

**HERP**





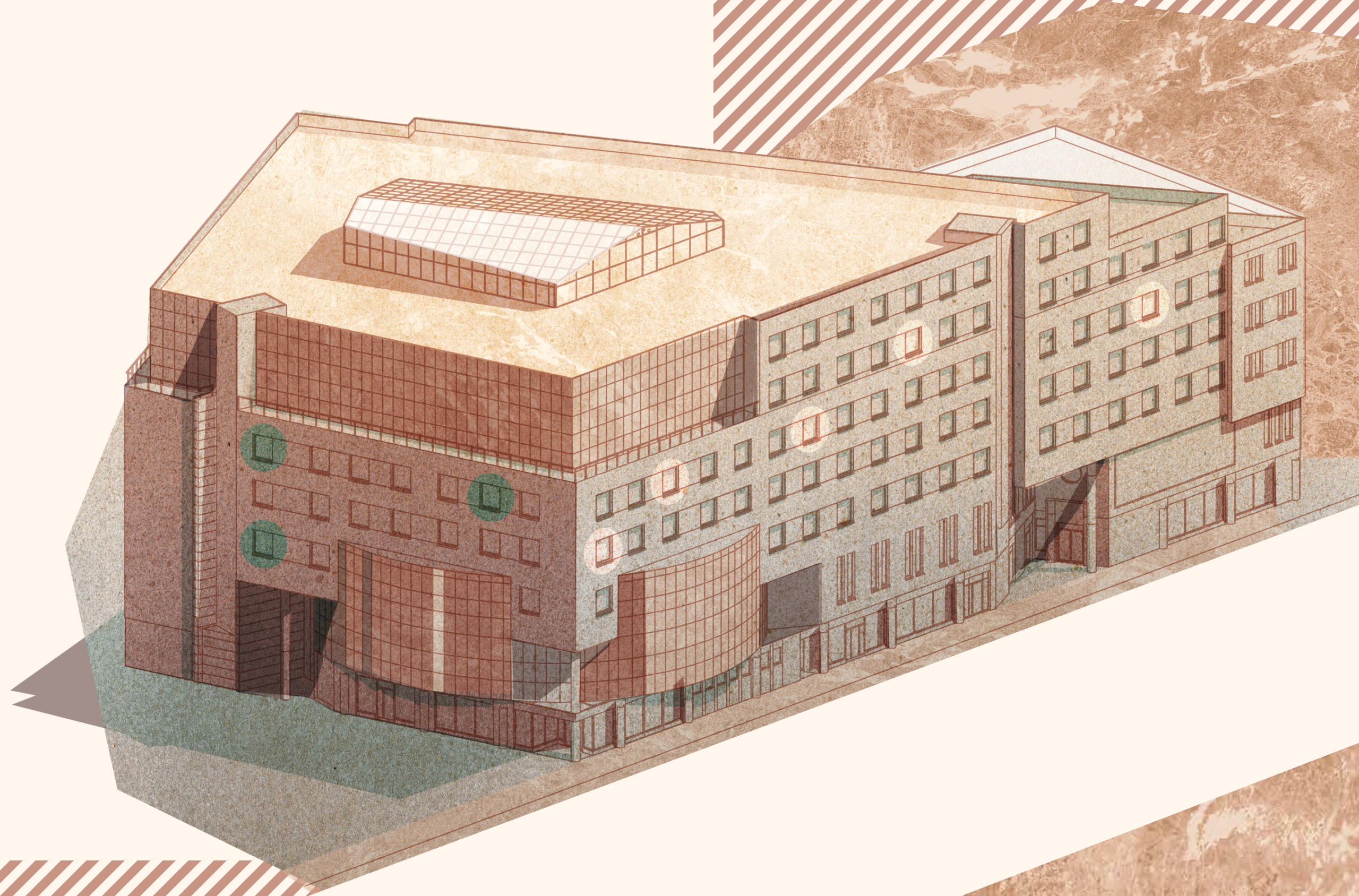
Intro

# A new recipe

HOP is all about making a business case for a hospitality integrated office space.

**Renewing a building with a strong personality, creating a human-centred office design stitched with its surrounding, as a living part of the city.**

Inspired by our lineage we set out our goal is to create a better everyday experience for tenants and visitors alike. Across this presentation, we will tell you the story of HOP and what restoring a colourful low-rise can do for the city's central mix – providing a social core to a flexible workspace, and fostering a new sense of belonging.







Intro

## Section 1

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1. Location introduction
2. The Building
3. HOP and Postmodernism

## Section 2

### Amenities and improvements

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1. Amenities
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3. Cowork
4. Restaurant
5. Cyclists
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## Section 3

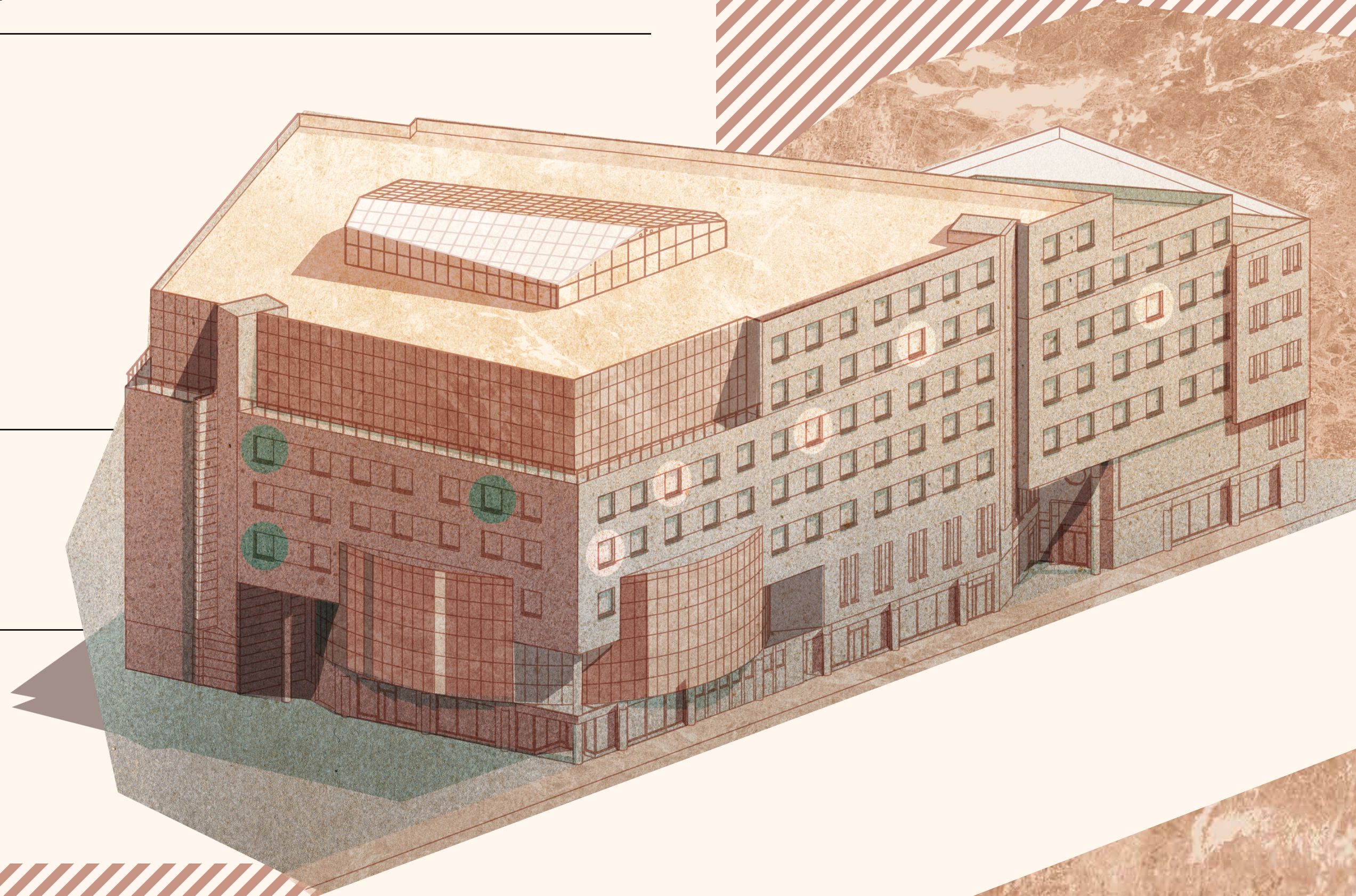
### Specs

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1. HOP in numbers
2. Standars
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4. Floors

