

TELEGRAFEN
CENTRALE



K.K.

BÖRSEPLATZ 1

IMPERIAL LIVING

TELEGRAFEN
CENTRALE



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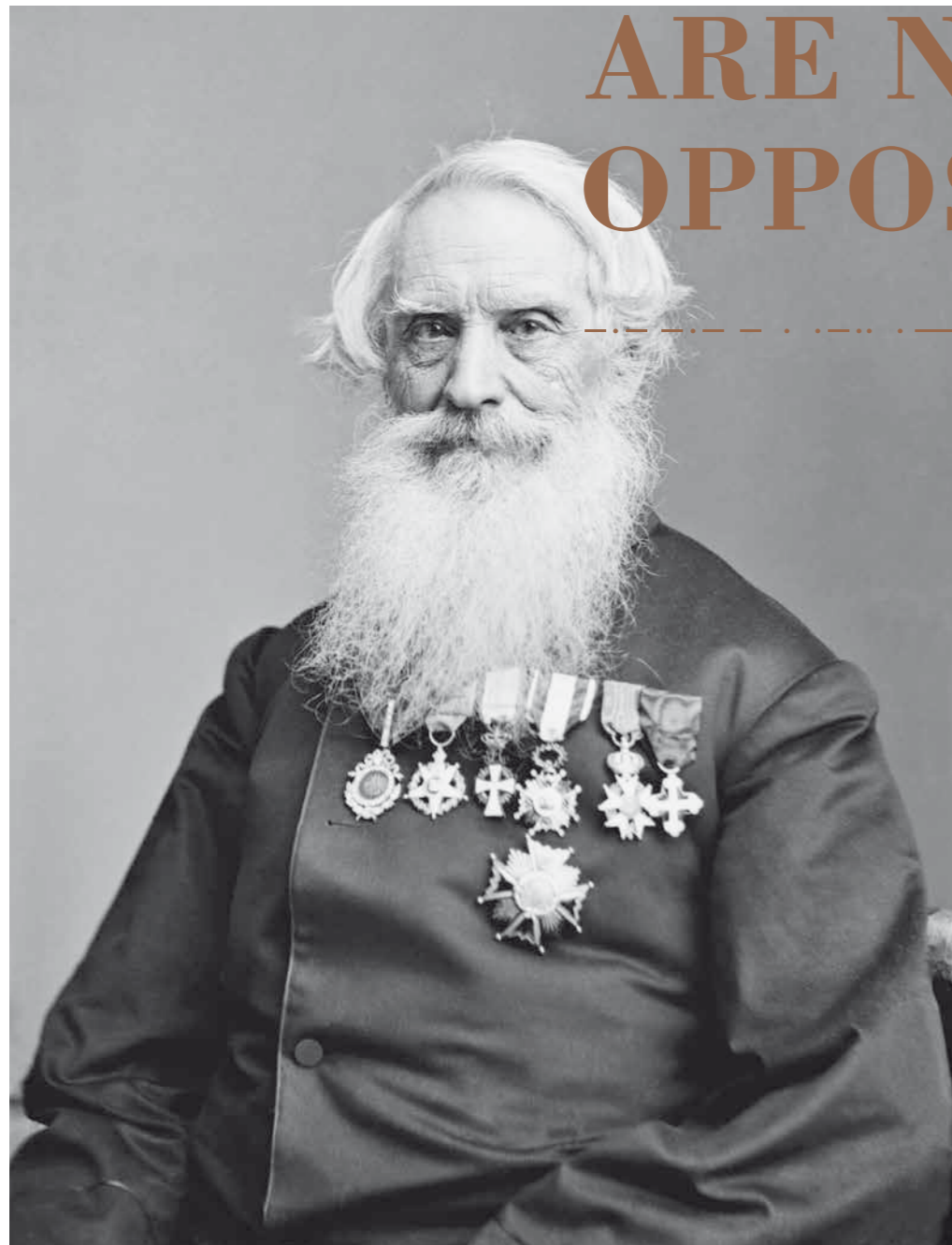
BÖRSEPLATZ 1

IMPERIAL LIVING



„SCIENCE AND ART ARE NOT OPPOSED.“

Samuel Morse



THE ROYAL IMPERIAL TELEGRAPH CENTRE. A HISTORIC LOCATION.

It was the communication hub of the late 19th century. A place of innovation, a symbol of belief in the future of the electric telegraph. The k.k. Telegrafen Centrale was built at 1, Börseplatz between 1870 and 1873, and the historic building is considered the birthplace of the information age in Austria. At the beginning of the 20th century, an extra storey was added on the basis of plans drawn up by the Austrian architect and town planner Eugen Fassbender. This resulted in three imposing extra halls with a total area of 1,600 m² and a ceiling height of seven metres and provided workspace for hundreds of employees.

Until 1996, the premises at Börseplatz were the headquarters of the Austrian Post and Telecommunications Agency. Even if things became quiet for this historically relevant walls at Börseplatz, the building was filled with life throughout. Until its refurbishment and revitalisation it was used regularly as a venue for international cultural events. Spectacular theatre productions by Paulus Manker, Vienna Art Week, light and design art from Scandinavia and urban art from around the world all found an extraordinary environment at the k.k. Telegrafen Centrale.

