

THE quartier HEIDESTRASSE magazine

LIVING

QH Edition

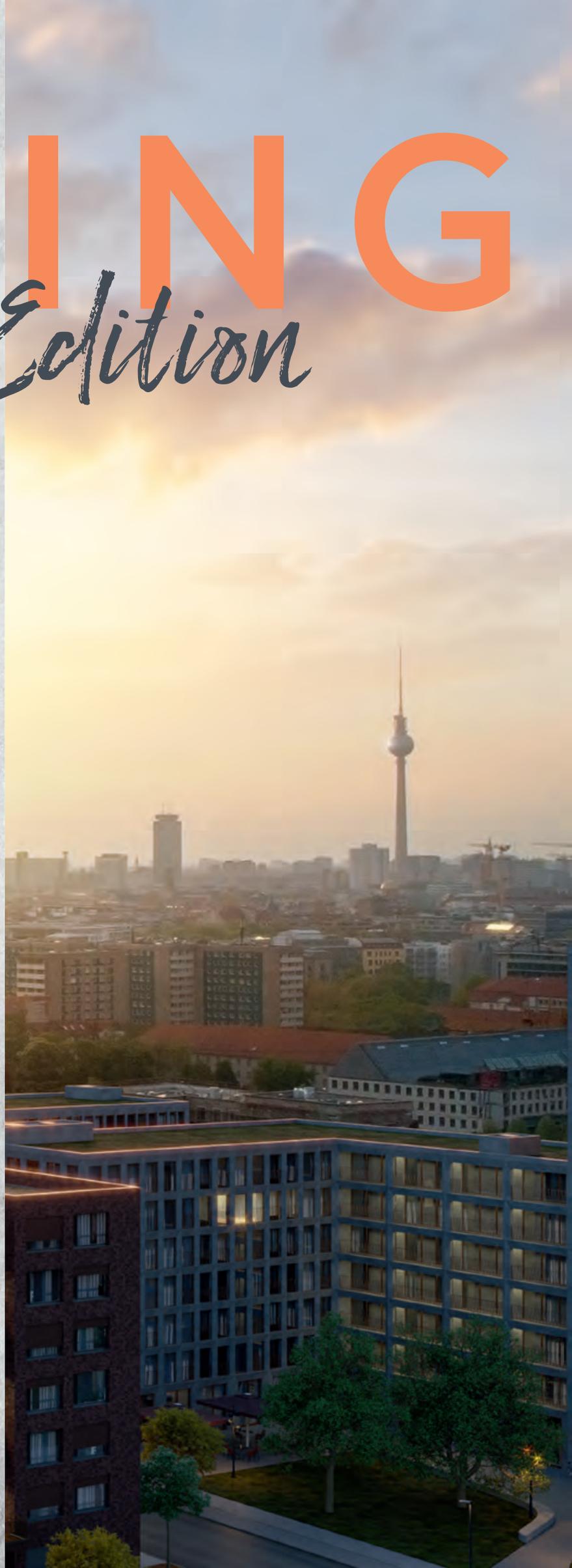
BERLIN'S NEW DISTRICT

Six residences.

Five architects.

A unique way of life.

