



#bewell



#beyou



#beconnected

State of the art living



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The Ivy is synonymous with state-of-the-art living in comfortable and relaxing surroundings.



\* Note: The information presented in this material and/or in any other promotional material, regarding the project, is strictly illustrative and may be modified at any time, at the discretion of the developer, as long as it complies with the provisions of the contract signed with a client.



# The Ivy in a nutshell

## Welcome to The Ivy!

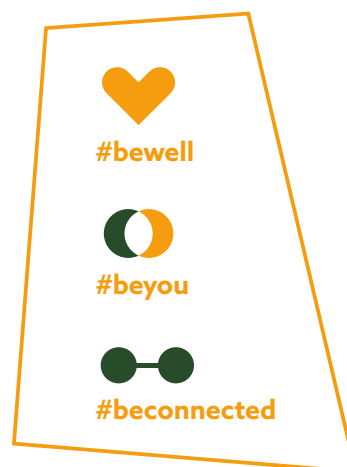
We all aspire to be the best version of ourselves, all day, every day. Therefore, **the space we live in should make us dream.** Speedwell's latest residential project, The Ivy, wants to be part of that dream.

The Ivy is synonymous with state-of-the-art living in comfortable and relaxing surroundings, designed to inspire you.

Located in the rapidly developing northern part of Bucharest, and close to vibrant commercial areas, The Ivy features 800 units spread out over 10 buildings with a P + 6 height regime. In addition, this brand-new complex includes many facilities which complement contemporary modern living. Moreover, as the complex covers over 5 hectares of land, **The Ivy offers gorgeous views and lush green spaces**, where you and your family can relax and unwind.

**Situated within walking distance from Speedwell's MIRO project**, which offers top-class office spaces, The Ivy encourages work and home life to go hand in hand.

Just like you, **The Ivy aspires to be more. More than a residential complex, it is a place where city and nature meet**, contemporary living and comfort merge, and its residents connect with who they truly want to be. Aspire to more in life and live every day the fullest, in the comfort of your own home. Welcome to The Ivy!



**Studios**

**2-room**  
apartments

**3-room**  
apartments

**4-room**  
apartments

## Miro, where work and life meet

Living in proximity to your office sounds rather ideal. To make that dream a reality, next to The Ivy, MIRO, another Speedwell project focusing on grade A class offices, was built. An access road will bring you quickly from one to the other. Alternatively, you can reach MIRO on foot from The Ivy. The five-level office building is spread out over 23,692 square metres and is surrounded by plenty of greenery. Offering a wide range of amenities, MIRO provides its tenants with an environment **where work and life meet, and seamlessly become one.**



- kindergarten
- restaurant
- fitness
- shop

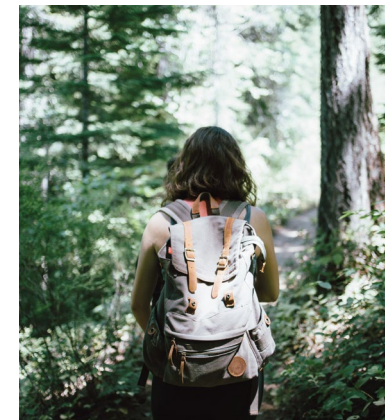
## Excellent location

Located on Jandarmeriei Street, in the heart of Bucharest's Băneasa area, The Ivy benefits of the clean air and silence supported by the neighbouring forest remaining well connected to the city centre and business areas.

Close to The Ivy, Băneasa Shopping City will cater to our residents' every need with about 280 shops, restaurants, entertainment and many other facilities, such as dry cleaning, pharmacies, and several banks. **The centre of Bucharest is easily accessible**, and offers plenty of restaurants, bars and shops.

If you need to head out further, The Ivy's residents are guaranteed a speedy connection to Henri Coandă International Airport, as the complex is located right next to the major expressway DN1. For those who prefer to leave their car at home, **there are four public bus lines that can reach our location easily.**

For a lovely weekend escape, plan a day out in a trip to Băneasa Forest. Nature lovers can explore the Forest's southern edge, for a visit to Băneasa zoological garden.





