Istanbul.

Forum Istanbul also offers extensive leisure activities, making it a community and social hub. Forum Istanbul houses Turkey's first aquarium and a Magic Ice Museum, the only ice museum in Turkey. There is also a 10-screen movie theatre, an arcade and entertainment centre, a bowling alley, ice skating rink and play spaces for children.

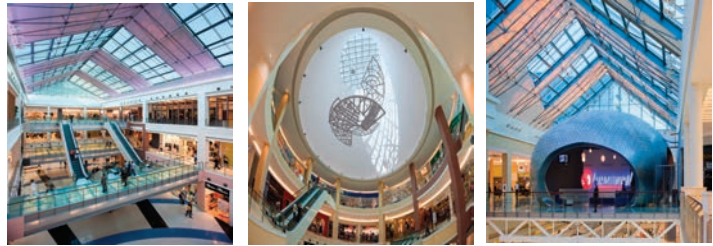
Forum Istanbul has differentiated itself from other shopping centres with its full range of retail, customer services and entertainment facilities. Its many services include family rooms, baby rooms, baby feeding stations, free strollers, wheelchairs, safe boxes, prayer rooms, free internet and more.

The design of the centre integrates different kinds of elements. The scheme features the quality of a contemporary urban experience, with boulevards, piazzas, avenues, courtyards and monumental buildings. The interplay of these elements produces streets with long views and narrow lanes with shadow and contrasts in scale, and public squares of different spatial qualities.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Extra Large (continued)



#### **Metropolis** Moscow, Russia

Developer: **Capital Partners**  
Architect(s): **RTKL**

Total Gross Leasable Area (GLA): **82,060 sq. m.**  
Number of Stores: **258**  
Major Tenants: **Kinostar, Karusel, Stockmann, Champion Bowling, H&M**

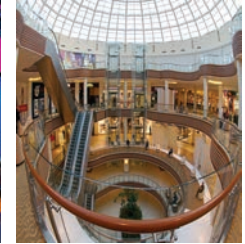
As a new, major shopping and entertainment destination, Metropolis Mall in Moscow is strategically located 10 minutes from the centre of Moscow with immediate access to public transport. With a world-class offering of retail, dining and entertainment, Metropolis expects 20 million visitors a year. Metropolis features 258 shops over three floors, the largest food court in Russia, a cinema and a bowling alley.

The design concept was inspired by artist Vasily Kadinsky and the interior is reminiscent of the artist's greatest works. Metropolis is boasted as a city within a city, mimicking urban streetscapes and retail corridors resembling shopping boulevards with bright colours and finishes that transform storefronts into dynamic façades. The end result was a centre that created an integrated public environment and various architecture that create the aesthetic of an outdoor lifestyle centre.

## ICSC European Shopping Centre Awards 2011 Winners



### New Developments: Extra Large (continued)



#### **Vegas** Moscow, Russia

Developer: **Crocus Group**  
Architect(s): **Kling Stubbins**

Total Gross Leasable Area (GLA): **134,730 sq. m.**  
Number of Stores: **377**  
Major Tenants: **Auchan, Saturn, Luxor, Hapillon, Sportmaster**

Vegas is a super regional shopping and entertainment centre located in Moscow, Russia. This new shopping mall transforms the traditional shopping experience into a unique and fascinating adventure.

Vegas Mall features six distinct zones, each with its own unique theme. Fashion Avenue is where visitors will find the latest in trends and international brands and shop in a European-like quarter. Gold Street, designed in art-deco styles, features high-end boutiques and jewellery. When shoppers walk into Ginza, they are reminded of the hustle and bustle of a night in Tokyo with neon light skyscrapers which are even dazzling during the day. The two-level Bazaar space is reminiscent of an Asian market where local merchants sell their artwork and decorative items. After a full day of shopping in Vegas's 377 shops, Vegas Park is the next stop in the mall. For the first time, an 18-meter-high Ferris wheel, a drop tower ride and an ice skating rink are brought together in an enclosed shopping centre creating an indoor theme park that the whole family can enjoy. Finally, after experiencing all the retail and entertainment the Vegas has to offer, shoppers can try food from all corners of the globe at the Food Stop.

## ICSC European Shopping Centre Awards 2011 Winners



### New Development: Extra Large (continued)



#### **Westfield London** London, United Kingdom

Developer: **Westfield Shoppingtowns Ltd.**  
Architect: **Westfield, Buchan Group, Gabellini Sheppard**

Total Gross Leasable Area: **172,760 sq. m.**

Number of Stores: **367**

Major Tenants: **House of Fraser, Marks & Spencer, Debenhams, Next, Waitrose**

Westfield London is London's newest retail destination and Europe's largest urban shopping centre. It is comprised of a mixed-use development including housing, leisure and civic facilities, as well as retail. With a distinctive mix and match of designer and high-end labels, Westfield London is not only the largest shopping centre in London, but offers one of the best shopping experiences in the region.

