





EUROPOLIS 2021

FORTGROUP'S FLAGSHIP PROJECT IN MOSCOW

Europolis is the new name of a shopping and entertainment mall in the North of Moscow. The facility is undergoing high-quality reconception by development company FORTGROUP together with leading architects.



EUROPOLIS

IN ROSTOKINO

Europolis in Rostokino is one of the top ten largest malls in the city. The facility has huge potential owing to its location. It can be visited by more than **1,5 million** people every month.

Reconception involves completely renovating the architectural, planning and interior solutions used in the mall, without interfering with the facility's day-to-day operations. The changes to the facility will reflect the current leading trends in commercial real estate development.





The reconception being carried out will ensure that the space is zoned in a new, high-quality **functional way**, with brands positioned in clusters to reflect the main product profiles. The new facility will offer a wider choice of products in all segments in high demand as well as upgrade the designs and formats used by the retailers.



DESIGN

and SPACE



DYNAMICS OF MODERN ARCHITECTURE

The idea behind the new interior of the shopping mall is to create a **modern public space** that will be capable of welcoming **tens of thousands of visitors every day.**



OPEN SPACE

lots of light, interior laconic lines, concrete and glass, pipes and handrails as stand-out features, and expansive engineering on black ceilings – all of this **define the new interior of Europolis.**

Nothing interferes the brands anymore; **the attention of the consumers is focused on the elevated shopfronts.**

Tall concrete columns in iron dresses and large glass atrium lanterns made of glass simply highlight **the style of open architecture**, showcasing the huge structure of the building. The space resembles a large ship or an industrial loft – a new home for the latest generation stores.



POINTS of ATTRACTION





CENTRAL PLAZA

**THREE MAIN ATRIUM SPACES
CREATE NEW POINTS OF ATTRACTION.**

The Central Plaza is designed as the main destination point in the mall. Its interior is made from glass, greenery, wood and fabric; well-thought out zoned spaces have been created and are complemented by comfortable furniture. A huge objet d'art in the form of a specular chandelier resembling an upturned dress features in the middle of the atrium.

CITY FOOD

ON THE 2ND LEVEL, YOU'LL FIND THE CITY FOOD FOOD HALL – THE PLACE OF CHOICE FOR MEETINGS, CULINARY FESTIVALS, WORKSHOPS AND OTHER EVENTS FOR CHILDREN AND ADULTS.



SMALL ATRIUM



The small atrium consolidates fashion retailers and customer flows on the way to the Central Plaza. The enormous iconic two-level facades of the complex, along with concrete, marble, glass and multimedia technologies, form a fitting framework for **the latest generation stores**.

The infrastructure of one of the largest malls in Moscow is comparable to an international hub complete with various services which will make long shopping trips as comfortable for consumers as possible.

MAIN ENTRANCE

The large atrium in the main entrance zone is **an open space**, that combines various different volumes, a modern design and an abundance of natural lighting, all while revealing a panorama of the galleries of the mall.

