



BLUE  
CENTER

YOUR PARTNER / VAŠ PARTNER

CONCEPT / KONCEPT

LOCATION / LOKACIJA

OFFICE AND RETAIL SPACE / POSLOVNI I PRODAJNI PROSTOR

HIGH-END SOLUTIONS / NAJMODERNIJA REŠENJA

PROJECT / PROJEKAT

## BLUEHOUSE

**Bluehouse** is a real estate investment firm with a strong focus on South East Europe. Currently present in Athens, Bucharest, Sofia, Zagreb and now Belgrade, the company has invested in the office, residential, retail and industrial segments.

Investing directly or in joint ventures with leading developers – **Bluehouse's** projects are always of prime quality, efficient design and superior technical specifications.

**Bluehouse** je kompanija koja investira u nekretnine, sa glavnim fokusom na Jugoistočnu Evropu. Svojim investicijama u poslovnom, stambenom, prodajnom i industrijskom segmentu, Kompanija je prisutna u Atini, Bukureštu, Sofiji, Zagrebu, a sada i u Beogradu.

Ulažući samostalno ili udruženo sa vodećim razvojnim kućama – projekti kompanije **Bluehouse** su uvek prvoklasnog kvaliteta, funkcionalnog dizajna i izuzetnih tehničkih karakteristika.



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CONCEPT  
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Top Quality, Positive Feel  
Vrhunski kvalitet, pozitivan osećaj

An office building must offer a comfortable, safe, flexible, technologically advanced and aesthetically pleasing working environment. It must be able to accommodate specific business needs in terms of equipment, specifications, materials and operation.

An **A+ class building** must do more.

Blue Center is located in the most prominent area of New Belgrade, the **CBD area**, an ideal location for your offices, where everything becomes accessible.

Fulfilling the highest international standards, Blue Center will **upgrade your business** to a new level.

Pleasant and inspiring, Blue Center will motivate you to **do and want more**.

Poslovna zgrada mora da ponudi udoban, siguran, fleksibilan, tehnološki unapređen i estetski ugodan radni prostor. Mora da bude u stanju da zadovolji specifične poslovne potrebe vezane za opremu, tehničke uslove, materijale i funkcionisanje.

**Zgrada klase A+** mora da pruži i više.

Blue Center se nalazi u jednom od najistaknutijih delova Novog Beograda – u **centralnoj poslovnoj zoni** – idealnoj lokaciji za Vaše kancelarije, odakle je sve dostupno.

Zadovoljavajući najviše internacionalne standarde, Blue Center će **podići Vaše poslovanje** na viši nivo.

Ugodan i inspirativan, Blue Center će Vas motivisati da **činite i želite više**.



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LOCATION  
LOKACIJA

A Business Advantage on the Rise  
Rastuća poslovna prednost

Blue Center is positioned in New Belgrade's **Block 26**, which is part of the Central Zone extending from the Palace of Serbia, via Belgrade Arena up to the New Belgrade's train station.

In the **center of the CBD area** of New Belgrade, on the corner of Mihailo Pupin Boulevard and Španskih boraca Street, Blue Center is easily **accessed** from all parts of the city, so your business partners will easily locate it.

Main **pedestrian access** to Blue Center is from Mihailo Pupin Boulevard, Španskih boraca Street and via a diagonal pedestrian pathway intersecting the buildings, and **vehicular access** is through Španskih boraca Street.

Blue Center se nalazi u novobeogradskom **bloku 26**, koji je deo centralne zone – od Palate Srbije preko Beogradske arene do Železničke stanice Novi Beograd.

**U centru poslovne zone** u Novom Beogradu, na uglu Bulevara Mihaila Pupina i Ulice Španskih boraca, Blue Center je na lokaciji lako **dostupnoj** iz svih delova grada, pa će Vas Vaši poslovni partneri lako pronaći.

Glavni **pešački prilaz** zgradi Blue Center je ili iz Bulevara Mihaila Pupina ili iz Ulice Španskih boraca, preko dijagonalnog pešačkog prolaza između zgrada, dok je **prilaz vozila** iz Ulice Španskih boraca.





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# Excellent place for your business. Savršeno mesto za Vaš posao.



