



City of
Düsseldorf



The Media Harbour
Art, communication
and creativity





The Media Harbour: great architectural design in a unique setting.

The Düsseldorf Media Harbour

02
03

By taking parts of the old Rhine harbour and transforming them into a world-class office and leisure area, the city has created a new landmark with a unique urban flair.

Reviving the waterfront

Düsseldorf's transition from a manufacturing to a service-driven business location did not bypass the old industrial harbour. As a consequence, the city decided to refurbish substantial parts of this area. Work started in 1989. Today the Media Harbour is Düsseldorf's trendiest urban district. Boasting a colourful combination of office space and bustling restaurants and bars, all located just a stone's throw from the city centre, it will soon offer residential property as well.

In an effort to answer the needs of future tenants from the creative and communications sectors, great care was taken to adapt the harbour concept to specific user requirements by developing each lot individually. In fact, the area surrounding Speditionstraße/ Franziusstraße was the only part subjected to an urban planning competition. The transformation has successfully avoided forcing the area into an architectural straight-

jacket, and the resulting vibrant diversity continues to inform the harbour's unique creative atmosphere.

Listed warehouses were fitted with state-of-the-art media technology, old architecture was brought to new life. The Media Harbour's historic buildings provide a stunning backdrop for new designs created by leading German and international architects, who helped to forge the harbour's international reputation. Yet despite substantial refurbishment, the original harbour atmosphere can still be felt everywhere.



The broadcaster WDR was one of the first tenants to drop anchor in the Media Harbour, with its flagship regional studio.

The Commercial Harbour with its quay walls, stairways, cast-iron bollards and railings dating from 1896, as well as the tracks and cranes of the old truck loading yard, have been preserved and are now listed as historic monuments.

The Media Harbour: ‘architecture row’

If you want to see what’s happening in today’s architecture, Düsseldorf’s Media Harbour is the place to go. The area has become a destination for architectural tourism, with groups of fascinated visitors gravitating to its highlights – especially to Frank O. Gehry’s leaning towers, of which the New York Times asked, “Why weren’t these towers built in New York?” The Media Harbour has become so iconic that it was included in ‘Monopoly Deutschland’, a special edition of the board game that features popular German landmarks.

The harbour’s ‘architecture row’ features works by leading international architects such as William Alsop, David Chipperfield, Joe Coenen, Steven Holl, Fumihiko Maki and Claude Vasconi right next to German developments by BM+P Beucker Maschlanka + Partner, Harald Deilmann, Döring Dahmen Joeressen Architects, Ingenhoven Overdiek Architects, HPP Hentrich-Petschnigg & Partners, Prof. Eller, Parade and Part-

ners, Prof. Wansleben, Petzinka Pink Architects, SOP Architects and RKW Rhode Kellermann Wawrowsky. A planned new building by Renzo Piano is set to be the next architectural highlight.

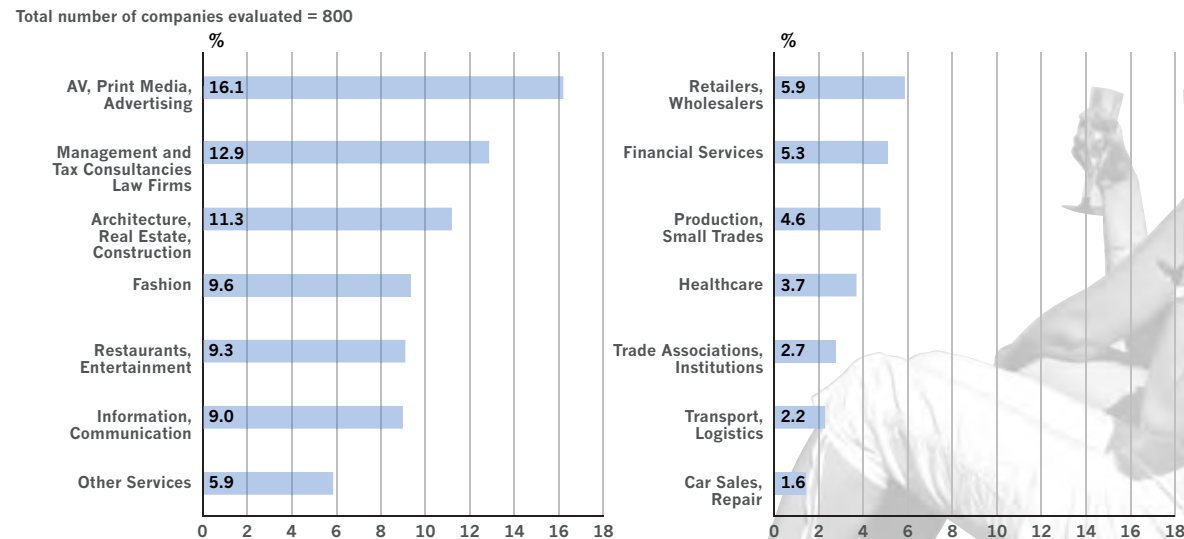
Since the start of the development, investments in the harbour’s unique architecture row amount to approximately 1.2 billion euros.

