

## NEWS RELEASE

### New Lifestyle Apartment House Set to Open on Alexanderplatz

*Berlin/Zurich, 21 February 2013* – A new apartment house is about to open its doors on Alexanderplatz, a prime location in downtown Berlin. At the site of the new hotel and residential complex Alexander Parkside, the finishing touches are currently being applied to the interiors of 135 fully furnished designer flats that will soon be available for rent at attractive rates. The property's owner, VISIONAPARTMENTS, plans to begin welcoming guests to its new flagship location in the spring of 2013. [www.visionapartments.eu](http://www.visionapartments.eu)

“We're very excited to be adding a residence in the German capital to our location in Munich, and to be welcoming our first guests in the near future,” states Anja Graf, CEO of VISIONGROUP. “This modern apartment house represents our company's flagship property, and we're proud to be setting new standards in furnished living right on Berlin's Alexanderplatz.”

Future tenants of the residence's all-new, furnished apartments will not only enjoy a variety of included services (such as weekly cleaning and free Internet and TV), but also have their choice of four design styles and a range of sizes (17 to 55 square metres). This will enable them to select apartments tailored to their particular needs – from spacious one-room flats to exclusive multi-room suites with roof terraces – all at an attractive cost/standard ratio starting from EUR 490.

Meanwhile, plans are coming together to add a restaurant, an exclusive VIP lounge, a fitness centre and wellness area, and laundry facilities (for common use) to the site. A VISIONSTORE offering VISIONDESIGN furnishings, interior design inspirations, and gift ideas will also soon be added to the underground level, and individual spaces will be available for rent in the building's underground parking garage.

The new apartment house's location speaks for itself, as well: From the corner of Otto-Braun-Strasse and Wadzeckstrasse in Berlin-Mitte, the subway, tram, bus, and S-Bahn urban railway stations at Alexanderplatz offer optimal nearby transport connections to many locations in a matter of minutes. Berlin's main train station, for example, is around 10 minutes away, while both of the city's airports can be reached in just over half an hour.

An initial round of apartments is scheduled to be made available for rent during a soft-opening phase at the end of March 2013. To obtain more information or make arrangements to view the new building, interested parties can contact the local VISIONAPARTMENTS sales team on +49 (0) 30 31 87 67 86 or at [berlin@visionapartments.eu](mailto:berlin@visionapartments.eu).

#### About VISIONGROUP

Founded in Switzerland in 1999, VISIONGROUP specialises in the rental of high-quality furnished apartments known for their commitment to service and style. The company advanced from start-up to Switzerland's market leader in just a short time and is now expanding in phases both domestically and abroad. Its business now comprises three brands:



VISIONAPARTMENTS  
VISIONDESIGN  
VISIONVILLAS

VISIONAPARTMENTS, under which it rents exclusive apartments in the bustling urban centres of Europe; VISIONVILLAS, through which luxury residences are available; and VISIONDESIGN, an online portal where users can order furniture, furnishings, and related accessories – including many of the company's own creations. [www.visiongroup.eu](http://www.visiongroup.eu)

**For further information, please contact:**

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