## Section 4

5. Investors
6. Contact







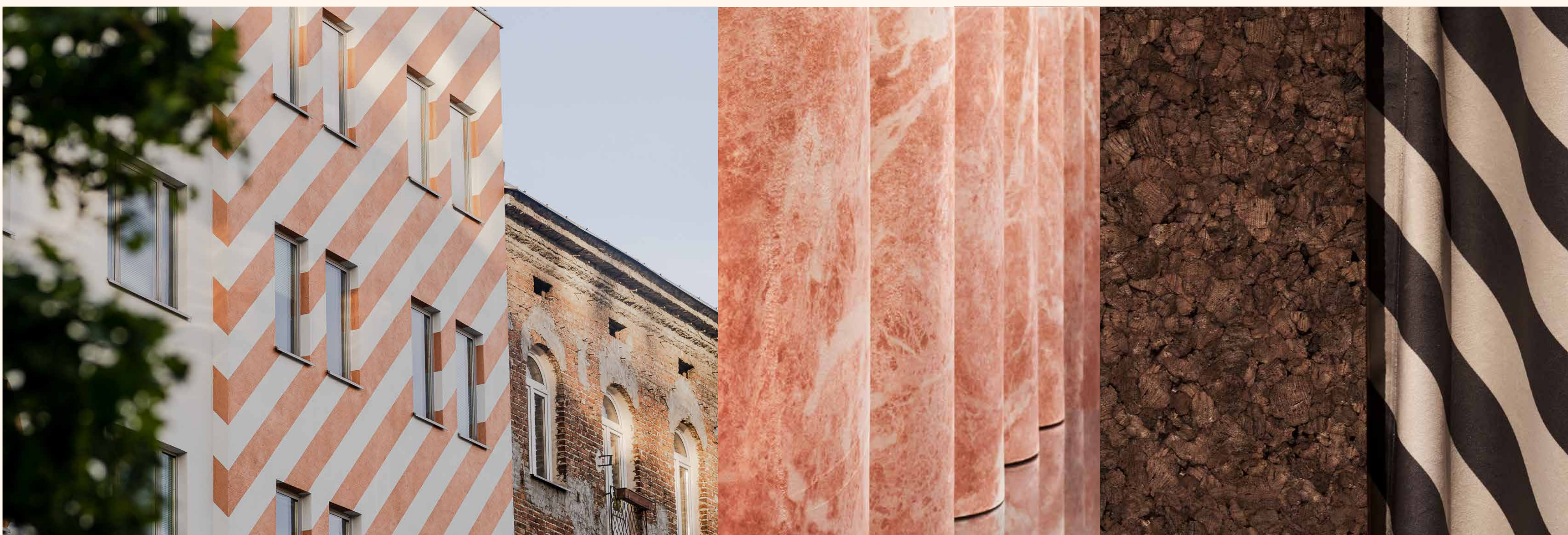
Location

# Planting a seed

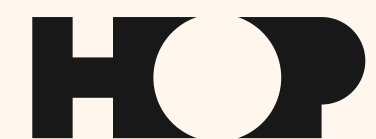
Historically Chmielna was a small rural, 18th century street which unfolded into nearby hop yards owned by Masovian Dukes, who gave the street its name.

**Inspired by the past,  
we have based our colours  
schemes on shades of  
Warsaw forests, integrating  
organic materials and  
textures.**

Like so we plant a seed in this fertile location for city dwellers who increasingly enjoy the natural world as an antidote to urban stress.

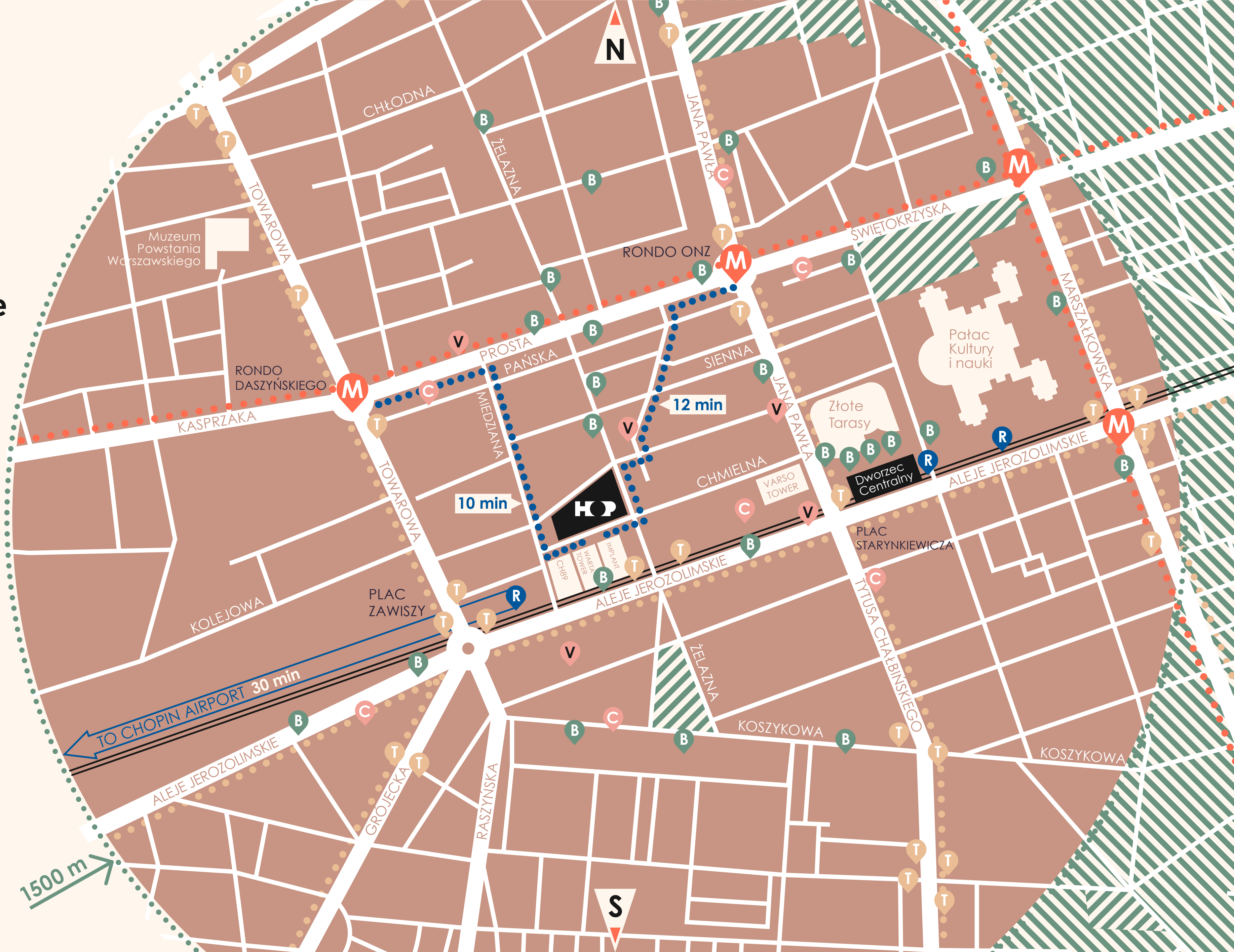
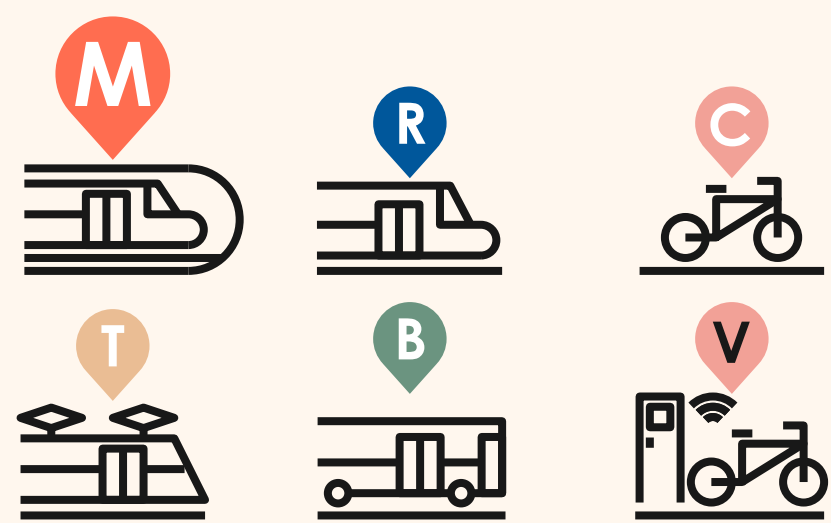






# Location

When we first came across HOP, we fell in love with the potential of a vibrant part of Warsaw on the move, we envisioned blending the indoors with a buzzing heart of Eastern Chmielna.







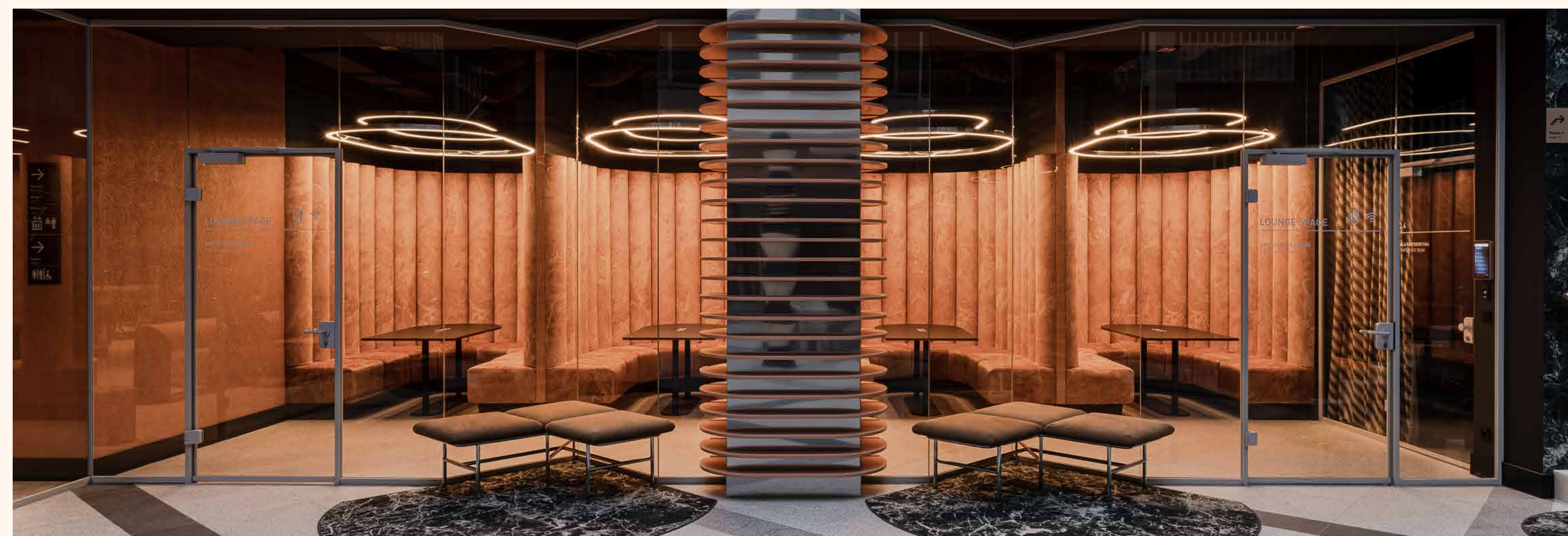
Building

# Less is a bore

Built in 1996, HOP was a postmodernist beacon in a neglected part of the city centre. A humanistic shape and a generous ground floor were part of an award-winning concept that echoed opportunities in Warsaw after the fall of communism.

