



**WINNER**  
Overall Company  
of the Year



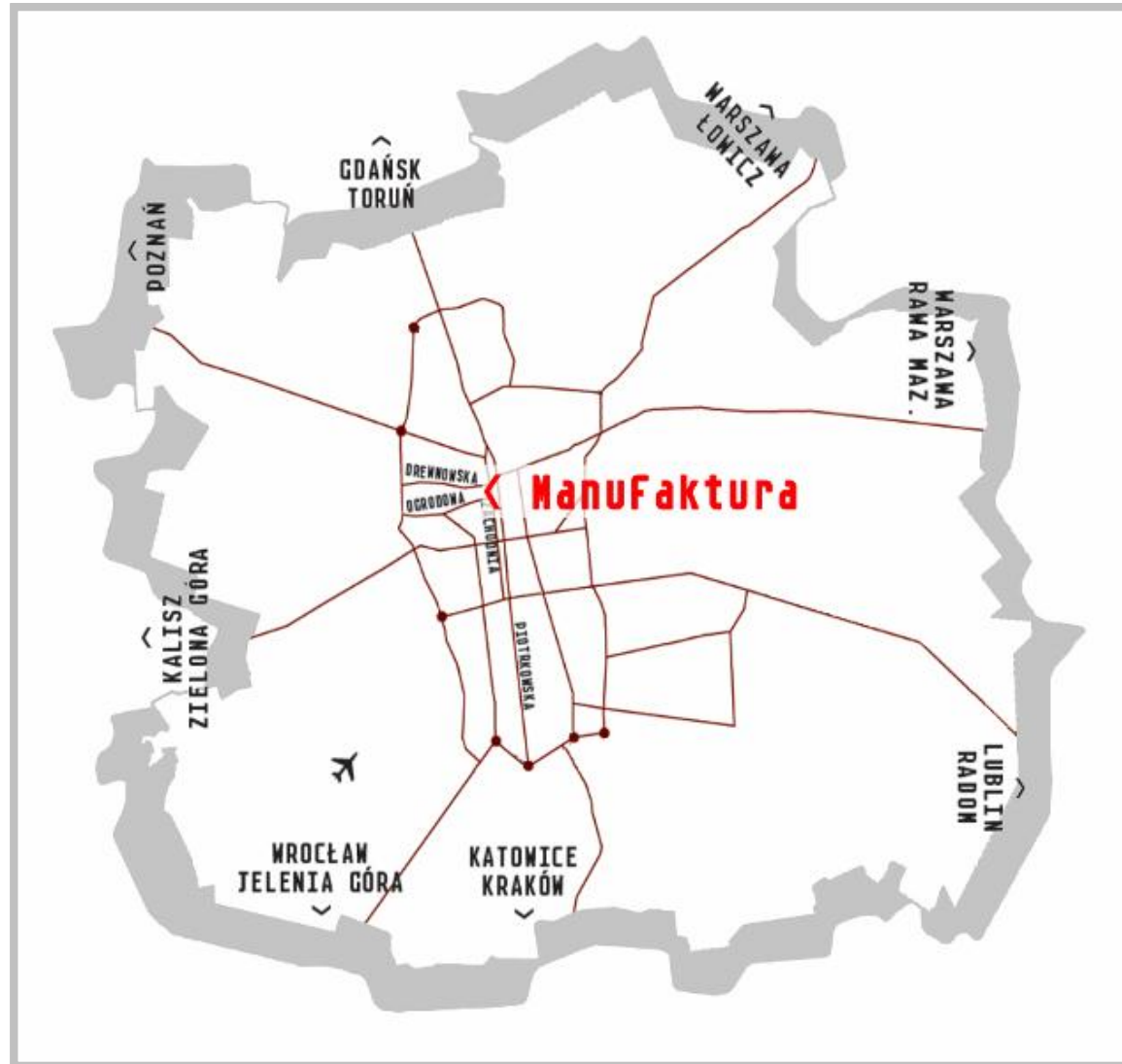
 **T**HE SITE AND THE CITY

 **T**HE BIGGEST POLISH REVITALIZATION - ADAPTIVE REUSE

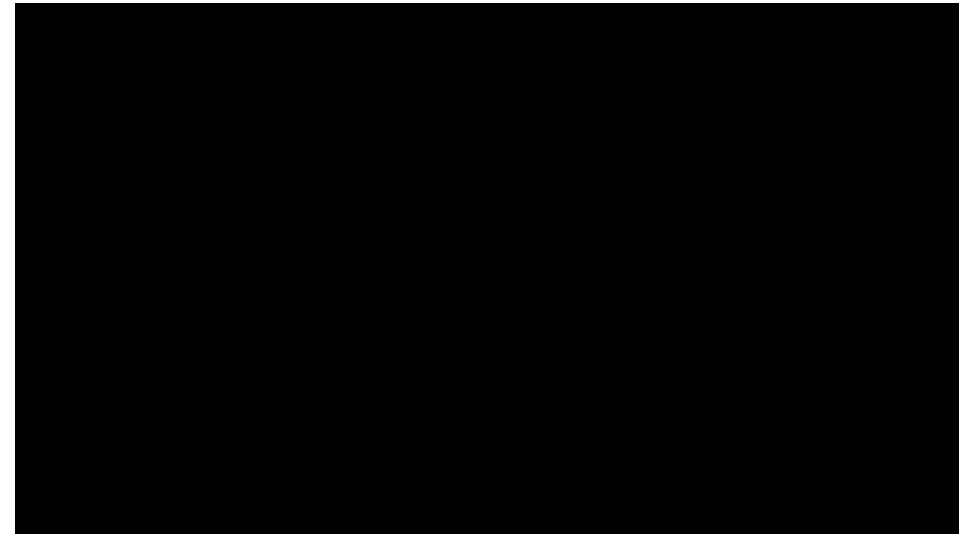
 **M**ANUFAKTURA IDENTITY – KEY FACTORS

 **I**NFLUENCE OF MANUFAKTURA ON ŁÓDŹ AND ITS REVITALIZATION

# LOCATION



# SPLENDOR AND DECADENCE OF THE CITY OF ŁÓDŹ



# THE SITE ON HAND OVER





The background image shows a multi-story brick building facade. The upper part has rectangular windows with dark frames. The lower part features three large, arched windows with dark frames. A metal fire escape is visible on the left side of the building.

# A TURNING POINT

## THE CHALLENGE

Shift from the largest textile factory  
in Central Europe, a classified heritage site,  
to a center of social life, new trends and styles,  
open to everyone

