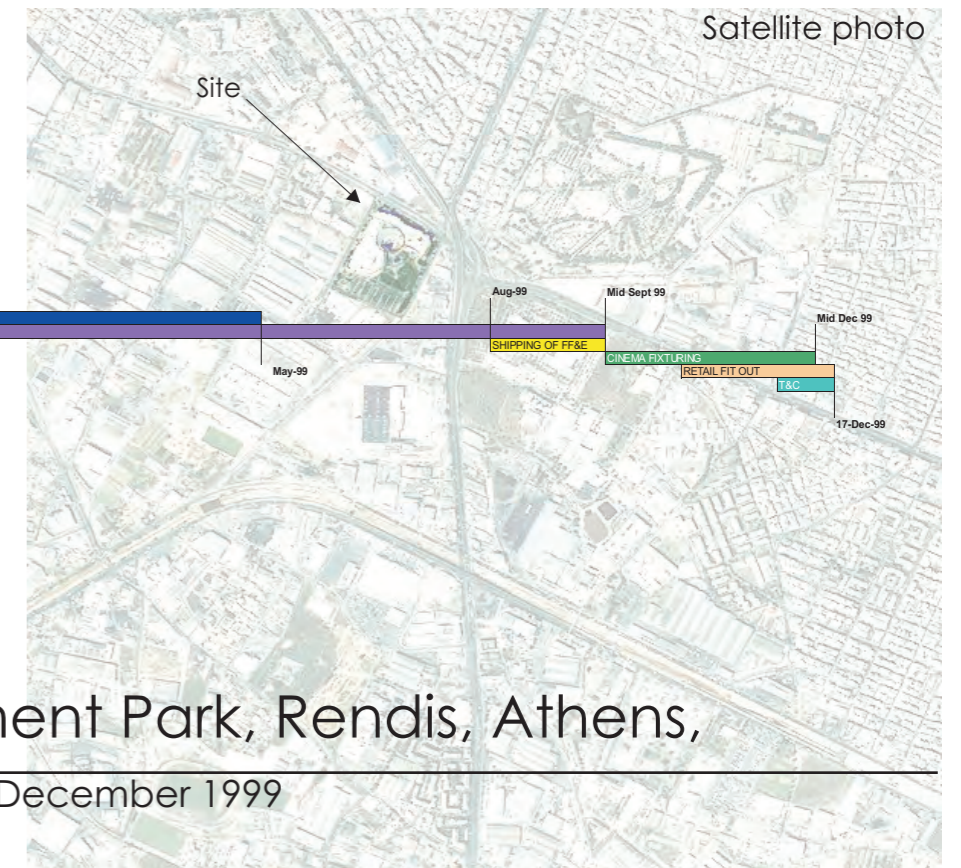
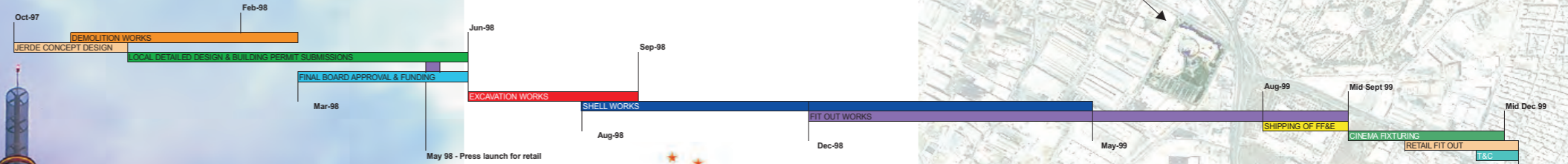


# VILLAGE

New build  
55m Euros  
1999



## Village Entertainment Park, Rendis, Athens, Greece

Opened 17th December 1999

### About the Development

Entertainment Park was an innovative and revolutionary concept for the Greek market, bringing to life a unique entertainment and shopping destination in a cinematically themed environment.

At the heart of the development are the Village 20 theatres with over 4,500 seats with 3 THX rated auditoriums. The cinemas were an undoubted success with little competition in the immediate catchment areas attracting over 2.1 million movie patrons during its first year

of trading alone.

The complex is housed on 36,000 sqm site surrounded by a 10,000 sqm park with 1,200 car parking spaces. It also has excellent road access by car and public transport from Athen's existing road network. The stores within the complex were designed to optimise the commercial use and a great deal of attention was paid to creating the correct tenant mix for the available 9,000 sqm of lettable retail space for fashion, lifestyle, games, restaurant and fast food which created the first true family shopping and entertainment destination in Greece.



Model

*"Working from site acquisition through to operation Simon Jeffries was responsible for overall budget control of this 55 million Euro investment. This was an extremely challenging project built and co-ordinated with a small assembled team. Simom appointed both international and local consultant teams plus recommendation on design and build contracts for local appointed main contractor. Half way through the project Village sold half of the development to an international asset management company and Simon looked after all disclosures pertaining to project expenditure, reconciling both asset registers in both international and local books."*

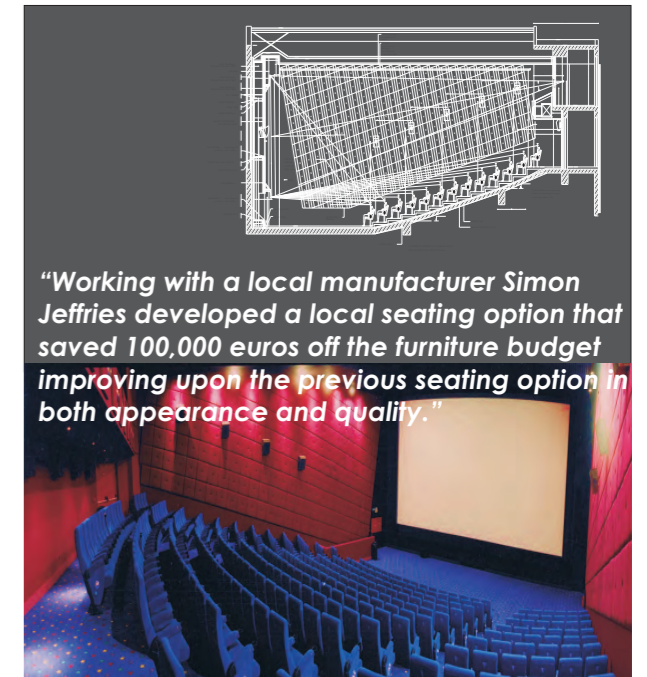
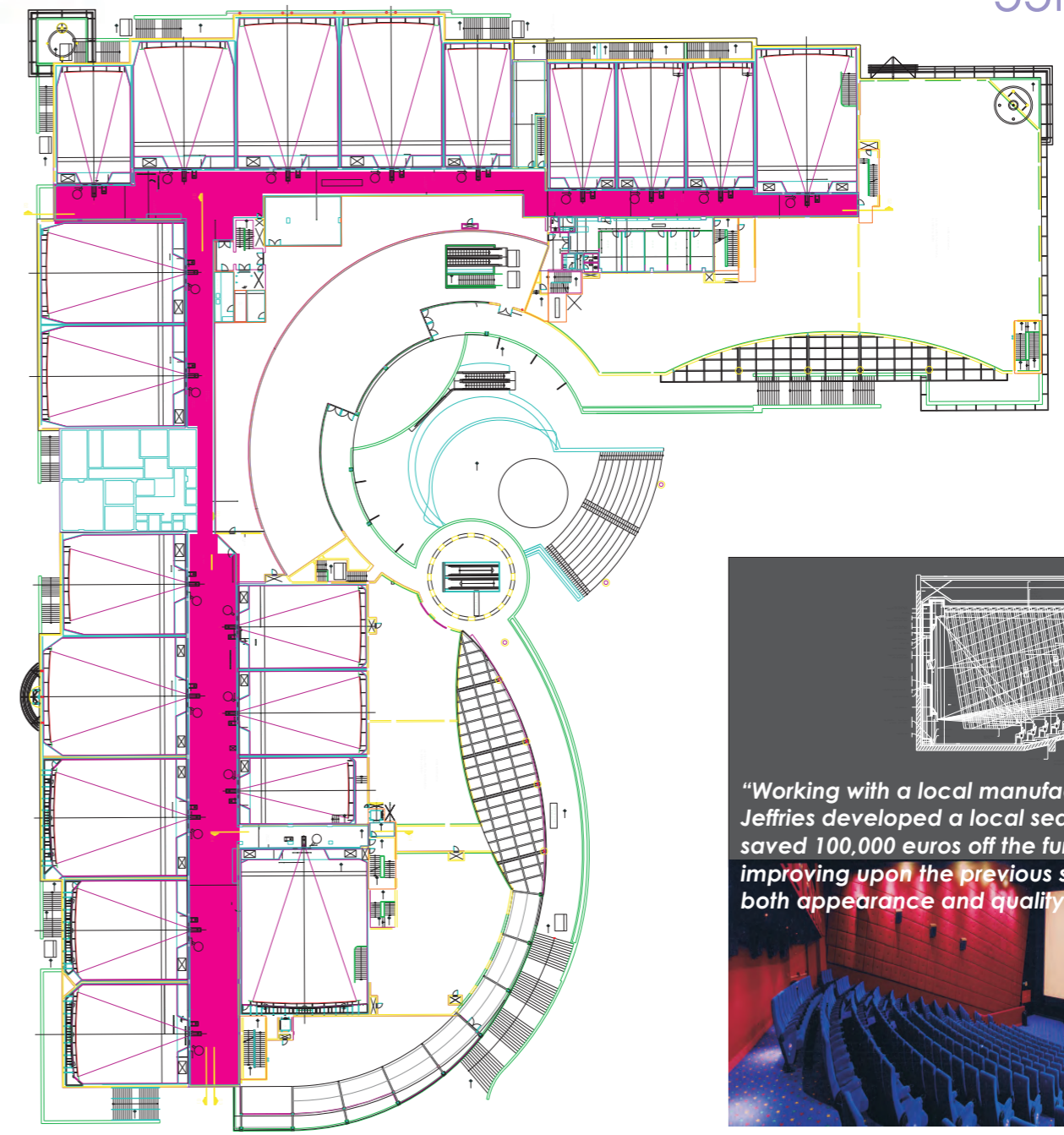




