



COPRO and TPA win Real Estate Marketing Award for GLINT

The holistic marketing concept for GLINT has won the Real Estate Marketing Award in the Living category.

Berlin, 10 October 2018 – The marketing concept for the Wilhelminian ensemble GLINT emerged as the winner of the renowned Real Estate Marketing Award ('Immobilien-Marketing-Award') in the Living category. The award, which is presented by Nürtingen-Geislingen University, honours innovative and creative marketing concepts. Concepts submitted for consideration are assessed and evaluated by a jury of experts chaired by Professor Stephan Kippes. "It is a huge success for us that we were yet again able to impress judges with the extraordinary communication concept for GLINT," explains Nadir J. Guediri, Managing Director of COPRO Projektentwicklung GmbH. The central idea behind the marketing concept developed by real estate developer COPRO in collaboration with TPA Real Estate Brands was the ambition to breathe new life into the historic houses at the corner of Glinkastrasse and Taubenstrasse in the heart of Berlin before their planned restoration and revitalisation in the first quarter of 2019.

Powerful communication media bring GLINT's awakening to life

"The concept included its own special bottling of a local gin, unmistakable branding, eye-catching advertisements, and the GLINT book. This publication provides a lively insight into the history of the Wilhelminian ensemble. Its elegant design was recently awarded the Red Dot Award in the Publishing & Print Media category. Since last year, prospective buyers have also been able to take an initial peek into the property's future interior by visiting the dedicated apartment store. The store additionally provides an inviting venue for sales chats and events. Our goal was to work with COPRO to create an extraordinary set of communication tools that would enable us – through great attention to detail – to bring this historic architectural jewel into the present day, and to communicate this process across all media as part of a tailor-made strategy," explains Lutz Grimm, Managing Director of TPA. The jury was particularly impressed by the holistic communications strategy. Steffen Eric Friedlein, speaker and jury member, particularly liked the mix of traditional marketing elements and contemporary technology, which give the project a unique intrinsic value. From the feel of the coffee-table book to the design of the website, everything in this 360-degree approach perfectly expresses what GLINT has to offer.

GLINT as a space for artistic reflection

Over the coming year, GLINT will be renovated in close coordination with the Berlin Monument Authority. This will create new spaces for apartments, businesses, and communities within the building. COPRO was granted the building permit for the careful restoration and revitalisation of the Wilhelminian ensemble in July 2018.



“It is important to us that GLINT will become a place that preserves old values while allowing space for new ones. Diversity and culture play an important role in this, which is why we are making GLINT available as a space for young artists even before construction work begins,” Guediri explains. In the last year, GLINT has housed ‘Spatial Clearings’ – a light installation, and the exhibitions ‘No Place Like Home’ and ‘Like Home Extended’. From 22 September to 20 October, GLINT also forms the backdrop for ‘Standard International #5: Spatial Manifestation’, a group exhibition showing sculptures, artworks, and environments that represent the material aesthetic of Berlin’s post-reunification period. Rüdiger Lange, a pioneer of Berlin project culture, is the curator and artistic director of all these projects.

The Real Estate Marketing Award is testament to COPRO’s 25-year expertise

COPRO has been perfecting challenging real estate projects since 1993 and manages the properties in its portfolio throughout the entire life cycle – from designing unique project ideas through to development, implementation, and then the sale and subsequent management of the buildings. The Project Development, Real Estate Management and Sales & Service divisions work together closely across all stages of the process. Real estate companies from all areas of the real estate sector, as well as agencies and specialised service providers, can submit marketing concepts for consideration for the Real Estate Marketing Award. Prizes are awarded in the ‘Living’, ‘Commercial’, ‘Low Budget’ (campaigns with a budget up to €20,000) and ‘Online Marketing’ categories. The award ceremony took place on 9 October as part of the Expo Real trade show in Munich.



Information on COPRO

[COPRO](#) is an independent real estate developer and investor with projects located primarily in and around Berlin and Stuttgart. Founded by Marc F. Kimmich 25 years ago in Berlin and managed by Kimmich to this day, COPRO specialises in the development of complex property development projects and renovation of exceptional residential, office, and commercial properties, many of which are listed historical buildings. The company's services cover a property's entire life cycle, with special expertise in project development, sales and services, renting and property management.

COPRO manages a fast-growing real estate portfolio that currently comprises 22 properties. These cover a combined total space of more than 70.000 square metres, of which about two thirds are commercial, and the other third are residential. Portfolio highlights include Kaiserbau on Marienplatz in Stuttgart, originally built in 1911; the Geisberg Berlin development, a residential project based around an innovative community concept within a former post office in Berlin's Schöneberg district; and the transformation of the historical complex building [GLINT](#) in Berlin's Mitte district. COPRO is also establishing a solid reputation in urban planning, as demonstrated by the [Urbane Mitte Am Gleisdreieck](#) – an abandoned 4.3-hectare site that will have a total planned usable area of 119.000 square metres. Just a stone's throw from Potsdamer Platz, Urbane Mitte is set to become a modern and dynamic urban district. As a responsible developer, COPRO takes a holistic approach to every property. Throughout its 25 years in business, the company has dedicated itself to creating spaces worth living and working in. With maximum attention to quality, innovation, service, and sustainability, COPRO's developments are designed to satisfy the highest standards and individual requirements. Numerous projects around the company's headquarters and project locations are designed to serve the public good. These are an integral part of COPRO'S corporate culture and have been since the company's founding, reflecting its long-standing commitment to social engagement and building communities.

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