



Levallois-Perret, November 20, 2014

MAPIC 2014: Beaugrenelle, once again rewarded by the profession!

Beaugrenelle has again been rewarded! On the occasion of Mapic 2014, Mapic Awards Jury designated Beaugrenelle for the Special Jury Award!

Beaugrenelle received the "Special Jury Award" at MAPIC Awards 2014. Beaugrenelle, which has welcomed more than 10 million visitors since its opening in October 2013, has once again received the appraisal of the real estate professionals! Indeed, the "Special Jury Award" at MAPIC Awards 2014 adds to the numerous and prestigious awards already received by Beaugrenelle:

- SIIC Trophy - FSIF
- "Pierre d'Or" in the Programs category
- "Excellence Award" - CNCC
- "Janus du Commerce" - French Institute of Design

Attributed by an international jury, the MAPIC Awards celebrate retailers and promoters for their innovation, excellence and creativity, constituting thus an exceptional reward from the whole profession.

"With Beaugrenelle, we have developed a new concept: the department store of the 21st century. I am delighted that this innovation, a stone's throw from the Eiffel Tower, is rewarded by an international trade jury!" Said Maurice Bansay, Founder and CEO.

About Apsys:

Since 1996, Apsys has conceived, invested in, built, commercialised and managed innovative, strong-identity retail and leisure spaces, combining a tailor-made approach, creativity and global know-how. Apsys pays close attention to the consumers' and stakeholders' expectations, and imagines tailor-made spaces that combine commercial efficiency, architectural quality, design, integration in the urban environment, and sustainability.

About Beaugrenelle, Paris:

The new 'must' for shopping in Paris, Beaugrenelle is situated in the 5th district, facing the Seine and a stone's throw from the Eiffel Tower. It opened its doors in October 2013. Within 50,000 sqm, Beaugrenelle hosts a collection of 100 unique and exclusive brands names in fashion, beauty, decoration, leisure and flavours... among them, a huge Marks & Spencer store (4,600sm) and a 10 screen Pathé Cinema, designed by Ora-ïto. Beaugrenelle's bold architecture, played on natural daylight and transparency, is signed by Valode & Pistre.

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