







# FROM THE SAVA TO THE SKY

AN ILLUSTRATED GUIDE TO KULA BELGRADE

THE ICONIC LANDMARK PROJECT

**OD SAVA DO NEBA**  
ILUSTROVANI VODIČ KROZ KULU BEOGRAD  
PROJEKAT OD NACIONALNOG ZNAČAJA

MMXVII

“  
THE RESILIENCE AND THE ABILITY OF  
THE CITY TO REBUILD ITSELF,  
THAT SPIRIT OF BEING PROGRESSIVE  
AND STRONG, IS SOMETHING THAT  
WE WANT TO CONVEY IN THIS TOWER.  
”

**BRIAN LEE**  
PARTNER AT SKIDMORE OWINGS & MERRILL (SOM),  
LEAD DESIGNER

„OTPORNOST I SPOSOBNOST OVOG GRADA DA SE UVEK OBNOVI, TAJ NJEGOV DUH PROGRESIVNOSTI  
I SNAGE JE NEŠTO ŠTO ŽELIMO DA PRENESEMO KROZ PROJEKAT KULE.“

**BRAJAN LI**  
PARTNER U SKIDMORE OWINGS & MERRILL (SOM),  
GLAVNI DIZAJNER NA PROJEKTU



THE IMPOSING STRUCTURE OF KULA BELGRADE WITH THE PLAZA AND SAVA PROMENADA, SEEN FROM THE RIVER

IMPOZANTNO ZDANJE KULE BEOGRAD SA TRGOM I SAVA PROMENADOM, GLEDANO SA REKE



## FOREWORD

# A UNIQUE ADDRESS IN A UNIQUE CITY

*BELGRADE IS A UNIQUE CITY WITH A RICH AND DISTINCTIVE HISTORY, FRIENDLY PEOPLE, AND AN ABILITY TO CELEBRATE LIFE LIKE NO OTHER.*

*AS BELGRADE REINVENTS ITS BEAUTIFUL RIVERSIDE HEARTLAND, EAGLE HILLS IS PROVIDING THE JEWEL IN ITS CROWN WITH THE DEBUT OF "THE RESIDENCES AT THE ST. REGIS BELGRADE" IN EUROPE BY THE WORLD-FAMOUS ST. REGIS BRAND. A PRESTIGIOUS HOTEL WITH EXCLUSIVE APARTMENTS WILL BE SITUATED IN KULA BELGRADE, THE CITY'S MOST PRESTIGIOUS NEW BUILDING.*

*I SEE BELGRADE BECOMING ONE OF CENTRAL AND EASTERN EUROPE'S LEADERS IN BUSINESS, TOURISM AND RETAIL AND ONE OF THE MOST VIBRANT CAPITALS IN THE WORLD. THE CHOICE OF BELGRADE BY ST. REGIS AS ITS FIRST EUROPEAN ADDRESS OF "THE RESIDENCES AT THE ST. REGIS" AFFIRMS THIS.*

**MOHAMED ALABBAR**  
CHAIRMAN, EAGLE HILLS

## JEDINSTVENA ADRESA U JEDINSTVENOM GRADU

BEOGRAD JE JEDINSTVEN GRAD SA BOGATOM I SPECIFIČNOM ISTORIJOM, LJUBAZNIM LJUDIMA I IZUZETNOM SPOSOBNOŠĆU DA SLAVI ŽIVOT.

KAKO BEOGRAD PONOVO PRONALAZI SVOJE VELIČANSTVENE REČNE OBALE U CENTRU GRADA, EAGLE HILLS DONOSI DRAGULJ ZA NJEGOVU KRUNU: SVETSKI POZNAT BEND LUKSUZNIH HOTELOVA I REZIDENCIJA ST. REGIS PRVI PUT DOLAZI U EVROPU SA EKSKLUZIVNIM BENDIRANIM APARTMANIMA KOJI ĆE SE NALAZITI U KULI BEOGRAD, NAJPRESTIŽNJOJ NOVOJ ZGRADI U BEOGRADU.

VIDIM KAKO BEOGRAD POSTAJE JEDAN OD LIDERA U OBLASTI BIZNISA, TURIZMA I TRGOVINE U CENTRALNOJ I ISTOČNOJ EVROPI, KAO I JEDAN OD NAJIDINAMIČNIJIH GLAVNIH GRADOVA NA SVETU. O TOME SVEDOČI I ČINJENICA DA JE LANAC ST. REGIS IZABRAO BEOGRAD KAO PRVU ADRESU U EVROPI ZA „THE RESIDENCES AT THE ST. REGIS“.

**MOHAMED ALABBAR**  
PREDSEDNIK, EAGLE HILLS

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**THE ST. REGIS BELGRADE**  
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CHAPTER ONE | PRVO POGAVLJE

# EAGLE HILLS

*SUCCESS IS IN OUR NATURE*

**EAGLE HILLS**  
USPEH JE U NAŠOJ PRIRODI



## INVESTOR

# OPENING NEW WORLDS

EAGLE HILLS IS AN ABU DHABI-BASED PRIVATE REAL ESTATE INVESTMENT AND DEVELOPMENT COMPANY, FOCUSED ON CREATING NEW CITY HUBS AND FLAGSHIP DESTINATIONS IN EMERGING MARKETS. THESE MASTER-PLANNED PROJECTS DRAW ON THE LATEST TECHNOLOGIES TO BUILD INTEGRATED LIFESTYLE COMMUNITIES THAT ENERGIZE AND DIVERSIFY THE LOCAL ECONOMY AND CREATE JOBS.

EAGLE HILLS SUPPORTS PREMIUM LIFESTYLES BY DESIGNING AND IMPLEMENTING MIXED-USE FACILITIES INCLUDING RESIDENTIAL AND COMMERCIAL PROPERTY, HOSPITALITY, SHOPPING MALLS, RETAIL AND HEALTHCARE. THE COMPANY IS CURRENTLY DEVELOPING MIXED-USE PROJECTS IN BAHRAIN, JORDAN, MOROCCO, SERBIA AND THE UAE.

### INVESTITOR

#### STVARAMO NOVE SVETOVE

EAGLE HILLS JE PRIVATNA GRAĐEVINSKA KOMPANIJA IZ ABU DABIJA, SPECIJALIZOVANA ZA GRAĐEVINSKU DELATNOST I ULAGANJA U NEKRETNINE. FOKUS KOMPANIJE JE IZGRADNJA MODERNIH GRADSKIH JEZGARA I VRHUNSKIH DESTINACIJA NA NOVIM TRŽIŠTIMA. OVI PLANSKI REALIZOVANI PROJEKTI SE ZASNIVAJU NA NAJNOVIJIM TEHNOLOGIJAMA ZA RAZVOJ INTEGRISANIH ŽIVOTNIH ZAJEDNICA, KOJE PODSTIČU I DIVERZIFIKUJU LOKALNU EKONOMIJU I STVARAJU NOVA RADNA MESTA.

KOMPANIJA EAGLE HILLS PROMIŠE OSTVARENJE VRHUNSKOG ŽIVOTNOG STILA PUTEM KONCIPIRANJA I REALIZACIJE PROJEKATA MEŠOVITIH SADRŽAJA, ŠTO UKLJUČUJE STAMBENE I POSLOVNE OBJEKTE, UGOSTITELJSTVO, TRŽNE CENTRE, MALOPRODAJNE OBJEKTE I ZDRAVSTVENU ZAŠTITU. KOMPANIJA TRENUTNO IZVODI PROJEKTE MEŠOVITE NAMENE U BAHREINU, JORDANU, MAROKU, SRBIJI I UJEDINJENIM ARAPSKIM EMIRATIMA.



SKYLINE OF ABU DHABI,  
UNITED ARAB EMIRATES

PANORAMA ABU DABIJA,  
UJEDINJENI ARAPSKI  
EMIRATI

## EAGLE HILLS PROJECTS WORLDWIDE

EAGLE HILLS PROJEKTI ŠIROM SVETA

### SERBIA

*Belgrade Waterfront*

### MOROCCO

*La Marina Morocco  
Rabat Square*

### JORDAN

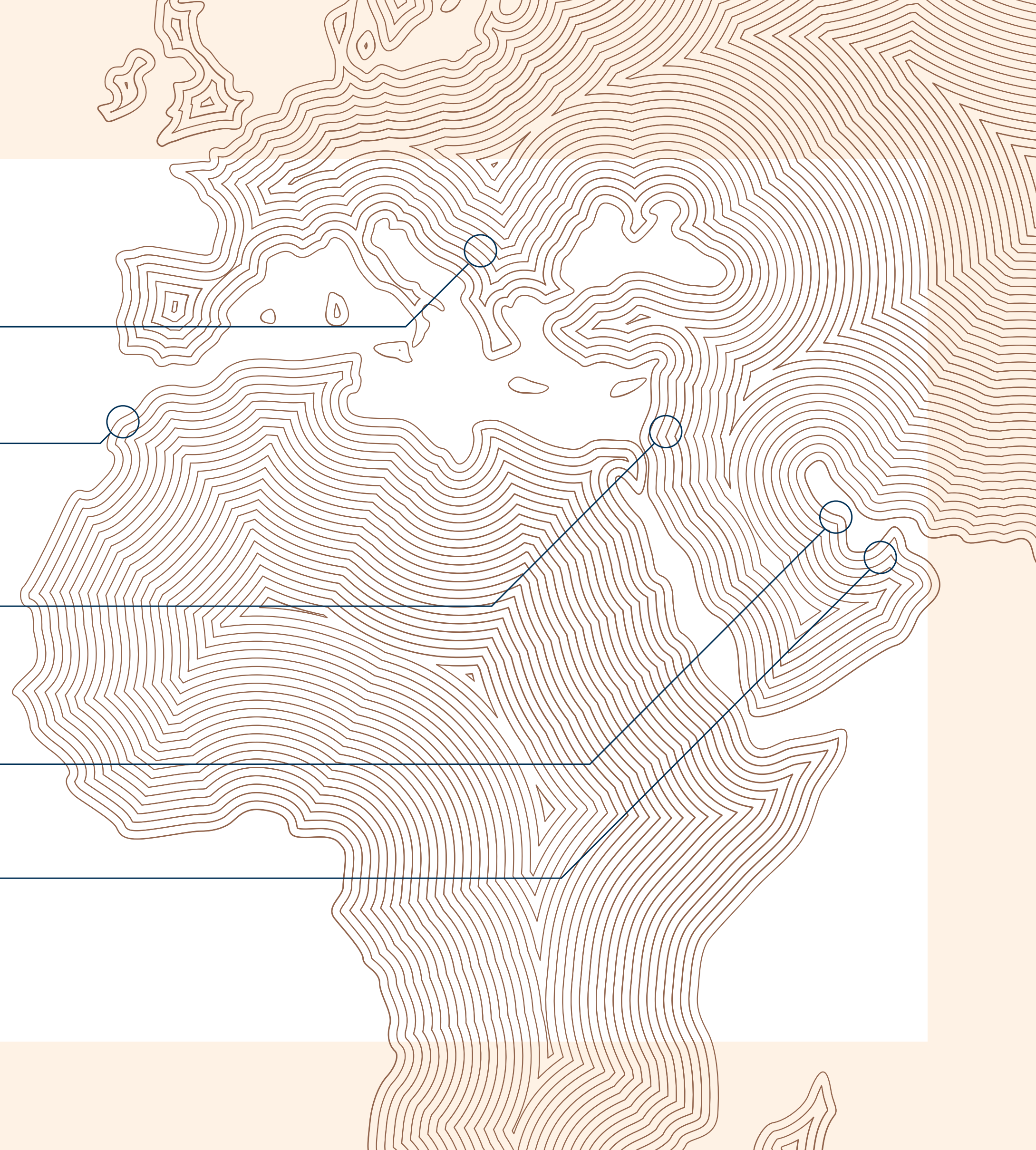
*Saraya Aqaba  
St. Regis Amman  
Marsa Zayed  
W Amman*