# VILLAGE

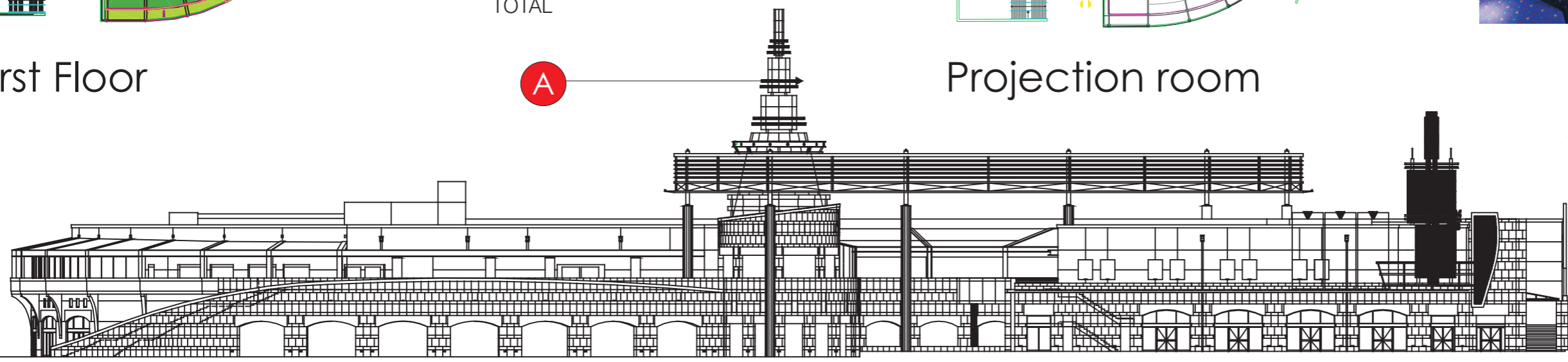


Cinemas & Restaurants  
New build  
55m Euros  
1999



First Floor

Projection room



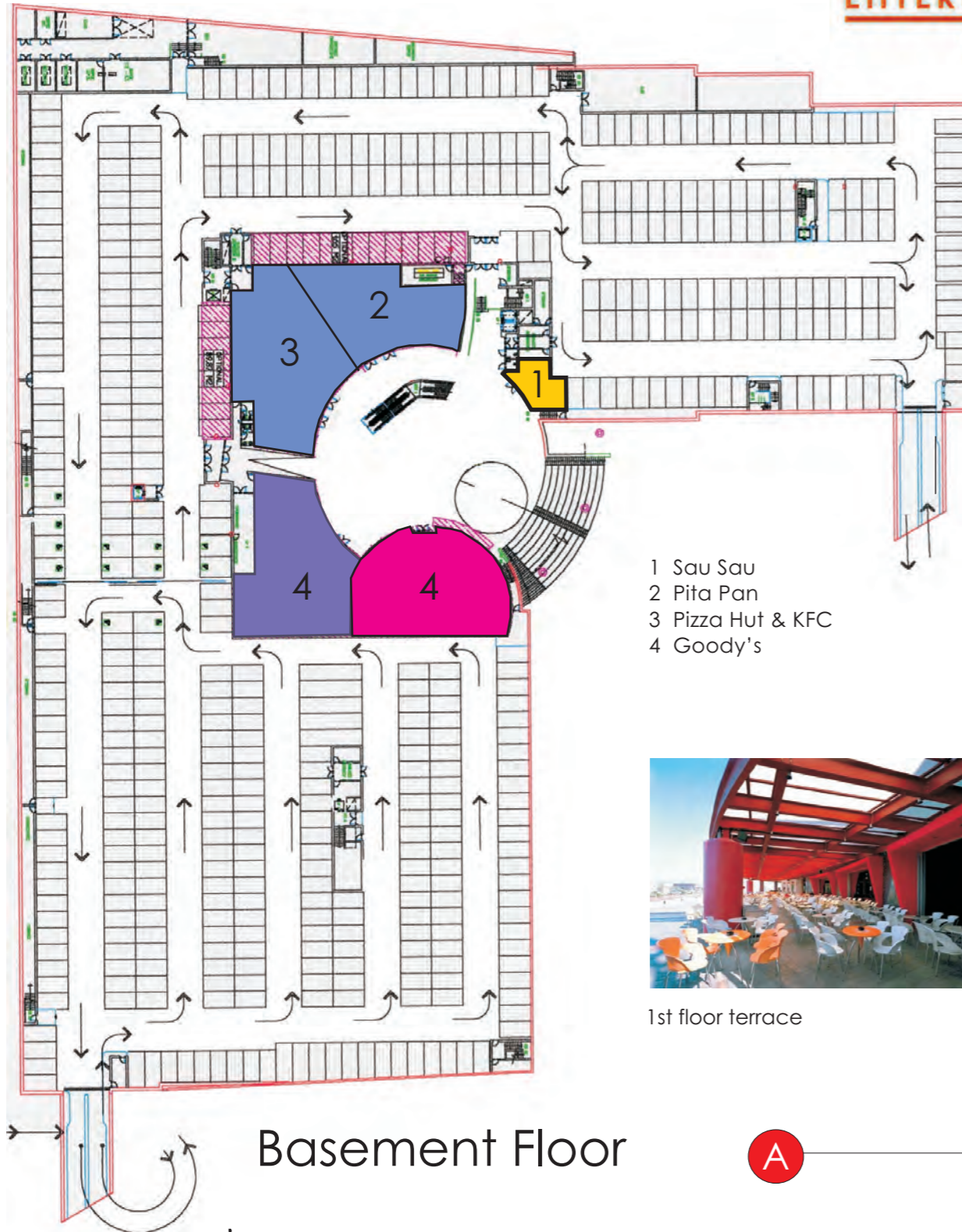
Park elevation



# VILLAGE

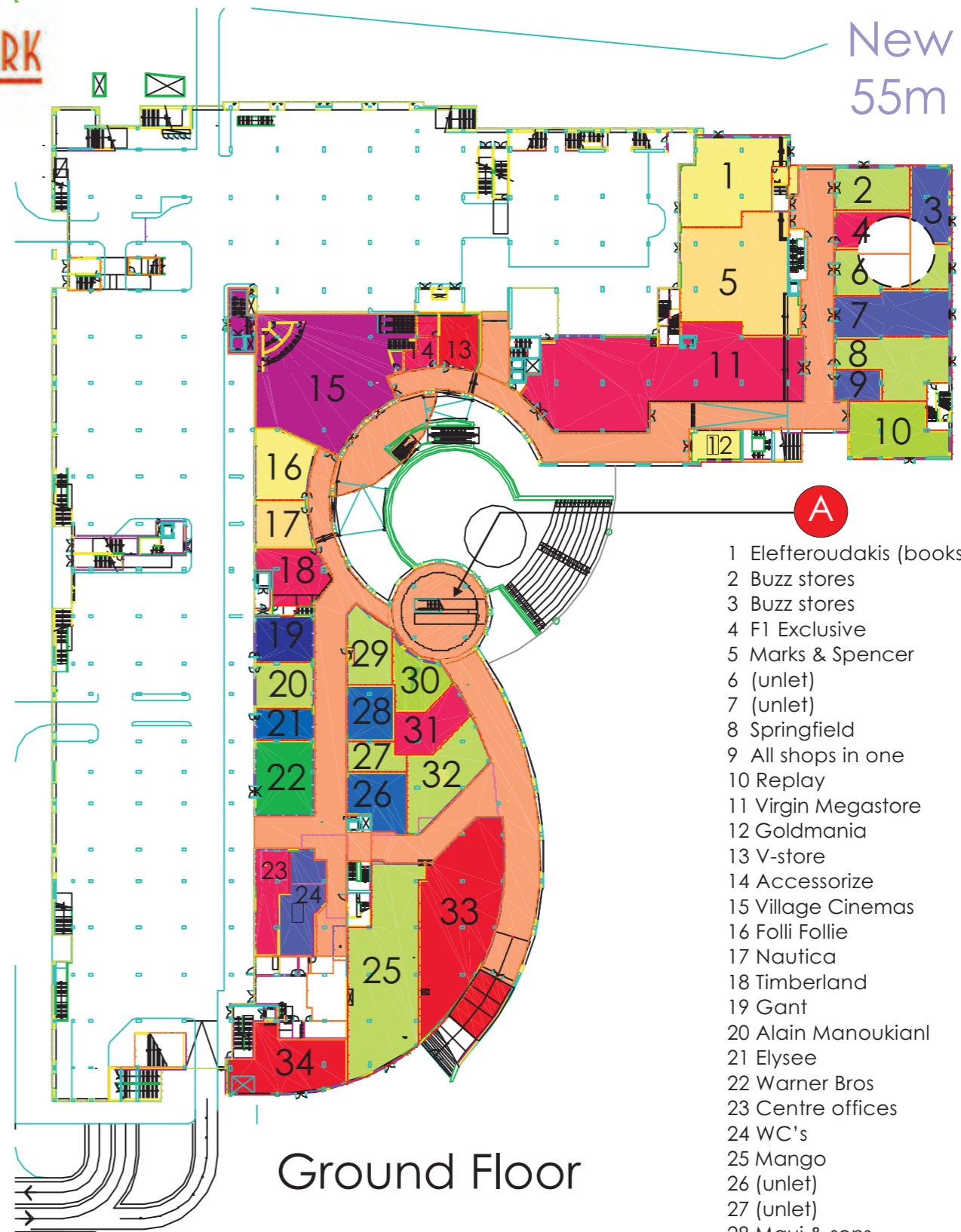


Fast food & retail  
New build  
55m Euros  
1999



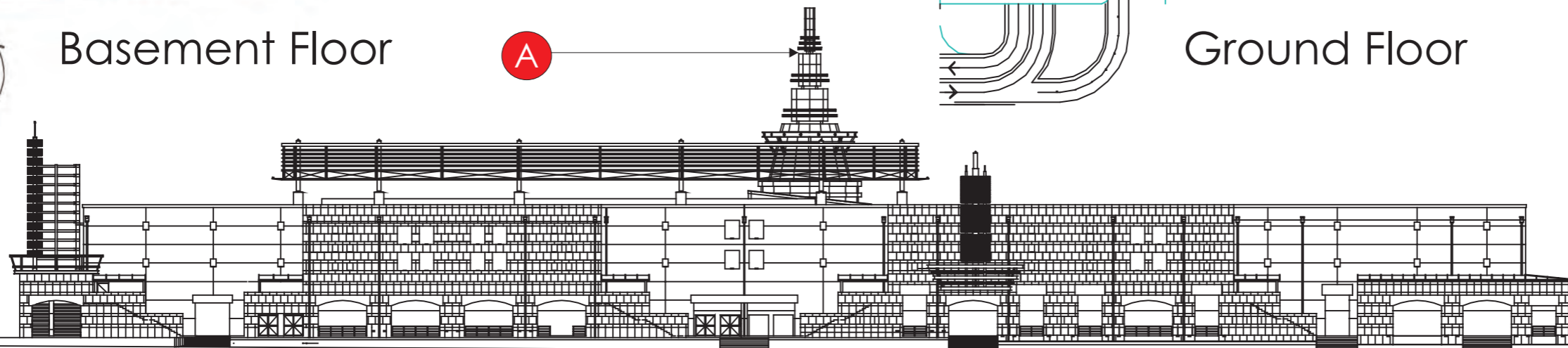
1st floor terrace

Basement Floor



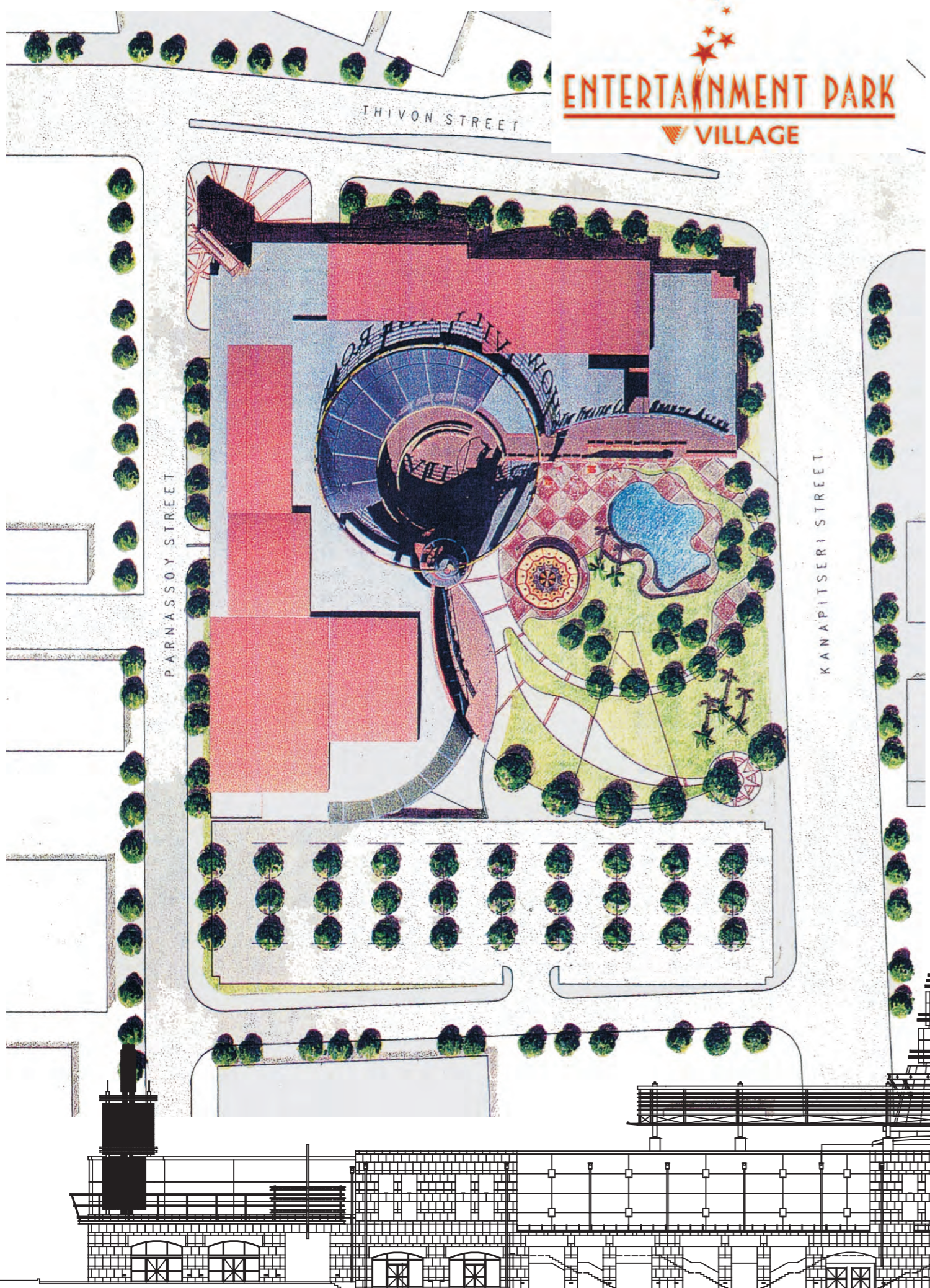
- 1 Elefteroudakis (books)