# THE SITE ON HAND OVER

ORIGINAL SITE OWNER

**POLTEX**

DEVELOPER

**APSYS**

INVESTORS

 FONCIÈRE EURIS

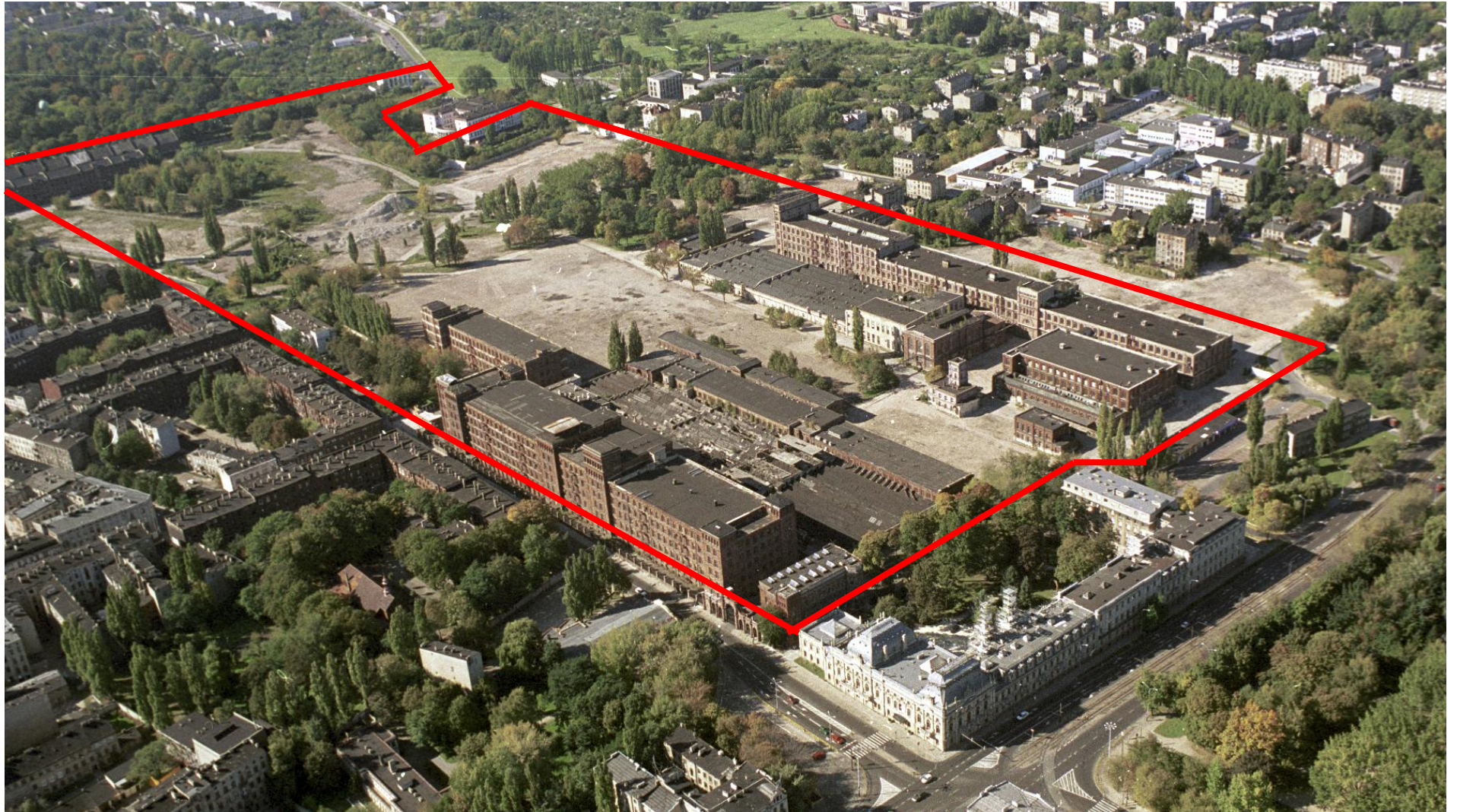
 PARIS ORLÉANS

**APSYS**

LENDERS

 SOCIÉTÉ GÉNÉRALE

**EURO  
HYPO**





# RENOVATION OF THE SITE

**Investment  
increase from**

**80 mln EUR  
to  
180 mln EUR**

**11  
amendments to  
the initial  
agreement**



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The bird eye view of Manufaktura in 2004 and in 2005 and in 2006

# RENOVATION OF THE SITE



40 000 m<sup>2</sup> of monumental fasades  
12 500 m<sup>2</sup> of windows renovated



# RENOVATION OF THE SITE



The citizens of Łódź took an active part and shared their ideas and dreams for the project. Following the survey, a public information centre was opened

**20 million visitors**  
each year

**Over 1 bln PLN turnover /  
year**

**85% citizens** are proud of  
having Manufaktura in Łódź

Sold in 2012 to  
**Union Investment**  
for **390, mln EUR**

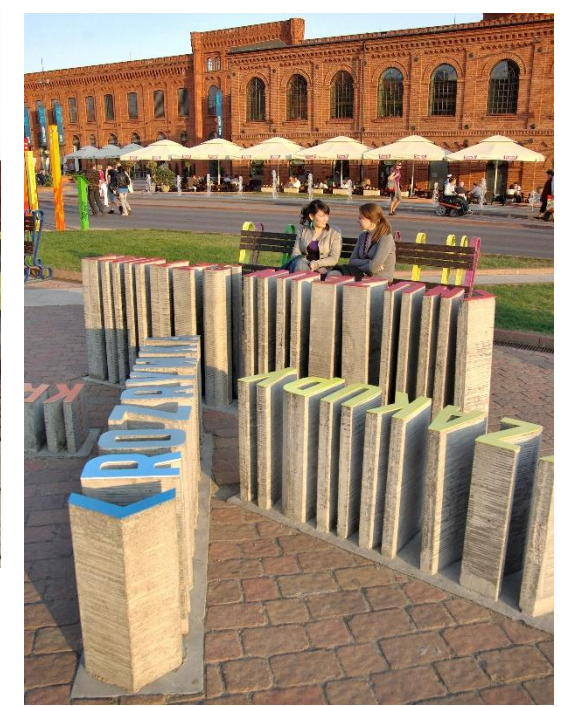


The biggest single retail  
transaction of the year in  
Europe!!



# MANUFAKTURA – REUSE OF THE COMPLEX





# MANUFAKTURA BY NIGHT



# MANUFAKTURA IN WINTER









# MARKET SQUARE – and It's inclusive role

Area: 7,4 acres