**Playful is the word most often used to describe the postmodern design, but during the 90s 'radical transformation' might have been a better description.**

Inspired by Alessandro Mendini and Mario Botta, we look to revive the HOP building, reminding ourselves to think beyond the cult of functionalism, showing that our built environment can have naturally evolving layers, including human and organic forms that unite in a powerful expression.





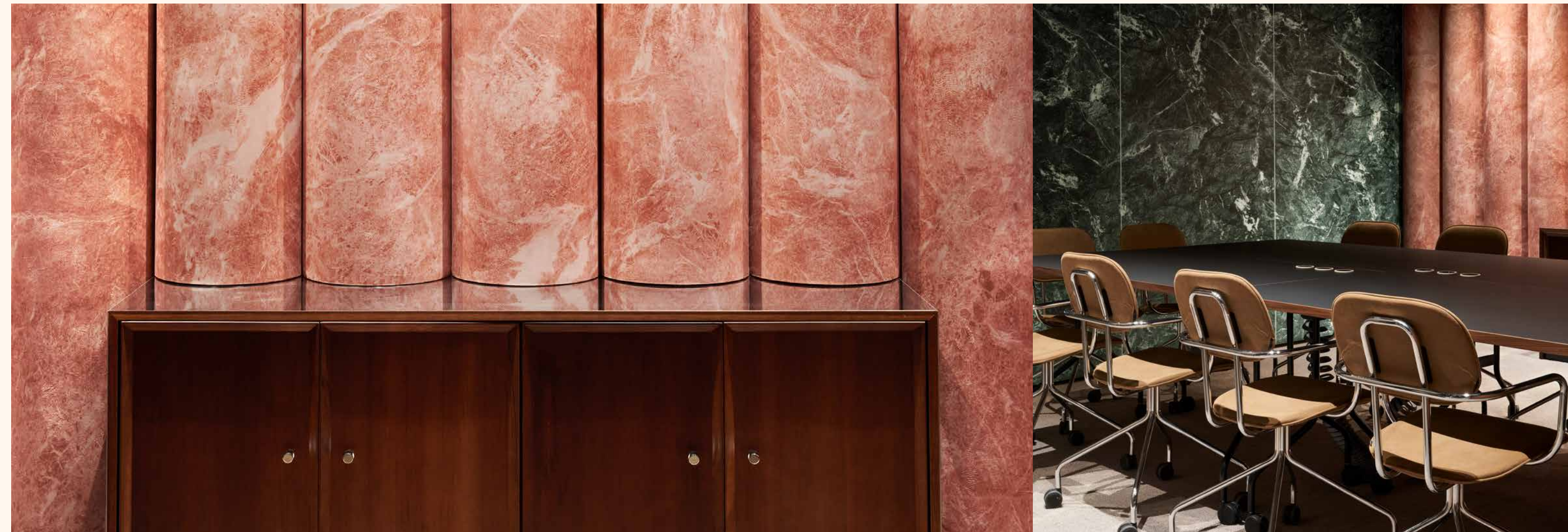


Redesign

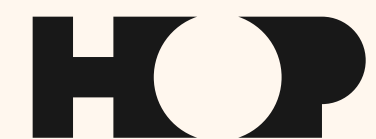
# A public place

How do we make an ideal office building? We wanted to start small but think big. In collaboration with Beza Projekt, we found our advantage in a low-rise, a smaller space that can be utilised for inspiring life-centered programme.

**We saw the opportunity of restoring a life-enhancing building to create a civic place that extends beyond the walls of, the often stark, new office towers around us.**







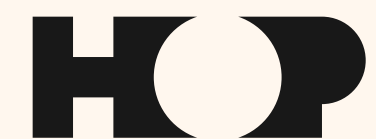
# Considered commons

**In addition to our smart-sized office spaces, the tenants can enjoy a green square pocket-park, all-day arts-filled gourmet neighbourhood restaurant, a well-stocked convenience store with an efficient parcel service and facilities for cycling into work.**

The organic postmodern character allows us to air 'progress' in a perfect blend of old and new, sports and elegance, arts and food, all sharing the notion of authentic liveability.







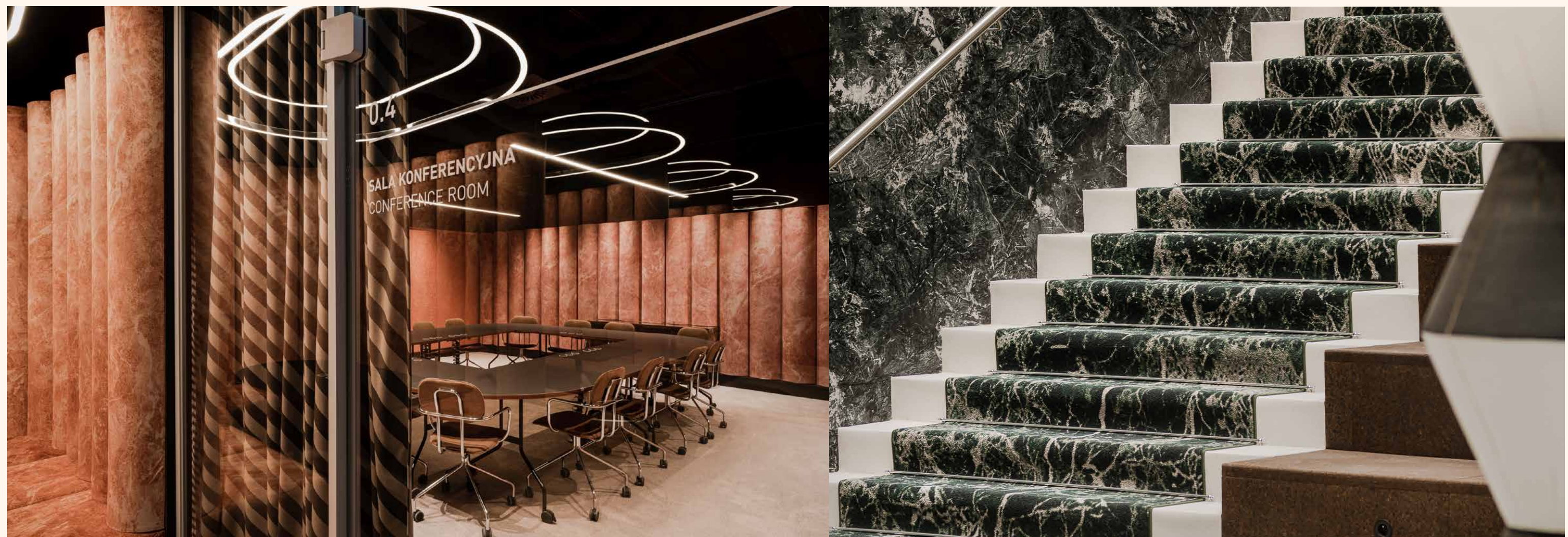
Patio

# Seamless Service

The downstairs lounge is ideal for bringing in guests, fully fitted with meeting spaces and essential amenities. In the middle of the courtyard, we built a wide staircase, acting a base for performances, as well as seating inviting to informal use, forming the backdrop of an environment in motion.

**The idea is that the whole building is your workspace.**

HOP is all about making a business case for enriching communal facilities, renewing a building with a strong sense of local character, positive energy, as a living hub of the city.



