



HOLZMARKT

CONCEPT & ARCHITECTURE

Table of Content

Lebensfreude	03
The Quarter	
Identity	04
Location	05
Overview	06
Public Space in the Urban Spree Area	07 - 08
Urban Development Concept	09
Additional Value for the City	10
The Model	
Cooperative Society	11 - 12
Leasehold	13
Mörchenpark e.V.	14 - 15
Cooperative for urban creativity	16 - 17
Holzmarkt plus eG	18 - 19
The Holzmarkt	
Program and Development	20 - 22
Village	23 - 28
Halls & Huts	29 - 31
Club	32 - 34
Restaurant	35 - 37
The Hotel	38
The Eckwerk	49
Construction Phases	40 - 44
Imprint	45

Gender-Note
To facilitate readability, we will not additionally formulate the female form throughout the entire brochure. Therefore, it is pointed out that the exclusive use of the masculine form is to be explicitly understood as gender independent.



Lebensfreude



I've got a hangover. Like any good Berliner, I was out for the whole weekend. Fortunately, Kreuzberg nights are still long, indeed, they are long even beyond the neighborhood's edge! Once again, I realize why I find it so great right here: No curfews, no „Get out of here“, no specific agenda to your amusement, just a cherished way of life that has become our established culture. With lots of love and little money.

I'm starting to tire, but possess no trace of regret. Friday to Sunday night, and everything in it: theater, good conversations, a dancing marathon, and there's more yet to come... the concert with the accordion player.

I love the accordion. I've always marvelled at how a little air-pressure and a squeeze can unleash such emotions and dreams. Dreams of the future, dreams of holidays, dreams of those things wanting to be discovered. Here everything was always possible.

Already, these first notes make me melancholic; I digress into my memories, thinking about the early days: As soon as the sun came up, everyone was on their feet. You could go with the flow, no one complained.

Techno was (is) at home here, having seduced an entire generation into new ideas, much like Rock'n'Roll. A parade with the motto 'Peace, Joy & Pancakes' found its followers here. Later, one million people joined in from around the world. Infamous venues, Planet, E-Werk, Tresor, Tacheles, and last but not least the Bar25, all transformed unused lands into playgrounds for both young and old,

unique spaces carved out for living an ideal. They defined what makes Berlin so unique in the world. Of course, things have to change. I don't want to hear myself say, "Everything used to be better." Really I don't! I would rather engage the future. We're not just a few and we are not stupid. We've convinced quite a few skeptics to join in the vision.

Certainly in no small part because the scene was recognized as an industry. There exists a willingness to invest capital for creating places of art and culture because it makes money. And crucially, it's also fun and about promoting real living.

Now the band is at its peak. Flirting, jumping, provoking, taking people on stage. Everyone is dancing. The accordion is laughing, pulled to and fro, ecstatic with momentum, again and again. It triumphs! There it is, that particular feeling. Everyone's thrilled. Suddenly I am fit again, rejuvenated and inspired.

Everything is possible! With great pride, I think of how this area could be filled with life in a completely new and different way. With a musical heart and no boundaries, there is a village created by artists, where people and ideas come forth. It happens in the beer garden, the hairdresser's, the kiosk, the gallery, the hotel room or on the stage. It would really be something! More and more ideas are running through my head, here in Berlin – the place for me where dreams come true. I've seen it myself!

Everybody is clapping: „Encore, encore!“ Nobody wants to leave. The concert is finished. I'm depleted. I fall into bed and I know what I live for!

steffi-lotta for the Holzmarkt



Back in the days

The Quarter

Identity

For us, the Holzmarkt is not just a street in Berlin with an interesting history. In the name we see the future and we see program. In the Holzmarkt we think nature, economy and culture at the same time. We open up and create space for creativity, to live and work. Where today the scar between east and west is still visible, a lively urban quarter will be created that connects Friedrichshain, Kreuzberg and Mitte. No more wall or fence blocking the view on the Spree. The Holzmarkt wants to attract people from Berlin and all over the world, delight, inspire and connect them. Here they will find peace and fun, work and entertainment and be able to participate and enjoy.

Forum, sustainability and change are not a contradiction. We produce a field of tension between modern architecture and a Holzmarkt (timber market) in the sense of the word. New technologies and crafts stimulate each other. The Holzmarkt makes room for something new, does not remain static. We want to create values, experiment and learn in a unique, livable place.

Today



© by Sebastian Bolesch

Location

Rich in ideas:

Berlin is the place to be, also for the international start-up scene. Next to Cambridge, Berlin is the center for young entrepreneurs.

EU, Commission for the Digital Agenda, 2012

Worthy to live:

No other European capital offers so much space and barely any city has cheaper rents.

Senate for urban development and environment, 2005 ECA International rent prices, 2011

Popular:

After London and Paris, Berlin is in third place among European cities and the number of over-night stays continues to rise.

ECM benchmarking Report, 2012



Overview of the Quarter

Culture

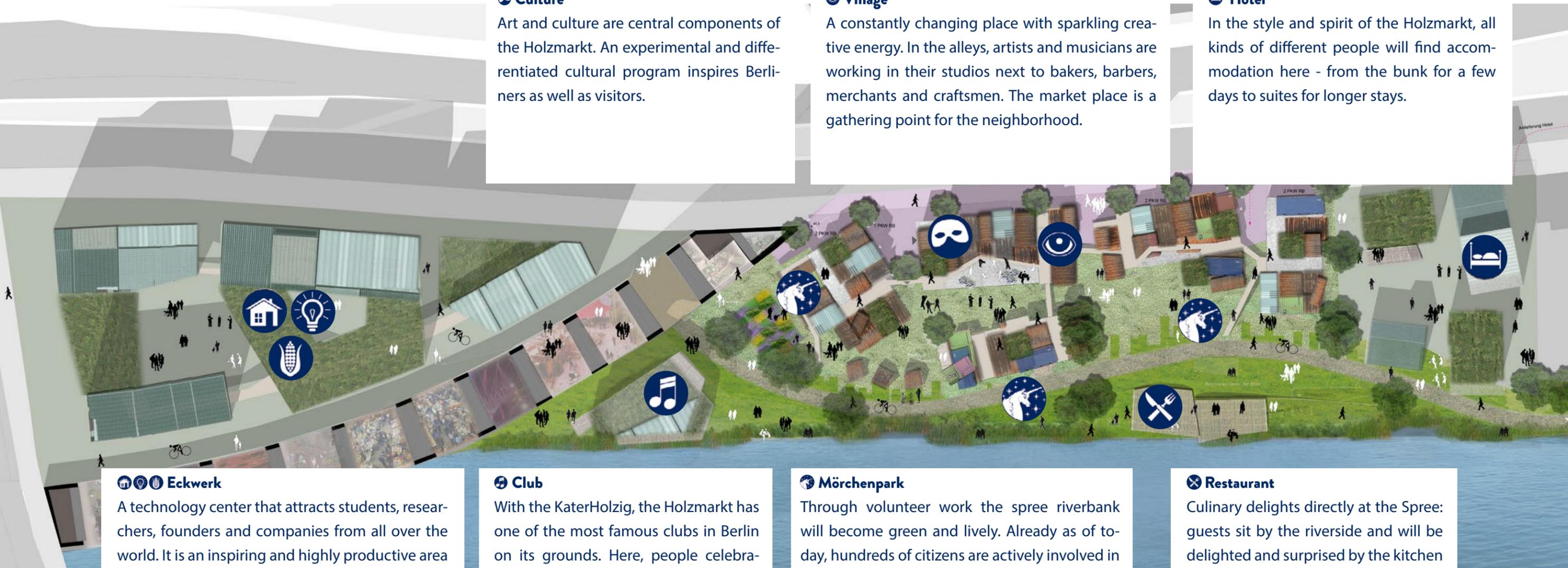
Art and culture are central components of the Holzmarkt. An experimental and differentiated cultural program inspires Berliners as well as visitors.

Village

A constantly changing place with sparkling creative energy. In the alleys, artists and musicians are working in their studios next to bakers, barbers, merchants and craftsmen. The market place is a gathering point for the neighborhood.

Hotel

In the style and spirit of the Holzmarkt, all kinds of different people will find accommodation here - from the bunk for a few days to suites for longer stays.



Eckwerk

A technology center that attracts students, researchers, founders and companies from all over the world. It is an inspiring and highly productive area where student living and start-ups are brought together in a completely new way. On the roof of the Eckwerk professional urban farming will be done.

Club

With the KaterHolzig, the Holzmarkt has one of the most famous clubs in Berlin on its grounds. Here, people celebrate together, networks are created and ideas are exchanged.

Mörchenpark

Through volunteer work the spree riverbank will become green and lively. Already as of today, hundreds of citizens are actively involved in the society. With this project the demands of the citizen-initiated referendum "Spree riverbank for all" are implemented. A "Mörchen" come true. (Wordplay Märchen = Fairy tale)

Restaurant

Culinary delights directly at the Spree: guests sit by the riverside and will be delighted and surprised by the kitchen of the KaterSchmaus.

Public Space in the Urban Spree Area

Mediaspree vs. Spree riverbank for all

Land on the riverbank is highly coveted in Berlin. Quite often conflicts of interest between a capital-oriented real estate market and the necessities of the citizens are carried out there. This is also the case along the Spree riverbank in Friedrichshain-Kreuzberg, which has become one of the most fiercely contested building lands in Berlin. With the vision that Berlin will become the economic cen-

ter of Eastern and Western Europe after the unification in 1989 and supported by neoliberal urban development politics, the major investor project "Mediaspree" was initiated. Under this label mostly office spaces, company headquarters but also luxury lofts, hotels and multipurpose halls were built between Jannowitz- and Elsen bridge along the Berlin wall on un- or temporarily used land.

Resistance to the dense and lifeless development of the riverbank organized itself having its temporary peak in 2008 when 87% of the population of Friedrichshain-Kreuzberg demanded a "Spree riverbank for all" in a citizen-initiated referendum.



Demonstrations against the "Mediaspree"-plans in front of the red town hall in Berlin.



© by Staab Architekten

The Mediaspree development plan for the Holzmarkt is planning more than 80,000 square meters of gross floor area, especially for commercial use – including an 82-meter high tower building. The Holzmarkt plus eG implements the district councils demand to halve the proposed floor space.