The wires began to buzz in this prestigious building around the year 1910. It was the nerve centre of the Danube Monarchy's state telegraph network and in the heyday of the electric telegraph housed up to 800 officials. After the end of the Second World War, its damaged telecommunications facilities were rebuilt and subsequently, the Fernmeldetechnische Zentralamt (Central Telecommunications Office) was set up. The building was renamed the Telegrafenzentralstation (Central Telegraph Office) Börseplatz 1 and was extended to include a radio tower in 1961.



WHERE THE PAST INSPIRES THE FUTURE



In times gone by, the k.k. Telegraf Central was a place of visionary communication equipped with state-of-the-art technology. The seven-metre-plus halls housed countless telecommunications devices, and the imposing routing hub was criss-crossed with cables. Rope pulleys transported telegrams to the tube delivery system; later the ground floor was filled with counters and phone booths. A modern heating and ventilation system ensured a comfortable and dust-free working environment for the many employees, enabling warm or cool fresh air to flow into the building as required. The basement of what was even then an extraordinary municipal building is enormous, extending several stories down.

The place where the wires began to buzz with communication at the end of the 19th century, today is the setting for an extraordinary living environment with luxury urban residences, exclusive lofts and commercial units of between 80 and over 500 m².

A team of renowned architects, interior designers and conservation experts is restoring the historic building to its former glory. Its original architectural features are being retained and brought into the 21st century. After comprehensive refurbishment of the whole building, including development of the loft space, the past is inspiring the future. A whole new dimension of living – planned for completion by the end of 2018, beginning 2019.



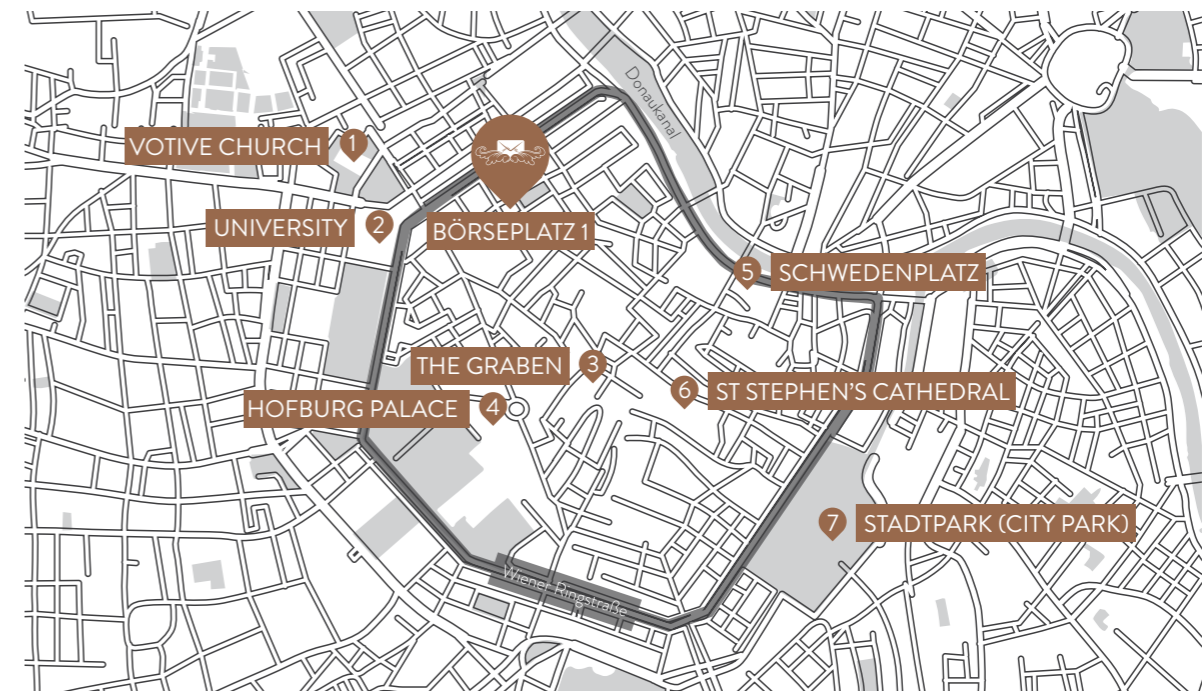
**AN EXTRAORDINARY
PLACE TO LIVE**



VIENNESE LIFE

A unique mixture of cosmopolitanism, tradition and congeniality. History and modernity combined. Vienna casts a spell on you. The Austrian capital is a metropolis, a cultural centre, home to policymakers and a sought-after destination for people from all over the world. Magnificent historical buildings, expansive green spaces, a modern lifestyle and of course the incomparable charm of the Viennese, are all an integral part of the city. Just as arts, culture and music – from Mozart via Strauß to Falco. If you live in Vienna, you live life to the fullest. In a culinary sense as well. Internationally-renowned gourmet restaurants will provide culinary delights. Wiener Schnitzel and Sachertorte are already world-famous, but they are not the only joys that the city has to offer.

