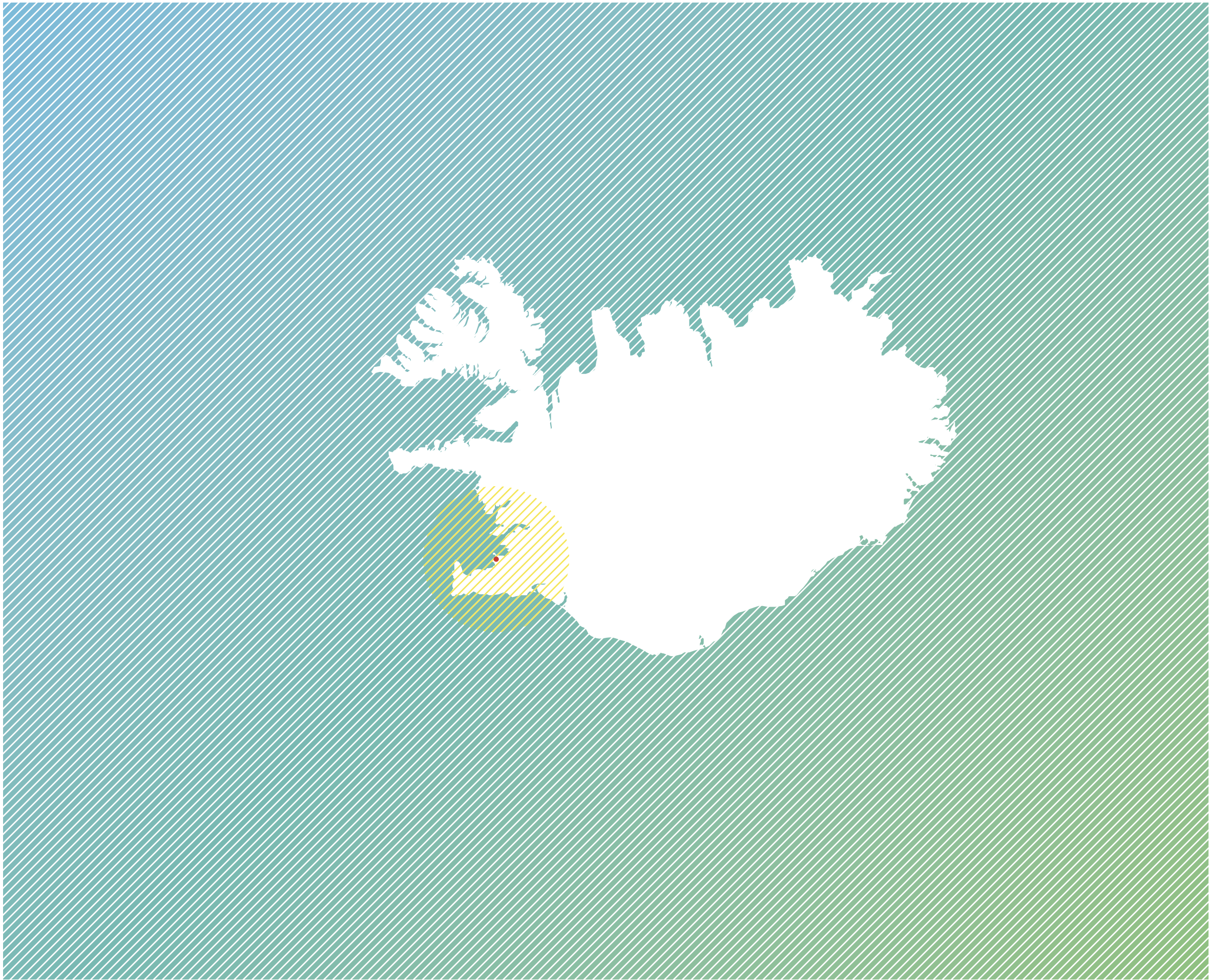


HÖFÐATORG.

