BVW NEON

Residences



THE BRIGHT SIDE
OF CONTEMPORARY LIVING

INTRODUCTION

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Let Your New Life Shine

Imagine your future glowing as brightly as neon lights—vivid, vibrant, and full of energy. Neon isn't just a colour; it's a promise of a bright life ahead, where your home becomes the centrepiece of a dynamic lifestyle and every day is illuminated with opportunity, excitement, and modern sophistication. Welcome to BW Neon.



BELGRADE WATERFRONT LOCATION

2

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Radiant Connections

Thanks to its modern and efficient transport infrastructure, Belgrade Waterfront is one of the best-connected locations in the Serbian capital. The development provides direct access to the Gazela Bridge and convenient entry to the E-75 international motorway. Once completed, the new Sava Bridge will offer a seamless link between the city centre and New Belgrade, while Nikola Tesla International Airport is just within a 17-minute drive away. In addition, the upcoming metro system is set to improve citywide connectivity, featuring two stations within Belgrade Waterfront: one at Sava Square, where the first two metro lines will intersect, and another near Ložionica. The area also includes cycling lanes along the Sava River and within the development.



Life, in Style

Belgrade Waterfront is a dynamic and modern urban development, designed to provide a diverse range of living, working, and recreational experiences for people of all ages and interests. The area boasts superb views, beautifully landscaped courtyards, sports amenities, pedestrian and cycling pathways, parks, and the scenic Sava Promenada. Additionally, Belgrade Waterfront offers top-tier public kindergartens and elementary schools, a new green market, a variety of dining options, hotels, shopping, cultural and entertainment venues, making it one of the most attractive lifestyle destinations in the region.


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Tesla Electromagnetic Show

NEW LIFESTYLE OPPORTUNITIES

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A Location That Glows with Possibilities

One of the key advantages for residents is the proximity to the new green market - Gastro Pijac, the Sava Promenada, the new pedestrian bridge, and padel courts. Located just a short walk away from your home is Galerija, the region's most comprehensive retail, dining and entertainment destination, featuring more than 300 stores and 40 restaurants and cafes, from food trucks to fine dining, the first IMAX cinema in Serbia, and other exciting entertainment amenities. Kula Belgrade, the city's newest landmark and tallest building in Serbia, provides an observation deck with panoramic views, a destination restaurant, and a variety of exclusive facilities as part of The St. Regis Belgrade.



Distances from Locations

NIKOLA TESLA MUSEUM

DIRECT ACCESS

ELEMENTARY SCHOOL & KINDERGARTEN

2 MIN WALK

NEW CITY PARK & LINEAR PARK

3 MIN WALK

PEDESTRIAN BRIDGE TO SENJAK

3 MIN WALK

GASTRO PIJAC

4 MIN WALK

SAVA PROMENADA

5 MIN WALK

METRO STATION

6 MIN WALK

PADEL COURTS

6 MIN WALK

GALERIJA

8 MIN WALK

ADA CIGANLIJA

30 MIN WALK

E-75 HIGHWAY

2 MIN DRIVE

NEW BELGRADE BUSINESS DISTRICT

10 MIN DRIVE

INTERNATIONAL AIRPORT „NIKOLA TESLA“

17 MIN DRIVE

REKA DUNAV

KALEMEGDAN PARK

KRALJA PETRA I STREET

KNEZ MIHAILOVA STREET

BRANKOS BRIDGE

BRANKOVA STREET

MIHAJLO PUPIN BOULEVARD

TERAZIJE

KARAĐORĐEVA STREET

SAVA BRIDGE

SPORTS CENTRE

METRO STATION

NEMANJINA STREET

KULA BELGRADE

SAVA RIVER

SAVA SQUARE

SAVSKI PARK

PEDESTRIAN BRIDGE

GAZELA BRIDGE

GALERIJA

SAVSKA STREET

WOODROW WILSON BOULEVARD

METRO STATION

LINE PARK

MARKET

HOTEL

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MUSEUM

PROJECT VISION & DESIGN NARRATIVE

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A Carefully Designed Residential Community

BW Neon is an eight-storey residential building comprising 133 cosy apartments, ranging from one to three bedrooms. It is one of a pair of buildings that share the same height and a cohesive architectural style. Together, they create an open, welcoming, and vibrant urban block, designed as a gateway to the new museum square and the Nikola Tesla Museum. As the larger of the two, BW Neon occupies the longest edge of the site and anchors a prominent corner overlooking the new city park. Its L-shaped footprint defines one side of the pedestrian street, with the buildings' longer façades guiding movement and views towards the museum's main entrance.

