

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Tower Stuttgart Completed on Schedule

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October 2023

Porsche Design Creates new Landmark in Stuttgart

Stuttgart, Germany. One of Stuttgart's most ambitious construction projects has been successfully completed: Since mid-2023, the Porsche Design Tower Stuttgart has been shaping the Pragsattel, one of the most important traffic junctions in the northern part of the city. It is second real estate project of the Porsche subsidiary following the spectacular Porsche Design Tower Miami. The extraordinary building marks an architectural masterpiece that sets a new urban development accent in the state capital of Baden-Württemberg. With a construction period of around three and a half years, the project was exactly on schedule. Stefan Büscher, CEO of the Porsche Lifestyle Group, was impressed and proud of the construction project: "With the Porsche Design Tower, we have succeeded in leaving an unmistakable footprint in Porsche's hometown. With the completion of one of our company's most important real estate projects, we have expanded an important pillar of our strategy. This structure is more than just a building, it is a statement of our brand's commitment to creating living environments embodying the iconic Porsche design DNA. Special thanks go to our partner, Bülow AG, without whom this would not have been possible."

Porsche Design Tower sets new standards in height and design

With a height of 90 meters, the Porsche Design Tower Stuttgart, which was built by real estate developer Bülow AG in collaboration with Porsche Design, occupies one of the top positions in the Stuttgart skyline.

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The striking tower with 23 floors above ground was built on a plot of around 8,500 square meters. The usable floor space is 16,000 square meters, of which around 10,000 square meters will be used as hotel space and 5,500 square meters as office space. The building has 134 underground parking spaces.

The lower eight floors house high-quality office space, which Porsche Consulting GmbH has moved into as the main tenant. The Porsche Design Tower is the new headquarters for the globally active management consultancy. The exclusive Radisson BLU Hotel Stuttgart is located on floors nine to 23. The 4-star hotel comprises 168 rooms and suites in various categories as well as an extensive gastronomic offering. Since opening in November 2023, the hotel has quickly become one of the top addresses in the city, which is also due to the "Balaustine" restaurant on the tenth floor, which delights young Stuttgart residents and tourists in particular with culinary highlights from Levante cuisine and rooftop parties. The large roof terrace and a bar offer guests a breathtaking view of Stuttgart's city center. There are also 550 square meters of event space and conference rooms for up to 300 guests, which are named after various Porsche models. The excellent transport links and spacious meeting rooms make the hotel an ideal location for business travelers in particular.

Timeless design and urban lifestyle

The striking architecture of the Porsche Design Tower pays tribute to the iconic design language of the exclusive lifestyle brand and at the same time embodies the design philosophy of Studio F. A. Porsche. Its clear lines, high-quality materials and functional details create an overall aesthetic that reflects Porsche Design's claim to timeless elegance and functionality.

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Floor-to-ceiling windows and the integration of the horizontal slats of the Porsche Center are central design elements. These details reflect the clear, purist design language of Porsche Design and emphasize the harmonious connection between the two buildings. The building envelope consists of an elemental double facade on the standard storeys, which is complemented by curved glass at the corners and steel facades on the double storeys. This innovative facade design not only creates a visual highlight, but also improves the functionality and energy efficiency of the high-rise building. The Porsche Design Tower Stuttgart represents a statement for modern architecture and creates an exclusive place for the most diverse requirements of urban life.

Sustainability meets state-of-the-art architecture and design

Emphasis was placed on sustainability during the development of the Porsche Design Tower Stuttgart. The building received gold certification from the German Sustainable Building Council (DGNB). In addition, the innovative Ornilux bird protection glass was developed for the facade, which had to meet both the high aesthetic and functional requirements of Porsche Design. The impact panes made of laminated safety glass are highly effective against bird strikes and also provide effective solar protection. This reduces the energy input into the building while allowing maximum daylight input. Another advantage is the low, neutral gray reflection of the glass. To date, the Porsche Design Tower Stuttgart is one of the largest construction projects in which the innovative special glass has been installed. Specifically, it covers over 8,000 square meters. In total, the facade consists of 1,700 individual glass elements. The idea for the Ornilux® bird protection glass was born just a few kilometers away from the Porsche Design Tower Stuttgart in the Rems Valley by the specialists at arcon. It unfolds its effect thanks to the fine structures

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incorporated into the glass, which are barely visible to humans but are perceived by birds as an obstacle and cause them to turn away. This has been proven in extensive tests in flight tunnels. A new process was developed to apply these markings, which replaces the previous screen-printing process. As a sustainable energy source, a photovoltaic system was installed on the roof of the Porsche Center to power the charging stations for electric vehicles, among other things.

Three and a half years construction time - completion on schedule

The Porsche Design Tower was completed in three and a half years - exactly according to schedule. Work on the construction site began at the start of 2020. The foundation stone was laid in late summer of the same year. Just 14 months later, in November of 2021, the structural work of the high-rise building was completed. This was followed by the installation of the glass facade and the interior work. The new, adjacent Porsche Center Stuttgart opened in the summer of 2022 and has ever since been a magnet for sports car fans and Porsche enthusiasts from the entire region and beyond.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (porsche-design.com).

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