

Schwitzke

Press release

Largest shopping and leisure destination in Central Switzerland Mall of Switzerland opens as the region's new favorite place / Schwitzke develops brand and design full of 'Swissness'

Ebikon / Düsseldorf, 10th November 2017 – The new 'Mall of Switzerland' shopping center in Ebikon opened its doors on Wednesday. The Canton of Lucerne now offers Central Switzerland's largest leisure and shopping destination. Schwitzke, a Düsseldorf-based group of companies, developed the mall's entire branding and retail concept, from the overall design theme via corporate design and wayfinding system all the way to the interior architecture and tenant coordination. On a specially created plot with a total area of ten football pitches, the mall now combines shopping, leisure, work and living. This makes the multi-functional experience center around Ebisquare in the Canton of Lucerne a cultural meeting point for the entire region.

In times of excessive supply and shopping by mouse click, project developer FREO Switzerland, part of the investment firm FREO Group, formulated a clear objective for the project: The Mall of Switzerland must become a real destination, a favored 'Third Place', for tenants and visitors alike. The latter shall not only shop, but find all amenities and functions of a city center combined in their new favorite place. Based on Switzerland's vitality and diversity, with its 26 cantons and its abundance of cultures, languages and traditions, the guiding idea for the center was quickly found: Multi-faceted character and real 'Swissness'. The center's design language transfers these terms into a modern context. The Mall of Switzerland logo was derived from the Swiss cross, and condensed into a polygon pattern. The basic colors are the Swiss flag's powerful red as well as its various shades. The graphic elements are dominated by the basic hexagonal shape with colorful accents, based on the idea of the manifold colors of a kaleidoscope. Traditional elements derived from all cantonal flags can be found, for instance, on modern wall patterns. Landscape photographs from Switzerland are used for wall collages. The entire interior architecture takes up the country's multitude of facets and shapes, and playfully integrates Swiss values in a new and modern interpretation. Natural materials like oak and elm wood, terrazzo, asphalt and quartz create a connection to the country's authenticity.

Another novelty in Switzerland's shopping-center landscape is the concept of 'jumping façades', i.e. offset shopfronts in the tenants' individual sales spaces. It creates the impression of a naturally grown city center. This principle guarantees the mall's tenants much leeway regarding design, as well as the possibility to present their brand and products more effectively through an open façade. Visitors enjoy an individual shopping experience; the barrier between mall and store has been mostly abolished.

Communication for the Mall of Switzerland was supported by a potpourri of different marketing tools. Marketing brochures and a design guideline compile all important information and facts about Mall of Switzerland for potential tenants; the website and an emotional image film arouse additional interest in the project.

An elaborately designed showroom, which was also implemented by Schwitzke, made the mall's look and feel tangible already before its completion. Its many details demonstrate how the overarching guiding theme of diversity can be integrated consistently into design.

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“Purely aesthetic solutions cannot be sufficient in the sustainable development of a shopping center. It is more about consequent storytelling and holistic marketing. The design concept for Mall of Switzerland transports the Swiss atmosphere and attitude of life, and equates the term ‘Swissness’ with high quality requirements and innovative pioneer spirit. The result is a center that leaves nothing to be desired,” comments Karl Schwitzke, managing partner of Schwitzke GmbH.

Key data

Total area: 46,000 sqm retail area / 5,000 sqm gastronomy / more than 14,000 sqm leisure opportunities

Shopping area: 150 shops and gastronomy units

Leisure area: Multiplex cinema with 2,200 seats, fitness / wellness / spa area, indoor surfing installation

Completion: November 2017

Project Development: FREO Switzerland AG

Retail Concept: Schwitzke & Partner GmbH

Branding & Communications: Schwitzke Graphics GmbH

Concept & Implementation Showroom: Schwitzke & Partner GmbH, Schwitzke Graphics GmbH, Schwitzke Project GmbH

About Schwitzke Group:

For almost 30 years, the Düsseldorf-based group of companies has stood for successful brand and retail concepts and is among the biggest offices of its kind in Europe. For its clients from the sectors of Fashion and Lifestyle, Beauty and Luxury, Consumer Electronics, Financial Services, as well as Garden and Shopping Centers, Schwitzke offers a service portfolio ranging from strategic brand management and brand communication via design development to professional construction and interior finishing works for comprehensive store concepts. The retail experts, with their total of roughly 200 employees, have offices in Düsseldorf, Berlin, Dubai, Krakow and Paris.

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