



MALL OF EUROPE



naturally
ATTRACTIVE
highly
CREATIVE

*Brussels,
the evidence of a territory,
Mall of Europe
the creativity of an
unprecedented place.*



WELCOME TO NEW HORIZONS.

Convinced by the need of creating a true living environment through re-urbanization at the Heysel plateau, the city and region of Brussels designed a project aspiring for a modern neighbourhood, a model of both urbanism and sustainable development: Europea.

As a truly inter-generational and scenic haven, this neighbourhood shall offer a unique quality of living for both its inhabitants and visitors. The cultural, residential, commercial and leisure program has been designed conducive to a perfect harmony with the existing historic area such as Brussels Expo and the Atomium.

Together, they will create a unique attraction pole in Europe, generating a commonplace and a connection; bringing to life Brussels' new ambition.

Inside this mixed-use neighbourhood, Mall of Europe will present an exceptional destination. This major and avant-garde project, born from the vision of the future of the city, was designed to offer its visitors a new kind of experience by combining shopping, discovery and sharing.

Enjoy, wander, discover and shop at Mall of Europe.



MICHEL DESSOLAIN
DIRECTOR OF STRATEGY
UNIBAIL-RODAMCO

AN OPEN DISTRICT

Unique in its kind, Europea is a new part of the city designed by the architect Jean-Paul Viguier at the foot of the Atomium. Discover the new destiny of a district turned towards the world.

THE HEYSEL, AN EXCEPTIONAL SITE

The Atomium,
a European totem.

A site of major events:
hosted two World's Fairs
in 1935 and 1958, Brussels
Expo, a concert hall,
and a stadium.

Highly attractive to tourists:
Mini Europe, Tradeshows,
Art & Design Museum,
and Cirque du Soleil.

Complete redevelopment
of the Heysel plateau
through an ambitious
masterplan.

LIVE
590
HOMES

CARE
2 NURSERIES
1 RETIREMENT
HOME


EUROPEA
THE HEART
OF A UNIQUE
URBAN
PROJECT

WORK
3,500 M²
OF OFFICE
SPACE

VIBRATE
RETAIL,
RESTAURANTS
AND
LEISURE

WANDER
THROUGH 3.5
HECTARES
OF GREEN
LANDSCAPES





“With its original architecture, Europea represents nature as an urban happening and the synergy between what exists and what will come. These qualities reaffirm the urban characteristics of Europea, available to residents and visitors for the simple pleasure of living in a city that reflects its time.”

JEAN-PAUL VIGUIER - ARCHITECT



A PLACE TO LIVE

With its unprecedented programme and innovative design, Europa embodies a visionary promise of a city and an experience for each and everyone.

This multifaceted, scenic neighbourhood unites the urban and the natural while giving space back to the public throughout its novel and bold architecture.





EUROPEA, A COMPLEX DESIGN FOR AN EASY USE

An architecture designed to serve the people and users (mobility, public spaces, and a healthy environment) Multiple uses that promotes social bonds and space sharing. A global vision on the layout, designed through a concrete and consistent urban plan (PRAS).



EUROPEA, AN INNOVATIVE SMART CITY

The diversity of uses and environmental commitment are embodied in the DNA of the Europea project: recuperating heat from the shopping centre for housing, locally producing renewable energy to meet over 20% of energy needs, managing water wisely (collecting and recycling rain and grey water for plants), and more.



HEYSEL, A HIGHLY CONNECTED DISTRICT

In harmony with its surroundings, Europea creates and promotes bonds within and beyond the district through public spaces and soft mobility.

STARTING 2021*, A NEW WAY OF LIVING A SUSTAINABLE LIFE



ENJOY



DISCOVER



WANDER



MEET



SHOP

**Retail and first homes delivered*





NATURALLY ATTRACTIVE

*“Brussels is a city you love to return to.
You would even leave just for the pleasure
of coming back.”*

