



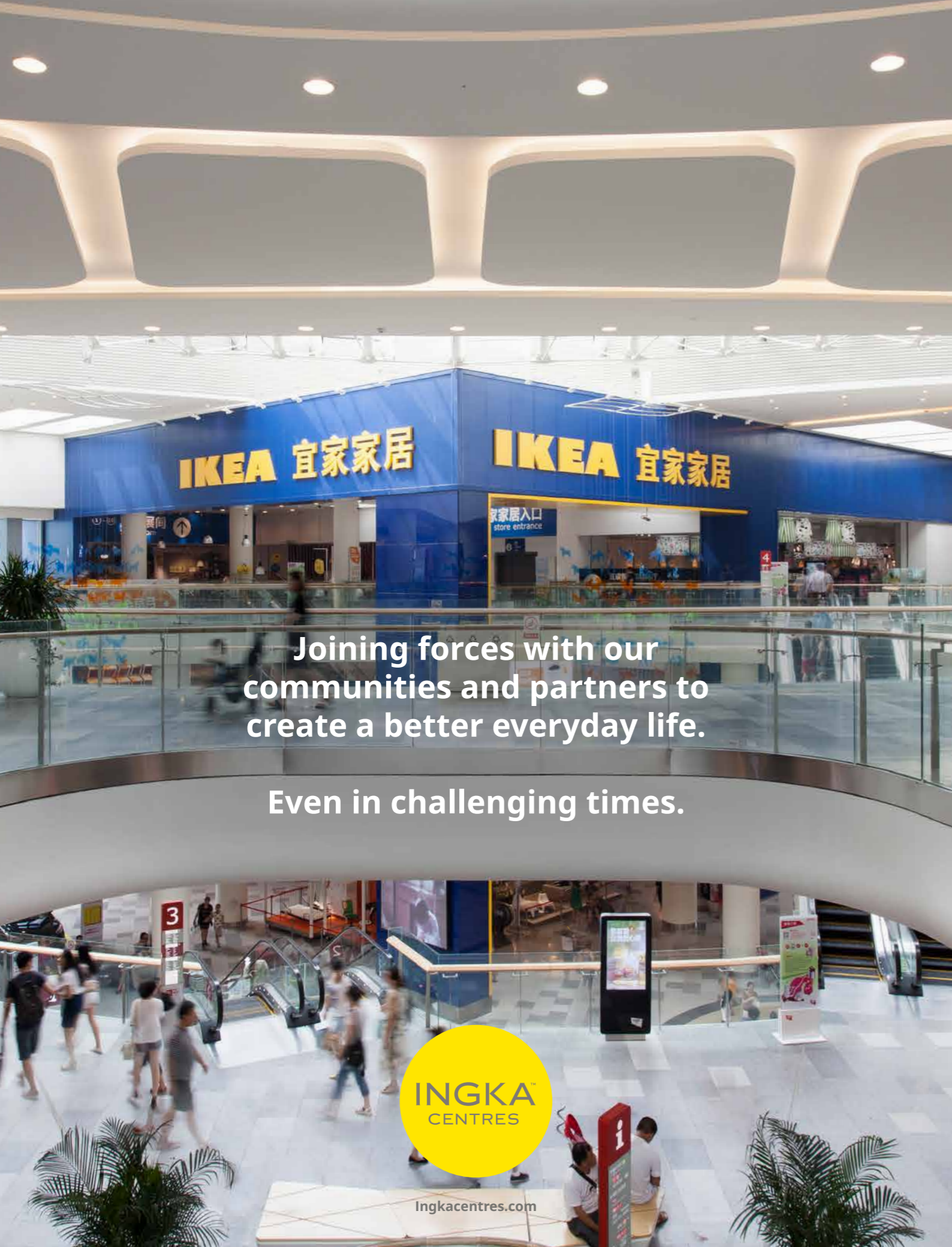
POST- PANDEMIC RETAIL

THE NEW, CLOSE RELATIONSHIP WITH CUSTOMERS. THESE ARE THE STRATEGIES THAT RETAILERS AND OPERATORS APPLY TO PREPARE FOR LIFE AFTER THE CRISIS.

DEVELOPMENT EUROPE'S BIGGEST MIXED-USE PROJECT TO DATE IS ABOUT TO BE BUILT IN BUCHAREST

OPINION GARY LEE FROM GROUPNEXUS ON THE POWER OF PARKING DATA

INTERVIEW ACCORDING TO HB REAVIS' RENÉ POPIK, NIVY STATION IS A FUTURE-PROOF RETAIL DESTINATION



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DEAR READER,

Covid-19 is and will remain the dominant topic for the European placemaking industry. Even if regulatory provisions in various European states allow more or less smooth standard operations by now, the restrictions for the retail sector and retail real estate industry remain substantial. Enhanced hygiene measures and declining visitor frequencies cause significant sales losses in the industry. These facts make saving measures and particularly the adaption of the industry's business models and processes inevitable. What's good about it: the retail and placemaking industry is definitely used to these kinds of changes. What's not so good about it: Nobody could have anticipated Covid-19 and the drastic consequences of this viral disease, which makes the establishment of necessary short-term change-processes incomparably more difficult.

Within a very short time, operators, retailers, and investors are now called upon to leave the predefined path of the recent past. Only those who face the challenges of the present quickly and intensively can also be successful in a post-pandemic retail world. For our cover story we researched which approaches and strategies are being defined by the industry for life after the pandemic and considered to be feasible. Just give you a quick taste: The European placemaking industry is far from sticking its head in the sand, even in this time of crisis. Quite the opposite is true: As we talked to many top managers from the industry, confidence and a positive view towards the future seem to prevail. However, one thing is for certain: Either way, 2020 will go down in history as one of the industry's most extraordinary years. The course for 2021 has already been set. Find out where it may lead by reading our latest print issue of ACROSS.