### Immediate reach:

1. Mega Image concept store - 1.4km
2. Future Tokyo Metro station - 1.3km
3. Ikea - 1.6km
4. Băneasa Shopping City - 1.8km
5. Stejarii Country Club - 550m
6. French International School  
Anna de Noailles - 1.6km
7. US Embassy - 950m
8. U-turn towards City Centre - 600m
9. U-turn towards Otopeni  
Intl. Airport - 1.5km
10. Băneasa zoological garden - 2.9km
11. Regina Maria Private hospital  
in Băneasa - 3.2km
12. Enayati Medical City - 3.0km
- \* 'Miro' office project  
developed by Speedwell - 1.1km

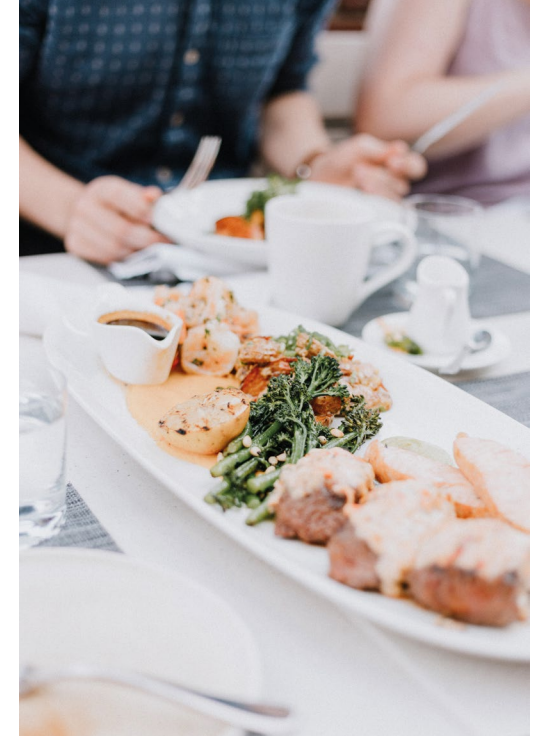


# Live your best life

There is no greater feeling than walking through the front door of your home after a long day. The way that home looks and feels has an enormous impact on our general well-being. Therefore, The Ivy's urban planning design focuses on creating living spaces with a distinct personality, triggering both enthusiasm and curiosity.

**Speedwell's residential architecture prioritises light, space and greenery.** At The Ivy, this is translated into a carefully thought-out design, including windows that span the full height of each level. The interiors are flooded with natural light, so residents feel connected to the surrounding exquisitely landscaped gardens. Moreover, glass terraces set into the façade provide each apartment with its own private outside space.

The Ivy's design truly complements contemporary city life. Moreover, **the complex boasts plenty of amenities**, such as a pool, a kindergarten, shops, a gym, and a restaurant. At The Ivy, both young and old can get the most out of their living space, and each other.



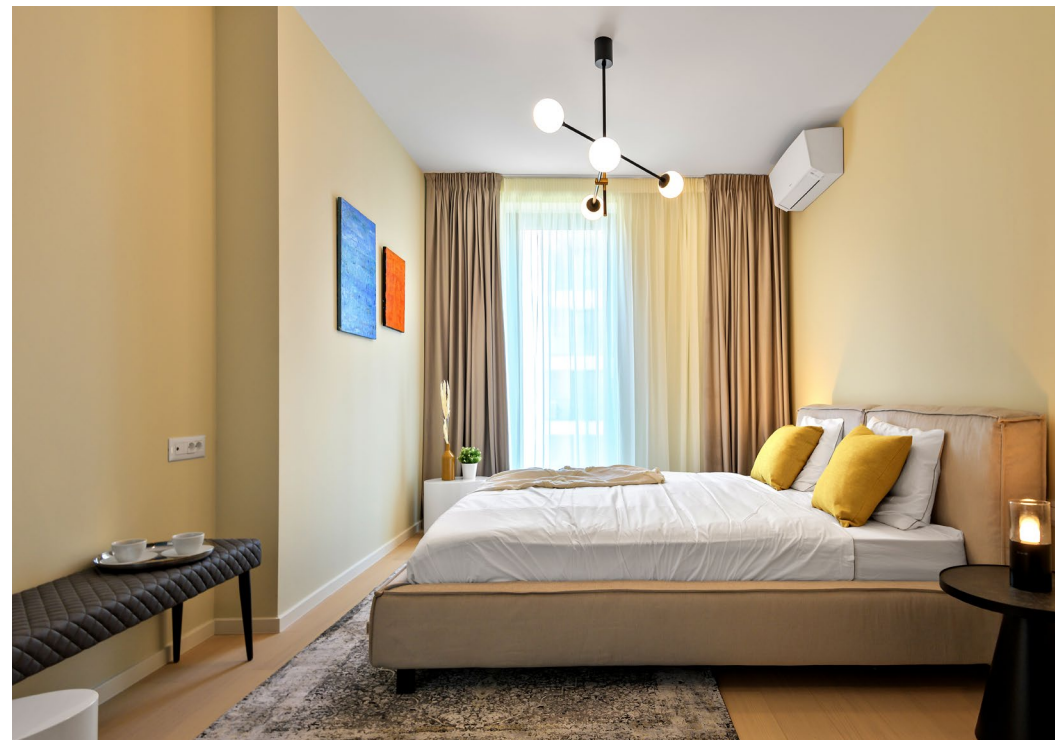
The Ivy's design truly complements contemporary city life.

