

## Mipim 2016 : Take a look on Apsys' iconic projects

**Paris, 9 March 2016 - Creating iconic places since 20 years, Apsys continuously seeks new ways of combining urban and commercial creativity in collaboration with the most visionary of architects and designers. On the occasion of the Mipim, let's take a look Apsys' upcoming creations in Paris, Grenoble, Saint-Etienne, Metz and Poznan (Poland).**

### Neyrpic, energizing factory made in Grenoble

On the site of the old factories to which it owes its name (and dear to locals in Grenoble), Neyrpic is reinventing a multidimensional space where shops, leisure 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. Located just a stone's throw from a park providing perfect continuity with the local landscape, this new hot spot will offer a 9,000 sqm greenway, collaborative services, recreational and sports activities, and attractive and innovative retailers. 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.

#### **Key figures:**

- Size: 46,000 sqm
- 140 shops and restaurants
- A 9,000 sqm greenway
- 20,000 sqm of solar panels
- 850 parking spaces
- Provisional opening: 2019

### Steel, "active shopping resort"

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 (by Sud Architectes, Atelier Rivat and Joran Briand, designer of the concrete mantilla at the Museum of European and Mediterranean Civilisations, Marseille). The merchandising mix will focus on household, DIY and sport, including retailers completely new to Saint-Etienne. This "active shopping resort" will offer a unique customer experience with 5,000 sqm of indoor activities and 37,000 sqm of green space (ecological pools, open spaces and more). Another innovative aspect: the external spaces can be adapted to provide local residents with new leisure facilities and playing fields.

#### **Key figures:**

- Size: 70,000 sqm
- 60 shops and restaurants
- 1 hotel
- 2,150 parking spaces
- Provisional opening: 2nd half of 2018

### **Eden, "friendly place"**

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". Located on an already-strategic commercial thoroughfare (the RN 19), Eden will enjoy excellent accessibility. An addition to a retail park currently under construction, Eden will be the shopping-leisure activity destination for families in Seine-et-Marne.

#### **Key figures:**

- Size: 30,000 sqm
- 50 shops
- 1,100 parking spaces
- Provisional opening: October 2018

### **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 exceptional mix of fashion, design, food and other outlets from leading retailers and top brands, three quarters of which will be new to Metz. Visitors will be able to visit Primark, Carrefour Market, Habitat and Espace Kiliwatch, among others. With just 18 months to go until the grand opening, 70% of Muse has already been taken up. 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.

#### **Key figures:**

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

### **Two other Apsys creations will be creating a buzz from autumn 2016:**

#### **Posnania, « best in Polska »**

Combining all the latest material innovations in retail and lifestyle shopping, Posnania will offer an unparalleled experience in Poland: spectacular volumes, glass façades, indoor-outdoor spaces, a giant wall of tweets, themed window displays and more. Arranged by concepts, the retail offer will bring together leading national and international brands. An exclusive environment, the "forum" will offer twenty luxury brands (Rolex, Armani Jeans, Chantelle etc.) and premium customer services: concierge, item deliveries, parking assistance and more. Another must for Posnania is the diverse range of leisure activities, particularly the digital multiplex, games area for kids, fitness centre, concerts and cultural performances. The 50 cafés and restaurants will benefit from terraces with access to the gardens all year round. 86% of Posnania has already been taken up.

#### **Key figures:**

- Size: 100,000 sqm GLA - largest project under construction in Central Europe
- Located in Poznan, Poland's 5th most populous city and 2nd city in terms of standard of living
- 300 shops and restaurants, including:
  - 4 megastores: Carrefour, Multikino, Leroy Merlin and Pure Jatomi fitness

- 31 large retail shops, including Mango H&M, Zara, Bershka, Stradivarius...
- 220 shops
- 50 cafés and restaurants
- 3,300 parking spaces
- Investors: Apsys and Foncière Euris
- Grand opening: Autumn 2016

### **Vill'Up, Shopping & Fun**

An exceptional location at the heart of the Cité des Sciences et de l'Industrie, Vill'Up combines incredible leisure facilities (including a Pathé cinema with 2,900 club seats, a skydiving tunnel and 5DI hyperspace agency) creative, cutting-edge fashion and décor brands, Cultura's flagship Paris store (3,700 sqm), the ID Kids concept and a 500 sqm Marks & Spencer Food store. Laid out around the atrium, restaurants and cafés of various themes will offer a spectacular view of the skydiving tunnel and the Parc de la Villette. The architecture of Vill'Up, created by SCAU-Farel, with design by Fostine Ferro Interior, will make Vill'Up a surprise-filled marvel. 98% of Vill'Up has been taken up.

#### **Key figures:**

- Size: 24,000 sqm
- 50 shops and restaurants, including:
  - A 16-screen Pathé cinema – 2,900 club chairs, duo and motion-enhanced seats
  - The largest indoor vertical glass skydiving tunnel in the world, in partnership with iFLY (global leader in the field)
  - A high-tech theme park with Yoo Moov stations
  - Cultura's Paris flagship store, with 3,500 sqm GLA
- 1,600 parking spaces
- Grand opening: Autumn 2016

#### **About Apsys**

For the last 20 years, Apsys has been creating and managing iconic spaces in France and Poland. Audacity, determination, passion and "tailor-made" spirit are characteristic of Apsys' ambitious vision, which is shared by its 340 employees. Apsys manages a portfolio of 28 shopping centres in operation, including Beaugrenelle and Manufaktura (both winners of the ICSC prize for best European shopping centre), and 8 projects in development, including Vill'Up (Paris - opening in the fall of 2016), Posnania (Poznan / Poland - opening in the fall of 2016) and Muse (Metz - opening in 2017). [www.apsysgroup.com](http://www.apsysgroup.com).

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