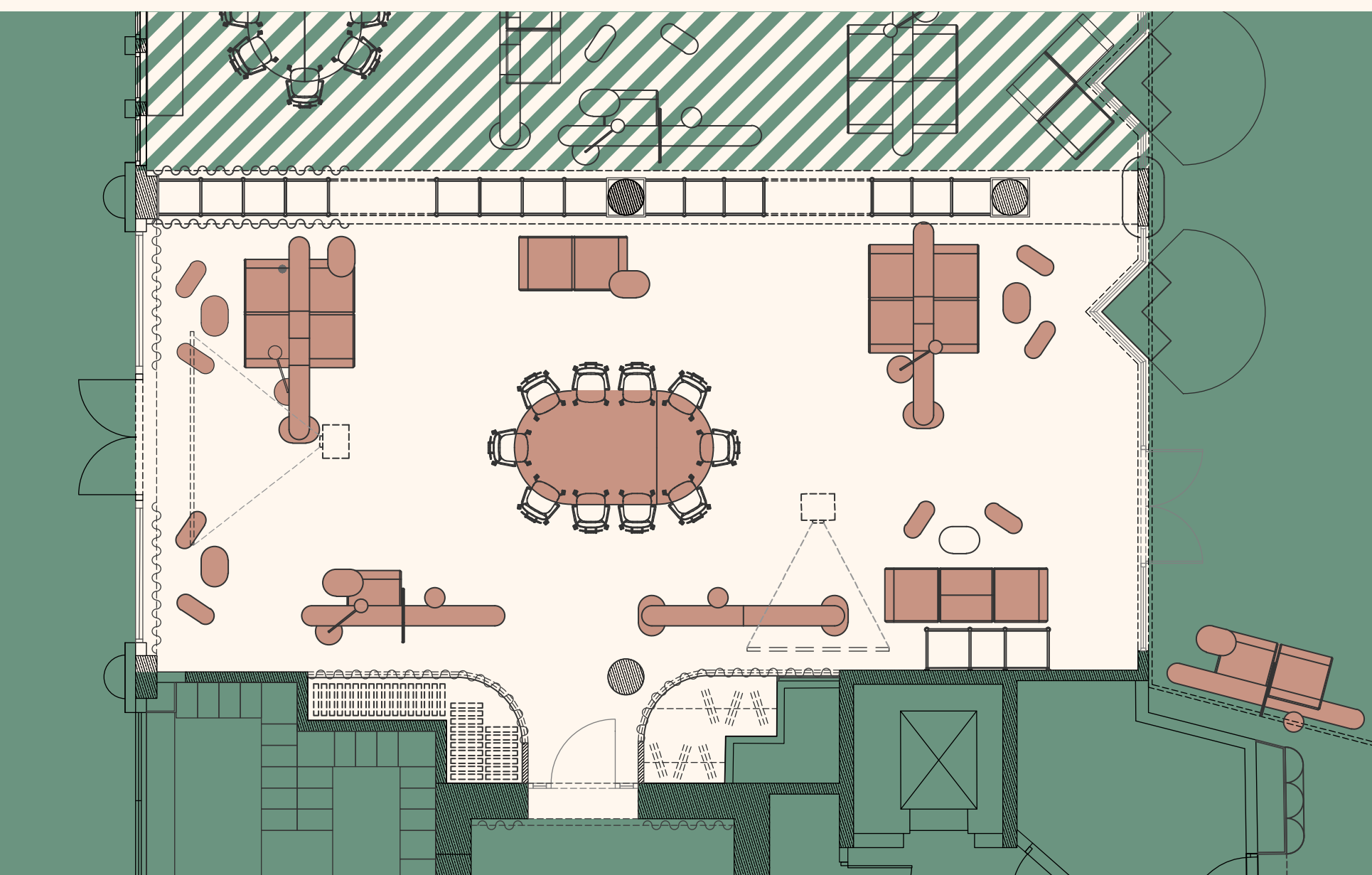




Cowork

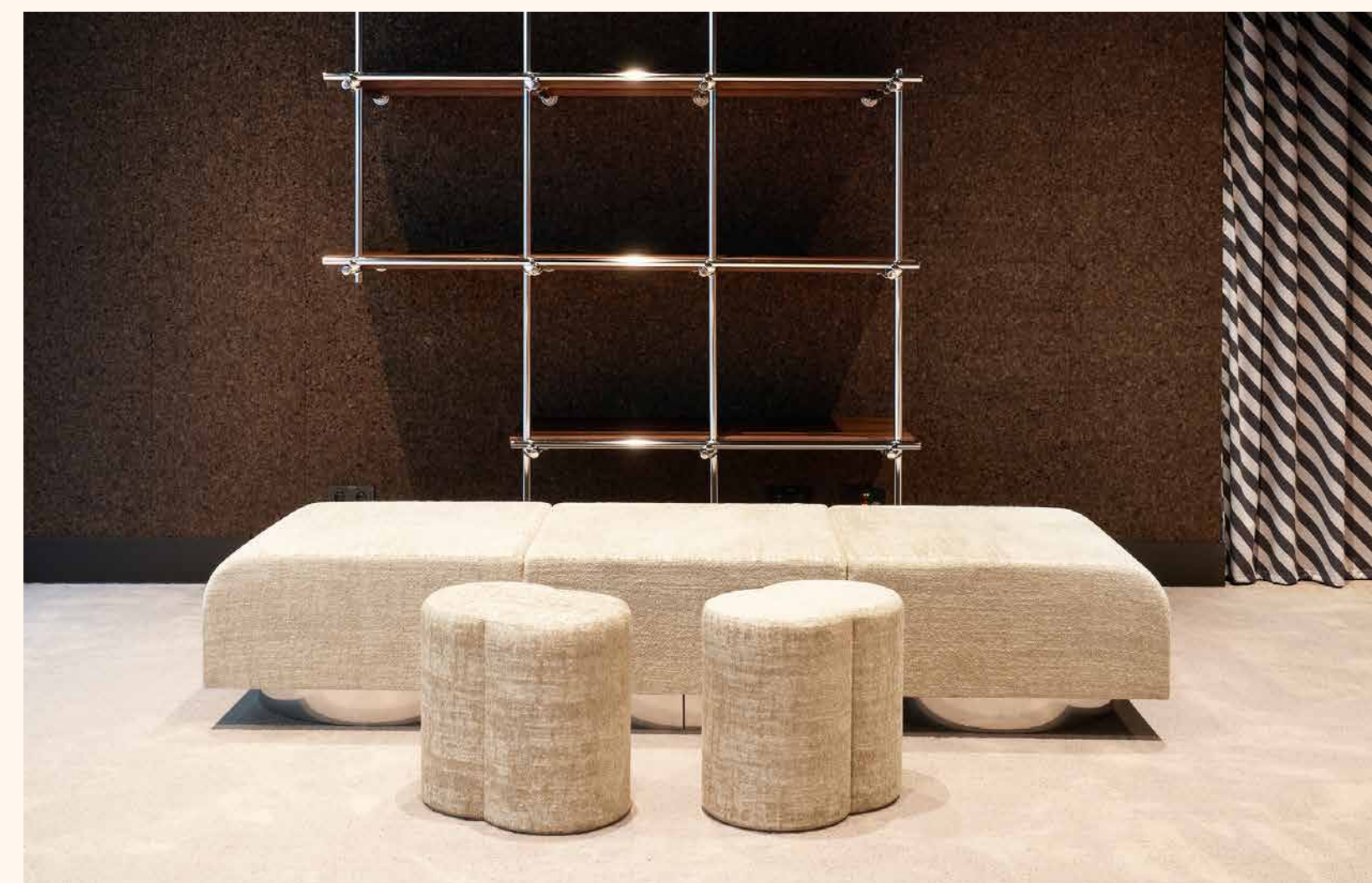
# A better place to work

How do we create a building in Warsaw that is not there for making a quick sale of a square meter but for living, playing and working?



**For us, best-practice property design is about creating intimacy, personalised facilities, a natural fabric and a relaxed wholesomeness across materials and services.**

As people long for freedom, warmth, flexibility and inspiration, HOP is a hidden gem right in the middle of the city, all about quality of life, clever office planning and an inclusive community.



