

## Lifestyle and F&B

### DO NOT MISS

#### RETAILTAINMENT

**When shopping malls become amusement parks**

Wednesday, November 18, 15.30  
Oxford room

**Retailtainment pavilion:** Pitching sessions throughout MAPIC

# Making experience count

**As consumers shift from buying things to buying experiences, food, beverage and entertainment have become a vital part of retail destinations. Mark Faithfull reports**

**T**HAT food and beverage (F&B) is continuing to enjoy huge success emanates from a confluence of factors — increasing dining out throughout the day, a better range and quality of food offers, the appetite for something new from consumers and for differentiation from landlords and, of course, the decline in shop numbers.

“It’s about place-making,” says James Cons, managing director of Leslie Jones Architecture. “But landlords need to be aware that F&B operators are becoming more demanding. They want a proven pitch, good car parking and easy access. They want to be close to the action and they are less willing to compromise.”

Indeed, shopping centres across Europe, the Middle East and Africa are the preferred destination for eating and drinking, according to leading global real estate advisor CBRE and its Food And Beverage In Shopping Centres

report. The views of 22,000 consumers in 22 countries across EMEA showed that 41% preferred to eat in shopping centres, compared to 10% in restaurants and cafes on the high street, and 7% in retail parks. A third of those interviewed visited shopping centres with the sole intention of eating or drinking. Four out of 10 then went on to shop, even if their reason for visiting the centre was just to eat or drink. Andrew Phipps, CBRE’s head of retail research and consulting, EMEA, says: “It is clear that the presence of a compelling food and beverage offer is key to driving footfall and revenue to a shopping centre. The days have gone when a limited fast-food offer or a drab food court was sufficient reason to visit. Now, they are a draw themselves.”

Indeed, F&B has become the star performer in many shopping centres and developments, as can be seen from The Dining Experience and Fresh! by Unibail-Rodamco,

the street-food concepts by Land Securities and the multiple-format dining at Westfield London.

One of the defining changes has been the internationalisation of chains. For example, the Asia Pacific division of SSP Group opened a new O’Learys at Singapore Changi Airport in June as the result of the agreement of a three-year £4.2m contract earlier this year. The 225 sq m restaurant will seat 110 diners and will be open around the clock. O’Learys, one of Sweden’s best-known brands, currently has more than 100 restaurants around the world.

Equally, entertainment is becoming a growing presence within malls, from themed areas to bowling, cinemas and niche offers. One of the fastest growing entertainment experiences is trampoline-based activity. Indeed, this summer, Las-Vegas-based Sky Zone’s locations passed the 100 open-locations mark (107 in August), with sites based in four continents.

