

Play areas for shopping centres

# Richter Spielgeräte GmbH

The **original**, for more than 50 years





### Playing Worldwide – in Shopping Centres

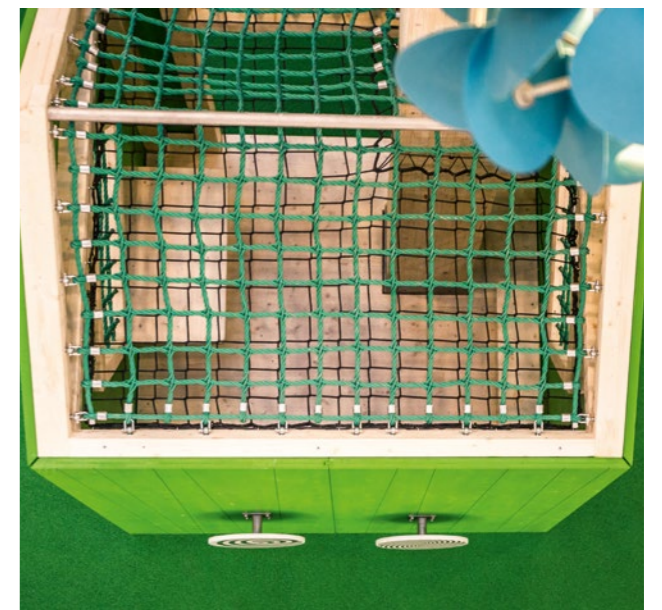
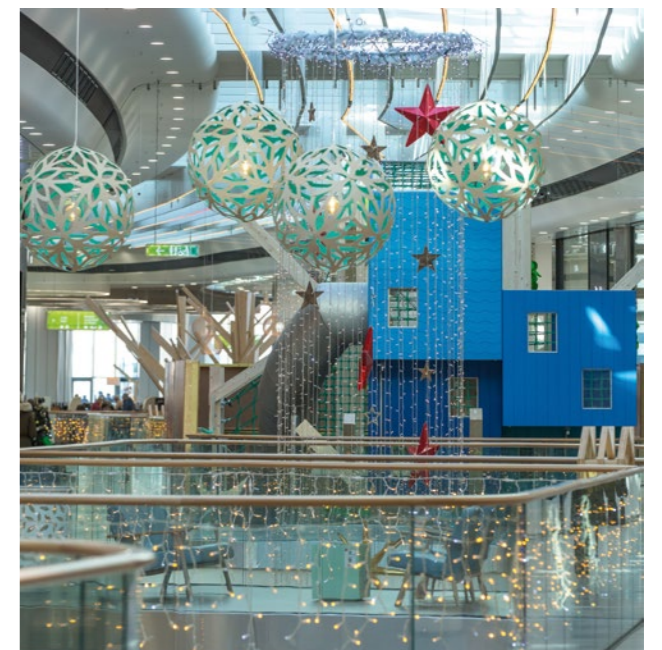
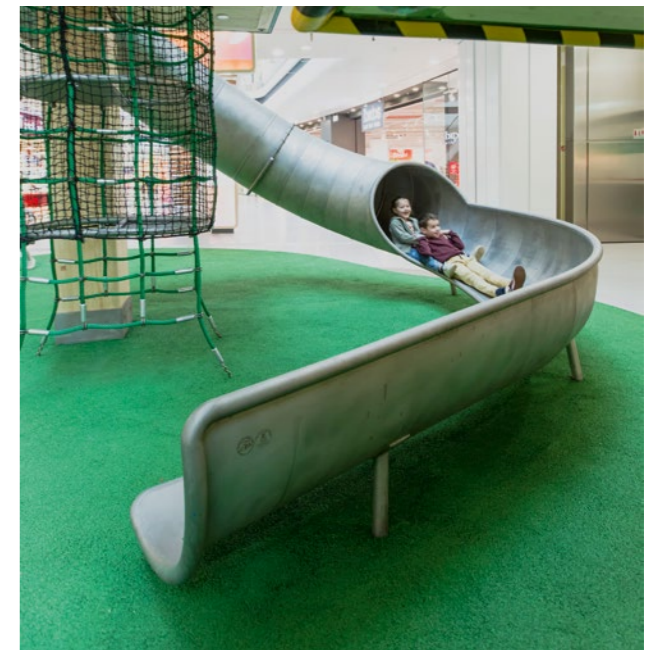
Large shopping centres are increasingly being equipped with exciting indoor and outdoor playgrounds, which makes perfect sense, because children usually get bored during their parents' extensive shopping trips. Shopping centre operators are also trying to increase the length of their visitors' stay in order to fight the competition from the internet. On the playgrounds, children of all ages can climb, clamber or slide while the grown-ups go shopping, and they also provide a perfect opportunity for children to get rid of their excess energy despite bad weather.

