

# This is an invitation



... for a tour around Carlsberg Byen – a special place with a unique history, in the heart of Copenhagen. Here you will find shops that you haven't seen before, and gastronomy that keeps you coming back for more. Fuelled by innovation, creativity and passion, our new retail concepts explore and challenge the traditional customer experience. In Carlsberg Byen art, culture, commerce and city life merge into one immersive experience.

# More than just a story of a cold lager

Anyone who has ever set foot on the old industrial grounds of Carlsberg knows that this place is something quite special. Here, right in the centre of Copenhagen, begins the story of a brewery, and a very important chapter in Danish cultural and industrial history.

Only one decade ago horse-drawn beer carriages rode through cobbled streets at Carlsberg – and the distinctive aroma of malt from the breweries was a natural part of many Copenhageners' everyday lives. Although the beer production now has been moved to Fredericia and the malt aroma is no longer present, Carlsberg and the brewery site still hold an important place in the heart of many Copenhageners.

For most people “Carlsberg” is synonymous with a cold lager in the iconic dark green bottle. However, the name and the brewery site are also linked to ground-breaking inventions in science and beer production. Here, the current method of purifying beer yeast was discovered, as well as the invention of the pH-scale. Not to mention the commissioning of some of the most magnificent architecture and art pieces in Danish cultural history, including Ny Carlsberg Glyptotek, the iconic Elephant Gate and the statue of The Little Mermaid.

The story of Carlsberg is actually about a family; about a father and his son. The story begins with the brewer J.C. Jacobsen, who pursued a life-long quest to improve the quality of beer, and thus founded the Carlsberg Brewery in 1847. Later his son Carl Jacobsen, through grand gestures and an overriding passion for art and culture, established the neighbouring Ny Carlsberg brewery in 1882, wanting to make beer production quicker and more efficient.

With ambitions that went far beyond the walls of the brewery and the desire to share their knowledge and passion, the two brewers have left a significant mark on this neighbourhood for posterity. The history of the brewery lives on in every brick, telling the story of the great visions that built this place.

Carlsberg Byen is thus founded on far more than just the passion for good beer. The new city district is being constructed with respect for the history and is based on four basic values: an interest in science, a respect for production, a passion for art, and openness towards diverse cultures. Here, the right combination of businesses will grow harmoniously with the district and define the trading environment in Carlsberg Byen.

# Food

Where your taste buds are never bored.



Unique historical settings, newly built world-class architecture and ambitious operators are the ingredients to satiate curious mouths.

Gastronomy and “food passion” permeate the urban space. The original industrial buildings, previously closed to the public, are transformed and opened with large windows to invite passers-by inside. The urban space is a natural extension of the life lived in restaurants, cafes and bars.

Curiosity is aroused already in the shop window. The quality craftsmanship should be visible all the way down to street level, so the production process, the passion for food and the high quality can be sensed when passing by. Here, the bread is kneaded and freshly baked, the salami sausages hang for ripening in the window and the flames of the pizza oven lure people through the door.

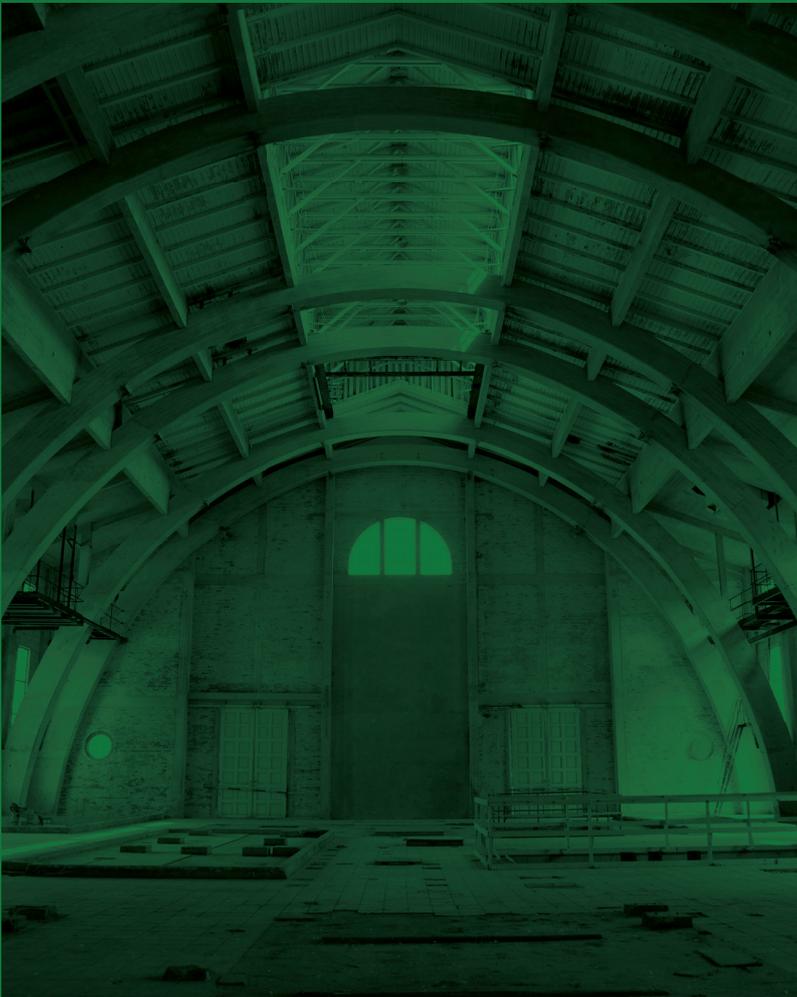
Good food brings people together in Carlsberg Byen. Communal dining, food events and open kitchens that bring out your inner chef, are created with the community spirit of the brewers’ heyday. The food scene in Carlsberg Byen focuses on sustainability, culinary arts and gastronomy.

