

THE QUARTIER HEIDESTRASSE MAGAZINE

LIVING

Core Edition

IN THE HEART OF EUROPACITY

The future is right here



THE quartier HEIDESTRASSE magazine

LIVING

QH Edition



85,000 m²
TOTAL PLOT AREA

295,000 m²
GFA TOTAL

266,350 m²
OFFICES AND
RESIDENTIAL

28,650 m²
COMMERCIAL, HOTEL,
EATERIES AND CHILDCARE



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A NEW
DISTRICT
IS TAKING FORM
Living and working
in Europacity

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HELLO CORE!



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WELCOME

Dear readers,

It's great to finally get the chance to speak to you. With this magazine, we want to inspire you not just to read, but to enjoy life itself. And tell you a bit more about QH Core, of course. Life will soon be pulsing through the QH Core at the heart of the Heidestrasse area in Europacity, right by Berlin's central station. Why? Because the future is coming – and it's found a place to live.

Read on to learn how metropolitan life is emerging in a completely new district in the middle of Berlin-Mitte, on a spot that used to house more trains than people. Dive into the world of the digital future. And find out how QH Core combines living, work, and leisure.

We invite you to discover something new. Enjoy the fascinating insights and inspirational stories!



Hello Core!

REDEFINING MITTE



Where once long-distance trains such as the 'Hamburg Flyer' rattled past, today it's the ultra-fast internet that sets the tempo. Covering around 85,000 square metres, Quartier Heidestrasse is creating a small town of its own within the larger city. A real neighbourhood – one that combines living, working, and, leisure – in the middle of Berlin, in the middle of Europe.

QH Core is the heart of this new neighbourhood. This residential and commercial building surrounding the local square will become the new meeting place for the whole of Europacity. Why? Because people will find everything here that makes a real Berlin neighbourhood worth living and spending time in: small shops, a well-stocked supermarket, a sweet café, and more besides. You can look forward to an entire promenade that will soon be bursting with life: the entire Quartier Heidestrasse will be complete within just a few years.

Living, working, and leisure – the famous Berlin mix is being catapulted into the 21st century right here. The hotel, a childcare facility, and coworking spaces, combined with the proximity to the central railway station and e-mobility charging stations – and of course plenty of places to support every aspect of a connected and digital life. Quartier Heidestrasse is already set up to support the standards of tomorrow. For example, the mobile communications technology, which enhances the availability of all mobile networks right into commercial units is already 5G-ready. Then there's the smart home strategy, which will seamlessly connect building services, communications and interaction with service providers in the future. Talking of connections: a dedicated mobility concept will get people moving through carsharing and bike hire programmes.





Let's love
life



QH CORE IS ALL THAT AND MORE

QH Core is more than just a place to live and work, it's a place to embrace a new attitude to life – living, working, and enjoying life in the digital age.

They're just numbers, but they still have something to say: QH Core has a total of 38,607 square metres of floor space. Almost half of the space available, 18,226 square metres, is divided into 166 rental apartments with 1 to 4 rooms, most of which have 2 or 3 rooms. The apartment sizes range from around 29 to 144 square metres, with a wide variety of floor plans and layouts. This ensures everyone can find the perfect home, allowing them to quickly settle in and feel at ease.

But it's not hard to feel at home in the apartments at QH Core. Large windows and generous loggias or balconies ensure the rooms are very well lit with gorgeous natural light. The apartments on the 9th floor even have access to rooftop terraces. The bathrooms are similarly well lit and inviting with their beautiful fittings. All apartments feature a modern built-in kitchen with a dishwasher, fridge, stove, sink, and high-quality linoleum or parquet flooring. Each apartment also has its own cellar space.

The ultra-modern industrial-look building consists of shops and eateries on the ground floor, offices up to the 5th floor, and apartments up to the 9th floor. The 10th floor is home to the

rooftop terraces attached to the maisonette apartments on floor 9. Public underground parking on the lower floors means you can park inside the building, alleviating pressure for parking spaces on neighbouring streets. The green inner courtyard is only open to tenants and their guests, providing a calm oasis that allows people to quickly forget that they are still in the middle of the capital. And despite this – the moment they step outside, they'll find all the day-to-day essentials right on their doorstep.

