



# Hamburg News

6/2009



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**Flagship in sustainability**  
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Hamburg's honorary representatives travelled to Hamburg to network and gain insights into the city's latest developments. (p. 4)

## Newsflash

**Hamburg** is highly attractive to university graduates: Next to Berlin, the Hanseatic City is the most popular German location for highly qualified talents to live and work. This was revealed by a survey of the Institute of Marketing and Media at Hamburg University in co-operation with Delta Branding GmbH. In the survey, four basic city evaluation factors were considered: (1) urbanity and diversity, (2) nature and recreation, (3) job chances, and (4) cost efficiency. On the basis of these factors, Germany's 15 largest cities were analysed in the perceptions of 1,006 talented people. As a monetary benchmark, the salary percentage a talented person would give up to live and work in a city with a positive factor was questioned. In Hamburg, academics would ask for a 27 per cent increase in income move to compensate the loss of Hamburg.  
[www.uni-hamburg.de](http://www.uni-hamburg.de)  
[www.deltabranding.com/de/studies/cityimages.php](http://www.deltabranding.com/de/studies/cityimages.php)

## From budget to luxury: Hamburg's hotel market continues to grow 26 new hotels and hotel extensions until 2011 – Westin to erect new five star hotel

Hamburg is a booming city destination, attracting more and more tourists from home and abroad. Last year, 4.1 million guests, including rapidly increasing numbers of Chinese citizens, visited the Elbe metropolis. This year's first figures show the impact of the world's softening economy, but also confirm the Elbe metropolis' attractiveness by new investments. Comfortable beds from budget to luxury are offered by 289 hotels and pensions, and numerous new ones will join Hamburg's hotel market soon. According to a survey conducted by DEHOGA based on data from the Ministry of Culture, Sport, and Media, and the real estate company Jones Lang LaSalle, 26 new hotels and hotel extensions are being planned 2009 - 2011. A Meininger City Hostel & Hotel and a brand new Lindner Park Hotel Hagenbeck adjacent to Hamburg's world-famous zoo recently opened their gates. In autumn, the opening of the



Radisson Blu at Hamburg Airport is to follow. Also located close to the airport is the four-star Eurohotel Airport-Hotel Ohlsdorf, due to open in autumn 2009 with 165 beds. With Motel One, also a budget chain will open a two-star hotel with 252 beds at Hamburg's hub. Further openings by the trendy budget motel chain are planned in St. Georg and Altona. There, each of the two hotels

will feature more than 400 stylish rooms. In the luxury category, Hotel Kempinski Atlantic (picture), which currently undergoes extensive renovation and modernisation works, will soon be challenged by a new five star player: the Westin Elbphilharmonie, due to open with 500 beds in 2011 at HafenCity. Further south, IBA Hamburg is still looking for an investor building a hotel at Veritaskai.

## EXPANSION 2009 confirms: Hamburg is still highly attractive to investors Some 130 exhibitors to participate at Northern Germany's largest real estate trade fair

Sustainable energy efficiency in the development, construction and operation of commercial real estate is the key issue of EXPANSION 2009. Germany's second largest specialist trade fair for the real estate sector will take place on 17 and 18 June

2009 at the 7,000 sqm multi-functional hall of CCH Congress Center Hamburg. Focal points also include retail property and property law. EXPANSION will also pay tribute to the national and international importance of seaports and airports with their

offering of logistics property and sites. The "Drehscheibe Logistik" was created as a new platform for companies of the logistics industry. Some 130 exhibitors will participate in the fair; prominent guest speakers will present

and discuss current trends at the accompanying congress. HWF Hamburg Business Development Corporation will offer its expertise at the Hamburg Stand, no. 300, which was set up jointly by 20 exhibitors.  
[www.expansion-hamburg.de](http://www.expansion-hamburg.de)

## Shortcuts

**Aerospace Testing**

The Aerospace Testing, Design and Manufacturing Show will return to the Hamburg fair grounds Hamburg in 2010, to run alongside the successful industry lead fair Aircraft Interiors Expo. This will enable visitors to both shows to see the progression of technology from initial quality testing through to final aircraft interior. The dates for the show will be 18-20 May 2010. Both events are organised by Reed Exhibitions.