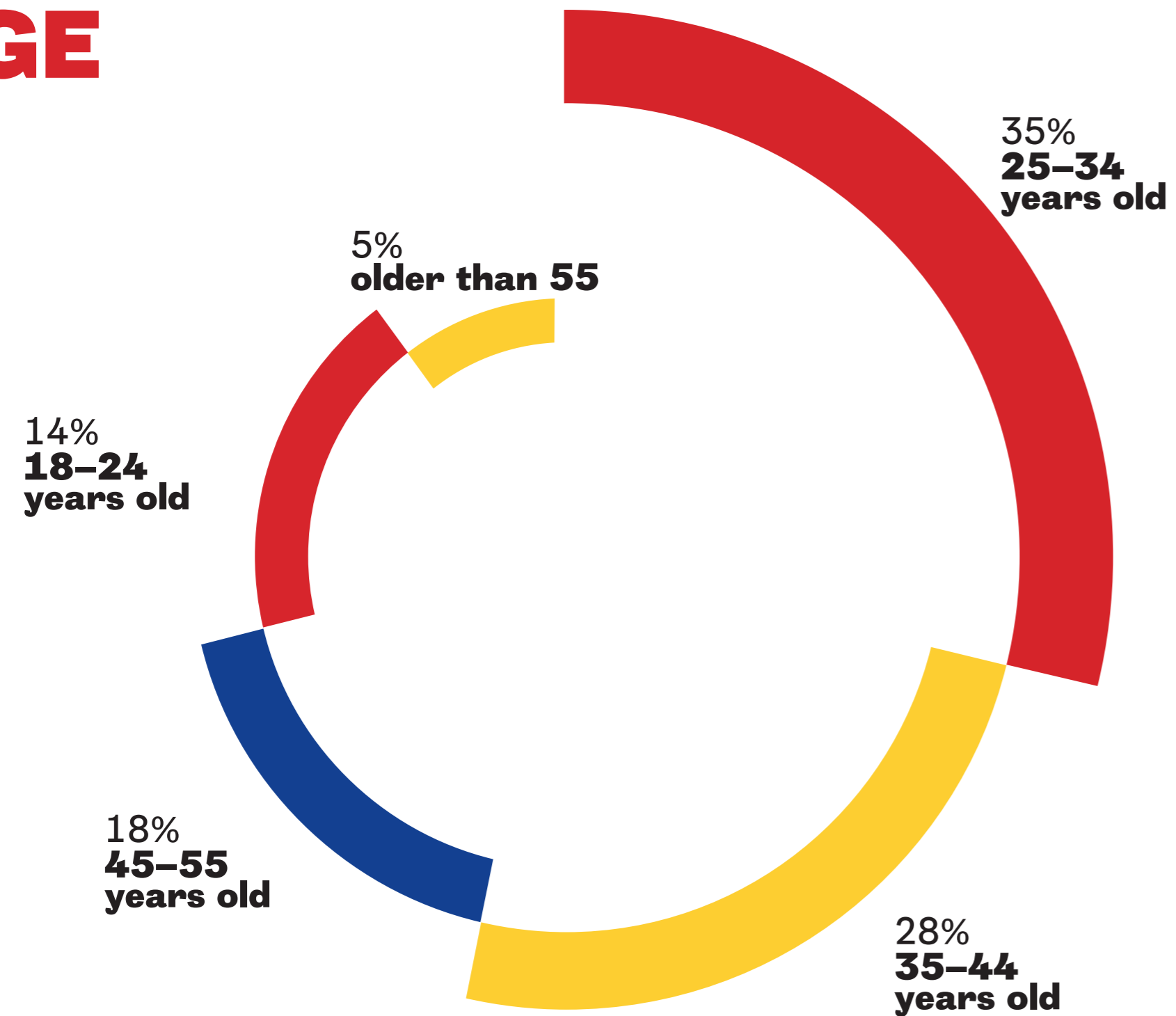
An optimized navigation system and the improved vertical transportation scheme will allow shoppers to quickly find their way to any location at any level.



TARGET AUDIENCE

Our audience is educated, interested and socially informed people that have an active lifestyle despite any external factors and make conscious choices in buying **sustainable items and on-trend services**. This audience prefers to make regular purchases of trendy things with an average price tag and follows the major trends not only in fashion but in technologies as well.

