

„MyZeil“ as a harmonious mixture of Frankfurt tradition and modernity



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Frankfurt, January 2009 (tcf). "MyZeil" is part of the newly created "PalaisQuartier", or "Palace Quarter", offering office space, hotels and retail stores as well as convenient pedestrian passages for Frankfurt denizens. The Thurn und Taxis Palais, to be completed during autumn of 2009, rounds off this exciting urban development project.

The "MyZeil" mall will be presenting itself as a harmonious mixture of Frankfurt tradition and modernity. Originally a simple row ("Zeile") of houses during the middle ages, the Zeil slowly became one of Germany's largest and most magnificent boulevards. By the end of the 19th century, the Zeil had been transformed into a bustling shopping street, home to numerous fashion boutiques and department stores. Turned into a pedestrian zone in the 1970s, the Zeil is today one of Germany's and Europe's most popular and profitable shopping promenades. The grand opening of "MyZeil" will increase the already plentiful offers of the Zeil by a further 77,000 square metres of retail floor space.

Leading national and international brands will be on offer on eight floors. Open from 8 a.m. to midnight, "MyZeil" will be accessible from the promenade by way of an express escalator, which will take them directly to a landscaped piazza on the fourth floor. Some fifty metres in length, this

moving staircase will be one of Europe's longest self-supporting indoor escalators. "MyZeil" will also feature an excellent and diversified food court, a place where visitors will be able to enjoy a brief respite from their daily activities. The unique roof construction promises to be one of the mall's more striking highlights, consisting of glass panes of various sizes and surface textures. The primarily transparent exterior will ensure that each building level receives an ample amount of natural daylight.

"MyZeil" will be easily accessible via both public transport and motor traffic. With the subway and commuter train lines of the "Hauptwache" station only a stone's throw away, residents of Frankfurt's suburbs and surrounding region will be able to get to "MyZeil" both quickly and easily. Moreover, the main train station is only five minutes away, while Frankfurt Int'l Airport may be reached within 15 short minutes. The mall's underground car park, consisting of a total of 1,390 parking spaces, will offer some 900 parking bays to visitors of "MyZeil".

The "PalaisQuartier" is a joint venture of Bouwfonds Property Development B.V. and Meyer Bergman Ltd. The project is headed by Bouwfonds MAB Development GmbH and realised via its subsidiary, PalaisQuartier GmbH & Co. KG.

