



**SHOPPING CENTER  
GRAND OPENING / EXPANSION / REFURBISHMENT**

IMAGES: MANIFAKTURA

**ENTRY TITLE: THINGS ARE NOT AS THEY SEEM**

**Manufaktura, Lodz, Poland**  
**Owner:** Union Investment Real Estate AG  
**Management Company:** Apsys Polska

At 20 million euros, this was one of the biggest investments in renovation and refurbishment in Poland, with a goal of making thorough changes in the mall’s appearance and functionality, embracing digitalization, the newest technical solutions, and top design. Before this could happen, Manufaktura guests were to face 18 months of inconvenience. And the business challenge was clear - footfall and turnover cannot go down. Good communication strategy was key then – how to not only inform, but also to arouse interest, build expectation and fascination that will cover the shortcomings. The campaign was based on three unconventional phases under one theme: Things are not as they seem.

The idea behind the layout: “In the world of constant rush and alleged opinions, one needs to slow down and watch carefully. 3D vision\* is a perfect tool to embody the idea of refurbishment, as it gradually reveals new images, and the puzzle pieces of a bigger picture. Elusive mirages eventually come together to reveal the initially hidden beauty, quality, esthetic message. The visual leitmotif of the refurbishment campaign is represented by outline figures of a woman and man superimposed over Manufaktura’s historic architecture. First you can see the people of Manufaktura, then with the change of an angle, buildings suddenly appear. With looking glasses and 3d glasses, viewers can experience 3-D effects and may even see a hidden message in the Re-Imagination.” (From the Solal Awards application)



*Information is king: Postcards were distributed to 40,000 neighboring households and 20,000 pieces were sent to selected areas in the region. Postcards were also inserted in ELLE (Edition: May 2019) for ód and ódzkie Voivodship and postcards were displayed in the city center.*



*Manufaktura facilitated an artistic look into the future. In the middle of the Market Square, Manufaktura set up a special telescope to allow the passer-by to enjoy the complete large-format image of the main entrance and surroundings.*





### FROM THE SOLAL AWARDS CEREMONY SPEECH

“Things are not as they seem’ at Manufaktura. Facing 18 months of disruption during refurbishment, the center faced a major challenge – footfall and monetary spending could not go down. They came up with an inventive approach which worked. The judges praised the ‘exceptionally well-defined goals which led to an excellent delivery of the results and a budget wisely spent’. ‘A really good idea, beautifully executed’ - well done to Manufaktura!”

