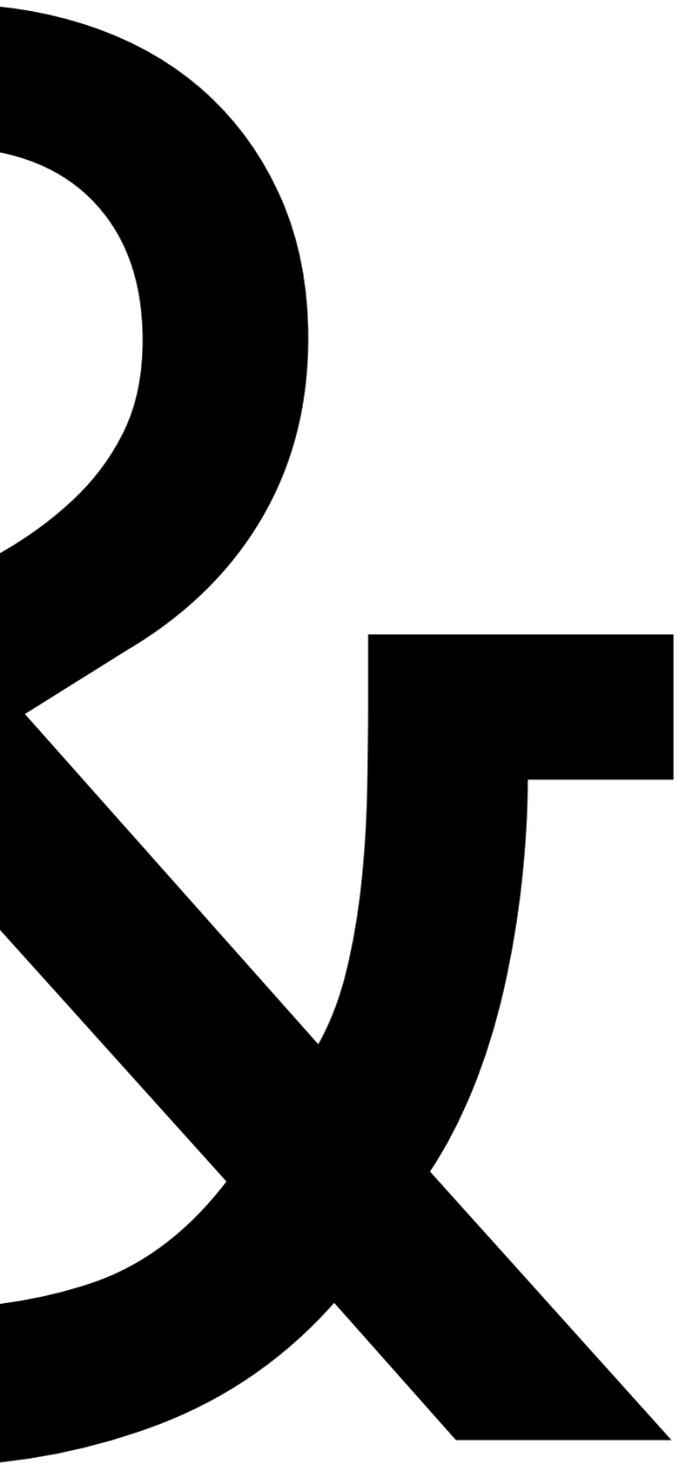


MesseCity Cologne





We combine space into a lively neighbourhood – a versatile address around the focal point of the Exhibition Plaza.



Editorial

Creating Connections – Experiencing Space. With its cathedral, bridges over the River Rhine and renowned city skyline, Cologne offers a wealth of outstanding locations that are rooted in the long history of the city and evoke the memory of every visitor.

Since the construction of the Hohenzollern Bridge more than 100 years ago, European rail traffic was directed from the north to south of the city via the Deutz intersection. Some years later, the imposing exhibition halls of the koelnmesse dating back to the 1920s emerged as a landmark at the city's former gateway and left a distinct impression in the memory of every visitor to Cologne.

