



PRESS RELEASE

THE TALLEST TOWER IN THE NORDIC REGION TO RISE IN COPENHAGEN

H.C. Andersen Adventure Tower

Copenhagen, May 14th, 2017

A 280m high rise offering hotel rooms, an observation deck and residences surrounded by a Hans Christian Andersen-themed amusement and adventure park is planned for Copenhagen's Nordhavn neighbourhood.

H.C. Andersen Adventure Tower and Park will be one of Denmark's largest private investment projects in recent time, estimated at around DKK 6.5 billion.

The focal point of the large-scale project, named H.C. Andersen Adventure Tower, is an amusement and adventure park themed around Hans Christian Andersen's fairy tales. As well as the outdoor park, the tourist attraction will also comprise indoor amusements and themed exhibitions, creating a year-round experience for visitors.

The themed amusement and adventure park will entertain, educate and enlighten.

The park will occupy an area of approx. 85,000 m² on the outskirts of Nordhavn, Copenhagen, opposite the quay for cruise ships, which welcomes around 850,000 tourists to Copenhagen every year.

An iconic landmark building will be constructed adjacent to the park. At around 280 metres tall and 75 storeys, it will be the Nordic region's tallest building including a hotel, an observation platform, conference centre, shops, offices and apartments.

Within the area, there will be both private and social housing units surrounded by a public green park with free access for everyone.

"We see a unique opportunity to create an international tourist attraction in Copenhagen, at this great location in Nordhavn close to the cruise quay, themed around probably the most famous name in Danish culture, Hans Christian Andersen," say project developers **Kurt Immanuel Pedersen** and **John Christensen**. "The area is large, so there is space to create some magical experiences both indoors and outdoors. The activities will provide entertainment for visitors of all ages, promoting creativity and innovation for children and young people."

"We want to create a significant, creative architectural property with apartments, a hotel, shops and an observation tower alongside the seaward approach to Copenhagen that, with good infrastructure in the form of metro stations, connects up the city. The location outside the city on a large undeveloped site opposite the harbour gives us the opportunity to construct an extraordinarily tall building that will create the economic platform for establishing numerous social housing units and a green park with free access," continue Kurt Immanuel Pedersen and John Christensen.

The project team

H.C. Andersen Adventure Tower is collaborating with the following players: BIG, SLA, Deloitte, KAB, Rambøll, ZÜBLIN, FORREC and ECA.

"The complexity and scale of the project require a complete team of professional and internationally acclaimed players, which we believe we've assembled," say project developers Kurt Immanuel Pedersen and John Christensen.

Danish architecture for the Nordic region's tallest building

The Nordic region's tallest building, up to 280 metres tall, will have an observation deck combined with restaurants and a sky bar. The building is being designed by BIG – Bjarke Ingels Group.

"Copenhagen is a city of spires. The city centre has evolved with its historic spires as landmarks: the Stock Exchange, Church of Our Saviour, City Hall and Christiansborg Palace," says **Bjarke Ingels, Founding Partner, at BIG**. "From the sea and harbour, the landmarks are currently the cranes, power stations and silos. Located at the maritime gateway to Copenhagen, the H.C. Andersen Tower will give us the opportunity to reimagine Nordhavn's new district, the harbourfront as well as Copenhagen's skyline to be an integrated architectural whole."

David Zahle, Partner at BIG adds: "When Tivoli was established, it was located on the outskirts of Copenhagen," "Gradually, the city encircled Tivoli and today, the garden is world-famous for its location in the very heart of a dynamic European capital. The H.C. Andersen Adventure Tower and Park gives us a similar opportunity to build an entirely new urban neighborhood around a green oasis of amusements."

"Green and open heart" in Nordhavn

The buildings and the amusement and adventure park will be established in the middle of a green and lush public park with trees, recreational spaces and green attractions both around the respective buildings and on their roofs. In combination with the public green park, the whole area will be experienced as a sanctuary in the form of a "green heart" in Nordhavn. The design of the park is being undertaken by the award-winning and internationally acclaimed Danish landscape architects SLA, who over a period of more than 20 years have been behind some of Copenhagen's most cherished and iconic parks and green urban spaces.

