

PORR LIVING: Affordable Housing with a System

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Building construction



PORR LIVING - that's the innovative modular building system by PORR for the homes of the future, assembled entirely from prefabricated elements. We went to view the show apartment just a few minutes outside Vienna. And we would have liked to move in straight away.

A warehouse – so unremarkable we drive straight past it. “I think it was back there,” I say. “I spotted a PORR logo.” You can’t miss that, of course. We turn around, park, and get out. Christoph comes over to greet us. With a smile. And an outstretched hand. “Welcome,” he says, ushering us through a wide gate into the unremarkable warehouse.

The Complete Package

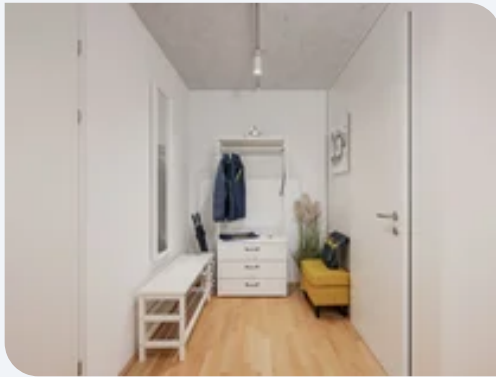
PORR LIVING creates housing. Faster, more cost-effectively, and to a higher standard. The secret: clear structures, resource-optimised processes, and modern technology. At its core is a sustainable approach focused on durable prefabricated components and an energy-efficient building concept. The system is scalable, expandable, and can be quickly adapted to local conditions – making it ideal for urban and rural construction alike. Whatever the requirements, there's a layout to match – from 34 to 100m², one room to four. Every flat delivers maximum comfort, bright rooms, and a clear floor plan.

Inside the unremarkable warehouse, Christoph unveils the centerpiece of every flat. INSTA-BLOC is one of our own PORR companies. It's a prefabricated building services module and all cables and pipes run through it. The quick, flexible installation system covers every sound insulation and fire protection requirement in one go. Each module is designed and prefabricated as a ready-made shaft at our factory in Haus im Ennstal, then delivered, positioned, and connected on site. Job done. That's how INSTA-BLOC is setting new standards in modern building services.

We make our way past construction site fencing into the back of the hall. And there it is – the fully fitted-out PORR LIVING show flat. Complete with a balcony, a solar panel, and a parasol – branded with the PORR logo, naturally. We are curious and can hardly wait to open the front door. It genuinely feels as though we're flat-hunting. With Christoph as the estate agent. Then we step inside the flat. Actually, "flat" doesn't quite do it justice. Let's try again: we step into a modern, cleverly designed, perfectly proportioned, and beautifully finished show apartment. Entrance hall with cloakroom, spacious bedroom, modern bathroom, children's room, open-plan kitchen-diner leading out to the balcony. Just like a real viewing, the imagination kicks in, painting pictures of a possible future. What would it be like to live here? I imagine myself with a morning coffee in hand. Walking through the door after work. Children running into my arms, playing in their room. The whole family round the dining table – chatting, laughing, swapping stories about our day. Yes, this is somewhere you could call home.

A Tour of a PORR LIVING Apartment





Modular Construction

Every square metre has been carefully planned. The fit-out is high-end. The materials are designed to last – hardwood parquet, soundproof windows – and the entire layout is accessible. The furnishing is deliberately kept flexible. Kitchens and furniture are optional, so each flat can be tailored to individual needs. Power sockets sit flush in the floor. Every flat also features magnetic walls – surfaces that hold anything from pictures and wall paper to shelving. The energy-efficient design keeps heat loss to a minimum. This means residents benefit from low running costs and a comfortable indoor climate all year round. And building owners benefit from fast delivery, cost efficiency, predictability, flexibility – and everything from one source. That is how we create affordable, sustainable, high-quality housing – modularly.

And with that, the viewing comes to an end. Christoph sees us to the door. Only then are we reminded where we actually are – an unremarkable warehouse on the outskirts of Vienna. We'd almost forgotten. Because in there, it genuinely felt like home.

Affordable Housing powered by PORR

PORR LIVING

- Fast delivery
- High architectural quality
- Cost-efficiency & planning certainty
- Flexible adaptation to the site
- Sustainable & future-proof
- Everything from one source

[All the details](#)