



Olympia

1999-2009

Geddes  
Architects





In October 1999 The Olympia Shopping Centre opened in Brno, the second largest city in the Czech Republic and only two hours drive south east of Prague.

It was a significant new addition to retailing in the Czech Republic attracting immediate attention and interest. Its first phase was a 65,000m<sup>2</sup> shopping and leisure centre with an 18,000m<sup>2</sup> Ahold Hypermarket, 75 shops, a 10 screen cinema, many restaurants and a bowling centre. It received the award for *Best in Czech Realty Shopping Centre*.



The Czech Republic was a very different place in 1999. Only ten years after the Velvet Revolution the economy was expanding rapidly, generating new jobs and supporting new found freedoms and lifestyles. Hypermarket chains had begun to roll out stores in most cities with DIY operators fast on their heels. Often they worked together to create “retail park” centres of a size and intensity unprecedented in the Czech Republic. The Olympia venture was part of that new breed of shopping centre but one whose approach was much more ambitious and sustainable.



Our clients arrived in Brno with a vision to deliver a shopping and leisure centre that would first of all fulfil the needs of the evolving economy but also expand and adapt to the changes likely to occur in the Czech Republic in the coming years.



The hypermarket was still a principal anchor and initially one of the major attractions for the additional retail and leisure uses. The cinemas and restaurants encourage higher visitation and greater dwell time by creating an evening venue.



*'The Olympia Shopping Centre was extended in 4 major stages'*

**Green leisure zone - 2010**

**Phase 4 - 2009**

**Phase 3 - 2007**

**Phase 2 - 2005**

**Phase 1 - 1999**







The impact of the Olympia centre has gradually spread outside of the Centre itself generating a busy commercial district with employment and business opportunities for the local residents who live and work in close proximity and they are also a part of the Olympia story.





Centre Court Phase 1  
1999





In September 2007 in association with the major Austrian department store, KIKA, a new anchor for the expanding Olympia shopping centre was unveiled. KIKA with its 19,000sqm three level store was an excellent new addition to the Olympia centre. The combination of the strength of the existing retail offer in Olympia and the new dimension added by KIKA attracted new retailers and many new shoppers to the centre from Brno and further afield.



Local Photographers, Lumír and Marek Smělík provided all the pictures displayed in Olympia.





The latest phase of the Olympia Centre was completed over the last three years and formally opened on October 16 2009, just in time for the Christmas shopping season, Olympia's tenth.

Olympia is now a shopping centre in excess of 100,000sqm with over 200 shops and restaurants, with many notable international names combining with the best of Czech retailing and leisure. The cinemas and bowling still generate an evening and weekend leisure destination, as they did when the centre opened.

In May 2010 a new external "green" leisure area adjoining the river will be unveiled which will add a whole new dimension to the experience bringing activity and recreational leisure to Olympia.



The new phase was successfully pre-leased and has received plaudits from retailers and the property industry including being voted Best Overall Development 2009 in Prague's respected Cij awards.





*Innovative methods had to be considered during the construction of phase 4*







Feature lighting  
creates an exceptional  
atmosphere in the  
evenings.





Many people who were involved with the completion of the latest Phase and attended October's opening party were the same people who attended the opening gala in 1999. Everyone who had been associated with this project was celebrating the opening of the new phase as well as the success of the previous years. The core of the Olympia team has stayed together for all ten years, which has been a major contributor to its success.

Only ten years from the time when Olympia first opened its doors it now has a size and reputation comparable with the major retail destination centres throughout Europe. This is a significant accomplishment, partially undertaken during one of the severest recessions ever in Europe and one that all of those that have been involved in over the years can be justifiably proud of...we most certainly are.

# OLYMPIA TEAM

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