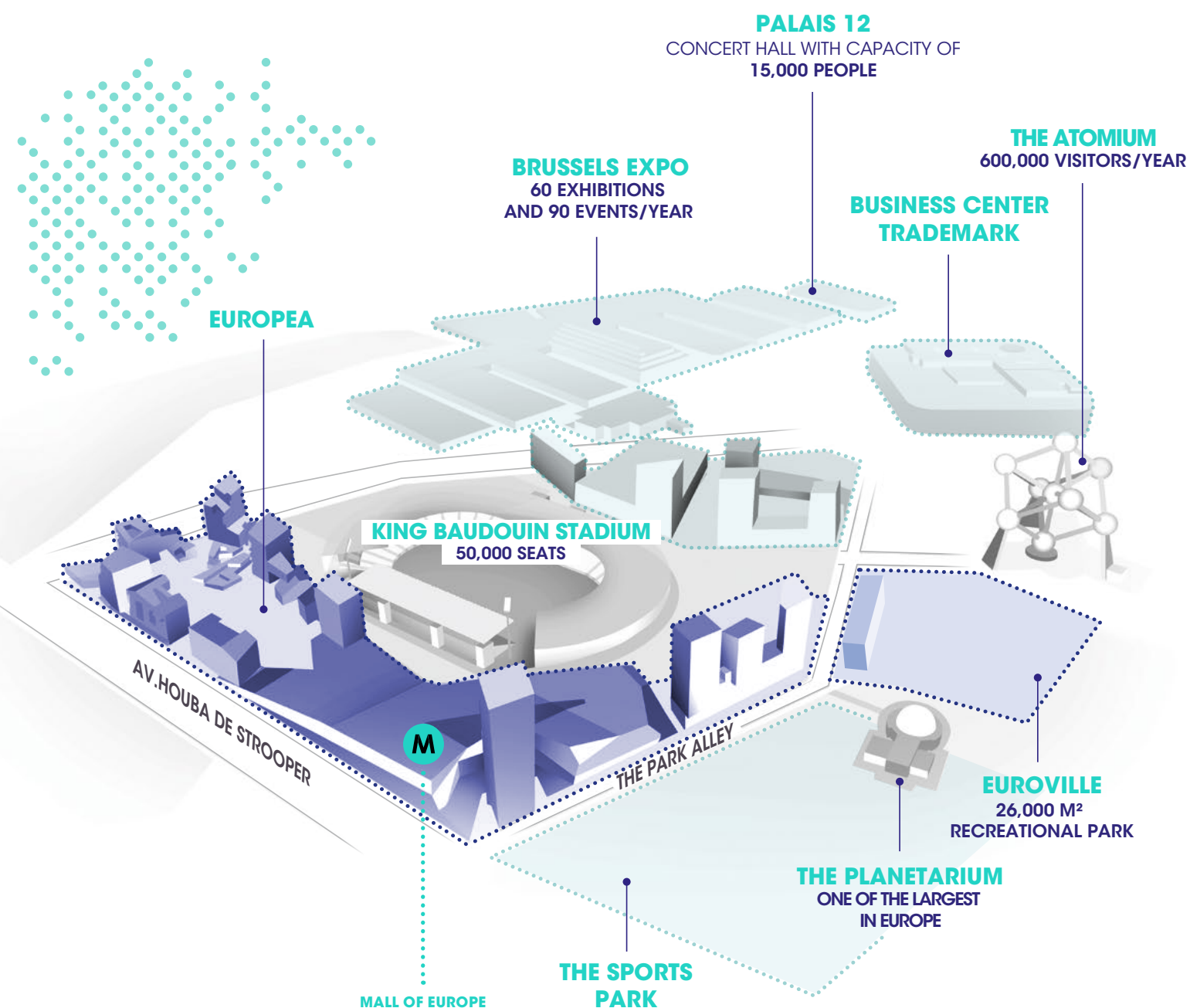
PIERRE MERTENS - WRITER

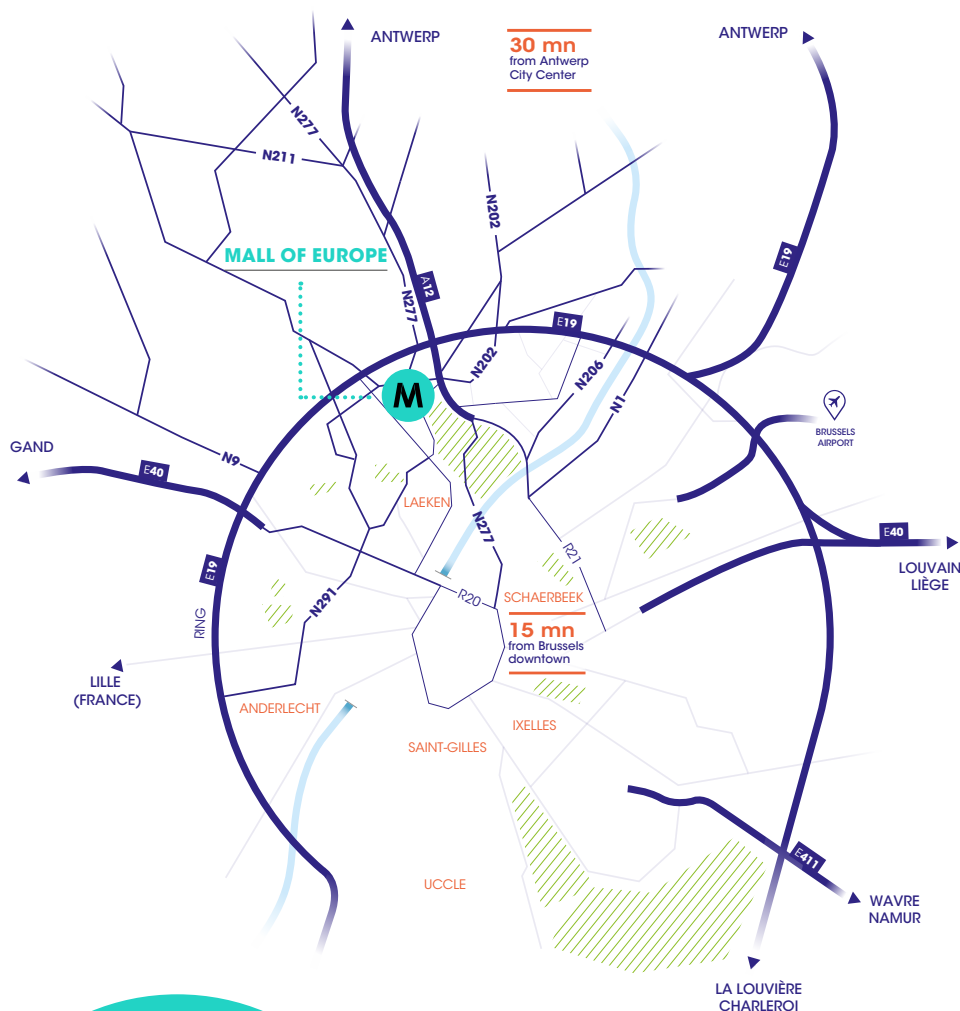
AT THE HEART OF THIS EMBLEMATIC DISTRICT,
MALL OF EUROPE CAPITALISES ON ITS EXCEPTIONAL
ASSETS TO RELEASE AN UNEXPLORED POTENTIAL AND
PROVIDE AN UNPRECEDENTED
EXPERIENCE FOR ITS FUTURE VISITORS, REGARDLESS
OF WHO THEY ARE, WHAT THEY ENJOY,
AND WHAT THEY EXPECT.

THE HEYSEL, A MUST-SEE PLACE

Known and recognised, the Heysel, thanks to its historical appeal and uncomparable accessibility is today the ideal place for this major urban project.

**A PROMINENT DESTINATION WITH ALREADY
5 MILLION VISITS PER YEAR**





A PERFECT ACCESSIBILITY

3 METRO STOPS

across the projet's entrances

4 TRAMWAYS LINES

3 existing lines and one under construction

9 BUS LINES

from the Northern Brussels and neighbouring Flemish towns

1,200 STALLS

for bikes including 5 Vill'O stations

3,700 PARKING SPACES

underground, with guidance to the parking space

Tramway lines,
cycling paths, and the new
public spaces.

A smoothed accessibility
that promotes
soft mobility.



MALL OF EUROPE

BRUSSELS, A VIBRANT CITY

The capital of Europe, a crossroads for exchanges and the site of WorldFairs, Brussels manages to invite everyone to share their talents and reveal their ambitions. Welcome to the centre of everyone's attention.

AT THE HEART OF A GROWING REGION

BELGIUM, 5TH

richest country
in the EU

GDP 19%

above the EU average

BELGIUM, 5TH

most attractive country
in the EU for investors

3RD REGION OF EUROPE

in terms of GDP
per capita





A COSMOPOLITAN CITY OF THE WORLD

A reknown cultural and touristic destination: almost 190,000 Europeans work and follow their dreams in this city.

