

Zone

3

High Street
CARLSBERG CITY DISTRICT





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The new Copenhagen City District

In Danish: Carlsberg Byen

The former home to the world-famous Carlsberg Breweries in the heart of Copenhagen is more than 170 years old and is currently being transformed into a new vibrant city district. The site is part of the Danish cultural heritage, not least because it is home to many of Copenhagen's architectural treasures.

Carlsberg's history has always been a love affair between science and culture. From the very beginning, quality products went hand in hand with plenty of creative energy and a generous contribution to life in the city. This valuable spirit continues as a central tenet of the development of the new Carlsberg City District.

When Carlsberg City District is fully developed in 2024, the area will comprise a mix of old, industrial brick buildings and new, modern architecture to offer a unique combination of private homes and urban squares, green parks, cultural and educational institutions, colourful shopping streets and thriving businesses.

Projected visitors

2024 ~ 5,300,000

2026 ~ 7,200,000

2030 ~ 7,600,000

Urban life – multiplicity and diversity

Carlsberg City District will be a genuine child of Copenhagen; well intertwined with its neighbours, but with its own unique identity. Every feature of the city district will generate life and vitality. Intense yet peaceful. Crazy yet down-to-earth. The district will have a clear international orientation, but it will also have its unique position in culture and heritage. A rich environment for the arts will unite with cultural and age diversity as well as vibrant commerce to create an attractive and safe district. Carlsberg City District will be used and developed by people who dream to inhabit the essence of Copenhagen.

<i>Residents</i>	~ 8,000
<i>Employees in the Area</i>	~ 12,000
<i>Students at KP Campus</i>	~ 10,000
<i>Children at Int. Primary School</i>	~ 1,000
<i>Kindergartens</i>	~ 3
<i>Neighboring Underground Car Parking</i>	~ 3,000
<i>Underground Bike Parking</i>	~ 20,000
<i>Hotel</i>	~ 1
<i>New Urban Spaces</i>	~ 23
<i>Parks</i>	~ 3





Target group analysis

By comparison to the Danish general population, the area around Carlsberg City District is dominated by highly educated young adults with a high income, and often relatively newly established couples who may have a child. The area also has a higher density of white-collar workers and self-employed people compared to the Danish population in general.

The high incomes of this population is evident in their spending habits. Compared to the general Danish population, they are more likely to pay extra for high quality, good design, new technology and organic products. They are also likely to invest in products for their home, demonstrating an interest in home styling and interior design.

Sustainability is also a top priority to them. Residents typically prefers to cycle and use public transport to owning a car, demonstrating a greater environmental awareness in their lifestyle choices compared to other Copenhageners.

People living in this area are typically first movers, and they are happy to pay extra to keep up with the latest trends. They are also no stranger to telling their friends about their latest technological purchase, or the newly opened restaurant they visited in the neighborhood. There will eventually be many food experiences they can tell their friends about, as they order takeaway and visit cafes and restaurants to a far greater extent than the average Danish person.

Residents near Carlsberg are also interested in the cultural world beyond food. They like to spend time at museums, concerts and theaters, and use cultural institutions more often than the average Danish person. About half of them use each of these institutions at least once every six months.

Residents Carlsberg City District: *Income and education*

HOUSEHOLD INCOME	Below 300,000DKK	300,000 – 600,000DKK	600,000 – 900,000DKK	Above 900,000DKK
Index	76	87	132	173
Group	13	20	25	26
All	17	23	19	15
EDUCATION	Secondary School	Vocational Education	High School	Graduate and above
Index	61	22	85	168
Group	14	5	11	69
All	23	23	13	41
OCCUPATION	Student	Worker	Employee	Business owner
Index	63	58	149	260
Group	12	7	52	13
All	19	12	35	5

Conclusion The residents are a high purchase segment; They have a high household income; 26% above 900,000DKK (in comparison, 15% of the general population has an income above this level), 69% are highly educated (in the general population the proportion is 41%) with the majority of the area's population being white-collar and self-employed workers.



Carlsberg City District and surroundings

<i>Food & Dining</i>	Index	Target Group	Danish population
Goes to restaurants	155	48	31
Goes to cafés	225	63	28
Buyers of take away	240	24	10
Preferes buying organic food	200	76	38

Conclusion The target group likes going out to eat; they are great users of the local dining offers. At the same time analysis shows that the target group is environmentally conscious; 76% prefer buying organic food and 50% are interested in reducing Co2 (in comparison to 29% for the general population).

<i>Culture</i>	Index	Target Group	Danish population
Visits museums	210	65	31
Attends concerts	250	50	20
Attends theater and musicals	200	42	21
Attends classical concerts	238	19	8
Attends ballet and opera	300	15	5

Conclusion They are very culturally inclined and spend significantly more time on cultural activities than the rest of the population. Analysis also shows that the target group's reading habits concerning non-fiction are high; 53% reads non-fiction on a weekly basis (in comparison to 34% for the general population)

