



live it
Up
site



warm **UP** to city living

Life is about choices. Choosing a place to live is one of the most important decisions you'll make in your lifetime. Make the right one.

There are some things in life that matter. Choice, convenience and comfort top the list. You want it all. A location with easy access to everything the city has to offer. A safe and dynamic neighbourhood which beckons you outdoors. A picturesque setting which is mindful of the environment. An apartment with stunning views. An abode where style and good taste are a given.

Welcome to UP-site, a place you can call home. We hand you the key to a brand new concept in urban living and a way of life. Step inside and see for yourself. The choice is yours.



the UP concept

Restrained and contemporary, the UP-site project is developing its avant-garde spirit with subtlety, without being minimalist. Right in the beating heart of Brussels, it is the very image of new city life, stylish and active.

The Tower – With its 140 m high 42-storey tower, UP-site is the highest residential Tower in Belgium and one of the highest in Europe, which makes it exceptional. This is enhanced visually by its grey and white colours, which will accent its verticality and its visibility in the Brussels skyline. The Tower will offer an unequalled view of the whole city as well as a quality and quantity of services thanks to its concierge, its lounge bar, its wellness space and its kids playroom.

The terrace buildings – a second set of lower buildings will fill out this phase along the water. On the Quai des Péniches, shops, restaurants and entertainment will take their place on the ground floor and the first floor.

The offices – Four office buildings will be built alongside the Quai de Willebroek and will provide the best possible guarantees of comfort to the future occupants and easy accessibility to their visitors.

living UP

BE PART OF THE CITY. AND APART FROM IT.



Living UP-site means living in an apartment that perfectly reflects you, your personality, taste and needs. A classical one-bedroom apartment, an exceptional penthouse or a family-friendly duplex, each home opens to a delightful sun terrace. Stunning skyline panoramas or relaxing waterside views; choose the picture perfect horizon that pleases you.

THE ESSENCE OF CUSTOMISATION

Choosing an UP-site apartment is choosing a way of life. Select the décor, look and style through a variety of possible interior design options. Perhaps go retro, chic or traditional with a twist. Imagination is encouraged. Showcase your individual taste with each decision. The final effect: a unique home personalised to you.

SIMPLICITY,
PRACTICALITY
AND BEAUTY

At UP-site, there's no compromising good taste. Aesthetic beauty, cutting-edge contemporary design, innovative technology, a choice of quality material and a variety of finishes culminate in an understated elegance.

Simplicity, practicality and beauty are well orchestrated in all of our living spaces. There are fewer partitioned spaces for more comfort, freedom and wellbeing. Minimal interiors allow for a sense of freedom where boundaries are blurred and the layout flows as one continuous space. High ceilings draw sunlight in lending to its bright and airy feel. Walled in glass, you're guaranteed 180-degree views.

COMFORT, SPACE
AND WELLBEING

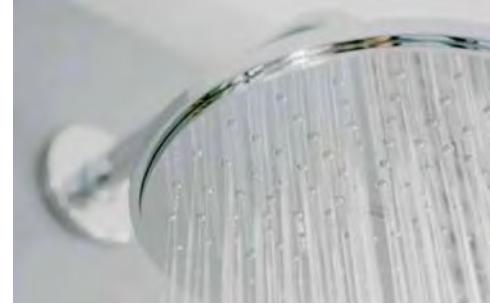
You're accustomed to a certain standard when it comes to comfort, space and wellbeing. And rightly so. That's why every detail is carefully considered – from maximising space to choosing lamps that create the right mood to conserving heat. The thermal and acoustical qualities are ensured by controlled mechanical ventilation which makes it possible to live in a healthy atmosphere, without the inconvenience of noise.

And you'll be happy to know that our use of green technology ensures an energy savings of 30% over standard apartments in Brussels. We ensure that everything works well together, so well in fact that you won't even notice.



TERRACE

Imagine returning home after a busy workday. Sometimes all you need is to watch the world go by from the privacy of your terrace. With a bird's eye view from the tallest residential high-rise in Belgium, historic Brussels offers unsurpassed cityscapes.



BATHROOM

After dinner, indulge in tranquil moments of peace and quiet with a luxurious bath in your bathroom designed in harmony with the rest of the apartment and equipped with everything you need. The bathroom and shower room, as well as the toilets, will be equipped with plumbing fixtures with a restrained, purified line, some of them by Riho and Hansgrohe brand or equivalent.



