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PRESS RELEASE

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Luxembourg takes to the heights: INFINITY officially begins its ascent

On Thursday 27 April, IMMOBEL LUXEMBOURG laid the first stone of the INFINITY project in the presence of the Prime Minister, the Mayor and Bernardo Fort-Brescia, the project architect, who travelled specially from the United States for this outstanding event. The complex will cover 33,300m² and will be delivered in late 2019/early 2020.

On Thursday 27 April, IMMOBEL LUXEMBOURG laid the first stone of the INFINITY combined urban complex in the presence of the Prime Minister, Xavier Bettel, and the City of Luxembourg's Mayor, Lydie Polfer. **The concept, which, in 2015, won the development competition** run by FUAK (Fund for the Urbanisation and Development of the Kirchberg Plateau) will be built on 10,700 m² of land at the entrance to the European district. The event marks the revitalisation of a district that has, until now, been given over mainly to the tertiary and administrative sectors and opens the way to an **urban renewal**. INFINITY is therefore a pioneer in that this is the first project in Luxembourg to offer a **vertical** solution rising to such a height in the residential sector, thereby providing the ideal response to the demand for **land resource economy**. The project architect, Bernardo Fort-Brescia, travelled specially from Miami to attend the event. Well-known for his residential tower developments worldwide, he is now embarking on his second project in Luxembourg with INFINITY. The complex developed by *Arquitectonica* in cooperation with the Luxembourg firm *M3 Architectes* will be built to international standards, including compliance with the *BREEAM "excellent"* standards for the design of the office building. The delivery of this project means a change of *skyline* for Kirchberg. Rising to a height of **over 100 metres**, the complex will consist of three buildings catering for the **LIVE, SHOP, WORK** functions and covering a total area of **33,300 m²**.



Density means that the architect has to look upwards

As demographics and urban development go hand in hand, people's thoughts have gradually turned to the sustainable management of our cities to avoid urban sprawl.

"The population of our cities is increasing and, if we don't make better use of our space, we'll end up living submerged in concrete. In two hundred years' time, the proportion of the world's population living in cities will have risen from 2 % to over 50 % and the demographers agree that, by 2050, two-thirds of human beings will be living in cities. At the same time, the world population will have increased and there'll be nearly 10 billion of us by 2050. High-rise construction combines the attraction of the urban lifestyle with the protection of as many green spaces as possible, of those havens of peace and beauty that we all need so much. This population growth and the changes in our society are a central feature of IMMOBEL's development strategy. High-level projects such as INFINITY or Chambon in Brussels (winner of the 2017 MIPIM Awards), show that IMMOBEL is capable of providing an effective, high-quality response to this phenomenon", said Olivier Bastin, CEO of IMMOBEL Luxembourg.

A characteristic specific to Luxembourg

Luxembourg has experienced the highest levels of population growth in the EU. Its population currently stands at nearly 550,000 and there is a debate as to whether this will rise to 800,000 to 1,000,000 by 2050. Apart from this highly symbolic threshold, this figure shows that there is great pressure on the territory and that steps need to be taken to organise high-quality, sustainable development.

"Towers are being built in cities worldwide because building floors on top of each other is a way of increasing the initial capacity of the land and free up communal areas. Luxembourg's demographic and economic growth mean that the capital is constantly expanding. Luxembourg needs to adapt to its population and a vertical approach favours the sustainable management of our precious land resources. INFINITY marks Luxembourg's entry into a new era of urban deployment": Xavier Bettel, Prime Minister.

An ambitious project that gives a foretaste of what tomorrow's cities could be like

The Kirchberg entry development concept offers a surprising series of "firsts" and is positioned as an ambitious and innovative project, a future icon and a reflection of Luxembourg's dynamism. The first residential project designed by an internationally-known architect, the first high-rise residential tower, the first partnership with *Quintessentially*, the world leader for private concierge services, INFINITY LIVING aims to be a "new generation" tower. The building is openly inspired by the luxury towers built in America. With its omnipresent bay windows and previously-unseen views over the city, private concierge service, monumental entrance hall and 150 high-end apartments, the project injects a new dynamism into the *made in Luxembourg* lifestyle. With the future "Philharmonie – Mudam" stop at their feet and a position at the heart of a high-quality urban, cultural and architectural environment, the inhabitants will have all the restaurants and shops they need close by.