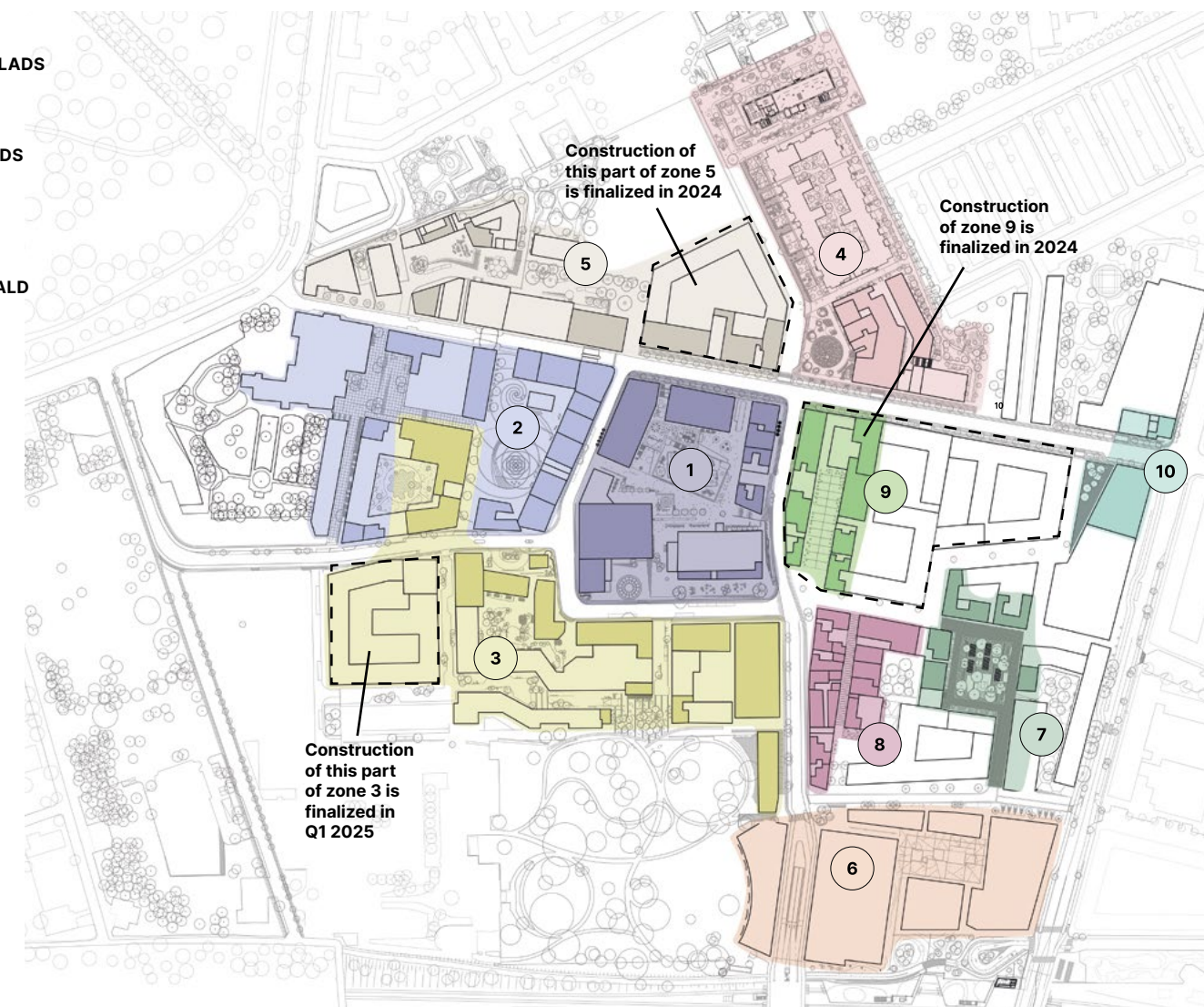
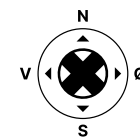
<i>Design & Quality</i>	Index	Target Group	Danish population
Great design is important to me	188	60	32
I'm willing to pay extra for quality goods	149	79	53
Highly interested in the latest technology	139	46	33
I'm willing to pay extra for the latest technology	240	24	10
I prefer buying organic food	189	66	35

Conclusion Great design and quality is of a high importance to the majority. They are willing to pay more for quality goods and they prefer purchasing organic food. Analysis also shows that the target group is highly interested in home design and décor (52% against 32% in the general population).

Retail development – Occupancy

	STATUS YEAR-END 2022	PROGNOSIS YEAR-END 2023	PROGNOSIS YEAR-END 2024
Retail & varies	31	49	58
Restaurants & Cafés	19	32	36
Supermarkets	3	4	4
Total	53	85	98