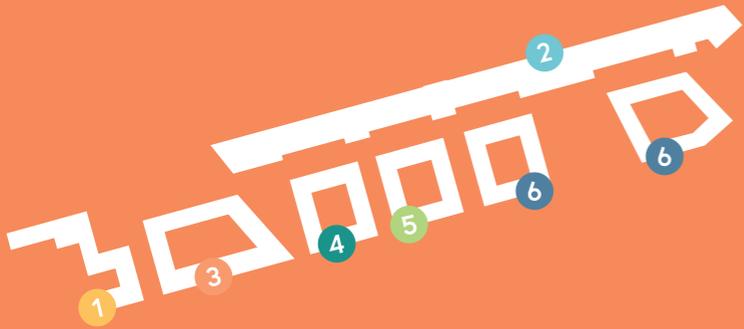
QH
quartier HEIDESTRASSE



THE QUARTIER HEIDESTRASSE MAGAZINE

LIVING

QH Edition



85,000 m²
TOTAL PLOT AREA

295,000 m²
TOTAL GFA

266,350 m²
OFFICES AND
RESIDENTIAL

28,650 m²
COMMERCIAL, HOTEL,
EATERIES AND CHILDCARE



QH
Spring



QH
Track



QH
Core



QH
Colonnades



QH
Straight



QH
Crown I & II

THE QUARTIER HEIDESTRASSE MAGAZINE

LIVING

QH Edition



BERLIN'S
NEW
HORIZON

THE **quartier** HEIDESTRASSE *magazine*

LIVING

QH Edition

LOOK FORWARD TO
SOMETHING NEW



06

FULL OF LIFE, RIGHT
FROM THE START



10

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Welcome home

WELCOME

Dear readers,

A city within a city. The neighbourhood of the century. The role model that shows the rest how it's done... You know what it's like: When you see this much premature praise, you're bound to be a little bit cynical. That's why we're delighted that you decided to discover for yourself what Quartier Heidestrasse is all about.

If we had to summarise, we'd say it's full of life, with an authentic Berlin neighbourhood feel, and generous helpings of innovative spirit. It's your new home. Join us on a stroll through the not-too-distant future. Have a look at the big plans. Take in the even bigger numbers. And appreciate the chance to get to know your future neighbours right now. Fancy a drink at the Skybar? Let's go!



Look forward
to something
new

QUARTIER HEIDESTRASSE – THE HEART OF EUROPACITY

Europacity – a long neglected piece of Berlin history – is now being brought to life. It's the spot where, in the 19th century, express trains would set off on long-distance journeys, and steam locomotives were filled with water and coal. Today, this area of about 40 hectares to the north of Berlin's central station is being transformed into a completely new city quarter for about 16,000 people. Environmentally friendly and sustainable, green and spacious. For people in every stage of life.

The dimensions involved are staggering: Europacity is seven times the size of Potsdamer Platz. The urban appeal and influence of this new district will stand out, even in a city like Berlin. Four different planning areas with different focal points will help to create a desirable diversity in architecture and design.

One of the four different planning areas of Europacity is the area around Heidestrasse, known as Quartier Heidestrasse, which will be home not just to apartments and offices, but also eateries and shops. This means it will play an important role in everyday life for the whole of the surrounding area. Along Heidestrasse, the central artery of Europacity, a wide range of shops will satisfy everyone's day-to-day needs, while restaurants, cafés and bars will provide a big-city atmosphere in the new local square. Quartier Heidestrasse will create a new neighbourhood – for both Europacity and beyond.



Berlin's special mix

THOMAS BERGANDER
ON HIS IDEA OF MODERN
URBAN LIVING

Q: Thomas, there's a lot of talk about Berlin's special mix – the Berliner Mischung – what does this term actually mean?

A: Berliner Mischung refers to the close-knit coexistence of residential, commercial, and industrial properties that arose as part of the block-by-block development back in the 19th century. It was at that time that the Hobrecht Plan laid the foundations for modern Berlin, as the city's population tripled and new apartments had to be built fast. This is what led to the creation of Berlin's characteristic block structures – with shops and drinking establishments on the lower floors, manufacturers in the courtyards out the back, and apartments on the upper floors.

Q: How do you intend to add to Berlin's special mix in what you are doing in Quartier Heidestrasse?

A: By bringing this special mix into the 21st century – the digital age. Quartier Heidestrasse will consist of this same exact mix of apartments, businesses, eateries, and manufacturers, supplemented with this digital component. The whole area is connected on a digital level. The outdoor areas have Wi-Fi coverage. The technology is 5G-ready. Smart home features come as standard in the

apartments, and are an optional add-on for the businesses. This will make it possible to efficiently adjust energy consumption and the use of space. And of course, production these days mostly refers to digital working, aside from the concept of "urban manufacturing", of course.