AGE



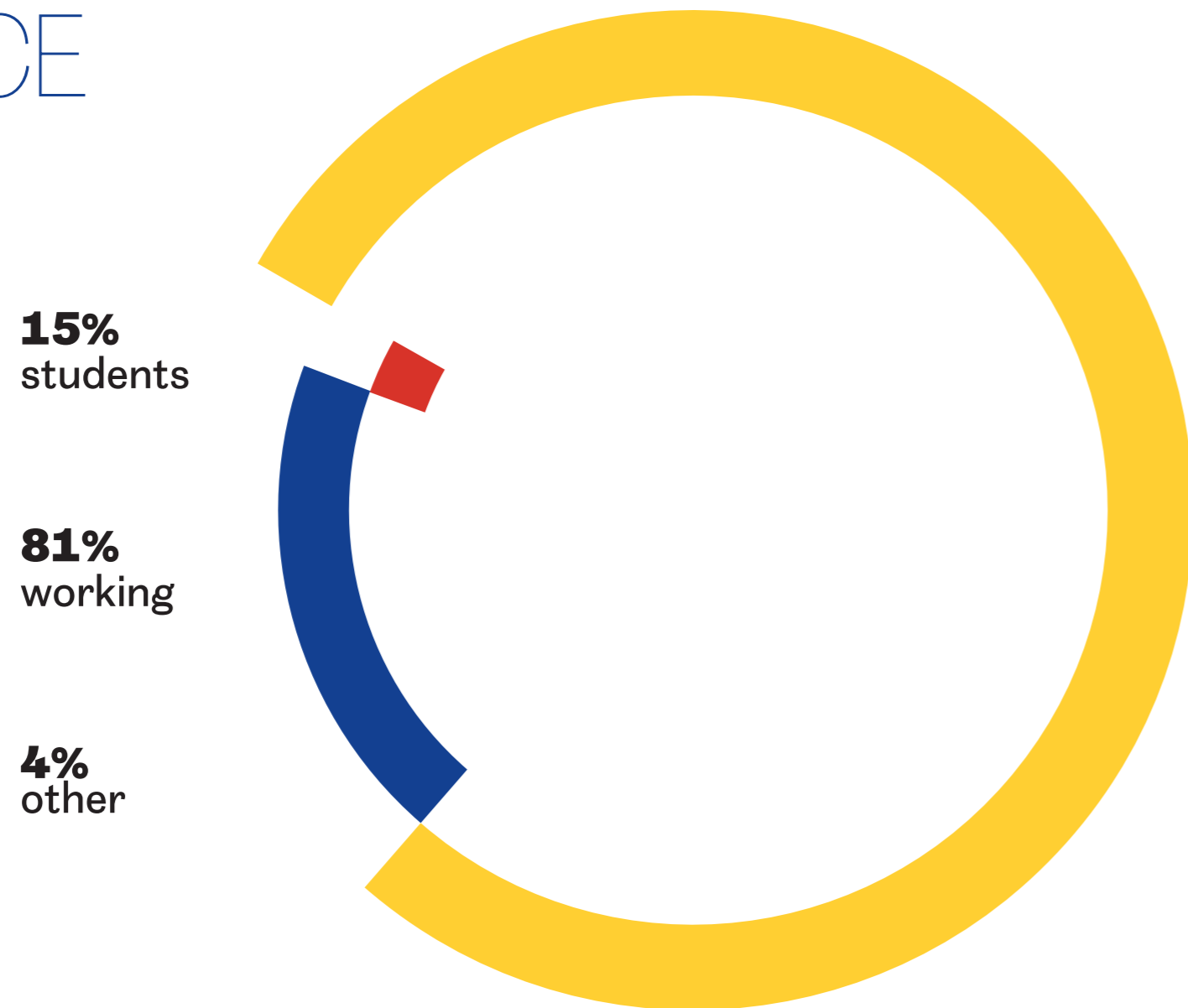
LIVE IN THE NORTHERN, NORTH-WESTERN AND NORTH-EASTERN DISTRICTS OF MOSCOW:

73%

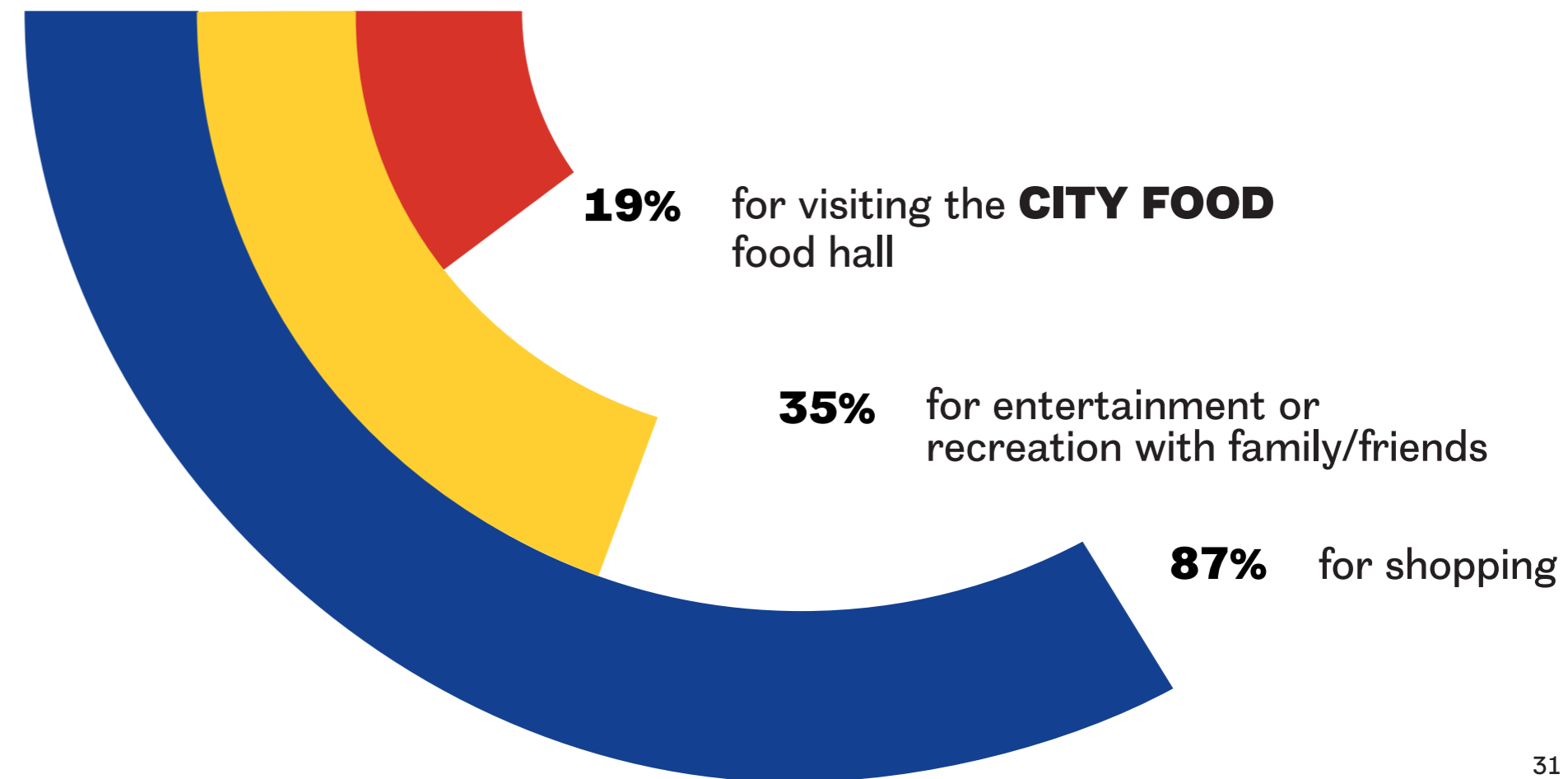
HAVE BEEN TO UNIVERSITY OR ARE STUDYING AT UNIVERSITY

70%

EMPLOYMENT OF THE TARGET AUDIENCE



WHY PEOPLE VISIT THE MALL

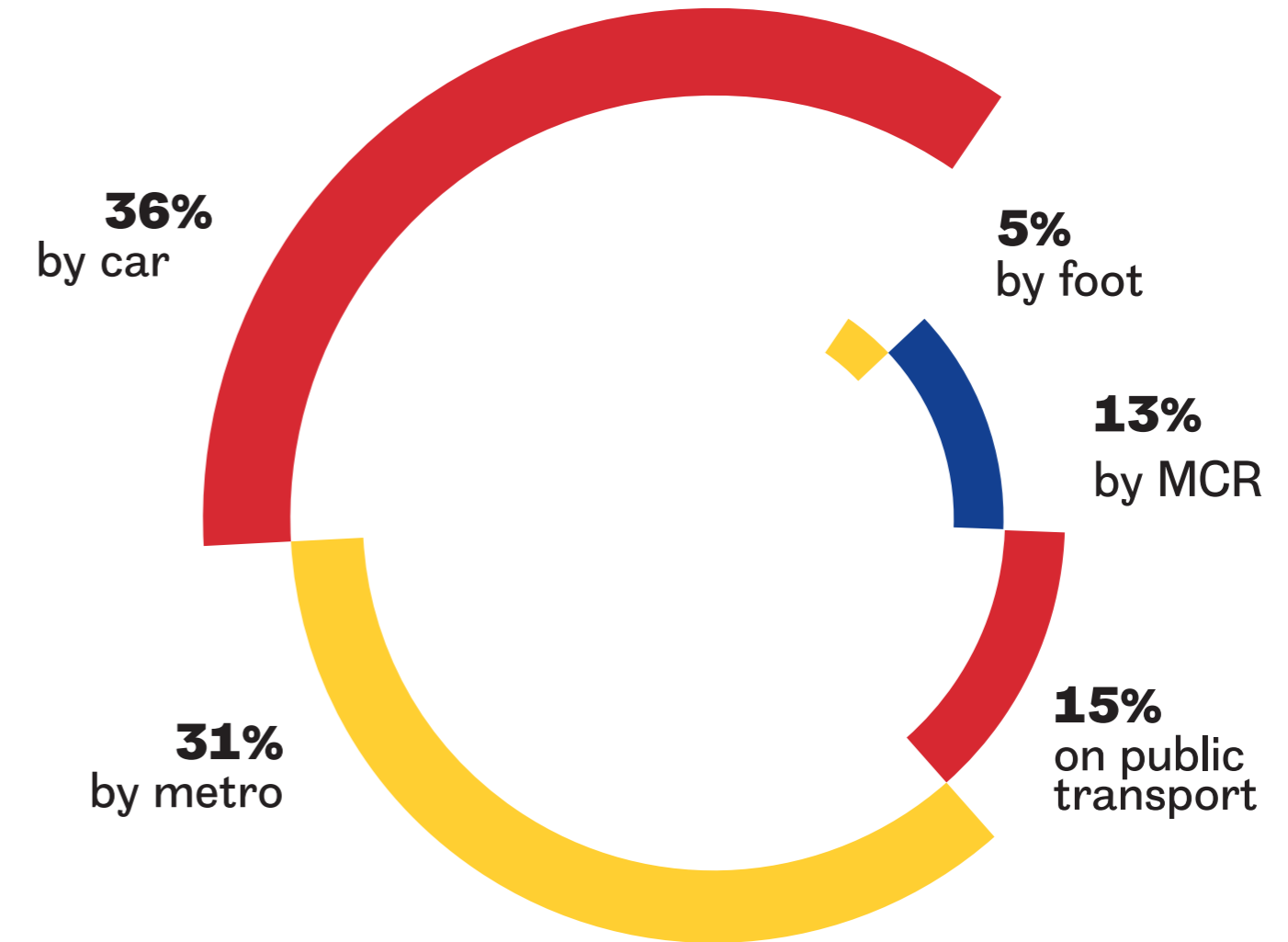


58% COME WITH FRIENDS/
COLLEAGUES OR FAMILY

2,5 TIMES AVERAGE
FREQUENCY
OF VISITS
A MONTH

2 HOURS AVERAGE
TIME SPENT
IN THE MALL

HOW VISITORS GET TO THE EUROPOLIS SHOPPING AND ENTERTAINMENT MALL IN ROSTOKINO



PROJECT SPECIFICATIONS



PARKING **2 400**
PARKING SPACES
2 SHOPPING LEVELS

1,5 **MLN**
VISITORS/
MONTH

NUMBER
OF STORES
> 350

GROSS BUILDING AREA (GBA):

242 594 **M²**

GROSS LEASABLE AREA (GLA):

171 505 **M²**

LOCATION:

Moscow, North-Western Administrative
Division, Rostokino, Prospekt Mira, 211, build. 2,
MCR Rostokino Station