The following examples of our latest indoor and outdoor projects show that Richter Spielgeräte GmbH not only equips conventional playgrounds, but also designs playgrounds in and in front of shopping centres.

### IKEA Bayonne – France

The play structure, specially designed for the generous entrance area of the IKEA store in the French town of Bayonne, is a very special attraction. The installation is based on the theme of "up in the trees" is comprised and of a total of eleven colourfully painted boxes, which are installed at different levels and fitted out with various window openings, net roofs and platform floors. The access points are connected to one another by climbing nets, tunnels and ladder elements. Notable highlights include the sky walk made up of a net tunnel and the 18-meter slide, which offers a fast getaway from the lofty heights to the ground. An important feature for parents, in the throng of people in the shopping centre, is that they can see their children through the nets.

Idea: M. DE DREUZY  
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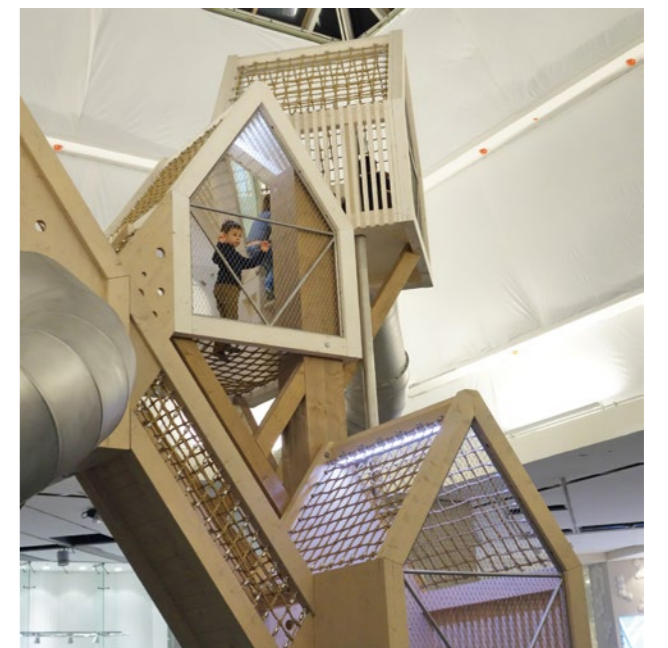
### Mall of Arabia, Cairo – Egypt

The “Mall of Arabia” shopping centre in the Egyptian capital city of Cairo is not only impressive because of its diverse selection of high-quality stores but also on account of the attractive children’s playground with play equipment supplied by us, featuring high-quality products made of mountain larch, robinia and stainless steel. Attracting attention from afar, four pyramid towers of different heights with winding tunnel slides form the centre of the playground.

The climbing structure particularly entices older children and teens to explore, climb and balance, while two playhouses provide a space for younger children to retreat and try out role-playing games. A roofed area with several wooden tables and benches is perfect for a short break to enjoy a snack or simply chat and pass the time of day in a relaxed atmosphere.

Photos: © CONCETTO STUDIOS





**IKEA Center Mega Khimki,  
Moscow – Russia**

The “Mega Khimki” shopping centre is located on expansive grounds in Moscow’s inner city. Alongside various restaurants and shops, there is also a cinema and an indoor playground right next to a branch of IKEA.

The wooden structure, which was designed by the Moscow architectural office AFA and implemented together with us, is composed of two stylised “trees” with several branches holding several playhouses. This spruce wood structure offers opportunities to climb and play hide and seek as well as to experience height in a secure environment inside the enclosed rope and net constructions. The slides with an extended run-out offer a racy descent from lofty heights combined with a gentle touchdown. An important feature for parents, in the throng of people in the shopping centre, is that they can see their children through the nets. And for those children who don’t yet dare to climb up to the tree houses, several small playhouses offer creative opportunities for an absorbed role-playing game.





