



Mall of Berlin celebrates 5th birthday

Colourful entertainment programme: fashion shows, TV magician Farid, Kids & Family Day and much more

Berlin, 29 August 2019 - Happy Birthday, Mall of Berlin: The shopping and experience centre at Leipziger Platz 12 will celebrate its 5th anniversary from 6 to 8 September 2019 and will be transformed into a 'Wonder Wall' to celebrate its anniversary. A colourful entertainment programme awaits visitors at all levels.

On 7 September, TV magician Farid, among others, will enchant visitors and on 8 September a Kids & Family Day will take place on the occasion of the Sunday open for business. On both days many entertaining activities await the visitors: from Bubble Artist to Mirror Dancer and Tape Artist to the Kids Fashion Show. A big fashion show will take place in the Piazza from 6 to 7 September.

In the immediate vicinity of world-famous sights such as the Brandenburg Gate, the Reichstag and the Holocaust Memorial, the Mall of Berlin also reflects the city's eventful history. More than 100 years ago, Europe's largest department store still stood on this site and during the division of Berlin, Leipziger Platz was located directly on the border between East and West. The area was one of many large wastelands in the capital until HGHI owner and managing director Harald Gerome Huth acquired the property at the end of 2009.

"My vision was to revive this historic site and build a bridge between Potsdamer Platz and Friedrichstraße," recalls Harald Gerome Huth. Said, done: At the beginning of 2011 the excavators rolled in, in 2012 the foundation stone was laid and after two years of construction the Mall of Berlin opened its doors on 25 September 2014, in figures: The overall project comprises approx. 76,000 sqm of retail space, approx. 12,000 sqm of hotel space, approx. 4,000 sqm of office space and approx. 30,000 sqm of living space. With around 300 shops, the Mall of Berlin is the shopping center with the most shops in the capital and also has Berlin's largest food court.

"Where there were large gaps due to the history of the division, there is now brisk activity again - not least thanks to the Mall of Berlin. It has helped to revive an important part of the city centre and it has managed to establish itself at this special location," says Berlin's Governing Mayor Michael Müller.

The visitor numbers speak for themselves: with an extensive programme of events, from dance evenings in the piazza to major fashion shows, concerts and celebrity events, the Mall of Berlin attracts around 22 million visitors from around 100 countries every year.

"We thank all visitors for their loyalty. Especially in times of online trading, a high visitor frequency is not a matter of course. We can be proud of that. At the same time, this is our obligation to continue to offer an attractive range of national and international top brands in the future," emphasises Harald Gerome Huth.

The opening hours of the Mall of Berlin are Monday to Saturday from 10 a.m. to 9 p.m. and on Sundays open for business from 1 p.m. to 7 p.m.. Further information can be found at www.mallofberlin.de or follow us on Facebook (@mallofberlin) and Instagram (@mallofberlin_).

A photo hint: On September 6, 104.6 RTL presenter Arno Müller opens the (birthday) holidays at 10 am on the Piazza of the Mall of Berlin with a confetti rain. Photographs can be taken here.

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional management of large commercial properties, efficient management at the highest level and the planning, design and realisation of great visions. In the meantime, the real estate specialists can look back on a wealth of international experience, which already includes more than 1,000,000 sqm of successfully marketed retail, office and residential space.

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MALL OF BERLIN



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