"The amusement park and the public park gives something back to the whole of Copenhagen," says **Rasmus Astrup, partner, SLA**. "Imagine how the tree-tops will create a single green roof for the whole area. An oasis where people can rest on the grass, enjoy the amusements, eat in the restaurants, appreciate nature, experience wildlife and take in the view of the tower, the harbour and the seascape."

The overall architectural impression of the project will be open, harmonious and integrated with the district and upcoming metro station. The amusement and adventure park will thus not be isolated, but will be visible and like a fairy tale for passers-by and passengers arriving at the metro station.

"The vegetation and differences in elevation will erase the boundary between public and commercial park with inviting and cohesive experiences of nature. So it won't matter to the city's birds, insects, beetles and plants whether they're on one side of the fence or the other."

The park's design will also take into consideration the project's exposed and important position in Nordhavn's general development. A position close to the sea on the outskirts of the new district.

"The park will create a better microclimate in terms of wind, weather and warmth, and it will safeguard the climate of the nearby neighbourhoods. It will be a park that gives a lot of value back to the city in terms of nature, biological diversity, economy, social capital, sustainability and aesthetics."

Fairy-tale amusements

The Hans Christian Andersen-themed attraction will be of the highest international standard and is expected to draw in at least 1.5 million visitors a year. The development and design of the amusement and adventure park will be undertaken by the company FORREC, which has developed six of the world's ten most visited amusement and adventure parks.

The international consulting company ECA, which prepares analyses and recommendations for optimising amusement and adventure parks, will assist with the business development. ECA has provided consultancy on Danish attractions such as LEGO® House, LEGOLAND® Parks, Tivoli, Danfoss Universe and Copenhagen's new National History Museum of Denmark.

Increased employment

HORESTA, the association for the hotel, restaurant and tourism industry in Denmark, estimates that during the construction phase of 4-5 years prior to opening in 2025-27, the project will create around 8,000 new jobs, as well as subsequently creating around 1,500-1,800 new permanent jobs in and around the amusement and adventure park, observation tower and hotel and in the shops and restaurants.

Environmentally friendly construction

Both the buildings and the amusement and adventure park will be established and operated sustainably, i.e. with minimal resource consumption and as close to energy-neutrality as at all possible. The establishment and operation will be in accordance with the leading international sustainability certifications regarding the surrounding area and carbon emissions in terms of electricity, water and heat consumption, transportation and waste management. The Danish engineering, design and consulting company Rambøll and the contractor ZÜBLIN A/S will be responsible for technical consulting on the whole construction project, with ZÜBLIN also undertaking the construction work.

Social and local responsibility

In accordance with Hans Christian Andersen's values, the project will be established and operated with maximum possible consideration for the environment. In addition to environmental considerations, social housing units will be established and social issues factored into the recruitment of workers both for the construction phase and for the permanent jobs in the amusement and adventure park and hotel.

The social housing units, which will occupy an area of approx. 6,250 m², equivalent to 25% of the total housing, will be established and operated by the housing association manager KAB. The social housing units will be established as youth and hostel-like residences, of which a proportion will be allocated for young people facing special challenges. H.C. Andersens Adventure Tower will enter into a binding social partnership to provide employment for disadvantaged young people.

The project will also incorporate a freely accessible green public park for recreational purposes occupying 20,000-35,000 m².

Accelerating infrastructure development

The establishment of the Hans Christian Andersen-themed amusement and adventure park and the construction of the tower of up to 280 metres will create the economic platform for improving the metro link, the cycle superhighway network and the Nordhavn Tunnel, which will all help to better connect up the city.

The amusement and adventure park, observation tower, hotel, shops, restaurants and offices, in tandem with the new housing, will give Nordhavn a vibrant 24/7 urban life and permanent jobs in the district. The project is expected to be a catalyst for urban development in this outer area of Nordhavn.

Location

H.C. Andersen Adventure Tower will be located close to the capital but outside the centre. The location on the outskirts of Nordhavn has been designated for both commerce and housing. The area for the full project is approx. 85,000 m² but represents less than 10% of the total undeveloped area in this part of Nordhavn. The tower of up to 280 metres will thus be located outside Copenhagen's city centre, about 5 kilometres from City Hall Square.