## 308 Shops:

-  207 Boutiques
-  49 Medium Size Units
-  50 Restaurants, Cafés, Bar
-  2 Large Units: Real and Leroy Merlin

Total usable area: 180 300 m<sup>2</sup>

Retail GLA: 111 542 m<sup>2</sup>  
+ Culture: 10 000 m<sup>2</sup>  
+ Hotel: 40 000 m<sup>2</sup>



Manufaktura  
became a symbol of  
retail tourism both in  
Poland and abroad



# MANUFAKTURA : UNIVERSE OF RESTAURANTS

- ✦ 6 cafes
- ✦ 5 ice cream vendors
- ✦ 4 confectionary stores
- ✦ 14 fast food restaurants
- ✦ 24 restaurants



# UNIVERSE OF LEISURE AND ENTERTAINMENT

- ✦ Cinema City – 15 screens and the 3D-IMAX
- ✦ Children's Playground – 1,000 m<sup>2</sup>
- ✦ Eksperymentarium / Arena Laser Gamest
- ✦ Top Fitness Center
- ✦ Alliance Francaise
- ✦ Theatre
- ✦ Games Centre
- ✦ Bowling
- ✦ Climbing Wall
- ✦ Casino
- ✦ Beach / ice rink



  
**Casinos Poland**





## Aims of the Museum:

- ✦ Promotion of the City, its traditions and history
- ✦ Safeguard of local industrial heritage
- ✦ Education of future generations
- ✦ Sustaining communal identity – preserving the local cultural heritage



ICSC Gold MAXI Awardn the category of Comunity Relations for Museum of the Factory 3rd April 2009, Las Vegas, USA

