

## Press Release

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September 2014

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“P + B Planen und Bauen” and Porsche Design Make Residential Tower a Reality

### Europe’s First Branded Building

**Stuttgart/Frankfurt am Main/St. Augustin.** The “P + B Planen und Bauen“ Group (Planning and Building) from St. Augustin (North Rhine Westphalia, Germany) is planning – together with Porsche Design – one of Germany’s most extraordinary residential towers which will, at the same time, be the luxury brand’s first real estate project in Europe. An architectural design competition calls on internationally renowned architects to draft an urban architectural concept for the Porsche Design Tower Frankfurt.

“Frankfurt is the ideal place to realize a building project of this calibre. Due to its location and economic significance, the city is a strong draw for an international clientele,” says Gerd Hebebrand, Executive Director of P + B Planen und Bauen in St. Augustin.

“We are proud of the fact that we are designing the Porsche Design Tower Frankfurt together with Porsche Design, the City of Frankfurt and international star architects. This constellation – unique, in our opinion – and the wealth of experience with respect to exclusive real estate will bring forth one of Europe’s most exceptional residential towers in terms of design and architecture,” states Alfred Hildebrandt, Executive Director of Hildebrandt Immobilien (Hildebrandt Real Estate), which specializes in the project development and marketing of exclusive real estate. The cooperation with Porsche Design, one of the world’s leading luxury brands, will contribute strongly to establishing the address and brand of the tower.

The residential tower is planned to provide 150 to 200 apartments (gross floor area: 40,000 sqm (over 430,000 sq.ft.)). So-called Porsche Design suites, fully furnished and exclusively designed boutique apartments, 1- to 5-room apartments, penthouse apartments as well as 2-floor townhouses are expected to appeal to domestic and international buyers and investors. Parking spaces are located in an

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unusual multi-story parking garage that provides electric charging stations and car-sharing opportunities. Park-like outside areas will incorporate a landmarked water tower, a relic from previous railway days. Construction and sales are due to begin early 2016, with completion projected in early 2018.

“In recent years, there has been a profound change in consumer behavior,” says Juergen Gessler, CEO of the Porsche Design Group. “Today’s clientele place value on certitude. Not only for products of daily life such as clothing, shoes and cars, but also with respect to real estate. Branded buildings provide this certitude. They represent the value of a brand and assure the necessary degree of differentiation of a real estate project. We are proud not only to be building the Porsche Design Tower Frankfurt as Europe’s first branded building, but also to be building it in Germany.”

With due regard to and in accordance with the Porsche Design philosophy, internationally acclaimed architects will take part in a closed architectural design competition to create the best urban architectural concept for the building and ideas for the outside spaces of the Porsche Design Tower Frankfurt. To date, six internationally renowned architectural companies have announced their participation: Delugan Meissl Associated Architects, Vienna (Austria); 3XN, Copenhagen (Denmark); Neutelings Riedijk Architecten, Rotterdam (The Netherlands); Stefano Boeri Architetti, Milan (Italy); MAD architects, Beijing (China) and Neil M. Denari Architects, Los Angeles (USA). The target is an official submission from a total of 20 architecture firms. “We are looking for an unique building for Frankfurt that displays an extraordinary design quality while making a mark in urban design,” states Michael Frielinghaus of BLFP Architekten in Friedberg and jury member. “Future residents should be able to enjoy not only excellent layouts but also an exceptional spatial ambiance with views of Frankfurt’s skyline and the Taunus mountains.”

Jury members include Michael Frielinghaus, Kees Christiaanse Rotterdam (The Netherlands), landscape architects, representatives of the city of Frankfurt and the

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Porsche Design Group and from the project initiator 'Planen und Bauen'. The competition runs from October 2014 to February 2015, followed by the design entries' awards and presentation. Gassmann + Grossmann Baumanagement from Stuttgart are collaborating with a:dk architekten datz kullmann from Mainz in organizing the competition.

The mayor of Frankfurt and department head of Planning and Building, Olaf Cunitz, describes an interesting development: "Frankfurt is seeing a new trend in how people live in residential high-rises. Currently, about a dozen projects are in the planning or implementation phase: six of them are in or near the so-called 'Europaviertel' (a large urban building development) of Frankfurt, others are planned for the downtown area, at the university campus in the Bockenheim neighborhood and also in the Sachsenhaeuser Berg district. The city's international economic significance is the predominant reason for the demand for upscale, centrally located apartments with the appropriate furnishings. "The residential towers represent part of the solution for a city that is growing as rapidly as Frankfurt to respond to the growing demand for living space," Cunitz states. "After all, every single new apartment relieves some of the pressure in the real estate market. This can ease the burden for the high-demand lodgings near the city center."

In a study, Aurelis Real Estate GmbH & Co.KG, the company responsible for the overall development of the western portion of the 'Europaviertel', reserved part of the property for a special residential development. "The Porsche Design Tower will now set a true architectural highlight," says Elmar Schuetz, head of Aurelis' project development for the central region. Together with the office and hotel high-rise opposite, which will house the new conference center south entrance, the residential tower represents the portal and prelude to the 'Quartier Boulevard Mitte'. "This is an attractive entrance for the urban, business-oriented part of the 'Europaviertel'."

For further information please visit [www.porsche-design-tower-frankfurt.com](http://www.porsche-design-tower-frankfurt.com).

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### About “Planen und Bauen”

The “P + B Planen und Bauen“ consortium is an independent property developer based in St. Augustin, Germany. P + B builds single family homes and apartments, exclusive urban quarters, student housing for either owner-occupation or as an interesting investment project for private and corporate investors. With its projects in Frankfurt’s metro area and in southern Germany, P + B also is initiator and seasoned project manager of the exceptional construction project of the Porsche Design Tower Frankfurt. In fact, P + B currently is in the process of building an urban quarter with 800 exclusive apartments in Frankfurt’s ‘Europaviertel’.

### About Porsche Design

Porsche Design is a luxury brand established in 1972 by Professor Ferdinand Alexander Porsche. Its products represent functional, timeless and puristic design and stand out through their high, innovative standard. Every product is created by the Porsche Design Studio and sold through its own stores, franchise stores, shop-in-shops, upscale department stores, exclusive retail stores as well as the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

### About Hildebrandt Immobilien (Hildebrandt Real Estate)

Hildebrandt Immobilien specializes in the project development, marketing and sales of exclusive real estate properties. The company is well-established through its long tradition of success, goal-oriented creativity and substantial market knowledge.

#### Press Contact:

##### Planen und Bauen / Hildebrandt Immobilien

Anja Heß

ah Kommunikation PR & Events

Tel.: +49 [0] 69 66 40 33 82

E-Mail: [hess@ahkom.de](mailto:hess@ahkom.de)

##### Porsche Design Group

Christian Weiss

Head of Public Relations

Tel.: +49 [0] 711 911-12943

E-Mail: [christian.weiss@porsche-design.de](mailto:christian.weiss@porsche-design.de)