Our Approach

Sustainable construction materials and methods that promote owner-operated enterprises and self-building

Urban quarter organized as a cooperative - community instead of singular interests

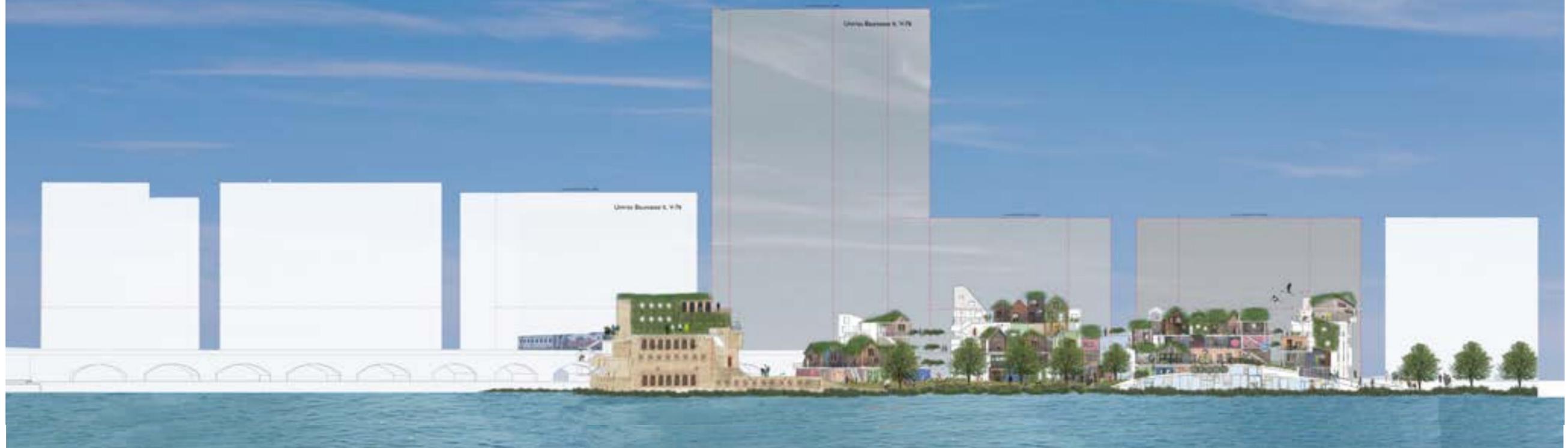
No fences, no walls – the Holzmarkt is public

Cost-effective building to ensure affordable rents for creative users

Implementation in phases to enable creative change

Unique public space that offers additional value for all citizens

Interconnectedness of the Holzmarkt with public urban space



No dense and linear high-rise buildings according to the construction plan directly on the Spree (gray areas); Instead, planning with low heights and low density (view on village facades) and using the construction potential behind the railway viaduct with the Eckwerk (white areas).

Additional Value for the City



Land is a commodity of the city - capital for public infrastructure, municipal housing and economic locations. The perspective of the city shall be that of a care-taking owner and not that of the marketer.

The definition of profits must not be purely financial. An integrated and sustainable urban development plan acts to the benefits of the public, ensures creative space for the citizens in general, but specifically for the later users.

The business strategy of the Holzmarkt is focused on creating additional value – additional value for the city and its citizens, which is not only generated through money. We are purposely sacrificing profits that are based on speculative processes.

The Berlin Model

The Holzmarkt works like Berlin. It has the qualities for which our city is loved and envied for around the world.

Future Ideas

The Eckwerk will be a source of inspiration beyond the borders of Berlin. Knowledge and ideas that arise here are there to be used and developed further, which is why we do not defend the knowledge gained against copycats. The aggressive enforcement of patent law is hostile to innovation. Research and development as well as the daily business we consider as an interaction. Great ideas need to be realized and the THAT is more important than the WHO.

Integration and Inclusion

The Holzmarkt is a meeting place - on a small and large scale.

People with and without disabilities will find training, work and often their desired family. In addition, the Holzmarkt integrates the social environment of the Plattenbau-Friedrichshain, the mix from Kreuzberg and the city into a no man's land.

Jobs

On the Holzmarkt at least 200 jobs will be created that are subject to social insurance contributions. For tenants and leaseholders an additional 600 people will be employed.

Kidsklub

The Holzmarkt provides a contemporary and family-friendly work environment.

Participation

The quarter is organized as a cooperative; to use a different word: collectively.

The Genossenschaft für urbane Kreativität (Co-operative for urban creativity) collects capital – also small contributions. In the Mörchenpark eV, participation and above all co-action is possible from now on. Sustainable governmental processes require participation.

Renaturation

The Mörchenpark is a public park to experiment, play, walk and relax. Together with the artist and commercial village it forms the breeding ground for alternative uses and new concepts of life in the city of tomorrow.

Settlement

Berlin attracts founders and entrepreneurs with charm, creativity and open space, less with money. In the Eckwerk ideas and innovations find soil and inspiration. Students meet experienced managers, programmers meet artisans and visionaries meet implementers.

Student Living

It's about an inspiring, living and working environment for students, founders and entrepreneurs. Specific buildings affordable for students are supporting the Berlin housing market at a sensitive point. Students are already competing with families with a strong net household income for inner-city apartments suitable for flat-share.

Sustainability

With the long leasehold the Holzmarkt has the best conditions to create a quarter that will set new sustainability standards. However, sustainability for us is not only „very long“, but always connected to an economic benefit. For example, infrastructure and services are always supposed to be used by as many as possible and thus saving resources and adding additional value for future generations.

Urban Ecology

Not only the park is an important contribution, the overall project will be a pioneering biotope. On the 2,000 sqm area on the roofs of the Eckwerk, a professional and highly productive urban agriculture will be operated. The result is a producer-consumer community of very short distances; residents, restaurants and village shops will be supplied.

A new riverbank walk part has been opened. Dr. Franz Schulz (former Major of Friedrichshain-Kreuzberg) at the symbolic cutting of the red ribbon at the Holzmarkt ground-breaking ceremony on May 1st, 2013.

The Model

The vision of the Holzmarkt is reflected in the corporate form. We commit ourselves to the principles of sustainable and democratic economic activity. The creative space is protected against the interests of capital.



Cooperative Society

In a cooperative network, a sustainable financing model was developed that constructively involves investors. The creative space is secured by the Holzmarkt plus eG, which was founded by the initiators of the Holzmarkt project. It also provides interested citizens and supporters the opportunity to participate. Each member of the cooperative has a vote regardless of how many shares he / she holds.

Fairness
Balance between
creativity and capital
Transparency
Participation
Control

Civic Participation



Mörchenpark eV

- Designs and manages the riverbank walk
- The Holzmarkt provides public areas
- Open to interested citizens and residents
- Nonprofit - funded by membership fees and donations

RIGHT TO VOTE

Quarter Management



HOLZMARKT

Holzmarkt plus eG

- Ideas and project developers
- Ensures the character of the quarter in the long-term
- Board of initiators, creative minds, citizens and investors
- Admittance only with the approval of the General Assembly

Capital



urbane kreativität eG

- Unifies potential to support creative urban development ideas
- Realization of sustainable investment and business models
- Organization of investors
- Right of appeal with regards to recovery of land rights

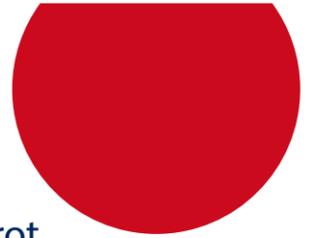
RIGHT TO VOTE

Leasehold

The Land

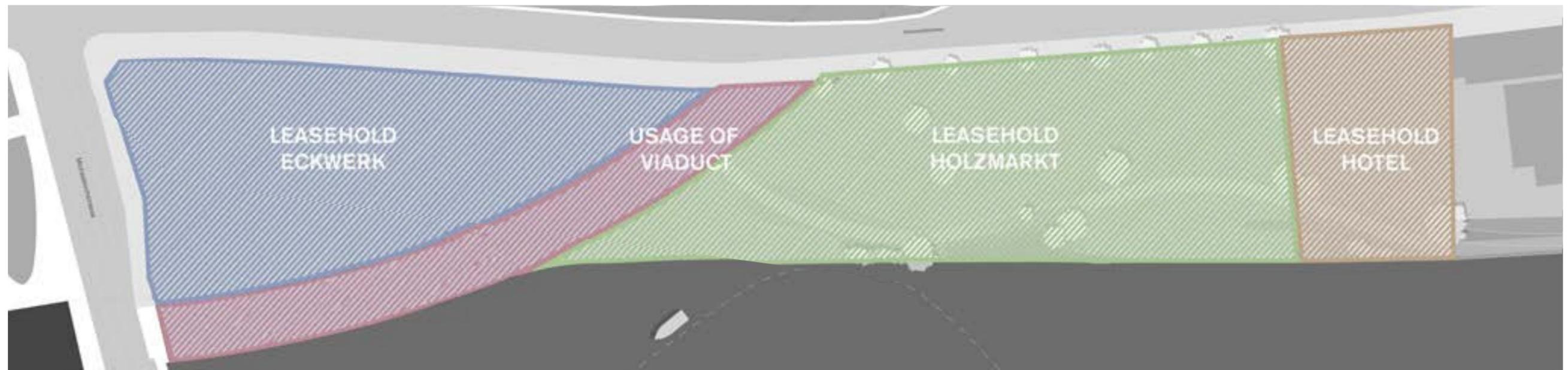
The aim of the Holzmarkt plus eG is the design of a unique urban neighborhood, not property and possession on the Holzmarkt. After the city of Berlin had initiated a bidding process to sell the land at the Holzmarktstraße, the Holzmarkt plus eG has convinced the Foundation Abendrot to become a partner. Together we have won the bidding competition - with both our substantive concept and our economic approach. The Foundation Abend-

rot divides the area into four legally separate plots. The Holzmarkt plus eG is commissioned by the foundation with the long-term preservation of the neighborhood character and at the same time designates the respective leasehold lessee.



Foundation Abendrot

The foundation Abendrot is a sustainable pension fund based in Switzerland. The equal treatment of men and woman is just as important as the democratic participation of the insured and the strong adherence to ethical criteria when doing investments. Ever since it was founded in 1985 the foundation Abendrot invests the entrusted pension assets according to ethical, environmental and social criteria in real estate, renewable energies and in stocks that must meet strict sustainability criteria.



“ I support what I love about Berlin. Here the people truly shape and design the city. Yet. (...) This free space is the soil and the harvest field of any creativity and all creative spirits. “
 Katerina, Member of the Mörchenpark e.V.

