

IMPERIAL LIVING AT VIENNA'S FIRST ADDRESS



# BÖRSEPLATZ 1

BE DIFFERENT • LIVE DIFFERENT



BON POUR EXECUTION

A breathtaking  
fusion of historic  
architecture

industrial coolness

and

cutting-edge  
sophistication

Heinz von Foerster (1911-2002), the Viennese physicist and philosopher who emigrated to America and was, among other things, a professor of telecommunications at the University of Illinois, once said that he always, throughout his entire life, looked to expand his opportunities. And that is exactly what your new home will offer you. The opportunity to expand your own opportunities: be different - live different. But before we talk about opportunities, let us take a short stroll to better acquaint you with your new home.

This might begin with a short stop at "Zum Schwarzen Kameel", a restaurant steeped in tradition, or a bit of window-shopping on Naglergasse, after which we take the narrow Färbergasse to Wipplingerstrasse, where houses on both sides of the street have countless stories to tell. Number 19, for example, once lodged Leopold Mozart and his 12-year old son, Wolfgang Amadeus, who is said to have composed his opera "La finta semplice" at this address. Diagonally across the street is where Hans Christian Andersen, in his novel "Just a Fiddler", had a character escape the bailiffs by rushing into the upper entrance of house number 24-26 - through a well-known, even notorious, bar called "Zum Bacchus" - and then leaving by way of a second doorway two floors below. There is hardly a building around that does not have an interesting story to tell.

Finally, the small boulevard of Wipplingerstrasse opens up onto Börseplatz: your new address, the future site of previously unimagined opportunities.



K.K. TELEGRAFEN-CENTRALE

# The building of the future

1870. A new age dawns. Vienna is growing. The former city wall has been dismantled, parts of the Ringstrasse have already been opened and inaugurated by the emperor himself. A few of the buildings prominent in today's skyline are not yet there, but the city's new face is emerging.

The future is unstoppable. For example on Mariahilfer Strasse, in building number 107, engineer and inventor Siegfried Marcus opened a telegraph relay equipment workshop. In 1870, he began test driving his still primitive "Marcus Car 1", essentially the very first "automobile". Foundations were laid for the Brooklyn Bridge in New York and for the "k.k. Telegraf Central" on Börseplatz 1 here in Vienna in the very same year. The stock exchange, however, was not constructed until several years later according to Theophil Hansen's plans.

For more than 120 years, Börseplatz 1 was the central communications hub, the center of a new age. At times, as many as 800 civil servants worked here, ensuring seamless communication to every last corner of the Danube Monarchy and the new republic. The telephone company used this space all the way up until 1996.



2017. A new age dawns. Vienna is growing, especially in terms of quality. In the meantime, Vienna has reemerged as the center of Europe at the heart of cultural and economic developments. Vienna is once again the hub of a newfound quality of life. The city has always demonstrated an eagerness to embrace new things.

There is an unconditional harmony between this building on Börseplatz 1 and the changes that reflect the march of time. Where technology once drove innovation in architecture, today this historical architecture provides space for new ways of living. The most modern building automation and technology now requires neither space nor representation, but living still does.

The age we live in is characterized by individuality and diversity. A carefully maintained vintage car sits in the garage next to the electric car at its charging station - both owned by the same individual. Today, the kids can play at home, but tomorrow they will need a babysitter. Services available wherever you look and, at the same time, total discretion. It is not important how you want to live or what you want in life - the important thing is that you can do it, and have it, here.





**6 Skyview Penthouses**  
6/7 floor  
Ceiling height up to 5.6 m

**6 Imperial Lofts**  
4/5 floor  
Ceiling height up to 7.5 m

**27 Luxury Apartments**  
1/2/3 floor  
Ceiling height up to 4 m

**6 Offices**  
raised ground floor  
Ceiling height up to 4.2 m

**Underground garage, wine cellar, ancillary area**  
-1/-2/-3 floor



# A downtown jewel

## from the imperial past

## transformed for today

### **History brought to life**

Börseplatz 1 is without compare in the Vienna residential real estate market: sophisticated and modern living in a historically landmarked ambience. Following these latest renovations, the building is once again the kind of game-changer it was when it was first built in 1870. No other building in Vienna offers this level of quality across the board.

### **An oasis in the heart of the city**

The historically landmarked building is a calm refuge amid the urban hustle and bustle. With its grand outer staircase, tall fenster facade, and pediment sculpture crowning the entablature, the building is a commanding presence over Börseplatz and the park it faces. Imposing from the outside, impressive within. The foyer, enormous ceiling heights, and three historical staircases bring imperial Vienna back to life - and the inner courtyard is home to a world unto itself, a small oasis of calm and tranquility. But true quality only becomes apparent in the experiences of everyday life. With its four unobstructed facades, the building offers optimal natural light on all floors. Of course you will find charging stations for electric cars, mopeds, and bikes in the spacious underground garage.

### **World-class service**

The exceptional nature of the building, its architecture, and its design is crowned by the comprehensive list of services available. Residents have access to a personal concierge service that can satisfy any and all wishes. Your fine wines will be stored under optimal conditions in the building's own wine cellar, available at any time to delight your guests. Your children's needs have, of course, not been overlooked - they have access to a custom-designed playroom.

### **Modern living down to the smallest detail**

From ensuring apartments' optimal air quality and temperature through carefully regulated ventilation of living spaces, cooling ceiling systems, and underfloor heating to showers with rain shower heads, en-suite baths with large tiles, and the most up-to-date standards throughout - all is nestled in an unparalleled historical ambience. Of course you will need access to modern communications networks; all apartments are outfitted with advanced communications systems (UPC, SAT, A1, and telephone).



# The Luxury Apartments

Where  
contemporary  
living

meets historic  
architecture

#### **A special flair: where history meets the future**

This address has no equal. History flows directly into the future here. Every individual element of the building not only preserves the inheritance of the historical Viennese architecture - it also fulfills our modern requirements. In cooperation with the Federal Monuments Authority Austria, the building's architectural vocabulary has been retained, but it now has a new and unique "sound." For example, windows, door handles, and even hinges have been restored and reused - all part of the building's original imperial furnishings and fittings.

#### **Flair and ambience**

Particular attention has been paid to the spatial experience. This is evident, in both look and feel, in the elaborate stucco work in the main rooms, for example. Less immediately evident, though equally important, is the wall thickness of up to 80 cm - this not only conveys a sense of solidity and value, but also ensures pleasant acoustics.

#### **Perfect microclimate**

The most modern air conditioning systems, including carefully regulated ventilation of living spaces and cooling ceilings, prevent drafts, while underfloor heating ensures optimal comfort in all seasons.

#### **Flair with security**

The traditional "Old Vienna" model, which meets the WK3 security standard, was chosen for the entry doors. The doors are additionally outfitted with so-called reed switches for the alarm system.

#### **More room to live**

The floor plan layouts harmonize perfectly with the existing ceiling height of up to 4 meters. The result: rooms with a touch of imperial flair that still provide space for modern, individually tailored lifestyles. Double doors and box windows maintain elements of the building's historical architectural style, while fixtures and design details speak to modern ways of living.

On the following pages, you will find a number of model floor plans that represent the full range of apartments on offer. Should you not be able to find your dream apartment among them, please call us at any time at +43 (1) 365 366, or explore additional floor plans on our website at [www.boerseplatz1.com](http://www.boerseplatz1.com).



