

Celebrating the launch of *Am schönen Platz*



Vienna, 18.10.2021 – The two partners behind the *Am schönen Platz* development, S+B Gruppe AG and C&P Immobilien AG, recently celebrated the launch of this attractive new residential project with a small-scale ceremony to mark the planting of the first tree in the property's grounds. One of the absolute highlights of *Am schönen Platz* at Laxenburger Straße 151 in Vienna-Favoriten will be the garden and outdoor amenities designed by the renowned Austrian universal artist, André Heller.

The site in Vienna-Favoriten was previously home to the cosmetics company Beiersdorf and is now being redeveloped by S+B Gruppe AG and C&P Immobilien AG to accommodate six residential and commercial buildings. The site benefits from optimal transport connections, excellent local amenities, a wide range of educational establishments and sports and leisure facilities, all in the immediate vicinity. The location on the Boschberg, an elevation in the district of Inzersdorf-Stadt, offers views as far as the Schneeberg on clear days. In order to underscore the new development's unique status and character, the renowned Austrian artist André Heller was enlisted to collaborate on the design of the garden and outdoor facilities. André Heller and his team have designed an opulent garden, combining a series of individual spaces – meditation zones, green spaces in bamboo avenues, forested rooftops and a Moroccan square with fountains and glass houses – replete with specially selected plants and trees to create unique spatial moments and artistic interventions.

On the clear autumn day of the tree planting, there was already a hint of the singular garden staging. “The design of the garden for *Am schönen Platz* invites you to let your mind wander and sharpens your senses. You can already hear the rustling of the bamboo path, which will create a sensory anchor in the everyday life of future residents here”, explains Wolfdieter Jarisch, CEO of S+B Gruppe AG.

The residential units at *Am schönen Platz* are scheduled for completion in Q3 2023 and will include an attractive selection of condominiums, rental units and investment properties. “The unrivalled location in Vienna-Favoriten was definitely one of the reasons we have partnered with S+B. Creating new living space in one of Vienna's most populous districts was an absolute priority for us”, says Cyrus Asreahan, Managing Director of C&P Immobilien Wien, who enjoyed sharing the project's latest progress with the district's leader, Marcus Franz at the celebration.

Project information:

The development of the site at Laxenburger Strasse 151 is a joint venture between S+B Gruppe AG and C&P Immobilien AG. Upon completion, the property will accommodate net floor space of around 16 000 sqm, divided across 6 buildings and comprising approx. 210 apartments, 16 co-working offices and a range of commercial spaces. The underground car park, which spans the entire building site, has space for around 144 cars. In addition to the optimal public connections to the city, the garden and outdoor facilities, designed by the renowned universal artist André Heller, represent one of the project's absolute highlights. Construction is already underway and completion is planned in phases, with final completion in Q3 2023.

Images:

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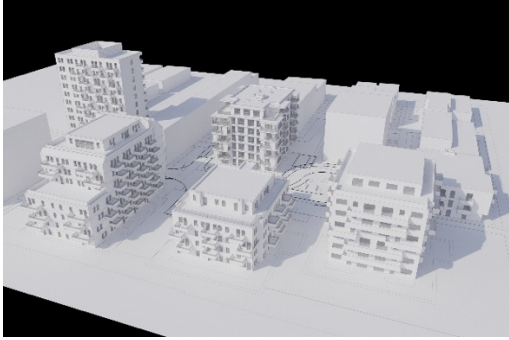


Project launch © phototiller

Asreahan, Heller, Franz, Jarisch (l.t.r)



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About S+B Gruppe:

S+B Gruppe AG, a privately-owned property developer with offices in Bucharest, Prague, Vienna and Warsaw, has been executing complex projects for over 35 years, acting as both an investor and general contractor. The team, headed by Managing Director Reinhard Schertler and Viennese general planner Alfred Michael Beck, together with the long-standing board members Wolfdieter Jarisch for Austria and Franz Paul Bauer for the CEE region and the two board members Edmund Völker and Wolfgang Eder for finances and accounting, specialises in the planning, construction management, commercial management and marketing of top-quality construction projects. A number of major developments are currently underway in Central and Eastern Europe. The combination of local on-site staff and international expertise is the key to S+B's success. To date, the Group has invested more than EUR 6.2 billion in developing a total of 1,200,000 sqm of usable space.

www.sb-gruppe.at

About C&P Immobilien AG

C&P Immobilien AG was founded in Styria, Austria in 2006 and is based in Graz (Brauquartier Puntigam). The company develops, markets and manages residential apartments. C&P has been the market leader in marketing buy-to-let properties in Austria to private investors since 2011. C&P currently employs 134 real estate professionals at its three offices in Austria (Graz, Vienna, Klagenfurt), one office in Germany (Berlin) and one office in the United Arab Emirates (Dubai). To date, C&P has developed 6,400 units with a development and sales volume of EUR 1 billion.

<http://www.cp-ag.at>

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