LOOKBOOK SHOPPING MALLS

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Retail environments demand both a passion for design and an aesthetic aim to deliver creative, fresh, personalised, and commercially successful retail solutions. We know how to add commercial and social value to projects, places, and buildings through careful planning and execution.

Today's malls or meeting places are often a mixture of things that attracts different people and fulfil different needs. The strength of the attraction is a result of achieving the right mix of shops, food & beverage outlets, cultural venues, security accessibility etc.

The mix of retail space usage is different for every development. We therefore study these individual needs and plan very carefully to meet and exceed visitor’s expectations and ensure they keep returning. We listen carefully to end users, customers and visitors.

Understanding client and visitor needs

Ramboll is a leading engineering, design and consultancy company founded in Denmark in 1945. The company employs 14,000 globally and has especially strong representation in the Nordics, UK, North America, Continental Europe, Middle East and Asia Pacific. www.ramboll.com
HALLARNA, HALMSTAD, SWEDEN

Hallarna is the new name of the Halmstad shopping centre known until recently as Eurostop. With its carefully-planned and well-designed architecture, it houses new and exciting shops, restaurants and public spaces.

We began developing Hallarna in Halmstad back in 2011 in active dialogue with the client. This collaborative process has resulted in a well-planned, meticulously-designed architectural solution. Today, the 55,000-square-metre complex has 90 shops and restaurants under its roof.

As architects and project developers, we have given strength to our ideas and visions by being responsive. It is apparent both outside and inside the centre that an enormous amount of work has gone into every detail of the design, which has given us great satisfaction.

The architects who designed the spaces approached their task with care. There was a keen focus on the details of public spaces to ensure they offer customers added value.

“Working together with the tenants to create unique shopfronts with high-quality design allows a dynamic and inspiring shopping environment to prosper and grow. In turn, this creates a broad basis for the diverse interests and tastes of those visiting the centre. The shopfronts add a distinct urban flavour to Hallarna; variation in scale, proportions, materials and expressions, which is what we aim to achieve in our projects,” says Josefine Dahl, Architect.

FACTS

SIZE
43,000 m²

STORES
90

COMPLETED
Ongoing

CLIENT
Eurocommercial

OUR RESPONSIBILITY

- Commercial concept
- Commercial design and architecture
- Leasing
- Project architect
- Tenant adaptation
In 2010 we were standing on the field outside of Hammarshus and began to sketch out the conditions and design of a new shopping center and retail area. The result was an environmentally certified retail site with an elaborated outdoor setting and a creative design where each store can set its own touch. I’m really proud of what we’ve done together,” says Annki Cedervall, Business area manager for Retail Planning & Architecture at Ramboll in Sweden.

5 million visitors from eastern Skåne, western Blekinge and southern Småland are expected to visit the regional retail venue C4 every year. Ramboll has been involved from start, making research, masterplan and situation plan and been active throughout the construction work, including project management, accessibility and the commercial concept. Finally, Ramboll has been responsible for leasing and tenant adaption.

At the same time as the construction of C4, we have signed lease agreements with all 90 tenants and helped to develop new store concepts. It has been important to find retail actors from the local area and mix them up with other exciting concepts, completely new to Kristianstad, says Annki Cedervall.

### FACTS

| SIZE     | 70,000 m² |
| STORES   | 90         |
| COMPLETED| Shoppingcenter 2018 Bigboxes 2019 |
| CLIENT   | C4 Shopping AB and Eurocommercial |

#### OUR RESPONSIBILITY

- Inquiry/market analysis
- Commercial concept
- Cost estimate
- Marketing material
- Leasing
- Site plan
- Master plan
- Design concept/Design manual
- Tenant adaptation
- Building process
VÄLA CENTRUM, HELSINGBORG, SWEDEN

Extension covering 20,000 m² in two different stages. We have ongoing development of Välas’s foodcourt and other projects in Skandiafastigheter’s portfolio.

Väla Centrum was named Best Shopping Centre of the Year 2012, 2018 and Best Nordic Shopping Centre of the Year 2013!

The jury’s verdict for the NCSC Best Nordic Shopping Centre 2013 reads:

“This year’s winner is a centre that conveys a very positive ambience of retailer and shopper enjoyment and scope. This centre has an amazing, second-to-none mix of retailers. The setting has a contemporary feel and motivates shopping, social interaction and an upbeat mood. That feel is created by first-rate management that limelight’s team building.