"IMMOBEL has been established in Luxembourg for over fifteen years now. The laying of the first stone of the INFINITY project is the outcome of a great deal of background work carried out with the authorities



concerning the many requirements and urban constraints specific to the site and the district. INFINITY is also a reflection of the new needs of inhabitants in Luxembourg. There's no doubt that it highlights IMMOBEL's expertise in its sector. We've brought priceless added value to this project in the form of ultimate comfort. Our project will offer a concept that allows residents to focus on their Quality Time: living in an outstanding environment, daily life free of most of their domestic constraints, allowing them to give more time to their leisure activities and the people they love. An outstanding combination of the qualities of the project," said Olivier Bastin, CEO of IMMOBEL LUXEMBOURG.

About the public spaces

The new architectural project will be set around a base of 6,500 m² of shops built around a generously-sized square of approximately 1,950 m². These new public spaces will provide an easy pedestrian link between Rue du Fort Niedergrünwald and the infrastructures on Boulevard JF Kennedy, to be used by both the tower's inhabitants and the employees working in the district. New staircases and ramps will be built to provide access to the square – a natural meeting-place around the new shopping centre – and a high level of accessibility for people with reduced mobility.

"The cities in which we'll be living in the future will be different from those that we know now. As a result of population growth, changing lifestyles and the scarcity of natural resources, cities will have to adapt and re-invent themselves. It's essential for everyone – elected representatives, citizens, public and private decision-makers, architects, town planners, researchers and experts – to work together to take up the challenge."

Lydie Polfer, Mayor of the City of Luxembourg.

The project has already met its public

The current success of the INFINITY residential tower shows that the market has already accepted the future vision of the Kirchberg. 70 apartments (45 to 300 m²) have been reserved, i.e. nearly 50% in just 7 months. 8 to 10 apartments are being taken up every month. All the office space (a total of 6,800 m²) has been rented, and all the commercial units have been taken up (23 units covering a total of 6,500 m²).



INFINITY in figures

- Competition date: 2015
- Planning permission obtained: April 2017
- First stone laid: April 2017
- Project delivery date: Late 2019/ early 2020
- Highest point on the residential tower: 104 m
- Total surface area of the project: 33,300 m²
- Public spaces: 1,950 m²
- Total surface area of the office building: 6,800 m²
- Total surface area of the shopping centre: 6,500 m²
- Total surface area of the residential tower: 20,000 m²
- Apartments: 150 units (45 to 300 m²)
- Car parks: 150 spaces
- Tram stop at the foot of the project: “Philharmonie – Mudam”

Residential sales

- Inowai: <http://www.inowai-residential.lu/>
- Unicorn: <http://www.unicorn.lu/>

Further information about the project on: www.infinityluxembourg.lu

For more information:

Olivier Bastin, CEO
IMMOBEL LUXEMBOURG S.A.
+352 24 83 14 84
olivier.bastin@immobel.lu

Carole Knutti, Marketing, PR & Communication Director
IMMOBEL LUXEMBOURG S.A.
+352 24 83 14 34
carole.knutti@immobel.lu

About IMMOBEL

IMMOBEL is the largest listed Belgian property developer. Since its foundation in 1863, the Group has developed and marketed innovative urban projects in response to the needs of cities and their inhabitants. Thanks to its bold strategy and a talented workforce of around a hundred people, IMMOBEL has succeeded in diversifying its expertise (in the residential, office, retail and landbanking development sectors) and has successfully expanded internationally to the Grand Duchy of Luxembourg and Poland. Its portfolio now totals more than 850,000 m² under development and the Group has a market capitalisation of more than 550 MEUR, establishing its position as a market leader.

For more information, go to www.immobel.lu