The significance of the exhibition hall entrance as a magnet and lively centre of a new city district with a large number of visitors unveils the opportunity of writing a new successful chapter in the city's history at this particular location.

Near

&

Far



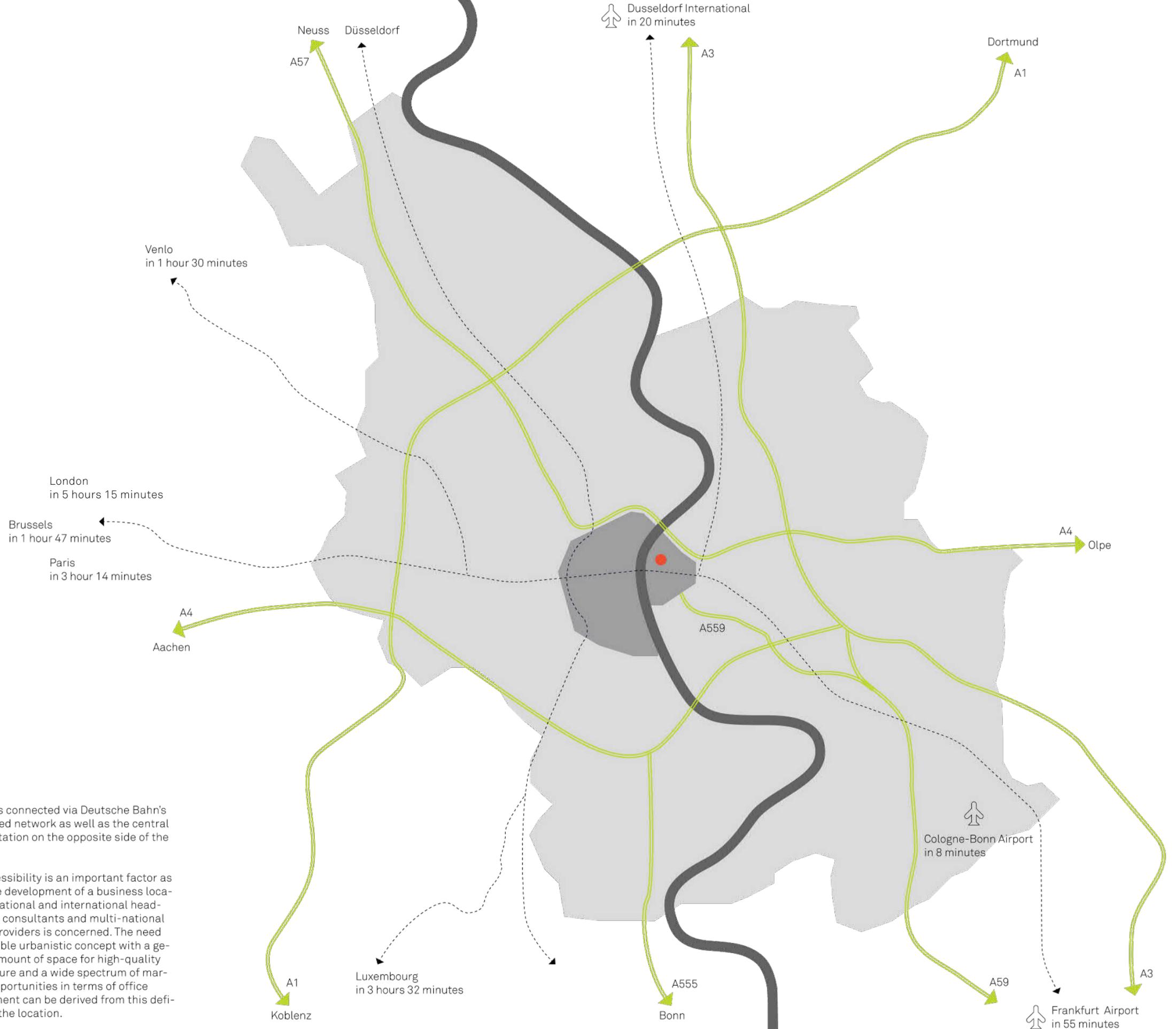
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Location & Connections

One feature that distinguishes MesseCity is its ideal connection with transport networks, including Cologne-Bonn Airport, and its integration within the city district of Deutz close to the city centre and with an impressive view of Cologne's cathedral.

