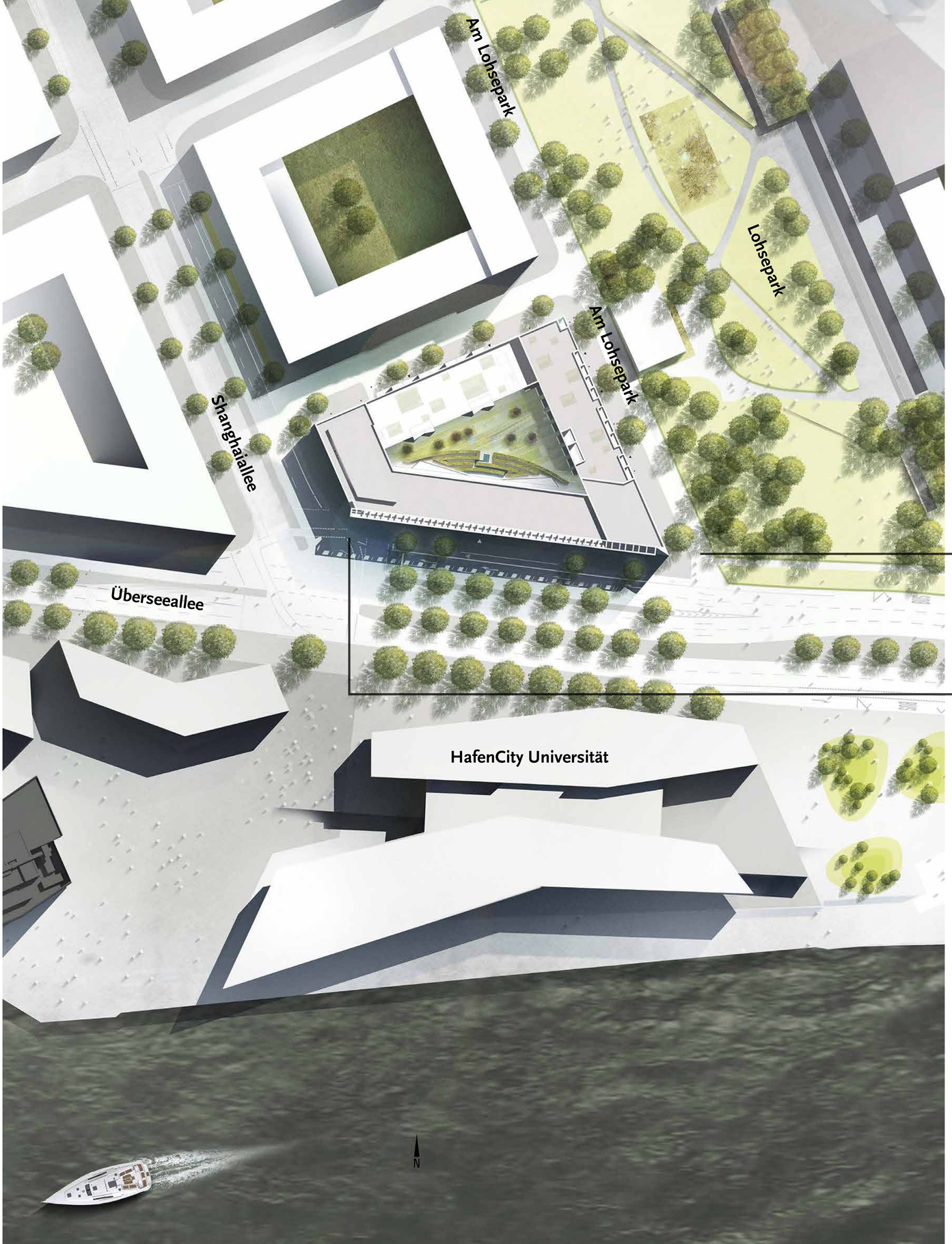
NEW HOTEL BUILDING IN HAMBURG‘S HAFENCITY



URBAN ARGUMENT

The corners characterise the urban position of the hotel building

„Am Lohsepark“ is part of Hamburg’s HafenCity. Here, on a high-profile site at an intersection, a new eight-storey hotel building is located: today‘s HolidayInn. The tectonic structure of the façade forms a three-dimensional body. As a central design element, pilaster strips give the façade rhythm and a relief effect that is particularly effective in the light. The striking, long façade gives HafenCity a new urban address.