The city is ambassador of delight. This former seat of power for the Habsburg Empire has just been voted the city with the highest quality of life for the seventh time in a row (Mercer Quality of Living Survey 2015). The proof of this is everywhere, in the clean air and in the safe environment that means you can stroll undisturbed through the streets even after dark. Vienna's historic beauty is all around, too: people from all over the world are captivated by landmarks such as St Stephen's Cathedral and the Riesenrad (big wheel), the old town and the Schönbrunn Palace, which has been named a UNESCO World Heritage site. Vienna is one of the most frequently visited cities in Europe. Once you fall in love with this city, you will find it difficult to break your heart free again.



NEARBY VISITOR ATTRACTIONS

- | | |
|------------------|--------------------------|
| 1 Votive Church | 5 Schwedenplatz |
| 2 University | 6 St Stephen's Cathedral |
| 3 The Graben | 7 Stadtpark (City Park) |
| 4 Hofburg Palace | |



GOING FOR A STROLL



It's not only tourists who enjoy a stroll through Vienna's city centre; there is always something new to delight permanent residents as well. The Schottenviertel (Scottish quarter) conceals hidden squares, tiny alleyways and unexpected passageways through private residences. A few steps further on, green spaces such as the Burggarten (Castle Garden) and the Volksgarten (People's Garden) invite you to relax.

Vienna's 1st district takes the concept of shopping to a whole new level. Probably the most exclusive shopping street in the city, known as the "golden U" because of its high concentration of jewellers, runs from the Hofburg Palace via the Kohlmarkt and the Graben to Kärntner Straße. Purveyors to the imperial and royal court once supplied fine wares from here; today, international luxury brands make jewellery dreams come true.

The Textilviertel (textile quarter) which is situated between Gonzagagasse, Wipplingerstraße and Judengasse is the hot spot for furniture design. The area used to be the territory of textile dealers but more recently, fashionable furniture makers and interior designers have moved in, which makes extensive window shopping a must. After an eventful day touring the city, there is only one thing left to do: sample its culinary delights. An outstanding meal in one of the city's many award-winning restaurants will round the day off perfectly.



LEISURE

Vienna marries vibrant city life with a wide range of leisure opportunities. Theatres and museums, the world-famous State Opera, galleries and a variety of events offer unlimited enjoyment for lovers of art and culture. But

those who love nature will not be disappointed either: green spaces make up more than half of the city. Vienna is one of the greenest big cities in the world and is ideal for sport as well as for enjoying the outdoors.



CULINARY DELIGHTS

Culinary delights are not lacking in the area around Börseplatz either: sophisticated restaurants will lure gourmets, while hip bars and clubs provide fashionable hangouts for any party animal.

If you prefer to stay at home and enjoy your own cooking, you'll find all the ingredients you need at the local shops and delicatessens close by. You can do your shopping comfortably on foot and enjoy the atmosphere of the lively streets at the same time.



INFRASTRUCTURE

One of the most prestigious addresses in Vienna. St Stephen's Cathedral, Vienna University and the Graben, the city's chic shopping mile, are all only ten minutes away on foot. So are the Ringstraße, which allows for easy access by car to the town and the motorway, and the leisure paradise of the Donaukanal (Danube Canal). Here, directly on the water, you quickly get that holiday feeling, whether you are leisurely taking a stroll, going for a more athletic jog or enjoying a cocktail after work in one of the celebrated bars.

Börseplatz is located in Vienna's first district, in the heart of the old town centre near to the former stock exchange and is adjacent to the HQ of the OPEC. The location is both central and quiet. The adjoining Hermann Gmeiner Park, the Sigmund Freud Park and the Rudolphspark provide a green backdrop for recreation. There are outstanding public transport links, with underground stations, tram stops and bus stops all within easy reach on foot.



BUSINESS

The exclusive office space on the raised ground floor provides an attractive working environment for businesses.

LIVING

Stylish apartments are being constructed on the first to third floors.

High standards, quite literally, will be in evidence in the elegant rooms on the imperial loft floor. Ceiling heights of up to seven metres will provide a space in which to flourish – loft fans will find very little to compare with this.

The panorama lofts are characterised by timeless elegance. The clear lines of the furnishings convey a sense of urban chic and cosmopolitan flair.



LIVING AND WORKING AMONGST THE INTERPLAY OF PAST AND PRESENT



Historic flair and modern comfort come together at Börseplatz in the generously-proportioned living and working space. The revitalisation will include the creation of 6,600m² of living space, divided into 39 residential units. The link between past and present will be reflected in the many facets of the building's architectural design.

On all floors, the full beauty of these magnificent historical buildings will be in evidence. The prestigious avant-corps entrance hall, the listed staircases, grand high-ceilinged rooms and six impressive halls are being transformed with loving attention to detail into luxurious living spaces. The exclusive panorama lofts are characterised by modernity of design with generously-proportioned open-plan living and dining areas, conservatories and wonderful terraces with views over the rooftops of Vienna.