# Luxury Apartment 101

- 1 Vestibule: 7.85 m<sup>2</sup>
- 2 Storage room: 4.12 m<sup>2</sup>
- 3 En-suite bathroom: 7.19 m<sup>2</sup>
- 4 Walk-in closet: 8.56 m<sup>2</sup>
- 5 Bedroom: 22.06 m<sup>2</sup>
- 6 Eat-in kitchen: 61.25 m<sup>2</sup>
- 7 Bedroom: 22.27 m<sup>2</sup>
- 8 Walk-in closet: 8.85 m<sup>2</sup>
- 9 En-suite bathroom: 10.04 m<sup>2</sup>
- 10 Restroom: 2.57 m<sup>2</sup>

Total area  
154.76 m<sup>2</sup>

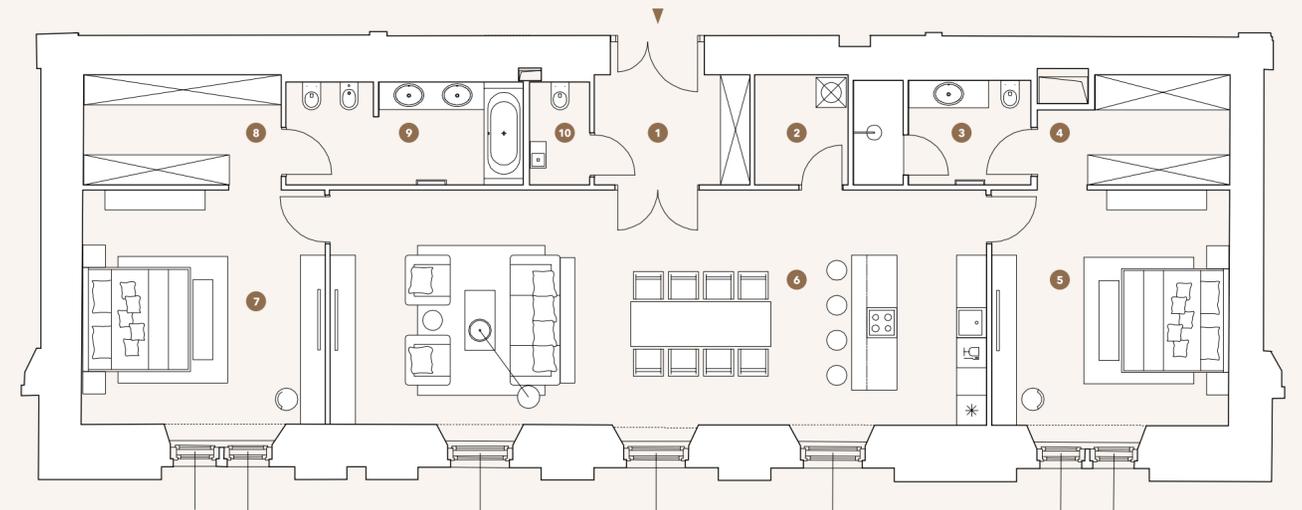
Ceiling height up to  
3.6 m

View | 1st floor



Börseplatz

Scale: 1:100



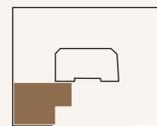
# Luxury Apartment 202

- 1 Lobby: 17.78 m<sup>2</sup>
- 2 Vestibule: 19.26 m<sup>2</sup>
- 3 Eat-in kitchen: 75.90 m<sup>2</sup>
- 4 Children's room: 18.53 m<sup>2</sup>
- 5 Bedroom: 29.64 m<sup>2</sup>
- 6 Walk-in closet: 11.66 m<sup>2</sup>
- 7 En-suite bathroom: 11.22 m<sup>2</sup>
- 8 Bathroom: 7.16 m<sup>2</sup>
- 9 Restroom: 2.58 m<sup>2</sup>
- 10 Bedroom: 12.91 m<sup>2</sup>
- 11 Storage room: 3.42 m<sup>2</sup>

Total area  
210.06 m<sup>2</sup>

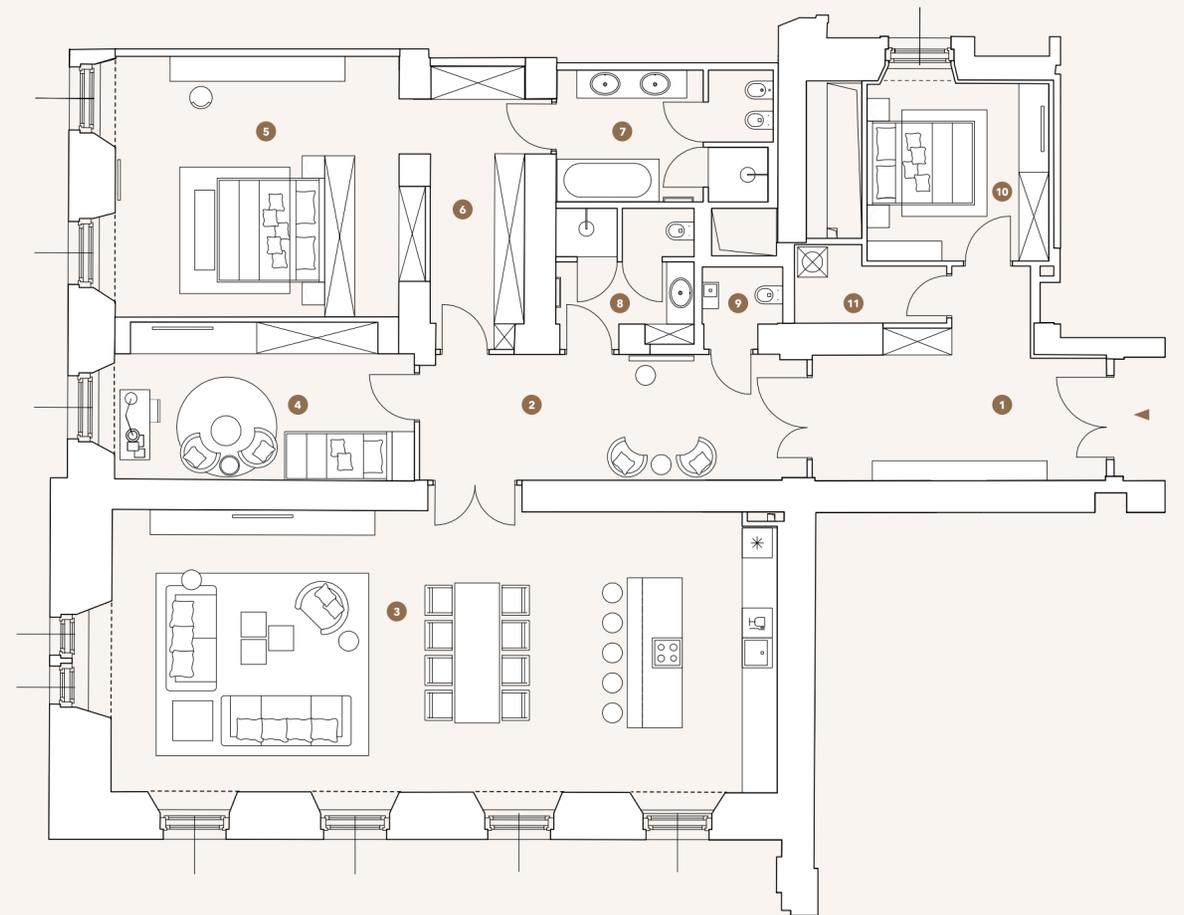
Ceiling height up to  
4 m

View | 2nd floor



Börseplatz

Scale: 1:100



# Luxury Apartment 303

- 1 Lobby: 18.89 m<sup>2</sup>
- 2 Vestibule: 18.68 m<sup>2</sup>
- 3 Restroom: 2.76 m<sup>2</sup>
- 4 Hallway: 4.03 m<sup>2</sup>
- 5 Storage room: 2.47 m<sup>2</sup>
- 6 Bedroom: 19.60 m<sup>2</sup>
- 7 En-suite bathroom: 11.06 m<sup>2</sup>
- 8 Bathroom: 7.61 m<sup>2</sup>
- 9 Walk-in closet: 13.64 m<sup>2</sup>
- 10 Bedroom: 29.87 m<sup>2</sup>
- 11 Children's room: 18.12 m<sup>2</sup>
- 12 Eat-in kitchen: 78.21 m<sup>2</sup>

