

A new retail paradigm

Surf's up: The Citywave concept.

ONCE upon a time, life was simple. People went to shops to shop. They went to restaurants to eat. They queued for tickets. They did not have subscriptions for Netflix, Hulu or monthly payments for their phone. They did not download or stream anything. They bought cars rather than leasing them and they valued possession over sharing; permanence over temporary. For the last decade — and the past five years in particular — MAPIC has increasingly reflected the blurring of these distinctions, especially as transformation impacts on the relationship between physical space, online, the customer experience and customer behaviour. This year, those changes are reflected as never before, as these many

There is no longer a clear definition of retail, with stores increasingly appearing in non-traditional environments and customers choosing to spend their money on a diverse range of activities, from a cup of coffee to a VR family experience. **Mark Faithfull** looks at what it means for the retail mix at MAPIC this year

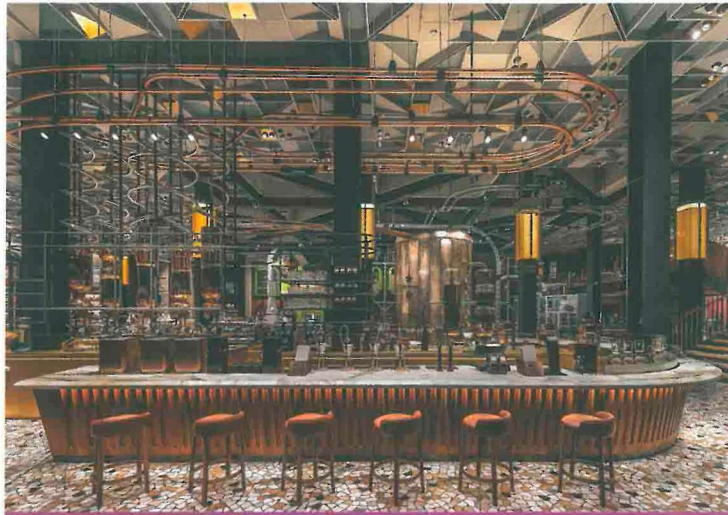
elements are brought together as the core themes of the MAPIC experience. Indeed, for retailers, there has arguably never been a more challenging or exciting time. Legacy retailers have borne the worst of the retail revolution. The UK has experienced a series of retail collapses and disastrous overseas investments throughout 2018, from the embarrassing exit of Australian DIY giant Bunnings in the wake of its costly acquisition of Homebase to the Chinese-owned House of Fraser's collapse.

The US continues to go through the pain of change, with familiar names shutting stores in suburban malls that are struggling to redefine their purpose. Many will not succeed because, unlike Europe, the US is undoubtedly over-retailed. Mainland Europe has been more stable, yet no markets are immune to the ongoing pressures of online competition and the ever-increasing squeeze on consumers' wallets. At the same time, new names have appeared and become part of the redefinition of retailing over-

night. And an increasing number of pure-play retailers have started to look at physical space, bringing with them new models, perspectives and attitudes that complement the F&B outlets, pop-up stores, leisure offers, new-generation cinemas, wellness facilities and live-entertainment spaces that are now rubbing shoulders with them. And established players are also shaking up the paradigm, such as Starbucks with its stunning new flagship in Milan. At MAPIC, there will be many such examples, including ma-

major projects such as Galataport, a joint venture between two leading Turkish conglomerates, Dogus Group and Bilgili Holding. A major waterfront scheme backed up with €1.5bn of investment, Galataport will open in 2020. Following the privatisation of Istanbul port, the company has been working to enhance the port operations and to redevelop the mixed-use project with new facilities for cruise passengers, a luxury hotel, cafes, restaurants and boutiques. There will also be two contemporary art museums along the 1.2 km promenade, which is currently closed to the public but is to be transformed into a public route. Tophane Public Square is set to be reconfigured as a 30,000 sq m public park along the Bosphorus, while historical buildings within the port area will be restored as part of the project. Hosting the Istanbul Modern museum and Mimar Sinan Fine Arts University Painting and Sculpture Museum, Galataport will become the new arts and design district of the city.