# A Place to Be You

The Ivy's appealing look relies on basic shapes and clean lines. A grid of sleek horizontal and vertical bands dominates the buildings' façades. The main materials used are stone and lightly coloured plaster for the lower floors, and timber for the upper floors, creating a pleasant contrast between warmth and cold.

Top-quality sound insulation for the floors and effective soundproofing techniques in the walls block out any unwanted noise, which assures **both privacy and a sense of peace**. The apartments will be fitted with underfloor heating, evenly distributing heat over the entire floor surface. This will create a cosy, comfortable environment for the inhabitants, whatever the outside temperatures. To keep the apartments cool in the summertime, air conditioning systems can be installed at the future owners' request.

Every apartment block has several independent entrances and hallways. Each of those corridors leads to a maximum of six apartments, allowing for a serene atmosphere and an agreeable flow throughout the building. With a wide range of studios, 2-room, 3-room or 4-room flats, you are sure to find the perfect space for you.



## Overview

- Concrete structure
- Hollow brick outer and dividing walls
- Inner partitions: 10 cm gypsum boards (with double plating and mineral wool inside)
- Ceiling system: gypsum boards
- Central heating system: heat generated in mechanical room in the basement



# Explore our apartments

The layouts of The Ivy apartments cater to both families and individuals with diverse lifestyles, while also paying attention to environmental requirements. Each element is carefully designed to stimulate The Ivy's residents' health, happiness, and comfort.

Upon entering the flats, you are greeted with a sense of airiness and plenty of light. Every apartment is characterised by high-end design and a top-quality finish. White walls, large windows and wooden floors provide the open-plan living spaces with a spacious appearance, while maintaining that cosy atmosphere.

Most apartments face east or west, and many of them benefit from double exposure. This guarantees a maximum amount of daylight and adds to the light and airy feel of the flats. The private terraces are an extension of the inside space. As they are sheltered, residents can enjoy gorgeous views, overlooking the various green areas and The Ivy's park, all year round.

When it comes to interior decoration, The Ivy invites residents to leave their own mark. For the **studios, 2-room, 3-room and 4-room apartments**, you will be able to select one of three options – a neutral, natural look; a modern, sleek look; and a lively look boasting coloured patterns. The 6th floor **penthouses** offer even more interior design options. Residents are able to choose from a selection of different finishings, including parquet flooring and tiling. Each design scheme comes with a contemporary feel while never compromising on warmth and comfort. Every one of these looks will be a celebration of durable materials, qualitative design and superior furnishings.

The Ivy's standout apartments and unique look are sure to make you feel at home in no time.