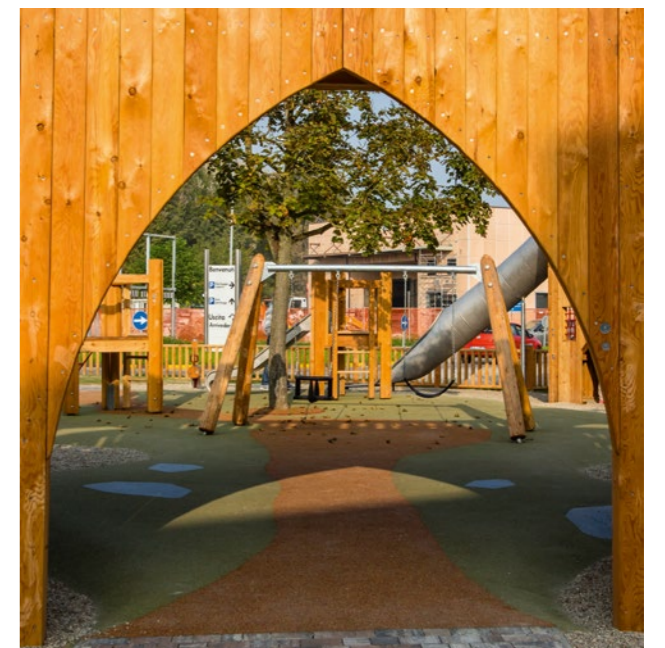
### Arese Shopping Mall, Milan – Italy

The fact that we not only equip conventional playgrounds, but also designs indoor playrooms is evident, for example, in the “Arese” shopping arcade in Milan, Italy.

With an area of 92,000 square meters and more than 200 shops, restaurants, cafés and an indoor and outdoor sports facility, the Arese Shopping Center is Italy’s largest mall. Here you will find a Richter play paradise, which draws attention from afar due to its attractive centrepiece, a 13-metre-high pyramid tower.

The tower is also equipped with a climbing wall, net windows and a giant tunnel slide with port-holes. Furthermore, there are spacious platform huts that can be climbed and explored, and with their niches they not only provide a place to retreat for younger and older children, but also enable a wide variety of role-playing games. The child-friendly seats invite to draw, chat or have a picnic.



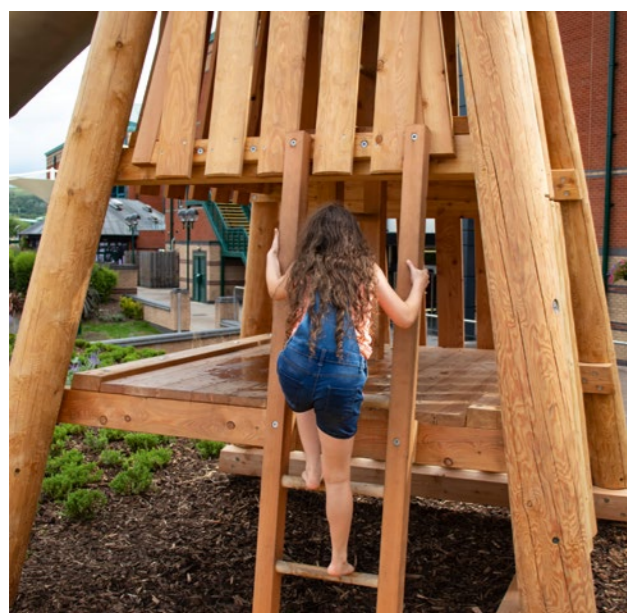


**Il Castello Centro Commerciale,  
Ferrara – Italy**

The undisputed centrepiece of the shopping mall in the Italian city of Ferrara, which opened at the end of 2017, is the “Castello” – an expansive play castle complex designed by us. It consists of five different Castle Towers, which are connected to one another via bridge elements. Here children can climb, crawl, hide away and get immersed in medieval role-playing games to their heart’s content.

The may conquer the top level of the castle complex by clambering up various climbing modules, such as Climbing Trunks, Climbing Poles, nets and ladders, and then enjoy the view from the top. A long Tunnel Slide allows a quick getaway to the ground. There are also Swings, Swinging Horses and Triangular Platforms with Slides and Climbing Nets in the centre of the “castle courtyard”, which are also suitable for smaller children.





### Meadowhall Shopping Centre, Sheffield – England

The Meadowhall Shopping Centre is the largest shopping centre in Yorkshire and comprises over 280 large shops and restaurants. The retail centre is a popular destination for customers across the UK, particularly families.

“Retailtainment” is a major point for discussion in the retail sector, as it is becoming increasingly important for shopping centres to offer entertainment and leisure facilities to attract consumers. In response to this, an extensive renovation of the Meadowhall Shopping Centre in Sheffield was carried out. The customer’s wish for the Riverside Adventure Play Area in Meadowhall was to provide a new and improved playground that would offer as much play value as possible for all ages and increase the visitors’ length of stay. The redesign of the playground has made the shopping centre an important retail destination and already attracted thousands of visitors within the first month.

Our seven meter high Pyramid Tower with Tunnel Slide is not only an aesthetic experience, but also offers exciting opportunities for play. In the AQuadrat® water play area with a pump and several gutters and play functions, children learn how to interact with, dam or divert water. A “construction site” offers the children further opportunities to play with the elements and to immerse themselves in role-playing games while also promoting communication.





The Safety. The Quality. The Original.

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