- 2 Buzz stores
- 3 Buzz stores
- 4 F1 Exclusive
- 5 Marks & Spencer
- 6 (unlet)
- 7 (unlet)
- 8 Springfield
- 9 All shops in one
- 10 Replay
- 11 Virgin Megastore
- 12 Goldmania
- 13 V-store
- 14 Accessorize
- 15 Village Cinemas
- 16 Folli Follie
- 17 Nautica
- 18 Timberland
- 19 Gant
- 20 Alain Manoukianl
- 21 Elysee
- 22 Warner Bros
- 23 Centre offices
- 24 WC's
- 25 Mango
- 26 (unlet)
- 27 (unlet)
- 28 Maui & sons
- 29 Coffee time
- 30 Harley Davidson
- 31 Nike
- 32 Happy Price
- 33 Flo Café
- 34 Patridogefsia

Ground Floor



Parnassoy elevation






  
**ENTERTAINMENT PARK**
  
**VILLAGE**

Thivon Street

Simon Jeffries, Project Manager

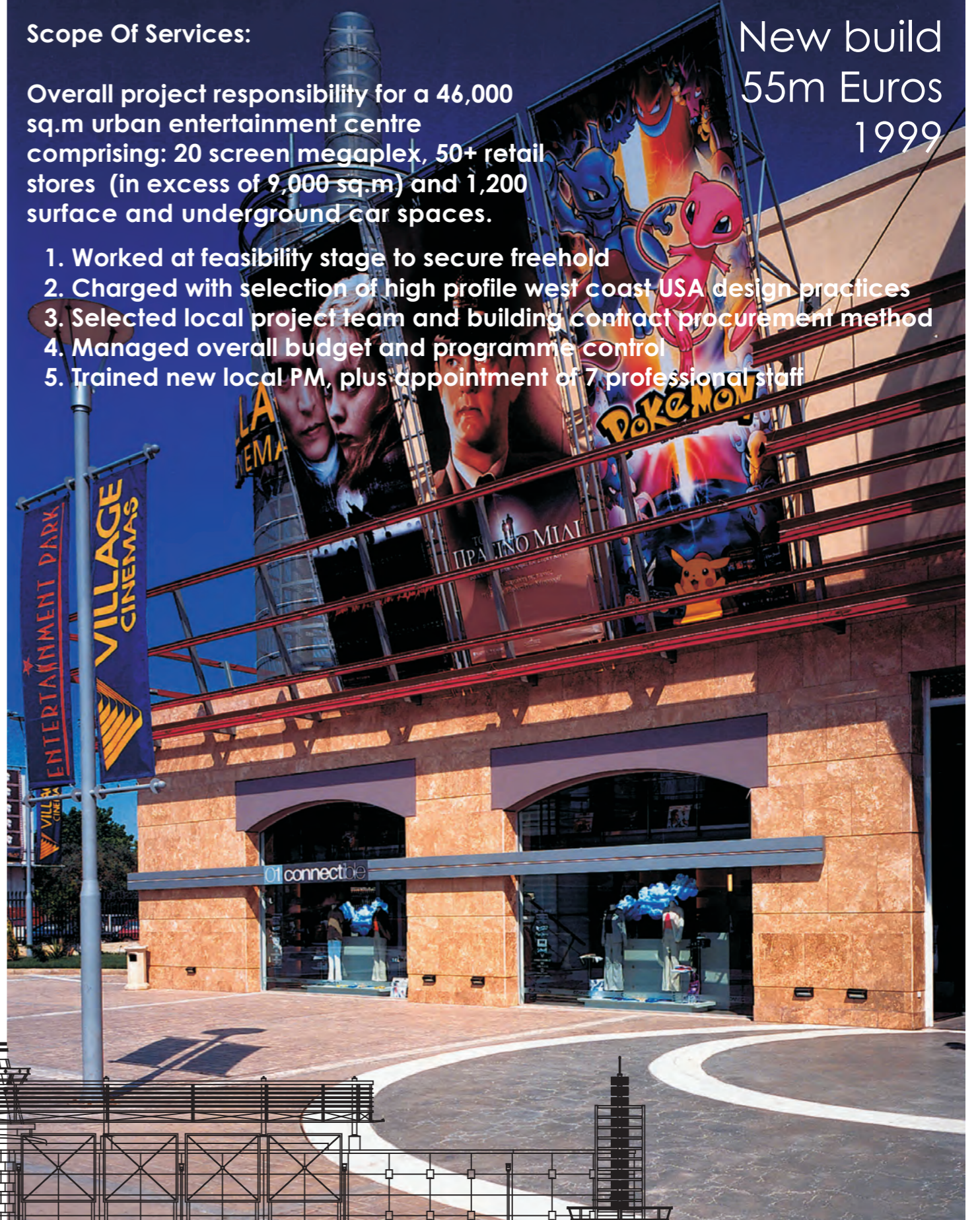
Scope Of Services:

Overall project responsibility for a 46,000 sq.m urban entertainment centre comprising: 20 screen megaplex, 50+ retail stores (in excess of 9,000 sq.m) and 1,200 surface and underground car spaces.

