



FIABCI

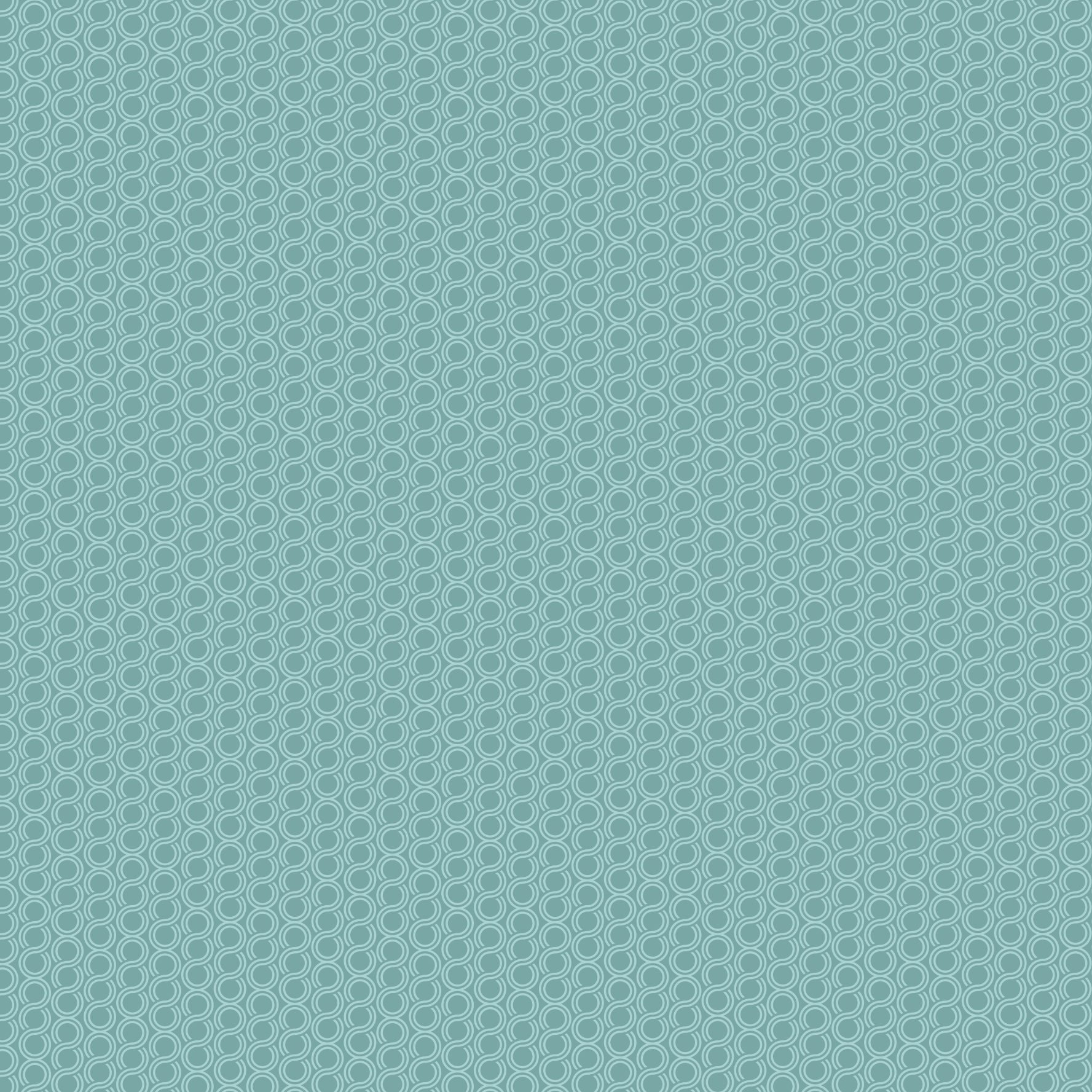


SZEMESBAY
RESORT



SZEMESBAY RESORT

SCULPTED BY WAVES: SUSTAINABLE LAKESIDE LUXURY



S Z E M E S B A Y
R E S O R T

SZEMESBAY ReSORT

SCULPTED BY WAVES: SUSTAINABLE LAKESIDE LUXURY



FIABCI

2025



INVESTMENT, RESIDENTIAL PROPERTY DEVELOPMENT,
SALES & MARKETING



ARCHITECTURAL AND INTERIOR DESIGN, ARCHITECTURAL VISUALIZATION



ARCHITECTURAL VISUALIZATION

Barna Bozsó



B3 Építész Stúdió Kft.

GENERAL CONSTRUCTION



PHOTOS

Zsolt Hlinka

LAKE BALATON IS LIKE A VAST MIRROR

IN WHICH THE SKY ADMIRES
ITS OWN REFLECTION.

Mór Jókai: The Hungarian Sea, 1872



Biggeorge Property (BGP) is a market leading, privately owned real estate development and investment company and a key player on the Hungarian property market. BGP has delivered and managed a diverse range of projects of the highest architectural quality and aesthetic value since 2005, all of them realized in individual real estate investment funds managed by Biggeorge Fund Management, currently boasting over EUR 556 million assets under management.

The company covers the full spectrum of the real estate market:

- residential
- commercial: office and retail
- logistics and industrial
- as well as hospitality projects.

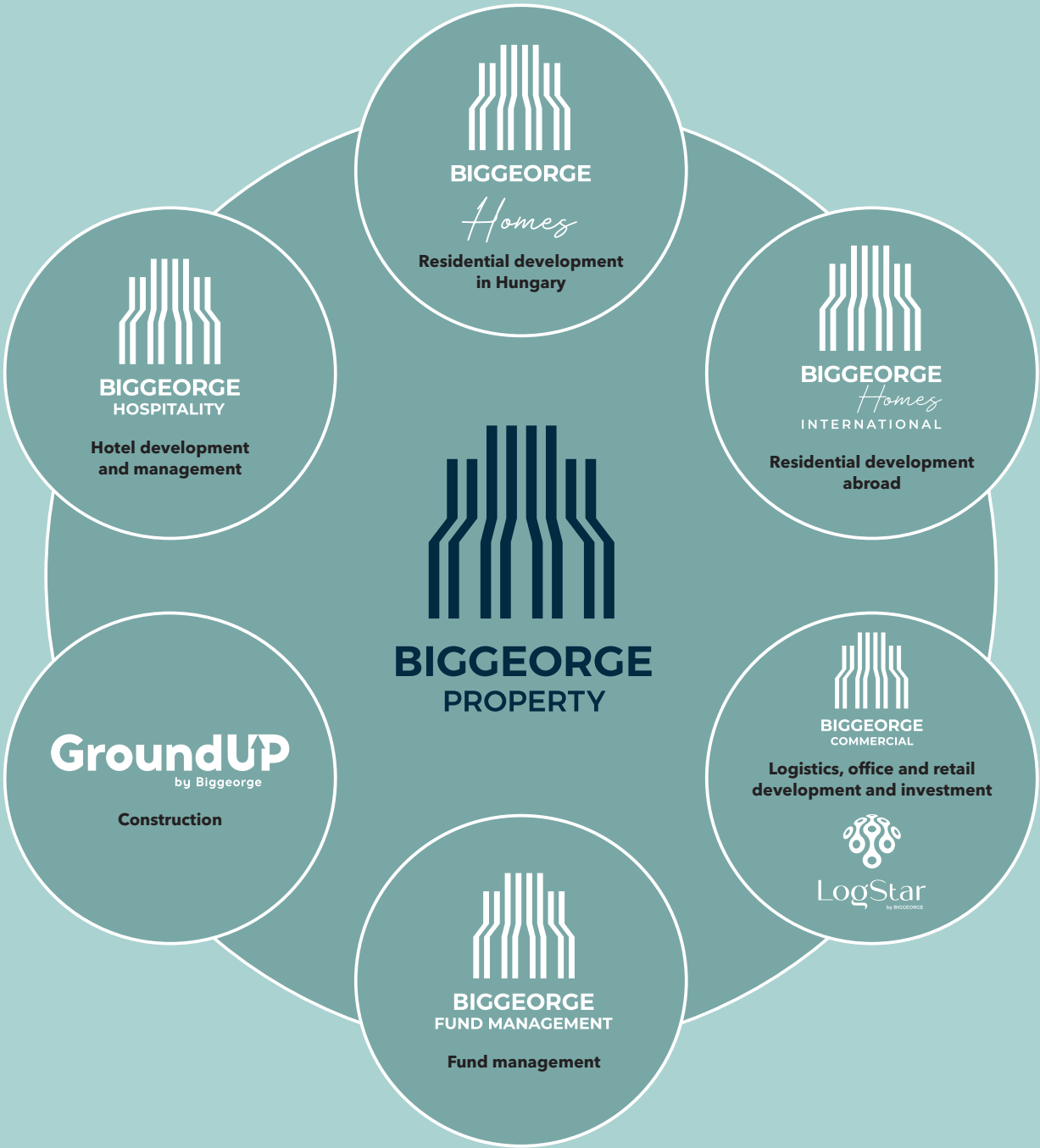
With close to twenty ongoing premium development projects and over 230 employees making these architectural dreams a reality, Biggeorge Property lives up to its motto of 'Passion for Creation'.

In 2024 – reaching a 15% market share in the Hungarian residential development market – Biggeorge Homes featured the largest number of projects under development and on offer, and sold over 1,000 residential units, contributing to a record-high total in company history with 5,000+ apartments sold.

To ensure the top-quality implementation of its residential development projects, Biggeorge Property set up its in-house construction unit – GroundUp – in 2018 that has been delivering complex, professional high-rise construction services since, and built a 400,000+ sqm portfolio by now.

