

Customer Survey

at Altmarkt-Galerie in Dresden in Q3/2008

Gender

- | | |
|--|-----|
| <input checked="" type="checkbox"/> Female | 58% |
| <input type="checkbox"/> Male | 42% |

Age

- | | |
|---|-----|
| <input type="checkbox"/> Up to 19 years | 13% |
| <input checked="" type="checkbox"/> 20–29 years | 29% |
| <input type="checkbox"/> 30–39 years | 10% |
| <input type="checkbox"/> 40–49 years | 15% |
| <input type="checkbox"/> 50–59 years | 13% |
| <input type="checkbox"/> Over 60 years | 20% |

Where do you live?

- | | |
|--|-----|
| <input type="checkbox"/> 5 minutes' drive away | 5% |
| <input checked="" type="checkbox"/> 15 minutes' drive away | 28% |
| <input type="checkbox"/> 30 minutes' drive away | 21% |
| <input type="checkbox"/> 45 minutes' drive away | 5% |
| <input type="checkbox"/> Day trippers from Saxony (> 45 minutes' drive away) | 5% |
| <input type="checkbox"/> Tourists from Germany | 18% |
| <input type="checkbox"/> International tourists | 18% |

Home country of international tourists

- | | |
|---|-----|
| <input type="checkbox"/> Japan | 22% |
| <input type="checkbox"/> Czech Republic | 14% |
| <input type="checkbox"/> Russia | 10% |
| <input type="checkbox"/> Poland | 6% |
| <input type="checkbox"/> France | 4% |
| <input type="checkbox"/> United Kingdom | 3% |
| <input type="checkbox"/> Italy | 3% |
| <input checked="" type="checkbox"/> Other | 38% |

How often to you visit Altmarkt-Galerie?

- | | |
|---|-----|
| <input type="checkbox"/> Daily | 6% |
| <input checked="" type="checkbox"/> Several times a week: | 20% |
| <input type="checkbox"/> Once a week | 17% |
| <input type="checkbox"/> Every fortnight | 14% |
| <input type="checkbox"/> Once a month | 13% |
| <input type="checkbox"/> Four times a year | 9% |
| <input type="checkbox"/> Twice a year | 5% |
| <input type="checkbox"/> Less frequently | 9% |
| <input type="checkbox"/> First visit | 7% |

I always find everything I need at Altmarkt-Galerie:

- | | |
|---|-----|
| <input type="checkbox"/> Fully agree | 26% |
| <input checked="" type="checkbox"/> Generally agree | 61% |
| <input type="checkbox"/> Tend to disagree | 12% |
| <input type="checkbox"/> Fully disagree | 1% |

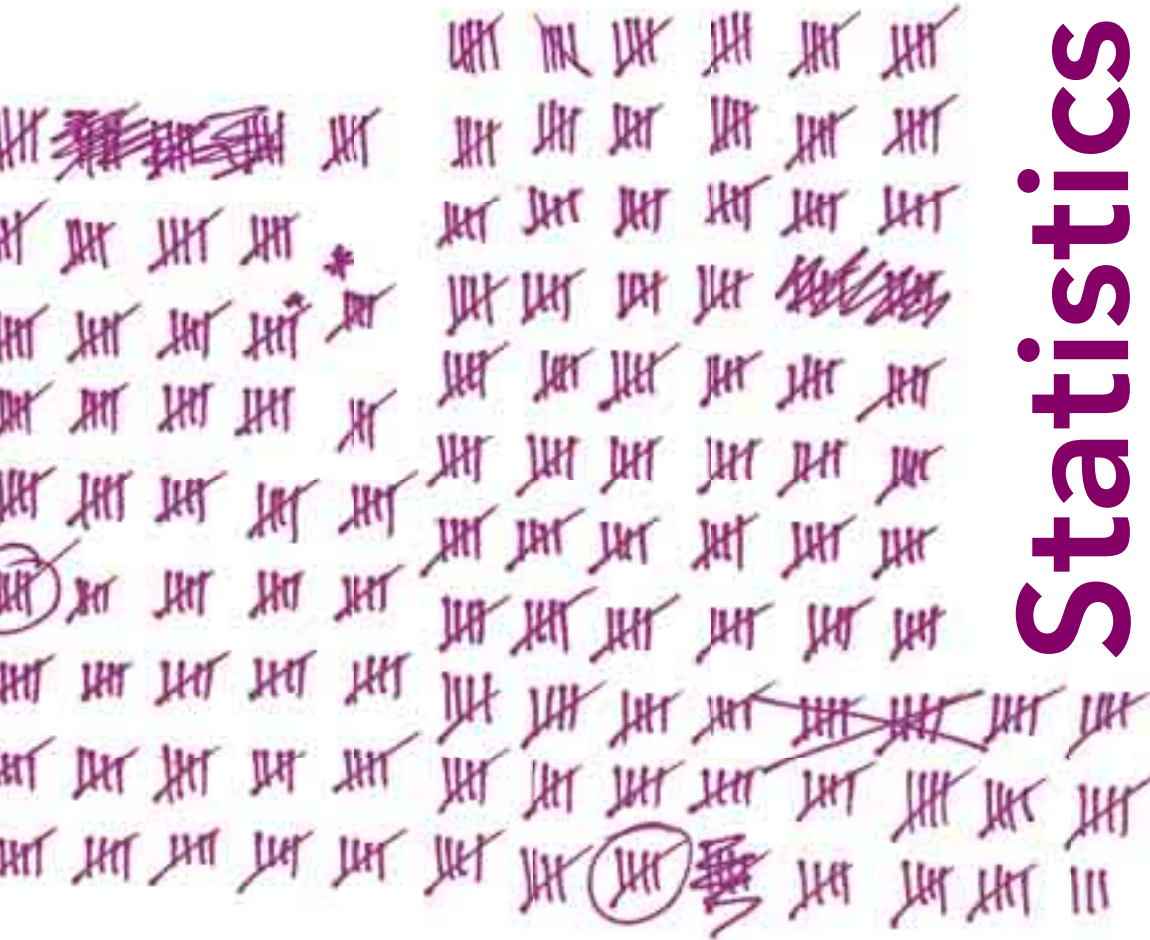
The fashion range at Altmarkt-Galerie is always extremely varied

- | | |
|---|-----|
| <input type="checkbox"/> Fully agree | 35% |
| <input checked="" type="checkbox"/> Generally agree | 45% |
| <input type="checkbox"/> Tend to disagree | 20% |
| <input type="checkbox"/> Fully disagree | 3% |

What school grade would you give Altmarkt-Galerie?

