What are our concepts for the future of the city? Answers for this very simple and yet very broad question are given by the German entry curated by IBA Hamburg. Until 6 December 2009, it will feature 30 German projects at São Paulo’s 8th International Biennial of Architecture and Design (BIA) “CIDADE PARA TODOS. City for All – Ways to Vision”. Next year, the German entry will be displayed in Hamburg as part of IBA Hamburg’s mid-term presentation. The German entry comprises seven projects, which were chosen as pioneering examples reflecting the urban agenda of the 21st century. They include the new education centre “Gateway to the World”, the residential project “World Quarter”, Wilhelmsburg’s “New Centre”, the “Energy Bunker Hamburg”, the Unilever headquarter and two cases of “The Different Hamburg Way”, i.e. Oberhafenkantine and Rote Flora. www.iba-hamburg.de www.cidade-para-todos.de

At São Paulo’s Biennale, Hamburg promotes itself as pioneer of urban development

Seven projects from the Elbe metropolis selected for the German entry at the architecture show

By transferring the landing gear from the aircraft to the ground, two Hamburg engineers hope to revolutionise aviation. (p. 2)

How the internet could secure the future of television is being researched in Leuphana University’s “Kenup” project. (p. 2)

Hamburg is a strong partner for Asia. The Hanseatic city thus strengthens its ties with India and Asia on many levels. (p. 3)

Nurturing talents and training professionals: This dual approach has granted the Hamburg Ballet Centre 20 successful years. (p. 4)

www.english.hamburg.de/yes

“Michel” back to glory:

By hosting a festive mess on reformation day 31 October 2009, Hamburg celebrated the end of renovation of its landmark church St. Michaelis after 26 years. The investment costs of 33 million euros were mainly covered by donations. Renovation of the church, making it the largest building project since the end of WW2, started in 1983. 13 years were spent on the roof and the spire. From 2001 onward, the church windows, its main entrance and the facade were in the focus. Earlier this year, the extensive renovation of the interior started, for which it had to be closed to the public. Next year, the new Philipp Emanuel Bach organ will be added to the southern gallery of the baroque interior shining in a creamy white. Once the church is finished, works on the parish hall and a new visitor centre with a shop will follow. www.st-michaels.de

User-generated TV

With posters in XXL, the initiative “Ja zu Hamburg!” promotes the assets of the Elbe metropolis to visitors and locals alike. The first motif of the national campaign was unveiled at Hamburg Airport in the presence of (f. l. t. r.): Hamburg’s First Mayor Ole von Beust, the CEO of Hamburg Airport, Michael Eggenschwiler, the president of the Hamburg Chamber of Commerce, Frank Horch, and the CEO of Hamburg Marketing (HMG) and HWF Hamburg Business Development Corporation, Heinrich Lieser.

Measuring 120 sqm, the mega print on the multi-storey car park P2 humourously links the airport’s economic performance to its environmental activities. Or did you know that for more than ten years, some 120,000 bees have been testing the airport’s air quality?

A 50 m x 2 m large adaption of the mega poster welcomes arriving passengers in the airport’s baggage hall. Further motives will promote Hamburg as a business location throughout Germany in the coming weeks. The poster campaign is the second activity of the initiative, which has started the year with a successful print campaign featuring testimonials from influential national and international managers from Hamburg-based enterprises.

Companies interested to use the poster motives in their corporate communication are furnished with a digital “toolbox” containing also facts and figures on the business location Hamburg. The poster visuals have been designed with support of the Hamburg agencies Scholz & Friends Brand Affairs and Brandmeyer Markenberatung and realised by Hamburg-based Hansen Grafik. Organiser of the initiative “Yes to Hamburg” is the Hamburg Marketing GmbH in co-operation with its partner HWF.

www.english.hamburg.de/yes

“Ja zu Hamburg!” mega poster unveiled at Hamburg Airport

Initiative starts national ad campaign promoting the business location Hamburg

“Ja zu Hamburg!” back to glory:

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www.english.hamburg.de/yes
Hamburg is pioneering innovative therapies

Neurological diseases and their socio-economic consequences are a major problem of today’s societies. A key focus in the life science region north is thus the development of innovative therapies for these diseases. Possible new medication is not only being researched at internationally renowned institutes as the Centre for Molecular Neurobiology Hamburg (ZMNH), but also by the Northern German consortium NEU². Set up by the University Hospital Hamburg-Eppendorf, Hamburg-based Evotec AG, pharma company Merck and Bionamics from Kiel, the consortium successfully competed against 37 applicants last year and was named winner as one of three teams in the Federal Ministry of Education and Research’s (BMBF) BioPharma competition. Advanced medication is also the key theme of the fifth “Forum Innovative Therapies”, taking place in Hamburg 9-10 December 2009 under the motto “Keep your nerve – Innovative approaches to fight neurological diseases”. Launched in 2005, it is meanwhile regarded as a leading industry event for experts from politics, research, finance, and life sciences. A central element of the meeting will be the discussion on latest developments of key indicators such as multiple sclerosis, apoplexia, neuro-oncology, Alzheimer’s disease, and Parkinson’s disease. www.forum-innovative-therapies.com

A Hamburg innovation: the ground-based landing gear system

Aircraft with no undercarriage are eco-friendly and less costly in operation

The aircraft’s weight is a crucial factor in its efficiency: Light aircraft burn less fuel – and can thus be operated more economically. If you take away the undercarriage, the aircraft will immediately lose 15 per cent of its weight. How such an aircraft could still safely take off and land is currently being tested by the two Hamburg-based aviation engineers Jan Binnebesel and Till Marquardt. They meanwhile filed at patent and founded MB+Partner to pursue the development of their ground based landing gear system GroLaS. By transferring the equipment for take-off and touch-down from air to ground, kerosine consumption could be reduced by up to 20 per cent, thus cutting down operation costs by up to twelve per cent. Simultaneously, airports would benefit from the reduction of noise and emissions. In addition, the braking energy could be stored and used for energy supply.

In May 2009, Jan Binnebesel und Till Marquardt have been honoured as winners of Hamburg start-up competition IN-NOTECH Award 2009. Further awards followed in the course of the year. The high interest of the industry in GroLaS is reflected by its integration into the federal excellence project “Airport 2030”, directed by the German Aerospace Centre. GroLaS is also supported by Airbus. www.mibitech.de

Innovations and pioneering projects

Lüneburg researches the future of TV in the internet

Reflections in the dark, an explosion, a dripping water tap, all shown in black and white. ARTotale’s winning video is a miniature feature film, boiled down to one minute and five seconds. Its director is a freshman of Leuphana University Lüneburg. Before starting their studies, all first-year students have to finish a comprehensive project within the first week. This time, they had to tackle Urban Art and to produce short videos on the work and concepts of the 38 international street artists that participated in Lüneburg’s first street art festival ARTotale. Their video clips were evaluated by a panel of experts and presented on an online media platform by Leuphana. The films shot by the students now provide the basis for a much larger research project. With “Kenup”, scientists of Leuphana University strive to invent the television of the future.

Youtbe supports uni project

Today’s television is currently losing the young generation. Many teens prefer to spend their time in the internet than in front of the television. Here, “Kenup” sets in: In future, online users will have to produce themselves what they would like to view. “User generated content” is the trend of the future. Supported by funds of Lower Saxony and the European Union, the research project hopes to solve three central questions: How could it be achieved that users produce high-quality content and no trash? Which formats are successful in the net? And how could one make money with these new products? The quest for answers is supported by potent players, including, inter alia, Youtube. The online platform will furnish the university with a free online window for 18 months, where amateur producer will be able to upload their videos. Their entries will be checked by a professional editorial team from print, film, and radio, and be paid a royalty after publication. Leuphana scientists will analyse the access statistics of the Kenup window. www.leuphana.de www.artotale.com

