

Slavni arhitekta Libeskind projektuje "Grad na vodi" u Beogradu



"Grad na vodi" u Beogradu je radni naziv projekta koji pruža velike investicione mogućnosti svima koji su zainteresovani da ulažu u Beograd, u lokaciju koja se nalazi u samom centru grada i na obali Dunava.

Master planom predviđena je izgradnja 2,200 000 kvadratnih metara poslovnog i stambenog prostora koji se nalaze na 96 hektara zemljišta, a kome je osnovni identitet izradom Master plana dao najpoznatiji arhitekta današnjice **Daniel Libeskind**. Kako budući izgled "Grada na vodi" ne bi činili samo prelepi i zanimljivi neboderi, Luka Beograd angažovala je i čuvenog arhitektu **Jana Gejla** čiji je zadatak bio da osmisli na koji način će prostori unutar ovog grada biti oživljeni. Predviđeno je da prevladava zelenilo, parkovi, kao i da se u ovom gradu zabrane automobili, kako bi pešaci i biciklisti dobili prednost.

Opšti trend silaska gradova na vodu, kao i ozbiljan projekat na kome su angažovani najbolji, učinio je Beograd jednom od poželjnijih lokacija za ulaganje i sam projekat dobio je simpatije mnogih investitora koji se nakon sajma u Kanu raspiću o svakom detalju.

Ovaj projekat, koji je nastao kao rezultat timskog rada

"City on Water" in Belgrade is a preliminary name of the project which offers big investments possibilities to everyone interested in investing in Belgrade, in the location in the very center of the city and on the Bank of the Danube river.

Master Plan envisages building of 2,200,000 square meters of business and residential area, situated on land covering 96 hectares, which gained its basic identity when Master Plan was elaborated by the most famous architect of today, **Daniel Libeskind**.

In order to make the future look of the „City on the Water“ including other things and not only beautiful and interesting skyscrapers, the Port of Belgrade has also engaged the renown architect **Jan Gehl**, whose task was to plan how to revitalize the space within this city. It was foreseen for the green areas and parks to prevail in the city, as well as to forbid the cars traffic, so that pedestrians and cyclists could be given the advantage.

The common trend of bringing the cities closer to water, as well as the serious project for which the best were engaged made Belgrade one of the most favorable locations for investments. Moreover, the project itself gained the affinity of a number of investors, who after the Fair in Cannes started to pose questions about its every relevant detail.

Created as a result of a team work and proven management, the project is explained by **Ivana Veselinović**, President of the Port of Belgrade.

How did you manage to establish cooperation with the greatest architects of today?

- The main idea was to have the top professionals from all fields working on our project. Therefore, before we have engaged Daniel Libeskind and Jan Gehl, we engaged other companies, best in the world in their domain, to elaborate the pre-feasibility study.

Since we have never had such type of projects in our country, we had to look for help from experts from the world.

From the very beginning we have known that this is a big project, and of special importance for the South-East European region and currently one of the biggest in Europe. Daniel Libeskind, the greatest architect today, who was invited to visit the Port of Belgrade, was also impressed by the possibilities of the location. He accepted to make a master plan, sustainable vision of this part of the city for next generations.

This will be a city for itself, with approximately 2,000,000 square meters of constructed space on 96 hectares, out of which 85 will be the land for development and 11 water basins.

Famous architect Libeskind is designing the “City on Water” in Belgrade



vrhunskog i dokazanog menadžmenta, objašnjava **Ivana Veselinović**, predsednik Luke Beograd.

Kako je došlo do saradnje sa najvećim arhitektama današnjice?

- Osnovna ideja je bila da na našem projektu imamo vrhunske stručnjake iz svih oblasti. Zato smo, pre nego što smo angažovali Danijela Libeskinda i Jan Gejla, angažovali druge kompanije, koje su najbolje u svetu u svom domenu, da naprave preliminarne studije. S obzirom na to da takve projekte nismo imali do sada u našoj zemlji, morali smo da potražimo stručnjake iz sveta.