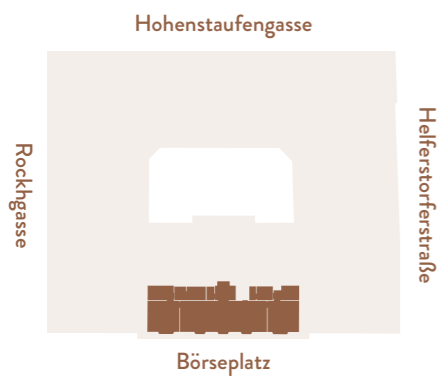
To make daily living as easy as possible, individual attention is being paid to levels of service and comfort: a personal concierge will assist residents with any request, and the building will have its own somelier space that will provide the optimum conditions for aging superior vintages. The underground carpark allows convenient parking round the clock in the best city-centre location. The building's innovative facilities include charging stations for electric vehicles. Lockable delivery spaces enable goods and packages to be left for collection.



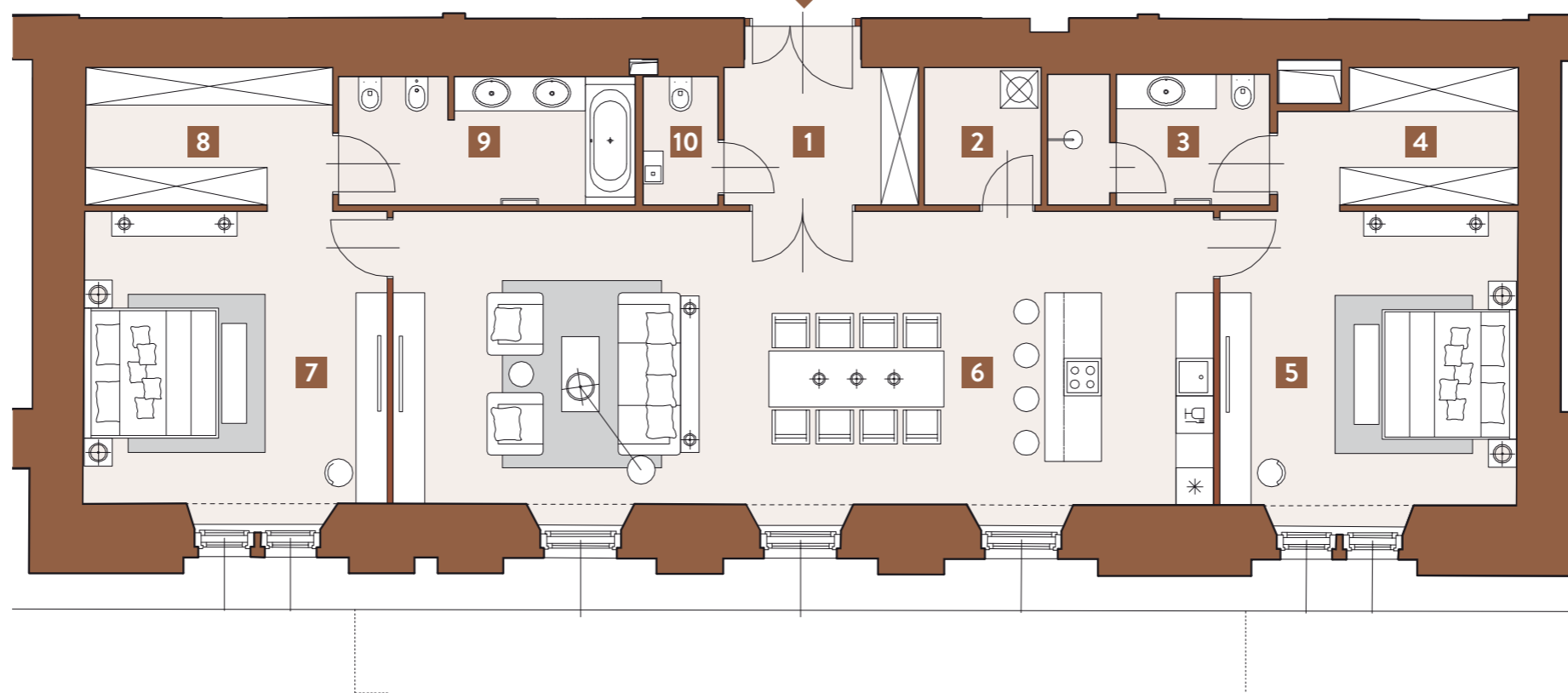
As it was in times gone by, Börseplatz is still a hive of business activity. And so the ground floor houses generous offices with a total area of 1,250 m². As with the residential units, these are equipped to a high specification: cooling ceilings provide draft-free air conditioning, and underfloor district heating and stylish solid wood parquet flooring give the space a cosy feel without compromising the elegant interior design.