Logistics Initiative
In a nationwide benchmarking of technology-oriented companies, the Logistics Initiative Hamburg (LIHH) was honoured as a “competence network 2009”. Ten networks of the “Traffic and Mobility” category in the Federal German “Kompetenznetz” initiative participated in the benchmarking survey. www.hamburg-logistik.net

Funds for Beiersdorf
The Hamburg Ministry of Economic and Labour Affairs has allocated 390,000 euros to fund an R & D project of Beiersdorf AG. Main target of the project is to develop an organotypical skin model allowing improved insights into the skin’s functions. www.beiersdorf.de

Climate computing centre
After two years of construction, Hamburg’s climate computing centre “Deutsches Klimarechenzentrum” (DKRZ) has moved into new premises at Bundesstraße 45a. It now resides in the former Institute of Physical Chemistry, which has been converted for 26 million euros to house the national service centre for climate researchers. www.dkrz.de

Sasol Wax: new plant
To meet growing demands, Sasol Wax invested 30 million euros into a new hydro-treating plant for paraffin waxes and several storage tanks at its Hamburg headquarters. Boasting a production capacity of more than 300,000 mt, Hamburg is the group’s largest location. With the new plant, the production capacity of synthetic waxes and paraffins will augment by 15 per cent. www.sasolvax.com

Around the world with solar power
The world’s largest solar yacht is currently being built at Kiel’s Knierim shipyard. In April 2011, the futuristic trimaran “Planet Solar” will start its maiden voyage by circumnavigating the world – simply powered by the sun. Covered by 38,000 solar panels, it could travel with up to eight knots.
Hamburg News

Spectacular new architecture for Hamburg
“Dancing Towers” at Reeperbahn, Libeskind designs for Rödingsmarkt

After a twelve year vacancy, the square concrete building at Reeperbahn 1 is gone. Where bowls used to roll, the ‘Dancing Towers’ will now rock – as Hamburg’s new entry to its entertainment mile. Thus dubbed by the locals, the twin office towers will be made mostly of glass, based on a design by Hamburg architects Bothe Richter Teherani (BRT). Construction is due to start in April 2010, with completion scheduled for summer 2011. Builder of St. Pauli’s new landmark is the Strabag holding, which will move into the towers with its 550 Hamburg employees. New ground level tenant will be the legenda-ry Mojo Club, which became world-famous with its concerts at the former bowling alley. To assure a lively day time use of the venue, a café will also be set up by the music club. Directly adjacent to the office towers, the four-star Arcotel Onyx will house 217 rooms and suites behind its black back-lit facade. A special high-light is the spa & fitness room looking over the Reeperbahn. A new dining facility with a fantastic view on the city and the port will move into the top level of the southern tower of the twins, boasting also an open-air terrace 90 m above ground level. Spectacular new architecture is also shaping Rödingsmarkt. Backing the Alsterfleet, DWI plans to erect an office and housing complex based on designs by US star architect Daniel Libeskind. The start of construction is envisaged for 2014, when the lease of the current multi-storey parking is ending. Its neighbour at Rö-dingsmarkt 16 has already been torn down to make way for an office block built by the project developer Cogiton based on BRT’s designs until 2011. In the south of the future Libeskins house, Waterbound Real Es- tate is currently finishing work on the 10,800 m² office block “Nikolai-Kontor”.

www.hamburg.de

Hamburg deepens its ties with India
Third India Week, South Asia Day and delegation visit strengthen bilateral contacts

With the celebration of the India Festival of Lights, Diwali, Hamburg’s third India Week ended on a note of hope. For ten days, 30 events had presented the Indian culture and the economic and political ties of the Hanseatic city with the Indian subcontinent. At the opening of India Week, Hamburg’s First Mayor Ole von Beust hosted a Senate Reception at city hall, which was also attended by the Indian Ambassador Sudhir Vyas based in Berlin. Moreover, a group of Indian journalists as well as several business delegations visited the Hanseatic city, led by Krishan Kalra, Secretary General of the largest Chamber of Industry and Commerce of India. At the conclusion of India Week, the 7th South Asia Day was organised by the Asia-Africa Institute of the University of Hamburg. On the agenda were, inter alia, the role of the middle class in South Asia as well as forms and traditions of theatre in South Asia.

