

# WILHELMiNE

OBERSCHÖNEWEIDE



A Project by

**ROCKLAND**<sup>®</sup>

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# Innovation with a past

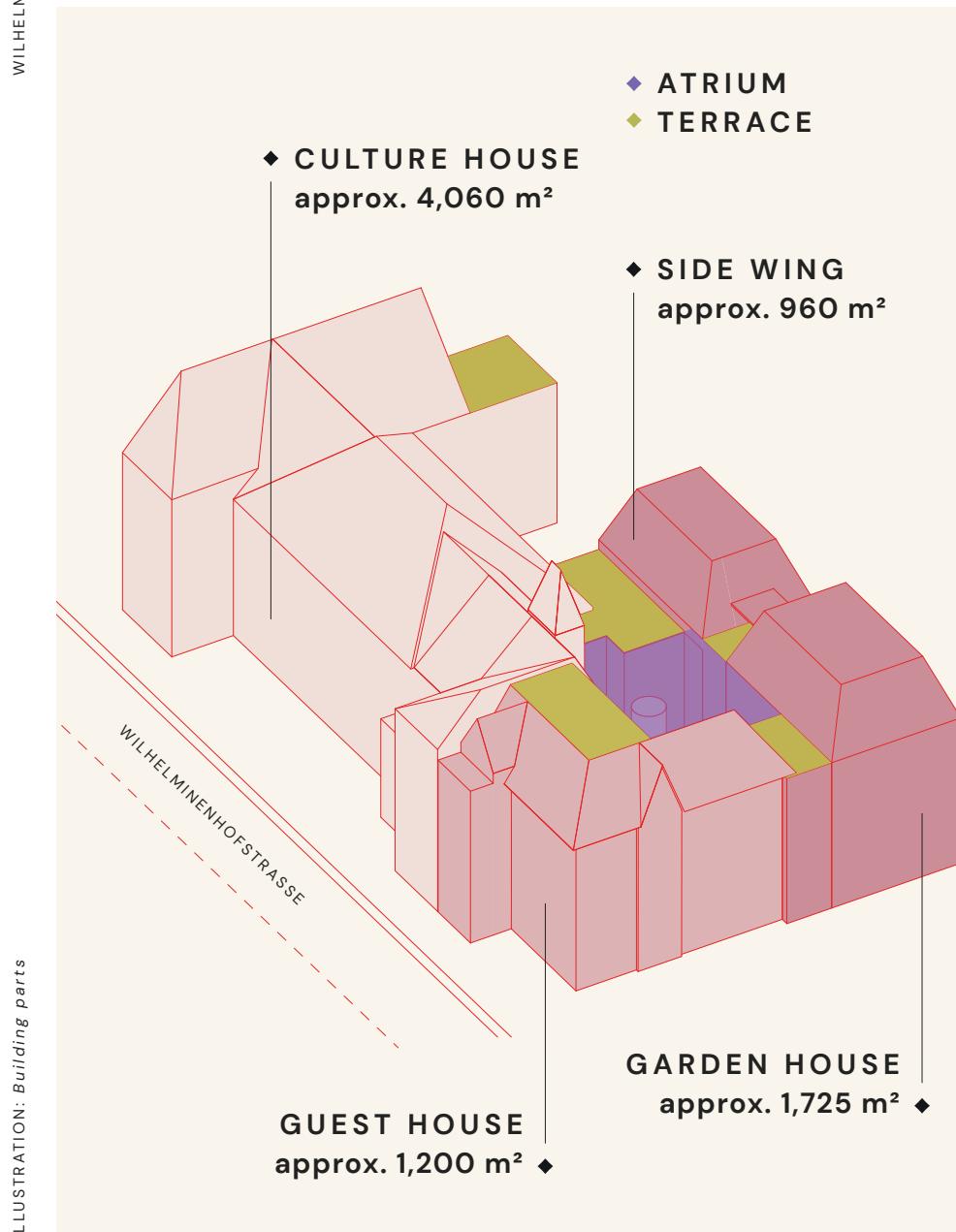
## THE CURTAIN RISES FOR WILHELMINE

In the middle of the boom corridor Berlin Southeast, in Oberschöneweide, stands Wilhelmine. The architectural highlight of Wilhelminenstrasse comprises approx. 7,945 m<sup>2</sup> total leasable area, in the direct neighborhood of the HTW University of Applied Sciences and within walking distance of the Spree River.

