



*Copenhagen's Prime Retail Destination*

# Carlsberg City District







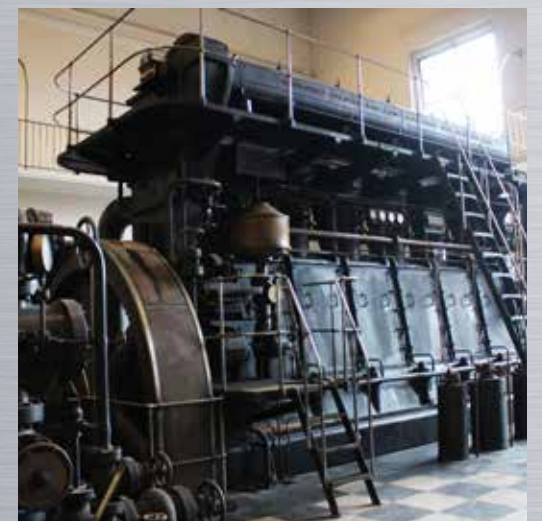
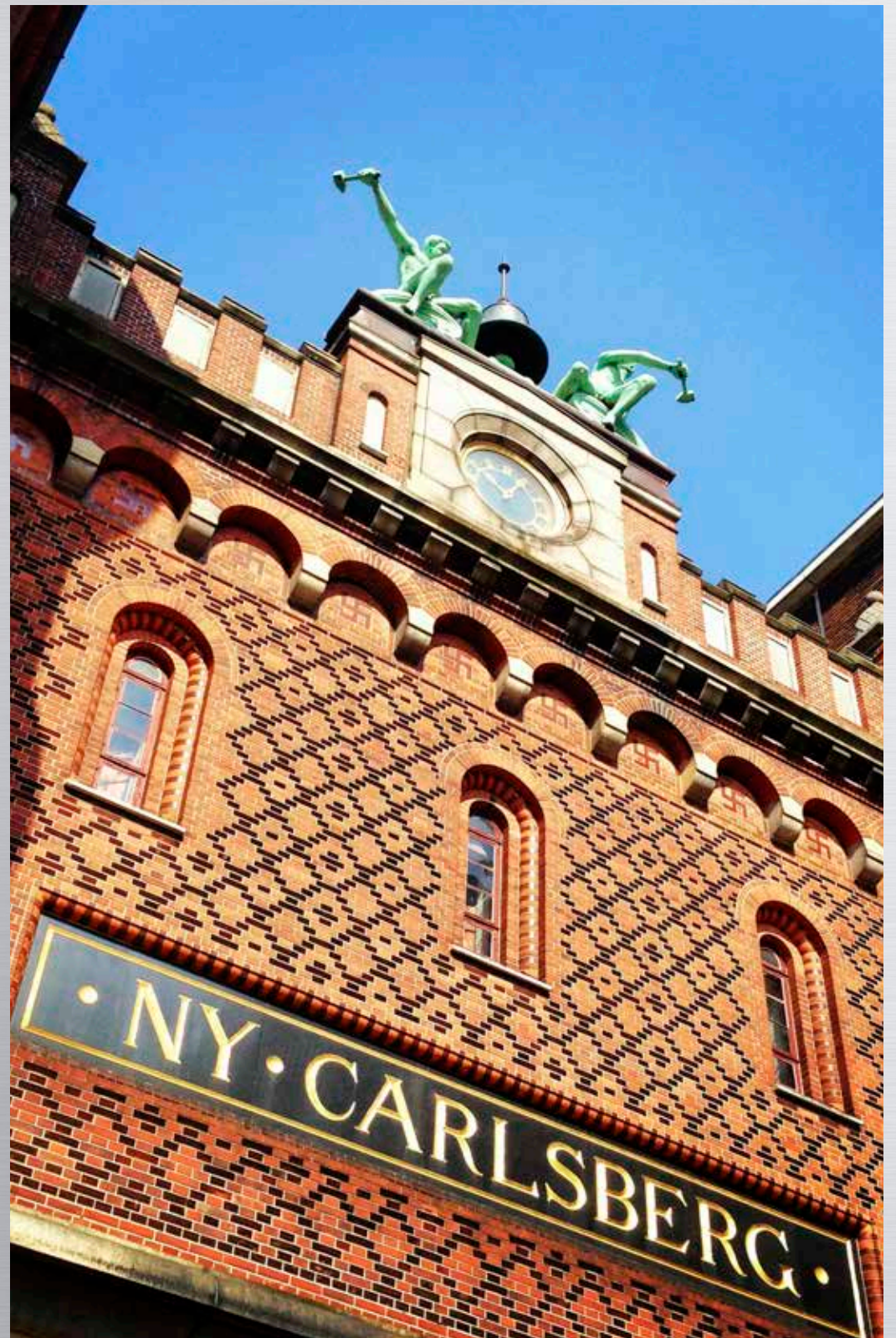
## A place like nowhere else

*Welcome to Carlsberg  
City District*

In 1847 the Danish visionary brewer J.C. Jacobsen started a brewery adventure never seen alike. He revolutionized the process of brewing - not only in Denmark but in the rest of Europe by his groundbreaking methods of making beer.

The Carlsberg yeast's effect on the beer was so extraordinary that J.C. Jacobsen chose to share the yeast with the world by giving it away to other brewers for free. To this day millions of people around the world enjoy a Carlsberg and whenever or wherever you enjoy a lager, there's probably a little Carlsberg in it. But no one could have predicted the amazing architecture, which J.C. Jacobsen and his son Carl Jacobsen left for future generations at their 33 hectar large brewery site in Copenhagen.

