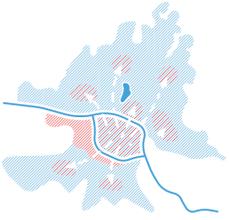




Perspektive Dabel



Productive Hamburg

It is not just us digital nomads and analog romanticists, we all know the importance of the "Handwerk", the productive economy, for Hamburg's economic and cultural life. With Hamburg's growth, real estate investment often pursues housing and offices and pushes the space demanding productive economy out of the cities. So how do we foster the urban productive economy and what are its special merits in times of cheap logistics? Urban production is close by, flexible and highly innovative. We bet that the number of patents and the innovative power of the "Schanze"

exceeds the "Hit technopark" in Hamburg Bostelbek by far. Its cultural, functional, economical and architectural heterogeneity plays a major role. Social interaction in urban melting pots is a breeding ground for ideas. The neighborhoods that contain all aspects of life, including the productive economy are more creative. They function as laboratories to innovation. We must mingle together, inspire one another and other urbanities, and implement the paradigm of the productive city in Wilhelmsburg.

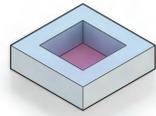


DA in Wilhelmsburg

Wilhelmsburg shall transform sustainably, preserve local identity and aesthetics, keep the existing businesses and local residents, and forge a functional and social mix. The loosely packed neighborhood mix of production and housing will be densified and enriched with spaces of social interaction and cultural innovation. Wilhelmsburg will become intensively urbanized and a productive urban role-model.

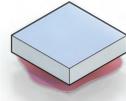
Special Spaces

We love the city. Let us form a new powerful production site, a livable neighborhood, a warm-hearted community, an urban innovation incubator, a home. Among four different urban typologies, which were shaped over a previous competition, we can identify a distinct spatial quality for each of them. Four special places shall become focal points of urbanity, where aspects of the productive, residential and cultural life interact, interweave and merge into symbiosis.



DARIN

The inside of this urban block stands in contrast to its outside. Blocking off customer relation and publicity, the block's solid structure contains a wide range of housing types and private garden, a retreat, a yard, a laboratory for the community of residents and producing creators to meet, mingle and pursue their projects. The diversity of its community shows on its outside - an assembly of different architectures, with housing atop and productive businesses beneath facing the busier streets and, most importantly: 'Da plaza'.



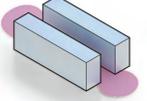
DA RUM

All around, the two solitary buildings engage with their surroundings. The apartment building is a vertical town for new ways of life with social access balconies all around. The roof and façade is wrapped in green, with urban agriculture a top and all around. A skeleton structure allows a free-flow floorplan and exchange with urban life on the ground floor. The productive building contains businesses throughout 3 floors with galleries illuminated through a shed roof. It interacts all around, productively in the north, publicly at the street, enjoys privacy in the west and the southern sun.