KITCHEN SPACE

Love to entertain? The layout favours a continuous open space that allows the kitchen and dining room to extend to the living room, making it easy to converse with friends and keep an eye on the kids while preparing dinner. Mixed functionality is the keyword here.

It consists of fully integrated furniture, with reinforcing on the ceiling, and partitions on both sides.



They will be equipped with luxury furniture, consisting of cupboards and columns of glossy laminate, regular and minimalist, concealed by identical doors with grooves and a work surface with a reconstituted stone.

The up-market electrical appliances will be integrated; only the oven will be visible.



HOME IS WHERE PEACE OF MIND RESIDES.

UP grade your life



SKYDECK

Brussels looks even better from above! The Skydeck offers the city's highest public lookout. Accessible for the inhabitants and from the ground-level restaurant, spectacular views are guaranteed.



SPA & POOL

At UP-site, you don't need to leave the building to relax and unwind. Soak up the high-end amenities of an onsite wellness center. A private pool is available to all inhabitants as well as a jacuzzi and wellness center offering complimentary therapies on demand.

RESTAURANT & INHOUSE CATERING

Enjoy fine dining, an upscale atmosphere and top-notch service at UP-site's exclusive restaurant. Offering creative lunch and dinner menus, chefs also cater to residents preferring to eat in the privacy and comfort of their home. At any time, during restaurant's opening hours, a gourmet meal is a simple phone call away.



PRIVATE CINEMA

Planning a night in with friends or family? The in-house movie theater raises home cinema to a whole new level. With theater style seats, professional sound and superior image quality, up to 25 people can enjoy a personalized cinema experience.

KIDS PLAYROOM

UP-site understands the importance of family and provides child friendly locations that allow children to be safe and have fun. From extravagant birthday parties to creative workshops, this indoor playground is every parent's friend and kid's dream. Child minders and babysitters can also use the facilities.

MOBILITY & GREEN SPACES

The project located right in the centre of Brussels, along the Quai des Péniches, Place des Armateurs and Quai de Willebroek offers its inhabitants the possibility of experiencing unique urban comfort and respect for the environment in an unequalled setting on the banks of the canal. The quays will be redeveloped in a promenade punctuated by shops and the restaurant. Very special priority will be given to the public areas, thus adding a convivial dimension to the project, without mentioning the easy access to the whole public transport network of the capital.



MIX IT UP: A PLACE TO LIVE, WORK AND PLAY.

More than a residential tower, UP-site is a way of life. One that is easier and more enjoyable. From the inside out, we bring you the best of both worlds. The cosiness of your own apartment is complimented by exclusive amenities and easily accessible services. From the concierge and convenience store to the Skydeck's vantage point 140 metres up, the entire UP-site combines the intimacy of your home with all the advantages of city living.