### BAHRAIN

*Marassi Al Bahrain*

### UNITED ARAB EMIRATES

*The Address Fujairah Resort + Spa  
Fujairah Beach*



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CHAPTER TWO | DRUGO POGLAVLJE

## BELGRADE

*THE CITY OF THE FUTURE*

**BEOGRAD**  
GRAD BUDUĆNOSTI

PANORAMIC VIEW OF BELGRADE OVER THE SAVA RIVER,  
WITH NEW BELGRADE ON THE LEFT BANK AND THE  
KALEMEGDAN FORTRESS ON THE RIGHT

PANORAMSKI POGLED PREKO REKE SAVE, SA NOVIM  
BEOGRADOM NA LEVOJ OBALI I KALEMEGDANSKOM  
TVRDAVOM NA DESNOJ



## THE CITY OF THE FUTURE

# A CONFLUENCE OF INFLUENCE

BELGRADE, THE CAPITAL AND LARGEST CITY OF SERBIA, IS UNIQUELY LOCATED AT THE CONVERGENCE OF TWO MAJOR RIVERS, THE SAVA AND THE DANUBE, WHERE THE PANNONIAN PLAIN MEETS THE BALKANS. BLENDING EASTERN AND WESTERN INFLUENCES FOR CENTURIES, IT IS A MOSAIC OF DIFFERENT CULTURES AND STYLES. BELGRADE IS FAMOUS FOR ITS RICH HISTORY, VIBRANT CULTURAL SCENE, DYNAMIC NIGHTLIFE AND COSMOPOLITAN SPIRIT.

TODAY, BELGRADE IS A REGIONAL CENTRE OF CREATIVE ACTIVITIES AND URBAN REGENERATION. THE KINDNESS AND HOSPITALITY OF ITS INHABITANTS, THE RESTAURANTS AND CAFES THAT PULSATE WITH LIFE DAY AND NIGHT, ITS RICH AND DIVERSE GASTRONOMIC OFFERING AND ABUNDANT SHOPPING OPPORTUNITIES ARE JUST SOME OF THE MANY REASONS FOR THE GROWING NUMBER OF TOURISTS EVERY DAY.

## GRAD BUDUĆNOSTI

## UŠĆE RAZNOVRISNIH UTICAJA

BEOGRAD, GLAVNI I NAJVEĆI GRAD SRBIJE, NALAZI SE NA JEDINSTVENOJ LOKACIJI NA UŠĆU DVEJU VELIKIH REKA, SAVE I DUNAVA, NA SPOJU PANONSKE NIZIJE I BALKANSKOG POLUOSTRVA. VEKOVIMA MEŠAJUĆI UTICAJE ISTOKA I ZAPADA, ON PREDSTAVLJA MOZAIK RAZLIČITIH KULTURA I STILOVA. BEOGRAD JE POZNAT PO BOGATOJ ISTORIJI, ŽIVOJ KULTURNOJ SCENI, DINAMIČNOM NOĆNOM ŽIVOTU I KOSMOPOLITSKOM DUHU.

DANAS, BEOGRAD JE REGIONALNI CENTAR KREATIVNIH AKTIVNOSTI I URBANE OBNOVE. LJUBAZNOST I GOSTOPRIMSTVO NJEGOVIH ŽITELJA, RESTORANI I KAFEI KOJI PULSIRAJU ŽIVOTOM DAN I NOĆ, NJEGOVA BOGATA I RAZNOVRISNA GASTRONOMSKA PONUDA I NEBROJENE MOGUĆNOSTI ZA ŠOPING SAMO SU NEKI OD RAZLOGA ZA SVAKODNEVNI RAST BROJA TURISTA.



THE CONFLUENCE OF THE SAVA AND THE DANUBE RIVERS, SEEN FROM THE KALEMEGDAN FORTRESS

UŠĆE REKE SAVE U DUNAV, VIDENO SA KALEMEGDANSKE TVRĐAVE

KNEZ MIHAILOVA STREET, THE CENTRAL ARTERY OF DOWNTOWN BELGRADE'S PEDESTRIAN ZONE

KNEZ MIHAILOVA ULICA, GLAVNA ARTERIJA BEOGRADSKO CENTRALNE PEŠAČKE ZONE

BELGRADE IS RANKED AMONG THE  
TOP 7 “BEST DESTINATIONS TO VISIT”  
BY LONELY PLANET GUIDES, DESCRIBED  
AS A “CITY OF THE FUTURE”.

VODIČ LONELY PLANET UVRSTIO JE BEOGRAD MEĐU SEDAM  
„NAJBOLJIH DESTINACIJA ZA POSETU“, I DODELIO MU EPITET  
„GRADA BUDUĆNOSTI“.



## BELGRADE IN SOUTH-EAST EUROPE

# THE GLAMOUR CAPITAL

THROUGHOUT ITS MODERN HISTORY, BELGRADE HAS BEEN A FOCAL POINT OF GLAMOUR, HOSTING NUMEROUS INTERNATIONAL CULTURAL, POLITICAL AND SPORTING EVENTS. ITS LIST OF VISITORS INCLUDES THE WHO'S WHO OF PRESIDENTS, PRIME MINISTERS AND ROYALTY, ART, CINEMA, THEATRE AND MUSIC GREATS, SPORTING LEGENDS AND OTHER DISTINGUISHED GUESTS. IN 1939, THE CITY HOSTED ITS ONLY F1 GRAND PRIX RACE.

BELGRADE IS REESTABLISHING ITSELF AS A DIVERSE FILMING LOCATION, WITH ITS STREETS PROVIDING THE BACKDROP FOR NUMEROUS INTERNATIONAL AND REGIONAL PRODUCTIONS. WITH AROUND 95,000 COPIES OF NATIONAL AND INTERNATIONAL FILMS, THE YUGOSLAV FILM ARCHIVE IS THE LARGEST IN THE REGION AND AMONG THE 10 LARGEST ARCHIVES IN THE WORLD.

BELGRADE ALSO HAS ITS OWN PANTHEON OF UNSUNG HEROES, SUCH AS THE GRACIOUS TRAFFIC POLICEMAN JOVAN BULJ, OR THE FLYING ACROBAT DRAGOLJUB ALEKSIĆ.

## BEOGRAD U JUGOISTOČNOJ EVROPI SREDIŠTE GLAMURA

TOKOM ČITAVE MODERNE ISTORIJE, BEOGRAD JE BIO CENTAR GLAMURA I DOMAĆIN BROJNIH MEĐUNARODNIH KULTURNIH, POLITIČKIH I SPORTSKIH MANIFESTACIJA. LISTA NJEGOVIH POSETILACA JE SVOJEVRSTAN „KO JE KO“ REGISTAR IMENA PREDSEDNIKA, PREMIJERA I KRALJEVA, VELIKANA IZ SVETA UMETNOSTI, FILMA, POZORIŠTA I MUZIKE, SPORTSKIH LEGENDI I DRUGIH VISOKIH GOSTIJU. 1939. GODINE, BEOGRAD JE JEDINI PUT BIO DOMAĆIN F1 TRKE ZA GRAND PRIX.

BEOGRAD SE SADA PONOVO POZICIONIRA KAO FILMSKA LOKACIJA OGROMNIH MOGUĆNOSTI, A NJEGOVE ULICE SU SCENOGRAFIJA ZA BROJNE MEĐUNARODNE I REGIONALNE FILMSKE PRODUKCIJE. SA OKO 95.000 KOPIJA INTERNACIONALNIH FILMSKIH OSTVARENJA, JUGOSLOVENSKA FILMSKA ARHIVA JE NAJVEĆA U REGIONU I JEDNA OD 10 NAJVEĆIH U SVETU.

BEOGRAD IMA I SOPSTVENI PANTEON NEOPEVANIH HEROJA, KAO ŠTO SU GRACIOZNI SAOBRAĆAJAC JOVAN BULJ I LETEĆI AKROBATA DRAGOLJUB ALEKSIĆ.

