

## The Stadsfeestzaal in Antwerp opens 23rd October

**On 23rd October the Stadsfeestzaal in Antwerp will reopen after having been closed for seven years. The hall, which was completely destroyed by fire at the end of 2000, will rise from its ashes as a brand new shopping paradise.**

The Stadsfeestzaal is located in the centre of Antwerp, between the Meir and Hopland streets. Stadsfeestzaal in Antwerp is a historical project in every meaning of the word: it's a 100 year old classified building. It burned down completely on 28th December 2000, but there will soon be nothing left to recall that disastrous night. The official opening for all the people involved in the redevelopment will be on 23rd October and two days later

it will open to the general public. "Then the people of Antwerp will have what they have been waiting for," says Carine Van Haekendover, the Stadsfeestzaal's manager. "Antwerp's old glory will shine like never before."

The new Stadsfeestzaal will have a state of the art shopping centre with 40 shops, modern restaurants and luxury apartments. There will be 20,000m<sup>2</sup> of GLA, and the large, gilded hall will account for 1,900m<sup>2</sup>. The new style Stadsfeestzaal will be decorated with beautiful pieces of art and, as in the past, will become a place where people can meet and get together.

The anchor tenants will be a Saturn electronics store plus Urban Outfitters, Casa, Pimkie, Delhaize supermarket, Tommy Hilfiger, and other well-known brands.

### The first project of Multi Mall Management Belgium

Multi Mall Management Belgium (MMMB) is going to manage the Stadsfeestzaal. The goal of MMMB is to continue the outstanding work of Multi Development Belgium and to provide top quality management for the Stadsfeestzaal.

### It's all about people

Shopping centre manager Carine Van Haekendover and marketing manager Steven Bervoets both have lots of experience in the field. Carine worked for 9 years with the two leading shopping centre management companies in Belgium and Steven has worked in various countries in marketing, including Japan. Following the launch campaign they will be organising the first year of marketing and preparing for Christmas decoration.

When asked about managing the Stadsfeestzaal, Carine and Steven both reply, "We are honoured to hold the future of 'the pride of Antwerp' in our hands."



Steven Bervoets en Carine Van Haekendover





**'STADFEESTZAAL'**  
ANTWERPEN