



PRESS RELEASE

Icon Real Estate unveils design of Mahler 1

A new approach to sustainable office architecture

Amsterdam, 12 June 2024 – During Provada, the largest retail estate fair in the Netherlands, Icon Real Estate, part of Victory Group, revealed the design of Mahler 1, a new multifunctional building located on Gustav Mahlerplein on the Zuidas in Amsterdam; an unparalleled location just steps away from the Zuidas station, and future international transport hub. Construction of Mahler 1 is set to begin in early 2025, with completion expected in the second half of 2027. It is the first development to be unveiled by Icon Real Estate at the former ABN AMRO headquarters.

Icon Real Estate prides itself in creating environments that combine various uses and amenities, as shown in the Atrium completed in 2018, situated just on the other side of the Zuidas station. Mahler 1 takes this to the next level, integrating sustainability, human-centred design and incorporating nature. At Mahler 1 the building itself is intended to be a habitat, aiming to create a space that benefits its users, local residents and the environment around it.

Mahler 1 incorporates natural design principles in its c. 25,000 sqm GFA and public space spread across 15 stories. The architecture features organic shapes and scalloped façades, creating terraced areas with unique planting, watered using stored rainwater. The façade has the subtle shades and textures of tree bark, and columns in the plinth mimic the shapes of a forest, providing nesting places for birds as well as homes for pollinators and plants that contribute to local biodiversity.

Inside, Mahler 1 redefines modern office spaces and blends sustainable design with the pinnacle of comfort and style. High ceilings are combined with a hybrid timber frame. The building is designed to withstand future conditions rather than past conditions; the design includes flexible spaces that can adapt to future needs. Paris proof technological innovation co-exists with elegant and luxurious materials. Outdoor elements are brought inside through 18 generously sized terraces and hanging gardens, with access routes designed to feel natural and fluid. This is a truly iconic building in the Zuidas.

Mahler 1 is a collaboration between Icon Real Estate, renowned Danish architecture firm 3XN and GXN and Erik Dhont Landscape Architects. The building is expected to achieve multiple certifications from various bodies including BREEAM and WELL.

Erik Moresco, Founding Partner, Icon Real Estate: *“We are proud to unveil our vibrant new vision for the Zuidas, where innovative architecture meets open, community-focused design. We are embracing the unique identity of the area, and prioritising a community-based approach through an integrated permeable podium level. We are creating an open, welcoming environment that seamlessly blends public and private spaces, with lobby areas open for neighbourhood events in evenings and on weekends.*”

It is our ambition to create a building that redefines the standard of office buildings by integrating sustainability, human-centred design and unique habitat creation. With Mahler 1 we aim to support the environment around it. We are committed to enhancing biodiversity with biophilic design elements that promote wellbeing. Climate optimisation is at the heart of our strategy, which features active fins for energy efficiency, and water buffering to support the on-site landscaping and enhance climate resilience."

Stig Vesterager Gothelf, Senior Partner, 3XN: *"Mahler 1 has been carefully designed to complement the existing buildings in the Zuidas while also pushing forward values of wellbeing, approachability, and transparency. The building's ground level is open and transparent, extending the Gustav Mahlerplein in through the building; in the upper levels the stepped podium, outlined with green terraces, creates both visual depth and will make space for biodiversity. We're proud to work with Icon Real Estate and Victory Group on such an exciting and ambitious project."*

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About Victory Group

Victory Group is a leading investment firm focused on real estate and hotel investments throughout Western Europe. We seek to deliver long-term value for our stakeholders through engaged, hands-on management of carefully selected investments. As part of the Group, Victory created Icon Real Estate which has become the benchmark for delivering sustainable, forward-thinking and people-focussed real estate transformations.

www.victorygroup.com

About Icon Real Estate

Icon Real Estate is a wholly-owned subsidiary of Victory Group, and a leading real estate company in the European market. Innovative and tenant-focused, the collection comprises more than 500,000 sqm of prime real estate ecosystems developed in close cooperation with its development partners and local government bodies. This includes the Atrium in Amsterdam. Icon enhances areas with high-quality, sustainable environments, creating world-class, harmonious spaces that are better for people, local communities and the wider environment.

www.iconrealestate.com