QH Core is smart, too. The building has been designed so that the offices face out onto Heidestrasse, while the apartments face onto the quieter side. Building functions such as heating, lighting, and blinds can all be controlled remotely via the smart-home app, too. The processes inside the building are just as clever: There are no barriers to access the underground parking, and billing is simple based on number plate recognition. It's just as easy to get from here into your apartment. Just take the lift up – or, if you need to collect a package, simply pop into the building's own package station on your way. That's the digital future – and it's ready for you to move in. Built for everyone who loves life.

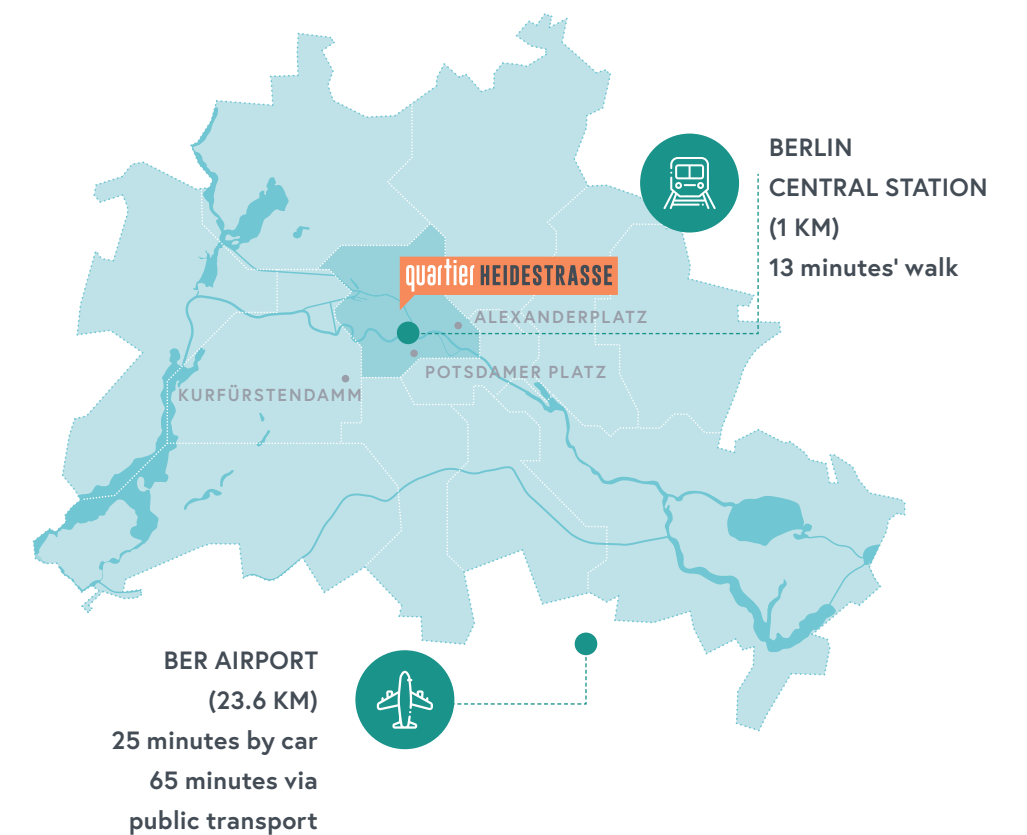
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KEY DETAILS AT A GLANCE:

- 166 RENTAL APARTMENTS
- 29 M² TO 144 M²
- 1 TO 4 ROOMS
- 1ST TO 10TH FLOOR
- LOGGIA OR BALCONY (EXCEPT FOR 4 APARTMENTS)
- SOME APARTMENTS ON THE 9TH FLOOR HAVE ROOFTOP TERRACES





In the heart of Berlin

LIVING WHERE THE CITY'S HEART BEATS

A location this central, in the middle of the metropolis, and so close to the main railway station, ensures perfect connections for public transport, travel by car, and the airport. But the best part is that you can enjoy all the advantages of life in the capital within walking or cycling distance. Go out in Sprengekiez, relax at the Vabali spa, enjoy after-work drinks in the Zollpackhof, breathe out that city stress on the Panke cycle path, sample some culture in the Hamburger Bahnhof gallery, or take a stroll through the government district – this area really has it all! You don't even have to pick just one – you can experience all this here every day at your leisure.