Biggeorge Property Plc. is listed in the XTEND section of the Budapest Stock Exchange. With its significant market presence, the company intends to prepare for a potential IPO over the coming years.

The development and investment company is part of Biggeorge Holding, one of the largest vertically integrated real estate groups founded in 1991, headquartered in Budapest, Hungary.



RESIDENTIAL
DEVELOPMENT
REFERENCES



COMMERCIAL
DEVELOPMENT
& INVESTMENT
REFERENCES



A	OVERVIEW Outlining the brief of this project including design criteria, project goals and any challenges to overcome. Describing the target market and explaining why buyers should invest in this project.	16
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B	LOCATION Providing details of the development location and surrounding points of interest that make the project suitable for the market. Demonstrate the placement of units with a full site layout including details of number and size of units.	20
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C	LAYOUT, APPEARANCE AND FINISH Providing comprehensive images and details of build for the external and internal appearance of the development as a whole. Providing details of architectural design showing elevations and floorplans. Selecting one unit to detail the interior design, layout, finishes and any options available for purchasers to select – indicate if additional payment is required for certain finishes and fittings. Listing the full specifications for one unit.	26
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D	SERVICES Listing the general services and facilities on offer. Providing details of taxi, public transportation and private car facilities available for end users.	56
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E	SAFETY, SECURITY, SUSTAINABILITY, INNOVATION Listing all features that improve the safety, security, accessibility and wellbeing of people in and around the development. Describing and providing evidence of the use of innovative technology and methods. Listing all energy efficiency and eco-friendly measures implemented in this project covering.	60
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F	MARKETING Supplying examples of our marketing for the development. Including samples from brochures, adverts, traditional and digital media, any web advertising and social media examples. Supplying examples of PR undertaken with examples of any published PR promotions.	64
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OVERVIEW

A

OVERVIEW

One of Biggeorge Property's most sought-after Balaton projects, Szemesbay Resort, offers 152 premium apartments ranging in size from 32 to 104 square meters right on the waterfront of Hungary's and Central Europe's largest lake, and only a couple of minutes from the Balatonszemes town center.

Besides the eye-catching and innovative architectural solutions and the top-quality built-in materials, the project features an outdoor swimming pool, landscaped garden, sauna and jacuzzi to provide exclusive leisure opportunities for its residents year-round. Almost every apartment has an unobstructed panoramic view of Lake Balaton (the local port and/or the southern shore), in addition to the charming views of the inner garden.

Balatonszemes is only 130 kilometers from Budapest, easily accessible via Road 7 or Highway M7. The open beaches, as well as the portside restaurants and cafés with their great vibes create a lively atmosphere in the town center.

The general objective of Biggeorge Property – the investor and developer of Szemesbay Resort – was to create a large-scale, top architectural and technical quality, aesthetically pleasing, sustainable and lovable residential project by Lake Balaton that will attract home buyers and investors, preserve the breathtaking natural setting, improve the existing landscape and infrastructure, create value in a larger social context, and provide environmental and infrastructural benefits to the entire community.

COMPLETION, HANDOVER	January 2025
PLOT SIZE	12,898 sqm
NUMBER OF APARTMENTS	152
GROSS BUILT AREA ABOVE GROUND	16,400 sqm
GROSS BUILT AREA BELOW GROUND	4,458 sqm
TOTAL GROSS AREA	20,858 sqm
NET SELLABLE AREA (APARTMENT, TERRACE, STORAGE)	9,517 sqm
UNDERGROUND PARKING SPACES	149
SURFACE PARKING	24
TOTAL PARKING	173





LOCATION

B

BALATONSZEMES

Lake Balaton, often called the 'Hungarian Sea', is the largest lake in Central Europe and a sought-after vacation destination in Hungary. Surrounded by charming towns and vineyards, it offers a unique blend of natural beauty and cultural heritage. The northern shore is known for its historic sites and wine regions, while the southern shore features sandy beaches and a vibrant nightlife.

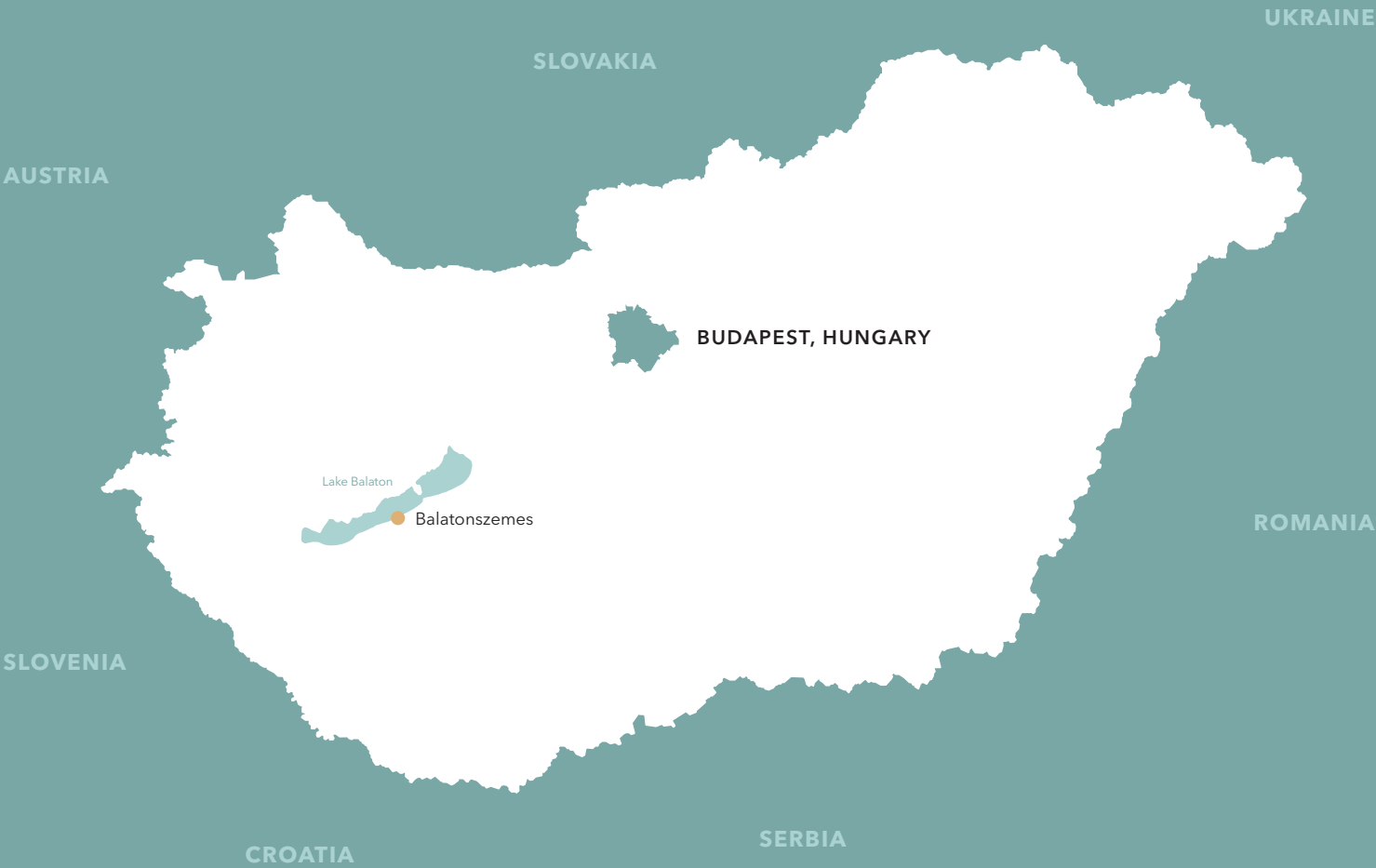
Every summer, festivals, sailing events, and local traditions bring the area to life, attracting both locals and international visitors.

While the busiest season at Lake Balaton runs from May through September, the area is a year-round destination for both residential living and investment opportunities.

Szemesbay Resort is a lakeside residential development project in a beautiful, natural yet vibrant setting on the south shore of Lake Balaton. Situated in the heart of Balatonszemes, only meters away from its sailing marina, boat dock, gastro and social scenes, it offers the best of premium, sustainable waterfront living in Hungary.



HUNGARY, EUROPE



DEVELOPMENT PLOT

The 12,898 sqm site – classified as a special touristic area (KI-1) – was as an ideal development plot to construct two standalone buildings and to create a large green area.





LAYOUT, APPEARANCE AND FINISH



ARCHITECTURAL CONCEPT

The architectural concept of Szemesbay Resort is defined by the waterfront theme of 'waves', a visually pleasing, playful, and harmonious form that gives the development a unique, contemporary, and eye-catching appearance, while also lending an elegant, lightweight quality to its massing.

Bánáti and Hartvig Architects detailed the concept's origin in their permitting plan, discussing the building's layout, massing, and façades.



Béla Bánáti



Lajos Hartvig DLA

Following the shape of the plot and adhering to zoning regulations, we placed two elongated buildings on the site, positioned as far apart as possible. Their massing is broken in plan, forming two boomerang-shaped structures. Each building includes a basement, ground floor, and three upper levels. A wooded, park-like

green space lies between them, with a leisure pool at its center to enhance residents' quality of life.

The smaller Building B sits on the marina side of the site, offering views of the water and harbor. The larger Building A is located in the southeastern part of the plot. The space between the buildings opens toward Lake Balaton, maximizing views and natural light.

