



Press release

**Parkend" residential quarter receives another award:
"Winner" at ICONIC AWARDS Innovative Architecture 2020**

Sankt Augustin, 04.08.2020. The P+B Group has once again been honored for its "Parkend" residential quarter in the Europaviertel Frankfurt - and this in two ways: Firstly, as "Winner" of the ICONIC AWARD in the category Innovative Architecture presented by the "Rat für Formgebung". On the other hand, the exclusive "Parkend" book publication was honored in the category "Communication" with the title "Innovative Architecture – Selection". The P+B Group's project had already been awarded the FIABCI Prix d'Excellence Germany 2019.

With the internationally renowned architecture and design prize ICONIC AWARD, the German Design Council honors the interaction of all disciplines: outstanding construction projects, innovative interior and product design as well as convincing communication services in the context of architecture.

With 66,461 square meters of total living space, 812 apartments in 18 buildings and a total sales volume of more than 350 million euros, the P+B Group's "Parkend" residential quarter, which has now received another award, is not only one of the largest residential quarter developments by a single developer and property developer in Germany. The "Parkend" sets new standards, above all in terms of urban planning and architecture, for the development of a lively, green and energy-optimised district for a multicultural and socially mixed population.

The urbanistic idea of the "Parkend" is the concept "The White City": 18 cubic building bodies with tinted white plaster facades create an identity-creating design. On closer inspection, however, the harmonious unity captivates by its subtle diversity. Variably applied additional design elements create a very lively architectural language in the overall view, which makes the individual buildings unmistakable. Urban development and architecture are the work of the Frankfurt office Wentz & Co.



Award also in the category Communication

The jury of the German Design Council also honored the exclusive book publication "Parkend - Die weiße Stadt" (Parkend - The White City), which the P+B Group created for the B2B communication of its mega-project. The 132-page illustrated book with descriptive texts (German/English) tells the story of the urban-elegant city quarter: from the project idea to the integration into the Europaviertel Frankfurt, the urban and architectural concept to its completion. Whether from a bird's-eye view, in atmospheric scenes or detail shots – the large-format photos of the renowned architectural photographer Hans-Georg Esch provide impressive insights into the "White City". The book publication can be downloaded here as a document for browsing: <https://pplusb.com/downloads.html>

Already in November 2019, only a few months after its completion, the residential quarter Parkend was honoured with a high distinction and was included in the "FIABCI Prix d'Excellence Official Selection 2019". The FIABCI Prix Germany is considered one of the most coveted awards for construction projects, in its international form even as an "Oscar" for project developments.

About P+B Group:

With a market presence of almost 20 years and a convincing track record, the P+B Group, headquartered in Sankt Augustin near Bonn, is a powerful project developer and property developer. The project volume realized so far amounts to more than 600 million euros. The product range of P+B Group is broadly diversified. In the residential segment, it ranges from single-family houses and multi-storey flats to micro-apartments and student residences and even complete city districts. In the commercial real estate segment, the Group develops and realises offices, retail space and hotels. Long-term appreciation in value and sustainable asset growth are the hallmarks of the properties realised by the group of companies. The Group works independently of banks and realises its projects with a high proportion of equity capital thanks to shareholders with a good credit rating. The project developer and builder now employs around 40 staff at its locations in Sankt Augustin, Frankfurt and, from 1 September 2020, in Stuttgart. With a project development volume of around EUR 500 million, P+B Group continues to be on a dynamic growth course.

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