In the future, India Week will be held in Hamburg every two years. To further strengthen the relationship, a delegation of the Hamburg Ministry of Culture, Sports and Media led by Secretary of State Dr. Nicholas Hill, travelled for talks to Mumbai, Hyderabad, Delhi and Kolkata, where also a co-operation agreement between the Hamburg Media School and the Film Institute Rooppal Kendro has been signed.

www.india-week-hamburg.org

2010 will reflect Hamburg’s long-term ties to China
Hamburg House at Shanghai’s EXPO, CHINA TIME and Hamburg Summit in Hamburg

From 1 May to 31 October 2010, Shanghai is host of EXPO 2010. At the Chinese world exhibition, Hamburg will promote itself as an innovative and liveable German metropolis. In addition, the Hanseatic city will present Germany’s only Urban Best Practices Area (UBPA) pavilion. Called “Hamburg House”, it will incorporate both living and office functions to showcase how mankind could enhance the experience of urban living through resource and energy conservation. Using both a rooftop solar panel system and underground heat pumps, the building will consume only 50 kW per sqm each year. This will only be a fourth of what is required in a traditional office building, according to Ingrid Spengler, architect of the project. After the end of EXPO, the Hamburg House will remain in Shanghai to reflect the close relationship between Shanghai and Hamburg twinned since 1986. Shanghai’s heritage in Hamburg is a traditional tea house. The special relations existing between Hamburg and the Middle Kingdom can be experienced at close at CHINA TIME Hamburg, celebrated throughout the city 9 - 25 September 2010 for the third time. Already for the fourth time, the Hamburg Chamber of Commerce will once again host its international meeting “Hamburg Summit: China meets Europe”, taking place 24 - 26 November 2010. Every two years, the summit brings together corporate figureheads and public leaders from China and Europe for the discussion of key issues of mutual interest. http://en.expo2010.cn

www.chinatime-hamburg.de
www.hamburg-summit.com

Best eService for citizen
At the federal eGovernment contest in Berlin, the central German service number for public authorities 115 was granted the first prize in the “Innovation” category. Next to the German cities of Berlin, Ol-denburg and regions of North Rhine-Westphalia and Hesse, also Hamburg was chosen as a model area for the pilot project. The Hanseatic city also saw a relaunch of its popular “Behördenfinder”, allowing to find and contact public authori-ties online, and to fill in and download standard forms as PDF. Information on changed opening times and other important news is also given.

www.d115.de
www.hamburg.de/boehrdenfinder

Chips for China
The Hamburg-based semiconductors specialist NXP will equip all new Chinese ePassports with its SmartMX chip. Already 80 per cent of all ePasses in the world already feature this innovative technology from Hamburg.

www.nxp.com

Fruits of Hamburg research
Prof. Ada E. Yonath was awarded the 2009 Nobel Prize in Chemistry. For her experiments, the Israeli scientist used DESY’s light sources. From 1996 to 2004, the top level scientist was head of the Max Planck Ribosome Structure Working Group at DESY. In these years, she intensely used the DESY accelerator DORIS to carry out fundamental research and to identify the structure of ribosomes.

http://zms.desy.de

New hotel for the young
A subsidiary of the Patron Capital group seated in London has acquired the Klockmann-Haus opposite Hamburg’s central station. The new owner plans to convert the former home of “Klockmann” suitcases and leatherware into a youth hotel with up to 130 rooms. Including the purchase price, the total investment volume amounts to approximately 25 million euros.

www.patroncapital.com
Ballet Centre Hamburg: 20 years of excellence in dance

The unique training centre was founded in 1989 by the charismatic choreographer John Neumeier.