After 160 years of brewing beer in Copenhagen at Vesterbro, Carlsberg moved their production to Jutland, and in 2008 the area was opened to the public. Since then Danes and tourists from around the world have come to experience the history and architecture, as well as enjoy the energetic cultural life which have emerged. In the coming years the old brewery site will transform into a vibrant new city district in Copenhagen. As a hidden treasure this is where you will find some of Denmark's finest architecture. Prepare to embark on a journey of retail experience full of architectural adventures in one of the most awarded cities in the world.



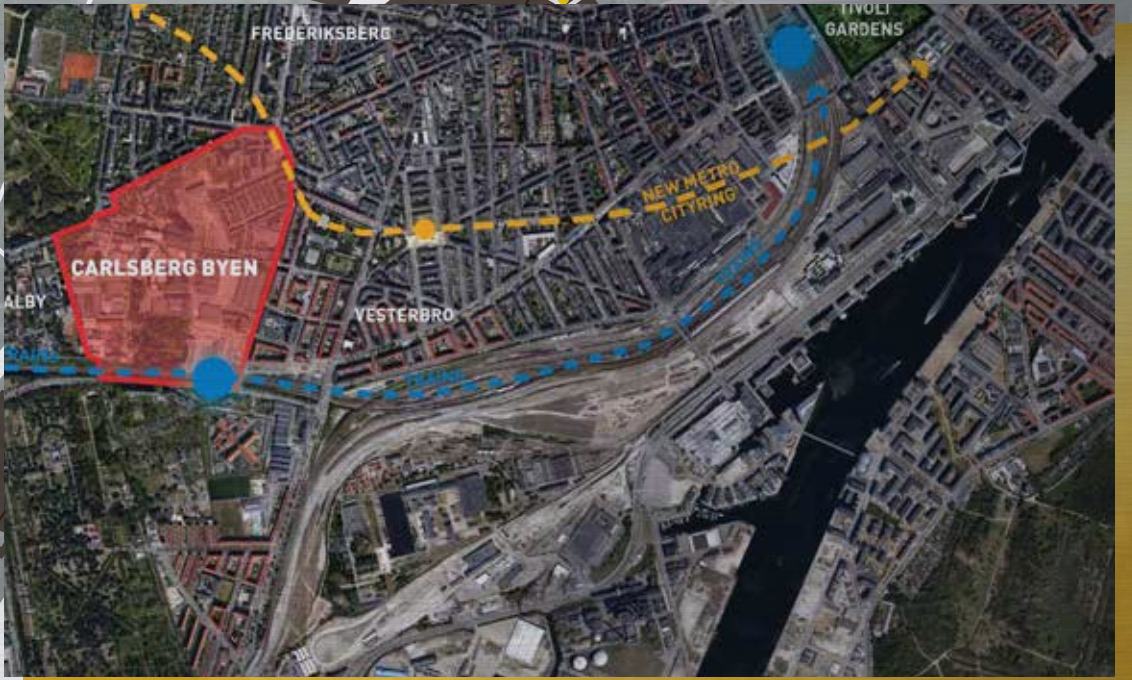


GOTHENBURG





# DENMARK





# A destination for *the whole of Denmark and beyond*

Located in the heart of Copenhagen just 2 kilometres from Copenhagen City Hall, Carlsberg City District covers an area of 33 hectares and lies at the junction of three districts. It is bordered by Vesterbro to the east, Valby to the west and Frederiksberg to the north. In representing some of Copenhagen's most wealthy areas, Vesterbro, Valby and Frederiksberg have long missed shops nearby offering high quality shopping experiences and international retail brands. In establishing the new city, Carlsberg City District will become their no 1 preferred shopping destination.

Because Carlsberg City District is a destination it is not only the local community that will prosper from the city's grand offerings and activities – people will come from the whole of Denmark and beyond, and for tourists Carlsberg City District will be on their 'must list' of places to go.





# Carlsberg City District

*Copenhagen's prime retail destination*

With the city's unique architecture, plentiful light, alley ways and intimate squares, visitors and residents will experience new impulses and impressions at every street corner. Here dream shops come true in a joint ambition of establishing Scandinavia's most exciting new retail quarter. It will be a vibrant living neighborhood where affluent city dwellers, young and old will feel naturally at home, among the city's unique mix of cafés, international flagship stores, cool designer shops and cultural events. In addition the forthcoming Brewhouse will add an offer of leisure activities that cannot be found at any other place in Scandinavia.

## CARLSBERG CITY DISTRICT PLAN:

- 3000 new homes;
- A total of 600,000 square metres of floor space will be developed;
- 30,000 m<sup>2</sup> of retail space, restaurants and cafés;
- Small and large sized stores from 50 m<sup>2</sup> up to 2500 m<sup>2</sup>;
- The Brewhouse – Carlsberg's new Brand & Experience Center expected to attract 500,000 visitors per year;
- A new railway station expected to become among Denmark's five busiest; with approximately 24.000 visitors passing through every day;
- A new metro station 400 meters from Carlsberg City District (opening 2019);
- A new University, UCC (10,000 full time students, 6,500 part time students, 800 employees);
- European international School (900 pupils);
- Nine residential towers;
- Underground car parks - approximately 4000 parking spaces;
- A green and sustainable city.

## FACTS INFRASTRUCTURE/PUBLIC TRANSPORTATION:

Public transport to and from Carlsberg City District will be easy and climate friendly, thanks to a whole new modern railway station - Carlsberg Station opening 2016. From 2019, the new metro station, Enghave Plads will also operate nearby.

With more than 50 per cent of Copenhageners commuting by bike to work every day there will be new bicycle paths and walkways criss-crossing the area to allow quick and safe transport for the district's many cyclists.