14<sup>TH</sup> BELGRADE DANCE FESTIVAL, "BETROFFENHEIT", KIDD PIVOT, VANCOUVER, CANADA. COURTESY OF: BELGRADE DANCE FESTIVAL

14. BEOGRADSKI FESTIVAL IGRE, „BETROFFENHEIT“, KIDD PIVOT, VANKUVER, KANADA. FOTOGRAFIJU USTUPIO: BEOGRADSKI FESTIVAL IGRE



JAZZ LEGEND  
MILES DAVIS, PERFORMING  
AT THE BELGRADE JAZZ  
FESTIVAL IN 1973

CINEMA DIVA  
ELIZABETH TAYLOR  
ARRIVING IN  
BELGRADE IN 1958  
(PHOTO: STEVAN  
KRAGUJEVIĆ)

LEGENDA DŽEZA,  
MILES DAVIS NASTUPA  
NA BEOGRADSKOM DŽEZ  
FESTIVALU, 1973. GODINE

FILMSKA DIVA,  
ELIZABET TAYLOR, PO  
DOLASKU U BEOGRAD,  
1958. GODINE  
(FOTO: STEVAN  
KRAGUJEVIĆ)

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CHAPTER THREE | TREĆE POGLAVLJE

## BELGRADE WATERFRONT *A RESPLENDENT REGENERATION*

BELGRADE WATERFRONT  
BLISTAVA URBANA OBNOVA





## THE FUTURE OF BELGRADE

# BELGRADE WATERFRONT: A RESPLENDENT REGENERATION

BELGRADE WATERFRONT IS A MONUMENTAL URBAN DEVELOPMENT EXPANDING AND ENHANCING THE CITY CENTRE, OPENING A NEW CHAPTER IN THE HISTORY OF THE CAPITAL, AND CREATING A NEW CENTRE OF GRAVITY FOR ASPIRANT MODERN LIFE – ALL ON THE BEAUTIFUL BANKS OF THE SAVA RIVER.

RESPECTING THE CITY'S ARCHITECTURAL PAST AND HISTORY, BELGRADE WATERFRONT IS BUILDING A NEW VISION OF ITS FUTURE. THE NEW CITY CORE IT IS CREATING WILL BECOME A CENTRE OF BUSINESS, TRADE AND CULTURE, MAKING IT THE MOST DESIRABLE LOCATION IN THE ENTIRE REGION. BELGRADE WATERFRONT WILL FEATURE RESIDENTIAL BUILDINGS, COMMERCIAL HUBS, HOTELS, EDUCATIONAL INSTITUTIONS, HEALTHCARE AMENITIES, A MILE-LONG PUBLIC WATERFRONT, AND PARKS FEATURING LEISURE ATTRACTIONS.

### BUDUĆNOST BEOGRADA

#### BELGRADE WATERFRONT: BLISTAVA URBANA OBNOVA

BELGRADE WATERFRONT JE MONUMENTALAN URBANISTIČKI PROJEKAT KOJIM SE ŠIRI I POBOLJŠAVA GRADSKO JEZGRO I OTVARA NOVO POGLAVLJE U ISTORIJI GLAVNOG GRADA, A ISTOVREMENO STVARA I NOV GRAVITACIONI CENTAR AMBICIOZNOG SAVREMENOG ŽIVLJENJA – SVE TO NA PREDIVNOJ OBALI REKE SAVE.

POŠTUJUĆI ARHITEKTONSKO NASLEDE I ISTORIJU GRADA, BELGRADE WATERFRONT GRADI NOVU VIZIJU NJEGOVE BUDUĆNOSTI. NOVO GRADSKO JEZGRO U NASTAJANJU POSTAĆE CENTAR POSLOVANJA, TRGOVINE I KULTURE, ČIME ĆE POSTATI NAJPOŽELJNIJA LOKACIJA U ČITAVOM REGIONU. BELGRADE WATERFRONT ĆE SADRŽATI STAMBENE ZGRADE, POSLOVNE CENTRE, HOTELE, OBRAZOVNE I ZDRAVSTVENE USTANOVE, 1,8 KILOMETARA DUGO JAVNO PRIOBALJE I PARKOVE SA ATRAKCIJAMA ZA RAZONODU.

### AERIAL VIEW OVER THE SAVA RIVER, WITH THE BELGRADE WATERFRONT DEVELOPMENT ON THE LEFT

POGLED IZ VAZDUHA NA REKU SAVU, SA BELGRADE WATERFRONT KOMPLEKSOM SA LEVE STRANE

## MASTERPLAN

# A WORLD-CLASS DESTINATION

THE MASTER-PLANNED COMMUNITY WILL INCLUDE A CULTURAL DISTRICT AND PUBLIC PLAZA, FURTHER MAKING THE CITY A CULTURAL AND ARTISTIC DESTINATION, AS WELL AS LUXURY HOTELS AND BRANDED RESIDENCES. BW GALERIJA, THE BIGGEST LIFESTYLE AND SHOPPING DESTINATION IN THE REGION, WILL ATTRACT BOTH THE LOCAL POPULATION AS WELL AS VISITORS FROM ABROAD WITH ITS RETAIL OFFERING AND HIGHLY ATTRACTIVE ENTERTAINMENT AND DINING OPPORTUNITIES.

THE NEW PROMENADA AND THE GREEN AREA ALONG THE ENTIRE DEVELOPMENT, ENVISIONED AS A NEW PUBLIC PARK, WILL SERVE AS A UNIQUE AND INTEGRATED SPACE: A GREEN OASIS AT THE CENTRE OF THE CITY.

## MASTER PLAN

## DESTINACIJA SVETSKOG RANGA

OVA PLANSKI OSMIŠLJENA ZAJEDNICA SADRŽAĆE KULTURNU ČETVRT I JAVNI TRG, ŠTO ĆE DOPRINETI DALJEM UČVRŠĆIVANJU GRADA KAO KULTURNE I UMETNIČKE DESTINACIJE, KAO I LUKSUZNE HOTELE I BRENDIRANE REZIDENCIJE. BW GALERIJA, NAJVEĆA REGIONALNA DESTINACIJA ZA ŠOPING I SLOBODNO VREME, PRIVUĆI ĆE KAKO LOKALNO STANOVNIŠTVO, TAKO I POSETIOCE IZ INOSTRANSTVA SVOJOM TRGOVINSKOM PONUDOM I VEOMA ATRAKTIVNIM SADRŽAJIMA U DOMENU ZABAVE I GASTRONOMIJE.

NOVA PROMENADA I ZELENE POVRŠINE DUŽ ČITAVOG KOMPLEKSA, ZAMIŠLJENE KAO NOVI JAVNI PARK, SLUŽIĆE KAO JEDINSTVENI I INTEGRISANI PROSTORI - KAO ZELENA OAZA U CENTRU GRADA.



AUGMENTED REALITY AVAILABLE

UVEĆANA REALNOST DOSTUPNA UZ APLIKACIJU



BELGRADE WATERFRONT WITH THE SAVA RIVER AND NEW BELGRADE, SEEN FROM DOWNTOWN BELGRADE

BELGRADE WATERFRONT SA REKOM SAVOM I NOVIM BEOGRADOM, VIDEN IZ CENTRALNOG BEOGRADA




# 4

CHAPTER FOUR | ČETVRTO POGLAVLJE

## KULA BELGRADE

*BUILT TO IMPRESS*

KULA BEOGRAD  
STVORENA DA OČARA



“  
THE STANCE OF THE BUILDING,  
THAT VERY PROUD STANCE,  
I ALWAYS THOUGHT OF IT  
AS BEING VERY SIMILAR TO  
THIS QUALITY OF FACING THE WIND,  
OF BRACING YOURSELF AND  
REALLY LOOKING FORWARD.  
”

**BRIAN LEE**  
PARTNER AT SKIDMORE OWINGS & MERRILL (SOM),  
LEAD DESIGNER

“TAJ OBLIK ZGRADE, TAJ VRLO PONOSAN STAJ, ZA MENE JE VRLO SLIČAN LJUDSKOJ OSOBINI  
PRKOŠENJA VETRU, ODOLEVANJA I GLEDANJA U BUDUĆNOST”

**BRAJAN LI**  
PARTNER U SKIDMORE OWINGS & MERRILL (SOM),  
GLAVNI DIZAJNER NA PROJEKTU

ABOUT THE PROJECT

# KULA BELGRADE FACTS

O PROJEKTU  
GLAVNI PODACI O KULI BEOGRAD



THE TALLEST TOWER  
IN THE REGION

**168** *metres high*  
**42** *levels*

NAJVIŠA ZGRADA U REGIONU:  
168M VISINE, 42 NIVOVA

STREET/WATERFRONT  
PROMENADE LEVEL WITH RETAIL,  
FOOD AND BEVERAGE OUTLETS

PRIZEMLJE KOJE IZLAZI NA ULICU I PROMENADU  
SA PRODAJNIM SADRŽAJIMA, RESTORANIMA  
I KAFEIMA



FIVE-STAR HOTEL AND  
BRANDED RESIDENCES,  
WITH GROUND LEVEL FINE  
DINING RESTAURANT OPEN  
TO THE PUBLIC

HOTEL SA PET ZVEZDICA I  
BRENDIRANI APARTMANI  
SA EKSKLUZIVNIM RESTORANOM  
U PRIZEMLJU, OTVORENIM  
ZA JAVNOST

PEDESTRIAN BRIDGE  
CONNECTING KULA  
BELGRADE WITH BW  
GALERIJA SHOPPING MALL

PEŠAČKI MOST KOJI  
POVEZUJE KULU BEOGRAD  
SA BW GALERIJA ŠOPING  
CENTROM



**360°**  
VIEWING DECK ON LEVEL  
41 WITH A UNIQUE  
DINING EXPERIENCE ON  
THE LEVEL BELOW

OSMATRAČNICA NA 41. NIVOU  
SA PANORAMSKIM POGLEDOM  
OD 360° I JEDINSTVENIM  
RESTORANOM NA SPRATU NIŽE

LOCATED ON A  
LANDSCAPED SIGNATURE  
PLAZA CREATING A  
UNIQUE SPACE WHICH  
WILL BE OPENED TO THE  
PUBLIC, OFFERING A  
VARIETY OF CULTURE,  
MUSIC AND OTHER  
FESTIVITIES

