

WIEN HOLDING – REAL ESTATE FOR VIENNA

wienholding

The holding company of the City of Vienna

REAL ESTATE *for Vienna*

Wien Holding's
Real Estate Projects

Wien Holding GmbH
1010 Vienna
Universitätsstraße 11
Tel.: +43 (0)1 408 25 69-0
Fax: +43 (0)1 408 25 69-37
E-mail: office@wienholding.at
Web: www.wienholding.at
facebook.com/wienholding
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OFFICE & COMMERCIAL PROPERTIES

LOCATION DEVELOPMENT

SPECIAL PROPERTIES

PROJECT DEVELOPMENT

HOUSING CONSTRUCTION

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Photos: schluder architekten, ZOOM visual project gmbh, Eva Kaley



Properties with Added Value for Vienna

The roughly 75 companies owned by Wien Holding are active in the fields of real estate management, cultural and event management, logistics and mobility, media and service, and environmental management. As a company of the City of Vienna, our mission is to complete communal tasks in these five segments effectively and efficiently.

In practical terms, this means efficient business operations and using the projects of our companies to boost economic growth, secure jobs, improve infrastructure and raise the quality of life overall for the people living in the city.

This is also the driving principle behind our projects in the real estate business cluster, regardless of whether we are working on Therme Wien, Messe Wien, the construction of Breitensee business park, the Vienna Biotechnology Park Muthgasse or the expansion of the Neu Marx site into a media, research and technology site of international calibre.

In everything it does, Wien Holding seeks to create additional value for people. And the success achieved in the real estate business cluster, which has grown especially rapidly in recent years, proves that this strategy works. Wien Holding is one of the most important property developers in Vienna today.

This brochure provides a good overview of the current projects of Wien Holding in the areas of real estate management and real estate development.

Sigrid Oblak
Managing Director of Wien Holding

Developing Properties with an Eye to the Future

Wien Holding is one of the most important property developers in Vienna. The Group is currently completing over 15 major projects together with partners and investors.

Vienna is an outstanding business location and one of the most important hubs for economic relations in Central and Eastern Europe. In addition to a high quality of life, excellent transport infrastructure and a well trained workforce, Vienna also has a top-notch selection of custom-tailored and attractive properties for national and international companies.

Strong Source of Revenue

With Wien Holding and its subsidiaries, the City of Vienna has professional real estate developers that implement attractive projects together with partners, thereby sustainably increasing the competitive strength of the city.

The Real Estate business cluster is the strongest of any segment within the Wien Holding Group in terms of turnover, generating roughly half of the €400 million in consolidated sales. Every year, the Group invests an average of €120 million in its real estate projects.

An Engine for Vienna's Economy

Wien Holding's real estate projects are spread throughout Vienna and are an engine driving modernisation and expansion in the city. The Group plays an important role especially when it comes to implementing projects to jump start development in areas that are in the initial stages of growth.

Wien Holding's mission is to develop properties with an eye to the future. There is one thing that all Wien Holding real estate projects have in common: The goal is always to ensure that the surrounding area and the people in it benefit, for example from improvements in the infrastructure and the increased quality of life that are a fundamental element of all Wien Holding development projects.



Properties with an eye to the future: beneficial for their surroundings, local residents and quality of life.

Photos: Michael Nagl, Therme Wien/Cathrine Stukhard, Reed Messe Wien/C. Husar



Therme Wien: open since the end of September 2010

Broad Range of Properties

Together with various partner companies, Wien Holding is currently developing some 15 major properties or holds corresponding shares in the respective development companies. For example, Wien Holding and its subsidiaries and partner companies are jointly developing Breitensee business park in the 14th district and a complex with apartments, offices, shops and the necessary infrastructure on the former Waagner-Biro grounds in the 22nd district under the name STAR22.

In the inner city, Wien Holding is involved in the development of the area around the Vienna exhibition grounds and the conversion of Palais Hansen into an attractive hotel and residential property, for example. Wien Holding is also involved in the Therme Wien spa in Oberlaa.

The Group's property developers are working on projects such as the Muthgasse biotech centre, the Marxbox laboratory and office building as an extension of the Campus Vienna Biocenter and the development of the Neu Marx grounds into a high-quality media, research and technology site.

Wien Holding also manages GESIBA and holds a stake in ARWAG. These two companies are among the largest and most important housing developers in Vienna.



Messe Wien: platform and hub for business

PPP Models as a Recipe for Success

In implementing its real estate projects, Wien Holding collaborates closely with capable companies in the real estate industry and with renowned investors under the framework of so-called public-private partnership models. The benefits are plain to see: Even large-scale projects requiring extensive investments can be financed.

Facts and Figures

Wien Holding – Real Estate business cluster	
Share of total Group sales:	roughly 50 %
Number of current projects:	over 15 major projects through 2014
Number of real estate companies:	about 40
Investments in real estate:	around €120 million per year
Segments:	commercial and office properties, special properties, residential buildings, location development

Office and Commercial Properties

Vienna is developing steadily into a modern technology- and service-oriented economy with qualified, first-class and innovative products and services.

Wien Holding is supporting this structural transformation by developing and building high-quality, attractive office and commercial properties throughout the city.

For example the Breitensee business park in the 14th district, where an old factory is being converted into a new centre for creative and innovative companies. In the 15th district, Wien Holding is currently planning the expansion of its office property on Anschützgasse. And the grounds of the former Leopoldau gas works will be transformed into an attractive new location in the coming years.

Under its UNIT brand, Wien Holding offers especially flexible, made-to-measure offices and workspaces for small and micro enterprises at several locations throughout Vienna. And in the segment of technology properties, Wien Holding is involved in the Vienna Biotechnology Park project at Muthgasse in the 19th district, and in the Neu Marx development project in the 3rd district. Wien Holding also holds a share in Tech Gate Vienna on the "Donauplatte", or Danube Platform.



Wien Holding is developing attractive business properties in many locations in Vienna.

Anschützgasse Office Building: Urban and Professional

This Wien Holding office building close to Schönbrunn Palace on Linke Wienzeile offers attractive office units and optimal accessibility by public and private transport.



Photos: Wien Holding

*Anschützgasse office building:
high-quality interiors and flexible
space allocation*

The Anschützgasse office building was erected at the end of the 1980s. Wien Holding began completely renovating the property in 2007, creating attractive office and archive spaces.

High-Quality Finishings and Fittings

The office units feature high-quality finishing, including real wood flooring and state-of-the-art computer cabling. The building allows the units to be adapted optimally and individually to the wishes of the tenants in terms of space allocation and fittings. Open-space layouts are also possible for companies with increased communication needs or team orientation. Sufficient parking spaces are available in the courtyard. Individual units are being offered for rent at very reasonable rates.

Excellent Infrastructure

The Linke Wienzeile provides optimal access to the city centre by car as well as by public transportation. The building is located close to the Schönbrunn metro station (line U4). Meidlinger Hauptstraße with its numerous shops is also not far away.

Expansion of the Complex

The building has a large inner courtyard that can also be developed, which would create an extremely spacious ground floor. The undeveloped part of the property and the currently unused high-bay warehouse that was built in the 1980s offer further potential. The wide-ranging possibilities, the high level of traffic on Linke Wienzeile and the demand potential from the population in the surrounding area make this property especially interesting. Different variants and combined use as offices, as a hotel and as residential space are being evaluated, combined with a generous range of shops and service business.

Facts and Figures

Anschützgasse office building

- Location: on Linke Wienzeile
- Address: Anschützgasse 1, 1150 Vienna
- Built: at the end of the 1980s
- Renovation: 2007/2008
- Property area: 5,325 m²
- Existing space: 6,600 m² for office and commercial use
- New construction potential: 13,000–15,000 m² for office, residential or hotel use; 2,000 m² for retail space
- Number of parking spaces: 100



An urban development study is currently being conducted to assess the future development possibilities and will form the basis for rezoning the area. Anschützgasse Entwicklungs-GmbH was established to develop the property.

Contact

Wien Holding GmbH
Universitätsstraße 11, 1010 Vienna

Tel.: +43 (0)1 408 25 69-0
E-mail: office@wienholding.at
Internet: www.wienholding.at

Breitensee Business Park: from Factory to Business Centre

This traditional factory in the middle of the 14th district was built in the 19th century. Among other things, telephones were manufactured here in the past. The old factory has already been renovated, and an entirely new wing is currently being built. The Breitensee business park site is entering an entirely new era.

*Breitensee business park:
Old and new combine to create a
new centre for business.*



*Offices with a view: tall, light-filled
and flexibly finishable rooms with
large windows*



An attractive complex with apartments, offices, storage facilities and workshops that are targeted especially at businesses in the creative industries is being built on the grounds of the former factory on Missindorfstraße. The first phase of the project was the renovation of the old factory, which has been completed, and work is now under way on the construction of the new wing. A public parking garage and a residential complex are also being built. Wien Holding is investing roughly €32 million in the project.

Completion in Stages

In the first stage of the project in 2007, the inner courtyard of the old factory was cleared, the former factory chimney was decommissioned and the old spaces were renovated. The heating system, which previously used oil, was converted to district heating. In 2010, the ground-breaking ceremony was held for the new commercial building, for the public parking garage with 150 spaces beneath the complex courtyard, and for the residential complex at the edge of the site.

The architectural concept for Breitensee business park was created by the two architect teams holodeck architects and

fasch&fuchs. They won the urban development competition that was held in 2007: fasch&fuchs for the residential part and holodeck architects for the commercial complex.

Completion by 2013

The main target group for the business park is companies active in the new media and creative industries. Sole proprietorships, which are especially common in the creative industries, will find optimal conditions for their offices and production activities in the new business park. After completion, Breitensee business park will offer a total of 25,000 square metres of space for office and commercial use, and eight attic maisonette units that can be used as ateliers.

Creative Centre

A number of innovative companies have already set up shop at Breitensee business park in recent years. W24, the Vienna city television channel, has its editorial offices here. OKTO, the alternative television channel, has also settled here, as have various graphical arts and design studios. These include the

Photos: HOLODECK architects

LaserGruppe, which manufactures technical medical models made of plastic that depict bones and tissue in three dimensions, for example. The primary customers for these products are university clinics and research institutions.

UNIT Breitensee

The UNIT concept of Wien Holding is also being implemented in part of Breitensee business park. UNIT-Service GmbH, a subsidiary of Wien Holding, manages attractive, flexibly finishable and combinable office and work units, primarily for self-employed persons, microbusinesses and small and medium-sized enterprises here. They all feature architecture with flair. Office lofts, production shops, ateliers with living areas and lots of service are the cornerstones of the concept.

