

PressRelease–April15th2003

SonaeImobiliáriaandGrupoEroskiinvest77millioneurosinnnewproject
‘LuzdelTajo’,ashoppingandleisurecentreintheimageofToledo

Aninnovativereinterpretationofthelightandspiritofthethreeculturesthatcoexistin Toledo–Christian.ArabandJewish–willbethemaindifferentiatingfactorofthe‘Luz delTajo’,thefirstshoppingandleisurecentreofthisneighbouringcityofMadrid, developedbySonaeImobiliáriaandGrupoEroski.

Representingaglobalinvestmentof77millioneuros,theluzdelTajo’willsetanew exampleoftotallandscapeintegration,allowingthecitizensofToledoan immediate identificationwiththecity’sarchitecturalprinciplesandvalues.Thenewshoppingarea willservethe200thousandinhabitantsofToledoanditscatchmentarea,andthereisan estimateofmorethan5millionvisits/year.

WithaconstructionperiodthatstartslatethisAprilandendsinOctober2004,theluzdel Tajo’willhostatotalof130shops,settinga36thousandm²GLA,inthreestoreys.

Theanchor-shopsinthenewCentrewillbeanEroskihypermarket,withan8thousandm² salesarea,8lastgenerationcinemasandafamilyentertainmentcentre.

Otherattractionpoleswillbeseveralareasdedicatedto fashion,do-it-yourself,home appliancesandsports,andthepresenceofimportantbrandssuchasZara,Braska,Massimo Dutt, Pull&Bear, Stradivarius, Often, Kiddy’s Class, Zara Hogar and Oysho (fashion); McDonald’s, Burger King and Foster’s Hollywood (restaurants); Forum, with 1000 m² (sports);andMedimax,with1200m²(homeappliances)isguaranteed.

Despitethepresenceoftheseprestigiousbrands,oneoftheprioritiesofthedeveloperswas

to ensure that the Toledo entrepreneurs had access to the new commercial area, seeking to have an important representation of Toledo's commerce, and thus to provide visitor access to this historic city's traditional offer.

In environmental terms, there is special care with the tree area where the new centre will be located, namely by scheduling its transplantation during the construction period and, later placing them in the surface parking area.

An example of landscape integration

The entire 'Luz del Tajo' development project is based on the recreation of a medieval city, with spaced columns entrances, angular designs and spacious terraces, displaying a remarkable conjugation of symbols and icons from the three cultures and the functionality demanded from a space that will be visited by thousands of people on a daily basis.

Noble materials will be employed, such as stones, ceramics, aged tiles, wood and iron, and the colours will be based on the colour coding of the traditional Toledo buildings.

The lighting is one of the especially relevant factors, and it was studied so as not to harm, under any circumstances, the city's night lighting system.