Built for the future

A CHAT WITH THE ARCHITECTS



A place where history and future meet: The architecture of QH Core picks up on Europacity's industrial past and gives it a modern face.

Quartier Heidestrasse is part of one of the largest and most important urban development projects in Berlin's historic Mitte district. The aim of the project is to combine urban living and working in a modern way, while also adding density to the inner city to create residential and office space right where it is needed. Living and working in close proximity – that's the much-acclaimed Berlin mix. Quartier Heidestrasse is now taking Berlin's special mix to the next level and going digital.

Berlin-based architects ROBERTNEUN (led by Tom Friedrich and Nils Buschmann, pictured opposite) were commissioned with the planning of QH Core. The result is a large urban block surrounding a green inner courtyard, with a brick facade that reflects a key element of the history of this spot: its past use in the railways and as an industrial area. The building's industrial character references notable examples of Berlin's brick industrial architecture, such as the Ullstein House in Tempelhof or the Klingenberg power station in Lichtenberg. The brick facade is also reminiscent of the architecture found in stations in the heyday of the railway, such as Hackescher Markt station, which is a listed building constructed in 1882. This also underlines QH Core's place at the heart of the Heidestrasse Quarter and its defining importance in this new neighbourhood – the brick facade stands in contrast to the concrete facades of the surrounding buildings, emphasising its special role.

ROBERTNEUN as an architectural firm specialises in urban planning and development and has gained experience working on award-winning projects, such as the redevelopment of a disused railway site on the southern end of Gleisdreieck park in Kreuzberg, known as Am Lokdepot.



It started with a brownfield site. Was that like a blank sheet of paper for you?

When you urbanise a former railway site, you actually have to reinvent the area. This raises the question of how to lay the foundation stones of such a neighbourhood – and how to establish those things that define a city: culture, diversity, and even history. After all, this isn't a greenfield site; we can, for example, use industrial materials that age well, such as brick and concrete, and work these in with what we find and the history of the area. This creates a sense of identity almost automatically. The area immediately transforms into an authentic, organic part of the city.

QH Core is the heart of a new neighbourhood. How does the pulse of the city beat here?

QH Core is an urban hub, the central point of supply for the entire neighbourhood. This is why we chose the strength and robustness of bricks, just like many public buildings such as city halls, schools, and churches. Behind the facade lies a sophisticated hybrid of living,

working and essential retail. This mix and the contextual architecture make QH Core diverse and distinctive – as the heart of the neighbourhood and part of the city. This base ensures that the building works as an urban space – with areas for shops, a chemist, a pharmacy, a supermarket, restaurants, with both residential and commercial entrances. On the upper levels, apartments and offices are grouped around a courtyard. This unites the public urban space with places for private residential retreat. Everything is connected, forming part of the whole, and part of the city.

» QH Core is diverse and distinctive – as the heart of the neighbourhood and part of the city. «

Claus Thiemann,
CEO of ROBERTNEUN™ Architekten

» The slogan, "Mix it like Berlin", is also the leitmotif for the neighbourhood digitalisation concept:

Users can choose exactly what they want from a varied range of digital offerings.

Because in Quartier Heidestrasse, the focus is on people and their personal expectations and needs. «

Thomas Bergander,
Managing Director of Taurecon



MIX
IT
LIKE
BERLIN



Digital Living

SO THERE'S MORE TIME FOR REAL LIFE

The digitalisation of the world we live in is making great advances in the most personal and important area of all: the home. Smart living is the future – especially here on Heidestrasse. Because everything will be connected – you will be able to control all important building technology, such as heating, lighting, and blinds, via an app, even remotely. Communicate with the facility manager or caretaker via chat, register any concerns about your apartment via your tablet, and find out your current heating and water consumption whenever you want, online or via email. As soon as you drive into the underground parking, your car is identified as belonging to a resident based on its licence plate, and the smart parking assistance system will light up to guide your way to a free parking space. And these are just a few benefits of the smart living solution integrated into the building and neighbourhood technology found in Quartier Heidestrasse.