- | | |
|---|-----|
| <input type="checkbox"/> Excellent | 21% |
| <input checked="" type="checkbox"/> Very good | 67% |
| <input type="checkbox"/> Good | 11% |
| <input type="checkbox"/> Satisfactory | 1% |
| <input type="checkbox"/> Poor | 0% |
| <input type="checkbox"/> Insufficient | 0% |





At 14%, the Czechs were the second largest group of tourists who visited Altmarkt-Galerie last year after the Japanese. This is not only due to the proximity of the Czech border (which is less than 50km from Dresden) but also the result of special marketing measures. These include a Czech version of the website, billboards on the

main roads approaching Dresden on both sides of the border and the distribution of pocket guides at the main railway station. In addition, targeted PR activities are carried out to ensure that Altmarkt-Galerie is frequently mentioned in the Czech regional press.



WHEN SHOPS TELL STORIES

DESIGNERS CREATE WALKABLE WORLDS OF BRANDS



They can look fancy or playful, futuristic or cosy, avant-garde or vintage. Those who go shopping today step into a new world each time they enter a store. One shop's merchandise rests on rough wooden palettes. Another hangs its wares in overseas travel trunk. There are also the stacks of shoeboxes in the open trailer of a small lorry while the next shop uses a tower built of champagne glasses as shelving.

Some stores vie for attention with their wild-patterned wallpapers while others rely on a distanced, slick and simple look. While in one shop marble, fireplace and leather armchairs invite visitors on a time journey into the 19th century, the next one is flying into the future with a metallic and glass space-age design. The more noticeable the design, the more it attracts customers, or so goes the store owner's calculation. And those who succeed in making the customer extend his or her time in the shop as long as possible will have the highest sales figures. Customers nowadays are especially looking for entertainment, surprises and inspiration while shopping, which casts interior architecture in an increasingly important role. As today almost everyone can shop online, real shopping must offer something superior to its virtual cousin. It has to speak to all of the shopper's senses and create a positive feeling. For this reason, interior design experts try to create a leisure-time and well-being ambiance that puts potential customers in the mood to shop.

Admittedly, there is no patent solution for this. Indeed, there are many ways to win the customer's favour. Experts now agree that in general, after years of puristic shop design, stores may dare to look

more expressive again. For example, trends from fashion and interior design like the Asia look animal prints colourful wallpapers and ornamentation are spilling over into store construction. Yet, no one is saying things like "right now only glass and bare steel work" or "in spring everyone is doing a safari look". Any aesthetic laws or real trends are really nowhere to be found.

Actually though, stores cannot be completely refurbished each season. More often, they follow renovation cycles between 7 and 10 years, depending on their product. For this reason store designers try to walk that fine line between expressive and yet timeless design. "After all, stores should last long enough before customers start saying things like "been there, done that", explains Jeffrey Hutchison, which he says is a store owner's biggest fear. Hutchison designs flagship stores from Donna Karan to Polo Ralph Lauren. For this reason, it is important to design the store set up as a modular system that can be quickly changed and thus more easily adapted to new products and new collections.

¹ i.e. tiger prints, cow hide

² i.e. Asian drawings, black, white and red colour schemes and materials such as bamboo

Claus Schmidt from store construction company Assmann sees another reason for the lack of real trends in shop design. "Trends dissolve themselves into concepts". Each store design concept today needs a new approach that promises uniqueness to a store. Successful store design is marked by individuality, authenticity and personality.

As products are increasingly interchangeable, marketing strategies have to give them a larger emotional context. Marketing can infuse a product with an unmistakable "aura", what is referred to as the marketing message. This is primarily communicated through advertising. Nevertheless, shop design is an important means that

"NEVERTHELESS, SHOP DESIGN IS AN IMPORTANT MEANS THAT PRACTICALLY STAGES MARKETING IDENTITY AS A THREE-DIMENSIONAL ROOM EXPERIENCE"

practically stages marketing identity as a three-dimensional room experience.

The customer should be able to experience and feel a brand's spirit and uniqueness with all their senses. For example, this can be accomplished with the selection of specific materials. In this way, unfinished wood lends a rustic touch. Silk or linen provide a raw elegance. The more believable a brand's presentation at the point of sale, the more durable an impression it makes on the customer, explains interior architect Karl Schwitzke whose



The atrium of the Stadt-Galerie Passau

store designs include Escada and Esprit. His motto: "a good store is like an exciting story". Shop designers act like film directors, creating rooms that are designed to move the customer through an invisible storyboard. These rooms are never static because the customer is always changing their perspective – following a path and performing different activities like selecting, comparing, trying on and paying. Real stories can be woven into a designer's created story, rendering it even more emotional. Lacoste serves as a good example. Designers used the stories of René Lacoste's tennis career and that of the crocodile for the French sports label's flagship store. The design conveyed a message of competence in sports and at the same time

created an almost personal relationship to the customers.

Here especially it is increasingly important for internationally known brands to monitor their various regional markets carefully. If all stores of a specific label look the same worldwide, cosmopolitan customers become easily bored. Following the motto "think global, work local", local colour can in fact be that little added extra which makes all the difference. Successful design concepts integrate local references into the architectural givens of a project. For this reason, the Armani store in the elegant Neuer Wall in Hamburg has to look different than the one on Rodeo Drive in Los Angeles.

