



Press Release

Muse receives the CNCC award for the Best Shopping Centre Creation 2017

Paris, 6 June 2018 - Muse, the very latest iconic development from Apsys which opened its doors in Metz in November 2017, receives the trophy for the “Best Shopping Centre Creation 2017”, awarded by the CNCC. The award crowns a project that is just as strong in terms of town planning as it is in terms of shopping.

A few weeks after the coronation of Apsys’ new Polish flagship, Posnania, at the ICSC European Awards, it was **Muse’s** turn to bring home a prestigious award: the CNCC prize for the “Best Shopping Centre Creation 2017”. Awarded within the context of the SIEC, an unmissable event for the French shopping centre industry, CNCC Trophies (*Conseil national des centres commerciaux*, National Council of Shopping Centres) honour the year’s most remarkable shopping centre projects.

“Alongside the Apsys teams, we are very proud of this trophy because it crowns a project that is just as innovative and strong in terms of town planning as it is in terms of shopping. Indeed, Muse is a mixed-use block measuring 80,000 sqm that brings together a range of functions, which was visionary at the time of launching the project. It’s been an incredibly complex project to set up and run as it combines five different developers and six different architects,” says Maurice Bansay, Founding President of Apsys, when receiving the award.

Muse is one of the largest projects to be led in one operation in the provinces over recent years. The architecture, designed by Jean-Paul Viguier, incorporates a remarkable urban mix thanks to the combination of shops, housing of all types and offices (over 80,000 sqm) and its open view over the city based on a “inside-outside” approach. The shopping space itself, the beating heart of the quarter and foundation of the block, has been designed as a place of all kinds of inspiration thanks to a wide range of brands (most of which are new to Metz) and pop-up stores, living areas and welcoming and creative relaxation spaces, as well as innovative phygital devices and a collection of spectacular artworks specially designed for Muse by major international artists (including the master of kinetic art, Julio Le Parc).

“With Muse, just like what we achieved with Posnania (winner a few weeks ago of the ICSC European Shopping Centre Award), Apsys has deployed the creativity, passion and boldness for which it has become known to offer a high-level consumer experience: a strong commercial mix, stunning design, a range of services, an artistic and digital journey...Everything has been thought through to ensure maximum comfort and to stir up emotion among visitors,” adds Fabrice Bansay, CEO of Apsys.

“Thanks to this dual dimension, both urban and experiential, Muse is a stunning showcase of Apsys’ savoir-faire and its ability to reinvent shopping,” concludes Maurice Bansay.

About Apsys:

Masters of commercial real estate, Apsys designs, builds and manages iconic places that breathe life into cities and communities. A property developer present in France and in Poland since 1996, Apsys manages a portfolio of 31 shopping centres (including Beaugrenelle, Manufaktura and Posnania, all winners of the ICSC European Shopping Centre Award, and Muse in Metz, its latest emblematic development in France) and is leading 5 projects under development, including Bordeaux Saint-Jean, a new iconic urban operation. Apsys Lab, our ideas incubator, brings together those passionate about innovation who analyse the DNA of places and anticipate emerging trends, thereby shaping cities, shopping and the customer experience of tomorrow.

About Muse:

Situated close to the TGV train station and the Centre Pompidou-Metz, Muse is the figurehead of the Amphithéâtre Quarter, the new face of Metz, thanks to its elegant and open architecture (designed by Jean-Paul Viguier), its multifunctional superstructure programmes and its innovative concept: creative shopping. A place of communicative energy and overflowing creativity, Muse offers an exceptional collection of 115 stores including Primark, Carrefour Market, Uniqlo, Bershka, Habitat; a number of pop-up stores; a unique range of services; creative and welcoming spaces for everyone; surprising phygital devices and an art exhibition specially created for Muse by major artists!

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