

ANTIKA

WORLD

**Curating the past,
Designing the future**

About us

Launched in 2024, Antika World is the flagship project of BDS Holding BV, a Netherlands-based investment company specializing in the revitalization of historic landmark properties. The project is centered on restoring the iconic TSUM building and transforming it into a vibrant cultural, retail, and experiential destination. Its vision includes a cultural and heritage center, curated luxury retail, a next-generation co-working hub, an innovative children's area, and a premium hotel that is set to redefine hospitality standards in the country.

Through this unique transformation, Antika World seeks to foster economic development, cultivate international partnerships, and position Sofia as a leading cultural and business destination in the region.



TSUM - The iconic landmark

Architecture

The installation of Bulgaria's first escalator was a groundbreaking feature and a source of pride for locals.



Destination

From the beginning, TSUM offered an exclusive selection of products and high-end goods, establishing itself as a premier destination for sophisticated shoppers.

Heritage

Initially established in 1957, the Central Department Store known as TSUM was the first department store in the Balkans, the crown building became a testament to rich architecture, innovation and luxury.

Antika World Ecosystem

Antika World brings together a portfolio of interconnected concepts designed to redefine TSUM as a multifunctional cultural, business, retail, and lifestyle destination. More than a collection of separate initiatives, the ecosystem operates as a unified platform where every element enhances the others, creating a seamless experience for visitors, partners, and the wider community.

At the heart of this ecosystem is the ambition to merge Sofia's historical identity with a forward-looking vision for innovation, creativity, and global exchange. Each component - from coworking and cultural venues to curated retail, mobility services, and hospitality concepts - plays a distinct role in shaping TSUM into a living, evolving landmark.



Museum - Heritage & Cultural Center

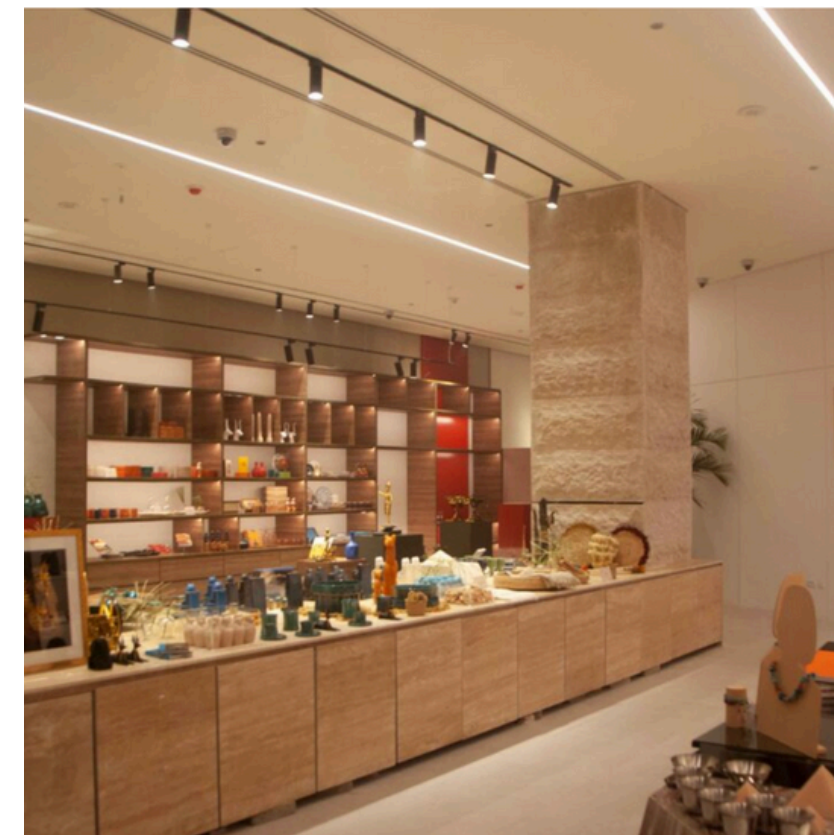
The Museum of the Eastern Mediterranean (MEM) by Antika in TSUM is dedicated to two great ancient civilizations that shaped the region – Thrace and Egypt. Conceived as a comparative museum of art and culture, MEM explores the connections and contrasts between these worlds through themes such as Gods & Kings and People & Technologies. Beyond its core exhibition space, the museum will feature educational programs, children’s ateliers, a curated souvenir shop, an Eastern Mediterranean restaurant, and a dedicated events area, turning MEM into a living cultural hub where history, gastronomy, and learning intersect.



