



THE EUROPEAN RETAIL REAL ESTATE AND PLACEMAKING MAGAZINE

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# #place making

THE INDUSTRY'S MAGIC WORD THAT IS SUPPOSED TO  
UPGRADE LOCATIONS AND MAKE THEM FUTURE-PROOF

**DEVELOPMENT** ONCE AGAIN THIS YEAR MIPIM WILL SHOWCASE INNOVATIVE PROJECTS

**INTERVIEW** YURDAER KAHRAMAN INTENDS TO EXPAND THE PORTFOLIO OF FIBA COMMERCIAL PROPERTIES

**INDEX** EUROPEAN RETAIL MARKETS ARE RESILIENT—ACCORDING TO UNION INVESTMENT'S GRAI



# True *Light* Experiences.

*Powerful placemaking for retail destinations.*



## DEAR READER,

In the end, everything came to pass in a smooth and orderly fashion. When Great Britain left the European Union on January 31, 2020, following decades of membership, Brexit supporters on the island rejoiced with prudent restraint. Their guiding principle was to avoid adding more fuel to the fire. Prime Minister Boris Johnson and his supporters were determined to prevent further social divisions. As simple as that may seem, the situation is and will remain complicated. In March, London and Brussels are set to enter the next phase of negotiations, for example, with respect to a free trade agreement. How long this process will take, however, cannot be predicted at present. There is one thing that remains: the uncertainty of British entrepreneurs regarding their future. It remains to be seen how Brexit will ultimately impact the trade and retail real estate industry – and to what extent.

Conversely, the shopping center industry can ill afford to waste any time when it comes to implementing new innovative concepts. Project developments in Central Europe continue to decline, digitalization is advancing at a relentless pace, and online retailing is putting more pressure on brick-and-mortar retailers than ever before. However, developers and operators seem to have devised a potential “concept” to counteract this trend. “Placemaking” has become the magic word throughout the industry. The term, which originates from the municipal sector, has now been adopted by commercial enterprises to make places and sites more attractive. New concepts concerning the economic and efficient upgrading of locations are currently making the rounds. That is reason enough for us to take a closer look at the issue of “Placemaking” in the current print edition of ACROSS.

It goes without saying that the other stories featured in this issue are closely related to the main theme. As usual, you can read all about the latest developments and trends in the retail real estate industry.

With that in mind, I wish you an informative and profitable review of our latest print edition of ACROSS.

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IMAGE: ACROSS



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OPINION

- Mission 2040 Takes Off in 2020** ..... 6  
Commentary by Clemens Brenninkmeijer
- Bringing Wellbeing to the Forefront of Retail Destinations** ..... 10  
Commentary by Neil Barber
- A Look Back on UK Retail in 2019** .... 11  
Commentary by Diane Wehrle
- The Relevance of New Generation Active Entertainment Centers** ..... 12  
Commentary by Tania Kishkin
- Taking a Look at the Netherlands** .... 13  
Commentary by Ellen Tak-Zwethel
- An Outlet Center is for Life** ..... 14  
Commentary by Colin Brooks

PROJECTS & OPENINGS

- Aleja** ..... 16  
SES Spar European Shopping Centers has announced that the public opening of Aleja in Ljubljana is scheduled for March 19, 2020



IMAGE: RENDERVENK

PEOPLE

- Tobias Huzarski** ..... 22  
The 37-year old is the head of the newly-created Impact Investment division at Commerz Real

DEVELOPMENT

- Mipim and Its Projects** ..... 26  
As every year, innovative developments are due to be presented in Cannes—many of which will feature a retail or placemaking component
- “We Intend to Expand Our Portfolio”** ..... 28  
Yurdaer Kahraman, CEO and Board Member of Fiba Commercial Properties and Member of the ACROSS Advisory Board, receives three to four purchase offers each month. He swiftly rejects the majority of them.
- Movement at Eurovea in Bratislava** ..... 32  
The Eurovea 2 project has recently received the green light for the construction of the Eurovea expansion, Eurovea Tower—the first skyscraper in Slovakia, Riverside Residence, the Pribinova X and Pribinova Y administrative buildings, as well as an underground parking garage. The mall expansion is scheduled to open later this year
- A New Beginning with a New Name** ..... 33  
Crompton Place shopping center in Bolton, Greater Manchester, is due to become “Bolton Victoria Square”. Chapman Taylor has been tasked with the architectural design of the regeneration masterplan
- “We Are Always Very, Very Consistent in Our Choice of Locations”** ..... 34  
Dietmar Reindl, COO of Immofinanz, talks about the Group’s retail property portfolio, why a uniform brand strategy is worth pursuing, and the criteria used to select new locations

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COVER STORY

- #placemaking** ..... 38  
The industry’s magic word that is supposed to upgrade locations and make them future-proof



IMAGE: FASHION STREET BUDAPEST

- ... And Then Public Spaces within Buildings** ..... 42  
Commentary by Gregory Fonseca
- Why Making Is so Important for Place** ..... 44  
Commentary by Sebastian Guth
- The Stone Age Is Over** ..... 46  
Commentary by Henrie W. Kötter

CENTER MANAGEMENT

- A Better Understanding of the Customer Courtesy of Big Data** ..... 48  
HyperIn helps tenants report their sales automatically, emphasizes CEO Markus Porvari. The figures are combined with consumer analytics from mall websites, social media, and mobile loyalty applications, then enriched by leasing contract information. This comprises fundamental data that center management needs to understand in order to increase sales



IMAGE: CITYCON

DESIGNER OUTLETS

- Retailers in Travel: The Power of Shopping Tourism** ..... 52  
Shopping tourism is showing its power as a business driver and, at the same time, it is pushing a deep transformation of the industry that will guarantee growth and development in the short and long run



IMAGE: VIA OUTLETS

INVESTMENT

- Supernova Acquires 10 Additional Shopping Centers in Slovenia** ..... 58  
As a result of this transaction, the Graz-based group of companies has clearly surpassed the threshold of EUR 100 million in rent per year



IMAGE: SUPERNOVA

- Ingka Centres Acquires Kings Mall in London** ..... 60  
Following its transformation, the scheme will be the first mixed-use object in a downtown location, anchored by an IKEA city store, in the United Kingdom

GRAI GLOBAL RETAIL ATTRACTIVENESS INDEX

- European Retail Markets Resilient in Face of Global Economic Downturn** ..... 62  
Union Investment’s GRAI measures the attractiveness of retail markets across a total of 20 countries in Europe, North America and the Asia-Pacific region

RETAIL

- European Retailers’ 2020 Credit Outlook Negative** ..... 70  
With debt back near levels not seen since the global financial crisis, profit margins remain under pressure amid tough competition and slack growth

INDUSTRY BAROMETER

- How Important Are Industry Events for You?** ..... 71  
Starting with this issue, ACROSS is asking representatives of the European retail real estate industry for their opinion on one specific question. The first of these questions relates to the relevance of local and international industry events

EVENTS

- “ACROSS Retail Talks” Will Continue in 2020** ..... 74  
The first two panels last year were very successful. There are four “ACROSS Retail Talks” planned for this year. The first one will be with Marcus Wild on May 27 in Vienna
- The REBOOT Column** ..... 76  
Commentary by Christine Hager
- Christmasworld 2020 Fulfills “Coming Home for Business”** ..... 77  
A total of 43,945 visitors from 128 countries came to place their orders for the latest trends
- Destination R** ..... 78  
The 2-day event is scheduled to take place on March 25 to 26, 2020 at the Hilton Metropole in Birmingham



IMAGE: HILTON