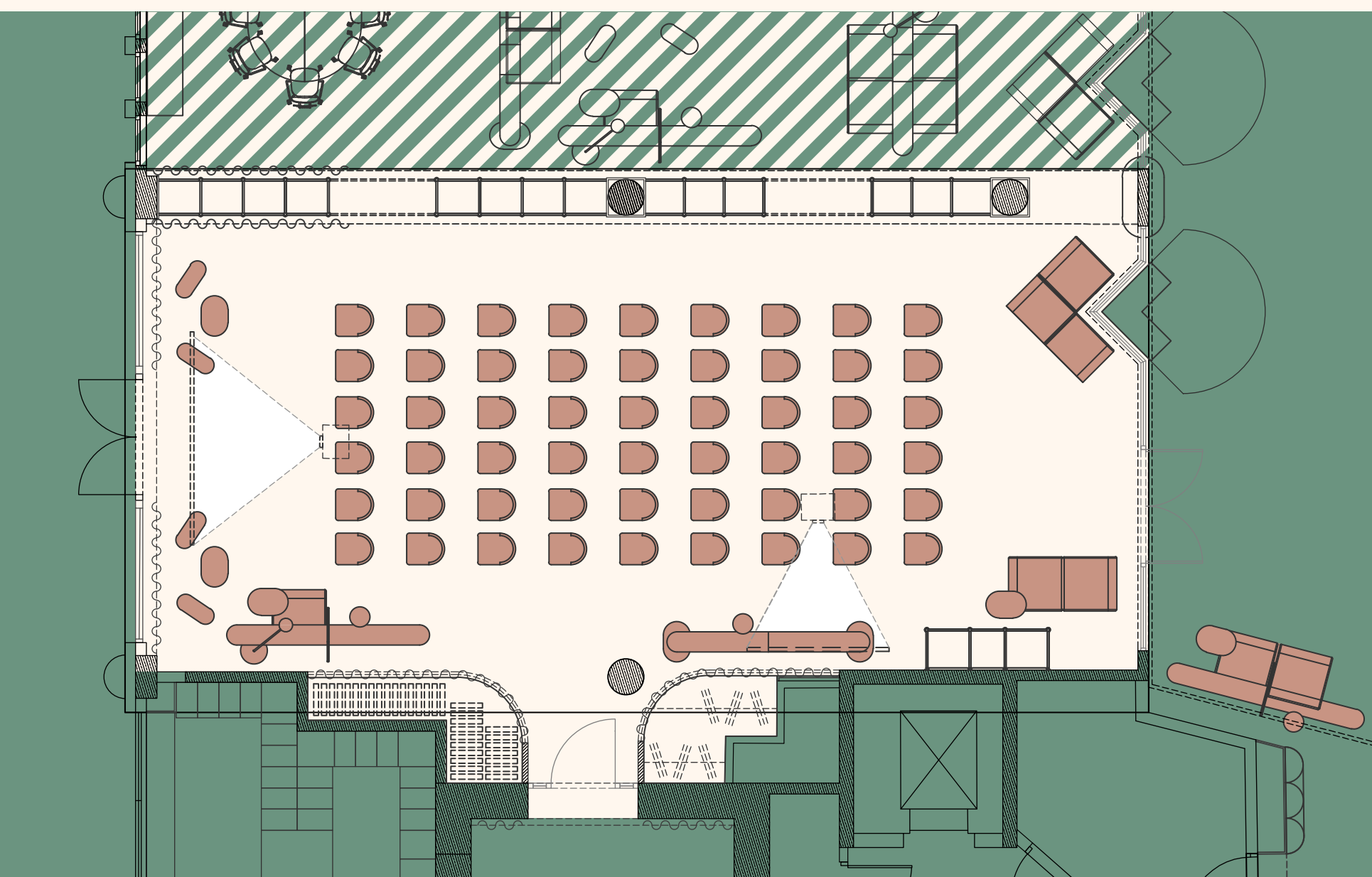




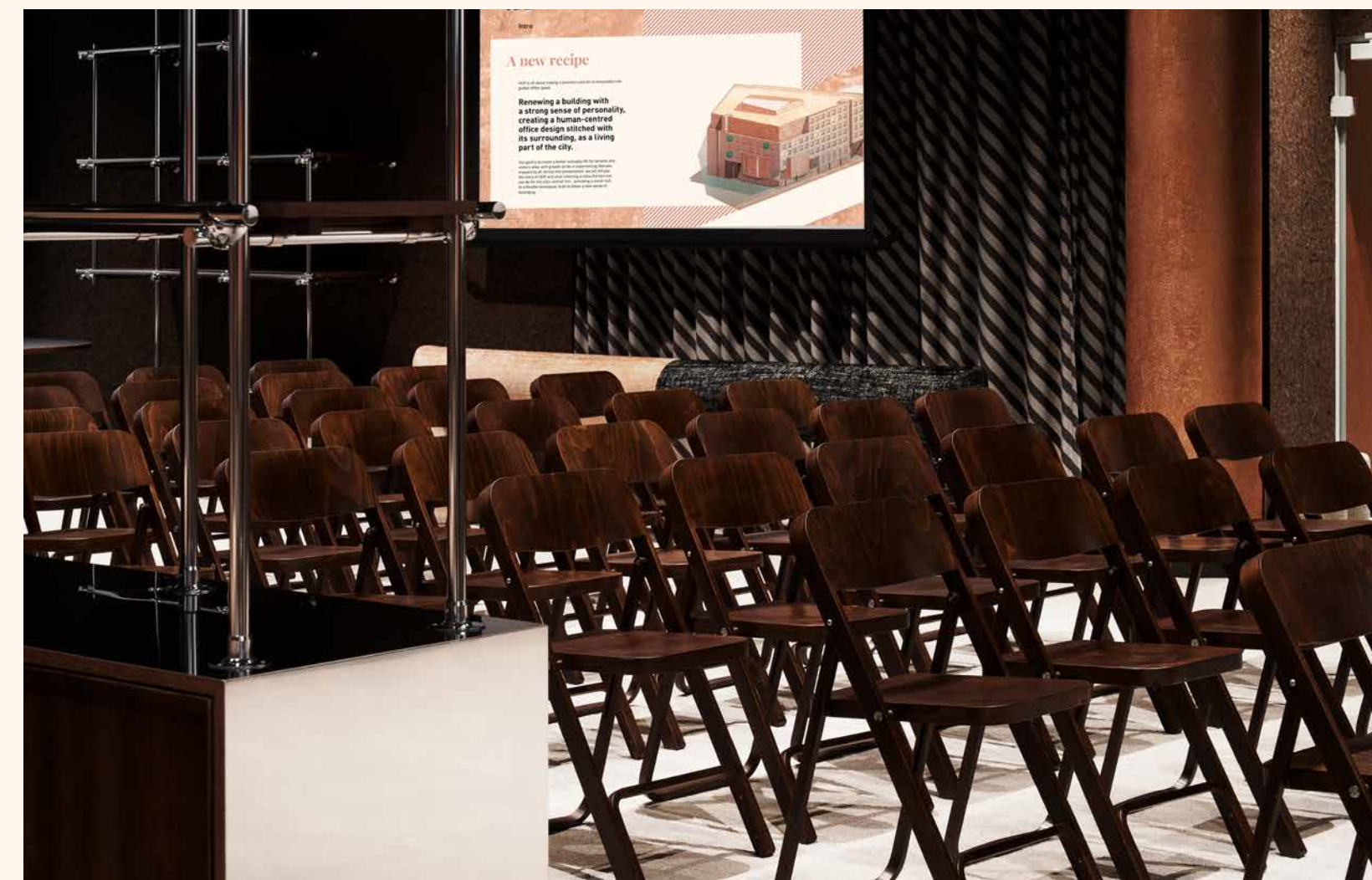
Conference Centre

# All eyes and ears

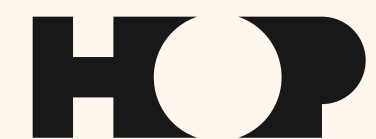
With our spaces equipped with the latest wireless technology, workers, teams and visitors alike will always have what they need.



**Technology is never visible but supports everything we do. From easy bookings of meeting rooms to best in class projection and sound systems.**





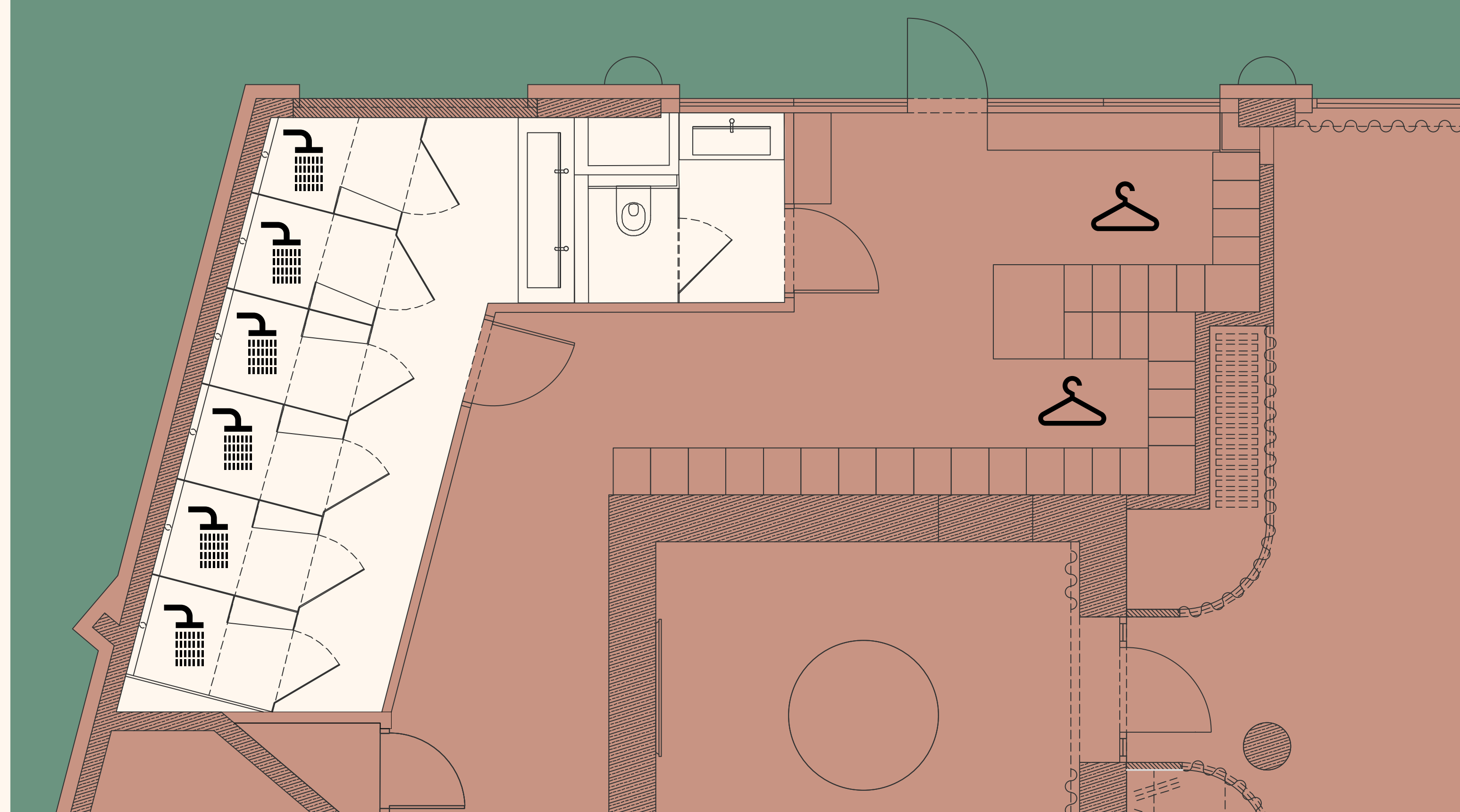
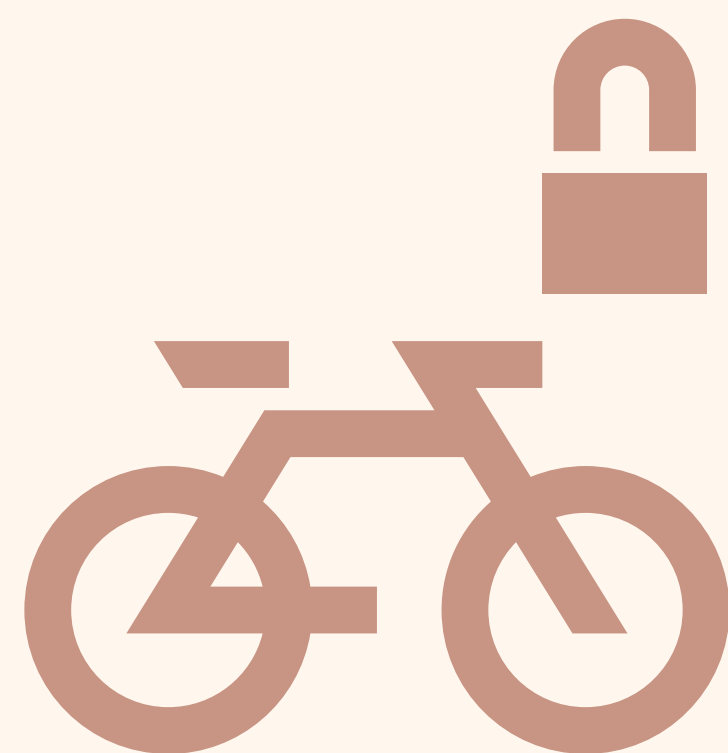


Cyclists

## Rolling in

Warsaw is a perfect city to cycle around, and we want to encourage more people to jump on the bike for the morning commute. But in order to do so, you need the right facilities.