Industry sectors

In an area dominated just a few years ago by the gloom of empty warehouses and disused workshops, 800 companies have taken up residence. They enjoy the unique working atmosphere on the waterfront and profit from the highly prestigious setting. A quarter of the companies that have established themselves in the Media Harbour belong to the media, information, communications and advertising industries (see diagram below)

Today some 8,600 people work in and around the Media Harbour and on the adjacent land fingers and streets. The harbour’s reputation as an architectural landmark and innovative office location has made it a coveted business address. 76 % of firms located here have their headquarters in the Media Harbour.

Companies in the Media Harbour, by industry



Survey by the Office of Economic Development, Oct. 2010



From bistros to beer gardens, from pubs to gourmet restaurants – Media Harbour cuisine is varied and has something for everyone.

After work and during breaks

Over the past years the number of bars, cafés and restaurants in the Media Harbour has doubled. It has become a fashionable meeting point in the evenings, and parties in the harbour are the stuff of legend. Numerous pubs, bistros and fast-service restaurants make every lunch break a highlight. The next buildings to be completed will include ample space for shops. Now already, the area offers the services of a hairdresser, fitness studio, travel agency, photography shop, flower shop, suntan studio as well as doctors, pharmacies and banks. The restaurants and pubs along Hammer Straße have long been 'in' among the young crowd. Three hotels offer high-quality accommodation: the Hyatt-Regency, the Radisson SAS and the Courtyard by Marriott.

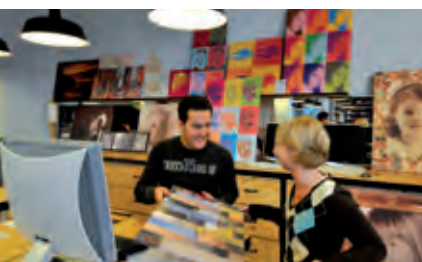
Now complete: Kaistraße/Zollhof and eastern section of Speditionstraße

The first construction phase to be completed was the refurbishment of a 15-hectare site at Kaistraße/Zollhof. Development continued on an 11.3-hectare site on the landspit accessible via Speditionstraße. The majority of tenants in this area opposite Kaistraße (the eastern section of Speditionstraße) come from the media, art, culture, design and advertising sectors, but also from fashion, gastronomy and business consultancy. At the very end of Speditionstraße, construction of a twin tower ensemble designed by SOP Architects has just been completed. Consisting of a Hyatt Regency hotel and an office tower, investments in this project alone amounted to 180 million euros.

04
05



The Living Bridge – perfect for a stroll and for taking in the view.



The wide range of retailers is another hallmark of the Media Harbour.



Life and work in the Media Harbour: round-the-clock studio operation, relaxing during breaks or at the end of the working day.

Under construction: Speditionstraße West

On the area opposite Kesselstraße – the western part of Speditionstraße – the office tower situated right next to the twin tower building has been completed. Over the next few years, this part of the Media Harbour will also see the development of the first residential property: the spectacular Königskinder (‘king’s children’) project by Petzinka Pink Architects, which will be topped by two 12-metre sculptures by Prof. Markus Lüpertz.