The walls of the listed building ensemble of the former accumulator factory from 1912 still radiate the magical energy of a long social and cultural life. It is this role as a place

for people that Wilhelmine takes on again today.

The three historic buildings are being carefully restored and extended by a new building. The renowned architectural firm Bruno Fioretti Marquez takes up the splendor of the past and expands it harmoniously to a contemporary ensemble full of character and style. Wilhelmine receives new and versatile development possibilities as a location for cooperation, innovation and creativity.



# In the lime-light again

## ALL LIGHTS ON WILHELMINE

Wilhelmine consists of a historical main building (Culture House) with a 500 m<sup>2</sup> ball room – a special centerpiece for creative and cultural activities. The Culture House offers spaces for a café concept and various forms of New Work.

Facing the street, the Culture House and the historic Guest House join, which is extended by a new building (Garden House) at the rear of the ensemble, and connected with the Side Wing. The new design creates a secluded atrium, which connects all parts of the ground floor with each other.

As a place for meeting and communication the Atrium offers many options for the hotel: for example, a lounge with a park-like garden deck is planned as a green oasis in the midst of the busy city.

The Side Wing with approx. 960 m<sup>2</sup> will be complemented by the 1,725 m<sup>2</sup> Garden House and offers space for a boutique hotel with 83 individual rooms in the historical building as well as in the new building.



# Facts

- ◆ BUILT IN 1912 BY FELIX LINDHORST
- ◆ APPROX. 7,945 m<sup>2</sup> NET AREA
- ◆ GENEROUS HALL IN THE CULTURAL HOUSE WITH APPROX. 500 m<sup>2</sup>
- ◆ APPROX. 960 m<sup>2</sup> RESTAURANT SPACE WITH OUTSIDE TERRACE/GARDEN
- ◆ ATRIUM TOPPED WITH ROOF GARDEN
- ◆ VARIOUS TERRACES
- ◆ VERSATILE USES



# Everything re- mains different

## WILHELMINE IN THE LIGHT OF THE PAST

One of the most important industrial areas in Europe once stretched from Berlin Ostkreuz to SchöneWei-de. Even today there is impressive evidence of the industrial architecture of the turn of the century. Among them the "Accumulatoren Fabrik Aktiengesellschaft" (AFA), which was founded in 1912 in Wilhelminenhofstrasse 66–68 as a place for the Workers' Welfare Association.