Designed to convey the intriguing interplay between water and light, the most striking feature is the undulating glass roof, which is made up of thousands of solid clear panels. These have been carefully positioned to maximise natural light as the sun moves throughout the day, creating a spacious, airy environment wherever you happen to be. The central atrium is the size of a football pitch, with 16-metre wide walls fashioned from marble with decorative swirls of granite and an exclusive, boutique-style enclave devoted to luxury brands, all combine to create a truly captivating experience.

## ICSC European Shopping Centre Awards 2011 Winners



### Refurbishments and Expansions: Small/Medium



#### **Marieberg Galleria** Örebro, Sweden

Developer: **Steen & Strøm Sverige AB**  
Architect(s): **Evenden Denmark A/S and White Arkitekter**

Total Gross Leasable Area (GLA): **32,710 sq. m.**  
Number of Stores: **106**  
Major Tenants: **H&M, Kappahl, Siba, Intersport, Jula**

In 2007, a major project was started to renovate and expand Marieberg Galerie, and today it is one of the largest and most modern shopping centres in Sweden. Originally built in 1979, the centre had not undergone any major refurbishments since 1987 and was in great need of revitalisation. The goal of this renovation was to ensure strong, local brands, create a new customer flow and offer more variety. With the addition of over forty retail stores and restaurants, Marieberg Galerie was able to increase footfall and turnover.

New stores were not the only addition to Marieberg Galerie. The interior of the centre was refurbished to ensure shoppers have a pleasurable experience. The inspiration for the design was nature, and the centre is filled with light, stone and water. The indoor piazza, where visitors can take a break from shopping, is surrounded by plants and water.

## ICSC European Shopping Centre Awards 2011 Winners



### Refurbishments and Expansions: Small/Medium (continued)



#### **Sollentuna Centrum** Sollentuna, Sweden

Developer: **Steen & Strøm Sverige AB**  
Architect(s): **Thorbjörnsson + Edgren and White**

Total Gross Leasable Area (GLA): **32 940 sq. m.**  
Number of Stores: **128**  
Major Tenants: **ICA, H&M, Team Sportia, Lindex, Systembolaget**

The new Sollentuna Centrum is the first design-oriented centre in Sweden. It is designed to be airy and harmonious, comfortable and pleasant, offering an experience of beautiful architecture. The vision that inspired this refurbishment was to create Stockholm's shopping oasis where the focus is "beauty, brains and pleasure." Colour and design combine with a mix of retail stores to give each section of the centre its own identity.

The various retail sections have an entirely new feel from its previous design. Each retail section draws inspiration from different lifestyles. Three fashion sections cater to different demographics. The first section is designed for the young and trendy, with shiny surface and metal features. Another section is specifically designed to house medium to high priced retail goods. The third is decorated with a feminine touch, with red carpeting and light fabric on the ceiling. The Oasis is another prominent feature of Sollentuna, where shoppers can go to relax surrounded by trees and hundreds of exotic plants. The entire interior and architecture of this newly refurbished centre was carefully chosen to be in harmony and is now a place where shoppers go, not because of its location, but because of its unique content and design.

## ICSC European Shopping Centre Awards 2011 Winners



### Refurbishments and Expansions: Large



#### **Blagnac** Blagnac, France

Developer: **SEGECE (Klepierre)**  
Architect(s): **Cardete & Huet**

Total Gross Leasable Area (GLA): **40,250 sq. m.**  
Number of Stores: **118**  
Major Tenants: **E. Leclerc, C&A, Zara, H&M, Flunch**

On 15 October 2009, the Blagnac shopping centre unveiled its new self: a modernised and expanded centre. Located at the northwest entry into Toulouse, it now boasts 55 new shops. There are now 118 shops over 24,000m<sup>2</sup>. The shopping centre is located in a dynamic customer catchment area which is experiencing a growth in population.

The expansion was carried out in four main phases: completion of a multi-storey car park with 1,650 places in 2007 followed by the progressive completion of a third mall in July 2008, March and May 2009. Designed by architects Cardete & Huet, Blagnac reflects the architectural codes of the aeronautical world using materials such as marble, wood and steel - all very much evident in airports. The centre has taken on a new, futuristic look for its visitors. In addition to the architectural enhancement, this extension of 11,300m<sup>2</sup> has led to a rise in the centre's status. With the arrival of stores new to France and/or Toulouse and its suburbs (Arena, Desigual, Guess, Cop'Copine, Passionata, Izac, etc.), Blagnac can now offer a high-quality commercial mix in line with its clients' expectations.

## ICSC European Shopping Centre Awards 2011 Winners



### Refurbishments and Expansions: Large (continued)



#### **Médiacité Liège, Belgium**

Developer: **Wilhelm & Co sa**  
Architect(s): **Ron Arad, Jaspers Eyers,  
Chapman Taylor, RTKL**

Total Gross Leasable Area (GLA): **41,340 sq. m.**  
Number of Stores: **122**  
Major Tenants: **Saturn, Primark, Delhaize, H&M,  
Charles Vogele**

A genuine urban regeneration development, Médiacité (160,000m<sup>2</sup> of commercial, cultural, leisure and business activities) is located in Liège, Belgium. What was once an outdated local shopping centre, has been transformed into a newly reborn district and retail destination. Médiacité brings together a regional shopping centre with 122 stores, cafés, restaurants and services over two levels and 2,350 underground car parks.