In construction: Franziusstraße/Holzstraße

A substantial part of the plans for Franziusstraße have already been realised. Clearing work began here in 2003 with the arrival of the first excavators and cranes, and the building work along the rapid-transit railway has been completed. The red Capricorn House has been fully rented by E.ON. The striking Media Tower and a ‘transparent’ factory (producing Düsseldorf’s famous herb liqueur, Killepitsch) mark the end of the harbour’s ‘media mile.’ At 67 metres, the Media Tower

corresponds to another high-rise nearby: SIGN!, the Murphy/Jahn office tower situated in the Commercial Harbour. Another office building, designed by world-renowned architect Renzo Piano, is being planned. Once all traffic routes have been realised, a green recreational area will be created here. The Uerige company, one of Düsseldorf’s traditional old-style breweries, is planning to build a whisky distillery at the end of Holzstraße.

Vital connection: the Living Bridge

The new pedestrian bridge provides a quick connection between Kaistraße and Speditionstraße. With its glass cube restaurant, which comprises all three floors of the bridge pontoon, it is yet another highlight of the harbour design. The bridge quickly established itself as part of the local scene. It is the perfect place for taking a stroll, meeting people, sitting down and enjoying the view of the Gehry towers, the Düsseldorf skyline and the Rhine – a veritable theatre box on the waterside!