Total area  
224.94 m<sup>2</sup>

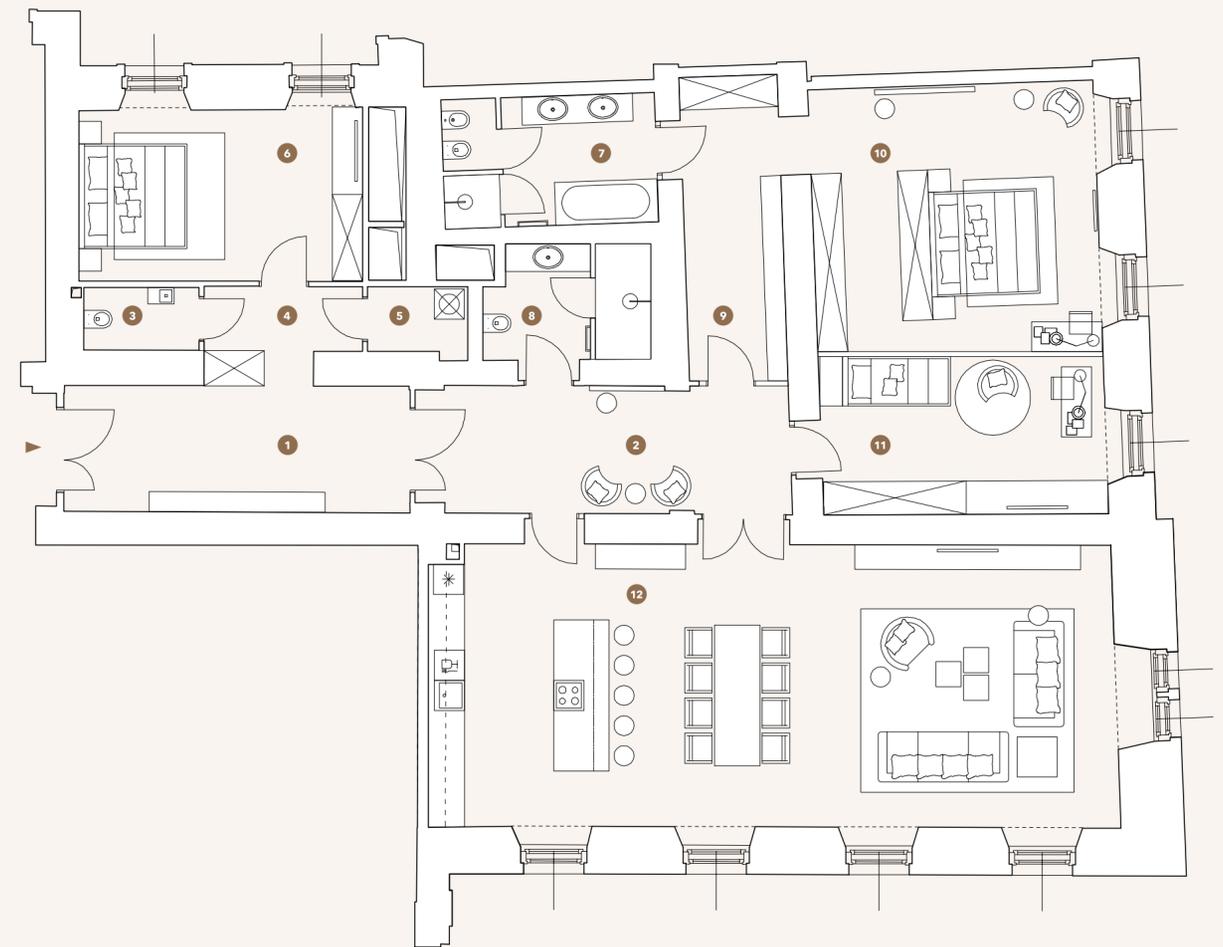
Ceiling height up to  
3.1 m

View | 3rd floor



Börseplatz

Scale: 1:100





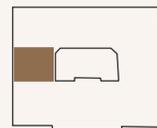
# Luxury Apartment 304

- 1 Vestibule: 17.62 m<sup>2</sup>
- 2 Cloakroom: 3.42 m<sup>2</sup>
- 3 Restroom: 1.87 m<sup>2</sup>
- 4 En-suite bathroom: 13.25 m<sup>2</sup>
- 5 Bedroom: 24.11 m<sup>2</sup>
- 6 Storage room: 2.50 m<sup>2</sup>
- 7 Children's room: 18.25 m<sup>2</sup>
- 8 Eat-in kitchen: 53.16 m<sup>2</sup>

Total area  
134.18 m<sup>2</sup>

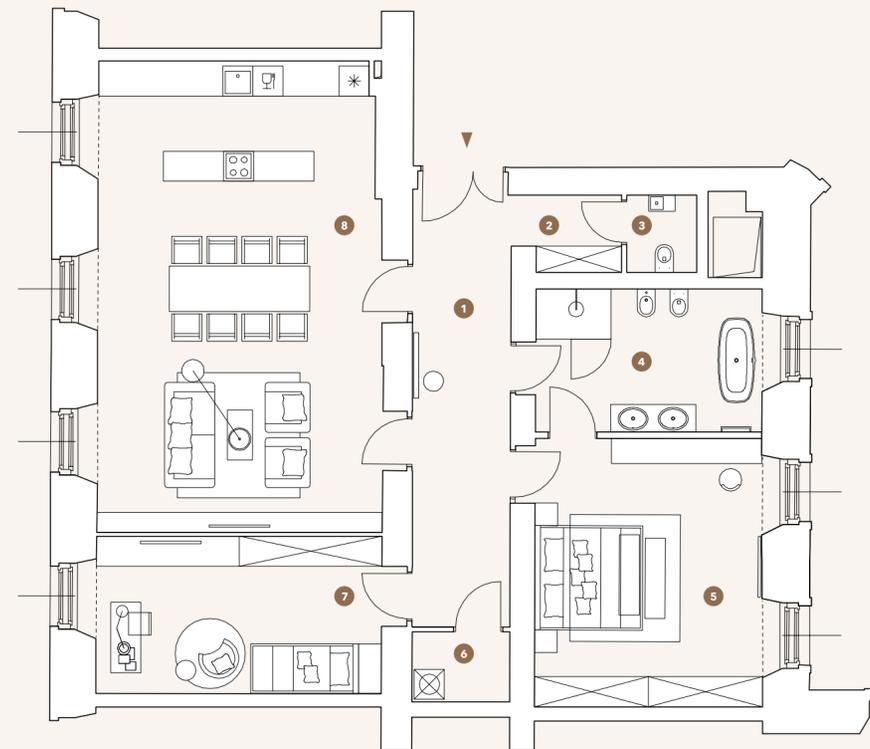
Ceiling height up to  
3.1 m

View | 3rd floor



Börseplatz

Scale: 1:100



# Luxury Apartment 105

- 1 Vestibule: 4.25 m<sup>2</sup>
- 2 Hallway: 6.90 m<sup>2</sup>
- 3 Bedroom: 16.97 m<sup>2</sup>
- 4 Bathroom: 8.64 m<sup>2</sup>
- 5 Eat-in kitchen: 43.80 m<sup>2</sup>
- 6 Bedroom: 11.82 m<sup>2</sup>
- 7 Bathroom: 3.22 m<sup>2</sup>
- 8 Restroom: 1.68 m<sup>2</sup>