# Neighborhoods to Carlsberg City District

*Statistics*

	FREDERIKSBEG	VESTERBRO	VALBY	DENMARK
Population	102.717 inhabitants	57.150 inhabitants	47.839 inhabitants	5.634.437 inhabitants
Density	11.807 pr. km <sup>2</sup>	6.987 pr. km <sup>2</sup>	5.183 pr. km <sup>2</sup>	130 pr. km <sup>2</sup>
Average income after tax. <small>(numbers are from 2010, in 2012 prices).</small>	276.717 DDK	206.100 DDK	216.300 DDK	247.275 DDK
Area total	8.7 km <sup>2</sup>	8.18 km <sup>2</sup>	9.23 km <sup>2</sup>	43.098.31 km <sup>2</sup>
Households with only 1 person	< 45%	< 45%	< 45%	40%
Households with children	20,4 %	18,9 %	22,8 %	26,3 %
+ 65 of age	16,48 %	10,12 %	14,3 %	17,9 %
25-64 of age with long education	49,6 %	34,3 %	24,8 %	15,7 %
Unemployed workers of labor force	5 %	6,5%	5,9 %	4,8 %

Source: Statistics of Denmark, Ministry of Economic Affairs and Interior's key numbers 2013.

Located just in between Frederiksberg, Vesterbro and Valby, Carlsberg City District is surrounded by some of Copenhagen's most wealthy areas. With an average income of 276.000 DDK per year, the inhabitants of Frederiksberg C, have the highest disposable income of all districts in the capital of Copenhagen. Moreover Frederiksberg is known as the most dense populated municipality in Denmark and across the whole of Northern Europe. With an increase of 15 %, the population of Frederiksberg grows much faster than most of Denmark's other municipalities. It is expected the development will continue with 16.000 new residents in this part of Copenhagen over the next 10 years – thus with Carlsberg City District coming just at the right time.







*In the middle of  
Copenhagen's wealthiest  
neighborhoods*

## **Quick facts** *Copenhagen and Denmark statistics*

- Copenhageners earn in average 43% more than the typical Danish citizen (berlingske business);
- Single people represent the fastest growing category of households in Copenhagen with more than 45% of households consisting of singles - 113.020 men , 108411 women living in Copenhagen (2013 numbers);
- Household consisting of singles is another factor affecting the spending habits of Copenhageners. In general, figures show that singles spend a relatively larger part of their income on consumption and dwellings than households of two adults;
- Copenhageners love to bike. 50% of Copenhagen's inhabitants commute to work by bike;
- By 2014 Denmark is among the world's 10 wealthiest countries measured on GDP per capita;
- Denmark is the world's 9th best city to live in, according to the Mercer 2015 Quality of Living rankings;
- From 2010 – 2013 Danish tourism experienced a total growth of 22%. And an estimated tourism related turnover of DKK 34 bn in 2013;
- Danes have a high employment rate (73%), with less than 2% of employees that work long hours;
- According to the OECD 2012 world report on life satisfaction the citizens of Denmark have the most leisure time per day of any country in the study, at 16.06 hours per day (including sleep);
- In 2013, Copenhagen was ranked the world's most livable city in Monocle's annual Quality of Life Survey. In 2014, Copenhagen once again was crowned the winning city.

Source:

<http://www.business.dk/ekonomi/kobenhavn-loeber-med-baade-vaekst-og-penge>

Statistics Denmark & <http://www.bolius.dk/her-bor-der-allerflest-singler-4214/>

[www.visitdenmark.com](http://www.visitdenmark.com)

[http://data.worldbank.org/indicator/NY.GDPPCAPCD/countries?order=wbapi\\_data\\_value\\_2013+wbapi\\_data\\_value+wbapi\\_data\\_value-last&sort=desc](http://data.worldbank.org/indicator/NY.GDPPCAPCD/countries?order=wbapi_data_value_2013+wbapi_data_value+wbapi_data_value-last&sort=desc) )



# The Brewhouse

*The dna of Carlsberg  
"Probably the best beer...and city in the world"*

Most city development projects come with a set of unique advantages but it is not many that come with an identity and as passionate a story to tell as Carlsberg City District. Carlsberg's mindset as a company has always been to promote the value of hard work, the commitment to purpose and doing ones best in all situations. The respect for work and craftsmanship is reflected throughout the city district with a strong passion for symbolic and aesthetic components of architectural development. As a result visitors and residents become part of a city where there is always new details to discover in the city's fascinating mix of fairytale parks, twisted chimneys, dragons, elephants and huge copper boilers. And the new Brewhouse is no exception – here you will find a beer adventure house, a Semper Ardens Bar, a roof top city garden, a café, a brand store, a 'bier halle' in the cellars and corporate hire venues for concerts and events.

Not to mention probably the best beer and food restaurant in town.

UK-based Wilkinson Eyre Architects are the architects behind the Brewhouse, which is expected to open in 2017.

