

PRESS RELEASE

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“Intelligent Quarters” in Hamburg’s HafenCity

Störmer Murphy and Partners win architectural competition hold by ECE

70 meters high office tower as new landmark

In the Elbtorquartier in the center of HafenCity, Hamburg-based ECE is planning the “Intelligent Quarters” project on a plot located directly at the Elbe between Magdeburger Hafen and the future HafenCity University (HCU). As landmark, the Elbtorquartier receives an approx. 70 meters high office tower at the waterside, which is visible from great distances, as well as two other buildings housing, among others, apartments and high-publicity usages on the ground floor. For this construction project, ECE realized an architectural competition in cooperation with HafenCity Hamburg GmbH and the Department for Urban Development and the Environment in which a total of seven architectural offices from Germany and abroad participated. Störmer Murphy and Partners from Hamburg won the architectural competition for the “Intelligent Quarters”.

Hamburg, December 7, 2011 – A special place in the central HafenCity takes shape: the “Intelligent Quarters” will be constructed directly at the Elbe along the south-eastern Magdeburger Hafen – it is a building ensemble in direct vicinity to the HCU, the German headquarters of Greenpeace e.V., designport hamburg and further creative usages.

Hamburg-based ECE plans on an approx. 9,100 m² large plot in the southern Elbtorquartier an around 70 meters high office building at the waterside, a landmark visible from a distance that is supplemented by another two buildings – among others with around 60 apartments and high-publicity usages on the ground floor. A square opening up to the water used jointly with the HCU provides a pleasant atmosphere and highlights the architectonic quality of this

place. The Kühne Logistics University (KLU), originally involved in the project, remains in HafenCity in the long term and will secure premises there, however, they prefer an existing building for time reasons. The “Intelligent Quarters” are perfectly accessible from two new underground train stations and are in direct vicinity to the Lohsepark, the central Überseequartier and Magdeburger Hafen. A special challenge for the development of the area is the underground train route.

All in all, the “Intelligent Quarters” comprise around 30,000 m² gross floor area. Together with the Überseequartier on the opposite and the development at the tip of the quay of the southern Baakenhafen, the “Intelligen Quarters” and the HCU will form the “maritime triangle”.

The buildings are planned according to the HafenCity Sustainability Standard in Gold and additionally meet the requirements for a German Sustainable Building Council (DGNB) certificate. Start of construction for the “Intelligent Quarters” will be quarter four in 2012, according to today’s state of planning. Step by step completion of the individual construction sections is scheduled as of end of 2014.

Altogether, seven national and international offices participated in the architectural competition. The jury chaired by Prof. Carlo Baumschlager, Professor of Architecture and Urban Development at the Academy of Fine Arts in Munich, includes among others Hamburg’s Chief Planning Director Prof. Jörn Walter, the CEO of HafenCity Hamburg GmbH Jürgen Bruns-Berentelg, and ECE CEO Alexander Otto.

The jury assessed the quality of the drafts in term of urban development and architecture as well as the integration of the ensemble in the surroundings, and the quality of the developed squares and open spaces. The winning design convinced the jury with the overall urban development composition oriented towards the waterside and an excellent creative quality. The way the buildings are located, interesting and well-proportioned squares and external space will be created. The office tower is composed of two slightly shifted trapezoid structures and contributes to the vitalization of the place with its generous areas for high-publicity usages.

Hamburg’s Chief Planning Director Professor Jörn Walter:

“Störmer and Murphy smartly pick up the dynamics of the HCU and complete the quarter to a conclusive ensemble. The HCU façade finds a successful equivalent in the light ceramics. Thus, Magdeburger Hafen is elegantly rounded off, opening up at the same time to the Elbe with a welcoming gesture.”

Jürgen Bruns-Berentelg, CEO of HafenCity Hamburg GmbH:

“The ‘Intelligent Quarters’ together with the HafenCity University will connect the central and eastern HafenCity between Magdeburger Hafen and Baakenhafen and will characterize it advantageously in terms of architecture.”

ECE CEO Alexander Otto: “With its prime architecture at the waterside and the mixture of living, working and leisure, the ‘Intelligent Quarters’ are a central component in the future center of the HafenCity. Moreover, the office tower provides a magnificent panoramic view all over Hamburg.”

About ECE

Hamburg-based ECE develops, plans, realizes, leases out and manages large commercial real estate, incl. group headquarters, office towers, traffic real estate, industrial buildings, logistics centers, and shopping centers since 1965. Up to now, ECE has realized a total of more than 800,000 m² office space. More than 400,000 m² office space is managed by ECE, including 130,000 m² in the Potsdamer Platz quarter in Berlin. ECE’s track record comprises the ThyssenKrupp quarter in Essen, the German headquarters of the global group Philips in Hamburg, Europe’s largest goods distribution center in Haldensleben near Magdeburg as well as the main train stations in Leipzig, Cologne, and Hannover as well as BahnhofCity Vienna West. The continuous construction and planning volume of the ECE group active in 16 countries amounts to four billion euros. Furthermore, with 140 centers under management, ECE is European market leader in the development, construction and operation of shopping centers.

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