LOKACIJA NA TRGU SA UREĐENIM  
ZELENILOM ČINI JEDINSTVENI JAVNI  
PROSTOR, KOJI PREDSTAVLJA  
POZORNICU ZA KULTURNE,  
MUZIČKE I DRUGE MANIFESTACIJE

RECREATIONAL,  
LEISURE AND  
WELLNESS FACILITIES  
INCLUDE A SWIMMING  
POOL, SPA AND GYM

PROSTOR ZA REKREACIJU,  
SPORT I UŽIVANJE,  
UKLJUČUJUĆI BAZEN,  
SPA CENTAR I TERETANU



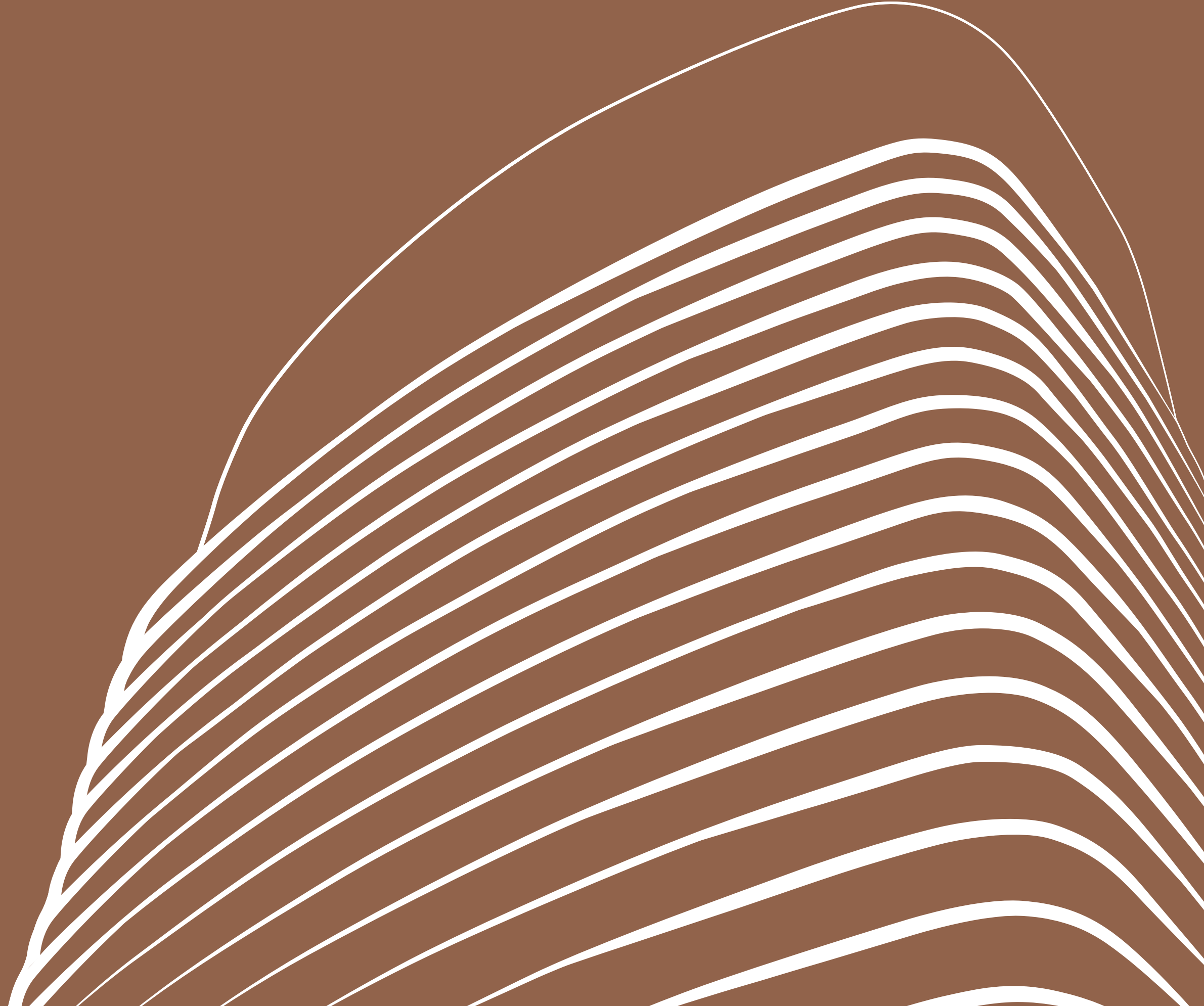
TWO-LEVEL PODIUM  
STRUCTURE WITH  
STUNNING VIEWS

PODIJUM NA DVA NIVOVA  
SA SPEKTAKULARNIM  
POGLEDOM



A DISTINCTIVE NEW LANDMARK  
SHOWCASING THE OPTIMISM  
OF A NEW CENTURY

NOVA, PREPOZNLJIVA ZNAMENITOST KOJA  
SIMBOLIZUJE OPTIMIZAM NOVOG VEKA



## VISION

# BUILDING A 21<sup>ST</sup> CENTURY ICON

BIG CITIES ARE BUILT ON BIG DREAMS, AND BIG DREAMS CALL FORWARD POWERFUL SYMBOLS THAT EXPRESS THE PEOPLE'S ASPIRATIONS FOR A PROSPEROUS AND HAPPY FUTURE.

KULA BELGRADE EMBODIES THE POWERFUL CONFLUENCE OF THE SAVA AND DANUBE RIVERS, ITS FLUID AND TWISTING FORM DESIGNED TO SHOW BELGRADE'S BEAUTIFUL NATURAL AND HISTORIC SETTING FROM EVERY ANGLE. AS IT RISES ON THE RIGHT BANK OF THE SAVA, IT WILL REPRESENT A NEW ERA OF ECONOMIC PROSPERITY AND INTERNATIONAL STATURE FOR BELGRADE AND SERBIA.

THE SITE FOR KULA BELGRADE OFFERS SPECTACULAR OPPORTUNITIES FOR AN ARCHITECTURAL STATEMENT POINTING TOWARDS AN OPTIMISTIC FUTURE, WITH GRAND NEW DEVELOPMENTS ALONG THE WATERFRONT.

## VIZIJA

**GRADIMO IKONU 21. VEKA**

VELIKI GRADOVI SU GRAĐENI NA VELIKIM SNOVIMA, A VELIKI SNOVI TRAŽE MOĆNE SIMBOLE KOJI IZRAŽAVAJU TEŽNJU LJUDI KA BOGATOJ I SREĆNOJ BUDUĆNOSTI.

KULA BEOGRAD JE OTELOTVORENJE MOĆNOG SJEDINJENJA SAVE I DUNAVA, A NJENA FLUIDNA I IZVIJENA FORMA PROJEKTOVANA JE DA PRIKAŽE PREDIVNO PRIRODNO I ISTORIJSKO OKRUŽENJE BEOGRADA IZ SVIH MOGUĆIH UGLOVA. UZDIŽUĆI SE SA DESNE STRANE SAVE, SIMBOLIZOVAĆE NOVU ERU EKONOMSKOG PROSPERITETA I MEĐUNARODNOG UGLEDA BEOGRADA I SRBIJE.

LOKACIJA KULE BEOGRAD PRUŽA SPEKTAKULARNE MOGUĆNOSTI ZA ARHITEKTONSKI ISKAZ OKRENUT KA OPTIMISTIČNOJ BUDUĆNOSTI, SA VELIČANSTVENIM SADRŽAJIMA DUŽ PRIOBALJA.

BELGRADE WATERFRONT SEEN FROM NEW BELGRADE

BELGRADE WATERFRONT, VIDIEN IZ NOVOG BEOGRADA





## VISION

# REFLECTING A UNIQUE IDENTITY

BELGRADE IS A CITY ON TWO RIVERS AND HAS TWO DISTINCT IDENTITIES: THE OLD AND THE NEW. THESE ARE VISIBLE FROM THE LAYOUT OF THE CITY, AND THE ARCHITECTURE AS WELL AS THE CULTURE. THE PEOPLE OF BELGRADE CELEBRATE THEIR HERITAGE AND THEIR ROOTS, WHILE MAINTAINING A FORWARD WAY OF THINKING AND OUTLOOK ON GROWTH.

THE DESIGN OF KULA BELGRADE CELEBRATES THIS JUXTAPOSITION BY PROVIDING A CONTEMPORARY "GLASS HOUSE" BACKDROP, AND LAYERING IT WITH TRADITIONAL AND UNEXPECTED DESIGN ELEMENTS WHICH REFLECT THE LOCAL CULTURE. IT BELONGS IN A NEW FUTURE THAT IS EFFICIENT AND SUSTAINABLE, TAKING BEST ADVANTAGE OF THE NATURAL RESOURCES AT ITS DISPOSAL.

## VIZIJA

## ODRAZ JEDINSTVENOG IDENTITETA

BEOGRAD JE GRAD NA DVE REKE I POSEDUJE DVA RAZLIČITA IDENTITETA – STARI I NOVI. TO JE LAKO UOČLJIVO IZ URBANISTIČKE MATRICE GRADA, KAO I IZ ARHITEKTURE I KULTURE. STANOVNICI BEOGRADA SLAVE SVOJE NASLEDE I SVOJE KORENE, ALI ISTOVREMENO KULTIVIŠU I NAPREDAN NAČIN RAZMIŠLJANJA I ODNOS PREMA RAZVOJU.

ARHITEKONSKO REŠENJE KULE BEOGRAD UVAŽAVA OVO JEDINSTVO SUPROTNOSTI DAJUĆI MU SAVREMENU KONOTACIJU „STAKLENE KUĆE“ SA SLOJEVIMA TRADICIONALNIH I NEOČEKIVANIH ELEMENATA DIZAJNA KOJI ODRAŽAVAJU LOKALNU KULTURNU BAŠTINU. ONO PRIPADA NOVOJ BUDUĆNOSTI KOJA JE EFIKASNA I ODRŽIVA, KORISTEĆI NA NAJBOLJI NAČIN PREDNOSTI RASPOLOŽIVIH PRIRODNIH RESURSA.

