

## **IMMOBEL LAUNCHES 2 NEW RESIDENTIAL PROJECTS IN LUXEMBOURG**

### **SHARED SPACES, SOFT MOBILITY AND GREENING FOR GREATER WELL-BEING**

**On 22 March, Immobel will offer for sale 108 new housing units spread over two attractive locations in Luxembourg City and Esch-sur-Alzette. In total, 14,000 m<sup>2</sup> will be set aside for shared spaces, soft mobility and greenery.**



#### **River Place: 35 new “high-end” housing units on the banks of the River Alzette in Luxembourg City**

Located on the current site of the Abitare store in the Dommeldange neighbourhood, River Place is a “premium” real estate project. It harmoniously combines traditional housing and co-living units, all in a green and yet urban setting. The development will from the outset be connected to Kirchberg and to the Hypercentre via a cycle path and by train. Spread over a total surface area of 8,000 m<sup>2</sup> and in 4 residential buildings, this predominantly residential mixed-use complex is based on a “suspended gardens” concept built on a base of services, shops and/or liberal professions. The location, the bucolic charm of the Alzette, the authenticity of the neighbourhood, the quality of the development and the multimodal connectivity will position River Place among the current best locations to live and invest in Luxembourg. Designed by the architectural firm Art & Build, the project provides for the integration of vibrant and shared landscaped areas that will help to bring a high-quality urban renewal to the area around the station by making people, plants and sustainable development the focus of attention. The construction works are scheduled to begin in mid-2022 and last 24 months. Sales will be carried out by the CBRE and Inowai agencies.

## **Canal 44: 73 new housing units, located in the centre of Esch-sur-Alzette**

Located a 5-minute walk from Rue de l'Alzette, at 44 Rue du Canal, the project provides for the complete renovation of the historic building as well as the creation of 3 new residential buildings with courtyard views. With a total surface area of 6,200 m<sup>2</sup>, this mixed-use residential development will offer 73 new housing units as well as 300 m<sup>2</sup> of services accessible on the ground floor. *"The car parks located in the basement help to free up the surface and to structure the project around an island of landscaped greenery. This garden serves the 4 residential buildings containing housing units of all types, from studios to 3-bedroom properties, with a preponderance of small units. We believe that the development of connections between Luxembourg and Esch, in particular that of the rapid tram, will amplify the growing attractiveness of the town of Esch, which is becoming a real alternative to Luxembourg City for occupants and investors,"* explains Floriane Place, project developer. This building, which is the former headquarters of the Editpress group, and in particular its iconic façade as well as several original architectural elements will be the focus of particular attention from the architectural firm A/2618. The decontamination and demolition works started in February, and construction is planned for April 2022 with a view to delivery in mid-2024. Sales will be carried out by the Unicorn and Inowai agencies.

## **Sharing and opening up spaces to create greater well-being**

Lifestyles are changing. ImmoBel is ensuring that it remains attentive to the new needs of residents, particularly in the context of the current pandemic. The concept of well-being is now predominant and must be present in services dedicated to comfort of use, social ties and to the introduction of more plant life and fulfilling activities in the city. The Canal 44 and River Place projects propose pooling certain spaces to meet a practical need to optimize resources by promoting the creation of ties between residents with the aim of "living better together".

## **Green spaces pooled in favour of social interaction**

The suspended gardens of River Place or the tree-filled island of Canal 44 were designed with the same purpose: to develop landscaped areas, pathways and relaxation areas (paved paths, playgrounds or outdoor gym areas, hedges and grass-covered spaces) to lend projects an airy feel, enable interactions, promote biodiversity and, ultimately, create a better quality of life in the city.

## **The multi-purpose room: an extra room**

The second common feature of the River Place and Canal 44 projects is the creation of a multi-purpose garden level room. *"Designed as an extension of the apartments, it is the dream 'extra room' within the jointly-owned building. Depending on user profiles, it will become a reception room to organize a birthday tea, a yoga class, a screening room for a cinema evening with friends and neighbours... It is a practical and obvious way of fostering natural connections between co-owners and establishing a high-quality neighbourhood,"* emphasizes Aurélie Frédureau, River Place project developer.

## **Strong roots in Luxembourg**

ImmoBel has been present in the Luxembourg market for over 15 years and has developed a mainly residential portfolio that favours popular locations. To date, ImmoBel has developed 14 projects in Luxembourg totalling nearly 200,000 m<sup>2</sup> with a view to quality, sustainability, resource savings, soft mobility and an increase in green spaces.



**For further details:**

Carole Knutti, Marketing, PR & Communication Director  
+352 24 83 14 34  
Carole.Knutti@immobel.lu

Olivier Bastin, Chief Executive Officer  
+352 24 83 14 84  
Olivier.Bastin@immobel.lu

**About Immobel :** Immobel is the largest listed real estate developer in Belgium. The Group, which dates back to 1863, creates high-quality, future-proof urban environments with a positive impact on the way people live, work and play, and specialises in mixed real estate. With a stock market value of over EUR 650 million and a portfolio of more than 1,600,000 m<sup>2</sup> of project development in 6 countries (Belgium, Grand Duchy of Luxembourg, Poland, France, Spain, Germany), Immobel occupies a leading position in the European real estate landscape. The group strives for sustainability in urban development. Furthermore, it uses part of its profits to support good causes in the areas of health, culture and social inclusion. Approximately 200 people work at Immobel.

For more information, please visit [www.immobelgroup.com](http://www.immobelgroup.com)