# Apartment types

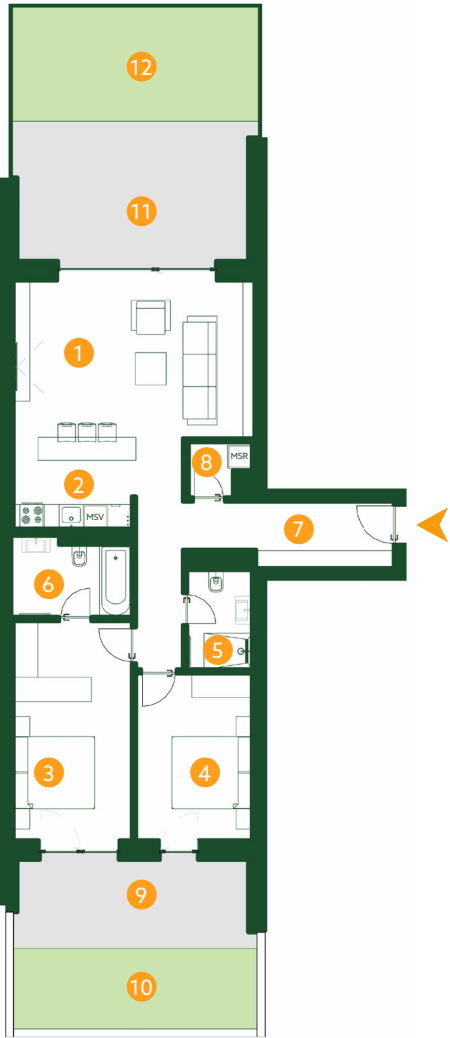
2-room apartment



1.	Living & Dining	22.7 m <sup>2</sup>
2.	Kitchen	6.7 m <sup>2</sup>
3.	Bedroom	18.7 m <sup>2</sup>
4.	Bathroom	6.3 m <sup>2</sup>
5.	Hall	3.8 m <sup>2</sup>
	Total (interior)	58.1 m <sup>2</sup>
6.	Terrace	8.2 m <sup>2</sup>
7.	Private garden	23.5 m <sup>2</sup>
	Total (exterior)	31.7 m <sup>2</sup>

TOTAL 89.7 m<sup>2</sup>

3-room apartment

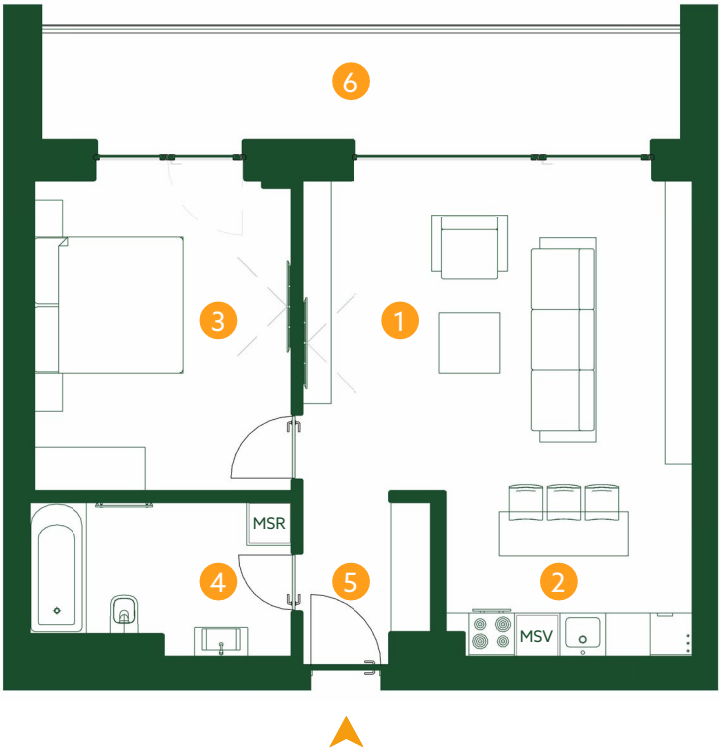


1.	Living & Dining	25.5 m <sup>2</sup>
2.	Kitchen	6.9 m <sup>2</sup>
3.	Bedroom	16.1 m <sup>2</sup>
4.	Bedroom	12.3 m <sup>2</sup>
5.	Bathroom	4.0 m <sup>2</sup>
6.	Bathroom	5.7 m <sup>2</sup>
7.	Hall	13.0 m <sup>2</sup>
8.	Dressing	1.9 m <sup>2</sup>
	Total (interior)	85.4 m <sup>2</sup>
9.	Terrace	9.4 m <sup>2</sup>
10.	Private Garden	15.8 m <sup>2</sup>
9.	Terrace	17.0 m <sup>2</sup>
10.	Private Garden	21.4 m <sup>2</sup>
	Total (exterior)	63.7 m <sup>2</sup>

