



The winner of First Store by ALEXA Vol. 3: *Artcellation by SURD*

Berlin, xx. May 2021 *Artcellation by SURD* is a creative and unconventional cultural and performance format that is a perfect match for both the ALEXA Centre and Berlin. This was the decision of the five-member expert jury in the digital jury session on 5th May 2021.

The award-winning retail competition, First Store by ALEXA, which is run by the Berlin shopping and leisure centre of the same name, has been held since 2016 as a future lab for new concepts in retail. The third outing of the competition was reserved exclusively for students of the Deutsche POP academy as a so-called *Academy Edition*.

The winners: *Artcellation by SURD*

On 5th May, five finalists from a variety of disciplines presented their concepts in an online conference. The jury members went for "Shaleen & Dana" and their cultural project, *Artcellation by SURD*. The concept presented by the two students is based on the work of the SURD artist collective, which works with local and internationally recognised artists and has already made a name for itself in the art scene thanks to a range of artistic and musical events.

Artcellation by SURD will celebrate the capital's legendary club culture, with the concept combining a range of art forms and aiming to revitalise shopping places. The planned store will be an interactive, multimedia exhibition space with integrated action and interaction areas. It will provide a stage for live DJs, photographers, video artists, artists and authors, meaning that the concept fits perfectly with the young, trendy character of the ALEXA centre. The winning team will receive prize money of 10,000 Euro and working closely with the *First Store by ALEXA* managers, the concept will now be finalised and brought to fruition for six weeks in the *First Store Cube*. The opening date is still to be determined.

Quotes from the winners and jury members

Winning team "Shaleen & Dana": "We're thrilled to have won first place at *First Store*. We would like to thank ALEXA and Deutsche POP for this great opportunity! Culture meets shopping centre - and in the middle of Berlin. This is going to be a great experiment!"

Theresa Schleicher, managing director of VORN Strategy Consulting and future expert: "Tomorrow's retail world will need new stimuli and impulses. It will be necessary to stand out with extraordinary concepts for the revitalisation of shopping centres as places"

Antje Schröder, guest lecturer at Deutsche POP: "It was the creative range and quality of the submitted concepts that struck me as being particularly remarkable. I found the jury session and the exchange with the other jury members really exciting and I look forward to seeing how the winning concept will be implemented at the ALEXA centre."

Bettina Quäschning, Head of Destination Development at Berlin Tourismus & Kongress GmbH: "I am delighted that SURD won, because this unusual winning concept will allow the ALEXA centre to support the arts and culture scene that we are so sorely missing right now. Berlin thrives on its art, culture, clubs and crazy ideas and this draws visitors from all over the world."

Ralf Schaffuss, Asset Management Retail Manager for Germany at Union Investment: "With the First Store competition, we have been looking to find and promote creative and innovative concepts from the very outset. This time around, we are particularly pleased to be able to support *Artcellation by SURD*, a concept that will really provide new impetus while also appealing to new target groups. We will also be able to provide an important stimulus by supporting artists who are having it anything but easy right now as a result of the Corona pandemic."

Oliver Hanna, ALEXA Centre Manager: "I am delighted with this great, new concept. Yet again, we have succeeded in discovering exciting concepts that have never been seen before. The ideal timing for implementation will now depend very much on the current development of the Corona situation. But I'm sure of one thing: when the time comes, *Artcellation by SURD* will provide us with some exciting, inspiring and very lively weeks at the ALEXA centre."

Please contact us for further details or interview requests.

All texts, photos and quotations are available for free use.

We welcome such publications and would be pleased to receive a voucher copy.

About First Store by Alexa

First Store by Alexa is a retail casting competition for innovative business ideas, organised by the Alexa shopping and leisure centre on Berlin's Alexanderplatz. Following competitions in 2017 and 2018, First Store has now completed its third round.

With 16 million visitors per year (as of 2019), **the Alexa** on Berlin's Alexanderplatz is one of the most successful shopping centres in Germany.

Deutsche POP is an academy for creative professionals in music and media, and offers more than 30 Bachelor's and Diploma courses. At more than 20 locations in Germany, Austria, Spain, France, the Netherlands, Belgium, Croatia, Slovenia, China, Indonesia & Australia, the Deutsche POP academy offers a flexible form of modern practical training.

Union Investment (www.union-investment.com/realestate) is one of Europe's leading property investment managers. Its property portfolio, which is diversified over 23 country markets and five continents, comprises more than 400 properties in the office, hotel, retail, residential and logistics segments. With a volume of around 10 billion Euro, the worldwide retail portfolio currently comprises 86 existing properties, including the FÜNF HÖFE CityQuartier in Munich, the ALEXA centre in Berlin and the Palladium in Prague.

Sonae Sierra (www.sonaesierra.com) is an international company specialising in the development of exciting retail properties and services. Sonae Sierra has offices in 12 countries and provides services to customers in countries as diverse as Portugal, Algeria, Brazil, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Slovakia, Spain, Tunisia and Turkey. The company owns 46 shopping centres with a market value of approximately 7 billion Euro and manages and/or rents out 81 shopping centres with a total rental area of 2.6 million m² and more than 9300 tenants. Sonae Sierra is currently developing 16 projects, including ten for third-party proprietors. Sonae Sierra currently works with over 20 co-investors at asset level and manages four property funds for a large number of investors from around the world.

Press contact *First Store by ALEXA*

Twenty One Media

Alexander Maier

a.maier@21m.de

Tel.: 0179-10 95 559