[www.aerospacetesting.com](http://www.aerospacetesting.com)

**Dachser invests**

The family-run enterprise Dachser, present in Hamburg since 1954, is expanding its Allermöhe site by investing 18.5 million euros into its new Food Logistics Terminal. With the construction project on the 35,000 sqm site, the family enterprise also plans to recruit new staff. The workforce at Dachser's Hamburg branch currently comprises 390 employees and 20 apprentices.

[www.dachser.com](http://www.dachser.com)

**94 concerts for the new Elbphilharmonie**

Three years before the official opening, Hamburg's future concert hall at Hafencity, Elbphilharmonie, presents its first concert programme. In total, 94 concerts conducted at Laeishalle and eleven other locations will allow to discover the cross-genre variety of music around a classic core, which Elbphilharmonie will present from 2012 onwards.

[www.elbphilharmonie.de](http://www.elbphilharmonie.de)

**85 years of high-tech**

From radios valves to microchips: NXP, formerly Philips Semiconductors, is celebrating 85 years of high tech in Hamburg. From its origins rooted in the beginnings of public radio in Germany in the 1920s, the company developed into one of the world's leading manufacturers of semiconductors. At its sites in Lokstedt and Hausbruch, NXP today produces ultra-small smart chips used in cars, portable phones, and electronic documents such as ePasses.

[www.nxp.com](http://www.nxp.com)

**Hafencity's Elbtorquartier is pioneering sustainability**

The Magdeburg Harbour is Hafencity's central water body. West of it, construction of Überseequartier has started in 2007. For the eastern segment, the combined urban design and architecture competition has been concluded.

The building site, offering 30,000 sqm gross floor space, will be home to the new German headquarters of Greenpeace, with 270 staff members, the "Designport" creative centre, and at least 100 flats. Architectural highlight of the

new complex partly covered by Hamburg's typical red brick will be the so-called "Stadtloggia", a covered arcade alongside the water's edge.

A special challenge of the competition was to meet the criteria of Hafencity's environmental seal in gold. Architects were thus asked to co-operate with engineers. The first prize went to BGP Bob Gysin + Partner Architekten, Zurich, and their partners ARGE 3-Plan Haustechnik, Winterthur, and EK Energiekonzepte AG, Zurich.

The project is being developed by DS-Bauconcept GmbH and Primus Developments GmbH. Their winning concept makes Elbtorquartier a flagship in sustainability. As an energy plus building, the complex will produce more energy than it consumes. This will be achieved by solar collectors, photovoltaic, and the use of wind energy. In addition, a complex water management system, including the use of rain water, will be realised.

[www.hafencity.com](http://www.hafencity.com)

**Life Science: closer co-operation with Austria  
Memorandum of Understanding signed in Upper Austria's capital Linz**

The Northern German states Hamburg and Schleswig-Holstein have entered a co-operation with the Austrian states Upper Austria and Styria. A respective Memorandum of Understanding has been signed in Upper Austria's capital Linz in the presence of Hamburg's First Mayor Ole von Beust and Upper Austria's Governor Josef Pühringer. The contract determines the close co-operation of the clusters "Life Science Nord", "Health Cluster Upper Austria",

and "Human.technology Styria" in the fields of biotechnology, medicine technology, and nanotechnology to stipulate joint projects of companies and research facilities. At the cluster meeting that followed, the participants from business and academia were able to examine first co-operation options.

The cluster "Life Science Nord" comprises 520 companies. Upper Austria boast the alpine state's largest cluster in medicine technology, with the 191

members of "Health Cluster Upper Austria".

On his trip to Austria, Hamburg's First Mayor was accompanied by Hamburg's Minister of Science, Herlind Gundelach, and Schleswig-Holstein's Secretary of State, Jost de Jager. Following their stay in Linz, the delegation travelled to Vienna, where port matters and logistics dominated the agenda. Tourism projects were also high on the list.

[www.life-science-nord.net](http://www.life-science-nord.net)

**Hamburg's unique competences****Toni Gerken – a specialist for difficult printing tasks**

Backgrounds for shows and castings, logos on sailboats, XXL advertising fabrics for Nivea or ultra-large roof membranes for Hamburg's ball and ice sports hall Volksbank Arena: The Hamburg company Gerken Druck enjoys a global reputation as a specialist for difficult printing tasks.