As an office building combined with retail and catering areas on the ground floor, Blue Center is equivalent to the **highest business standards**. It consists of two underground levels, ground floor, 6 floors and an attic floor with roof terraces. The spacious **underground garage** provides 470 parking spaces in total.

Main entry points to the building are the **2 lobbies**, accessed from the diagonal pedestrian pathway, leading to the 4 security controlled office coves.

Premises in the building are designed to be **adaptable and flexible**. Areas of the building may be leased separately, joined or divided, in compliance with occupiers' requirements.

All floors, from 1 to 7, are designed as **open plan office space** offering 30.000 m<sup>2</sup> of quality premises. Retail area is located **on the ground floor** – visible from all angles and easy to approach from all directions.

**Connectivity solutions** with all available networks will develop your business and make it easier to expand or upgrade. Building **efficiency** reaches the highest standards in terms of safety and systems used, reducing maintenance and operation costs to the minimum.

Combining efficiency with comfort, Blue Center is an **excellent place for your business**.

S obzirom da u prizemlju sadrži prodajne i ugostiteljske prostore, Blue Center je sinonim za **najviše poslovne standarde**. Sastoji se od dva podzemna nivoa, prizemlja, 6 spratova i povučenog sprata sa krovnom terasom. Prostrana **podzemna garaža** obezbeđuje 470 parking mesta.

Glavni ulazi u zgradu su **2 ulazna hola**, do kojih se stiže pešačkim prilazom, koji vode do 4 hodnika ka kancelarijama, pod stalnim nadzorom obezbeđenja.

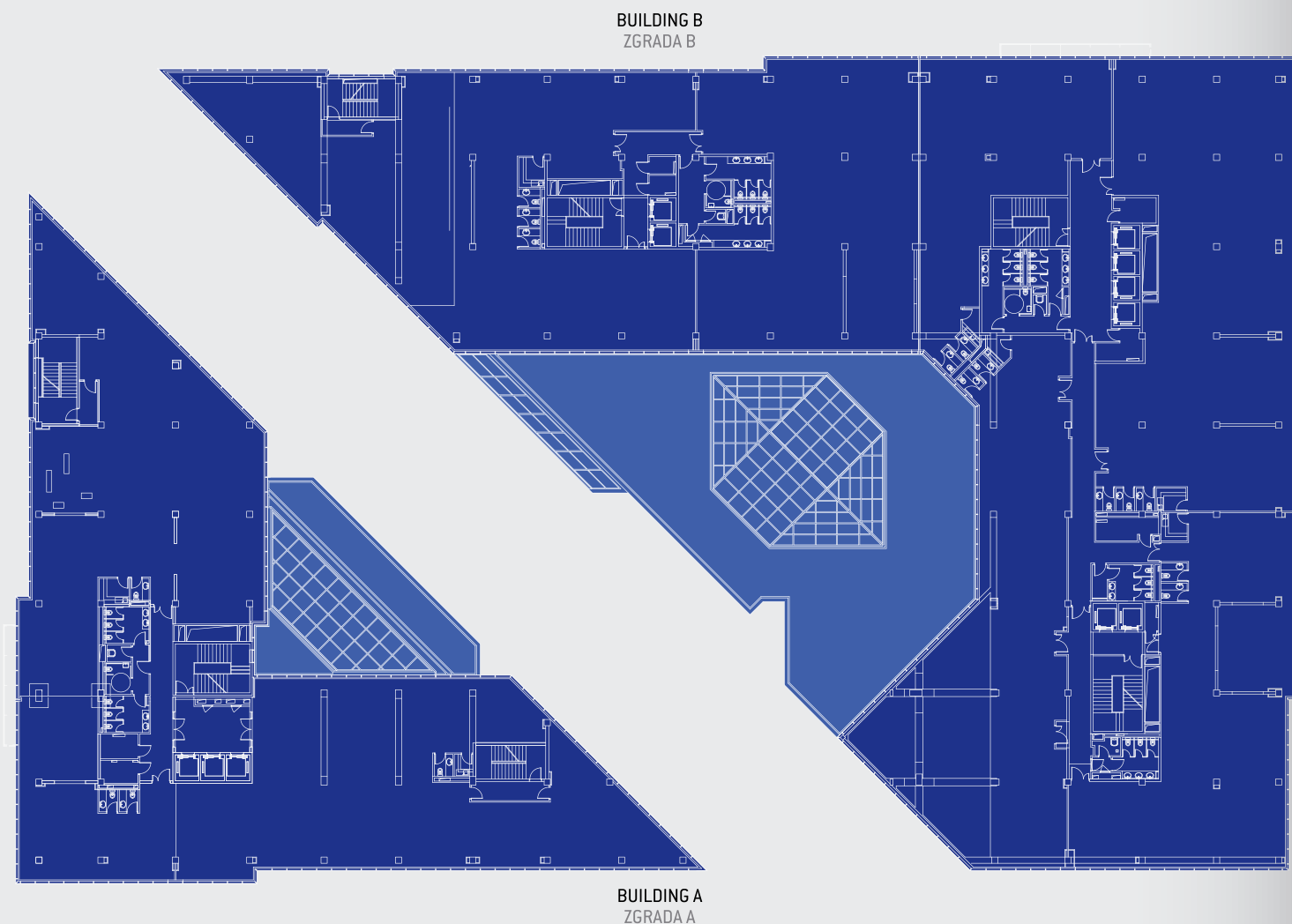
Prostorije u zgradi zamišljene su kao **adaptibilne i prilagodljive**. Svi prostori u zgradi mogu da se zakupe pojedinačno, grupno ili izdvojeno, zavisno od zahteva zakupaca.

