

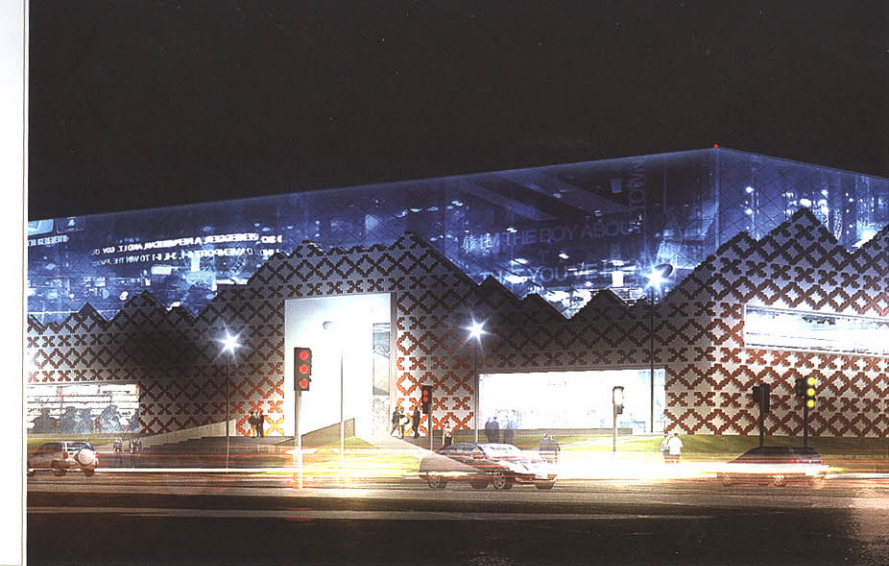


PHOENIX PLAZA OFFERS AN  
ENTHRALLING RETAIL EXPERIENCE  
UNLIKE ANY OTHER

# BEYOND EXPECTATION

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**M**odern retail centres have evolved to offer more than just shopping; they are inviting and exciting entertainment venues where visitors can dine in a number of restaurants, pamper themselves at spas and salons, or watch the latest blockbusters.

**DESTINATION:** In Zagreb, the capital of Croatia, there is a complex that will fulfil all of these desires and more – Phoenix Plaza. Due to open in Autumn 2011, Phoenix Plaza enjoys a great location in the eastern part of Zagreb, within walking distance of the city centre and close to major road, rail and air connections.

The 100,000-square-metre, supra-regional shopping, tourist and leisure destination will offer visitors a vast range of exciting opportunities and activities, including 130 shops and boutiques encompassing fashion, beauty, sports and electronics, as well as cafés, bars, restaurants, nine state-of-the-art multiplex cinemas, bowling, and a tropical aquarium and oceanarium.

**STIMULATING:** While the mix of retailers inside Phoenix Plaza initially draws customers

in, the additional leisure facilities and attractions on offer will make it an unforgettable experience. The centrepiece of the development is Europe's largest tropical aquarium, containing 1,900 cubic metres of sea water and more than 80 species of tropical fish, including sharks. Taking inspiration from the breathtaking aquariums in the Dubai Mall and the luxurious Atlantis Hotel, also in Dubai, Phoenix Plaza's aquarium will be a magnet to tourists in Zagreb. It is complemented by an oceanarium featuring a lecture room, educational centre and interactive museum, which will prove fascinating to those who wish to learn more about life under the sea.

When visitors to Phoenix Plaza wish to take a break from shopping, its Open Green terrace, designed as a relaxation zone, allows them to rest and enjoy a coffee, while the cinema, entertainment and pop lounge – boasting computer games, 3D and virtual technologies, and many modern gadgets – can provide hours of fun.

**PURPOSE:** Designed by renowned Croatian architectural studio, Ćurković&Zidarić, and London-based retail specialist, Chapman Taylor, the focus for Phoenix Plaza is on sustainability. Natural materials such as stone, brick and wood are complemented

by sophisticated technology, and the exterior combines brick and glass to form shapes that are inspired by a unique aspect of Croatian cultural heritage – lace made on the island of Hvar.

The development will also be environmentally friendly, and therefore ensure low business costs for tenants, using an advanced air-conditioning system that lowers typical energy consumption levels by 71 per cent. This has seen it awarded a GreenBuilding Certificate and the highest certificate for energy efficiency.

It has also received further accolades, such as the Best Retail Development at the European Commercial Property Awards; and in March 2009 Phoenix Plaza, and the surrounding Phoenix Park area, was recognised by property professionals MIPIM as one of six mixed-use projects in Europe with the highest potential.

With plans for Phoenix Plaza's neighbouring area to include a gallery, hotel, kindergarten and even a church, the development will be at the heart of the local community and an appealing must-see for all visitors to Zagreb. □

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