Q: What do you hope your concept will bring to in this quarter?

A: That a diverse range of different people, business models, and ways of life will emerge, that this Berlin-specific culture, which is so heterogeneous and has led to the success of the city, will take hold and implant roots here. Quartier Heidestrasse doesn't want to be a place people only sleep in – without any local facilities or the common features of urban life. Rather, it wants to be a healthy mix, a place where people sleep and live, with small businesses, studios, and people bringing life to the streets. That's my hope, at least. In fact, it's what I expect to see.

Thomas Bergander is the managing director and founder of Taurecom, the developer behind the Quartier Heidestrasse project.



Take leisure to new heights on a summer's evening: chill out with chilled drinks in the rooftop bar."



THE HOBRECHT PLAN

In 1862, James Hobrecht, Berlin's chief city planner, drew up the Hobrecht Plan. This was a development plan for Berlin and its neighbouring cities, including what were then the separate towns of Charlottenburg and Schöneberg. The intention was to boost the construction of housing and improve sanitation for the general population. This plan resulted in the creation of numerous key roads still present in modern-day Berlin, along with the chessboard-like street network found in many Wilhelminian-era districts, and even Berlin's first sewerage system.

LOCAL?
I LIKE IT!

MIX IT LIKE BERLIN

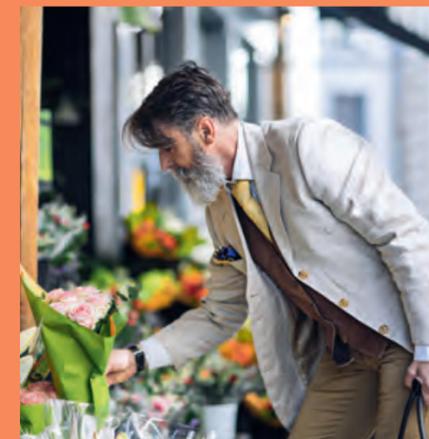
Full of life, right from the start

ALL THE SPIRIT OF THE CITY IN ONE NEIGHBOURHOOD

What would Berlin be without its special neighbourhoods? They are the little oases that provide everything that make this city great. Where life happens, and people get together. Where we don't just reside, but get to enjoy our lives as human beings. That's what Quartier Heidestrasse will be, too: a neighbourhood full of activity, culture, and lust for life. With people who love their lives here. Neighbours who feel at home and have made this welcoming place for everyone.



A proper neighbourhood
with a real community feel,
and a unique way of life.
Welcome to
Quartier Heidestrasse.





Trees, street-side cafés,
and all the variety of life:
Let's hang out in
Quartier Heidestrasse!



See
you

IN THE
NEIGHBOURHOOD
OF THE FUTURE



A cappuccino at the artisan cake shop with a view over the Nordhafen canal, an exhibition with young talent in the local gallery, an evening meal made from local produce in a stylish restaurant on the square – followed by an elegant cocktail in the Skybar with a view across Berlin... Welcome to Quartier Heidestrasse. Small shops, art spaces, urban manufacturing, coffee bars, restaurants and lounges – here you'll find all the flavours of that pulsating and inspirational atmosphere for which Berlin is known.



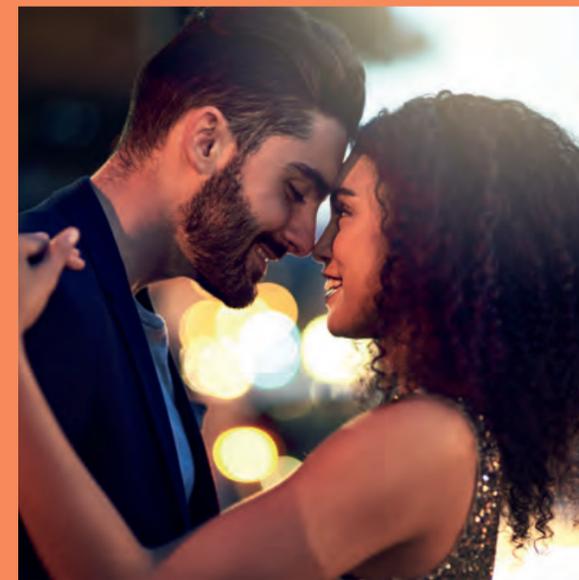
Cosy and cultured

THAT'S LOCAL CULTURE



Whether it's an after-work social with colleagues or a date with friends, everything is right here.