A NEW SOURCE FOR REYKJAVÍK



ICELAND, REYKJAVIK, HÖFÐATORG





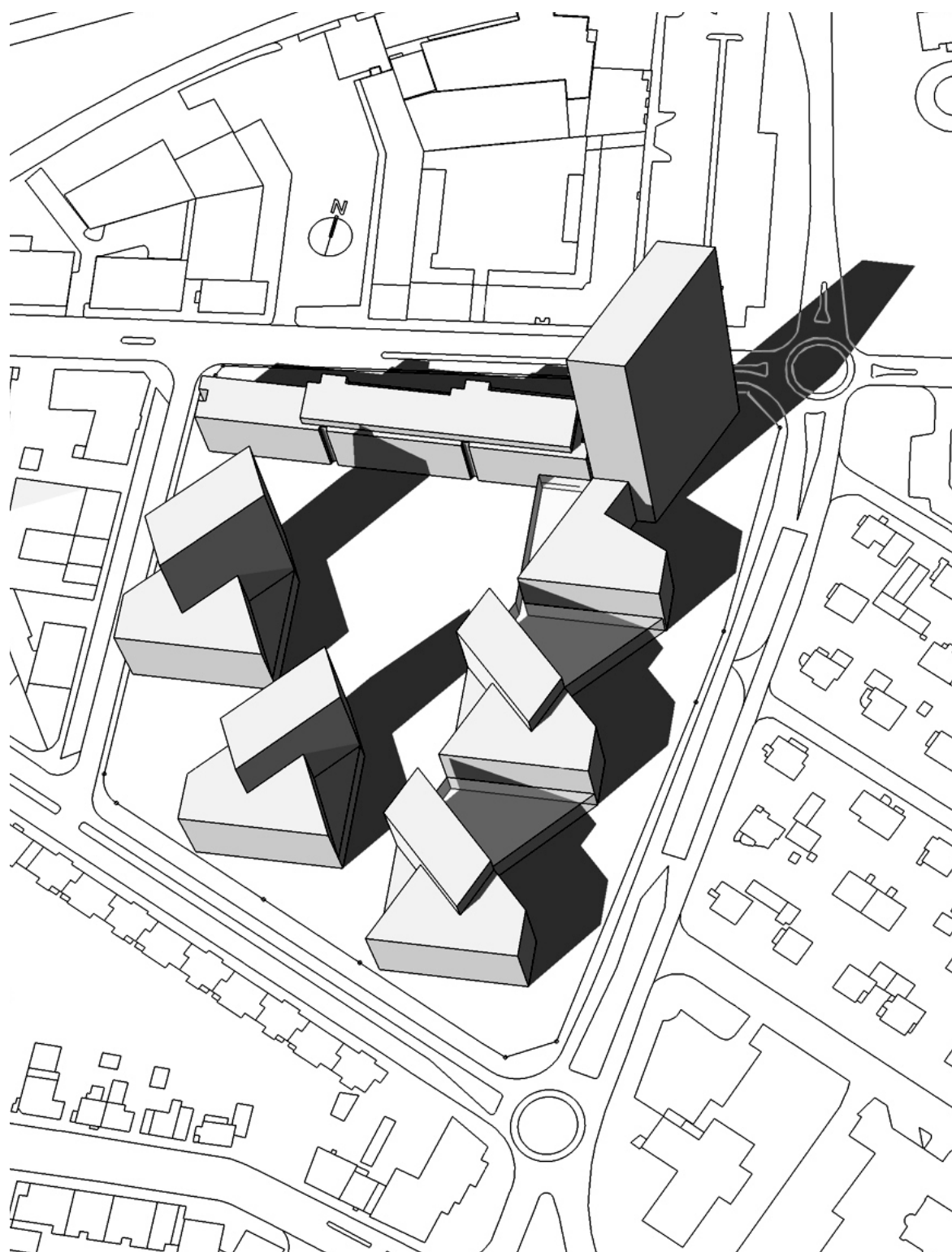
Höfðatorg. A unique location, linking the Borgartun financial district with downtown Reykjavik.

AN EMERGING CENTER



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 Reykjavik'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
Reykjavik downtown.



Active during the day and well into the evening, Höfðatorg will become a unique landmark and meeting place for Reykjavik.

