

IMMOBEL RECEIVES A FIABCI AWARD FOR THE EDEN TOWER IN FRANKFURT



During the ceremony in Berlin on 18 November, Immobel was awarded the Bronze Award in the “Residential” category by the jury for the 2022 FIABCI Prix d'Excellence Germany.

The Immobel Group's iconic Eden building is one of the tallest green residential towers in Europe. Just a few weeks from the first handover of keys, the Eden tower stood out from among many high-quality projects. The jury recognised the innovative nature of the green façade as well as the technical challenge involved in its pioneering creation due to the unique irrigation and nutrition system devised, patented for the occasion.

Once a car park, today a vertical ecosystem equivalent to more than 3 times the initial footprint

The jury and its president, Michael Heming, paid tribute to Immobel's approach via this iconic project in Germany by building on the remains of a former car park, mentioning that 20% (2,000 m²) of the tower's façade has now

been greened with 200,000 plants. *“Eden is a virtuous example of the urban transition that our urban planners must adopt to make our cities even more welcoming and resilient”* said the President of the Jury.

Muriel Sam, Vice Managing Director of Immobel Luxembourg, in charge of Eden’s development: *“In a complex and profoundly changing real estate market, our vision remains constant at Immobel: we want to reinvent urban spaces to make them pleasant and sustainable living spaces that create value over time. This project illustrates the three drivers that characterise our vision of the urban environment of the future: spectacular sustainability, thanks to the planted façade, innovation at the service of our sustainable development objectives, and an urban quality of life transformed thanks to a radical transition from a single-function car park to a multi-purpose living space open to the neighbourhood”* emphasises Muriel Sam.

With 263 housing units, spread over 28 levels, the tower has numerous in-house services (conciierge, fitness centre, shared roof garden) as well as access to the nearby metro. Perfectly integrated into a new complex of buildings, Eden’s planted profile marks the urban renewal of the neighbourhood and contributes to the new identity of the entrance to Europaviertel.

The building was designed in collaboration with the Chicago-based architectural firm Jahn/, the German firm Tilman Lange Braun & Schlockermann Architekten and the Brussels-based team from Jaspers Eyers Architects. Sempergreen, based in the Netherlands, designed and created the green façade.

The only global real estate federation

FIABCI is the only global real estate federation. Present in 70 countries, it brings together some one hundred real estate associations of nearly 2 million members. FIABCI groups together all professions in the real estate sector and beyond, assuming its role bringing together all professions related to and ancillary to real estate. A UN partner, recognised for its expertise, FIABCI is regularly consulted on housing issues. In collaboration with the German Real Estate and Housing Federation, BFW, FIABCI has been awarding the FIABCI Prix d’Excellence Germany since 2014.

Brief overview of the project

The Eden Tower is under construction at the entrance to Europaviertel in Frankfurt. The project is offering 263 apartments ranging from one to four rooms. The handover of keys is scheduled for early 2023.

- Location: Europaallee 11, 60327 Frankfurt am Main, Germany.
- Height: approximately 98 metres; ground floor plus 28 floors above ground level.
- Car park: 100 parking spaces in a shared underground car park, including charging stations for electric vehicles.
- Gross floor area: 19,682 m².
- Residential units: 263 (from studio to 4-room units; 29 m² to 197 m²).
- Facilities: 24/7 concierge service, fitness centre on the ground floor, roof garden accessible to all residents.
- Façade with vertical gardens – more than 20% of the façade is planted:
 - Approximately 2,000 m² of greenery > 3 times the size of the Eden Tower plot.
 - Approximately 200,000 plants of more than 15 species (e.g. colourful plants such as Bugleherb and Heartleaf Bergenia, and evergreen plants such as Japanese sedge).
- Construction of shell: Ed. Zublin AG
- Project management: cmT Germany.
- Marketing: Jones Lang LaSalle, Mattheusser Immobilien and Ziegert Knight Frank
- Website: <https://eden-frankfurt.com>



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About Immobel: Immobel is the largest listed real estate developer in Belgium. Founded in 1863, the Group specialises in mixed-use real estate projects and creates high-quality urban spaces that stand the test of time and have a positive impact on people's lives, work and leisure. With market capitalisation of more than EUR 650 million and a portfolio of more than 1,600,000 m² of development projects in 7 countries (Belgium, Grand Duchy of Luxembourg, Poland, France, Spain, Germany and the United Kingdom), Immobel holds a prominent position in the European real estate landscape. The Group's objective is sustainable urban development. It also donates a portion of its profits to support good causes in the areas of health, culture and social inclusion. Immobel employs around 200 people.

For more information, please visit www.immobelgroup.com

