

PRESS RELEASE

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Reify. will design the restyling of Porte di Mestre improving visitor experience

- **Reify.** will be renovating the façade and redesigning the interior of the shopping centre with a special focus on the food hall area
- Porta di Mestre is owned by the Retail Fund – Sub Fund Gallerie Commerciali managed by Colliers Global Investors Italy and is located in the province of Venice, Italy

Reify.’s award winning architecture studio has been chosen to provide concept design and architecture services for the urban redevelopment of Porte di Mestre Shopping Centre. The project will be concluded in the first half of 2023 and focus on the revamping of the main facade and a redesign of the interior of the shopping centre.

Seeking to improve the visitor experience, **Reify.** will work on an ambitious design that leverages on its unique retail expertise, while integrating inspiration from local heritage to create a unique space. The project will also feature carefully selected material and several green areas, to further improve its positive impact on the community and the environment.

“We are very excited to work alongside Colliers Global Investors Italy in this project and to reimagine this emblematic centre. Our renowned architecture team will apply its extensive know-how and integrated professional service approach to deliver a sophisticated and modern Shopping Centre, that will set new standards on its visitors experience. We look forward to seeing this exceptional intervention come to life and surpass all expectations,” said **Edoardo Vanetti, Design Architecture Manager of Reify.**

“This redevelopment represents a strategic milestone for Porte di Mestre; it is an occasion to make the Shopping Centre a competitive hub for the area while respecting the highest architectural standards. In addition, we are sure that it will offer a great customer experience and increased visibility to the shops. This collaboration with Reify. is a win-win for all stakeholders.” added **Andrea Migliarese, Fund Manager of the Retail Fund.**

Located near the city centre of Venice, the Porte di Mestre Shopping Centre offers a total of 110 shops and a hypermarket, with a wide selection of goods and services. The visitors can also find bars, restaurants and a wide variety of leisure, services and relaxation areas. The shopping centre is managed by Cushman & Wakefield and has a total GBA of 55.500 sqm and offers 3,714 parking spaces.

About Reify.

Reify. has more than 30 years experience in providing innovative and exciting real estate services from the initial feasibility study, competition analysis and catchment profiling right through to the final handover of a full finished project. Reify. offers Architecture, Engineering, Development & Project Management, Intelligence and Urban Planning services, necessary to create, change or enhance projects, assets and cities.



With offices in 13 cities and having already completed over 300 projects in more than 30 countries across a full range of real estate sectors. Reify. is composed of a team of Urban Creators in different sectors such as Masterplanning, Mixed-use, Healthcare, Hospitality, Offices, Residential, Retail, Student Housing, Senior Living, Education and Transportation.

Reify. is part of Sonae Sierra, a real estate company and full real estate service provider, operating in Europe, South America, Asia and North Africa.

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