

WELCOME TO PALLADIUM

THE CROWN JEWEL OF SHOPPING IN DOWNTOWN PRAGUE



PALLADIUM



MORE THAN
250 MILION
DELIGHTED
VISITORS
SINCE
2007

**PALLADIUM ADDED
A NEW DIMENSION
TO PRAGUE'S DOWNTOWN
SHOPPING EXPERIENCE
IN 2007**

When its doors opened in 2007, PALLADIUM propelled Prague's traditional shopping district into the 21st century and instantly became the epicentre of downtown shopping, a favourite meeting place and a unique landmark.

PALLADIUM is firmly positioned as the largest one-stop shopping destination in downtown Prague.



A MODERN METROPOLIS WITH **OLD WORLD CHARM**

THE OVERWHELMING BEAUTY AND HISTORICAL
SIGNIFICANCE OF PRAGUE MAKE IT ONE
OF THE MOST POPULAR DESTINATIONS
IN EUROPE

Historic centre of Prague
added to the UNESCO list
of World Heritage Sites



Fourth most visited
city in Europe after
London, Paris and Rome



Home to some of
the most lively and exciting
nightlife in Central Europe



EXPERIENCE THE DYNAMIC **PULSE** OF DOWNTOWN PRAGUE

PALLADIUM SITS WITHIN ONE OF PRAGUE'S PREMIERE DOWNTOWN LOCATIONS

Located in one of the busiest commercial areas of the city, it is steps away from hundreds of offices, banks, shops, restaurants and bars. Routes to many of the city's most popular tourist attractions generate an impressive amount of foot traffic outside its doors.

PALLADIUM is well positioned within one of the most celebrated and historically rich shopping areas in the country.

It proudly carries on the tradition of offering a superior shopping experience to the many tourists and Czech residents who crowd Prague's downtown streets during all hours of the day and night.

It is arguably the best location in the country for a shopping centre.



PRAGUE TOURISM IS ON THE RISE

**PRAGUE IS ONE OF THE MOST
BEAUTIFUL CITIES IN THE WORLD
AND THE WORD IS GETTING OUT**

Tourists from all over the globe are coming to Prague again in increasingly larger numbers, which is proven by the millions of tourists who visit Prague every year.

CONVENIENT FOR TOURISTS

Exchange offices



Tax free refund office – Global Blue



Underground PALLADIUM garages with
600 parking spaces opened 24/7



Direct access to subway, other public
transport (tram and bus) nearby



Close to the largest railway
stations and bus terminals



HISTORY OF THE SITE **WHERE PALLADIUM WAS BUILT**

The history of the building dates to the 12th century (Roman period), remains of a settlement of the houses from that time became part of PALLADIUM interior.

Over the centuries this place where PALLADIUM stands today also hosted a hospital for the poor, later, on the other hand, the palaces of important townspeople and the alchemist Rudolf II, and in the Baroque era, a Capuchin monastery and a church.

At the end of the 18th century, the monastery buildings were adapted for the needs of the army, a large barracks complex was built there – lyrics of Czech national anthem was written there by Josef Kajetán Tyl in 1834.

Buildings served the army until 1993, then were sold by the Ministry of Defence to a renown developer European Property Development that won a tender.

In May 2005 construction works started, on October 27, 2007 PALLADIUM as a building of a shopping mall and offices was open to the public.





A UNIQUE SHOPPING EXPERIENCE

CREATING A TRULY SPECIAL SHOPPING CENTRE IN ONE OF THE WORLD'S MOST BEAUTIFUL CITIES WAS A CHALLENGE

PALLADIUM's goal was to design a leading edge shopping centre that would not only fit in with its surroundings, but also be a standout structure both inside and out.

Their creative concept combined parts of the original structure with modern architectural elements to provide visitors with a distinctive and visually stimulating environment that dazzles the senses.

PALLADIUM is as unique as the city that surrounds it.

SETTING TRENDS IN PRAGUE'S FASHION MARKET

**PALLADIUM IS ON
THE CUTTING EDGE
OF FASHION, WITH ITS WIDE
RANGE OF SHOPS OFFERING
BRAND NAME CLOTHES THAT
DEFINE THE LATEST TRENDS**

If you're looking to strengthen your fashion
mojo, you've come to the right place!



A WORLD OF POSSIBILITIES

**PALLADIUM OFFERS A SYMPHONY
OF GASTRONOMIC DIVERSITY
IN DOWNTOWN PRAGUE**



170 shops
40 000 m²



30 restaurants,
cafés and bars



TASTY GARDEN



Fitness club and grand casino



Open 7 days a week

PALLADIUM's food court offers a tour through the international world of gastronomy – Asian, Indian, Mediterranean, Italian, Japanese, Mongolian, American and more. Fresh juice bars, cafés and others are waiting to be discovered.

