

## Press Release

### Limbecker Platz Essen:

### **Opening of one of the biggest and most modern inner-city shopping centers in Germany**

### **More than 200 shops, cafés and restaurants +++ 2,000 jobs +++ 300-million-euro investment**

Essen/Germany, October 21, 2009 – One of the biggest and most modern inner-city shopping center in Germany has been completed: tomorrow, on Thursday, October 22, the second construction stage of the shopping Center “Limbecker Platz” in Essen is opened. At the traditional location in Essen’s city center a shopping center with a total rental area of 70,000 sqm was created in an overall construction time of three years for approximately 300 million Euros. In the mall more than 200 shops, restaurants, cafés and service providers are located on three floors. Approximately 2,000 people will work in the Limbecker Platz. The center provides around 2,000 parking spaces. Project partners for the Limbecker Platz are Union Investment Real Estate GmbH as main investor, Arcandor AG as well as ECE, which developed and planned the shopping center and will be responsible for the long-term center management.

Particularly spectacular is the building façade, created by the famous architect Gunter Henn. Inspired by Marilyn Monroe’s billowing dress in the cult movie “The seven year itch”, the exterior walls of the Limbecker Platz are created as sequin dress – equipped with 594 LED-operated light hemispheres. At night, these “bubbles” draw attention to the building in a very spectacular way. For ECE’s CEO, Alexander Otto, the Limbecker Platz is an absolute flagship project: “The now fully completed Limbecker

Platz will give new impetus to Essen and the overall metropolitan region – as new landmark in the heart of the European Capital of Culture.”

The retail is hugely interested in the Limbecker Platz. Already for months, all shops have been leased out. Next to large-scale tenants such as Saturn, Karstadt, Karstadt sports, C&A, H&M and REWE, some concepts are celebrating their premiere in Germany: thus Germany’s first Monki shop (H&M subsidiary) and the first Diesel Denimothek open there, among others. Moreover, the Limbecker Platz offers nationally and internationally known brands as well as diverse gastronomy concepts to the approx. 1.7 million inhabitants in the catchment area. The first construction stage of the Limbecker Platz was opened on March 13, 2008.

### **ECE – a strong partner**

ECE Hamburg has been developing, planning, realizing, leasing and managing high-end shopping centers since 1965. Managing more 114 shopping centers and operating in 13 countries, the company is European market leader in this field. In all ECE centers taken together, approximately 12,000 shops generate an annual turnover of 13.1 billions euro on a total retail space of 3.5 million square meters. These centers comprise, among others, the Potsdamer Platz Arkaden in Berlin, the Promenaden in the Leipzig central station, the City Arkaden Klagenfurt, the Arkady Pankrac in Prague and the Schloss-Arkaden in Brunswick. 26 more shopping centers are in the building or planning phase, among them the BahnhofCitys Vienna Central Station and Vienna West. In its sectors Office, Traffic and Industries ECE also realizes other kinds of specialized real estate, for example, in the function of general planner, the new ThyssenKrupp headquarters in Essen/Germany.

Photos can be downloaded under:

**[www.presseplattform.de](http://www.presseplattform.de)**

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