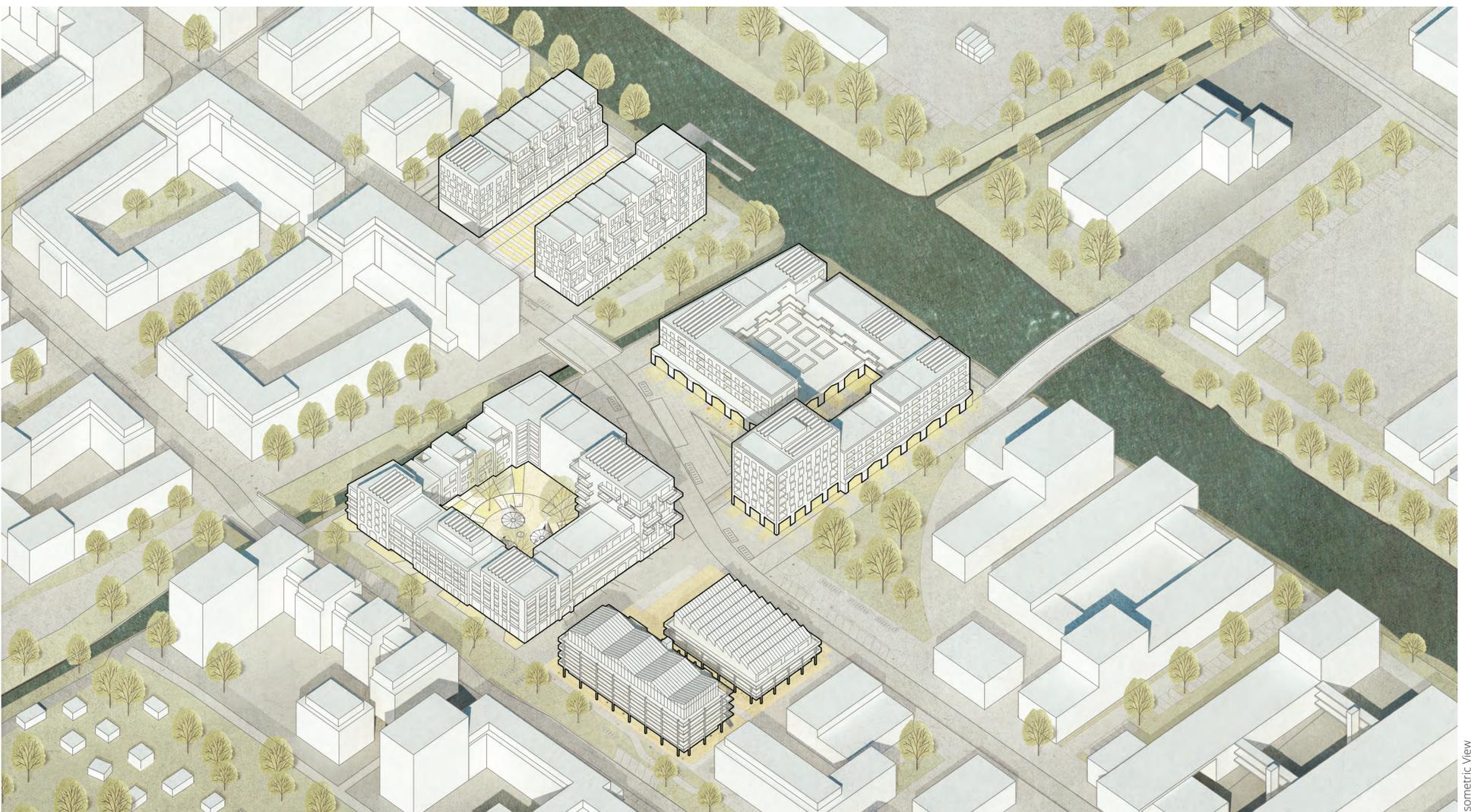
DARUNTER

Underneath a huge roof, a coworking space invites various craftspeople to meet, work and collaborate. Depending on the need of this community of free creators, furniture can move around the huge hall. Together expensive machinery and specialized workshops become sustainable. The two 2 lower floors underneath the living block also offer workshops and workrooms with concealed privacy. The open community spaces connect to the yard, the waterfront and to 'Da plaza'. Above housing offers various housing types and community spaces.



DAZWISCHEN

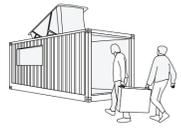
In between two long buildings there will be a mixture of actives and functionality and a highly interactive urban space shall connect producers and residents to incubate innovation. The buildings' cross wall construction divides housing units above from the workshops underneath. Workshops open their fronts, and residential units its spacious staircase and community spaces to the 'in between' - an extended working space during the week and a community space at the weekends. It is another special space where the productive, residential and cultural life interacts and merges into symbiosis.



Isometric View

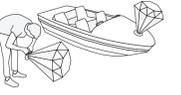
Cooler Kahn Hausboote

Since 1921 Cooler Kahn develops house boats locally in Wilhelmsburg. First used as refuge boats after the first World war. Cooler Kahn in collaboration with 'Geile Kajütte' and 'Hüpfburg 4.0' developed their house boat to be one of the finest of the western Elbe. Today they produce bio, fair-trade and gluten free house boats and are proud of the longtime company history.



The Container California

Welcome to the Container California
Such a lovely place. Such a lovely place. Such a lovely face.
Theres Plenty of room at the Container California
Any time of year you can find it here
They livin' it up at the Container California
What a nice surprise bring your alibis.
You can check out any time you like,
But you can never leave!



Pimp my Pedalboat

This extraordinary workshop is specialized on top - notch luxury pedalboats. Conversion of former industrial harbors into recreation and sport ports is the current Zeitgeist. Stylish and modern pedal boats are a must have and „Pimp my Pedalboat“ from Wilhelmsburg is the world's #1 producer.



LOGISTICS RESEARCH DEPARTMENT

The Wilhelmsburg Cargo collective delivers packages, letters, products and fresh food with autonomously navigating boats and drones. Using Hamburg's capillary network of water ways, they make logistics cheaper than any competitor. Starting to collaborate with Rewe and Budni and Amazon, they grew intensively and plan to spread to other cities, without forgetting their roots in Wilhelmsburg.



Willi Bräu

Winfried and Liona brought a few bottles of their home brewed beer to the summer festival of the DA-Rum Agricultural hub. People loved it and offered to plant some hop seeds in their greenhouse.
That was the kick-off.
Over a few tries and an open beer workshop, recipes improved. Their Willi Bananen Bräu was so successful, that they started a brewery. By now they deliver to many hip bars around Hamburg.