ANCHOR TENANTS AND TRAFFIC GENERATORS



CLUSTER PLACEMENT

CLOTHES, FOOTWEAR AND COSMETICS



HOMEWARE, ELECTRONICS AND HOUSEHOLD APPLIANCES



SPORTSWEAR & EQUIPMENT



CHILDREN'S STORES AND ENTERTAINMENT



RESTAURANTS



CITY FOOD FOOD HALL



FOOD COURT





A PLACE FOR
MEETINGS AND
DEVELOPMENT
A BENEFICIAL
LOCATION





CATCHMENT AREA

EUROPOLIS

253 000
people

Within
10-minute
transport
accessibility

1 013 150
people

Within
20-minute
transport
accessibility

2 820 670
people

Within
30-minute
transport
accessibility

FREE SHUTTLES TO THE MALL

Car traffic **120 000**

Accessibility on foot (min) **10**

Bus routes **27**

Trolleybus routes **2**

Tram routes **1**

ACCESSIBILITY ON FOOT

PEOPLE PER DAY

23 000
MCR Rostokino Station – **10 minutes**

48 300
Sviblovo metro station – **10 minutes**

ACCESSIBILITY VIA PUBLIC TRANSPORT

PEOPLE PER DAY

30 100
Botanicheskiy Sad metro station – **10 minutes**

133 900
VDNKH metro station – **10 minutes**

92 700
Otradnoe metro station – **12 minutes**

88 300
Babushkinskaya metro station – **15 minutes**

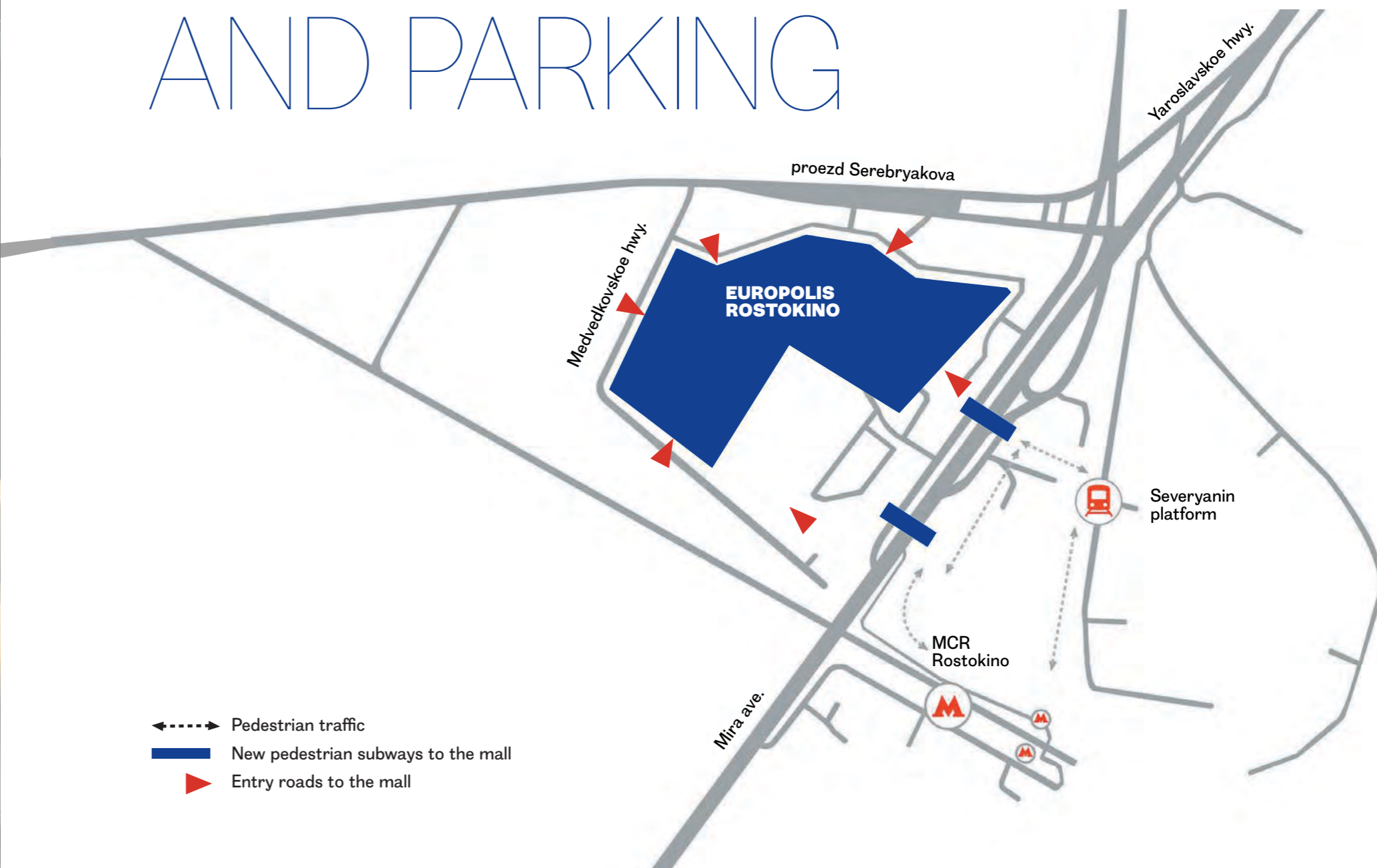


Europolis is located in the **North-Western Administrative Division of Moscow**, in the immediate vicinity of a large transport hub that links the northern, eastern and western parts of the city. Here, Prospekt Mira crosses the Moscow Central Ring (Rostokino Station) and the railway line (Severyanin platform).

Two metro stations are located within walking distance: **Sviblovo and Botanicheskij Sad**. The close proximity of multiple means of city transport makes the location of the mall even more beneficial for visitors, who can get here from any point in the city.



LOGISTICS AND PARKING



TRANSPORT HUB

**AS FOR THE AREA AROUND THE
EUROPOLIS MALL, THE FOLLOWING
IS PLANNED FOR 2021–2022:**

Finish construction of the last line of the city's main traffic highway **(the North-East Chord)** will significantly improve the existing infrastructure of the district thanks to additional interchange ramps to Prospekt Mira and access ways to the mall premises