Facts and Figures

Breitensee business park

- Existing business park: 15,000 m² of usable space
- Business park expansion: an additional 10,000 m² of usable space
- Total usable space: 25,000 m²
- Total investment: €32 million
- Start of construction: 2007
- Completion: 2013

Contact

Wien Holding GmbH

Universitätsstraße 11, 1010 Vienna

Tel.: +43 (0)1 408 25 69-0

E-mail: office@wienholding.at

Internet: www.wienholding.at

*Custom-tailored offices
with plenty of services for
small and medium-sized
enterprises*

UNIT: More Space and More Service for More Success

With UNIT, Wien Holding offers attractive, flexibly finishable and combinable office and work units at attractive urban locations across Vienna through its subsidiary UNIT-Service GmbH.



Vienna is not only a place to live, but also a place to work for many people. And people need space that broadens their horizons, opens up new perspectives and provides inspiration – for living and working. In addition, more and more people are taking the leap into self-employment, often as sole proprietors, or in micro- and small businesses. As diverse as the fields and as flexible as the different methods of these enterprises are, they all need space that allows them to express their visions and engage in interdisciplinary exchange.

them with space for individual and collaborative work – because even though each office is a complete unit in and of itself, open-office services allow synergies to be used optimally. All UNIT partners are offered spaces with finishings of the best quality, no matter what location they choose. There is also a wide range of included services, ranging from the computer infrastructure and meeting rooms to the espresso lounge that can be used by all partners.

UNIT Oberdöbling

UNIT Oberdöbling was the first site opened under the UNIT concept, and went into operation in September 2009. In an upscale, quiet green area on Hofzeile in the 19th district, a total of 13 units ranging between 10 and 49 square metres in size are available in a facility with a total size of more than 460 square metres. Not far from downtown Vienna, tenants can work and live away from the tumult of the big city. UNIT Oberdöbling offers bright, friendly and spacious rooms and direct access to downtown Vienna via public transportation.

UNIT Breitensee

UNIT Breitensee was opened as the second site, and is located at Breitensee business park. It offers 14 self-contained office and working units ranging from 22 to 70 square metres in size within a total area of 712 square metres. The very bright rooms have ceiling heights of up to 3.5 metres and large windows, creating an open and friendly working atmosphere in a loft-like environment. The rooms offer complete computer infrastructure, partition walls with glass elements, sound-insulated rooms and much more. As at every UNIT, there is a wide range of services for all tenants.

Photos: agentur wulz services, HOLODECK architects

UNIT Döbling: Living for a Year

UNIT-Service GmbH also offers apartments at UNIT Döbling under the motto “living for a year”. UNIT Döbling is located close to the University of Natural Resources and Life Sciences and has eight housing units in total. With its central location at the corner of Gymnasiumstraße and Billrothstraße, this facility offers pleasant green surroundings and ideal access to the city centre. Eight apartments were created for tenants seeking a new home for one year.



Offices and work space ranging from 10 to 70 square metres

An overview of UNIT services:

- Exclusive use of the office and working areas
- Shared conference rooms and espresso lounge
- Optional office furnishings available
- Internet, WIFI and file sharing server with data backups
- Central copy/print/scan device
- Telephone connection with phone
- Electronic access control
- Insurance package, cleaning package
- Multimedia advertising, service hotline
- Operating costs included

UNIT Locations

UNIT Oberdöbling

- Location: 1190 Vienna, Hofzeile 3
- Usable space: approximately 460 m²
- Offer: 13 units between 10 m² and 49 m²

UNIT Breitensee

- Location: 1140 Vienna, Missindorfstraße 172
- Usable space: approximately 712 m²
- Offer: 14 units between 22 m² and 70 m²



Contact

UNIT-Service GmbH

Universitätsstraße 11, 1010 Vienna

Tel.: +43 (0)1 890 12 03

E-mail: office@unit-wien.at

Internet: www.unit-wien.at

Everything under a Single Roof

Wien Holding's UNIT concept is based on intelligent and functional architecture with a special flair: office lofts, individual offices, workshops, ateliers and plenty of service. They are targeted especially at freelancers, microbusinesses, and small and medium-sized enterprises. UNIT provides

Neu Leopoldau

The grounds of the former Leopoldau gas works in the 21st district will be transformed into an attractive new quarter with a wide range of uses that is scheduled to be completed by 2015.

The site offers optimal conditions for businesses and residential buildings, and will also include all of the necessary local amenities. Wien Holding GmbH and Wien Energie Gasnetz GmbH have formed a joint company – Neu Leopoldau Entwicklungs GmbH – to oversee the development of the site.

Innovation and High Tech

The site, which spans over 135,000 square metres, is located near Siemens City and several research institutions such as TECHbase Vienna, ENERGYbase and the RTA Rail Tec Arsenal vehicle testing facility. The campuses of the University of Applied Sciences Technikum Wien and the University of Applied Sciences bfi Vienna are also nearby. The Vienna Transport Authority operates a central bus garage with a repair shop and administrative buildings not far from the site. The new Vienna North Hospital is also being built close to the site.

With its location in the Floridsdorf commercial zone and the wide array of companies that are already based here, the development site has tremendous potential to become a top international location for research, technology and innovation.

Well Connected

The area also offers good public transport connections. The commuter railway stops at Siemensstraße station, and the U1 station Leopoldau is about 1.5 kilometres away. The site is also connected to the primary road network of roads (Brünnerstraße and Wagramer Straße) via Thayagasse.

Intensive Planning Process

A so-called cooperative process has already been launched for the creation of an urban development plan. In this process, three planning teams and about 20 experts in the fields of residential construction, energy, transportation, landscaping, monument protection, architecture, economics and urban development will work together to create an urban development plan for the site. Political decision makers will also be involved in the process. The intensive planning process will run from October 2012 to January 2013. The results will form the basis for the rezoning and development of the site.



Photos: ViennaGIS, Wien Holding



Neu Leopoldau: a location with great potential and many research and technology companies nearby

Contact

Neu Leopoldau Entwicklungs GmbH
Universitätsstraße 11, 1010 Vienna

Tel.: +43 (0)1 408 25 69

E-mail: office@wienholding.at

Internet: www.wienholding.at

UNIT22: a Top Business Location

The UNIT22 commercial park is being developed as a place to settle and do business for Austrian and international companies.

The over 52,000-square-metre site in Stadlau in Vienna's 22nd district is still undeveloped and is suitable for any commercial use. Wien Holding not only has companies of all sizes in mind, but also hopes to attract international firms looking to use Vienna as a hub for their business dealings.

The site offers maximum flexibility for companies that want to settle here, not least thanks to its appropriate zoning classifications. The site is zoned as a mixed development and industrial area with construction classes II, III and IV with closed coverage. Building heights ranging from at least 2.5 metres to as high as 21 metres are possible depending on the construction class.

With its location close to Austria's primary road network, the city centre, Vienna's port and also Vienna International Airport, UNIT22 is interesting for Viennese companies and also companies from elsewhere wishing to use Vienna as a springboard into the markets in the new EU accession countries.

Business Hub Vienna

Thanks to its unique geographical location in the heart of Europe, Vienna offers a broad range of important advantages for companies. As the meeting point of age-old north-south and east-west trading routes, Vienna is a key gateway. The city's optimal transport infrastructure is also a huge plus, providing direct access to Austria's motorway, rail and thoroughfare networks and to Europe's key transport corridors.

An Ideal Location

In addition to its excellent access to regional and international transport networks, the UNIT22 industrial park is also well integrated into Vienna's own local road and public transport grids.

A number of bus stops, a tram stop and a commuter rail station are all close by, and since the extension of the U2



metro line from Stadion to Stadlau/Aspern was completed in the autumn of 2010, the site is directly accessible by metro as well. Stadlauer Straße, which runs along the site, and the nearby Erzherzog-Karl-Straße are both important main roads in Vienna.

In addition, the road construction projects that are currently under way aim at the creation of a regional ring motorway. The direct connection between Neu Stadlau and the A23 and S2 motorways will link the site with the extended S1 and will further increase the potential of UNIT22.

The UNIT22 commercial park comprises 52,000 square metres of space.

UNIT22: optimal location also for companies from the IT sector



Photos: shutterstock, Wien Holding, Siemens

Facts and Figures

- UNIT22**
- Project: commercial development site
 - Area: over 52,000 m²
 - Target group: Austrian and international businesses

Contact

Wien Holding GmbH
Universitätsstraße 11, 1010 Wien

Tel.: +43 (0)1 408 25 69-0
E-mail: office@wienholding.at
Internet: www.wienholding.at

Vienna Biotechnology Park: a Biotech Offensive on Muthgasse

Wiener Stadtentwicklungsgesellschaft (WSE), a property development company of Wien Holding, is collaborating with various partners to create the structural basis for the successful expansion of Vienna Biotechnology Park Muthgasse.



Photos: Atelier Hayde Architekten/OLIN, Giamas

A highly qualified labour force requires highly specialised companies to work at. The City of Vienna is pursuing a focus on biotechnology as part of its future-oriented business settlement policy. At Muthgasse in the 19th district, an internationally recognised centre for biotechnology research, development and education has established itself with the facilities of the Vienna Institute of BioTechnology (VIBT) and the various spin-off operations at the site.

High-Quality Laboratories and Office Buildings

Now, the site is being expanded in stages. Roughly 75,000 square metres of rental space are planned for the expansion of the University of Natural Resources and Life Sciences and for offices, laboratories and life sciences companies. The buildings of Vienna Biotechnology Park Muthgasse will offer their users flexible and customisable units with modern technology and an ideal location.

BOKU BioTech I

BOKU BioTech I has already been completed and is occupied. The L-shaped laboratory building with roughly 21,000 square metres of rental space in total is located across from the existing University of Natural Resources and Life Sciences building on Muthgasse. It is connected with the university by means of a bridge across Muthgasse. The Vienna Institute of BioTechnology has set up laboratories on an area of roughly 14,000 square metres. Biotechnology spin-offs and other companies have set up their operations on a further 9,000 square metres. What distinguishes BOKU BioTech I is the tight integration of fundamental scientific research and engineering competence in the areas of applied microbiology, nanobiotechnology, food sciences, applied genetics, chemistry and water management.

BioTech II

The directly adjacent BioTech II will consist of two buildings, with construction starting in 2013. The building with rental space of nearly 29,000 square metres will be connected with BOKU BioTech I, and is planned to contain a start-up centre for biotechnology companies.

WHITE SPACE®

The completion of the WHITE SPACE® project with a rental area of roughly 25,000 square metres will increase the laboratory and office space at Vienna Biotechnology Park Muthgasse to a total of about 75,000 square metres. In addition to laboratories, the buildings are to contain conference units, small shops and restaurants to optimally serve the students, researchers and employees at Vienna Life Science Center Muthgasse.