Technical innovations such as new materials support designers in their work. For example, polymers and actually all types of plastics are making a comeback, either as a material for interior store elements or as protective surfaces for metals and woods. Their advantages are obvious, explains New York materials expert Andrew Dent. "Plastic is always one of the least expensive, most flexible and durable materials. It can be formed into any shape, colourful or transparent and can even mimic other materials such as wood, metal or glass". Such developments are always opening up new possibilities in store design.

Also, experts estimate that aluminium, steel and brass will remain the most used metals in store systems, although the way they are used and the effects they can pro-

**“A STORE IS A
CONSTANTLY CHANGING
STAGE AND THE
MERCHANDISE IS THE
STAR”**



duce are changing. Copper and bronze are not able to compete with these metals. “They are too expensive and can quickly get a patina”, explains Dent.

Natural materials are in fashion, such as simple leather, woods, fabrics, bark and cork. Bamboo is also currently very popular as it currently epitomises the omnipresent in-concept of sustainability. Trend researchers like Marc Völler from the Hamburg Agency Neogard claim that sustainability is a megatrend and that in the future no company will be able to get around it. After all, today not only does the safety of a product’s ingredients classify it as environmental, the source of the product and its ingredients, fair trade with the producers, reduction of waste in production and energy-saving transportation all play an

important role. These are themes which good shop design can communicate.

For economic reasons, sustainability also plays an important role in shop design. For example, the use of a modern lighting system can significantly decrease a store’s energy consumption. Efficient lamps like LED and halogen use less electricity and release less heat, which in turn considerably reduces air-conditioning costs for a store.

“In view of noticeably higher energy costs, energy optimisation has become one of the highest priorities for projects”, observes the EHI Retail Institute in Cologne.

Generally, intelligent lighting planning is one of the

most important design elements in modern shop design. In fact, light can completely change a room. Light can emphasise a room’s limits, open it upward, or make it seem narrow or wide. Besides being light or dark, light can also be diffuse or bright, direct or indirect, static or dynamic, warm or cold, elegant or atmospheric, clinical or dramatic. To achieve this, targeted lighting effects must supplement the basic lighting system. The “right” lighting can pull customers into a store, lead them to a specific place, emphasise displays and put them in “the right light”, surprise the potential shopper and manipulate their mood - and all this varied throughout the day and season. After all, a person’s inner biological clock makes them expect sunlight or a cool lighting during the day but warmer lights in the evening

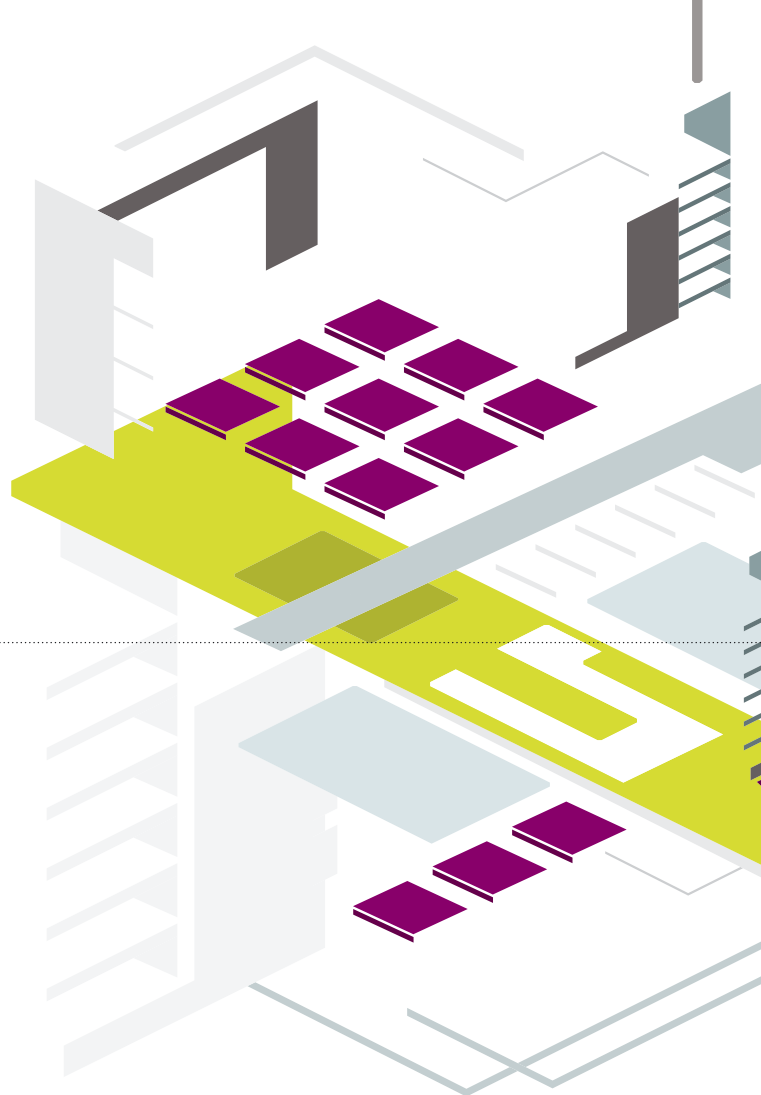
and toward sunset. For this reason, intelligent lighting systems change the mood of the lighting depending on the time of day or can be flexibly set with the push of a button to adapt to the shoppers’ needs. This enables store owners to adjust conditions to the customers’ mood and always be able to create the right atmosphere and favourable atmosphere to facilitate their decision-making process in shopping. Even modern lighting systems have put an end to the bad lighting often found in changing rooms. Sometimes the customers can even control the lighting themselves and look at their new outfit in various lights, say a tennis skirt in artificial sunlight or a formal dress in softer evening light. Modern light diodes can even be built into the furniture, floors, walls and any type of material. Hence light has become an integral part of architecture.

Modern lighting systems, new materials and individual approaches, forward-looking yet timeless, sensual, surprising and sustainable: modern shop design is today more than just putting up shelves. Interior architecture can even decisively influence a store’s success. The focus is to create concepts that are unmistakable and custom-tailored for the customer. Store designers create walkable worlds of brands, which aim to allure potential customers and seduce them to buy.