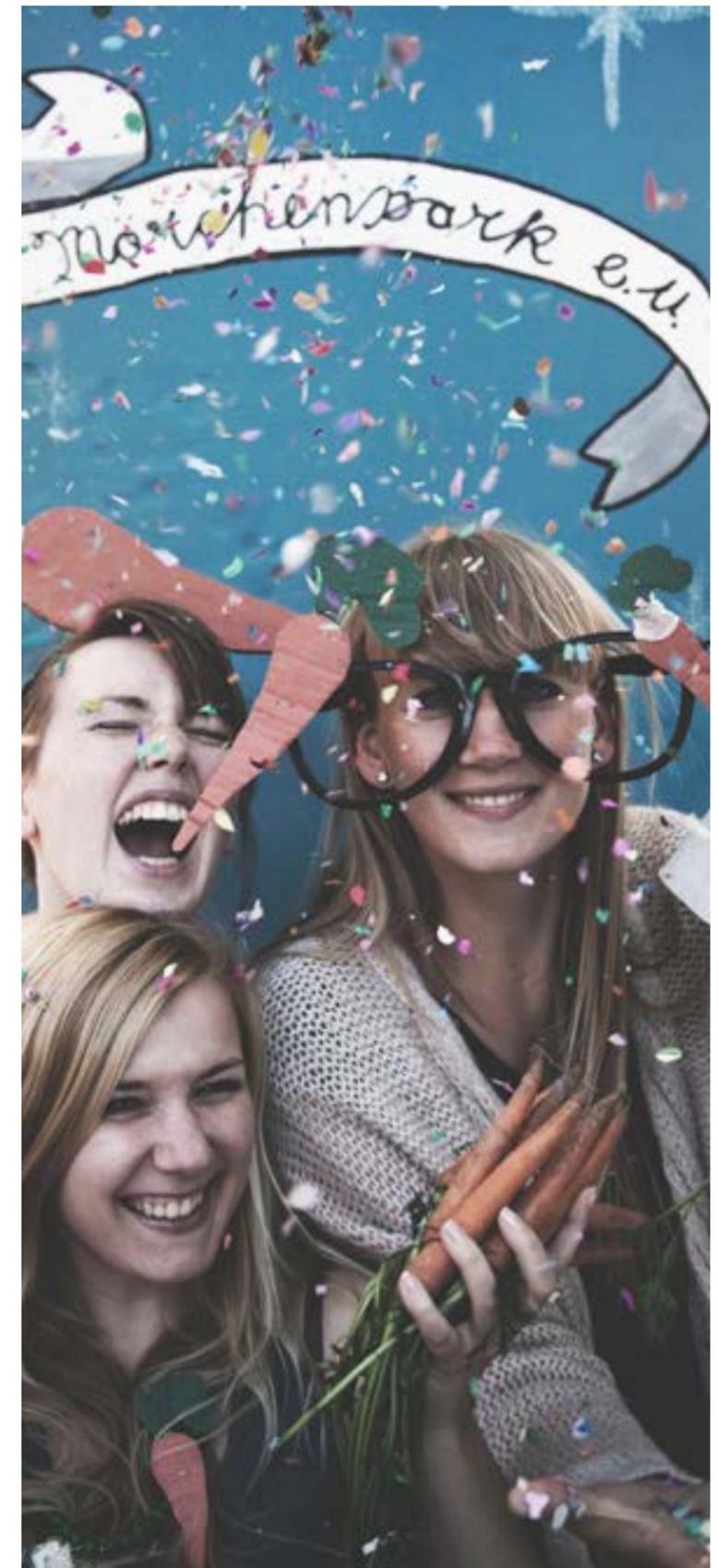
 **Mörchenpark e.V.**



... A Mörchen come true...

(Word play: Märchen = Fairy tale; Carrot = Möre)

With the Mörchenpark, the citizen-initiated referendum “Spree riverbank for all” from 2008 is implemented in the Holzmarkt. In the non-profit society committed and interested citizens gather to plan, build and in voluntary work cultivate the riverbank park in close exchange with the Holzmarkt cooperative. As a voting member in the Holzmarkt cooperative, the society represents the interests of the citizens of Berlin – to permanently secure public space on the Spree riverbank; an urban park to stroll and relax.



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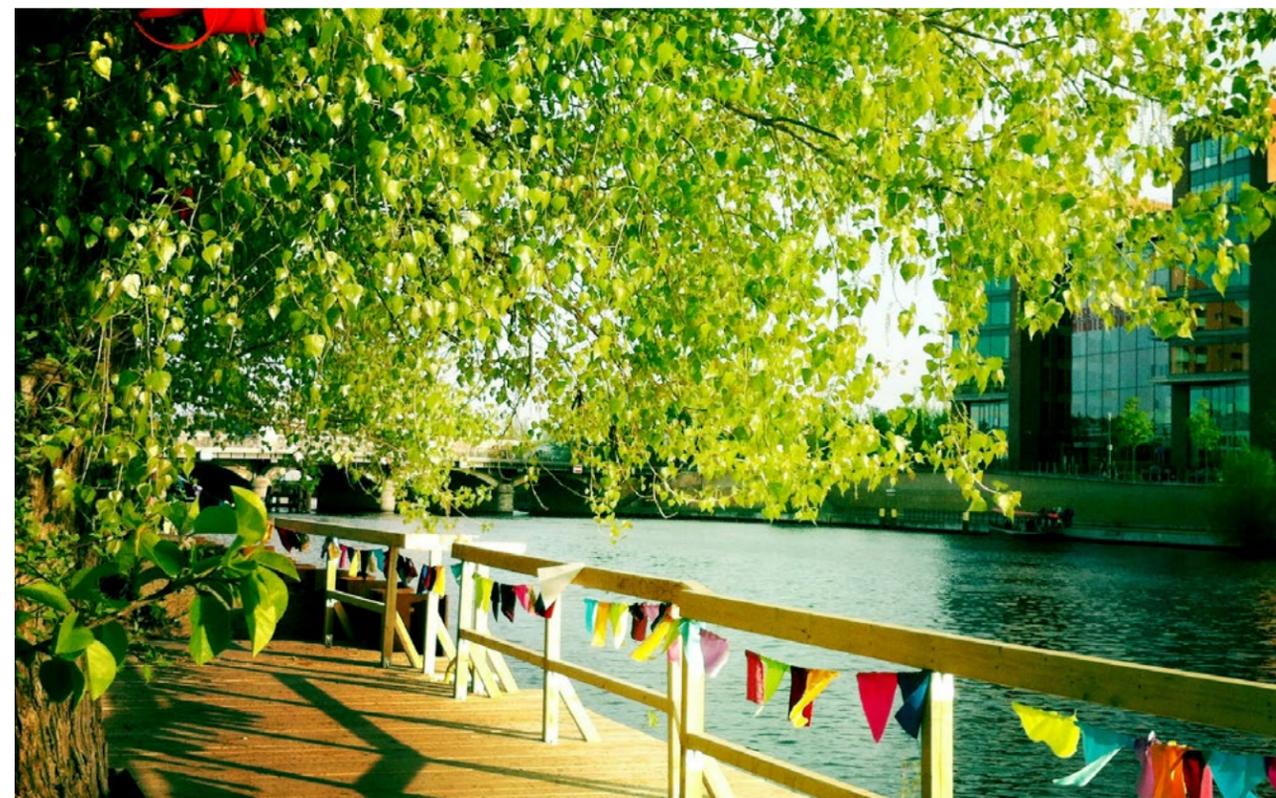
Green and Experimental Areas

The Mörchenpark covers the entire area with a network of open spaces with different qualities and thus also characterizes the nature of the village. Near-natural, open and small-scale, urban, green and experimental areas merge without distinctive transition. This creates near-natural, recreational and cultural opportunities, which includes the planned development.

While in the western area next to the S-Bahn viaduct the „Mörchenacker“ (Mörchenfield) with vegetable and school gardens will be created, the roofs of the village buildings will be used for raised beds, fish farming and urban gardening.

Located east of the „Mörchenacker“ is the „Mörchenplatz“, which forms the green center of the new quarter together with the market square; a piece of nature that goes up to the restaurant hill right by the Spree.

In the southern area there is an undeveloped green path by the Spree with a width of 10 to 35 m that merges with the Spree with a near-nature, green and low riverbank with exits for beavers and otters. In this area one also finds the riverbank walk, which on the east side continues up to the Berliner Wasserbetriebe (Berlin Water Works) under the name „Mörchenufer“ (Mörchen riverbank).



A number of continued visual relationships prolong the open spaces and park areas visually towards the Spree. In addition to the already mentioned riverbank walk, the Spree windows and green areas on the club basement and the restaurant, the „Mörchenplatz“ and the „Mörchenufer“, the Spree area can also be experienced from the mountain paths on top of the village roofs.

The Mörchenpark is the testing ground for participatory design with permaculture, urban farming and much more. By garden, planting as well as educational and training actions, knowledge is to be created in the areas of environment, sustainability, ecological cultivation of vegetables and plants as well as conservation.

With voluntary action the Mörchenpark has built a 70m long part of the Berlin riverbank walk and thus established a connection between the Holzmarkt and Radialsystem V. The path was walkable for the first time on the ground-breaking ceremony of the Holzmarkt on May 1st, 2013.



Genossenschaft für urbane Kreativität

(Cooperative for urban creativity)

www.gukeg.de

In the Genossenschaft für urbane Kreativität eG (GuK) entrepreneurs, urban planners, creative artists and supporters have come together to promote projects for sustainable urban development.

The GuK is a network and forum for its members and investors. Besides the exchange of ideas and experiences, the GuK supports the creative and economical project planning as well as the development of financial models and ensures the security and availability of the invested capital.

The members of the GuK have established a manifesto in which the fundamental values and the framework of the cooperative are clarified.



genossenschaft für
**urbane
kreativität** eG



FREEDOM FOR CREATIVITY

With the „Holzmarkt“-project in Berlin the GuK eG supports an innovative urban development project in which creative ideas, decision-makers and funding models complement each other in a sustainable manner. It is the cooperatives goal to continue assisting initiatives of the same kind in the future.



SECURITY THROUGH IMMOBILE VALUES

Our investment focus is on immobile values. That means we focus on the construction and leasing of infrastructure and buildings. Financing of businesses or undertakings are not provided. Each capital investment is secured via a legal right to repayment from the assets of the cooperative.



PRESERVATION OF ASSETS

The Genossenschaft für urbane Kreativität (GUK – Co-operative for urban creativity) focusses on long-term investments on the basis of plausibly calculated and sustainable returns that exceed the general inflation.



REGULATORY SUPERVISION AND REPAYMENT CLAIM

Just as each cooperative the GuK is subject to the examination and supervision by a cooperative auditing association. Each deposit is secured by a statutory right to reimbursement from the assets of the cooperative.



TRANSPARENCY, CODETERMINATION AND CONTROL

Each member of the GuK eG has one vote in the General Assembly, which is the body where major decisions are taken. The GuK is represented in the board of the Holzmarkt plus eG and has veto rights in both the real estate companies as well as control over the business planning, costs and contract design.



” As a medium-sized technology company, we see the concept as an ideal synergistic enrichment in the perfect place, and we will be involved in the Holzmarkt project content-wise but also as part of the cooperative.