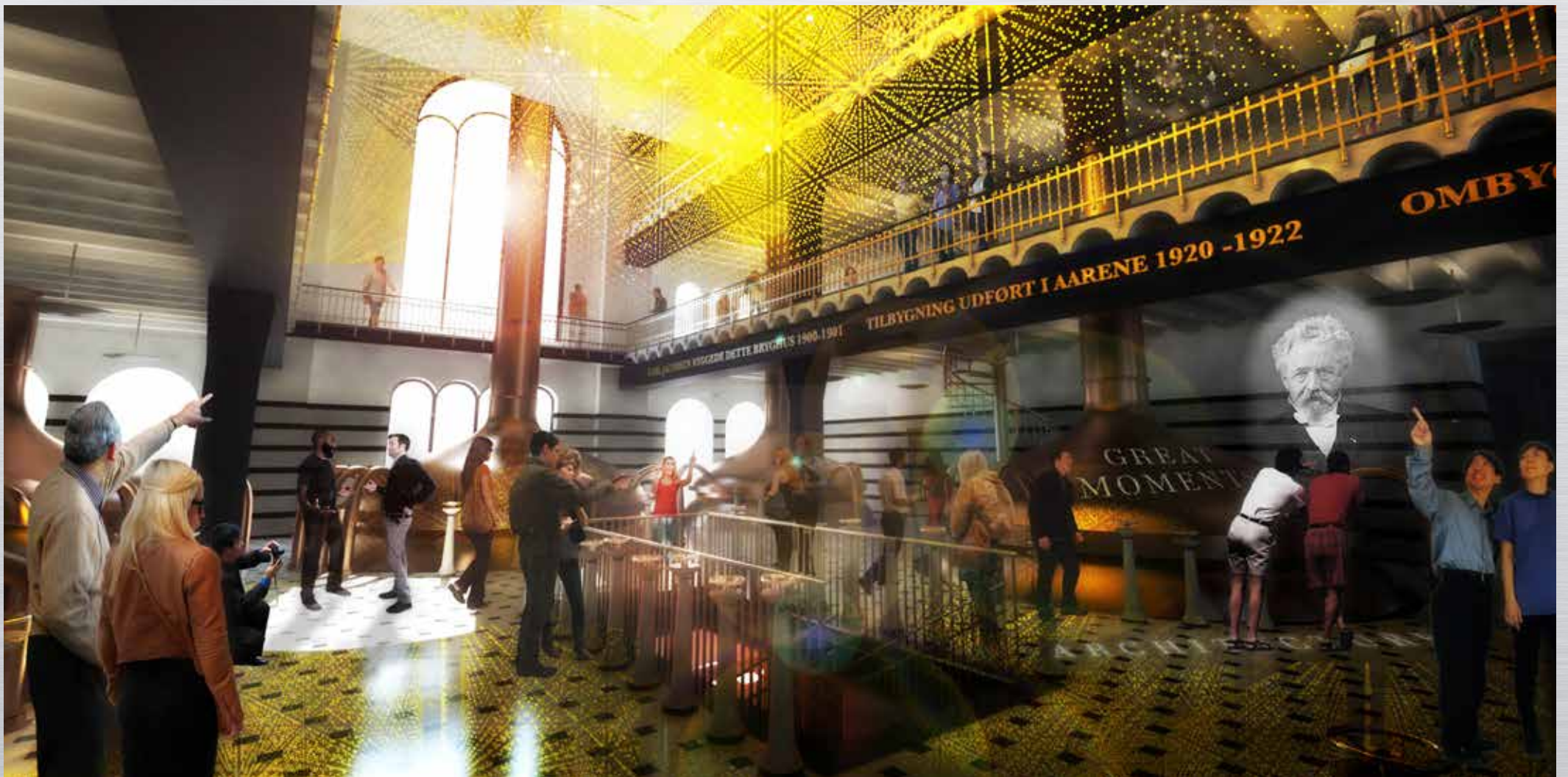






## A new world-class attraction

As the crown jewel of Carlsberg City District the new Brewhouse will welcome guests from around the world and around the corner. Built in 1901 and re-imagined for the 21st century, the Brewhouse will be a breakthrough attraction that continues Carlsberg's legacy of great architecture, of creating great moments and of sharing. The renovation of the Brewhouse will be in the best tradition of Carlsberg, not only safeguarding a national icon by ensuring its continued use, but also investing in the new era of its history with the best contemporary design and technology. Opening mid 2017 the Brewhouse is expected to become one of Copenhagen's leading attractions with approximately 500.000 visitors the first year. Here guests will share their stories of brewing adventures, premium facilities, world-class events and Carlsberg's rich heritage with the world.





# Carlsberg City Districts core values.

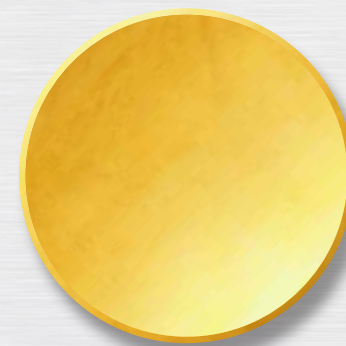


Every place has a mind of it's own. The values of a place, its people and the architectural expression are connected in a way that attracts the people who live there and give people from elsewhere the true essence of the place they are visiting.

Known for housing some of Copenhagen's most highly educated and literate people, the closest neighborhoods to Carlsberg City District, Frederiksberg, Vesterbro and Valby represent an ideal fit for a mind as intellectual and emotional as Carlsberg's. In a retail environment that ooze of creativity, innovation and ambition these neighborhoods will find them-selves perfectly at home in the progressive spirit of Carlsberg where avenues of self-expression, science, and aesthetic components are the core to succeeding.







## The core values of Carlsberg City District reflect the result of the city's MIND16.

With a mind that is both intellectual and emotional the future success of Carlsberg City District is going to be based on four core principles: Extraordinary, Authentic, Innovative and Passionate. These are the values only mastered to perfection by true Intellectuals/Emotionals and the characteristic traits of this type of personality are ever-present when looking back at Carlsberg's history as a company. These values are still the basic of all actions in the Carlsberg City District. Out of the box thinking driven retail brands are invited to join and well established retailers are offering the perfect spot to try out new technologies.

### *Extraordinary*

A majority of the income of Danes is spent on consumption. With Danes remaining amongst the most conscious consumers in Europe, Danes love to shop, but has high demands for the shopping experience. Regardless of price level, if shops don't stick out and give the experience of exclusivity, Danes will quickly find other things to spend their time on. Time is money, but to a certain extent Danes value quality time with family and friends more than work – and what's more enjoyable than exploring your favorite international shop concepts in unique surroundings with the ones you love! Carlsberg City District is unique because the location, scale and architectural possibilities offer the ideal premises to go the extra mile that makes a store at Carlsberg City District stand out from any other store in Scandinavia. Here there is the opportunity of creating an extraordinary store! Whether it's a shoe store or a high fashion store, you can be sure consumers will return because they will find both inspiration and what they look for in the city's exciting mix of international quality brands, local designer shops and specialty shops.