**The downstairs lounge is fully fitted with changing rooms, showers and lockers for those who like to saddle up before work.**





# HOP

Square

## A seat in the sun

The public realm surrounding HOP is open a porous allowing for a pleasant lunch stroll or a break in the sun.



**This Central Warsaw square is set for a makeover accommodating for natural dwell time in the heart of the city.**

For us, it is about bringing the outside in and the inside out, creating a corridor from our wild grass square to the light filled patio, passing through open areas organic materials through the restaurant and to the lounge.







# Meet the neighbours

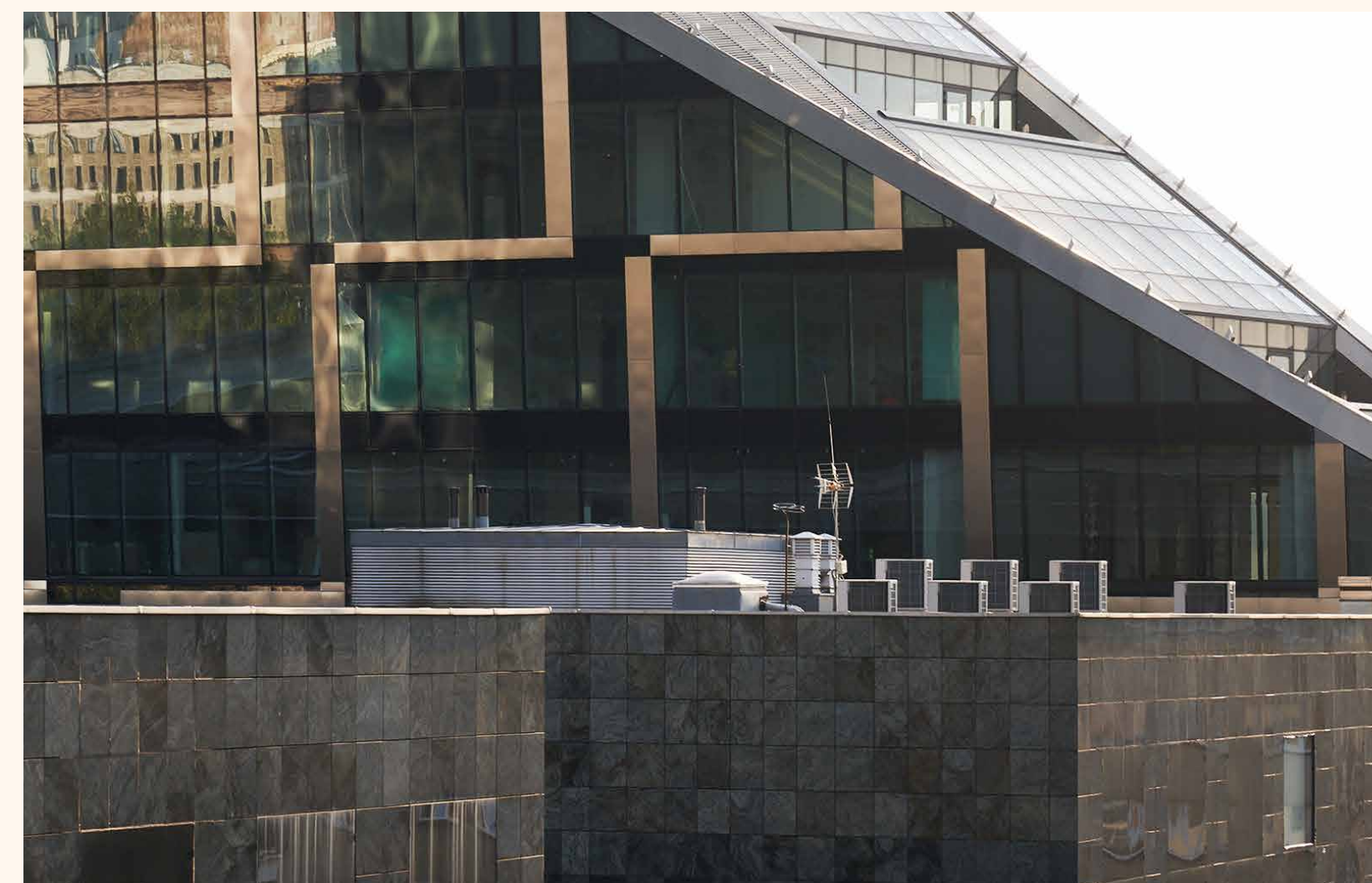
Our porous inner courtyard blends the indoors with the buzzing heart of Western Chmielna. Facing South, you'll find

**Implant the worlds biggest container development, meeting place with food and beverage, concepts, shopping and an amazing green patio to relax in. Our neighbours Warta Tower and Ch89 provide great company in terms of retail ground floors and amenities and on top of that, a few minutes' walk to the east on Chmielna**



**is Varso Tower, soon to be the tallest building in Central Europe connecting HOP with the Central train station and Złote Tarasy.**

You would be hard pushed to imagine a better location for an office block with minutes to the underground, ten minutes to trains across Europe and less than half an hour to the airport.







## Location Amenities

HOP is a welcome addition to the city, in contrast with everyday glass towers with its approachable six-story scale and

**unmissable great amenities and elegant curves it is an ideal community spot and meeting point.**

- |  |                          |  |                           |
|--|--------------------------|--|---------------------------|
|  | Restaurant /Bistro / Bar |  | Nursery /Kinder Garden,   |
|  | Coffee /Bakery           |  | Notary Office /Tax Office |
|  | Club /Cocktail Bar       |  | Church                    |
|  | Grocery                  |  | Petrol Station            |
|  | Store,                   |  | Farmacy,                  |
|  | Mall                     |  | Clinic,                   |
|  | InPost,                  |  | Hospital                  |
|  | Post Office              |  | Bank /Currency Exchange   |
|  | School /Language School  |  | Cinema /Theatre / Museum  |





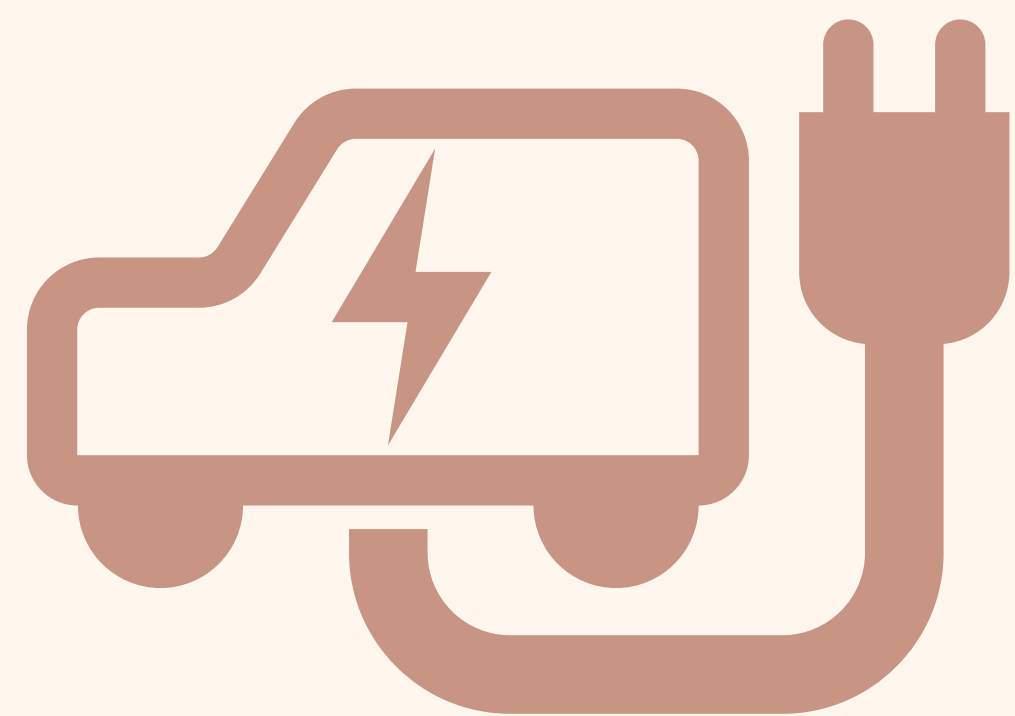


Parking / EV

# Moving with the times

Without a doubt one of the fastest changing aspects of living in cities these days is how people commute to and from work. It is not only about being sustainable, keeping healthy and environmentally conscious it is also about progress and looking towards the future.

**It is something that is most important and permeates Hop on many levels.**



**Thus we made sure we have 14 new EV charging stations and a possibility of converting all parking spaces in the future.**







## Technology

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Smart and Sustainable LED Lighting

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EV Charging Stations

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Elevation Screens

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Wifi in common areas

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Conference Room Reservation System

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Conference Room Touchscreens

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Wireless AV Connection

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Projectors, Screens in every conference room

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Conference Centre with wireless connectivity

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Number Plate Reading access in garage.

