

PRESS RELEASE

## **Cureus announces plans for new Curavie senior residence in Meinerzhagen with 86 care and residential units**

- **80 care places and 6 apartments designed to highest modern standards**
- **In-house restaurant, fireside lounge, laundry, hair salon, care bath and therapy room**
- **Completion to sustainable KfW 40EE standard scheduled for end of summer 2024**
- **Cureus specialises in creating care homes with a clear focus on operators and residents**
- **Curavie Seniorenresidenzen in place as future operator**
- **New residence will create approx. 45 new and secure jobs**

**Hamburg/Winsen (Aller)/Meinerzhagen, 22 March 2023.** Cureus, an integrated property company that specialises in developing and actively managing its own care home portfolio, has received approval to begin construction of a new senior residence at Im Brannten 1 in 58540 Meinerzhagen (North Rhine-Westphalia). The future operator of the residence will be the leaseholder Curavie Seniorenresidenzen. Cureus is serving as general contractor on this project.

“Once we have completed the demolition work, we will begin construction of a modern and architecturally appealing building with bright facades and generous glazing, surrounded by attractive and spacious green areas”, explains Fabian Krüger, project manager at Cureus. “In Meinerzhagen, we are planning to build a modern senior residence to KfW 40EE energy-efficiency standards in just 18 months. The facility will be ready to open at the end of summer 2024, with its architecture and layout clearly focused to meet the wants and needs of both residents and care givers. We are also delighted to have such a highly specialised and reliable partner in Curavie Seniorenresidenzen in place as the new residence’s future operator”.

“The care we provide in the new residence will focus on so-called light to most severe care according to SGB XI, and will not exclude dementia patients”, explains Susanne Thon, managing director at Curavie Seniorenresidenzen. “In addition to full inpatient living and care, we will also offer short-term care places. We are committed to offering the best possible social and therapeutic care in all of our facilities, each of which is designed as an open house. For example, the restaurant at our new facility in Meinerzhagen will also be offering a lunch menu for visitors and members of the local community, and many of the events in the residence will be open to the public as soon as the Coronavirus situation allows”.

Around 60 modern and secure jobs will be created at Curavie Seniorenresidenz Meinerzhagen.

**Modern senior residence with restaurant, fireside lounge, laundry, hair salon, therapy room, and nursing bath**

The approximately 10,000-square-metre site in Meinerzhagen will soon be home to a U-shaped building with a gross floor area of around 5,400 square metres. In addition to a ground floor and two full floors, the fully barrier-free complex will also include a recessed top floor. The property is also being designed and built in accordance with the highly energy-efficient and sustainable KfW 40EE standard. Heating will be provided by an environmentally friendly combined heat and power plant (CHP), which will also generate electricity for the senior residence. The flat roofs will be greened and gravelled in order to have a positive impact on the microclimate. The modern rectilinear facade will ensure that the residence is an architectural eye-catcher, whose colour scheme blends harmoniously with the surrounding buildings.

In addition to a hotel-style lobby and reception, the ground floor of the new Curavie Seniorenresidenz Meinerzhagen will also be home to a restaurant with sun terrace, a fireside lounge and a hair salon. Furthermore, the property will also have an in-house residents' laundry, a care bath and therapy rooms. The ground floor will also accommodate six residential units, each with a bed/living room, cooking facilities and private bathrooms. These rooms will serve as staff apartments.

The senior residence will be divided into five living groups on the upper floors, two on each of the full floors and one on the recessed top floor. The living group concept is designed to ensure a homely-family atmosphere for residents. Each living group also has an attractively designed common room with a kitchen and dining area, plus either a terrace or balcony, all of which will help to strengthen social contacts between residents.

Each of the 80 single rooms is being designed and built to the highest modern standards and will be equipped with a private bathroom and internet connection. All of the rooms will be wheelchair accessible. Residents will also be able to bring their own furniture and accessories if they wish. Some of the rooms on the recessed floor will be tandem rooms, suitable for couples and connected by a shared door. The spacious, park-like outdoor facilities will also be available to all residents for exercise, relaxation and to spend time together.