I hope our latest issue will be an informative and profitable read for you.

Stay healthy!

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IMAGE: ACROSS



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OPINION

- Sustainability and Shopper Behavior—Online to Offline** 4
Commentary Peter Tonstad
- Surfing the “Renovation Wave”** 10
Commentary by Kay Killmann
- Helpful Artificial Intelligence** 12
Commentary by Carsten Kreutze
- The Power of Parking Data** 13
Commentary by Gary Lee

PROJECTS & OPENINGS

- Aleja** 14
SES opened the 32,000-sq m Aleja in Ljubljana



IMAGE: JOST GANTAR

DEVELOPMENT

- Nivy Station as Future-Proof Retail Destination** 20
HB Reavis’ Nivy Station is a special project, as René Popik, CEO of the company’s Slovak branch, explains in our interview. It represents a fusion of various functions into a single, deliberate concept that will provide Bratislava with a new airport-style bus terminal, more than 250 retail establishments, a fully-fledged gastronomic zone with a marketplace offering local farm products, and a green roof for active rest and relaxation

DEVELOPMENT

- Rethink and Reshape Retail Space** 24
Multi is currently carrying out several refurbishment projects within its portfolio, all of which center around the creation of spaces that are integral parts of their respective communities



IMAGE: INUITI

- A New Shopping Oasis for Slavonians** 26
Recently, the Supernova Group opened its 15th retail property development in Požega, Croatia

- The Urgent Case for Mixed-Use Urban Regeneration in Germany** 28
Chapman Taylor Director Jens Siegfried believes that the Covid-19 emergency has highlighted the pressing need for mixed-use urban regeneration, as the trend towards online shopping accelerates. Drawing on the company’s experience, he writes about the way forward for urban regeneration, with a particular emphasis on a well-considered mix of functions and context-sensitive design



IMAGE: CHAPMAN TAYLOR



DEVELOPMENT

- Shaping the Future of Retail** 32
ACROSS interviewed Constantin Wiesmann, Director of Leasing, and Anna Laura Riemann, Senior Leasing Manager, responsible for Westfield Hamburg-Überseequartier, of Unibail-Rodamco-Westfield (URW) in Germany. They talked about current challenges in retail, omnichannel models, the future of the industry, and the Group’s key project, Westfield Hamburg-Überseequartier
- Europea’s 10-Year Review** 36
Europea, which opened its doors on the banks of the Danube River roughly 10 years ago, is one of the most visited destinations in Bratislava. The shopping center is currently undergoing expansion
- No Expenses Spared** 38
Europe’s largest mixed-use project to date is due to be built in the Romanian capital. An investment in the amount of 2.87 billion euros has been made

COVER STORY

- Post-Pandemic Retail** 40
The new, close relationship with customers. These are the strategies that retailers and operators apply to prepare for life after the crisis
- Moving the Retail Industry Forward** 46
Commentary by Joanna Fisher
- What Does “The New Normal” Really Mean for Retail Real Estate?** 48
Commentary by Gerard Groener

- GfK Analysis: Large Cities Most Impacted** 50
Since the end of the lockdown, the German retail scene has been recovering, with retail locations in medium-sized and, most notably, smaller urban areas performing significantly better than those in larger metropolitan areas

- Preparing for a Challenging Fall** 52
Despite the pandemic and nearly two months of lockdown, Westgate Shopping City in Zagreb has continued to open new stores and attract visitors

CENTER MANAGEMENT

- “There Will Always Be Another Christmas”** 54
Since the beginning of the year, Frank Pöstges-Pragal has been the Managing Director of the Hamburg-based First Christmas company, which is specialized in Christmas and holiday decorations. ACROSS talked with him about the challenges of the year 2020 and why Christmas can always provide a certain level of comfort, even in times of crisis

CENTER MANAGEMENT

- Mediation at Shopping Malls** 58
Mediation is a highly informal method of resolving business disputes, which is several times cheaper than court proceedings or arbitration proceedings
- New Public Demand for Hygiene Standards** 60
Dutch company One Hundred aims to conquer the European retail real estate market with its restroom concept

- Christmas 2020 Lies Ahead** 62
We should not forget that “the most wonderful time of the year” still lies ahead of us, and it deserves to be celebrated in style

DESIGNER OUTLETS

- Thinking as Retailers, Investors, and Operators at the Same Time** 66
Daniel Losantos has been the CEO of NEINVER for roughly five years. In an interview, he discusses the events of the last few months, the expected market consolidation, and the advancements of Amsterdam The Style Outlets

- La Torre Outlet Zaragoza to Open in October 2020** 70
The urban entertainment center, which features an integrated outlet village, will be the first of its kind in Europe. ROS Outlet Shopping will be responsible for its management

- Opening in the Midst of a Pandemic** 72
The Outlet Moscow was officially opened by Hines in the Russian capital in mid-June

RETAIL

- Sustainable Solutions in Shopfitting: Refilling is Booming** 74
umdasch has developed an innovative “Liquid Dispenser” refilling system for Ecover for British supermarket chain Sainsbury’s

COUNTRY REPORTS

- A Review of Historic Months** 76
Almost 90,000 sq m of new retail space was delivered to Polish market in the second quarter of 2020



IMAGE: JTI

- Yet Another Hurdle Cleared** 77
Modern retail stock in Romania will exceed the 4 million sq m threshold by the end of the year

EVENTS

- Asset Management Conference** 78
The conference takes place on November 5 and 6, 2020 in Frankfurt



IMAGE: KEMPINSKI