

TRUE PASSION
FOR TRUE MOMENTS

Euphoria



With dedication and passion, Ulreich transforms the historic building on Schönburgstrasse 5, located in Vienna's Wieden district, into an exquisite refuge that creates genuine moments of excitement. Each residential unit is custom-designed and equipped, making every space unique.

"Euphoria is one of our most premium projects – a symbol of perfection that elevates residents' everyday lives into a symphony of joy."



MAG. HANS JÖRG ULREICH
FOUNDER AND MANAGING DIRECTOR OF
ULREICH BAUTRÄGER GMBH

A New Standard of Contemporary Living

Discover a residence that blends living history with modern perfection, transforming each moment in your home into an unforgettable experience.

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Situated on the historic Schaumburgergrund, formerly owned by the Counts of Starhemberg, this residential project embodies both passion and peak craftsmanship. The Biedermeier house built in 1821, along with the adjacent courtyard structure, is thoughtfully expanded and renovated using environmentally friendly technologies. Harmoniously integrated into Wieden's cityscape, residents enjoy a unique view of Palais Schönburg and Vienna's city centre.

The tailor-made ownership residences within the Classic and Signature Collections combine modern living with cutting-edge comfort, creating homes that turn every day into something special. Stylish interiors provide the flexibility to customise every aspect of your living space, allowing each residence to express a personal sense of fulfillment — a feeling that can only be described with one word: Euphoria.

20 Classic Residences	11 Signature Residences	Sizes ranging from 34 to 224 sq. m.	2 to 5 rooms
High-quality ecological renovation	Sustainable greening concept	Attractive outdoor spaces	14 parking spaces (Signature Collection)



At the Heart of It All

CULTURE & HERITAGE

- 1 Schloss Belvedere
- 2 Botanical Garden
- 3 Palais Schwarzenberg
- 4 Karlsplatz
- 5 Naschmarkt
- 6 Freihausviertel

DINING & INDULGING

- 7 Dining Ruhm
- 8 Tancredi
- 9 Entler
- 10 Sebastiano
- 11 Zweitbester
- 12 Thell (Motto)

EDUCATION & KNOWLEDGE

- 13 Theresianum
- 14 Diplomatic Academy
- 15 Vienna University of Technology
- 16 Sir Karl Popper School
- 17 Austrian Chamber of Commerce
- 18 St. Thekla Elementary School

ESSENTIALS & CONVENIENCE

- 19 Billa
- 20 Spar Gourmet
- 21 Denms BioMarkt
- 22 Spar
- 23 Hofer
- 24 Billa





Cultivate an Effortless and Connected Lifestyle





Wieden adds the ease of living to the city's dynamic pulse – a district that inspires and embodies true joie de vivre.

Rich in history, culture, and modern amenities, Vienna's 4th district strikes the perfect balance between tradition and urban living. The nearby main station and the well-developed public transport network ensure seamless mobility, connecting this unique home to the entire city. Amid Vienna's historical treasures lies the renowned Theresianum, a prestigious educational institution known for centuries for its high standards, now featuring an expansive campus and innovative educational approaches. Nearby are cultural landmarks of global significance: the magnificent Belvedere Palace, home to masterpieces spanning 800 years of art history, the atmospheric Karlsplatz with the Karlskirche, and the Musikverein, where the Vienna Philharmonic performs its renowned concerts. In this vibrant setting, the essence and charm of Vienna converge at a place that enriches life and fills each day with unique experiences.



MAIN STATION WITH BAHNHOF CITY



LIBRARY AT THE THERESIANUM

VIENNA PHILHARMONIC
AT THE MUSIKVEREIN

Experience an Iconic Cosmopolitan Atmosphere

The Freihausviertel captivates with charming cafés and small galleries, inviting you to linger and explore. Wiedner Hauptstrasse offers a mix of design, crafts, and gourmet specialties, while the nearby city centre reflects Vienna's cosmopolitan life with its upscale boutiques and fine dining. The nearby Vienna Central Station provides a wide range of shops, open until 9:00 PM, offering a true convenience for urban living.

For relaxation and enjoyment, green retreats such as the Botanical Garden with its exotic flora and the expansive gardens of Schloss Belvedere provide scenic paths and stunning views. The Naschmarkt, with its lively atmosphere and culinary diversity, is a nearby treasure for gourmets and connoisseurs alike.

This rich blend of culture, nature, and indulgence makes Wieden a dynamic place that embodies the Viennese lifestyle in a unique way.

