I'm thirty-something. I guess I've reached a certain age, but I feel young, very young. I am a person born on the cusp between the old way of life and the new world we live in today. That is, I have an iPhone, but I grew up playing with bottle caps in a square near my house. I was 19 before I got my first Windows computer; today I have two (one is a Mac). I appreciate certain things from the past, but I'm committed to the future. And the present. I am a bridge between the world I've known and the one I've yet to encounter. And I like it that way.

I like technology, sports, eating well, taking care of myself, but I also like having a few beers with friends. I have to entertain my hobbies, see exhibitions... I am extremely demanding when it comes to how I spend my time.

I grow and mature as the years go by; but I don't want to feel older. I spend my money on what I love, whether it's restoring the Vespa my grandfather rode, collecting craft beer, or buying vegetables at the first organic market that truly conveyed authenticity. I value the authentic, the genuine, and disregard the prefabricated. I don't like shopping malls.

Correction: I don't like the shopping malls I know. I don't like entering a mall in another city and not realizing I'm in a different city, because—essentially—all shopping malls are alike. I prefer downtown, the city centres, because that's where everything happens. That's where you'll find different shops, see beautiful people, discover new things. That's where fashion is born, where you find the bike of your dreams, or stumble across a shop window displaying THAT jacket. Yes, that jacket... you know what I mean. I like to take the pulse of the street.

I travel. A lot. Travel is my passion. It rids me of bad vibes and fills me with ideas. Two years ago in Los Angeles, I saw the future. Or, at least, a future that enticed me. It was a mall. Ok no, it wasn't a mall. They call it an anti-mall, an anti-shopping centre. The place was authentic, as if it had sprung to life organically. You know...the same way the city's coolest enclaves emerge, like London's Soho, Madrid's Malasaña, and New York's Meatpacking District. It was a reaction to the typical, boring shopping mall. There was clothing for your 15-year old son, but for me too; there were tattoo parlours, organic supermarkets, people climbing the rock wall, skaters practicing gnarly tricks (they alone attracted dozens of onlookers, or dozens of potential customers), bike restoration workshops, tech stores staffed by people who actually knew what they were selling, and shoe stores where you could find those boots that cost a fortune but will last the rest of your life. They did it; my whole world, our whole world, was there. I went back several times—never to buy, just to look around, to understand what was happening in the world of trends, and I always, always left with several bags in hand.

I'm telling you all of this because something similar is about to happen in Spain. The anti-mall will be located south of Madrid, in Alcorcón, and they say it will be called X, pronounced: eckeez. We have to go; we have to be the first to find out what it's like. I can't believe that something like this is going to happen ten minutes from my house. We are very, very lucky.
X-Madrid is a revolutionary retail concept that emerged in the United States, has yet to debut in Spain, and is largely unknown throughout Europe. It is designed to appeal to a new generation of consumers, by reinventing the experience of shopping and leisure. More technological, more urban, more ecological, more extreme, more authentic. 50,000 m² of fashion, sports, urban art, culture, and all the indoor and outdoor leisure you can imagine.

SUPERFICIES
- Car & Bike 9%
- Pop Up 1%
- Ecological Area 2%
- Dinning 17%
- Fashion 17%
- Sport Area 10%
- Sport & Leisure Activities 14%
- Xtreme Sport 5%
- Cinema 9%
- Outdoor 5%
- Outdoor Activities 9%
- Antimall 2%

10

WHAT?
A space for those who’ve yet to find their place.
New consumers don’t enjoy malls. They are considered boring, repetitive places with no personality. Always the same stores. Always the same attractions. Always the same aesthetic. Always the same people.
The shopping/leisure centre model has hardly evolved since its emergence in Spain in the 1990s. Those of us in the Retail department of Merlin Properties believe that the time has come to revolutionise the way we interact with consumers. We want to create a space for everyone who’s yet to find their place. This space is called X-Madrid.

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WHERE?

**Car**
Access from the A-5, M-506, M-50.
Entrances on calle Oslo, calle Copenhague, calle Berlin, in Alcorcón.

**Metro**
- Line 10. Puerta del Sur to Alcorcón. 30 minutes from the centre of Madrid.

**Bus**
Line 516. Madrid (Príncipe Pio) - Alcorcón: 40 minutes.

**Commuter train (Cercanías)**
Las Retamas Station. 35 minutes from the centre of Madrid.

MORE THAN 3.8 MILLION PEOPLE LESS THAN 20 MINUTES AWAY AND 6 MILLION 30 MINUTES AWAY BY CAR.