1



7, 8, 9, 10



56



17, 18, 19



4-6

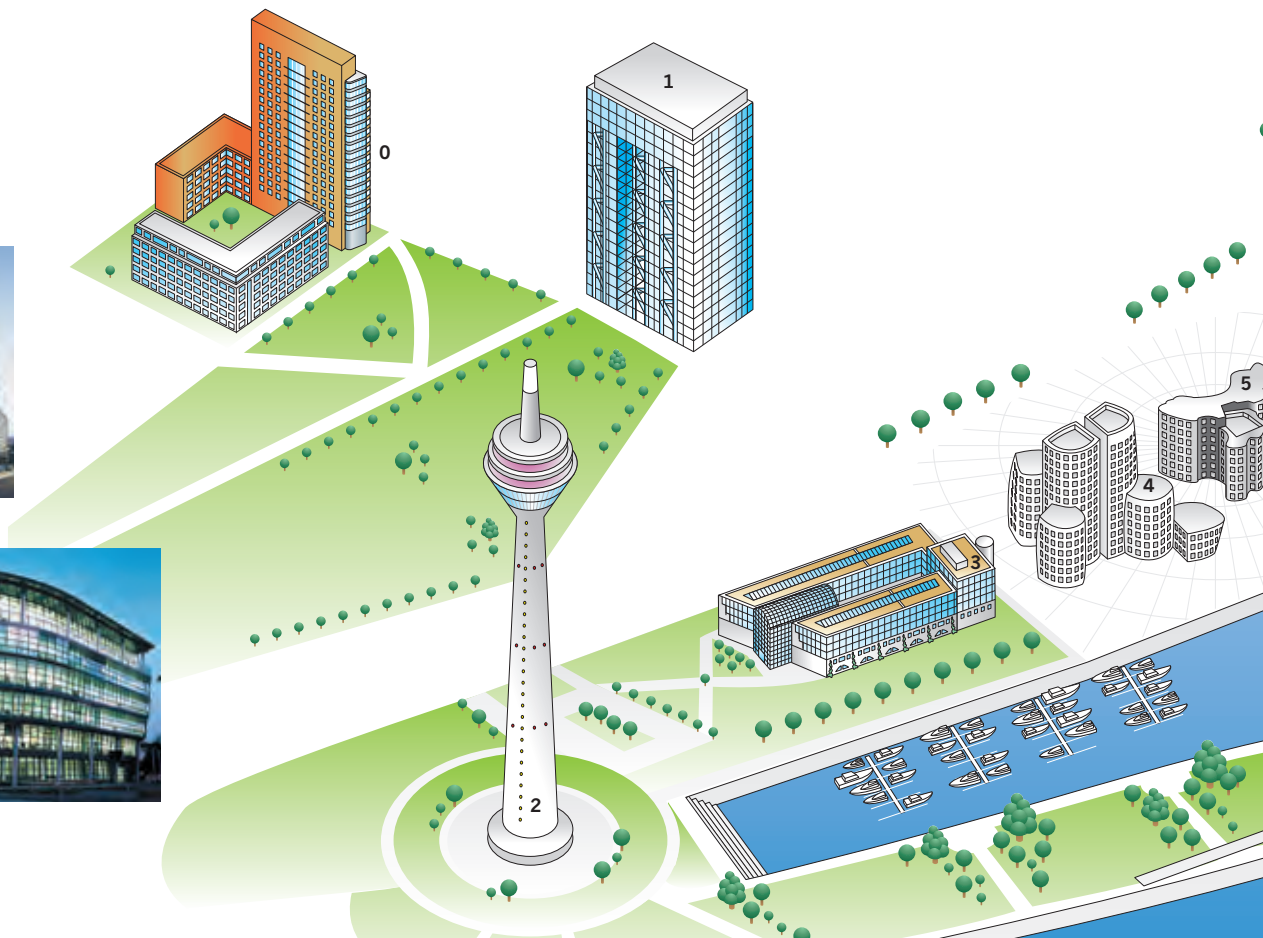
06
07



29



28



0 Ernst-Gnoß-Straße

'Portobello', 63 m tall
 Developer: Bayerische Hausbau GmbH
 Owner: Bayerische Hausbau GmbH
 Design: Döring Dahmen Joeressen Architects
 Use: 137 apartments, 5,000 m² for offices
 Completion: 2003

1 Stadttor 1

'The Düsseldorf City Gate'
 Awarded the prize for best office building in Europe at MIPIM 1998.
 Floor area: 30,000 m²
 Design: Overdiek Petzinka & Partner
 Completion: 1998

2 Stromstraße 20

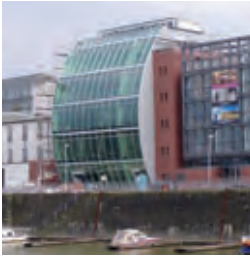
Rhine Tower
 234 m tall, with world's largest decimal clock (Guinness Book of Records), designed by Horst H. Baumann
 Design: Prof. Harald Deilmann
 Completion: 1982

3 Stromstraße 24

Westdeutscher Rundfunk, regional studio, Düsseldorf
 Floor area: approx 10,000 m²
 Users: WDR Westdeutscher Rundfunk Köln, studio Düsseldorf
 Design: Parade und Partner
 Completion: 1991

4-6 Neuer Zollhof 1-3

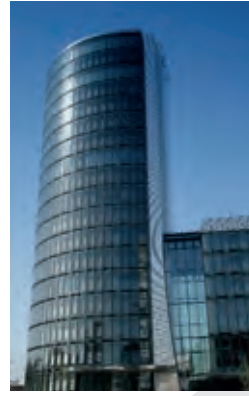
'Der Neue Zollhof'
 Investors: KMR Kunst- und Medienzentrum Rheinhafen GmbH, Philipp Holzmann Bauprojekt AG, Cologne, Thomas Rempen, Düsseldorf
 Design: Frank O. Gehry, USA