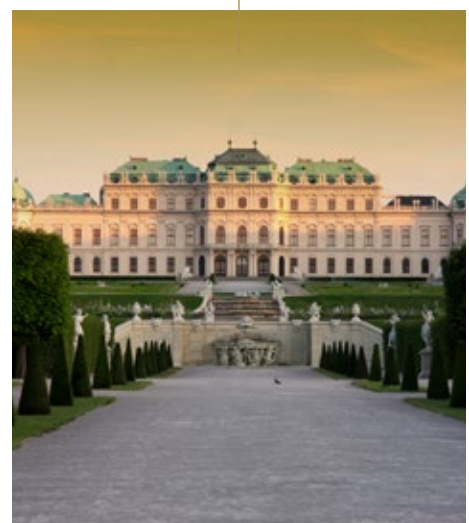


DIVERSITY OF GOURMET RESTAURANTS

VIBRANT ATMOSPHERE AT NASCHMARKT



BELVEDERE PALACE GARDENS



Designed with Purpose, Built to Last

Euphoria is a testament to unwavering dedication to perfection – a pioneering residential project that brings Ulreich's values to life in every detail.

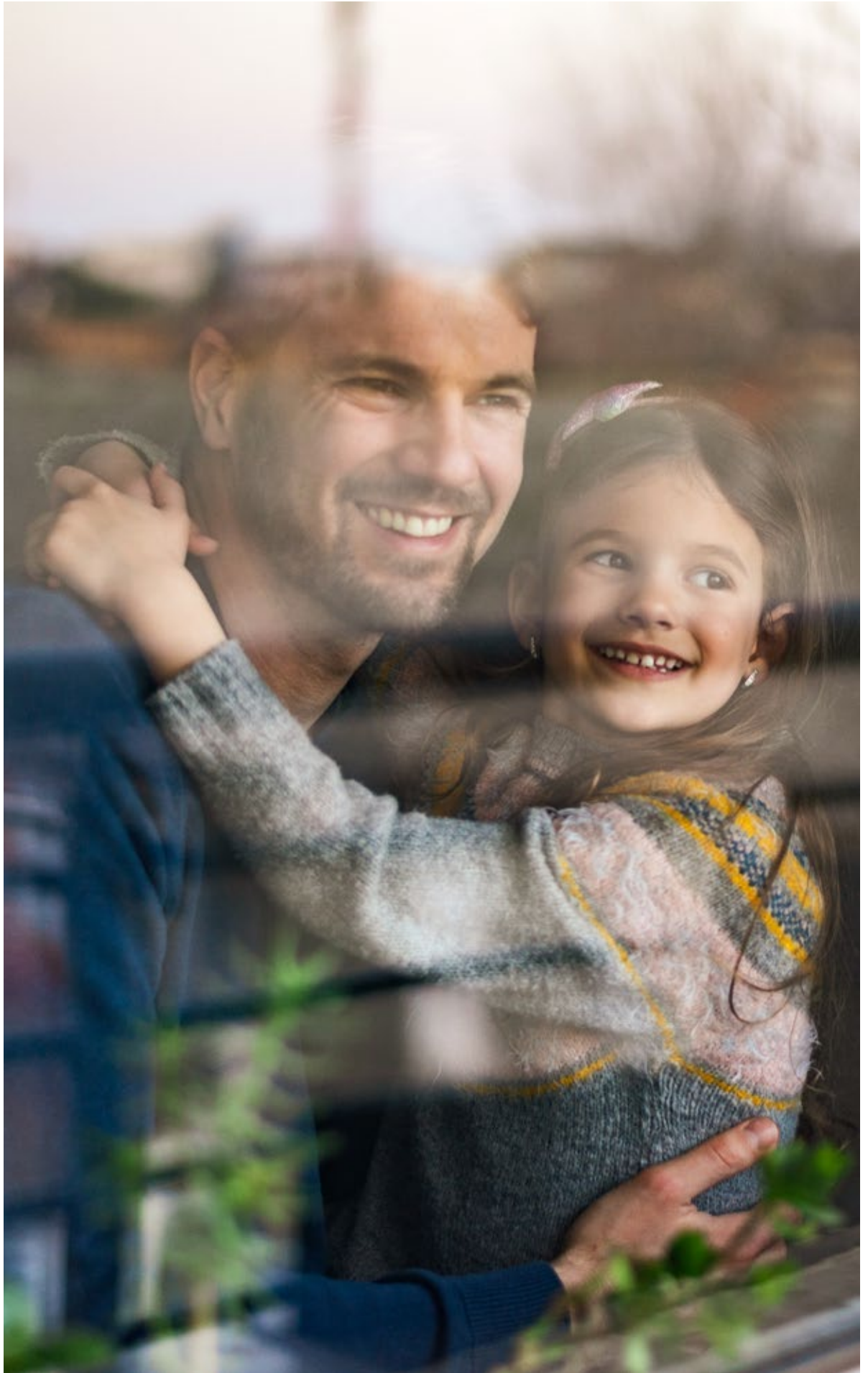
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As a family-owned company with over 25 years of experience, Ulreich is dedicated to building for the future, harmonising sustainability with tradition. Every element is carefully planned and executed by in-house architects and master craftsmen, from the intensive greening of courtyards to the use of high-quality materials. Flexible customisation options are available depending on the project stage, giving each residence a personal touch. This commitment to craftsmanship ensures homes that fulfill residents' needs and endure for generations.