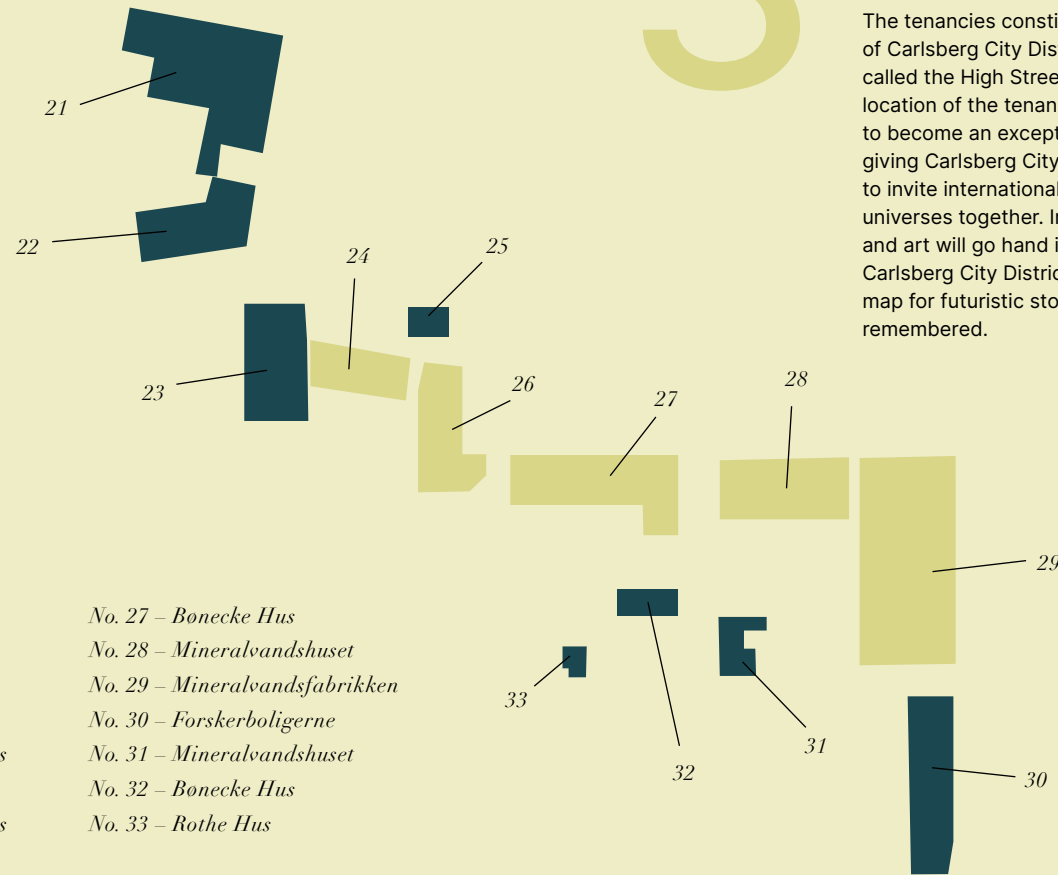
- 1 FRANCISKA CLAUSENS PLADS
- 2 BRYGGERNES PLADS & OTTILIA JACOBSENS PLADS
- 3 HIGH STREET
- 4 KØBKES PLADS & THORVALD BINDEBØLLS PLADS
- 5 BAG ELEFANTERNE
- 6 TAPPERITORVET & HUMLETORVET
- 7 KILDEPLADSEN
- 8 FLASKEHALSEN
- 9 KEDELPLADSEN
- 10 GÆRTORVET



Zone 3 High Street

CARLSBERG CITY DISTRICT

The tenancies constituting the southern part of Carlsberg City District are collectively called the High Street. The size and the location of the tenancies have the potential to become an exceptional retail experience, giving Carlsberg City District the opportunity to invite international brands to create unique universes together. In these universes, retail and art will go hand in hand, and this will put Carlsberg City District and Copenhagen on the map for futuristic store designs that are to be remembered.



Space units:

- No. 21 – Caroline Hus
- No. 22 – Caroline Hus
- No. 23 – Kløcker Hus
- No. 24 – Steenstrup Hus
- No. 25 – Kridttårnet
- No. 26 – Steenstrup Hus

- No. 27 – Bonecke Hus
- No. 28 – Mineralvandshuset
- No. 29 – Mineralvandsfabrikken
- No. 30 – Forskerboligerne
- No. 31 – Mineralvandshuset
- No. 32 – Bonecke Hus
- No. 33 – Rothe Hus

■ = Occupied Space



SPACE UNIT *No. 21*
Caroline Hus

Caroline Hus is situated between the open plaza Bryggernes Plads, the more secluded Carl Jacobsens Have and Ottilia Jacobsens Plads. The building has a light-filled ground floor with high ceilings, and an open facade that leads onto the town square, Bryggernes Plads. Its sleek and modern design stands out, while simultaneously blending in, and paying homage to the surrounding historical buildings. The details of the building refers in many aspects to the old Carlsberg – the reddish shades, materials and artistic execution of the facade. Overlooking the common space and life of the urban plaza, with events, social gatherings and outdoor seating, historical buildings and renowned architecture, this tenancy is truly in the middle of life between old and new.

More about Nordisk Film at www.nfbio.dk

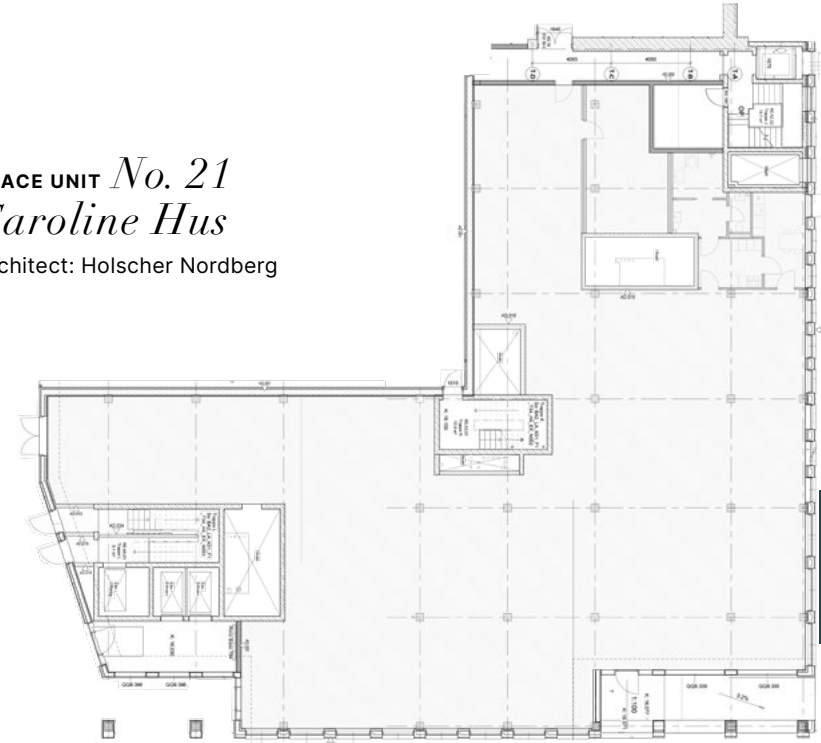
AREA 740 sqm

OCCUPIED



SPACE UNIT *No. 21*
Caroline Hus

Architect: Holscher Nordberg



OCCUPIED



SPACE UNIT *No. 22*
Caroline Hus

The other part of Caroline Hus is on the corner both relating to the life of the plaza, but also opening towards J.C. Jacobsens Gade, which will be one of the main arteries thorough Carlsberg City District. The tenancy has large openings with views towards the historical Stjerneporten, 'The Star Gate'. Stjerneporten was built and crowned with the characteristic star in 1883, and has historically marked the main entrance to the brewery. Today it functions as a landmark between the High Street and central area of Carlsberg City District, and gives character and inspiring views in the new High Street area.