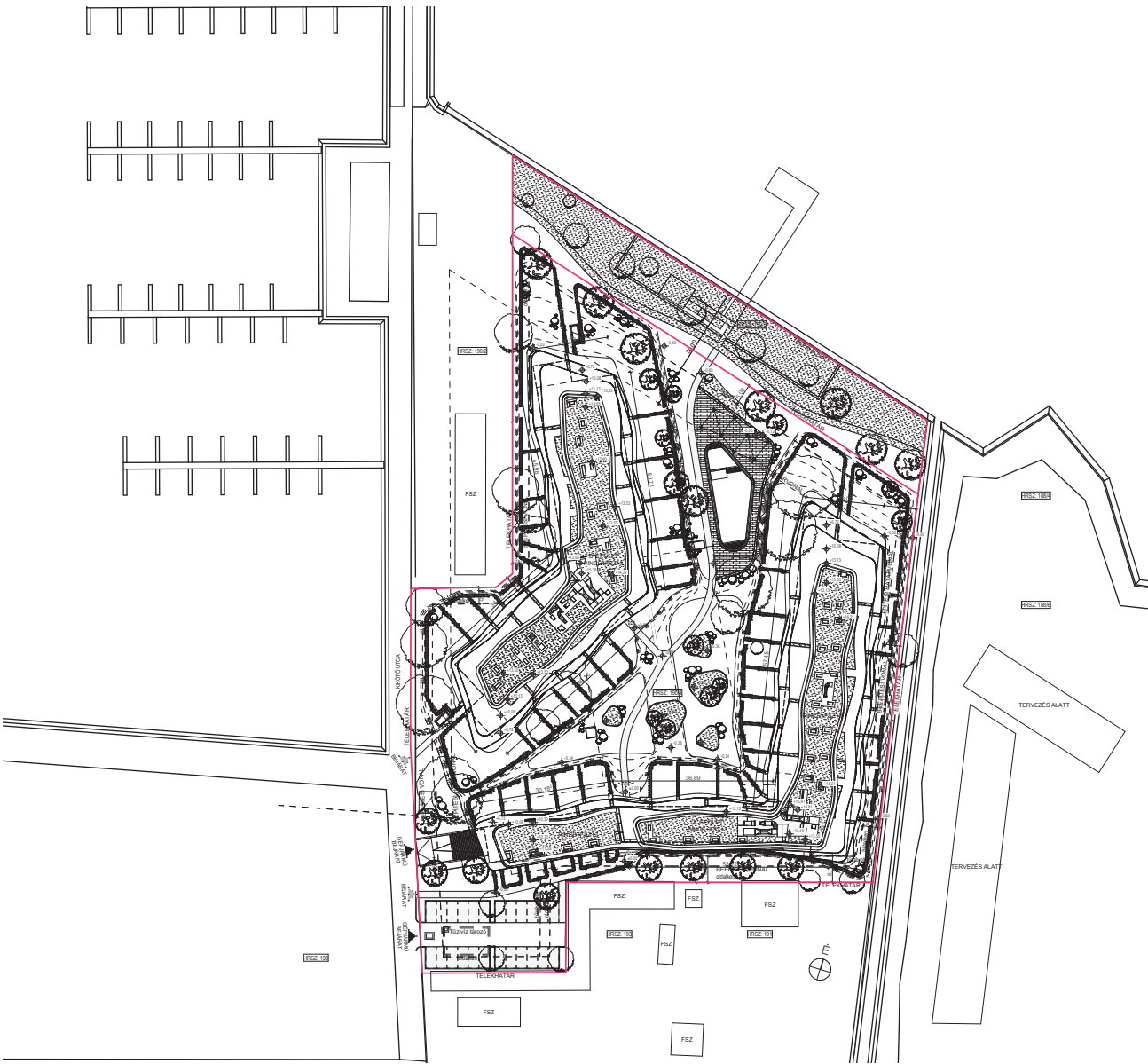
View orientation was the primary consideration in the layout. Every apartment enjoys a view of Lake Balaton, with larger terraces on higher floors to further emphasize the vista. Both buildings feature a recessed third floor, designed as a pent-

house level, offering sweeping panoramic views. The buildings' scale and alignment are shaped by the regulatory plan. In line with the site's shape and zoning limits, one building has a single break in massing, and the other has two. Both are as close to the lake – and as far from each other – as permitted.

Each double-loaded corridor building has terraces on both sides, which increase in size with each floor. These terraces are edged with gently curved glass railings, creating a wave-like motif that defines the architectural identity. This undulating form repeats on every level, slightly offset, giving each apartment a uniquely shaped terrace and shaded overhang.

