

Meralco facility upgrades key Araneta Center “Extreme Transformation”



The revitalized Araneta Center's renaissance was led by the opening of the Award Winning Gateway Mall. Since then, six residential towers of Manhattan Garden City, the new Gateway Tower, a 2,000 parking facility and more high-tech structures are changing the skyline of the Center. A five-star hotel Manhattan Heights, another BPO building will radically transform the 35-hectare CBD.

Meralco and the Araneta Group have been deeply collaborating in the “extreme transformation” of the Araneta Center to make it a vibrant and fully energized mixed-use development.

Increase quality power

The transformation entailed a significant increase of quality power. Meralco was quick to act both as an experienced distribution utility and as an energy consultant, assessing the load and infrastructure required to support the new master plan. Araneta and Meralco have been in close synergy since the former embarked on its upgrades in 2002.

“With other new mall destinations around, younger generations may not be aware of the glitter of that part of Cubao. Meralco’s partnership with the Araneta Center aims to bring the area back to the public’s consciousness,” said Meralco Vice President and Head of Corporate Business Group, Victor S. Genuino.

The Araneta Center’s crowning jewel is the hugely successful Gateway Mall, a five-level multiplex that comes complete with over 200 specialty shops and countless dining destinations. But Meralco’s very first engagement with the Araneta Group goes back to Gateway’s precursor, Ali Mall – a critical part of the development’s resurgence.

The first mall constructed in the Philippines in 1976, Ali Mall was due for some expansion by the Araneta Group. Consultations with Meralco showed that an additional 1 megawatt of transformer capacity and an extensive revamp and rewiring of an aging electrical network were necessary.

Meralco played a key role by providing quality power and immediate service response to Araneta Center’s equipment situation. Strategic management of the power supply was necessary. Electrical disruptions had to be carefully planned and kept to a minimum to ensure that operations within the Araneta Center still ran smoothly.

One big adventure

Araneta Group Chairman and President Jorge L. Araneta revealed that with new structures continuing to rise within the 35-hectare Quezon City property, going to the Araneta Center has become one big adventure. With the successful completion of Ali Mall’s renovation, the Araneta Group and Meralco are now in the next exciting phase of the redevelopment. According to Araneta, the key components of this chapter include a joint venture with Megaworld, Manhattan Garden City, an 18-tower residential development which now houses a steadily growing community among its finished towers;

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- Jorge L. Araneta
Araneta Group Chairman
and President

the Gateway Tower, a 31-level office tower; the Parking Garage South, a 2,000 unit, eight level state of the art parking facility; the ongoing renovation of the Smart Araneta Coliseum; upgrade and construction of the Frontier Theater into a performing arts theater; and opening of the 410-room Novotel Hotel in Araneta Center. The Novotel Hotel Araneta Center is in partnership with Accor, a leading hotel chain with over 4,000 hotels around the globe.

Energizing a new lifestyle

Meralco and Araneta are energizing a new lifestyle in Quezon City with an experience that starts literally at your doorstep. From a rapidly growing community at the Manhattan Garden City, to discovering all things hip and trendy at the Gateway Mall, Ali Mall, New Farmers Plaza and the Gateway Tower, to catching the hottest championship game or sold out concert at the Big Dome, the Araneta Center has never been a more vibrant, exceptional place.

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Araneta explains: “That the collaboration with Meralco served as the main catalyst to the renaissance of the Araneta Center.”



Araneta Group Chairman and President Jorge L. Araneta (right) shows Meralco representatives (from left) Khristian Valdez and Darryl Francisco the expanse of Araneta Center’s Master Plan that will triple the existing power capacity and distribution.