

30 JANUARY 2015**BIKINI BERLIN RECEIVES INNOVATION AWARD FROM THE GERMAN COUNCIL OF SHOPPING CENTERS**

During its traditional New Year reception yesterday evening, the 29 January 2015, the German Council of Shopping Centers presented the European Innovation Award for the third time. With around 250 invited guests present, pioneering projects were awarded prizes in the categories "Retail" and "City". The Concept Mall of BIKINI BERLIN was honoured with the "Retail" Innovation Award.

The listed BIKINI BERLIN building complex was completely redeveloped between 2010 and 2013 by Bayerische Hausbau. The BIKINI BERLIN Concept Mall, which opened in spring 2014, is an exceptional compilation of carefully curated boutiques, concept and flagship stores. Instead of branches of the big chain stores, shoppers here will find a large number of independent retail shops, which are a first or rarely to be found elsewhere in Berlin and the rest of Germany. "The redevelopment of BIKINI BERLIN is an exceptional and also exceptionally challenging project for us. We have dared to tread new paths. BIKINI BERLIN stands out with its unique architecture and mix of different, coordinated offers – as the new old centre of the City West. I am delighted that the courage and passion we invested into this project have now been honoured with the "Retail" Innovation Award," says Dr. Jürgen Büllesbach, Chairman of Bayerische Hausbau.

The German Council of Shopping Centers e.V. (CCSC) is the only association in Germany that represents the interests of retail property owners. More than 750 member companies from the areas of development and analysis, financing, centre management, architecture, retail properties, retailers and marketing specialists form an active group here. CCSC Chairman Klaus Striebich says: "From a large number of high-quality submissions the jury has chosen two worthy winners that fulfil these demanding requirements and expectations almost perfectly. In both cases the future-oriented quality, which was even very much apparent in the planning, can only be considered as exemplary."

FOR FURTHER INFORMATION, PLEASE CONTACT:

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