More about by Adelborg at www.byadelborg.dk

AREA 567 sqm

OCCUPIED



SPACE UNIT *No. 22*
Caroline Hus

Architect: Holscher Nordberg

OCCUPIED



SPACE UNIT *No. 23*
Kløcker Hus

Visit Henrik Vibskov's fascinating and creative universe in his newly opened boutique. Henrik Vibskov is most commonly associated not only with a fashion label, but a multitude of twisted yet tantalizing universes created in relation to each collection.

More about Henrik Vibskov at www.henrikvibskov.com

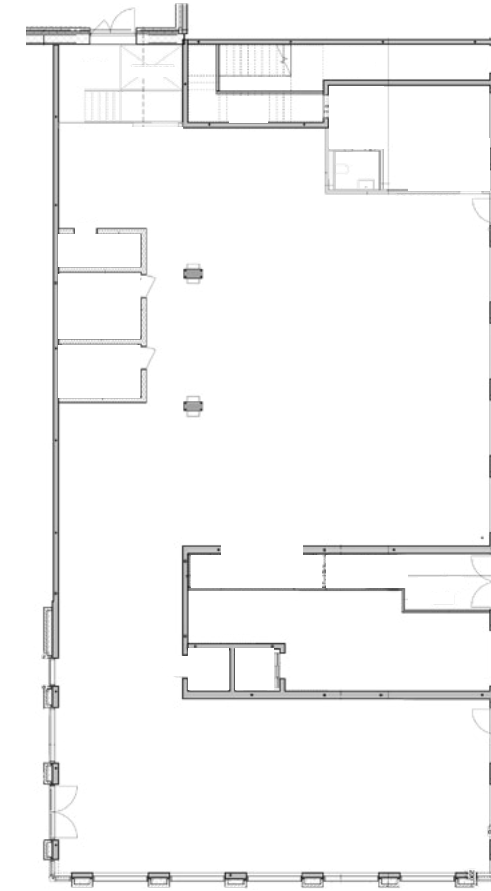
AREA 497 sqm

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SPACE UNIT *No. 23*
Kløcker Hus

Architect: Vilhelm Lauritzen



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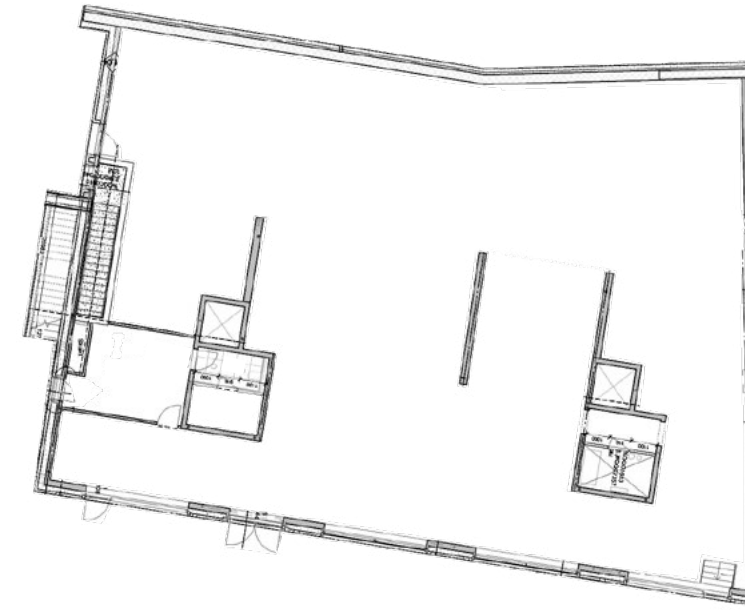
SPACE UNIT *No. 24*
Steenstrup Hus

Steenstrup Hus is set back from the J.C. Jacobsens Gade, giving room for an urban pocket functioning as the von Bartha art court, and an urban space for social interaction and artful recreation. Large windows open towards the space, giving great views into the interiors and window displays of the tenancy, whilst also offering a cultural backdrop to the visitors inside. Being built in the late 1800s, both the Stjerneporten and old lighthouse, Kridttårnet, gives this space a historical and cultural touch; now serving as a lighthouse for the contemporary art scene.

AREA 579 sqm



SPACE UNIT *No. 24*
Steenstrup Hus
Architect: Vilhelm Lauritzen



SPACE UNIT *No. 25*
Kridttårnet

The international gallery von Bartha opened in December 2021.

Kridttårnet (The Chalk Tower) has already found its perfect tenant partner and the adjacent urban space will continue to bring out the fairytale atmosphere that oozes from Kridttårnet, as people will be able to experience art installations created from the amazing gallery von Bartha. Thereby Kridttårnet continues to be a satellite for the ever-changing exhibitions and activities unfolding in the art court.