Total area  
97.28 m<sup>2</sup>

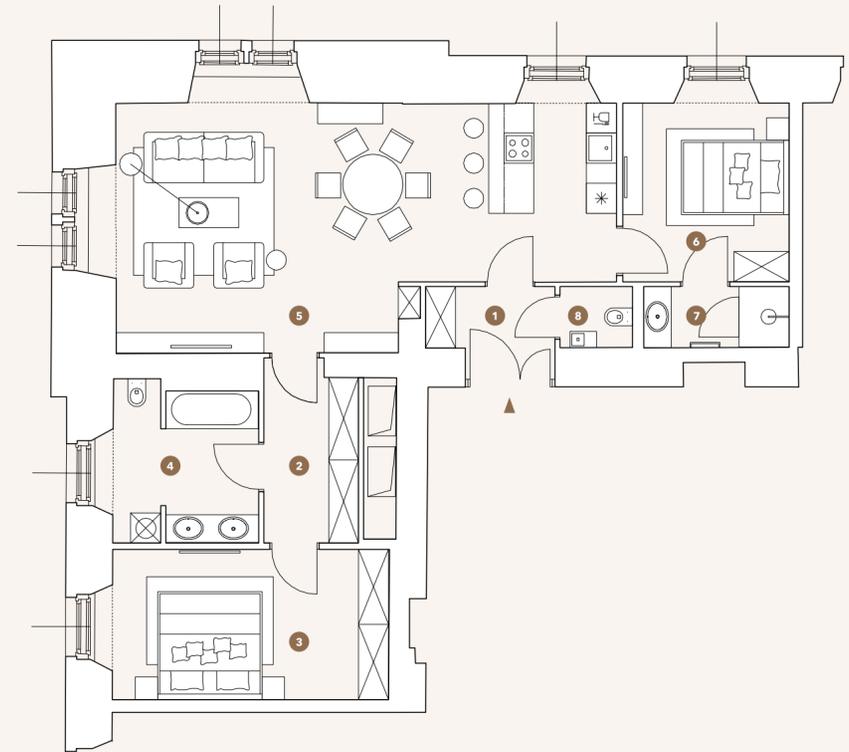
Ceiling height up to  
3.6 m

View | 1st floor



Börseplatz

Scale: 1:100





Residential living takes on an entirely new character on Börseplatz 1. There is no need to compromise on even the loftiest dreams here. This is as true for the entire building as it is for the individual apartments. Börseplatz 1 embraces the concept of high-end living realized down to the smallest detail.

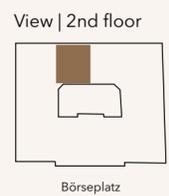


# Luxury Apartment 206

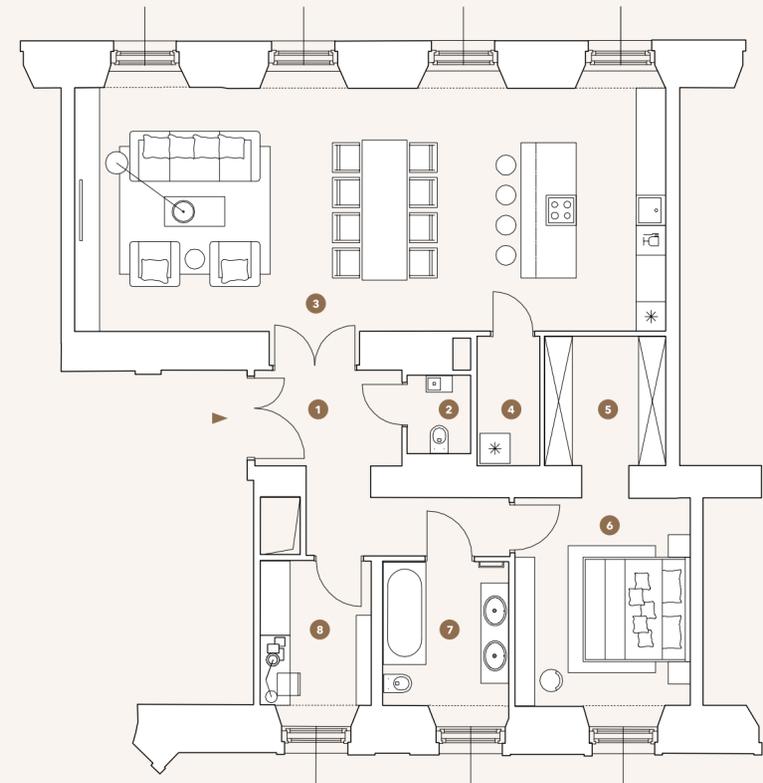
- 1 Vestibule: 12.03 m<sup>2</sup>
- 2 Restroom: 1.96 m<sup>2</sup>
- 3 Eat-in kitchen: 58.54 m<sup>2</sup>
- 4 Storage room: 3.18 m<sup>2</sup>
- 5 Walk-in closet: 6.66 m<sup>2</sup>
- 6 Bedroom: 14.20 m<sup>2</sup>
- 7 Bathroom: 6.70 m<sup>2</sup>
- 8 Home office: 6.17 m<sup>2</sup>

Total area  
109.44 m<sup>2</sup>

Ceiling height up to  
4 m



Scale: 1:100



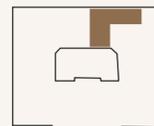
# Luxury Apartment 307

- 1 Vestibule: 9.56 m<sup>2</sup>
- 2 Storage room: 3.10 m<sup>2</sup>
- 3 Bathroom: 5.99 m<sup>2</sup>
- 4 Bedroom: 16.09 m<sup>2</sup>
- 5 Restroom: 2.06 m<sup>2</sup>
- 6 Eat-in kitchen: 48.68 m<sup>2</sup>
- 7 En-suite bathroom: 10.20 m<sup>2</sup>
- 8 Walk-in closet: 7.33 m<sup>2</sup>
- 9 Bedroom: 19.97 m<sup>2</sup>