Contemporary materials, intelligent technology and lighting systems are all means to an end. They create a sensual shopping experience that surrounds the shopper yet is rendered invisible by technology.

Ultimately, says Brand Designer Alfred Leitl, “a store is a constantly changing stage and the merchandise is the star”.

◀ Nicolette Maurer



INTERVIEW

WITH VIOLA RAEDER, ARCHITECT

Ms. Raeder, what is your approach on a new project?

First, together with the developer, we take a close look at the project's store's target customers and the product they sell. This gives us a sense of the atmosphere we need to create to make the shop inviting to customers. From this, we develop our initial ideas on basic design, materials and colour schemes as well as a schedule and budget for the project's realisation.

Are there certain tricks that you use?

There should always be an idea or a storyline as the basis of a project. I do not try to design a room by piling up popular design trends but rather develop the overall concept from a central theme, as if it were a leitmotif guiding the project's entire development. For example, in a home store, the feeling of "cocooning" or retreating into the privacy of the home is emphasised in the store's design. To do

this, areas nesting in one another are created, and appropriate lighting and the natural materials are used to give customers a feeling of protection.

What are the most important design elements for you in shop design?

Within the parameters of a given floor plan, an architectural plan is developed which leads customers through a room. This does not only contain colours and materials, but rather much more a solution to an individual room situation. An emphasis is placed on enabling the customer to experience something, to allow them to enter another world. To do this one needs to play with materials and lighting.

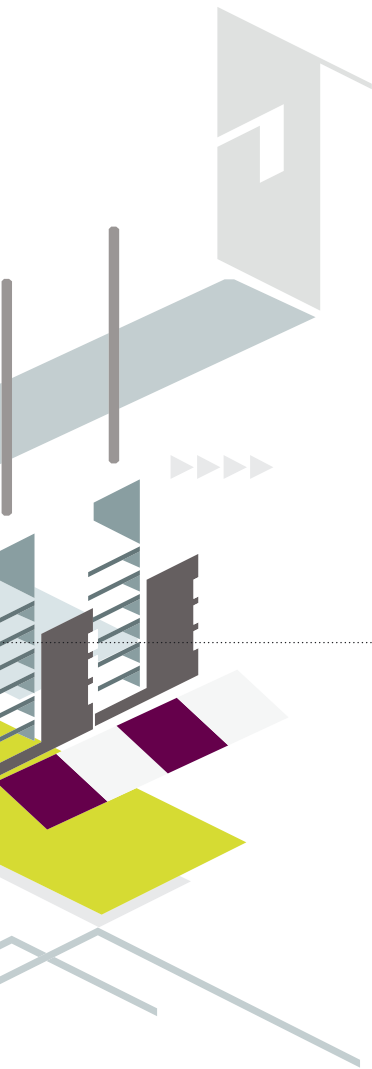
How important is lighting in your concept?

Lighting plays an essential role. Light is used to create important accents. Some products are staged so that the light emphasises

their quality. A room first becomes three-dimensional through lighting. Moreover, lighting can actively control a customer's point of focus. There is also a trend to link lighting and ventilation into one system. If a store experiences a lighting outage, even a partial one, the customers literally run from the store, which by the way also happens with too high or too low temperatures.

Are there certain materials that you prefer to use?

I often use natural materials such as wood, stone and cloth. These materials correspond well to people's current wish for sustainability as they create an atmosphere of well-being. In the meantime, many customers value an environmental lifestyle, which aims to strike a balance between satisfying consumption and responsibility for the environment.



Where do you find inspiration for your concepts?

Architecture has the greatest influence on me. Shop design is architecture on a small scale and likewise, it can have a positive influence on people's mood. Unlike "regular" architecture, location or the 'genius loci' usually plays a subordinate role in shop design. The character of the product itself serves instead as inspiration and underscores the design.

However, art, graphic design and fashion, such as say the current trend of vintage, are often the basis for a shop concept.

What role does the store's business sector play in its design?

Where does one have the greatest freedom in design?

Some sectors require special staging and lighting for the merchandise, for example jewellers or grocers. Some merchandise

sectors require a perfectly planned ordered system, which helps with orienting the customer, and this in fact, places certain borders on creativity.

The greatest creative freedom in design is where the concept can already find its form in the façade's development, and where a store design is required to be custom-made for the product and the store location. This is usually the case for the luxury sector.

What are the most important new developments in recent years? What are the new trends?

To counter balance the increasingly strong trend of online shopping, those factors only available in 'real' shopping situations must especially be emphasised. These include individual consulting, new services and communicative zones on the sales floor. The customer can now shop at home. Creating social situations will become an especially fundamental element to strengthen retail shops in the future.

Also, the merchandising or staging of products through events or special interactive multi-media devices for trying on or trying out merchandise, this will also play a larger role. Moreover, conversion or recycling of 'used' store display systems has become increasingly important.

Are there national differences in shop design?

One finds noteworthy designs worldwide. Particularly, the most exciting shop concepts originate in those large cities with a diverse design scene like New York, Tokyo, London and Amsterdam where one immediately feels their progressive character. However, I highly regard German shop design in an international context, as the desire for energy efficiency, sustainability and value is a common priority here.

Ms. Raeder, thank you for speaking with us.



Viola Raeder

The 33-year old architect is specialised in store design and has worked on projects throughout Europe since 2002. In recent years she has planned and created stores on behalf of Gruschwitz GmbH for a world-famous fashion company.

CENTER TV

INNOVATIVE INFOTAINMENT WITH AN ADVERTISING EFFECT

Since the end of 2008, almost all Deutsche EuroShop centers in Germany have had an additional, innovative highlight: flat info screens have been installed at locations within the centers with a steady flow of traffic, providing visitors with attractive adverts and entertainment. We make a continuous effort to offer our visitors an extraordinary shopping experience. For a long time, therefore, we have been analysing the market to find a digital signage solution that both meets our high aesthetic requirements and offers visitors, retailers and the branding industry true added value. We received decidedly positive feedback from visitors who participated in our extensive testing in the Alster-Einkaufszentrum in Hamburg and the Hessen-Center in Frankfurt.

