



Scandinavia's most modern mall for shopping, food and entertainment:

Action and glamour at the opening of Entré

Carolina Gynning and Björn Bergman declared Entré as officially open. This marked the start of the weekend's lively celebration. With its large sections of glass and illuminated facades, Entré's exterior is not the only spectacular element. The interior is just as exciting. The large variety of shops (many of which are unique for Malmö), a gym, cinemas, an exceptionally fun concept for the entire family, several cafés, and many restaurants, all create a vibrant shopping and entertainment centre.

"Entré's fantastic location and Malmö's need for a new meeting place – not only with exciting shopping but with unique experiences – will make the concept a success," says Dan Fæster, President of TK Development Sweden Holding AB, initiative-taker and developer, together with FOJAB architects.

Entré was developed by TK Development Sweden Holding AB. The company is registered in Denmark, and works with property development in the Nordic region and Central Europe. It is one of the leading companies in Europe within its core operation; development of shopping centres and shopping areas.

During the spring, ownership of Entré will be transferred to the German company, Commerz Real AG, which is a part of the Commerzbank Group – a subsidiary of Commerzbank, one of the leading private banks in Germany.

A new side of Malmö

Some 15,000 people live in the city district surrounding Entré. Entré will be an open and vibrant environment almost 24 hours a day, 7 days a week: from early in the morning when residents in the area go to the gym, until late in the evening when Entré will attract people for cinema and restaurant visits.

"Entré plays an important role when it comes to attracting new investors, and works as a magnet in this city district. This is a positive factor for this part of the city, which has been in need of renovation and renewal. The character of the area has also changed in recent years. In addition, Malmö will have a new, more welcoming entrance at the northern entry point to the city," says Björn Bergman, trade and industry director in Malmö.

Innovative architecture

"The character of the site, its heritage of advertising and neon signs, along with Malmö's reputation as a city of lights, have contributed as inspiration sources. We wanted to create an inviting building that is changeable and transparent. Through its living façade – which can change colours and be illuminated – Entré is a structure that demands attention. And the commercial content should demand attention, too. Large sets of windows enables people to experience the pulse of Malmö from Entré's interior and vice versa," says Greger Dahlström, FOJAB architects.

Entré's interior is airy and light thanks to our windows, skylights and glazed galleries. The square with its outdoor service also contributes to openness and accessibility.

Master of Ceremonies, Carolina Gynning, led the lively celebration

The celebration will continue all weekend and offers a multitude of activities for the entire family. They included Idol winner, Kevin Borg, hip-hopper, Lazee, all children's favourite, Mojje, a breathtaking Parkour show, a fashion show, dance performances, jump-rope exhibitions and much more!

**Please visit www.entremalmo.se for more information or contact: Dan Fæster, President, TK Development Holding Sweden AB. Tel: +46 (0) 8751 37 30. Cell + (46) (0)70 525 70 00. E-mail: daf@tk.dk
Lars-Gunnar Garvö, centre manager DTZ (+46) (0)70 735 59 96. E-mail: lars-gunnar.garvo@dtz.com.
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