



WE ♥ FOOD

FOOD, LEISURE & PLACEMAKING

What drives our customers & what drives us
Stefanie Christen – 06 September 2019



WE'RE DRIVEN BY... AN AGENDA...

1. WE ARE FOOD, LEISURE & PLACEMAKING
2. TRENDS - 5 THINGS YOU HAVE TO KNOW
3. 5 THINGS YOU MIGHT BE INTERESTED IN



1. WE ARE FLP

INTRODUCING THE TEAM, THE TASK AND THE CONCEPT OF PLACEMAKING



A WHOLE NEW DEPARTMENT...

WHO ARE WE?

- A „NON RETAIL“ SPECIALIST UNIT
- ONE „POINT OF CONTACT“
- INTERNAL CONSULTING



WHY DO YOU NEED US?

- WE FOCUS EXCLUSIVELY ON FOOD, LEISURE & PLACEMAKING
- WE HAVE WORKED IN THESE INDUSTRIES
- WE ARE VERY WELL CONNECTED IN THE INDUSTRIES



HOW DO WE DO THINGS?

- NEW FOOD + LEISURE PARTNER ACQUISITION
- SHARE KNOWLEDGE, EXPERTISE & CONTACTS
- AMBASSADOR-PROGRAM
- WORK IS BOTH TENANTS AND PROJECTS





what is

PLACEMAKING ?

have you ever thought about WHAT MAKES A GREAT PUBLIC SPACE ?

A city, a square, piece of land, a center is only a space that can be taken.
**People connect places with moments, experiences and memories – IT TAKES
PEOPLE WHO CONNECT AND INTERACT – to make it a place.**

When a place becomes a favorite spot for people to meet friends, greet their neighbors, and feel comfortable interacting with strangers, then you are well on your way to having a great place - that's when space-taking turns into place-making.





Placemaking is
... to create a
REASON to be
SOMEWHERE

If the story a place is telling is true and it talks to the heart – that creates atmosphere and makes the experience authentic. A space that has flair and evokes emotions has aura. Aura is the uniqueness of a location, a place – or even a person. Something that captures us and sometimes we don't even know why or what it was.





Placemaking is
... to create a
REASON to
LOVE IT

What successfully developed places have in common is the love for the place. It may not be perfect, it may not function as well as we want it to. But what makes it great is the creating, the work of people making their places places for others to love.



GET
INVOLVED

BECOME
ATTACHED

BRING
OTHERS

COME
BACK

CARE

CONNECT



Placemaking is ... to create a **REASON** to **ENGAGE**

Today, places are no longer ideals designed on the drawing board, but platforms that are shaped by the consumers who are strengthened by social media, hungry for experience and willing to actively design their spaces. They decide whether to accept the room and what they want to use it for: Café becomes a workplace? The store as an online shopping platform, the bookstore for shopping advice, the shopping mall as a meeting place? The consumer decides whether a place becomes a place to be or whether it stays to leave.

WHAT MAKES A GREAT PLACE?

SPACE

- + COMFORT & IMAGE
- + ACCESS & LINKAGES
- + SOCIABILITY & CONNECTION
- + USES & ACTIVITIES



CLEAR VISION

VISUALLY PLEASING

ENTERTAINING



WHAT MAKES A GREAT PLACE?

SPACE

- + COMFORT & IMAGE
- + ACCESS & LINKAGES
- + SOCIABILITY & CONNECTION
- + USES & ACTIVITIES



OUTDOOR
ACTIVITIES



BETTER
ENVIRON-
MENTAL
QUALITY

GREEN
AREAS



ACCESS
IBILITY

MOBILE &
CONNECTED

INTER
ACTION

EMOTION

SHOPPING

RETAIL

ENTERTAINMENT &
LEISURE

FOOD
CONCEPTS



CLEAR
VISION

VISUALLY
PLEASING

ENTERTAINING



MEETING OUR “AUDIENCE’s” EXPECTATIONS



EMOTION



EXCITEMENT



EXPERIENCE

OUR AUDIENCE WANTS US TO CREATE PLACES...



SET OF TOOLS & APPROACH

TO PUT COMMUNITY IN THE CENTER

INTRODUCE NON-TRADITIONAL

CO-EXIST WITH DIGITAL & CONNECT

PUBLIC & PRIVATE IS MIXED

ALL DAY EVERY DAY

HOW TO LOVE PLACES

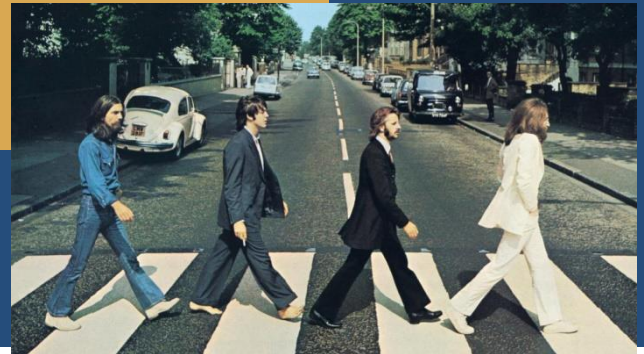


WE HAVE TO UNDERSTAND

that **Making a place** is not the same as constructing a building, designing a plaza, or developing a commercial zone