Similarly, the next phase of the regeneration of the Glasgow waterfront will include a 350,000 sq ft (32,516 sq m) mixed-use development at Glasgow Harbour, including



Starbucks' new flagship in Milan

Jason Pullen, Peel Lifestyle Outlets:
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the Glasgow Harbour Lifestyle Outlet, which will feature retail space, restaurants and cafes, a waterfront promenade, a new cinema, a gym, family leisure facilities, a public square and an event space. The leisure-led development will add to the west end of Glasgow's burgeoning waterfront, which already boasts the Glasgow Science Centre and the Riverside Museum.

Jason Pullen, Peel Lifestyle Outlets' managing director, says: “We are creating the next-generation of outlet destinations by delivering a balanced combination of exciting leisure and entertainment with a strong retail offering. The initial £100m investment represents the next step in fulfilling the Glasgow Harbour masterplan.”

In addition, Peel Lifestyle Outlets has revealed plans to transform the Lowry Outlet in Salford into a vibrant waterside destination. The Watergardens dining concept has been designed by architect Chapman Taylor to maximise the waterfront location with a variety of new restaurants, plus a new waterfront promenade. Peel Lifestyle Outlets has already invested millions in the scheme, and a further £26m investment is planned.

Leisure is intrinsic to so many projects, whether as an embedded element or as a standalone component, with technology an increasingly crucial part of the customer experience.

Falcon Malls is progressing two major projects. Cascina Merlata is a large-sized retail real estate scheme to be built next to the Expo Milan 2015 site. With 192 shops, a GLA of approximately 65,000 sq m and more than 10 million visitors expected annually, the Falcon Malls shopping centre is part of a wider urban redevelopment plan for the 900,000 sq m area in the Cascina Merlata district, located in the north-west of Milan.

The primary catchment area will include more than 20,000 residents, with further growth when the entire Cascina Merlata



Galataport is set to become the new art and design hub of Istanbul

residential project is completed. It will also be linked by a pedestrian bridge to the Human Technopole, a science and technology park.

Cascina Merlata will split into two: the west wing and the promenade will house the main retail and food offer, while the east wing will focus on leisure and entertainment activities, the cinema, the food court and a supermarket.

Meanwhile, Milanosesto is the largest post-industrial redevelopment project currently in progress in Europe. Milan's former Falck area is being completely redesigned as a new city. Falcon Malls will build a mall, leisure and entertainment area and a mixed residential/retail area with a total GLA of 131,320 sq m. Falcon Mall intends to bring an innovative gastronomic offer to Italy based on smart food and signature chefs.

Belgian-based KCC developed the concept for the 34,000 sq m



Glasgow Harbour will feature retail, F&B, a promenade, cinema, gym, family leisure, a public square and event space.

Indoor Theme Park in Wanda Nanjing Mall in Nanjing China. "We needed to dive into the rich history of Nanjing and combine this with our experience and

Reinhart Viane, KCC:

"We dived into the rich history of Nanjing and combined this with our experience and knowledge of theme parks to make a perfect marriage between both"

GLOBAL RETAIL PARTNER SUMMIT

THE SECOND edition of the Global Retail Partner Summit, which takes place on November 14, will include an opening keynote and two matchmaking sessions.

The keynote will help retailers to rethink their global strategies by delivering insights into emerging markets and the opportunities they present. The matchmaking sessions will bring together premium franchise partners from the Middle East, Asia, Eastern Europe and Africa with global retailers from Europe and North America. The summit's objective is to help retailers build a solid infrastructure for

expansion by connecting them with the right partners. The invitation-only event, held in partnership with Franchise Expo, is sponsored by Brown Rudnick and Retail & Leisure International is the summit media partner. Among the 160 selected participants, the event will be attended by master franchisers Amrest, Inventive Retail Group, Groupe Ghanty, Rosinter and Alothaim among others. Retailers will include Easy Franchise Restaurant, Morganti Tornatore Caffè Bar, TM Lewin, Camaieu International, Easybeer, Icicle, Comma, Daiso Industries, C House Cafe and Toridoll.