But the high level of digitalisation in Quartier Heidestrasse is not limited to smart home solutions and fast internet – in the form of free outdoor Wi-Fi and 5G-readiness. The vision is that these connections on a digital level will at some point extend across almost every aspect of life in the neighbourhood. Business lunch in a restaurant in the square? Use the app to book a table for three in seconds. Netflix and pizza tonight? Choose your pizza via the app and it will be on its way. Working from home today, but the messy apartment is killing your productivity? Book six hours in a co-working space online right away – and you can even choose your preferred lighting and temperature. Time to try something different? Use the app to chat with your neighbours and plan new events – and off you go! It's when residents embrace this vision that these exact solutions and services can evolve – innovations that make the digital future one that we'll enjoy living in.

This digital future begins right here – but we don't have to wait until tomorrow. It's already happening in Quartier Heidestrasse. Contacting building management services, adjusting settings in your apartment, or making quick and easy payments – digital solutions that can be accessed via smartphone or tablet are a part of everyday life. Why? Quartier Heidestrasse is taking a conscious decision to go all in with everything digital – so that you have even more time to enjoy real life.



Scan and be amazed:
See for yourself all
that digitalisation
makes possible in
Quartier Heidestrasse.



Hello Neighbour!

TOM KRÄMER IS MOVING IN

Tom Krämer is 28. A front-end developer by profession, Tom Krämer is moving into Quartier Heidestrasse – or more specifically, QH Core. We met up with Tom for a chat – about life in general, and his choice to move here. Read on to learn why a digital native like Tom is moving to the heart of Europacity. Get to know your new neighbour!

It's a cold and wet day in February, like many in one of those all-too-familiar Berlin winters. I meet Tom Krämer, 28, at 8:30 a.m. in a small coffee shop near Nordbahnhof in Mitte. At around 8:36, he rushes through the door and apologises profusely for being late. But this isn't because he left home too late, but because he had to pop back to the gym, because he'd forgotten his headphones. He settles down after his first sip of coffee, and now we can begin.

Tom works as a front-end developer at a fintech startup. The office is just around the corner on Chauseestrasse, which has been home to many offices for some time. The German Federal Intelligence Service moved into

its imposing new premises in February 2019, but it also benefits from the close proximity to the Charité Hospital, Bayer Schering, and a range of federal ministries nearby. "This corner of Mitte is not as crowded and established as the area around Hackescher Markt or Friedrichstrasse," he says, as he turns to gaze out the window, "that's why something is still developing here." Just like around Nordbahnhof, lots of new offices have cropped up around Chausseestrasse and Invalidenstrasse in recent years, which have given the neighbourhood a different feel.

Tom heard about Quartier Heidestrasse and wants to move into QH Core as soon as possible. "I took a closer look at it and rode around

Tom Krämer is moving into QH Core. Get to know your new neighbours!



a bit on my bike after work. It's not far from here. It'll be a completely new neighbourhood with shops, offices, open squares, green spaces, and lots of new apartments, of course. Right in the middle of Berlin. I definitely want to be there; the digital infrastructure is reason enough," he explains. Quartier Heidestrasse, he says, will be the precise embodiment of that digital future that many Berlin startups are working towards. "Banking transactions and even investments are increasingly being handled via apps on smartphones, and AIs are taking care of more and more decisions for us. Overall, and I'm referring particularly to my own generation here, we are incredibly strongly connected to each other nowadays – on a digital level. The smart home solutions like

those found in Quartier Heidestrasse mean I can benefit from all of this in my apartment, and even my entire neighbourhood."

Aside from these digital and therefore rather less visible advantages, Tom has also been inspired by the location of Europacity and Quartier Heidestrasse. This spot between Berlin's central station, the Spandau shipping canal, and Sprengelkiez is exceptionally central, in the middle of the city, with good transport links via S-Bahn, U-Bahn and tram from the central station. Discussions regarding a new S-Bahn close to the existing circle line are also underway. This would open up the northern part of Quartier Heidestrasse. "This area is basically like an island. You could stay here

forever if you wanted to, because Quartier Heidestrasse has practically everything you need day to day: supermarkets, small local shops, coffee shops, and eateries. That's why you don't really need a car. Whether walking, biking, or taking public transport – everything is close by. I like that: I can, but I don't have to," says Tom. Then I only have to do one other thing: go to work.