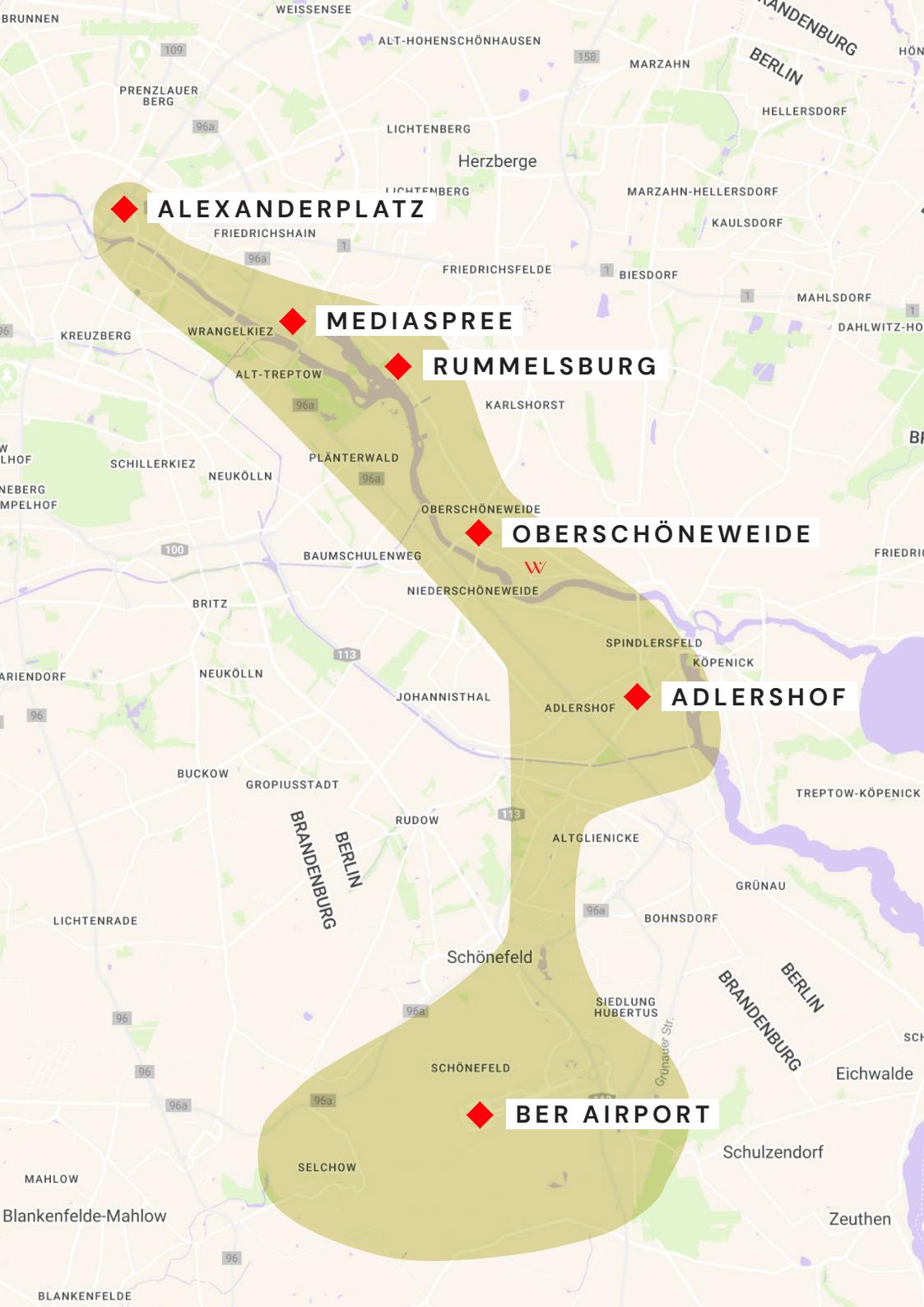
In 1948, the building was converted into the original House of Culture. From the beginning, the 500 m<sup>2</sup> hall on the 2<sup>nd</sup> floor was the pulsating heart of the building. "The salons of the GDR," as many contemporary witnesses called the culture houses at the time, were places full of life. This energy of life can still be felt here today and is being rekindled.



PICTURES: The Culture House in the 1980s

# BERLIN IN FLUX





# Boom Corridor Southeast

## BERLIN'S NEW LIFELINE

Berlin is known for its vibrant life and its innovative energy. A force that is contagious and attracts many people from all over the world to the Spree River. It is a dynamic that, like a lifeline, connects places that are enlivened by its energy.

Since the opening of the BER airport, attention has been focused on the southeast of the city, which has a multifaceted potential. Nestled between Ostkreuz,

Rummelsburg and Adlershof, "OSW – Oh So Wonderful" Oberschöneweide is located directly in the center of the new boom axis to the BER. Through location, and in the immediate proximity to the Spree, this district offers numerous opportunities for a new generation of founders and companies with innovative, environmentally conscious attitude and economic visions: In OSW one again a lot of new things are being created.

