



# DOWNTOWN MALL OPENS IN UPPER AUSTRIA

IMAGES: KARIN LOHBERGER PHOTOGRAPHY

By opening architecturally outward, the Weberzeile fuses with downtown Ried. Total integration is the new shopping center's motto. Patios, windows, and balconies provide communication between users and the environment.



On August 28, a flagship project for downtown retail opened its doors. SES Spar European Shopping Centers opened a modern shopping district with 22,000 sq m of rentable area in the heart of Ried im Innkreis (Upper Austria). It is called "Weberzeile." 50 stores, service, and catering establishments on two levels are spread around a "town square" in the midst of the new mall, which connects on foot to the commercial establishments of the historic downtown area and links architecturally seamlessly with existing city structures. Weberzeile is cooperating closely with Ried's businesses and builds on the region's strengths. It created a total of 500 jobs. 800 well-lit, extra-wide underground parking spaces on two levels are another key factor for the success of this location.

## €70 MILLION INVESTED

In 2007, SES chose the downtown location in an area that had long been used for commerce. The site was home to a Kastner&Öhler department store for many years. Citizens and residents were involved from the outset. From 2010 to 2012, SES bought the necessary plots and in 2012, SES took on the project completely. The authorities gave the green light for construction in summer 2013. Construction then began that autumn. With an investment of 70 million, SES developed the area into the downtown shopping center Weberzeile. The main goal was to integrate this new development into the city. This was also reflected in the briefing for the architects and ultimately in the over-

all design. ATP Architekten Ingenieure created the concept for the building and the general planning.

Marcus Wild, CEO of SES, is pleased with the result: “Weberzeile is not a traditional shopping center. It unites modern shopping habits with a downtown location and merges into the city by opening up to the outside architecturally. Total integration is the motto – patios, windows, and balconies provide communication between the users and the environment. This is what the future of shopping looks like. The mall is a national and international showcase for us in terms of design and cooperation with the city. Due to our roots we are retailers ourselves. Now we have further developed the quality of an existing commercial site. High quality of stay, fountains, live plants, top-quality gastronomy, and much more make Weberzeile the place to be.

## WIDE RANGE OF CULINARY OPTIONS

Large-area anchor tenants include Eurospar, Kastner&Öhler, Hervis, and a dm drugstore. Media Markt, H&M, Müller, CCC Shoes, and the Varner

Group (Dressmann, BikBok, Carlings) are on board and open their first stores in the Innviertel region. More than a fifth of the 50 shops are run by entrepreneurs from the region on their own or as franchisees. The SES team stuck to the motto quality, internationality, and regionality during the selection of catering partners as well. That’s because gastronomy is becoming ever more important for the quality and length of stay. All cafes, bars, and restaurants at Weberzeile are operated by leading Upper Austrian restaurateurs.

The center's name recalls that Ried was once the center of the linen weaver’s (“Weber”) guild. The street was called Weberzeile at that time. In fact, most of those who lived and worked there were weavers. The linen weaver’s guild was the most important guild in the city. These historical roots are reinterpreted in the operation of the new mall, for example in its particular focus on fashion, new brands, and a variety of activities. The city of Ried also latched onto this idea and restored the name Weberzeile to the road at the opening of the shopping center.



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