



Photo by Bob Pearson

What's so funny? These mannikins are celebrating the opening of the Atrium at 13th and N streets.

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Atrium—a new shopping concept

By Mary Jo Howe

Three stores in The Atrium, 1200 N. St. in downtown Lincoln, opened a new building concept to shoppers Monday. They included Ben Simon's, the anchor tenant, and two ladies wear shops—The Daisy and Joffe's.

The Atrium combines office and retail shopping, said Roy Way, building manager. Wide open spaces contemporary architecture and balconies overflowing with plants and flowers give the structure a garden image.

Developed by the Hawthorn Realty Group of Chicago, the \$5 million complex is patterned after similar stores in Chicago and Kansas City, Way said, but it is the first of its kind in Lincoln.

One feature, is an eight-story-high open court in the center of the building lit by a skylight, he said.

When completed, the Atrium will have 90,000 square feet of retail space on the first four floors, with office space on the top four floors.

Group image

"The stores want to be known as The Atrium, not a group of individual shops," he said.

"To help this image, we retained the exterior of the building because it is so familiar to downtown Lincoln, but the interior is completely new and contemporary," Way said.

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