TOP 101
Ceiling height up to 3,6 m

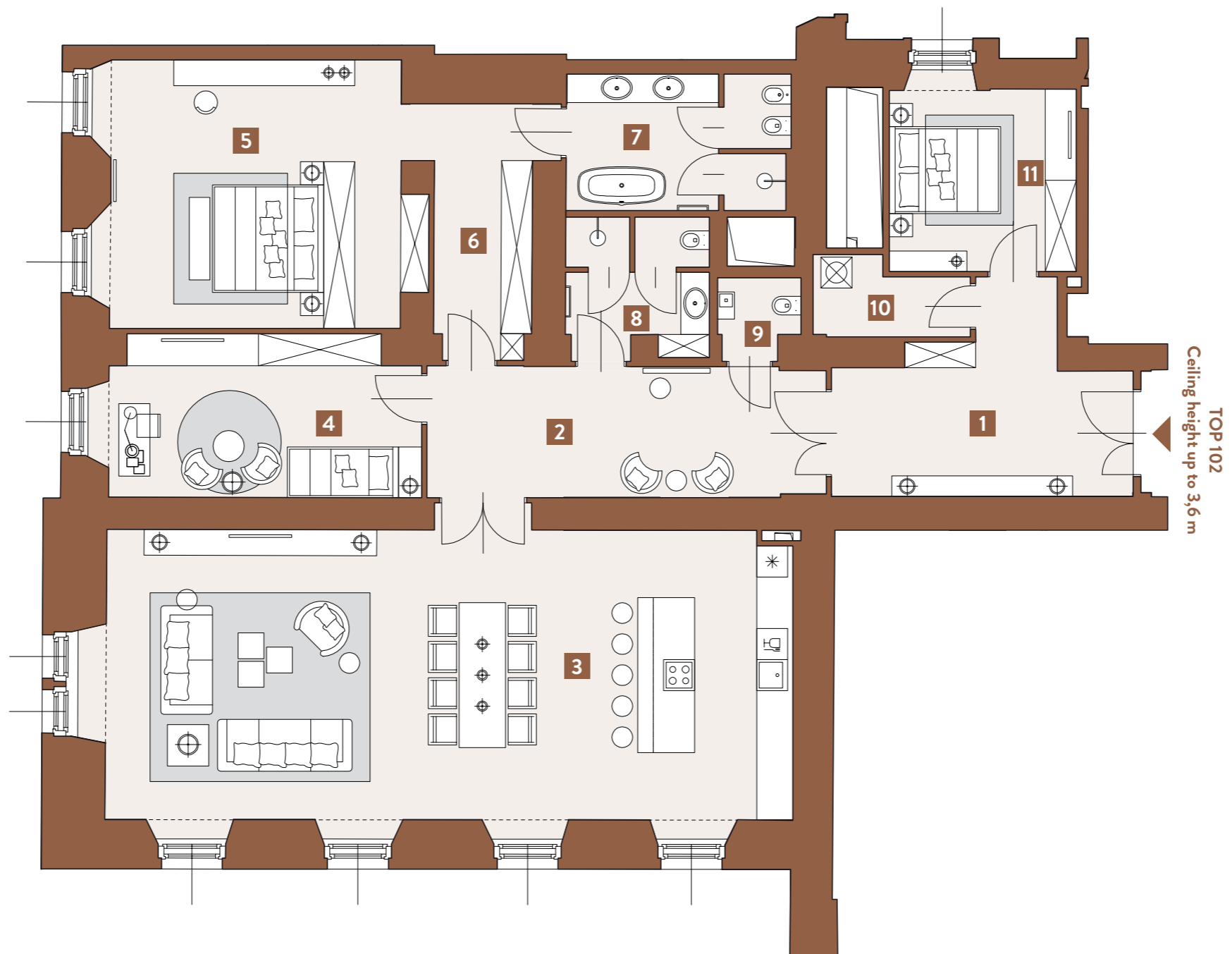
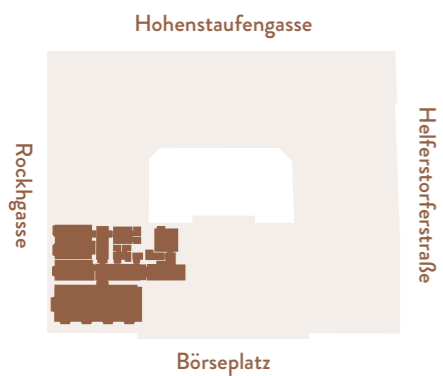


1ST FLOOR TOP 101

1	Entrance hall	8,07 m ²
2	Utility room	4,11 m ²
3	Ensuite bathroom	7,33 m ²
4	Dressing room	7,78 m ²
5	Bedroom	22,41 m ²
6	Living/dining area	61,70 m ²
7	Bedroom	22,76 m ²
8	Dressing room	8,82 m ²
9	Ensuite bathroom	9,72 m ²
10	Toilet	2,47 m ²

