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ANOTHER RIVIERA

There are many shopping centers named Riviera. Another not-too-small one – with approximately 100,000 sq m of GLA – will open next spring in Moscow.

IMAGE: RIVIERA



The Riviera Shopping & Entertainment Center will be located on the Moscow River embankment and near one of the city's main highways – the Third Transport Ring Road (TRR). The architecture, efficient layouts, and panoramic views of the river will make it a promising project for the Russian Capital. On to the numbers, which will pave the way to success: The GLA amounts to approximately 100,000 sq m. There are more than 300 shops, cafes, and restaurants spread over three levels and the basement contains a parking garage with 3,000 spaces. One should also not forget the catchment area, which comprises 3.7 million people within 30-minutes. Riviera LLC acts as the developer, the architect is 5+ design, and Renaissance Construction is the construction company. The opening of this shopping hotspot is planned for spring 2016.

AUCHAN ANCHOR TENANT

Auchan came on board as one of the first anchor tenants to opt for the Riviera. The hypermarket chain, which has around 10,700 sq m, will be located on the ground floor near the main entrance – in a very central location, in other words. Marina Isaeva, Senior Expansion Manager at Auchan Moscow Region, commented: “The Riviera mall perfectly matches all requirements for a hypermarket. It has excellent visibility and access routes from

the TRR, one of the biggest highways in the city, and it has unique prospects ahead of it due to the development of Simonovskaya quay and ZiL peninsula.” ZiL is an enormous plant owned by a major Russian automobile, truck, military vehicle, and heavy equipment manufacturer. By 2025, this area should be home to a number of completed developments on an area of 2.1 million sq m, including the Riviera shopping center. In parallel with the ZiL renovation and development, the commissioning of a new metro station is planned for 2016. This is in addition to the construction of a new transport interchange linking with the Moscow railway ring. Both will be located within walking distance of the new mall.

This is ideal for visitors making their way into Riviera to see a movie, since the biggest national cinema network in Russia, Cinema Park, will open a nine-screen cinema. The parties have signed a 15-year lease, under which the company operates on 4,327 sq m on the third floor of the mall. Olga Starichenko, Commercial Director of Riviera LLC, said: “We are happy to have Cinema Park as our partner in this project. We believe that a professional business approach, the use of international technologies, an impeccable reputation, and a high level of customer loyalty will make the multiplex in Riviera one of the best cinemas in the Russian Capital.”

