

Schwitzke

Press release

Aquis Plaza Opens in Aachen

Düsseldorf / Aachen, 27th October 2015 – Aquis Plaza, the new shopping center in Aachen, will open its doors on Wednesday. The center boasts a total sales space of 30,000 square meters in an attractive city-center location and offers its customers a well-balanced tenant mix of shops, gastronomy and service providers. ECE and Strabag Real Estate acted as investors and project partners for Aquis Plaza. Schwitzke & Partner was commissioned to develop the concept and design for the seating areas in the food court and in the mall; furthermore, they designed shop façades for individual tenants and handled the entire tenant coordination.

With its modern new building, Aquis Plaza presents itself as an eye-catcher in Aachen's historic city center and aims to appeal to a heterogeneous target group. Schwitzke & Partner took into account the building's organic architectural language and based the material and color concept on the given conceptual design. The result is a lively meeting point in the mall which facilitates and encourages communication with different zones and various qualities of stay that can be understood intuitively by customers. In addition to the food court, which is located on the second floor and built as a mezzanine, there are four additional large gastronomy areas on the ground floor. These areas are connected to the pedestrian zone outside and can be operated beyond the mall's opening hours. The center's first floor is especially striking thanks to its room height of eight meters.

“Our concepts create ‘favorite places’ for consumers. Centers must set themselves apart from the competition and give their customers a reason to go there. A well-selected tenant profile, a high quality of stay, additional service offers and facilities for various recreational activities – all these can provide the necessary incentives for customers,” explains Richard Wörösch, managing director of Schwitzke & Partner GmbH.

About Schwitzke Group:

The Düsseldorf-based group of companies offers services for every aspect of trade and branding and oversees the entire retail process at the point of sale. With a service range including everything from strategic brand management and brand communication via design development to professional construction and interior finishing works for comprehensive store concepts, the group successfully realizes projects for brands worldwide. 25 years of experience and an international company structure with branch offices in Berlin, Dubai, Krakow and Paris make the group an important part of the retail industry. With annual revenue of around € 57 million and a total of 200 employees, Schwitzke Group works for many renowned clients from industries as diverse as lifestyle, consumer electronics, financial services and shopping centers.

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