

Communiqué de presse

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New Living Mood, Nhood's new brand dedicated to event activation, artistic and cultural programming and neighborhood media.

This new entity was born out of a conviction: every unoccupied square meter can be reimagined to become a driving force for real estate performance. By revealing the emotional intensity of spaces, New Living Mood aims to transform square footage into vibrant destinations and create lasting value for properties and communities. Real estate and event planning can and must work together to evolve their model toward a new, better way of experiencing spaces.

New Living Mood is part of a profound shift in the role of physical spaces.

Long viewed as mere transactional spaces, commercial and real estate spaces are now evolving into environments of experience, desirability, and emotional intensity.

This transformation is accelerating due to several key trends:

- The blending of uses (retail, culture, work, wellness, leisure)
- Shifting public expectations toward more experiences, meaning, and social connection
- The need for places to become destinations.

In this context, New Living Mood works with real estate stakeholders to unlock the full potential of vacant or underutilized spaces by transforming them into places for living, culture, and events.

A positioning at the crossroads of two worlds:

- Real estate (value enhancement, attractiveness, foot traffic)
- Culture & events (programming, desirability, engagement)

An exploration of space and uses through the lens of time and different audiences.

New Living Mood brings a simple idea to life: the value of a site lies, of course, in its location, but above all in its ability to generate activity, connection, and emotion. New Living Mood operates across three complementary dimensions:

- The site itself: the real estate asset, its modularity, and its potential for evolution.
- Chronotopy, that is, the temporal patterns of use per square meter to keep the site vibrant for longer and in different ways: a nuanced adaptation to the rhythms of the place (time of day, day of the week, season) and the profiles of its various audiences.
- Uses: cultural, artistic, event-based, and experiential programming in collaboration with local partners.

This approach ensures the vitality of the sites, whether they are in the operational, transitional, or transformation phases.

A two-pronged response to changes in the real estate market and the use of space.

- **Event-based activation:** whether it involves offices that are vacant at certain times, retail spaces seeking foot traffic, or brownfield sites undergoing redevelopment, New Living Mood identifies and maximizes the event potential of each site—complementing its core business—at every stage of its lifecycle. In the spring of 2026, New Living Mood organized, on behalf of its client, the real estate company Ceetrus, **a tour of 24 candlelit classical music concerts in several Aushopping centers.** Designed as immersive interludes accessible to all, these concerts transformed the shopping malls into intimate and evocative spaces, while promoting local artists and generating new visitor traffic.



- **Artistic and cultural programming, integration of artworks:** by developing collaborations with major players such as Gauche de la Lune, Yoann and Ghost Play Music, O'Architecte, Plateaux Urbains, EuraCreative - Accelerator for Creative and Cultural Industries, and Nelly Rodi. New Living Mood, in partnership with La Condition Publique de Roubaix, **supported the hosting of the traveling exhibition Renault 12 at Aushopping Leers.** This immersive art installation, conceived by Mohamed El Khatib, brought culture into an everyday setting, creating a direct encounter between the artwork, the local area, and the general public. **New Living Mood also embraced the concept of ephemeral construction championed by Nhood, bowhood,** temporarily transforming it into a vibrant artistic workshop. **Through artist Ludovic Pessin's residency,** the site became an open space for experimentation, blending professional activity, live creation, and interactions with site users. This initiative illustrates New Living Mood's commitment to transforming hybrid spaces into venues for experience, engagement, and social interaction.



- **Creative Studio**

- **Experiential media and hospitality:** each venue becomes a medium of expression for its users, visitors, the businesses that occupy it, and the brands that wish to partner with it. Nhood develops initiatives that blend hospitality, artistic creation, and on-site interventions, such as the murals created with La Condition Publique at Aushopping Leers. Designed to be visible and accessible to everyone, these creations transform the visitor experience and help turn these sites into true spaces for cultural and emotional expression.

- **MICE (Meetings, Incentives, Conferences & Events)** service dedicated to companies and their agencies, helping them source unique venues and design immersive experiences for their seminars, professional events, and learning expeditions.



The New Living Mood team is led by

- Audrey DELAVault - Managing Director of New Living Mood, Member of the Nhood Executive Committee
- Boris TOULEMONDE - Head of Development, Partnerships & Strategy at New Living Mood
- Jonathan BRAULT - Business Event Strategist
- Bénédicte LENOIRE - Artistic & Cultural Programming
- Virginie SACCHI - Artistic & Cultural Programming
- Dieneba SOW - Event Logistics & Experience
- Amélie LANNOY - Event Production
- Guillaume VEN - Creative Studio Leader

"With New Living Mood, we're offering a new way to bring together real estate, events, and the creative industries. Form and function are now one and the same: every square meter becomes an active destination, and every venue a vibrant, desirable space for expression—whether or not it was originally designed for events," **explains Audrey Delavault, Managing Director of New Living Mood.**

"In a rapidly evolving real estate market, we are reaffirming our mission: to create better spaces that deliver quality and performance for our clients. Events and culture are at the heart of this transformation, and through Event, Culture & Programming, we are turning every site into a vibrant, value-creating experience. Our ambition is clear: to make our sites vibrant, inspiring, and useful places that serve all audiences. Driven by the energy of the NEW LIVING MOOD division and the momentum of content-driven real estate, our strategy supports a bold ambition: to become the global leader in the quality of real estate services." **Marco Balducci, CEO of Nhood.**

About New Living Mood: New Living Mood is Nhood's signature business, dedicated to turning places into event destinations, curating artistic and cultural programming, and serving as the neighborhood media. This reflects a strong belief: animating a place is a genuine lever for performance. New Living Mood transforms this into a powerful tool for asset transformation. Events, artistic, cultural, and experiential programming are fully integrated into the real estate strategy, aiming to unlock each site's full potential, boost its attractiveness, and support its long-term performance. This approach creates lively, mixed-use, and desirable spaces where experience, culture, and uses take center stage. By relying on content, events, and media initiatives closely linked to local communities, New Living Mood generates lasting positive impact for users, local stakeholders, and the economic vitality of these places.

About Nhood: Nhood is an international real estate solutions provider committed to urban regeneration. It supports owners, local authorities, and investors in the sustainable transformation of their assets and living spaces, relying on an integrated service platform. As an assembler of expertise, Nhood operates across the entire real estate lifecycle, from strategy to operations: consulting, design, development, activation, operational management, and value creation. Its 1,600 employees manage €17.3 billion in assets spread across nearly 1,000 sites in Europe and Africa, serving more than 300 clients. Nhood develops mixed-use, value-creating projects rooted in local dynamics, where retail, housing, offices, leisure, hospitality, digital infrastructure, and new urban uses coexist. Guided by a triple-impact approach—People, Planet, Profit, Governance—Nhood works every day to create "better places": useful, lively, and desirable spaces. www.nhood.com