



THE ELLINIKON MALL, ATHENS (GREECE)

Set within Europe's largest urban regeneration project, The Ellinikon Mall is positioned as a new benchmark for large-scale experiential retail in Southern Europe. Developed on the site of Athens' former international airport, the mall forms a central component of the wider Ellinikon masterplan, which is reshaping the city's southern coastline into a mixed-use metropolitan district.

With a gross leasable retail area of around 100,000 sq m, The Ellinikon Mall is the largest commercial complex in Greece. It spans four retail levels, accommodates more than 340 stores, and is supported by approximately 4,000 parking spaces. A defining architectural feature is its extensive shopfront façade, stretching a combined length of seven kilometers and designed to maximize visibility, openness, and natural light.

The concept goes beyond conventional retail. Food, beverage, leisure, and entertainment are integral elements, including a cinema complex and technology-driven attractions. Restaurants and cafés are embedded within a landscape-led design, overlooking plazas, terraces, and roof gardens that together create around 30,000 sq m of green and open space.



IMAGE: THE ELLINIKON

Sustainability is embedded at scale. The scheme targets LEED standards and incorporates 4,500 photovoltaic panels across 11,600 sq m, alongside high-efficiency building systems and renewable energy sources.

Positioned as a contemporary point of reference, The Ellinikon Mall reflects a shift in Greek retail toward destination-led formats that combine shopping, leisure, and public space within a single, highly curated environment in Athens.

IKEA WIEN WESTBAHNHOF, VIENNA (AUSTRIA)

With IKEA Wien Westbahnhof, IKEA has delivered a reference project for sustainable, inner-city retail formats. Located at Europaplatz 1, directly next to Vienna's Westbahnhof, the building was designed by Querkraft Architekten as a "city shelf" – and is the world's first IKEA store fully designed for customers arriving without a car.

The seven-story building offers around 9,000 sq m of retail space across five levels. Instead of large-scale stockholding, the store focuses on inspiration, planning, and omnichannel services, supported by delivery and pick-up solutions. A defining feature is the extensive greening: façades and roofs host around 160 trees, while a publicly accessible roof terrace with panoramic views over Vienna positions the building as an urban destination without any obligation to consume.

Mixed use is integral to the concept. The upper two floors accommodate a Jo&Joe hostel with 345 beds, while the ground floor integrates everyday services such as a pharmacy, bakery, and hairdresser, reinforcing the project's "good neighbor" approach.

Completed in 2021 after a decade-long planning process and an investment of over €140 million, the building achieved Platinum certification under the GREENPASS system. By eliminating customer car traffic, the project saves an estimated 350,000 car journeys and around 1,000 tons of CO₂ annually. IKEA Wien Westbahnhof has since become a blueprint for future car-free city stores and mixed-use retail concepts across Europe.



IMAGE: IKEA