

# PRESS RELEASE

## Tam Tam at ZAM: Grand opening of the innovative district center ZAM of the ROSA-ALSCHER Group in Munich-Freiham

- **Festive opening ceremony on 28.11.2024, 07:00-20:00 hrs**
- **Great variety of attractions on Mahatma Gandhi Square free for all residents and visitors**
- **ZAM as a “blueprint” for successful future urban district developments**

Munich - November 22, 2024

It all began with a vision by Dr. Alexander Rosa-Alscher: “A forward-looking, distinctive district center with high architectural and ecological standards should enhance the urban space with a variety of living and experience values for all residents and visitors”. This was followed by a particularly intensive and busy period for the entire project development team of the ROSA-ALSCHER Group: a wide variety of innovative ideas were identified, discussed, evaluated and ultimately combined into a synergetic overall concept. A detailed planning design was developed in close cooperation with the architects from STOERMER MURPHY AND PARTNERS, which was immediately approved as it fully met the requirements of the City of Munich. Ultimately, the concept took shape thanks to the cooperation with the project partner VONOVIA and the commitment of the construction company KOESTER as well as the consortium Gustav Epple/Salvia Gebaedetechnik.

And now the vision has become reality: On 28.11.2024 from 07:00 - 20:00 hrs, the grand opening of the new ZAM district center will take place on Mahatma-Gandhi-Platz in Munich Freiham. In keeping with the meaning of the Bavarian term “ZAM = together”, this pleasant occasion will of course be celebrated with all tenants and visitors with a big party.

On this official opening day, ZAM will feature a variety of very special, free attractions for all residents and visitors, including:

- Musical entertainment by the inspiring band THE BUDDY HORN BRASS SENSATION
- Solo performances by a saxophonist for the perfect party atmosphere
- Face painting for all young and young-at-heart visitors
- Magician performances for an atmosphere of mystery through staged illusions
- Jugglers who playfully defy gravity with skill and precision
- Wheels of fortune with the allure of the unknown and the possibility of a lucky chance

- Competitions with attractive prizes and vouchers for the companies present at ZAM (main prizes: 3 x €500 shopping vouchers each for the REWE Center at ZAM)
- Colorful sky of lights under the arcades (from 16:30 hrs)
- Giveaways that make it possible for everyone to win even without any special luck

The highlight of the opening day will undoubtedly be the official opening ceremony at 15:00 hrs with a ceremonial address by Dr. Alexander Rosa-Alscher, Managing Director of the ROSA-ALSCHER Group. Without his vision, the ZAM would not have become a reality. In doing so, he will certainly address the many special features of this project development and, above all, the large number of people involved, whose efficient cooperation has made it possible to create this innovative district center. In addition, Mr. Reinhold Petrich, representing the district management for Munich-Freiham, will provide information on existing facilities and an outlook on the further development of the new district in an interview. For the City of Munich, the focus is on an open and vibrant district life in which everyone can participate. The ROSA-ALSCHER Group's ZAM district center offers the best conditions for this.

Just in time for the opening day of ZAM, almost all commercial spaces are already in operation. Individual retail and catering spaces are still being fully fitted out and will follow shortly. The website [www.zam-muenchen.de](http://www.zam-muenchen.de) provides a detailed overview of all upcoming activities at ZAM.

The official presentation of the ZAM LIFE residential and commercial building complex will also take place on the opening day. From 10:00 hrs, interested parties will be able to view the only 3 smaller commercial spaces still available in a prime location as well as prestigious apartments. The letting of the residential units has already started and the first tenants have already moved into their new living environment. The highly sought-after furnished 1-room micro-apartments and 5-room apartments are no longer available. There is still a selection of unfurnished 2-, 3- and 4-room apartments with or without fitted kitchens. Interested parties can obtain more information at [www.zam-wohnen.de](http://www.zam-wohnen.de).

Now that the retail and restaurant space has been fully let, only office space with particularly high-quality basic fittings is still available in the neighboring ZAM SPACES. Further details about these innovative and prestigious business premises can be found on the website [www.zam-spaces.com](http://www.zam-spaces.com)

ZAM is also easily accessible for all visitors on the opening day thanks to the immediately adjacent Freiham S-Bahn station and the 57/143/157/N80/860 bus routes, Bodenseestraße (B2 federal highway), the A96/A99 freeways and the new underground car park with a total of 980 parking spaces and award-winning mobility hub.

With its unique symbiosis of architecture and functionality as well as its people-oriented, sustainable and innovative open design, the ZAM can be seen as a "blueprint" for future, successful urban district developments. A key design principle is the integrated "15-minute urban development concept" with shopping, working, living, mobility and leisure zones in the immediate vicinity. In this context, ZAM was designed and realized as a multifunctional district center with its attractive ensemble of buildings by the ROSA-ALSCHER Group in proven cooperation with the City of Munich. In line with the principles of inclusion, sustainable urban development is taking place that does equal justice to economic, ecological and social values.

ZAM SPACES in the district center ZAM in Munich-Freiham



Design: Melters Werbeagentur GmbH



Visualization: moka-studio /  
Architect: Stoermer Murpy and Partners



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## CONTACT DETAILS / PRESS CONTACT

### **Silvia Wolf**

Head of Acquisition and Business Development

### **ROSA-ALSCHER Management GmbH**

A company of the ROSA-ALSCHER Group

Walter-Gropius-Str. 23

80807 Munich

Germany

M +49 152 3890 4675

s.wolf@rosa-alscher.com

www.rosa-alscher.com

## ABOUT ROSA-ALSCHER GROUP

As one of Munich's leading project developers, the ROSA-ALSCHER Group has been synonymous with city-shaping architecture for decades. The owner-managed group of companies plans, develops and realizes real estate projects that set standards in aesthetics and functionality as well as represent attractive long-term investment values. The group of companies around founder Alexander Rosa-Alscher provides all planning services and covers the entire value chain from the idea to marketing.