LIKE A
SOFA
WITH FOUR
WALLS

Space to enjoy life

SPACE FOR CREATIVITY

Light – this is what creates a sense of comfort. Strong natural lighting, open, and simply beautiful: ceilings made from stylish exposed concrete, huge panoramic windows, and high-quality linoleum or parquet flooring create a harmonious home atmosphere, which is rounded off by smooth walls, bathrooms adorned with elegant tiles exhibiting a timeless beauty, and light switches and fittings based around a unique colour scheme. This perfectionism results in apartments that people simply fall in love with, at first glance just like the last.

Not just any home: it's MY home! If this is your way of thinking, you'll find exactly what you need at QH Core. Tailored to the needs of people who love open spaces just like they love their privacy. Built for people who value tangible quality. And designed for people who are more "or" than "and".

What do you expect from life at QH Core? Granted, you can expect a lot and won't be disappointed!



Do you see
what I see?

QH CORE WILL BE
A BEAUTY



QH
Core



- HIGH-QUALITY LINOLEUM OR PARQUET FLOORING
- BUILT-IN KITCHEN WITH DISHWASHER, FRIDGE, AND STOVE COOKER
- BEAUTIFUL BATHROOMS
- LOGGIA, BALCONY OR ROOFTOP TERRACE
- LARGE WINDOWS TO FLOOD LIVING AREAS IN NATURAL LIGHT
- BICYCLE AND PRAM/STROLLER STORAGE AREA IN THE BUILDING
- LARGE, GREEN INNER COURTYARD ONLY ACCESSIBLE TO TENANTS
- INTEGRATED SMART HOME FUNCTIONS
- OUTDOOR WIFI



With all the
variety of life

EXAMPLE LAYOUTS

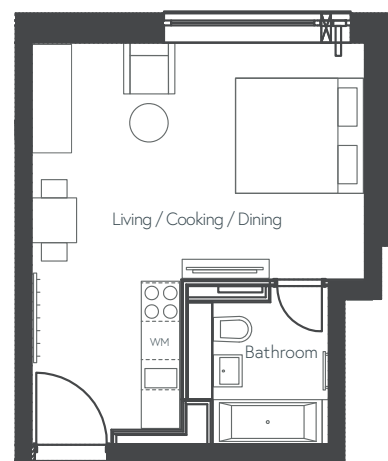


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APARTMENT TYPE 7 | 1 ROOM

Building G | Apartment no. 43

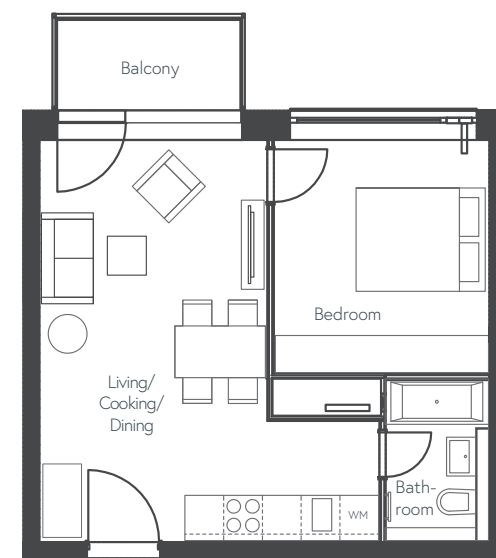
Living / Cooking / Dining	24.50 m ²
Bathroom	4.75 m ²
Net living area	29.25 m ²
Total living area	29.25 m²