Total area  
122.98 m<sup>2</sup>

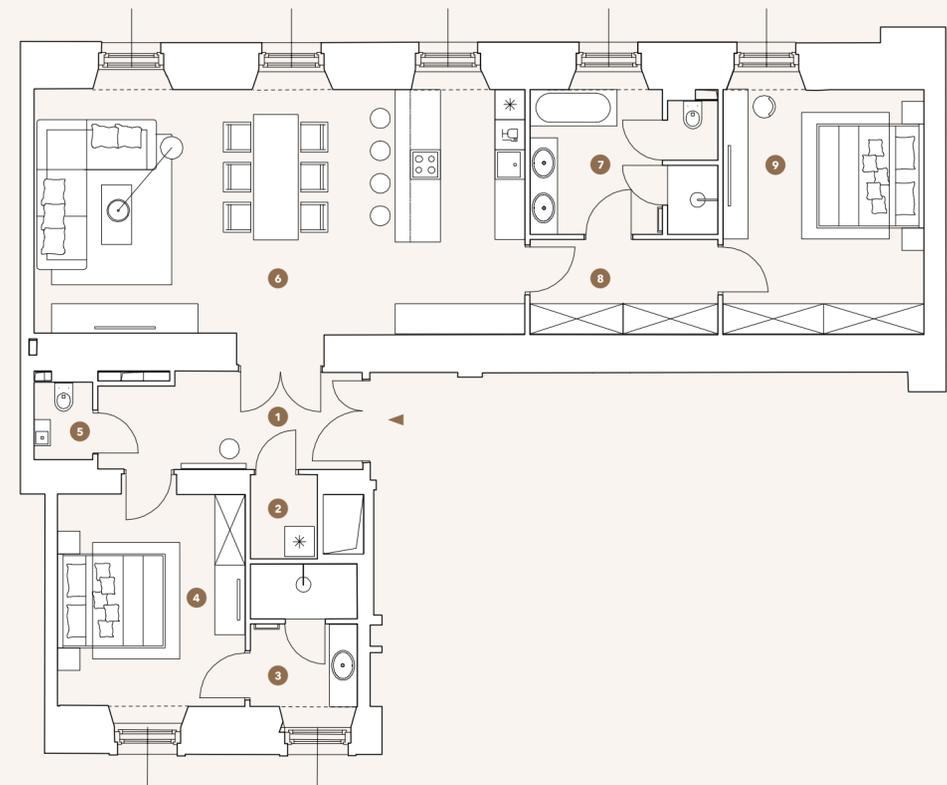
Ceiling height up to  
3.1 m

View | 3rd floor



Börseplatz

Scale: 1:100



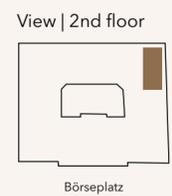


# Luxury Apartment 208

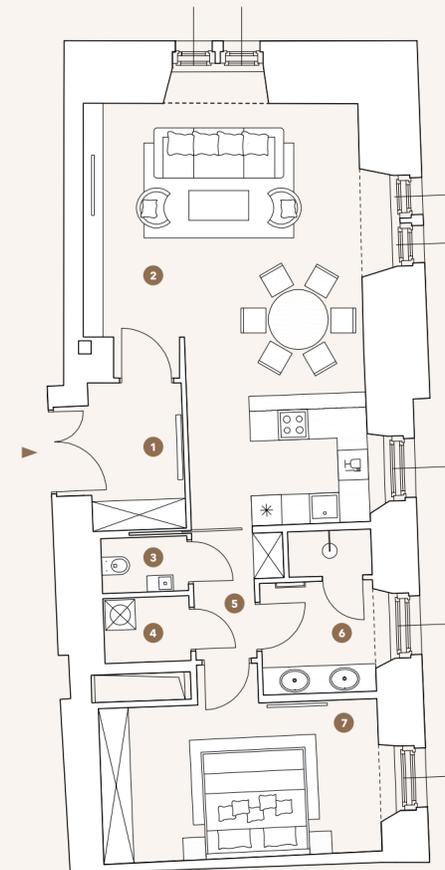
- 1 Vestibule: 6.25 m<sup>2</sup>
- 2 Eat-in kitchen: 40.01 m<sup>2</sup>
- 3 Restroom: 1.87 m<sup>2</sup>
- 4 Storage room: 2.27 m<sup>2</sup>
- 5 Hallway: 3.85 m<sup>2</sup>
- 6 Bathroom: 6.31 m<sup>2</sup>
- 7 Bedroom: 17.63 m<sup>2</sup>

Total area  
78.19 m<sup>2</sup>

Ceiling height up to  
4 m



Scale: 1:100



# Luxury Apartment 109

- 1 Vestibule: 11.64 m<sup>2</sup>
- 2 Children's room: 17.67 m<sup>2</sup>
- 3 Eat-in kitchen: 36.71 m<sup>2</sup>
- 4 Storage room: 4.94 m<sup>2</sup>
- 5 Storage room: 2.36 m<sup>2</sup>
- 6 Bedroom: 25.38 m<sup>2</sup>
- 7 En-suite bathroom: 12.27 m<sup>2</sup>
- 8 Restroom: 1.72 m<sup>2</sup>
- 9 Cloakroom: 3.36 m<sup>2</sup>

