

PRESS INFORMATION



Der Rosenhügel: Topping-out ceremony on the premises of the erstwhile film studio

Subtitle: UBM subsidiary STRAUSS & PARTNER, IMMOVATE and PORR mark topping-out ceremony on the premises of the erstwhile Rosenhügel Filmstudios

(Vienna, 3 October 2017) **Developers, architects, investors, workers, project partners and even prospective occupants and owners of the 204 freehold apartments at Rosenhügel came together to launch the final construction phase.**

After nearly one year of construction, the two project partners, STRAUSS & PARTNER Development, which is the Austrian subsidiary of UBM Development, and IMMOVATE, officially launched the 'Der Rosenhügel' housing project. As tradition has it, the developers handed over the topping-up payment to Porr, the general contractor, once the youngest construction site worker had delivered his topping-up address. Gerald Bischof, chairman of the 23rd district, used the occasion to welcome the future occupants of the 204 freehold apartments to Liesing. The first occupants will be moving into their new homes at Der Rosenhügel at the end of May 2018. Some 56 percent of the apartments have already been sold.

A site endowed with a rich historical legacy for living like in the movies

"The fact that most of the apartments have been sold prior to completion once again proves that we are successfully keeping pace with the times in our project development. This is all the more gratifying, since this project has been built on land with a rich historical legacy. Where movie classics such as 'Mariandl', 'Sissi' and 'Mundl' were once produced by the famous Rosenhügel Filmstudios, people will get to live like in the movies, with all special effects included, thanks to a modern residential concept," explains Ronen Seller, project manager at STRAUSS & PARTNER and co-managing director of the Rosenhügel project company. He continues: "To underscore the historical backdrop, we have named the seven buildings after famous international film studios – Atlas, Buena, Constantin, Douglas, Elios, Fox and Goldwyn."

The seven freestanding apartment buildings were designed by the architectural studios Berger+Parkkinen and Christoph Lechner & Partner ZT (the Constantin, Douglas, Elios, Fox and Goldwyn buildings) in a collaborative effort, and by BNT Beckmann N'Thepe (the Atlas und Buena buildings). Landscape architects Lindle+Bukor designed the expansive park facility connecting the different buildings.

Liesing is changing – New apartments in green neighbourhood

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Gerald Bischof is pleased about the developments in his district: "Vienna is growing. Nowhere is this more obvious than in Vienna's outer districts, including Liesing of course, which has undergone major changes since the sixties. This once barren industrial wasteland has gradually turned into a residential neighbourhood. Not least because of the ever growing popularity of living in leafy areas. The new apartments on Rosenhügel cater not only to this trend but also respond to the increasing demand for new housing."

Situated in a leafy neighbourhood, the housing project offers great infrastructure: numerous schools and childcare facilities as well as medical institutions, including Hietzing Hospital, are located close by. There is a Merkur supermarket right on the outer limits of the premises. The charming wine tavern area 'Die Mauer' (The Wall), the Hermesvilla palace and the Lainzer Tiergarten wildlife preserve are what make *Der Rosenhügel* a one-of-a-kind living experience.

For further information on the Der Rosenhügel project and individual apartment layouts, please go to: <http://www.derrosenhuegel.at/>

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Image 1: from left to right. Ronen Seller (STRAUSS & PARTNER Development/Rosenhügel project company), Gerald Bischof (chairman of the district Liesing) and Martin Kaltenberger (PORR Bau GmbH) © Philipp Lipiarski

Image 2: bare brickwork, Der Rosenhügel © Philipp Lipiarski

Image 3: Rendering Der Rosenhügel © foön

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STRAUSS & PARTNER Development GmbH, the Austrian subsidiary of UBM Development AG, stands for expertise in developing, building, financing and selling real property. As a committed project developer, STRAUSS & PARTNER Development GmbH bundles its real estate know-how in order to leverage its competencies in technical, commercial and legal matters at all stages of the value chain. Its services span the entire value chain in real estate development - from the idea to project handover.

UBM Development AG is Europe's leading hotel developer. Its strategic focus is on the three clearly defined asset classes - hotels, offices and residential buildings - and the three core markets Germany, Austria and Poland. With 144 years of experience under its belt, UBM focuses on its core competency: the development of real estate. UBM shares were included in the prime market segment of the Vienna Stock Exchange in August 2016. www.ubm.at

IMMOVATE Management GmbH

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IMMOVATE, an Austrian real estate developer and investor, has been putting its signature on top-notch projects in Austria and abroad for over 18 years. It primarily operates in stable markets, especially Austria, Germany and Italy and is particularly interested in the conversion of historical buildings into quality properties. Apart from revitalising historical buildings, IMMOVATE is also involved in projects concerned with the construction of new buildings, the adaptation of existing buildings and urban development. Its service range covers the entire value chain: acquisition, planning, development, construction management, commercial management and marketing. The company has 32 real estate and finance specialists on its payroll in Vienna and Graz. Twenty projects with an anticipated total volume of roughly EUR 650 million are currently in the pipeline.

PORR AG

With over 18,000 employees on its payroll and a production output of roughly EUR 3.9 billion in 2016, PORR currently ranks among Austria's biggest building contractors and is a leading infrastructure specialist in Europe. As full-service provider, the corporation covers the entire gamut of modern construction industry, from structural engineering to complex projects in railway, bridge, tunnel and road construction. As one of the first quoted Austrian companies, PORR AG has been listed on the Vienna Stock Exchange since April 1869 and now trades in the prime market segment.

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