



Ein Kooperationsprojekt der EDEKA Handelsgesellschaft Nord und der HafenCity Universität Hamburg.

Anspruch ist es, zukunftsorientierte Entwürfe im urbanen Kontext zu entwickeln, die sich mit der Nachverdichtung bestehende Sportplätze in Hamburg auseinandersetzen. Konkret bedeutet dies, Fussballplätze im städtischen Umfeld auszumachen und diese auf dem Dach eines neuen Gebäudes zu relokalisieren.

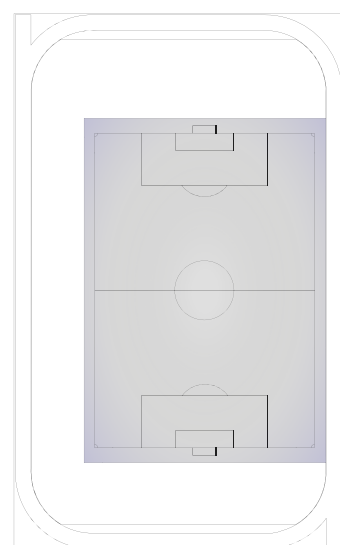
Der Neubau soll neben den Sportfunktionen auf dem Dach auch Einzelhandel sowie entwurfsspezifische "Add-On" Funktionen im Sockel beherbergen. Hybrider Gebäude werden entwickelt, die innovative Ansätze für Einzelhandel und Sport beinhalten.



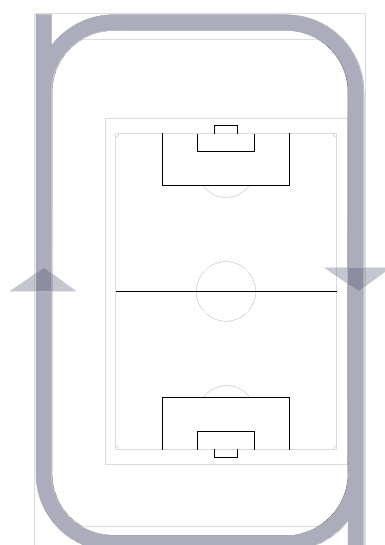
The buildings glass facade has opaque parts, reflecting the dramatic Hamburg sky, as well as translucent and transparent ones.

Reference: Corning Museum of Glass (Thomas Phifer and partners)

"Sporty minimalistic envelope. Juicy fresh inside."

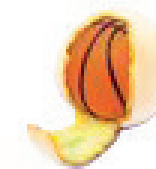


Sport in the centre of it all...



...and all around!

SUPER [SPORT] MARKT



SPORT. EAT. RELAX. REPEAT.

Everyone's gotta eat, right? But it's not just about eating. You wanna eat something delicious, fresh and it should be easily accessible. And there is no time when food tastes as good as when you have just been playing a football game with your friends, followed by a relaxing sauna and jacuzzi session.

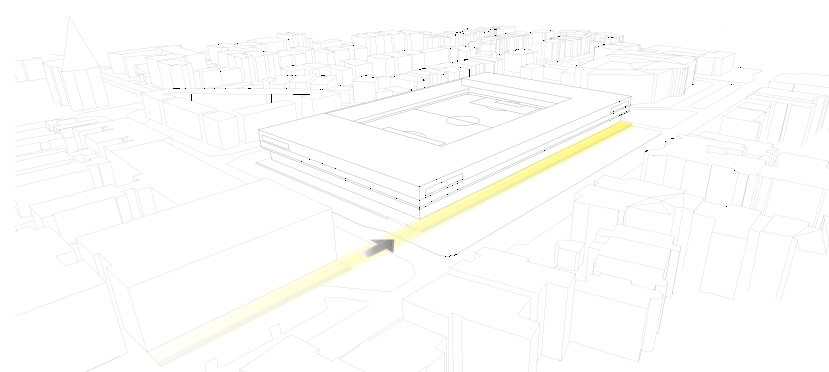
When EDEKA is teaming up with Hochschulsport, this is what you'll get: the passion for both eating and training, in the very same building. And for those parents out there who are supporting their kids' sport activities - grab a Bier or smoothie in the EDEKA Sports Bar and chill out!

