

## PRESS RELEASE

# Plan for Germany's first climate-neutral event arena at Munich Airport receives go-ahead

+++ Private sector investment of over 300 million euros. SWMUNICH Real Estate GmbH (SWMUNICH), a joint venture between KGAL GmbH & Co. KG and LOGO Partners GmbH, based in Freising, Bavaria, will plan, build, and operate the new multi-purpose event arena for audiences of up to 20,000 +++

+++ Innovative architecture meets future-oriented sustainability concept. Renowned London architectural firm POPULOUS has been awarded the architecture contract +++

+++ A landmark architectural statement of Bavarian character. The lozenge design in the Bavarian state flag serves as the inspiration for the arena's support structure. The acoustics will be opera house quality +++

+++ A first in Germany. The new event arena will be climate-neutral thanks to lifecycle-based planning to reduce the carbon footprint during construction and climate-positive management of the operating phase +++

*Munich/Freising, April 7, 2022* – SWMUNICH Real Estate is planning to build and operate a world class multi-purpose 20,000-capacity concert and convention centre (MUCcc) in the metropolitan area of Munich. A location at Munich Airport, has been earmarked for this purpose. Last night Freising City Council agreed in principle to give the plans the green light. The approval process can now get under way.

SWMUNICH Real Estate will invest more than 300 million euros of private equity for the planning and construction of the arena. The arena ([www.muc-cc.com](http://www.muc-cc.com)) will fully meet the requirements of concerts and live entertainment events. The developers are pursuing a concept that will set new quality benchmarks of external architecture and interior design (acoustics, sight lines, equipment, and hospitality) as well as the important aspects of sustainability, transportation, and the environment.

There is currently no comparable venue in the metropolitan area of Munich. The new arena will add to the cultural offering of the region, and boost tourism and the local economy. Deloitte, the renowned auditing firm, has estimated the gross added value for Freising and the region to be around 285 million euros per year.

Lorenz Schmid, Director of SWMUNICH: *“We see the decision by the city council as both an incentive and an obligation because we will be building and operating Germany's first climate-neutral event arena, for the benefit of the entire region. The new arena will put Munich in the Champions League of indoor concert venues.”*

Gert Waltenbauer, Director of SWMUNICH: *“Construction and operation of Germany's most sustainable concert arena will provide a significant cultural and economic boost for the region and make it even more attractive to tourists. The arena will help to make the Munich metropolitan region and the*

*state of Bavaria future-proof and internationally competitive in the event sector. Financing for the project is safeguarded for the long term with the involvement of the KGAL Group, a leading, independent investment and asset manager.”*

### **Fascinating architecture: the concert arena as a new landmark for Bavaria**

The architectural design for the new arena comes from POPULOUS, the internationally renowned firm of architects based in London which specialises in modern event venues and stadiums. Landscaping is by Professor Latz of Latz + Partner from Kranzberg near Munich. The team headed by lead architect Declan Sharkey (Senior Principal, Architect at POPULOUS) was the winner of a multi-stage architecture competition for which the jury was chaired by Professor Markus Allmann.

The spectacular exterior will be a real eye-catcher. The support structure will skillfully pay homage to the lozenge shape used in the Bavarian state flag. This will instantly and clearly associate the arena with the south of Germany and create a high recognition factor. The arena's structure means that even from a distance visitors will be able to see inside the arena and get a taste of the thrills that await them.

The arena will be located in an entirely new green space next to LabCampus, the technology and innovation center at Munich Airport. Several thousand solar panels on the roof of the arena and around the site, coupled with the potential for geothermal energy and district heating, will ensure that the energy for operating the arena can be generated and supplied on site.

The interior design will take into account the ever-increasing demands of artists in terms of technology, stage shows and productions. Countless details will be tailored to satisfy the needs of artists, organisers and visitors, and provide incomparable concert and live experiences.

A good example is the concept for the interior, which forms the heart of the multi-purpose arena. The seating will be arranged in a horseshoe shape (270 degrees), clearly placing the focus on the multifunctional stage, which will be positioned at the mouth of the horseshoe. The combination of steeply raked seating, state-of-the-art technology and the expertise of acoustic specialists who have worked on opera houses and symphony halls will result in world-class experiences at future concerts and live events.

### **The principles behind the concept: sustainability and climate protection**

Climate protection and sustainable design are the cornerstones of the project and have been taken into consideration right from the start of the planning process. The United Nations Sustainable Development Goals provide the framework for the arena's sustainability and climate strategy. The declared aim is not simply to reduce emissions but to achieve climate neutrality. A major component is the reduction of the carbon footprint before and during the construction phase. The goal of climate neutrality will be achieved with climate-positive management throughout the operating phase. Through the interaction of two factors, lifecycle-based planning, and consistent, iterative optimisation of all the parameters, MUCcc can and will achieve climate neutrality. The announced sustainability and climate protection concept will therefore be continually refined and developed in consultation with the city of Freising. MUCcc will be a pioneering climate-neutral arena in Germany. The arena will be certified according to an internationally recognised sustainability system so that achievement of the targets can be objectively evaluated and transparently measured.

### **About MUCcc and SWMUNICH Real Estate:**

SWMUNICH Real Estate plans to build and operate Germany's first climate-neutral event arena for audiences of up to 20,000 through private investment. The arena is to be located at Munich Airport. Details of the project can be viewed at [www.muc-cc.com](http://www.muc-cc.com). SWMUNICH Real Estate is a joint venture of the LOGO Partners Group (multi-family office of leading event experts) and the KGAL Group, an investment and asset manager based in Munich-Grünwald.

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