

## **UDI Group is preparing the Duga project in Serbia for 374 million euros, the design of the British architect Ian Bogle won the competition**

*Prague, December 19, 2022* - The international developer UDI Group is preparing in the Serbian capital of Belgrade, its largest project ever, Duga, at an estimated cost of more than 374 million euros. 2,320 apartments and roughly 40,000 m<sup>2</sup> of office accommodation will be built on the site of the former paint factory. In an international architectural competition, the investor selected the sustainable design of the leading British architect Ian Bogle.



*"Duga is a great example of cooperation between the city and the private sector as an investor. The original concept which consisted mainly of offices, was reviewed after discussions with the Municipality and agreement reached as regards integrating the project into a city-wide zoning blue -print of Belgrade necessitated by the transformation of the original railway layout to a linear park that is adjacent with our land. The new project as designed is multifunctional with housing predominant, which is more in*

*demand in the capital city Serbia. Roughly 80 percent of the project will consist of flats, which will be built on a huge brownfield in total of 2,320. About 40,000 m<sup>2</sup> will be used for offices. In addition, we are also considering a hotel,"* explained UDI Group strategy director Marcela Fialková.

The group has now ended an international architectural competition in which studios from all over the world, including Czech and Serbian outfits participated. The project of leading British architect Ian Bogle won the keenly contested international competition. *"The proposal convinced us above all with its great urban planning solution, which places great emphasis on views of the park and the Danube from all buildings and also very high environmental standard,"* added Fialková.

### **Duga - A fantastic location that will be one of the new focal point of Belgrade upon completion**

*"Our aim was to maximize the potential of the site. The place itself was an inspiration for us. Duga is a fantastic location that will become one of the focal points of the entire Belgrade after*

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#### **About us**

*UDI Group is an international developer that builds residential, office and industrial projects in the Czech Republic and other European countries and in Latin America. It focuses on complex development that combines functions - housing, offices and shops. It is currently preparing 19 projects, the sales of which will reach 1,9 billion euros in the next five years.*



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*the completion of the project. We always look at things a little differently and I believe that's what attracted the investor," explained architect Ian Bogle.*

Not only the Serbian team of UDI Group, but also the local studio Serbia studio ZAP are cooperating directly with Bogle in Serbia, to integrate the vision of Ian Bogle's leading international architecture team into local standards and realities. Currently, the Serbian UDI Group team, together with architects, is working on project documentation for a zoning decision for a part of the building that directly connects to the city's linear park. *"We would like to start construction sometime next year," added Fialková. "We realized that this location with a north view of the Danube and at the same time a view to the south of the new urban linear park would be better addressed with separate buildings than a traditional urban one block. We therefore bet mainly on these unique views. We believe that this is the key to maximizing value and architectural purity in this location,"* Bogle explained the specific shape of designed apartment buildings.

### **Sustainability first**

Apartment buildings and offices will be built to a very high environmental standard. *"We are collaborating on the project with expert Dejan Milenič from the Faculty of Hydrogeology of the Serbia University, with whom we are discussing the possibilities of using geothermal energy for obtaining heat. The project includes modern energy-saving technologies, such as a combination of floor heating and passive ceilings, which is both the most user-friendly and at the same time the most energy efficient solution for cooling and heating the building. We are considering the possibilities of using photovoltaics,"* summarized the basic elements of the environmental solution Fialková. *"In the Duga project, we chose the most passive approach possible and we mainly focused on the orientation of the buildings, which in itself leads to a reduction in energy consumption, the so-called 'fabric first' design approach, where sustainability is the basic principle of the project from the very beginning. We emphasized a properly insulated building envelope to ensure low energy costs,"* added Ian Bogle



**Ian Bogle** rose to the position of project director in the studio of world renowned architect Norman Foster. Bogle founded his own studio in 2012. The award-winning studio now operates in 28 countries in Asia, Africa, Europe, Middle East and South America. It deals with many different typologies, buildings and sectors. For example, he designed the ELI Beamlines building in Prague, which houses the most powerful lasers and the largest kindergarten in the world, the Early Learning Village in Singapore for more than 2,100 preschool children, including a residential building in London which integrates wind turbines for the production of clean electricity.

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