

Press release  
Dornbirn, January 2011

## **Ušće Shopping Center in Belgrade** **Magnetic Attraction**



B1 | The interior designed by Chapman Taylor is intended to give visitors a special quality to their stay, which goes beyond purely commercial use.

It's big, it's red, and it has the attraction of a magnet. The new Shopping Center Ušće is a landmark, a kind of urban sculpture, at the interface of the old and new city of Belgrade.

Serbia's latest and largest shopping center, the Ušće in Belgrade, is more than just a consumer paradise. Its bright red façade is a clear signal from a city that wants to grow. Red stands for power, for energy and for attention. The latter is unmistakably demanded by the building created on an area destroyed in a NATO attack in 1999. The ensemble composed of Ušće Tower and Ušće Shopping Center is visible from afar. Tens of thousands of visitors stream inside the building through the three entrances between 10 am and 10 pm every day. After all, one could spend several days or even weeks there in an effort to experience everything. Visitors have a choice of 140 shops selling most major international brands and fashion labels, many cafés and restaurants, a multiplex cinema with 11 theatres, bowling alleys and amusement arcades, as well as a supermarket on an area of 4,000 m<sup>2</sup>. It is a world of its own. There is virtually nothing that's not available, no chance to escape consumerism.

The two investors of the EUR 150 million project had reservations about an excessive emphasis on commercialism at the planning stage. For this reason MPC Holding and Meryll Lynch commissioned the famous architectural firm Chapman Taylor with the design of the façade and interior. They were confident to achieve something special for the city of Belgrade in this way, something beyond the simple idea of a shopping center. The architects had already clearly demonstrated in several international projects, that the two aspects – commerce and architecture – can be combined with great success. Gerardo Sannella, the architect responsible for the project, does not actually see any contradiction in this as such. 'We are particularly good at designing attractive, functional and powerful architecture, without neglecting the commercial aspect in the process. After all, everything has to be commercial nowadays. Every museum has a shop and a café. In a sense then, every art exhibition is an Art Shopping Center', he explains.

Ušće's architecture is based on strong contrasts. The huge signal red façade first attracts visitors, while the clear, peaceful and light interior makes them want to stay there. Gentle, natural tones please the eye and form a neutral space for shops and attractions. 'Our task was to create a setting for different types of shops. So we worked with white a lot – to make sure that all the attention is directed to the products offered by the shopping and food areas', says Gerardo Sannella about the design concept.

The interesting contrast between exterior and interior is continued in the lighting design, which was carried out in close cooperation with the lighting designers Voltaire Light Design/Milan and the electrical engineers BDSP/Belgrade. While the façade of the shopping center is illuminated by strong sources of light, the Zumtobel lighting inside is calm and focussed. The galleries distributed on three 'ships' and four floors are spanned by wide sky-lit areas. In the evening, this natural light source is replaced by a combination of Xeno spotlights and Miros projector-mirrors sending soft light downwards. Suspended ceilings, recesses and projections provide space for illumination with light ribbons, creating an alternation of lively and quiet areas. Luminous ceilings bathe the main entrance and the central areas in bright warm light. Supplementary downlights integrated in the ceilings emphasise specific areas and guide visitors along the rows of shops. Narrow light lines reminiscent of an illuminated bar code are scattered in between. Most of the luminaires can be dimmed, which is experienced as more pleasant than a constant light intensity. The lighting is completely controlled by the light management system Luxmate professional.

Architecture and lighting are perfectly matched in Ušće and complement each other in a unique manner. 'The emphasis is on the overall result perceived rather than the individual light sources.' Not just a task requiring the necessary technical competence for architect Gerardo Sannella, but a philosophy: 'A perfect realisation of architecture and light is to make people feel the light rather than see it. To make artificial light appear to be natural – that's the real art.'



B2 | The bright red façade of the new Shopping Center attracts attention and interest.



B3 | The prime consideration during the design process was the complete resultant composition – the interplay of colours, shapes, light and space.



B4 | In the evening hours, daylight illuminating the shopping passages is replaced by gentle artificial light from Xeno spotlights and Miros projector-mirrors. Light bands are attractive design features.





B5 | Narrow light bands break the monotony of long passages. Arranged a little like a bar code, these motifs are subtle reminders of what this place is all about - shopping.



**Fact box:****Ušće Shopping Center, Belgrade**

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<b>Client:</b>	Ušće Shopping Center d.o.o, Belgrade/SRB
<b>Architecture:</b>	Chapman Taylor Architetti S.r.l, Milan/I
<b>Light Planning and Design:</b>	Voltaire Light Design, Milan/I
<b>Electrical Installation:</b>	BDSP YU d.o.o, Belgrad/SRB
<b>Lighting Solution:</b>	Zumtobel Slotlight II luminous ceiling and light lines, Panos Q and Panos M downlights, Xeno spotlights and Miro's projector-mirrors, Tecton-Tetris continuous-row lighting system, Resclite and Onlite SB 128 emergency lighting, Luxmate professional light management system

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B6 | Apart from the 140 shops, many cafés and restaurants are also part of the Shopping Center concept. Perfect illumination for relaxation is provided here.

More information:



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