

Category: Editorial

Project: Real estate portfolio & climate protection

What was the challenge?

Series of information graphics about the portfolio of the real estate agency Pensimo. The visualizations were part of an editorial article in a special issue of the architecture magazine "Hochparterre" on the topic of climate protection. The challenge was to provide a visual overview of a complex portfolio consisting of 528 properties and to highlight various aspects with regard to climate protection.

What was the solution?

Two double pages with several infographics focus on different aspects of the real estate portfolio and form a narrative together. Each infographic combines different parameters, e.g. the entry graphic focuses on the geographic position, quality of location/object and rentable area. The following pages look at further aspects such as object age, redevelopment needs and heating types. Color directs the eye and supports the reception of information. A limited color palette helps to make the individual graphics a coherent series.

What was the effect?

The visualizations show each of the 528 real estate objects from four different perspectives. The data is deliberately not aggregated with the aim of making as much as possible comparable and analyzable. The high resolution of the visualization down to the individual object makes it possible to show exciting details and invites the viewer to visually explore the real estate portfolio under the aspect of climate protection and to ask individual questions. At the same time, the viewer receives a compact overview.

Contact:

name: Barbara Hahn, Christine Zimmermann
company/organisation: Hahn+Zimmermann
website: www.hahn-zimmermann.ch

