



# WATERFALL

ISSUE 7 2015

**GARDENING**  
TREES FOR POOLS

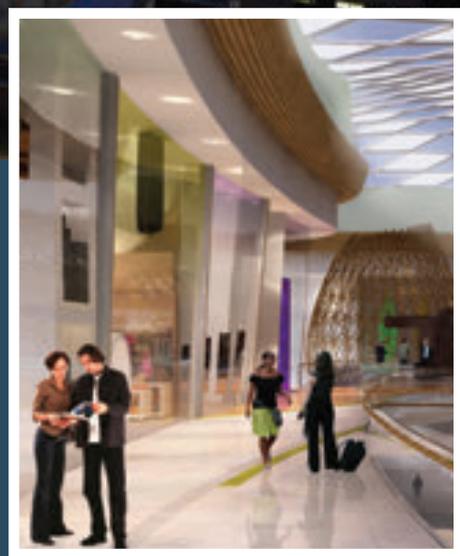
**FITNESS**  
THERMODYNAMICS

**A MALL FOR**  
**AFRICA**

**PROTECTING**  
THE WETLANDS OF WATERFALL



# A MALL FOR AFRICA



Atterbury Property Developments is responsible for developing commercial real estate projects for and on behalf of AWIC. Atterbury is a Property Development and Investment Company that was established some 21 years ago with offices in Pretoria and Johannesburg.

Imagine a shopping mall built for the future. A shopping mall to rival all other shopping malls – carefully crafted and planned to become a must-experience destination for both locals and foreign visitors to Gauteng and Africa. Appropriately called Mall of Africa, this future-fit mall is scheduled to open for business in April 2016. As any serious shopper knows, location is everything. Situated at the very heart of Waterfall City, Mall of Africa will occupy a prime position between Johannesburg and Pretoria in this exclusive, sought-after commercial and residential area. With the Gautrain Midrand station just 3.8km (5 min) away, getting there will be easy, too.

Mall design has come a long way since the first mall opened its doors in Killarney, Johannesburg in 1961. The bespoke, newly-developed infrastructure for Waterfall City means Mall of Africa will be unfettered by the constraints of older developments and set infrastructure.

The latest cutting-edge international trends in mall design, combined with the inclusion of environmentally sustainable materials and technologies – informed



by the principle of walkable, mixed-use environments – will create a truly world-class shopping experience.

Featuring over 300 shops (130 000m<sup>2</sup> of retail space) and a carefully balanced retail mix, Mall of Africa will be a discerning shopper's paradise. It will provide a perfectly balanced variety of local and international brands, services, speciality shopping, entertainment and restaurants. Flagship stores for all major South African retailers will be ubiquitous. Valet parking and a

champagne bar are just two of the extras planned.

Befitting of a new African landmark, Mall of Africa's architectural design is inspired by Africa's natural geological features and landscapes, interpreted in a contemporary way. Wood, stone, glass, concrete and other natural materials have been used to highlight the diversity and beauty of Africa.

Entrances, parkades and retail stores will each enjoy their own identities. Shop

fronts have been designed with extra high ceilings and the spaces will be filled with natural light, creating an inviting ambience.

A "race track" layout with five easily identifiable court areas will make for easy shopping navigation. An environmentally-friendly, distinctive roof feature enhances daylight by day and creates more sparkle by night – enhancing a magical shopping experience.

Forget Dubai, London, Paris, New York and Sydney – all shopping needs will be catered for right here in the city of gold. The evolution of shopping has begun!

## WORK, LIVE, PLAY AND SHOP

Mall of Africa will be the largest retail development in Africa to be constructed in a single phase and will become a central hub to both residential and commercial developments around it. A pedestrian-friendly milieu has been created with the emphasis on an "extroverted" feel along the main thoroughfares of the mall.

An essential part of Waterfall City's architecture is its integration with public space. A huge park, not unlike Central Park in New York, is being created for the city's residents, workforce and visitors to enjoy. The main road will run beneath this park, removing the need to cross a busy city street to get from the business buildings to this natural green zone.

With over 6 000 homes in Waterfall, people can work, play and shop where they live, drastically reducing travelling time – which is good for business, people's stress levels and the environment. A city within a city, Waterfall provides an integrated, eco-friendly environment allowing for an excellent, quality, family-orientated lifestyle. *W*

Mall of Africa is being developed by Atterbury – [www.waterfallcity.co.za](http://www.waterfallcity.co.za).

