

## **Estação Viana**

*Viana do Castelo, Portugal*



### **Owner/Development**

#### **Company:**

Sonae Sierra

#### **Architect:**

José Quintela da Fonseca  
Sonae Sierra

#### **Consultants:**

ENGEXPOR-Consultores de  
Engenharia SA

### **A Key to Modernization**

The Estação Viana Shopping Center represents a big step forward in the modernization of commercial and leisure uses in this marketplace." That's what European observers are saying about this dynamic retail package, which is yet another example of the global trend toward urban revitalization that dominates this year's winning projects. The bottom line here is that this is a dynamic project that integrates completely with Viana do Castelo's city center as a key urban anchor.

The shopping center carefully surrounds the city's railway station, blending with the station's architecture, absorbing its history, its shapes and sounds and its experiences. The railway proximity inspires a rich theme of surface materials and finishes, shelters, graphic panels—the center's logo combines railroad themes suspended against a scenario of artwork evoking the city's buildings and landscapes. The center's architecture is strongly inspired by the railway theme, with an ambience of old world charm that bridges the more traditional area of the city with the new.

A winning feature: Estação Viana Shopping Center interfaces with both urban and inter-urban transportation, bringing a whole new dynamic to the city center...and ease of access to a lively shopping audience. Trains, buses and vehicular modes all link up here, in one place, in a highly inviting urban commercial environment.

The center's retail package is stunning...beginning with anchor tenant Supermercado da Estação, occupying 22,000 square feet. Estação Viana also boasts a 13,000-square-foot food court, and the brilliantly conceived 200,000-square-foot complex, comprising 108 shops and restaurants on five levels, is dotted with such other retail names as Zara, Cinemas Castelo Lopes, Worten/Vobis, Modalfa, Sportzone, Bowling Bugz, restaurant Bodegao e Camelo, Salto Raso and Kid's Blue.

Estação Viana also provides leisure and cultural activities...ultimately its mission is to bind a stunning shopping center with local color, transportation and urban revitalization to give the city of Viana do Castelo a winning entry.