Od samog početka smo znali da je ovo veliki projekat, od izuzetnog značaja za ceo region jugoistočne Evrope i trenutno jedan od najvećih u Evropi. Danijel Libeskind, najveći arhitekta današnjice, koji je bio pozvan da poseti Luku Beograd, takođe je bio impresioniran mogućnostima lokacije. On je prihvatio da izradi master plan, održivu viziju ovog dela grada za sledeća pokolenja. Ovo će biti grad sam za sebe, sa oko 2,000.000 kvadratnih metara izgrađenog prostora na 96 hektara od čega je 85 zemljište, a 11 ha vodeni basen.

Zašto ste angažovali i čuvenog arhitektu Jan Gejla?

- Nama je potrebno da budući grad na vodi ne predstavlja samo lepe zgrade, već da u njemu budu svi uslovi za kvalitetan život u skladu sa duhom vremena u kome živi savremeni čovek. Zbog toga smo angažovali arhitektu Jan Gejla, koji je prvi u svetu počeo da se bavi kreiranjem svih onih sadržaja koji daju „friendly“ atmosferu, unose duh i daju život gradu u skladu sa svim navikama i potrebama ljudi.

Ta dva velika imena prvi put rade zajedno i paralelno upravo na našem projektu, kao jedan tim koji se dopunjuje. Sve



Daniel Libeskind

Why did you engage the famous architect Jan Gehl?

- It is necessary for us that the future city on water is not only featured by beautiful buildings, but also by all conditions for the quality life in line with the spirit of time in which the contemporary man lives.

For this reason we engaged architect Jan Gehl, who was the first in the world to start creating all these contents which offer friendly atmosphere, introduce spirit and life in the city in line with the habits and needs of its people.

It is the first time, , that these two renown names work together and simultaneously on our project as one complementary team. Everything that Gehl designed was implemented in the master Plane by Libenskind. Now we have the development strategy, that is, a vision of this part of the city. It envisaged that 30% will be the residential area, 30% - business area, and the remaining is intended for green and water areas, roads and infrastructure.

What is the time frame for the realization of the Project?

- We will have four or up to five phases in the realization of this project.

Each phase will last for up to five years. No doubt, the efficiency will also depend on the needs of the market.

What kind of partners do you expect to have on this project, and how can they be involved as investors?

- There are two possibilities we are thinking about. The first possibility is to offer this project as a financial product and to seek equity partners; partners who will in some percentages participate in the company's ownership structure which will realize the project. The other possibility is to divide every

to što je Gejl uradio, implementirano je u master plan Libenskida. Sada imamo strategiju razvoja, odnosno viziju ovog dela grada. Za stanovanje je predviđeno ukupno 30 posto prostora, 30 posto za komercijalni prostor, a ostalo, za zelene i vodene površine, puteve, infrastrukturu.

U kom vremenskom periodu će se realizovati projekat?

- U realizaciji projekta imaćemo četiri do pet faza, od kojih će svaka trajati po pet godina. Brzina će, naravno, zavisiti i od potreba tržišta.

Kakve partnere u ovom projektu očekujete i na koji način oni mogu da se uključe kao investitori?

- Postoje dve mogućnosti o kojima razmišljamo. Prva mogućnost je da se ovaj projekat nudi kao finansijski proizvod i da tražimo „equity“ partnere, partnere koji će u nekom procentu učestvovati u vlasništvu kompanije koja realizuje projekat. Druga mogućnost je da se svaka faza podeli na nekoliko podfaza i da za svaku od njih tražimo „development“ investitore. Master plan će biti gotov do kraja leta, te ćemo samom tim i mi imati jasnu viziju jer je i kriza u kojoj se svi nalazimo svakako doprinela tome da moramo da kreiramo drugačije pristupe i da se prilagođavamo globalnom tržištu, te da ponudimo najbolji model za investiranje.

Koja je vrednost ove investicije i da li zainteresovani investitori mogu da se jave već sada Luci Beograd?

- Prema preliminarnoj studiji koja je urađena krajem 2008. godine, vrednost kompletnog projekta je oko četiri milijarde evra. Očekujemo partnerstvo sa svetskim finansijskim institucijama kao što je EBRD, ali nismo započeli nikakve aktivnosti, jer želimo pre svega, da imamo čist i jasan projekat. U međuvremenu ćemo odlučiti i na koji način će se finansirati. Otvoreni smo za svaki razgovor.