# Technology and research create gravity

## FOUNDERS WANTED

Directly opposite Wilhelmine is one of the largest locations of the University of Applied Sciences. With approx. 14,000 students and over 500 employees, the university offers 70 degree programs in the fields of technology, computer science, business, culture and design. The presence of the HTW has a lasting impact on the entire environment. In no other Berlin district, the average age is as

young as in Oberschöneweide. This potential creates invigorating synergies for technology and research companies that have already settled here with innovation hubs.

Also just a few minutes' walk away, the large-scale project "Behrens-Ufer" is being developed as a new innovative and sustainable urban quarter with an international model character.

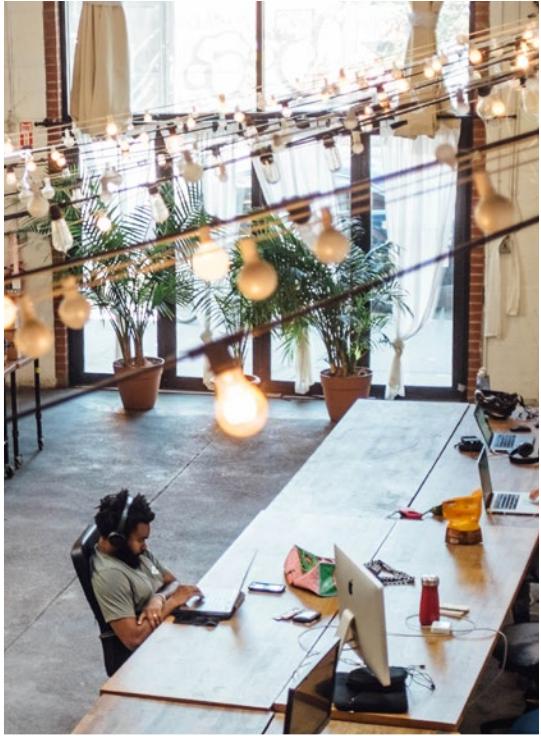


PICTURE: Birdview Oberschöneweide



A NEW  
CHAPTER BEGINS





# New light, new space

## WELCOME WORK-LIFE-BALANCE

Wilhelmine is set back a little from the street. This creates unique locations for culinary offerings and get-togethers – away from the hustle and bustle of the city. A portico opens up the entrance and provides a protected space for future events. In addition, the Culture House will be given new light and the large, historic windows will be reopened. This will give the building a variety of contemporary possibilities of uses. The main beneficiary is the centerpiece, the 500 m<sup>2</sup> ball room,

which, thanks to the daylight, will come back to life. Also the entire roof truss will be equipped with window surfaces at the back. A secluded atrium with an accessible garden will be created in the rear area – an oasis of calm in the midst of the turbulent city life. A roof terrace and numerous attic exits provide inspiring outlooks. Wilhelmine will soon offer plenty of light and space for a modern work-life balance.



