

# SUGAR VALLEY

## SUGAR VALLEY: FIRST CONSTRUCTION PHASE IN MUNICH- OBERSENGLING BEGINS WITH THE CROWN, THE FORGE AND THE SOUL

A NEW URBAN DISTRICT SETTING STANDARDS IN SUSTAINABILITY,  
MOBILITY AND MIXED-USE — FOR MUNICH AND BEYOND

Construction is now underway on the first phase of Sugar Valley, a visionary new urban quarter taking shape in Munich's Obersendling district. Located on the former site of the "Katzenberger" concrete plant and part of the historic Siemens industrial grounds, Munich-based Salvis Consulting AG is developing the first of three, of a total of eleven planned buildings, offering more than 160,000 square metres of rental space. Sugar Valley brings together post-industrial architecture softened by green spaces, a genuine commitment to sustainability and a high quality of urban life.

The first construction phase features three buildings: THE CROWN, THE FORGE and THE SOUL. Each building is directly connected to the central district plaza through open terraces and balconies, as well as ground-floor public amenities such as restaurants and shops. Their positioning is integrated with a car-free pedestrian and bicycle path that runs along the site of the former railway line, creating a harmonious architectural ensemble that shapes the urban context of the entire district.

Profound transformation is already ongoing in the Obersendling district: numerous projects, new schools, residential and office buildings, have already been completed. Additional developments are underway, including the iPartment boarding house, a new Kaufland supermarket and, in addition to the existing underground connection, the public transport project "Tram Westtangente," which will further connect the area. Sugar Valley is the centrepiece of this ongoing transformation, with the first construction phase symbolising a new beginning — the birth of a vibrant, modern urban neighbourhood.

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## ARCHITECTURE AT ITS FINEST

Danish architecture firm COBE, which helped shape the district's master plan alongside KCAP and landscape architects SLA, has translated the core urban design concepts into the architecture of two buildings. At the heart is the high-rise THE CROWN, named after its illuminated, timber-built "crown" that will stand out in Munich's skyline. The first of three planned high-rises in the district, it features sculptural terraces and a façade of anodized aluminium with warm wooden accents. Its podium levels open onto landscaped terraces, offering expansive views across the district.

Presenting a deliberate contrast is THE FORGE. With a robust metal façade that references the site's industrial history, this building is designed as a hub for research and innovation. Its ground-floor "start-up garages" will help define the site's future-oriented identity. The landscaping concept from Mahl Gebhart Konzepte continues through green façades and a lush rooftop park spanning over 2,000 square meters – complete with a basketball court. This is a key element in the project's climate-responsive open space strategy.

Caroline Nagel, Project Director at COBE, explains: "Our two buildings form a cohesive architectural ensemble. Tiered terraces create varied, green outdoor spaces that highlight a human scale and bring the façades to life. This design fosters visible public interaction while gradually transitioning to private, high-quality spaces."

## THE SOUL OF THE NEW DISTRICT

Rounding out the first construction phase is THE SOUL, designed by Berlin-based firm J.MAYER.H as the social and cultural heart of Sugar Valley. This striking market hall combines restaurants, galleries and event spaces under one roof, opening generously onto the district plaza. A key feature is its integration of active artistic elements, building on the success of the temporary "Sugar Mountain" project. Installations, immersive art and rotating exhibitions will ensure Sugar Valley is alive by day and night. With "The Soul," Sugar Valley sets not only an architectural but also a cultural benchmark for public space in the district.

## SUSTAINABILITY AS AN INTEGRAL COMPONENT

Sustainability is a central component of the planning: Sugar Valley is one of the first carbon-neutral neighbourhoods in Germany. It is based on a comprehensive sustainability concept that consistently considers ecological responsibility across all project phases – from planning to construction to operation. The foundation is a detailed 100-point plan that considers

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aspects such as material selection, dismantling, biodiversity, and mobility, as well as a life cycle analysis (LCA) accompanying the planning process. The construction itself will be designed to be carbon-neutral, through a reduced-concrete construction method, the use of recyclable building materials and local offsetting measures. For the first time in southern Germany, a patented energy system is being used that intelligently distributes heating and cooling energy between buildings and whose energy generation is based exclusively on natural resources. A comprehensive greening concept with lush roof gardens, green facades and over 150 newly planted trees promotes local biodiversity and creates a pleasant microclimate in the neighbourhood. These measures exceed regulatory standards and align with the Paris Climate Agreement, ensuring future viability.

