

MONDADORI MEGASTORE OPENS TOMORROW IN ARESE IN THE SHOPPING MALL “IL CENTRO”

*900 square metres of books, technology, music, films,
a kids area, travel services and a Mondadori Café*

Arese, 13 April 2016 - Tomorrow in Varese sees the opening of the new Mondadori Megastore located in IL CENTRO, Italy's largest shopping mall and one of the biggest in Europe.

The Mondadori store has a surface area of 900 square metres dedicated to books, technology, music, films and entertainment, along with new travel assistance services such as *Mondadori Travel*, a kids area and a Mondadori Café, to welcome visitors at any time of the day.

The opening of this store is another step in the development and innovation plan launched by Mondadori Retail, which boasts the largest network of bookstores in Italy, with over 600 stores across the country. This opening will be **the first time that the new Mondadori store format has been placed inside a shopping mall** with an even richer offer and a new design concept: a model that integrates products and services to attract the public with greater frequency and satisfaction to the world of culture and entertainment.

“We are delighted to be present in an important context like that of the new shopping mall in Arese, where we aim to become a point of reference for entertainment, as well as for books,” said **Mario Maiocchi, CEO of Mondadori Retail**. “Thanks to a friendly atmosphere that allows customers to choose from a wide range of products and new integrated services that revolve around the world of culture and leisure, the Mondadori Megastore will give customers of the mall a unique shopping experience, with services for everyone: from children, to young people and families.”

The architectural design and layout of the Mondadori Megastore in Arese was developed with Mondadori Retail by the Milan studio **Migliore + Servetto Architects**. A large open space, marked by bookshelves to the ceiling and a dramatic use of light around the books, invites visitors to explore and find out more about the different areas. Building supervision was managed by the **Kallipigia Architects** studio.

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The shop is organised as follows:

- **BOOKS & CAFÉ:** the heart of the store offers an assortment of titles ranging from literature to comics, original language books, a **kids area** with books for children and teens, toys and a new **TouchWall** to entertain children. Within the books area there is also space for **food**, with an offer of selected brands and a **Mondadori Café:** a place to meet that also extends outside the mall with a **terrace**, open from early morning, where customers can enjoy a coffee, traditional dishes and healthy foods, with vegetarian and vegan selections and menus for children, designed and produced in collaboration with Cibiamogroup, a leading operator in fast quality catering;
- **TECHNOLOGY & MUSIC:** is the area dedicated to new releases, movies on DVD and Blu-ray, as well as technology, telephony products, computers and audio, in addition to services and after sales support **Help**;
- **MARKETPLACE:** showcases new books, and a selection of newspapers and magazines, stationery and gift box and **Mondadori Travel**, the new dedicated travel service that helps customers for all their travel needs, thanks to the advice of qualified personnel, form the choice of destination to the best offers from industry-leading brands.

The offering of the Mondadori Megastore also extends to services and digital tools available to customers on the **Mondadoristore.it** site, including *Books-on-demand*, to meet the needs of readers looking for hard to find titles, thanks to a catalogue of over 7 million titles from around the world.

MONDADORI MEGASTORE

c/o IL CENTRO

via Luraghi, 11 Arese – A8 uscita Lainate (VA)

Orario: 09:00 - 22:00

Facebook: Mondadori Megastore - Il Centro Shopping Center

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