Where the old Hochschulsport-buildings stood, Studentwohnungen will be built.

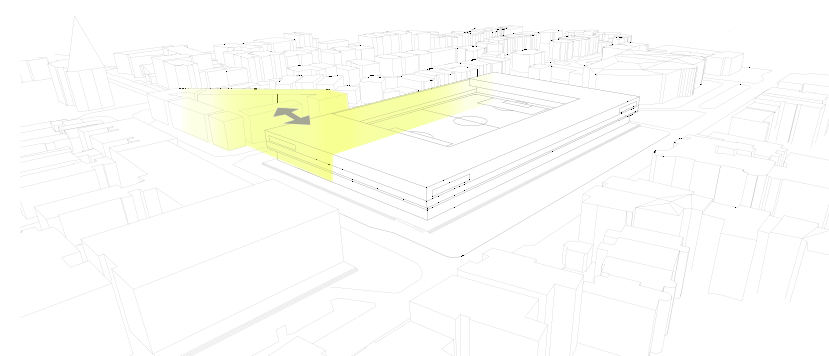
The new building will, beside Hochschulsport, house EDEKA, Markthalle, grocerants/restaurants/café's, Budni, EDEKA Sports Bar, a large fitness studio, a climbing wall, swimming pool, a running track and indoor volleyball. Since Hochschulsport was missing a sauna and relax area, this is an extra add-on.

The new building's facade is an homage to sporty minimalism with it's double glass facade, enabling transparency on the ground floor as well as translucency and opaque parts on the upper floors, which are directed more to the football field in the middle. Within the glass envelope, EDEKA is a fruity box, full with freshness.

SPORT AND FOOD ON TOP.



The already existing terrace and steps in front of Vapiano is the point of reference for creating a promenade and terrace, making the whole street more attractive and prominent.

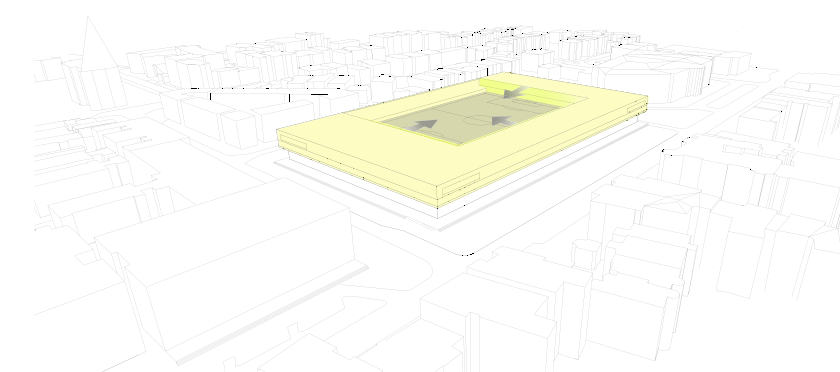


Students living in the new Studentwohnheim have close access to the new Hochschulsport.

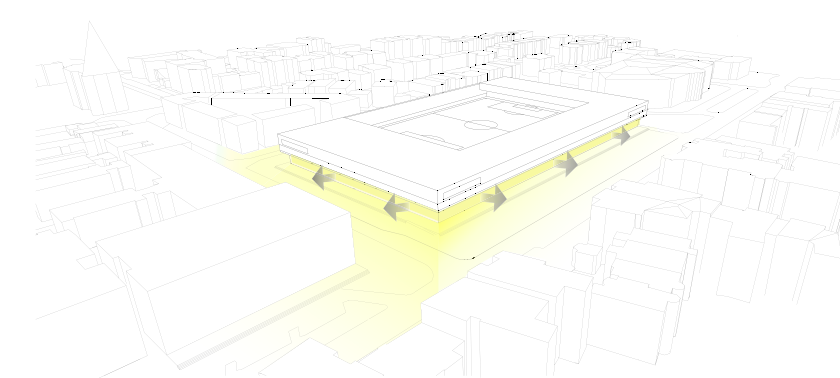
SPORTSBAR powered by



says... RELAX.



The upper floors have a opaque glass facade with a few openings toward the streets. The focus is directed into the building, to the football field.



The ground floor has a transparent skin of glass, open to the surroundings, inviting you to go grocery shopping or training.