Total area  
116.05 m<sup>2</sup>

Ceiling height up to  
3.6 m

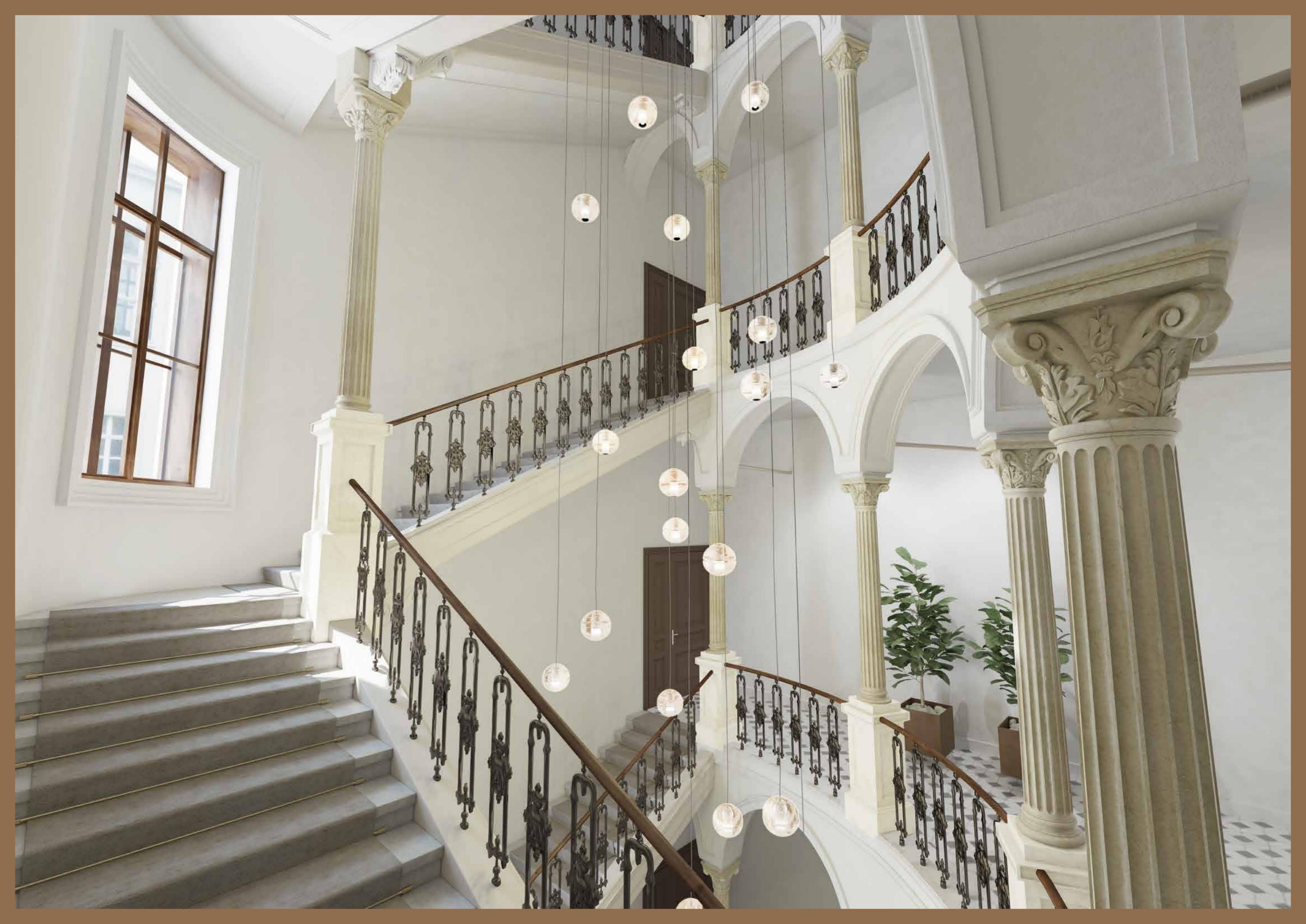
View | 1st floor



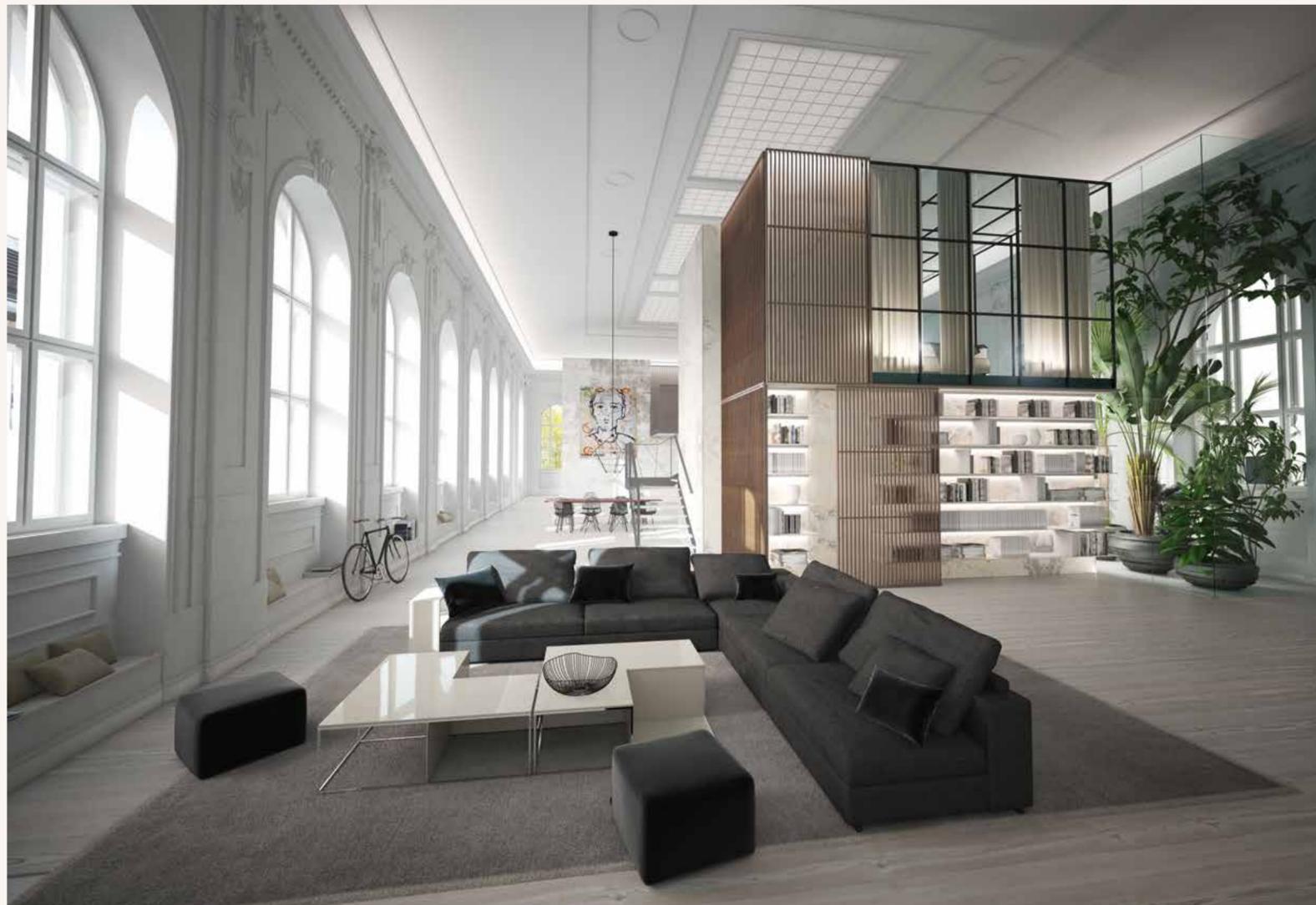
Börseplatz

Scale: 1:100





# The Imperial Lofts



Where  
space  
gets a new  
meaning

"I have the simplest tastes. I am always satisfied with the best."  
Oscar Wilde (1854-1900)

Simply the best: here is your key. An exceptional experience from the very first impression, with 7.5-meter ceiling height, 511 square meters of living area, 27 meters of street-facing windows... A sense of life and living, one that many believed had vanished long ago, is unveiled anew here in the lofts on Börseplatz 1 - simply the best the real estate market in Vienna has to offer.

Create your own realm beyond the everyday, beyond typical norms, beyond compromise.

# The Skyview Penthouses



Where  
the birds

kiss  
the sky

High above Vienna's rooftops, where the city is at its prettiest, up here, underneath the sophisticated structures of the roof of the former "k.k. Telegraf Central", this is where you will find the perfect space to create the life you have always imagined.

The sight of the building alone inspires awe: the great outside staircase between the two dignified flagpoles, the stately vestibule, the historical stairwells - and then your penthouse!

"Life can only be understood backwards; but it must be lived forwards."  
Søren Kierkegaard (1813-1855)

What is unattainable for most will soon simply be a matter of course for you.

# Where extravagance meets sophistication

## Modern classic

The fit-out of the apartments on the building's regular floors can be described as "modern classic." Timeless elegance and a contemporary design vocabulary combine charmingly with stylish architectural elements belonging to the original building.

Stucco work, antique Viennese double doors, parquet floors, and classic enfilades meet modern fixtures that play with avant-garde design details in a nuanced way. The high-quality fixtures and fittings place particular emphasis on timeless elegance. A clear design vocabulary and materials that withstand the test of time form a harmonious symbiosis with incomparable architecture. "Timeless with a twist" in the most stunning location in Vienna's first district.



## Urban cool

The panorama lofts embody "urban cool" in every respect. This is where Imperial Vienna experiences an incomparable renaissance. The exceptional dimensions of its spaces and generous floor plans convey a metropolitan flair we typically only associate with Paris, London, or New York. Expertly applied stylistic elements beguile us with an unmistakable Viennese charm. The finest plank flooring provides structure to the spacious rooms. Metal details in the doors' frames and fittings emphasize - at an almost subconscious level - the superior quality of the fixtures.

The use of individual plants as design elements brings nature indoors and bestows character and charm on the building's spaces.



# The historical and modern Vienna on your doorstep

Your new home on **1 Börseplatz 1** does not just sound distinctive, it also boasts an exceptional location: right in the center of one of the world's most livable cities and yet free from crowds of tourists.

A pleasant calm right at the heart of bustling city life, in safe and secure surroundings. The Ringstrasse is close by, and a park with an idyllic atmosphere is located just outside your door.

Raise your glass with us to your new home! Champagne is already on ice at **2 Unger und Klein** (Gölsdorfgasse 2, 7 minutes on foot). You will also find the perfect wines for your cellar here. The same proprietor runs the small but exceptional bar at **3 Unger und Klein im Hochhaus** (Herrengasse 6-8, 6 minutes on foot), which is ideal for a glass of wine or a coffee at any time.

Now the question is what food to pair with that excellent wine? Toni Mörwald's **4 Kochamt** at Palais Ferstel (Herrengasse 14, 5 minutes on foot) always has an answer at hand. Just next door, **5 Xocolat** is especially enticing, and all sorts of herbal concoctions and teas have been prepared since 1795 at **6 Kräuterhaus Kottas**, located just on the other side of the Freyung square (Freyung 7, 5 minutes on foot). There is a very good chance that Ludwig van Beethoven also stopped here for advice and tea to help with one of his many bouts of gout. He lived right up the block (Mölkerbastei 8).