### *Authentic*

The Carlsberg City District has a distinct authenticity, which stems from 160 years of brewing history and giving work to thousands of local workers. Being authentic means cultivating one's own personality, spirit or character. Something which the founders of Carlsberg were famous for and to this day can be seen all around Carlsberg City District. Many of the existing buildings at Carlsberg City District are both unique and iconic. At present, they speak for themselves – but in the future they will portray the city in an entirely new context – as new homes for strong retail concepts and cultural events. With the spirit of the founders of Carlsberg, Carlsberg City District wish to honour and promote all brands and concepts that stay true to their passion.

### *Innovative*

With a unique heritage of protected buildings telling the stories of Carlsberg and representing the innovative entrepreneurial spirit behind the company and its scientific tradition, the Carlsberg City District is all about being innovative. Science has always been an important part of the Carlsberg Quarter, including the Carlsberg Academy, the Carlsberg Honorary Apartment for distinguished scientists, the Carlsberg Laboratory and the Carlsberg Research Center. In the new development plan for the city, Carlsberg City District will continue to preserve the strong link to science that has marked the history of the area by the construction of a new world-class campus for the University College Capital, UCC. Furthermore as a compliment to this the city will build 22 attractive private residences for international scientists visiting Copenhagen. As a store at Carlsberg City District one can be sure that innovative thinking will be omnipresent - from the creation of ambitious shopping environments to the city's implementation of renewable energy solutions.

### *Passionate*

Dare to dream and follow your passion! When some of Carlsberg City Districts most admired buildings were made, it was far from all who understood nor supported the ways of architectural thinking. Today when you take a stroll through the iconic Elephant Gate or look at the 64 golden shields on one of the city's largest listed buildings, you won't think twice that passion is the key driver to succeed. Just because something hasn't been done before doesn't mean it's not possible. In moving forward, passion will continue to be the key driver in turning dreams into reality.





## Replacemaking

### *Urban life in Carlsberg City District*

In a city where there are so many reasons to come or pass by in a society where most people have what they need, a desirable retail destination is essential in creating a smarter, happier city – and a more prosperous one.

There are many reasons to visit Carlsberg City District. Once you have arrived, you will be able to have all your shopping & entertainment requirements met and fulfilled. It's vast variety of shops, cultural activities and services make Carlsberg City District an extremely special destination in Copenhagen; the sum of all needs balances with its great offers.

There are three basic reasons for coming to Carlsberg City District – Moving, Market and Meeting. Carlsberg City District is based on fulfilling everyone's needs according to each of the reasons of being here.











# Moving

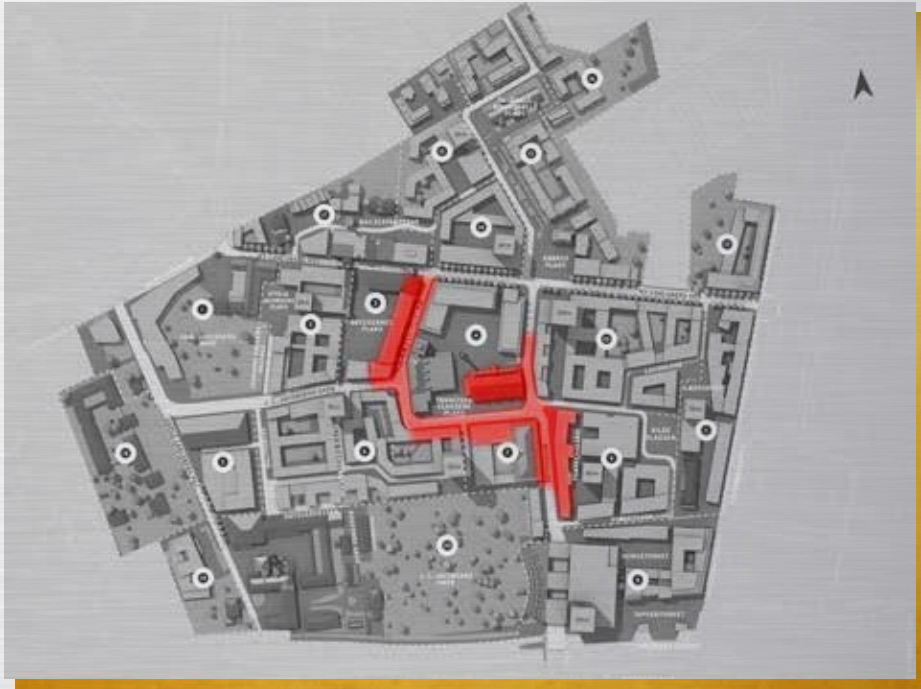
A part of the visitors at Carlsberg City District stop by since they are passing through. It might be the commuters on their way to school, home or to work. With the new railway station located right to the main opening of Carlsberg City District, this group of people will probably be the largest group of visitors to the city. This is also here you will find one of the city's nine residential towers, and the University UCC serving more than 10.000 students every day. They are looking for getting problems solved as well as making convenient and spontaneous purchases, such as shoe repairs, a quick coffee to go or a sandwich for the lunch break. The key is to allow for an easy-flow of circulation, freeing passageways and easy access and exit of stores; crucial for people on the go. Not only are they filling up the street, they also attract new people; and the more people, the more want to come. Furthermore in being a part of Carlsberg City District they see the stores every day and when they go home from work or school they do their shopping here, because everything is nearby; ultimately making it easier for them to get things done as quickly and easy as possible.