Carlsberg Byen is a destination where your taste buds are never bored. Here, customers should be able to purchase extraordinary food experiences, seek new inspiration and discover flavours that makes them come back for more. Operators with a passion for good food will grow with the city and become a special part of the community.

If you accept this invitation, we would like to show you the unique settings that can lift your gastronomic concept to new heights.

Join us for a walk through the old brewery site, where we can talk about your ideas, ambitions, demands and dreams. Carlsberg City, partnered with Brig, who are experts in designing concepts and spatial experiences. They can help you find new and exciting opportunities for your business in Copenhagen’s new city district.

# Extraordinary experiences



Urban space with soul  
from the past.

In the spirit of the two brewers, art and culture is also an important part of the new city district. The historical factory halls Kedelhallen, Maskincentralen, Halmlageret and Ny Carlsberg Bryghus will be transformed into cultural destinations for both tourists and locals alike.

Carlsberg Byen is the place where you go to get new experiences. Whether it is to visit the new art exhibition, hang out in the parks or eat at the new restaurant everyone is talking about – Carlsberg Byen is what adds spice to your everyday life.

Alongside the original industrial halls and magnificent gold ornamental factory buildings, modern architecture is constructed in materials, shapes and lines that refer to the old historical buildings. This creates a new, vibrant urban space with a soul of the past.

With respect for the history – the production, science, art and culture – Carlsberg Byen is a living district and destination. Here, the extraordinary experience is appealing not only for the residents, but also for Copenhageners and tourists alike. The Carlsberg district has always been a mixture of factory buildings, housing and urban life. In its heyday, the brewery was a microcosm in the centre of Copenhagen, where a very special community spirit emerged.

The trading environment in Carlsberg Byen is based upon the original community spirit. The right mix of shops, institutions, restaurants, cafes and businesses forms an attractive city life with room for everyone - connoisseurs, families with children, pensioners and business people.

# Retail —

## Concepts tailored to the context



Carlsberg Byen is the place where you stumble upon something new and unexpected. The unique blend of raw, historic industrial buildings and modern architectural gems create the setting for exceptional customer experiences that cannot be found anywhere else.

Inspiring shopping experiences will reach visitors in the urban space, where all commerce and business life is located on street level. Life inside the shops will create an active and exciting city that provides plenty of opportunity for window shopping.

The production should not be hidden away in the back but should be placed right in the window fronts. This will give customers the opportunity to see how the optician repairs the glasses, or how the fashion designer develops the next collection. In the spirit of the old brewer the focus is on gaining new knowledge and experimenting with products and practices.

Carlsberg City will be a go-to destination for businesses and visitors and will be attractive to the many locals who wish to explore a tailor-made selection of shops, retail experiences and brands that explore new directions for their products.

This neighbourhood is attractive for those who want to experience innovation, passion, quality and wow-effect. Here, retail concepts challenge the traditional customer experience and make Carlsberg Byen a destination without comparison.

If you accept this invitation, we would like to show you the unique settings that can help shape your new business. Join us for a walk through the old brewery site, where we can talk about your ideas, ambitions, demands and dreams. Carlsberg City, partnered with Briq, who are experts in creating innovative retail concepts. They can help you find the best opportunities for your business in Copenhagen's new city district.



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