TOTAL 149.1 m<sup>2</sup>



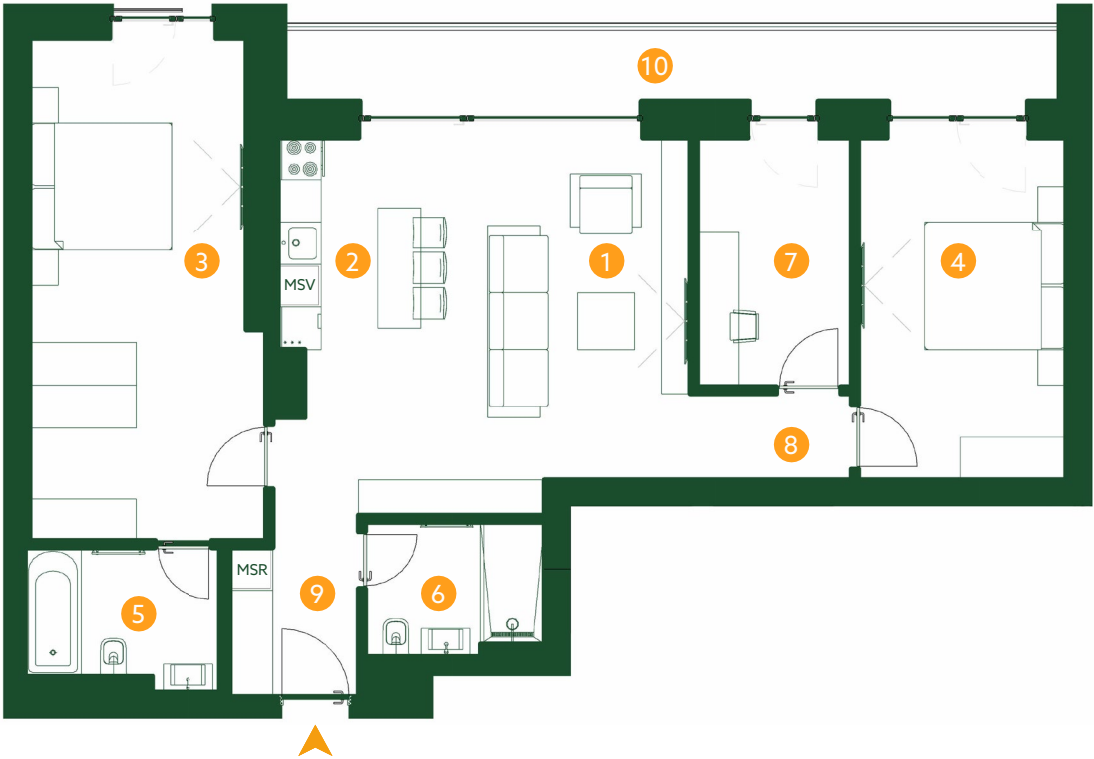
2-room  
apartment



1.	Living & Dining	21.8 m <sup>2</sup>
2.	Kitchen	7.2 m <sup>2</sup>
3.	Bedroom	14.4 m <sup>2</sup>
4.	Bathroom	6.9 m <sup>2</sup>
5.	Hall	3.8 m <sup>2</sup>
	Total (interior)	54.0 m <sup>2</sup>
6.	Terrace	13.0 m <sup>2</sup>
	Total (exterior)	13.0 m <sup>2</sup>