Man cannot live on bread alone; our souls need sustenance too. Speaking of bread: The best bread is to be found at the bakery **7 Joseph** (Naglergasse 9, 8 minutes on foot). As everyone knows, the Viennese soul is most likely to be found in a typical Viennese coffeehouse, such as **8 Café Korb** (Brandstätte 9, 10 minutes on foot). In the café's basement, artists Peter Weibel, Peter Kogler, Manfred Wolff-Plottegg, and Günter Brus opened "artlounge", a venue hosting readings and regular meetings of the Wiener Philosophen Café discussion group. After all, thinking, writing, and discussion are inseparable aspects of the traditional Viennese coffeehouse. Thomas Bernhard used to study his contemporaries at the **9 Bräunerhof** café (Stallburggasse 2, 12 minutes on foot), and **10 Café Central** (Herrengasse 14, 6 minutes on foot) was the regular haunt of Viennese writers like Peter Altenberg, Alfred Polgar, Anton Kuh, and Friedrich Torberg.



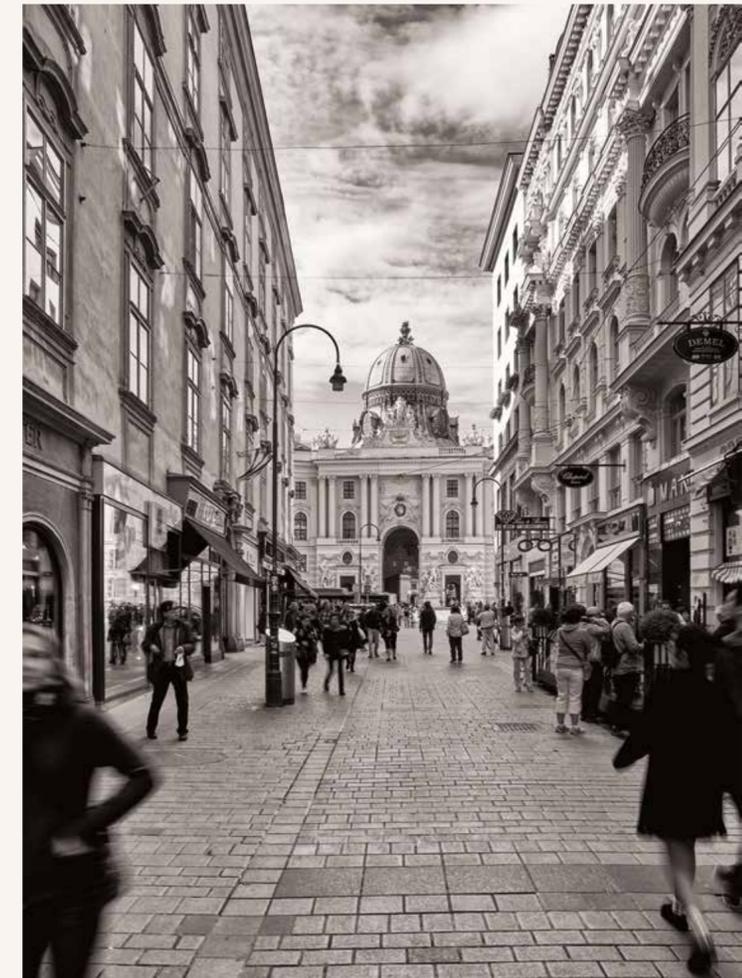


Since we are taking a stroll through “the good old days”, we should not leave out visiting some of the workshops where traditional Viennese craftsmanship lives on. There is, for example, the cobbler **11 Scheer** (Bräunerstrasse 4, 12 minutes on foot). For 200 years, only the highest-quality custom shoes have been made here, and Scheer expert craftsmanship is now practiced in its 7th generation. Or **12 Knize**, the city’s best custom tailor (Graben 13, 11 minutes on foot). This tailor’s shop, which is today as timeless as it is modern, was designed by Adolf Loos. Adolf Loos is also behind the design of the **13 Loos-Bar** just around the corner (Kärntner Durchgang 7, 13 minutes on foot), which has served as an urban oasis and been regarded as an architectural treasure since 1908.

And we must not forget another time-honored institution on our little stroll: the gourmet temple **14 Meisl am Graben** (Graben 19, 10 minutes on foot). If you cannot find it there, you will not find it anywhere – or it is simply not worth having. Countless delicacies that are prized by connoisseurs and epicures from all around the world are arrayed here over three floors. And you need not wait till you have gotten things home; the restaurant and bar on site will satisfy your every wish. Leave your purchases to be delivered home for you and instead enjoy a carefree stroll through the **15 Kohlmarkt**. You will walk past noble addresses, including **16 Café Demel**, on the way to Michaelerplatz, the historic center of the city. Across from you is the marvelous **17 Hofburg**, to the left is the **18 Michaelerkirche**, one of Vienna’s oldest churches, with frescoes and paintings, some dating back to the 13th century.

There is hardly a spot anywhere in this city without a story to tell. There are anecdotes and stories on literally every corner. The most impressive stories are still those told at the **19 Burgtheater** (Universitätsring 2, 10 minutes by foot). To call it by its more proper name, the k. k. Hofburgtheater, the Imperial Court Theater, is the largest and most important theater in the German-speaking world. With a little bit of luck you can mingle with stars from the theater world next door at **20 Café Landtmann** (Universitätsring 4, 10 minutes on foot), which has always been a magnet for those drawn to the stage, as well as for prominent figures from the arts and society. It was opened in 1873 with the intention of being the most elegant coffeehouse in the city – and the list of VIPs who have come and gone through its doors is very long indeed.

**21 Fabios** (Tuchlauben 4-6, 12 minutes on foot) is no less prominent. In addition to its excellent food, Fabios always offers excellent company, too. Anyone who is someone in this city, in business or in the arts, is sure to count among the regulars here. After gathering all these impressions, it is time for an excursion to the **22 Donaukanal**. Some come here to jog, others to relax on the beach at **23 Tel Aviv Beach**. Some prefer the traditional Old Viennese cuisine at architect Otto Wagner’s Art Nouveau Schützenhaus restaurant, others prefer the Summer Stage or the Strandbar Herrmann beach bar ... Clearly, your location can be considered ideal without any reservations whatsoever. Life’s experiences are waiting for you, all within 10 to 12 minutes’ walk from your door, any time of the day or the night, whether you are on your own or in a group, whether you are trying to relax or have a specific task in mind. Life, just the way you want it.



# Prime Locations

## 1 Börseplatz 1

You will be living at one of Vienna's best city center addresses  
boerseplatz1.com

## 2 Unger und Klein

Wine shop and bar  
Gölsdorfgasse 2, 7 minutes on foot  
ungerundklein.at

## 3 Unger und Klein im Hochhaus

Bar and stand-up cafe  
Herrengasse 6-8, 6 minutes on foot  
imhochhaus.at

## 4 Kochamt

Restaurant & deli  
Herrengasse 14, 5 minutes on foot  
moerwald.at/kochamt

## 5 Xocolat

Chocolate shop  
Freyung 2, 5 minutes on foot  
xocolat.at

## 6 Kräuterhaus Kottas

Specialist in herbal remedies and teas  
Freyung 7, 5 minutes on foot  
kottas.at

## 7 Joseph Brot

Bakery  
Naglergasse 9, 8 minutes on foot  
joseph.co.at

## 8 Café Korb

Brandstätte 9, 10 minutes on foot  
cafekorb.at

## 9 Bräunerhof

Coffeehouse and restaurant  
Stallburggasse 2, 12 minutes on foot  
braeuerhof.at