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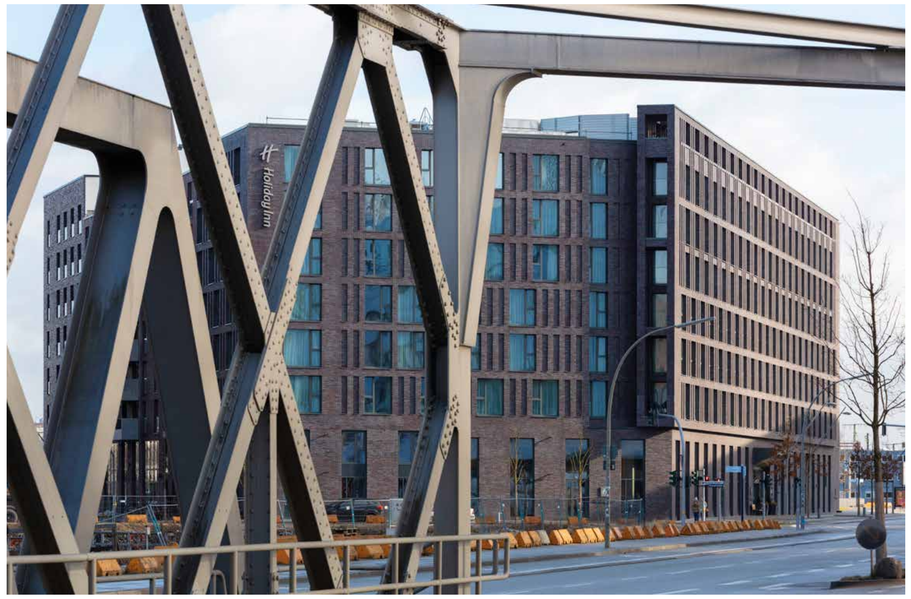
SCULPTURAL STATEMENTS

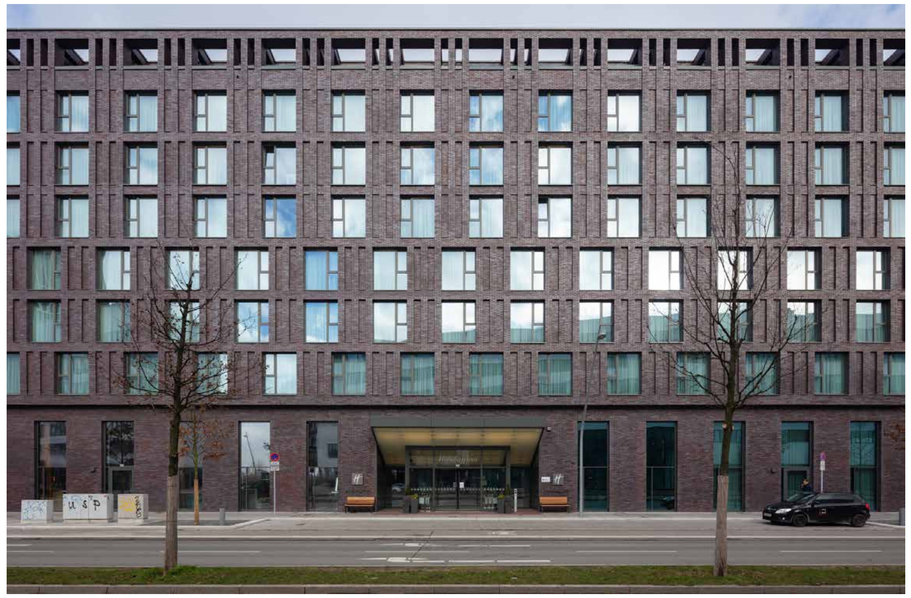
The formulation of the corner Shanghaialle/ Überseeallee becomes the significant theme of an engaging dialogue with urban space.