Facts and Figures

BOKU BioTech I:

- Rental space: approximately 21,000 m²
- Start of construction: 2007
- Completion: 2009
- Partners: WSE, BAI, Strauss & Partner Development, Vienna Insurance Group

BioTech II:

- Rental space: approximately 29,000 m²
- Start of construction: 2013
- Completion: 2015
- Partners: WSE, BAI, Strauss & Partner Development, Vienna Insurance Group

WHITE SPACE:

- Rental space: approximately 25,000 m²
- Start of construction: 2014
- Completion: 2016
- Partners: WSE, BAI

Contact

Wiener Stadtentwicklungsgesellschaft m.b.H.
Messeplatz 1, 1021 Vienna

Tel.: +43 (0)1 720 30 50
E-mail: wse@wse.at
Internet: www.wse.at

Tech Gate Vienna: a Technology Park that Creates Knowledge

Tech Gate Vienna is one of the first technology properties that was developed with the participation of Wien Holding. Wien Holding has a 20 per cent stake in this technology park.

Since it opened in 2002, Tech Gate Vienna has become a key location in the Viennese technology sector, with over 20,000 square metres of office and laboratory space.

Tech Gate Vienna consists of two buildings: the Gate and the Tower. They are now home to around 60 technology and research companies working in the areas of telecommunications, information technology, biotechnology, nanotechnology and telematics. Approximately 800 people work at these companies.

Combining Research and Application

Connected by their physical proximity and the similarity of their focuses, research and development institutions, scientists and businesses, young entrepreneurs and international groups all collaborate at Tech Gate Vienna. Optimal infrastructure combined with high-quality service and advice create fertile soil for innovation.

The technology and science park is an ideal platform for its tenants for promoting cooperation and creating informal contacts, both of which are important mechanisms for driving technology and knowledge transfer processes. The aim is to create a complete end-to-end knowledge flow starting with application-oriented research and ending with the creation of market-ready products.

From the University to an International Group

The main target groups of the high-tech park are tenants like university and non-university research and development organisations, technology-oriented companies, innovative entrepreneurs and startups, as well as complementary service and consulting facilities.

The concentration on specific technological focuses like telecommunications, information technology and software development, biotechnology and life sciences, nanotechnology and sensor systems, materials technology, and telematics ensures effectiveness and creates an important basis for the development of synergies. This supports existing initiatives and makes it easier to launch new projects.

Gateway to Danube City

The science and technology park is located on the Danube Platform in the 22nd district. Surrounded by the Vienna International Center, high-quality office complexes, and residential and leisure-time facilities, Tech Gate Vienna is the



gateway to the part of Vienna called Danube City. Integrated into a rapidly growing and well balanced urban structure, Tech Gate Vienna is a cohesive part of the multifunctional concept on the left bank of the Danube.

The U1 metro line provides a rapid connection to the city centre, and the A22 motorway also provides for convenient access by car.

First-Class Architecture

The architectural concept for the building complex was created by the Viennese star architects Holzbauer und Frank. It goes far beyond conventional office standards, which focus on pure space efficiency. Large atria in the entrance halls and numerous communication and interaction areas distinguish the architecture in the Gate and Tower elements. The concept also includes exclusive furnishings combined with high-quality technical infrastructure. The offices are air conditioned and are equipped with lighting specially designed for computer workstations and complete structured cabling for the transmission of voice and data.

Facts and Figures

TECH GATE VIENNA: GATE

- Building height: roughly 26 m
- Number of storeys: 7
- Gross floor area: roughly 36,000 m²
- Usable space: roughly 15,000 m²
- Parking garage: 344 spaces
- Completion: April 2001
- Official opening: June 2002

TECH GATE VIENNA: TOWER

- Building height: roughly 75 m
- Number of storeys: 19
- Gross floor area: roughly 18,000 m²
- Rentable space: roughly 11,000 m²
- Parking garage: 344 spaces
- Completion: July 2005
- Official opening: June 2006

Contact

Tech Gate Vienna

Wissenschafts- und Technologiepark GmbH
 Donau-City-Straße 1, 1220 Vienna

Tel.: +43 (0)1 20 50 1 - 11 0

E-mail: www.techgate.at

Internet: office@techgate.at

Location Development

In practice, developing properties with an eye to the future means ensuring that the surrounding area and the people in it benefit, for example from improvements in infrastructure and increased quality of life.

This is why Wien Holding often completes projects at locations that are in the early stages of transformation but that have high priority in the city's urban development agenda. The projects of Wien Holding are intended to lay the groundwork for attracting increased commitment from private companies to these sites.

Wien Holding not only completes its own real estate projects at these sites, but is also often responsible for the master planning, coordinates the construction work and assists the

private-sector real estate developers and investors with its know-how, for example with applications for building permits and the smooth transfer of space, and actively supports the projects until their completion.

Good examples of this are the development of the area around the Messe Wien exhibition centre, the Neu Marx site and the development of the former Wagner-Biro grounds in the 22nd district.



Neu Marx: Centre for Media, Research and Technology

A modern media, technology and research site by the name of Neu Marx is being created on the roughly 37-hectare grounds of the former slaughterhouse in the third district and will also offer cultural and event facilities and a range of restaurants.

Over 70 companies, primarily from the media, technology and research fields, have already set up shop at the Neu Marx site. Wiener Stadtentwicklungsgesellschaft (WSE), a subsidiary of Wien Holding, is involved in the development of individual properties at the 370,000-square-metre site as well as in the coordination of all projects in the core zone.

T-Center and Vienna Biocenter

One of the first buildings to go up at the site was the T-Center, which contains the headquarters of T-Mobile Austria. The Campus Vienna Biocenter (VBC), where roughly 1,700 technicians and students conduct their research in internationally successful companies and institutions in the field of biotechnology, has also already been established.

Marxbox: Laboratories and Offices

The city of Vienna is Austria's technology and research headquarters. With Marxbox, WSE and its partner S+B Group have implemented the Wien Holding strategy of creating optimal conditions for companies in this field by providing custom-tailored properties. The flexibly usable laboratory and office building with 11,700 square metres of space was finished in 2012 as an extension to the Campus Vienna Biocenter. It is now home to the university of applied sciences Campus Wien and the Vienna School of Clinical Research, for example.

Cattle Hall as Landmark

The cattle hall was built in 1898 as the first steel structure in Vienna. It was completely renovated in 2006 and 2007. The listed building is now the landmark and symbol of Neu Marx. The hall is impressive with a length of 175 metres, a height of 17 metres and a floor area of 20,000 square metres. Work to expand the hall into the heart of the site is set to begin in 2012 and 2013, and will result in a combination of restaurants, cafes, shops and flexible event spaces by 2016.

NXT Marx

On the property right next to the cattle hall, WSE will build the multifunctional NXT Marx office building for companies from the creative and ICT industries. NXT Marx will be an architectural eye-catcher and the connecting element between the historic cattle hall and the neighbouring T-Center. The project will feature efficient technical building systems, economic construction and flexible, individual utilisation options.

Media Location

Media Quarter Marx, which was built by the Vienna Business Agency in collaboration with partners, is located in Neu Marx and is the largest media centre in Austria, with three buildings, 40,000 square metres of space and seven studios. It brings



Marxbox houses offices and labs for high-tech companies.

widely varied media fields together, from television and print media to social media and education. Current tenants include Echo Medienhaus, the University of Applied Sciences bfi Vienna, the ProSiebenSat.1 Puls 4 Group, *Wiener Zeitung*, the Vienna Film Commission and the Forum for Journalism and Media Vienna.

The former "meat market property" at Karl-Farkas-Gasse 1 was also developed by WSE as another media facility with an area of 40,000 square metres and is a prime location on the site.

New Projects

A development study was prepared for a further property with an area of 12,000 square metres under the title of Marxquadrat+. The project may result in Vienna's first eight-storey wooden office building. It is a project with vision and a wide range of potential uses, especially for future-oriented technology companies. The Austria Trend Hotel Doppio and Doppio Offices also opened at the site in June 2012.



The historic cattle hall is the symbol of Neu Marx.

Photos: WSE/Thomas Strini, Eva Kelely



Over 70 companies have already set up shop in Neu Marx. T-Mobile has its headquarters here.

Contact

Wiener Stadtentwicklungsgesellschaft m.b.H.
Messeplatz 1, 1021 Vienna

Tel.: +43 (0)1 720 30 50
E-mail: wse@wse.at
Internet: www.wse.at

Neu Marx Standortmarketing GmbH
Karl-Farkas-Gasse 18, 1030 Vienna

Tel.: +43 (0)1 890 15 57
E-mail: office@neumax.at
Internet: www.neumax.at

STAR22: A Centre for Everyone Office Complex Serves as a Key Project

The former Waagner-Biro grounds in Neu Stadlau in the 22nd district are being transformed into a centre for living and working in a pleasant atmosphere. Wien Holding is hard at work at the site building the STAR22 office complex.

Flats, offices and the infrastructure that goes along with them will soon breathe new life into an area where machinery and steel components were once manufactured. Wien Holding and the Vienna Business Agency are teaming up with Bank Austria Real Invest and HGS Industrieanlagenerrichtungs- und Verwertungs-GmbH to build the core project at the site, the STAR22 office complex comprising two buildings.

The project is being realised by the company STAR22 Planungs- und Errichtungs GmbH, which was formed specifically for this purpose. The two office buildings involve a total investment volume of €70 million. Up to 1,100 people will work at the buildings following their completion in 2013.

Exciting Architecture

The entire complex is planned with an open layout featuring multiple access points, lots of green spaces and a central piazza. It will also offer all the necessary infrastructure, including an underground car park with roughly 290 spaces and various shops and businesses. A bridge links the two buildings together, forming a large gateway that marks the main entrance to the complex. Neither of the buildings is taller than 35 metres. The design of the facade is also impressive: The tabular structure has a light and dynamic feel. The ten different grey tones used in the facade panels

make the building shimmer like a crystal depending on the intensity of the sun.

ICT Centre

Following the completion of the complex, the Vienna Hospital Association will move its IT department to Building A of STAR22. Municipal Department 14 will move into Building B, where it will operate the City of Vienna's data centre. All of the office spaces offer a tremendous level of flexibility, allowing for office layouts ranging from traditional individual offices to open plan offices and modern combination offices. All of the buildings' floors are flooded with bright sunlight. And there is plenty of space for meeting and project rooms, archives, kitchenettes and LAN rooms. Building A was designed by BUSarchitekten and Building B by archiguards projects.

First-Class Neighbourhood

Along with Wien Holding, which is developing the core project of STAR22, other project developers are also working on the site. Heimbau is building a special-care home for seniors on behalf of Caritas as well as a student hostel that will be operated under the name base22 by base – homes for students, a Wien Holding company, upon its completion.

Light-filled, bright, tall rooms create the optimal working environment.

STAR22 will be completed in 2013.