The right ambience at any time: Brunch, lunch, dinner, sundowner, or nightcap – Quartier Heidestrasse is a place to have a good time with friends, day or night. It's a lively neighbourhood full of Berlin's diversity – the full variety of real life, right here to be enjoyed.



A smart home of the future – in a smart neighbourhood of tomorrow.



Smart from the start: Everything can be controlled remotely via smartphone, even the lights.



Smart like you

DIGITAL SOLUTIONS WITH REAL-WORLD BENEFITS

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.

Six and the city

SIX RESIDENCES – A UNIQUE WAY OF LIFE

A great win for all Berlin: This isn't just the creation of a new neighbourhood, but a new piece of the city itself – one with its own very special mix, becoming home to a very special way of life.

This place is designed for life and living in. Around 1,800 people will find their new home in Quartier Heidestrasse and make this area their neighbourhood. People from different backgrounds, with different lifestyles, and in very different stages of life. And that's what this new place will be: a typical Berlin neighbourhood with all its interesting facets. With shops, cafés, restaurants, and space for all sorts of creativity and individuality to unfold. With people who will support Quartier Heidestrasse and bring it together, turning residents into good neighbours. A place to live in – to be enjoyed by all.



QH SPRING

- 255 rental apartments, of which 215 are publicly subsidised
- Childcare facility with 120 spaces
- Hotel with 180 rooms
- Green inner courtyard
- Retail in the building

QH COLONNADES

- 132 rental apartments
- Balconies or loggias
- Green, quiet inner courtyard
- Studios and exhibition space
- Retail and eateries in the building

QH TRACK

- 133,597 m² office space (GFA)
- Up to 8,500 workplaces
- SAP's new Berlin headquarters
- Skybar on floors 13/14

QH STRAIGHT

- 131 rental apartments
- Generous loggias
- Green, quiet inner courtyard
- Studios and retail in the building

QH CORE

- 166 rental apartments with balconies, loggias, or rooftop terraces
- Green, quiet inner courtyard
- Underground parking
- Supermarket, chemist, mixed retail and eateries in the building

QH CROWN I & II

- 260 rental apartments
- Two buildings overlooking the green Nordhafenplatz by the canal
- Green, quiet inner courtyard
- Some with water views
- Retail and eateries in the building

Made using steel, concrete, passion and dedication

FACTS AND FIGURES THAT SPEAK FOR THEMSELVES



420,000
CUBIC METRES OF EARTH
have been moved –
equivalent to 170
50-metre swimming pools

CLEVER
concepts, new building technology,
and visionary projects for
SMART LIVING

200,000
CUBIC METRES OF
CONCRETE
to be poured –
19 times the quantity
in Berlin's famous
Fernsehturm

SUPER SUSTAINABLE
thanks to the energy-efficient buildings
made from recyclable materials

4,500
KILOMETRES OF CABLE
to be laid – 122 times
the length of Berlin's
circle line

Living and working
intelligently combined
**IN A VERY CENTRAL
CITY LOCATION**

295,000
SQUARE METRES GFA*
have been developed –
as large as 53 football pitches

ORGANIC
facade greening and green
rooftops ensure a better
CLIMATE FOOTPRINT

38,000
TONNES OF STEEL
to be used – that's
as heavy as 90
A380 planes

The apartments and commercial spaces
will remain
**COMPLETELY IN THE
developers' hands
FOR THE LONG TERM**



Living in a material world

BUILDING FOR THE FUTURE: WHAT MAKES THE MATERIALS USED SO SPECIAL

Every city and every neighbourhood has its own unique character. This character is largely defined by the materials used to create it: Just think of Hamburg's industrial red brick, Bamberg's famous medieval half-timbered houses, Vienna's opulent stucco reliefs, or the earthen facades found all over Tuscany. In Quartier Heidestrasse, it's the tangible quality and clear lines that define its character. Even the materials are a special mix: visually impressive, pleasing to the touch, and timelessly modern. This magical triad creates something both distinctive and multifaceted.

