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Pirelli RE property in Berlin declared for UNESCO World Heritage Site

Six housing estates in Berlin, including the Wohnstadt Carl Legien owned by Pirelli RE, together with joint venture partner RREEF, have been given the status of World Heritage by Unesco. The estates built in the 1920s (Garden city Falkenberg, Schillerpark estate, Carl Legien estate, Siemensstadt estate, Hufeisensiedlung Britz and Weiße Stadt) are now under special protection, being given the same status as the Great Chinese Wall, Venice and its Lagoon or the Historic Center of Florence. With the decision of UNESCO in Quebec the estates in Berlin are, together with around 660 other World Heritage, sites "worthy of permanent preservation".

"The decision of UNESCO of course makes us very proud. Pirelli RE, who has had prestigious properties in its portfolio for many years, is proud to receive this important recognition from UNESCO for the Carl Leigen complex." says Carlo Puri Negri, Chief Executive Officer of Pirelli & C. Real Estate SpA.

The Wohnstadt Carl Legien was one of the first social building projects from the 1920s in Germany in Berlin's Pankow district.

The housing estates from the 20s stand for modern housing construction for the masses, social housing estate construction and well as practicality and functionality – and at the same time for light, fresh air, intensive colours and open spaces. In their time they were built to accord with the principles of the democratic constitution that stated that every German citizen was guaranteed the basic right to a decent home. The working population should no longer have to live in gloomy, cramped tenement blocks. The newly built housing estates are friendly, bright and possess a rustic charm right in the middle of the mighty city of Berlin.

The Wohnstadt Carl Legien is the most urbane and compact among the Berlin housing estates that are representative of social housing in the Weimar Republic. Generous inner courtyards provide a healthy environment. A "housing estate" in which to have a good life - that is what the contrast program is all about. Nowadays the housing estate still offers a timeless high quality of living.

Over the past years 50 million Euros were invested in the maintenance of the housing estate. Investment that has paid off: The Berlin Reformist Housing Estates are more popular than ever – today there are long waiting lists for a home in Wohnstadt Carl Legien.

“With the status of UNESCO World Heritage site, national and international prestige will rise further. This brings an enormous upgrading for the housing estate and with it many opportunities, not only for the company, but also for the region and its inhabitants,” Puri Negri says.

Pictures can be found at: www.initiative-welterbe.de

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