



## On the occasion of Mipim, let's zoom in on 3 emblematic Apsys projects: Vill'Up, Posnania and Muse

**Paris, February 13<sup>th</sup>, 2015 - More than ever, the sun will rise in the East in 2015 for Apsys! With Vill'Up in eastern Paris, Muse in Metz and Posnania in Poznan, Poland — all three under construction — Apsys actively pursues its strategy of developing innovative places and creating emotional connections with customers.**

*"Vill'Up, Posnania and Muse perfectly illustrate Apsys' ambition and values, which are creativity, passion, determination and audacity: dreaming up, developing and creating sites that make both cities and life more beautiful", declares Maurice Bansay, founding President of Apsys.*

### Vill'Up, L'inédit parisien



The opening of Vill'Up will be one of 2015's main events! This unique concept, which combines trendy shopping, exciting leisure activities and "new bistro" pleasures will open its doors next autumn inside the Cité des Sciences et de l'Industrie (France's 5th-largest museum), in the 19th arrondissement of Paris.

Vill'Up will offer a thrilling and unforgettable leisure experience! Visitors will have the opportunity to indoor skydive in the highest glass tube in the world with iFLY, embark upon a spatio-temporal journey with Yoo Moov stations or move and shake along with the movie action in the DBOX motion-enhanced seats of the Pathé cinema.

Fashionistas have not been overlooked, thanks to an eccentric array of shopping choices, bringing together leading retailers (Cultura will open its first flagship in Paris, IDkids) and concept stores / refined brands — a first in shopping centres. The "new bistro" area, 2,000 sqm in total, will consist of 10 restaurants and cafés with original concepts.

Both the offerings and the location will be enhanced by the project's architecture — conceived by SCAU — and the "happy loft" design. Vill'Up allows for the development of the fourth bay of the Cité des Sciences et de l'Industrie in Paris, which has always remained empty. In order to respect the space's identity, the project ascribes an important role to light and openness over the Géode and the Parc de la Villette.

Vill'up is already commercialized at 90%.

### Key figures:

- Size: 24,000 sqm
- 50 shops and restaurants, including:
  - A 16-screen Pathé cinema – 2,900 club seats, duo and motion-enhanced seats
  - The highest indoor skydiving glass tube in the world with iFLY (the world leader in this booming discipline)
  - A high-tech theme park with Yoo Moov stations
  - Cultura's flagship on 3,500 sqm GLA
- 1,600 parking spaces
- Grand opening: Autumn 2015

### **Posnania, « best in Polska »**



A genuine convergence of state-of-the-art innovations in retail and lifestyle shopping, Posnania will offer an unrivalled experience in Poland.

The project's avant-garde nature is revealed in Posnania's architecture and design: spectacular volumes, glass facades, indoor-outdoor places with terraces and balconies, a giant tweetwall and 8-meter-high event

shop windows... a first in Poland!

Organised by universe, the retail offer will combine leading national and international brands. If the Boulevard and Park Walk are known for key players in fashion, the Forum will be the premier site for premium brands. Another highlight of Posnania will be the diversity of its leisure and recreational offerings with, in particular, a digital multiplex, a children's play area, a fitness centre, a not-to-be-missed programme of concerts and cultural performances, and a rich food array of 40 cafés and restaurants.

New technologies (including a state-of-the-art customizable app) and exclusive services (valet parking, VIP area, concierge, events planner...) will ensure customers' absolute comfort.

Posnania is already commercialized at 80%.

### Key figures:

- Size: 100,000 sqm - largest project under construction in Central Europe
- Location: in Poznan, Poland's 5<sup>th</sup> most populous city and 2<sup>nd</sup> city in terms of standard of living
- 300 shops and restaurants, including:
  - 4 anchors: Carrefour, Multikino, Leroy Merlin and Pure Jatomi fitness
  - 31 medium size units, including Mango H&M, Zara, Bershka, Stradivarius...
  - 220 shops
  - 40 cafés and restaurants
- 3,300 parking spaces
- Investors: Apsys and Foncière Euris
- Grand opening: Autumn 2016

## **Muse, a creative shopping experience**



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 be an inspired place, which will convey an ambitious vision of the city and an ultra-creative state of mind.

Muse will offer an outstanding mix of brands in fashion, design, food and essentials. The commercial layout unites leading retailers with refined brands, most of which are new to Metz. Visitors will be able to visit Primark, Carrefour Market, Burger King, Habitat and Espace Kiliwatch, among others. 18 months ahead from its grand opening, 70% of Muse are already commercialized.

The project's architecture, by Jean-Paul Viguier, will favour lively urban activity with an indoor-outdoor concept and a succession of vibrant areas. Equipped with an original design and a selection of works of digital art that blends interactivity, innovation and perception, Muse will offer a truly innovative customer experience.

As a cornerstone of the new Amphithéâtre district, Muse will create a remarkable urban mix of shops, residences, offices and leisure over 80,000 sqm in total, which makes it the most important operation currently under development in the provinces.

### **Key figures:**

- Total size (offices, residences, leisure and shops): 80,000 sqm
- GLA size (shops): 37,000 sqm
- 113 brands, 3/4 of which are new to the East of France, including:
  - Primark (5,800 sqm), Carrefour Market (5,700 sqm)
  - 10 supermarkets
  - 10 restaurants
- 750 parking spaces
- Investor: Apsys
- Grand opening: Autumn 2017

### **About APSYS :**

With a business presence in both France and Poland since 1996, Apsys has designed, created and managed emotional retail and leisure spaces. Tailor-made spirit, creativity, determination and passion are characteristic of Apsys' ambitious and innovative vision, which is shared by its 260 employees. Apsys heads a portfolio of 26 shopping centres in operation, including Beaugrenelle (Paris) and Manufaktura (Lodz / Poland), and 8 projects in development, including Vill'Up (Paris – opening in 2015), Posnania (Poznan / Poland – 2016), Muse (Metz – 2017).

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