The latest refurbishment and extension works have given the centre an international quality, with an appealing, creative design. All in a style well aligned with a fashion centre. The centre has many lounges, and an exemplary food court. This is an added plus for the sensitive renovation of the old part of the premises, without any loss of its 70s-style charm.”

FACTS

SIZE
70,000 m²

STORES
170

COMPLETED
2012

CLIENT
Diligentia/ Skandiafastigheter

OUR RESPONSIBILITY
• Commercial concept
• Master plan
• Commercial design and architecture
• Tenant adaptation
• Leasing

“The latest refurbishment and extension works have given the centre an international quality, with an appealing, creative design.”

The jury’s verdict for the NCSC Best Nordic Shopping Centre 2013.
GRAND SAMARKAND, VÄXJÖ, SWEDEN

Grand Samarkand was named Best Shopping center of the Year 2011 and Best Nordic Shopping center of the year 2012.

“The winner is a centre that makes you happy. It creates a lust for shopping. It is a centre with a soul. It is obvious that the management really cares for both customers and store personnel. Something the customer survey also proved. They also care for both the environment and the community. And the community seems to be proud of them. It is a happy centre. It is not big but it’s Grand and just right for its market.”

FACTS

SIZE
35,000 m²

STORES
65

COMPLETED
2011

CLIENT
Eurocommercial

OUR RESPONSIBILITY
• Inquiry/market analysis
• Commercial concept
• Cost estimate
• Marketing material
• Leasing
• Site plan
• Master plan
• Design koncept/Design manual
• Tenant adaptation
• Building process

“Grand Samarkand was named Best Shopping center of the Year 2011 and Best Nordic Shopping center of the year 2012.”

“NCSC motivation for awarding Grand Samarkand, the Best Nordic Shopping Centre of the year 2012.”

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This project involves the rooftop of the Salling department store. Salling is centrally located right in the midst of Aarhus, and from this vantage point, there is a fantastic 360-degree view in all directions over the horizon of the city.

The various rooftop levels join to form this authentic urban space. Between the existing objects and technical installations, you can move from one area to the next at different heights, and experience cultural events, and to play and relax from this unique point with a fantastic view over the city. The rooftop zones are situated so that depending on the wind and weather, you can always find a comfortable corner to hang out in.

From the greenhouse, there is access to a large rooftop level with an outdoor café. And from the platform, you will find a raised roof area used for art exhibits. From this level, you can look down on the rooftop below with zen-gardens, and toward the platform steps and stage – or take a walk out onto the free-hanging Skywalk, where you look down through a glass floor and see the activity on the pedestrian street below.

The project is a visual orchestration of what a city can offer – seen from above. It provides the opportunity to experience Aarhus in a new and more intense and dramatic way.

“Aarhus is now more three-dimensional, with Salling Rooftop’s spectacular 360 degree view over the city’s diverse skyline,”
Aarhus Municipality’s motivation for awarding Salling Rooftop, New building 2018.
The reconstruction of Frederiksberg Shopping Centre offers a totally new interior and lighting design.

The shopping centre has been extended with an additional floor, which usually results in a higher overall CO2 emission due to the increased energy use. However, by focusing entirely on the use of LED-lighting throughout the centre, Ramboll has created a lighting design that leaves a CO2 neutral footprint.

The lighting design creates a pleasant ambience. It consists of several installations, consisting of several recessed cove lighting along the edges of the ceiling. The cove draws attention to the façades of the shops. The bright atmosphere is also created by the systematic use of LED-spots in the ceiling, which impart a feeling of warmth while at the same time visually breaking the monotony yet emphasizing the contrast between the sitting areas and the aisles.

The lighting design supports the architectural features - a symbiosis that adds character and harmony to the overall design of the centre.

**FACTS**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>50,000 m²</th>
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<tr>
<td>STORES</td>
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<td>2015</td>
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<td>Danica Ejendomme</td>
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* Lighting design
Salling Rooftop Aalborg is a 1,400 m² rooftop terrace, spanning over 3 levels, with viewpoints, seating areas, a glass sky platform, cafés and last but not least a spectacular panorama view across Aalborg and the fjord.

