

UNILEVER GERMANY HEADQUARTERS HAMBURG, GERMANY, 2007–2009



Unilever plans to move to a prominent waterfront location in Hamburg's HafenCity, one of the most dynamic urban developments in Europe. Sited between the new Elbphilharmonie and the shipping terminal the proposed building responds to the street pattern of the masterplan, maximising panoramic views out over the river. Offices for staff of over 1,000 ring a central atrium which plays an important role in both promoting internal communication and the building's advanced energy concept.

"Marco Polo Platz" on the city side of the building is allowed to develop through the building to the riverfront providing a vibrant public realm and firmly cementing the building's relationship to its immediate context.

Public amenities such as showrooms, a café and a restaurant serve to welcome the public into the interior where they can enjoy the open and inviting atmosphere of the generous atrium and are casually introduced to the world of Unilever.

The goal of the project is to achieve an inspiring and healthy workplace environment while minimizing energy consumption for building operation. Indoor, outdoor and semi-conditioned zones provide informal meeting spaces.

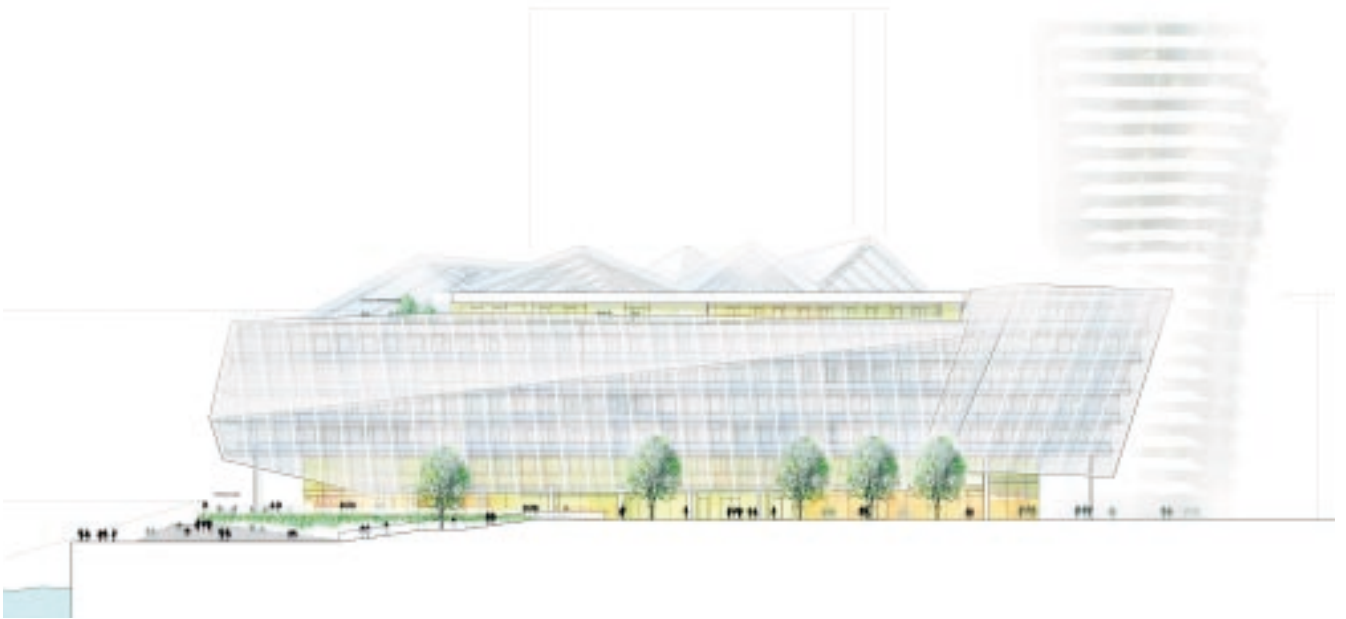
The building itself is shaped to protect its adjacent outdoor spaces against the prevailing strong winds.

Client
Hochtief Projektentwicklung
Architect
Behnisch Architekten
Competition
2006, 1st Prize
Planning and construction
2007–2009
Gross
38,000 m²
Volume
170,000 m³

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