**Fascinating roof lighting**

His largest challenge, thus founder and owner Andreas "Toni" Gerken, shines in bright blue amidst the green foliage of Hamburg's Volkspark: the roof of Volksbank Arena. Serving as a fifth façade, its 5,135 qm skin was created by 892 individual segments. All of them are bent, each part has its own format, nowhere did Gerken

find a right angle. Still, all parts had to be printed in such a way that a wrinkle-free roof would be created, covering both halls and featuring a colour scheme softly changing from the blue at ground level to the white on the roof's centre. After the complicated assembly of the membrane, which is illuminated every night by 900 fluorescent lamps in blue, the next challenge followed: to glue the logos of the halls' tenants, i.e. Hamburg Freezers and HSV Handball, onto the roof, which had been spanned like a trampoline. For this task, Gerken used a purpose-built frame – and succeeded to adhere the logos, also made up by some 400 individual parts, without leaving any creases or bulges.

**International projects**

In accordance with the company's claim "Symbols on everything", Gerken can apply any given motives on nearly any kind of material up to five metres in width by serigraphy or digital printing – even an elephant's blanket has thus been custom-printed. Meanwhile, Gerken's expertise is requested all around the globe. In Japan, the printing specialist has been contracted for the tenth time to produce and brand an advertising zeppelin. The 12 metres tall and 30 metres long airship, realised in co-operation with the Hamburg sail maker Pfeiffer, today floats in Tokyo's sky to promote the German carmaker BMW.

[www.toni-gerken.de](http://www.toni-gerken.de)

## They know how to set cities and shows into the right light Ulrike Brandi illuminates Rotterdam – Procon guaranteed a good time in Moscow

She plans the lighting of Hamburg's new Elbphilharmonie concert hall, created the illumination of Hamburg's town hall, and has now been commissioned to design an energy conscious, yet atmospheric light concept for the Dutch port city Rotterdam: Ulrike Brandi (52). Following language and design studies, she founded her company "Ulrike Brandi Licht", which has realised more than 350 projects.

In addition to areas that have long relied on light planners, such as in the design of museums or department stores, Ulrike Brandi's repertoire also covers the light planning of master plans and public

spaces. Exemplary projects of hers include the British Museum in London, the Mercedes-Benz Museum in Stuttgart, the White City Mall in London, the town centre in Bremen, EXPO 2000 and the Pudong 2 Airport in Shanghai.

In Rotterdam, the Hamburg light designer is facing a two-fold challenge: to reflect the port city's typical atmosphere of fast-changing skies with intense light and shades in the light concept, and to save 25 per cent of Rotterdam's light energy consumption. How also the environment benefits from a new light concept was shown by Ulrike Brandi in her hometown Hamburg. Since

the installation of Brandi's new illumination at city hall, energy costs for lighting have decreased by 25 per cent.

A second expert for perfect light is the Hamburg-based Procon Gruppe. After this year's ECHO award ceremony in Berlin, it also provided light and loudspeakers for the Eurovision Song Contest in Moscow. Procon has already worked for Europe's favourite TV show in Athens 2006 and Belgrade 2008. Procon sent 34 trailer trucks with technical equipment and a team of more than 70 people to this year's Eurovision Song Contest.

[www.ulrike-brandi.de](http://www.ulrike-brandi.de)  
[www.procon.de](http://www.procon.de)

## Where thrillers and crime cycles are at home

### The Hamburg Metropolitan Area is a highly-requested location for police movies

Every Monday, they go patrolling – and thrill Germany's audiences: "Großstadtrevier (Big City Beat)", one of the longest-running police series on German television, blends the excitement of suspenseful criminal cases with the warm-hearted and humorous camaraderie of a tight-knit team. Since 1986, more than 250 episodes have been shown, 2009 will see the 22th sequence starting. The 23rd sequence, just shot throughout Hamburg with Jan Fedder, Peter Heinrich

Brix, Till Detroeder and Maria Ketikidou, will be broadcasted by ARD in 2010. New sequences for ARD police series "Der Dicke" starring Dieter Pfaff were turned at Hamburg-Eimsbüttel, while the inner city provided the scenery for new sequences of the ZDF crime series "Einsatz in Hamburg". Mysterious cases of murder are also solved in the sequences of the ZDF series "Das Duo", which were filmed in Hamburg and Lübeck. The Hamburg Metropolitan Area,

ZDF also provided the setting for ZDF's 28th sequence of the crime cycle "Bella Block" with Hannelore Hoger. Roaming the city is also Flensburg's police dog "Kalle" – even though the story takes place in the German-Danish border town, all filming took place in Hamburg. The Elbe metropolis is also a unique location for children crime films. In a new NDR production, five junior detectives chose the port of Hamburg as base for their research.