# MUSEUM OF MODERN ART

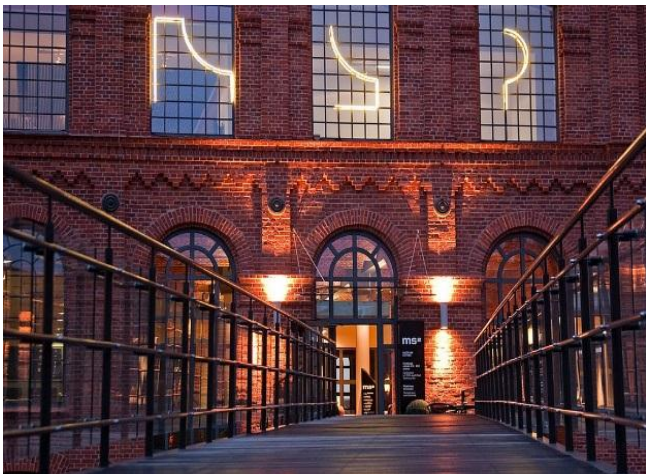
❁ Public Private Partnership between Apsys, the Ministry of Culture and the Łódź Province

❁ Donor of the building: [APSYS](#)

❁ Area: 8 000 m<sup>2</sup>



MKIDN Ministry of Culture and National Heritage  
The Voivodeship of Lodz



# ANDEL'S HOTEL/CONFERENCE CENTRE



andel's  
HOTEL ŁÓDŹ  
manufaktura

Opened in May 2009

Design: 278 designer rooms and suites

3.100 m<sup>2</sup> of conference space





Largest ballroom in Łódź with approx. 1.300 m<sup>2</sup>

Fine-dining restaurant with seating capacity for 340 people





## MAIN IDEAS:

-  **M**anufaktura brings back the Golden Age of Lodz
-  **T**he leading idea is to make Manufaktura a beating heart of the City
-  **M**anufaktura communication is inspired by Manufaktura roots which once was a textile factory.
-  **T**o create new trends



Inspired by original Poznanski textile patterns



**4 Fashion week**  
**w MANUFATURZE**

Paryskie klimaty 3-11.10



# EVENTS IN MANUFAKTURA



# AND ITS INCLUSIVE CHARACTER



Mini-skocznia narciarska pojawiła się w sobotę na rynku Manufaktury.





**PODWÓJNA OKAZJA  
DO ZABAWY!**

**15-17 Maja**

**DNI ŁODZI I URODZINY MANUFAKTURY**



# MEDIA VISIBILITY

**MANUFAKTURA: DZIEŃ PIERWSZY**  
 Na otwarcie najpiękniejszego w Polsce centrum handlowo-rozrywkowego przyszło wenerą kilkadziesiąt tysięcy ludzi. Do wieczora przez Manufakturę przewinęło się – według jej kierownictwa – prawie 200 tys. osób.

4 ŁÓDŹ

ROLA PODRODOWE CENTRUM HANDLOWEGO, CZYLI

**blueprint for success**

Wieloletni projekt w Łodzi zakończył się wreszcie. W centrum miasta powstał nowoczesny kompleks handlowo-rozrywkowy. Wskazano na niego jako jeden z najlepszych przykładów odnowy urbanistycznej w Polsce.

**The clone age**

W Łodzi, w centrum miasta, powstaje nowy kompleks handlowo-rozrywkowy. Wskazano na niego jako jeden z najlepszych przykładów odnowy urbanistycznej w Polsce.

**OTWARTE DLA MANUFAKTURY**

Kilka tysięcy ludzi zjechało w weekend na teren dawnego Pałacowego. Francuska firma, która chce wybudować tu centrum handlowo-rozrywkowe, zaprezentowała swoje plany.

**ICSC SOLAL AWARDS**

Herit Award: "Heaven on Earth"  
 Manufaktura, Łódź, Poland

Manufaktura opened in the heart of Łódź in May 2006 near a poor area of the city. The marketing team wanted to reconcile the needs of the local community with the business needs of the center, while having a social impact. "Manufaktura Heaven on Earth" sought to involve children and future customers, by creating a substitute summer holiday for those unable to get away. Some 500 tons of sand were transformed into a beach that opened on Manufaktura Market Square. The beach, complete with deckchairs, baskets, umbrellas, a volleyball court and a Hawaiian bar with cold drinks, was introduced to the public via a press conference. A children's play area was created, with inflatable toys, an art corner, swimming pool and train set. Other children's attractions included sports competitions and art workshops. During the three-week campaign, the center saw a 15 percent to 17 percent increase in visits compared with previous weeks.

**Manufaktura Le comm**

Manufaktura, le centre commercial de Łódź, a été élu Meilleur programme de revitalisation décerné par le Central Europe Property & Investment Fair.

In der polnischen Stadt Łódź wurde ein Projekt der Superative entwickelt. Die österreichische Firma Wärmepex zeichnet für ein Hotel in dem neuen Stadtteil verantwortlich und überlegt einen IPO.

**A New CITY HEART**

Łódź is being reborn. The new city center is a mix of retail, culture, entertainment and leisure. The project is a landmark in the city's history.

**THE FINANCIAL TIMES**  
 12. 06. 2006

**manufaktura**

Łódź will find itself at the intersection of the country's main highways.