1. Worked at feasibility stage to secure freehold
2. Charged with selection of high profile west coast USA design practices
3. Selected local project team and building contract procurement method
4. Managed overall budget and programme control
5. Trained new local PM, plus appointment of 7 professional staff

# VILLAGE

New build  
55m Euros  
1999





# VILLAGE 1997

Dec-96

SHELL WORKS

Jun-97

FIT OUT WORKS

SHIPPING OF FF&E

CINEMA FIXTURING

Aug-97

T&C

03-Oct-97

Warm shell fit-out 3.5m Euros



*"Working closely with the Village CFO, Village signed its second site in Greece. Simon Jeffries negotiated with developers to achieve specification requirements that he had written. Simon also organised lessor / lessee documentation for the lease of the sub-let virtuality café"*

## Village Centre, 9 cinemas, Thessaloniki, Greece

Opened 3rd October 1997

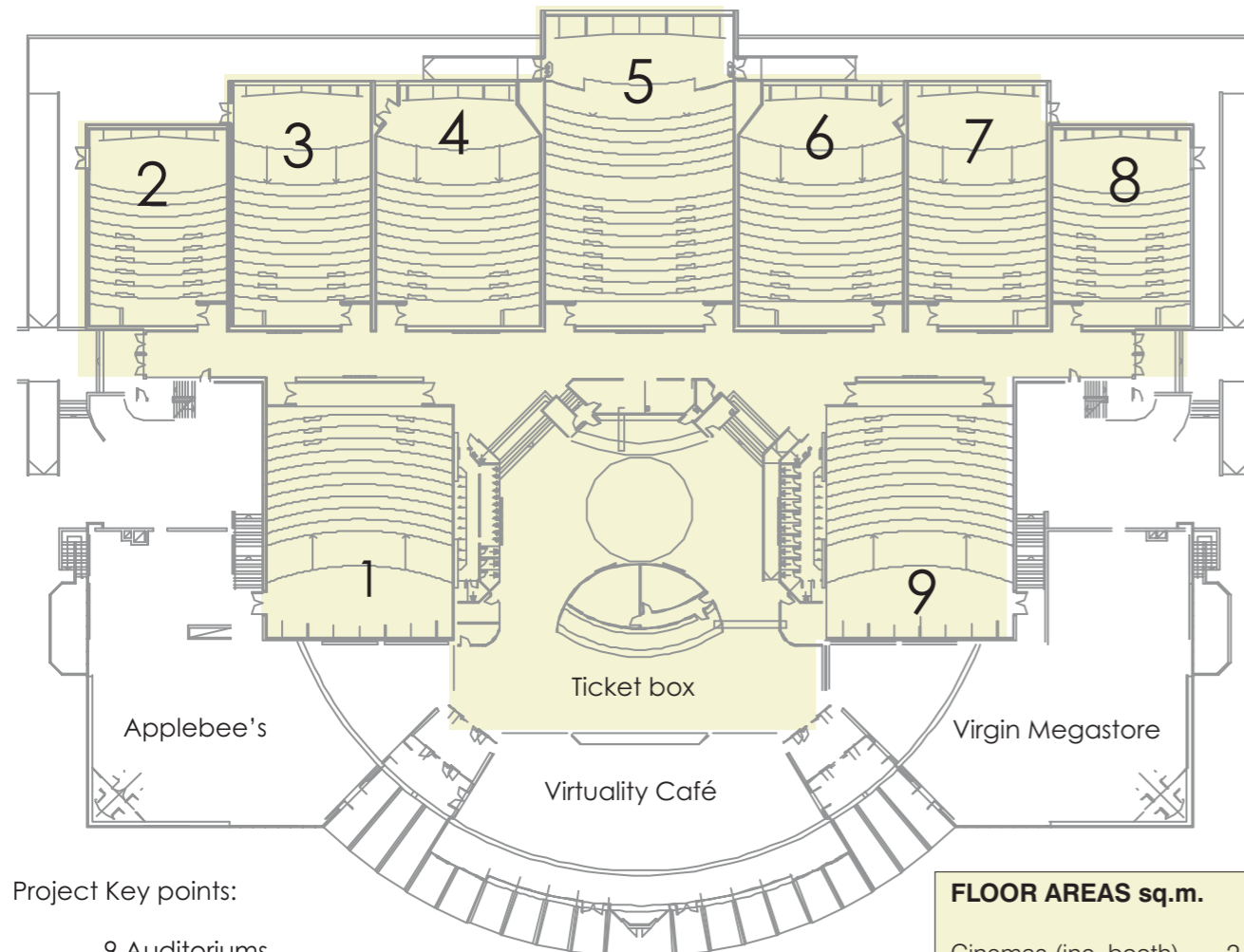
The second multiplex to be developed in Greece situated in the second largest Greek city, Thessaloniki, 400km north of Athens. The site is located east of the city, 15 minutes from the centre along the coastal highway connecting the city with the airport. The cinema forms part of an out of town retail park in close proximity to clubs & bars and a casino complex.

### The challenges:

- Delays in construction start date due to late resolution of the legal vehicle
- Developer's design team & contractor had no experience of building cinemas
- Project was 500 miles north of Athens & proved difficult to manage remotely
- Dealing with Greek cinema legislation, unrevised since the 1950's
- Adapting the design to conform with 15m above ground height restriction arising from low level air traffic and overhead flight paths from nearby airport
- Hired local Construction manager to monitor our fit-out
- Defined scope of works for all consultants



Box Office



Ground Floor

### Project Key points:

- 9 Auditoriums
- 2,282 seats
- Radial seating
- Auditorium 5 THX registered
- Front retail tenancy sub-let to Virtuality Café
- 557 dedicated car parking spaces

### FLOOR AREAS sq.m.

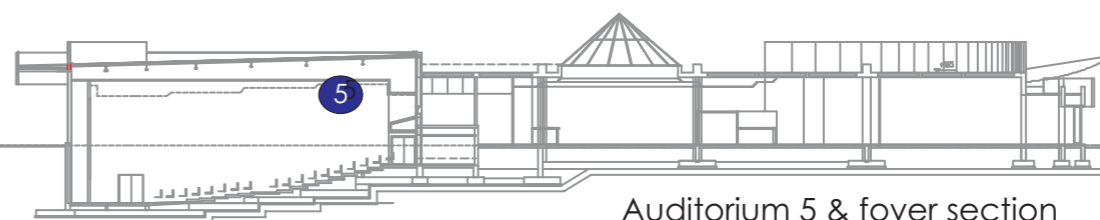
Cinemas (inc. booth)	2,522
Retail unit (Virtuality)	318
Common foyer & toilets	1,470
Offices	462



Auditorium 5, 450 seats, THX certified

### Scope of Services:

- Overall project responsibility for timely delivery and budget control
- Preparation of all lessor / lessee documentation, specifications and technical data
- Managed overall budget and programme control
- Selected and appointed a full local & international design team
- Reported directly to local Managing Director & Chief Financial Officer
- Managed purchase ordering of direct construction, M&E packages & all cinema equipment
- Informed and advised Australian head office at all stages of the project