Exposed concrete and bricks, glass, and steel, combined with structure and rhythm – these are the elements that define Quartier Heidestrasse. They are combined time and again – just like brick and stucco in the beloved Wilhelminian quarters. The result has a sense of harmony speckled with diversity. Never boring, but always my neighbourhood.



Form and function:
Clear lines set the
rhythm here.



BUILDING
ON STRONG
VALUES

A CITY IN THE MAKING



Stunning outside, stunning inside!

CHIC LIVING IN QUARTIER HEIDESTRASSE



NOT JUST
A HOME,
BUT MY
HOME



Take sophisticated design, stylish exposed concrete and timelessly beautiful tiles, add panoramic windows and clever floor plans – and combine them all to create a vision of what living in the capital should look like in the 21st century, with all the modern comforts you would expect. Flooded with natural light, open, and simply beautiful – these are apartments you can immediately call "home".

You know that feeling? You get to know someone new, and there's that instant click? That's what you'll feel when your apartment door opens to let you in for the very first time.

Beauty from the ground up: quality that can be sensed and seen.



All the things that make life worth living are part of your world here.



Jogging, strolling, sunbathing, and sports: There's enough green for everyone.



Green days, every day



OPEN SPACES AND GREEN PLACES

Many residents of Quartier Heidestrasse will come to enjoy an evening tour through the neighbourhood, with its green paths and passages, and its many sitting areas and spacious squares will simply be part of the experience – whether going for a leisurely stroll or fitness-boosting jog. The newly improved waterside esplanade alongside the Berlin-Spandau canal is especially good for an evening jog. Those who want to escape a little from Berlin and its hectic life can retreat to the neighbourhood's green inner courtyards, which are designed to contrast with the stone of urban spaces. There, away from the city noise and well hidden between lush greenery, you will find quiet corners for reading or listening to music, as these delightful courtyards are only accessible to the residents and their guests. These offer a wonderful way to relax.

Green open spaces – another aspect to Quartier Heidestrasse. Stroll through the lively square with its restaurants, cafés and bars, sit quietly under shady trees at Nordhafenplatz and catch up on your messages on your tablet, or retire with a book to one of the many inner courtyards: Everyone has different ideas about how they like to recharge their batteries. And that's why Quartier Heidestrasse offers a suitable mix of activity and tranquility for each of its residents. This allows everyone to find their favourite place, whether that's in the centre of things, or in a secluded corner for some precious respite.





Tom Krämer



Ava Meyerson

How lovely neighbour!

LET'S GET TO KNOW SOME OF THE PEOPLE MOVING INTO QUARTIER HEIDESTRASSE – AND WHY THEY CHOSE TO MAKE IT THEIR HOME

AVA MEYERSON, 60, DOCTOR

Q: Why did you choose to move to Quartier Heidestrasse?

A: As an expat, I've been all over the world and appreciate the concept here. It's what we in the US call a "compound", so a closed residential area with shops and diners. It's really practical.

Q: And that seems to matter to you...

A: Oh yes. I won't be working much longer and am looking more and more closely at where and how I would like to live later on. On the one hand, everything here is brand new. On the other hand, a neighbourhood that can provide everything I need right there is very convenient..

SABRINA KRETSCHMANN, 33, BLOGGER AND INFLUENCER

Q: What is it you especially like about Quartier Heidestrasse?