APARTMENT TYPE 39B | 2 ROOMS

Building H | Apartment no. 68, 72, 76, 80

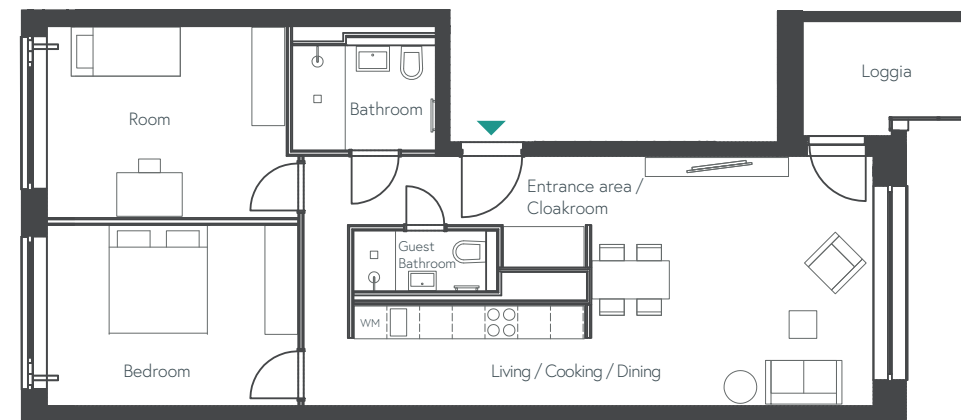
Living / Cooking / Dining	25.09 m ²
Bedroom	12.02 m ²
Bathroom	4.00 m ²
Net living area	41.11 m ²
Balcony (real area: 4.46 m ²)	2.23 m ²
Total living area	43.34 m²



APARTMENT TYPE 2 | 3 ROOMS

Building D | Apartment no. 2 Building E | Apartment no. 14

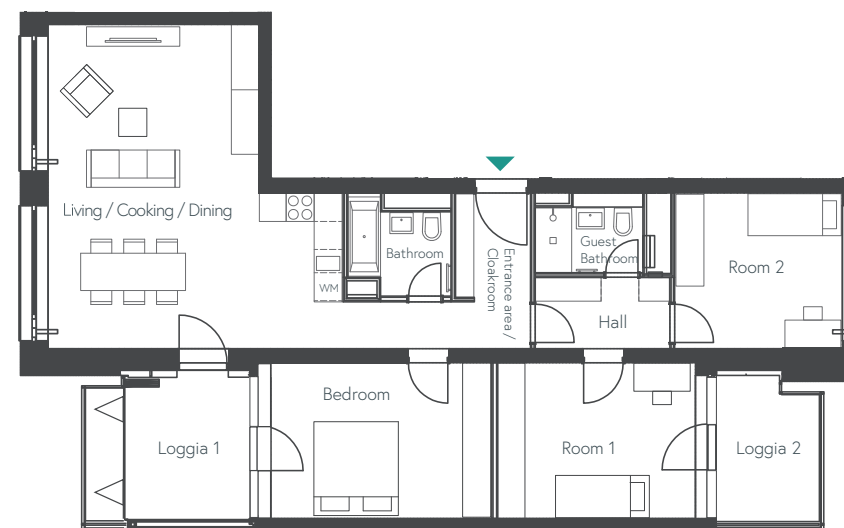
Living / Cooking / Dining	32.02 m ²
Bedroom	15.32 m ²
Room	14.90 m ²
Bathroom	5.18 m ²
Guest bathroom	2.86 m ²
Entrance area / Cloakroom	9.30 m ²
Net living area	79.58 m ²
Loggia (real area: 6.21 m ²)	3.11 m ²
Total living area	82.69 m²



APARTMENT TYPE 33 | 4 ROOM

Building H | Apartment no. 65

Living / Cooking / Dining	37.14 m ²
Bedroom	16.52 m ²
Room 1	14.03 m ²
Room 2	11.92 m ²
Bathroom	3.96 m ²
Guest bathroom	3.67 m ²
Hall	3.67 m ²
Entrance area / Cloakroom	7.68 m ²
Net living area	99.30 m ²
Loggia 1 (real area: 11.03 m ²)	5.52 m ²
Loggia 2 (real area: 7.04 m ²)	3.52 m ²
Total living area	108.34 m²