This connection between mobility and identity makes this site an attractive office location in a very pleasant environment.

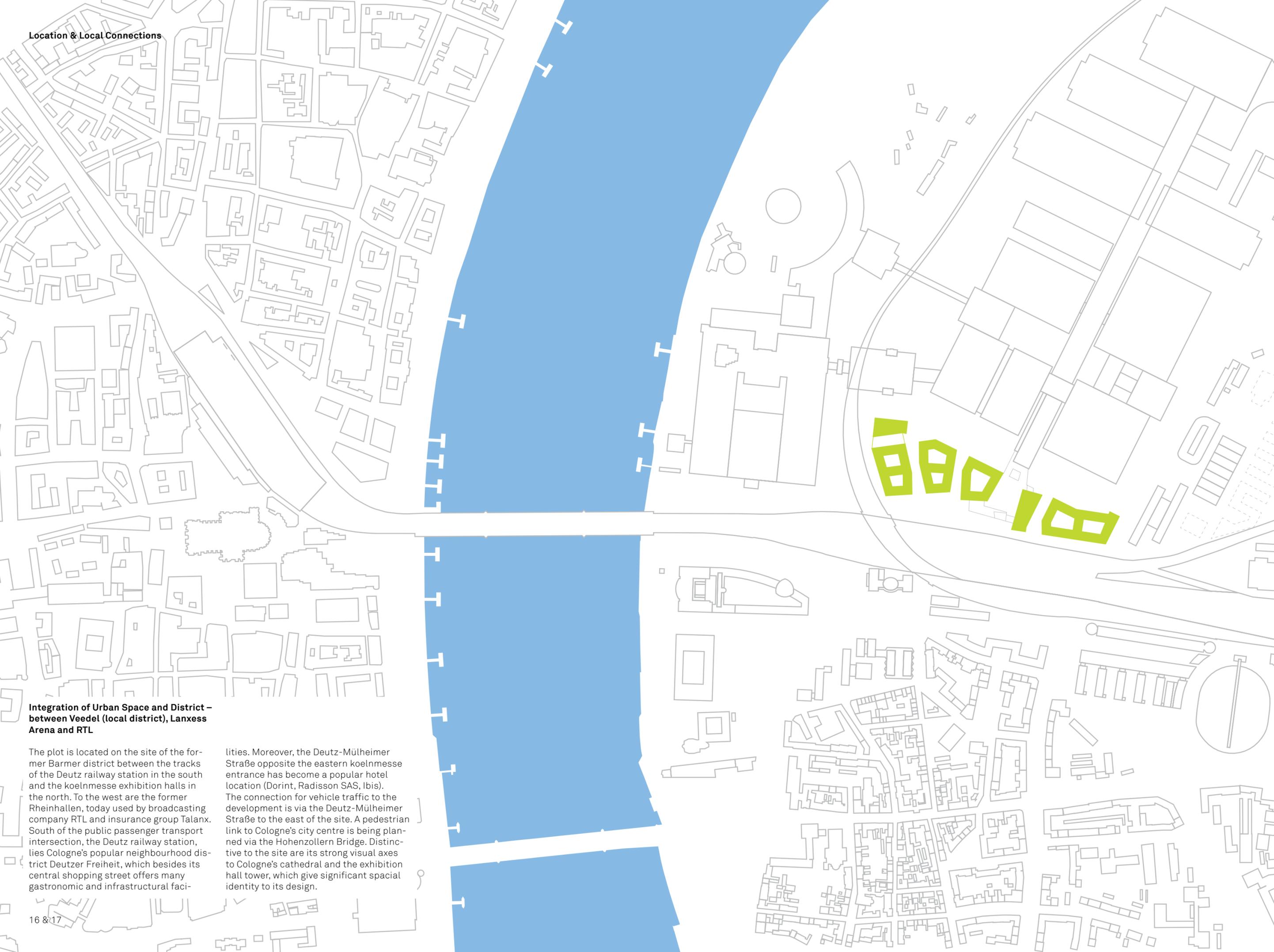


Motorway Network, Intercity Express (ICE) and three International Airports

The MesseCity development area is centrally located on the eastern banks of the River Rhine, directly opposite to Cologne's city centre with its cathedral. In close proximity to the most important transportation intersections, the site stands out as a result of its excellent connections to the national motorway network. The three international airports Frankfurt Airport (FRA), Dusseldorf International (DUS) and Cologne/Bonn Konrad Adenauer (CGN) can all be reached within one hour. For private traffic, the motorway junction Cologne East directly connects Cologne's motorway network. In terms of rail passenger transport, the site located adjacent to Deutz railway

station, is connected via Deutsche Bahn's high-speed network as well as the central railway station on the opposite side of the Rhine.

This accessibility is an important factor as far as the development of a business location for national and international headquarters, consultants and multi-national service providers is concerned. The need for a flexible urbanistic concept with a generous amount of space for high-quality architecture and a wide spectrum of marketing opportunities in terms of office development can be derived from this definition of the location.



**Integration of Urban Space and District –
between Veedel (local district), Lanxess
Arena and RTL**

The plot is located on the site of the former Barmer district between the tracks of the Deutz railway station in the south and the koelnmesse exhibition halls in the north. To the west are the former Rheinhallen, today used by broadcasting company RTL and insurance group Talanx. South of the public passenger transport intersection, the Deutz railway station, lies Cologne's popular neighbourhood district Deutzer Freiheit, which besides its central shopping street offers many gastronomic and infrastructural faci-

lities. Moreover, the Deutz-Mülheimer Straße opposite the eastern koelnmesse entrance has become a popular hotel location (Dorint, Radisson SAS, Ibis). The connection for vehicle traffic to the development is via the Deutz-Mülheimer Straße to the east of the site. A pedestrian link to Cologne's city centre is being planned via the Hohenzollern Bridge. Distinctive to the site are its strong visual axes to Cologne's cathedral and the exhibition hall tower, which give significant spacial identity to its design.