Auditorium 5 & foyer section

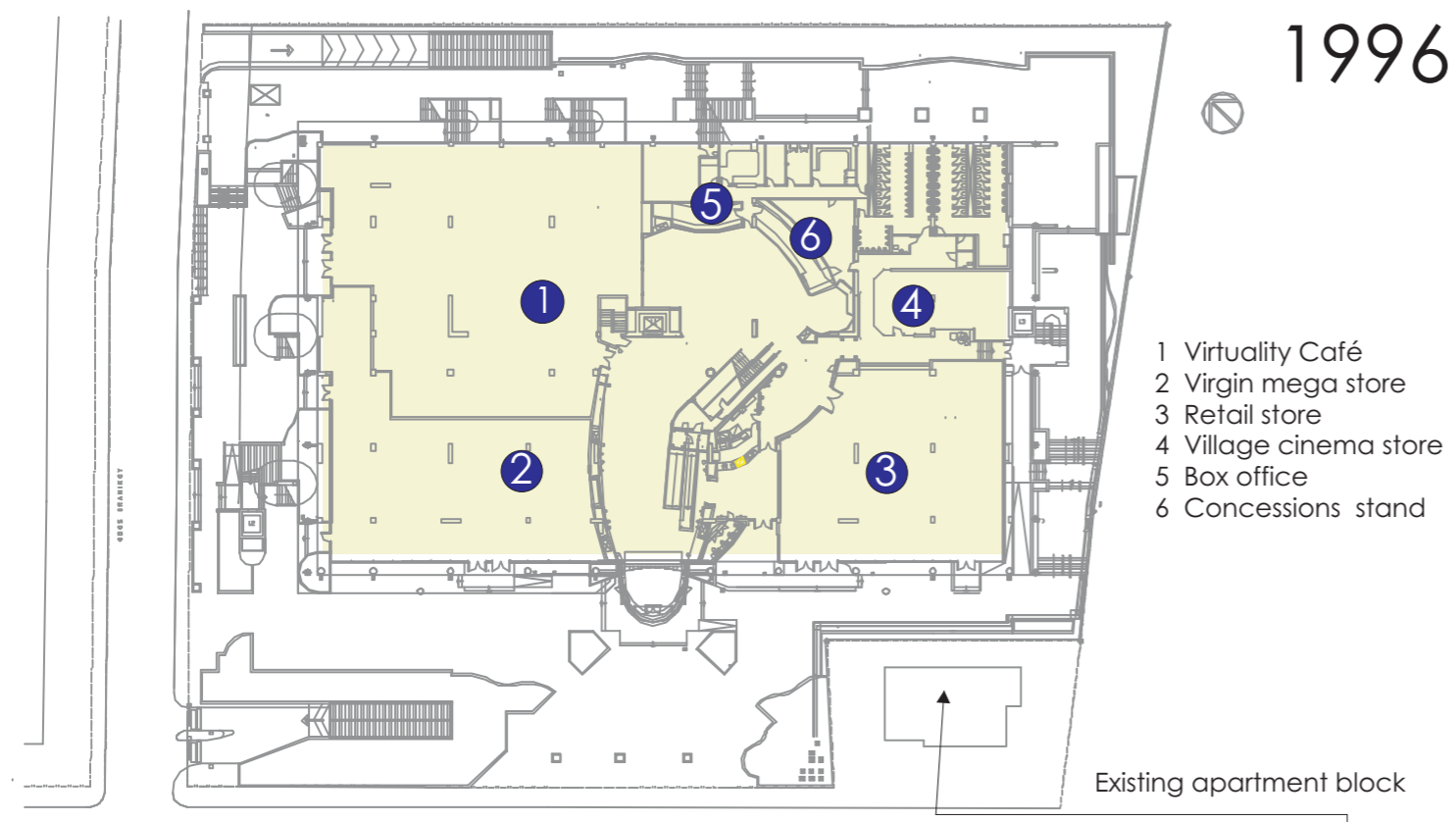




# VILLAGE NEW BUILD 17.6m Euros

06-Oct-95  
EXCAVATION WORKS

1996



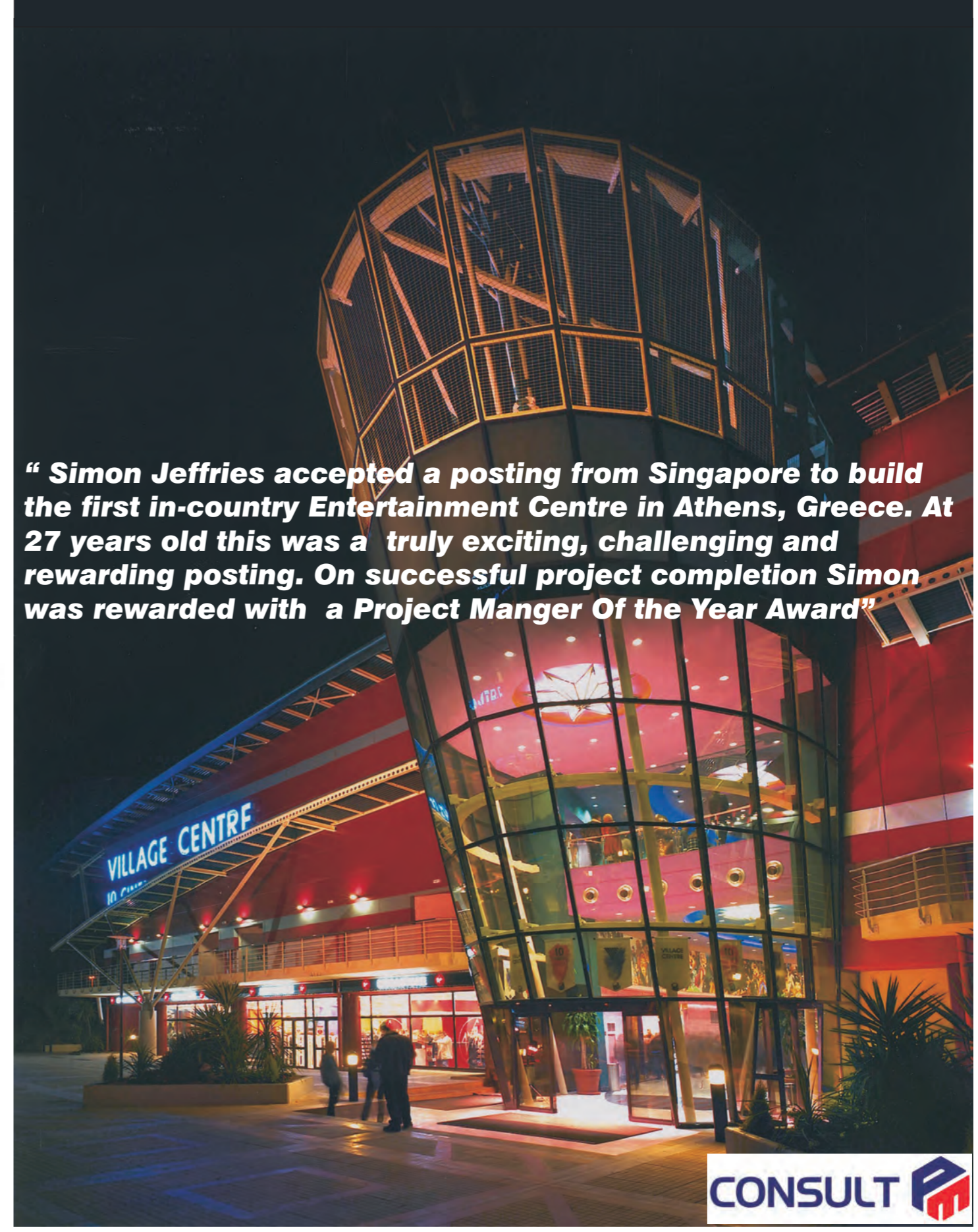
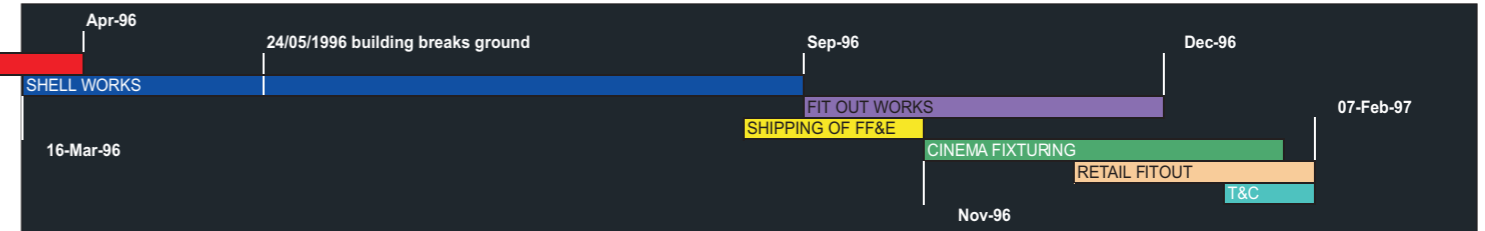
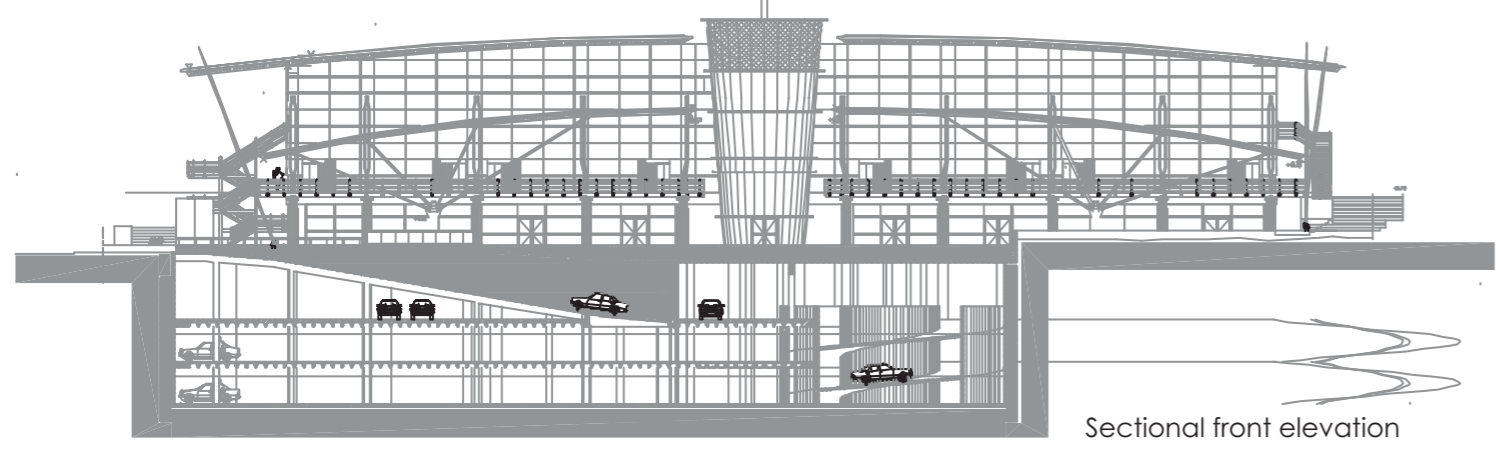
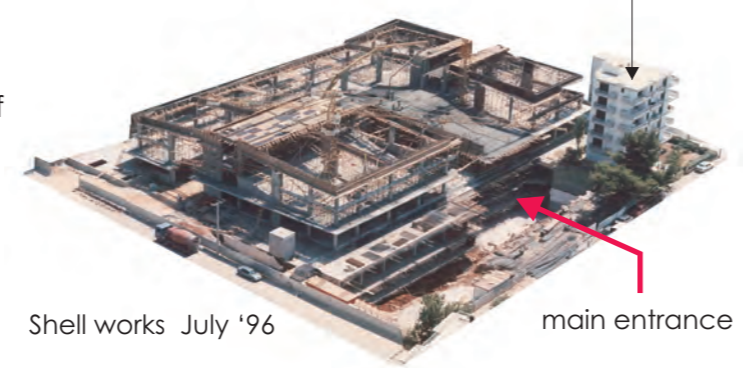
- 1 Virtuality Café
- 2 Virgin mega store
- 3 Retail store
- 4 Village cinema store
- 5 Box office
- 6 Concessions stand

Village Centre, 10 cinemas, Maroussi, Athens, Greece  
Opened 7th February 1996

The first multiplex in Greece, Village Centre was hailed for revolutionising the movie going habits of Athenians, achieving in excess of 1.5million admissions in its first year of trading.

