

## Press Release

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May 2015

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The International Architect Competition for the Porsche Design Tower Frankfurt has been finalized

### **Prestigious Designs for Europe's First Branded Building**

**Stuttgart/Frankfurt am Main/Sankt Augustin.** The company P+B Planen und Bauen from St. Augustin, Germany is planning one of the most exclusive residential buildings in Germany in collaboration with Porsche Design. The Porsche Design Tower Frankfurt in Frankfurt's "Europaviertel" (European Quarter) is expected to be completed by the beginning of 2018. In order to find the best urban architectural concept in line with the criteria of the Porsche Design philosophy, P+B initiated an extensive and large-scale planning competition involving 20 international architecture firms in consultation with the Architectural Association in Hessen. The cooperation with Porsche Design will contribute strongly to establishing the quality level and brand identity of the tower.

The task was demanding yet freely formulated: to design an unusual, unique outer appearance, high-quality vertical access solutions and excellent apartment floor plans. The Porsche Design Tower is intended to offer its residents excellent interior layouts and an exceptional spatial ambiance with views of Frankfurt's skyline and the Taunus mountains. 150 to 200 apartments are planned and will encompass a mixture of different complementary living concepts. These include Porsche Design Suites, fully furnished and exclusively designed boutique apartments, 1- to 5-room apartments, penthouse apartments and two-story town houses. Parking spaces are located in an unusual multi-level car park with electric charging stations and car-sharing opportunities.

Members of the jury included architects Michael Frielinghaus (Friedberg, Germany), Kees Christaanse (Rotterdam, The Netherlands) and Karin Schmid (Munich, Germany), landscape architects, representatives of the city of Frankfurt, the Porsche Design Group and from the competition initiators P+B Planen und Bauen. The competition ran until February 2015.

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The jury met in the Gallus Community Centre, in Frankfurt on the 27<sup>th</sup> of March, 2015, and came to the following conclusion:

**1. Prize (Prize money €100,000)**

Grüntuch Ernst Planungsgesellschaft, Berlin, Germany

**2. Prize (Prize money €62,500)**

blauraum architekten, Hamburg, Germany

**3. Prize (Prize money €50,000)**

Meixner Schlüter Wendt, Frankfurt, Germany

**4. Prize (Prize money €37,500)**

Behnisch Architekten, Stuttgart, Germany

"The diversity and quality of the designs was extraordinary and I am sure that we will succeed in our aim of planning and marketing one of the best residential high-rise buildings in Europe", says Alfred Hildebrandt, Managing Director of Hildebrandt Immobilien, a specialist in marketing exclusive property.

"We would like to thank the architecture firms for the huge number of superb designs and for their excellent collaboration with the jury. It was no easy task to choose the four winning designs", says Gerd Hebebrand, Managing Director of P+B Planen und Bauen from Sankt Augustin, Germany. "We are now looking forward to in-depth conversations with the winners to discuss the designs. We will then quickly decide which architecture firm will be contracted to plan the Porsche Design Tower in Frankfurt".

"For us, it was crucial that the building reflects the brand values and gives its residents an authentic Porsche Design experience", says Roland Heiler, Managing Director of the Porsche Design Studio. "The designs selected by the jury demonstrate the architects' ability to take on this task. We look forward to further developing the building's brand DNA in collaboration with the ultimately selected firm."

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Further plans will be announced following the final decision. The Porsche Design Tower Frankfurt project will be implemented immediately once the construction permit has been issued. The start of construction and sales launch is planned for the beginning of 2016. The project will be completed by the beginning of 2018.

Further information and images of all designs can be viewed at [www.porsche-design-tower-frankfurt.com](http://www.porsche-design-tower-frankfurt.com)

### **About P+B Planen und Bauen**

The P+B Planen und Bauen group is an independent property developer with headquarters in Sankt Augustin, Germany. P+B builds detached houses and apartments, exclusive urban quarters and student apartments for owner occupation or as interesting investment properties for private and institutional investors. P+B implements projects in the metropolitan area of Frankfurt am Main and in Southern Germany. It is the initiator and experienced project manager of the unique Porsche Design Tower Frankfurt construction project. P+B have already created an urban district comprising 800 exclusive apartments in Frankfurt's European quarter.

### **About Porsche Design**

Porsche Design is a luxury brand and was founded in 1972 by Professor Ferdinand Alexander Porsche. The products represent functional, timeless and purist design, and boast an impressive level of innovation. All products are designed by the Porsche Design Studio and are sold around the world in the brand's own shops, as well as in franchises, concessions, high-end department stores, exclusive specialist retailers and in the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

### **About Hildebrandt Immobilien**

Hildebrandt Immobilien specialises in the areas of project development, marketing and the sale of exclusive property. The company is characterised by many years of success in the exclusive housing market, focused creativity and well-founded market insight.

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