Daniel Haver, CEO Native Instruments GmbH



Economic Approaches to the Holzmarkt Project

Requirements:

- Generate an asset-preserving return
- Equal treatment of all investors
- Lean cost structure

Implementation:

- Business planning of the whole project based on conservative assumptions for costs and revenues
- Consideration of public responsibility in the budget
- Expenses and investments supplemented by reasonable incomes
- Waiver of land speculation by direct access right of the GuK in case of land usage

Manifesto of the Genossenschaft für urbane Kreativität eG

I. Preamble

We, the members of the Genossenschaft für urbane Kreativität (cooperative for urban creativity) are people who, following fair principles, want to enable sustainable, social and cultural projects. Next to well-functioning economic activities our definition of success also includes quality of life, the responsible and sustainable use of resources as well as respect and care for others, the direct and indirect environment.

The cooperative is committed to its members and the preservation of the assets but does not seek to maximize monetary returns. The cooperative sees itself as a partner for the development of financial models that require and encourage a responsible management and action.

With the assets paid-in by its members the cooperative supports exclusively companies and projects that meet the criteria agreed in this manifesto.

II. Investment Criteria

The assets of the cooperative may be used and allocated only earmarked and in exchange for suitable collateral, including requirements on transparency and control of funds and profits according to the following criteria:

- a) Properties are built and managed sustainably with low emissions and with environmental consciousness.
- b) Urban development in the interest of the people who live there.
- c) Promotion of community action following the principle of sharing instead of owning.
- d) Creating healthy, friendly and pleasant habitats as well creative free space.
- e) Ensuring that subsidized rental conditions will be awarded only to selected charitable, social and cultural projects; businesses pay standard market prices.

III. Exclusion Criteria

Cooperation in the following areas, no matter the conditions, is excluded:

- a) Weapons and war industry
- b) Nuclear industry
- c) Industries and businesses that violate the protection of humanity, nature, animals and the environment.
- d) Institutions and companies that disseminate or tolerate extremist or racist ideas and beliefs.

“What Berliners are venturing with the Holzmarkt project is basically a classic citizens’ movement to take their city back. They have the self-confidence. They are the fiber of this city. These people are changing their city as they see fit and establishing their own rules. They want to institutionalize the dirt trail.”

Source: DER SPIEGEL, Issue 12/2013



Holzmarkt plus eG

www.holzmarkt.com

The Holzmarkt plus eG is the creative director, developer and support of the overall project. We understand it as a body in which the initiators, the citizens’ association and the investors exchange ideas and make decisions about the design and the business operations of the Holzmarkt.

As contact of the Foundation Abendrot the Holzmarkt plus eG developed principles to maintain the character of the quarter in the long term.

The Genossenschaft für urbane Kreativität (Co-operative for urban creativity) and the Mörchenpark eV appoint members for the Supervisory Board to ensure transparency and control.



In the spring of 2011, the FSKA architects illustrated the original idea. From the outset it was clear: architecture, nature and culture are to be brought together in a creative and playful manner.

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Securing the Holzmarkt Character

The Holzmarkt plus eG on one hand assumes responsibility as a quarter manager regarding civil contracts with leaseholder societies and the operators of the Eckwerk as well as the Hotel. On the other hand, the Holzmarkt plus eG, together with the Genossenschaft für urbane Kreativität (Cooperative for urban creativity), is directly involved and has shares in the leasehold society Holzmarkt, the Holzmarkt Betriebs GmbH (Holzmarkt Operation LLC).

The Holzmarkt Betriebs GmbH is acting exclusively as the owner and lessor of the Holzmarkt, the land between railway line and the hotel. It concludes lease agreements with users and tradesmen where the principles of the quarter are clarified. Any other business activity is not provided.

Quarter Societies

For common leasehold and user interests, such as energy and heat supply, waste reduction and disposal, event organization and trade, the Holzmarkt plus eG will set up so called Quartiergesellschaften (Quarter societies). They will be granted exclusive delivery and performance rights. Hence, all users contribute to the well-functioning of the Holzmarkt.

Urban Development Contract

Regarding the design of the riverbank walk and public areas, the Holzmarkt is going to set up an urban development contract with the district. Our aim is the joint responsibility of the Holzmarkt, the city and the citizens for a livable and natural public place at the Spree.



The vision of the Holzmarkt, as of October, 2012

The Holzmarkt

Culture, Work, Integration, Experience, Exchange & Supply

The Holzmarkt is the center of the neighborhood - physically and spiritually. The Mörchenpark, the market, the creative village, the club and the restaurant invite, surprise, inspire and entertain. Artists, artisans, musicians and hedonists create with and for each other.

The Holzmarkt is understood as a springboard to act independently and achieve common success. Spatially there are limits to promote user diversity. Based on the experiences with the temporary use, the Holzmarkt is to create a structural framework to promote and stimulate change. Temporary leases keep the Holzmarkt in motion and at the same time make room for new and young talents.

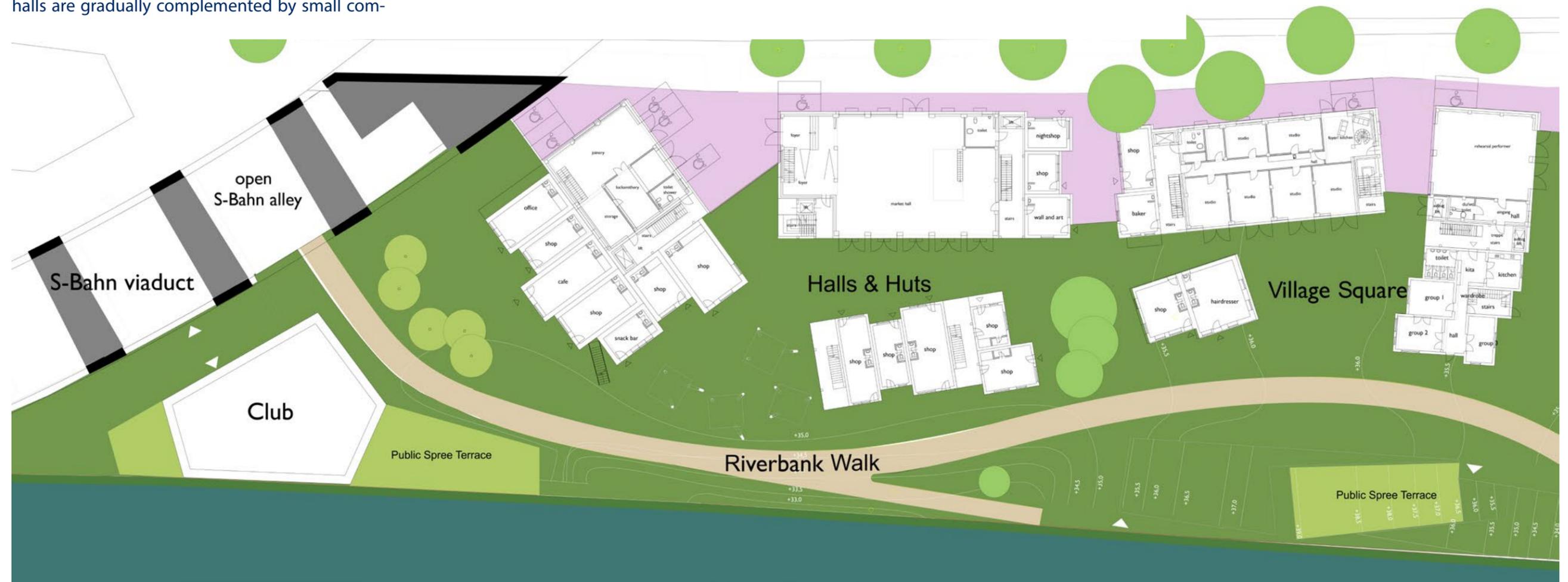


Program

As pioneering constructions there will be four structures (the „halls“) lined up next to each at the Holzmarktstraße. They will comprise of workshops, market and event hall, rehearsal rooms for artists and music studios. They form the urban backbone of the Holzmarktstraße and their rotation is inviting to enter the area from the street. The halls are gradually complemented by small com-

mercial units (the „huts“). The club and the restaurant complete the village. The club is positioned at the side of the S-Bahn viaduct. Planned is a high basement as a publicly accessible terrace. The restaurant is completely recessed into the ground and its roof is used as a public green space, viewpoint and part of the riverbank walk.

The ground floor area of the Holzmarkt village is reserved for multiple and publicly accessible usages. This can be cafes, market halls, cultural institutions, shops, a daycare center and meeting rooms. They are of importance beyond the borders of the Holzmarkt and contribute to the interconnection of the new quarter with the environment.



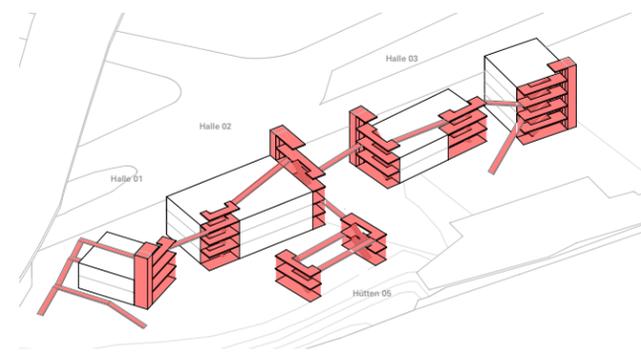
Development

The Holzmarkt is planned to be car-free. The impact of traffic in the new district is supposed to be as low as possible, despite its location in the eastern center of Berlin. Public transport, bicycle traffic and the development of footpaths will take over the key roles.