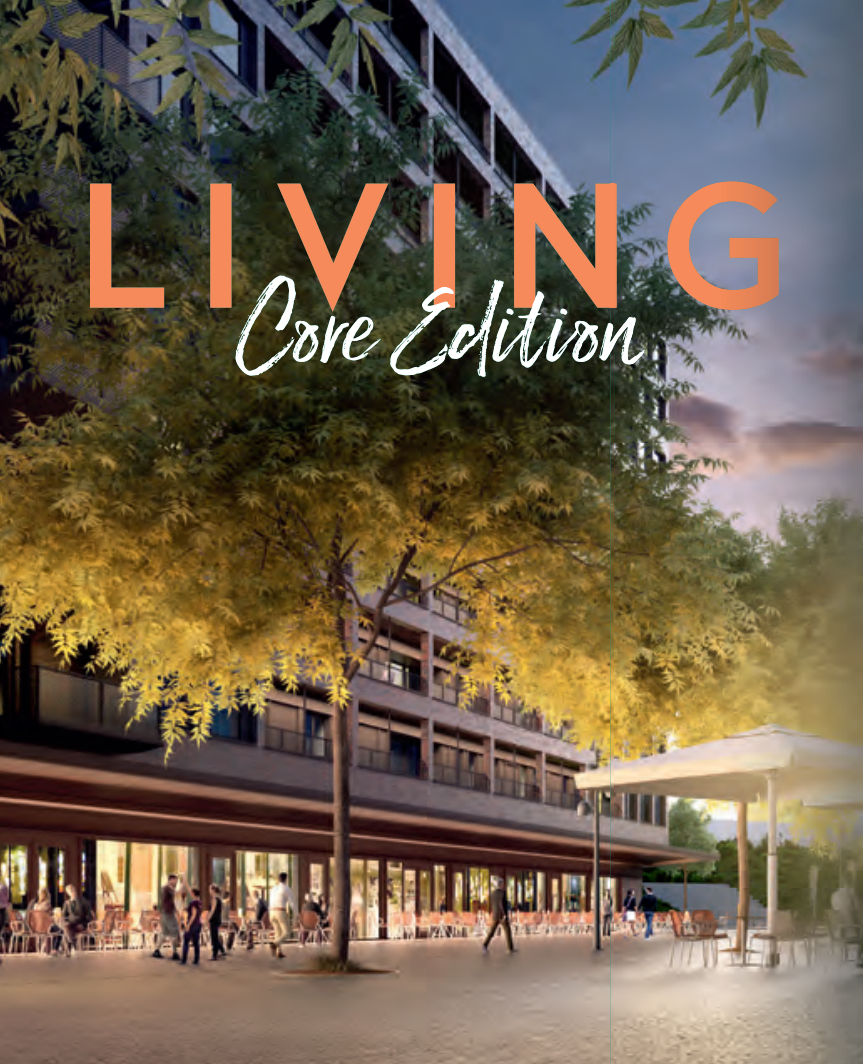
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MY
NEW
APARTMENT

Take your pick. Then move right in!





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Let's
get in
touch!

WELCOME HOME

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All information and illustrations have been selected with the greatest care and their accuracy at the time of publication has been confirmed. Nevertheless, the completeness and correctness of all information cannot be guaranteed. The images and plans, along with the visualisations of the project, are intended to provide an initial idea of the project. We explicitly reserve the right to make deviations

RENTAL

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at a later stage of planning. Minor deviations in floor area for a given layout are also possible. Technical requirements may mean that parts of kitchens, bathrooms, toilets and ancillary rooms will have to be separated and ceilings may be suspended. 50% of the terrace/balcony/loggia area is included in the total floor area. Illustrated furniture is not included in the rental price. Status: August 2020

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Planungsstadium blieben ausdrücklich vorbehalten. Sorgfalt ausgesucht und auf ihre Richtigkeit zum Zeitpunkt der Prospektausgabe hin überprüft. Eine Gewähr für die Vollständigkeit und Richtigkeit aller Informationen wird nicht übernommen. Das Bild- und Planmaterial sowie die Projektvisualisierungen sind unverbindlich und dienen der vorläufigen Illustration unverändert. Die eingezeichneten Möbel sind nicht im Mietpreis enthalten. Stand: August 2020

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Besuchen Sie
unseren
Showroom!

Lassen
Sie uns
reden

LIVING

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MEINE NEUE WOHNUNG

Wir legen vor. Ziehen Sie nach!

QH

Core



MY NEW APARTMENT

Take your pick. Then move right in!

QH

Core