

## Radisson Hotel Group and Bülow AG sign deal for Porsche Design Tower Stuttgart

July 18, 2019



Radisson Hotel Group is pleased to announce the signing with Bülow AG for a new Radisson Blu hotel at the Porsche Design Tower Stuttgart, Germany. The Radisson Blu Hotel at Porsche Design Tower Stuttgart represents an exciting collaboration with developer Bülow AG. The design of the Porsche Design Tower Stuttgart was developed in close collaboration with Studio F. A. Porsche, Zell am See. With its excellent location in the heart of Europe, the south German metropole is a perfect fit for Radisson Blu, Europe's leading hotel brand in the upper upscale segment.

**Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group,** said: "This project represents everything Radisson Blu associates with and further cements our position as the largest upper upscale brand in Europe. The timeless architecture of the 90m Porsche Design Tower Stuttgart is the ideal locale for our guests to stay. We are excited about the cooperation between Radisson Hotel Group and the projects developer and investor, Bülow AG and Porsche Design, and thank them for their trust."

**Horst Bülow, CEO, Bülow AG,** is looking forward to the new, architectural highlight and said: "In addition to the Bülow Tower, Colorado Tower and the Skyline, Bülow AG is realizing the fourth high-rise building in Stuttgart with the Porsche Design Tower Stuttgart. We are convinced that we have found the right partner in Radisson Hotel Group for this unique project."

**Jan Becker, CEO, Porsche Design Group,** adds: "We are full of anticipation for this exciting and unique project at our home venue in Stuttgart. The Radisson Hotel Group shares the same values when it comes to high quality, performance and functional design – and, thus, is a perfect fit for the Porsche Design Tower Stuttgart."

Stuttgart is the sixth largest city in Germany and, as the state capital of Baden-Württemberg, is also the hub of one of the strongest economic regions in Europe – especially in the automobile industry, IT, aerospace and financial services. The city also offers a wide variety of cultural highlights, including an excellent opera house, a world-class ballet, and numerous museums and galleries – as well as the television tower and the Porsche and Mercedes-Benz Museum.

The 168-room hotel at the Porsche Design Tower Stuttgart is the perfect location for meeting and business travellers – the impressive skyscraper opposite the Stuttgart Theater boasts superb transport connections in one of Stuttgart's key business districts. The global headquarters of Bosch, Porsche and Mahle are located close by. Other important sites within just a few kilometers include the Europaviertel, the Stuttgart central train station and Neckarpark with the Porsche Arena.

The ambitious development project will be realised in collaboration with Bülow AG, Stuttgart as an investor and project developer with its own architecture offices. The design was created in close collaboration with Studio F. A. Porsche. Combined with the new Porsche Centre, which is designed by Porsche Deutschland GmbH, the architectural ensemble will represent a distinctive highlight.

The hotel facilities will occupy the upper stories of the tower, from the 9th to the 23rd floor. In addition, the Radisson Blu Hotel at Porsche Design Tower Stuttgart will feature 10 flexible meeting and events rooms with more than 550sqm. The restaurant and bar on the 10th floor will boast a breathtaking view over Stuttgart city center and Killesberg, while offering two large rooftop terraces. The expansive fitness and sauna areas will also provide opportunities to relax and work out.

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#### **ABOUT RADISSON BLU**

Radisson Blu is an upper upscale hotel brand that delivers a positive and personalized service in stylish spaces. By paying close attention to small details that make a big difference, Radisson Blu inspires unforgettable experiences with every stay. Our hotels and resorts provide a full range of innovative products and services, delivering genuine and relevant guest experiences with a distinctive Yes I Can! attitude. Radisson Blu hotels can be found in major cities, key airport gateways and leisure destinations. Guests and professional business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Radisson Blu is part of Radisson Hotel Group, which also includes Radisson Collection, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

For reservations and more information, visit [www.radissonblu.com](http://www.radissonblu.com)

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#### **ABOUT RADISSON HOTEL GROUP**

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit.

More than 95,000 global team members work for Radisson Hotel Group and at the hotels licensed to operate in its systems.

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#### **About Bülow AG**

Bülow AG has been planning and realizing commercial real estate projects and residential projects nationwide for more than 55 years as a general planner, investor and general contractor as well as a service provider for real estate owners/portfolio holders. As a service-oriented company, Bülow AG develops and manages complex new construction projects as well as the revitalization of existing buildings and listed buildings with a professional team of real estate specialists, architects and civil engineers.

For more information, visit: [www.buelow-ag.de](http://www.buelow-ag.de)

#### **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 purist design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

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