EARLY 20<sup>TH</sup> CENTURY FAÇADES ALONG  
THE RIGHT BANK OF THE SAVA RIVER

FAÇADE S POČETKA XX VEKA,  
NA DESNOJ OBALI REKE SAVE



PRINCESS LJUBICA'S  
RESIDENCE, EARLY 19<sup>TH</sup>  
CENTURY

KULA BELGRADE, SEEN  
FROM SAVA PROMENADA

KONAK KNEGINJE LJUBICE,  
RANI XIX VEK

KULA BEOGRAD,  
VIDENA SA SAVA  
PROMENADE

## LANDMARK

# A TOWERING PRESENCE

KULA BELGRADE WILL BE THE TALLEST AND MOST DISTINCTIVE CONTEMPORARY STRUCTURE IN SERBIA AND THE ENTIRE REGION. IT WILL BE A SHOWPIECE OF MODERNITY, A GRACEFUL ASCENT OF GLASS AND STEEL, AS CAPTIVATING FROM THE OUTSIDE AS THE VIEWS IT PROVIDES LOOKING FROM WITHIN, BEAUTIFULLY REFLECTING THE CITY'S DAYTIME VIBRANCY AND SHIMMERING LIGHTS OF NIGHTFALL.

CREATED BY INTERNATIONALLY ACCLAIMED SOLUTIONS EXPERT AECOM AS LEAD CONSULTANT WORKING TOGETHER WITH SKIDMORE, OWINGS & MERRILL (SOM) ARCHITECTURAL FIRM, KULA BELGRADE WILL STAND AT 168 METRES TALL, OVERLOOKING THE SAVA RIVER AND KALEMEGDAN FORTRESS, AND FEATURING WHAT WILL UPON COMPLETION BE THE MOST SOUGHT-AFTER TOURIST ATTRACTION IN THE CITY: A 360-DEGREE OBSERVATION DECK AT THE TOP OF THE TOWER WITH OUTSTANDING PANORAMIC VIEWS.

## NOVA ZNAMENITOST DIVOVSKO PRISUSTVO

KULA BEOGRAD ĆE BITI NAJVIŠA I NAJAUTHENTIČNIJA SAVREMENA GRAĐEVINA U SRBIJI I ČITAVOM REGIONU. BIĆE EKSPONAT MODERNOSTI, GRACIOZNOG UZDIZANJA STAKLA I ČELIKA, PODJEDNAKO ZADIVLJUJUĆA SPOLJA KAO I IZNUTRA, REFLEKTUJUĆI DNEVNU DINAMIKU GRADA I NJEGOVO NOĆNO SVETLUCANJE.

KULA BEOGRAD, KOJU PROJEKTUJE KOMPANIJA AECOM, RENOMIRANI EKSPERT U SVOJSTVU GLAVNOG KONSULTANTA, A U SARADNJI SA ARHITEKTONSKIM BIROOM SKIDMORE, OWINGS & MERRILL (SOM), UZDIZAĆE SE DO VISINE OD 168M IZNAD REKE SAVE I KALEMEGDANSKE TVRĐAVE I SADRŽAĆE DETALJ KOJI ĆE PO ZAVRŠETKU RADOVA PREDSTAVLJATI NAJTRAŽENIJU TURISTIČKU ATRAKCIJU BEOGRADA – OSMATRAČNICU NA VRHU KULE SA JEDINSTVENIM PANORAMSKIM POGLEDOM OD 360°.

KULA BELGRADE, THE CENTREPIECE OF  
THE BELGRADE WATERFRONT DEVELOPMENT

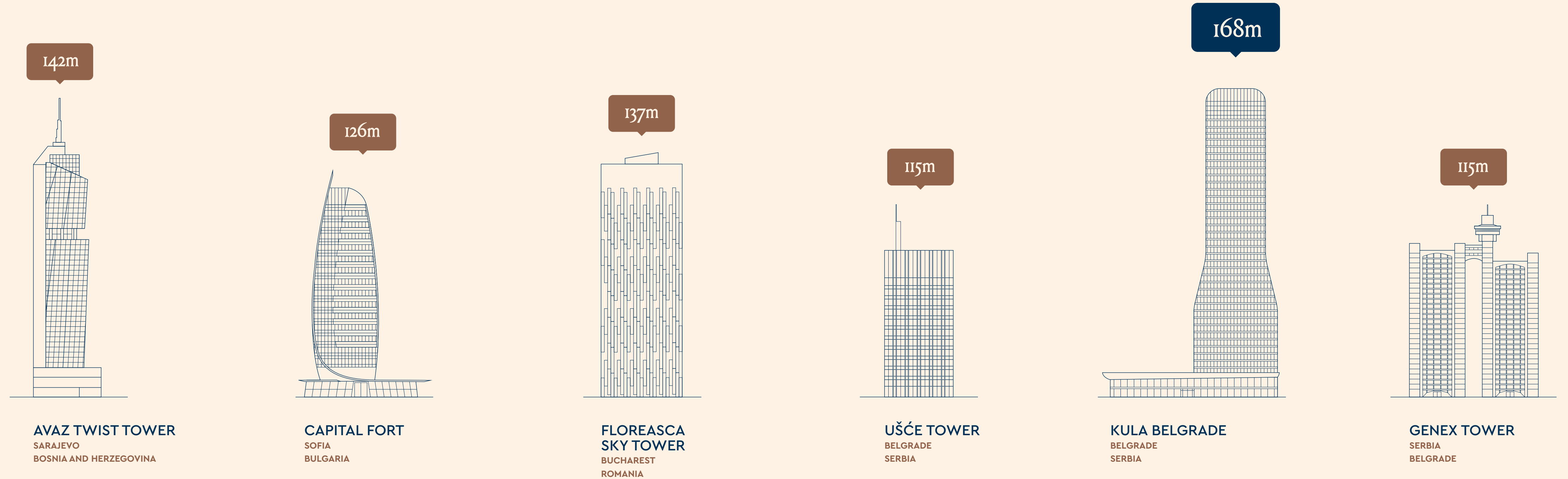
KULA BEOGRAD, CENTRALNA TAČKA  
BELGRADE WATERFRONT KOMPLEKSA



LANDMARK

# FOCAL POINT OF THE REGION

NOVA ZNAMENITOST  
GLAVNA TAČKA REGIONA





## DESIGN AND FUNCTION

# CREATING A MODERN CLASSIC

THE KULA BELGRADE DESIGN STEMS FROM UNDERSTANDING SERBIA'S RICH HISTORY AND CULTURE, CELEBRATING ITS ART, SCIENCE AND ENGINEERING HERITAGE AND ITS PRIDE IN TRADITION AND CRAFT. BELGRADE'S ARCHITECTURAL LEGACY IS BROUGHT INTO THE EQUATION THROUGH ACKNOWLEDGING THE ROLE OF ITS OWN BRAND OF MODERNISM.

THE BUILDING'S DISTINCTIVE ELEGANCE, SIMPLICITY AND COHESIVE FORM, ITS CLEAN LINES, HIGH QUALITY DETAILING AND MODERN INTERPRETATION OF TRADITIONAL LAYERING CONSTITUTE A MODERN CLASSIC.

THE CREATION OF PUBLIC SPACES, AN INNOVATIVE APPROACH TO LANDSCAPING AND USE OF ART, THE SOPHISTICATED ASSEMBLAGE OF REFINEMENT AND CLASS IN MATERIALITY AND DETAIL, ALL FORM THE PERFECT FRAMEWORK FOR A CONTEMPORARY, ACTIVE AND EFFICIENT FUNCTIONALITY FOR WORK, LIFE, PLAY AND DINING.

### REŠENJE I FUNKCIJA

#### STVARANJE KLASIKA SAVREMENE ARHITEKTURE

ARHITEKTONSKO REŠENJE KULE BEOGRAD POTIČE OD RAZUMEVANJA BOGATE ISTORIJE I KULTURE SRBIJE, VELIČANJA NJENOG UMETNIČKOG, NAUČNOG I INŽENJERSKOG NASLEĐA I NJENOG PONOSNOG ODNOSA PREMA TRADICIJI I ZANATIMA. ARHITEKTONSKO NASLEĐE BEOGRADA UNETO JE U JEDNAČINU PREKO PRIZNANJA KOJE SE ODAJE NJEGOVOJ SPECIFIČNOJ INTERPRETACIJI MODERNE.

KARAKTERISTIČNA ELEGANCIJA ZGRADE, NJENA JEDNOSTAVNA I KOHEZIONA FORMA, NJENE ČISTE LINIJE, VISOK NIVO DETALJA I MODERNA INTERPRETACIJA TRADICIONALNE SLOJEVITOSTI, ČINE JE MODERNIM KLASIKOM.

KREIRANJE JAVNIH PROSTORA, INOVATIVNI PRISTUP PEJZAŽNOJ ARHITEKTURI I UPOTREBI UMETNOSTI, SOFISTICIRANO UKLAPANJE STILOVA U MATERIJALIMA I DETALJIMA, SU SAVRŠEN OKVIR ZA SAVREMENU, AKTIVNU I EFIKASNU FUNKCIONALNOST U DOMENU ŽIVLJENJA, RADA, RAZONODE I GASTRONOMIJE.

### KULA BELGRADE WITH THE PLAZA AND SAVA PROMENADA, SEEN FROM THE RIVER

KULA BEOGRAD SA TRGOM I SAVA PROMENADOM, VIDENA SA REKE.

## INSPIRATION

# INSPIRED DESIGN

KULA BELGRADE'S DESIGN IS BASED ON A STRUCTURAL AND FUNCTIONAL LOGIC THAT CREATES A HIGH DEGREE OF EFFICIENCY AND STRENGTH IN A VERY DYNAMIC AND SURPRISING FORM.

THE LOWER SECTION OF THE TOWER IS PARALLEL TO THE WATER'S EDGE CREATING A VERY VISIBLE PRESENCE. THIS BROAD FACE ALSO BECOMES THE VISUAL FOCAL POINT, THE SIGNATURE AT THE END OF THE DIAGONAL BOULEVARDS LEADING TOWARDS THE SITE.

