

HUMA ELEVEN CELEBRATES EXPANSION TO 50,000 SQ M

After being completely rebuilt from March 2016, Huma eleven opened its extension in Vienna-Simmering at the end of September.



Huma eleven in Vienna-Simmering (Austria) lies at a traditional retail location. The catchment area extends beyond the populations of Simmering and the city of Vienna to include much of Lower Austria and northern Burgenland. In addition to existing municipal bus lines, Huma eleven has created a free direct bus from the U3 “Simmering” subway station and the bus goes directly from Schwechat every 30 minutes during the opening hours.

The shopping center market in Austria is generally saturated and developers are relying on qualitative relaunches more than ever before. According to “Standort + Markt,” new areas of only 30,000 to 40,000 sq m are to be expected for 2017. 20,000 sq m—i.e. more than half—of those are attributable to the Huma eleven expansion: The center has grown from 30,000 to 50,000 sq m. This makes Marcus Wild, CEO of SES Spar European Shopping Centers, proud: “The Huma eleven enlargement is the most exciting shopping center opening of the year—not only for us, but for the entire industry. The project team has done a fantastic job, not only adding modernity and diversity, but also a special feel-good atmosphere and generosity to the traditional business location,” says Wild. The architectural firm Chapman Taylor was responsible for its open and light-flooded architecture.

NINE-FIGURE EURO INVESTMENT

Huma eleven is operated by SES Spar European Shopping Centers, the Austrian market leader in the shopping center sector. The owner is Munich’s Jost Hurler Group. The management spokesman Wolfgang Müller is very satisfied with the development: “We are very pleased to see how the well-established shopping park in

Simmering has turned into Vienna’s most modern shopping center.” In total, the Jost Hurler Group invested a nine-figure euro amount in the new construction and expansion of Huma eleven.

With the expansion, the number of shops will increase to around 90. The existing visitor magnets Interspar, Media Markt, H&M, and an extensive range of catering services will now be joined by TK Maxx, Europe’s leading off-price company for fashion and home accessories, which is opening its third location in Huma eleven in Vienna. Modepark Rönthner, a family-run business from Germany, is celebrating the opening of its premiere multi-brand label store in Vienna. No other shopping center in the Federal Capital features such a large multi-brand store: Modepark Rönthner offers more than 300 brands on over 6,000 sq m—from Comma to Tally Weijl, Vero Moda, Camp David, and Hugo Boss.

FOCUS ON SERVICE

In addition to the two new, free direct bus connections, which depart every 30 minutes from the U3 Simmering station and Schwechat and drive directly to Huma eleven, there are also the following customer services: 10 electric vehicle charging stations are located in the parking lots. Customers who do not come by car can benefit from the new home delivery service provided in cooperation with Veloce. If you want to have your purchases shipped easily and conveniently, simply contact center information.

Huma has several hundred square meters of flexible spaces in the mall. They serve the center as event areas or feature seasonal designs. In addition, the mall continually presents new pop-up stores.



IMAGE SES / ROBERT FRITZ

The number of shops in Huma eleven in Vienna is now 90 after the extension.