Lively



Versatile

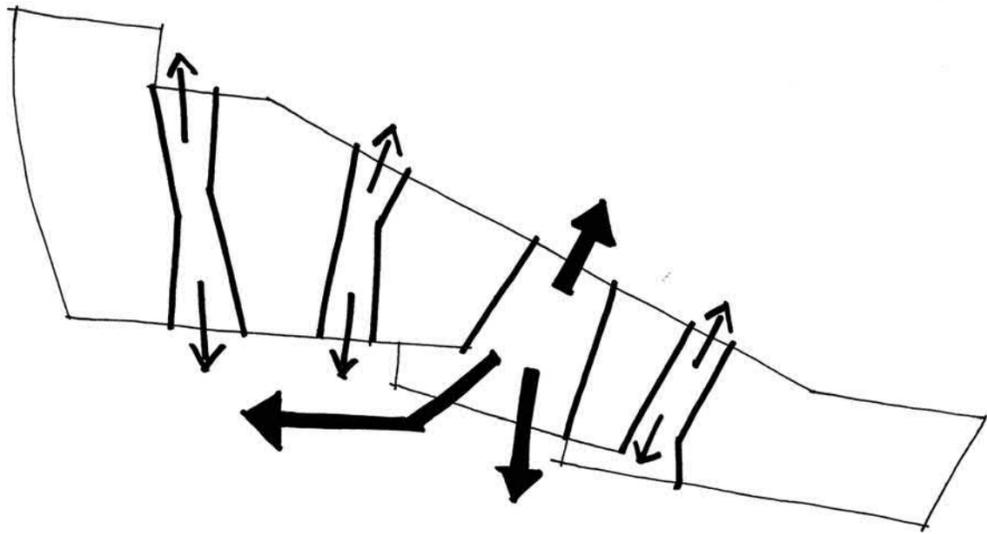


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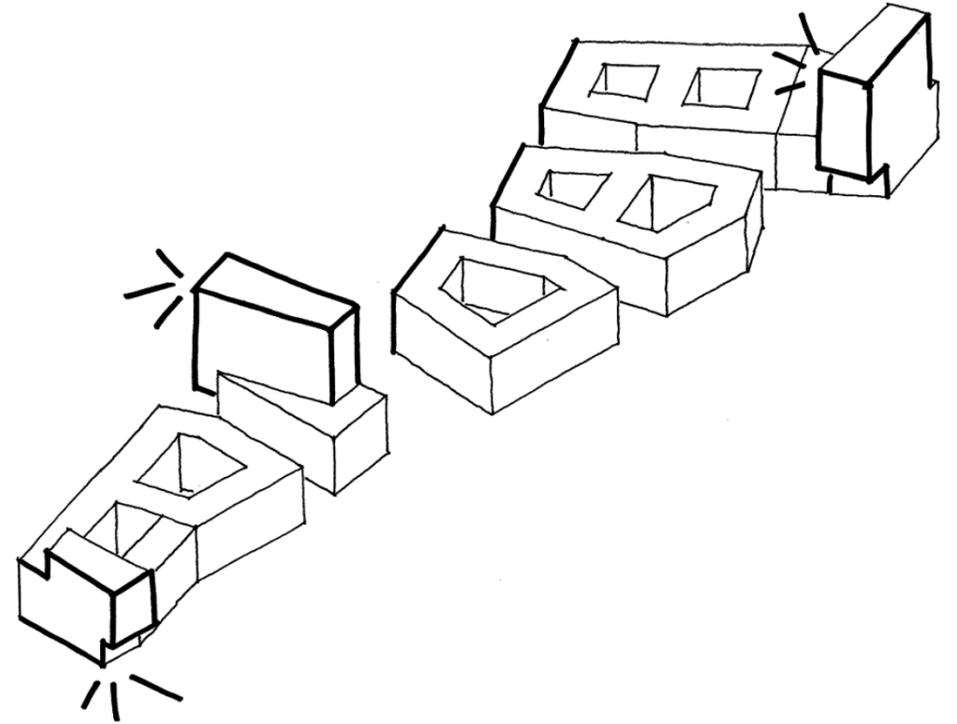
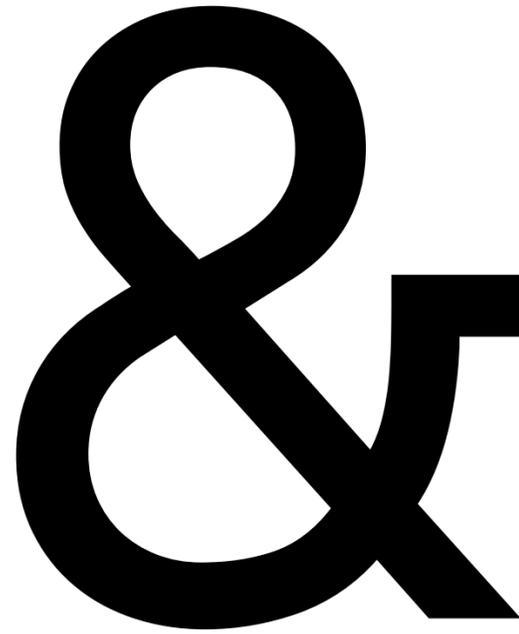


Urban Planning

The central idea of the urban planning concept is a living district – a versatile development around the Exhibition Plaza. This is created by its multitude of connections and networks as well as an appealing architecture.