# The architects

BRUNO FIORETTI MARQUEZ

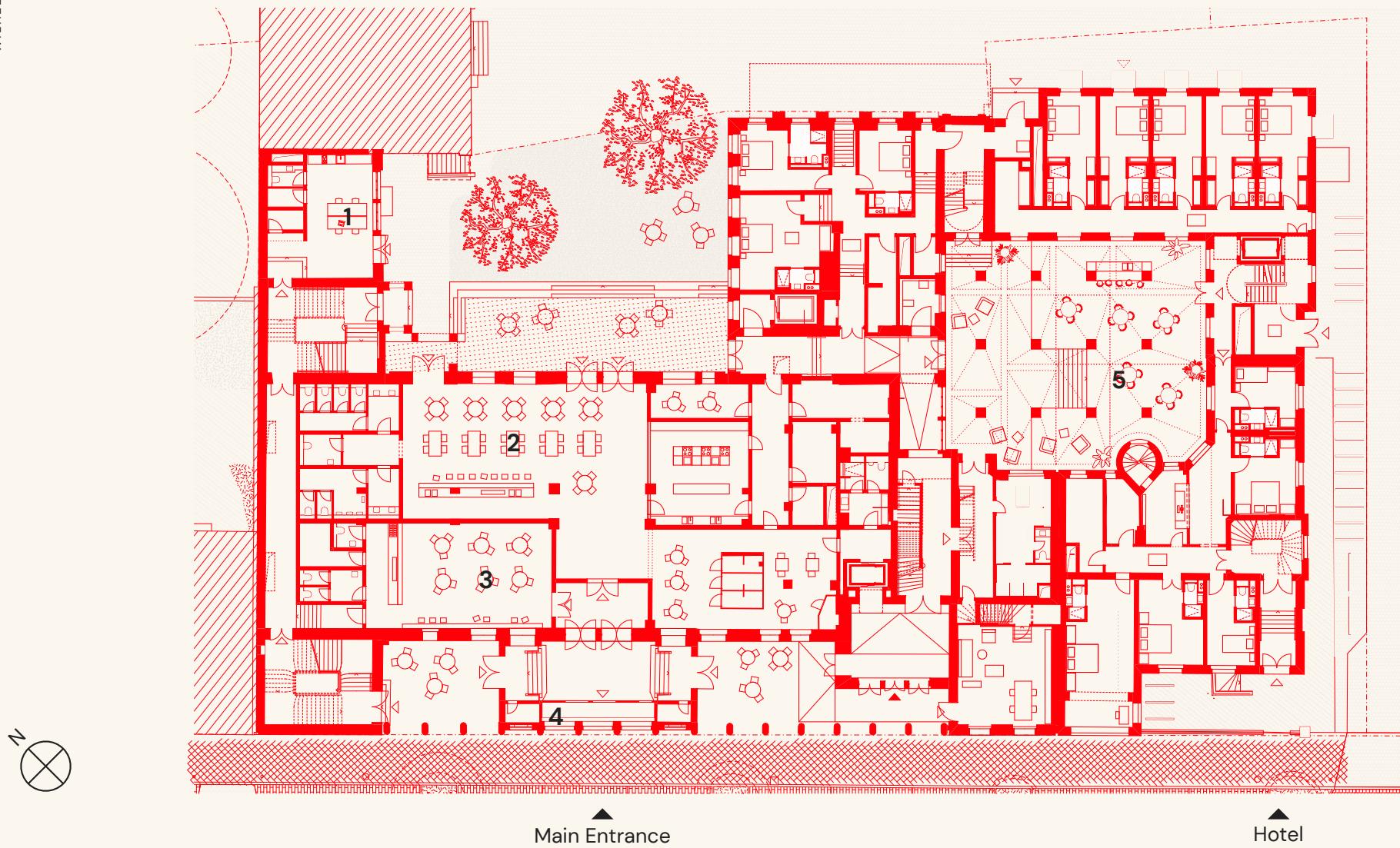


The work of the architectural firm Bruno Fioretti Marquez has a special focus on cultural buildings in an urban context. This includes seamless, harmoniously interlocking constructions and designs, which have won several awards.

The vision for the Wilhelmine project is to create a homogeneous place which transfers the components of the listed building into the present.

The team of architects has taken up the style of the past and integrated an extension. The four buildings – the listed Culture House, the historic Garden House and Guest House, and the new Side Wing – form a new, contemporary ensemble that combines the different components in an aesthetical way. This creates space for very different new forms of use.