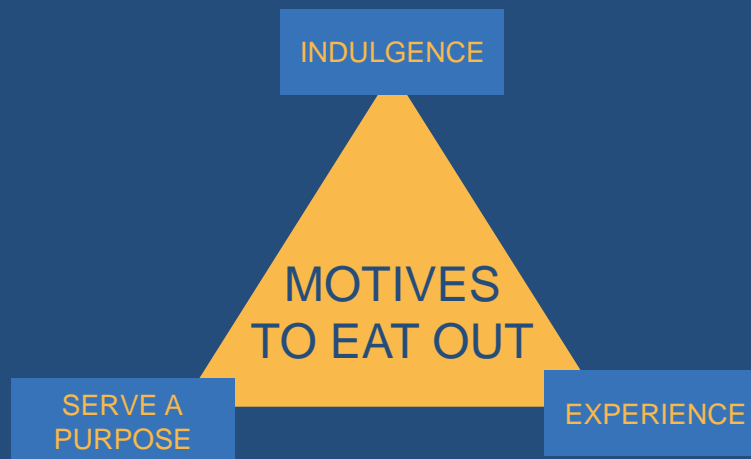
a **PLACE** will tell

A STORY



TRENDS

5 THINGS YOU NEED TO KNOW



TACKLING MODERN ISSUES AND SATISFYNG CONSUMERS REQUESTS

1. ABSENT CHEFS
2. INDUSTRIALISE / ROBOTISE
3. FASHION FOOD FOCUS
4. MOBILE KITCHENS
5. SUPERMARKET STEAL
6. PERSONALISE





TREND 1. PLANT BASED FOOD...

VEGAN AND VEGETARIAN GROWTH – AND „PLANTY“ OF REASONS, TO GO ALONG



TREND 2. BOWLS OF BEAUTY

BUDDHA, POKÉ, RAMEN & CO



OPERATION OF PURE KITCHENS WITHOUT GUESTROOM

MOSTLY IN PROPERTIES WITH GOOD
TRANSPORT CONNECTIONS, IN THE
MIDDLE OF THE CATCHMENT AREA

QUICK REACTIVITY TO LATEST TRENDS

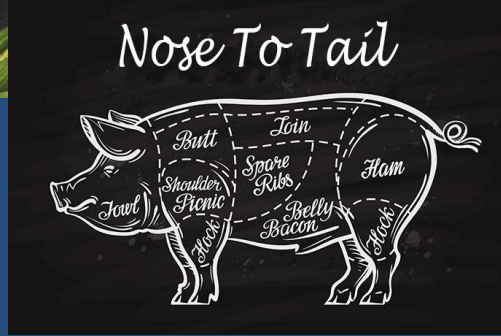
TEST IT, LOVE IT THEN KEEP IT - OR
LEAVE IT

TREND 3. MOBILE KITCHENS

GHOST KITCHENS, VIRTUAL BRANDS, MOBILE ORDERING, PICK UP....



OLD COOKING TECHNIQUES
HANDCRAFT & OLD VALUES
NOT TOO ACCURATE
SEASONAL & SUSTAINABLE



TREND 4. REINVENT HISTORY

GOOD OLD TIMES → GOOD NEW TIMES



TREND 5. MARKET SHOPPING

IN PLACES LIKE MERCATO METROPOLITANO, Eataly AND TimeOut



FACTS FROM THE INDUSTRY

5 THINGS YOU MIGHT BE INTERESTED IN

THE MARKET TODAY

1. LEISURE IS TOUGH
2. FOOD IS COMPLICATED
3. WE NEED „OTHER“ THINGS
4. PRESSURES ON RETAIL
5. MOVING TO MIXED USE
6. MOBILE KITCHEN





FACT 1. BIG NAMES ARE FAILING

the naked truth behind this catastrophic failure from the naked chef



Vapiano
ETR: VAO

+ Folgen

5,07 EUR -0,040 (0,78 %) ↓

3. Sept., 17:11 MESZ · Haftungsausschluss

1 Tag 5 Tage 1 Monat 6 Monate YTD 1 Jahr 5 Jahre Max.



Eröffnung	5,03	Rendite	-
Hoch	5,21	Vort. Schl.	5,11
Tief	5,03	52-Wo-Hoch	18,30
Marktkap.	132,14 Mio.	52-Wo-Tief	3,74
KGV	-		



FACT 2. BIG CATERERS ARE FAILING



FACT 3. HYBRID CONCEPTS

THE RETAIL & SUPERMARKET STEAL



THANK YOU!

Now the NEW journey begins.....