Ulrich O. Fischer, CEO of Salvis Consulting AG, emphasizes: “With Sugar Valley, we’re not just creating a sustainable and vibrant district – we’re showing what a holistic urban future can look like.”

## A MODEL FOR THE FUTURE CITY

Sugar Valley is designed as a “5-minute neighbourhood,” where all daily needs are within walking distance. With top-tier public transit access – just one minute to the U-Bahn and 13 minutes to Marienplatz – plus a new tram connection (Westtangente), ample cycling paths, car sharing and e-mobility options, the development reduces reliance on private cars. It offers space for the economy of the future – connected, dynamic, and innovation-friendly. Advanced digital infrastructure, including a district app and AI-powered building management, makes Sugar Valley a technological pioneer. The district also ensures high liveability with abundant leisure, sports, event and cultural spaces. The much-loved interim project “Sugar Mountain” will continue in adapted form, injecting cultural energy into the new neighbourhood. Gastronomic diversity and premium retail options make Sugar Valley a desirable destination for all Munich residents.

**SALVIS CONSULTING AG:** Salvis wurde 1994 in München gegründet und entwickelt Immobilien, die moderne Lebensqualität mit nachhaltigen und innovativen Konzepten verbinden. Das Unternehmen realisiert Projekte mit einem Volumen von über zwei Milliarden Euro und prägt die Zukunft urbaner Räume in Deutschland maßgeblich.

**COBE:** COBE wurde 2006 von Dan Stubbergaard in Kopenhagen gegründet und entwickelt Architekturprojekte, die urbane Räume neu definieren und soziale Interaktion fördern. Mit Projekten wie „The Silo“, dem Opernpark in Kopenhagen und aktuell „Sugar Valley“ in München steht das international tätige Büro für innovative Architektur, die nachhaltige Bauweise und gestalterische Klarheit verbindet und Städte lebendig macht.

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J.MAYER.H: Das Büro J.MAYER.H wurde 1996 von Jürgen Mayer H. in Berlin gegründet und ist bekannt für markante, skulpturale Architektur und experimentelle Raumkonzepte. Internationale Aufmerksamkeit erzielte das Büro mit ikonischen Projekten wie dem Metropol Parasol in Seville.

ABOUT THE DEVELOPERS AND PARTNERS

SALVIS CONSULTING AG: Founded in Munich in 1994, Salvis develops properties that combine modern quality of life with sustainable, innovative concepts. The company has realized projects worth over €2 billion, shaping the future of urban living in Germany.

COBE: Founded by Dan Stubbergaard in Copenhagen in 2006, COBE creates architectural projects that redefine urban spaces and foster social interaction. Known for works like “The Silo,” Copenhagen’s Opera Park, and now “Sugar Valley,” the firm blends innovation, sustainability, and bold design.

J.MAYER.H: Established by Jürgen Mayer H. in Berlin in 1996, the studio is known for sculptural architecture and experimental spatial design. Iconic projects like the Metropol Parasol in Seville have brought it international acclaim.

KCAP: Founded in Rotterdam in 1989 by Kees Christiaanse, KCAP is a leading firm for architecture, urban planning, and landscape design. Known for projects like Hamburg’s HafenCity and Rotterdam’s “The Red Apple,” KCAP champions sustainable, inclusive city development.

MGK: Munich-based mahl·gebhard·konzepte has combined landscape architecture, urban planning, and design since 1986, with projects like Messestadt Riem and Jakobsplatz highlighting their climate-conscious approach.

SLA: Founded in Copenhagen in 1994, SLA designs public spaces rooted in nature-based solutions. With projects such as Al Fay Park in Abu Dhabi and Grønningen-Bispeparken in Copenhagen, SLA blends biodiversity, climate resilience, and social inclusion.

More Information: [www.sugarvalley.de](http://www.sugarvalley.de)