

The image shows the exterior of the Palais Vest building at night. The building's facade is dark, with the name 'PALAIS VEST' illuminated in large, white, serif capital letters. Above the name is a glowing red crown logo. The entrance is a large, curved glass structure with a red carpet leading up to it. Inside the glass entrance, the name 'PALAIS VEST' and the crown logo are visible on the glass. The building's windows are lit from within, and the overall scene is illuminated by a mix of white and red lights.

PALAIS VEST

Reference report **Palais Vest, Recklinghausen**

The red carpet for Recklinghausen

Designing clean entrances

EMCO



Grand welcome into the modern shopping centre

Out-of-town shopping? That's a thing of the past. Modern shopping temples are rolling out the red carpet for their customers in the city centre. The 'Palais Vest' in Recklinghausen is an excellent example of the new generation of shopping centres. Architecturally appealing, integrated into the urban landscape and with a diverse range of retailers on offer, it provides an all-round successful experience in the North Ruhr area.

Starting again on familiar terrain

The location of the Palais Vest could not be better: on the edge of the old town, opposite the town hall built in 1908 – and on the plot of the former 'Löhrhof Center'. Built in 1975 following the example set by American malls, the 'Löhrhof Center' was no longer in-keeping with the times at the beginning of the new millennium. To add to this, the competition in the popular Ruhr area had grown enormously – from the 'CentrO' in Oberhausen right through to the 'Thier Galerie' in Dortmund.

The demolition of the old high-rise building in August 2012 signifies the green light for the new start. In August 2014, the time had come: the new 'Palais Vest' shopping centre, with 120 shops over an area of 41,700 sq. m, was officially opened. The design was drawn by a renowned architecture firm.

Urban on the outside, palatial on the inside

From the outside, the building appears to be an integrated, organic structure which fits in with the surrounding architecture with its two floors plus basement. The façade, which has been partially clad with sandstone, blends seamlessly into the cityscape but remains bold at the same time. On the inside, the building lives up to its auspicious name. A huge chandelier floats over the 'vestibule', one of the main entrances. Another highlight is the digital masterpiece 'bit.pulse' by media artist Julius Popp. For the 'hall of mirrors', he created a 'waterfall of words', where the most common words from current news stories are projected on a wall made up of thousands of movable metal plates.

However, as well as creating a lasting impression for customers, sustainability is also a key consideration. The building is certified to DGNB. It therefore complies with the strict criteria set out by the German Sustainable Building Council (DGNB) with regard to energy efficiency, as well as aspects related to socio-cultural and real-estate sustainability.





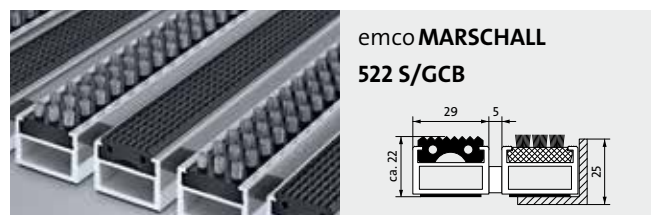
“Details like the entrance mats from emco emphasise the ambition of our building.”

Theda J. Mustroph
Center Manager

Where the red carpet is the star

Special importance was placed on both the urban and (internal) architectural concept of the development. The 'Palais Vest' opens up onto the city via several entrances. At the same time, the entrance areas welcome the visitors and get them in the mood for a shopping experience. The red carpet is quite literally rolled out for the visitors here – in the form of the red clean-off systems from emco.

There are several reasons why entrance mats from emco are predestined for a project like this. After all, the entrance mats are part of the sophisticated entrance design, with the red colour bringing everything together. However, in terms of shape, each mat is a one-off – round, circular segment, square, convex or concave, with the profile strip as an artistic accent or as part of the door system. With their excellent cleaning effect, they also support the concept of sustainability. The entrance mats are completed using emco dirt collection wells, which are embedded in the floor – and are perfectly coordinated to the form and function of the mat. Modern entrance mat systems for the most modern shopping centre in the Ruhr area.



Building: Shopping Center Palais Vest, Recklinghausen

System solution: emco **MARSCHALL**

Project size: approx. 41.700 m²

Year of execution: 2011-2014



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