Experience Bulgaria

Experience Bulgaria is a curated boutique celebrating the finest of Bulgarian craftsmanship. The concept offers premium small-batch foods, traditional cosmetics, artisan textiles, handmade games, and culturally inspired collectibles, presented as elegant, meaningful gifts that reflect Bulgaria's heritage through authenticity and quality.

As an exclusive highlight, the boutique will feature Antika World Replica Egyptian Artifacts - museum-grade decorative pieces designed for collectors and corporate gifting, adding a layer of global cultural prestige. More than a souvenir shop, Experience Bulgaria is a refined space where visitors can take home a piece of Bulgaria, crafted with care, rich in story, and selected with sophistication.



F&B International

Antika World will feature a diverse mix of dining concepts, including signature restaurants, family-oriented spaces, cafés, and modern culinary experiences. Each F&B concept is designed to complement the building's cultural and lifestyle ecosystem, offering visitors memorable gastronomic moments throughout the day.



Boutiques & Eboutiques

Boutiques is an open plan beauty store which introduces a refined retail concept, featuring a curated selection of local and international brands, pop-up activations, and specialty stores.

eBoutiques mirrors this experience in the digital space, offering premium beauty, wellness, skincare, haircare, and niche fragrance brands through an elevated online shopping platform. Together, the two concepts form a seamless physical-digital retail ecosystem.



TSUM Fashion & Retail Concept

The retail concept within Antika World redefines TSUM as a contemporary fashion and lifestyle destination, uniting global luxury brands, premium and modern designers, and accessible lifestyle labels under one curatorial strategy.

The Retail Department focuses on restoring TSUM's historic prestige through the careful selection, positioning, and presentation of brands that meet the building's international standards. This includes establishing strong relationships with leading global fashion houses, supporting emerging and established Bulgarian designers, and shaping a balanced mix of luxury, contemporary, and lifestyle brands across the retail floors.



Media Zone - Antika Radio & Television Studio

The Antika World Media Zone - The New Voice of the Informed Society, is envisioned as an integrated content hub that informs, inspires, and engages audiences through lifestyle, cultural, artistic, health, and public-affairs programming. Its mission is to support people in making better, more informed decisions about their daily lives through high-quality shows, interviews, and podcasts and to become Bulgaria's most accessible and fully integrated media ecosystem, uniting television, radio, and digital platforms into one cohesive experience, broadcast from the very heart of Sofia.

Antika will develop original content across three interconnected platforms - television, radio, and a digital online ecosystem, ensuring synchronized production processes and a seamless experience for viewers and listeners.



Communal

Communal is the next-generation coworking and collaboration space located inside TSUM. Designed to connect entrepreneurs, creatives, and corporate leaders, it offers flexible workspaces, meeting rooms, and a rich calendar of events. Communal serves as an innovation platform where business, institutions, and international partners meet, creating new opportunities for growth.



