



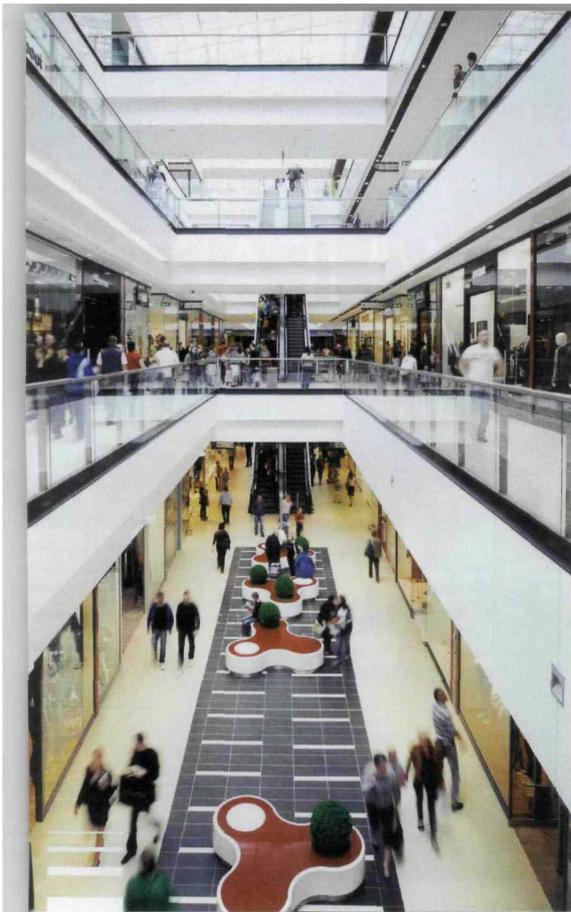
GALERIA ECHO SHOPPING CENTRE WILL COMPETE IN CANNES

Piotr Borowczyk

Galeria Echo with 300 shops and retail outlets is the largest retail and entertainment facility in Poland

The Kielce's **Galeria Echo** developed by **Echo Investment** was nominated by the international jury in the MAPIC Awards competition. This is the only Polish project in all categories which was nominated to this prestigious award





Total space amounts to 159,000 sqm, of which 70,000 was allocated for lease

Several dozen projects were entered for the MAPIC Awards competition this year. **Galeria Echo** was nominated in the category "Best enlarged retail development" and found itself among the best retail projects in the world. Apart from **Galeria Echo** the group of contestants include two equally outstanding facilities: Milano City Center from Milan and The Style Outlets from Zweibrücken, Germany. The winner will be announced on 17 November 2011 during the largest European commercial real property fairs - MAPIC in Cannes, France.

MAPIC is one of the greatest and the most significant commercial real property fairs in the world. Over 1,000 exhibitors, such as developers, architects, representatives of large retail chains, global brands, cinema chains and real property agencies, take part in this event. In total, around 8,000 participants from 67 countries will visit MAPIC 2011.

With its 300 shops and retail outlets, **Galeria Echo** is the largest retail and entertainment



customers have rich entertainment space at their disposal - among others a 12-track bowling alley and the largest fitness centre in the region. An enormous 300-sqm playground was designed for the youngest.

Galeria Echo was opened on 18 August and was visited over a million times during the first month. The opening of **Galeria Echo** is also a première of numerous global brands on the local market. Shops of chains such as TK Maxx, Zara, C&A, H&M, New Yorker, Answear, Pull&Bear, Bershka were opened in Kielce. The offer is supplemented with luxury brands, e.g. Peacocks, S.Oliver, Motiv, Strellson, Pierre Cardin, Tally Weijl, Camaieu, Jacqueline Riu, Voëgele or shoe shops such as Kazar, Venezia, Prima Moda, Ecco Shoes, Ryłko. The centre houses also a variety of sports, jeweller's, children's and electronic shops. The facility is complemented with a food court with a dozen or so restaurants.

Dekorada, the largest equipment and interior decoration centre in the region, also operates in **Galeria Echo**, located on its top storey. Dekorada has 5,000 sqm of space at its disposal. Everything necessary to finish, equip and decorate an apartment or a house may be found here and it is also possible to take advantage of the expert advice of an architect or interior designer.

A modern car park with 2,300 parking spaces is also a showpiece of the facility. It employs a system guiding vehicles to free spaces and a special function that reminds about the place where the customer parked their car.

The expansion design of **Galeria Echo** was drafted by Pracownia Architektoniczna Detan studio from Kielce, whereas the design of the façade and interior was prepared by Warsaw-based Open Architekci architectural studio. □

Galeria Echo opening meant also the debut of many global brands on the local market