Facts and Figures

Neu Stadlau

- Area: 140,000 m²
- Use: office space, residential space, local amenities
- Start of construction: 2010
- Completion: in stages by 2014

STAR22

- Usable space: 29,000 m²
- Use: office space
- Start of construction: 2010
- Completion: 2013

Several residential buildings are also being constructed on the site, including a very special project that is being realised by GESIBA, ÖSW, BUWOG and ÖSG. These companies are building a residential complex to meet contemporary living needs with an optimal combination of high-quality living and relaxation space featuring a wide range of common and social facilities. Special attention is being paid to the needs of elderly residents.

Excellent Connections

The site on the former Waagner-Biro grounds is bordered by Erzherzog-Karl-Straße and Stadlaue Straße, and offers optimal transport connections. Along with tram and bus stops, there is a station for the U2 metro line and the commuter rail line near the site. The entrance to the A23 express highway is also located nearby.

Contact

STAR22 Planungs- und Errichtungs GmbH

Grinzinger Allee 3, 1190 Vienna

Tel.: +43 (0)1 408 25 69-0

E-mail: projekt1@star22.at

Internet: www.star22.at

U2 Stadtentwicklung and the Exhibition Grounds Area – a Surge of Development for Leopoldstadt



Excellent working environment and quality of life in Viertel Zwei

Leopoldstadt has developed into one of Vienna's most modern districts in recent years. The construction of Vienna's new exhibition grounds (Messe Wien) and the development of the land nearby have resulted in a whole new urban quarter with numerous office buildings, a shopping centre and hotels. The new University of Economics and Business is also being built here now.

The area surrounding Messe Wien is a prime example of how targeted investments and well planned urban development can not only result in the revitalisation and redesign of an entire district, but can also help to secure jobs and keep Vienna's economy going with real projects. Since the decision to build Messe Wien and the extension of the U2 metro line, the government, private companies and private investors have poured over €2 billion into this development area.

The Wien Holding Group has two companies that are significantly involved in the development of Messe Wien and the land surrounding it – Wiener Messe Besitz GmbH (MGB) and U2 Stadtentwicklung GmbH.

Messe Wien as a Core Project

Through Wien Holding's company Wiener Messe Besitz GmbH (MBG), the City of Vienna has invested roughly €200 million in

the new exhibition and conference centre, which opened in January 2004. MGB was involved in the development of the Austria Trend Hotel Messe, which has been operating since the summer of 2005, and the company has continued to participate in the development of projects at Messecarree. MBG was also involved in the relocation of the University of Economics and Business.

Viertel Zwei

In addition to MBG, another of Wien Holding's companies is active in the real estate projects surrounding Messe Wien – U2 Stadtentwicklung GmbH. This company is a public-private partnership with IG Immobilien and IC Projektentwicklung. These project partners were responsible for the development and construction of the Stadion Center shopping centre, which opened five years ago, and for the project Viertel Zwei.



From OMV to Unilever and Baxter: Numerous companies have settled near Messe Wien.

As part of the Viertel Zwei project, a total of six developments were erected around a 5,000-square-metre artificial lake: the four-star Courtyard by Marriott Hotel, four office projects with a total of roughly 80,000 square metres of space and a residential building with 78 flats. Around 4,000 people now live and work in Viertel Zwei. Prominent companies including OMV, Unilever, Sandoz, Novartis and Baxter have also settled here.

New University of Economics and Business

The new campus for the Vienna University of Economics and Business (WU) – Europe's largest economic institution of higher learning with over 20,000 students and 400 academic staff – is currently being built at Messecarree Süd. The campus will comprise five building complexes and six large spaces on the 90,000-square-metre site. It was commissioned by Wirtschaftsuniversität Wien Neu GmbH, a project company founded by WU and BIG.



Stadion Center was one of the first new projects around Messe Wien.

Development on the Union Grounds

The next development steps for U2 Stadtentwicklung GmbH are planned on the so-called Union grounds. Here, a hotel belonging to the international hotel group Motel One with around 350 rooms is to be built by 2013. A public daycare centre is also planned. Another project that is being completed by 2013 will offer students an alternative to "traditional" dormitories. According to the concept, roughly 420 individual flats and many different shared spaces and facilities will be provided in a single building. The motto is fashionable living in your own four walls, but with like-minded people in a typical student community and atmosphere.

Photos: IC Projektentwicklung GmbH; klaus@zacherl.cc; Stadion Center/Huger, Lechner; Reed Messe Wien/C. Husar



The Messe tower serves as a landmark in Leopoldstadt.

Contact

Wiener Messe Besitz GmbH
Messeplatz 1, 1021 Vienna

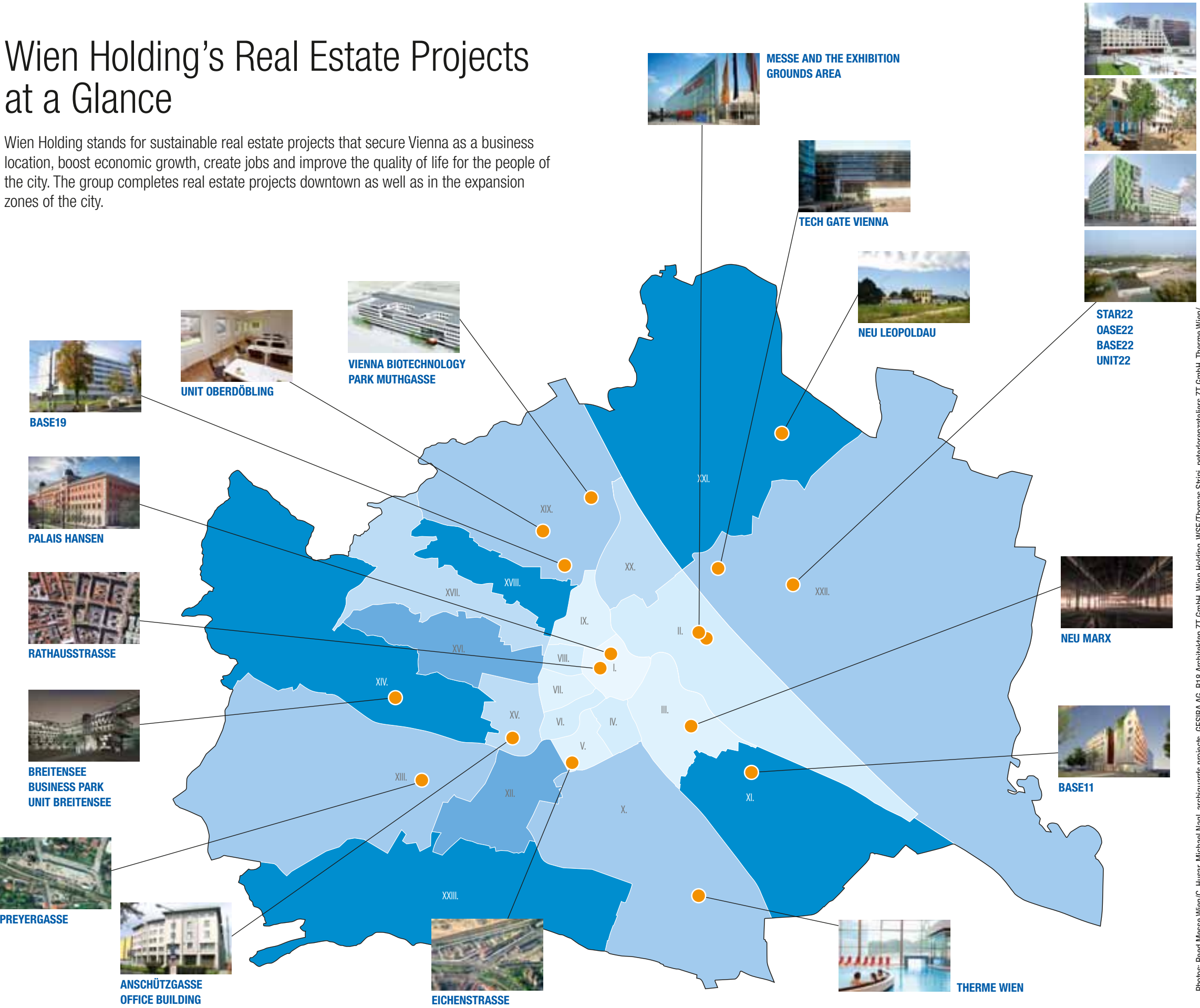
Tel.: +43 (0)1 720 40 50
E-mail: office@mbg.at
Internet: www.mbg.at

U2 Stadtentwicklung GmbH
Universitätsstraße 11, 1010 Vienna

Tel.: +43 (0)1 408 25 69-0
E-mail: office@u2stadt.at
Internet: www.u2stadt.at

Wien Holding's Real Estate Projects at a Glance

Wien Holding stands for sustainable real estate projects that secure Vienna as a business location, boost economic growth, create jobs and improve the quality of life for the people of the city. The group completes real estate projects downtown as well as in the expansion zones of the city.



Photos: Reed Messe Wien/C. Husar, Michael Nagl, architects projects, GESIBA AG, B18 Architekten ZT GmbH, Wien Holding, WSE/Thomas Strini, peterorenzellers ZT GmbH, Therme Wien/Cathrine Stukhard, bing.com, Stadt Wien, HOLODECK architects, Palais Hansen Immobilienentwicklung GmbH, ViennaGIS, base, Atelier Hayde Architekten/OLN, agentur wuiz services

Special Properties

In its Real Estate Management segment, Wien Holding develops, operates and manages a large number of special properties that are used for very specific purposes.

These special properties include Therme Wien, one of the largest and most modern urban spas in Europe, and the Messe Wien exhibition grounds, which have established themselves as a powerful platform for the economy again since their reopening in 2004. Wien Holding is also involved in the conversion of Palais Hansen on Ringstraße into a hotel that will be operated by the Kempinski Group.

The Group operates a number of student residences under the brand base – homes for students. And Laxenburg Castle, which has one of the most beautiful parks and ponds in Europe and Franzensburg castle within its grounds, is located not far from Vienna. Together with the government of Lower Austria, Wien Holding manages one of the most popular leisure-time destinations for people in eastern Austria.



Photos: Schloss Laxenburg Betriebsgesellschaft, Palais Hansen Immobilienentwicklung GmbH, Reed Messe Wien/G. Szukits, Eva Kelety, Therme Wien/Cathrine Stukhard

Therme Wien: Leisure Time, Fitness and Health World

The new Therme Wien spa opened at the end of September 2010. As one of the most modern and largest spa projects in Europe, it was completed on the grounds of the former Oberlaa spa, which span 75,000 square metres, and it includes the Therme Wien Med health centre and Therme Wien Fitness.

Therme Wien stands for an innovative and forward-looking spa and leisure time concept. AdventureStone, SaunaStone, Stone of Tranquillity, Stone of Beauty, FitnessStone – even the names of the different themed areas are indicative of the influence that nature had on the design of the complex. A total of five bathing areas are arranged like stones in a brook and create a harmonious “watercourse” that also connects to the “source”.