A SYMBOL OF CENTRALITY

European capital and a nerve center of international decisions and collaborations.

A DYNAMIC CITY

Embodied by its young and contemporary population, the city offers a way of life combining culture, fashion, and gastronomy.

A CREATIVE CITY

Passionate inhabitants about fashion and design, lovers of modern art and galleries, they form a community of art collectors.



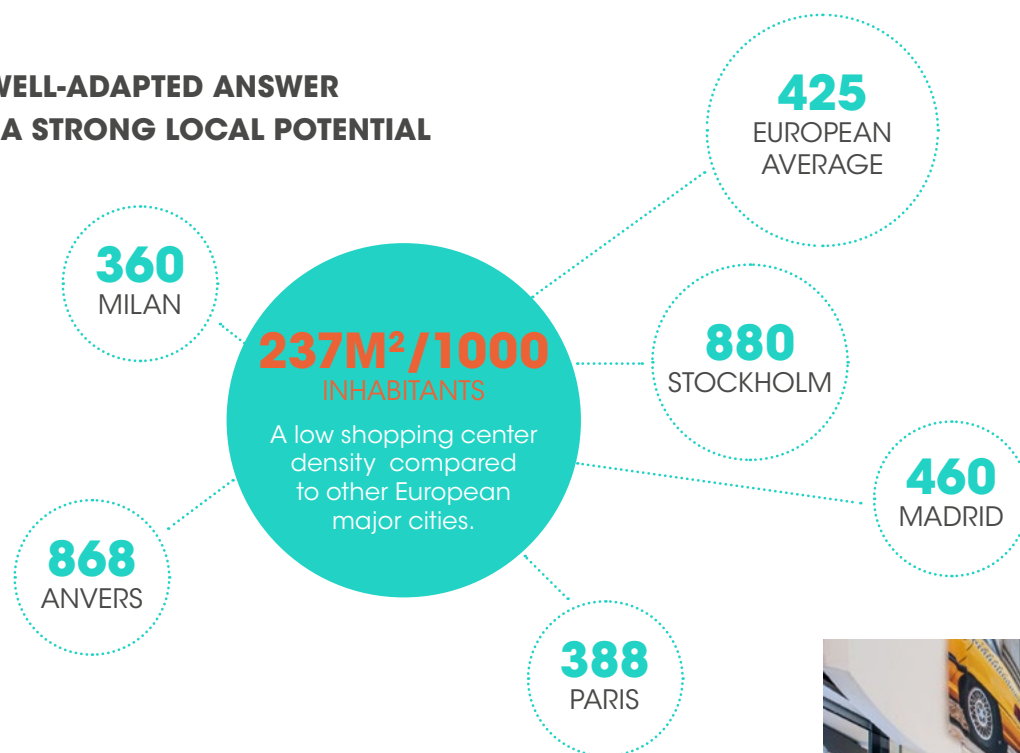
*“While Paris makes you
a Parisian and London makes
you a Londoner, Brussels
will allow you to become
yourself.”*

