

**POBLENOU**

Pallars 248

**BARCELONA**

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# MENU

1



The City

The Neighborhood

The Location

The Building

Distribution

Plans

The Team

# THE CITY



## BARCELONA

Creativity, cosmopolitanism, innovation and its excellent location, are only some of what makes Barcelona such an attractive place to live, work or visit.

Barcelona is the economic, cultural and administrative capital of Catalonia. It offers a great diversity of gastronomy, culture and leisure for both tourism and for living. It is ranked in the top 10 most visited cities in the world, year after year, and for a reason.



# POBLE NOU BARCELONA

**A NEIGHBORHOOD  
THAT HAS IT ALL**

Today El Poblenou offers a mix of residential, commerce and industrial areas alongside a strong emphasis on technology and arts.

Major global tech companies such as Google and Microsoft are in the industrial zone adjacent to the residential neighborhood.

The special mix might be it's greatest charm of all.

The "New Village " has plenty of restaurants and bars, museums and galleries.

This gives the area a unique atmosphere of a young, relaxed beach lifestyle,

but with a very LOCAL AND TRADITIONAL FEEL.

# 3



# 4

## POBLE NOU MEANS NEW VILLAGE

### A QUIET VILLAGE STILL MAINTAINING ITS ORIGINAL ATMOSPHERE

Poble Nou today is art, but also hi-tech.  
It is gastronomic discoveries, but also a fisherman village.

It is not only what to SEE in Barcelona, but WHERE TO LIVE.









# STREET VIEW

Adding 2 new floors,  
7 hi-end apartments of 1-3 BR.

Total of 737 sqm built,  
193 sqm of terraces.

Parking, storages and community garden.

# 6



# BACK VIEW

The prime location along with the unique atmosphere of Poble Nou is the inspiration for an indoor-outdoor play & mix.

Enjoying the perfect Barcelona weather is a must!

The Urban Villa stretches this concept even more: A private garden with a pool, relax area and an outdoor dining area are some of its unique qualities.

# 7



# THE BUILDING

BEFORE

Address - Pallars 248,  
Poble Nou, Barcelona

Year Built - 1936

Plot Size - 260 sqm  
Total Built - 543 sqm  
Number of Floors - 3  
Residential Units - 4  
Commercial Units - 2

# 8





# 9

## THE BUILDING AFTER

Total Built - 765 sqm  
Terraces - 193 sqm  
Number of floors- 5  
Residential Units - 7 high-end 1-3 BR apartments  
Commercial Units - converted to parking, storage  
units and community garden.



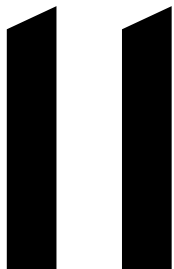


# PALLARS 248

7 hi-end apartments of 1-3 BR.

193 sqm of terraces.

Parking, storages and community garden.



“DESIGNED  
LIVING”







“ INSIDE...”



...AND OUT "









“ ENJOY BARCELONA’S  
SUNSHINE

14

ON YOUR PRIVATE TERRACE “





15



# THE UNITS

Floors 1,2,3

# 16





# 1st floor

Size: 64 sqm

Exterior: 24 sqm

Ref: 1o1a



x1



x1



x1



x1



Size: 86 sqm

Exterior: 34 sqm

Ref: 1o2a



x1



x2



x2



x2



# 2nd floor



# 18

Size: 65 sqm  
Exterior: 3 sqm

Ref: 2o1a



x1



x1



x1

Size: 88 sqm  
Exterior: 5 sqm

Ref: 2o12



x1



x2



x2



x2

# 3rd



AN ENTIRE FLOOR  
3 MASTER BEDROOMS  
A PRIVATE TERRACE



Size: 143 sqm  
Exterior: 34 sqm  
Total: 178 sqm  
Ref: 3o3hab



x1



x3



x1



x4



x3



# THE PENTHOUSE

AN ENTIRE FLOOR  
2 MASTER BEDROOMS  
A TERRACE  
A POOL





# THE PENTHOUSE 21



Size:

124 sqm

Exterior:

18 sqm

Total:

142 sqm

Ref:

ATICO



x1



x1



x2



x1



x3



x2



# THE PLANS

# 22



The one with 1 bedroom and a big garden

The one with 2 bedrooms and a big garden

The 1 bedroom on 2nd floor

(The option of making a 1 into 2 bedroom apt)

