

PRESS RELEASE 21 OCTOBER 2013

## More than 160,000 customers at Shopping Centre Kaari over opening weekend

Kannelmäki acquired a shopping centre of international standards when Shopping Centre Kaari opened on Thursday 17 October.

"The first weekend exceeded all expectations both in terms of visitor numbers and the atmosphere," says Shopping Centre Manager **Kaj Grahn**.

"The enormous interest was a pleasant surprise for us, and customers came from some distance to admire and wonder at the new shopping centre. The atmospheric Village restaurants were particularly praised," Grahn goes on.

Over the long weekend, 160,271 customers visited Kaari.

The traffic arrangements worked as expected.

"We were aware of the risk of jams, but coped with the situation with flying colours. We aim to have the dedicated sliproad from Kantelettarentie direct to the Kaari car park completed before the Christmas trade season. Over the weekend, the jams were considerably reduced by the fact that the customer numbers were distributed across all the opening hours. All the parking areas have been in full use almost constantly," Grahn comments.

"The interactive shopping centre has got off to a good start. I have answered numerous questions, received praise and shared the opening atmosphere. We have also received some excellent suggestions for improvements through the social media," Grahn says.

As well as Prisma, Kaari has about 80 specialist stores, including a new kind of Sokos and a superb Clas Ohlson. The familiar fashion stores include Bikbok, Carlings, H&M, Vero Moda, Cubus, Esprit and Lindex.

Kaari is HOK-Elanto's biggest project both in financial terms and measured in square metres. It is Finland's ninth and Greater Helsinki's fifth largest shopping centre, and it could hold eight full-size football pitches.

As well as a service provider, Kaari wants to be the Kannelmäki people's living room and meeting place. Events, happenings and music performances will play an important part. For example, the hugely popular Elastinen will appear on 27 October at 15.00.

At the opening weekend, entertainers at Kaari included Lauri Tähkä, Reckless Love and Robin – the videos are available on YouTube at [youtube.com/kauppakeskuskaari](http://youtube.com/kauppakeskuskaari).

### Shopping Centre Kaari in figures

- About 6.5 million visitors a year are expected at Kaari.
- The retail area is 46,500 square metres and the total area 101,000 square metres.
- There is parking for 1,700 cars and 600 bicycles. 10 charging points for electric cars.
- 12 restaurants, two department stores, a hypermarket, 16 fashion stores, seven interior decor stores, three sport and leisure stores.
- Kaari's occupancy rate is 99.2%, with only one set of retail premises currently vacant.
- You can get to Kaari in a quarter of an hour from Helsinki city centre. Right at the side of Kaari are stops for buses 41, 43, 54, 56. Several buses stop on

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#### KAUPPAKESKUS KAARI

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[twitter.com/kaari\\_FI](https://twitter.com/kaari_FI)

Kaari is one of the biggest shopping centres in Finland. It is in Kannelmäki, Helsinki, on the busy Kehä I Inner Ring Road and Hämeenlinnanväylä. Kaari's numerous stores and fabulous restaurant area offer a genuinely time-saving, relaxed shopping experience in 46,500 square metres of space.

**EASY SHOPPING AT KAARI!**

Hämeenlinnanväylä, a few minutes' walk from Kaari. You can also get close by train: the M train runs to Kannelmäki Station, about a kilometre from Kaari.

Additional information from:

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The Press Release includes two photos of Shopping Centre Kaari for your free use. Print-ready photos available from Kaj Grahn, kaj.grahn@sok.fi.

Shopping Centre Kaari is also online:

[kauppakeskuskaari.fi](http://kauppakeskuskaari.fi)

[facebook.com/kauppakeskuskaari](https://facebook.com/kauppakeskuskaari)

[twitter.com/Kaari\\_FI](https://twitter.com/Kaari_FI)

[youtube.com/kauppakeskuskaari](https://youtube.com/kauppakeskuskaari)

[instagram.com/kauppakeskuskaari](https://instagram.com/kauppakeskuskaari)

**Alphabetical list of stores:** Aktia, Alekski 13, Alko, Anton&Nina/MyDoris, Apteekki Isokannel, Arnolds Bakery & Coffeeshop, Bella Pelo, Bijou Brigitte, Bik Bok, The Body Shop, Brand City Outlet, BR-Lelut, Carlings, Carwash, Clas Ohlson, Cubus, Detailed Beauty Nails, Diacor, DNA Kauppa, Dressmann, Ecco Shop, Ekasalongit, Elisa Shops, Esprit, Faunatar, Glitter, H&M, Hanko Sushi, Hemtex, Iloinen keittiö, Instrumentarium, Jack & Jones, Kaivokukka, Kannelmäki Parish, Kiinteistömaailma, Kultajousi, Village restaurants (Café Velo, La Famiglia, Chilitos, Wok Up, Hesburger, William K., Spaghetteria, Coffee House and Ben&Jerry's Jäätelöauto), Lahjatalo.fi, Leonidas chocolate cafe, Life, Lindex, Lyhtytalo, LähiTapiola, Martin's, Megasuutari, Mobila Electronics, Musti & Mirri, Name it, Ninja, Nordea, Pelaamo, Peltomäki Golf, Pentik, Posti, Prisma, Puls & Träning / PT Kaari, Punnitse ja säästä, R-kioski, Seppälä, Silmäasema, Sokos, SOL Pesulapalvelut, Specsavers, Suomalainen Kirjakauppa, Tiger, Timanttiset Kulta-Aika, Top-Sport, Ur&Penn, Vero Moda, Vila, VM-Carpet

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