

SORIA DEVELOPMENT

NATURE MEETS COMFORT



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Michal Mrník is the Founder, Partner and CEO of SORIA Development, a.s., a company he co-founded in 2016 after joining the SORIA Group in 2008. He oversees all stages of real estate development, from land acquisition and urban planning to project completion, while also leading financial management, investor relations, contractor selection, and strategic investment decisions. Prior to SORIA, he held senior management positions at the Slovak Investment and Trade Development Agency (SARIO) and HRIVIS dealing, s.r.o. He contributed to major investment projects, including PSA Peugeot Citroën Trnava and Hyundai Kia Motors Žilina. He graduated from the Slovak University of Technology in Bratislava.

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How have expectations in the premium residential segment evolved over the past decade?

The biggest shift has been in lifestyle preferences. Ten years ago, a prestigious address closer to the city center was often the defining characteristic of premium housing. Today, buyers are increasingly looking for something different. They want privacy, greenery, and a quieter environment without sacrificing access to the city.

The pandemic accelerated this trend. People discovered that they do not need to commute every day and that many professional activities can be done remotely. As a result, proximity to nature has become a major factor in housing decisions. Many of today's buyers are looking for locations where they can start the day with a run in the forest, a bike ride, or other outdoor activities, while still remaining connected to urban life and services.

Can Slovakia develop premium residential projects comparable to those found in more mature European markets?

Slovakia certainly has the potential, although it is important to recognize the specific characteristics of our market. Bratislava is by far the country's strongest residential center, concentrating business, institutions, and high-income professionals. Naturally, this is where the majority of demand for premium housing is concentrated.

When comparing Bratislava with cities such as Vienna

or Prague, our biggest challenge remains transport infrastructure and mobility. At the same time, Bratislava offers many advantages, including excellent access to nature, a high quality of life, and increasingly sophisticated residential developments.

From a pricing perspective, there is still a significant gap between Bratislava and major European capitals, particularly in the segment of large family homes and luxury villas. In many of the most desirable locations in Vienna or Prague, comparable properties would command substantially higher prices.



Prémiové Vily is designed for people seeking harmony between family life, work, leisure, and nature.

Why did you choose Záhorská Bystrica for the Prémiové Vily project?

Záhorská Bystrica has long been regarded as one of Bratislava's most desirable residential districts. Along with a small number of other locations, it offers a unique combination of natural surroundings, local amenities, and good accessibility.

What makes this particular site truly exceptional is its

position on the edge of a protected forest and next to the Vápenický stream. These are natural features that cannot be replicated. Buyers know that the surrounding environment will remain preserved, which creates a sense of long-term value and security.

At the same time, residents remain connected to the city. Schools, healthcare, shopping, and everyday services are all within reach, making it possible to enjoy the benefits of nature without giving up the convenience of urban living.

Beyond the location itself, what makes the project unique?

Location is always the foundation, but architecture and urban design are equally important in premium development.

From the very beginning, we wanted to create homes that respect the character of Záhorská Bystrica. Working with the architects from LINEAR, we looked closely at the area's history and traditional architecture. This inspired a contemporary interpretation of local building forms, including pitched roofs and a more natural, village-like character. The villas offer approximately 285 square meters of living space and generous plots ranging from 800 to 1,000 square meters.

Equally important is the emphasis on privacy and community. The development features a private internal road accessible only to residents, extensive landscaping, and carefully designed common areas that preserve the

As expectations of premium living continue to evolve, buyers are increasingly looking beyond prestigious addresses and focusing on privacy, nature, and quality of life. Michal Mrník, Partner and CEO of SORIA Development, shares his perspective on emerging residential trends and the vision behind Prémiové Vily in Záhorská Bystrica.

overall character of the neighborhood.

We also placed a strong emphasis on technology and sustainability. The homes incorporate underfloor heating, ceiling cooling, heat pumps, and photovoltaic-ready infrastructure, ensuring a high level of comfort while meeting demanding energy-efficiency standards.

What stage is the project currently at?

The project is in its final phase. Construction of the villas has been completed, and finishing works are underway. Individual units can already be visited, allowing prospective buyers to experience the layouts, views, and overall atmosphere firsthand.

We expect completion and occupancy approvals to begin in October. By then, the landscaping and surrounding public spaces will also be largely completed. The occupants will be able to enjoy their new home already in the spring of 2027.

Who is this project ultimately designed for?

Prémiové Vily is designed for people seeking harmony between family life, work, leisure, and nature. It is for those who appreciate privacy, quality architecture, and a thoughtfully designed living environment. Above all, it is for buyers who no longer see luxury simply as a prestigious address, but as the freedom to enjoy comfort, space, and nature without compromising on convenience or quality of life.