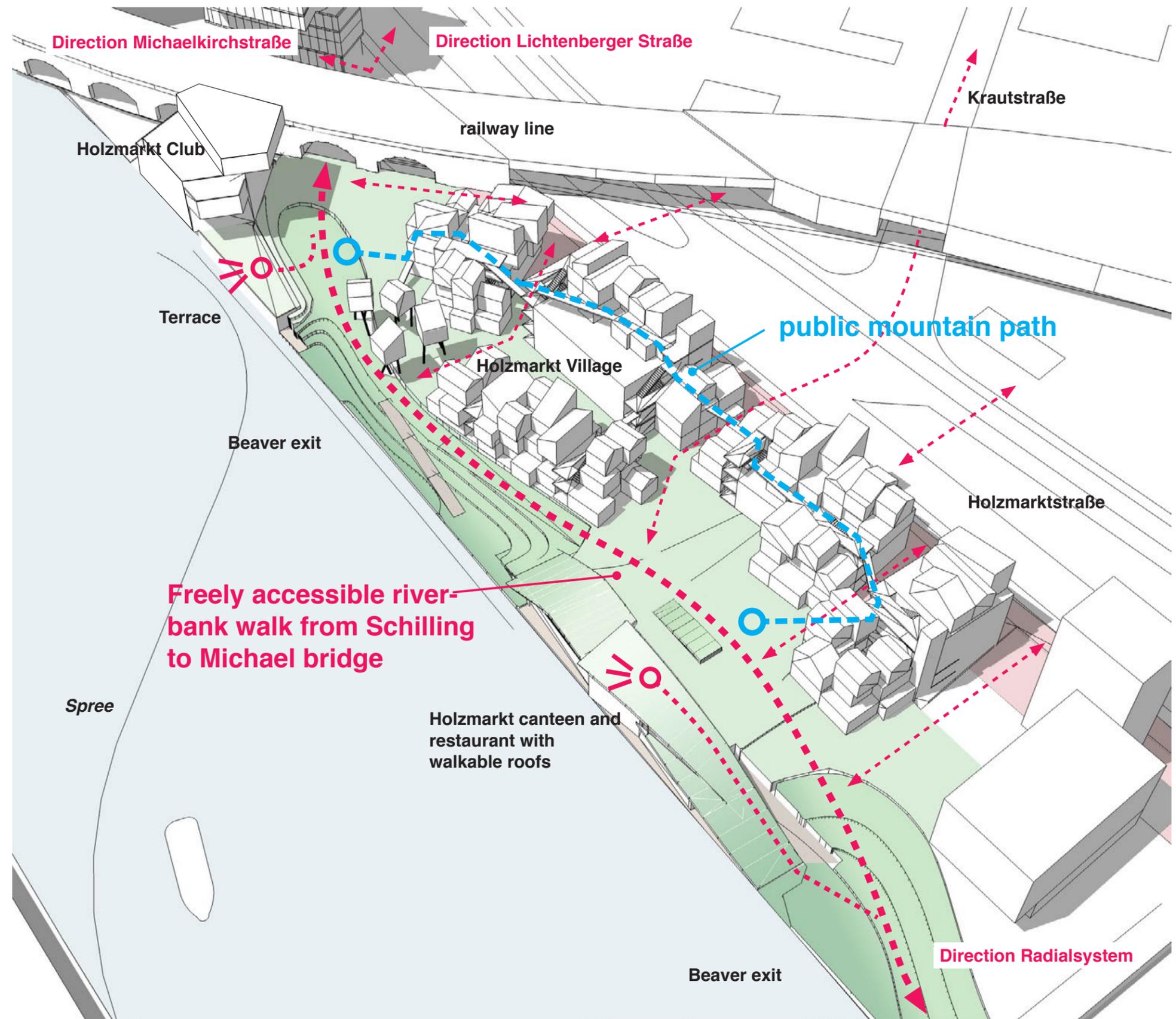
Starting from the Holzmarktstraße, five big entrances between and next to the halls will lead through and to the halls and the different parts of the village with its streets and squares. In an extension of these entrances - these so-called „Spree windows“ - direct lines of sight lead to the Spree and the opposite riverbank.

The part of the Mörchenpark that is directly by the Spree will be built as part of the riverbank walk between Schilling and Michael bridge.

The „mountain path“, which is connected to the riverbank walk, forms a second route and leads over the roofs of the village. All parts of the village-like buildings, streets and squares as well as the riverbank are going to be publicly available and accessible.



Schematic display of structural development



Village

The village is at the heart of the Holzmarkt; a vital place whose strengths lie in its small-scale, diversity and in constant change. In the village, living, working and leisure are possible with and alongside each other. Heterogeneous networks evolve of which a high level of dynamics and creativity originates. Spatial units are partly rented on a tem-

porary base to permit constant renewals. Young people, artists and entrepreneurs have a realistic chance in the Holzmarkt with attractive rental terms - even in ten or thirty years. The Holzmarkt will be a place where many people will work self-responsibly on the realization of own and joint dreams.

The village units are rented out by the Holzmarkt cooperative. It takes the responsibility to find the right mix of usage for a lively and working village. Next to space for production and creative business, a large part of daily demand is covered in the village by retailers, restaurants and bars.



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”

Nothing is more lethal for art than rigid schemes, narrow-minded prejudices and the desperate search for comfortable solutions. And nothing strengthens it more than a solid combination of creativity, passion, bravery and tolerance and the interaction with like-minded people. The Holzmarkt is the best base to become a highly productive cultural platform.

Volker Bartsch, Sculpturer and Painter

“



The Marketplace

The Holzmarkt-village will be a lively place that resembles a market place. Tenants who, with their usage, create public or partly public spaces are preferred.

Besides the small creative and commercial plots, the village, already from the outset, offers usages that create additional value for the quarter, the visitors and the whole neighborhood, like an urban village square.

Workshop

The Holzmarkt-workshop is an open and integrative place. It is an artist and production workshop, joinery as well as carpentry, metal working and paint shop in one, and is operated as an inclusive model. In cooperation with disabled and non-disabled people outer shells, interiors and stage decorations will be built for own productions and imaginative playground equipment for the Märchenpark. The workshop premises will be partly publicly available – here, everyone can build his own bed.

Artist Hall

The hall serves as a rehearsal room for artists and houses technology and changing rooms in galleries spread over three floors. It will be built in a minimalistic manner; for subsequent structural additions high static reserves are guaranteed. This is a platform for young, independent creative folks in the fields of creative artistry, acting and dance.



Music and Recording Studios

Located in the raised ground floor and first floor is a productive cluster of individual music makers with common technical infrastructure and communication rooms. It will be one of the most lively music buildings in Europe.

KidzKlub

Children are part of a village. The Kidzklub will be integrated into the Mörchenpark; a lot of wood and near-natural experiences. With its craftsmen and artists, our village is an adventure park. The school gardens and discovery paths allow the children a more natural stay in a central location. Our Kidzklub stands for music, dance and fun and will occasionally open its doors at night in form of a KidzHotel.

Culture and Event Hall

Art and culture are central components of the Holzmarkt. The multi-layered event concept KaterKultur, introduced successfully at the club KaterHolzig, will keep developing under the new possibilities, so to speak, on a big stage. The spatial and structural dimensions, as well as the large, heterogeneous pool of creative people who live and work there and fill the Holzmarkt with life, will turn the Holzmarkt into one of the most exciting cultural sites in Berlin. Next to the club, a large, publicly usable multifunctional hall in the village square will be the centerpiece of cultural life. Depending on needs it is quickly divisible into several areas. With two-storey construction, triple-storey height in the stage area and a stage sinkable into the basement, the hall makes even

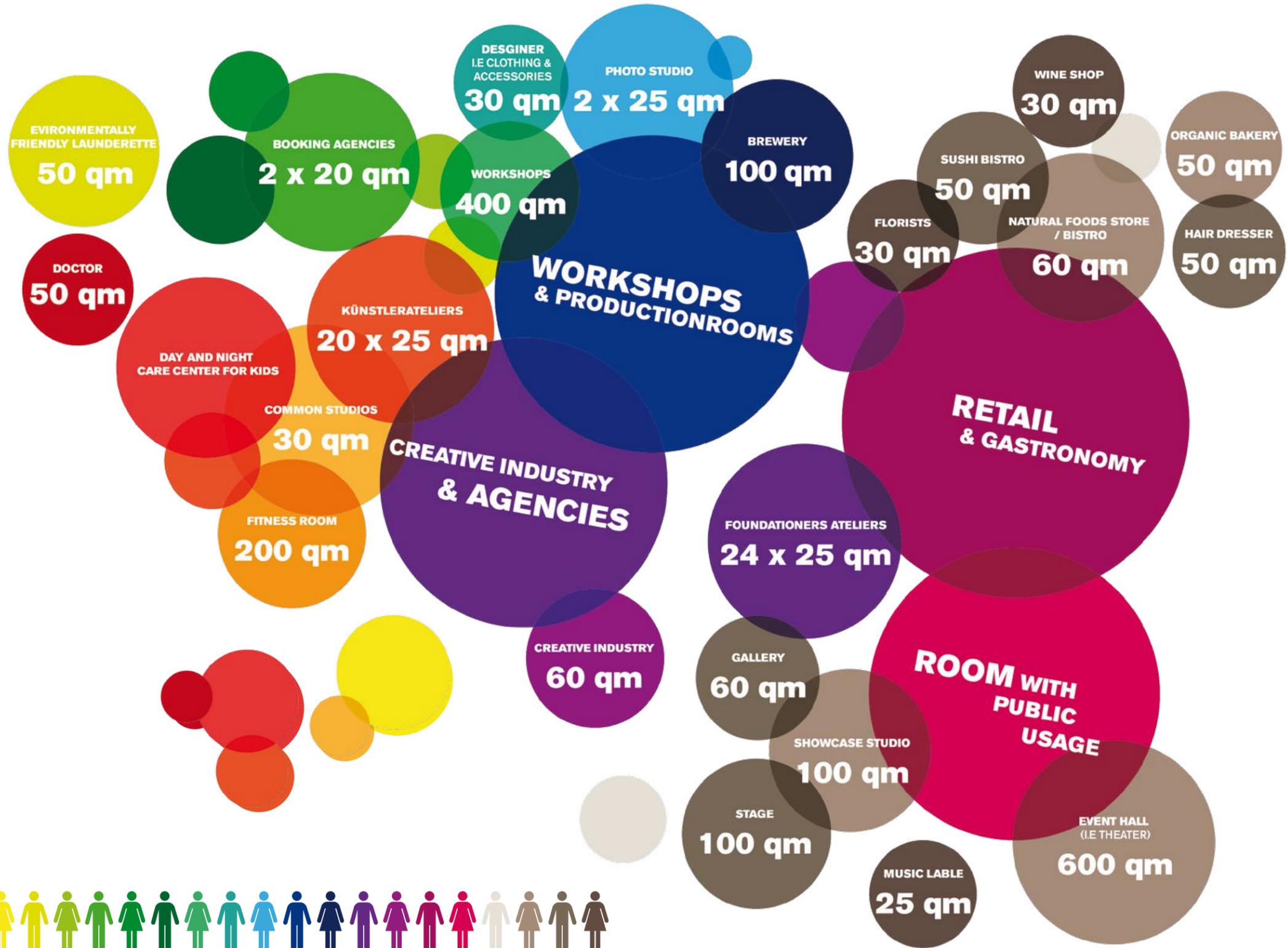
technically complex events and productions possible for art, culture, congresses and gastronomy. All year round, flea and victuals market will find a place here. On warm days, the hall doors can be opened so that bargaining can take place indoors and outdoors.

Rest & Spa

The Holzmarkt will hold space available for rest and relaxation. Whether meditation, yoga or a nap, in a rest room everyone can seek heaven in his own fashion. For the health of mind and body, the Holzmarkt has got a spa. Here, hotel guests, visitors and workers will find a sauna and massages. Schnurrrrrrr.