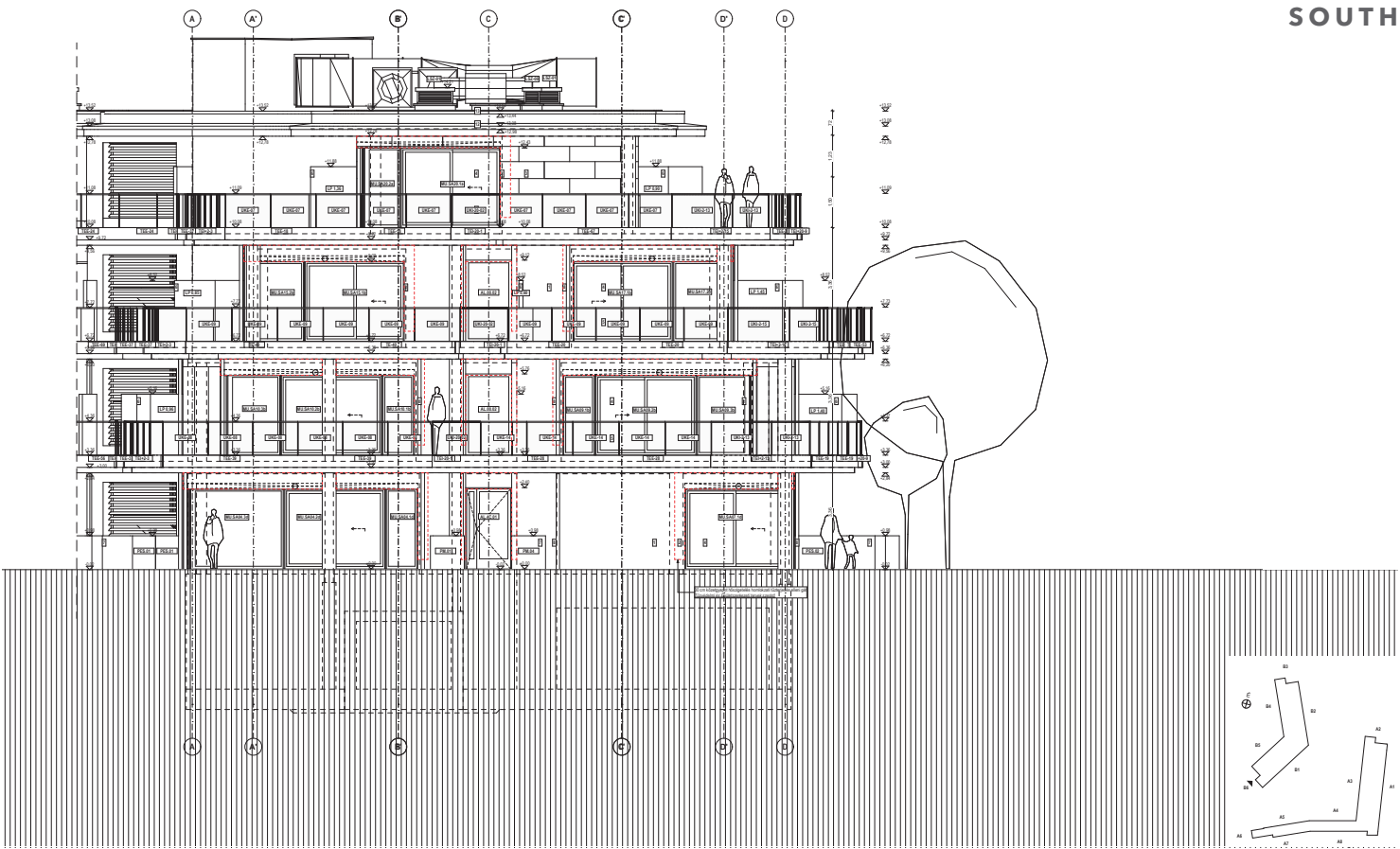


SITEMAP



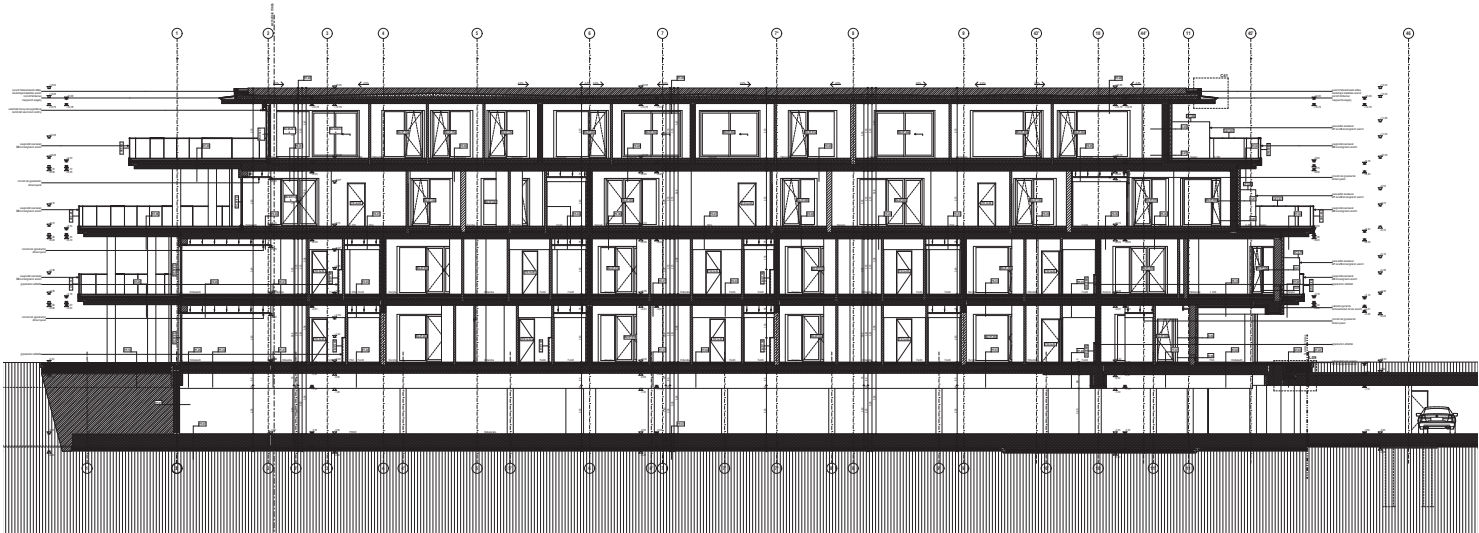
FAÇADE DRAWING

The façade color palette features whites, beiges, and greys, complemented by green-blue glass elements that harmonize naturally with the water-inspired theme.