More about von Bartha at:
www.vonbartha.com

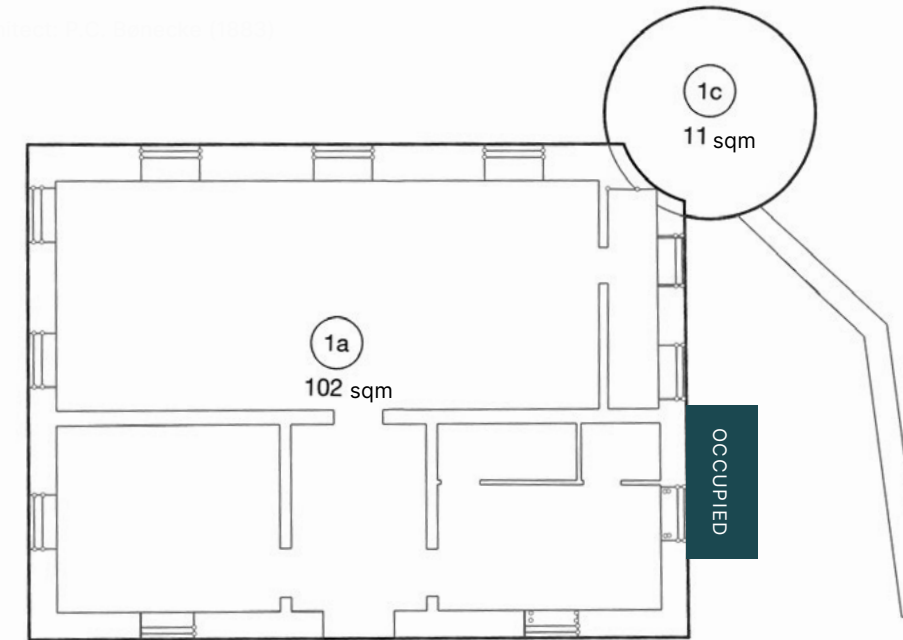
AREA 102 sqm

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A court of art



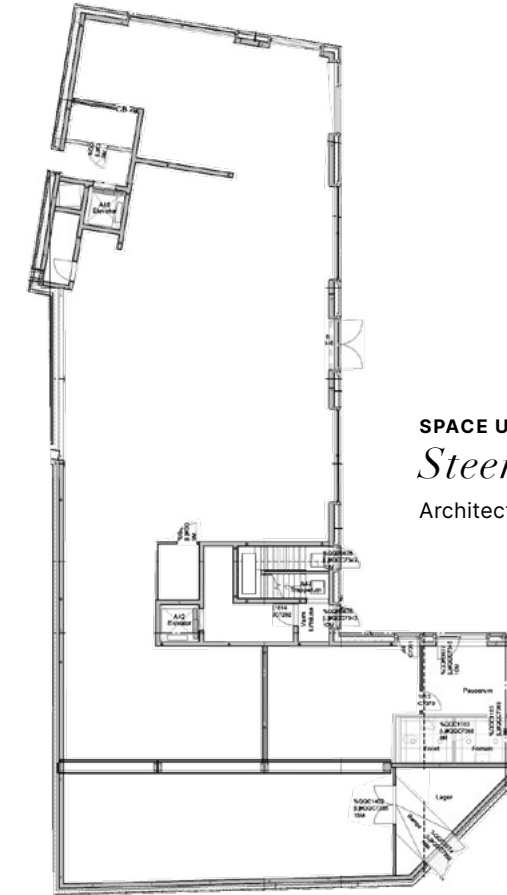
SPACE UNIT *No. 25*
Kridttårnet



SPACE UNIT *No. 26*
Steenstrup Hus

Tenancy no. 26 is on the corner of Steenstrup Hus, in the crossing of Pasteursvej and J.C. Jacobsens Gade. It is strategically located at the soft bending of Pasteursvej, making it the focal point at the end of the street as one turns the corner from the main street Bohrsgade, with the listed Keldhallen and Mineralvandsfabrikken. Being located at the corner with windows on both sides, it also has good exposure towards the other side of Pasteursvej, coming from Dipylonporten and Maskincentralen.

AREA 532 sqm



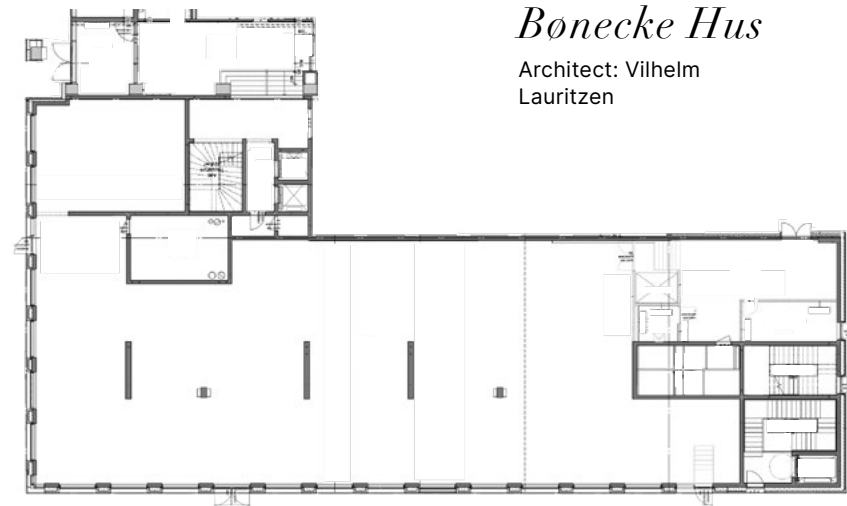
SPACE UNIT *No. 26*
Steenstrup Hus
Architect: Vilhelm Lauritzen



