

## Project Details

### Zira Hotel

Demand for prime quality retail space in central Belgrade is extremely high due to lack of adequate supply. A premium commercial complex in a prime location in Belgrade was opened in October 2007.

- **Employer:** Verano Invest
- **Location:** Belgrade
- **Total cost of project:** 85.000.000 €
- **Years of construction:** 2005 - 2007
- **Category:** Tourist Settlements And Hotels
- **Status:** Finished
- **Area:** 40.000 m<sup>2</sup>
- **Contractor:** [Projmetal](#)

#### Designer:

Verano group

#### Installation Designer:

Stivex, Vimar lighting

## Photo Gallery



## Information

Considerable number of foreign and domestic brands have made a long-term commitment in respect to retail and office space rent such as Intimissimi, Gas, Calzedonia, Coin Casa, etc.

4 levels of underground parking in the city center with 500 parking lots; 2 levels of premium retail shops and designer boutiques with world renowned brand names; Supermarket, bank, indoor children playground, restaurant and coffee shop integrated in the complex; 4-star hotel with 125 rooms, including premium office space.

| Asset value: EUR 85 million

| Total area: 40,000 sqm

| Retail area 9,000 sqm (GLA)

| Hotel area 6,000 sqm

| Office area 2,700 sqm (GLA)

Zira Center is located within Belgrade broader city center at the crossroads of important streets i.e. Cviji?eva Street and Ruzvetova Street, close by Bulevar Kralja Aleksandra and metro station Vukov spomenik.

The whole building is designed and consists of four inter-related parts:

- Supermarket Super Vero
- Shopping Mall Zira
- Office Space
- Zira 4-star Hotel
- Underground garage offering 400 parking places.

With its services, this building meets the highest requirements of a modern person. It covers 7,000 m<sup>2</sup> of the shopping mall, over 3,000 m<sup>2</sup> of office space and a hotel with 144 rooms designed in line with standards applied by big international hotel chains for business community.

The space is characterized by a unique harmony, the most modern architecture and business functionality being of extreme importance for urban regeneration of the broader city center of Belgrade. It is designed as a modern architectural concept in shape of a „Z“ fitting well into existing direction of pedestrian and traffic flows.

The Zira complex is the most modern area merging together the highest quality with top pleasure hence enabling a sense of easiness and beauty of the modern life.

Source: [Verano](#), [Projmetal](#)

## Press clipping

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