

---

# FROM "AIRPORT" TO "AIRPORT-CITY"

[www.michelgroup.eu](http://www.michelgroup.eu)

# PRESENTATION

*Airport Teheran*

Zurich Airport - 5th Expansion Phase

Zurich Airport - "Airport City"

Zurich Airport - "The Circle"

Amsterdam Airport - Schiphol ("SchipHolland")



# ZÜRICH AIRPORT

*Zürich, Switzerland*





### Zurich Airport - 5th Expansion Phase

In 2003, The 5th Expansion Phase at Zurich Airport had been completed with a CAPEX budget of approx. 2 billion CHF (on time and below budget).

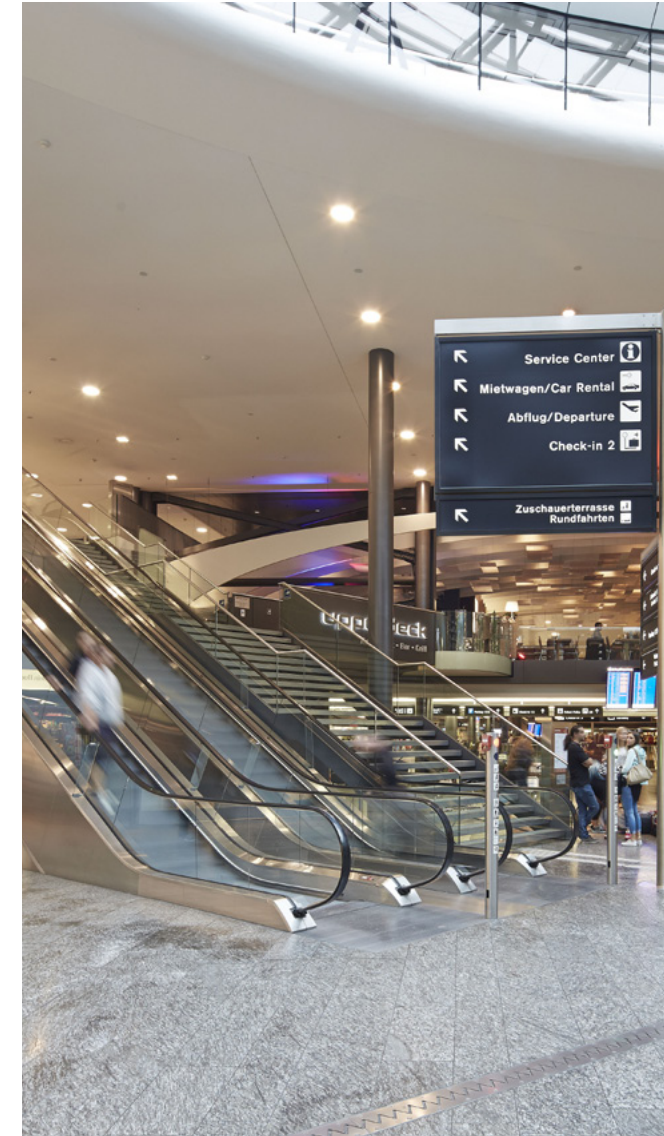
The main objective was to position Zurich Airport as one of the best airports in Europe increasing the capacity to 35 million passengers yearly, modernizing all infrastructure to a state-of-the-art level while offering future passengers a premium quality and seamless travel experience.

The completion of The 5th Expansion Phase successfully met the challenges with the following results:

- In 2014, Zurich Airport served 25.5 million passengers, with 186 destinations and 76 airlines.
- Zurich Airport has been continually recognized as the one of the best airports of its size, receiving numerous awards, offering the highest level of service, a unique infrastructure, and a full-fledged offer of products and services.
- Three runways are securing maximum flexibility, depending on noise regulations, wind and weather conditions.
- Three airside piers (A, B, Dock Midfield E) provide convenient, seamless travel, with one of the shortest connection times in Europe. A total of 64 gates PBB gates and 42 bus gates ensure operational flexibility. The piers are connected with the centrally located Airside Center.
- Groundside the central processor "Airport Center" provide convenient check-in and security facilities, a shopping mall of over 15'000sqm, the 4th largest (by passenger) railway station in Switzerland, a car parking of 17'100 parking lots and a bus and tram terminal with several hundred departures daily.



## AIRSIDECENTER INSIDE



## ZÜRICH AIRPORT - "AIRPORT CITY "



### Zurich Airport - "Airport City"

Not officially using the umbrella-brand "Airport City", in parallel with - and following - the 5th expansion phase, Zurich Airport developed an impressive ground-side infrastructure. This development took place between 2002 and 2010 securing a smooth, integrated planning and construction process with a minimum of disturbance of operations. The objectives were to add additional offers of products and services, enhance the passenger experience, target airport staff and neighbours to enjoy the airport experience under the label "fascination flying", and to attract new consumer groups to visit and spend money at the airport.