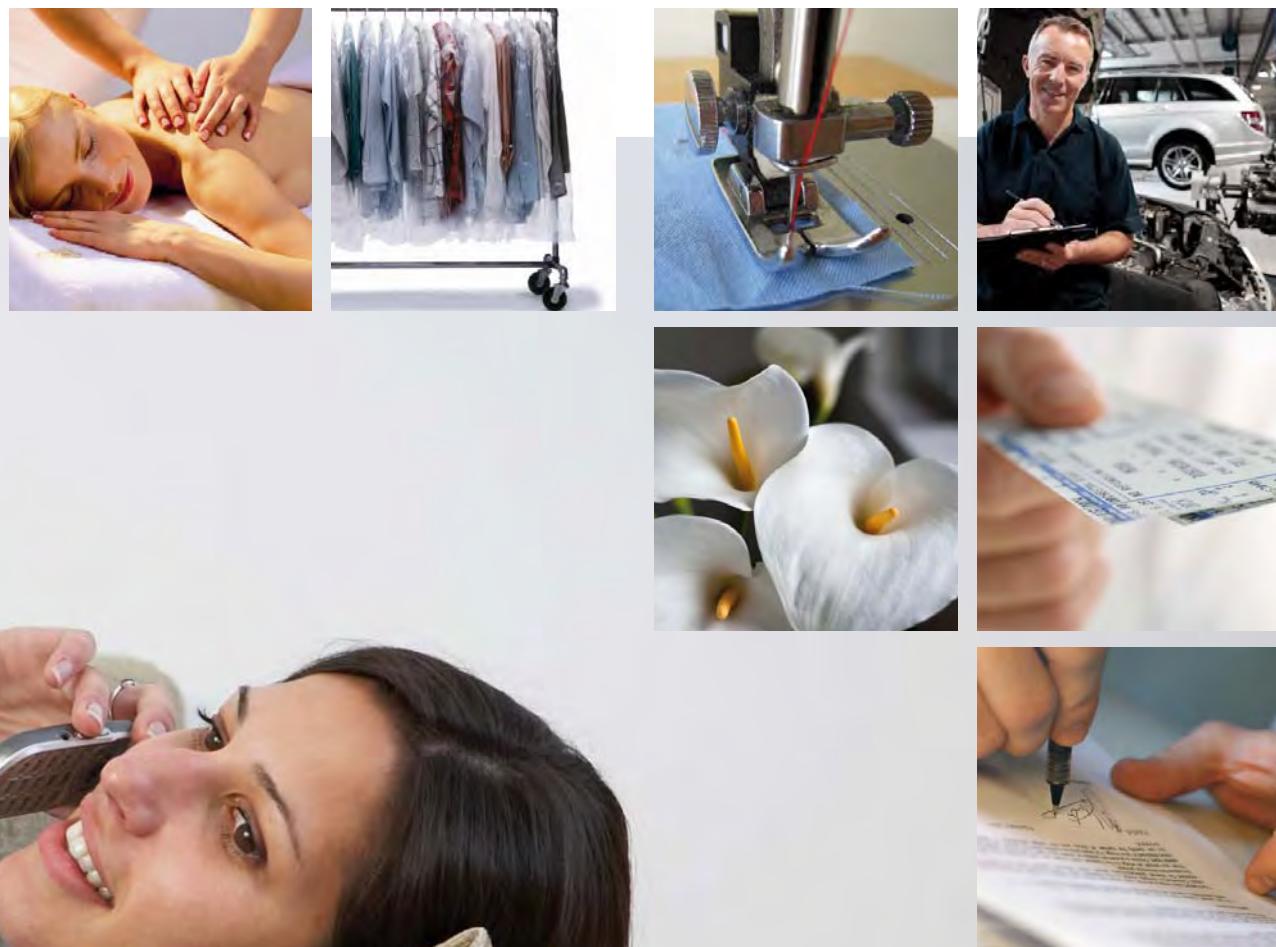
At UP-site, you never have to leave the building to relax. Why? Quite simply, we've incorporated it into the blueprint.

THE LOUNGE BAR

Choose from an extensive selection of drinks in UP-site's intimate cocktail bar. The Loungebar is a stylish meeting place, a convenient yet trendy spot for after-work gatherings or after dinner aperitifs. Private reservations are also possible to host events close to home, such as birthday parties or a wine tasting evenings.

up scale services

At UP-site, enjoy the service of a five-star hotel in the comfort of your own home. The resident concierge provides convenience with security. Not to mention a whole host of services delivered with due diligence. Take comfort in knowing that there's always somebody home, even if you're not.



FULFIL YOUR EVERY REQUEST.

AROUND-THE-CLOCK SERVICE

Online and onsite, our concierge service brings you unparalleled levels of service to make life that much easier. Exclusive to tower residents only, the building's intranet site allows you to arrange a number of things with a click of a button. For instance, request a croissant and newspaper be delivered to your apartment at 7 a.m. or check if your trousers have already been pressed.

FLAWLESS SERVICE THE FIRST TIME AROUND

Rely on us to take care of all the aspects in your life you don't have time for. Whether it's providing laundry service, arranging an onsite eco-friendly car wash, delivering fruits and vegetables to your apartment or planning a surprise party, no stone is left unturned.

RESOURCEFULNESS IS PART OF OUR REPERTOIRE

Think of the concierge as your friend. Offering advice is an important part of what we do. Need a recommendation on the best places to dine? Searching for that hard-to-find item? No idea how to book front-row seats to the opera? Whatever you need, don't hesitate to ask. And if we come across any secret gems, we're happy to share them with you.