Located in the northern suburbs of Athens, the complex is sited within a mixed office and residential district.

Developed in conjunction with the Vardinoyannis group, a prominent Greek family, the land was provided by the local partner. The site was challenging since it was set back some 70m from Kifisias avenue, the main north / south highway, and at opening created havoc in traffic flows due to the city's poor road network.



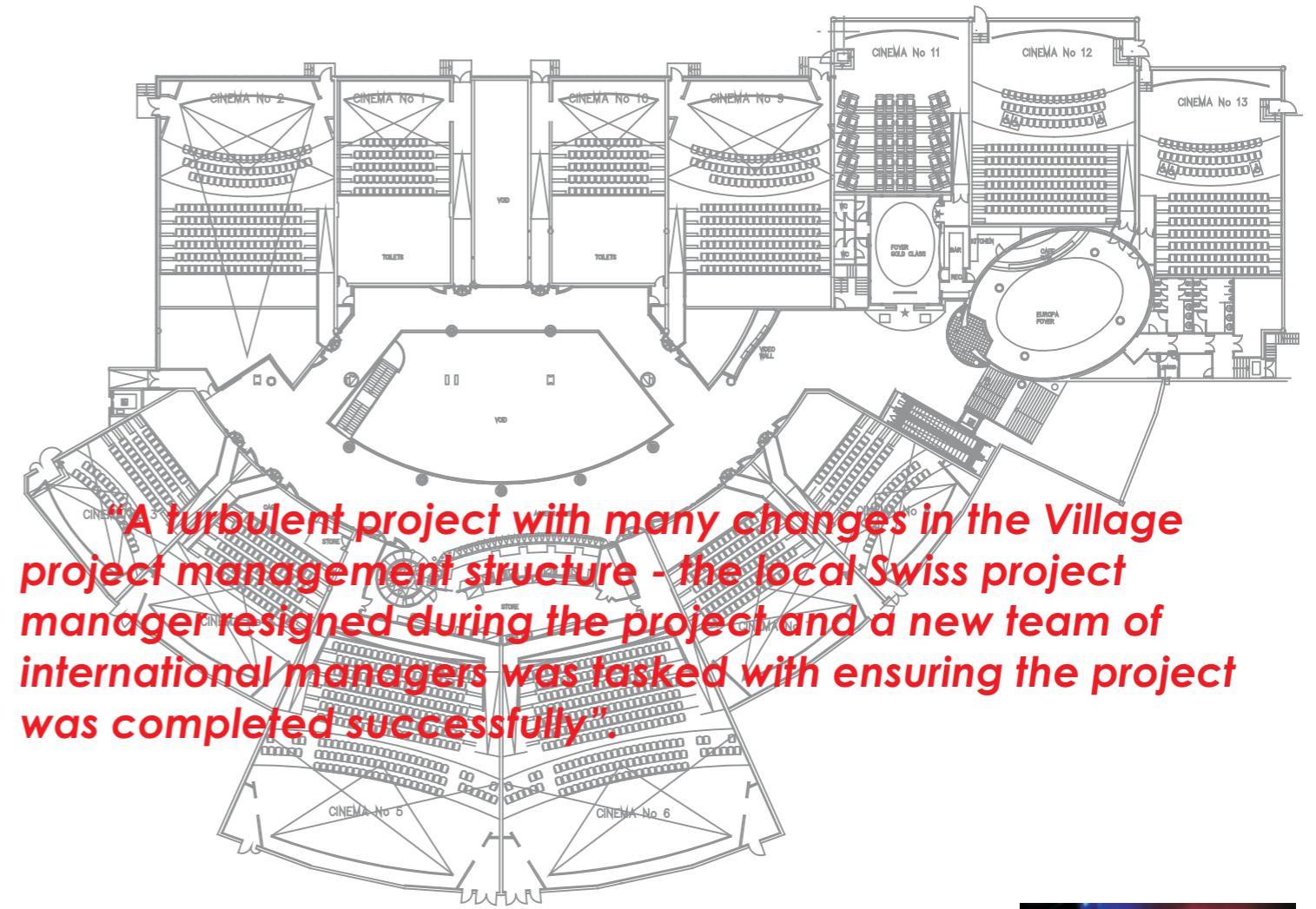
**“ Simon Jeffries accepted a posting from Singapore to build the first in-country Entertainment Centre in Athens, Greece. At 27 years old this was a truly exciting, challenging and rewarding posting. On successful project completion Simon was rewarded with a Project Manger Of the Year Award”**