ERIC EMMANUEL SCHMITT - PLAYWRIGHT

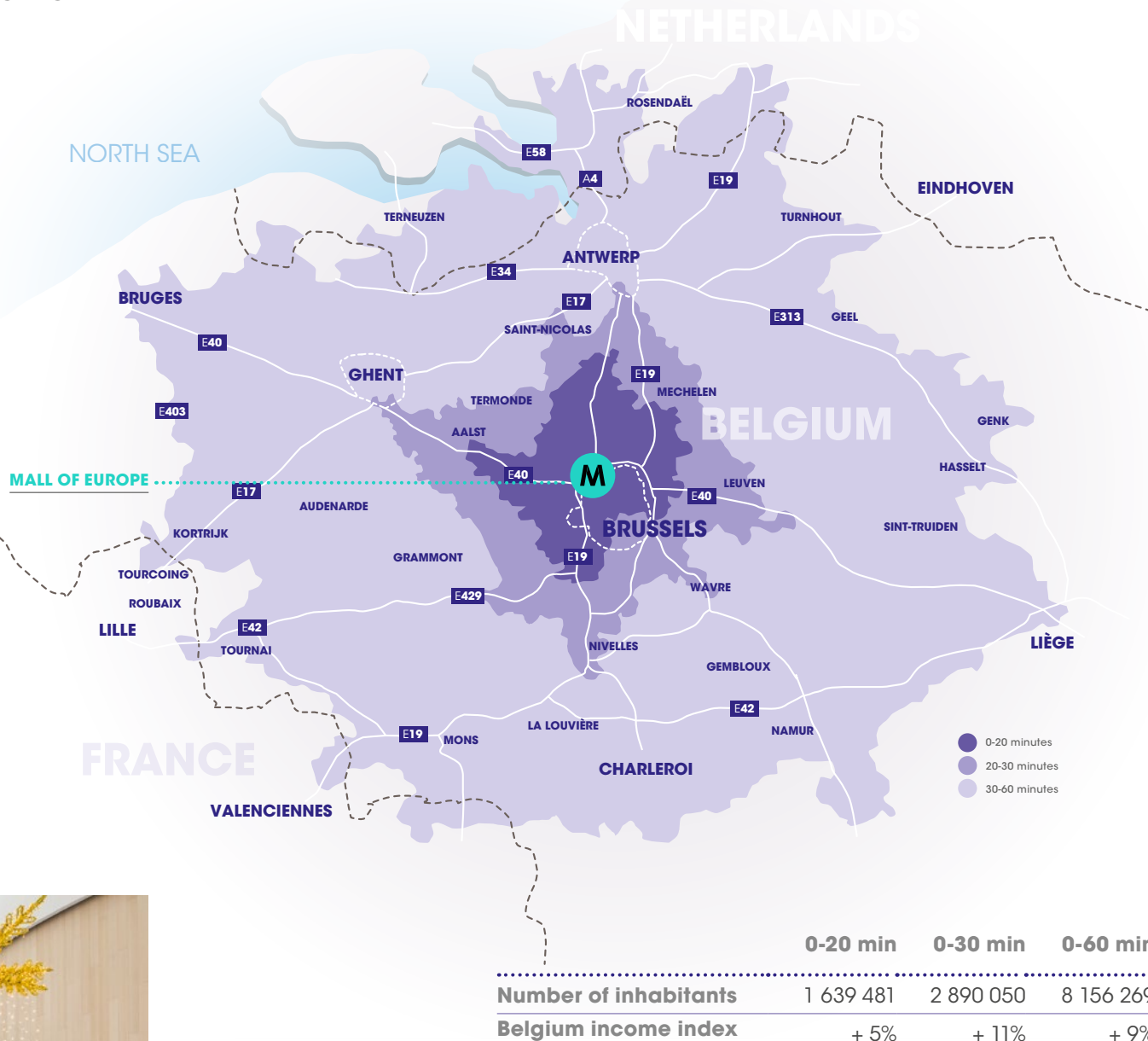
SOURCE OF ATTRACTION

With its catchment area covering almost all of Belgium, Mall of Europe offers new and tailor-made programme that meet the needs and requirements of its clients with multiple profiles.

A WELL-ADAPTED ANSWER TO A STRONG LOCAL POTENTIAL



CATCHMENT AREA



Families, European
expatriate population,
business or leisure tourists:

**a clientele with
multiple faces.**

CONVERGENCE

Catchment area

Of 2.9 M inhabitants
at 30 minutes away, 8.2 M
at 60 minutes

At the border between
Flanders and the **Brussels-
Capital Region**

Including **Brussels**
and **Antwerp**, the 2 most
populated Belgian cities

MEETING POINT(S)

The Green Promenade, the Atomium Plaza, the Dining Experience, the Market Place: new emblematic places in a reinvented urban setting where you can work, eat, relax, and enjoy family time.

Mall of Europe stimulates interactions, embodies the pleasure of meeting people and allows you to enjoy multiple experiences.









HIGHLY CREATIVE

“At the heart of a replenishing park, lies a succession of spaces for living and creating, combining culture, leisure, nature, and imagination.”