[www.fchsh.de](http://www.fchsh.de)

## Hamburg docu-film on Lincoln enthuses American audiences

### Vidicom's cult film on the 16th US president celebrated at his 200th anniversary

He is the embodiment of the 'American Dream': Abraham Lincoln. His vision of a free America united in peace and the abolishment of slavery made him an icon – and an ideal for Barack Obama. The inauguration of the 44th US president was thus celebrated by the National Geographic Channel by broadcasting a docu-drama at prime-time, which had been realised by the Hamburg producer Peter Bardehle and his company Vidicom: "Lincoln's last night". Directed by Kiel-born Wilfried Hauke, the two-part docu-

drama starring Fritz Klein as Lincoln and Brian Merrick as his murderer John Wilkes Booth was shot on High-Definition at spectacular locations across the United States. A cast of more than 80 historical actors created an authentic image of Lincoln's America. The Presidential office in the White House was staged at Centre Hill Mansion in Petersburg, Virginia. The Ford's Theatre box reconstruction was one of many locations used around Richmond, Virginia. Further scenes were filmed at historic Strasburg, Pennsylvania Railroad, and

the original summer residence of the Lincoln family in rural Washington D. C. The production of the film, which already is a major highlight of the 200th anniversary celebrations of the 16th US president, was supported by the EU MEDIA Programme and the Filmförderung Hamburg-Schleswig-Holstein GmbH. The film was realised in cooperation with the Northern German broadcaster NDR, the Franco-German channel ARTE, and other European broadcasters.

[www.vidicom-tv.de](http://www.vidicom-tv.de)

## Shortcuts

### Innovative research

The Hamburg Ministry of Economic and Labour Affairs supports local Eppendorf AG with 500,000 euros in the development of a tool for micro-manufacturing. The funds are provided by the "Programme for Innovation", which annually supports research and development projects with more than two million euros. The responsible party for the project is the Hamburg Foundation for Innovation Support.  
[www.hamburg.de/bwa](http://www.hamburg.de/bwa)

### Cancer research funded

Following an evaluation by an international panel of experts, the University Cancer Center Hamburg (UCCH) was acknowledged as an excellence centre for cancer research and will receive funds of three million euros by the German Cancer Aid. The UCCH comprises 26 clinics and institutes of the University Hospital Eppendorf plus seven hospitals and nine surgeries in Northern Germany.

[www.uke.de/zentren/cancer-center](http://www.uke.de/zentren/cancer-center)

### Mars mission

The commissioned officer Oliver Knickel from Hamburg is the only German among the six participants of the ESA-Project "Mars 500" simulating a Mars mission in Russia. The 28 year old parachute was chosen among 5,600 contestants. Knickel, who just spent 105 days in a replica spaceship, will also join the second stage of the testing by spending the entire time of a Mars mission, i. e. 500 days, in the fake starship.

[www.deutschesheer.de](http://www.deutschesheer.de)

### Taking off together

For Europe's aviation industry, it is increasingly important to utilize its own innovation potential at the fullest and to co-operate with suitable European partners to stand its ground in global competition. Within the frame of the EU project CLUNET, Hamburg thus created the European Aerospace Cluster Partnership (EACP). Representatives of 24 European aviation clusters and regions recently attended the official launch ceremony at Hamburg Airport.