THE UPPER SECTION OF THE BUILDING, ROTATED 90 DEGREES FROM THE LOWER SECTION, IS PERPENDICULAR TO THE WATER'S EDGE PROVIDING FOR VIEWS NORTH AND SOUTH ALONG THE RIVER FROM EVERY APARTMENT. THE EXTERIOR ENCLOSURE IS SHAPED TO GIVE A FLUID AND DYNAMIC VERTICAL EXPRESSION TO THE TOWER MIMICKING THE FLUIDITY OF THE RIVER.

## INSPIRACIJA NADAHNUTI DIZAJN

ARHITEKTONSKO REŠENJE KULE BEOGRAD SE ZASNIVA NA STRUKTURNOJ I FUNKCIONALNOJ LOGICI KOJA OMOGUĆAVA VISOK STEPEN EFIKASNOSTI I SNAGE U VRLO DINAMIČNOJ I IZNENADJUJUĆOJ FORMI.

NIŽI DEO KULE JE PARALELAN SA OBALOM REKE I POSEDUJE VEOMA VIDLJIVU PRISUTNOST. OVA ŠIRA STRANA TAKOĐE POSTAJE VIZUELNA ŽIŽA I SPECIFIČAN ZAVRŠETAK DIJAGONALNIH BULEVARA KOJI VODE IZ DRUGIH DELOVA BELGRADE WATERFRONT KOMPLEKSA.

VIŠI DEO ZGRADE JE ROTIRAN ZA 90° U ODNOSU NA NIŽI DEO I OKRENUT JE UPRAVNO U ODNOSU NA OBALU REKE, OMOGUĆUJUĆI POGLEDE NA REKU PREMA SEVERU I JUGU IZ SVAKOG STANA. SPOLJAŠNOST ZGRADE JE FLUIDNO I DINAMIČKI OBLIKOVANA KAKO BI SE POSTIGAO EFEKAT VERTIKALNOG OPONAŠANJA TOKA REKE.

KULA BELGRADE, DOMINATING THE BELGRADE SKYLINE  
KULA BEOGRAD DOMINIRA PANORAMOM BEOGRADA



## PERFORMANCE

# SUSTAINABLE, EFFICIENT, INNOVATIVE

THE BUILDING'S DESIGNERS HAVE STRIVED TO ACHIEVE SUSTAINABILITY AND HIGH-PERFORMANCE DESIGN ENGINEERING REQUIREMENTS FOR KULA BELGRADE. THE BUILDING IS DESIGNED WITH SENSITIVITY TO THE NATURAL WORLD AND LIMITED NATURAL RESOURCES. THROUGH A SMART AND CLEAR STRATEGY, THE DESIGN MINIMIZES THE BUILDING'S ENVIRONMENTAL IMPACT, FOCUSING ON REDUCING ENERGY CONSUMPTION AND CONSERVING WATER.

PERFORMANSE  
ODRŽIVOST, EFIKASNOST, INOVATIVNOST

PROJEKTANTI KULE BEOGRAD SU NASTOJALI DA ZADOVOLJE INŽENJERSKE ZAHTEVE U POGLEDU ODRŽIVOSTI I VISOKIH PERFORMANSI ZGRADE. ZGRADA JE PROJEKTOVANA IMAJUĆI U VIDU OSETLJIVOST PRIRODNE SREDINE I OGRANIČENOST PRIRODNIH RESURSA. PAMETNOM I JASNOM STRATEGIJOM, PROJEKTANTSKO REŠENJE MAKSIMALNO UMANJUJE UTICAJ ZGRADE NA ŽIVOTNU SREDINU, USREDSREĐUJUĆI SE NA SMANJENJE POTROŠNJE ENERGIJE I VODE.

KULA BELGRADE, UPPER SECTION (DETAIL)

KULA BEOGRAD, GORNJI DEO (DETAIL)

PERFORMANCE

# OUTSTANDING EFFICIENCY AND STRENGTH

PERFORMANSE  
IZUZETNA EFIKASNOST I SNAGA



**EXCEPTIONAL ENVIRONMENT**  
SPECIAL UV SYSTEM, EXCEPTIONAL  
AIR FILTER, CLEAN AIR INTAKE  
AT TOP ELEVATION

**IZVANREDNO OKRUŽENJE**  
SPECIJALNI UV SISTEM ZA IZUZETNO OKRUŽENJE,  
IZUZETNI FILTERI ZA VAZDUH, ZAHVAT ČISTOG  
VAZDUHA NA NAJVIŠEM SPRATU



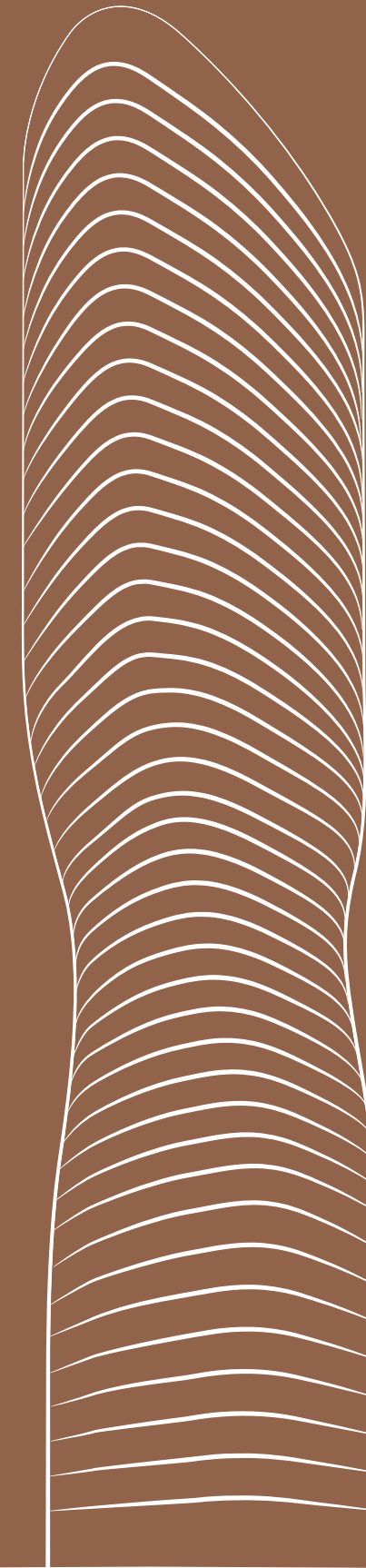
**SOUND ABATEMENT**  
INTERIOR SOUND ABATEMENT TO  
REDUCE NOISE POLLUTION

**SMANJENA BUKA**  
UMANJENA BUKA U ENTERIJERIMA U CILJU  
SMANJENJA ZVUČNOG ZAGAĐENJA



**HIGH PERFORMANCE GLAZING**  
DURABLE, HIGH-PERFORMANCE GLASS

**PROZORSKE IZOLACIJE VISOKIH PERFORMANSI**  
DUGOVEČNO STAKLO VISOKIH PERFORMANSI



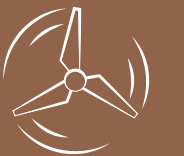
**REDUCED WATER DEMAND**  
EFFICIENT FIXTURES WILL  
MINIMIZE WATER DEMANDS

**SMANJENA POTROŠNJA VODE**  
EFIKASNE INSTALACIJE KOJE  
SMANJUJU POTROŠNJU VODE



**HVAC STRATEGIES**  
VARIABLE SPEED FAN FOR THE  
HOTEL AND BRANDED APARTMENTS

**HVAC STRATEGIJE**  
VENTILATORI SA PROMENLJIVIM  
BRZINAMA ZA HOTEL I BRENDIRANE  
APARTMANE



**RIVER PASSIVE COOLING**  
LEVERAGE PROXIMITY OF  
RIVER FOR FREE COOLING

**SISTEM HLAĐENJA KORIŠĆENJEM TOKA REKE**  
EKSPLOATACIJA NEPOSREDNE BLIZINE REKE  
ZA SISTEME ZA HLAĐENJE



## SURROUNDING

# THE PLAZA A DYNAMIC, PUBLIC SPACE

KULA BELGRADE IS POSITIONED TO CREATE AN ENERGETIC SYNERGY WITH ITS SURROUNDINGS AND TO MAXIMIZE THE PUBLIC PLAZA, AN OUTDOOR VENUE DESIGNED TO BECOME A FAMILY-ORIENTED ATTRACTION WHICH WILL HOST INTERACTIVE EVENTS AND CELEBRATIONS ALL YEAR-ROUND.

THE PLAZA WILL BE A GATEWAY BETWEEN THE NEW URBAN DEVELOPMENT AND THE WATERFRONT RECREATIONAL AREAS. THE KULA BELGRADE PLAZA WILL BE A DESTINATION, DAY AND NIGHT, WITH A MULTITUDE OF ACTIVITIES, INCLUDING CULTURAL EVENTS SUCH AS CONCERTS AND THEATRE PLAYS.

## OKOLINA

## TRG – DINAMIČAN JAVNI PROSTOR

KULA BEOGRAD JE POZICIONIRANA KAKO BI SE OSTVARIO ENERGETSKI SKLAD SA OKOLINOM I MAKSIMALNO ISKORISTIO JAVNI TRG - OTVORENI PROSTOR, PROJEKTOVAN U CILJU KREIRANJA ATRAKCIJA ZA PORODICE I ORGANIZOVANJA INTERAKTIVNIH DOGAĐAJA I PROSLAVA TOKOM CELE GODINE.

TRG ĆE PREDSTAVLJATI SVOJEVRSNU KAPIJU IZMEĐU NOVOG URBANOG KOMPLEKSA I PŘIOBALNIH PROSTORA ZA REKREACIJU. TRG ISPRED KULE BEOGRAD ĆE BITI DANONOĆNA DESTINACIJA SA MNOŠTVOM AKTIVNOSTI, UKLJUČUJUĆI KULTURNE MANIFESTACIJE KAO ŠTO SU KONCERTI I POZORIŠNE PREDSTAVE.