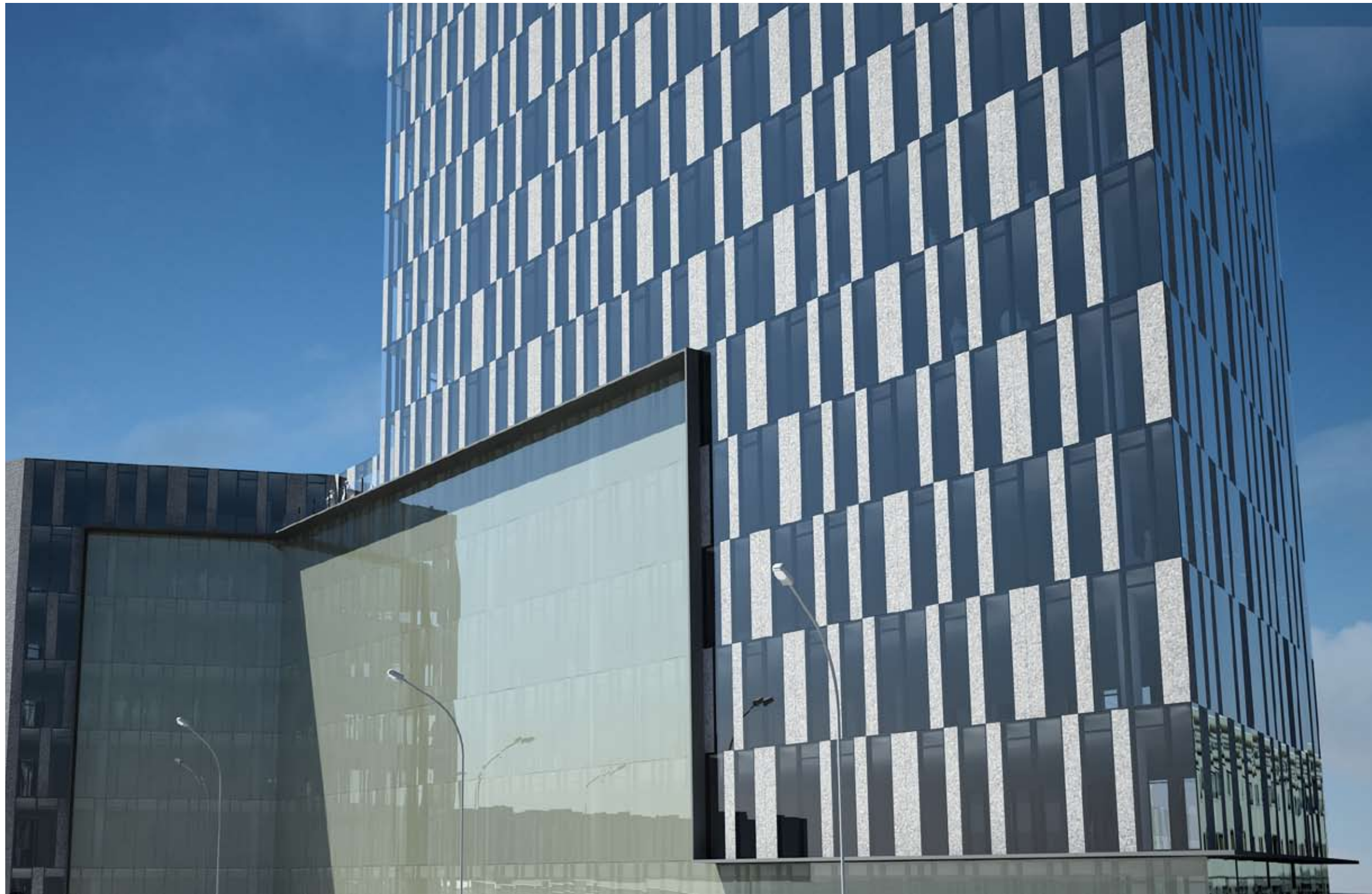
BEAUTY IS THE BIG PICTURE



The Höfðatorg environment: Fresh, refined and contemporary.



FACING THE FUTURE



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.