“THE NATIONAL BRANDING INDUSTRY IS ALSO ALREADY SHOWING A GREAT DEAL OF INTEREST”

With the subsequent installation of the flat screens in Deutsche EuroShop’s centers, we have now succeeded in emphasising the high-end nature of our centers, while at the same time providing visitors with an extra service. An average of 20 screens per center display attractive programming consisting of news, up-to-the-minute center information, varied entertainment content and interesting advertisements. There is, of course, no sound broadcast, in order

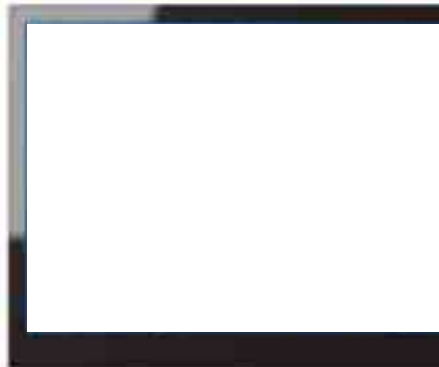
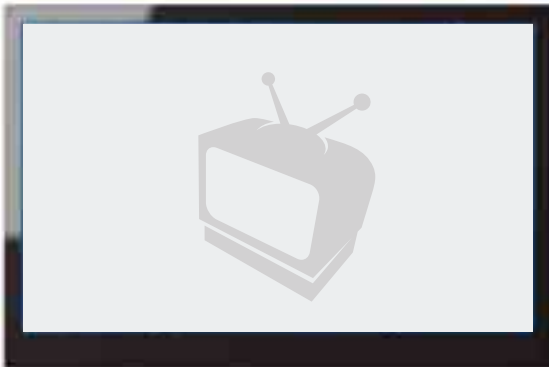
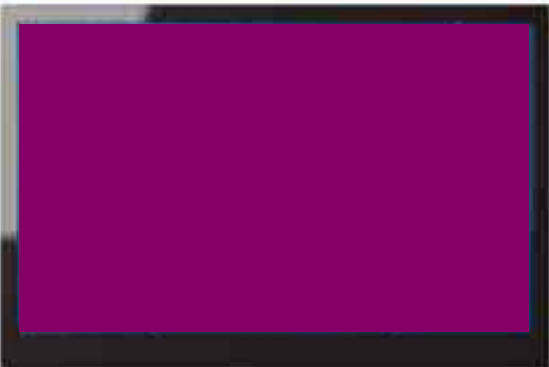
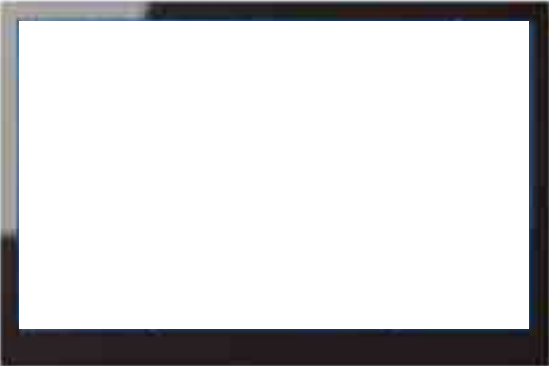
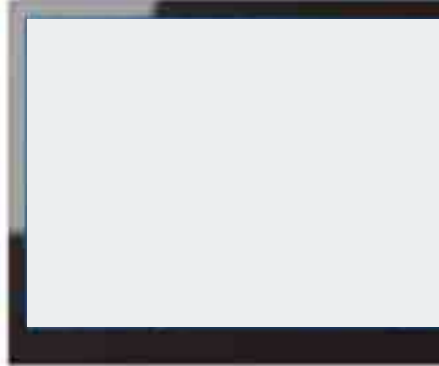
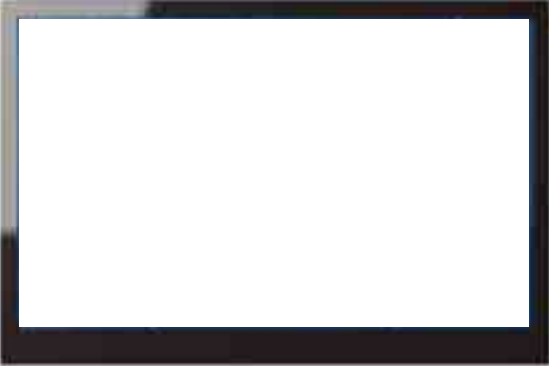
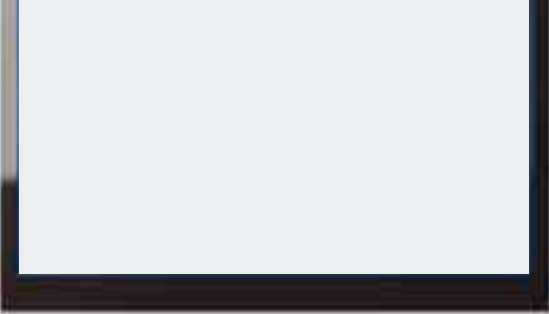
to avoid any negative effect on the premium shopping atmosphere in the centers. The screens are all situated at locations where they will attract a lot of attention and their pleasing aesthetic and technical quality makes them a positive addition to the centers.

For the centers’ tenants in particular, the digital screens offer an excellent opportunity to attract visitors’ attention directly at the point of sale and to trigger impulse purchases. However, the national branding industry is also already showing a great deal of interest in this unique network of advertising space. Processing of booking enquiries is performed by one central office for all of the centers, making the process extremely simple, quick and convenient for

companies wishing to advertise. In addition, advertising reservations can be tailored to individual requirements based on the fact that the screens are available nationally, whether it be a regional booking, a national booking or a booking relating only to certain centers. Particularly in conjunction with attractive promotions taking place in the centers, the advertisements are an ideal addition, e.g. in order to provide information about a market launch in advance and/or round out the launch with emotive images while visitors are in the center.