- Dry cleaning
- Laundry
- Ironing
- Sewing and alterations
- Vehicule cleaning
- Information requests
- Administrative applications
- Spa services, massages, beauty treatments, hairdressing, etc.
- ATM, movie tickets, etc.
- Handing over of key
- Mini-shop service (flowers, chocolate, wine, ...)
- Vehicle maintenance
- and more...

A tower is not just a building. It shapes the city's skyline. A bold new landmark will appear in the capital of Europe, making its mark in Brussels. Located at the heart of a soon-to-be sought after area in the EU capital, UP-site links the accessibility of urban life with a relaxing waterfront location. Opposite Tour & Taxis, between the canal, the place des Armateurs and the Quai de Willebroek stands the new site of what will be the tallest residential high-rise in all of Belgium.

UP-AND-COMING NEIGHBOURHOOD

Experience an urban way of living. UP-site's unique location combines the best of the city with close access to everything. Public transportation, biking and walking will get you most everywhere. It's a short distance to the city centre, restaurants and the Brussels North railway station. Cross the canal for events at Tour & Taxis, and the Kaaiteatre is just a few hundred metres away. Cycle to the trendy Antoine Dansaert to shop and Grand Place is a stone's throw from there.



UP AND GREEN

Like many urban renewal projects, sustainability and respect for the environment is a priority. UP-site is no different. This revitalised urban space will be transformed into a vibrant liveable neighbourhood with its own private garden and full of services. And it uses advanced techniques in green technology including solar power, cogeneration and green roofs to integrate cleaner living with quality and comfort. Something we're proud of, and something you'll appreciate.



up in the air

1 BEDROOM

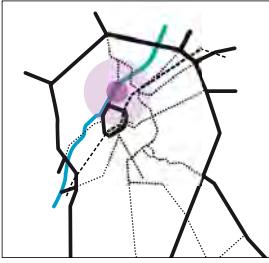
The tower consists of 43 one-bedroom apartments with extremely refined finishes.

Floor – parquet in the living spaces and tiles in the bathroom, shower room, toilets and laundry

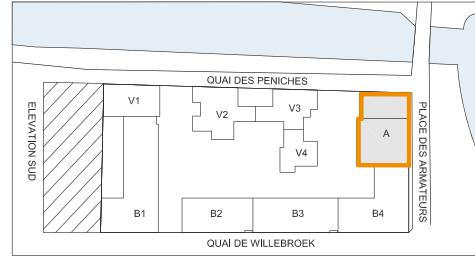
Walls – light-coloured paint, tile in the bathroom, shower room and toilets

Location – between the canal, the Place des Armateurs and the Quai de Willebroek

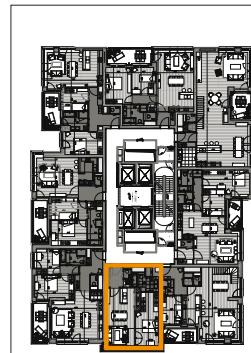
- Sitting room
- Open kitchen
- 1 bedroom
- 1 waterroom [shower and bath]
- 1 laundry room
- 2 toilets



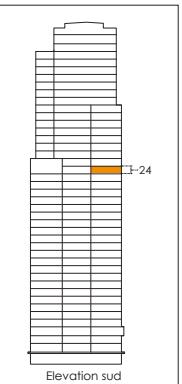
Brussels



A → Tower
B → Office
V → Terrace Building



Site Plan



Elevation sud



2 BEDROOMS

The tower consists of 177 2-bedrooms apartments with extremely refined finishes.

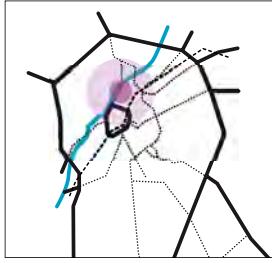
Floor – parquet in the living spaces and tiles in the bathroom, shower room, toilets and laundry

Walls – light-coloured paint, tile in the bathroom, shower room and toilets

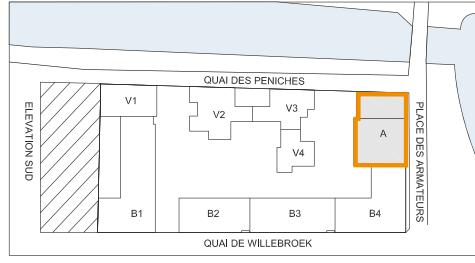
Balconies – concrete

Location – between the canal, the Place des Armateurs and the Quai de Willebroek

- Sitting room
- Open kitchen
- 2 bedrooms
- 1 bathroom
- 1 shower room
- 1 laundry room
- 2 toilets