John Neumeier’s Hamburg Ballett is a gem of the cultural metropolis Hamburg. The company’s home is the “Ballet Centre Hamburg – John Neumeier” that recently celebrated its 20-year-anniversary with an open day and a ballet workshop at the Hamburg State Opera. For both events Neumeier invited students from befriended ballet schools from all over the world, including Toronto, Paris, and Copenhagen.

The ballet centre is a dance institution unique in the world, housing a training centre for the ballet company, a ballet school with 70 students in ten classes, a boarding school with 35 residents, and ballet administration all under one roof. The school boasts a library and video archive, eight training and ballet halls bearing the names of famous choreographers, and the “Petipa-Saal” in the size of the actual stage of Hamburg’s State Opera. The conversion of the heritage-protected 1920s building by Fritz Schuhmacher was made possible by public funds and private donations. They also allowed to restore the old wall paintings. The centre’s success in training young stars is reflected by the ensemble.

Ten years ago, only one third was made up by home-trained dancers. Today, they account for 60 per cent of the company and include stars like Silvia Azzoni or Carsten Jung.

This month, it’s now John Neumeier’s turn to celebrate his 40th anniversary as a ballet director. On December 1, 1969 he became the youngest ballet director ever of the Frankfurt Ballet. He remembers that John Cranko, then director of the Stuttgart Ballet, had two pieces of advice for him: Have a party for your company every year and don’t be afraid of them! “So far, I have always followed this advice”, John Neumeier says and took the tips to Hamburg in 1973, where he became ballet director and was appointed “Ballettintendant” in 1996. Today, Hamburg’s honourary citizen is the world’s longest serving ballet director.

www.hamburgballett.de
www.musikmetropole.hamburg.de

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News-Bits

Xavier de Maistre was honoured with the Echo Klassik, the award of the German Phono Industry. Since 2001 a professor at Hamburg’s University of Music and Drama, he made the harp a highly popular instrument.

www.echoklassik.de

62 x gold and 4 x platin: The Hamburg composer Carsten Bohn was honoured with 66 music prizes at one go. He was thus recognised for the music he composed for the audio book classics of “The Three ???” (32 editions), “TKKG” (20 editions), and “Five Friends” (13 editions).

www.bignote.de

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Pop stars from Hamburg storm German album charts

With stars and infrastructure, the Elbe metropolis is Germany’s capital of pop

With five German artists in the top five of German album charts, Hamburg has reaffirmed its leading role in the German pop music market. According to Media Control, top of the pops were Bahrenfeld-based Tokio Hotel with their album “Humannoid”, Scooter from Ottersen with “Under The Radar Over The Top”, Nena from Rahlstedt with “Made in Germany”, Bela B. from St. Pauli with his release “Code B”, and Eimsbüttel’s Jan Delay with “Wir Kinder vom Bahnhof Soul”.

With its well-established infrastructure, the music metropolis Hamburg offers ideal living and working conditions for pop musicians. Promising talents are being prepared for their international career at the Hamburg School of Music, Northern Germany’s only vocational school for popular music. The quality of the two-year degree course is reflected by the success of its graduates, including, inter alia, Roger Cicero, Inga Rumpf, and the trio Ruben Cossani. Newcomers from all over the world annually come to Hamburg to participate in September at Reeperbahn Festival, Hamburg’s well-known club festival for international new music. Close by is a central meeting place for young artists, “Karostar”. Combining offices, studios and shops under own roof, it allows to mutually inspire one another. Tenants include labels like Audiolith, Herzog Records, Grand Hotel van Cleef, and the industry association RockCity Hamburg e.V.. Together with Haspa Music Foundation, the latter annually invites young talents aged 18 to 30 to participate in its contest “Noise or Bluster”, honouring the winners with a professional one-year coaching free of charge.

www.musikmetropole.hamburg.de

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