TOTAL FLOOR SPACE
155,17 m²



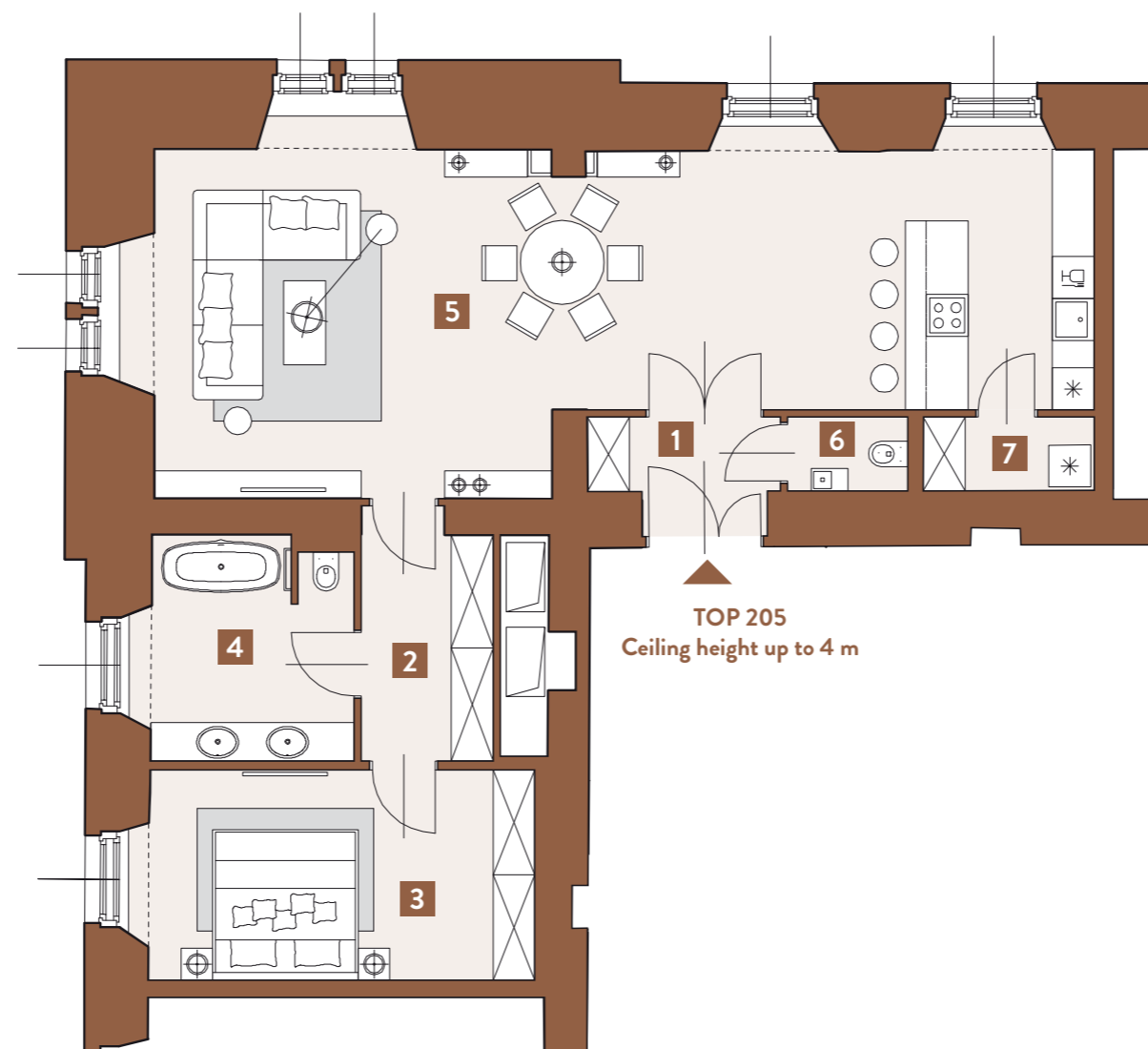
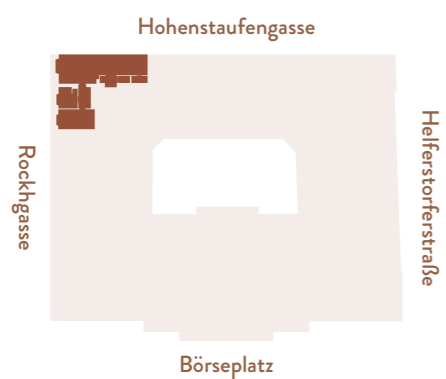


1ST FLOOR TOP 102

1	Entrance hall	17,91 m ²
2	Lobby	19,48 m ²
3	Living/dining area	75,28 m ²
4	Bedroom	18,47 m ²
5	Bedroom	30,22 m ²
6	Dressing room	11,80 m ²
7	Ensuite bathroom	11,13 m ²
8	Bathroom	7,13 m ²
9	Toilet	2,33 m ²
10	Utility room	4,11 m ²
11	Bedroom	12,70 m ²

