

PRESS RELEASE

## **6B47 showpiece PhilsPlace awarded with the SO!APART-Award**

**The Full-Service Apartments at the Wienerberg are the first concept from Austria to win the most prestigious industry award in the German-speaking area**

### **Innovative PhilsPlace concept awarded in the category ‘grand and great’**

The SO!APART-Awards were conferred on the best concepts and providers of serviced apartments in the German-speaking area in Leipzig for the seventh time this year. PhilsPlace won in the category ‘grand and great’ – which rated houses with more than 50 apartments – against serviced apartments from Munich, Berlin, Frankfurt and Hanover and was recognised as the best concept of the year in the entire German-speaking area.

The jury was particularly impressed by the concept of the Vertical Village, the iconic and high-end design, as well as the innovative and integrated marketing strategy. According to Sebastian Nitsch, Member of the Board at 6B47, the award confirms the business strategy of 6B47: ‘The success of the PhilsPlace project highlights that the concept of full-serviced apartments is promising. All apartments were sold merely a year after the inauguration. The concept of attractive returns and comprehensive services, where the buyers do not have to worry about the leasing, the cleaning or the maintenance, plus commercial space on the ground floor, is a complete success.’

### **PhilsPlace – design icon at Wienerberg**

PhilsPlace is a classified heritage architectural icon of the post-war period located in the up-and-coming Viennese district of Favoriten, which was brought back to life by the Viennese architect Karl Schwanzer and put to contemporary use. A modern ‘Vertical Village’ was created on a total area of around 8,000 square metres. Commercial partners are Vapiano, Merkur, Hofer, Erste Bank and McFit, who are all located in the building. A total of 135 fully furnished full-service apartments from 31 to 47 square metres, equipped with timeless and high-quality amenities, were created on floors 3 to 11. The serviced apartments offer overnight, weekly, monthly and even long-term stays.

## About 6B47 Real Estate Investors

The 6B47 Real Estate Investors AG is a real estate developer operating internationally with head office in Vienna, Austria. The company concentrates its business activities on the Austrian, German, and Polish market. 6B47 Real Estate Investors AG develops and turns to account a current project volume of over €1.7 billion and is among the leading providers in the German-speaking industry. We cover all significant value-adding segments of real estate project development, from project development and realisation to valorisation. The company's business model also relies on real estate financing as an essential part of project development. In 2018, new projects worth 450 million were acquired. [www.6B47.com](http://www.6B47.com)

## Photo material

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Image 1: Persons from left to right: Kai Böcking (Moderator), Heinrich Böhm (one of the Jurors), Kristin Oberweger (General Manager PhilsPlace), Klement Petzner-Gumbo (Resident Manager PhilsPlace), Anett Gregorius (Owner of Apartmentservice und Organisier)

Mag. Connert (Lidl); Strobl, MAS/MSc (Head of District Jakomini); Mag. Nagl (Mayor of Graz); Mag. Schützenhöfer (VENTA); Mag. Polak (6B47); DI Schaller (Porr); DI Fürnschuss and DI Scherr (architects); Ing. Mag. Gössl (VENTA)

## Contact

6B47 Real Estate Investors AG  
Arch. DI Barbara Horstmeier MSc., MRICS  
Heiligenstädter Lände 29 | 1190 Wien  
E-Mail: [horstmeier@6B47.com](mailto:horstmeier@6B47.com)  
Tel: +43 1 350 10 10 – 820 | Mobil +43 664 887 32 332

alpha\_z Kommunikationsberatung GmbH  
Mag. Franz Ramerstorfer  
Léhargasse 7, 1060 Wien  
E-Mail: [franz.ramerstorfer@alpha-z.at](mailto:franz.ramerstorfer@alpha-z.at)  
Tel.: +43 1 522 55 50-303 | Mobil: +43 664 88 67 81 59