Šta je ono što treba da privuče investiture ovom projektu?

- Iza projekta stoji Luka Beograd. I pre nego što smo "Grad na vodi" zvanično prikazali prvi put u Kanu, na Sajmu nekretnina i investicija u martu ove godine, imali smo pozive i bilo je interesenata za ovaj projekat. Ovo je nešto novo, projekat

phase on several sub-phases and to look for development investors for every one of them.

Master plan will be finalized by the end of summer, and as a result of that we will have a clear vision, because the crisis we are all currently affected by has certainly contributed to the fact that we have to create long-term approaches and to adjust to global market, as well as to offer the best possible model for the investments.

What is the value of this investment and can the interested investors already contact the Port of Belgrade?

- According to the preliminary study elaborated late in 2008, the overall project value amounted to around four billion euros. We expect the partnership with the world finance institutions such as EBRD, but we have not yet started any activities, since, above all, we would like to have a fine and clear project. In the meantime, we will decide on the way of financing. We are open for any kind of talks.

What is the key element for attracting the investors for this project?

- The Port of Belgrade is supporting the project. Even before we have officially presented "The City on Water" for the first time in Cannes' Real Estates and Investments Fair held in March this year, we received some inquiries and there were some people interested in this project. This is something new, the project is good, the names such as Daniel Libeskind and Jan Gehl, who designed it, guarantee the perfection of architectural and town planning aspect and the Port of Belgrade is reliable local partner.

That is why we had drawn the attention of the investors without even placing the project in the market. At the same time, the companies participating in this project and their management are recognized as experts in the investment circles. The City on Water is a trend in the world.

The cities go down to the rivers everywhere, living by the riverside is stimulated and this is considered to be popular throughout the world.

Sto hiljada zaposlenih

Budući „Grad na vodi“ nalazi se na desnoj obali reke Dunav, u centru Beograda, na mestu gde je današnja Luka Beograd. U njemu će se, pored stambenih i poslovnih, izgraditi i kulturni objekti, kongresni centar, škola, obdanište, hotel.

Neboder koji je projektovan kao dragulj u koji se slivaju dve reke imaće visinu od 250 metara.

Sve je projektovano kao spoj strategija održivog razvoja, autentičnog Beograda i Beograda punog života. Projektanti su Studio Danijel Libeskind i Jan Gejl arhitekta, a saradnici na projektu su Cowi, Scott Wilson, Colliers, Conzit, CEP, Arhitektonski fakultet u Beogradu, Gis Tec, PTV i UCL.

Projekat treba da zaposli oko 100.000 ljudi, od čega bi 45.000 bili novozaposleni.

Employment for one hundred thousand persons

The future City on Water is located on the right bank of the Danube river, in the centre of Belgrade, on the place where the Port of Belgrade is currently located. Beside the residential and business facilities it will also have cultural facilities, congress centre, school, nursery, and hotel. The skyscraper designed as a jewel in which two rivers meet will be 250 meters high. Everything is planned as a fusion of strategies of sustainable development, authentic Belgrade and Belgrade full of life. The project designers are Studio Daniel Libeskind and Jan Gehl, the architects, and associates on the project are Cowi, Scott Wilson, Colliers, Conzit, CEP, Faculty of Architecture in Belgrade, Gis Tec, PTV and UCL. The project should employ around 100.000 people, out of which 45.000 would be newly employed labor.


BELGRADE DANUBE WATERFRONT

STUDIO DANIEL LIBESKIND

MASTERPLAN
1:10000 2010

je dobar, imena kao što su Danijel Libeskind i Jan Gejl garantuju da su arhitektura i urbanizam dovedeni do savršenstva, Luka Beograd je siguran lokalni partner.

Zato smo imali pažnju investitora, a da projekat još nismo ni izneli na tržište. Istovremeno, kompanije koje učestvuju u ovom projektu i njihov menadžment prepoznati su u investicionoj javnosti kao eksperti.

Grad na vodi je u svetu trend. Svuda gradovi silaze na reke, podstiče se stanovanje uz reku i to je nešto što je hit u svetu.



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