

World standards

Interview with
LUCYNA MAZUR,
President of arTHouse



Q: arTHouse started operations at the beginning of the 1990s. Would you say that the real estate market is more difficult or easier than in the past?

A: No doubt the market is now more multiple. We are currently watching a fantastic development of the Polish real estate market when it comes to architecture, aesthetic and technical issues. Back at the beginning of the 1990s this market was dominated by very simple architectural assumptions, and you could see most real estate buyers were looking for “a housing unit,” with little regard to its standard. A rise in apartment standards and high workmanship quality have appeared quite recently. I am truly satisfied to see this new market potential. Our customers – buyers of properties – are beginning themselves to care for a better quality of residential buildings, functional solutions and the aesthetics of apartments. At the moment, customers are looking for cosy venues, where the building could blend into nature. Particularly attractive are places with rich vegetation. People in their 30s and 40s have started to look at apartments differently. They are now looking for spacious, functional venues, close to nature, but at the same time in the vicinity of city centres.

Q: And the answer to this new trend is the comprehensive range of projects offered by arTHouse...

A: We are preparing investment projects, that is “create ideas,” starting from defining the target market, developing functional and architectural assumptions, financial analysis for new investment projects, interior design and a full range of finishing works. We also cooperate with well known property developers. We offer apartments and single-family buildings in new investments carried out by developers. We mainly cooperate with

ARCHE, a company which uses our ideas and philosophy. These are for instance modern energy-efficient construction technologies. Our exemplary piece which we want to boast about is the “Willa Diamond” housing estate in Józefostaw near Piaseczno.

We pin our hopes on the expansion of single-family housing in Poland. I think it’s time to turn to houses, which are relatively attractive as compared to traditional apartments. An essential element of new investments is their classification in view of the EU 2002/91/EC directive which is about to come into force, and which means reducing maintenance costs for the future users to a minimum.

Q: What was the influence of our accession to the EU and the opening to the foreign capital on the development of the Polish market?

A: Our accession to the EU has proved to be a driving force for the Polish economy. The business sector in Poland is preparing to use the great demand which came as the effect of the opening of the EU market. Our accession to the EU has also imposed on us new norms. This means, among others, heading towards energy saving. We are about to see the implementation of new directives by the Construction Ministry regarding energy characteristics for buildings. They impose the isothermality obligation on the current owners of premises, but also provide property developers with fantastic opportunities when it comes to new building solutions. This is a real increase in the value of apartments and buildings. And the opening to the foreign capital obviously translates into new technologies and the use of the most up-to-date building materials. These are the new standards I have already mentioned.

Q: Do you feel you are a woman of success? How would you define this success?

A: I feel fulfilled. A success for me is when my ideas, even if they are considered abstract at the beginning, are carried out and receive recognition. My success, “my brain child” which I am very proud of, is the “Willa

Diamond” residential area. Customers, also the foreigners, have appreciated this project, emphasizing the high standard and functionality of the apartments. And this seems to be the best recommendation.

Thank you for the interview.

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