15



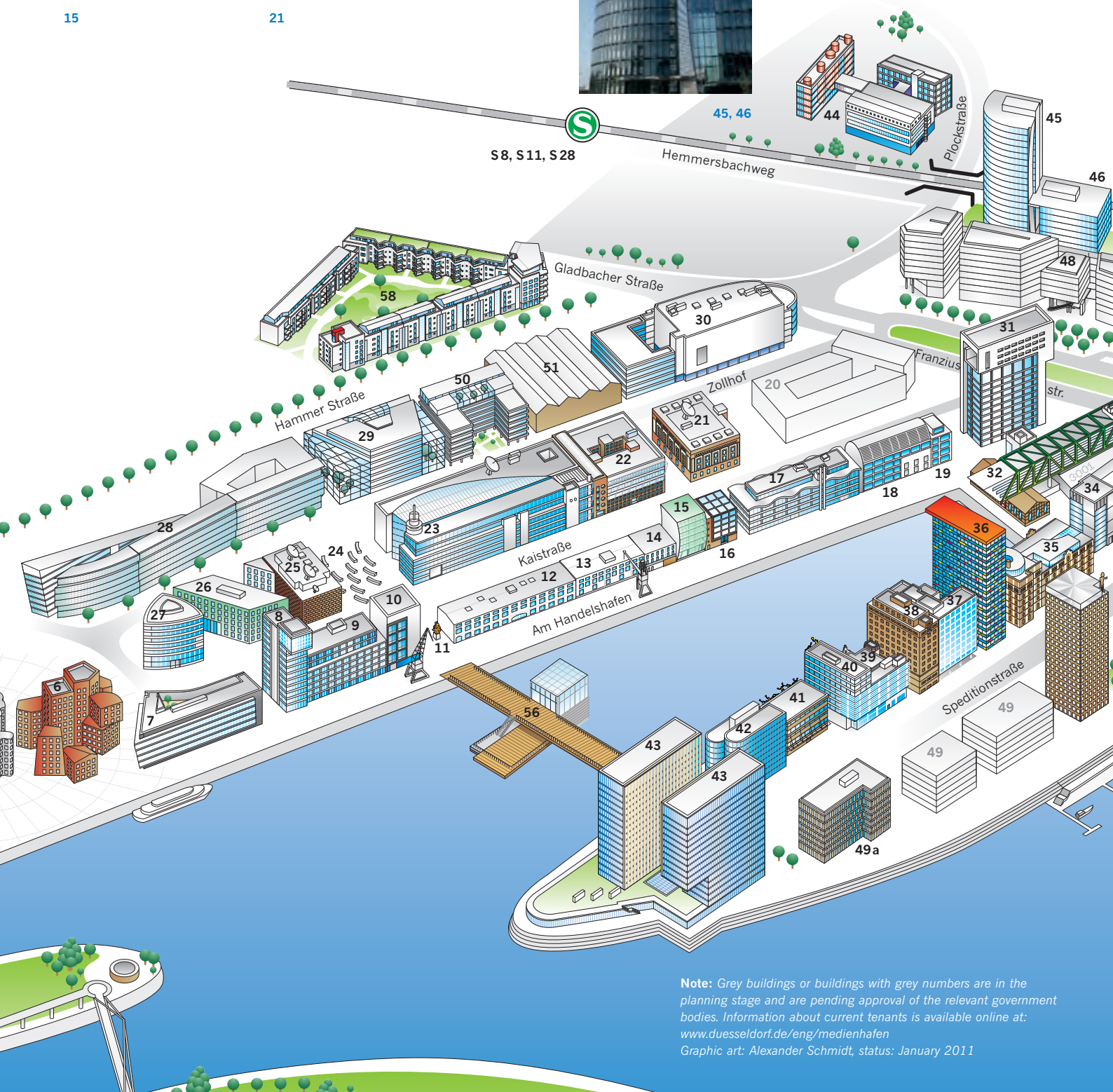
21



45, 46



48



Note: Grey buildings or buildings with grey numbers are in the planning stage and are pending approval of the relevant government bodies. Information about current tenants is available online at: www.duesseldorf.de/eng/medienhafen
Graphic art: Alexander Schmidt, status: January 2011

4 Neuer Zollhof 3

White building

Owner: BSA Prime Office A/S

Floor area: 13,100 m²

Completion: 1998

5 Neuer Zollhof 2

Middle building, mirror façade

Owner: Knapp-Voith, private investors

Floor area: 5,400 m²

Completion: 1998

6 Neuer Zollhof 1

Brick façade

Owner: Hoechst-Pensionskasse

Floor area: 9,900 m²

Completion: 1999

7 Kaistraße 20

Kai-Center

Investors and owners: Shiseido Deutschland GmbH, Hansainvest, Drs. Stiens, Anchen Stiens