## 10 Café Central

Herrengasse 14, 6 minutes on foot  
cafecentral.wien

## 11 Scheer

Custom shoemaker  
Bräunerstrasse 4, 12 minutes on foot  
scheer.at

## 12 Knize

Exclusive menswear  
Graben 13, 11 minutes on foot  
knize.at

## 13 Loos American Bar

Kärntner Durchgang 7  
13 minutes on foot  
loosbar.at

## 14 Meinl am Graben

Gourmet food shop  
Graben 19, 10 minutes on foot  
meinlamgraben.at

## 15 Kohlmarkt

Shopping street  
Michaelerplatz - Graben  
11 minutes on foot  
kohlmarkt.com

## 16 Café Demel

Kohlmarkt 14, 12 minutes on foot  
demel.at

## 17 Hofburg Wien

Imperial Habsburg residence  
Michaelerkuppel, 12 minutes on foot  
hofburg-wien.at

## 18 Michaelerkirche

St. Michael's Church  
Michaelerplatz 4-5, 11 minutes on foot  
wien.info

## 19 Burgtheater

Universitätsring 2, 10 minutes on foot  
burgtheater.at

## 20 Café Landtmann

Universitätsring 4, 10 minutes on foot  
landtmann.at

## 21 Fabios

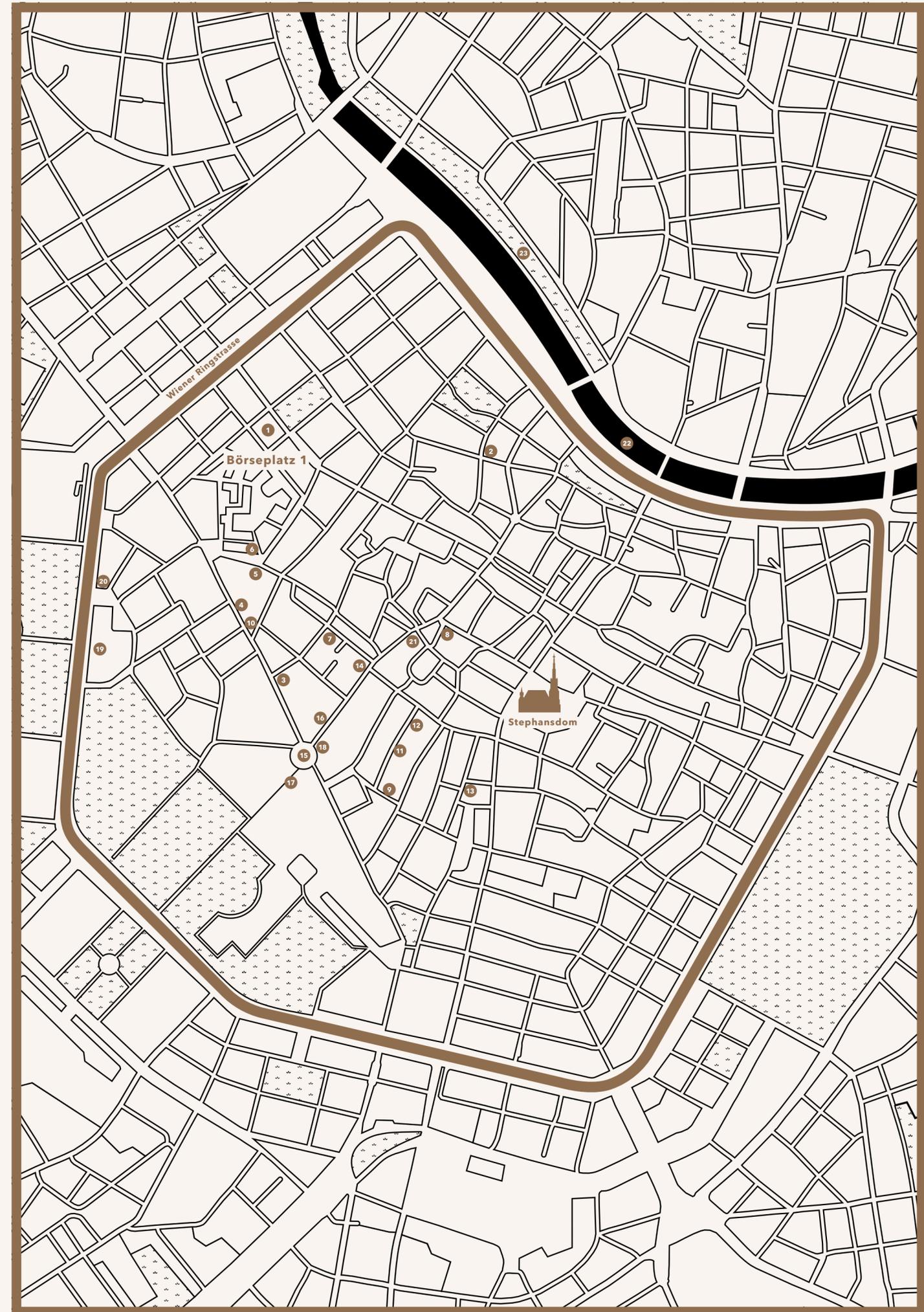
Restaurant  
Tuchlauben 4, 12 minutes on foot  
fabios.at

## 22 Donaukanal

Recreation area  
15 minutes on foot  
wien.info

## 23 Tel Aviv Beach

Beach bar  
Obere Donaustrasse 65  
15 minutes on foot  
neni.at



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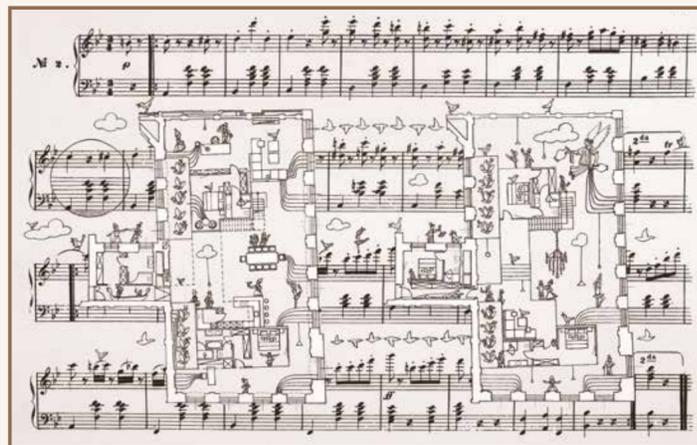
The Börseplatz 1 address truly embodies something uniquely special. And this is why what we have to offer you is equally special: artist Lionel Favre was commissioned to design this brochure's cover, which he has turned into a veritable work of art.

The apartments at this address are works of art too. To this end, the artist created an individual work of art for each loft and penthouse based on its respective floor plan. New owners will receive this work of art when they move in.

Lionel Favre expands on the apartments' floor plans in relation to the musical scores after which the respective units are named. Lines flow into one another, spill over each other, transporting the viewer into a world of fantasy. The result is an artistic original plan, something truly one-of-a-kind.

"Fantasy is not the first thing that pops into mind when you look at a technical blueprint. The blueprints depict an architectural space that I bring to life with the strokes of my drawing. They range across the page, wriggle their way into the corners of the existing spaces, and reinterpret them. This gives rise to a synergy between already existing specifications and a free, organic development, a different reality, and a sort of spatial surrealism. My transformations give these blueprints an entirely new function so they can be read in wholly new ways."

Lionel Favre, born in 1980 in Morges, Switzerland, lives and works in Vienna and Lausanne. An internationally recognized artist, he has taken part in countless solo and group exhibitions.



„Aurora“, detail

„Aurora“, 32x48 cm, ink on paper, 2017

**Owner**

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**Cover**

Lionel Favre, "Strohmstörer"  
70x90 cm, ink on paper, 2012  
Givaudan collection

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