GF



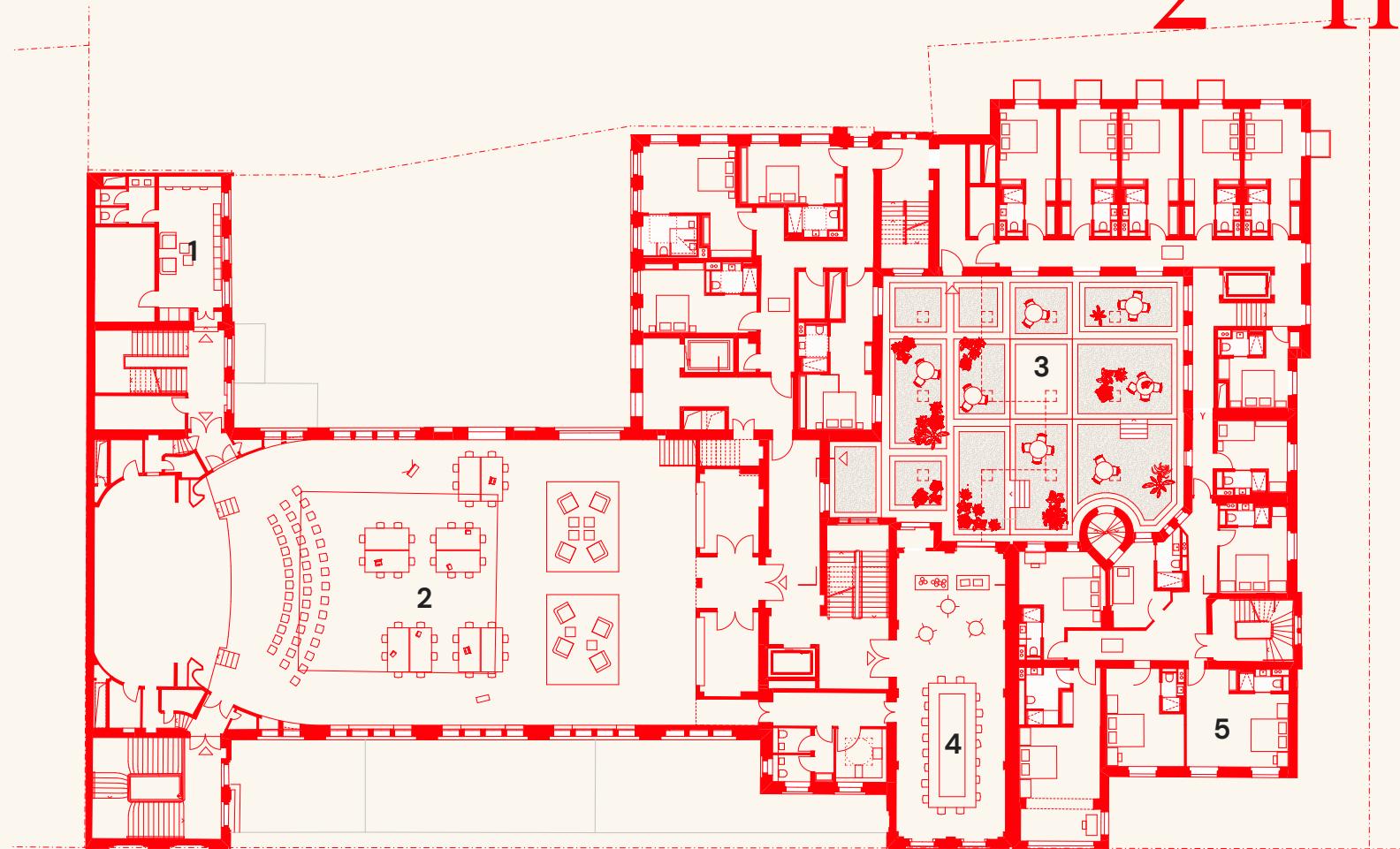
## COMMERCIAL/HOTEL

- 1 Atelier
- 2 Restaurant
- 3 Bar/Bakery

- 4 Kiosk
- 5 Atrium



# 2<sup>nd</sup> floor



## CO-WORKING/HOTEL

- 1 Backstage
- 2 Multifunctional hall
- 3 Garden deck
- 4 Small conference room
- 5 Hotel rooms





RENDERING: Main hall as a co-working space



RENDERING: Main hall as a ball room

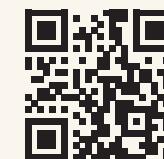
COMING SOON





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