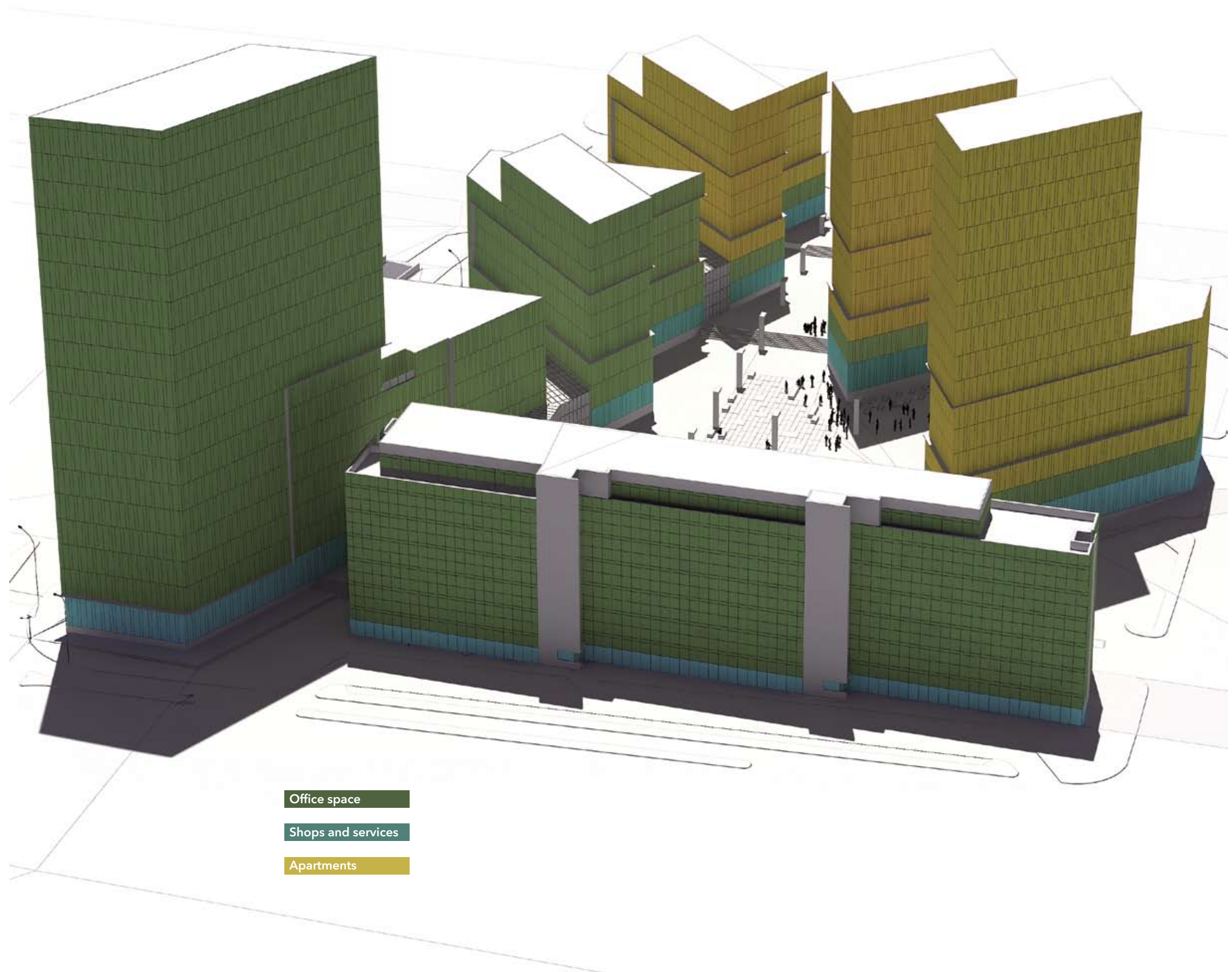
URBAN LIFE IS A MAGIC BREW, FRESH AND SURPRISING EVERY DAY. COMBINING THE DYNAMICS OF BIG BUSINESS AND SPECIALIZED SERVICES, CULTURE AND ENTERTAINMENT, QUALITY SHOPPING AND THE CASUAL AFTERNOON WALK IS KEY TO MAKING HÖFÐATORG A MEETING POINT FOR ALL OF REYKJAVIK.

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.