SPACE UNIT *No. 27*
Bønecke Hus

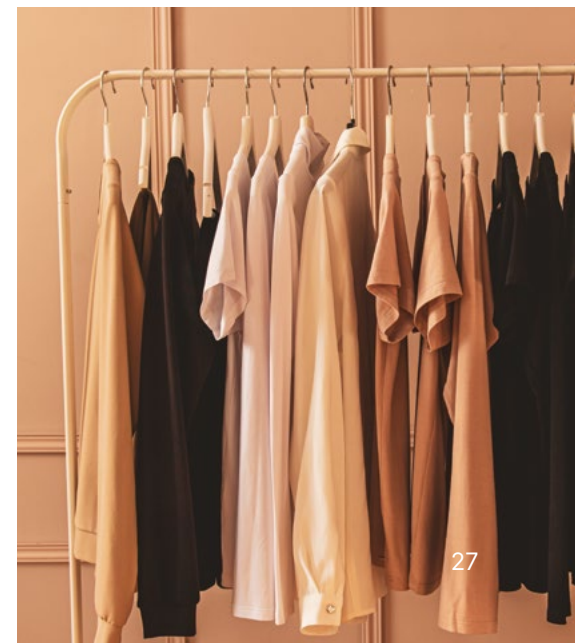
Bønecke Hus faces the urban green area called Franciska Clausens Plads, enclosed by historical Kedelhallen and Maskincentralen. The space is based on the Danish Franciska Clausen's art and design language which will be one of Carlsberg City District's most central urban spaces. The newly restored Atlas statue that overlooks the area.

AREA 741 sqm



SPACE UNIT *No. 27*
Bønecke Hus

Architect: Vilhelm
Lauritzen



SPACE UNIT *No. 28*
Mineralvands-
huset

The high street located at the heart of Carlsberg City District, and together with Mineralvandsfabrikken, The Mineral Waterhouse will mark one of the key entrances to this district. It does so with its distinctive architecture that perfectly blends old and new through the transformation of the mineral water factory. In the process of turning the old factory into luxurious retail spaces, the materials have been carefully selected to reflect the architecture will be rich in culture with a vibrant community.

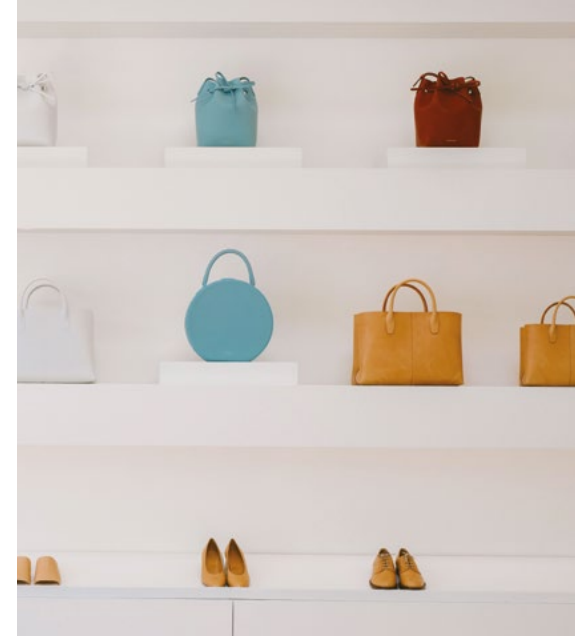
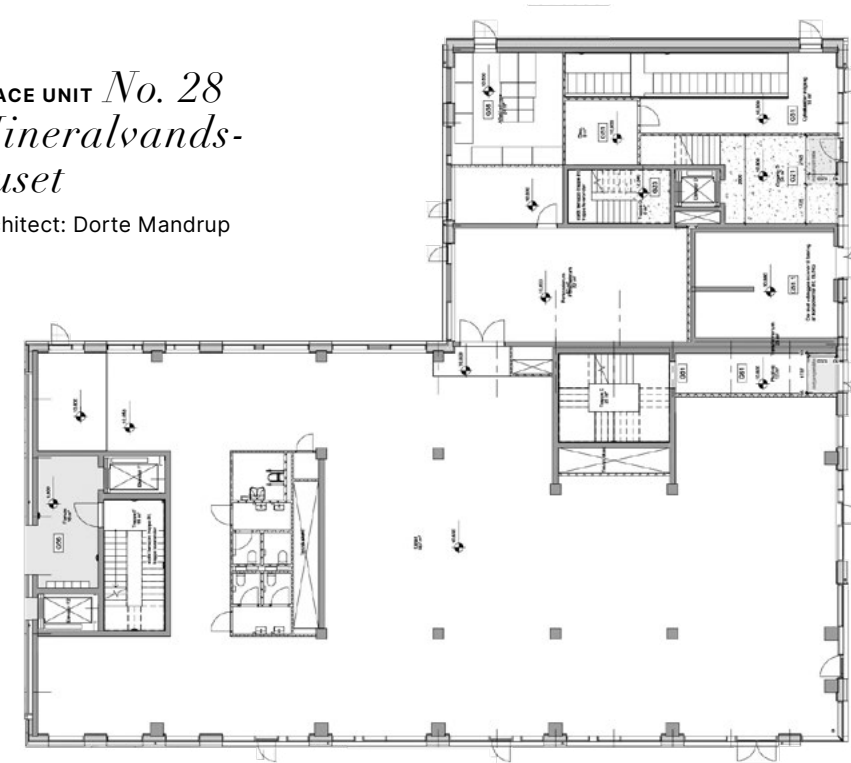
AREA 633 sqm