**Manufaktura, qui accueille 350 000 visiteurs chaque semaine, remporte le prix du Meilleur programme de revitalisation décerné par le Central Europe Property & Investment Fair.**

Le centre réalisé par Apsys est probablement un des sites les plus primés de l'histoire des malls. Nominé aux Mipim Awards 2007, il a reçu le prix d'Excellence de l'Urban Land Institute et celui de la Meilleure destination internationale de commerce et de loisirs des Retail international & leisure awards. Inauguré au printemps 2006 à Łódź (Pologne), le centre commercial est la propriété de la Foncière Euris, de Paris Orléans (Rotschild) et d'Apsys.

**Bringing back the past...**

Apsys converted an old Israel Poznański textile mill into a retail and entertainment center, a project estimated at EUR 200m.

**POLAND MONTHLY**  
 05. 2006

business and retail attractions for the community," says Apsys's Pragnell.

On the national scale, Manufaktura aims to cater to visitors to Łódź, who, it is hoped, will perceive the shopping center and its attractions as a must-see tourist destination. Located in the middle of the country, and thanks to its good road connections with Warsaw, Katowice, Kraków, Poznań and Wrocław, Manufaktura plans to attract weekend travelers. And it was with this in mind that Manufaktura picked the London-based Virgile&Stone to create its visual identity. A national advertising campaign, orchestrated by the Warsaw-based advertising agency TBWA will roll out across the press, radio and internet with the catch line: "Feel the spirit of the most modern city in Poland – the real Łódź is back!"

But there is yet another group of potential clients that Manufaktura has in mind – foreign weekend travelers who are beginning to discover the entertainment value of the city, courtesy of budget airlines. "We have Ryanair and Centralwings connecting Łódź with other big cities in the UK and Ireland, including Dublin and Nottingham, but also with

Germany, and, in the pipeline with Ukraine," says Xavier, who notes that coming to Łódź from London and spending a night out in the city is cheaper than partying in London itself.

To reach that clientele, Manufaktura is talks about a joint promotion with Ryanair and Centralwings. But as a member of the Łódź Destination Alliance (LDA), an organization aiming to promote the city of Łódź on the international stage, Manufaktura is engaged in efforts to launch an ad campaign on BBC World with two spots catering to foreign investors and showcasing the leisure element of Łódź. For Alex Koszowski, LDA president, the benefits of having the complex in the city are obvious. "Manufaktura will bring people to Łódź, that's how we understand it," Koszowski explains. "It will bring them first to the city and then to Manufaktura."

Tomasz Cwik





Vicinity – increase of value of properties

pressure on the City for renovation of public buildings

Renovation of infrastructure around

*Manufaktura is actively engaged in activities for the local community and supports children and young people from nearby settlements.*

*Each year we work with different charitable institution.*



WSPÓLNIE PRZECIW BIAŁACZCE

- ✿ For The City - place of work for 3,5 thousands of people
- ✿ Increase of the comfort of living
- ✿ Another reason for being proud of the City
- ✿ For investors - another reason to invest in the City
- ✿ Important property tax income
- ✿ Ideal place for Public events
- ✿ The biggest tourist attraction in the region
- ✿ Leader in innovations



- ❁ Private investors and The City realized that revitalization can be profitable
- ❁ Revitalization has become fashionable
- ❁ Łódź is the Polish candidate to host a „Small” International Expo in 2022



International  
**expo**  
2022  
Łódź



MIA100  
KAMIENIC



# TOURIST DESTINATION

✿ Manufaktura as one of a few received Gold certificate of Polish Touristic Organization 2010

✿ the biggest tourist attraction of the region

**The New York Times**

**Global Business**

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

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**POLAND COMPANY FORMAT**

We Are Polish Incorporation Experts. Enquire To

## Despite the Downturn, a Polish City Thrives



City in the City

**manufaktura**

www.manufaktura.lodz.pl

European Route of Industrial Heritage

ERIH

german | dutch | french

www.eri.h.net

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Luxembourg

Manufaktura | Museum of the Factory

Muzeum Fabryki 58  
 91-002 Lodz  
 Poland  
 Telephone +48 (0) 42 - 6649293

Website >>

## LODZ, a négy kultúra városa

Közben világszerte elterjedt a négy kultúra városáról szóló beszámoló, amely a városban található a négy kultúra városát. A városban található a négy kultúra városát. A városban található a négy kultúra városát.

## Ahol a klinkertegfalak új életre kelnek



The vision is real, covering around two square miles which includes a hotel, bars, bowling alley, cinema and concert venue, and a shopping centre. The project is being developed by the Polish city of Lodz, which is a member of the European Route of Industrial Heritage.

## Lodz to do and see in Poland

48 HOURS IN POLAND

From the 19th century, Lodz was a major industrial center in Poland. It is now a major tourist destination. The city is known for its industrial architecture and modern urban development.

Manufaktura | Museum of the Factory

Muzeum Fabryki 58  
 91-002 Lodz  
 Poland  
 Telephone +48 (0) 42 - 6649293

Website >>

## Lodz, capitale polonaise du cinéma et du textile, renaît



REPORTAGE - Longtemps symbole de ruine économique et de chômage massif, la troisième ville du pays est aujourd'hui un exemple de réhabilitation.

48 HOURS IN POLAND

From the 19th century, Lodz was a major industrial center in Poland. It is now a major tourist destination. The city is known for its industrial architecture and modern urban development.

Hotels Restaurants Cafés Nightlife Sightseeing Events Maps

**ŁÓDŹ**

**inyourpocket**

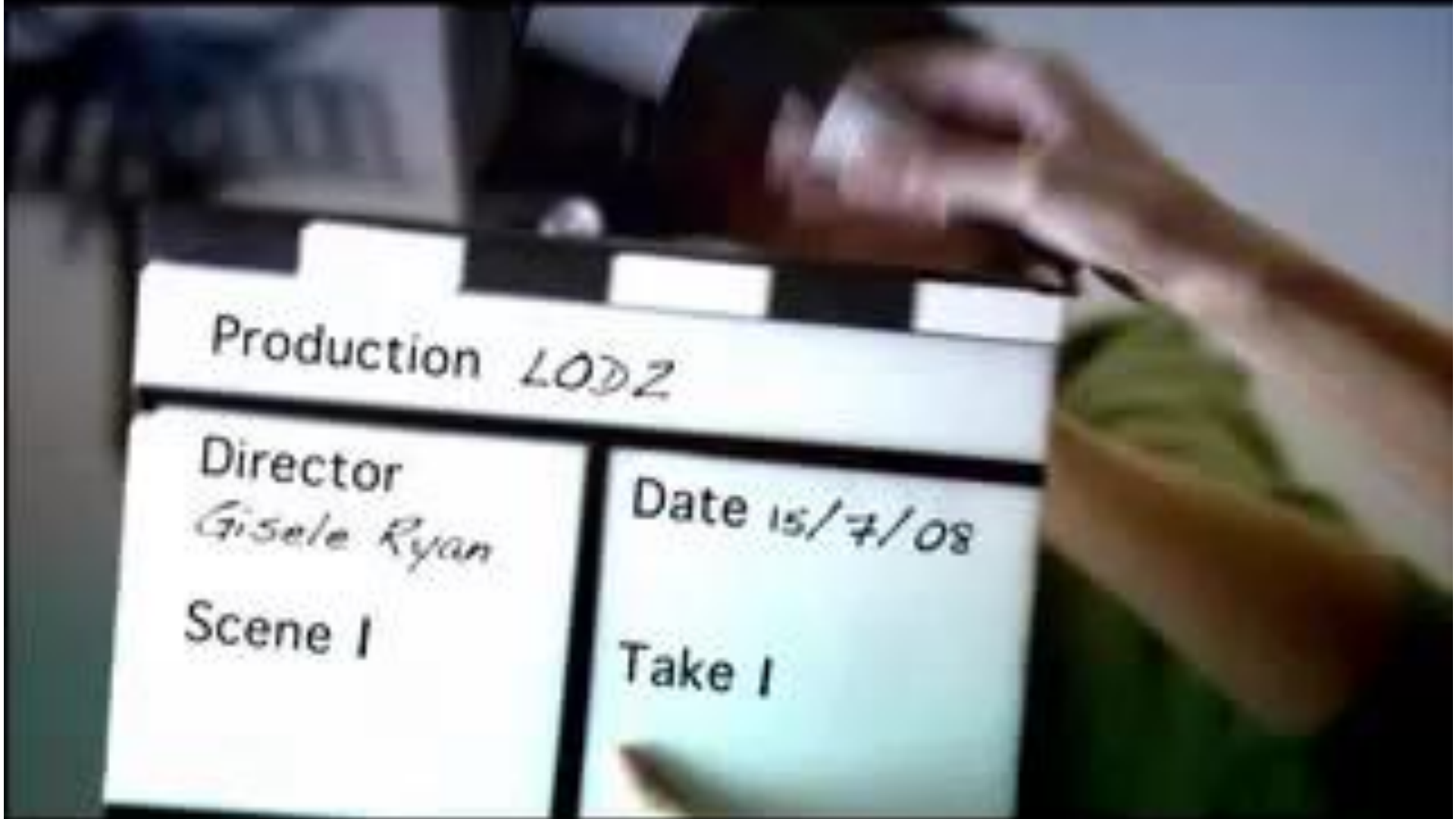
September - December 2006

**Hollytódź**  
Poland's cinema city

**Stars in your eyes**  
From Polanski to Max Factor, read about the famous natives.

N°2 - 5zł (w tym 7% VAT)  
 www.inyourpocket.com  
 ISSN 1696-1169

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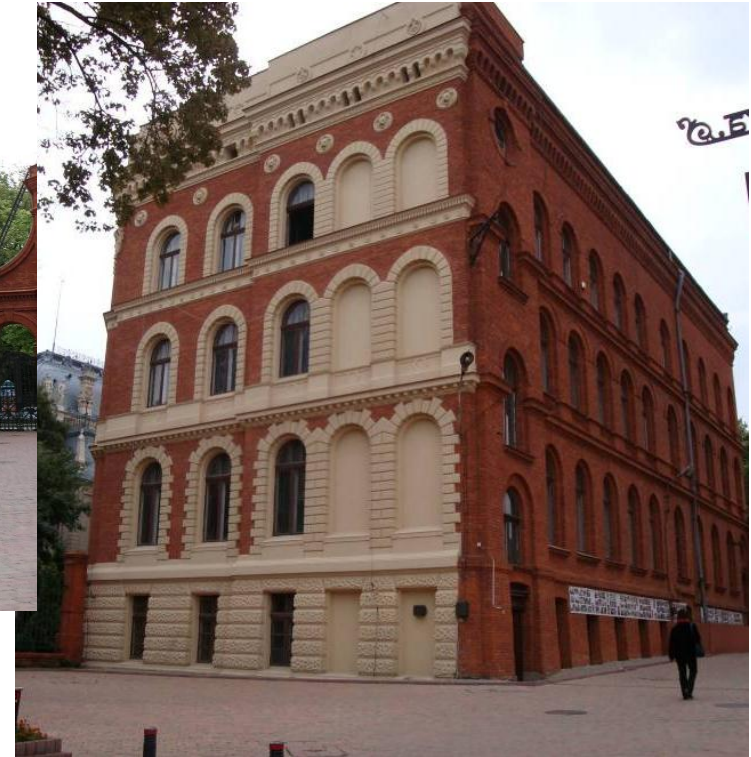
# THANK YOU FOR YOUR ATTENTION



# BUILDING 1

Prospective function – office space

Area: 2700 m<sup>2</sup> GLA



# BUILDING 3/4

Restaurants, home equipment, cafes,  
casino, grocery supermarket

Area: 12 114 m<sup>2</sup> GLA





# BUILDING 5

Restaurants, club, entertainment

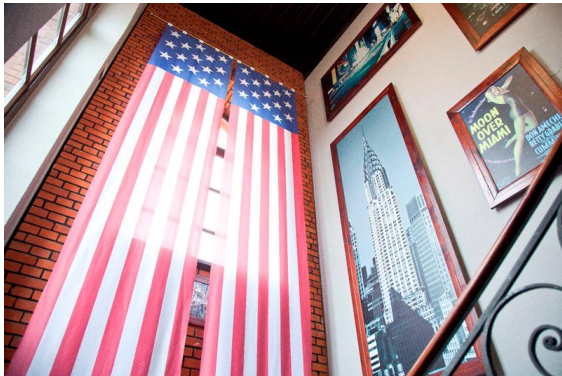
Area: 378 m<sup>2</sup> GLA



# BUILDING 6

## Restaurants

Area: 352 m<sup>2</sup> GLA



# BUILDING 7

Restaurants, bowling, entertainment,  
education, fitness

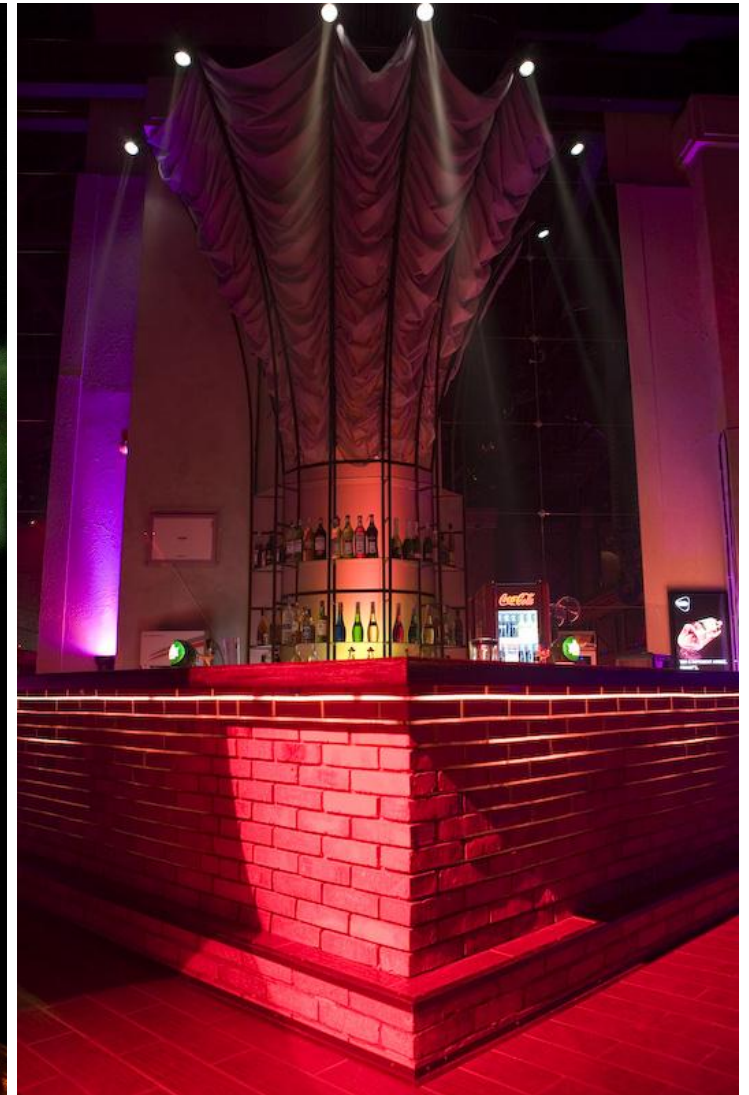
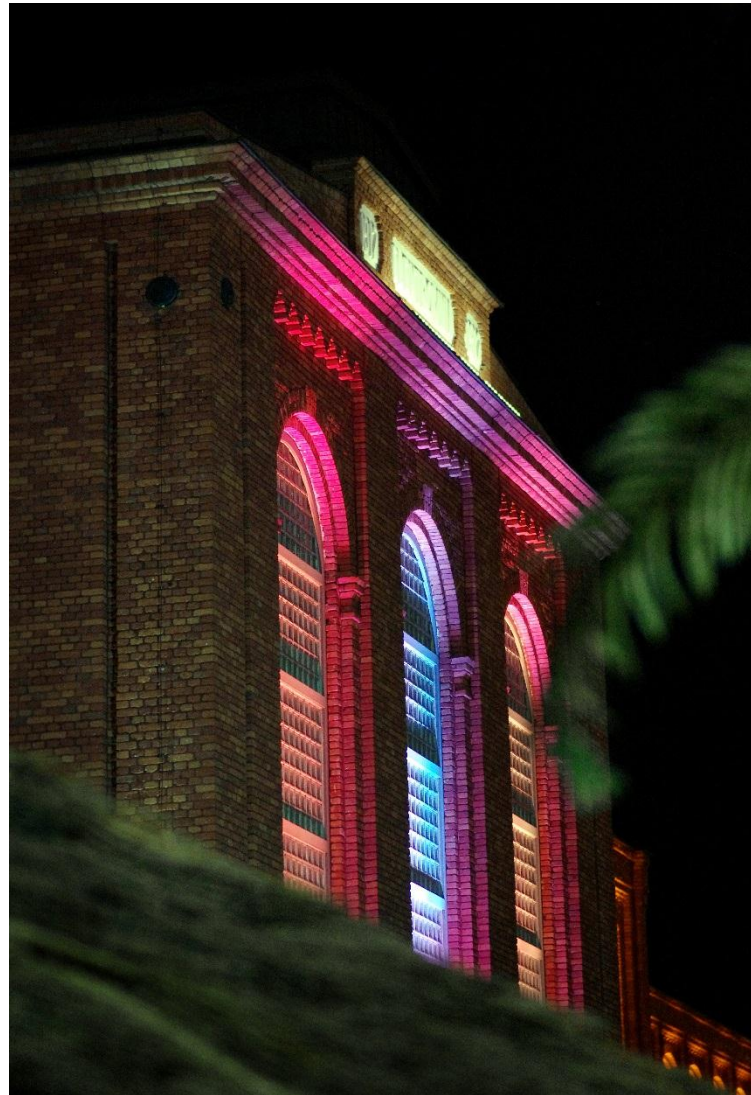