First Floor cinema level



**Scope of Works:**

- Monitored monthly cost reporting
- Provided assistance with FF&E vendor procedures
- Reviewed and agreed with international operations scheme layouts
- Monitored programme of works
- Reported back to corporate head office monthly on project progress
- Audited completion accounts from Credit Suisse leasing facility and reconciled to original budget



**Cine Village, Balexert, Geneva, Switzerland**

Opened 17th November 1999



Situated on the outskirts of Geneva, Cine Village Balexert was the second multiplex in Switzerland, the first in the French speaking quarter. The site was developed as part of an existing extension to one of Switzerland's largest developers, the Migros Group, whom operate a substantial chain of supermarkets across the country.

Set over a footprint of 7,015 sqm on the first floor of a new purpose built leisure extension, the cinemas are centred around a galleried atrium with upper foyer and concessions bar that serve the 2,813 seater 13 screen complex. The hot shell fit-out works were documented by Tri-dimensions, a Geneva based architectural practice, from a concept by Village Roadshow's in-house design team. The hot shell contract was undertaken by a Belgium contractor, COSIMCO, who formed a local Swiss company to undertake the works.





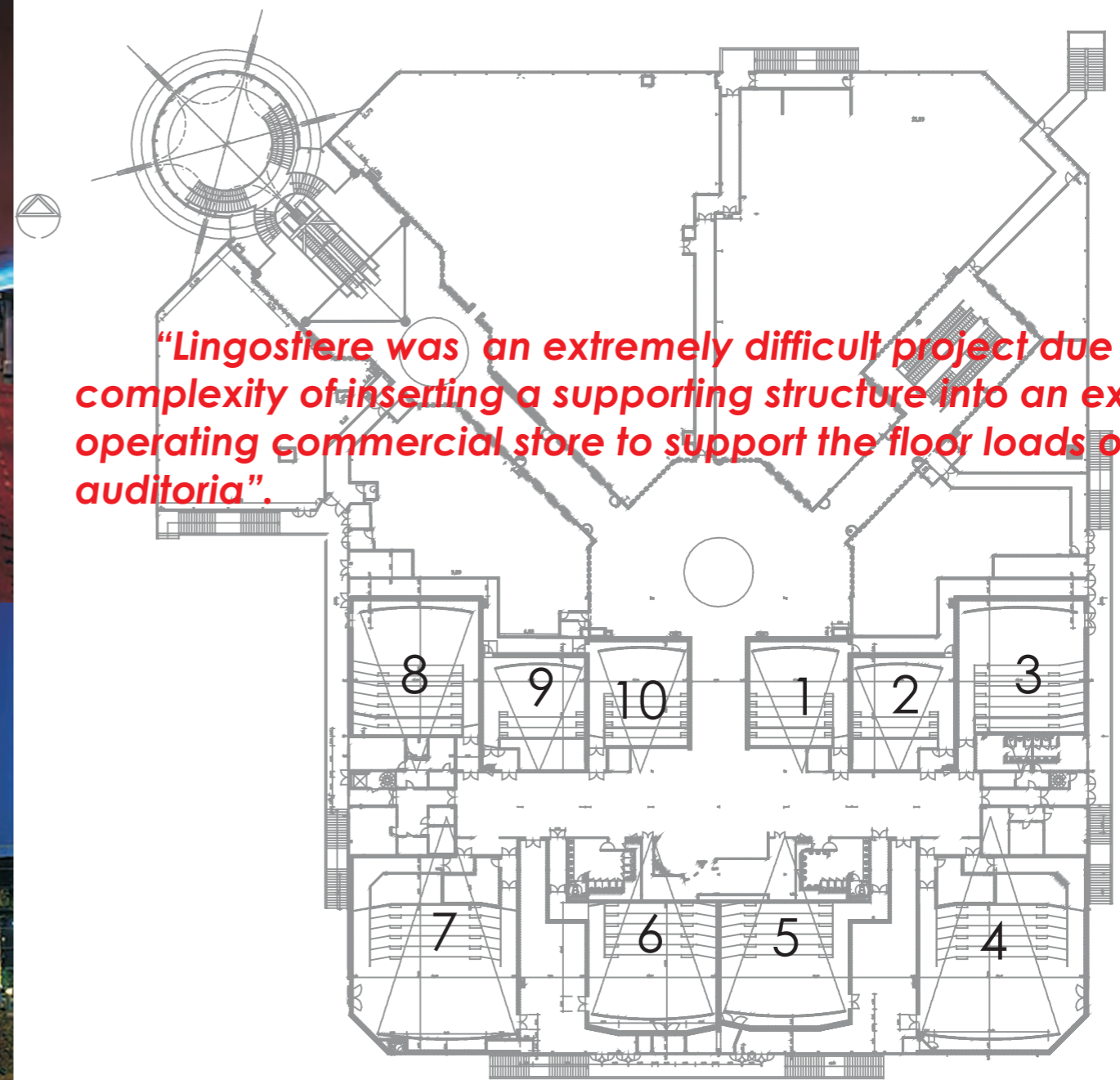


Cold shell  
1999  
14.4m euros

### Scope of Services:

- Monitored monthly cost reporting
- Provided assistance with FF&E vendor procedures
- Reviewed and agreed with international operations scheme layouts
- Monitored programme of works
- Reported back to corporate head office monthly on project progress
- Trained two French project managers during the project programme for the future build out programme

**10 Screens**  
**1,497 seats**  
**11,775 sqm (inc. Booth + retail)**



**“Lingostiere was an extremely difficult project due to the complexity of inserting a supporting structure into an existing operating commercial store to support the floor loads of the auditoria”.**

First Floor, Cinema & Retail level

## Village Cinemas, Lingostiere, Nice, France Opened 4 Dec 99

Situated in the South of France, Lingostiere is located along the main highway from Nice. Developed as part of an upgraded retail mall, the multiplex is located above a large existing and operating Toys R Us.

To create a destination point Village formed a brand new entrance to the retail mall that incorporates stair and escalator access to the upper level. Village undertook the letting of the upper retail tenancies adjacent to the ticket box as part of the deal with the landlord to incorporate the multiplex.

