Reference report **EMPORIA, Malmö**

# Making the right entrance

Designing clean entrances

EMCO

# The very best quality to meet the very highest demands

**Emporia is not just any shopping centre. With 200 shops spanning three floors, a sales area of 68,000 m² and an average of 25,000 visitors a day, it is one of Scandinavia's largest retail spaces. The building came with requirements and expectations on a scale to match, so the architects from Wingårdh Arkitektkontor left nothing to chance and worked to achieve visual and functional perfection even in the smallest details – by using emco entrance mats, for instance.**

"Emporia is first and foremost an urban development project with a mixture of residential, office and commercial space, situated to the south of Malmö," says architect Gert Wingårdh. The first stage in this large-scale undertaking was to erect the shopping centre section, and while this is currently still a stand-alone building, the idea is to incorporate it into a wider urban structure. When these next stages are complete, the only point linking the outside world to the shopping centre will be the entrance, so the design of this element is one of the project's most important features.

In keeping with the desired effect of visitors and shoppers being somehow sucked into the building's interior, the entrance area curves diagonally inwards from the linear, bronze-coloured glass facade. The organic shape and glazed brown appearance are what has given rise to its name, the Amber Entrance.

**Pattern and colour set the tone**

Inside, the building is organised around the shape of a horizontal figure of eight. Three atriums, each based on a different design theme, provide useful points of reference for visitors finding their way around.

The Emporia's internal architecture is a world away from the type of atmosphere normally associated with a shopping centre: here, bold colours and curving lines of sight break with tradition. This is a project on a demanding scale, which meant that the architects were also charged with the task of designing every element of the interior architecture, from ceilings, floors and shop fronts to signage, greenery and furniture.

"Our motto was to go beyond the average dimensions of a project like this. The main characteristics of the internal architecture are its large-scale patterns and elaborate details," explains Gert Wingårdh. The terrazzo level is an excellent example of the approach taken to the

“Given the scale and demanding nature of this project, we knew that the design quality and attention to detail had to be flawless. The entrance mats from emco were able to deliver both – as well as outstanding functions.”

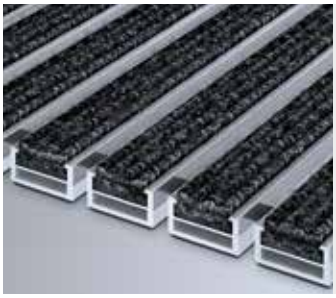
Gert Wingårdh,
architect

design: a large-format pattern based on triangular shapes, its colour graduates from white to dark grey in seven stages, with coloured, mirrored glass incorporated every so often.

**Success starts with quality**

To ensure the floor would stay looking good in spite of the heavy footfall exerted by 25,000 visitors a day, the architects placed their trust in the functionality offered by emco entrance mats. Not only do these provide excellent performance, they are also a perfect match for the shopping centre‘s architecture, with a high standard of quality that underlines what the building claims to deliver.

In the design concept, the architects have taken advantage of the variety and flexibility offered by the entrance mats, using them as runners in some locations and as a continuous surface in others. Even outlining the generous curve of the large-format revolving door with the mat presented no problems – in both the indoor and outdoor areas. It was simply a matter of creating cut-outs for the supports in the entrance mat area. This kept the overall concept working in perfect harmony and ensured a special shopping experience from day one.



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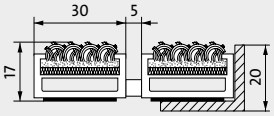


**Building:** shopping centre EMPORIA, Malmö

**System solution:** emco **MARSCHALL**

**Architect:** Gert Wingårdh

**Project size:** approx. 93.000 m²

**Year of execution:** 2012

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