AERIAL VIEW OF THE PLAZA  
POGLED NA TRG IZ VAZDUHA



THE PLAZA BY DAY  
FROM THE SIDE OF  
THE BALLROOM

TRG DANJU SA PRILAZOM  
BALSKOJ DVORANI



## SPECIAL OCCASION

# GRAND BALLROOM FOR AN EVENT TO REMEMBER

WHEN OCCASIONS CALL FOR SOMETHING SPECIAL, THE GRAND BALLROOM ON THE PODIUM FLOOR WILL DELIVER MAGNIFICENTLY. AVAILABLE FOR BOTH PUBLIC AND PRIVATE FUNCTIONS, ITS FLOOR SPACE CAN BE CUSTOMIZED TO MEET THE BESPOKE REQUIREMENTS OF EVERY EVENT. GUESTS WILL BE TREATED TO A STUNNING VIEW OF THE RIVER THROUGH SEVEN-METRE HIGH GLASS WALLS, WHICH, WHEN OPEN, WILL EMBRACE THE ENTIRE PODIUM PLAZA.

## POSEBNE PRILIKE

## VELIKA BALSKA DVORANA ZA DOGAĐAJ KOJI SE PAMTI

KADA PRILIKE ZAHTEVAJU NEŠTO POSEBNO, VELIKA BALSKA DVORANA U PRIZEMLJU BIĆE IDEALNO REŠENJE. PODJEDNAKO POGODAN ZA JAVNE I PRIVATNE SVEČANOSTI, NJEN PROSTOR MOŽE DA SE PRILAGODI SPECIJALNIM ZAHTEVIMA ZA SVAKU PRILIKU. GOSTIMA ĆE BITI OMOGUĆEN VELIČANSTVEN POGLED NA REKU KROZ SEDAM METARA VISOK STAKLENI ZID, KOJI ĆE, KADA SE OTVORI, OBUHVATITI CELOKUPNU PODIJUMSKU TERASU.

THE GRAND BALLROOM INTERIOR

UNUTRAŠNJOST VELIKE BALSKE DVORANE



## SHOPPING

# SKYWALK TO DISCERNING SHOPPING

THE FULLY ENCLOSED SKYWALK THAT CONNECTS KULA BELGRADE TO THE BW GALERIJA MALL AT LEVEL 3 WILL ENABLE THE BUILDING'S GUESTS AND RESIDENTS TO EFFORTLESSLY TRANSIT FROM THE COMFORT OF THEIR ROOMS AND APARTMENTS TO THE REGION'S MOST SOUGHT-AFTER LIFESTYLE DESTINATION, WITHIN MINUTES.

BW GALERIJA SHOPPING MALL WILL BE THE CITY'S MOST UPSCALE SHOPPING, DINING AND ENTERTAINMENT DESTINATION OFFERING A FULL RANGE OF SHOPPING EXPERIENCES – FROM DISCOVERING FAVORITE LOCAL DESIGNERS, TO INDULGING IN THE LATEST WORLD-RENOWNED BRAND NAMES. VISITORS WILL BE ABLE TO RELAX AND ENJOY A DIVERSE OFFER OF RESTAURANTS, BARS AND CAFES WITH TERRACES OVERLOOKING THE RIVER OR SPEND QUALITY TIME WITH THEIR FAMILY AND FRIENDS IN THE ENTERTAINMENT SECTION OF BW GALERIJA.

## ŠOPING

## PEŠAČKI MOST KA ŽIVOTNOM STILU

ZATVORENI PEŠAČKI MOST, KOJI NA NIVOU 3 SPAJA KULU BEOGRAD SA BW GALERIJOM, OMOGUĆIĆE GOSTIMA HOTELA I STANARIMA ZGRADE LAK PRELAZAK IZ KOMFORA SVOJIH SOBA I APARTMANA U NAJPOŽELJNIJU ŠOPING DESTINACIJU U REGIONU, I TO ZA SAMO NEKOLIKO MINUTA.

PO OTVARANJU, BW GALERIJA ĆE BITI NAJELITNIJA DESTINACIJA ZA ŠOPING, UGOSTITELJSTVO I ZABAVU U BEOGRADU. U PONUDI ĆE SE NALAZITI ŠIROK DIJAPAZON MOGUĆNOSTI ZA KUPOVINU - OD PROIZVOĐA NAJBOLJIH LOKALNIH DIZAJNERA I KREATORA, DO KREACIJA NAJAKTUELNIJIH SVETSKIH BRENDOVA. POSETIOCI ĆE MOĆI DA SE OPUSTE I UŽIVAJU U RAZNOVRNOJ PONUDI RESTORANA, BAROVA I KAFEJA SA TERASAMA KOJE GLEDAJU NA REKU ILI DA PROVEDU KVALITETNO VREME U KRUGU PORODICE I PRIJATELJA ISTRAŽUJUĆI ZABAVNE SADRŽAJE BW GALERIJE.

THE SKYWALK CONNECTING KULA BELGRADE WITH THE BW GALERIJA, SEEN FROM THE PLAZA

PEŠAČKI MOST KOJI POVEZUJE KULU BEOGRAD SA BW GALERIJOM, VIDEN SA TRGA



BW GALERIJA WITH THE SAVA PROMENADA, SEEN FROM THE RIVER

INTERIOR OF BW GALERIJA

BW GALERIJA SA SAVA PROMENADOM, VIDEN SA REKE

UNUTRAŠNJOST BW GALERIJE

BELGRADE WATERFRONT  
WITH MAIN TRAFFIC ARTERIES

BELGRADE WATERFRONT SA  
GLAVNIM SAOBRAĆAJNIM ARTERIJAMA



## VIEWS

# A BEACON OF PROSPERITY

VIEWED FROM OUTSIDE, KULA BELGRADE WITH ITS STATEMENT DESIGN WILL CREATE A NEW LANDMARK ON THE CITY'S SKYLINE JOINING THE PROUD RANKS OF THE VICTOR MONUMENT, THE KALEMEGDAN FORTRESS, THE ST. SAVA TEMPLE, AND THE NATIONAL ASSEMBLY BUILDING.

KULA BELGRADE'S TOWERING STATURE MEANS IT WILL BE VISIBLE FROM MOST PARTS OF THE CITY, APPRECIATING REAL ESTATE VALUE FOR ALL DIRECT ADJACENT PROPERTIES WITHIN THE BW DEVELOPMENT AND THOSE WITH A VIEW OF IT - A BEACON OF NATIONAL PRIDE AND LIGHTHOUSE FOR A MORE PROSPEROUS FUTURE.

### POGLEDI

#### SVETIONIK PROSPERITETA

GLEDANA SPOLJA, KULA BEOGRAD SA SVOJOM JEDINSTVENOM ARHITEKTUROM PREDSTAVLJAĆE NOVU ZNAMENITOST U PANORAMI GRADA, PRIDRUŽUJUĆI SE ZNAČAJNIM SIMBOLIMA KAO ŠTO SU SPOMENIK POBEDNIKU, KALEMEGDANSKA TVRĐAVA, HRAM SVETOG SAVE I ZGRADA DOMA NARODNE SKUPŠTINE.

ZAHVALJUJUĆI SVOM DIVOVSKOM STASU, KULA BEOGRAD ĆE BITI VIDLJIVA IZ GOTOVO SVIH DELOVA GRADA I IMAĆE POZITIVAN UTICAJ NA VREDNOST NEKRETNINA U NJENOM NEPOSREDNOM OKRUŽENJU U OKVIRU BELGRADE WATERFRONTA, KAO I SVIH NEKRETNINA SA POGLEDOM NA KULU - POSTAĆE PRAVI SVETIONIK NACIONALNOG PONOSA I PROSPERITETNE BUDUĆNOSTI.

## VIEWS

# DRAMATICALLY IMPRESSIVE VIEWS

TOWERING OVER THE CITYSCAPE, KULA BELGRADE WILL OFFER SOME OF THE MOST IMPRESSIVE AND EXCITING VIEWS OF THE CONFLUENCE OF THE SAVA AND DANUBE RIVERS, THE KALEMEGDAN FORTRESS AND BUSTLING BELGRADE. THE OBSERVATION DECK AT THE TOP OF THE TOWER WILL PROVIDE THE PUBLIC WITH DRAMATIC PANORAMIC VIEWS WHICH STRETCH AS FAR AS THE EYE CAN SEE ON CLEAR DAYS.

POGLEDI  
IMPRESIVNI POGLEDI

IZDIŽUĆI SE IZNAD GRADSKE SILUETE, KULA BEOGRAD ĆE NUDITI NEKE OD NAJIMPRESIVNIJIH I NAJUZBUĐLJIVIJIH POGLEDA NA UŠĆE SAVE U DUNAV, KALEMEGDANSKU TVRĐAVU I BEOGRADSKU VREUVU. OSMATRAČNICA NA VRHU KULE OMOGUĆIĆE SVIMA EKSKLUZIVNO PANORAMSKO RAZGLEDANJE OKOLINE KOJE, PRILIKOM DOBRE VIDLJIVOSTI, DOPIRE KOLIKO GOD SE POGLED PRUŽA.

KULA BELGRADE OBSERVATION DECK AT LEVEL 41,  
WITH STUNNING 360° VIEWS

OSMATRAČNICA NA 41. SPRATU KULE BEOGRAD,  
SA SPEKTAKULARNIM POGLEDOM OD 360°



DETAIL OF THE  
KULA BELGRADE GLASS  
FAÇADE WITH THE  
ST. REGIS BELGRADE  
DUPLEX APARTMENT

DETALI STAKLENE FASADE  
KULE BEOGRAD, SA THE  
ST. REGIS BELGRADE  
DUPLEKS APARTMANOM

# 5

CHAPTER FIVE | PETO POGLAVLJE

## THE ST. REGIS BELGRADE

*LIVE EXQUISITE*

THE ST. REGIS  
BELGRADE  
ŽIVOT U VRHUNSKOM STILU

WELCOME, BELGRADE

# AN EXQUISITE DEBUT

KULA BELGRADE WILL BE THE HOME OF THE ST. REGIS BELGRADE AND THE RESIDENCES AT THE ST. REGIS BELGRADE, THE HIGHEST HOTEL AND RESIDENTIAL BUILDING IN SERBIA. IT WILL INCLUDE 220 LUXURIOUS ST. REGIS BRANDED RESIDENCES RANGING FROM 750 TO 1700 SQUARE FEET, SPREAD ACROSS THE 14<sup>TH</sup> AND 39<sup>TH</sup> FLOORS.

