



UNIBAIL-RODAMCO-WESTFIELD

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Press release

Centro Oberhausen

With EXPOHALLE, Unibail-Rodamco-Westfield further expands its extensive leisure facilities at Centro



Fun for the whole family: The "Smurfs" exhibition inspires with interactive games (Credit: Salle)

Unibail-Rodamco-Westfield and the future operator Explorado Group will open the new EXPOHALLE on the promenade of Centro in Oberhausen in March 2020. The approx. 2,800 square metre hall will be a platform for various events, leisure and entertainment exhibitions. The first highlight will be a multisensory and interactive exhibition of the "Smurfs", which has already made successful stops in Paris and Brussels.

"Centro is a prime example for our strategy of combining retail and hospitality with exceptional events, cultural and entertainment formats," explains Paul-Eric Perchaud, Director of Operations at Unibail-Rodamco-Westfield Germany. "With the new EXPOHALLE and the cooperation with Explorado Group, we are further strengthening Centro as a supra-regional leisure destination and offering our guests a further attraction.

The approximately 2,800 square metre EXPOHALLE, which is operated by Explorado Group, comprises the showroom with an area of over 2,000 square metres, a foyer, a shop and an office. The new hall is the result of an extensive conversion of former gastronomy areas. The first on-site event will be a "Smurfs" exhibition. "We are very proud to open our new EXPOHALLE with this extraordinary attraction. We couldn't have found a better location for family entertainment than Centro and are delighted to be able to entertain visitors at a further location in the Ruhr area," says Andreas Waschke, Managing Director of Explorado Group GmbH.

At the end of 2018, Unibail-Rodamco-Westfield and Explorado Group were already cooperating at Centro and brought as a German premiere the successful "Game of Thrones: The Touring Exhibition" to Oberhausen for several months.

Family attraction "The Smurf Adventure" as first highlight

The family experience world was developed by the Belgian company Cecoforma. Visitors can experience adventures in the "Smurfs" world through interactive game and task stations involving augmented reality, 180-degree video productions or holograms.

"The fan community of the Smurfs extends all over the world and we are delighted to be able to reach as many of these fans as possible through this extraordinary world of experience," says Stephan Uhoda, Managing Director of Ceceforma. " 'The Smurf Adventure' was a great success in Belgium and France, and we are sure that we will inspire the German audience as well."

Extended focus on leisure concepts

Also, in December 2019, Unibail-Rodamco-Westfield announced that, together with virtual reality specialist The VOID, it would open an 830 square meter virtual reality world in front of Centro in the second quarter of 2020. "The interactive 'Smurfs' exhibition and the multisensory experience of The VOID fit in with our strategy of rethinking our destinations with unique events and innovative entertainment concepts," explains Perchaud.

Flagship destination in the Ruhr area: Centro in Oberhausen

With a total area of 242,000 square metres, Centro in Oberhausen is the largest shopping and experience centre in Germany. Around 250 shops, including a total of 47 gastronomy concepts, a multifunctional hall with 12,500 seats, the Legoland® Discovery Centre and a cinema are located on the site. Over 20 million visitors are counted every year on the entire site. The direct surroundings in the district Neue Mitte also offer a theatre, a trampoline park, an aquarium as well as an adventure swimming pool and the well-known Oberhausen exhibition centre Gasometer. Direct motorway connections as well as tram and bus stops directly at the doorstep door provide Centro with optimal connections to the regional and supra-regional infrastructure.

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About Unibail-Rodamco-Westfield

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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 of €10.3 Bn in total.

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.

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