

## **Stary Browar Centre**

**Poznań Poland**



**Owner/  
Development Company:**

Fortis Sp. z o.o.

**Architect:**

Studio ADS sp.z.o.o.

**Property Management:**

Vertano Property

**Management  
Consultants:**

EC Harris Sp.z o.o  
Cushman & Wakefield  
Healey & Baker Polska  
Rode Biuro Techniczne

### **A True Town Center**

*S*tary Browar is the very center, and the very commercial heart of the western Polish city of Poznań. "Browar" means brewery, and this striking project is ultimately the revitalization of a complex of deteriorating industrial buildings comprising the former Hugger Brothers' breweries, dating back to the 19th century. From this symbol of Poland's past has arisen, in just 18 months, and with 27 contractors involved, at a cost of more than 59 million Euros, a dynamic complex of mixed uses.

The retail component adds up to 232,000 square feet of international, regional and local retailers. A food court adds 5,500 square feet, an entertainment and leisure component adds another 71,000 square feet and office space adds yet another 54,000 square feet to this innovative redevelopment project.

The investment involved the massive renovation of vintage buildings comprising the former brewery's malt house, boiler house, its storage cellar and a villa. They were given new practical commercial functions, and the larger project included the construction of new buildings. But even the new construction was designed and built with utmost attention and respect to the existing architectural style—it is, simply put, an extension of the historic buildings. Stary Browar Centre is, ultimately, a masterpiece of mixing the old with the new.

Stary Browar is also the mixing of commercial functions, topped off by a state-of-the-art shopping package, truly European in nature and standard. It's credited with attracting new retailers, not previously present in this market of western Poland. Nearly 100 retailers attest to the success of this dramatic effort to convert an aging industrial complex into a modern retail-anchored mixed-use complex. That success is underscored by the fact that Stary Browar's retail component opened 100% leased.

Its developers have also created a venue for major cultural and artistic events. The former malt house, for example, is now a gallery for artistic and photographic exhibits. Theatrical performances are also on the schedule, many of them aimed at promoting local artists.

There is a new image in central Poznań, one that has sparked city center development. Stary Browar Centre is a place where people meet and greet. It integrates the old and new. It is an example of redevelopment completed efficiently. It has attracted new investors and created jobs. It is the new face of this old city.