

Project

Designer Outlet, Brennero

Location

Brennero, Northern Italy

Accommodation

19,000 m² factory outlet in
60 units plus food & drink

Value

€25m

Client

Designer Outlet Brennero AG

This highly innovative building is situated at the Brenner Pass in the Italian Tyrol. Its steep valley setting inspired Holder Mathias to design a green roof, since it would be visible from the surrounding mountains.

The building forms an extension to Brennero's high street and features huge glass walls which slide up in summer to reveal a colonnade of shops. In Brennero's harsh winter the walls slide back down to keep shoppers warm.

The building is an exemplar of sustainable retail design. As well as the green roof it features biomass heating, naturally lit and ventilated malls, and a beautiful timber structure made from sustainably managed alpine forests.