The slanting cuts of the building block give the façade its plasticity. The elevation of the attic above the body of the building reveals the volume of the façade. Towards Shanghaialle, the façade displays an urban and cosmopolitan character. With its precise silhouette, the bladelike façade at the corner to Lohsepark effectively takes up the harbour theme.

TECTONICAL RETHORICS

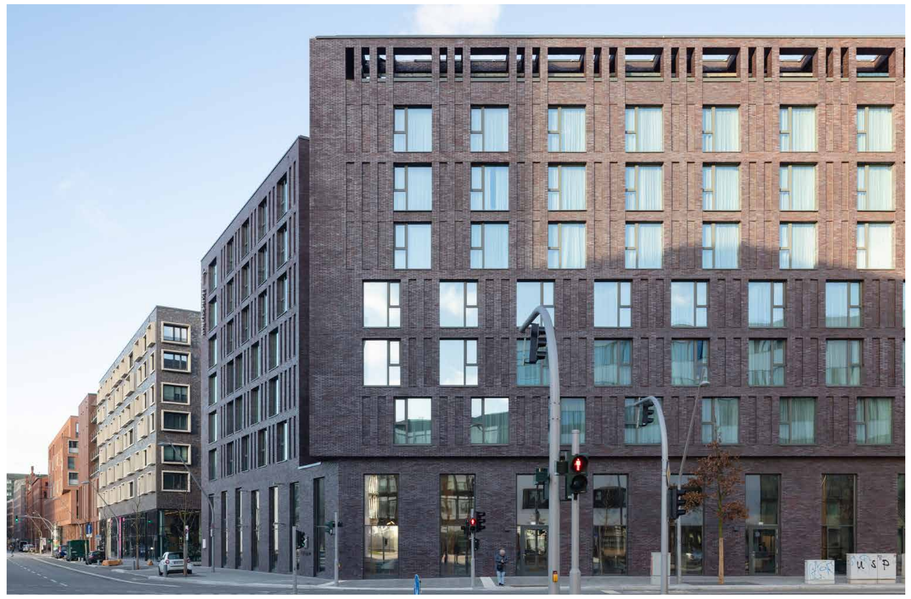
A façade that, with its rhythm of vertical pillars, is quite naturally hotel.