In the northern part of the city by the iconic Elephant gate is another area highly characterized by people on the go, from tourists coming to visit the new Brewhouse to parents dropping their kids of at the European School.









# Market

Many people will come to Carlsberg City District because they need to purchase specific items that they are missing. But many will also come because only here you will be sure to find that perfect dress. Or when you select a gift for someone you love, you go to Carlsberg City District because you want to find a gift as timeless and unique as the bond you share. And even though you are unsure of what to look for, you know this is the coolest place to go shopping and exploring new things.

A logical and well-structured master plan ensures a natural flow, while the city's intimate scale allows for surprises along the way – don't be shocked if you turn the corner and suddenly see a lighthouse made of lime stone or a twisted chimney that reaches for the sky.

In a shopping environment as diverse as Carlsberg City District consumers expect to be able to find everything to suit their urban life. And this is exactly what you can do since the city's diverse areas has so much to offer. With a wide array of stores focusing on high fashion, exciting new food concepts and a dynamic passage of modern and contemporary art you will have an offer that cannot be found at any other specific place in today's Scandinavia.









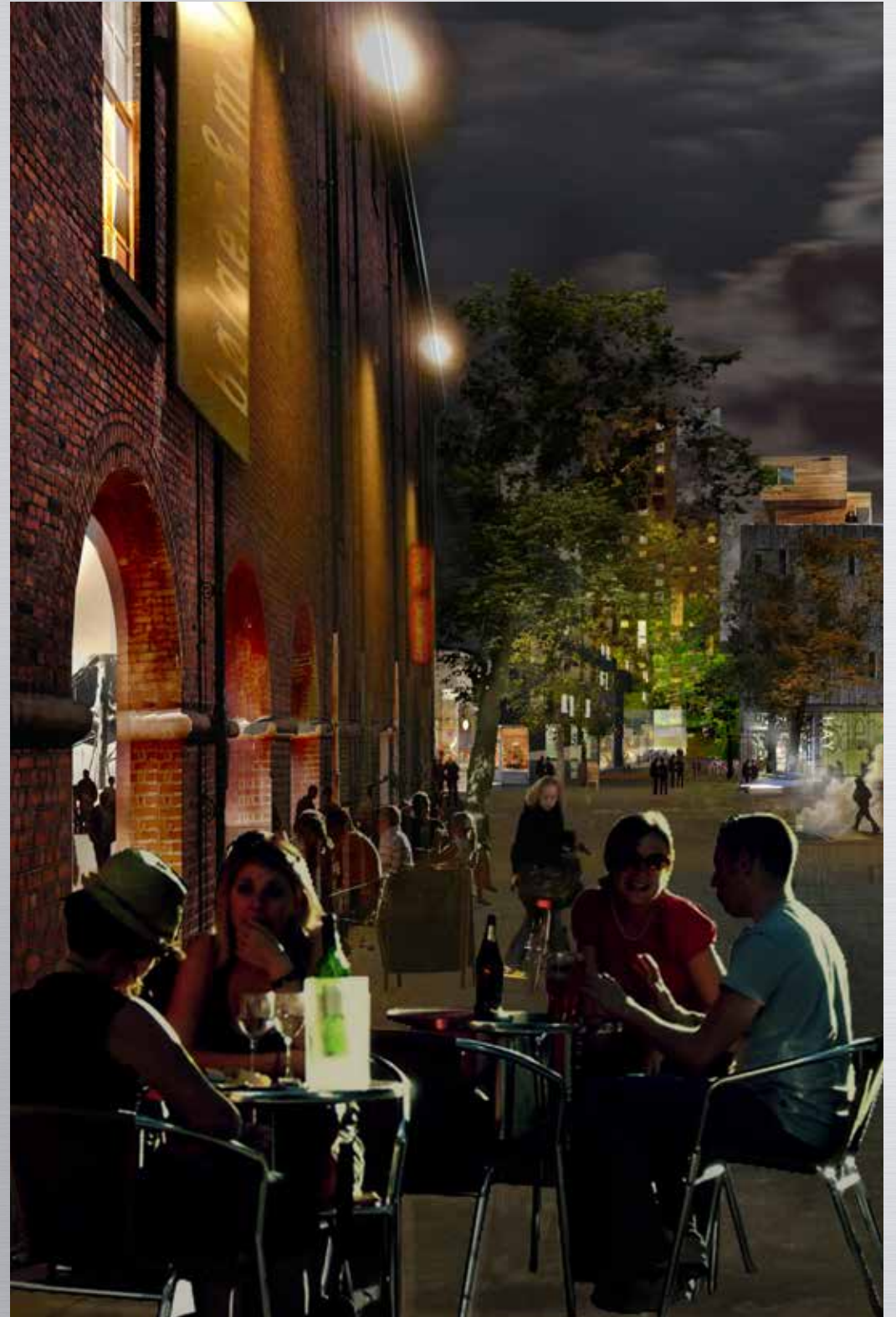


# Meeting

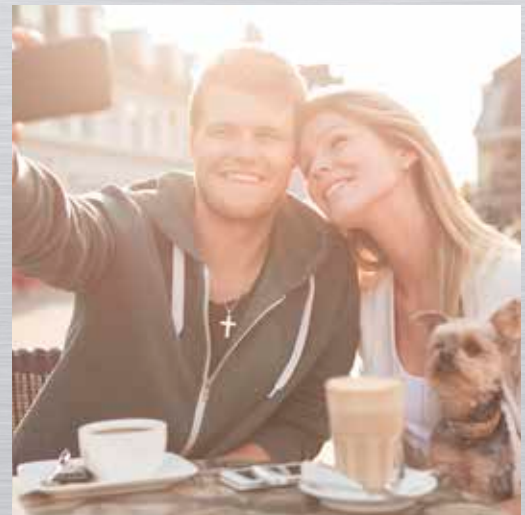
Last but not least, many people will come to Carlsberg City District to fulfill their need for social activities. They come here to shop with family and friends, in order to meet with someone or to simply enjoy people watching. "People are people's best joy" is an expression used by city planners and architects and we are going to realize the frame for this joy.

