

Felicity Centre has a new logo

04/03/2008

Warsaw, March 4, 2008 - As announced before, Gray International, developer of the Felicity Shopping and Entertainment Centre in Lublin, is pleased to present a new, comprehensive concept for the visual identification of the development in the Felin district. The concept is based on a brand new logotype which will be used to identify all spaces belonging to the Centre, in a manner harmonizing with both the architecture of the entire site and its interiors. It is the creation of Paris-based designers and graphic artists from Studio H. The form of the new logotype is thoroughly modern, some may even say ascetic, but it leaves plenty of room for interpretation. President of Gray International, an architect in his own right, says that "The first and most obvious impression is the letter F for Felicity, but this sign is also a guide-post showing the right direction. Those with a bit of imagination will even see the outline of the state-of-the-art B-2 aircraft." The basic values and connotations of the new logotype are modernity, unpretentiousness, comfort, as well as inventive and sophisticated simplicity. The same values can be associated with the whole Felicity centre. According to the authors, this coherence was from the start the main objective of works on the new concept.

Construction of the Felicity Centre is now the largest shopping and entertainment project in the east of Poland. The total area of the Centre including underground car-parks will be 250.000 m², and the letting area – 100.000 m². Anchor tenants include hypermarkets Real, Leroy Merlin and Electro World, and a 10-screen Multikino cinema complex. The Centre will also house around 260 shops and boutiques, 25 cafes, bars and restaurants, as well as leisure and entertainment functions. The accompanying car-park will accommodate ca. 3000 vehicles. The planned opening date for Felicity is second half of the year 2009.