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Touchless systems in toilets in common areas

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Smart temperature control in Cowork areas

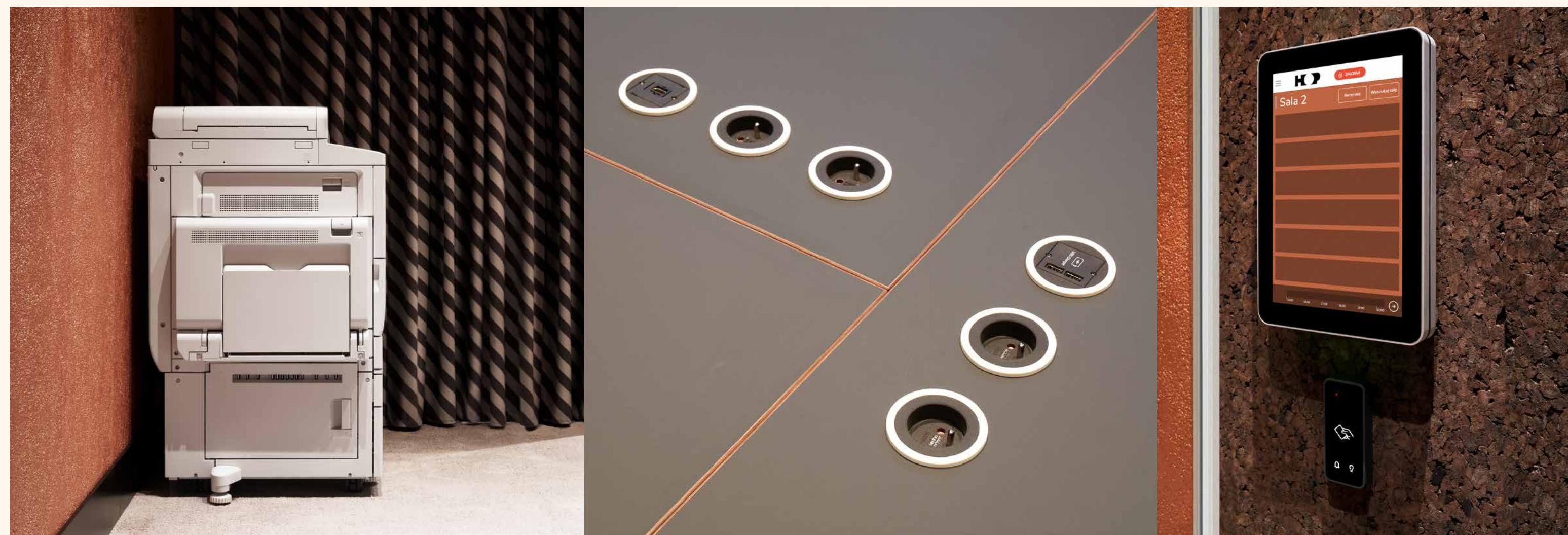
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Smart lockers for Cyclists

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Touchless entrance

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# Numbers

- 14,300 GLA total
- 13,000 GLA office
- 1,300 GLA retail and services
- 1,400 workspaces
- 6 levels
- 1 underground parking level
- 6 elevators
- 94 parking places
- 100 bicycle parking spaces
- 14 electric vehicle charging stations
- 3 m typical storey height / Typical ceiling height (gross)
- within 10 minutes walk of every possible amenity and public transport





# Standards

- Conference centre available to tenants
- Conference rooms available to tenants
- Big co working area available to tenants
- Lounge area for receiving guests and informal meetings
- Sport lockerrooms with showers accessible both from underground and directly from the street
- Restaurant
- Convenience store
- Vending Machine corner
- Overground parking and EV charging stations
- Underground parking with numberplate recognition
- Overground and underground parking for bicycles
- 6 elevators
- 4 terraces
- Auditoroium style feature in atrium
- Medical clinic

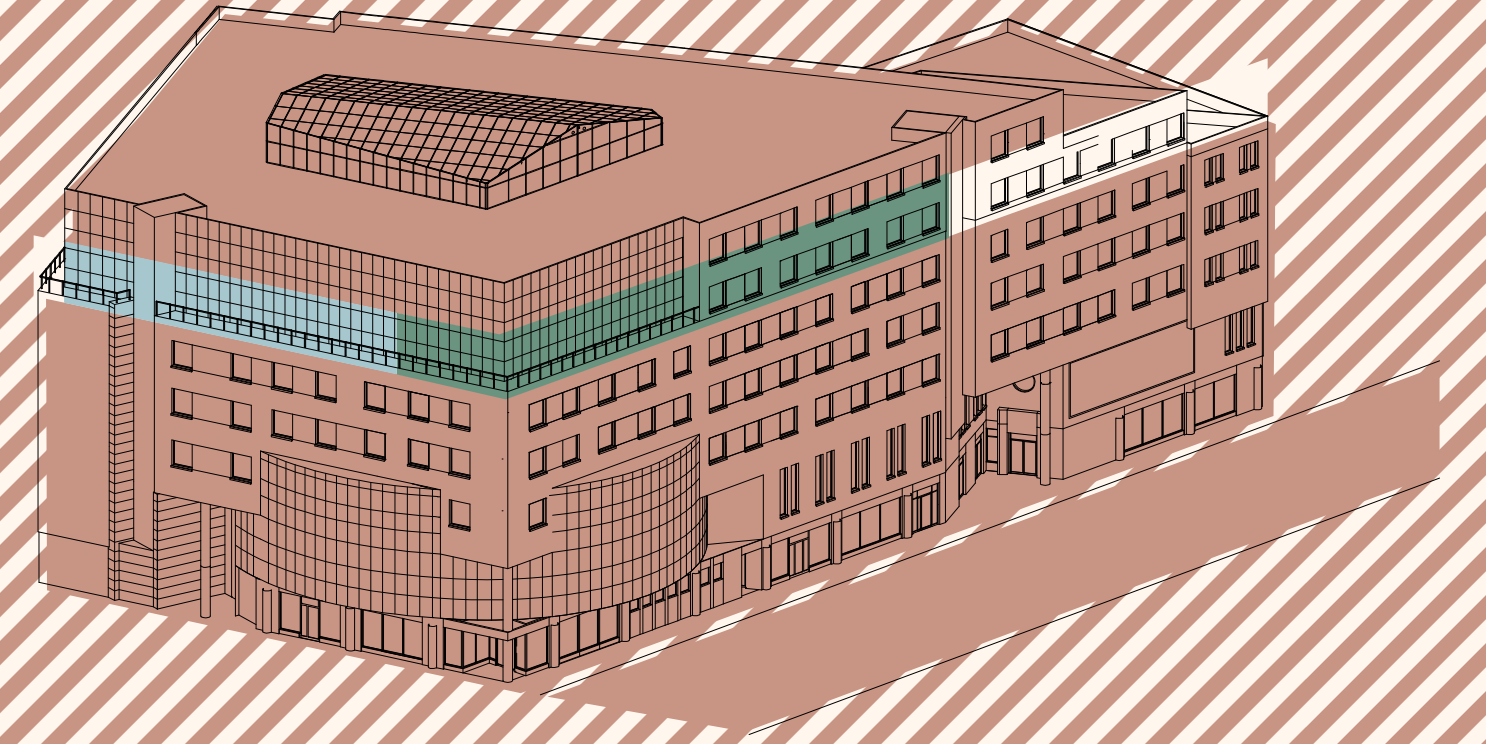
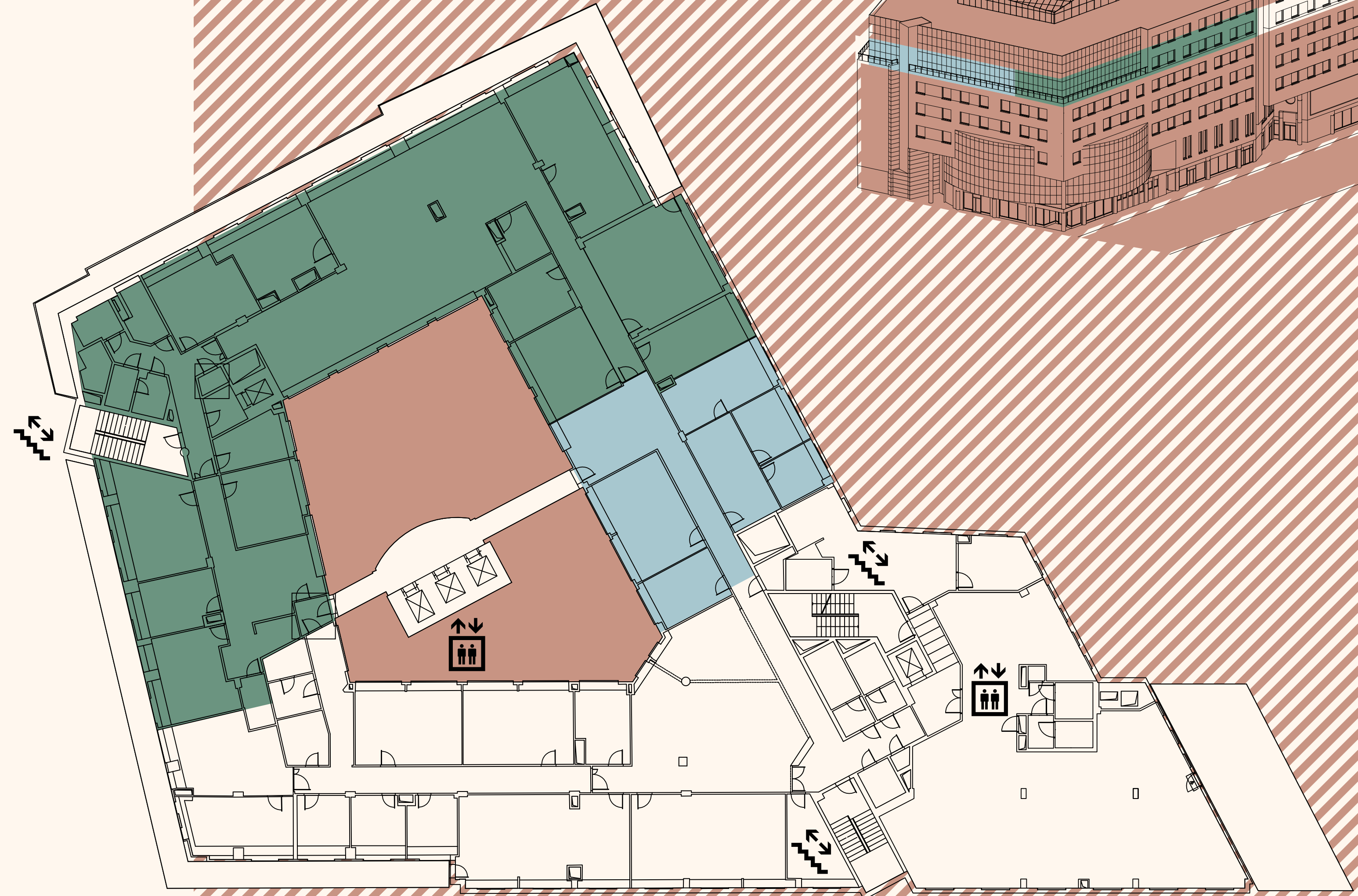