TOTAL FLOOR SPACE
210,56 m²



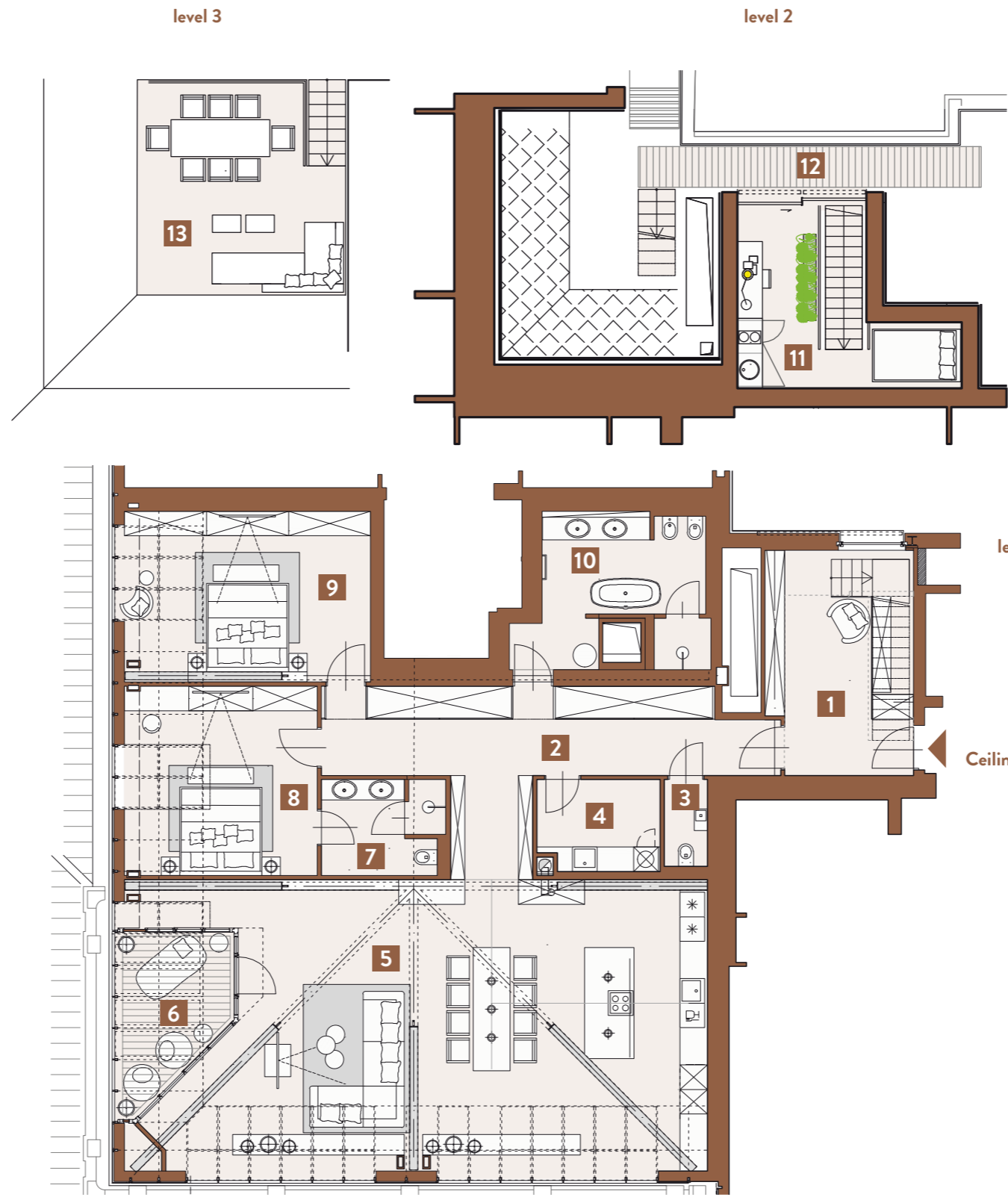
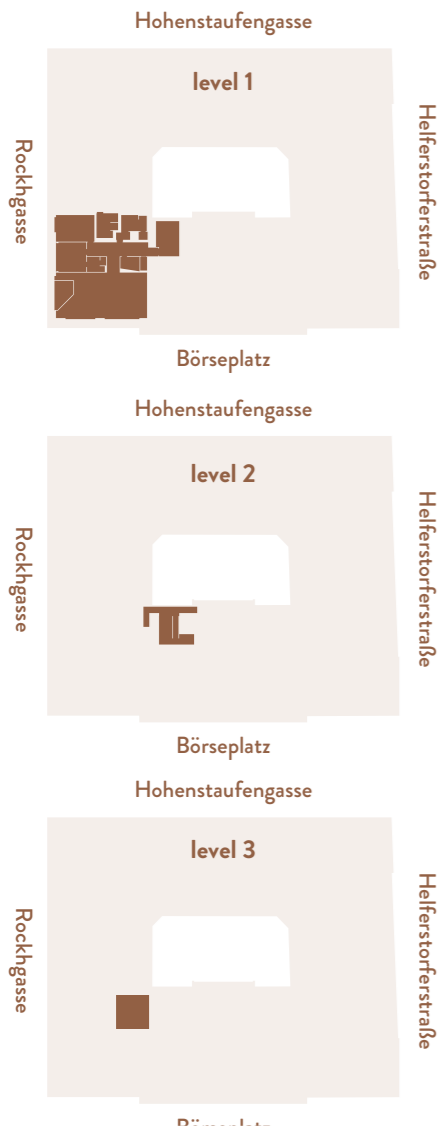


