

DEVELOPMENT ANALYSIS

SHOPPING AND LEISURE CENTER ALEXA, BERLIN



Source: www.alexacentre.com

Client: Sonae Sierra, Porto (Portugal)
Year: 2004/2005
Location: Berlin, Germany

Brief Description:

Sonae Sierra is one of the largest owner/partner and operator of shopping centers in Europe and South America. In the context of their worldwide market expansion, Sonae planned, amongst other things, the development of two mixed-use-objects in Germany (Berlin and Dortmund).

The working group Wenzel Consulting Aktiengesellschaft/BulwienGesa AG, both Hamburg, was commissioned to develop location specific, individual, future-orientated and economically sustainable leisure concepts for both objects.

To accomplish the tasks, site and market analyses were prepared for both Berlin and Dortmund and the behavioural trends concerning consumption and leisure were also examined.

In a further phase the detail-concept for leisure utilization, which describes the single utilizations by characteristic numbers (surfaces, visitor-volume, rental in-



come e.g.) was carried out, potential operators were named, synergy-connections were pointed and the different utilizations were located spatially.

On sept., 12. 2007 the Grand Opening of Alexa, Shopping and Leisure Center (54,000 sqm rentable surfaces (approx. 43,000 sqm for retail, 2,400 sqm for f & b and service and 6,000 sqm for entertainment uses), located at famous Alexanderplatz, City of Berlin took place.

Tasks:

- Site Analysis
- Trend Analysis
- Preparation and Moderation of the Workshop
- Concept Development (Leisure Utilization)