#balex 2021
YOUR SHOPPING CENTRE FIT FOR THE FUTURE

Votre moment
balexert
— 120 ENSEIGNES —

A WORD FROM THE MANAGER

Balexert has been a Geneva landmark for over 48 years. Inaugurated in 1971 with 40 shops, this magnificent institution has with the passage of time become a key player on the Geneva regional shopping scene. Featuring more than 120 brands, Balexert is now the leading shopping centre in French-speaking Switzerland and plays a major role as one of the top three shopping centres anywhere in Switzerland.

The first extension works took place in 2001, with the shopping floor space increased from 27,000 to over 50,000 m2 and the addition of a complex with 13 cinema screens. In 2006, a new building - incorporating the Migros School Club - was added to the centre, followed in 2010 by a further wing providing space for new retail outlets and direct access to tram lines 14 and 18.

These developments reflect a keen desire to ensure the permanence of Balexert, strengthen its leading role in the Greater Geneva area and turn it into nothing short of a living experience.

With that end in view, the decision was recently taken to modernise the centre's infrastructure and offer its customers a truly amazing experience. Large-scale refurbishment works will be undertaken; the main work is scheduled outside normal opening hours to enable the shops to stay open without interruption

The following pages provide a brief overview and give you an opportunity to discover the future face of Balexert.

Ivan Haralambof
Directeur

A NEW FACE

Inaugurated in 1971 and extended in 2001, 2006 and 2010, Balexert is undergoing a facelift so as to best live up to its customers' expectations. While the centre's configuration and floor space will remain unchanged, the floors, ceilings, lighting and furniture will be entirely refurbished.

The most extensive transformations will take place above the central lobby where the overhead walkway will be removed to provide a more open space of impressive depth. To achieve a modern appearance, all the handrails will be replaced and a new glass canopy meeting today's energy criteria will be installed.

Furthermore, new ceilings and a magnificent floor will be fitted in the common spaces. The Meyrin and Casaï entrances and the P1 and P2 car parks will also undergo a facelift to make them more convenient and welcoming.

Last but not least, the Info Stand has been moved and completely refurbished to provide a more convivial and spacious welcome.

HONEYCOMB CEILING AND FLOOR IN CARRARA MARBLE

The centre will be equipped with false ceilings incorporating LED lighting. The lobby at the heart of the centre will feature a ceiling in the shape of the Balexert "X". This design is intended to make the premises brighter.

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The floor of the common spaces will be replaced entirely by Carrara marble to endow the centre with a distinctly understated character and magnificent luminosity.
It too will incorporate the design showing the Balexert "X".

RELAXATION AREAS

New wave-shaped modular benches are to be installed. Their ergonomic features will be designed for comfortable and relaxed sitting. They will be fitted with charging points for smartphones and laptops among other devices.

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LANDMARK EVENTS

- **1971** — Inauguration of the centre
- **2001** — First extensions and opening of 13 cinema screens
- **2006** — Construction of the building incorporating car park P3 and the Migros school club
- **2010** — Opening of the new West wing (Meyrin)
- **2018** — Refurbishment works begin
- **2019** — Opening of the bowling alley with its restaurant and leisure space
- **2021** — Balexert celebrates its 50th anniversary!

A FEW KEY FIGURES

50,000 m²
Of retail space

120
Retail outlets

15
Restaurant outlets

2,200
Parking spaces

2
Direct access routes to tram lines 14 and 18 and bus services

over 8.5 million
Visitors per year

16
Bowling alleys

1
Playground

13
Cinema screens

1
Medical and dental centre

1
MediCentre

1
Fitness centre

CALENDAR OF THE REFURBISHMENT PHASES

● **SEPTEMBER 2017**   Application for the building permit filed

● **SEPTEMBER 2017 – APRIL 2018**   Calls for tenders

● **2018 – 2021**   Execution of the works (in phases)

● **2021**   Completion of the works

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