The completion of "Airport City" successfully met the challenges with the following results:

- Zurich Airport has now become the second largest (by sales) Shopping Center in Switzerland with a reputation of providing best-in-class offers in an attractive environment.
- A central "turnpike" - the Airport Center was developed offering over 15'000sqm offering of products and services, built around a couple of anchor stores.
- The land-side commercial offers 55 retail outlets, 29 food & beverage units, travel agencies, and information center.
- A Radisson Blu \*\*\*\* Star Hotel, with 330 rooms and suites, located only 100 meter walkway "dry feet" from check-in, provides convenience for business travelers.
- A Conference Center - the largest in Switzerland - offers 52 meeting rooms from 2 to 40 participants with over 2'500sqm. A convenient and attractive offer for business meetings with a full-service offer and highest quality demands.
- A Fitness- and Wellness Center with over 2'000sqm serves visitors as well as airport staff to keep fit and enjoy some relaxing quality time.
- Airport Medical Center consisting of approx. 1'800sqm with a wide range of medical services and day-surgery.



• Zurich Airport provides business partners over 100'000sqm office space at differentiated quality and price level:

- o Prime Centers, with 11'500sqm, providing near-terminal premium quality office space, service included representative offices and meeting facilities.

- o Office Centers, with basic near- and off-terminal office space, for multi-functional use.

- o Operational Centers, providing airport partners professional office space, securing a smooth and seamless travel experience.

- o Terminal Offices, for back-office use for airport operators, e.g. check-in back-office, airport security.