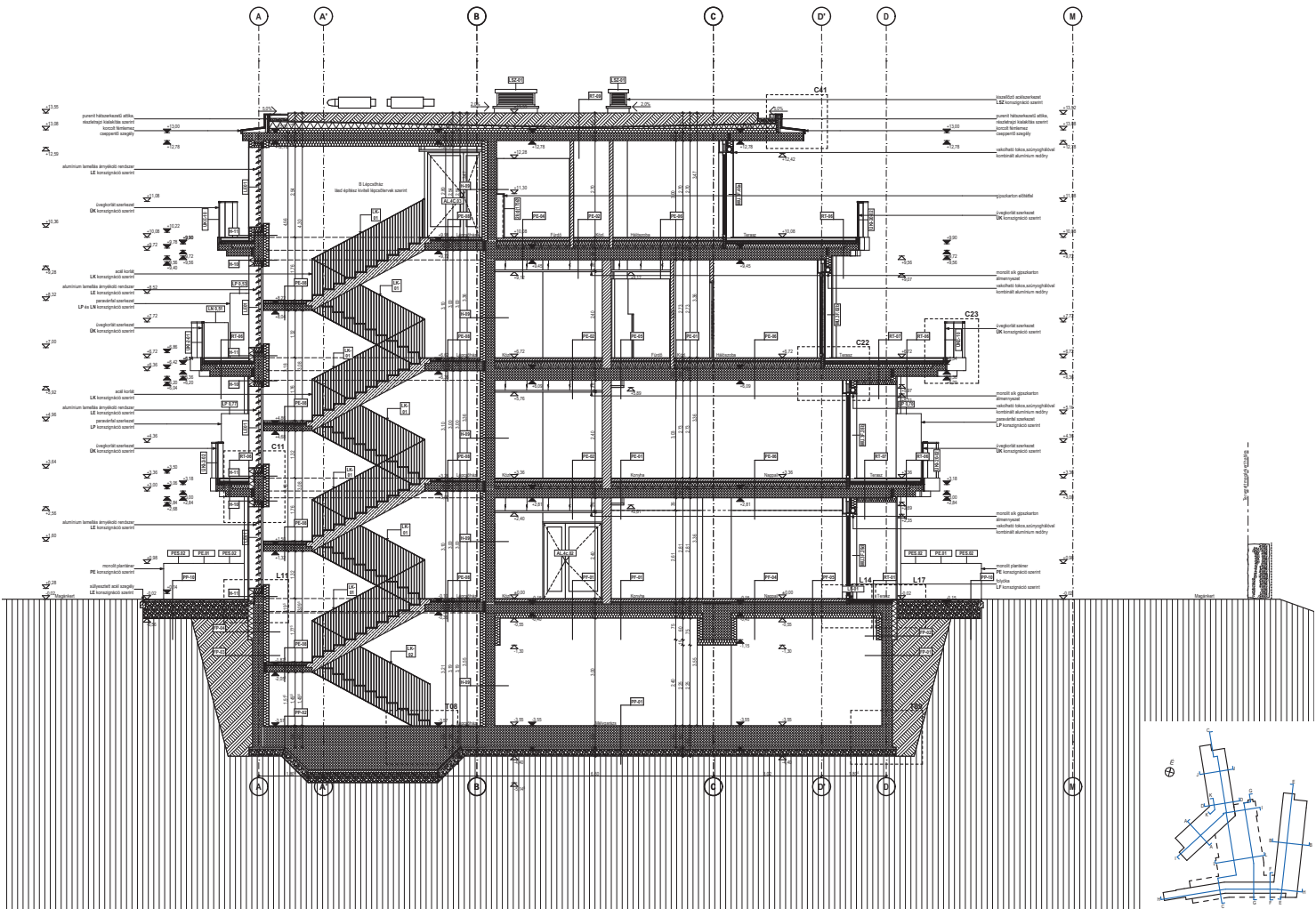


SECTION DRAWINGS

LONGITUDINAL SECTION

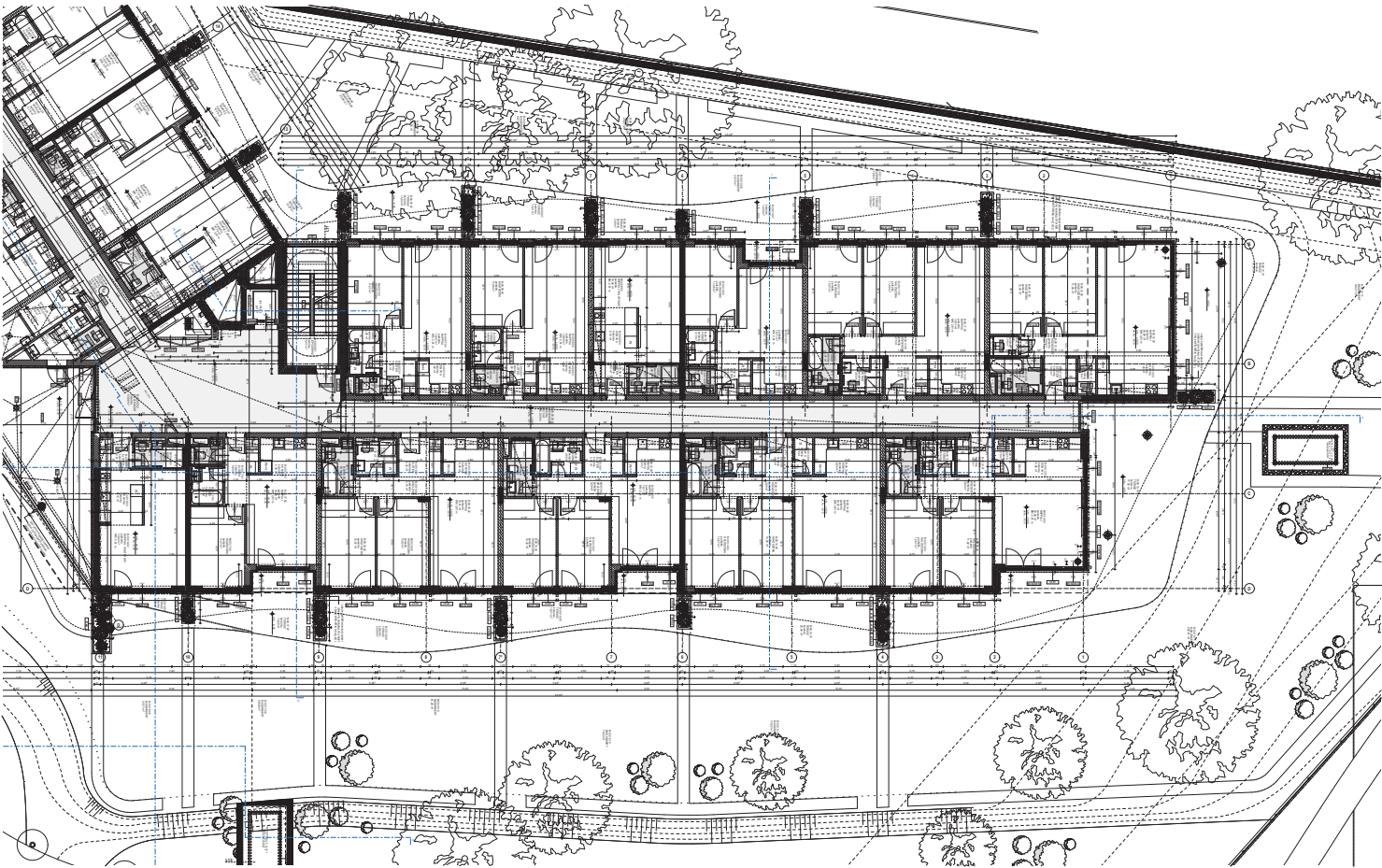


CROSS SECTION

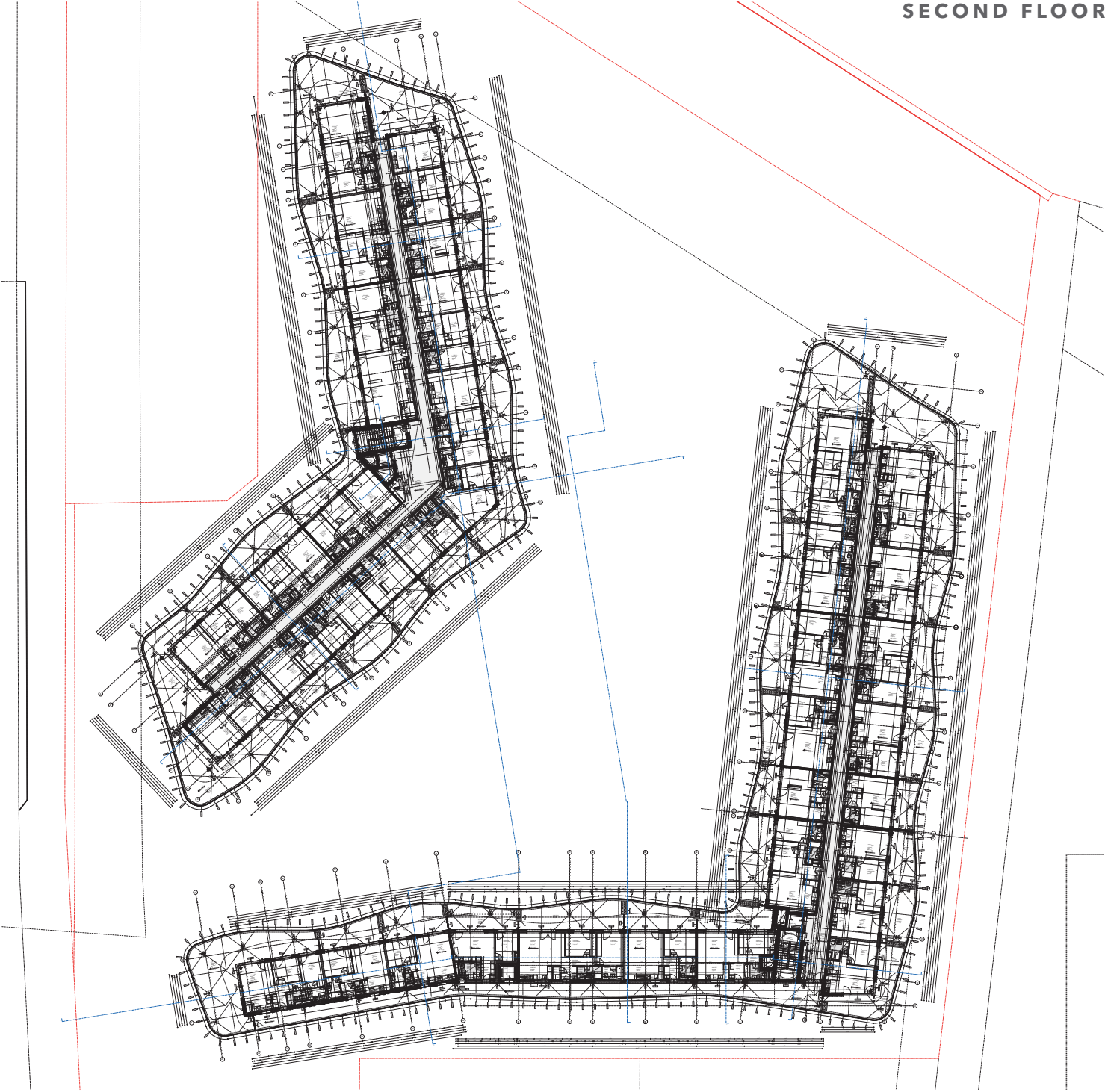


FLOORPLANS

GROUND FLOOR

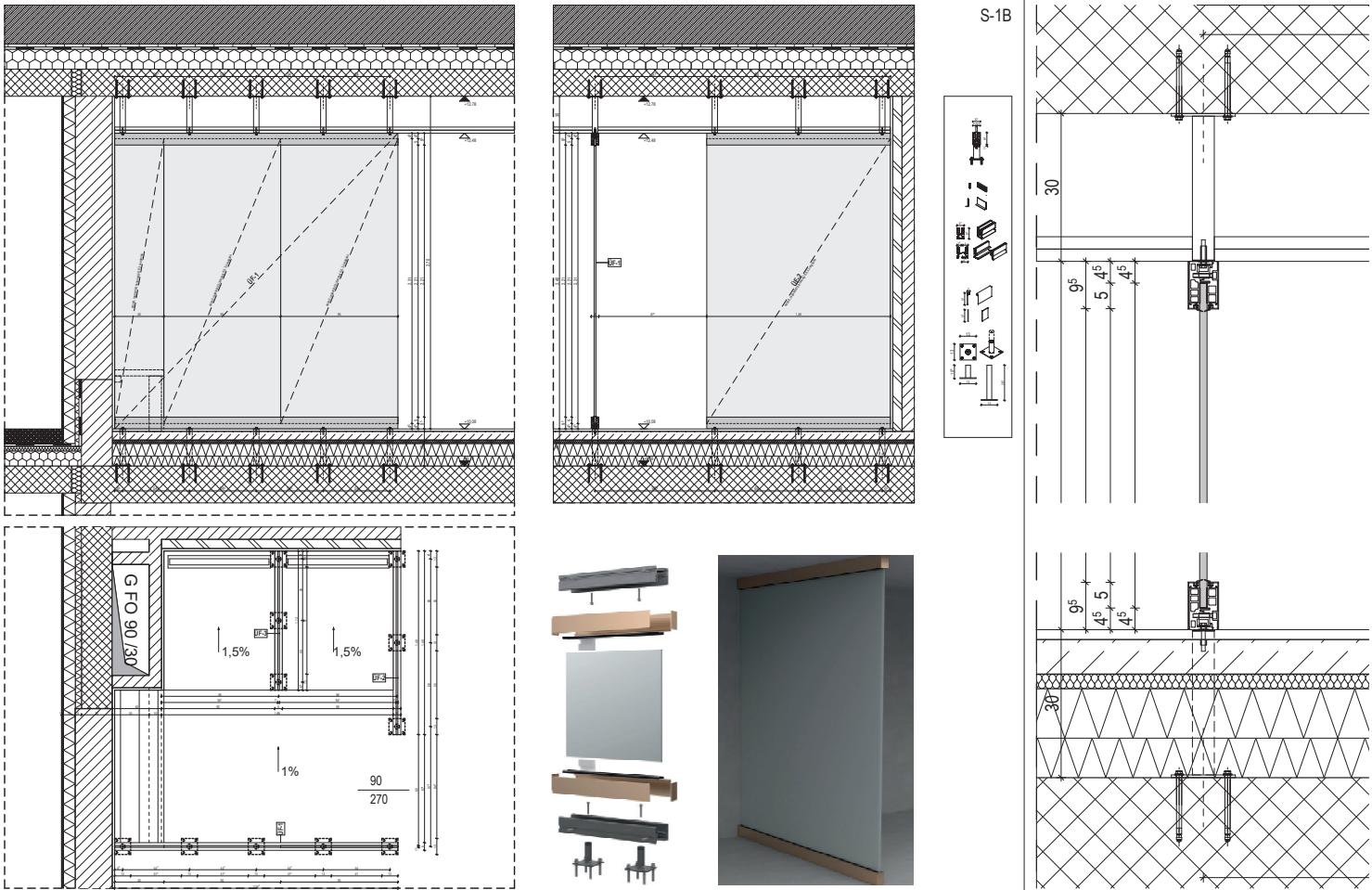


SECOND FLOOR

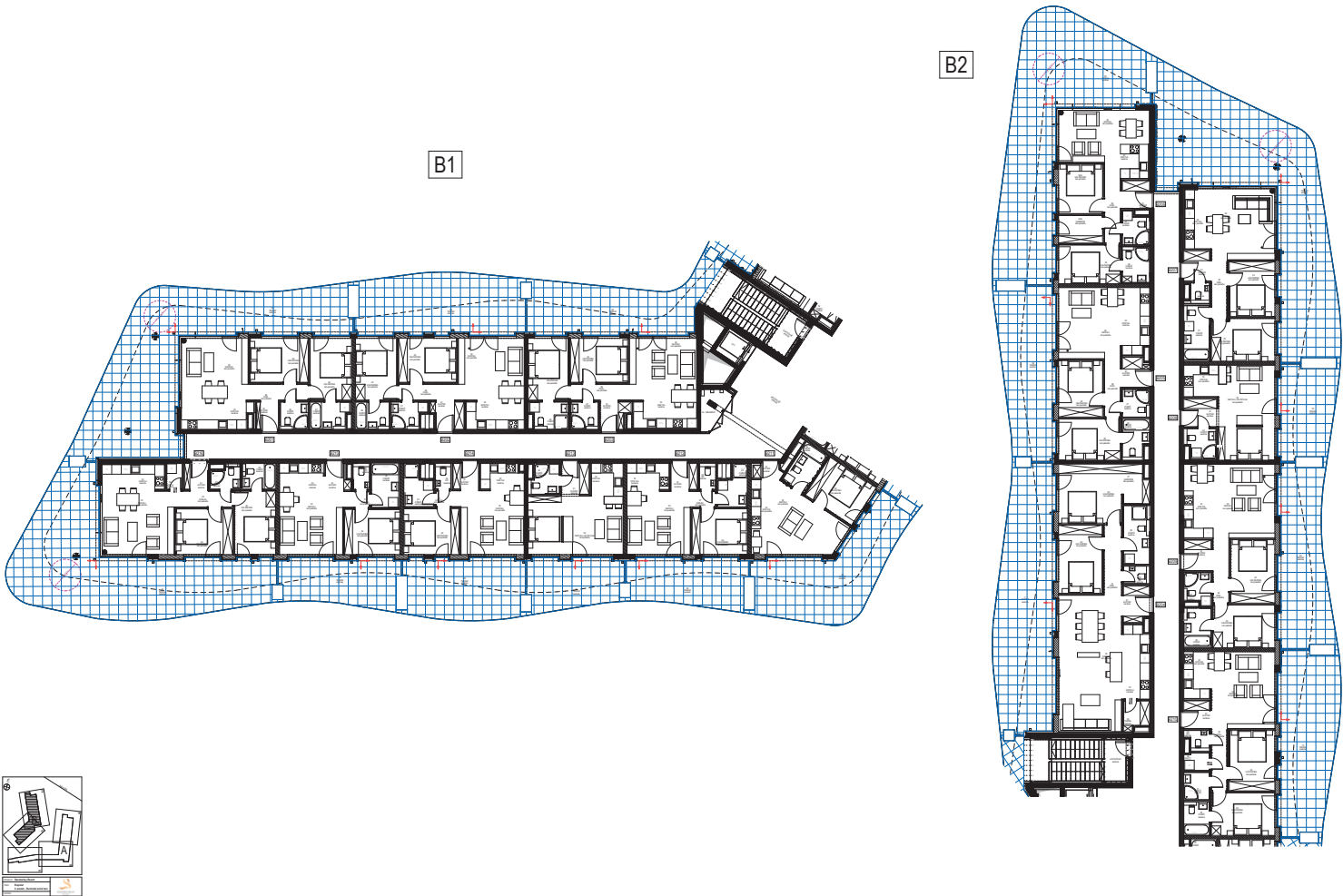


CONSIGNATION

GLASS WALLS

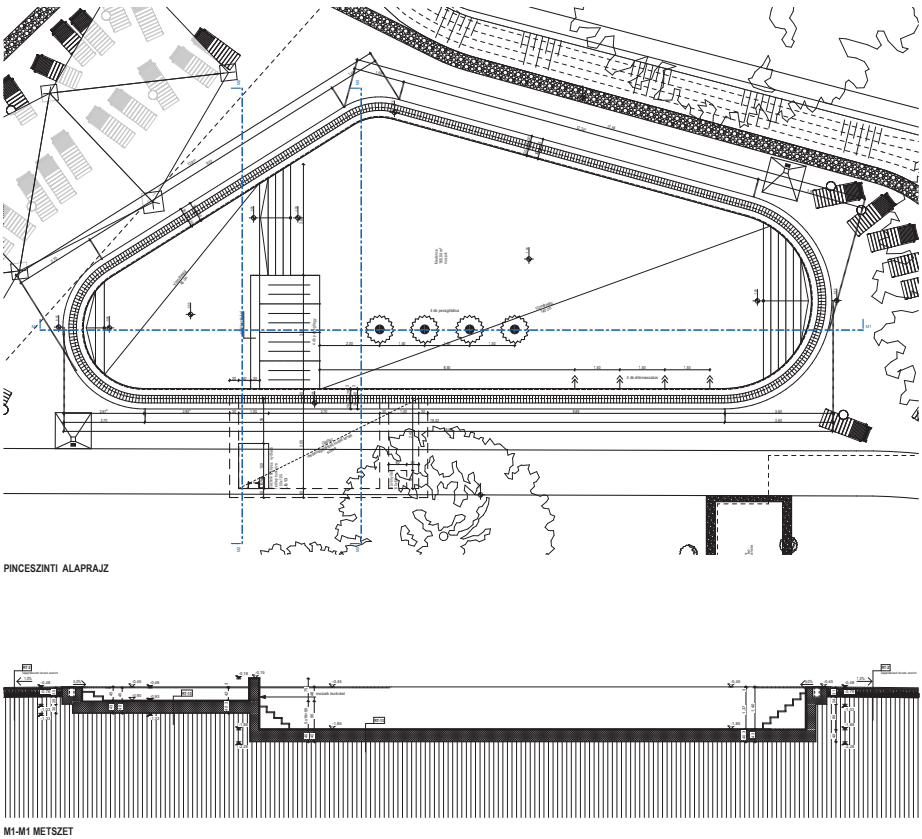


FLOORING LAYOUT OF TERRACES

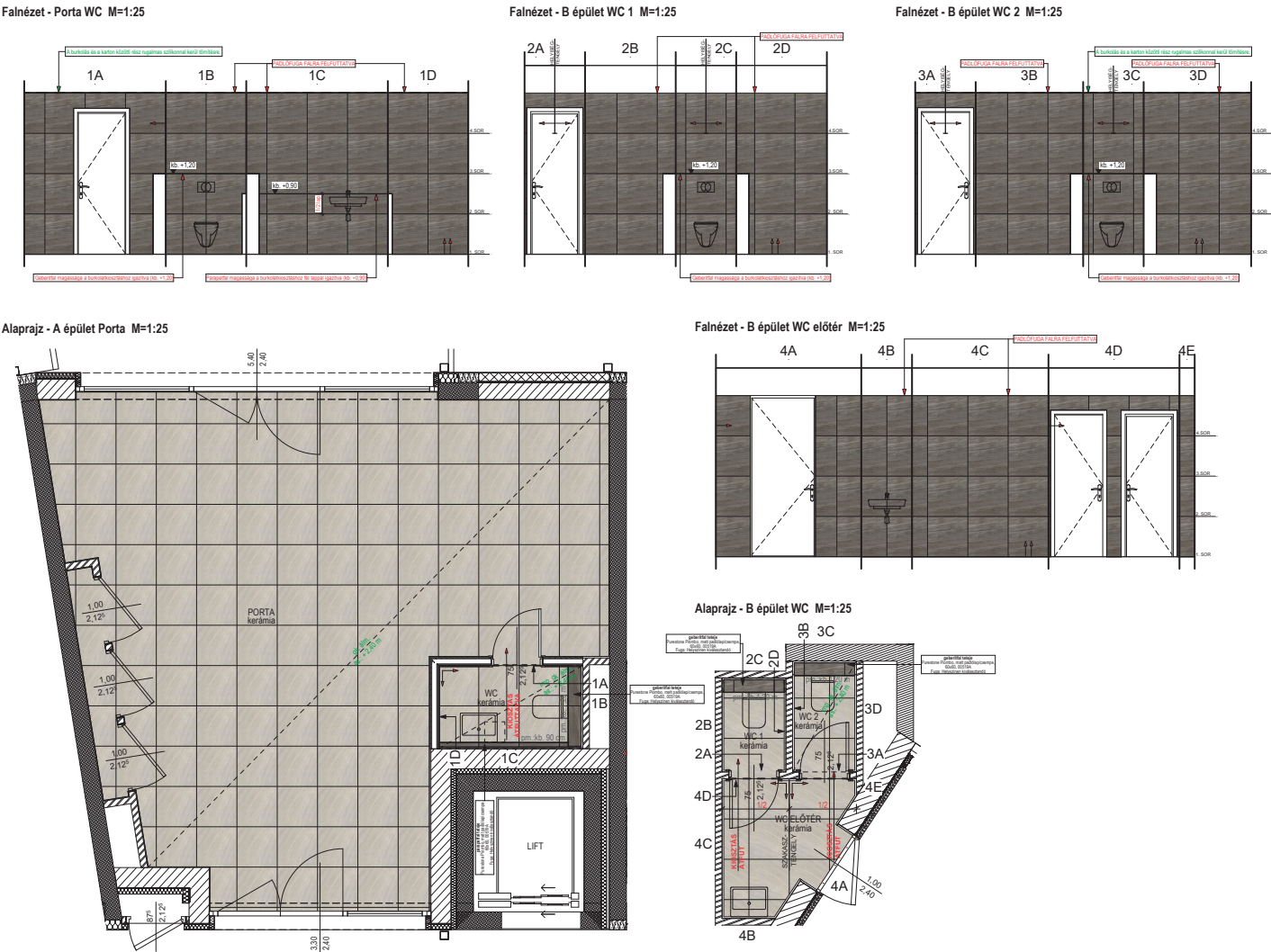


CONSIGNATION

SWIMMING POOL



RECEPTION WALL PLAN AND FLOORING PLAN



BUILDING MATERIALS
AND CONSTRUCTION HOURS



SOIL
EXCAVATED

- 25,000 m³ from the development site



BUILDERS
WORKING
ON SITE

- daily maximum: 247 people
- daily average: 105 people
- 50 contributing companies



BEACH
RECONSTRUCTION

- 144 m² new pier built
- 3,000 m³ sand excavated from the lake bed



CONCRETE
POURED

- 11,000 m³



REBAR
BUILT IN

- 1,050 tons



FORMWORK USED
FOR CONCRETE
WORKS

- 40,000 sqm



CONSTRUCTION
WORK HOURS

- 4,000 hours
- 420,000 construction work hours when calculated with a daily average headcount



GLASS
SURFACES

- glass railings: 1,600 sqm (30% curved surface)
- glass windows and doors: 1,300 sqm



GREEN
SURFACES

- green roofs: 1,160 sqm
- gardens: 5,600 sqm
- vegetation planted:
 - 3,200 on the development site
 - 1,200 on the shore



INTERIOR DESIGN CONCEPT

With abundant natural light, beautiful lake and marina views, ideally positioned apartment units, large and practical floorplans and smart home technologies, interior design possibilities are endless in Szemesbay Resort. Our standard and premium fit-out options both offer state-of-the-art materials, furnishing and lighting solutions, catering to all customer types and preferences.