Creation of the **Rostokino-Severyanin transportation interchange hub** and additional pedestrian underpasses that lead straight to the main entrance of the shopping center.

PROMOTION

THE FAMOUS TV PRESENTER, POP-SINGER AND COMPOSER **REGINA TODORENKO** HAS BECOME THE FACE OF THE **EUROPOLIS SHOPPING CENTER**.

In the fall of 2020, **FORTGROUP** invited the TV channel Pyatnitsa! and Regina Todorenko to create an advertising campaign for the renovated complex. In December, several short video clips were made and films were shot with the TV presenter participating.

The main idea of the advertising campaign was the **total renovation of the shopping center** after reconception, opening of flagship stores, the CITY FOOD grocery space and the benefits of the mall. The advertising campaign will last throughout 2021. The original broadcasts with Regina Todorenko can be seen on the city's outdoor advertising, on Instagram, YouTube and other digital channels.





RECONCEPTION
RESULTS:
**HIGH-QUALITY
CHANGES**

RECONCEPTION

OF THE SHOPPING CENTER MEANS MAKING HIGH-QUALITY CHANGES TO THE FACILITY AND INCREASING THE CUSTOMER FLOW

- Renaming and rebranding;
- Changing the shopfront lines to improve the visibility of shopping galleries and atriums;
- High quality renovation of facades and interiors;
- Setup of new escalators and installation of more elevators;
- Opening of a **new entrance** at the exit from Sviblovo and Botanicheskiy Sad metro stations;
- Organization of additional entrances from the parking lot;
- Cluster placement of retailers to ensure maximum convenience for visitors;
- Attraction of new brands that meet the needs of the target audience;
- Establishment of new shopping galleries for footwear, household and children's goods;
- Creation of a new food court and restaurant zone;
- Opening of the **CITY FOOD** food hall – a new gastronomic space with new democratic concepts;
- Better internal and external navigation of the shopping center and the parking area;
- Establishment of lounge zones and spaces for **events**.















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