TOTAL 67.0 m<sup>2</sup>

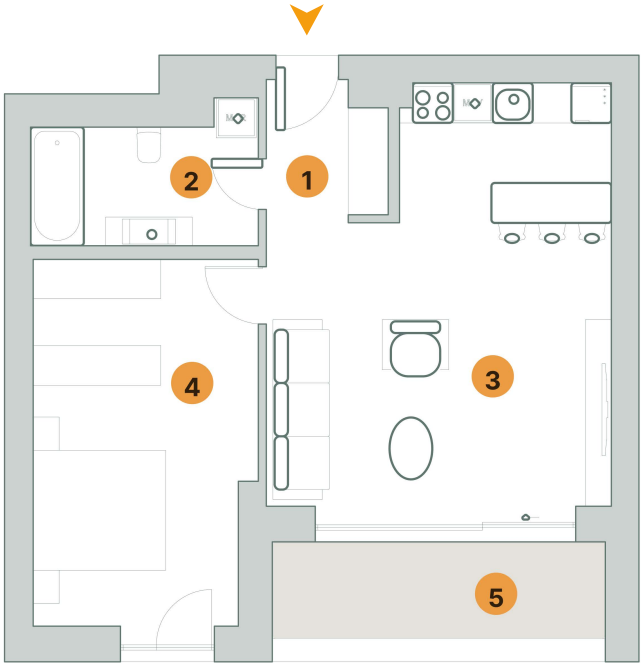
3-room  
apartment



1.	Living & Dining	23.6 m <sup>2</sup>
2.	Kitchen	6.0 m <sup>2</sup>
3.	Bedroom	22.5 m <sup>2</sup>
4.	Bedroom	14.1 m <sup>2</sup>
5.	Bathroom	5.2 m <sup>2</sup>
6.	Bathroom	4.6 m <sup>2</sup>
7.	Office	7.7 m <sup>2</sup>
8.	Hall	2.7 m <sup>2</sup>
9.	Hall	4.3 m <sup>2</sup>
	Total (interior)	90.7 m <sup>2</sup>
10.	Terrace	11.9 m <sup>2</sup>
	Total (exterior)	11.9 m <sup>2</sup>

TOTAL 102.7 m<sup>2</sup>

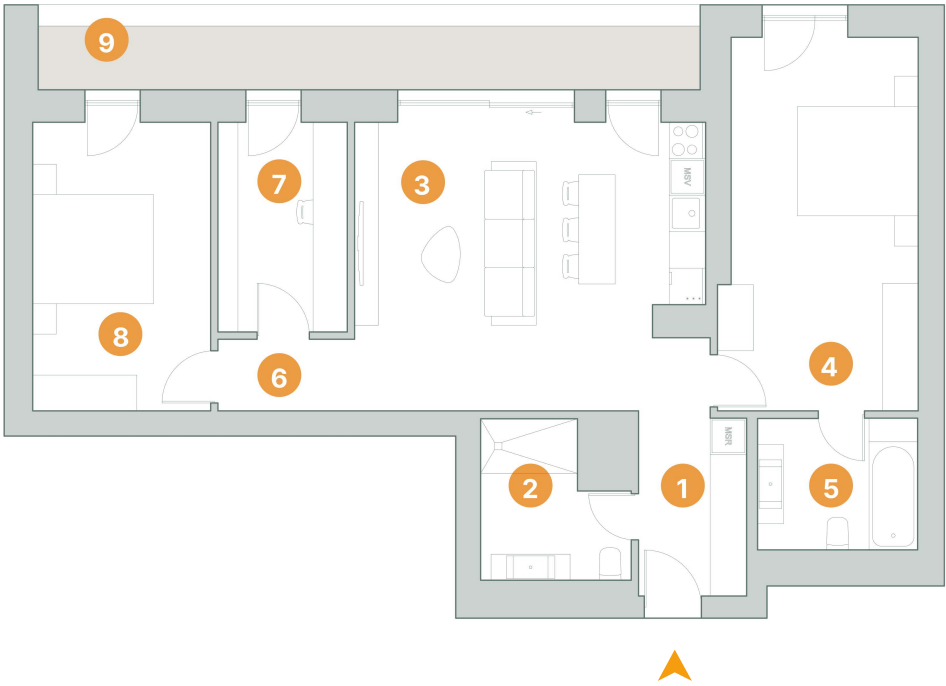
2-room  
apartment



1.	Hall	3,7 m <sup>2</sup>
2.	Bathroom	6,6 m <sup>2</sup>
3.	Living & Dining	29,5 m <sup>2</sup>
4.	Bedroom	18,5 m <sup>2</sup>
	Total (interior)	64,6 m <sup>2</sup>
5.	Terrace	7,3 m <sup>2</sup>
	Total (exterior)	41,8 m <sup>2</sup>