Village Structure



Lease Model

The Holzmarkt plus eG accepts the responsibility to allow an optimal and mutually stimulating mix of usages in the village.



Village - Comrade:

- Indefinite lease
- Tenants form the infrastructural core of the village
- Varied selection of daily needs as well as goods & services from creative & commercial production
- Membership in the GuK (Cooperative for urban Creativity) as a condition of tenancy
- No acceptance of large companies, retail chains or catering chains
- Portfolio of businesses: individual, unique, sustainability-oriented



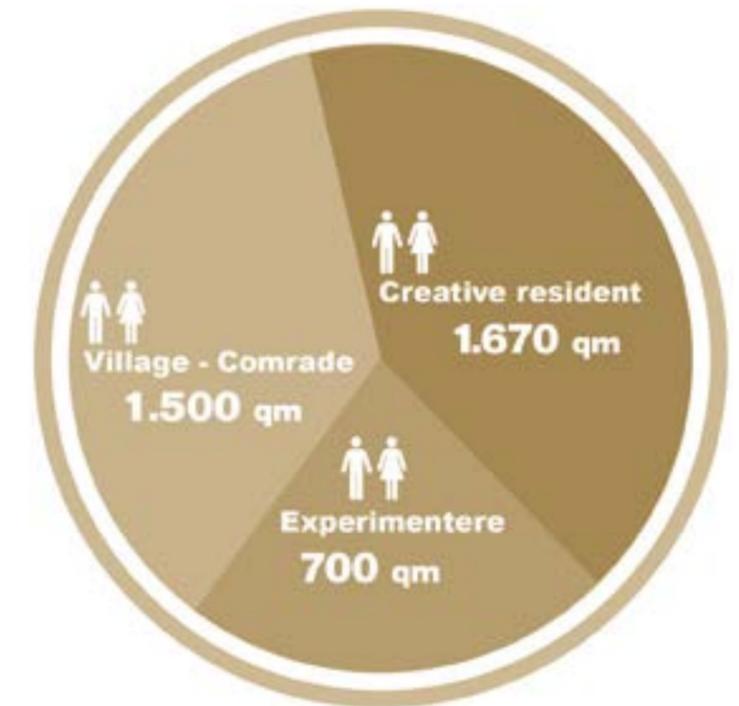
Creative resident:

- User: creative industry
- Lease 5 - 10 years
- Membership in the GuK desirable but not mandatory
- Portfolio of businesses: individual, unique, sustainability-oriented



Experimenters:

- Temporary usage (can be extended under normal conditions)
- Artists with exciting ideas, but little own funds
- Opportunity to move into cheap ateliers & with increasing success, development to medium-term tenants
- Annual selection by committee yet to be formed
- Heavily subsidized rents



Halls & Huts

Diversity, fragmentation and change - the maxim of the Holzmarkt is also reflected in the village typology. With the room concept „Halls and Huts“, the village may grow, change and be customized depending on needs or developments. Guiding principle of the village planning is to develop an architectural design and spatial structure that serves users as a scaffold for new potential rooms. It should be flexible and developable in the long term through convertibility and extendibility and be subject to an ongoing transformation; thus ensuring the preservation of creative free space.

Halls - functional & convenient

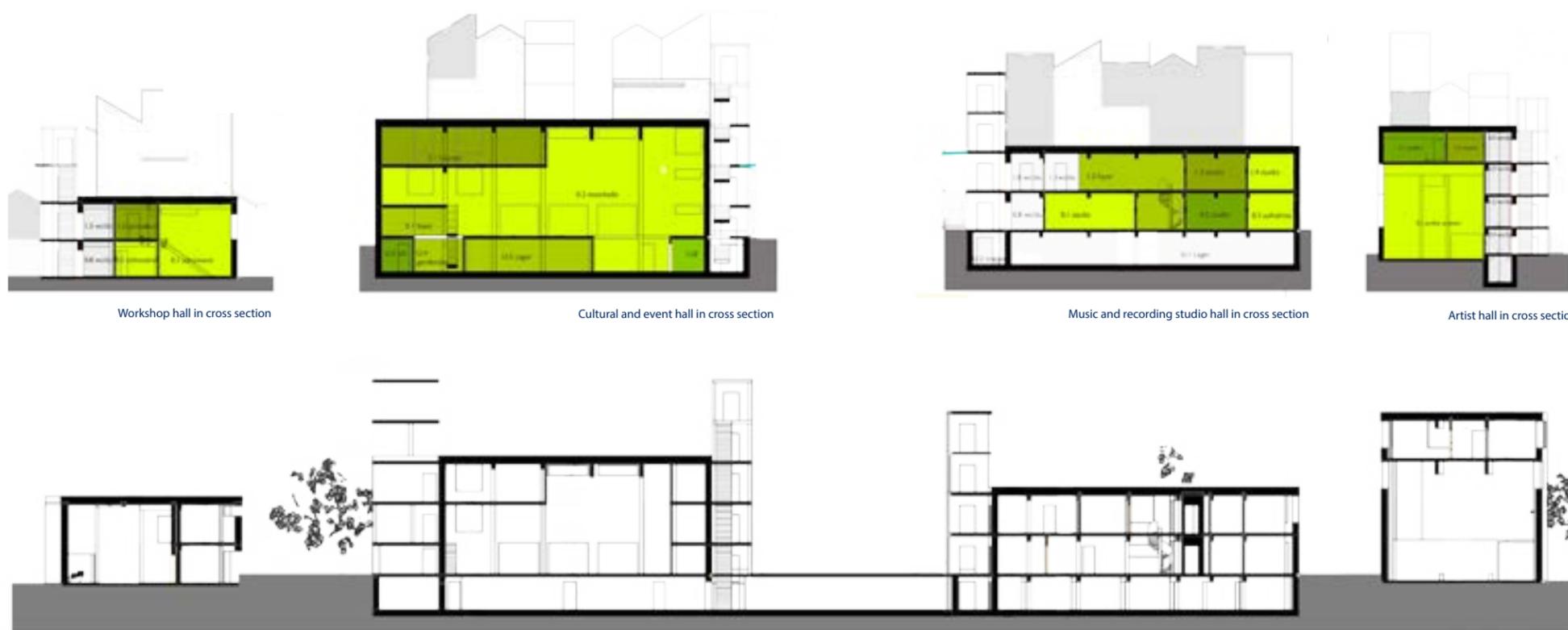
The halls will give the village its parallel to the street running basic structure. They are the foundation of the villages and at the same time noise barrier for the Holzmarkt. Both the halls and the necessary infrastructure can be assembled and taken into operation very quickly and at low cost. The halls offer a variety of uses and individually designable spaces for the creative minds in the village. Spatially and constructively they are the starting points of the small-scale huts and a widely branched path network. They offer storage space, artist and production workshops and variably divisible functional facilities for culture and events.

Expansion & Verdichtung

Sowohl Wachstum nach Außen als auch Verdichtung nach Innen sind möglich. Werkstätten starten klein in einer Halle oder Hütte und dehnen sich über die Zeit nach Bedarf aus. Läden entwickeln sich von Ständen in den Hallen zu kleinen oder großen Hütten - auf, in und neben den Hallen. Künstler experimentieren in abgehängten Galleriegeschossen, in herausragenden Räumen oder in Solitären. Übungsräume entwickeln sich aus einer kleinen Zelle zu Netzwerken und gruppieren sich um Agentur und Aufnahmestudio.

Huts – Variable & Individual

The huts contrast the halls with their features and dimensions. In their small-scale and their diverse material composition, personalized architecture is created that the village tenants artfully help shape. Thereby the village gets characteristic forms and fronts, which are constantly in the process of change. The temporary and individual character of the huts consequently continues the ideas of the way of construction and usage of the Bar25 as well as the KaterHolzig. The huts can be extended with more storeys or be consolidated into groups. They can stand alone, be put in front of, next to or on top of halls.



Cross section of the halls if looked at from the Holzmarktstraße

Alleys & Squares

Following the main entrance - flanked by the halls and fragmented commercial uses such as food, hairdresser, etc. - forms an alley that merges into market place in the west for markets, meetings and events. The adjacent events hall with its large gates can open up and thus spatially ad room to it. In southwest direction the alley expands towards the „Mörchenplatz“, which is opened up to the park and the restaurant.

See also the „Urban Development Concept“ plan on page 9.

Mountain Paths

A system of planks and bridges will connect the entirety of the huts and halls on the roof level with the area.

See also the „Development“ plan on page 29.

Upper & Lower Village

The halls and the huts built on top located at the Holzmarktstraße form the upper village. Based on the program, the buildings in the upper village have different heights, an effect that is amplified by the growing huts. This creates a topographic „mountain landscape“, which forms a rhythmic and complex streetscape.

The lower village is located south of the halls and as counterpart of the biggest hall (event hall), forms another coherent construction site for three-storey halls and spaces for (freely position-able) huts on stilts, which are open at the ground floor level and thus allow the view on the Spree from the market place.



Vertical Spaces

The relative density of the village allows a large part of the construction areas along the Spree to be open space and thus to design the „Mörchenpark“, which will be made available publicly. Also on huts and hall roofs, green open space will be created.

Construction Methods

The architecture of the Holzmarkt village takes its stylistic predecessor projects and advances their thinking in a new dimension. What began in 2004 with the fast establishment of the original Bar25, made of waste timber by a team of professionals and laymen, was further developed in the design of the complex and small-scale-structured Johannesburg 24. Containers and building materials mostly taken from bulk trash were arranged to form a castle-like house, as if it has grown over the years. Without consideration of conventional models of house construction, spaces were built with different atmospheres at different levels and connected via narrow stairs and hatches. The impression of buildings in buildings arose.

In the KaterHolzig, a factory ruin was expanded in a very short time and completed by DIY projects in the yard and the different floors to achieve an optimal and idiosyncratic use of space. Quotations of this construction method can be discovered in numerous clubs in the city.

The concept of „halls and huts“ is inspired by the designs of its predecessors from the time of the temporary uses. Here, industrially prefabricated modules are used again. Facades and interiors remain mostly unknown in many aspects of design and are finished by the users themselves. Thus, the handwriting of each user will be recognizable.



The Bar25 was constantly expanded between 2004 and 2010. Works were based mainly on wood that was found on construction sites in Berlin.



The Holzmarkt area 2010: For the World Cup in South Africa, the Bar25 was expanded by the Johannesburg 24 – containers meet art.



The KaterHolzig courtyard at its opening in the summer of 2011: containers form the foundation of wooden houses.