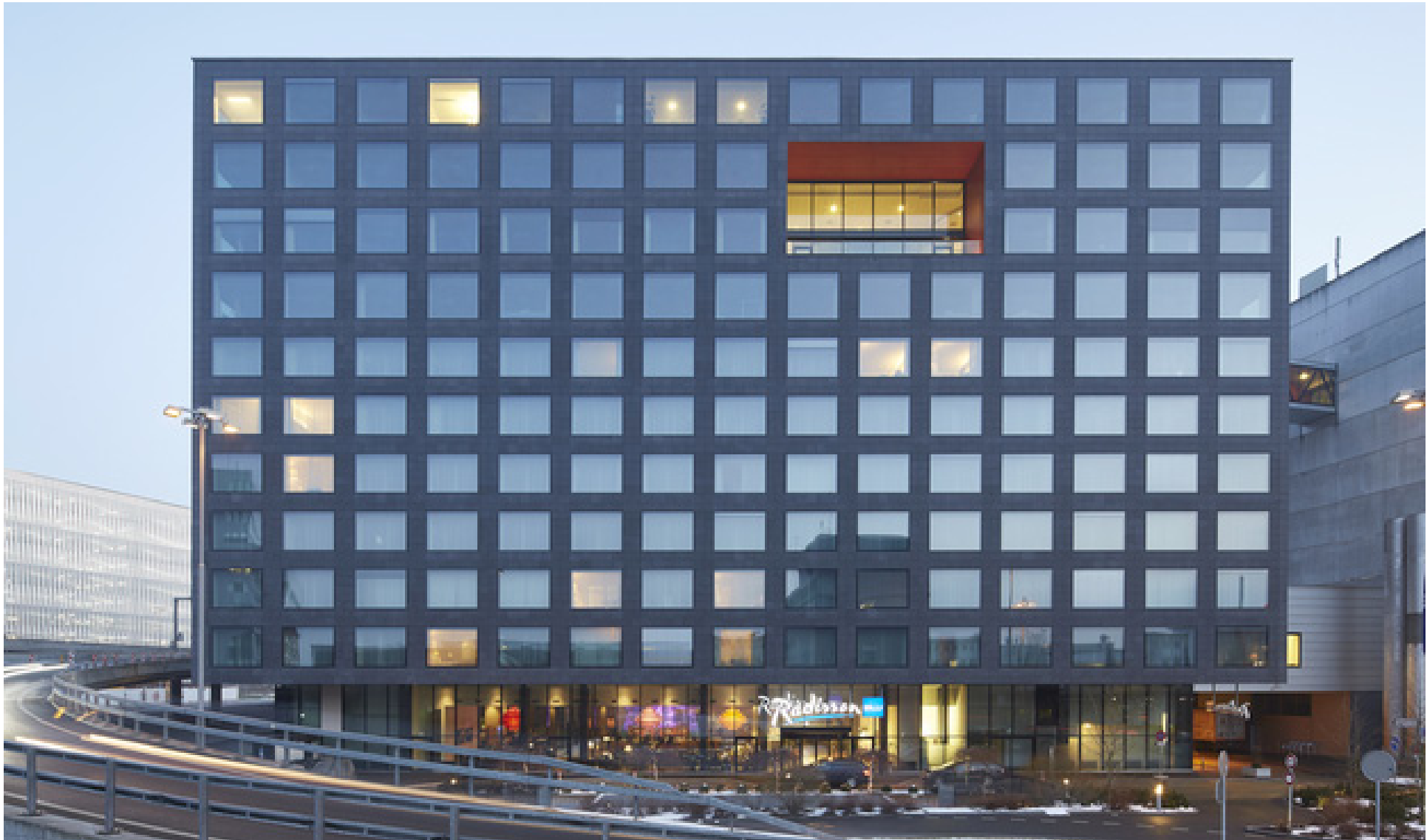






## FITNESS & WELLNESS CENTER









## PUBLIC TRANSPORTATION TERMINAL





# ZÜRICH AIRPORT - "THE CIRCLE"

*Zürich, Switzerland*



"The Circle" will be a destination at Zurich airport with an opening in 2018. Connecting directly to the landside Airport City and airside terminal buildings, "The Circle" will become an international trading centre and a focal point for business and lifestyle. Covering 180,000 square metres of useable space, The Circle will offer a host of activities under one roof, and with synergies between them all. It will feature two Hyatt hotels and a Convention Center; top international brands and companies along its avenues and squares, a medical centre and well-planned, state-of-the-art office space. There will be other lifestyle attractions, from art and culture to food and entertainment, as well as knowledge related activities and opportunities for learning.

In collaboration with Zurich Airport, Michelgroup has provided consulting for the strategic planning and brand positioning consulting for "The Circle" for all the Modules, which includes Health & Beauty, Education & Knowledge, Events & Culture, Brands & Dialogue, Counsel & Services as well as two Hyatt Hotels and Corporate Headquarters & Offices. The strategic planning addresses the usage of the space, the navigation of the visitors, and the integration of logistics. The brand positioning addresses the market positioning of the each of the modules, the tenant guidelines and tenant coordination.

In addition, Michelgroup has been providing Master Planning services for square meters Brands & Dialogue Module, which will be the retail and restaurant area for "The Circle". Through the collaboration with Zurich Airport, a unique Vertical Concept has been developed that will create an international Brand Platform.

## MIXED USE DEVELOPMENT - MULTIFUNCTIONAL



## MIXED USE DEVELOPMENT - MULTIFUNCTIONAL





# AIRPORT SCHIPHOL

*Amsterdam, The Netherlands*



Airport of Amsterdam – SCHIPHOL- , a development-strategy to strengthen the international position.

Schiphol is the international airport of Amsterdam and is after Heathrow (London), Frankfurt (Germany) and Charles de Gaulle (France) the fourth biggest airport in Europe.

This development strategy shown in the movie (see link next page) is not only a masterplan for the necessary extension of the airport (a new terminal), but also to use the international significance of an airport as an impuls for new economic activities.

Looking from space our earth is a beautiful blue planet. With the growing of our population from around 6 billion now to around 9 billion in 2050 our demand for clean and purified water and clean energy-sources will enormously increase.



The Netherlands have a long tradition in handling all different water-items: not only protection against the sea and flooding, but also in developing new technologies and engineering.

The future development of the airport of Amsterdam/Schiphol can be an international 'showroom' for the most sophisticated water-technologies which the Dutch can offer the world.

Schiphol-airport is situated in the west part of The Netherlands, one of the most densified areas in the world, surrounded by the four biggest cities of Holland.

Two centuries ago this area was a big internal sea, and it was won out of the water by windmills and steam-engines.

The airport-area lies 4,5 metres below sealevel.

Because of global warming our actual scope is not only to pump out the water, but also to store it when there are heavy rains, or to have a buffer for warm periods when there is a shortage of water.

# AIRPORT SCHIPHOL

*Amsterdam, The Netherlands*

Please [click here](#) to see a Movie about the development strategy of SchipHolland, Amsterdam:



The masterplan shown in the Movie is developed by Ir Peter Trimp, who made as founder and partner of T+T Design for more than thirty years all the plan-concepts for Multi Development Corporation.



This fact is the basis for the idea to partly give back to the water what was formerly an inner-sea, and to develop an artificial technological water-landscape around the international Airport of Holland: **SchipHolland**.

This technological water-landscape gives the Airport an unique identity in the world, it promotes the unique water-imago of The Netherlands directly from this international meetingpoint which an airport automatically is, and it creates a powerful potentation for the settlement for new economic activities in the water- and energytechnology.

The new airport-area in this vision of SchipHolland is not only a new airport-terminal, or only an interesting architectural object: it is more creating an airport-city as a part of the Amsterdam-metropolitan-area with a strong focus on future-technology, a kind of Siliconvalley for water- and clean/green energy.

In the masterplan for SchipHolland there are three different 'neighbourhoods'.

First the area called Waterlab (Waterlaboratory): an area for science, education, innovation for watertechnology,energy and environment. An area for testing on a big scale.

Second the area called 'Islands of Possibilities': innovation with constructing/constructions on-over-in the water, floating constructions,artificial islands.

This is also an area for large scale accommodations like exhibition- and congressfacilities,special campuses for exclusive enterprises, special protected complexes for the government, large sportfacilities.

And third Water-City, an extension of the existing airport with a new Terminal-complex, which is also the centre of a new part of the city of Amsterdam.

This Water-City or Airport-City,with its modern canal-pattern, is an airport-orientated neighbourhood for housing, offices and companies, a variation of cultural activities, and last but not least a new international meetingplace for everyone who wants to visit Europe.