



## **ICSC European Awards 2015: Beaugrenelle is awarded Best European Shopping Centre!**

**Paris, April 21st, 2015 - Beaugrenelle receives the Best European Shopping Centre award in the "New developments large" category: a supreme recognition! This highly prestigious trophy is a diamond in the crown of Beaugrenelle, already a high-performing and award-winning destination. This is the second time that Apsys is awarded an ICSC European Award, after Manufaktura in 2008.**

Already presented with, notably, the CNCC "Excellence Award" and the "Special jury award" at the Mapi Awards, Beaugrenelle has now been crowned at the ICSC European Awards with the Best European Shopping Centre award in the "New developments large" category (ex-aequo with Akasya Acibadem, Turkey). This new success comes along with outstanding performance: Beaugrenelle has established itself as the must-see address in Parisian shopping, bringing Parisians, provincials and tourists together (around 19 million visitors since its opening in October 2013).

ICSC (International Council of Shopping Centres) awards are the most prestigious in the world, thanks to a highly comprehensive selection and evaluation process (a two-step process at the continental level). Every year and for each continent, applications are examined by a jury of international experts who, after visiting and auditing the finalist centres, attribute the ICSC Awards.

*"The Best European Shopping Centre award constitutes the highest recognition for us passionate about retail here at Apsys and for all the partners that have made Beaugrenelle a unique project! Beaugrenelle embodies the best of Paris and I am proud that this exceptional asset contributes to the international influence of the capital city and of the French real estate industry",* declared Maurice Bansay, founding President of Apsys.

### **About Apsys:**

With a business presence in both France and Poland since 1996, Apsys has designed, created and managed retail and leisure spaces, creating an emotional connection with customers. 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).

[www.apsysgroup.com](http://www.apsysgroup.com)

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**About Beaugrenelle Paris**

The new must-see address in Parisian shopping, Beaugrenelle is located in the 15th arrondissement, facing the Seine and just steps from the Eiffel Tower. It opened its doors in October 2013. Over 50,000 sqm in total, Beaugrenelle houses a collection of 120 exceptional brands and retail chains in the realms of Fashion, Beauty, Decoration, Leisure and Cuisine... Including a large Marks & Spencer store measuring 4,600 sqm and a Pathé cinema with 10 high-definition screens, designed by Ora-ito. The bold architecture of Beaugrenelle, a jewellery box of light and transparency, is the work of Valode & Pistre. This ambitious project, in both urban and commercial aspects, has been carried out by the SCI Beaugrenelle, owned by Gecina, Apsys, Foncière Euris and Paris-Orléans, in partnership with public actors, in particular, SemPariSeine.

[www.beaugrenelle-paris.com](http://www.beaugrenelle-paris.com)

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