Club



On and off the dance floor is where it once started. It is there, where the wildest dreams were dreamed, the most daring plans were forged and enthusiasm was nurtured to implement it all. The club was the stimulus and source of inspiration. Under the same name and with a new look, the KaterHolzig will open the next chapter in the Holzmarkt with its history shaped by constant change and creative renewals - a magnet with international appeal for ravers, designers, tourists and hedonists of all kind. Grown from the unbroken need to get like-minded people to create their own space, which stimulates the imagination and where all the different visions can be filled with life.

Concrete Stucco

Planned is a clubhouse with an idiosyncratic external and internal representation with Spree-balconies and rooftop garden areas, as well as a whiskey bar in the heritage-protected S-Bahn viaduct, which can be operated separately from the club. The over the years developed style to create patchwork-like architecture and design concepts with an individual flair, using various elements and components, will be continued; old is mixed with new. Villa Villekulla meets contemporary architecture. It is a modern concrete building with old stucco where classic style, materials and designs are reinterpreted and mixed. Furthermore, terraces and balconies will allow the guest to experience the immediate proximity of the water. By its location right in the S-Bahn viaduct, a perfect symbiosis of urbanity and nature is created; in the middle of the city and yet in the greenery. In short: the building and the contents reflect the philosophy of life, which has emerged over the years in the environment of the Bar25 and KaterHolzig.

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Urban Development Concept

To give the maximum amount of space to the riverbank walk and the adjacent areas, the club will be positioned at the most western part of the property. The basement with dance floor embeds itself seamlessly into the terrain and forms a publicly accessible Spree terrace on the eastern side. On the western side is a staircase that leads to the club garden in the Dreieck Club (Triangle Club), the S-Bahn viaduct and Spree.



Development & Building Structure

The entrance to the club with cash till, lost property office and cloakroom is located in the S-Bahn arch. This area is connected to the club with removable, temporary walls. The Building is entered from there at ground level. In the basement is the techno club with dance floor, bar and Champagne bar. Above the entrance is the cabaret, which can also be entered through an access on the public Spree terrace.

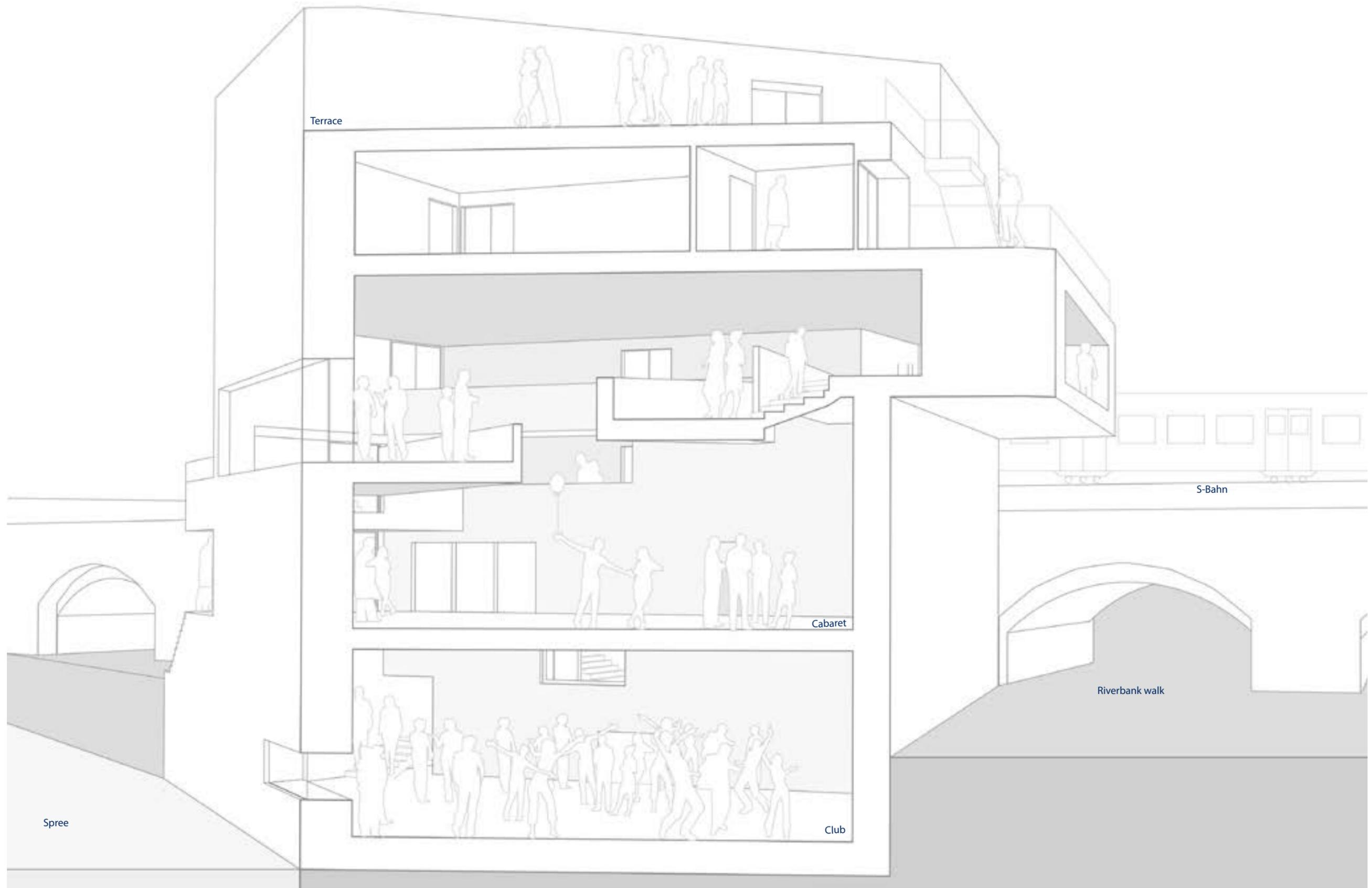
Soundproofing & Acoustics

The building is to be a solid construction in which the two units (techno club and theater / cabaret) are embedded in a double wall construction according to soundproofing requirements. Moreover, both units also meet high acoustic requirements to ensure a unique sensual audio experience for the visitors of the club.

On the outer walls of the cabaret, loges are vertically mounted at different heights. The access to the loges is available indoors but also outdoors, in this case through their roofs, circular around the building. Outside, the loges can be entered through an access from the cabaret as well as through a freestanding staircase from where they can be entered up to the roof terrace (Spree balconies). All areas of the building are freely accessible.



Model image of the club – Preliminary draft, as of 2012



Preliminary draft, as of 2012

Restaurant

” Thank you so much. It was a very nice evening, big compliments to the kitchen. My guests from London and New York were deeply impressed and had not experienced something as sensational thus far.

Oliver Thiemann, Guest



2005, one year after the Bar25 had settled down in Berlin, the doors to its restaurant opened. The western-style restaurant consisted of 100 seats and it quickly became an insider tip in Berlin among bohemian connoisseurs. For a period of six years people cooked, fried and feasted with resounding success. With the relocation of the club in 2011 and the resulting accompanying transformation of „Bar25“ to „KaterHolzig“, also the restaurant moved to the opposite riverbank of the Spree. It was named „Katerschmaus“.

The restaurant, reconditioned with heart and love in the third floor of the ruin, was fully booked from day one and on. It draws guests of all stripes due to its excellent kitchen. It is described as “regional with pan urban influences”, which indicates that the kitchen team is inspired by the metropolises of the world. The whole experience is rounded off by its equally authentic and classy service and the factory aesthetics, which were dedicatedly emphasized with decorative elements. With its rough shell and soft inside, the Katerschmaus, just like

the club, became the heart of the KaterHolzig. From the excessive being-together to less opulent feasts or everything in between, gastronomically nothing is impossible and runs through all levels of society.

The KaterSchmaus on the Holzmarkt is going to build on that. Two separable guest rooms allow both the lunch table in the „communal kitchen“ as well as upscale dining by the water. We are also aware of the social responsibility and are offering

an educational training location in the KaterHolzig restaurant that gives handicapped trainees an equal chance.

Currently, both the bread and the pasta are prepared at the Katerschmaus and also basting and smoking is done here. But we want more: the vision is to bring fresh food harvested from the roof to the plates. Nevertheless, we will maintain the good cooperation with regional farmers to guarantee a seasonal and thus sustainable cuisine and to keep supporting the region.

We are also aware of the social responsibility and are offering an educational training location in the KaterHolzig restaurant that also gives handicapped trainees an equal chance.

The environment remains urban as usual with the view of factories, smokestacks, apartments and the rushing of the Spree; however, how the design of the fully self-created restaurant will ultimately look like remains our creamly secret for the moment... that much so far: it will be a totally sustainable concept.



