



IE REAL ESTATE  
COMPETITION

# THE NEW RETAIL: HOW CITIES REBUILD POST-PANDEMIC

**ie**  
UNIVERSITY  
SCHOOL OF  
ARCHITECTURE &  
DESIGN

**INGKA**  
CENTRES





- I. INTRODUCTION
- II. BRIEF
- III. DOCUMENTS TO BE SUBMITTED
- IV. REGISTRATION
- V. PRIZES
- VI. CALENDAR
- VII. JURY

QR code to  
competition's  
website and to  
download the  
questionnaire  
template





## I. INTRODUCTION

The IE School of Architecture and Design has partnered with Ingka Centres for an exciting new challenge about the world of retail and how it is expanding into city making—and we want to hear from you. Submit your answers to our questionnaire regarding Ingka Centre's new development project for the chance to win one of four scholarships to the IE Master in Real Estate of your choice, part-time or full-time.

So what are you waiting for? Think creatively about the future of the city and your future. We hope it will be at IE!

*In Partnership*



## II. BRIEF

The pandemic has altered the way we use public spaces. And companies like Ingka Centres are taking note. They are re-thinking their physical spaces and the relationships with their context. The iconic retailer is set to open its first inner-city London store in 2022.

The urban store—located in the heart of the Hammersmith and Fulham borough—marks a shift in the brand's strategy to go beyond simply retail and to meet consumers' evolving needs. This development will have huge real estate and architectural implications on the surrounding area.

IKEA's parent company Ingka Centres acquired the space, Kings Mall Shopping Centre, from Schrodgers for £170 million (€200 million) in 2020. The vision is to create an Ingka Centre to be a "meeting place."

After being completely redeveloped, Kings Mall will become Ingka Centres' first mixed-use project in a downtown location, easily accessible by both private and public transport. With 27,133 square meters of functional facilities, including the shopping center and car park, the space will be anchored by an IKEA city store.

Although Kings Mall will remain a retail-led destination with stores like H&M, Primark, Lidl and Sainsbury's, this new meeting place will go far beyond shopping. It will be heavily driven by the needs of the local community and "co-created" with local authorities to become a go-to destination for people to shop, socialize and relax.

According to Ingka Centres, IKEA's People & Planet Positive strategy—the company's sustainability agenda—will be at the forefront of the redevelopment.





### III. DOCUMENTS TO BE SUBMITTED

#### \*\*IMPORTANT INFORMATION\*\*

- Each candidate must send their answers to the questionnaire in a vertical .pdf format that is a maximum of five pages. The questionnaire can be found on our website.

Link: <https://www.ie.edu/school-architecture-design/ie-real-estate-competition/>

- Candidates must also submit their CV.
- Optional: If you would like to submit additional material, you can send one horizontal slide—16:9 or 4:3—in .jpg or .png format.*

Please note that all text must be in English. Font, sizing and layout must be consistent with the given template.

Files must be named as follows: surname\_name\_ courseletter. pdf

Example: John Smith, candidate for “MRED”: Smith\_John\_MRED. pdf

**Submissions must be directly sent to Victor Aleñar, Senior Manager, Global Recruitment Team, IE University  
Email: [victor.alenar@ie.edu](mailto:victor.alenar@ie.edu)**



### IV. QUESTIONNAIRE TO SUBMIT

#### Q1. (300 words maximum + spaces)

For context, the shopping mall occupies the ground floor of a social housing complex and is next to the Lyric Theatre. It's on the same block as an office building managed by The Office Group, a coworking company owned by Blackstone at 1 Lyric Square. The Hammersmith tube station is one minute away. See the map and photos we've included for more details.

Describe the aspects of the Ingka Centres-IKEA real estate project that are most interesting to you. What problems could arise? What hidden benefits might you find?

#### Q2. (300 words maximum + spaces)

What would you propose for the spaces surrounding the project? How will you design a resilient, people-centered place?

Detail five actions to promote a more vibrant, sustainable and inclusive neighborhood, including green mobility.

#### Q3. (300 words maximum + spaces)

How do you think this project will affect the social housing on top of it? What kind of programs or activities do you suggest doing with the inhabitants and local community?

#### Q4. (300 words + spaces)

Define five sustainable actions that the project must achieve regarding emissions—operational, embodied and consumption-based.

Do you think that Ingka Centres-IKEA can achieve a net-zero emissions project? If so, explain how Ingka Centres could do it.

#### Q5. (300 words + spaces)

As the developer, what would you ask or offer the local authorities? How could public and private sectors collaborate?

#### Q6. (Optional: link/attachment)

In one slide, using a landscape format 16:9 or 4:3, summarize one potential path for exploration—technological or another type of solution—that could help address your ideas.

Using a mixture of graphics and text, tell us why this particular path could lead to more interesting solutions than others.

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## V. REGISTRATION

There are no registration fees for the IE Real Estate Competition.

**Submissions must be directly sent to Victor Aleñar,  
Senior Manager, Global Recruitment Team, IE University  
Email: [victor.alenar@ie.edu](mailto:victor.alenar@ie.edu)**

Please book a call with Victor if you have any doubt.  
<https://app.hubspot.com/meetings/victor-alenar>

## VI. PRIZES

The IE Real Estate Competition will award the following prizes to the winners:

### **FIRST PLACE (ONE WINNER)**

Will be awarded consisting of:

Pending admission to the IE Master in Real Estate of your choice (part-time or full-time), an €11,000 scholarship towards tuition fees for the 2021-2022 academic year.

### **SECOND PLACE (THREE WINNERS)**

Will be awarded consisting of:

Pending admission to the IE Master in Real Estate of your choice (part-time or full-time), a €9,000 scholarship towards tuition fees for the 2021-2022 academic year.

## VII. CALENDAR

**July 21:** Challenge kicks off

**Sept. 2:** Last day to submit a proposal

**Sept. 7:** Finalists announced

**Sept. 9:** Finalists pitch to the jury

**Sept. 10:** Winners announced

## VIII. JURY

The documentation will be studied by the Jury members maintaining the anonymity of participants.



### **Margarita Chiclana**

CEO UNEXUM Real Estate and Director of the Global Master in Real Estate Development at IE School of Architecture and Design



Economist and MSC in economic policy from Complutense University of Madrid, Margarita has over 25 years of professional experience in Real Estate, with a strong background in finance and investment with a value added focus.



### **Gregory Clayton**

Project Development Manager, from IKEA Centres, leading the Kings Mall Project.



Within INGKA Centres group, Gregory develops retail and mixed use projects. Feasibility, Investment Approvals, Concept, Leasing, Construction. Leading and collaborating with teams across countries of the IKEA network as well as a pool of consultants. Responsible from land acquisition, concept, planning, execution and delivery of projects.



### **Lola Ripollés Aguilar**

EMEA Program Manager, UK CPM Atlantic Cluster at IKEA Group. Board member WIRES, Women in Real Estate Spain.

Experienced Project Portfolio Manager with strong background in Retail and Hospitality and a passion for all sustainability issues. Currently involved in the Construction Project management of the new concepts of IKEA. Previously dealing with office building Portfolio, of Amazon in JLL.

IE School of Architecture and Design would like to thank the members of the Jury of this competition for their collaboration and dedication, as well as the collaborating businesses for their support, dissemination of the work of the participants.