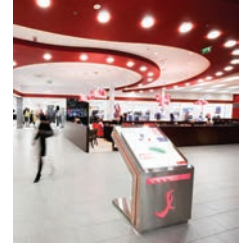
The developer placed a strong emphasis on improving the entire district by refurbishing and creating new public spaces and opening it onto the riverside frontage. 2012 will see the opening of a six-screen cinema, a municipal Olympic ice-skating rink, a three-star 100-room hotel and 7,000m<sup>2</sup> of additional GLA. A nine-minute walk from City Hall, and easily accessible by foot, bicycle, public transport, taxi and car, Médiacité will soon be linked by a bridge to the new Calatrava TGV train station.

Renowned architect Ron Arad has successfully created, through the impressive rippling structure enveloping the mall, a piece of the emotional story of which each visitor and retailer is a part, transforming this incredible space into an unforgettable shopping experience. With a focus on sustainability, Médiacité (the first shopping centre in Europe assessed BREEAM Retail) is a new landmark for the city, an attractive retail destination for the million people in its catchment area, and a symbol of Liège renaissance.

## ICSC European Shopping Centre Awards 2011 Winners



### Refurbishments and Expansions: Large (continued)



#### **Rocca al Mare Tallinn, Estonia**

Developer: **Citycon Oyj**  
Architect(s): **PÖYRY Architects/Nord Projekt**

Total Gross Leasable Area (GLA): **53,500 sq. m.**  
Number of Stores: **165**  
Major Tenants: **Prisma, Stockmann Outlet, Home4You, Marks & Spencer, Euronics**

Inspired to create the most customer friendly shopping centre in Estonia, Rocca al Mare underwent a large-scale expansion that added 25,000m<sup>2</sup> to the centre. The redevelopment allowed the centre to create an environment where both customers and retailers can be served better than anywhere else. With the addition of new stores, the retail mix was revitalised to provide shoppers with a more interesting and complete shopping experience and turn Rocca al Mare into a truly customer service oriented lifestyle centre that caters to all demographics. The centre was designed for optimal shopping with different zones catering to different retail offerings each with their own mood and theme. The goal of the new interior design scheme was to create a comfortable and fascinating environment that will guide customers through the mall and motivate purchases.

The refurbishment was constructed in three phases and completed in November 2009. It is now the first shopping centre in the Baltic Region to be awarded a LEED certificate for environmental sustainability.

# 2011 JURY MEMBERS

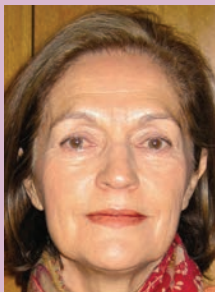
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# ReStore

The 2011 ReStore Award goes to the BBI Real Estate d.o.o. and the city of Sarajevo, Bosnia and Herzegovina, for the development of the BBI



Centar in the heart of the city. As a brand new, modern, multi-functional mall, BBI Centar has replaced Sarajika Shopping Centre as the symbol of the city. Located in the most central part of the city, BBI Centar is not just a shopping centre, but a meeting place for all citizens and visitors to gather for performance, concerts, promotions and other events. The main goal of the design of the centre, which was inspired by the pulse of city life, was open space to connect the interior and exterior visually, like the galleries of Paris and Berlin, so both shoppers and pedestrians can experience the gallery-like design.



**BBI Centar**

*Sarajevo, Bosnia and Herzegovina*

With 5 floors of retail space, 7,000m<sup>2</sup> of office space and 460 parking spots, BBI Centar is the most modern mall in Sarajevo bursting with major and local brands. This development also features a supermarket, beauty centre, car wash, ATM machines, banks, restaurants and a playroom, making BBI a one-stop-shopping destination.

## ICSC European Shopping Centre Awards

### Why Enter?

A winner of the ICSC European Shopping Centre Awards Programme represents the shopping centre industry's judgement as to what constitutes "the best European centre of the year".

The benefits of this recognition are immeasurable:

- Reputation – a demonstrated standard of excellence. A winning entry shows that it has achieved success in most of the important aspects of the project: its choice of site, planning, architecture, selection of tenants, sales results, acceptance by customers and financial returns
- Industry acclaim – finalists will see their work showcased at the annual ICSC European Conference followed by the announcements of winners and presentation of the Awards at a specially convened session
- Public recognition – complete coverage in Shopping Centres Today on [www.icsc.org](http://www.icsc.org) and in a feature publication, Winning Shopping Centre Designs. ICSC will also issue press releases announcing all winners to the media
- Global leadership – as a winner of the ICSC European Shopping Centre Awards Programme, you will be recognised around the world among the very best the shopping centre industry has to offer. Winners will be automatically submitted to the Global Design and Development "Best of the Best" VIVA Awards

**ICSC European Shopping Centre Awards 2012**  
**Go online in July 2011 to submit your entry**

Deadline for entries: Thursday 8 September 2011

Awards Presentation: 2012 ICSC European Conference