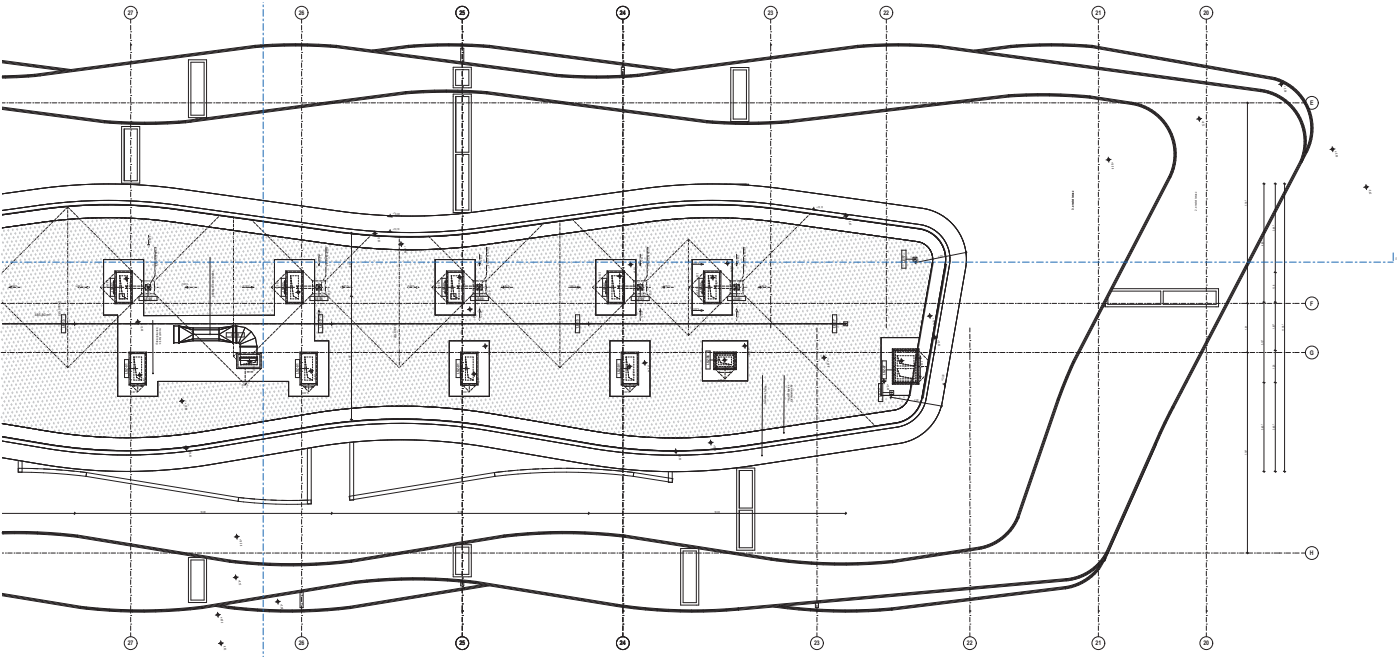
INTERIOR
DESIGN
CONCEPT



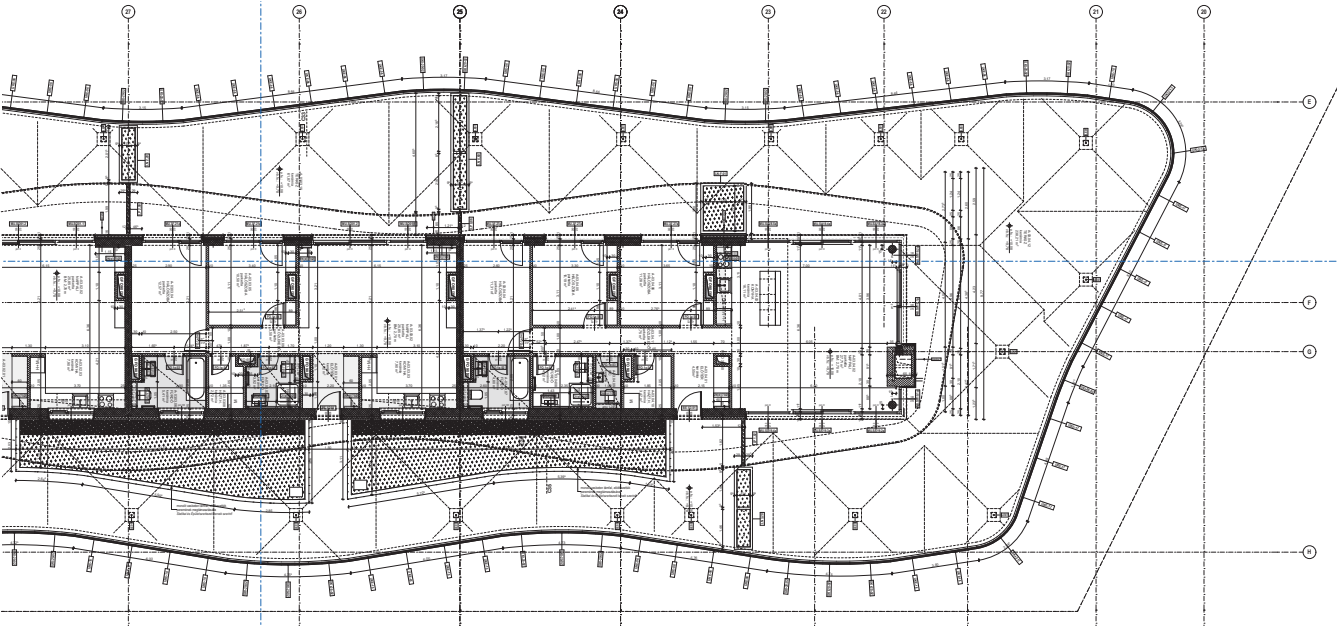
RESIDENCE A - 304

Residence A-304 is one of the most sought-after penthouse apartments on the 3rd floor of Szemesbay Resort's Building A.

It is a 3 bedroom, generously sized unit with exclusive interiors, and a grand terrace offering the greatest panoramic views of Lake Balaton.



ROOFTOP AND 3RD FLOOR PLANS



FLOORPLAN
& LIST OF ROOMS



LOBBY	4.55 sqm
LIVING ROOM	36.03 sqm
KITCHEN AND DINING AREA	7.08 sqm
ROOM	11.09 sqm
ROOM	9.88 sqm
ROOM	11.14 sqm
BATH	4.36 sqm
BATH	4.90 sqm
RESTROOM	1.84 sqm
CORRIDOR	8.49 sqm
LAUNDRY ROOM	3.34 sqm
NET FLOOR AREA	103.72 sqm
TOTAL FLOOR AREA	107.11 sqm
TERRACE	238.21 sqm



FLOORING SAMPLE

Ceramic floor tile decor, matte, 60×60 cm

- 1. Inserto Rombo Ambra (1065250)
- 2. Inserto Rombo Cenere (1065251)

An option from the Finishes and Appliances
Product Range Catalogue



BATHROOM WALL PLAN AND FLOORING PLAN



- 1. Patchwork Naomi (OP867-001-1)
- 2. Patchwork Flores (OP867-003-1)
- 3. Patchwork Clover Black Pattern (OP867-002-1)
- 4. Patchwork Clover Grey Pattern (OP867-007-1)
- 5. Patchwork Vertigo (OP867-004-1)



INTERIOR DESIGN A-304



LANDSCAPING

The interior garden and poolside area connecting the buildings have been designed for both biodiversity and an eye-catching, all-season visual effect, integrating local species into the landscape. Newly planted trees, bushes and flowers enrich the environment and bring a truly natural ambiance that also contributes to the residents' well-being and mindful way of life.





S E R V I C E S







D

S E R V I C E S







The immediate environment of Szemesbay Resort provides numerous cultural and gastronomy options, places to socialize, means of recreation, sports facilities, banks, post offices, phar-

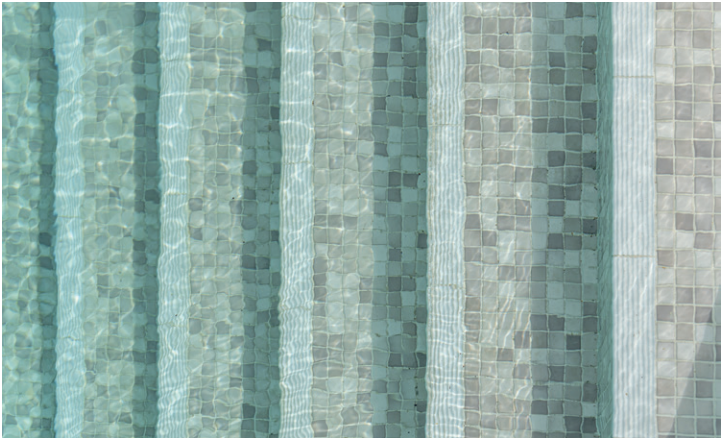
macies, stores and more. A diverse range of in-house services – available to all residents – also makes Szemesbay Resort more than just a residential complex.

