



across
THE EUROPEAN PLACEMAKING MAGAZINE

2 | 2023

PP, A-10 10 VIENNA
VN: 082037864M

across-magazine.com

15 YEARS 2008-2023
ACROSS
ANNIVERSARY
YEAR



HOW TO REACH YOUR COMMUNITIES

HOW TO TRANSFORM CONVENTIONAL
SALES AREAS INTO ATTRACTIVE JOINT
SPACES

RETAIL ATTRACTIVENESS INDEX SIGNS OF RECOVERY IN THE EUROPEAN RETAIL MARKETS
INTERVIEW COMMERCIAL SPACES HAVE NO OTHER OPTION BUT TO RETHINK PUBLIC SPACES
SEE MARKET MARKETS WITH POTENTIAL, BUT ONLY FOR REALISTS

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DEAR READER,

“It is important to have an opinion about the future of retail” – Ibrahim Ibrahim, Managing Director of Portland Design, summed it up perfectly in his discussion with ACROSS. Without a vision, we cannot proceed. And there certainly is a need to proceed. Our society talks a lot about a “culture of failure” that we need to create. But in reality, businesses do not fail because of failures; they fail because they continue to do what used to be the right things for far too long. This is especially true for the shopping center industry. Our discussion with Ibrahim Ibrahim (page 16) was beyond inspiring and is not only a great lead article for the community focus of this edition of ACROSS; it is a great starting point for all industry stakeholders to define their own and future-proof idea of retail.



IMAGE: ACROSS

We truly believe that with a clear vision, a dose of creativity, a new mindset, fast and agile innovation, and an honest focus on the customer, shopping places can be transformed into consumer social spaces to meet the needs of new and future generations of shoppers. And there are great examples out there. Redevco (page 24) revolutionizes the idea of retail parks by turning them into real community centers. Also, MEC (page 30) has been developing the role of retail parks for quite some years and has made them essential parts of modern urban development. Pragma and Benoy (page 46) show how mixed-use offerings help to meet the needs of the contemporary customer and citizen. These are only some examples of our worth-reading community focus. And why new approaches are needed becomes even more evident when we look at the latest Global Retail Attractiveness Index (GRAI) by Union Investment and GfK (page 6), even if it shows slight signs of recovery.



IMAGE: ACROSS

Our second focus in this ACROSS edition sheds light on the SEE-Market. Nowadays, the Balkan region is one of the most dynamic of the European shopping center industry. This was best proven by the opening of Sonae Sierra's Prishtina Mall. Also, MPC's Beo Center is a perfect example of how modern concepts meet the needs of the catchment area (page 49). There is hardly any other region in Europe where so many centers are opened, new projects are developed and promoted while more international brands enter the markets. Our interviews with industry experts like Julian Mane, BALFIN Group's Vice President of Retail (page 62), and Mauro Abruzzese, CEO and Managing Director at OCM International (page 52), show: There is much potential in these markets, but you have to be very realistic about their chances and weaknesses. And as always in our industry: You must know your customer.

We hope you enjoy the latest issue of ACROSS.

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GRAI

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The Retail Index by Union Investment and GfK Shows Some Signs of Recovery in the European Retail Markets

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Developers and asset owners of commercial spaces have no option but to rethink public spaces as community places. But this changes everything and will require new skills, states Ibrahim Ibrahim, Portland.

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“Shopping centers shape the city's identity and, at best, pay dividends for the municipality's image,” states Uwe Seidel, Dr. Lademann & Partners.

“Designing Tailor-Made Approaches to Individual Properties Lies at the Heart of Asset Management.”..... 24
The time for one solution fits all is over; retail parks need a tailor-made individual approach, states Herman Jan Faber, Co-Head of Client & Fund Management at Redevco.

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IMAGE: CHAINELS

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IMAGE: INGKA CENTRES

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Smile, click, selfie: In the middle of the shopping center, customers stage themselves for their social media platforms.

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IMAGE: BALFIN GROUP

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IMAGE: LIRBY