The new spa resort was created and planned by the Stuttgart architectural office 4a Architekten. A blend of modern design and high-quality architecture as well as a series of new facilities have turned the over 35-year-old former Oberlaa spa into one of the most modern spas in Europe. The traditional bakery and pastry shop pampers the palate as well. And the 90-hectare spa park, one of the most beautiful publicly accessible parks in all of Austria, will continue to play a key role in the location’s concept.

Peace, Relaxation and Fun

The facility offers 75,000 square metres – or the equivalent of ten football pitches – for relaxation, rejuvenation and enjoyment. Therme Wien has 4,000 square metres of water with a total of 26 pools (temperatures ranging from 27 to 36 degrees Celsius). Grotto pools, bubble pools, an indoor pool with a canal leading to the outdoor pool, spa massages, a 3,000-square-metre sauna landscape with 24 different

saunas (Finnish saunas, steam baths, laconiums, tepidariums) and a giant adventure and activity landscape for children with wide slides, inner tube slides and adventure slides as well as diving towers are just some of the attractions. The spa team is particularly proud of the daily children’s entertainment programme and Austria’s first spa library, including an audiobook lounge.

Seasons Garden Connecting to the Spa Park

Therme Wien’s outdoor area covers over 13,000 square metres. It is called the Seasons Garden and includes a spacious sunbathing area, hundreds of sun loungers, outdoor massages and a summer bar. Sun lovers can enjoy a 25-metre swimming pool, a brine pool and a spring water pool. Children and youths have their own large outdoor area called Wilderness with a beach volleyball court, a bocce court, a large outdoor swimming pool, a wide water slide, a water park and a baby pool at their disposal.

Health Centre

Therme Wien also includes the Therme Wien Med health centre, which specialises in the treatment of disorders of the musculoskeletal system as well as respiratory problems. There are over 200 treatment and therapy stations in an area of roughly 6,000 square metres on four storeys. It also has training rooms and pools for underwater exercises and



underwater massages. A team of around 100 physicians and medically trained staff ensure the comfort and safety of all patients.

Fitness World

The 1,200-square-metre Therme Wien Fitness has plenty of sports to offer. Experienced sports scientists, trainers and consultants provide their expertise in the areas of nutrition, endurance and varied workouts. State-of-the-art strength training and cardio equipment, a separate LadyFitness zone, three studios for group training and a separate Power Cardio Circle room make it easy to get fit. The latest indoor and outdoor trends like Pilates, yoga, Zumba, Hot Iron, Nordic walking and Smovey walking are all available.

Pool Oscar

Therme Wien has also garnered substantial international acclaim. It already won the EWA Marketing Award 2011, also considered to be the “European swimming pool Oscars”. And Therme Wien took first place as the best spa and third place in the category of best medical resort at the respected European Health & Spa Awards in 2011.

The Best Partners

Therme Wien is a company of Wien Holding GmbH together with VAMED AG and Wiener Städtische Versicherung AG Vienna Insurance Group, UniCredit Bank Austria AG, Erste Group Bank AG and Raiffeisen-Holding Niederösterreich-Wien.

Contact

Therme Wien GmbH & Co KG
Kurbadstraße 14, 1100 Vienna

Tel.: +43 (0)1 680 09

E-mail: office@thermewien.at

Internet: www.thermewien.at



Therme Wien: The over 35-year-old former Oberlaa spa has been transformed into one of the most modern urban spas in Europe.

Photos: Therme Wien/Cathrine Stukhard

Messe Wien: the Perfect Platform for Business

A flexible, spacious layout designed to meet all needs, a location close to the city centre, a metro connection, plenty of greenery right nearby, attractive neighbours and a whole lot of potential: Messe Wien is one of the hotspots in Austria's capital.

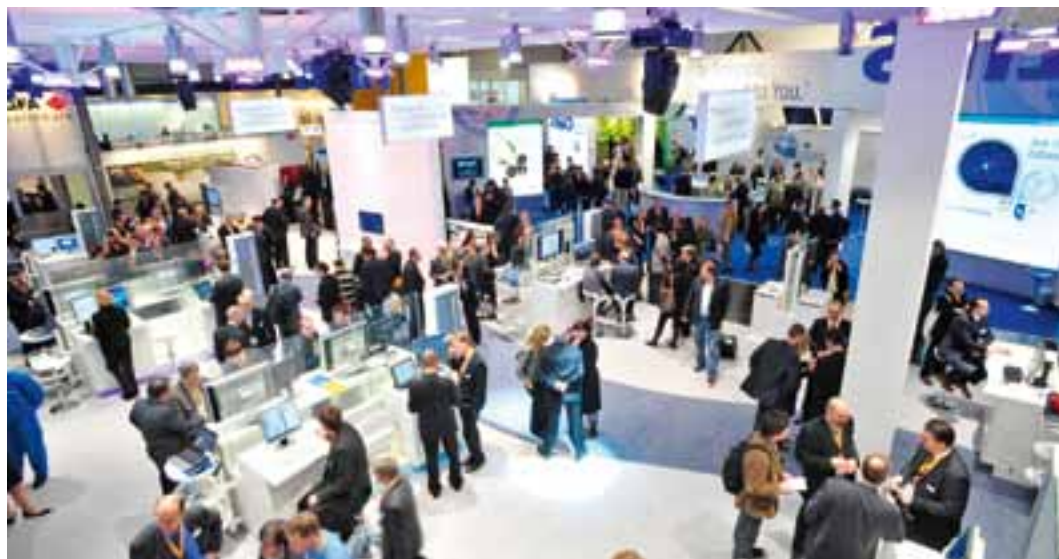
Further development instead of standing still: That is the motto of Wiener Messe Besitz GmbH. And it is the only way to ensure that Vienna maintains its international reputation as a successful trade fair location. For the AIDS conference in the summer of 2010 alone, 20,000 participants from 193 countries visited the exhibition centre. Numerous other trade fairs, guest events and conferences show that this location in Leopoldstadt is well positioned amidst the global competition. The reasons for this are not only good organisation but also attractive infrastructure. Wiener Messe Besitz GmbH (MBG) makes sure of that.

As the facility manager, MBG keeps the exhibition centre up to the latest technical standards and thus contributes to robust trade fair and conference activity for the facility operator Reed Exhibitions Wien. MBG will continue to keep Vienna fit for the future as a trade fair and conference location by making targeted investments. One example of this is its investment in environmentally friendly mobility. Charging stations in all parking garages at Messe Wien are a clear, forward-looking step towards a green future and represent an additional service for users and visitors to the exhibition centre.

Investments in the Future

The installation of Gallery B in Hall B of Messe Wien also benefits users. This addition to Hall B, which opened in 2010, offers exhibitors and event organisers up to 25 separate units that are flexible in size and can be used for a variety of business purposes. It provides operators and guest event organisers with over 73,000 square metres of total usable space designed to meet their needs at Vienna's exhibition centre.

Strong economic platform: more than seven million visitors since opening in 2004



Photos: Reed Messe Wien/L. Schaller; Reed Messe Wien/G. Szukits

At the same time, Messe Wien is stimulating numerous further developments in its immediate surroundings: The real estate project Viertel Zwei containing OMV's headquarters, the Messe hotel, the new location for the University of Economics and Business and finally the Messecarree project are creating an attractive environment for the exhibition centre. The direct connection to the U2 metro line at the Messe-Prater and Krieau stations, which opened in 2008, gave Messe Wien another boost.

Driving Force

MBG played a key role in the development of the surrounding properties. As the project's initiator, it finalised the planning and development work for Messecarree, a new office and business area that will be built directly on the U2 metro line.

Perfect Work Organisation

Since it opened in 2004, some seven million people have visited roughly 900 fairs, conferences and events at Messe Wien. Over 50,000 national and international companies and organisations have had exhibitions here. The venue contributes up to €100 million in added value annually in Vienna. It secures 120 fixed jobs and an additional roughly 250 temporary jobs for each event.

The success of Messe Wien is based in part on perfect work organisation. Wiener Messe Besitz GmbH (MBG) not only planned and built the Messe Wien exhibition grounds, but also provides optimal infrastructure and in this way contributes to robust trade fair and conference activity for the facility operator Reed Exhibitions Wien. Reed Exhibitions



Messe Wien: one of the most modern trade fair and conference locations in Europe

Wien is the Austrian subsidiary of the world's largest private trade fair organiser, Reed Exhibitions, which is headquartered in London.

Event Portfolio

The Messe Wien programme is based on four central pillars. The event portfolio consists of major regional public fairs,

specialist fairs for exhibitors and visitors from all of Austria, interregional specialist fairs focusing on the CEE and SEE countries and guest events such as international and national congresses – including accompanying fairs, conferences, events and company events.



Striking architecture by star architect Gustav Peichl

Facts and Figures

- Total area: 62,116 m²
- Exhibition area: 55,156 m²
- Conference area: 6,960 m²
- Parking spaces: 4,326
- Bus parking spaces: 30
- Metro connection: U2
- Visitors per year: up to 800,000
- Events per year: around 120

Contact

Wiener Messe Besitz GmbH
Messeplatz 1, 1021 Vienna

Tel.: +43 (1) 720 40 50
E-mail: office@mbg.at
Internet: www.mbg.at

base – homes for students: Campaign for Modern Student Residences



New base22 student residence will open in 2013

Wien Holding is continuously expanding its student residences under the brand name base – homes for students. The number of students at the city's various universities is increasing rapidly. And that also means rising demand for suitable living and studying space.

Wien Holding, which has operated the Haus Döbling dormitory for decades already, is now boosting its activities in this area. The first step is the modernisation of Döbling dormitory, which is now being run as base19. The construction and planning of further student residences – base11 and base22 – has already started. Another location in the 22nd district will open in October 2014, by which time there will be a total of 1,600 living units in Wien Holding's student residences – an increase of over 900 compared with the current number.

base19: a Fresh Start

Haus Döbling (base19) was constructed in 1963, so it is more than 45 years old. The roughly 700 student housing units located there do not meet today's standards. This was what prompted Wien Holding to renovate the complex in

stages and also to build an entirely new wing, which was opened in the autumn of 2010. In total, roughly €15 million are being invested in the new building and in the renovation of Haus Döbling.

The renovation in detail: Haus Döbling is currently made up of six residential buildings. Three of these are undergoing a general renovation in stages that will take until 2014. In the end, the complex will be made up of four blocks – three renovated ones that have been brought up to the latest standards and one completely new wing that has already opened.

There are three remaining buildings dating from 1963 that are particularly run down, and since it would not be financially feasible to renovate them, they will be torn down in 2014. GESIBA will build subsidised and freely financed flats in their place.



Since being renovated, base19 offers roughly 500 new, modern living units.



The new tract in base19 was opened in 2010.