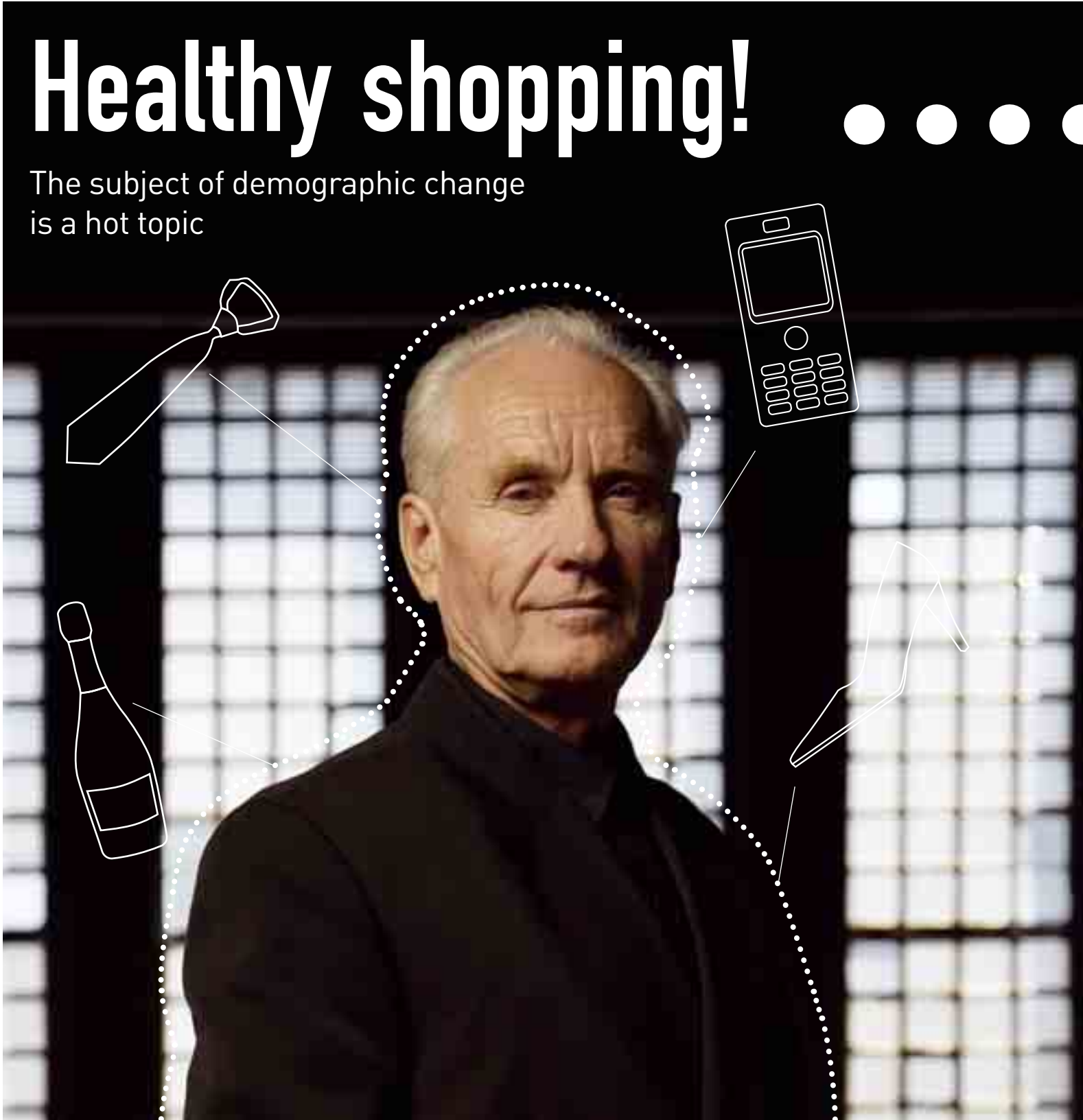
◀ **Lothar Franke**





Healthy shopping!

The subject of demographic change is a hot topic



A

According to a study by the Berlin Chamber of Industry and Commerce, demographic change is primarily influenced by the following characteristics: for one, people's life expectancy is getting longer – by 2050, the statistical life expectancy for a woman is 85 as opposed to 79 today and for men this will be 80 as opposed to 74 today, and for another, the population is declining – in Germany, the population is expected to fall to 60 million inhabitants by 2050 as a result of the decreasing birth rate. According to estimates, it is anti-

“HEALTH IS NOT SIMPLY THE ABSENCE OF ILLNESS BUT RATHER A LIFE GOAL”

ipated that half of the population will be over 50 years old by 2040 – the so-called “best agers” group. As opposed to the majority of 50 year olds today, they want action or at least to be part of the action. The condition of their minds and bodies will also be better. They are expected to possess purchasing power, be consumption oriented and quality conscious as well as to carry important sales potential.

In the future, moving from the countryside to the city will become ever more attractive for older people as they expect to find a better quality of living here, such as proximity to doctors, shopping possibilities or cultural offerings.

According to Berlin Chamber of Industry and Commerce, the growing demand for senior-friendly products will dramatically change the market. Redefining target groups with adapted and freshly-developed marketing measures is unavoidable. At the same time, authors of the recently published “Greenomics” book – Dr Eike

Wenzel, Anja Kirig and Christian Rauch from the Zukunftsinstitut (German Institute of the Future) – have observed an additional phenomenon which will dominate society, markets and all industries by degrees: the “lifestyle of health and sustainability” (LOHAS). Diverse age groups, differing income groups and no affiliation to a distinct social class all mean that classification within a concrete target group is impossible.

Current surveys corroborate these forecasts. The German Wellness Association recently reported that the German healthcare market made up a volume of EUR 239 billion. This is 10.7% of the gross domestic product. By the year 2020, the healthcare market will be recording growth up to around EUR 453 billion. The key topics of nutrition, body, sport and quality of life are expected to lead to extended demand-driven markets. Thus health will become a key resource – a prime consumer goods and lifestyle product.

