

A series of events focused on issues that impact you and your city



# PLACES + SPACES

## The Future of Buildings: Convert or tear down?

Wednesday 29 November 2023 / 5:00 pm 9:00 pm CEST  
KinoGram at Fabryka Norblina, Warsaw

### PROGRAMME

5:00 pm Registration

5:30 pm Welcome and introductions

- **Marcin Juszczyk**, Chair of ULI Poland

#### PRESENTATIONS:

- **presentation 1: BEHIND THE FAÇADE: THE FEASIBILITY OF CONVERTING COMMERCIAL REAL ESTATE TO MULTIFAMILY**

**Anita Kramer**, Senior Vice President, ULI Center for Real Estate Economics and Capital Markets, Urban Land Institute

- **presentation 2: RECYCLING CITIES - CITY AS A RENEWABLE RESOURCE**

**Prof. Uli Seher**, Founder, BRS Architectes, Dipl. Ing. Architect Urban planner

- **presentation 3: REDEFINING OLDER OFFICE BUILDINGS – IS IT WORTH IT?**

**Witold Zatoński**, Founder, Syrena Real Estate

#### DISCUSSION AND Q&A SESSION WITH AUDIENCE AND INVITED GUESTS

- **Bartosz Marcol**, Sustainability & ESG Manager, Globalworth
- **Joanna Wojnarowska**, Global Deputy Head of Real Estate, DWF
- **Prof. Uli Seher**, Founder, BRS Architectes
- **Witold Zatoński**, Founder, Syrena Real Estate
- Moderator: **Marcin Klammer**, Founder, Investment Design

7:30 pm Networking mixer

9:00 pm Close of the event



ANITA  
KRAMER



ULI  
SEHER



WITOLD  
ZATOŃSKI



BARTOSZ  
MARCOL



JOANNA  
WOJNAROWSKA



MARCIN  
KLAMMER

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#### Partner



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## ANITA KRAMER

### Senior Vice President, ULI Center for Real Estate Economics and Capital Markets, Urban Land Institute

In this position she directs and manages three programs: Emerging Trends Americas, the semi-annual ULI Real Estate Economic Forecast, and the new Deal Profile program. In addition, she provides support to the ULI/McCoy Symposium on Real Estate Finance, the Shaw Forum, and addresses topics at the intersection of capital markets and the priorities of other ULI Centers. Ms. Kramer joined ULI as the Senior Director of Retail and Mixed-Use Development. She directed research, education and programs in the area of retail and mixed-use development and was responsible for the annual Dollars & Cents of Shopping Centers, and the Retail Development Handbook, Retail Opens Up! The Shape of Today's Open-Air Retail Centers and Residential Over Retail: How to Make It Work. Ms. Kramer also co-produced ULI's annual Reinventing Retail conference. Prior to joining ULI, Ms. Kramer was a consultant, performing economic and financial analyses for both private and public clients involved in development and land use strategies. She founded Anita Kramer & Associates, following her position as Vice President of the Natelson Company in Los Angeles. Ms. Kramer holds a Master's in City and Regional Planning from Harvard University where she specialized in Housing and Community Development. She received her B.A. in Economics and Urban Studies from the University of Rochester.

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## WITOLD ZATOŃSKI

### Founder, Syrena Real Estate

Founder of Syrena Real Estate, one of the leading Polish commercial real estate investors with a focus on office and living sectors. Syrena has over EUR 450 AUM. Between 2007-2015 Witold was a Vice President and board member of Warsaw Stock Exchange listed GTC and before that Witold was a senior associate at the Weil Gotshal and Manges law firm in New York and Warsaw. He graduated from the Faculty of Law at the University of Warsaw (1998) and Columbia University Law School (1999) and is admitted to the bar in Poland and in the US.