Communal Base

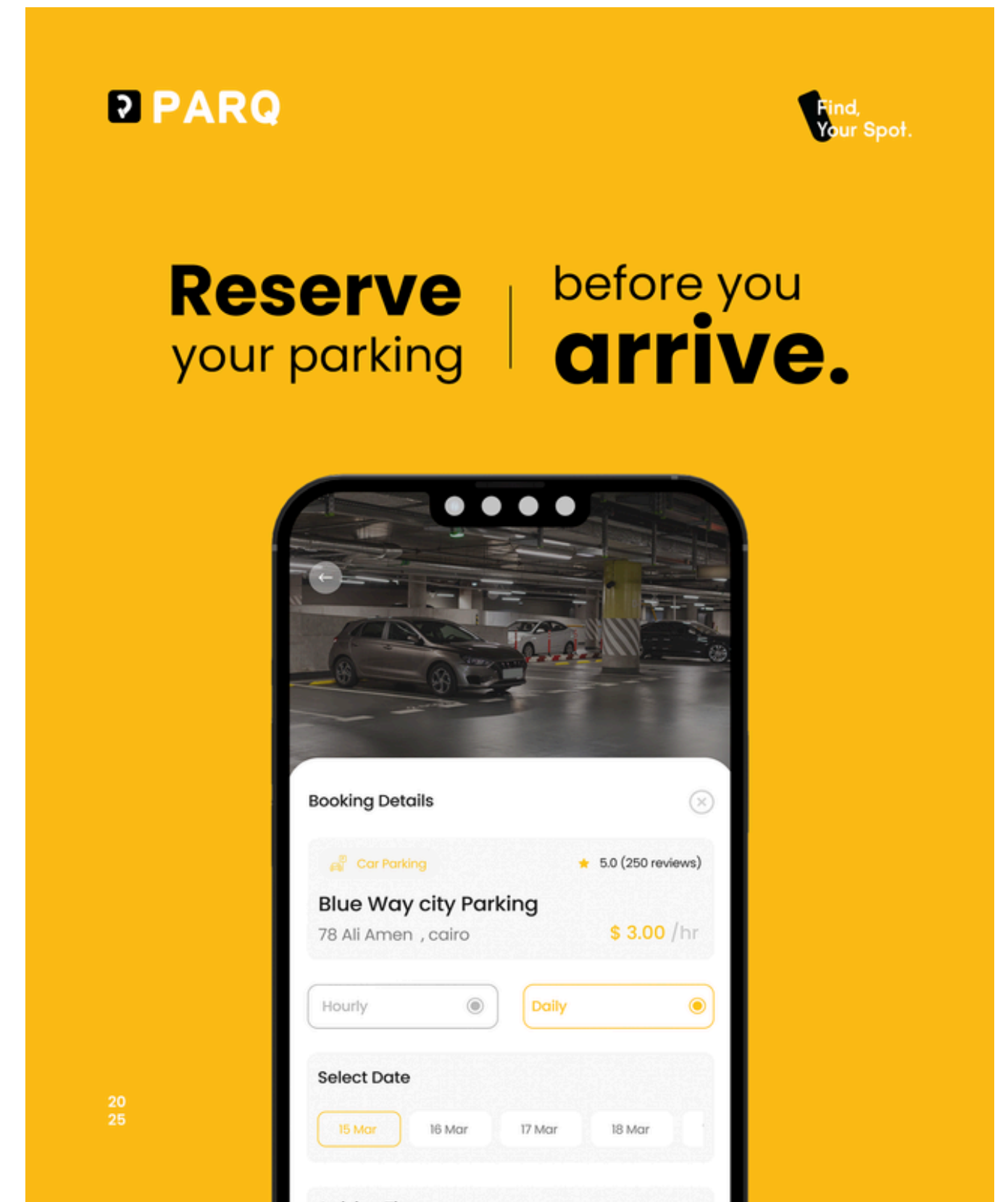
Communal Base is a digital and physical ecosystem that connects businesses, investors, and institutions across Bulgaria, the Balkans, and Egypt. Created to meet the growing demand for verified business data, reliable matchmaking, and AI-powered networking, the platform enables cross-border collaboration with speed, trust, and precision.

Its strategic purpose is to foster trade, investment, and innovation between Europe and the MENA region, establishing Communal as a leading B2B matchmaking and investment platform while positioning Bulgaria as a regional hub for international economic exchange.



Parq

A smart mobility initiative centered around a user-friendly mobile application, this project is designed to transform the way people navigate urban environments. Through the app, users can easily access a wide range of convenient parking options, schedule essential car services, and request on-demand vehicle retrieval whenever they need it. By streamlining everyday transportation tasks and eliminating common city-driving frustrations, the platform empowers individuals with greater freedom of movement, improved time efficiency, and a more seamless overall mobility experience within the city.



Business & Cultural Impact

Antika World is set to redefine the role of TSUM in Sofia's urban, economic, and cultural landscape. By transforming an iconic landmark into a modern ecosystem of business, culture, innovation, and lifestyle, the project generates long-term value for the city and for Bulgaria as a whole.

The revitalization of TSUM stimulates economic growth by attracting international brands, investors, and entrepreneurs, while creating new opportunities for SMEs, creative industries, and emerging talent. As a multifunctional hub, Antika World fosters cross-sector collaboration and strengthens Bulgaria's position as a regional center for trade, innovation, and cultural exchange.

On a cultural level, Antika World reconnects Sofia with its heritage, making history accessible and engaging through the Museum of the Eastern Mediterranean, curated retail experiences, public programs, and community events. By integrating global perspectives with local identity, the project contributes to cultural diplomacy, education, and the preservation of shared values.

Through its combined business and cultural footprint, Antika World reimagines TSUM not only as a destination, but as a catalyst for social, economic, and cultural transformation in the heart of the capital.

Economic Programme "Unlocking Bulgaria's Strategic Potential"

Antika World plays a key role in strengthening the long-term economic and cultural partnership between Bulgaria and Egypt. Through the combined vision of BDS Holding BV and Al Kharafi Holding, the project acts as a strategic platform supporting bilateral cooperation, investment exchange, and cross-regional business development.

The program focuses on expanding opportunities in trade, logistics, agriculture, technology, culture, and education - sectors where both countries share strong potential for collaboration. By hosting joint forums, business delegations, cultural events, and institutional meetings inside TSUM, Antika World provides a physical and symbolic home for this growing partnership.

Positioned at the crossroads of Europe and the Middle East, Antika World aims to foster a dynamic environment where Bulgarian and Egyptian companies, institutions, and entrepreneurs can connect, innovate, and create sustainable economic impact. Through this program, TSUM is envisioned not only as a revitalized landmark, but as a regional hub for diplomacy, investment, and international cooperation.

