

PRESS RELEASE

## **6B47 & Sans Souci Group: All "PhilsPlace" apartments sold**

***Vienna, 23 July 2019. With PhilsPlace, a listed post-war architectural icon was revived and put to contemporary use. After its opening in early July 2018, all 135 apartments in the project have been sold in just under a year. The former Philips House was converted into an innovative serviced apartment concept by 6B47 Real Estate Investors AG and the Sans Souci Group through refurbishment.***

135 fully furnished full-service apartments with timeless and high-quality furnishings were created have been created on floors 3 to 11. "Today people are mobile and flexible – this is also reflected in the way they live. At PhilsPlace, tenants can move into aesthetically sophisticated furnished apartments and benefit from the custom-designed service offer without having to worry about anything else," explains Norbert Winkelmayr, CEO of the Sans Souci Group. "With the PhilsPlace project, we have created a multi-dimensional concept of success for many different target groups: investors and buy-to-let apartment investors, business travellers, tourists, retailers, architecture lovers, but not least of all existing and future neighbours."

### **Architectural legend meets urban development**

With its loft-like structure, "Philips House" with its cube fixed over only four pillars offered an ideal structural basis with versatile usage options. "In particular, the clear room heights of 3.50 metres and the continuous windows were ideal conditions for the creation of stylishly furnished apartments in economically optimised size with an unobstructed view of Vienna and in the direction of Semmering and Rax," said 6B47 CEO Peter Ulm. "We are proud that we were able to inspire so many investors for the concept of the Full Service Apartments and thus preserve this Viennese architectural icon as a distinctive landmark."

The revitalisation of the architecturally significant Philips House is thus another milestone in the urban planning showcase project "Wienerberg". As part of the public transport investment package, the U2 extension to Wienerberg is to be completed by 2028, thereby meeting the challenges of the growing city.

## **The full service concept – best of both worlds**

PhilsPlace is not a hotel, but rather a home away from home. Business people, urban nomads and visitors to Vienna benefit from the atmosphere and the feel-good character of a "private apartment" while enjoying the comfort of the services of a hotel infrastructure. Measuring 31-47 m<sup>2</sup>, the fully furnished serviced apartments are larger than average hotel rooms. Integrated hotel services include concierge service, dry cleaning and laundry services, storage facilities, as well as parking and e-car/ e-scooter and e-bike rental.

## **“Buy-to-let apartment 3.0” concept**

The total of 135 apartments are designed as "full-service buy-to-let apartments", where the buyer does not have to worry about the rental or the cleaning or maintenance. The serviced apartments are rented by the day and by the week, as well as for monthly and longer term durations. By renting to tourists from Vienna and business travellers staying medium to long-term, significantly higher rental income is achieved than with "normal" buy-to-let apartments.

Gerhard Lottes, responsible for marketing and sales: "Over the past three years, I've guided hundreds of interested people around the former Philips House, gradually falling in love with the building. The architecture may look unspectacular from the outside, but the views are sensational. The house has character and charm, even the staircase (which is also a listed building) is worth seeing. I am very pleased that the concept, which is very new in Austria, of fully furnished buy-to-let apartments involving professional letting as 'full-service apartments' has now been wholeheartedly sold to investors."

## **About 6B47 Real Estate Investors**

6B47 Real Estate Investors AG is a real estate developer operating on an international scale based in Vienna. The company concentrates its business activities on Austria, Germany and Poland. 6B47 Real Estate Investors AG is currently developing and utilising a project volume of more than € 1.5 billion, making it one of the leading providers in the German-speaking world. From project development to project realisation right through to commercialisation, all major value creation areas of real estate project development are covered. The business model of the company also includes real estate financing as an integral part of project development. Therefore, the company is involved in all projects with its own capital and finances the individual projects together with the investors of the

6B47 Real Estate Club. In 2018, 6B47 acquired new projects worth 450 million euros. [www.6B47.com](http://www.6B47.com)

## **About SANS SOUCI GROUP**

For more than 25 years, the SANS SOUCI GROUP has been active with clear ideas, drive and implementation potential in various business areas, in the meantime above all in the hotel and real estate sectors. The group and its CEO Mag. Norbert L. Winkelmayer made a name for himself as "Hunter of Lost Treasures". This refers to the development of "high-end" real estate combined with the careful restoration of valuable holdings. This vision to breathe new life into forgotten, historic houses is currently being realized several times through projects in the portfolio of the SANS SOUCI GROUP. In addition to PhilsPlace, this includes the general refurbishment of the ruined Schloss Trautmannsdorf or the conversion of the Wessely Palace into an extraordinary residential project. The SANS SOUCI GROUP has comprehensive know-how in all aspects of the development and exploitation of profitable project planning and also acts as a competent sparring partner for real estate owners. In the function of the external project developer and client representative, SANS SOUCI takes care of the creation, conception, development and handling up to the successful realization - in the sense of a one-stop-shop-principle. For all projects of the SANS SOUCI GROUP, the focus is on sustainability. For the group this means, on the one hand, the revitalization of historical buildings and, on the other hand, the promotion of visionary ideas that are ahead of the curve. [www.sanssouci.at](http://www.sanssouci.at)

## **Images**

Press photos attached.

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