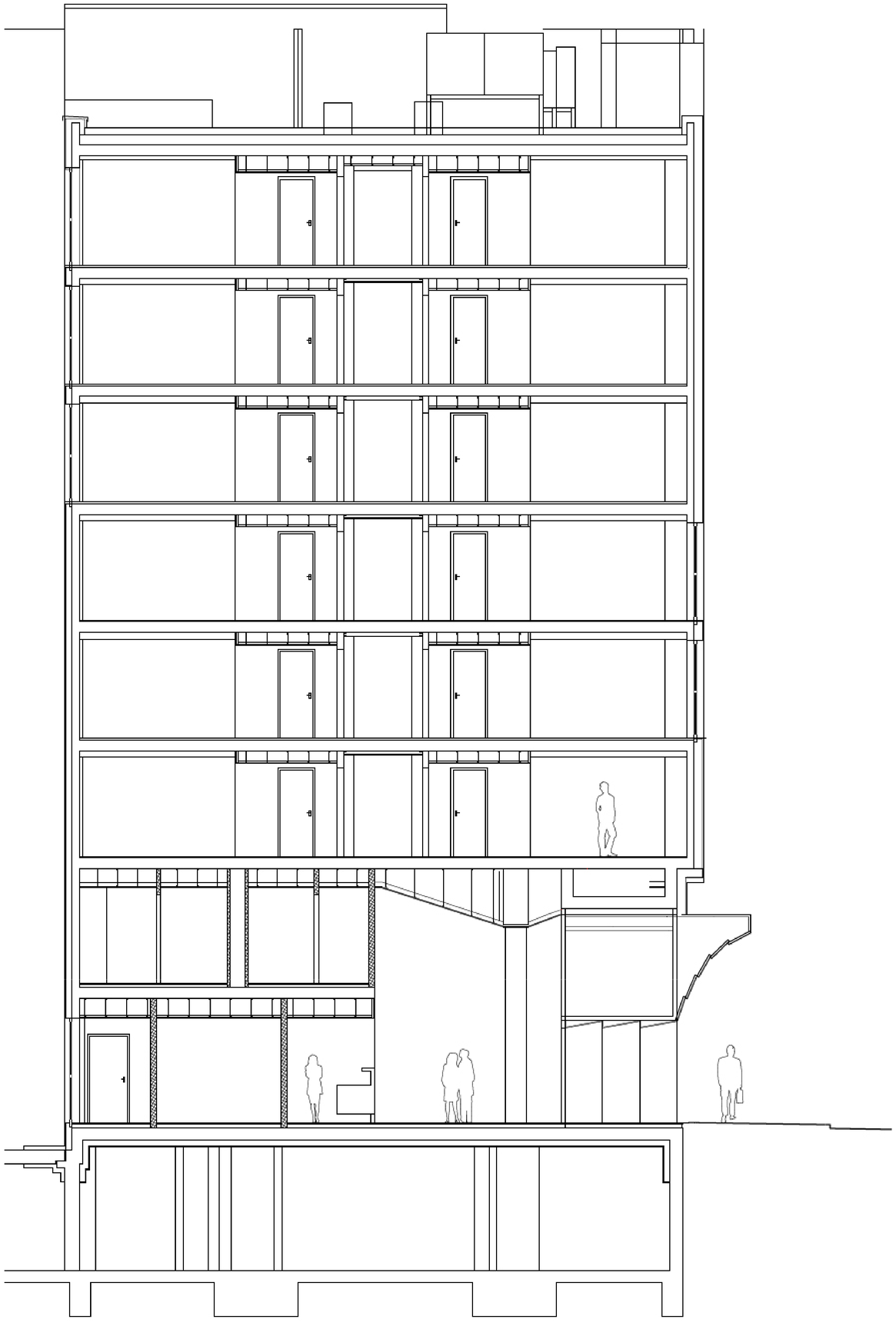
A large fixed-glazed window is accompanied by two vertical pillars of equal width. This basic rhythm per room axis becomes the theme in the composition of the façade and is multiplied horizontally and structured vertically in the height of the façade. The result is a wall panel that says «hotel» in the most matter-of-course language.

MATERIAL IN DIALOGUE

Colour and relief of the façade hail to the tradition of hanseatic town- and warehouses at the core of the city's character.