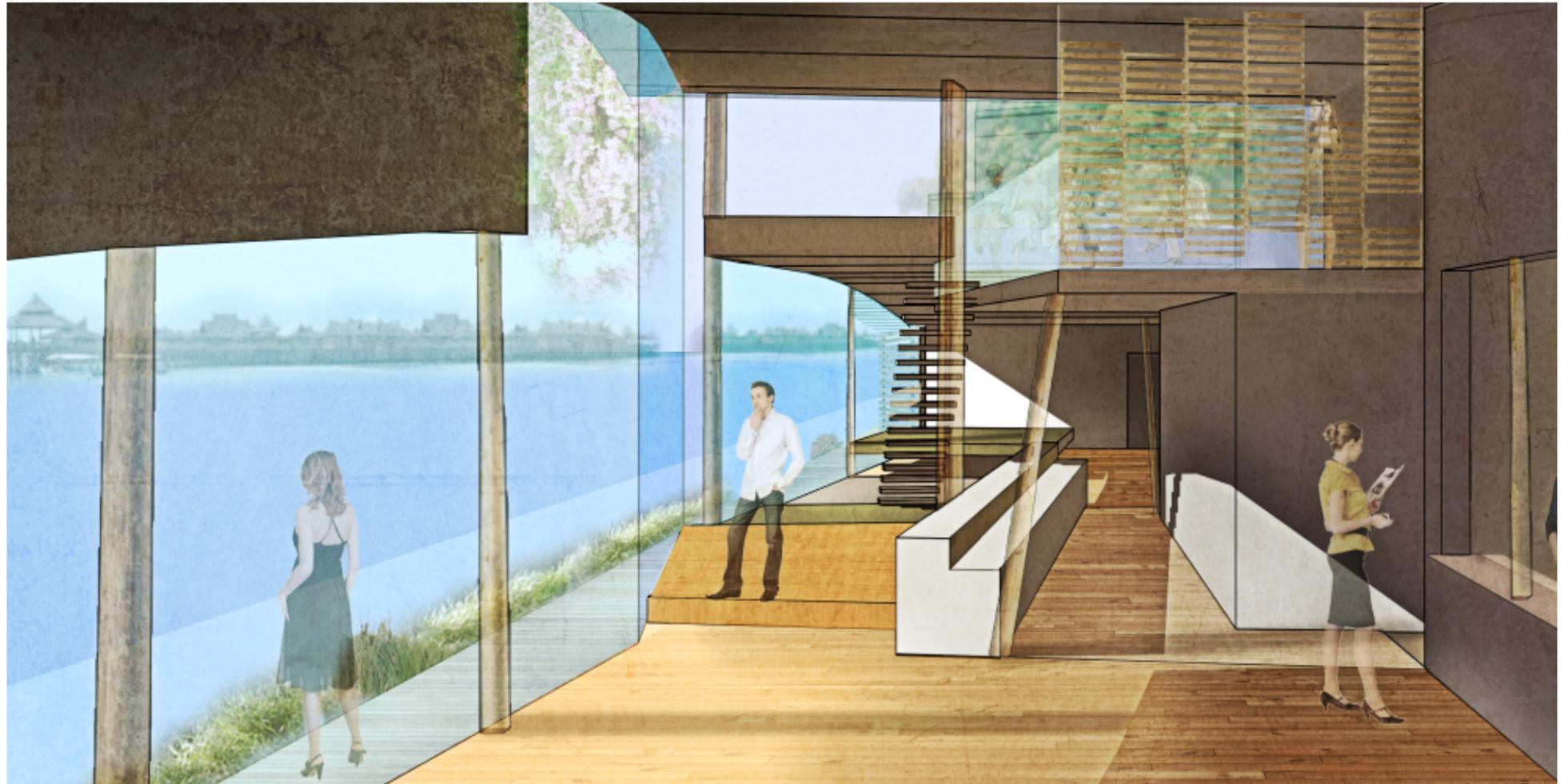


Schmaus (Feast) under the Wave

The restaurant is a meeting place on different levels and wavelengths. The moving scenery arises from the different movements along the riverbank of the Spree.

Smooth motions of earth waves accompany the riverbank walk; natural riverbank areas are created that serve as an ascent from the river areas for humans and animals. From various directions the wave peaks meet on top of the restaurant: the whitecaps create illumination options for some of the underground rooms.

The highest wave leads the walker to a raised sun deck, which forms a scenic outpost over the dining area of the restaurant. From here one can enjoy the view on the village and the sunset over Berlin.



Development & Building

The dining rooms are located below the wave at water level and have narrow terraces in front, which in the summer allow a significant opening of the restaurant to the evening sun. A westwards-facing loge allows the last sun rays to break into the depths of the restaurant.

The restaurant is designed so that different dining concepts can be implemented in different variations: communal kitchen and fine gastronomy coexist under a single roof.

Moreover, the restaurant can be entered via two different accesses, which are freely accessible from the riverbank walk. The supply and disposal for the service and staff tract takes place via the basement that leads directly to the Holzmarktstraße. As a result, the green area of the Mörchenpark is kept clear of traffic. The bar is both the cen-

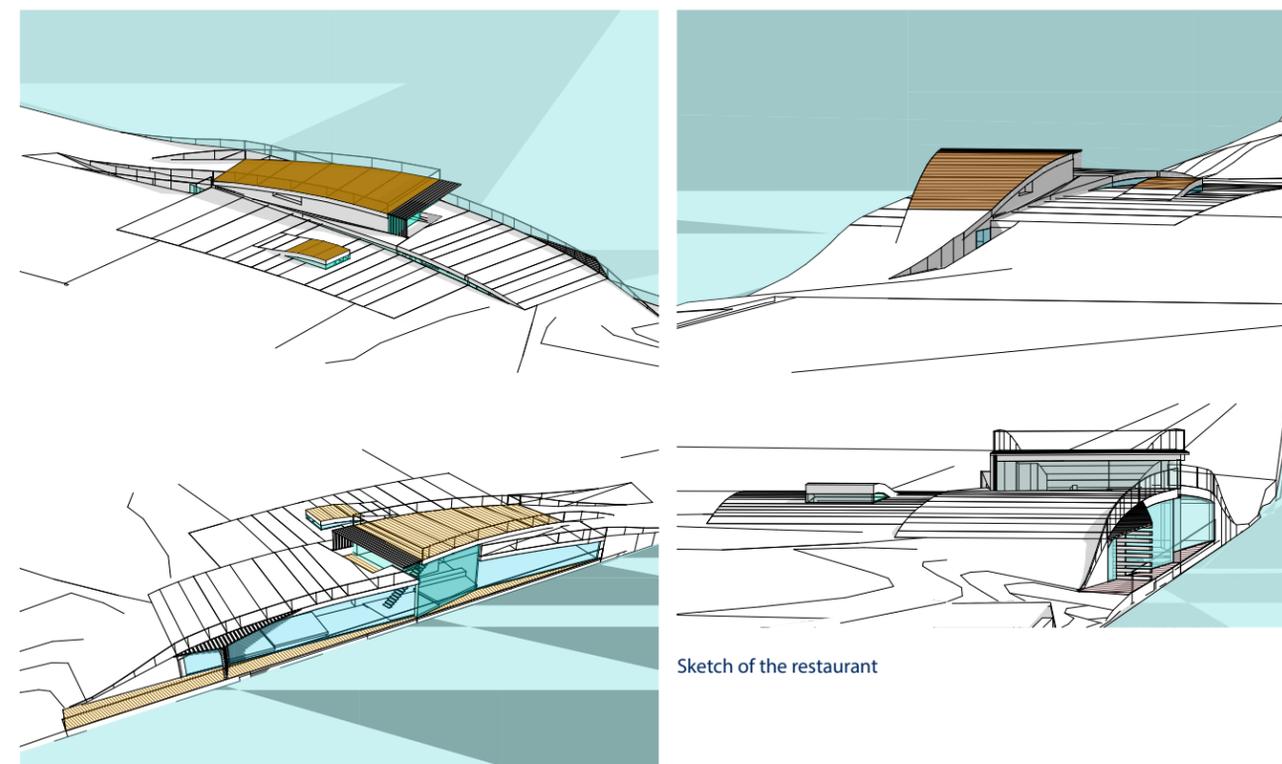
ter and connection point between the two dining rooms. It is located in front of the scullery and the common secondary rooms. Therefore, both dining facilities can be operated at the same time and independent of each other.

The open-view kitchen is opened wide to the guest room and provides insight into the creative processes of the cuisine. It is illuminated indirectly through top lights and may at times use natural ventilation.

The terrace deck is reachable through a smooth incline of the ascending waves or via the steps embedded in the landscape.

In winter time, the landscape along the banks of the Spree offers space for sledding.

” No pleasure is temporary, because the impression it leaves is permanent ... “
J. W. v. Goethe



Sketch of the restaurant



Water view on the restaurant



Ground plan restaurant – ground floor



The Hotel

Integrated in the Holzmarkt and Still Outside any Category

The hotel is an integral part of the Holzmarkt concept, architecture and content wise. Park, ateliers, restaurant, club, event area and the by the hotel separated spa form a unique environment in whose dynamics the Holzmarkt hotel participates on the southern Holzmarkt area. Hotel guests can immerse themselves in the urban neighborhood structure or relax in the green riverbank park.

Individual & Flexible

Besides the unusually variable range of different-sized rooms, the design of the rooms will reflect the individuality of the Holzmarkt. Each room is unique and co-designed by artists. The units are designed for various kinds of guests. One can choose from the bunk up to a suite, while also the connection of adjacent rooms for groups is possible. Part of the room is designed for a highly flexible, short-term use; others provide housing and other amenities for longer-term stays in Berlin.

Location & Accessibility

Located in the heart of the city and close to the Spree - an ideal location for such a hotel. The direct access to the regional and international transportation network of public transport and the BER international airport, as well as the Holzmarkt's reasonably small, but lively neighborhood with many leisure and cultural offerings, are included in the facilities of the hotel.

Process

The Holzmarkt plus eG is inspired by the exchange with various hotel operators that share our approach and ideas and equally strive for the unique. The hotel concept for the Holzmarkt will be developed and realized step by step in close dialogue with the operators.



” Berlin has one of the most vibrant startup communities I’ve seen.
I’m excited to see Holzmarkt help to unfold Berlin’s full potential. “
Jawed Karim, Founder of YouTube and partner of Youniversity Ventures.

The Eckwerk

Close to the Alexanderplatz, the Eckwerk will be an inspiring and highly productive space, where IT start-ups and student living are brought together in a completely new way.

The Eckwerk combines two proven concepts and develops them further, both structurally and content wise. Closely interwoven with the Holzmarkt project and the newly emerging urban village at the Spree, the Eckwerk will be an innovative research and production facility, the vanguard of the next generation of IT companies – high affinity for technology, resource-oriented and versatile; a place where long-term and sustainable business models are developed and implemented.

In the Eckwerk and the Holzmarkt, students meet founders, CEOs, researchers, programmers and other artists, be it in the cafeteria, at a concert or in a club. Ideal breeding grounds to share ideas, make plans and implement them with newly-established businesses. The creativity, with and next to each other creates connections and synergies between research, production, living, as well as cultural and social activities.



” Berlin is the most important location in continental Europe
for the digital economy and internet start-ups. “
Neelie Kroes, European Commissioner for the Digital Agenda.

Construction Phases



Phase 0: Summer 2013

Structural Measures on the Area

- Temporary events
- Temporary riverbank design
- Urban Gardening on the hotel area and in front of the Berliner Wasserwerke (Berlin Water Works)
- Temporary usage on the hotel area
- Riverbank walk in front of the Berliner Wasserwerke (Berlin Water Works)



Phase 1: Winter 2013/2014

Structural Measures on the Area

- Halls and shell construction
- Temporary usage on the hotel area
- Riverbank walk in front of the Berliner Wasserwerke (Berlin water works)
- Conversion of the S-Bahn arches



Phase 2: 2014

Structural Measures on the Area

- Partial usage of halls and huts
- Construction site club and restaurant
- Usage of hall roofs by the Mörchenpark
- Riverbank walk leads through the quarter
- Riverbank design



Phase 3: 2015

Structural Measures on the Area

- Usage of the whole village area
- Usage of the club and restaurant
- Construction of the hotel and Eckwerk
- Freely accessible riverbank walk leads through the quarter
- Opening of the S-Bahn arches for the riverbank walk
- Panorama terraces on the restaurant



Phase 4: 2017

Structural Measures on the Area

- Usage of the whole area
- Usage of the hotel and eckwerk
- Village in a limited form (fewer huts)
- The riverbank walk is freely accessible and leads through the area and under the S-Bahn arches
- Panorama terraces on the restaurant

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