AI Solve’ Interactive Environ:  
Transforming under-used spaces

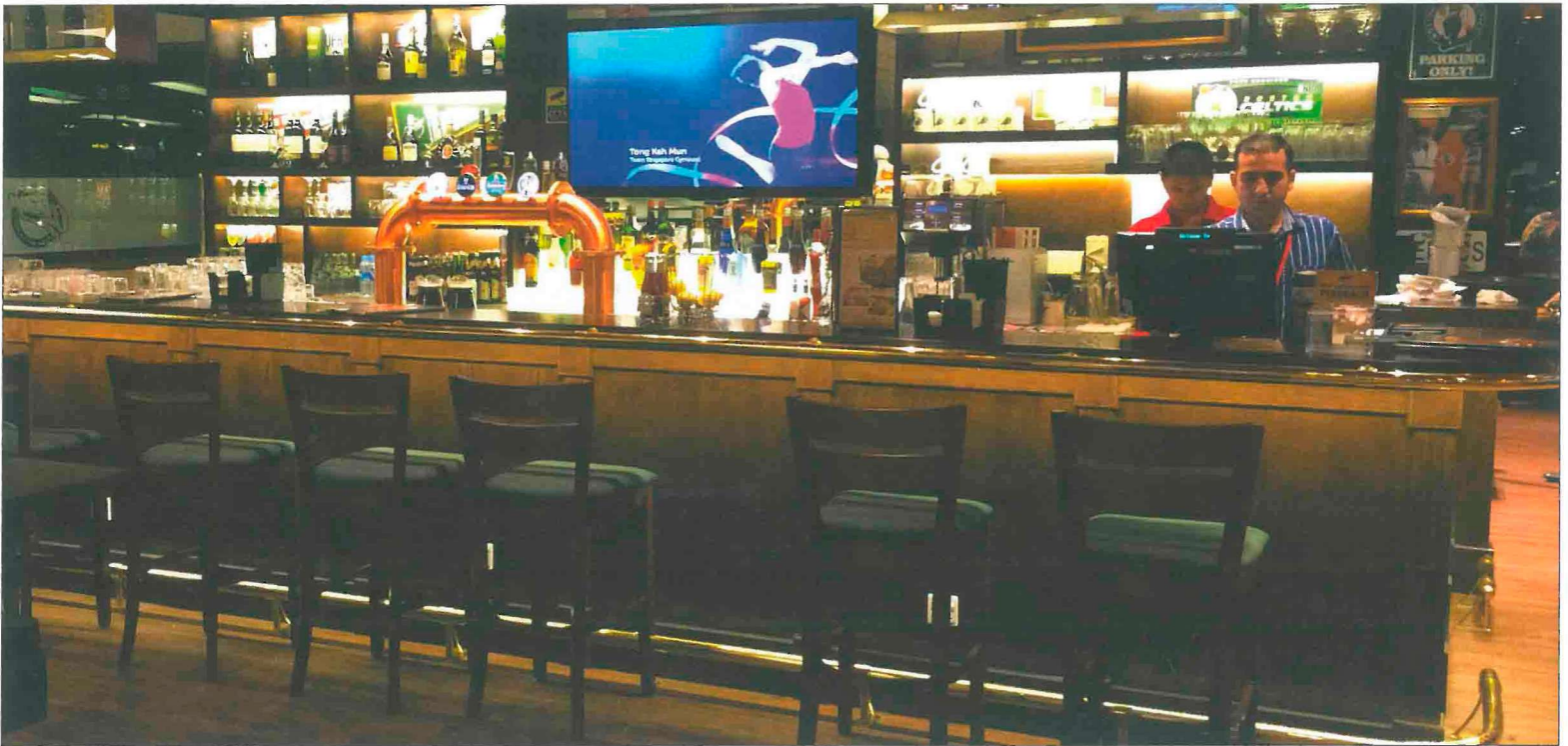




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**A table !** for a delicious discussion between F&B retailers, restaurants & shopping malls  
Thursday November 19, 16.30  
Oxford room



The Changi Airport outlet continues Swedish-based concept O'Leary's expansion

"We charge people to jump," says Jeff Platt, Sky Zone co-founder and CEO, of the trampoline-parks franchise business he started with his father, Rick.

In the UK, Westfield London welcomed KidZania to its shopping centre earlier this year, with a further one or two sites expected to open around the UK in the future. Meanwhile, rival formats are also expanding, many based on education as well as entertainment.

UK-based Ai Solve will be showcasing what it calls GAMIE (games, animation, movie, interactive, entertainment) at MAPIC. The virtual-reality indoor entertainment attraction allows visitors to transform themselves into a virtual avatar with their own 3D face, personalise it and play a custom-themed mini-game using motion-sensing natural gestures. GAMIE is available as a compact amusement arcade or modular coin-operated pod, or can be offered as an integrated bespoke attraction. GAMIE has already been implemented at Yas Mall, Abu Dhabi within Funworks a large family entertainment centre that is part of Landmark Group.