ESG & Sustainability

Environmental: Energy-efficient HVAC and lighting systems, circular waste and water management.

Social: Inclusive spaces with multilingual access, over 500 jobs in culture, retail, and hospitality, plus education and mentorship programs for youth and entrepreneurs.

Governance: ESG reporting, impact measurement, stakeholder engagement, and transparent governance practices. Key metrics include creation of 500+ jobs, and expected 5 million visitors per year.

Future of growth & collaboration

Cultural Hub

Celebrating heritage.

Fashion Destination

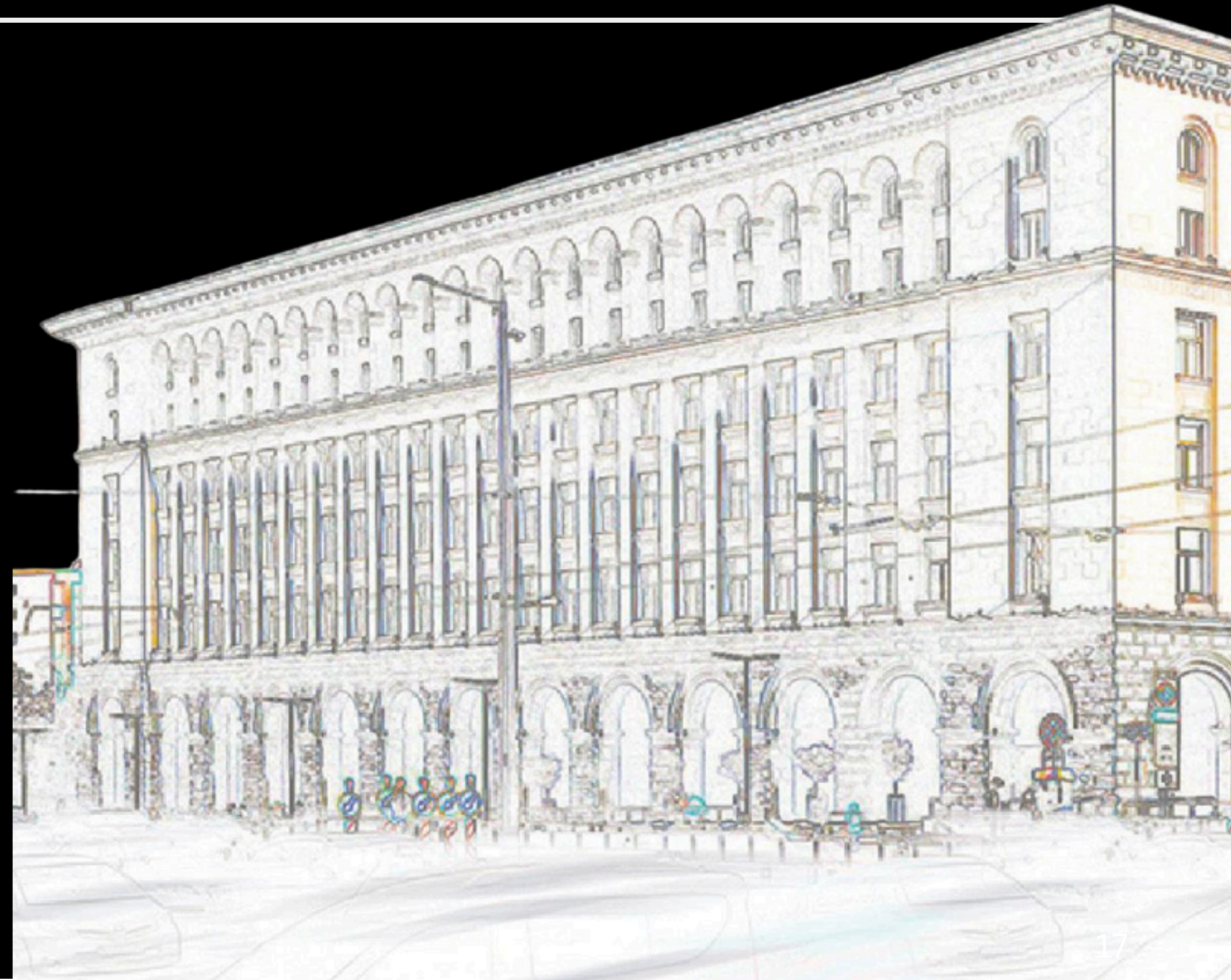
Showcasing unique styles.

Business Center

Fostering innovation.

Cross-Border Partnerships

Building international connections.



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