There will then be around 500 housing units available in Döbling (base19). base19 will remain one of Vienna's largest student residences and will retain its campus-like flair. The new and renovated housing units will continue to be offered at socially acceptable prices.

Three Additional Student Residences Planned by the Winter Semester of 2014/15

To make up for this loss of student housing, Wien Holding will build three additional student residences – one in the 11th district near Gasometer (right by the U3 metro line) with roughly 300 housing units (base11) and two in the 22nd district. base22 in Stadlau, which will be built along the U2 metro line and will offer 400 units, will be finished in 2013, while Donaubase, which will be constructed near the Old Danube directly by the Donaustadtbrücke metro station, is slated for completion in 2014.

This move is due in part to the fact that many of Vienna's universities have either relocated from their original sites within the Gürtel beltway to other districts or are planning to do so. For example, the University of Economics and Business (WU) is moving from the ninth to the second district near Messe Wien. There are currently 150 WU students living in Haus Döbling. Once the WU has moved, it will be even easier for students to get to the new residence halls in the 22nd district than it was for them to reach base19 in the past.

Photos: B18 Architekten ZT GmbH, base/Barbara Zeidler, Eva Kelety, base

Around 1,600 Student Flats Starting in 2014

Once base19 has been renovated and the new base11, base22 and Donaubase residences have been finished, Wien Holding's student residences will offer roughly 1,600 modern housing units in total. That is around 500 more than are now available. And the residences will be located exactly where they are needed – along the U2, which leads directly to the new University of Economics and Business, and along the U3, which connects to all of Vienna's art universities.

Contact

base – homes for students GmbH
Gymnasiumstraße 85, 1190 Vienna

Tel.: +43 (0)1 369 54 90
E-mail: office@base19.at
Internet: www.base19.at

Palais Hansen: a Jewel on the Ring

Palais Hansen at Schottenring in the first district is entering a new era. The jewel on the Ring is being delicately renovated and will be used as a hotel. Once completed, it will be run by the renowned hotel operator Kempinski.

An Austrian consortium comprising Wiener Städtische Versicherung AG Vienna Insurance Group, Strauss & Partner Development, Warimpex Finanz- und Beteiligungs-Aktiengesellschaft and Wien Holding is renovating the Palais, which is a listed building, and turning it into a high-quality hotel and residential complex.

Palais Hansen Becomes a Kempinski Hotel

The renowned hotel operator Kempinski, one of the longest-standing hotel groups in Europe, will operate the hotel in the future. Kempinski is proud of securing its first location in Vienna with a magnificent hotel in the heart of the city.

The transformation of Palais Hansen to the Palais Hansen Kempinski Vienna is without a doubt one of the most exciting construction projects currently going on in the first district's Textile Quarter. The planned combination of the building's perfectly designed classicist architecture, modern elements and maximum comfort and convenience will make every stay here an unforgettable experience. With roughly 150 rooms and suites, an exciting, first-class layout, spacious seminar rooms, a ballroom and a spa area, the hotel will offer its guests an unparalleled, exclusive ambience starting in the spring of 2013.

In addition to the hotel, as many as 18 apartments will be built on the upper storeys. If they wish, future owners will be able to make use of all of the services offered by the luxury hotel operator. In Kempinski, a partner has been chosen that has a solid track record in the upmarket hotel business as well as in marketing top-quality apartments linked to hotels.

Enhanced Quality of Living

The building's multi-use as a hotel and for apartments is ideal for this central location and will not only breathe new life into the building but will also make an active contribution to rejuvenating the immediate surroundings. The creation of 150 new jobs and the future flow of guests at the hotel will contribute both directly and indirectly to generating more added value throughout the neighbourhood.

Most Beautiful Boulevard in Europe

Vienna is famous the world over for its Ring, framed as it is by numerous landmark buildings from the historicism period. No other boulevard in Europe boasts so many government and cultural icons in an area as small as the Ring: the Parliament and City Hall as well as various ministries and the



Palais Hansen will become a hotel run by the renowned Kempinski group.

Vienna Economic Chamber on the one hand, and the university and academy for applied and visual arts, the State Opera, Burgtheater, and the museums of art and natural history on the other. The buildings on the Ring also house many banks, the stock exchange and numerous international companies. The Ring is also the gateway to the largest and most beautiful gardens and parks in the city centre, the gateway to the Hofburg and to the offices of the Federal Chancellery, and home to the establishments of large international hotel chains.



Photos: Palais Hansen Immobilienentwicklung GmbH

Facts and Figures

Palais Hansen

- Building: built in 1873
- Property area: 4,858 m²
- Future use: hotel and residential building
- Completion: spring 2013

Contact

Palais Hansen Immobilienentwicklung GmbH
Absberggasse 47, 1100 Vienna

Tel.: +43 (0)1 408 25 69 – 0

E-mail: office@palaishansen.com

Internet: www.palaishansen.com

Laxenburg: a Castle at the Edge of the City

One of the most impressive and beautiful castle complexes in all of Europe, Laxenburg Castle, is located around 15 kilometres from Vienna. Since 1976, the company responsible for operating Laxenburg Castle has been owned by Wien Holding and the government of Lower Austria.

The castle is one of the most popular leisure-time destinations for people living in Vienna and Lower Austria. Around one million people visit here every year. The Laxenburg castle grounds have been protected as a listed monument since 1999, and have also been a Natura 2000 site since the year 2001.

Castle and Garden Landscape

The 280-hectare park is an outstanding example of historical garden landscaping from the 18th and 19th centuries. Its history reaches well back into the 13th century. Empress Maria Theresia and her grandson Emperor Franz had the park expanded to 280 hectares. The impressive gardens are lovingly and playfully designed. The element of water takes on an important role in the form of ponds, creeks, waterfalls and mystical grottoes. The Forester Canal makes its way majestically through the park. The castle pond has an area of 25 hectares, and covers about one tenth of the total garden area.

In addition to the Blue Court, the castle proper, there are also numerous other historical and recreational buildings. The castle grounds contain many cultural treasures and surprises: the romantic Franzensburg castle, the Castle Theatre, the Old Castle and many other architectural gems like the Green

Pavilion, the Concordia Temple and the Knight's Tomb. There is even a mediaeval-style tournament ground.

Franzensburg Treasure Chamber

The most famous building at the site is Franzensburg castle, which was built from 1798 to 1801 and expanded and completed through to 1835. Emperor Franz II had this imitation of a mediaeval knight's castle built on an artificial island in the middle of the castle pond. Today, Franzensburg contains a museum and breathtaking treasure chamber. Empress Elisabeth, the legendary Sisi, spent her honeymoon here after her extravagant wedding to Emperor Franz Joseph. The son of the imperial couple, Crown Prince Rudolph, was also born at Laxenburg Castle.

New Life in Old Walls

The historical buildings on the site now contain a range of institutions, including the Austrian Film Archive in the Old Castle and in the Forester's Lodge, and the International Institute for Applied Systems Analysis (IIASA), which was established in 1972 and has been located in Laxenburg since 1973. It occupies the courtyard side of the main wing of the Blue Court, including the former kitchen area and silver chamber, as well as the Green House. The historical rooms of

the dining wing and the Castle Theatre are also rented out by the Conference Center Laxenburg for a wide range of events.

The castle complex is the ideal venue for private parties and events like weddings and christenings, for example in the historical chapel in the Old Castle, as well as for major events in the historical ambiance and the Laxenburg Summer Cultural Festival with the comedy plays in the courtyard of Franzensburg castle.

Rescued from Decline

After the two World Wars, the castle grounds had fallen into a severe state of disrepair. To address this, the governments of Vienna and Lower Austria founded Schloss Laxenburg Betriebsgesellschaft in 1962. It took control of an overgrown castle garden with aged and ailing trees, abandoned paths, muddy ponds, ruins of monuments and 24 buildings, most of which were heavily damaged. Finally, work began to repair the damage caused by the wars and to rebuild the complex. The buildings were completely renovated and modernised in some cases, but fully preserving the historical appearance. In 1976, the City of Vienna transferred its stake to Wien Holding, which has operated the company and managed the site together with the government of Lower Austria since then.

Contact

Schloß Laxenburg Betriebsgesellschaft mbH
Schlossplatz 1, 2361 Laxenburg

Tel.: +43 (2236) 712 26-0

E-mail: office@schloss-laxenburg.at

Internet: www.schloss-laxenburg.at



Photos: Schloss Laxenburg Betriebsgesellschaft



Castle grounds with numerous historical buildings, castle pond and one of the most impressive park and nature areas in Europe

New Projects: Planning and Development

In the Real Estate segment, Wien Holding and its subsidiaries are currently working on the planning and development of several new projects.

For example, utilisation concepts for hospital grounds that have become or are becoming vacant are being prepared for the Vienna Hospital Association, including for the grounds of GZW geriatric centre in the 13th district, Preyersche Children's Hospital, the geriatric centre in Lainz and the grounds of Semmelweis Women's Clinic.

An overall concept for the future use of a property on Preyergasse in the 13th district is also being prepared. Until

recently, a large portion of the space was used for equipment for the construction of the Lainz rail tunnel.

Another example is the development area on Margaretengürtel in the centre of Vienna. Here, Wien Holding has an option to buy a property for improvement and development on Eichenstraße.



A New Lease on Life for Former Hospital Grounds

Vienna's healthcare and senior care system is undergoing a transformation. A large number of hospitals and geriatric centres are being completely renovated. Old facilities are being closed, and new uses are to be found for the sites. The Vienna Hospital Association (KAV) commissioned Wiener Stadtentwicklungsgesellschaft (WSE) to draw up new utilisation concepts for selected sites.



Old hospital grounds in various locations in Vienna will be put to new uses.

Such utilisation concepts are being prepared for the grounds of the GZW geriatric centre in the 13th district, for the Preyersche Children's Hospital and for the grounds of the Semmelweis Women's Clinic.

Parkstadt Hietzing: Housing and Architectural Conservation

Lots of greenery, fresh air, wellness, fitness, living in an environment that combines old and new and at the same time exudes a unique character – this is typified by Parkstadt Hietzing, which is to be built on the grounds of the GZW geriatric centre. An architectural development contest that was run by WSE has already been completed. The architects' practice of Veit Aschenbrenner set the tone with its design that won the competition.

The planners' overall design brings together old and new in perfect harmony, creating a coherent, elegant whole. Oversized new buildings have been omitted; all plans have

been guided by the requirements of the existing old properties and the conservation of historical structures. The competition also took account of the ideas and objections of neighbours, which were collected as part of a large-scale public participation process.

The spacious areas of green between the pavilions will be retained and serve as a recreational zone for the people who live in and visit Parkstadt Hietzing. The site is opened up on all sides by plentiful paths. The project is complemented by shops and service businesses, wellness facilities, cultural facilities and social infrastructure, which will make life easier and fuller not only for residents, but also for neighbours. Construction work is scheduled to start in 2015.

