

Bentham Crouwel

MediaCityPort, Hamburg

This 'MediaCityPort im Kaispeicher A' is a new landmark designed for one of Europe's most ambitious urban reconstruction projects, HafenCity in Hamburg. With a high visibility from the harbour promenade (Landungsbrücken) it will make a powerful impression on inhabitants and visitors alike.

The ensemble will offer some 50.000 m² of rental office space as well as special-use areas for exhibitions and events, TV and broadcasting studios, a capacious fitness zone and company lofts. This concept will connect the working world with the worlds of habitation, media and leisure.

Bentham Crouwel's design was awarded first prize in an international architectural competition. The ensemble's characteristic skyline features a crystalline glass tower some 100 metres high with a slight inclination near the top towards the less-tall triangular building representing the form and dimensions of the historic Kaispeicher warehouse.

The MediaCityPort offers a tailor-made solution for a wide range of users. Flexible room structures and creative room planning enable working conditions to be efficiently attuned to user needs. The atrium and ground-floor plaza make compelling social zones.

Client

Grundstücksgesellschaft MediaCityPort mbh & Co. KG

Architect

Bentham Crouwel Architekten

Gross floor area

80.000 m²

Competition

2001