A one-stop dining destination with over 20 traditional and fast food restaurants, food specialty kiosks and bars („Tasty Garden“, Floor +2) with extended opening hours from 8 a.m. until 11 p.m. PALLADIUM has something for every palate and every budget.

EVENTS AND ENTERTAINMENT

TAKE PART IN EXCITING ACTIVITIES
IN AND AROUND PALLADIUM

Republic Square is one of the most active squares in the downtown area, featuring outdoor entertainment all year round. It traditionally hosts street markets that are extremely popular with locals and tourists.

PALLADIUM also adds its own stylish spice to the entertainment mix by hosting some of Prague's best events.

Enjoy multi-dimensional, multi-seasonal and multi-age entertainment at PALLADIUM.

PALLADIUM is always the centre of attention.



A photograph of a DJ performing on a stage in a shopping mall. The DJ is wearing a dark, patterned shirt and is holding a microphone. The stage is equipped with various audio equipment, including a mixer, speakers, and a large screen displaying the text "Slavte s nami!". In the background, there are storefronts for "ARMOUR" and "orsay". A large crowd of people is gathered in front of the stage, and confetti is falling from the ceiling. The scene is lit with purple and blue lights.

FROM FASHION TO LIFESTYLE

**A SHOPPING CENTRE'S VALUE
IS DEFINED BY THE SHOPS
AND SERVICES UNDER ITS ROOF**

PALLADIUM has therefore carefully chosen the best merchants that benefit the overall shopping experience and satisfy the widest range of customer needs.

With over 170 shops, most of which are fashion stores, PALLADIUM has stacked the deck in favour of helping its visitors look their best!

Jewellery shops, cosmetic stores, convenience & gift shops, bookstores, electronics stores, bars, cafés, supermarket, fitness club and many others add to the extensive choice offered to customers.

To aid visitors in escaping the summer heat, and to ensure a comfortable and carefree shopping experience, air-conditioning is provided throughout the building.

SATISFIED CUSTOMERS AND **MULTIPLE AWARDS**

**IT'S NOT SURPRISING THAT PALLADIUM
HAS RECEIVED SO MANY AWARDS SINCE
FIRST OPENING ITS DOORS IN 2007**

Marketing awards

- WebTop100 (2016)
- Zlatý Středník award
– B2C magazine category (2013)

Best Buy Award Czech

- 2017/2018

First year of operation in 2007

- Best of Realty
- Best Overall Development
- Best Shopping Centre Development
- Retail Development of the year
- Building of the year

Best Prague Shopping Centre

- 2009, 2010, 2011 and 2012
– THE PRAGUE POST

Czech Superbrands

- 2014 and 2016

Tripadvisor Award

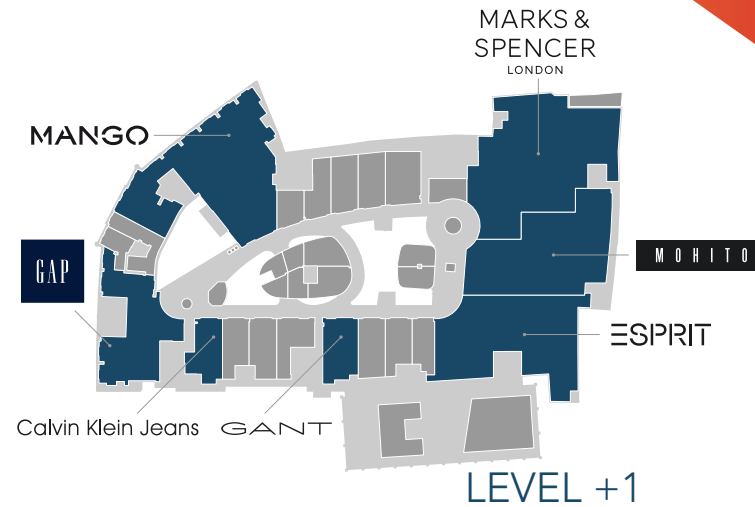
- Travelers' choice 2022

Luxury Lifestyle Award

- 2022



THE SHOPPING CENTRE



PALLADIUM PARKING

THE LARGEST PARKING
GARAGE IN PRAGUE 1



Safe and
convenient parking
for 600 cars



Notification lights
of available parking places



Hand Car Wash



Recharging stations
for electric cars



Trouble-free payment for
parking via cash or credit
card (CZK, EUR)



THE PLACE TO BE FOR **PRESTIGIOUS** **OFFICE SPACE**

THE TOP THREE FLOORS
OF PALLADIUM ARE THE PINNACLE
OF TODAY'S MODERN OFFICE

The most
prestigious
office address



17,500 m² of modern
office space



Highly efficient floor plans
of up to 8,300 m²



Two stylish office lobbies



Terraces and roof gardens
with expansive views
of the downtown area



GET IN TOUCH



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