Svi spratovi, od prvog do sedmog, zamišljeni su kao **open-space poslovni prostor** i nude 30.000 m<sup>2</sup> kvalitetnih prostorija. Prodajni prostori su **u prizemlju** – vidljivi iz svih uglova i pristupačni iz svih pravaca.

**Mogućnosti za povezivanje**, uz pomoć svih raspoloživih mreža, doprineće razvoju Vašeg poslovanja i olakšaće njegovo širenje ili unapređivanje. **Efikasnost** objekta zadovoljava najviše standarde vezane za sigurnost i upotrebljene sisteme, i tako minimizira troškove održavanja i poslovanja.

Kombinovanjem efikasnosti i komfora, Blue Center postaje **savršeno mesto za Vaš posao**.

BLUE  
CENTER



Aiming to become a **landmark** building in New Belgrade, Blue Center provides services and amenities of the highest standards.

If you are looking for the **most suitable space** for your business to develop, Blue Center is the right place for you.

- Ample physical light
- Clear heights per floor for offices of 2.85 m
- Flexible layout design
- Double height entrance lobby
- Raised floor for the office areas
- Glazed façade with openable windows
- Entrances and buildings' design with disabled access principle
- Two levels of underground parking with total of 470 parking spaces
- All office and common areas are fully conditioned with a 4 pipe system
- High end façade system
- International fire safety standards
- Luxurious common areas
- All building services included

U želji da postane **orijentir** Novog Beograda, Blue Center pruža usluge i prednosti najviših standarda.

Ako tražite **najprikladniji prostor** za razvoj svog poslovanja, Blue Center je pravo mesto za Vas.

- Bogato prirodno osvetljenje
- Visina plafona u kancelijama – 2,85 m
- Fleksibilan dizajn osnova
- Dvostruka visina plafona u ulaznim holovima
- Dupli pod u poslovnom prostoru
- Zastakljena fasada sa prozorima koji mogu da se otvaraju
- Ulazi i dizajn zgrade prilagođeni hendikepiranim osobama
- Podzemna garaža na dva nivoa, sa 470 parking mesta
- Sve kancelarije i zajedničke prostorije su potpuno klimatizovane pomoću četvorocevnog sistema
- Vrhunski fasadni sistem
- Međunarodni protivpožarni standardi
- Luksuzne zajedničke prostorije
- Obezbeđeni svi servisi u okviru zgrade



# PROJECT PROJEKAT

Developer:  
Investitor:



Contractor:  
Glavni izvođač:



Local Architect:  
Projektant – Srbija:



International Consulting Engineers:  
Međunarodni konsalting:



Project Manager:  
Menadžer projekta:



