



UNIBAIL-RODAMCO-WESTFIELD

Düsseldorf, 10 July 2018

Press release

## Düsseldorf Arcaden prepare for the future

**“The heart of Bilk”:** shopping center in Düsseldorf-Bilk is being modernised for a planned nine million Euro and reinforces position in the neighbourhood



With extensive modernisation measures Düsseldorf Arcaden are preparing for the future. The aim is to position the center in the upcoming district Bilk even more and further expand its role as heart of the neighbourhood. With the attractive differentiating tenant mix and inspiring shopping experiences, the quality of stay will be increased even more. The owner

**Hines plans to invest around nine million Euro. Center operator Unibail-Rodamco-Westfield is in charge of the project planning. In accordance with the current planning, the end of the modernisation is scheduled for autumn 2019.**

Düsseldorf Arcaden were opened in 2008 and are the city's biggest shopping center with a sales area of 20,335 square metres and more than 100 shops on three floors. Since 2015 they have been part of the portfolio of real estate group Hines. The number of visitors is increasing every year – at last by almost three percent to 6.6 million. The catchment area contains more than 2.7 million people within a 30 minute drive. Visitors who chose to come by car can use the car park with 830 parking spaces; the public transport connection is ideal. The planned investment is the logical next step following the repositioning in 2016 and the successful new letting strategy of the Düsseldorf Arcaden.

“We are continuously working on the focussed and sustainable further development of our centers in order to prepare them for a successful future”, says Olaf Ley, Director Investment / Asset Management at Unibail-Rodamco-Westfield in Germany. “For that reason we develop the most successful strategies in close collaboration with all our partners.”

“I am very happy about the planned modernisation of Düsseldorf Arcaden, especially about the redesign and greening of the courtyard. In this way, the Arcaden open up to the district Bilk and create an attractive location for the public together with the stop of Wehrhahn line. With the planned parking garage for 120 bikes, the shopping destination is perfectly accessible with modern and sustainable transportation”, explains senior mayor Thomas Geisel.

## **Redesign through large-scale modernisation measures**

In the course of the modernisation, the insides and the outsides of the center will be redesigned. The courtyard with a redesigned main entrance will become the central meeting place in Bilk through appealing seating arrangements as well as extensive greening in coordination with the city of Düsseldorf. A modern design and light concept with fresh green highlights will create a very inspiring shopping atmosphere. The new kids area will furthermore make the center more attractive for families with children. In addition to that, the foodcourt "BILK SATT" that was reopened in 2015 contributes to the very high quality of stay. 12 different restaurants with a broad gastronomic offer have something in store for every taste. The 380 seats inside as well as 170 seats on the outside terrace invite to a relaxing break after an extensive shopping tour.

Düsseldorf Arcaden are the neighbourhood center of Bilk and distinguish themselves through a vast national and international brand mix. Amongst others, denn's, Müller and Rituals were reopened already – the Danish interior brand Sostrene Grene and the French kid's brand Sergent Major are imminent. Furthermore, contracts with many important anchor tenants were extended and numerous tenants will modernise their shops until 2019. dm, for example, will completely redesign their store, Aldi Süd will extend their shop area. Media Markt, Vero Moda, Jack & Jones and many other tenants will also redesign their shops and therefore contribute to creating new incentives for customers.

"As neighbourhood center it is our aim to bring together as many people in the district as possible and to become a meeting place for everyone. One part of that is our communication campaign that also involves expanding our customer program", says Dennis Stopa, Center Manager of the Düsseldorf Arcaden. "The modernisation helps to create additional incentives for our customers as well as tenants. We would like to – and we are going to – concentrate on our task as neighbourhood center even more with activities, events and cooperations with local partners." Regular public events and activities strengthen the center's position in the neighbourhood additionally. There are for example BILK LAB with workshops all around sustainability, BILK SATT unplugged with local musicians in the food court, salsa open air in the courtyard as well as the yearly district festival "Bilk ist auf der Rolle".

### **Media contact**

Unibail-Rodamco-Westfield  
press office Germany  
c/o JDB MEDIA GmbH  
Michael Sömmer  
Schanzenstraße 70  
20357 Hamburg  
T: 040/ 46 88 32 -631  
F: 040/ 46 88 32 -32  
E: [urw@jdb.de](mailto:urw@jdb.de)

### **About Unibail-Rodamco-Westfield**

Unibail-Rodamco-Westfield is the premier global developer and operator of flagship shopping destinations. With a portfolio valued at €62 Bn as at 31 December 2017, of which 88% in retail, 7% in offices and 6% in convention & exhibition venues, the Group owns and operates 102 shopping centres, of which 56 are flagships in the most dynamic cities in Europe and the United States. Its centres welcome 1.2 billion visits per year. Present in 2 continents and in 13 countries, Unibail-Rodamco-Westfield provides a unique platform for retailers and brand events, and offers an exceptional and constantly renewed experience for customers.

With the support of its 3,700 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. The Group has the largest development pipeline in the industry, worth €13 Bn.

Unibail-Rodamco-Westfield distinguishes itself by its Better Places 2030 agenda, that sets its ambition to create better places that respect the highest environmental standards and contribute to better cities.

Unibail-Rodamco-Westfield is listed on Euronext Amsterdam and Euronext Paris (Euronext ticker: URW). A secondary listing has been established in Australia through Chess Depositary Interests. The Group benefits from a rating in the A category from Standard & Poor's, Moody's and Fitch Ratings.

For more information, please visit [www.urw.com](http://www.urw.com)