



Breda & Weinstein to open in November 2012

Developer: Develon (Mint Investments)

Architect: Šafer Hájek architekti

Designer: AED project

General contractor: VCES

Develon, part of the Mint Investments Group, is bringing more than 100 shops, restaurants and services on an area of 26,000 m² in its new project in Opava. The shopping and social centre entitled Breda & Weinstein will be open to the public on 15 November 2012. Today 90 percent of the space has been leased out, with brands such as C&A, New Yorker, H&M and Lindex along with a CineStar multiplex. Breda & Weinstein, rising from the conversion of a former brewery under the direction of the architectural studio Šafer Hájek architekti, builds on the almost century of tradition of the department store of the same name. The project financing is provided by UniCredit Bank and Komerční banka.

Almost full

“Ninety percent of the space is currently leased,” stated Radim Bajgar, the Executive Director of Mint Investments. Among the more than 100 shops that will be welcoming customers in six months we can find, for example, the **C&A**, **New Yorker**, **H&M** and **Lindex** fashion chains, **Intersport**, **Spar** supermarket, **Datart** electronics, **Rossmann** drug store, **Bux**, **Piazza Italia** restaurant and **Dráčik** toys. The project also offers entertainment in the form of a six-screen 3D **CineStar** multiplex. There should also be a children’s corner for infants, rides in the mall, a confectionary and a specialised ice cream shop. The **Pepa Sport** fitness centre will also be represented here.

The lower ground floor of the three-level mall is dedicated to an assortment of groceries, supplemented by an electronics shop, drug store and other services, the upper ground floor, with



Breda & Weinstein Opava – under construction

the entrance from the centre of town, is oriented on goods from the area of shoes and fashions. In addition to more fashion brands, the first floor should belong primarily to sports and sporting goods, together with a toy store and branches of banking institutions. The uppermost floor of the centre will be set aside for restaurants, entertainment and leisure activities. A traditional beer **restaurant with a microbrewery** and a **stylish café** located in the renovated hall of the old brewing house will be a special touch of the project. There will be **500 parking spots** on two underground parking levels.

Six months to opening day

The construction of the project, which Develon began last July, should be **completed in the middle of November of this year**. The retail units will be handed over to the individual tenants at the end of the summer. “The carcass of the new parts of the centre is currently being completed along with the continuation of the renovation of the facades of the historical buildings, including the industrial brick décor and original fragments. The assembly of the service installations is gradually taking place from the lower levels together with the finishing work,” stated Karel Chlupáč, the project’s Head Engineer from **AED project**, with regard to the schedule. According to Radim Bajgar the total investment rose to **CZK 1.4 billion**.



Breda & Weinstein Shopping Centre, Opava – shopping mall ■ Source: Develon



a kompoziční principy nového centra. „Jejich původní střechy člení komplex do jednotlivých částí a přilehlé venkovní prostory toto členění jen podtrhují. Zasklená atria členění přivádějí i do interiéru a přinášejí tak do obchodní pasáže přirozené denní osvětlení.“

Centrum Breda & Weinstein vzniká takřka na dohled z centrálního Horního náměstí, lemováno ulicemi Pivovarská, Na Valech a Nákladní. Z jedné strany jej vymezuje prodloužená pěší zóna a z opačné vnitřní městský dopravní okruh se zastávkami městské a regionální autobusové dopravy. Tyto dva klíčové body propojí dvě na sebe kolmé obchodní ulice – tzv. horní a dolní galerie s více než stovkou obchodů. Objekt využívá přirozeného sklonu terénu, který umožňuje vstup z úrovně ulice do dvou podlaží. V projektu je podle Oldřicha Hájka uplatněn také výrazný kontrast mezi stávajícími budovami a novými hmotami, a to jak ve tvaru, tak materiálech, jak v interiéru, tak i v exteriéru centra. Pěším návštěvníkům přicházejícím z centra města od pěší zóny a ulice Na Valech bude sloužit hlavní portál, který ústí do velkorysého nástupního atria. V ulici Nákladní je umístěn další z hlavních vstupů a také vjezd do podzemních garáží. Součástí komplexu budou i venkovní prostranství osázená stromy a vnější dvory s menšími vodními prvky. Některé z fasád budou změkčeny popínavou zelení. Zeleň se objeví i na ploché střeše právě vznikajícího centra.

Architekt změnil kontrast starého a nového v příjemnou souhru a někdejší ruiny se do půl roku změny v živé obchodní ulice. Breda & Weinstein současně naváže na téměř stoletou tradici stejnojmenného obchodního domu, který roku 1898 otevřeli v sousedství podnikatelé Max Breda a David Weinstein, a který přinesl Opavě ve své době věhlas v širokém okolí. Jak dostojí svému jménu nová Breda, ukáže už letošní podzim.

Zlatovar is no longer a brewery

Breda & Weinstein is rising through the reconstruction of a 1.7 hectare brownfield of the former town brewery Zlatovar on the northern edge of Opava's historical core. Back in the middle of 2008 **Develon**, side by side with the **Šafer Hájek architects**, rose to the challenge of not levelling the complex to the ground and instead used the magic of the industrial buildings as part of the new mall. Today, four years later, the project is taking on real form. And it is this undertone of history that differentiates the centre from dozens of other shopping malls. “The new and the



Breda & Weinstein – main entrance on Na Valech

old malt house, the brewing house, fermentation room and boiler room with its chimney,” stated architect Oldřich Hájek, listing the buildings that are currently being sensitively reconstructed and supplemented with modern architecture. They also determined the overall character of the new complex. “The concept of the interior public spaces, atriums, and the basic operating mode are defined by the location of these existing buildings”, said Oldřich Hájek. “The main multi-level public spaces of the mall with glass roofs are located along the original buildings, which remain visible as a whole, i.e. usually from two or three sides,” the architect described, adding that the existing buildings also determine all the basic principles of shape and composition of the new centre. “Their original roofs divide the complex into its individual parts and the adjacent out-

door spaces only underscore this segmentation. The glass atriums bring the segmentation into the interior and also bring natural daylight into the shopping mall.”

The Breda & Weinstein shopping centre is going up virtually within view of the central Horní náměstí, bordered by Pivovarská, Na Valech and Nákladní streets. It is flanked on one side by the extended pedestrian zone and from the other side by the internal city ring road with city and regional bus stops. These two key points are connected by two perpendicular shopping passages – the “upper” and “lower” galleries with more than a hundred shops. The building uses the natural slope of the terrain, which makes it possible to enter two floors of the mall from street level. According to Oldřich Hájek there is also a striking contrast applied in the project between the existing buildings and the new masses both in terms of shape and materials and in terms of the centre's interior and exterior. The main entrance, which leads to a large entrance atrium, will serve visitors coming from the centre of town on foot from the pedestrian zone and Na Valech Street. Another main entrance is located on Nákladní Street, as is the entrance to the underground garage. An outdoor tree-lined space and outdoor courtyards with small bodies of water will also be part of the complex. Some of the facades will be softened by climbing plants. Plants will also appear on the flat roof of the nascent centre.

The architect transformed the contrast of the old and the new into a pleasant harmony and the former ruins will have turned into a lively shopping passage within a half a year. At the same time Breda & Weinstein builds on the almost hundred year tradition of the department store of the same name, which local businessmen Max Breda and David Weinstein opened in the neighbourhood in 1898 and which, at the time, brought Opava renown far and wide. This autumn will show whether the new Breda will live up to its name.