At Carlsberg City District there is ample opportunity of taking a rest in one of the city's intimate squares. When entering the main square of the City, Bryggerens Plads, this will be the place you will be sure something is always happening. Surrounded by cozy cafes and great restaurants, it is the ideal place to relax while enjoying the beautiful heritage and surroundings of this scenic spot.

Apart from the reason for your visit, there is always one thing to remember; the constant emotion of playing an integrated part of Carlsberg City Districts urban life will never escape you. Attractive spaces between buildings invite citizens to interact. And when you're out to meet with someone a cool store catches your attention; 10 minutes later you both leave the shop with a bag and a smile on your face. At Carlsberg City District you can meet anyone at any given time and always make your shopping a core element in your urban life. We are looking forward to establish the best location in the city for your store.











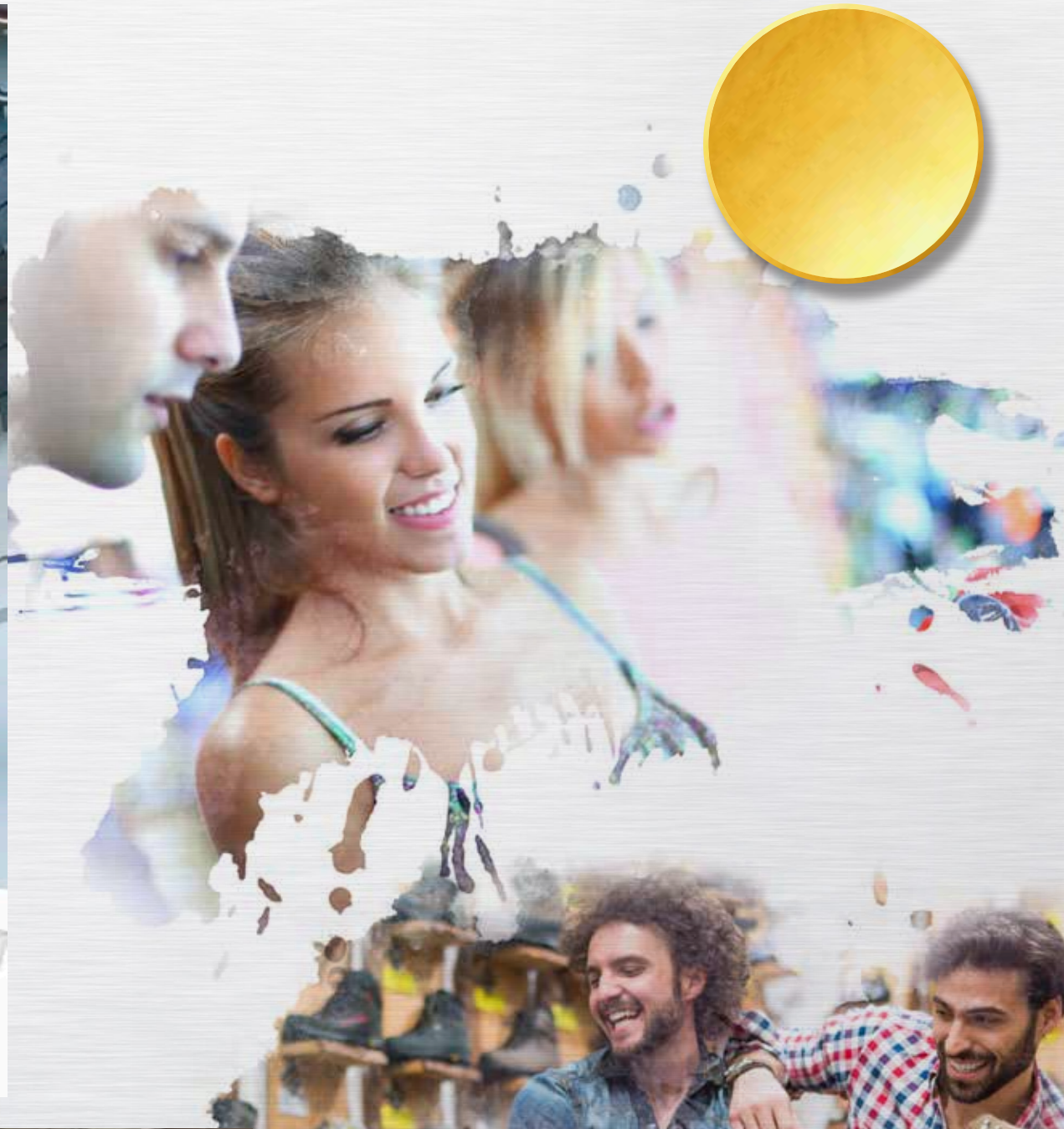
# The Boiler House

Designed in 1926 by Danish architect Carl Harrild, The Boiler House represents one of Carlsberg City Districts most impressive buildings. This majestic industrial building used to serve as the brewery sites sole supplier of cooling, electrical lighting and power.

Today the Boiler house is ready to serve a new purpose. The interior space boasts an industrial yet contemporary Nordic feel that can easily be transformed into an array of different concepts. Opportunities for making a fashion house or a spectacular restaurant of lasting impressions are truly endless and it is the ideal space for hosting a unique event.