**Optimal location and high-quality, modern construction standards**

The new Curavie senior residence is situated in the southern part of the town of Meinerzhagen. In addition to enjoying direct access to the surrounding countryside, residents can also reach the town centre, home to supermarkets, doctors' practices, social amenities and the local church, are all moments away by bus. The new residence is optimally connected with all of the towns and communities in the surrounding area. In order to ensure optimal accessibility for visitors and care givers, bicycle parking spaces and 25 car parking spaces will be created on the complex's grounds.

The Curavie Seniorenresidenz Meinerzhagen will be designed and build in accordance with the Cureus standard for system care homes. This is based on uniform, high quality standards and is oriented, among other things, to the requirements of care home operators, with an added focus on the residents and care staff. In this way, all structural processes and properties are optimised, from the inside to the outside: This includes, for example, the size and arrangement of rooms to optimise space and walkways. Cureus care homes are also designed and equipped for maximum utility: corridors always receive as much daylight as possible; every room has floor-to-ceiling windows, and the modern bathrooms and window fronts always follow the same standardised system approach. Each property's architecture and facade incorporate individual touches and are constructed to the highest quality standards, integrating seamlessly

into their surroundings. The Cureus system approach also prioritises sustainability, both in terms of a care home's long-term economic viability and its impact on the environment. For example, all Cureus care homes target the KfW Efficiency House 40 standard, while the bulk procurement of floor coverings and elevator systems, for example, achieves cost synergies, and long-term maintenance contracts covering several properties also reduce costs for care home operators. The constant review and optimisation of the Cureus system care home standard guarantees the construction of care homes that truly meet demand.

### **Giving care the space it needs**

Many people are aware of the shortage of nursing staff and are actively implementing appropriate measures to solve the shortage, but there is little awareness of the undersupply of nursing homes. According to a recent study by bulwiengesa ([details here](#)), up to 600,000 new care places need to be built across Germany by 2040, but construction is lagging behind. Cureus is constantly on the lookout for new plots of land to implement its proprietary system approach and accelerate the construction of modern care facilities. Property offers can be sent to [ankauf@cureus.de](mailto:ankauf@cureus.de) at any time.

### **Images & Downloads**



**Visualisation** Curavie Seniorenresidenz Meinerzhagen, North Rhine-Westphalia, a Cureus project

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**Whitepaper** „Optimised, unique, scalable – care home properties following a system“ (only available in German)

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### **About Curavie Seniorenresidenzen GmbH**

Curavie is a young company and, as a cluster of Pflegemotive GmbH, a strong partner in the care and support of senior citizens in need of care. Curavie Seniorenresidenzen GmbH offers seniors a new home - tailored to their individual and care needs. At the center of our thinking is the concept of community, to which we all belong - the management as well as our employees and residents, but also the neighborhood in which our facilities are located. We want to actively promote contact and exchange between all those involved. [www.curavie-pflege.de](http://www.curavie-pflege.de)

### **About Cureus GmbH**

Cureus GmbH has its operational headquarters in Hamburg and, with more than 15 years of experience and a team of around 160 employees, is an experienced integrated property company with special expertise in care homes in Germany that develops and manages its own property portfolio actively, while repeatedly selectively putting individual properties up for sale.

With its “system care home” standard, Cureus has developed a unique standard for care homes for inpatient care and assisted living, which can be implemented as a scalable solution independent of location. Based on the current legal requirements as well as the needs of operators, residents, and communities, Cureus is establishing new, consistent quality

standards with its system care homes. The company is thereby offering a highly efficient product, which combines higher cost-efficiency at lower cost structures with improved living and service quality in the care sector. [www.cureus.de/en](http://www.cureus.de/en)

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