

Rejuvenation of Schönhauser Allee Arcaden

Berlin shopping center invests around four million Euro in modernisation measures and an even higher quality of stay



Schönhauser Allee Arcaden in the Berlin district Prenzlauer Berg prepare for the future. Within the framework of a comprehensive revitalisation, the center's entrance area is given a new design. A new kids area and inviting lounge zones are to invite visitors to extensive stays in the center. The center's owner Real I.S. AG charged center operator *mfi – A division of Unibail-Rodamco Group* with the concept and implementation of the

refurbishment. The works are expected to start in summer 2018. The completion of the modernisation is scheduled for 2019.

“It is our goal to remain on the very successful path that Schönhauser Allee Arcaden have taken since their opening in 1999”, says Maximilian Ludwig, responsible Asset Manager at Real I.S. AG. “For that, a focussed and sustainable further development of the center is necessary, which we will implement with a customized and demand-oriented concept.”

In the first modernisation phase, the developers focused on optimising the quality of stay in all areas of the center. Comfortable sitting accommodations in newly created lounge areas invite visitors to small breaks and therefore help to create an even better atmosphere. A kids area creates further incentives for families with children. In addition, the sanitary facilities will also be completely renewed.

“Through the modernisation, the entire attractiveness of the center will be increased”, says Luisa Lorentz-Leder, center manager of Schönhauser Allee Arcaden. “The increased quality of stay as well as the new design highlights will create significant added value for the retailers as well as for the customers.”

Furthermore, the entrance area of Schönhauser Allee Arcaden will be redesigned. The new design conveys the light and open atmosphere of the interior already from the outside. In addition, alterations with regard to the colour coordination as well as specific construction measures will follow. The completion of the entire modernisation is scheduled for autumn 2019.

A pop-up area on the first level has been providing innovations in the shopping offer of Schönhauser Allee Arcaden since the end of 2017. The tenants of this area, for example young designers and aspiring fashion labels, change on a regular basis.

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