Milanosesto is the largest European post-industrial redevelopment project in progress.

knowledge of theme parks to make a perfect marriage between both," says KCC business development director Reinhart Viane. KCC was also responsible for the concept, schematic and detailed design of the 25,000 sq m Indoor Theme Park in Wanda's Qingdao Mall. Again, the integration of local cultural elements, such as the German history reflected in the entrance village, was crucial, with theme park attractions integrated in a natural environment.

But leisure comes in all sizes and doesn't need to be big to make a splash. Citywave is a next generation wave pool that makes surfing available to everyone, everywhere. This surf machine is installed as a fixed unit for either outdoor or indoor surfing and can be integrated within shopping malls, water and amusement parks, hotel complexes or work as a stand-alone facility to enrich the recreation at any location. The compact footprint of the installation (14m x 20m up to 20m x 30m) allows the set-up of Citywave even if space is limited.



KCC developed the concept for the 34,000 sq m Indoor Theme Park in Wanda Nanjing Mall.

Russian-based Arena Space will be at MAPIC showcasing a new generation of virtual reality (VR) attractions to people and businesses, operating VR parks and locations in shopping malls,

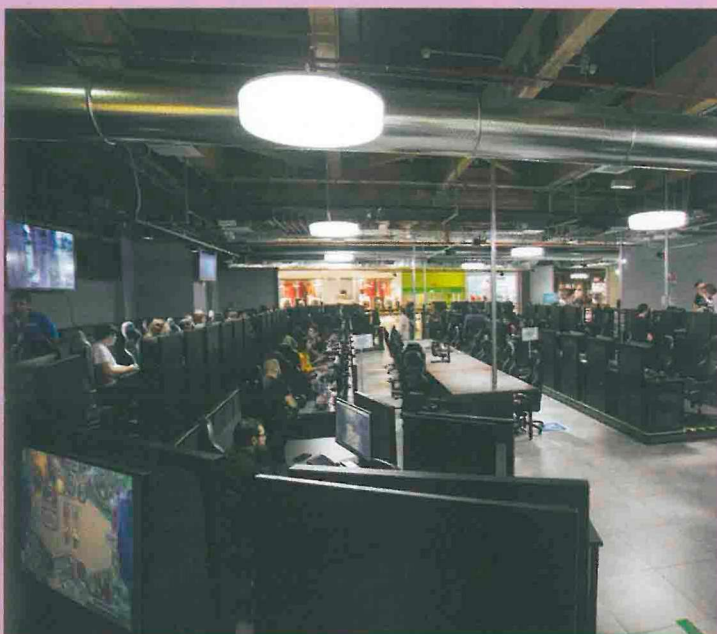
says the company. Arena Space operates parks in Moscow, Saint Petersburg, Sochi, Ufa and in Kazakhstan, offering more than 25 types of attractions and more than 100 pieces of content. The company is located in a number of Mega centres operated by Ingka Centres. The company works through partnership programmes and franchising and is actively looking for opportunities for expansion in Europe, the US and Asia.

Meanwhile, Gian Gherardo Aprile, CEO of WeArena, will host a pitching session at MAPIC entitled From Esports To Mixed-Reality Museums: Retailtainment Made Easy In Your Venue. He will talk about the retail market and the emerging technologies that, combined, are shaping a new way of "doing entertainment", he says. Italian-based WeArena is the first network of digital theme parks dedicated to esports, VR and AR games,

as well as music, edutainment and events. Its goal is to make the gaming experience a social and educational event.

WeArena opened its first venue in December 2017 in Gorizia, Italy, home to the world's first permanent gaming arena with 70-plus gaming stations, and more than 200 experience, flight and pro-racing simulators. By the end of 2018, the edutainment and live area will be open, with 1,500 sq m dedicated to gaming and learning activities for families and children, workshops, digital-art exhibitions and live events.

WeArena aims to launch five venues in Italy by the end of 2019 and says it is looking for at least seven international partners to help it expand its network in Europe and globally.



WeArena is a concept dedicated to esports.

CONFERENCES & EVENTS AT MAPIC

MAPIC GLOBAL RETAIL PARTNER

SUMMIT (By invitation only)

Wednesday 14 November - 16.30-18.30

Verrière Grand Auditorium - Palais 1