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Designed to trigger the WOW effect, visitors will notice upon arrival that this is no ordinary place. It was conceived as a unique space, from both a commercial and an architectural point of view. One of the highlights will be the Car & Bike Center, which will bring together the largest supply of automotive products and services related to cars and motorcycles, as well as bikes. We want visitors to come not only to buy, but to be inspired, to explore, and above all, to be seduced by the latest trends in the motor world. This floor will also feature a climbing wall (with an indoor and outdoor area) so those who wish can practice a sport whose popularity grows incrementally each year. X-Madrid will be a reference in the capital for the practice of this sport. In addition to the climbing wall, there will be a Cross Fit Center and Diving Center of impressive depth, the first of its kind in Spain that offers diving certification. This unique array of leisure activities complements a vast supply of sports and specialised fashion, because adrenaline requires the best gear. Here, visitors will find all the apparel, accessories, and equipment they need.

Lastly, this floor also features an organic supermarket and a dynamic area dedicated to indoor and outdoor leisure.
DIVING CENTER
ECOLOGICAL AREA
SPORT AREA
SKATE AREA
CROSS FIT
CLIMBING CENTER
SPORT | LEISURE ACTIVITIES
CAR & BIKE CENTER
OUTDOOR ACTIVITIES

The most comprehensive Cross Fit studio in all of Madrid, with the most spacious, modern, and varied circuits.

A vast skating circuit to practice skateboarding, roller blading/skating, snakeboarding, BMX. Used as a practice area and a centre for exhibitions and competitions.

Not just another rock-climbing wall, but the best rock-climbing wall in Spain: 15 metres high with a boulder area and indoor/outdoor format.

The first dive centre in Madrid with sufficient depth to permit a variety of certifications without having to go to the coast.

The largest concentration of specialised sporting goods stores in Madrid, with the most comprehensive supply of equipment for the most popular sports.

The most comprehensive Cross Fit studio in all of Madrid, with the most spacious, modern, and varied circuits.

There is nothing in Spain remotely similar: all of the latest trends from the world of cars, motorcycles, and bikes concentrated under one roof.

The epicentre of this area will be the organic market, with a unique selection of natural products, complemented by an organic, urban garden.
Food is the new fashion. Street level of X-Madrid will be the epicentre of new trends in style and gastronomy. In line with its unique characteristics, X-Madrid will feature dining facilities never-before-seen in a shopping centre. These premises will share the floor with the fashion area: young, urban, modern.

In addition, there will be an innovative artificial beach and a spacious plaza (The Show Place) that will serve as a dining hub and a stage for spectacular events.
The epicentre will be THE PLAZA, around which the restaurants will be situated.

The most fashionable stores that are usually scattered on different streets in Madrid will be concentrated in a single place. Urban, young, modern, brand-name fashion.
The First Floor will be a concentration of unique experiences. It will include a cinema multiplex showing all the latest films in a modern, distinct, and relaxed setting, with audiovisual equipment that will make the movie-going experience more intense and immersive.

Also located on this floor is the Xtreme Sport centre, a unique space, an adrenaline factory that includes a double artificial wave, a Last Fitness sports centre, ski simulator, and indoor skate park.

There will be a Tech Area, where visitors can enjoy innovative technological experiences involving gaming, drones, robotics, etc.

The Anti-mall area is an amalgamation of the most avant-garde leisure and retail offerings for those who expect something different from shopping centres.

The area dedicated to pop-up stores will be the most daring and distinctive—a changing and dynamic space offering the public groundbreaking fashion and accessories.
The place where technology and the avant-garde join hands, featuring the tech industry’s most significant operators and distributors.

A select concentration of tattoo parlours, vintage clothing stores, collectibles, design pieces and other curiosities.

Practice, enjoy, and get in shape with the most innovative and intense experiences on the market.
Who are we?
We are Merlin Properties, one of the leading real estate companies listed on the Spanish stock exchange (IBEX-35), with 17 shopping centres located throughout Spain.

We want NUMBER 18 to be groundbreaking, completely divorced from its predecessors, and utterly revolutionary. We want to make history. We want to create a shopping centre that will fascinate those who dislike shopping centres.

And will fascinate various generations of millennials.