Investment

The total project sum of approx. DKK 6.5 billion will be one of Denmark's largest ever private investments in construction. The global consulting company Deloitte has been engaged by H.C. Andersen Adventure Tower as financial consultant for the project and is assisting with, among other things, raising the capital necessary to realise the project. The investors are expected to be a combination of Danish and international institutional investors, including pension funds.

Backing from both employer and employee representatives

HORESTA and 3F Copenhagen, the capital's branch of the 3F union, are both backing the implementation of the H.C. Andersen Adventure Tower project.

"3F Copenhagen's values are to help and give the 'small people' in society an opportunity," says **Bjarne Høpner, Chairman, 3F Copenhagen**. "We very much recognise these value in Hans Christian Andersen's fairy tales, which he often bases on poor, outcast and 'odd' lives. Often things turn out well, but even if they go badly, or even disastrously, there is a clear sense in it.

"The lots of many of our members are not far off Hans Christian Andersen's fairy tales and, as in those tales, 3F Copenhagen believes that everyone should have the chance to live a meaningful life.

"In the H.C. Andersen Adventure Tower project we see every prospect that in today's world we will also be able to give everyone a good chance of employment regardless of their 'oddness' or handicap", says **Bjarne Høpner, Chairman, 3F Copenhagen**.

"In recent years, the tourism industry has been experiencing huge growth both internationally and in Denmark, and all the forecasts suggest that this will continue," says **Katia K. Østergaard, CEO, HORESTA**. "There is no doubt that the H.C. Andersen Adventure Tower will contribute to further growth and create thousands of new jobs in both the short and long term. Nordhavn is an attractive area that's had a lot going on in recent years. The hotel, the restaurants, the theme park and the whole project will significantly boost the district, and not least help to make the necessary expansion of the infrastructure a reality. This will also improve accessibility for the many thousands of cruise tourists who stop off every year in our capital."

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Read and watch more material on the project here: www.hc-andersen-tower.com

Statements from partners on H.C. Andersen Adventure Tower:

BIG

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Bjarke Ingels, Founding Partner, BIG

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David Zahle, Partner, BIG

SLA

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Rasmus Astrup, partner, SLA

Deloitte

“The H.C. Andersen Adventure Tower is a visionary and ambitious project, based on a unique business model. The project is extremely interesting from a financial as well as socio-economic perspective. It has a character and size that makes the project interesting for Danish as well as international investors. When the project is realised, it will significantly contribute to the continued growth and development of the Oresund region through, for example attraction of tourists, job creation, increase in value of other buildings in the area and general branding of Copenhagen and the entire Oresund region. We are proud to be part of the team on a project that gives so much back to the city!”

Thomas Bertelsen, Director, Deloitte

KAB

“From our point of view the well-functioning city accommodates everyone. We are therefore pleased to take part in the development of a new socially sustainable neighbourhood. Our contribution will be approximately 200 smaller flats, with about 20-25 reserved for socially marginalized young people.

In close cooperation with the other project partners this provides a unique possibility to lend them a hand – not only by offering a home in a unique community among young students, but also by providing jobs in the local area.

These young students further add value to the project as important contributors to a vibrant urban life, which is fundamental idea of the HCAAT project”.

Jens Elmelund, CEO, KAB

Rambøll

“It is a landmark project, not only for the project team and Rambøll, but also for the development of Nordhavn and Copenhagen. We are pleased that we now have the opportunity to really bring into play our strong international High Rise Group, in a Danish context. At the same time, the project is fully in line with the urban development that we have been a major part of, through our work on the Nordhavn master plan, as well as a number of infrastructure and building projects. It fits perfectly with the green and sustainable profile that we want to promote in the district and the project will undoubtedly be a crucial accelerator for the development of Nordhavn and the infrastructure in the area. Last but not least, the project also puts an iconic attraction on the map of Denmark.”

