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# EMA House Serviced Apartments, Zurich

Teilerneuerung (Wettbewerb)

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## Starting situation and idea

After several years of operating successfully, EMA house AG wanted to review its asset strategy. The company appointed Fanzun to work out strategic fundamental data as well draw up alternative strategies. The task was to compare the future potential of the assets as-is with the alternatives and document the potential based on building status analysis.

## Challenges

The broad scope of the task demanded skills to cooperate and interact with market analysts, hotel operators and real-estate experts. In several small workshops, different perspectives on solving the task were woven into balanced proposals. This called for mediation skills as well as versatility.

## Approach

Based on the strategic study, the administrative council decided to retain the existing concept and first refurbish the Boarding House to meet guests' needs. A competition was held to implement the project, in which participants were asked to develop a matching concept story for marketing in addition to presenting a convincing interior design solution.

**Bauherr:** EMA House AG, Zürich
**Fertigstellung:** 2015
**Projektart:** Teilerneuerung (Wettbewerb)
**Projektverfasser:** Various
**Baukosten:** CHF 8,5 Mio
**Leistungsumfang:** Immobilienentwicklung, Gesamtleitung, Projektsteuerung, Kostenplanung, Strategie, Bauherrenvertretung, Wettbewerbsorganisation, Machbarkeitsstudie