Preyersche Höfe: Family-Friendly Living

The site that is currently home to the Preyersche Children's Hospital in the 10th district has also been the subject of a development concept contest. The Vienna Hospital



Parkstadt Hietzing: combining old and new – modern, high-quality living space guided by the requirements of the existing old properties and the conservation of historical structures

Contact

Wiener Stadtentwicklungsgesellschaft m.b.H.
Messeplatz 1, 1021 Vienna

Tel.: +43 (0)1 720 30 50

E-mail: wse@wse.at

Internet: www.wse.at

Association plans to move the Children's Hospital to a new building within Kaiser Franz Josef Hospital in the same district. The competition was won by BWM Architekten und Partner. The draft was titled "Preyersche Höfe" and envisions a residential complex with four buildings and three spacious courtyards.

Family-friendly residential buildings will be erected on the 2.5-hectare site, along with shops, service businesses and social infrastructure. The four buildings feature staggered heights and have been designed so that they can be accessed from different levels, in part through the inclusion of mezzanine floors. The buildings are set back from the edges of the development site, which distances them from the surrounding buildings. Absberggasse will be enhanced by planting along each side of the road.

Semmelweis Women's Clinic

Another example of practical re-use is the job WSE has been commissioned with by the KAV for the Semmelweis Women's Clinic site in Vienna's Währing district. The first step has already been taken: One pavilion will be home to an international music school. The building has a long history stretching back over a hundred years. Opened in 1910 as the Lower Austrian Central Provincial Orphanage following two years of construction, it now serves as a department of the Rudolfstiftung hospital.

Further Projects for the KAV

Additional properties for which new uses are to be found include the Sophien Hospital, Gersthof Orthopaedic Hospital and SMZ Floridsdorf. WSE has been awarded commissions by the KAV for these properties, as well. Sophien Hospital is especially attractive thanks to its central location in the seventh district, across from West Rail Station and right on Vienna's largest shopping boulevard, Mariahilferstraße.

The grounds of SMZ Floridsdorf are to become a residential complex. The site has very good public transportation connections and is close to the recreational areas of the Old Danube and the Danube Island. Gersthof Orthopaedic Hospital is scheduled to relocate to the new North Hospital in 2016. The site is located in a park with a view over Vienna and is part of one of the highest-quality residential areas in Vienna.



Site of the Preyersche Children's Hospital



Site of the GZW geriatric centre will become Parkstadt Hietzing

Photos: Veit Aschenbrenner Architekten, BWM Architekten

New Projects in Development

There are various new real estate projects being planned by Wien Holding at the moment. As with all of Wien Holding's real estate projects, the aim is to improve the infrastructure and quality of life around the areas being developed.

Planning and development work is currently going on for the properties on Preyergasse in the 13th district, Eichenstraße in the 12th district and Rathausstraße in the first district.

Preyergasse Development Project

This development site is located in Vienna's 13th district near Preyergasse and Lainzer Straße, and was previously used for equipment for the construction of the Lainz rail tunnel.

Nestled into Vienna's greenest district, directly on the doorstep to a local recreation area, and at the same time offering optimal connections to public transport: These apparent contradictions come together to make the development site, which encompasses roughly 2.2 hectares, something special. The location on a traffic junction between the commuter train, tram and bus lines offers the chance to discover a new form of urban centrality – a reinterpretation of the traditional village square and landmark.

A European competition was held in 2011 that served as the basis for the initial development concept. Young architects were posed with two essential challenges in planning the site: on one hand, redesigning the location in Hietzing and on the other, creating a traffic junction that offers unobtrusive "new" forms of mobility.

The goal for the development site is to create a spatial ensemble based on three primary use categories: space for

mobility, housing and urban amenities. The key factors are the organisation, distribution and relationship of these use categories with regard to the urban environment and with regard to their reciprocal relationship with the development site itself.

Eichenstraße Development Project

This development site is located directly on Margaretengürtel at Eichenstraße 1 in the 12th district. The lens-shaped area spans roughly 13,000 square metres and is surrounded by several streets and rail lines. Parts of the site are currently being used by Wiener Lokalbahnen AG as the company's headquarters and also as park and storage space. The Vienna Municipal Garden Department operates collection and storage facilities here.

The unique shape of the site allows for the construction of narrow, free-standing buildings that can be seen from far away. Due to the distinct angle of the ground, the central areas of the site will be accessed via ramps. The area is particularly suitable as a service location, for example, for office buildings especially for companies whose customers come primarily by car. The location is also ideal for car dealerships and garages. Specialist outlet centres as well as special forms of housing and social infrastructure facilities would also be possible. Other options would be shops and restaurants or high-quality storage spaces, for example, for self-storage.

The development site can be reached by various forms of public transport including the Wiener Lokalbahnen trains, the 6, 18 and 62 tram lines, and the 12A and 62A bus lines. The Meidling junction, with a connection to the commuter railway and the U6 metro line, is roughly 1.5 kilometres away. Matzleinsdorferplatz, which connects to the commuter railway and the tram, is about 90 metres away.

Rathausstraße Development Project

The 1,826-square-metre property on the 2 tram line in the first district is the site of the "Glaspalast", a building that was constructed in 1980 as an administrative building for the City of Vienna. It was designed and planned by the architects Harry Glück, Werner Höfer and Tadeusz Spychala, who created an eye-catching steel-reinforced concrete building with pink granite facing and a tinted glass facade.

New plans for the building and its forecourt are now being drawn up in line with the aims and strategies of the urban development plan (STEP05). Besides the desire for contemporary architecture, attention must also be paid to the fact that Vienna's centre is under protection as a UNESCO World Heritage Site. In other words, the development of the site will have to combine past and present, tradition and innovation.

Its location in the city centre means that the site is easy to reach by public transport: The Rathaus station of the U2



Eichenstraße development project: The site is easy to reach and has great potential as a service location.

metro line is right next to it, as is the 2 tram line station. In addition, tram lines 1 and D, which travel around the Ring boulevard, and tram line 46, the bus lines 13A and 48A and the Volkstheater stop, where the U2 and U3 metro lines converge, are just a few minutes away on foot.

Contact

Wien Holding GmbH
Universitätsstraße 11, 1010 Vienna

Tel.: +43 (0)1 408 25 69

E-mail: office@wienholding.at

Internet: www.wienholding.at



Preyergasse development project: 2.2-hectare site for an urban district with top quality of life

Housing Construction

Two of the largest housing developers in Vienna, ARWAG and GESIBA, are committed to providing affordable, high-quality homes. Both of these especially innovative and dynamic residential developers are part of the Wien Holding Group.

People's housing needs are becoming more and more specific. Vienna's population is getting older on average, the number of single persons is on the rise, and residential mobility is increasing. Living and working at home, or working close to home, are becoming increasingly common. State-of-the-art communication and interaction technologies are expected. And demand for living space that satisfies the principles of sustainability and environmental protection is rising, to the good of the climate.

Creating new forms of living and new residential facilities that meet the needs of people: That is the mission of ARWAG and GESIBA.



ARWAG Holding: a Full-Service Builder

Wien Holding has owned a stake in ARWAG Holding-AG since the end of 2008. ARWAG is a strong and innovative property development company that handles a construction volume of roughly €70 million per year.

ARWAG develops multifunctional real estate projects that optimally combine living and working.



By acquiring a share in ARWAG Holding-AG, Wien Holding added a further major, innovative real estate development company with objectives that match the guiding principles of Wien Holding's other companies. Wien Holding strives to implement forward-looking and sustainable projects at large sites in Vienna to secure the business location, to create jobs and to improve the quality of life for the people of the city. With this in mind, ARWAG is an optimal addition to the Real Estate business cluster. Together, the companies are even stronger and can profit from synergy effects at many levels.

Multifunctional Real Estate Projects

ARWAG consistently pursues its concept of multifunctional real estate projects and in this way creates an optimal combination of living and working. The company builds new residential buildings with integrated spaces for shops, businesses, offices and public facilities such as childcare centres and schools. This harmonious combination of living and working spaces improves the quality of living and infrastructure throughout the surrounding area.

Broad Range of Services

ARWAG sees itself as a full-service builder and covers every phase of projects from development and planning through construction management all the way to building utilisation and

management. ARWAG completes all work in each phase of the project, starting with a development assessment of properties and going onward to the completion of technical and economic feasibility studies, the collection of expert opinions, the drafting of the documents for the invitations to tender and the planning of the entire project with its own or outside architects. It also coordinates construction work, sells or rents the building on completion and then manages the building once it is in use. In this, ARWAG completes all cost controlling and bears full cost responsibility. ARWAG's organisational structure reflects the broad range of services that it provides.

Top Projects

The most famous projects completed by ARWAG in recent years include the "Hochhaus Neue Donau", designed by the world-famous Viennese architect Harry Seidler. ARWAG took two years to erect the 150-metre-high building (at the tip of its tower) with 32 storeys and two underground parking levels.

ARWAG also provides its competence and expertise to outside companies in the form of complete service packages or individual services. Examples of this include the project development and construction management work for the Meiselmarkt district centre for Wiener Städtische Versicherung AG Vienna Insurance Group, the Merkur market in Ottakring for REWE Group, the Remise Kreuzgasse residential building for

Photos: www.schreinerkaster.at, Coop Himmelb(l)au, Ludwig Rosch

S-Immobilien AG, the Muthgasse administrative building for the City of Vienna and the University of Applied Sciences Technikum Wien at Höchstädtplatz for UniCredit Leasing.

Construction Volume: €70 Million per Year

ARWAG currently has projects in preparation or under construction worth roughly €70 million. One of the approximately ten projects currently under way is the "Stadt des Kindes" project being developed together with Wiener Heim, where a total of 252 modern flats will be built by the middle of 2013. The site benefits from an optimal location and is surrounded by plenty of green open space. The plans also include an 1,100-square-metre indoor pool with a sauna and a 700-square-metre sports hall.

In 2012, an ARWAG project was completed at a new, especially prestigious address in Vienna: the grounds of the former Aspang rail station in the third district. The urban development concept for the new neighbourhood was created under the name Eurogate by one of the best-known architects in the world, Lord Norman Foster from London. ARWAG was involved in this site through the Lissagasse residential complex. This is a passive building complex with a total of 150 subsidised rental flats, all of which feature a loggia, balcony, terrace or garden.

ARWAG is also planning a project at aspern Vienna's Urban Lakeside with 62 subsidised rental flats ranging in size from one to four rooms.



Stadt des Kindes: 252 modern flats by 2013



Meiselmarkt district centre

Contact

ARWAG Holding-AG
 Würtzlerstraße 15, 1030 Vienna

Tel.: +43 (0)1 797 00-0
Hotline: +43 (0)1 797 00-117
E-mail: info@arwag.at
Internet: www.arwag.at

GESIBA: Investing in Fair Living

GESIBA, one of Vienna's most dynamic residential developers, is also part of the Wien Holding Group and has developed into a complete provider for public infrastructure in recent years: residential buildings, housing care, schools and renovation. GESIBA is also implementing an increasing number of new living concepts ranging from Bike City to solutions for persons requiring special care.