The authors of “Greenomics” identified the following LOHAS principles: health is not simply the absence of illness but rather a life goal. People can avoid pains, symptoms and chronic illnesses if they keep a

continual eye on their own life-work balance. Alongside a higher quality of life, the key LOHAS aspiration is the reversal of living practices to self awareness, freedom from stress and deceleration. The new healthcare markets can be based on these theses.

There are additional LOHAS characteristics that are indicative of a new future market:

- *Consumers are proactively looking after their health*
- *Higher costs are acceptable*
- *Orientated towards substantial and subject-specific communication*
- *A desire for transparency and clarity when being addressed*

Complex and promising business models for the future can be derived based on the assessments listed above.

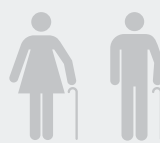
In light of this, the demands on shopping centers will also change. We have attempted to present this graphically in the following future scenario: ►

Demographic change numerical

2040



2050



Life expectancy
Ø +5 years



Population
–25%

The modern shoppers of tomorrow

It is a Sunday evening in November 2020, around 9 pm and we find ourselves in a futuristic looking domed building made of glass, completely and self-sufficiently powered by a sophisticated solar energy system. The glass building is a shopping health center – SHOHEC for short – a place to satisfy all your needs: a shopping experience coupled with rest, relaxation and healthcare offerings. Hand in hand, a couple meander through a shopping center flooded with light. Right now, the light elements green and yellow are the dominating colours. The projected meadows and flowers suggest a stroll through a summer landscape. Unobtrusive scents, discernable solely in the subconscious, convey a pleasant atmosphere that simultaneously stimulate the desire to shop. Our two shopping strollers are “best agers”. Mid-fifties, in casual wear, both employed with well-thought-out time management and a conscious separation between career and their scarce leisure time.

Beforehand, they both entered their shopping needs into the center’s internet service module – a special service for regular customers and the interested public. Once they arrive at the SHOHEC, they register themselves by giving a fingerprint at the entrance and are immediately provided with a virtual sales assistant. The assistance they receive will be provided by means of an out-of-sight earphone with miniature buttons. Pursuant to the requirements that had previously been entered online, the center’s service staff have prepared the corresponding products and both customers are now being guided via their earphones to the relevant shops in line with their requests. The staff in each branch are impeccably prepared for the customer visit, are aware of sizes and taste thanks to the customer-data system and can therefore efficiently offer advice tailored to the customer. The pre-selection was perfect: they have quickly found a conventional suit for HIM and a rainproof walking suit for HER. This process saves the couple time that they can then put to better use spoiling themselves in the healthcare department. The SHOHEC offers a wide range of healthcare services. In addition to various cosmetic offerings, there are other healthcare areas that concentrate on prevention, physical therapy and relaxation treatment. SHE opts for an offering available on the discreetly insulated sports area: Knowledge Movement – 30 minutes movement on a multi-functional unit consisting of a stepper and an exercise bike whilst a digital presentation is given on the subject “New walking trails in the Harz”. In the meantime, he visits the “Minute Clinic”. As he already knows the easily understood treatment catalogue, he is aware that the trained staff here can diagnose and treat his skin irritation in just 15 minutes. He did not have the time during the week to visit the doctor. He buys the recommended

ointment in the Instant Pharmacy – a machine where the user is required to register, again by means of the individual fingerprint. He spends his remaining time unwinding in the “ReMass Lounge” relaxation area, waiting for his partner to return. In a relaxed atmosphere, he settles himself into the ReMass Massage Chair and enjoys a soothing shiatsu mas-

sage. Four of the massage rollers, emulating human hands, loosen up the back muscles on both sides of his spinal column. Within a few minutes of the treatment, he is already feeling a sense of well being and relaxation.

Finally, they treat themselves to a healthy meal in the stylishly furnished organic food area – they will be visiting this area again when they next visit the center. To round off their day, they indulge in a jasmine tea.

For our couple, visiting the SHOHEC has become a ritual, mixing business with pleasure. Because of their careers they spend a lot of time travelling Germany, which in turn affects their leisure time and they appreciate the fact that they can visit a SHOHEC in almost every German city.

Social change and the extremely popular trend of focussing more on health represent enormous opportunities for the German economy in general and particularly for the property and retail industries. Availing of these opportunities correctly is both a challenge and an entitlement.

◀ **Claudia Müller, Head of Marketing, ReMass**

ABOUT ReMASS

Established in 2005, the service provider ReMass specialises in installing massage chairs in the quiet areas in shopping centers and airports. In addition to sounding out potential rental floor space, the full-service provider is responsible for the installation as well as the management and maintenance of its locations in both Germany and Austria.
www.remass.de



Claus-Matthias Böge,
CEO, Deutsche EuroShop

"For my birthday I bought myself a driver that I really wanted to use to 'attack' with when golfing. But a good club just doesn't make a good golfer. So I probably will never improve my mediocre game after all."



Lothar Franke, Deputy Managing Director of Center Management, ECE Projektmanagement

"My purchase of the year in 2008 was my iPhone! Most of all, I like the pioneering design and the way it is absolutely simple to use, which even enables people like me who are not highly technically proficient to find important information within seconds."



Patrick Kiss, Head of Investor & Public Relations, Deutsche EuroShop

"We needed our own garden for the children. Unfortunately, we couldn't find it in one of our shopping centers, so we bought our own little house in Hamburg in 2008. Certainly a good investment for retirement – besides the DES shares in the custody account."



Jens-Ulrich Maier,
Managing Director of Construction, ECE Projektmanagement

"In 2008 I bought myself a typical gadget: a Seiko electronic dictionary. With business English and the Oxford Dictionary I am very well prepared for my future tasks, which will have a more international focus. The new functions, such as leafing through lists and automatic word recognition, are also great fun and make work so much simpler."