TOTAL 106,4 m<sup>2</sup>

3-room  
apartment



1.	Hall	5,1 m <sup>2</sup>
2.	Bathroom	5,7 m <sup>2</sup>
3.	Living & Dining	28,1 m <sup>2</sup>
4.	Bedroom	20,0 m <sup>2</sup>
5.	Bathroom	5,9 m <sup>2</sup>
6.	Hall	2,7 m <sup>2</sup>
7.	Office	7,5 m <sup>2</sup>
8.	Bedroom	14,1 m <sup>2</sup>
	Total (interior)	89,1 m <sup>2</sup>
9.	Terrace	12,8 m <sup>2</sup>
	Total (exterior)	12,8 m <sup>2</sup>

TOTAL 101,9 m<sup>2</sup>



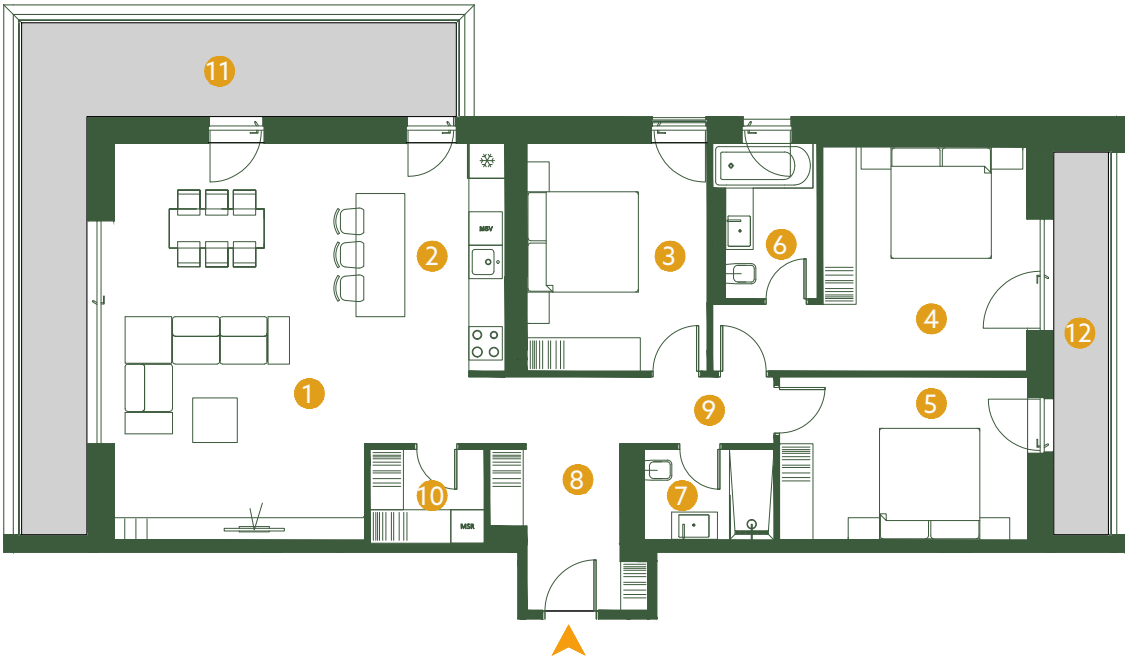
3-room apartment



1.	Living & Dining	25.5 m <sup>2</sup>
2.	Kitchen	6.9 m <sup>2</sup>
3.	Bedroom	16.1 m <sup>2</sup>
4.	Bedroom	12.3 m <sup>2</sup>
5.	Bathroom	5.7 m <sup>2</sup>
6.	Bathroom	4.0 m <sup>2</sup>
7.	Hall	13.0 m <sup>2</sup>
8.	Storage	1.9 m <sup>2</sup>
	Total (interior)	85.4m <sup>2</sup>
9.	Terrace	20.3 m <sup>2</sup>
10.	Terrace	5.9 m <sup>2</sup>
	Total (exterior)	26.2 m <sup>2</sup>