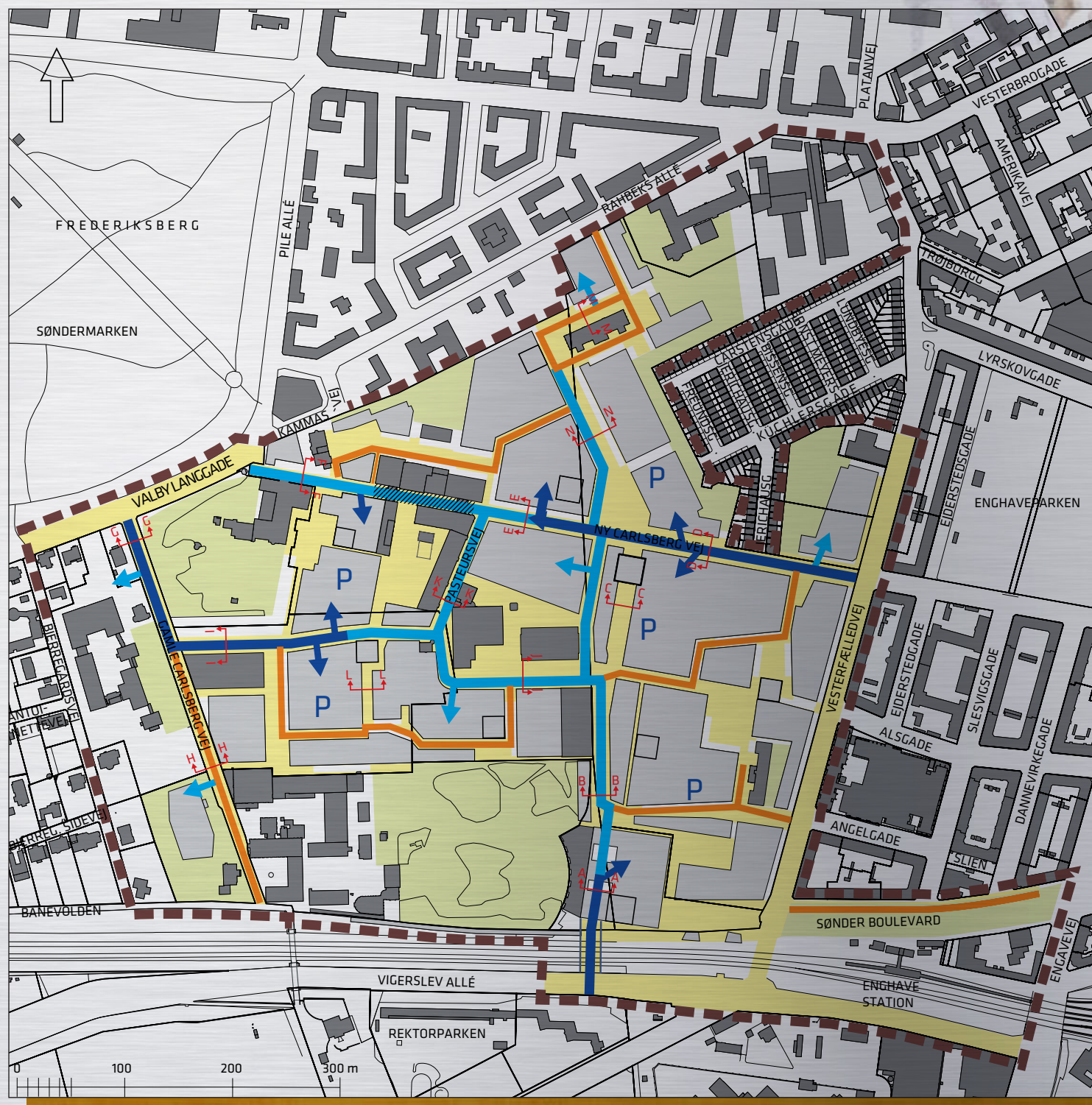






# Parking Infrastructure

For those coming by car the city offers well-planned parking facilities available to all visitors. With approximately 4000 parking spaces in total the parking spaces will be placed mainly underground to ensure a walk friendly environment in the city.



- District Plan
- Street areas
- Primary streets
- Secondary streets
- Placement of streets within residential areas & play grounds
- Special path for busses
- New bridge crossing the railway
- Access to primary parking basements
- P Placement of primary underground parking basement
- Access to secondary parking basements
- Existing buildings
- Areas for construction of new buildings
- Gardens/parks
- Section

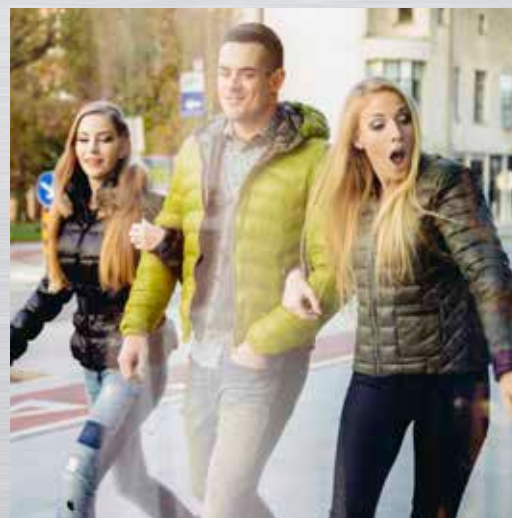




# Masterplan



- RESTAURANTS & CAFES
- SPECIALTY FOOD STORE
- GROCERY
- SERVICE RETAIL
- FASHION & ACCESSORIES
- SPECIALTY RETAIL ARTISAN SHOPS &
- HOME DESIGN & ACCESSORIES / ART GALLERIES
- MUSEUM & CULTURE





**Leasing by**

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