JEAN-PAUL VIGUIER - ARCHITECT

**A PLACE TO ENJOY, BE TOGETHER, OR TAKE
TIME FOR YOURSELF: THAT IS THE PROMISE
OF MALL OF EUROPE. AN INSPIRING PLACE
OF DISCOVERIES, SPARKING A CONTINUOUS
CURIOSITY THROUGH THE MARRIAGE
OF ART AND DESIGN AND AN EXCEPTIONAL
SCHEDULE OF EVENTS.**

CAPTURING

CULTURE AS A LINK

At the heart of a revitalising park and in partnership with local and international actors, Mall of Europe provides exclusive artistic and cultural opportunities and events.



THE DESIGN AS A DRIVER OF EXPERIENCES

Artwork, interior design, singular architecture, and digital innovation: combining design and art to live an unforgettable moments.



SHARE CULTURE

Europ'ART

An art's walk designed in partnership with the Wiels Contemporary Art Centre

—
An **art gallery** with exhibitions

—
Continuously changing cultural **happenings**



LIVE INSIDE 60,000 M² INDOOR
AND OUTDOOR RECREATIONAL SPACE

—
Kinépolis the largest cinema in Belgium (21 screens)

—
The first Spirouland Park in Belgium, an homage to Belgium cultural heritage, operated by "la Compagnie des Alpes"

—
La Cité des Enfants (The Children's Town) Science and discovery

—
The outdoor **Euroville Park**

—
A spa & fitness space with the view on the Atomium





With its concierge's lodge, daycare center, personal shoppers, multi-sensory and connected resting spaces, wifi, shopping has never been easier and more enjoyable.



INSPIRING

TAILOR-MADE AND CONTINUOUSLY RENEWED OFFER

Discover the best local and international brands and get inspired by the latest trends or start your own!

The pleasure of shopping starts with the adventure of discovery.



IN NUMBERS...

72,000 M²
dedicated to shopping

200 STORES
Flagships and iconic shop fronts

1
Department Store

1
Supermarket

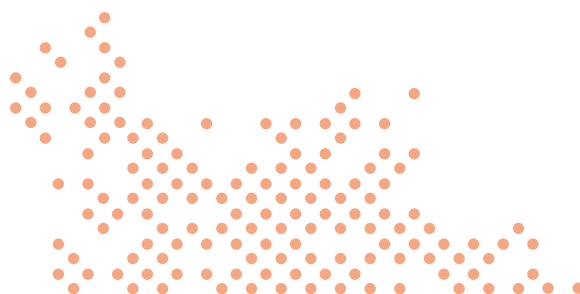
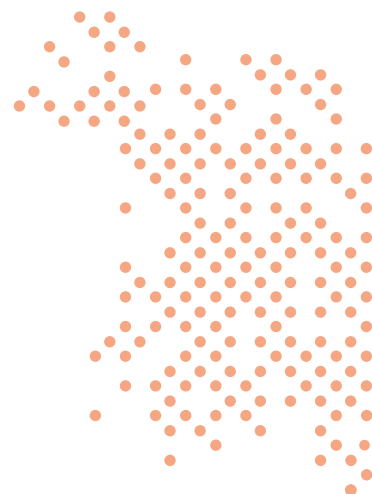
AN INCOMPARABLE
SHOPPING EXPERIENCE

The best brands
in **Belgium**

—
A collection
of **international
brands**
unprecedented
in Belgium

—
A unique space
**to express ideas
and concepts**

—
Daily services
for residents
of the district and
its visitors



SHARING

THE RESTAURANTS AND THEIR TERRASSES AT THE HEART OF THE DISTRICT, AT THE HEART OF LEISURE

Meet up with friends any time of the day
in the restaurants or cafés as you explore Belgian
and international cuisines.



A WORLD OF FLAVOURS AND SHARING

The Dining Experience

30 restaurants and cafés
covering 9,000 m² with
their indoor and outdoor
terrasses