Bjarke Curtz Jansen, Senior Director, Private & Public Buildings, East Denmark, Rambøll

ZÜBLIN A/S

"ZÜBLIN A/S is looking forward to the cooperation, and we are thrilled to participate once again right from the start of the construction of one of the largest construction projects in Copenhagen. As a Group, we have significant international experience in the construction of high-rise buildings. In complex projects such as this, we experience time after time that it is an advantage for all involved parties that the relevant competences are brought into play already in the initial planning phase. This allows us as contractor to involve the Group's key competences, and in this way to contribute to the creation of predictability and added value early in the process. The H.C. Andersen Adventure Tower is an exceptionally ambitious project on a scale unprecedented in Denmark, and ZÜBLIN is looking forward to solving this challenge together with our partners, the Client as well as the investors – TEAMS WORK".

Chairman of the Board of Directors, Jens-Henrik Nicolaisen, ZÜBLIN A/S.

FORREC

"The H.C. Andersen Adventure Tower intrigued FORREC from the start. It's a real challenge to take something so in the public psyche as the Hans Christian Andersen stories and bring them to life in an authentic way. We admire John Christensen and Kurt Immanuel Pedersen for understanding and respecting the affection people have for this much-loved brand. They clearly had a vision and are pursuing it with real passion. It's been an adventure for FORREC to be on the project team and to participate in what will be an internationally recognized attraction and Copenhagen landmark."

Gordon Dorrett, President and CEO, FORREC

ECA

"ECA has been following the preliminary plans for the H.C. Andersen Adventure Tower project with great interest. Building upon the global appeal and awareness of H.C. Andersen's famous stories, the proposed mixed-use leisure, cultural and tourism project has the potential to become a major destination draw and landmark for greater Copenhagen and Danish tourism industry. The indoor and outdoor nature of the proposed H.C. Andersen attraction and observation tower would create opportunity for year-round operations, activating the Nordhavn new town area and expected to appeal to both Danish residents and visiting tourists as well as cruise passengers nearby. We are looking forward to being part of the international advisory team and to assisting with the independent attraction strategy, business planning and feasibility advisory building upon ECA's worldwide attraction industry experience and key clients/projects in Denmark such as new LEGO House in Billund (LEGO Co.), ARC Amager Bakke, LEGOLAND Parks (Merlin Entertainments), Tivoli, Lalandia, Danfoss Universe, and New Danish Natural History Museum in Copenhagen, among others."

Christian Aaen, Principal/Co-Founder, Entertainment + Culture Advisors (ECA) – Beverly Hills, California, USA

3F Copenhagen

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Bjarne Høpner, Chairman, 3F Copenhagen

HORESTA

The new H.C. Andersen project is a major boon for tourism. HORESTA is delighted about the project and regards it as a huge draw that will bring thousands of new tourists to Denmark.

"We need lighthouses if we are to attract tourists to Denmark. Attractions and amusements that put Denmark on the world map and make it attractive to travel here as a tourist. The ambitions set out in the H.C. Andersen Adventure Tower project that has just been announced will give our capital a new unique draw in a whole new league that will undoubtedly attract thousands of new tourists to Denmark, thereby benefiting the whole country.

"In recent years, the tourism industry has been experiencing huge growth both internationally and in Denmark, and all the forecasts suggest that this will continue. There is no doubt that the H.C. Andersen Adventure Tower will contribute to further growth and create thousands of new jobs in both the short and long term. Nordhavn is an attractive area that's had a lot going on in recent years. The hotel, the restaurants, the theme park and the whole project will significantly boost the district, and not least help to make the necessary expansion of the infrastructure a reality. This will also improve accessibility for the many thousands of cruise tourists who stop off every year in our capital.

"H.C. Andersen's fairy tales are one of the things for which Denmark is best known around the world. Not least in China, where the government has just endorsed Denmark as a tourist destination – the first country outside Asia. China is the world's largest travel market, which the Danish government has also focused on keenly with the agreement on a Danish-Chinese tourist year, and a project such as the H.C. Andersen Adventure Tower will obviously help to make Denmark even more attractive to Chinese tourists in the future."

Katia K. Østergaard, CEO, HORESTA