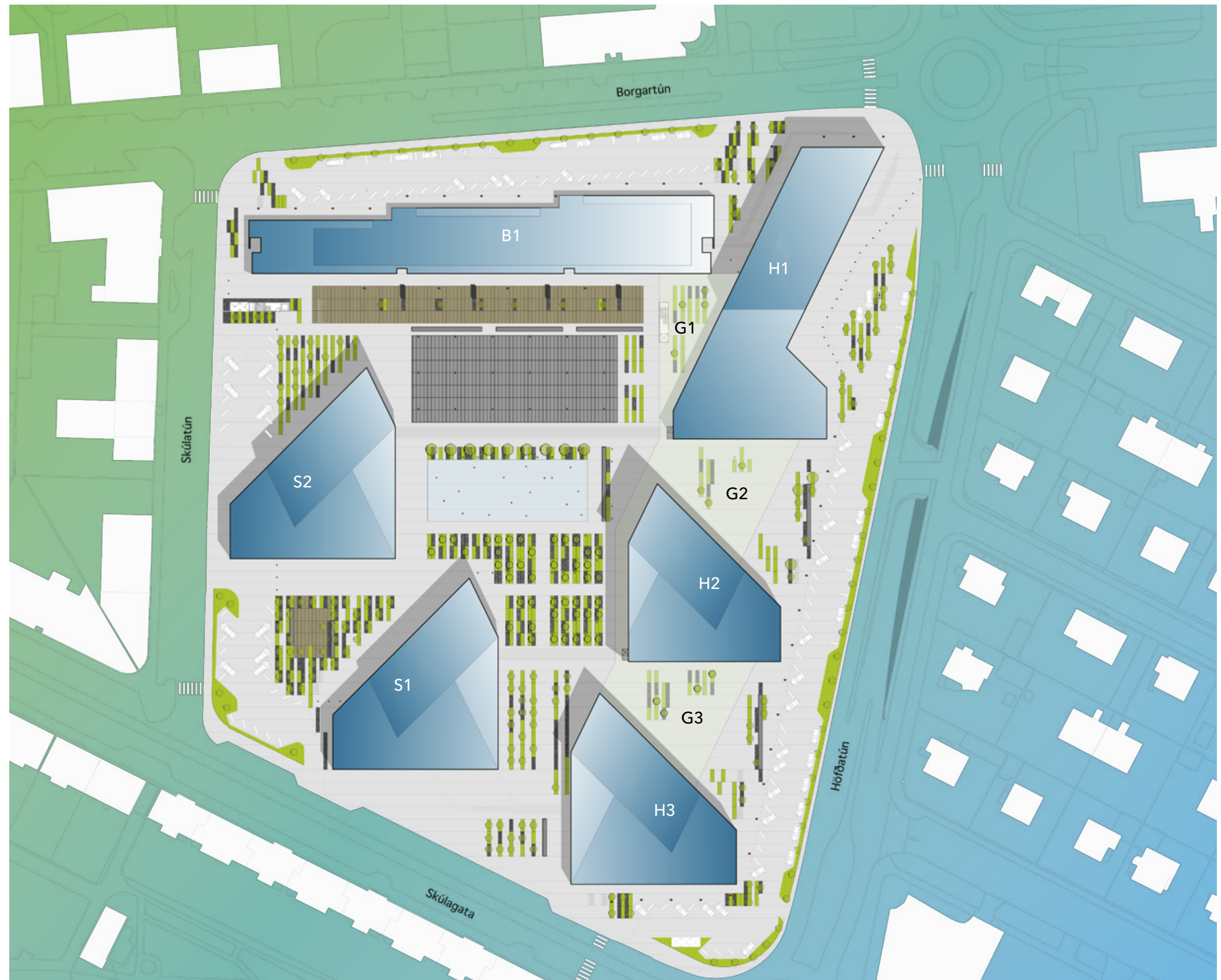
IT'S IN THE ELEMENTS



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.