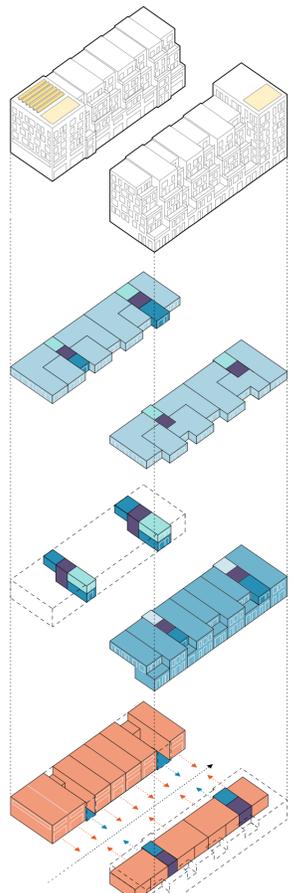
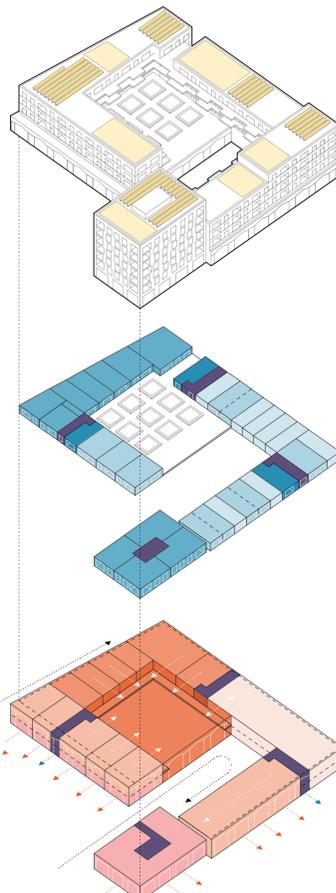
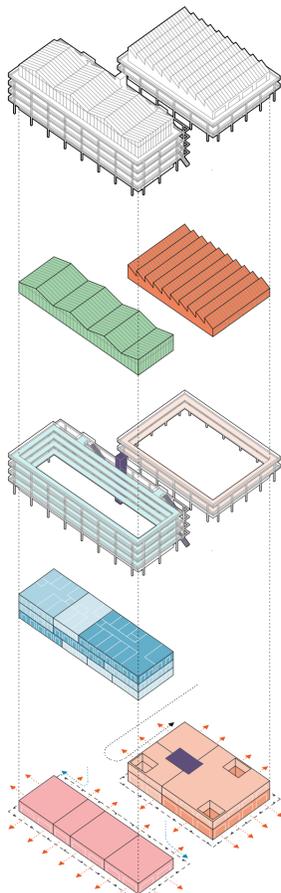
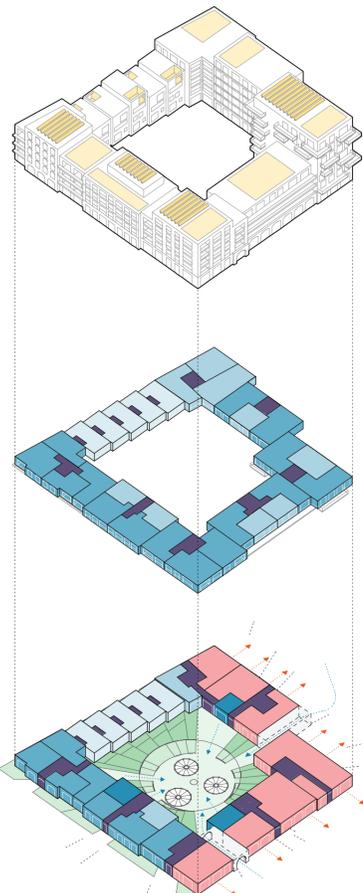


DARIN

DARUM

DARUNTER

DAZWISCHEN



- shops
- community garden
- photovoltaics
- roof terrace
- staircase
- community space
- family apartments
- couple apartments
- townhouses

- gallery workshops
- big workshop
- small workshops
- co-producing space
- social shops / workshops
- staircase
- community greenhouse
- social access balcony
- big residential communities
- middle residential communities
- small residential communities

- central workshop
- small workshops
- store workshops
- coffee shop / canteen
- shops
- photovoltaics
- roof terrace
- staircase
- community space
- family apartments
- couple apartments
- single apartments

- workshops
- photovoltaics
- roof terrace
- jockeyroom / hobbyroom
- workshops
- staircase
- community space
- duplex apartments
- single + family apartments
- guestrooms

