

Apsys' next creations are shaping the retail of tomorrow

On the occasion of the Siec retail real estate exhibition, Apsys is unveiling something new and rich! An ultra-creative concept with a generous customer experience, Muse is the must-see event of this autumn in Metz. The active shopping resorts Steel in Saint Etienne and Eden in Servon will see construction starting very soon. Finally, Neyrpic, a vibrant place at the heart of a former factory, will be taking place of honour at this fair!

Muse, Creative shopping place, in Metz (57) - THE big opening of 2017!

Located in front of the Centre Pompidou-Metz, next to the future Starck hotel and a few minutes' walk from the historic city-centre, Muse will develop a remarkable urban mix bringing together businesses, homes, offices and leisure activities. The cornerstone of the new Amphithéâtre quarter, Muse will offer an exceptional blend of fashion brands (including the eagerly awaited "Primark"), design, food and day-to-day shopping as well as monumental works of art created specially by major contemporary artists. Muse is attracting the most demanding of brands: Armani Exchange, Jott and Rituals have just joined us! The project's architecture, by Jean-Paul Viguier, will favour lively urban activity with an indoor-outdoor concept and a succession of vibrant areas.

80,000 sqm (37,000 sqm of shops) - 112 shops & restaurants

Eden, "Refresh the retail!" in Servon (77) - Works launching in June

A green pedestrian promenade for the whole family, Eden will offer a mix of shops, restaurants, indoor-outdoor leisure activities and friendly spaces. Its modern, welcoming architecture, designed by L35, will highlight the good life associated with the "pays de la Rose". Eden will enjoy excellent accessibility. An addition to a retail park currently under construction, Eden will be the shopping-leisure-pleasure human-size activity destination in Seine-et-Marne.

30,000 sqm - 50 shops and restaurants

Steel, the Active shopping resort in Saint-Etienne (41) - Works launching in September

Strategically located at the entrance to Saint-Etienne, Steel will become a new figurehead for the city of design thanks to powerful architecture and design (including a spectacular and poetic lattice design, inspired by local markers). Complementing the city centre, the merchandising mix will focus household appliances, DIY, recreation and sport. This "active shopping resort" will offer a unique customer experience with 5,000 sqm of indoor activities and 37,000 sqm of green space and playing fields.

70,000 sqm - 60 shops and restaurants

Neyrpic, the former factory brought back to life in Saint-Martin d'Hères (38)

On the site of the old factories to which it owes its name, Neyrpic will be a vibrant, diverse place where shopping, leisure, sport, culture and nature will be intrinsically linked. Neyrpic's architecture, designed by Edouard François, will resurrect materials and turbines from the former factory and industrial containers with raw, ultra-inventive style. At the heart of the project, a long green space will accommodate events, seasonal activities, happenings, terrace cafés and restaurants. Fully respectful of its environment, Neyrpic will generate part of the energy required to run it using 20,000 sqm of solar panels on the roof.

46,000 sqm - 95 shops and restaurants

- Visuals on demand -

About Apsys

The goldsmiths of retail real estate, Apsys designs, develops and manages iconic places in the hearts and at the gateways of cities, and endeavours to create an exceptional customer experience. Apsys Lab, our ideas incubator, brings together those passionate about innovation to analyse the DNA of places and to anticipate emerging trends, thereby shaping the shopping centres of tomorrow. A property developer present in France and in Poland since 1996, Apsys manages a portfolio of 30 shopping centres (including Beaugrenelle and Manufaktura, both winners of the ICSC European Shopping Centre Award), and is leading six projects under development, including Muse, the latest fruit of Apsys' imagination, which will be opening in October 2017. Find out more: www.apsysgroup.com.

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