GESIBA celebrated its 90-year anniversary in 2011. The history of GESIBA is also a history of social housing construction in Vienna. When it was established in 1921, the company was tasked with sensibly supplementing communal housing development in Vienna, which is still seen as a model system around the world, with the construction of single-family homes.

Each year, GESIBA plans and constructs up to a dozen residential complexes that comply with the principles of sustainability and environmental protection and that meet the specific housing needs of individuals. The company invests about €95 million in its projects every year.

Fair Living

For GESIBA, residential development is a form of applied social policy. Fair living is the company's motto and its business objective. The company not only sees itself as a developer of affordable flats offering a high quality of life and environmental soundness, but also acts as an all-round service provider, providing facility management for its own complexes as well as for other companies, for example. Additional focuses include tenant relations and consulting as well as revitalisation and reurbanisation projects.

Setting Standards

GESIBA consistently strives to anticipate future developments and account for them in its buildings. In this way, the company has earned itself a reputation as a pioneer in environmental protection and residential construction. Ecological construction, thermal renovation, and low-energy and passive buildings: GESIBA always plays a key role in all of these areas. Its complex on Schellenseegasse in the 23rd district was one of the first multiple-family passive buildings in Vienna. Passive buildings are the innovative refinement of the low-energy building standard. They enjoy up to 90 per cent lower heating costs than a conventional building.

Leading the Curve

GESIBA is and always has been at the head of the curve. It was one of the first residential developers to recognise the paradigm shift in society and to begin focusing on theme-based living. The results are models for all of Europe: the first residential complexes for bicyclists, car-free settlements with high flexibility for families, and new forms of interactive student living.

GESIBA is also competent in the conversion of so-called brownfield sites into greenfield sites: Abandoned industrial sites are cleaned up and converted into mixed-use residential complexes with high quality of life and extensive greenery. Examples of this are projects like OASE22 on the grounds of the former Waagner-Biro factory in the 22nd district, which focuses on multi-generational living, and the project on the grounds of the former Bombardier plant in the 21st district with 500 apartments that include terraces, roof gardens or loggias and that offer views of green courtyards.

More than Just Living

In the coming years, it will be important to think about more than just living. Older people need assistance and medical care in their homes. Flexible educational infrastructure must be created. And GESIBA is a pioneer here, too. The school campus models are integrated schools, leisure-time facilities, learning centres and athletic fields, so that parents know that their children have everything they need. GESIBA is developing into an urban infrastructure provider: living, learning and growing old with dignity and optimal care.

Contact

GESIBA Gemeinnützige Siedlungs- und Bauaktiengesellschaft
Eblinggasse 8–10, 1013 Vienna

Tel.: +43 (0)1 534 77-0

E-mail: office@gesiba.at

Internet: www.gesiba.at



Orasteig/Edi-Finger-Straße



Bike&Swim project in the second district between Engerthstraße and Vorgartenstraße

A Residential Complex for All Generations

OASE22 is one of the key projects at the former Waagner-Biro grounds in the 22nd district and offers custom-tailored residential space to meet the needs of people in all stages of life.

Four different property developers – GESIBA, ÖSW, BUWOG and ÖSG – are building a residential complex to meet contemporary living needs with an optimal combination of high-quality space, common and social facilities, and relaxation. Special attention is being paid to the needs of elderly residents.

The development concept for OASE22 was drafted by studio uek (Katharina Urbanek, Benni Eder and Theresa Krenn) and arose from Europan 9, a pan-European competition for young architects. In the subsequent public competition held by Wien Holding in cooperation with Wohnfonds Wien to select the builders, the jury recommended the following four residential projects:

GESIBA: Individual Living at Any Age

GESIBA is building 139 subsidised rental flats and 30 subsidised “assisted living” rental flats. The flats are being planned by the studio uek/Pesendorfer team of architects. The first tenants are scheduled to move in in the spring of 2013. Six different structures are being put up and will be connected by common walkways. The individual units can be combined as needed, and young people, families with children, and middle-aged and older tenants will all feel comfortable. Other forms of living such as flat sharing for senior citizens and mixed-generation living will also be possible. The complex will offer numerous areas to meet its tenants’ needs such as areas for communication, for relaxation, and for children and young people.

ÖSW: Time Out – Modern and Active Living

The second OASE22 project, Time Out, is being built by ÖSW Gemeinnützige Wohnungsaktiengesellschaft. The project architects are g.o.y.a. Janauschk. The project is scheduled to be completed in 2013. Two rectangular buildings will contain 85 subsidised rental apartments for professionals who are in the midst of their careers and who value a good work-life balance. The flats will range from smaller units for singles to appropriately sized flats for couples and spacious units for families. There will also be plenty of space and facilities for sport thanks to a cooperation agreement with the Arbeitsgemeinschaft für Sport und Körperkultur in Österreich (Working Group for Sport and Fitness in Austria; ASKÖ).



OASE22: living for all generations in all stages of life

BUWOG: Individual Living within a Community

The third OASE22 project is being built by BUWOG Bauen und Wohnen GmbH and will provide 64 subsidised rental flats that were designed by Köb&Pollak Architektur together with Alexander Schmoeger. The complex is to be completed by 2013. The objective of this project is to facilitate different forms of living with maximum quality of life. To this end, the complex will provide space for new social forms, for example for people who want to combine living and working in a single space. Other target groups, such as people sharing flats (patchwork families, single parents, seniors) and single-person households, were also considered in the planning. Apartments for people living on their own for the first time will also be available, as will barrier-free units.

ÖSG: Living in a “Green Oasis”

The fourth OASE22 project was created by ÖSG – Stadtentwicklungs- und Wohnbaumanagement GmbH. This builder put up 29 subsidised rental flats in a number of

freestanding buildings. The project was planned and designed by the architect Thomas Moosmann. The buildings were constructed in closed rows that face south and have 2.5 storeys. The tenants have already moved in. The arrangement of the buildings will lend the complex the character of a small village in a garden settlement.

Facts and Figures

OASE22

- Project: living for all generations
- Builders: GESIBA, ÖSW, ÖSG, BUWOG
- 346 subsidised flats, thereof 30 for “assisted living”
- Total investment: €50 million

Contact

Please contact the four builders for detailed information about OASE22:

GESIBA

Tel.: +43 (0)1 534 77-300

E-mail: (enquiries about new building projects) kan@gesiba.at

Internet: www.gesiba.at

BUWOG

Tel.: +43 (0)1 878 28-0

E-mail: office@buwog.at

Internet: www.buwog.at

ÖSG

Tel.: +43 (0)1 401 57-0

ÖSW

Tel.: +43 1 401 57-0

E-mail: office@oesw.at

Internet: www.oesw.at

Wien Holding: Our Job Is Quality of Life

Wien Holding currently unites some 75 companies. The Group is a holding company of the City of Vienna. It carries out community tasks and is organised as a privately held and for-profit company with non-profit aims.

The Wien Holding companies are active in five different segments: culture and event management, real estate management, logistics and mobility, media and service, and environmental management. A successful combination of profitable commercial enterprises and companies with non-profit objectives and the strategy of entering into partnerships with private investors serve as the foundation for Wien Holding's success. The companies generate turnover of around €400 million a year. Indirect returns are also huge. Wien Holding and its 75 companies add around €1 billion in value annually in Vienna and account for around 13,400 jobs both directly and indirectly.

Cultural and Event Management Segment

The Cultural and Event Management segment includes the Vereinigte Bühnen Wien including the Ronacher, the Theater an der Wien and the Raimund Theater, and the Stadthalle Group, including the hall complex at Vogelweidplatz. Wien Holding also manages four museums: the Mozarthaus Vienna, the Haus der Musik, the Jewish Museum Vienna and the Kunst Haus Wien. In addition, Wien Holding owns one of Austria's largest ticketing service companies, Wien Ticket. In all, Wien Holding's cultural enterprises entertain up to 2.5 million people a year, making Wien Holding one of Europe's largest entertainment groups.

Real Estate Segment

Wien Holding is currently overseeing roughly 15 major real estate projects. Under the name STAR22, Wien Holding is developing a new office and commercial park on the former Waagner-Biro site in Stadlau, which will be completed in 2013. The Group is also involved in projects such as the Therme Wien spa, the development of the Neu Marx site into a high-profile location for research, media and technology, and the Breitensee business park. These real estate projects have one thing in common: Wien Holding real estate developments always aim to add value to the surrounding area and district. The Real Estate cluster generates the highest turnover in the Group.

Logistics and Mobility Segment

The Wiener Hafen group is the focus of the Logistics and Mobility segment. Vienna's port is currently being expanded to create one of Europe's largest logistics and cargo hubs. Wien Holding also holds shares in Central Danube, the company that operates the Twin City Liner, the fast ferry line between Vienna and the Slovakian capital of Bratislava. DDSG Blue Danube (passenger travel on the Danube) is also part of Wien Holding. In addition, Wien Holding owns a competence centre for urban technologies and strategies: TINA VIENNA – Urban Technologies & Strategies GmbH.

Environmental Management Segment

The most important company in the Environmental Management segment is ebswien hauptkläranlage Ges.m.b.H. The City of Vienna contracts Wien Holding to manage this company. ebswien operates Vienna's primary waste water treatment plant, which in recent years has been transformed into one of Europe's most modern treatment plants.

Media and Service Segment

The Media and Service segment is one of Wien Holding's oldest business segments. Kabel-TV-Wien has been an important part of the Group since all the way back in 1978. Today, the company is operating under the name WH Medien GmbH and, among other things, is responsible for basic programming for UPC Telekabel Wien. The Viennese city television station W24, which is owned by WH Medien, recently launched its fresh concept with a new, innovative lineup. Now, it offers informative broadcasts, news, entertainment programmes and talk shows.

WH Medien is also in charge of the implementation of the media education initiative for creative individuals and media creators that was launched by the City of Vienna in 2010. This segment includes OEKO MEDIA, EU-Förderagentur GmbH and WH Beschaffungs- und Service GmbH.

Facts and Figures

- Number of companies: 75
- Total annual turnover: roughly €400 million
- Annual investment volume: between €125 and €170 million
- Employees: approximately 2,200
- Total annual added value: roughly €1 billion



IMPRINT

Wien Holding GmbH
A-1010 Vienna
Universitätsstraße 11

Responsible for content:
Wolfgang Gatschnegg
Group Spokesperson
Tel.: +43 (0)1 408 25 69-21
E-mail: w.gatschnegg@wienholding.at

Design:
wien.at
Medien-Fullservice/
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