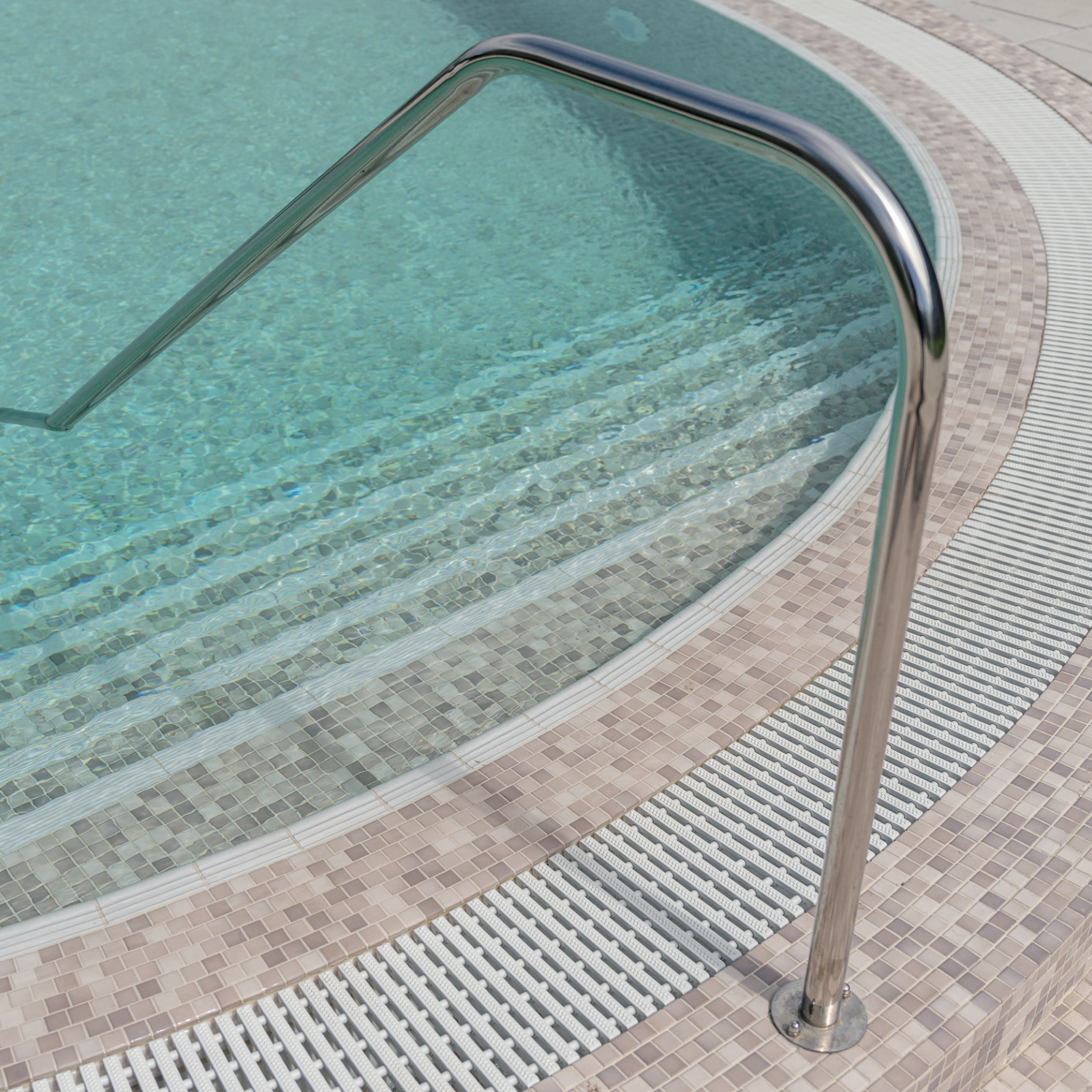
IN-HOUSE SERVICES

-  SAUNA WITH LOCKERS AND SHOWERS
-  JACUZZI
-  OUTDOOR POOL
-  PRIVATE PIER
-  PRIVATE BEACH
-  CLEANING, GARDENING AND LANDSCAPING SERVICES

NEIGHBORHOOD

-  RESTAURANTS AND CAFÉS
-  SAILING MARINA
-  SHOPS
-  POST OFFICE
-  BANK
-  HEALTHCARE FACILITIES





S A F E T Y ,
S E C U R I T Y ,
S U S T A I N A B I L I T Y ,
I N N O V A T I O N

E

The building is designed and equipped for maximum safety and security. Inspections and maintenance are carried out on a regular basis. Szemesbay Resort offers innovative technical solutions, smart technologies and wellbeing features.



LIGHT

- occupancy and daylight sensors
- energy-saving LED light fixtures in common areas
- coverings, hardscape materials and shading installed to reduce the heat island effect



WATER

- separate metering is offered in the building, making comparative data available



FIRE SAFETY MEASURES

- smoke detectors
- fire doors and fireproof insulation
- Fire Safety Manual distributed to all residents



CLIMATE CONTROL

- energy-efficient HVAC system
- geothermal heating
- green surfaces (gardens, roofs)



RECYCLING

- all-stage recycling is available and reinforced in the building (development, construction and operational phases)



SECURITY MEASURES

- CCTV
- each apartment is prepared for the installation of alarm systems





M A R K E T I N G

F

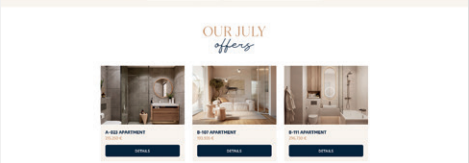
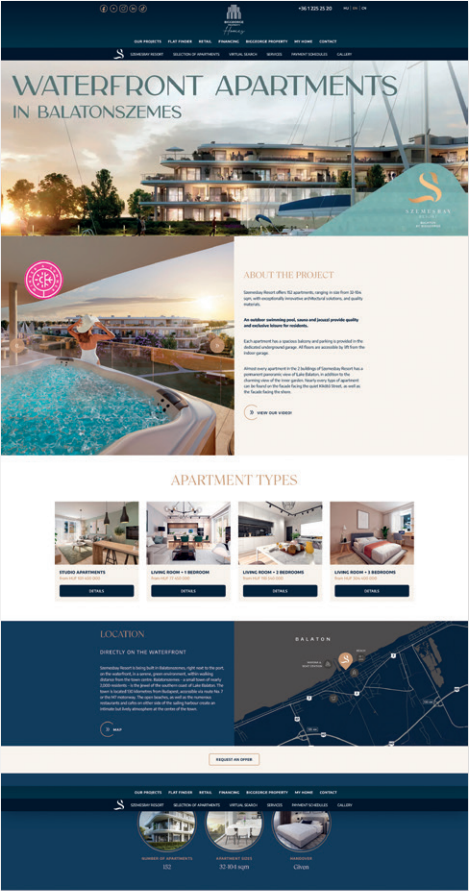
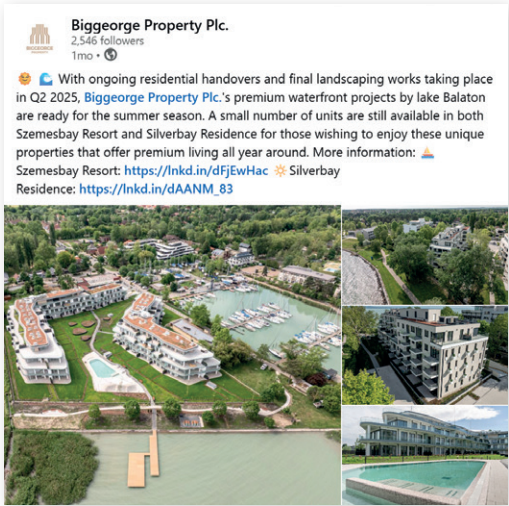
COMMUNICATION AND SALES

Our innovative and creative marketing team – in collaboration with our in-house sales force and acclaimed marketing agencies – has created a complex, long-term marketing strategy and action plan that Szemesbay Resort as a high priority project of Biggeorge Property deserves. We built on qualitative and quantitative data compiled by our mandated market research partner

company who had studied the preferences, priorities and decision-making patterns of our target audience, and decided on a comprehensive set of TTL (Through the Line) marketing tools including online, offline, print and broadcast content, traditional, new and social media platforms, site branding elements, local and international exposure, and private onsite client events.

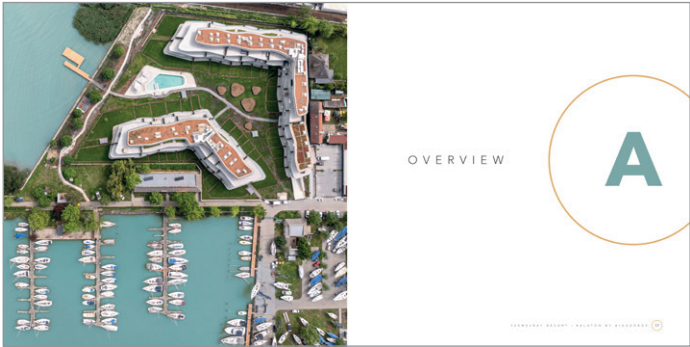
ONLINE

- project website
- online banners
- PPC campaigns
- social media: Facebook, LinkedIn, Instagram, TikTok, YouTube
- newsletters



PRINT

- glossy print brochure, booklet, leaflet
- press releases, interviews, expert opinions
- image ads
- floorplans, site maps, maps
- folders, business cards
- site presentations
- award submissions



OUTDOOR

- project boards and banners on-site
- construction fences
- billboards, outdoor advertising



OTHERS

- 3D model of the building
- 3D touch-screen virtual apartment selector
- design and fit-out of on-site sales office
- branded personal and safety equipment (helmets, visibility vests, jackets, gadgets)
- CGI and image videos



Szemesbay Resort image video:



Szemesbay Resort CGI project video:



BROADCAST

- TV and radio commercials

MERCHANDIZING AND EVENTS

- pens, bags, towels, notepads, chocolate etc.
- client events and open houses
- roll-ups and pop-ups

The complex marketing support contributed to the overall sales and financial success of the project. 6 months after the January 2025 technical handover of the project 142 out of 152 residences have been sold, boasting a 93% sales result.



PRESENTATION OF ENTRY & JUDGES' COMMENTS



CONTACT INFORMATION



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