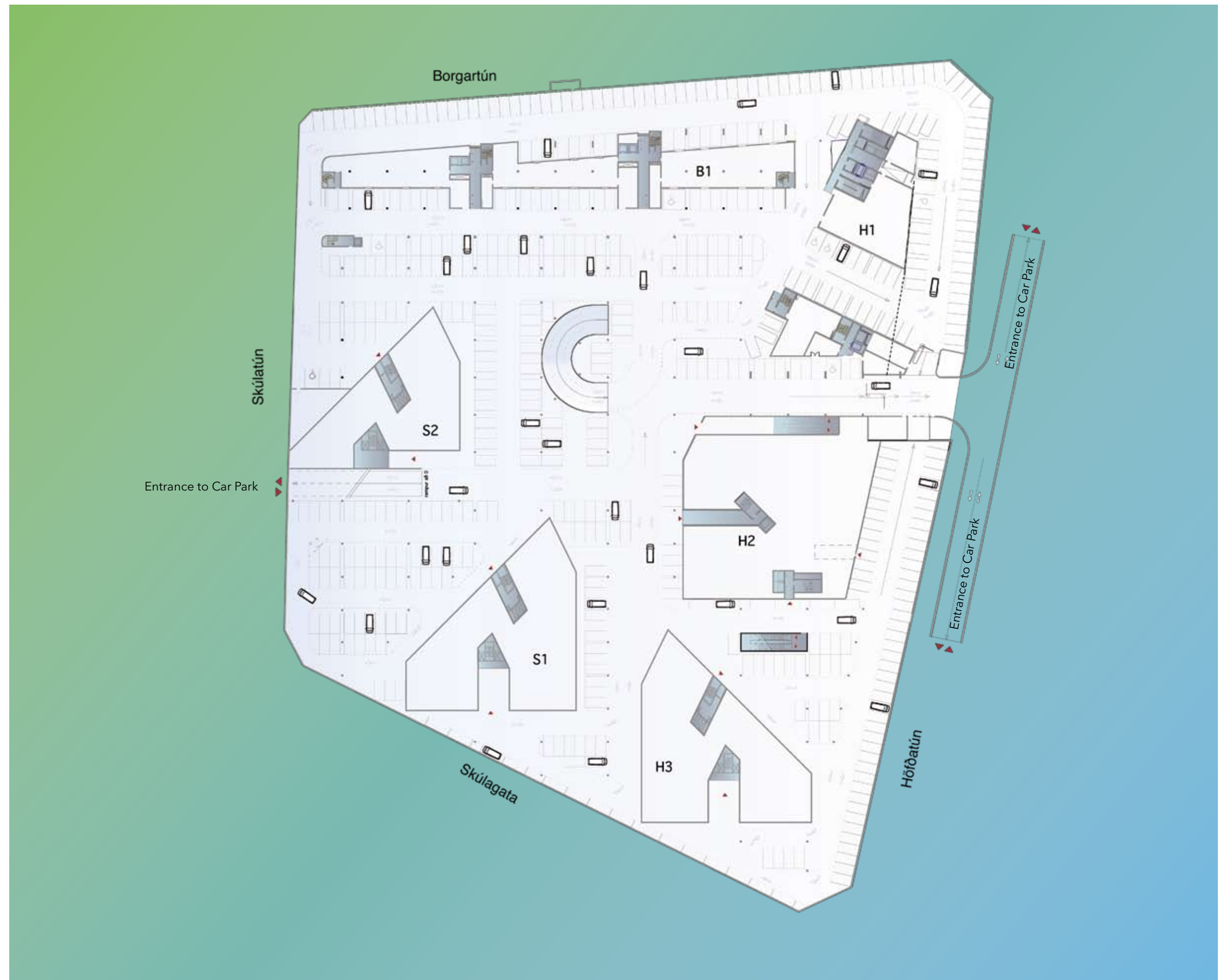
MASTERPLAN

GROUND LEVEL



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.

THREE LEVEL CAR PARK



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 Reykjavik's main thoroughfares.



Owner and Developer: Höfðatorg ehf.
Contractor: Eykt hf.
Architectural design: PK Architects, Reykjavík
Masterplan: PK Architects, Reykjavík and
LéonWohlhageWernik Architekten, Berlin
Brand Development: MetaDesign, Berlin
Business Consulting: ParX, Reykjavík

Graphic Design by Jonsson & Le'Macks, Reykjavík

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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