

WELL-LIT, GREEN AND ORGANIC – SHOPPING CITY SÜD

SHOPPING CENTER DEVELOPMENT

advertisement

TAGS

Acquisition **ACROSS** ATP Atrium European Real Estate **Austria** Bulgaria Carrefour CBRE Croatia Czech Republic Development **ECE** Echo Investment Entertainment Expansion Extension Factory Outlet Centers GCSC **Germany** GTC H&M Hungary Immofinanz ING Investment Leasing Metro Group Multi Corporation **Openings** Personalia **Poland Retail** Romania Russia Scandinavia Serbia SES Slovakia Spain Studies Sustainability TriGranit **Turkey** Ukraine Union Investment

CATEGORIES

Abercrombie & Fitch **ACROSS** Agreement Albania Allianz Announcement Architecture Art Atrium European Real Estate Auchan Austria Award Barthelmeß Belgium Benetton Brand Outlet British Land Bulgaria Carpathian PLC Carpisa CBRE Citycon Coldwell Banker Construction Cooperation Cora



Image: ATP Architects and Engineers / Saguez

The newly opened parade ground of Austria's largest shopping center (176.000 sq m), the Shopping City Süd (SCS) has become well-lit, green and organic. Originally built in 1975, the SCS is currently being refurbished according to plans by ATP Architects and Engineers, Vienna. Modern architecture, free space, lounge areas and greenery will increase the attractiveness of the shopping center. The comprehensive refurbishment of the SCS mall and of the building services of all shop areas began in 2012. At the same time more than 50% of shop areas will be rendered more attractive in line with new design concepts. The two retail levels are being transformed in a series of phases: the first phase was completed architecturally at the beginning of October 2012 with the opening events of the adjacent "Hollister" and "Pull & Bear" shops. The updating of the entire external appearance of the SCS began November 2012 with the new facade. The thermal refurbishment of the facade and renewal of the building services are being carried out in line with the latest ecological standards. The feedback from owners, tenants and customers is exceptionally positive. Above all, praise is being heaped on opening up of the roof, enlarging of the voids between the upper and lower retail areas and the resulting facility ease. The tunnel atmosphere of the old mall has been consigned to the history books. There are – as in a city – open spaces, small parks and lounge areas. Elements such as water curtains and groups of trees create an organic spatial climate and agreeable shopping atmosphere. The refurbishment is being rated as very successful.

Categories: [Architecture](#), [Austria](#), [Refurbishment](#)

Tags: [ATP](#)