Floor area: 9,600 m²

Design: Döring Dahmen Joeressen Architekten

Completion: 1996

8-10 Kaistraße 16, 16 a, 18

Owners: Helge Achenbach, Felix Ganteführer, Christoph Ingenhoven

8 Kaistraße 18

Floor area: 3,600 m²

Design: Steven Holl, USA

Completion: 1997

9 Kaistraße 16 a

Office and studio building, remodelling of, and addition to, a former warehouse

Floor area: 6,400 m²

Design: Ingenhoven Overdiek Architects

Completion: 1997



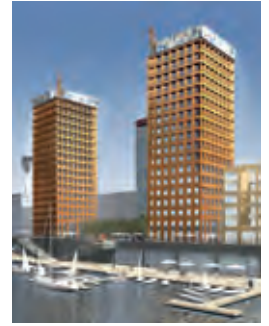
33



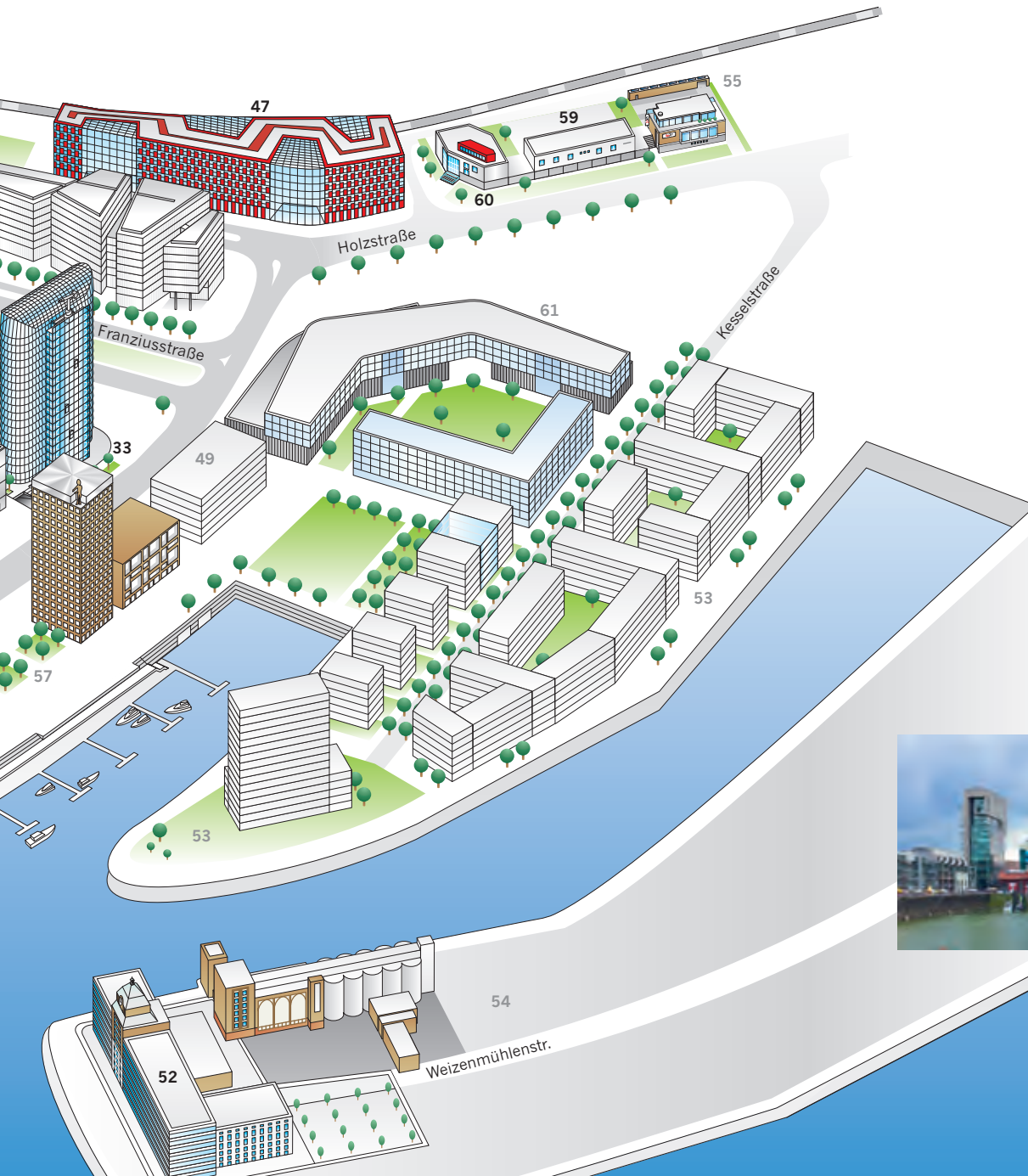
32



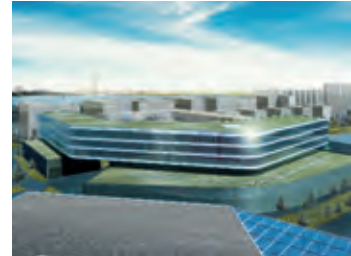
43, 49 a



57



47



61



35



31, 32, 33, 35, 36, 37,
38, 39, 40, 41 (f.l.t.r.)