The 2nd / 3rd floor

The rooftop

Where to leave your car at

# THE TEAM



**Rotem Zur**

DEVELOPER & DESIGNER



**Yossi Meiri**

DEVELOPER



**David Cabane**

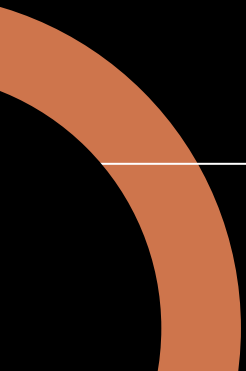
ARCHITECT



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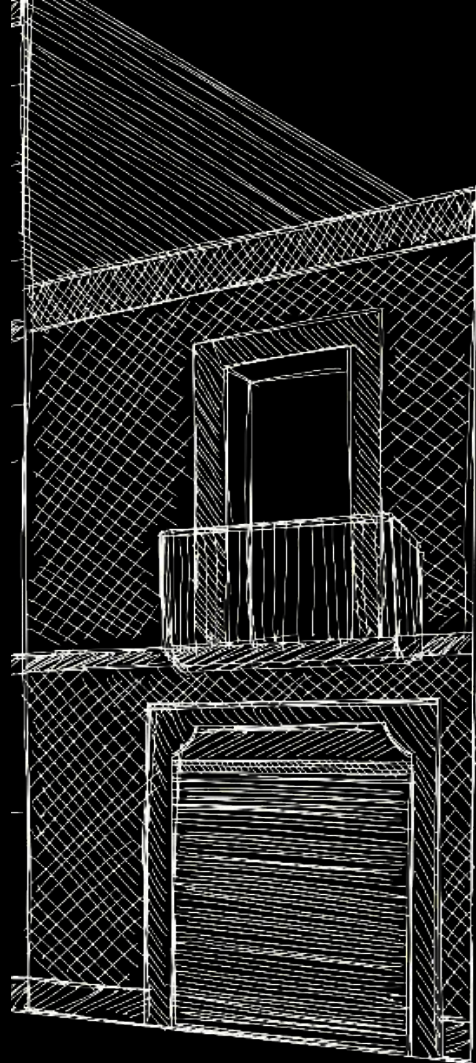


# The TownHouse

**POBLENOU**  
**BARCELONA**

Pallars 246b

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# MENU

1



The City

The Neighborhood

The Location

Town-house

Distribution

The Team



# THE CITY



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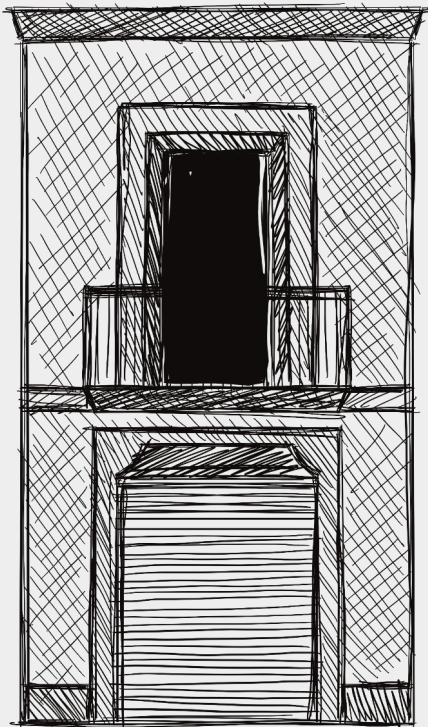






# BEFORE

Address - Pallars 246,  
Poble Nou, Barcelona  
Year Built - 1936



Total Built - 196 sqm

Plot Size - 135 sqm

Number of Floors - 2

Residential Units - 1

# AFTER

Total Built - 296 sqm

Garden - 55 sqm, terrace- 12 sqm

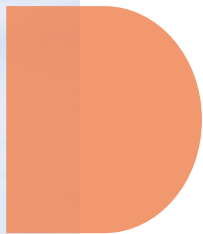
Number of Floors - 5

Residential Units -

1 high-end villa with a domestic elevator,  
a private garden and pool







# STREET VIEW

Adding 3 new floors,  
Creating a unique 4 BR urban villa.

Total of 296 sqm built,  
64 sqm of a private garden with a pool  
and an overlooking terrace.

Luxurious hi-end property,  
nowhere to be found in BCN.

# 6



# BACK VIEW

The prime location along with the unique atmosphere of Poble Nou is the inspiration for an indoor-outdoor play & mix.

Enjoying the perfect Barcelona weather is a must!

The Urban Villa stretches this concept even more:

A private garden with a pool, relax area and an outdoor dining area are some of its unique qualities.

# 7













“LIGHT  
BRIGHT  
AND  
WHITE”

19









“OR DARK  
AND ELEGANT”

20









“ INSIDE & OUT ”

23





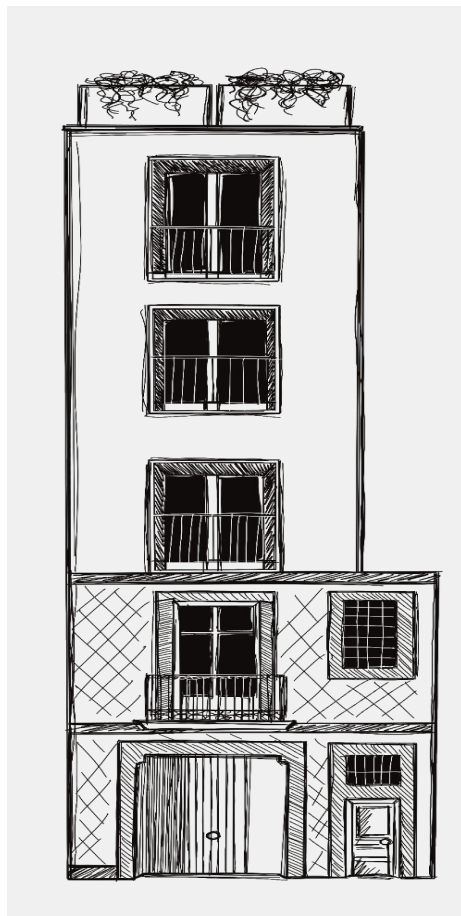
# 24

## TOWN-HOUSE

296 sqm built, 64 sqm garden&terrace.

