

PRESS INFORMATION



Der Rosenhügel: UBM's subsidiary STRAUSS & PARTNER and Immovate hold cornerstone ceremony for 204 freehold apartments

(Vienna, 23 September 2016) **Owners, architects, investors and project partners gathered today on the grounds of the erstwhile Rosenhügel film studio to lay the cornerstone for the new apartment building project: Der Rosenhügel. By the end of 2017, seven buildings with 204 freehold apartments will rise on this site.**

After some two years of planning, the two project partners STRAUSS & PARTNER Development, the Austrian subsidiary of UBM Development, and Immovate officially launched the Der Rosenhügel housing project on 23 September 2016. The cornerstone for 204 freehold apartments was laid by Ronen Seller and Christian Almesberger (both managing directors of the project company Rosenhügel Entwicklungs-, Errichtungs-, und Verwertungsgesellschaft) together with Karl-Heinz Strauss (director general of PORR) and Gerald Bischof (district chairman of Vienna's 23rd district). Over 100 guests attended the high-profile event.

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

In Liesing, Vienna's 23rd municipal district, which borders directly on Hietzing, Vienna's 13th district, 204 new freehold apartments are due to be completed by the end of 2017. The new housing project is set to rise on historical grounds. On an area of approx. 15,000 sq. m., seven buildings will be erected where the celebrated Rosenhügel Filmstudio once shot movie classics including "Mariandl", "Sissi" and "Mundl". Each building will bear the name of one of the famous international film studios – Atlas, Buena, Constantin, Douglas, Elios, Fox and Goldwyn.

The freestanding apartment buildings have been 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 [BNT Beckmann NThepe](#) (the Atlas and Buena buildings). Landscape architects [Lindle+Bukor](#) conceived the expansive park facility connecting the different buildings. The project was made possible by [STRAUSS & PARTNER Development](#) and [Immovate](#), jointly

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represented in the company Rosenhügel Entwicklungs-, Errichtungs- & Verwertungsgesellschaft. [PORR](#) has been contracted to build the housing project.

Christian Almesberger, managing director of Immovate and the Rosenhügel project company, explained the success concept: "Not only are the grounds laid out like a park, the transitions between living area and outdoor area are exquisitely designed. Each apartment has its own spacious outdoor area, whether as a garden, terrace or balcony. The location, too, is compelling: in addition to numerous schools and childcare facilities, medical institutions, such as Hietzing Hospital, are located in the immediate vicinity. 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."

Ronen Seller, project manager at STRAUSS & PARTNER and co-managing director of the Rosenhügel project company is confident that this modern housing concept will be a success: "Der Rosenhügel is more than just a home – it's a lifestyle experience. Whoever decides to live here can look forward to a life full of special effects: beautiful green outdoor facilities with urban gardening as well as a well-appointed wellness area, a practical repair shop and a studio for family parties await the new occupants." With a twinkle in his eyes, he adds: "We even cater to four-legged companions: dog owners will be able to enjoy the amenities of a dog wash."

Additional good news: The first apartments were sold right before the building construction has started.

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: f.l.t.r. Christian Almesberger (Immovate/Projektgesellschaft Rosenhügel), Gerald Bischof (Bezirksvorsteher Liesing), Ronen Seller (STRAUSS & PARTNER/Projektgesellschaft Rosenhügel) Josef Pein (PORR) © Philipp Lipiarski

Image 2: Rendering Der Rosenhügel © foon

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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.

As a pure player, **UBM Development AG** concentrates on real estate development. The company combines a strategic emphasis on three clearly defined asset classes - hotels, offices and residential buildings - with a focus on its home markets Germany, Austria and Poland. UBM successfully expanded its business activities in 2015, setting a new performance and revenue record for the third year running.

Since its inception in 2000, **Immovate Projektentwicklungs GmbH** has been developing real estate projects in Graz, Vienna, London and New York. Its service range covers the entire value chain: from scouting to project development over to implementation and marketing. The head office in Vienna and the branch office in Graz currently have 25 real estate and finance specialist on their payroll. As a successful site developer, Immovate concentrates on stable real estate markets in Austria and abroad.

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