2ND FLOOR TOP 205

1	Lobby	4,00 m ²
2	Corridor	6,13 m ²
3	Bedroom	16,57 m ²
4	Bathroom	8,88 m ²
5	Living/dining area	57,24 m ²
6	Toilet	1,82 m ²
7	Utility room	2,58 m ²

TOTAL FLOOR SPACE
97,22 m²





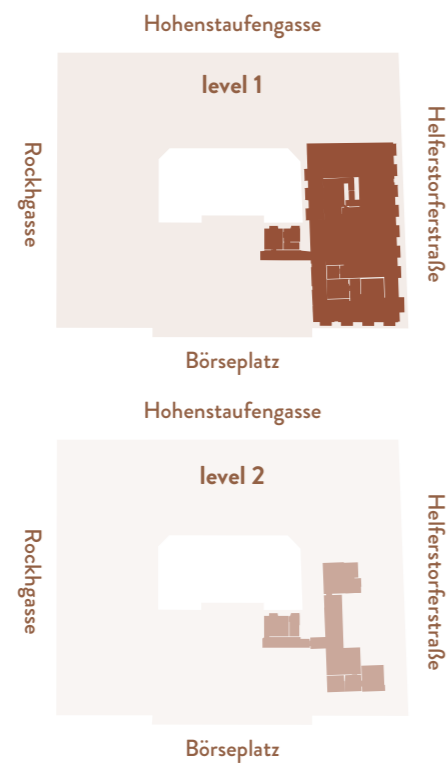
**PANORAMA LOFT
TOP 602**

1	Lobby	19,08 m ²
2	Hall	22,95 m ²
3	WC	2,22 m ²
4	Box room	6,49 m ²
5	Living/dining area	88,21 m ²
6	Conservatory	9,86 m ²
7	Ensuite bathroom	6,73 m ²
8	Bedroom	19,14 m ²
9	Bedroom	22,65 m ²
10	Ensuite bathroom	14,26 m ²
11	Gallery	13,89 m ²
12	Terrace	10,21 m ²
13	Roof terrace	24,62 m ²

**TOTAL FLOOR SPACE
260,31 m²**

TOP 602
Ceiling height up to 5.60 m





**IMPERIAL LOFT
TOP 403**

1	Entrance hall	10,77 m ²
2	Wardrobe	9,04 m ²
3	Bathroom	7,82 m ²
4	Living/dining area	258,82 m ²
5	Bedroom	34,97 m ²
6	Dressing room	4,02 m ²
7	Bathroom	5,42 m ²
8	Utility room	3,71 m ²
9	Ensuite bathroom	25,18 m ²
10	Dressing room	5,56 m ²
11	Bedroom	14,10 m ²
12	Bedroom	11,71 m ²
13	WC	4,78 m ²
14	Dressing room	10,65 m ²
15	Gallery	47,02 m ²
16	Bedroom	15,04 m ²
17	Dressing room	4,86 m ²
18	Bathroom	6,63 m ²
19	Stairway	6,75 m ²
20	Bathroom	5,42 m ²
21	Dressing room	5,85 m ²
22	Bedroom	13,53 m ²

**TOTAL FLOOR SPACE
511,65 m²**

INTERIOR DESIGN & FEATURES



“Timeless with a twist” and “Urban Cool / Urban Chic” are the features of the interior design on Börseplatz. So timeless elegance is the order of the day on all storeys – contemporary styling is married beautifully with classic original features. Stuccos, old Viennese wing doors, parquet flooring and classic suites of rooms meet modern facilities and the latest design.

“Fashion changes but style endures.” Based on a free interpretation of Coco Chanel, importance has been attached to timeless contemporary design in the choice of the highest quality fixtures and fittings. Clean styling and timeless materials create a perfect symbiosis with the incomparable location and architecture right at the heart of Vienna’s vibrant city centre.

The loft apartments showcase urban chic. A timeless style inspired by loft living conveys big-city flair – you can feel something of New York, something of Paris and above all a great deal of Vienna here. Fixtures and fittings are contemporary, straightforward and have clean lines. Styling is characterised by high-quality parquet flooring and metal details, for instance in door frames and fittings. An environmental feature of the imperial lofts are the customized interior gardens, which bring nature into the room, are a design feature and offer unlimited creative freedom for residents.

The six magnificent imperial lofts speak for themselves, representing a symbiosis of history and modern life. Rooms with extraordinary dimensions and generous proportions offer space for creativity – they can be used as anything from a living room to an exclusive studio. These are incomparable spaces, unequalled in Vienna.



EXCLUSIVITY – IN EVERY DETAIL





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Media owner

Börseplatz 1 GmbH & Co KG
Laurenzerberg 2, A-1010 Wien

Tel.: +43 (0)5 03 299
info@boerseplatz1.com
www.boerseplatz1.com

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Exclusive sales agent
OTTO Immobilien GmbH

Riemergasse 8
A-1010 Wien

Tel.: +43 1 512 77 77 328
Mail: info@boerseplatz1.com