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Shopping & Leisure Beneath the Colonnade

A defining architectural element of BW Neon is its colonnade—a covered walkway supported by columns that offers both functional benefits and aesthetic charm. It creates a welcoming transitional space between the outdoors and the interior. Lining the ground floor along the façade that faces the pedestrian street are commercial units, including shops, services, cafés, and restaurants. The colonnade provides shelter from rain, snow, and sun, enhancing the comfort and usability of the space year-round.

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Prioritising Health & Recreation

The development offers an exceptional combination of lifestyle benefits for its residents. BW Neon is situated just a short stroll from the Sava Promenada and the forthcoming Linear Park, which will run along the Sava River and connect the area to the New Belgrade embankment via a picturesque pedestrian bridge. In addition, a new pedestrian footbridge will enable scenic walks to the green neighbourhood of Senjak, while the existing riverside promenade leads directly to Ada Ciganlija in just 30 minutes on foot.

BRIDGE WITH A PARK
SAVA

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A New Dimension of Family Living

Living at BW Neon offers essential conveniences for families, giving their children the best possible start in life with a state-of-the-art public kindergarten and primary school just a two-minute walk away. In addition to the landscaped inner courtyard, BW Neon provides easy access to the planned Linear Park, as well as to the new pedestrian and cycling bridge. Nearby padel courts and the existing riverside promenade—which leads to Ada Ciganlija in just 30 minutes on foot—offer additional recreational options.

Fresh Food Every Day

Residents of BW Neon will enjoy direct access to Gastro Pijac, a vibrant destination for high-quality, farm-fresh produce and diverse culinary offerings. This modern twist on the traditional farmers market will serve as a hub for daily communal life, providing a casual, yet sophisticated atmosphere for socialising with friends and family. The complex features a central hall, market stalls, a variety of food and retail outlets, ample parking, and entertainment events suitable for all ages.

DELIKATESI
CVEĆARA

FACILITIES

5

Premium Conveniences for Residents

The main entrance includes a spacious lobby, a reception area, mailbox room, a pet wash station, and a stroller storage room. Beneath the building, a shared underground car park provides two levels of parking, bicycle storage, and dedicated storage spaces for apartment units larger than 80 sqm. The ground floor accommodates retail, services, and food and beverage units, as well as additional parking spaces, offering added convenience for residents' daily needs.



BW NEON APARTMENTS

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Vivid & Captivating Living Spaces

BW Neon offers high-quality living with thoughtfully designed apartment layouts that emphasise open living areas and abundant natural light, strengthening the notion of comfort and well-being. Ceiling heights in living rooms and bedrooms range from 280 to 304 cm, with double-height living room spaces in duplex apartments further enhancing the sense of spaciousness. Balconies in every unit feature large openings that invite all-day sunlight. Depending on their orientation, residents can enjoy views of the museum square with the Nikola Tesla Museum building, the pedestrian street, the park on the adjacent plot, or the neighbouring residential buildings, with the Sava River in the background.

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Fine Materials & Finishing Throughout

Each BW Neon apartment is finished to the highest standards, with open-plan living areas — including the living room, dining space, and kitchen — featuring multi-layered wood parquet flooring, also used in the bedrooms and hallways. Bathrooms are fitted with high-quality porcelain tiles, premium sanitaryware, built-in glass-screen showers, and modern composite cabinets beneath the sinks. All apartments include central district heating and a multi-split air conditioning system, with indoor units in the living room and bedrooms, and an external unit on the balcony.

SAARINEN
CHIPPERFIELD
BAUHAUS
CALATRA
INTERIORS
PROUVÉ
AALTO

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A Dazzling Investment

Residents will have an opportunity to choose from 133 modern and comfortable apartments, offering: choice of one, one and a half, two, two and a half, and three-bedroom layouts. The one and one and a half bedroom units are ideally suited to individuals and young couples, while the more spacious two, two and a half, and three-bedroom options provide comfortable living for families or those seeking additional room to relax and unwind.

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EAGLE HILLS

2027

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Resplendent City Living

Eagle Hills is a privately held construction and investment company with headquarters based in Abu Dhabi, specializing in the development of new urban hubs and premium destinations in emerging markets. With a reputation for excellence, the company has become an international symbol of quality, prestige, and large-scale investment. Renowned for its innovative approach, Eagle Hills enhances the quality of life in urban communities by creating jobs and attracting both local and international investments. The company is currently developing distinctive projects in Bahrain, Jordan, Morocco, Ethiopia, Oman, Latvia, Serbia, and the United Arab Emirates.


BELGRADE
WATERFRONT
MAILBOX

BELGRADE WATERFRONT

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Discover the bright side
of contemporary living.

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