Brussels



A → Tower
B → Office
V → Terrace Building



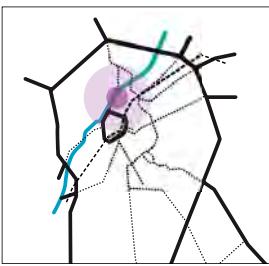
Site Plan

12

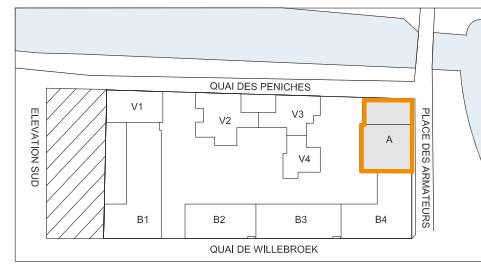
Elevation sud



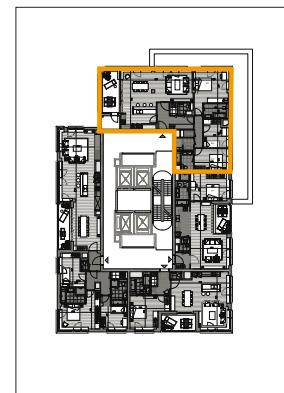
3 BEDROOMS



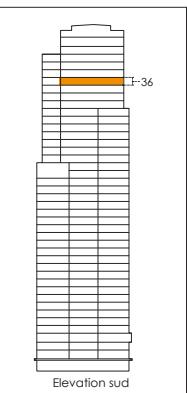
Brussels



A → Tower
B → Office
V → Terrace Building



Site Plan



Elevation sud



The tower consists of 29 3-bedrooms apartments with extremely refined finishes.

Floor – parquet in the living spaces and tiles in the bathroom, shower room, toilets and laundry

Walls – light-coloured paint, tile in the bathroom, shower room and toilets

Balconies – concrete

Location – between the canal, the Place des Armateurs and the Quai de Willebroek

- Sitting room
- Open kitchen
- 3 bedrooms
- 2 bathrooms
- 1 shower room
- 1 laundry room
- 4 toilets

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are you UP for it?

6 REASONS TO LIVE UP-SITE

1

UP-AND-COMING
NEIGHBOURHOOD



2

UP-SCALE
SERVICES



3

UP-IN-THE-AIR



4

UP & GREEN



5

UP-WARD
INVESTMENT



6

UP-ERCLASS
ARCHITECTURE



Located at the heart of a soon to be sought after area in Brussels, UP-site links the accessibility of urban life with a relaxing waterfront location.

A dedicated concierge, in-house catering services and a fantastic restaurant are just a few of the services that will make life more enjoyable. Facilities include a wellness center with spa, massage service and indoor swimming pool plus a private cinema and kids playroom.

Rising 140 meters above the ground, UP-site features the tallest residential high-rise in all of Belgium. Here, quality urban living also provides unsurpassed views of the city, canals and surroundings.

UP-site implementation of green technology ensures that apartments consume up to 30% less energy. The architectural design and a judicious choice of materials reflect a focus on successfully integrating sustainability and cleaner living with quality and comfort.

Waterfront properties prove to be reliable investments in all major European cities, and Brussels is no exception. Near the accessible Brussels North railway station is an under-developed area alongside the canals. Waiting to be capitalized upon, these valuable, high potential properties will sell quickly.

This urban revitalization undertaking, inspired by equally successful projects in London and Paris, is a fine example of Belgium innovation in architecture. The tower's striking design, by renowned Parisian Ateliers Lion Architectes Urbanistes and Brussels based A2RC Architects, creates a bold, new landmark on the Brussels skyline, while the surrounding area's planned renovation will establish a more sustainable, livable neighbourhood.

THESE OBVIOUS ADVANTAGES HAVE A STRONG APPEAL, ESPECIALLY TO AN UP-THINKER!



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