10 Kaistraße 16

Floor area: 6,400 m²
Design: David Chipperfield, UK
Completion: 1997

11 Hans Albers sculpture

By Prof. Jörg Immendorf

12 Kaistraße 12-14 a

Converted storage building
Owner: City of Düsseldorf
Floor area: 3,215 m²
Design: KLMT Architects
Completion: 1994

13 Kaistraße 10

Conversion to art gallery 'KAI 10
Raum für Kunst'
Floor area: 1,440 m²
Design: KLMT Architects
Completion: 1987, KAI 10: 2008

14 Kaistraße 8 b

Conversion
Owner: Jürgen Schürmann
Completion: 1990

15 Kaistraße 8 a

New construction 'Haus vor dem Wind'
Investors: A. Haase Verwaltungs GmbH,
A. Haase Projektentwicklungs GmbH
Design: Prof. Zamp Kelp, Berlin
Completion: 2006

16 Kaistraße 8

Developer: Calliston Gesellschaft
für Projektentwicklung mbH
Owner: DBV-Winterthur Lebensver-
sicherung AG
Floor area: 1,040 m²
Design: HPP Hentrich-Petschnigg &
Partner
Completion: 2000



Relax and enjoy life: summer evening in the Media Harbour.

Future projects

The entire area has been subjected to comprehensive development schemes which are currently transformed into binding plans for different sections of the harbour. The planning procedure is creating a sustainable basis for the harbour's future development.

10
11

Reliable urban planning schemes give businesses in the Commercial Harbour a safe perspective and take the development of the Media Harbour a considerable step forward.

West side of Speditionstraße

Creating lively urban structures that are ideally suited for both living and working, planning in this area foresees a mixed-use zone in which elegant apartments combine with office and commercial areas to add even more life and urban flair to the Media Harbour. A spacious square and green promenades

along Harbour Basin A will offer highly attractive free spaces, while the western side of Speditionstraße has the potential to accommodate approximately 200–250 apartments and some 600 new workplaces. Following approval of the master plan for this area, a binding development plan will soon be passed.

Kesselstraße/Weizenmühlenstraße

After the Kesselstraße and Weizenmühlenstraße peninsulas had been excluded from the revised zoning regulations currently in effect, the gradation of usage in this area will be revised. Master planning for both



Kaistraße, Weizenmühlenstraße, Speditionstraße – all showing the harbour's trademark mix of historic and modern architecture.



The harbour atmosphere draws in the crowds: the perfect place to relax, see and be seen.

peninsulas will be further elaborated starting with a detailed survey on pollution control and close involvement of companies operating in the harbour.

The concept of mixing residential and commercial usage is to continue on from Speditionstraße to the Kesselstraße peninsula. A light commercial zone on the peninsula's west side is to act as a buffer between the residential area and companies on Weizenmühlenstraße. The Weizenmühlenstraße peninsula forms a threshold between the Commercial Harbour to Kesselstraße and the Media Harbour. Every effort is made to ensure that existing companies remain located in this area. The top of Weizenmühlenstraße with the Plange Mühle building has undergone complete conversion and taken on a modern appearance.

Lausward/Hamburger Straße

This area includes the Commercial Harbour and the power plant. Its unique character is reflected in the designation 'exceptional harbour zone', while the site of the Lausward power plant has been designated an 'exceptional power plant zone'. In this regard, the new development plan will do more justice to the special purpose of this part of the harbour than the current one; the relevant changes are currently being incorporated into the new plan.

All development plans will have to take into account the problem of environmental noise caused by operations in the Commercial Harbour. The planning will therefore include a series of measures designed

to ensure suitable noise protection of present and future residents neighbouring the harbour.

The mid-term traffic concept

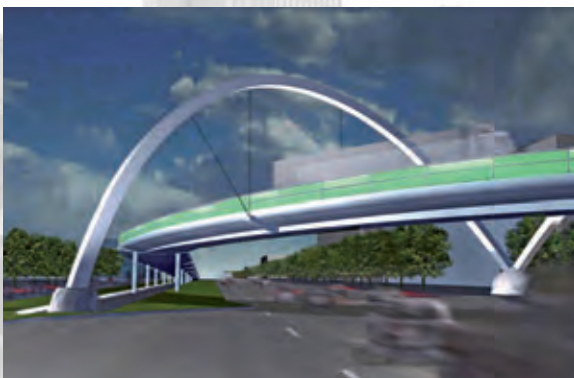
From 2012 the terminal stop of tramway line 704, originating at the Central Station, will be at Kesselstraße. A new four-lane harbour access road, Neue Holzstraße, is being built parallel to Franziusstraße and the rapid-transit railway line (S 8, S 11, S 28) up to Kesselstraße. A first section has already been completed: since June 2008 Neue Holzstraße provides a direct connection to Plockstraße. Two of the lanes run on into the Commercial Harbour via Alte Holzstraße and Fringsstraße.