S: I love the little shops and studios. It's sure to never get boring with new exhibitions constantly popping up in the art spaces. Aside from that, I don't like big chains, and prefer small, owner-managed shops. And there are loads of these in the new district.

Q: And what would you say about the district itself?

S: In a word: stylish. Modern and glamorous, great architecture, and already taking a step forward in terms of mobility with electric car charging stations – that's the future. I'm considering purchasing an electric car, actually – one of those little runabouts for the city. The question of where I would charge my car has already been answered: in the underground car park.



Sabrina Kretschmann

TOM KRÄMER, 28, FRONT-END DEVELOPER

Q: What do you like about Quartier Heidestrasse?

T: Quite a lot, actually. It's central. It's new. You can do a lot by bike and you don't need to have a car. The area is absolutely digital – and there's super-fast internet.

Q: That is indeed quite a lot. Why is the digital side so important to you?

T: Because it's the future. Being connected, work, contacts – everything will be mostly digital someday. Smartphones are doing more and more.

Q: Talking of smartphones: Do you use smart home services?

T: Absolutely. I find it really handy to be able to manage my home from my smartphone. But it's also really reassuring to be able to check that the windows are definitely closed and the lights definitely off, even when I'm not at home.

JANA AND MARC BERNER, 37 AND 39, AND THEIR SON, TILL, 4

Q: What are you looking forward to when you move to Quartier Heidestrasse?

J: We are excited to soon be living in an area that's a little city within the city, combining the small-town idyll with the benefits of the big city. I'd call it compact – manageable, but not confined.

M: It's also important that we'll have good access to childcare and play areas for our son. And there are great features like the bicycle room within the building, and the private courtyard for residents. It's all very well thought out and practical.

Q: Is there anything you think is still missing?

J: A weekly market would be great, or a regular flea market. But I'm sure we'd be able to work with other residents to get something off the ground. I've heard there will be residents' meetups here in the neighbourhood for this sort of thing.

PETRA AND ELMAR KÖNIG, 51 AND 53, HR MANAGER AND BRANCH MANAGER AT A BANK

Q: Why is Quartier Heidestrasse perfect for you?

P: Because it has everything that we need and that matters to us. We spend quite a lot of time at the office and don't want to then have to travel to get to the shops or go out to eat.

Q: So the facilities available within the neighbourhood play an important role for you?

E: Yes, definitely. We don't have much time, and don't want to waste it. You get home, park the car in the underground parking, and you're right in the middle of things – you can get to everything on foot. Aside from that, we travel quite a lot, in our leisure time, too, so being close to the central station is an important feature.

Q: What else?

P: We like how the neighbourhood has been designed. The architecture is very modern and varied. We also really like the close proximity to water.