[www.luftfahrtstandort-hamburg.de](http://www.luftfahrtstandort-hamburg.de)

## HamburgAmbassadors to promote Hamburg as the Beatles' cradle

36 honorary representatives from five continents gained new insights at the 4th HamburgAmbassador Meeting

Their global network puts a human face to the Hamburg brand: Today, 36 honorary representatives promote the Free and Hanseatic City of Hamburg on five continents. Appointed by Hamburg's First Mayor Ole von Beust, these men and women, who have been born in the Hamburg Metropolitan Area, studied, worked or lived here, today occupy leading positions in the social, business or cultural life at their current places of residence.



for three days. The programme comprised a breakfast reception by the Hamburg Senate and a presentation of Hamburg's importance as a global logistics hub. After a meeting with Corny Littmann of Schmidts Tivoli, the HamburgAmbassadors followed the footsteps of the Fab Four on a walk down Reeperbahn, including a stop at the new Beatles square (picture) and a VIP tour of the new BEATLEMANIA world.

### Hamburg's latest projects

Every May, they meet in Hamburg to update their knowledge and to deepen contacts. At this year's 4th HamburgAmbassador Meeting, local companies and institutions provided them with background information on the city's economy and the upcoming projects. The agenda was thus fully packed

### Up-to-date

#### It's a Hamburg institution – and Germany's oldest Jazz club:

The Cotton Club at Alter Steinweg, which recently celebrated its 50 years. Groups and artists who played the Cotton Club include the Monty Sunshine Jazzband, Bob Kerr's Whoopee Band, Schnuckenack Reinhardt Quintett, Pasadena Roof Orchestra, Max Collie's Rhythm Aces, Ken Colyer, and Mr. Acker Bilk. The club is also a venue for amateur bands. Stintfunk, Hamburg's oldest big band, plays at the Cotton Club on a regular basis.

[www.cotton-club.de](http://www.cotton-club.de)

### Hamburg's vibrant scenes

Meanwhile returned home with heaps of material, the honorary representatives will also include Hamburg's Beatles heritage and the city's vibrant scenes in their promotion of Hamburg.

[www.marketing.hamburg.de](http://www.marketing.hamburg.de)

[www.mediaserver.hamburg.de](http://www.mediaserver.hamburg.de),

Picture: Christian Spahrbier

[www.beatlemania-hamburg.com](http://www.beatlemania-hamburg.com)

## News-Bits

**The European importance** of the Hanse League will be showcased by a new museum. It will be erected in the Hanseatic City of Lübeck by Andreas Heller on the grounds of "Burgkloster".

**The history of the Port of Hamburg** is presented by Hamburg's new Port Museum at Australiastraße. With more than 10,000 exhibits ranging from a dock workers' personal box hooks right through to a dockside crane, the museum's collection covers the areas of cargo handling in the port, regional shipping and ship-building in Hamburg.

[www.hafenmuseum-hamburg.de](http://www.hafenmuseum-hamburg.de)

## Hamburg and France: a rich past and future

French Consulate General in Hamburg for more than 420 years

Hamburg and France share a centuries long history. In the 17th century, Hamburg was a major import port for France, and during the Napoleonic occupation, the city was even granted the title "Bonne ville de l'Empire Français" and appointed as capital of the "Département des Bouches de l'Elbe". In these years, Hamburg highly benefited from the influx of Huguenot immigrants. Alexis de Chateauneuf (1799-1853) formed the heart of Hamburg after the big fire of 1842 – the "Alsterarkaden", "Schleusenbrücke" (lock bridge), and the old post office are landmarks

of his skill. In 1843, Chérie Maurice founded the Thalia-Theater, which is still well known, and Adolph Godefroy (1814-1893) was the first director of the HAPAG shipping line. Present in Hamburg for more than 420 years, also the French Consulate General boasts some famous names. In 1913/14, its director was the famous writer Paul Claudel. Today, Jean-Pierre Tutin looks after Hamburg's 4,000 French citizens as Consulate General and director of the city's Institut Français. Newcomers to the French community are welcomed by the 600 members of

"Hambourg Accueil". To further the bilateral exchange in business is the main aim of the German-French business club "Amicale de Hambourg" founded in 1964. The Cluny Society, founded back in 1947 annually grants the "Prix Cluny" to Hamburg pupils with outstanding language skills. The dual high school leavers certificate AbiBac can be achieved at the private Lycée Français de Hambourg Saint-Exupéry teaching some 670 pupils, and the public grammar school Gymnasium Othmarschen.

[www.amicale-hambourg.de](http://www.amicale-hambourg.de)

[www.hhaccueil.de](http://www.hhaccueil.de), [www.cluny.de](http://www.cluny.de)

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