TOTAL 111.6 m<sup>2</sup>

4-room apartment



1.	Living & Dining room	38.6 m <sup>2</sup>
2.	Kitchen	7.4 m <sup>2</sup>
3.	Bedroom	13.3 m <sup>2</sup>
4.	Bedroom	17.2 m <sup>2</sup>
5.	Bedroom	13.0 m <sup>2</sup>
6.	Bathroom	4.8 m <sup>2</sup>
7.	Bathroom	3.8 m <sup>2</sup>
8.	Hall	6.4 m <sup>2</sup>
9.	Hall	5.3 m <sup>2</sup>
10.	Storage	5.3 m <sup>2</sup>
	Total (interior)	113.3 m <sup>2</sup>
11.	Terrace	22.9 m <sup>2</sup>
12.	Terrace	7.1 m <sup>2</sup>
	Total (exterior)	30.0 m <sup>2</sup>

TOTAL 143.3 m<sup>2</sup>



A place to unwind





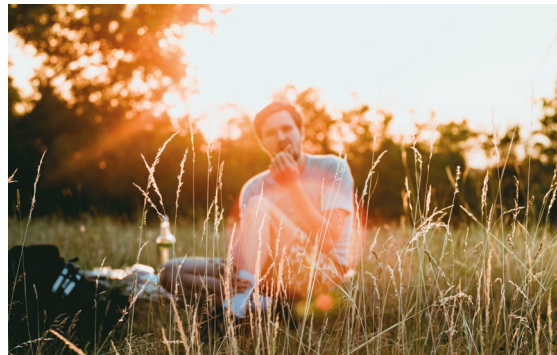
# A Place to unwind

The Ivy's lush green surroundings evoke a feeling of space and freedom, while its residents are still able to enjoy all the comforts of city life.

That same sense of openness is reflected in the design of the complex' outdoor areas. Public gardens and a communal courtyard serve as green places of interest and guarantee enormous variety in The Ivy's immediate environment.

**Moreover, meeting up with friends and neighbours is encouraged in The Ivy's shared spaces, allowing residents to enjoy the unique surroundings together.**

**Walkways and bike paths wind between the buildings, making it easy for residents to get around, go for a run, or simply enjoy a relaxing stroll.** As there are plenty of car parking spaces underground, and The Ivy's grounds are gated, there is little traffic on-site. This guarantees safe surroundings for children in the playgrounds, and peace and quiet for those looking to spend a few relaxing moments outdoors.



# Your Home Today... and Tomorrow

The Ivy is designed to be awarded with the BREEAM Certification, which underlines our care for our future residents.

**Focusing on The Ivy's environmental, social and economic performance, the Speedwell design team is concerned with a sustainable environment that enhances the comfort of the complex' future residents.** The team is committed to obtaining a BREEAM rating of Excellent, by zooming in on high standards concerning the residents' health, while simultaneously protecting our natural resources.

In order to achieve this, The Ivy's designers will pay special attention to various aspects of the design and building process. The residents' health and well-being will be guaranteed through the project's measures towards visual comfort, acoustic performance, and accessibility. Energy and water consumption will be closely monitored and reduced, and the building's carbon emissions will be decreased. The proximity of public transport encourages the residents to rely on alternative modes of transport. Finally, landscaping measures will be taken to improve the biodiversity of The Ivy site, and to thus enhance the living environment for the benefit of both human and wildlife inhabitants.



# Speedwell's story

Jan Demeyere and Didier Balcaen, the two Belgian nationals who founded Speedwell, fell in love with Eastern Europe, and with Romania in particular. They are passionate about every new development with which they are involved. Jan and Didier's enthusiasm has not only been consistent over the years but has also been passed on to the entire Speedwell team.

Contributing in a creative way to the ongoing enrichment of the urban landscape, Speedwell continues to build its legacy by constantly adding innovative projects to its portfolio, with The Ivy as one of its most recent and ambitious examples.

## Some of our projects:



**Record Park mixed use**  
Cluj-Napoca

**SP=DWELL**



**Triama Residence**  
Bucharest



**Paltim mixed use**  
Timișoara



**Miro offices**  
Bucharest



**Are you interested  
in The Ivy  
apartments?**

**Don't wait too long...**

Developed by

**SP=DWELL**

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