*International
concepts*



SPACE UNIT *No. 28*
Mineralvands-
huset

Architect: Dorte Mandrup



SPACE UNIT *No. 29*
Mineralvandsfabrikken

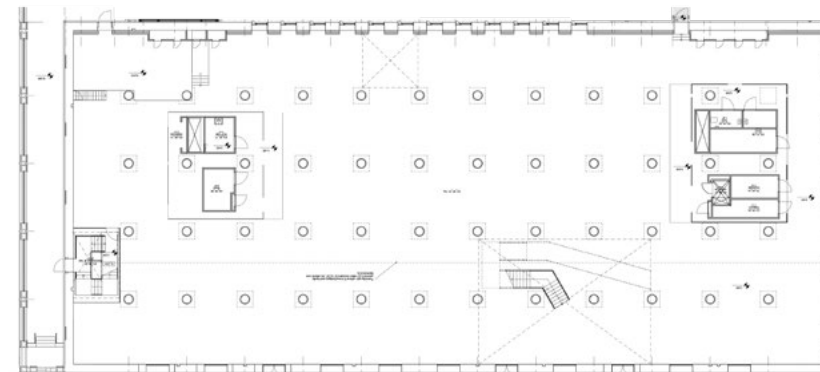
Mineralvandsfabrikken (The Mineral Water Factory) and the associated warehouse were built to meet the demand of brewer J.C. Jacobsen's pioneering soda production in the early 1900s, and to handle both production and storage of Carlsberg's popular soft drinks. The building was built in 1920-1927, and designed by the architect Carl Harild, who also designed several of the other listed buildings on the old brewery site e.g., Maskincentralen and Kedelhallen. The beautiful industrial setting requires a cautious design and fitting emphasizing the characteristics of the building. The renowned architecture firm Dorte Mandrup have carefully transformed the building, clearly influenced by the many rows of pillars and ceiling-high windows, creating a majestic yet light atmosphere.

AREA 3,620 sqm

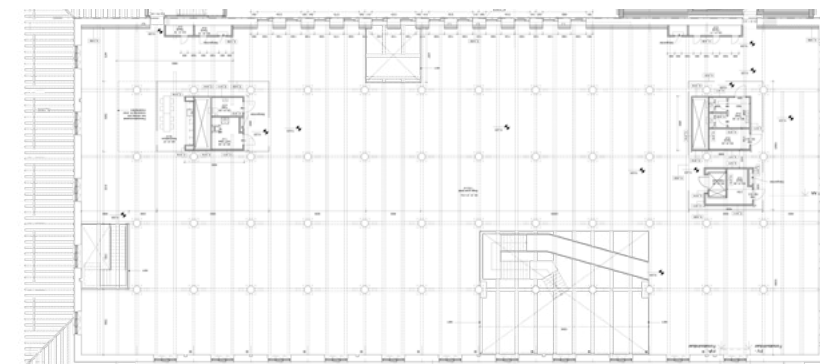


SPACE UNIT *No. 29*
Mineralvandsfabrikken

Architect: Dorte Mandrup



Ground floor



1st floor



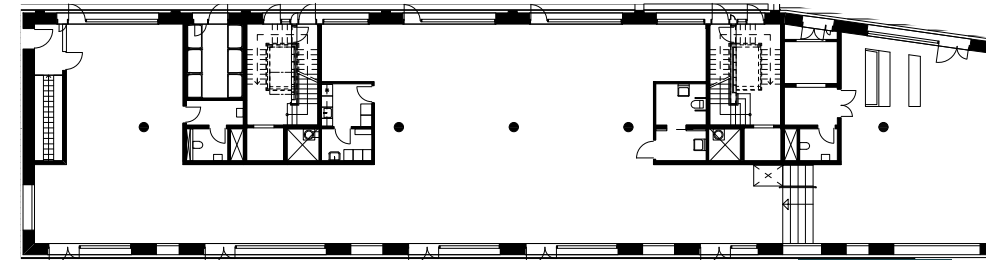
SPACE UNIT *No. 30*
Forskerboligerne

Borg Sound is a music store selling everything from bongo drums to hand-built custom-made guitars. The people behind Borg Sound have created their store from love and passion for music. They are deeply interested in music and its creation and they offer a professional product range as well as a great in-store experiences.

More about Borg Sound at www.borgsound.dk

AREA 250 sqm

OCCUPIED



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SPACE UNIT *No. 30*
Forskerboligerne

Architect: Praxis



SPACE UNIT *No. 31*
Mineralvands-
huset

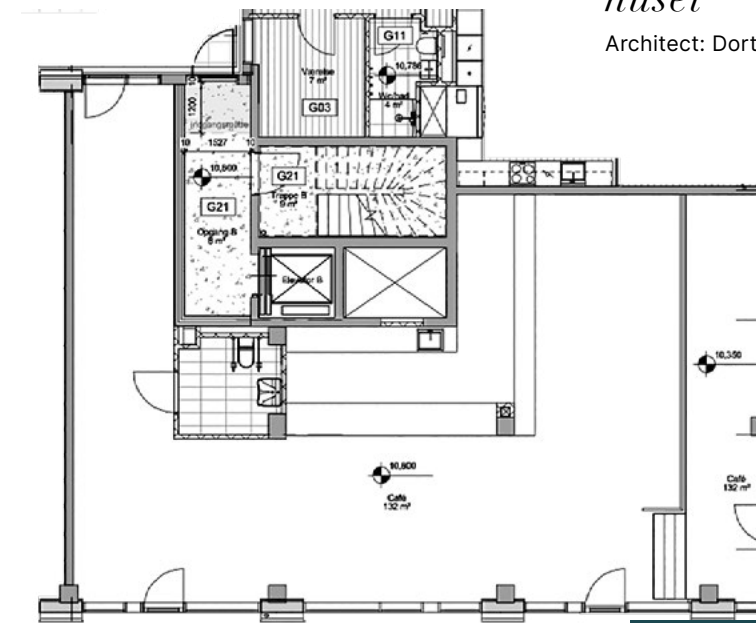
Mineralvandshuset (the Mineral Waterhouse) is not only facing streets with bustling city life; it also has a quieter corner, facing the green J.C. Jacobsens Have and The Hanging Gardens. The green oasis will be a pleasant break from the High Street and a place for both locals and visitors to enjoy a quiet moment.