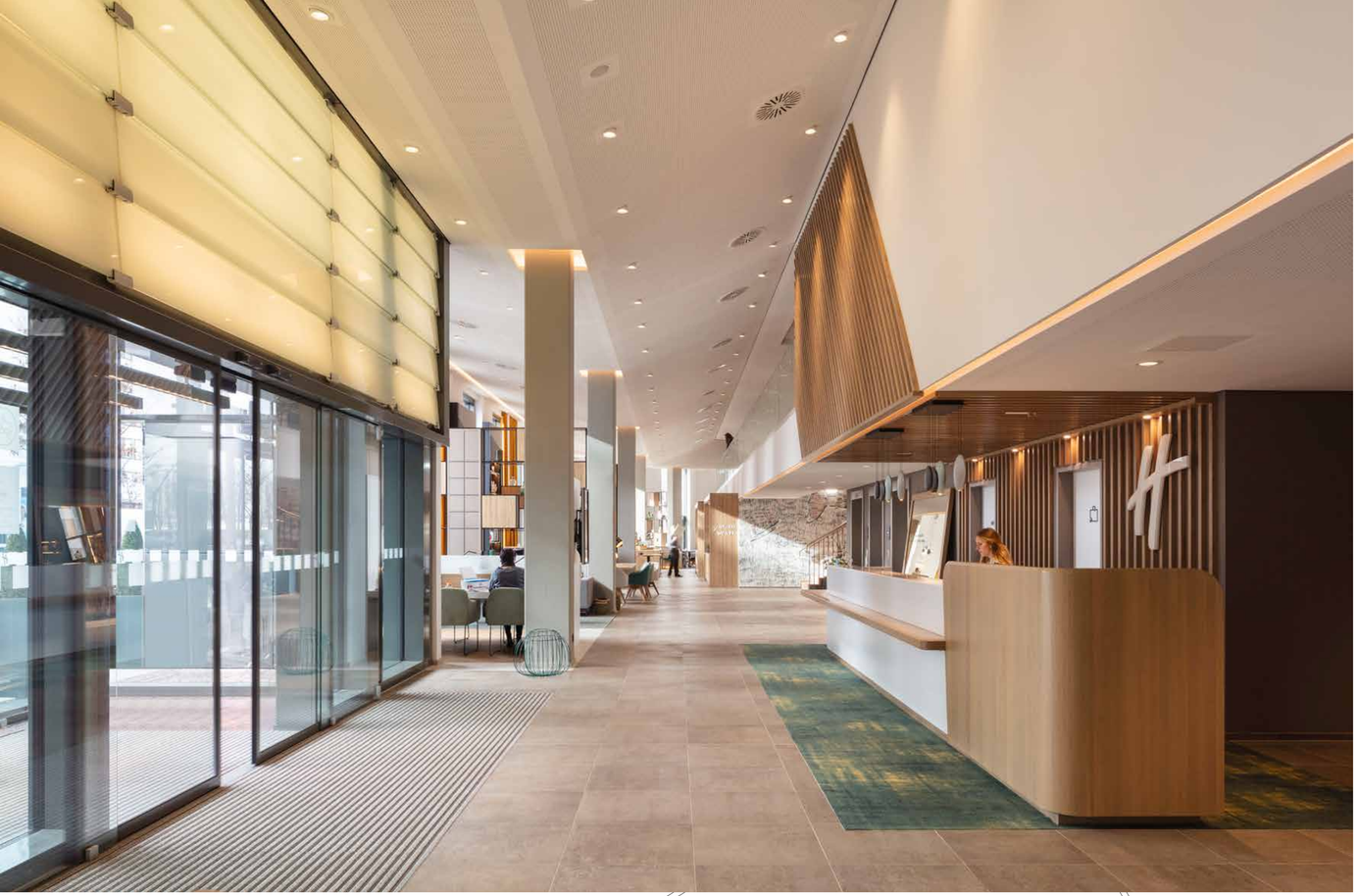
Every stone in the façade is planned. Formats and special stones are precisely captured to create a coordinated image with equal rhythm. A bluish red-purple engobe on a red body brings a play of colours and depth to the façade. At the same time, the strong colour tone refers to the tradition of historic Hanseatic office buildings. The hotel is rooted in the city plan.