The Schönbургstrasse project exemplifies this philosophy, with a careful revitalization that respects the historic facade while introducing modern architecture in the upper floors. Natural wood accents in the courtyard buildings and a verdant inner courtyard create a harmonious atmosphere. An advanced geothermal heating and cooling system harnesses natural energy, providing comfortable temperatures year-round. The on-site photovoltaic system supports sustainable hot water production, making Euphoria a living expression of sustainability, innovation, and ecological excellence.

Geothermal heat pump with deep drilling	Up to 40% reduction in heating costs*	Passive cooling through concrete core activation	Underfloor heating for consistent warmth
In-house photovoltaic system	Innovative energy monitoring system	Green areas for a healthy microclimate	Intuitive smart home system

*Up to 40% lower heating costs compared to conventional energy sources. Based on current calculations, subject to change.



*Classic*Residences



An Homage to Timeless Beauty

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The Classic Residences elevate sophistication and elegance to an art form, paying homage to timeless values and artistic devotion.

Located in the street-facing section of the residential project, the 20 units of the Classic Residences embody the unmistakable charm of Vienna, inviting residents to experience a unique blend of tradition and modern comfort. With 2 to 5 rooms and living spaces ranging from 34 sq. m. to 149 sq. m., the Classic Residences offer a diverse array of living concepts, adaptable to different lifestyles and designed to provide the highest level of individuality. Each apartment offers ample space for personal creativity, becoming a canvas that reflects the unique style of its residents. Loggias, terraces, balconies, or private gardens serve as tranquil retreats amid the vibrant life of Wieden.



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The warm oak herringbone parquet flooring imbues the living spaces with a sense of permanence and elegance, while triple-glazed wood-aluminum windows gently capture the vibrant atmosphere of Schönbургstraße. Exterior sun protection elements provide comfortable privacy, while the smart control

system for heating and ceiling cooling ensures a perfectly tempered ambiance at all times. With customizable design options depending on the construction stage, every detail seamlessly adapts to the residents' unique lifestyle, inviting them to leave their personal touch. In this way, a home is created—shaped by the individuality of its inhabitants.

Oak herringbone parquet flooring	Triple-glazed wood- aluminum windows	Exterior electric sun protection
Underfloor heating, ceiling cooling, and fan coils*	Smart heating and cooling control system	Premium brand sanitary fittings

*The availability of features may vary depending on the floor level and building section.

A Symphony of Distinctive Style

The Classic Residences blend a variety of spatial concepts and refined details, fusing timeless Viennese charm with personal vision.



*Signature*Residences



Tailored to Your Dreams

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The Signature Residences represent a lifestyle that meets the highest standards of individuality and spaciousness.

The 11 light-filled residences of the Signature Residences seamlessly blend aesthetics and comfort, spanning both the street-facing and courtyard wings. With 3 to 5 rooms and spacious layouts ranging from 107 sq. m. to 224 sq. m., they provide the perfect setting for a home of the highest standard. Breathtaking views of the Vienna skyline and the majestic Palais Schönburg, paired with modern architecture and attractive outdoor spaces, give each residence a distinctive presence.

Expansive terraces, loggias, and balconies extend the living space, inviting residents to fully enjoy every moment in this exquisite environment. Here, sophisticated living and cosmopolitan style converge, creating a home where dreams become reality and each day offers a sense of perfection.



Exceptionally Curated Homes

For those who celebrate the highest comfort and exclusivity – the Signature Collection sets new standards for sophisticated living.

Oak herringbone
parquet flooring

Triple-glazed wood-
aluminum windows

Exterior electric sun
protection

Underfloor heating, ceiling
cooling & fan coils*

Premium brand
sanitary fittings

Freestanding
bathtubs*

Intelligent Evon smart
home system

Video intercom
system

*Feature availability may vary depending on floor level and building section.



The Signature Residences offer an unparalleled living experience, characterized by thoughtful comfort and personal design freedom. Ulreich's distinctive touch is evident in every detail: from the freestanding bathtub to the intelligent Evon smart home system, and numerous other carefully considered features that promise intuitive luxury and convenience. The spacious layouts provide room for personal expression and a living culture that leaves nothing to be desired. This creates a unique living environment that enhances everyday life in extraordinary ways, transforming every moment into a masterpiece of exceptional exclusivity.



Crafted for
Those Who Dream
Beyond



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