



ZÜBLIN has started the extensive renovation and revitalisation work on Potsdamer Platz Arkaden in Berlin-Mitte. (Image credits: Brookfield Properties)

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ZÜBLIN starts renovation and redesign of Potsdamer Platz Arkaden in Berlin

- **Redesign with approx. two-year refurbishment phase**
- **Collaborative project implementation under the ZÜBLIN teamconcept partnering model**

Ed. Züblin AG's Subdivision North has started the extensive renovation and modernisation works for Potsdamer Platz Arkaden in Berlin. Asset manager Brookfield Properties, which manages the area around Potsdamer Platz and, together with ECE, is responsible for the management, rental and revitalisation of the shopping arcade that opened in Berlin-Mitte in 1998, awarded the contract for the project to ZÜBLIN in March. This was preceded by a prequalification phase and an approximately six-month collaborative negotiation process in which Brookfield, ECE and ZÜBLIN worked out the details of the project together.

Over the course of the renovation works, which are expected to take around two years, the shopping arcade with approx. 46,000 m² of retail space will be restructured into six new thematic areas such as fashion, technology and entertainment for around 90 shops. The old storefront row will be removed and replaced by modern architecture with double-storey façades to offer the shops new presentation options. Quality materials, atmospheric lighting and generously designed areas will underline the High Street character of the glass-roofed mall. Local suppliers and service providers complete the offer in the basement level. The future centrepiece will be the new market hall extending over two levels from the ground floor to the first floor with an extensive range of regional foods and modern international restaurant concepts.

“We are not only looking forward to this exciting revitalisation project in the heart of the German capital, which will make an important contribution to the attractiveness of the local area, but also to the implementation under our proven teamconcept partnering model and the transparent, solution-oriented collaboration of all those involved,” says ZÜBLIN subdivision manager Jens Quade.

ZÜBLIN has already realised a large number of shopping centre projects under its partnering model with ECE, including Rheingalerie in Ludwigshafen, Altmarktgalerie in Dresden, Aquis Plaza in Aachen and MILANEO in Stuttgart.

*Stuttgart-based **Ed. Züblin AG** has about 14,000 employees and, with an annual output of about € 4 billion, is one of Germany's largest construction companies. Since it was founded in 1898, ZÜBLIN has been successfully realising challenging construction projects in Germany and abroad and today is STRABAG Group's leading brand for building construction and civil engineering. The company's range of services comprises all construction-related tasks – from civil*

engineering, bridge building and tunnelling to complex turnkey construction to construction logistics, structural timber engineering and public-private partnerships. ZÜBLIN attaches great importance to partnership-based cooperation, and our ZÜBLIN teamconcept has proved its value as a successful partnering model for about 25 years now. Current construction projects of the company, a subsidiary of globally operating STRABAG SE, include EDGE East Side Berlin,, the Rinsdorf and Rälsbach viaducts on the A45 motorway, and the Boyneburg Tunnel on the A44 motorway. More information is available at www.zueblin.de

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