Franziusstraße will benefit from extensive urban redevelopment. The Speditionstraße stop of tramway 704 and a new bus stop will also be situated here.

The main traffic flow will be routed onto Plockstraße, which runs from Völklinger Straße (B 1) to the Media Harbour, and on to Neue Holzstraße. The four-lane carriageway will use an existing railway underpass which has been expanded for the purpose. Four-lane expansion of Plockstraße between the railway bridge and Völklinger Straße started in early 2010.

As part of this overall extension, the connection to Völklinger Straße will be further improved. The planned Überflieger ('Flyover') bridge at Plockstraße/ Völklinger Straße is to serve as a new gateway to the Media Harbour, providing a far smoother traffic flow (construction started in 2010, completion 2013).

A diagram giving an overview of the planned traffic routing measures can be found on the insert page. More details about the planned infrastructure projects are available online at http://www.duesseldorf.de/eng/medienhafen/verkehrskonzept/verkehrserschliessung_1.shtml



The planned new bridge on Plockstraße.

This brochure was created with the kind support of:



www.elektro-eickholt.de



kai 18



steinmanufaktur.puzicha

TROMBELLO KÖLBEL
IMMOBILIENCONSULTING GMBH



slapa oberholz pszczulny |
sop architekten



KS SERVICE
FÜR WERBUNG GMBH
www.ksservicegmbh.de
Ihre Druckerei in Hafennähe
Spezialist für Haftnotizen

Published by

City of Düsseldorf
The Lord Mayor
Office of Economic
Development

Responsible

Uwe Kerkmann

Concept and text

Dr. Marion Schwartzkopff

Design and production

doppel. design, Düsseldorf

Printed by

Druckstudio GmbH, Düsseldorf

Photos

archilooks, (titel, p. 8, 10),
capricorn, ddp-Archiv,
J. Dickmann, (titel, p. 2)DMT,
Fotolia, Frankonia, P. Esser,
H. P. Heinrichs, H. Knauf,
SAS, U. Otte, Zaber Fotografie

II/11-5

9th, revised edition

www.duesseldorf.de/medienhafen

Contact

Office of Economic Development

Burgplatz 1
40213 Düsseldorf
Markus Döring
Phone: +49 (0)211 89-93880

Harbour coordinator

Hans-Dieter Jansen
Phone: +49 (0)211 89-22580
hansdieter.jansen@stadt.duesseldorf.de
Planning and Building Department
Dr. Gregor Bonin
Phone: +49 (0)211 89-22570
gregor.bonin@stadt.duesseldorf.de

Boat tour of the Media Harbour

▶ www.dticket.de
▶ Tourist Information
Marktplatz 6, 40213 Düsseldorf
▶ Düsseldorf Marketing &
Tourismus GmbH
Phone: +49 (0)211 172020

Guided tours

- ▶ Düsseldorfer Stadtführer e. V.
Sightseeing tours focussing on architecture,
history and economic development
Phone: +49 (0)177 4283548
info@duesseldorfer-stadtfuehrer.de
www.duesseldorfer-stadtfuehrer.de
- ▶ MedienHafen.de – Düsseldorf
Guided tours for groups and companies
Phone: +49 (0)211 303429
www.medienhafen.de/sightseeing
rundgang@medienhafen.de
- ▶ Architectural and art tours
Phone: +49 (0)211 6799695
info@kunst-service.com,
www.kunst-service.com
- ▶ Historical tours
Phone: +49 (0)211 5802984
www.geschichtswerkstatt-duesseldorf.de
- ▶ More information about sightseeing at:
www.duesseldorf.de/eng/medienhafen/
fuehrungen

Media Harbour on the Web

- ▶ www.duesseldorf.de/eng/medienhafen