This lays the perfect foundation for outdoor serving on the intimate, yet spacious plaza with southwest-facing seating. With interiors in two levels, this tenancy has the perfect foundation for guests to enjoy some food and drinks in a stimulating and relaxing environment.

More about Caronte at www.caronte.dk

AREA 158 sqm

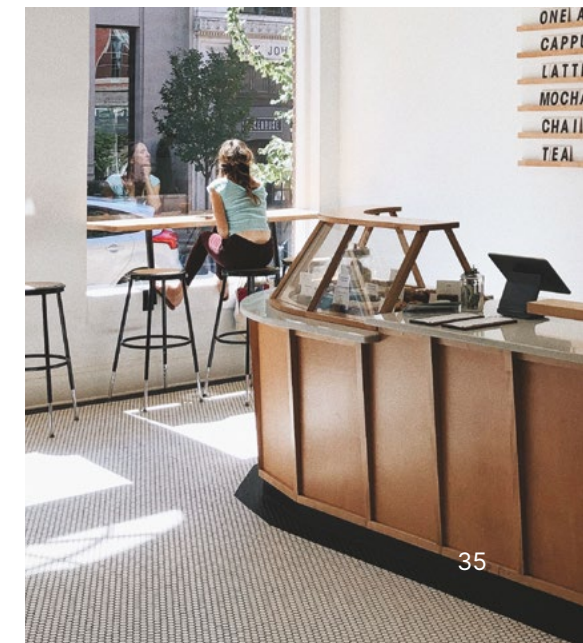
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SPACE UNIT *No. 31*
Mineralvands-
huset

Architect: Dorte Mandrup

OCCUPIED



SPACE UNIT *No. 32*
Bønecke Hus

Walking into the beautiful, tiled square, Fadet, you will be welcomed by the smell of freshly brewed coffee. At the foot of the rust coloured Pasteurs Tårn, with outdoor seating facing J.C. Jacobsens Have, you will find Carlsberg City District's perfect spot for enjoying a caffeinated beverage. Here, dedicated baristas will be serving you lattes, pour-overs and espressos, made from their internationally recognized quality beans. In line with Carlsberg City District's focus of quality and uniqueness, this café is more than just a place to get a simple caffeine fix; it invites you to experience the full range of coffee's flavor potential, and subtle variances between regions and bean varieties.

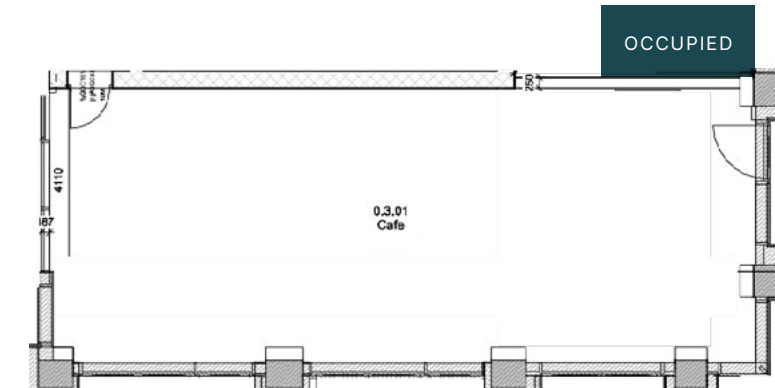
More about Coffee Collective at www.coffeecollective.dk

AREA 133 sqm

OCCUPIED

SPACE UNIT *No. 32*
Bønecke Hus

Architect: Vilhelm Lauritzen



SPACE UNIT *No. 33*
Rothe Hus

In one of the district's most exclusive properties, you find this small gem on the west side of the cozy, tiled square, Fadet. Though it is the smallest tenancy in Carlsberg City District, it has generous ceiling heights, and appears spacious and welcoming. It is the perfect spot both for serving a refreshment to people coming to the square following a stroll in J.C. Jacobsens Have, and for inviting people to sit down on the outdoor seating and enjoy a pause after browsing the shops in High Street.

More about Lïquo at
www.liquo.dk

AREA 62 sqm

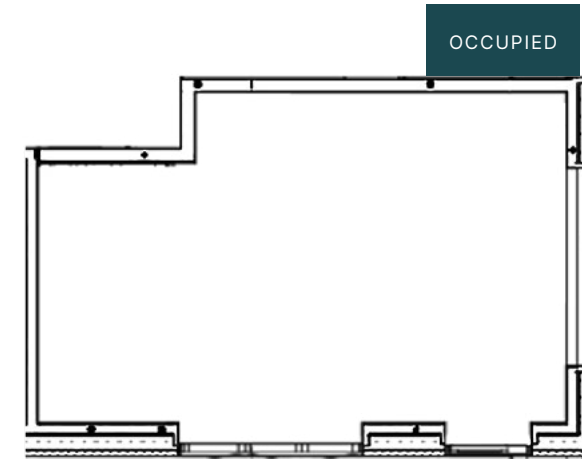
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SPACE UNIT *No. 33*
Rothe Hus

Architect: Vilhelm Lauritzen

OCCUPIED



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