

## Press Release

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December 2017

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Exceptional residential high-rise in Europaviertel enters next phase

### **Start signal for the Porsche Design Tower Frankfurt**

**Stuttgart / Frankfurt am Main / Sankt Augustin.** The building application for one of Europe's most extraordinary residential high-rises has been submitted. The exclusive lifestyle brand Porsche Design and the P + B Group, the venture's project developer, are entering the next phase of implementation for the Porsche Design Tower Frankfurt. Following intense planning discussions with the City of Frankfurt am Main, the building permit application has been handed in for the distinctive residential high-rise in the centrally located Europaviertel district.

The proposal for the Porsche Design Tower Frankfurt delivers both form and function through architectural authenticity, such as a differentiated, yet functional façade. The next-level apartments are planned with views of the Frankfurt skyline to the east and the nearby Taunus mountain range to the west.

Commissioned for the project were Hamburg architects blauraum, following an elaborate competition involving 20 international architectural firms. In cooperation with Studio F. A. Porsche, which is based in Zell am See, Austria, they developed functional approaches to complex issues of construction and, with clever architectural solutions, delivered an impressive design plan.

“Following the successful opening of the Porsche Design Tower Miami, we are now laying the foundation for our first tower project in our German domestic market by submitting the building application”, says Jan Becker, CEO of Porsche Design Group. “With the P + B Group, we have at our side an experienced partner who shares our understanding of quality. As with our first residential high-rise in Miami, the architecture in Frankfurt also reflects the Porsche Design DNA, with its pared-down, timeless aesthetic combined with high functionality.

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“We are very happy with the results and would like to thank the planning teams and the employees of the City of Frankfurt for the excellent cooperation. We are happy to have reached this important milestone and will continue to work intensely on being able to offer our customers an extraordinary living experience”, says Gerd Hebebrand, Managing Director of the P + B Group.

The residential tower, with its recognizable silhouette of undulating stacked cubes, is planned to be 80 metres high. The final structure is scheduled to yield a gross floor area of approx. 40,000 square metres, featuring more than 200 units and a total living space of nearly 16,000 square metres.

“There is already a great sense of joyful anticipation among the team and the great number of people interested in the project”, says Alfred Hildebrandt, Executive Director of Hildebrandt Immobilien, the real estate company that is marketing Porsche Design Tower Frankfurt. “Its central location at the heart of the metropolis on the River Main as well as the diversity of the flats on offer, with their excellent layouts and their views of the city skyline and the Taunus mountains, are features that will enthrall customers from around the world. Many interested parties are already reserving units at the Porsche Design Tower Frankfurt. We plan to launch sales at the end of the second quarter of 2018.”

Construction on the Porsche Design Tower Frankfurt is scheduled to start soon after the building permit has been issued.

Further information and pictures of the Porsche Design Tower Frankfurt are available at: <http://www.porsche-design-tower-frankfurt.com>

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### **About Porsche Design**

Porsche Design is an exclusive lifestyle brand that was founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build up a company that applies its principles and the "Porsche spirit" far beyond just the automobile. All Porsche Design products stand for precision and perfection, intelligent functions, a discerning and functional design, and exhibit an impressive level of technological innovation. Designed by the legendary Studio F. A. Porsche in Austria and realised together with carefully selected production facilities. Porsche Design products are sold in more than 130 Porsche Design Stores, in exclusive department stores, in specialised retail outlets and online at [www.porsche-design.com](http://www.porsche-design.com).

### **About the P + B Group**

The P + B Group is a property developer unaffiliated with any specific bank, with its headquarters in Sankt Augustin, Germany. P + B develops single-family homes and flats, exclusive urban districts and student flats, for own occupation or as investment properties and for both private and institutional investors. Located in Frankfurt's Europaviertel, the Parkend residential neighbourhood has 800 high-quality dwelling units that will soon be completed. With projects in the Frankfurt metropolitan area and in southern Germany, P + B is a solid and experienced developer for the unparalleled Porsche Design Tower Frankfurt building venture.

### **About Hildebrandt Immobilien**

Hildebrandt Immobilien has specialised for more than 20 years in the marketing and sale of exclusive real estate. The company is distinguished by its long-standing success in the market for exclusive residential properties throughout Germany and by its in-depth knowledge of the market.

### **About blauraum**

Maintaining a continuous dialogue with the local surroundings of urban regions and providing a comprehensive, architectural response to current, urban design needs are the focus of blauraum's work. Established in 2002, Rüdiger Ebel, Volker Halbach and Carsten Venus create forward-thinking concepts and solutions that fit into the urban fabric and give new impulses to their settings.

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