THE HOTEL WILL FEATURE AN ALL-DAY DINING RESTAURANT, THE ST. REGIS BAR, SPA, SWIMMING POOL, GYM, AND EVENT AND MEETING SPACES FOR SPECIAL CELEBRATIONS. RESIDENTS WILL ENJOY ACCESS TO THE SERVICES AND AMENITIES AT THE ST. REGIS BELGRADE.

## DOBRODOŠAO, BEOGRADE IZVRSNA NOVOST

KULA BEOGRAD ĆE BITI DOM THE ST. REGIS BELGRADE I THE RESIDENCES AT THE ST. REGIS BELGRADE, NAJVIŠEG HOTELA I REZIDENCIJALNE ZGRADE U SRBIJI. SADRŽAĆE 220 LUKSUZNIH, BRENDIRANIH ST. REGIS APARTMANI VELIČINE OD 56 DO 175 M<sup>2</sup>, OD 14. DO 39. SPRATA.

HOTEL ĆE SADRŽATI RESTORAN KOJI ĆE BITI OTVOREN CEO DAN, THE ST. REGIS BAR, SPA CENTAR, BAZEN, TERETANU I SALE ZA SASTANKE, DOGAĐANJA I SPECIJALNE PROSLAVE. STANARI ĆE IMATI PRISTUP SVIM USLUGAMA KOJE PRUŽA HOTEL THE ST. REGIS BELGRADE.



LOBBY OF THE RESIDENCES AT THE ST. REGIS BELGRADE  
THE RESIDENCES AT THE ST. REGIS BELGRADE, GLAVNI HOL

## GRAND ENTRY

# THE WORLD OF THE ST. REGIS

BORN OF A DISTINCTIVE LEGACY SPANNING MORE THAN ONE HUNDRED YEARS, THE ST. REGIS STORY BEGINS AT THE FOREFRONT OF NEW YORK'S GILDED AGE, WHERE AN ELITE GROUP OF CULTURED FAMILIES ROSE TO FORM THE COUNTRY'S FIRST ARISTOCRACY. THE LEADERS OF THIS NEW SOCIAL CLASS WERE THE ASTORS, AMERICA'S FIRST MULTI-MILLIONAIRES.

REDEFINING LUXURY HOSPITALITY WITH DESTINATIONS SUCH AS THE ASTOR HOUSE AND WALDORF-ASTORIA, CAROLINE ASTOR AND HER SON, JOHN JACOB ASTOR IV, ENVISIONED THE ST. REGIS AS A HOTEL WHERE A NEW STYLE OF LUXURY AND COMFORT WAS AFFORDED TO GENTLEMEN AND THEIR FAMILIES. THE FIRST ST. REGIS OPENED IN 1904 ON 55<sup>TH</sup> STREET AND FIFTH AVENUE, THE MOST EXCLUSIVE SECTION OF THE CITY AT THE TIME, AND WAS DECLARED "THE FINEST HOTEL IN AMERICA" BY THE NEW YORK TIMES.

## GRANDIOZNI ULAZAK SVET ST. REGISA

PLOD JEDINSTVENOG NASLEDA KOJE TRAJE VIŠE OD STO GODINA, PRIČA O ST. REGIS BENDU POČINJE NA ZAČETKU ZLATNOG DOBA NUJORKA, KADA SE ELITNA GRUPA EMANCIPOVANIH PORODICA UZDIGLA I OSNOVALA PRVU AMERIČKU ARISTOKRATIJU. PREDVODNIK NOVOG DRUŠTVENOG STALEŽA BILA JE PORODICA ASTOR, PRVI AMERIČKI MULTIMILIONERI.

REDEFINIŠUĆI POJAM LUKSUZNOG UGOSTITELJSTVA KROZ DESTINACIJE KAO ŠTO SU „THE ASTOR HOUSE“ I „WALDORF-ASTORIA“, KAROLINA ASTOR I NJEN SIN, DŽON DŽEJCOB ASTOR IV, STVORILI SU VIZIJU ST. REGISA KAO HOTELA U KOJEM JE GOSPODI I NJIHOVIM PORODICAMA PONUĐEN JEDAN NOV VID LUKSUZA I UDOBNOСТИ. PRVI ST. REGIS HOTEL OTVOREN JE 1904. GODINE NA UGLU 55. ULICE I PETE AVENIJE, U TO VREME NAJEKSKLUZIVNIJEM DELU NUJORKA. NUJORK TAJMS GA JE PROGLASIO NAJOTMENIJIM HOTELOM U AMERICI.

\*THE\* MRS. ASTOR, WHOSE LEGENDARY STYLE IS STILL CELEBRATED TODAY IN ST. REGIS RITUALS

\*THE\* MRS. ASTOR, ČIJI SE LEGENDARNI STIL I DANAS SLAVI KROZ ST. REGIS RITUALE

## AMENITIES

# ENJOY BELGRADE FROM THE BEST ADDRESS

CRAFTED TO MEET THE HIGHEST STANDARDS, THE ST. REGIS BELGRADE AND THE RESIDENCES AT THE ST. REGIS BELGRADE WILL BE MANAGED TO THE BRAND'S UNSURPASSED STANDARDS FOR EXCELLENCE AND ANTICIPATORY SERVICE, JUST AS THE ST. REGIS HAS STOOD AS A SYMBOL OF UNCOMPROMISING ELEGANCE FOR OVER A CENTURY.

GLORIOUSLY HIGH PANORAMIC WINDOWS WILL ALLOW A FLOOD OF NATURAL LIGHT TO FILL THE SPACE. GUESTS AND TENANTS WILL BE IMPRESSED BY THE SWEEPING VIEWS AND WONDERFULLY FRESH AIR. AT NIGHT, THE CITY LIGHTS WILL CARPET THE LANDSCAPE ALL AROUND.

## POGODNOSTI

## UŽIVAJTE U BEOGRADU SA NAJBOLJE ADRESE

KREIRANI KAKO BI ZADOVOLJILI NAJVIŠE STANDARDE ŽIVLJENJA, THE ST. REGIS BELGRADE AND THE RESIDENCES AT THE ST. REGIS BELGRADE BIĆE VOĐENI U SKLADU SA NEPREVAŽIDENOM REPUTACIJOM OVOG BRENDA U POGLEDU PRUŽANJA IZVANREDNIH USLUGA KOJE PREDVIĐAJU VAŠE ŽELJE, ZBOG ČEGA ST. REGIS VEĆ VIŠE OD JEDNOG VEKA PREDSTAVLJA SIMBOL BESKOMPROMISNE ELEGANCIJE.

OČARAVAJUĆE VISOKI PANORAMSKI PROZORI OMOGUĆIĆE BUJICI PRIRODNE SVETLOSTI DA ISPUNI UNUTRAŠNOST. GOSTI I STANARI ĆE BITI IMPRESIONIRANI PREDIVNIM POGLEDOM I SVEŽIM VAZDUHOM. NOĆU, GRADSKA SVETLA IZGLEDAĆE KAO TEPIH KOJI PREKRIVA OKOLNE PEJZAŽE.

THE ST. REGIS BAR  
THE ST. REGIS BAR



GUESTROOM AT THE ST. REGIS BELGRADE

SWIMMING POOL AT THE ST. REGIS BELGRADE

ENTERIJER HOTELSKE SOBE U THE ST. REGIS BELGRADE

THE ST. REGIS BELGRADE, BAZEN





## RESIDENCES

# LIVE EXQUISITE

FOR THE RESIDENTS OF KULA BELGRADE, THE ST. REGIS EXPERIENCE BEGINS AT THE RESIDENCES' DEDICATED PRIVATE ENTRANCE, WHERE GUESTS ARE GREETED BY THE ST. REGIS DOORMAN.

FROM ITS INCEPTION, THE ST. REGIS HAS EMBODIED A TRADITION OF ELEGANCE WHILE EMBRACING A PROGRESSIVE SPIRIT OF INNOVATION. AT THE RESIDENCES AT THE ST. REGIS BELGRADE, THE FINEST IN STYLE IS MATCHED WITH EXTRAORDINARY SERVICE, WHERE EACH REQUEST IS DISCREETLY MET WITH ENTHUSIASM AND COMMITMENT. IT IS A PLACE WHERE MODERN TECHNOLOGY MEETS COMFORTABLE LUXURY, WHERE A LIFE OF UNIQUE PLEASURES AND MEMORABLE EXPERIENCES AWAIT.

## APARTMANI ŽIVOT U VRHUNSKOM STILU

ZA STANARE KULE BEOGRAD, ST. REGIS ISKUSTVO POČINJE NA POSEBNOM PRIVATNOM ULAZU UZ DOBRODOŠLICU ST. REGIS VRATARA.

OD SVOG OSNIVANJA, ST. REGIS NEGUJE TRADICIJU ELEGANCIJE, ALI I PROGRESIVNI DUH INOVACIJE. U ST. REGIS APARTMANIMA, NAJFINIJI STIL JE DOPUNJEN IZVANREDNIM USLUGAMA GDE SE SVAKA ŽELJA DOČEKUJE SA ENTUZIJAZMOM I POSVEĆENOŠĆU. TO JE MESTO GDE SE SUSREĆU SAVREMENA TEHNOLOGIJA I UDOBNOŠĆU LUKSUZA I GDE POČINJE ŽIVOT ISPUNJEN JEDINSTVENIM UŽIVANJIMA I ISKUSTVIMA ZA PAMĆENJE.

A DUPLEX APARTMENT, THE RESIDENCES AT  
THE ST. REGIS BELGRADE

DUPLEKS APARTMAN, THE RESIDENCES AT  
THE ST. REGIS BELGRADE





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