Capturing the essence of Poble Nou's  
unique appeal in a one-of-a-kind villa.

Urban and luxury living experience in full  
privacy, yet enjoying the street life of the  
neighbourhood.



## Town-House Ground floor Living and garden

# 25

Size: 61 sqm  
Exterior: 65 sqm  
Total: 118 sqm



PB



x1



x1



x1



x1



x1



46 sqm  
(Exterior 4sqm)

61 sqm  
(Exterior 4sqm)

61 sqm  
(Exterior 4sqm)



**Town-House 1st floor**  
The office (and GYM)



**Town-House 2nd floor**  
The bedrooms



**Town-House 3rd floor**  
Living-playing-cleaning

1



x1



x1



x1

2



x2



x1



x2



x2

3



x1



x1



x1



x1



x1

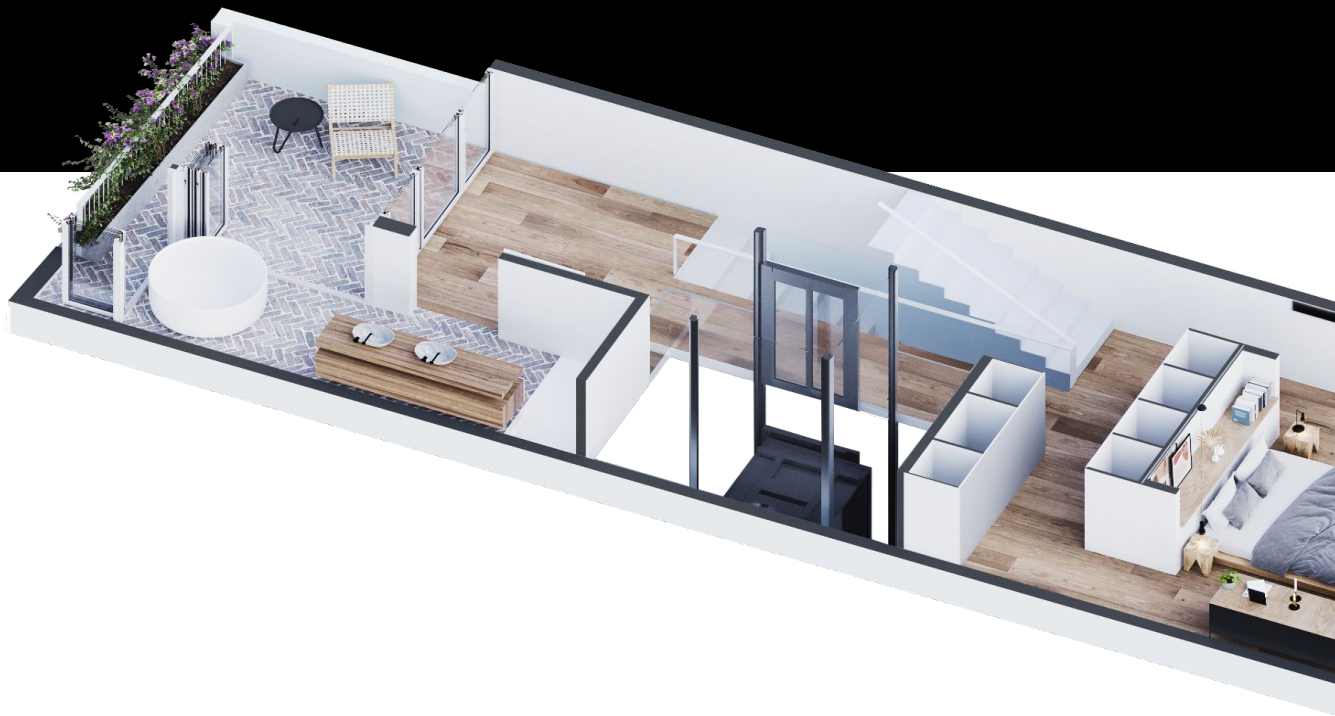


x1



## Town-House 4th floor

### The Master Bedroom



Size: 67 sqm  
Exterior: 4 sqm  
Total: 71 sqm  
Ref: The villa



x1



x1



x1



x1



x1



x1

# TOWN-HOUSE THE PLANS

# 28



The living and garden and pool area

The office

The 2 bedroom floor

The play and cleaning floor

(or another 2 bedroom options)

The suite

Where to leave your car at

# THE TEAM



**Rotem Zur**

DEVELOPER & DESIGNER



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