

Press Release

Potsdamer Platz Shopping Arkaden Berlin:

New overall concept to include High Street shopping, dining, leisure & entertainment on 40,000m²

Hamburg/Berlin, November 14, 2018 – ECE is planning a complete repositioning and refurbishment of Potsdamer Platz Shopping Arkaden in Berlin in cooperation with Brookfield Properties Germany, the asset manager of Potsdamer Platz. The two partnering companies will present the concept for the first time today at MAPIC in Cannes (France). The repositioning will focus on an entirely new concept with six different themed areas, a modern architectural design with two-story and three-story facades, a market hall with high-quality dining options, and a tenant and retail mix which will include many concept including a number of premium retailers. The refurbishment is planned to start in 2019. ECE will take over the planning and design, the project management, the leasing of the retail spaces, and the rebranding. The company has been responsible for the management and leasing of the shopping center since it was opened in 1998.

“Playing an active role in the repositioning of Potsdamer Platz Shopping Arkaden, which is located in the heart of one of the most exiting metropolises in Europe, is a very challenging undertaking, which we will take on using our entire experience, expertise, and our knowledge of the latest developments in the shopping industry,” said Steffen Friedlein, Managing Director Leasing at ECE. “By repositioning the center, we will create a destination that will be second to none in Germany and we will strive to attract new target groups and customers. People will not recognize Potsdamer Platz Shopping Arkaden after its refurbishment.”

Potsdamer Platz provides the best conditions for the plans: Its long history and its central location make it a hotspot for tourists already today, it is a perfectly connected transport hub, and it is one of the most sought-after residential and office spots in Berlin. Hotels, theaters, a cinema, Spielbank Berlin, and numerous restaurants make it an exciting entertainment, cultural, and leisure destination. More than 110,000 people come to Potsdamer Platz every day. All offices at Potsdamer Platz are fully leased.

The refurbishment will bring about six new themed areas with approximately 90 shops, among them up to 15 flagship stores, from the retail sectors technology, sports & entertainment, science & beauty, and mobility & leisure. The existing mall on top floor will be removed and replaced by an impressive two to three-story facade to provide tenants with new presentation and shop space options. Premium building materials, ambient lighting, and spacious mall areas will emphasize the High Street character of the glass-roofed shopping center. The retail mix is complemented by grocery retailers and service companies in the basement. The sixth themed area, the new market hall, will be the heart of the shopping destination. It will total 5.500 m² and accommodate premium, fresh and regional food retailers as well as a great range of modern, international restaurants and regional dining concepts. In addition, leisure and entertainment offerings will complement and round off the shopping options in the center. The repositioning will tap into the historic importance of the place and to provide its visitors with a diverse shopping and leisure experience of international appeal.

“The focus of the new dining destination will be on taking dining at the center to a new level and to create different areas for different concepts, such as tasty meals and beverages for shoppers, tourists, and the people who live and work at Potsdamer Platz,” explains Jonathan Doughty, Global Head of Foodservice, Leisure and Placemaking at ECE. “We are working hard to bring some of the best and most exciting F&B concepts to Potsdamer Platz to make it the number one dining hotspot in the city.”

Potsdamer Platz Arkaden was opened in 1998 and currently accommodates 130 shops on approximately 40,000m². Every year, approximately ten million people come to the shopping center. About 4.3 million people live in the center's catchment area; more than 50,000 can reach it conveniently on foot.

2,000 parking spaces are available at the center, which can also be reached easily by public transport (local trains S1, S2, and S25, subway train U2 and regional trains of Deutsche Bahn).

About ECE

ECE develops and operates shopping centers and also implements large-scale real estate projects, including corporate headquarters, office towers, industrial buildings, logistics and transportation facilities, hotels, and city districts. ECE has around €34 billion of assets under management at current market value, and is responsible for the management of approximately 200 shopping centers (including more than 50 centers operated by MEC METRO-ECE Centermanagement GmbH & Co. KG). With business activities in twelve different countries, ECE is a leading European shopping center operator. Every day more than 4.3 million customers visit ECE centers which house about 20,000 retail tenants on a total sales area of more than 7.1 million square meters, generating annual sales of around 24.4 billion euros. Through continuous modernization projects, innovative service and F&B offerings, attractive mall designs, and customer-friendly digitalization projects, ECE continually develops its centers, keeping them suitable for the future.

About Potsdamer Platz

Potsdamer Platz is one of the most urban neighborhoods in the heart of Berlin. During its rebuilding, which was initiated by Daimler AG in the 1990s, Potsdamer Platz was redesigned according to plans and designs by a team of renowned architects headed by Renzo Piano, Richard Rogers, and Hans Kollhoff. Today, Potsdamer Platz combines the history, culture, and economic diversity of Berlin with entertainment and events. Thus, the area attracts more than 110,000 visitors every day. Today, the neighborhood consists of 17 buildings, ten streets, and two squares, which are managed by the Asset Manager Brookfield Properties Germany GmbH.

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