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## JOANNA WOJNAROWSKA

### DWF Poland Jamka

Joanna is Deputy Global Head of Real Estate at DWF, Head of Housing and heads the Real Estate Department at DWF (Poland). Joanna is a highly regarded transactional real estate lawyer, with 25 years of professional experience in advising Clients on the legal aspects of real estate and construction transactions and investments. Her professional experience includes representation of Clients in matters related to real estate transactions – sales and acquisitions with focus on income assets transactions and forward sale with forward funding transactions, construction matters as well as development and commercialisation, in all real estate sectors – office, residential, logistics and retail, throughout Poland. During her practice Joanna Wojnarowska has advised developers and investors on legal aspects of the most prestigious projects on the Polish market. Since many years Joanna is a top-ranked lawyer in the field of real estate and construction in international rankings such as Legal 500, Chambers Europe and PLC Which Lawyer? Joanna is a member of the ULI Poland Executive Committee and a mentor in ULI Mentoring Programme and completed over EUR 900m in real estate transactions. Before joining Savills IM, Piotr held various investment and asset management positions at KSP, BlackRock and CA Immo. Piotr is a graduate of the School of Management of the University of Warsaw and holds CCIM designation. He has also completed the leadership and management program at the Wharton School.

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## ULI SEHER

### Founder, BRS Architectes

Prof. Uli Seher, Dipl. Ing. Architect Urban planner Uli SEHER, born in Stuttgart, Germany; graduated from Technische Universität Stuttgart and School of Architecture Paris la Seine in 1994. He founded DNA as a collective architectural practice between Paris and Cologne in 1996, and in 2001 opened the studio BRS Architectes Urbanistes Paris. Informal space, unexpected use and context-specificity are important themes in his architectural and urban work, philosophic base of all projects in France Germany and abroad. In particular, he has built a series of public and private buildings and is carrying out partnerships with foreign architects as Stefan Behnisch, Amandus Sattler, Barkow Leibinger and David Chipperfield Architects. As an urban planner, he does interventions in many cities and municipalities as a developer, consultant and coordinator and defends a bioclimatic approach of the use, the maintain of existing buildings and soft mobility. The preservation of essential agricultural land is also one of its major convictions in the development of smart Metropolitan areas. SEHER teaches at his own chair at the National High school for Architecture in Toulouse where he is a full-time professor. Visiting professor at the Lauro University in Recife and in the Euro Mediterranean university of Fès, he is also evaluator of the scientific advisory board of the French-German University and a permanent member of the Konrad Adenauer foundation. Uli SEHER is regularly invited as a key speaker on international Conferences and has been awarded the Kölner Architekturpreis (2005), the silver Design Vanguard (2008), the AIT best office concept (2010), the pyramid d'or for mixed use (2022), the MIPIM Award (2023) and was invited to the International Architecture Biennial in São Paulo.

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## BARTOSZ MARCOL

### Sustainability & ESG manager, Globalworth

Engineer with several years of experience, specializing in sustainability implementation and ESG reporting in the construction industry. Advisor on energy efficiency, circular economy, climate change mitigation and adaptation, decarbonization, biodiversity and EU taxonomy. At Globalworth, he is responsible, among other things, for creating, implementing and monitoring sustainability strategies. Member of the audit committee and former board member of the Polish Green Building Association. Didacticist on health and well-being in the built environment.

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## MARCIN KLAMMER

### Founder, Investment Design

Marcin Klammer is a recognized real estate professional with 25 years of experience in real estate development, design and project management in all forms of asset classes and infrastructure. The founding partner and the creative director of Investment Design - the company combining the solid financial/ commercial approach to real estate developments with innovative architectural and industrial design. Investment Design concentrate on own development projects and partner with investors through JV for particular development projects. As the CEO of HB Reavis in Poland Marcin led the crucial phases of HB Reavis' landmark developments in Warsaw – Varso Tower and Forest office building- and created the opportunity for the company to participate in the waterfront project partnership. He was the development director at Unibail Rodamco Westfield and beforehand the CEO of BNP Paribas Real Estate agency in the CEE, encompassing: Romania, Hungary, Czechia, Slovakia and Poland. He was the CEO of Arcadis Poland, and the Market Sector Leader of Manufacturing and Technology in Europe. He was responsible for strategic infrastructure projects, large environmental and water management investments and landmark placemaking projects.