Reinhold Niehoff, architect, ECE Projektmanagement

"As an enthusiastic hobby cook, I treated myself to four particularly beautiful cookbooks from the publisher Teubner that contain lots of worthwhile knowledge: big books on meat, seafood, fish and herbs and spices. So I certainly won't be lacking recipe ideas for a while!"



Viola Raeder, architect

"I fulfilled a dream and finally bought myself a piano – a black Yamaha Silent model that both looks and sounds great. And if I ever want to play at unusual times of the day, this 'normal' piano can be switched over to headphone mode..."



Christian Schiffmacher, Editor-in-Chief/Managing Director, Institutional Investment Real Estate magazine

"Last year I bought an HTC S730 Smartphone that I use to retrieve and send e-mails. I'm very happy with the device and it's also very practical, especially on business trips."



"What I bought for myself in 2008"

Olaf G. Borkers, Member of the Executive Board, Deutsche EuroShop
"I bought myself a practical, bright red 'beach wallet' for the beach – a slim, waterproof thing made of plastic for keeping your credit cards and money in. Accompanied by a small neon-green mobile phone from Nokia, the swimming trunks are no longer overloaded and I'm equipped for the beach season."

Birgit Schäfer, Executive Secretary, Deutsche EuroShop

"A Panasonic Micro Hifi music system with a crystal clear sound for a heavenly listening experience."



Nicolette Maurer, freelance journalist

"I bought a new sunshade for our terrace – a huge one, so that the whole family can finally sit in the shade. To match, I bought a really comfortable deckchair. Unfortunately, my husband thinks so too, so we'll probably need a second one this summer..."



Nicolas Lissner, Manager Investor & Public Relations, Deutsche EuroShop

"With my new media receiver I've come a little closer to the television of the future. Thanks to the function that allows you to pause programmes while they are running and to simply rewind, you are guaranteed never to miss anything important again."



Kirsten Kaiser, Head of Accounting, Deutsche EuroShop

"I'm totally caught up in the iPod: I went and bought myself two of the little wonders. So now I always have a musical companion in my handbag to keep me in time!"



Ralf Flierl, Editor-in-Chief, Smart Investor

"In times of crisis such as these, many things suddenly lose their value while others become more important. The silver coins I bought myself are attractive to look at and should hold their value in the inflationary times I am expecting. My wife would have been more in favour of a nice piece of jewellery instead, but that's a different story..."





MOVIE TIP

“SHOPAHOLIC”

With her best seller “Confessions of a Shopaholic” Sophie Kinsella scored a post-2000 success with a run of over 15 million copies. Must reading for all shopping enthusiasts.

In March 2009, the movie “Confessions of a Shopaholic” appeared, in which the action is moved from London to the unrivalled fashion and shopping capital of the world, New York. The film is a charming comedy and one that is quite worth a visit to the cinema or a film evening at home.

Rebecca Bloomwood (played by Isla Fisher) spends her life shopping and thrives on her life in glamorous Manhattan. She has 12 credit cards in her purse and even keeps one in reserve in her freezer. Like many girls, as a teenager she dreamed of a career as a fashion journalist.

When the credit card bill comes, she’s horrified. Previously Rebecca had noticed that her international luxury items from Gucci, Dior and co. were always reliable and accessible, unlike some of her male acquaintances. Though she was never disappointed in principle with them, now she’s facing bankruptcy with this sum.

With no more cash or available credit card balances to turn to, and even a pink slip from the job in the mailbox, now she feels the pressure to land a new job, and a lucrative one. What could be better than to use this practical opportunity to apply with Alette, a world-famous fashion magazine. But instead of landing the glamorous financial editor job, Rebecca ends up sitting in the applicant’s chair at the business magazine Successful Saving, which is located in the same building.

Now a lightning quick reaction is needed, as she doesn’t really have any clue about assets and reserves, though does seem to be lucrative in any case. And though she has to google difficult terms like “effective interest rate” and consult with cheap financial advisers to acquire basic knowledge of the industry, her boss Luke Brandon (Hugh Dancy) nonetheless gives her a chance. And the finance column she writes is not just well received by him. In the column she describes a financial transaction involving the purchase of shoes and in fact knows exactly what she’s talking about.

Her shopping sprees of course continue in the meantime. And even the “Shopaholics Anonymous”, to which she sends her best friend and roommate, don’t seem to be able to keep up.

Through the film Rebecca attempts to iron out her past mistakes using all kinds of tricks and zany ideas. Of course there’ll be time for love in all the confusion: She conveniently discovers a few things she has in common with her boss editor Luke, who like her can “speak Prada”. But here again - and how could it be otherwise? - things don’t go according to plan. But in the end Rebecca ultimately realizes what the most important things in life are and that they have no price tag. ◀ NL



BOOK TIPS

OPEN – THE STOREBOOK

“The World’s Best New Fashion Stores” is the subtitle of the large coffee table book which is dedicated to the innovative elite in the world of modern shop design. The lavishly illustrated book contains portraits of around 100 outstanding multi- and mono-brand stores. OPEN features over 250 high-quality photographs of shop interior designs and also provides detailed information on location, product line, shop size – and of course – the architects and designers.

Meanwhile with “Volume II” the next instalment of the trend-setting reference work appears around the world of the young retail trade.

ECE ARCHITECTURE 2004 – 2008

The continued development of European cities depends on having a future-oriented building culture as an essential foundation. Anywhere that public spaces are being planned, it’s the architects, developers and investors who hold special responsibility. ECE is aware of this and is working in cooperation with the local authorities to develop individual solutions for each location. Here city planning, preservation of historical sites and fine architecture all play a vital role in this process.

This book displays selected projects from the years 2004 – 2008 and thus provides an overview of the entire architectural breadth offered by ECE: including the cathedral renovation, the futuristic shopping center, the corporate headquarters, Vienna’s Bahnhof-City, the logistics center and the sporting arena. Important partial aspects of the architectural process and city planning are investigated in greater detail in text articles and interviews.



*Sportswear International: OPEN – The Storebook,
Deutscher Fachverlag, 194 pages,
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*ECE Architektur 2004 – 2008,
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