The wooded park,

its promenade, its playful
fountains, and the
its sporting activities

The market place and the Atomium Plaza

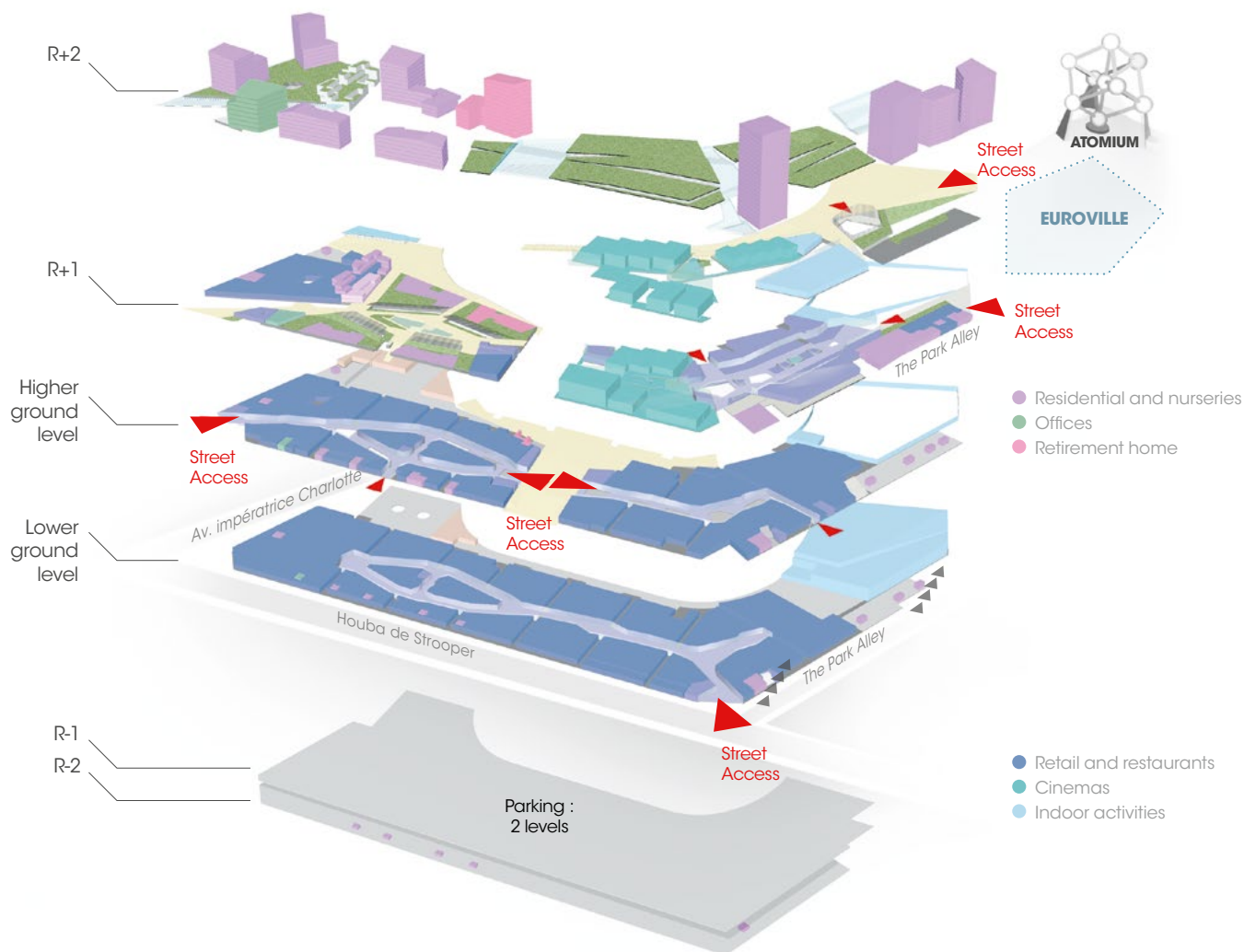
Two new emblematic
meeting places



Culinary events,
cooking demonstrations
by great chefs,
themed workshops,
and musical events:
new shared memories.

CREATING MOMENTS

Reinvented spaces for an unforgettable experiences



FASHION & EXPERIENCES

72,000 m² dedicated to shopping
200 stores
 1 department store
 1 supermarket



LEISURE & EXPLORATION

60,000 m² of indoor and outdoor activities
 Kinépolis the cinema
 Spirouland
 Cité des Enfants (The Children's Town)
 The spa & fitness center (indoor)
 Euroville Park (outdoor)



GASTRONOMY & SHARING



FRESH AIR

9,000 m² welcoming 30 restaurants and cafés
 The Market Place
 The Atomium Plaza
 3.5 hectares of wooded park
 The green promenade
 The Valley



CULTURE & ARTS

The arts walk
 Europ'ART
 art galleries, concerts & events