Floor plates

# 5 Floor

- Available Space: **670 m<sup>2</sup>**
- Available Space: **237 m<sup>2</sup>**
- Rented Space
- ↑↓ Lifts
- ↕ Stairs



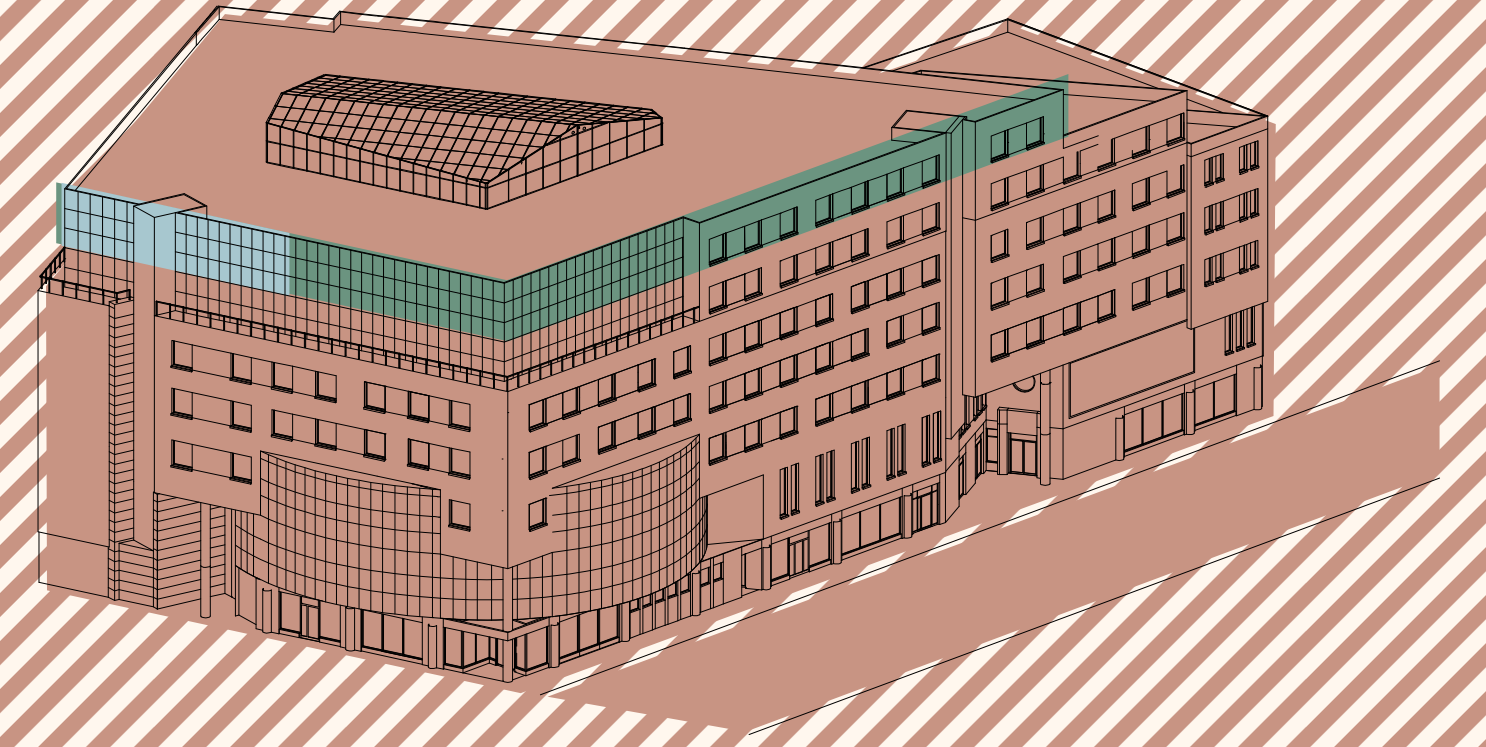
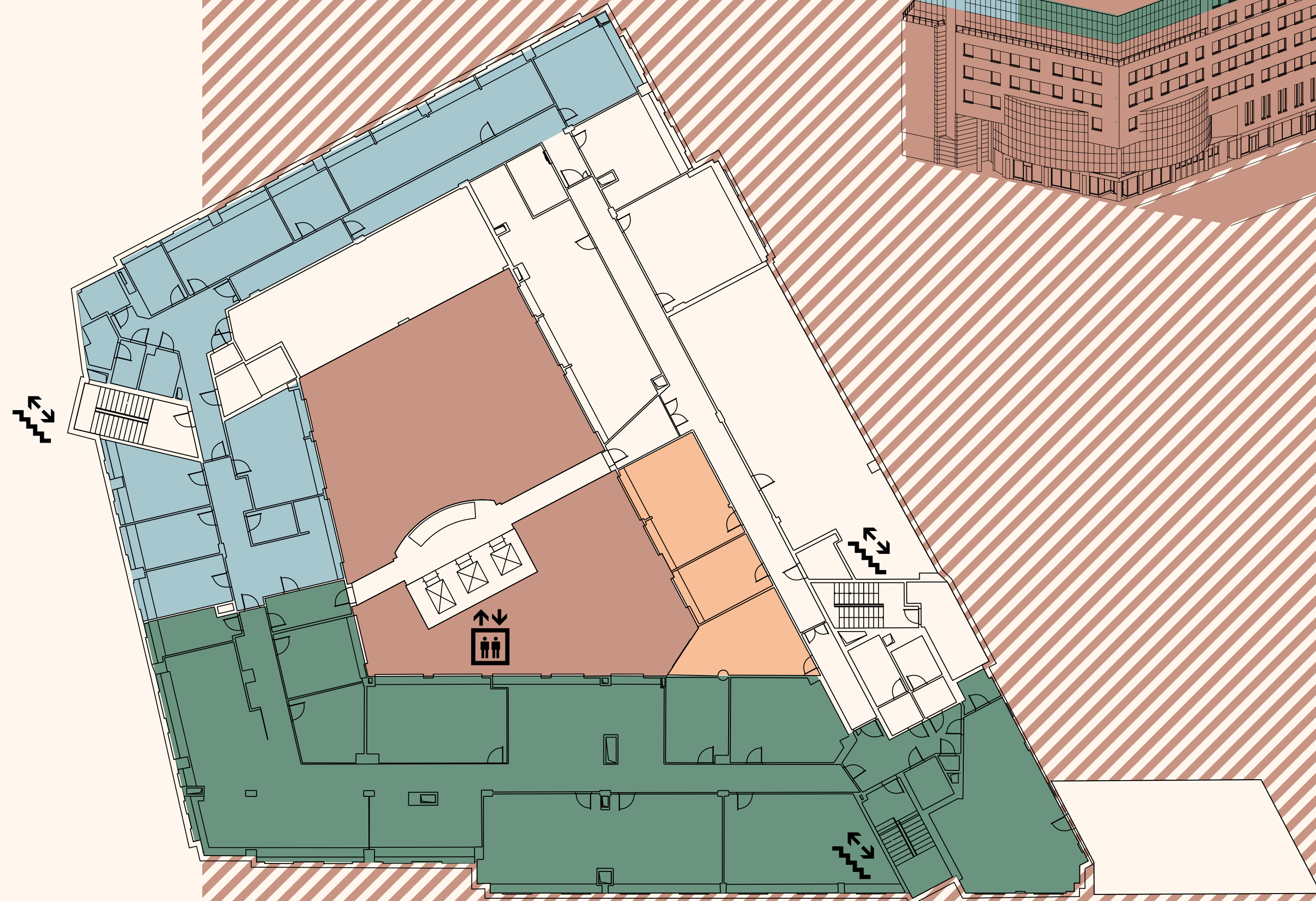




Floor plates

# 6 Floor

- Available Space: **550 m<sup>2</sup>**
- Available Space: **330 m<sup>2</sup>**
- Available Space: **80 m<sup>2</sup>**
- Rented Space
- ↑↓ Lifts
- ↕ Stairs







## Investors



PineBridge Benson Elliot is a pan-European real estate private equity specialist with two decades of investment experience, deep market knowledge and in-house operational expertise.

PineBridge Benson Elliot was acquired by PineBridge Investments in January 2021. PineBridge Investments is a private, global asset manager focused on active, high-conviction investing. As of 30 September 2021, the firm managed US\$141.8 billion across global asset classes for sophisticated investors around the world. As of 30 June 2021, PineBridge Benson Elliot manages \$3.0 billion in AUM.



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## Contact details



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