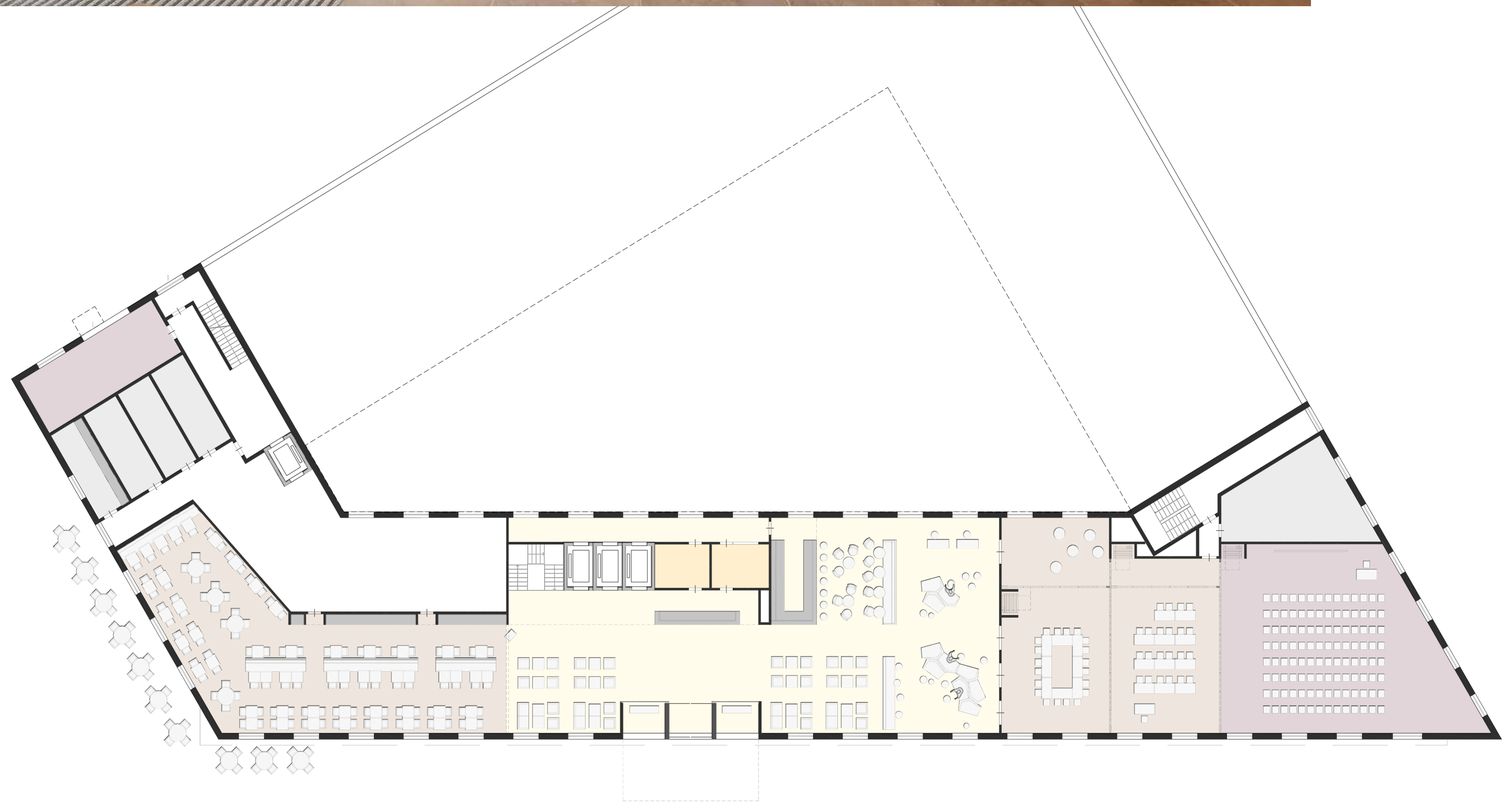


ALLEGORICAL ENTRANCE

The entrance murges classical hotel traditions on the outside and maratime imagery on the inside.

The canopy follows the tradition of hotel canopies made of black steel and frosted glass and accentuates the welcome area with a backlit glass ceiling. In it‘s character the canopy introduces already the folded ceiling on the ground floor. An inviting entrance situation and address for the HolidayInn is created along Überseeallee.





EXPRESSIVE DIMENSIONS

The suspended ceiling on the ground floor is folded like a ship‘s keel.

Client:	ECE Projektmanagement GmbH & Co. KG
Architect:	kister scheithauer gross Cologne/Leipzig
Competition:	1. Prize
BGF hotel:	11.500 m²
Opening:	2019, January

The hotel has 268 rooms. The ground floor houses a large conference area with three event rooms that can be combined to cater for up to 220 people as well as a restaurant, bar, lounge and business centre.

HOLIDAY INN, HAFENCITY HAMBURG