

# Success example revitalisation "TeckCenter"

Düren / Kirchheim-Teck

---

2015/2016

# REVITALISATION AND MARKETING MEASURES





# REVITALISATION

2015/2016



**JAGDFELD**  
REAL ESTATE | Real Joy.



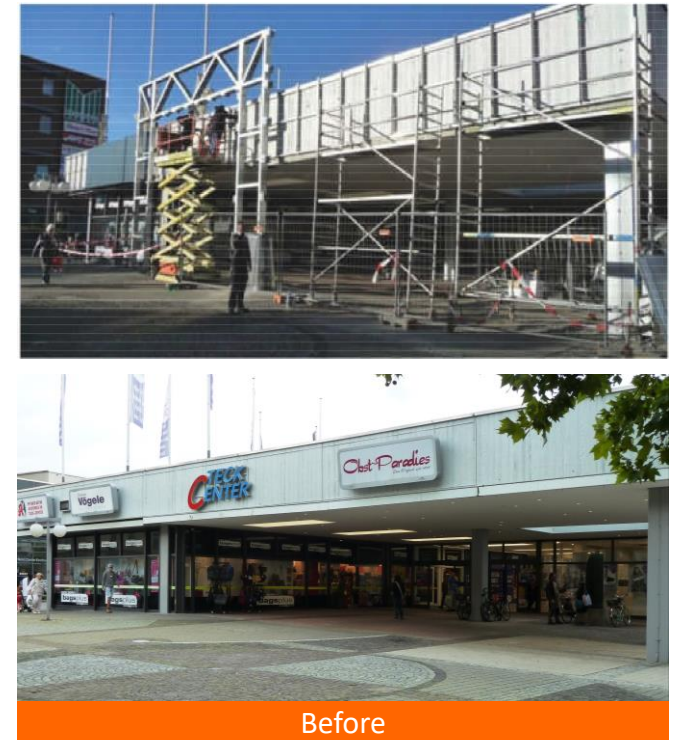
The effort was worth it! A lot of money and energy was invested in the revitalisation of the "TeckCenter". For almost a year, the technology, design and marketing specialists of Jagdfeld Real Estate brought essential areas of the shopping centre up to date.

# THE ENTRANCE PORTAL

The entrance was highlighted with an illuminated portal and new name logo.

Ceilings and lighting have been renewed in the entrance area. These now greet customers in a bright and friendly manner.

The grey concrete attic received a modern, anodised aluminium cladding.



# THE LOGO



**JAGDFELD**  
REAL ESTATE | Real Joy.

The new logo of the TeckCentre. Clear, concise in fresh orange. The Teck Castle symbolises the connection to the surrounding area.



# RENEWAL OF CEILING SURFACES AND LIGHTING



**JAGDFELD**  
REAL ESTATE | Real Joy.

In the mall, the metal panel ceiling, with its integrated grid lights, was replaced by a flush, bright ceiling.

The building services installation was repaired in many areas and the cavity was extended with a sprinkler system for the required fire protection.

A new lighting concept with energy-saving LED light ceiling elements integrated flush into the ceiling, downlights in between and contour lighting to the shop windows complete the ceiling appearance.



After



Before



Building phase



# THE OUTDOOR ADVERTISING



The new, anodised aluminium cladding of the parapet with a tubular support system to accommodate the tenants' new advertising installations gives the centre a contemporary look.

The modern design and clear structure now provide a uniform image. The TeckCenter is clearly gaining in charisma.



Before



After



After (with tenant advertising)

# RENEWAL OF FLOOR SURFACES



The old artificial stone floor with blue tile elements was replaced with large-format sandstone-coloured porcelain stoneware tiles (45 x 90 cm).

Ceiling and floor form a visual unit. The overall impression is bright, friendly and inviting.

Two areas with original oak floorboards in the mall provide customers with designed rest areas to linger in, in order to meet today's consumer habits and give retailers the boost they need for their business.



After



Before



After



# SHOP WINDOW SYSTEMS



The shop windows and pillars were revised and adapted to the colour concept.

The pillars and lift portals were clad with high-quality glass panels, in line with the consistent colour concept.

Shades of grey and sand that are pleasant for the customer form a harmonious unit and enhance the TeckCenter.



# PICTURE GALLERY



**JAGDFELD**  
REAL ESTATE | Real Joy.





RETAIL



OFFICE



LIVING



HOTEL



QUARTIER

ASSET MANAGEMENT | PROPERTY MANAGEMENT | PROJECT (RE) DEVELOPMENT | REVITALISATION | TRANSFORMATION

LEASING MANAGEMENT | CENTER /OFFICE /HOTEL MANAGEMENT | RESIDENTIAL PROPERTY MANAGEMENT | TECHNICAL PROPERTY MANAGEMENT