Ai Solve will also be demonstrating Interactive Environs (IE), an infotainment kiosk that can transform under-utilised atrium/lobby spaces into mixed-reality interactive environments. "It's a great way to engage visitors. They can interact with virtual-world environments and characters that complement the real-world objects

**"F&B operators are becoming more demanding. They want a proven pitch, good car parking and easy access. They want to be close to the action and they are less willing to compromise"**

**James Cons**

and spaces," says Ai Solve CEO Devi Kolli. Similarly, the UK's Bandai Namco Entertainment is celebrating the 25th

anniversary of its emblematic Pac-Man and presents its gaming heritage as a leading global publisher and developer of interactive content for platforms. It includes all major video game consoles and PC, with marketing and sales operations in 50 countries across Europe, the Middle East, Africa and Australasia.

Global bowling specialist QubicaAMF will arrive at MAPIC having taken the operation under single ownership.

"With this transaction we are going back to our roots, and believe we are positioning our company, and the entire bowling industry," says CEO Emanuele Govoni of the deal. "We are very excited about the potential and the opportunities around the future of bowling." Since 2009, Italy's Dedem has been

## ELLIA ART GALLERY INTRODUCES 'ARTERTAINMENT'

Paris-based Ellia Art Gallery will bring 'artertainment' to Cannes this November as the CEO Stephane Ellia showcases 'Art Experience for MAPIC' on Level -1 of the Palais des Festivals. Ellia believes that shopping centres can help create differentiation by introducing contemporary street art to malls and there will be examples at Pop-Up Gallerie 208 for MAPIC (Riviera 8). "Many city centres malls have lost their sense of urban place and using art is a really powerful way of introducing something new and relevant to the urban fabric of the location," he said. "We'll be showing something interactive and engaging at MAPIC that shows what can be achieved."



diversifying its own activities, focusing it on the opening of facilities dedicated to the world of entertainment and automatic games in major shopping malls in Italy.

Of course, as retail and leisure mix, sometimes it's retail that follows leisure. In the UK, AEG and Crosstree Real Estate have appointed Eastdil Secured to find £185m to finance a designer-outlet scheme at the O2 Arena in Greenwich, London. Debt broker Eastdil has approached a number of lenders to secure the funding, which could see up to 230,000 sq ft (21,367 sq m) of retail space added to the events and leisure site. Anschutz Entertainment Group wants to build a designer-shopping centre to rival Bicester Village in Oxfordshire at London's O2, and already has planning permission for 118 designer shops with bars and restaurants. It will be housed on the ground floor and an unused balcony on an upper level of the O2 that had previously been earmarked for a super-casino. And Apsys is developing the Vill'Up mall within the Cites de Sciences museum in Paris, although a fire in August has delayed the planned October 15 opening. Apsys is currently assessing the impact of the damage. "We are really affected by this issue, as the project is really important to us. We are setting every human and technical means to open this emblematic project in the best time," says Maurice Bansay, founder and CEO of Apsys.

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## **THAT'S RETAILTAINMENT AS PAVILION DOUBLES SIZE AT MAPIC**

Retailtainment will be a headline topic at MAPIC 2015, reflecting the increasing integration of leisure activities and retailing. The pavilion dedicated to retailtainment is doubling its exhibition space to showcase the vast diversity of offerings, attracting 20 international players from this sector. The retailtainment pavilion will feature international exhibitors along with a pitching area where they can present their concepts in 30-minute sessions, plus a networking-friendly area around the Leonidas Café.

Among the activity concepts, Sky Zone (USA); Whitewater West Industries (Canada); Koezio (France); and Bandai Namco (UK) are all exhibiting for the first time at MAPIC alongside companies such as: Aerodium Technologies (Latvia) Ai Solve (UK) and ISS (Germany), which all attended last year.

MAPIC will showcase companies such as Dutch firm Jora Vision and the Canadian Forrec, the latter a first-timer at MAPIC in 2015, the Belgian firm KCC Entertainment Design, Walltopia, Dedem Automatica, AEG Europe, Playtime and QubicaAMF, which will install a bowling alley.

Adding a leisure component into retailing is essential for ensuring a great consumer experience. Retailtainment will also be covered in the conference programme with a dedicated session When shopping malls become amusement parks (Wednesday, 18 November at 3:30pm), including DreamWorks Animation, which create theme parks based on their animated films.

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