HÖFÐATORG.
A NEW SOURCE FOR REYKJAVÍK
Höfðatorg. A unique location, linking the Borgartun financial district with downtown Reykjavik.
The Borgartun area is the center for finance and information technology in Iceland. Along the waterfront, new headquarters have risen for major banks, consulting firms, IT companies and government agencies. This development continues, transforming the area into an international hub for business and technology.

The re-development of the Borgartun area adds value and importance to the property connecting it with old downtown Reykjavik. This is now becoming Höfðatorg: the crown of the Borgartun business district and at the same time a gateway to the old Reykjavik.
Next to Reykjavík's landmark Höfði, home to poets and diplomats, and to the Reagan-Gorbachev summit in 1986, Höfðatorg is beautifully placed to connect past and future. Our ambition is to integrate the streetlife and charm of the old city in a fully contemporary building development suitable for business in the 21st century.
WITH ARTS AND ENTERTAINMENT, BUSTLING STREETLIFE, CAFÉS, RESTAURANTS AND SHOPPING, HÖFÐATORG BECOMES A VIBRANT CENTER OF SOCIAL INTERACTION AND INSPIRATION.
HÖFÐATORG IS A COMPLETE COMMUNITY, WHERE BUSINESS MEETS CULTURE AS WELL AS COMMERCE. IT IS A PLACE OF WORK, BUT ALSO A PLACE OF LEISURE AND A PLACE TO LIVE. IT IS THE ICELANDIC INTERPRETATION OF THE ITALIAN PIAZZA.
A UNIQUE LANDMARK

Höfðatorg View from the North-East, towards Reykjavík downtown.
Active during the day and well into the evening, Höfðatorg will become a unique landmark and meeting place for Reykjavík.
The Höfðatorg environment: Fresh, refined and contemporary.
Office space, shops, restaurants, and various services occupy two-thirds of the Höfðatorg buildings. One-third is for high quality apartments, with sizes up to 250 m² and stunning mountain and sea views.
OUR AMBITION: TO WEAVE A GRAND TAPESTRY OF CULTURE AND COMMERCE, INTERNATIONAL BUSINESS AND A DYNAMIC COMMUNITY. TO MAKE HÖFÐATORG A SPECIAL PLACE IN THE HEART OF REYKJAVIK.
URBAN LIFE IS A MAGIC BREW, FRESH AND SURPRISING EVERY DAY. COMBINING THE DYNAMICS OF BIG BUSINESS AND SPECIALIZED SERVICES, CULTURE AND ENTERTAINMENT, QUALITY SHOPPING AND THE CASUAL AFTERNOON WALK IS KEY TO MAKING HÖFDATORG A MEETING POINT FOR ALL OF REYKJAVIK.
A VIEW UNLIKE ANY OTHER

The view from Höfðatorg is unparalleled. Fascinating shifts in light and weather conditions provide an experience of nature in the far north in the comfort of a contemporary building complex.
Höfðatorg mixes office space with living space. Ground-level floors, atria and other common areas are for various services, shopping and socializing, outside the buildings as well as on the inside. That way, the key elements at Höfðatorg - big business occupying several floors or entire buildings and a range of high quality apartments in others - come together and fuse at ground level, with services and open spaces for leisure and exchange of ideas.
Extensive common areas make up the heart of Höfðatorg. Glass atria open on to the outside plaza as well as the underground parking facilities to provide efficient connections between all buildings. The common areas are specially designed to accommodate art exhibitions, public events and leisure activities from sunbathing to ice skating.
A three-level parking facility under the whole Höfðatorg area provides ample parking and easy access to all areas. Storage and service facilities are mostly underground as well, avoiding “dead zones” at ground level. The underground facility connects with two of Reykjavík’s main thoroughfares.
Owner and Developer: Höfðatorg ehf.
Contractor: Eykt hf.
Architectural design: PK Architects, Reykjavik
Masterplan: PK Architects, Reykjavik and LéonWohlhageWernik Architekten, Berlin
Brand Development: MetaDesign, Berlin
Business Consulting: ParX, Reykjavik
Graphic Design by Jonsson & Le'Macks, Reykjavik

Office space: 41,800m²
Shopping and services: 9,700m²
Apartments: 23,500m²
Common areas: 18,200m²
Underground car park: 51,200m²
Total area: 140,800m²
Property area: 28,300m²

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