Salling is a department store, situated in the heart of Aalborg’s city center and has a considerable number of daily customers. As an extra customer experience and also for the citizens of Aalborg and tourists, Salling wanted to create a new space in Aalborg, a meeting place and oasis where one can sit and reflect in beautiful surroundings, whilst enjoying the breathtaking 360-degree view across the city’s horizon. A city space and a view of which is a rarity in Aalborg and is often out of limits for the public.

The intention for Sallings’ Rooftop is that of a rustic and urban city space, that is significantly different from the traditional spaces and recreational areas that we typically associate with. Technical installations, technician rooms, variation in roofs and roof heights are preserved, thus making the area an authentic part of the new city environment.

Danish Supermarket Group chose Ramboll’s architects for the project, as it is similar to their other project namely, Salling Rooftop Aarhus, that was also designed and projected by Ramboll’s architects.

**FACTS**

**SIZE**

1,400 m²

**COMPLETED**

2018

**CLIENT**

Dansk Supermarked Group

**OUR RESPONSIBILITY**

- Architecture
- Structural engineering
- Integrated design
- Fire & Safety
- Digital design and BIM
Tampere’s largest and most versatile centre for retail and entertainment is built in the lakeside Ratina district in the city centre.

Ratina consists of three buildings of significant architectural value. Together they tell an interesting story of the development of the urban culture in Tampere.

Two of the buildings, representing 1930s functionalism at its finest, will be renovated and modernised while respecting their heritage.

The third building is spacious and light, which represents high-quality contemporary design and construction.

Ramboll was responsible for HVAC and automation design. Design work was implemented by building information modelling.

**FACTS**

**SIZE**

130,000 m²
(53,000 m² for rent)

**STORES**

100+

**COMPLETED**

2018

**CLIENT**

Kiinteistö Oy Ratinan Kauppakeskus/ Sponda Oyj

**OUR RESPONSIBILITY**

- HVAC Design
- Automation Design
- BIM (Building Information Modelling)
CITYCON OY, ESPOO, FINLAND

Tapiola city center in Espoo, Finland, is one of the most significant cultural and recreational areas in the Helsinki Capital Region. Tapiola is also an important commercial and retail cluster. The western extension of Helsinki subway system and the new station in Tapiola (opened 2017) improved the accessibility of the area. The new subway station also sparked the overall development of the area, including a new shopping center and new retail and commercial premises.

Located in the pedestrian area of Tapiola, Heikintori is the oldest shopping center in Finland (opened in 1968). Due to the commercial development of Tapiola, Heikintori’s role and retail concept needs to be redefined, renewed and updated. In order to create a successful shopping center of the future, insight into Tapiola’s catchment area and its future development was needed. Ramboll helped Citycon’s development process by conducting a retail market analysis, in which a wide range of in-depth GIS and statistical methods were used.

The market analysis reveals how the catchment area will change and what the future customers are like. Citycon will use the results to plan the elements of a new concept. The material provided will be used in marketing Heikintori for potential tenants as well.

FACTS

CURRENT GLA
9,500 m²

OPENED
1968

PLANNED DEVELOPMENT
2019-2021

OUR RESPONSIBILITY

• Market analysis
The competition in the fast-food market is fierce and finding the best locations for new restaurants is essential. Understanding the potential of a restaurant location now and in the future is the cornerstone of long-term business and network planning.

Ramboll helped McDonald's in analyzing and finding new locations to suit their business and location strategy. Consultancy included market and location analysis, in which multiple location-based factors ranging from demographics data to land use development were collected and reported. GIS (Geographical Information System) based analysis provided in-depth and easily comprehensible information about the catchment area of a restaurant. The findings and results were presented both in traditional reports and also on a user-friendly online mapping platform.

McDonald's Finland used the analysis to support their decision making regarding current and potential restaurant locations.

**MCDONALDS, FINLAND**

**FACTS**

- **RESTAURANTS**: 65
- **TURNOVER**: 32,2 million €
- **PROJECT DURATION**: 2012-2016
- **CLIENT**: McDonald’s Finland Oy

**OUR RESPONSIBILITY**

- Inquiry/Market analysis
- Analyzing and finding locations