Area: 4963 m<sup>2</sup> GLA



# BUILDING 8

Restaurant, disco

Area: 1217m<sup>2</sup> GLA

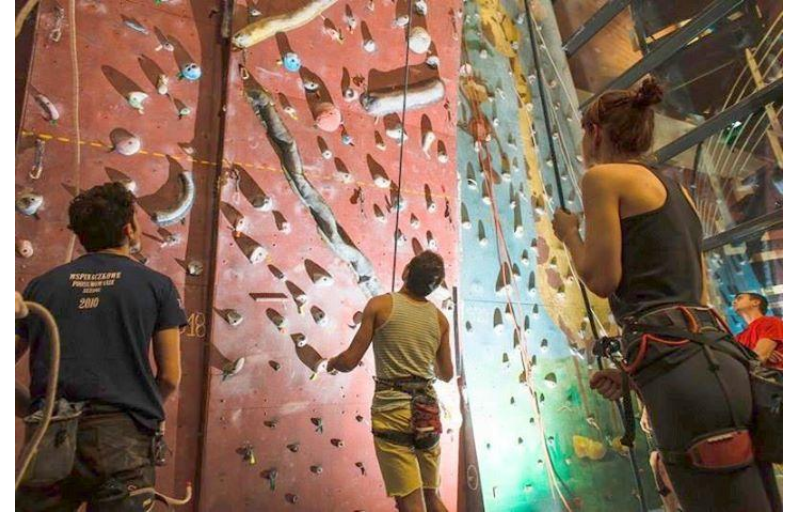


# BUILDING 9

Cinema, restaurants, entertainment,  
Medical clinic

Cinema: 5752 m<sup>2</sup> GLA

Restaurant and leisure: 5102 m<sup>2</sup> GLA



# BUILDING 9B

Food court

Area: 8432 m<sup>2</sup> GLA

12 Restaurants



 **BUILDING 10**

Pet shop

Area: 1125 m<sup>2</sup> GLA



Shopping mall with 233 shops

Area: 73979 m<sup>2</sup> GLA





# POZNANSKI'S PALACE

## MUSEUM OF THE CITY OF LODZ

