

Marc O'Polo STRANDCASINO'

HERINGS D O R F

The MARC O'POLO STRANDCASINO' – the first concept store by MARC O'POLO. Inspired by the historic beach casino (Strandcasino) of 1897.

The beach casino stood at the centre of the popular seaside resort – it was a glass hall, flooded with light, and 60 metres in length with several shops and a large hall for society balls and theatre events. This entertainment venue was the heart of the sociable resort life on the promenade of Heringsdorf.

The beach casino built from wood in 1897–98 burnt down in February 1946. In the same year, the construction of a cultural centre of the Red Army was begun in the same place. The two-storey plaster building in the neoclassical style of the Stalin era also offered space for around 750 visitors as a Kulti in the later years of East Germany and had a stage and an orchestra pit. The relief on the pediment above the entrance was by the Stralsund-based artist Karla Luise Friedel (1893–1970). After

the fall of the Iron Curtain, the building was renovated again and continued to serve as an event and cultural centre under the name Forum Heringsdorf.

In 2017, MARC O'POLO breathed new life into the original idea of the 1897 concept store with the STRANDCASINO'. A unique combination of casual fashion and a smart gastronomy concept is once again coming into being here 120 years later.

The focus is the MARC O'POLO store and the O'ROOM and O'NE restaurants in cooperation with the prestigious star chef Tom Wickboldt, who also curates the premium food shop O'DELI. In addition, new concepts and themed areas from fashion, living and lifestyle can be discovered time and again in constantly changing pop-up spaces. 120 years after the opening of the historical beach casino in Heringsdorf, the MARC O'POLO STRANDCASINO' is continuing right where the previous casino left off and is becoming the new heart of the promenade.