Petra and Elmar König



Jana and Marc Berner with their son Till

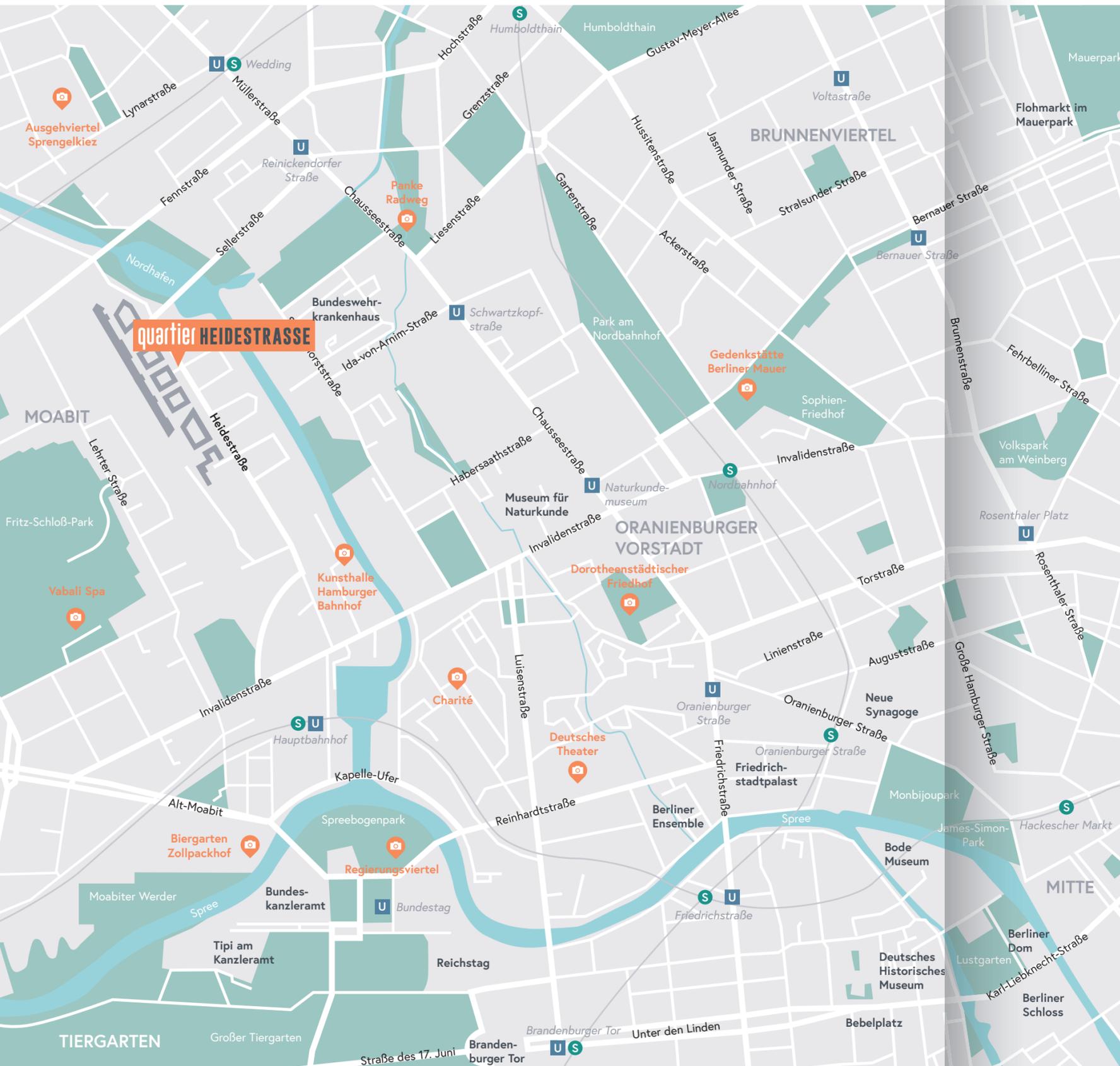
Almost like Hollywood

BIG NAMES ON THE BLOCK BIG EMPLOYERS NEARBY

More than 16,000 people will work in Europacity in future – a striking figure. Some have already moved in: Oil group Total moved into its German headquarters to Tour Total on the southern end of Europacity in 2012. Energy transmission system operator 50Hertz Transmission has been located directly opposite since 2016, and KPMG moved into premises just a minute down the road in 2018. A particularly sizeable employer is moving directly into Quartier Heidestrasse itself – software giant SAP. 50Hertz will also be leasing offices in the QH Core.

But even outside Europacity, major companies and institutions can be found in the immediate vicinity of Quartier Heidestrasse – such as Bayer Schering, another DAX-listed company that is just a stone's throw away. Along with the German Federal Armed Forces Hospital, the Federal Ministry of Economics is also very easy to reach thanks to the newly built bridge over the Berlin-Spandau shipping canal. The Charité Hospital is also nearby, with its campus located directly southeast of Europacity. The Federal Ministry of the Interior, built in 2014, located south-west of the main railway station, forms the western end of the government quarter along with the Chancellery and Reichstag. You couldn't be closer to the German parliament and the various federal ministries.





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.

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

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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

VISIT
OUR
SHOWROOM!

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Sie uns
reden

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