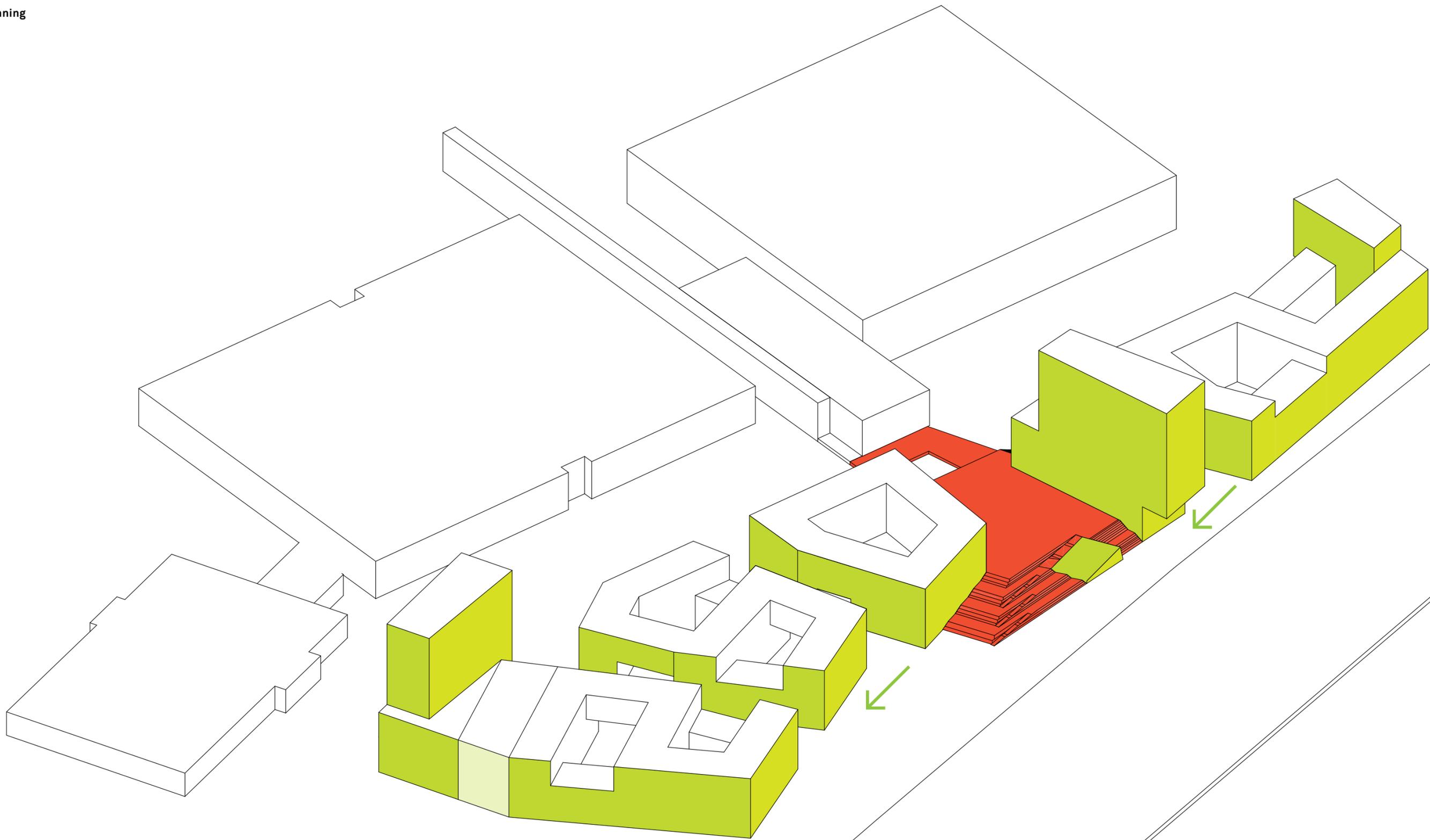
Connections create interchange ...



... and a versatile address.



Since the urban block development lies on the periphery of the central location, the historical core within the Deutz district will be preserved and the atmosphere, the vitality and the quality of the area will continue to thrive. Furthermore, the structural forms selected for the development optimise both the interchange and the spatial relationships between the individual buildings.



Layout and Address: South / West

The south/west area of the development shows both the visual and view dimensions of the new district. In the south, the rhythmical structured façade design borders both the railway line on one side and the public plaza on the other side leading to Deutz railway station.

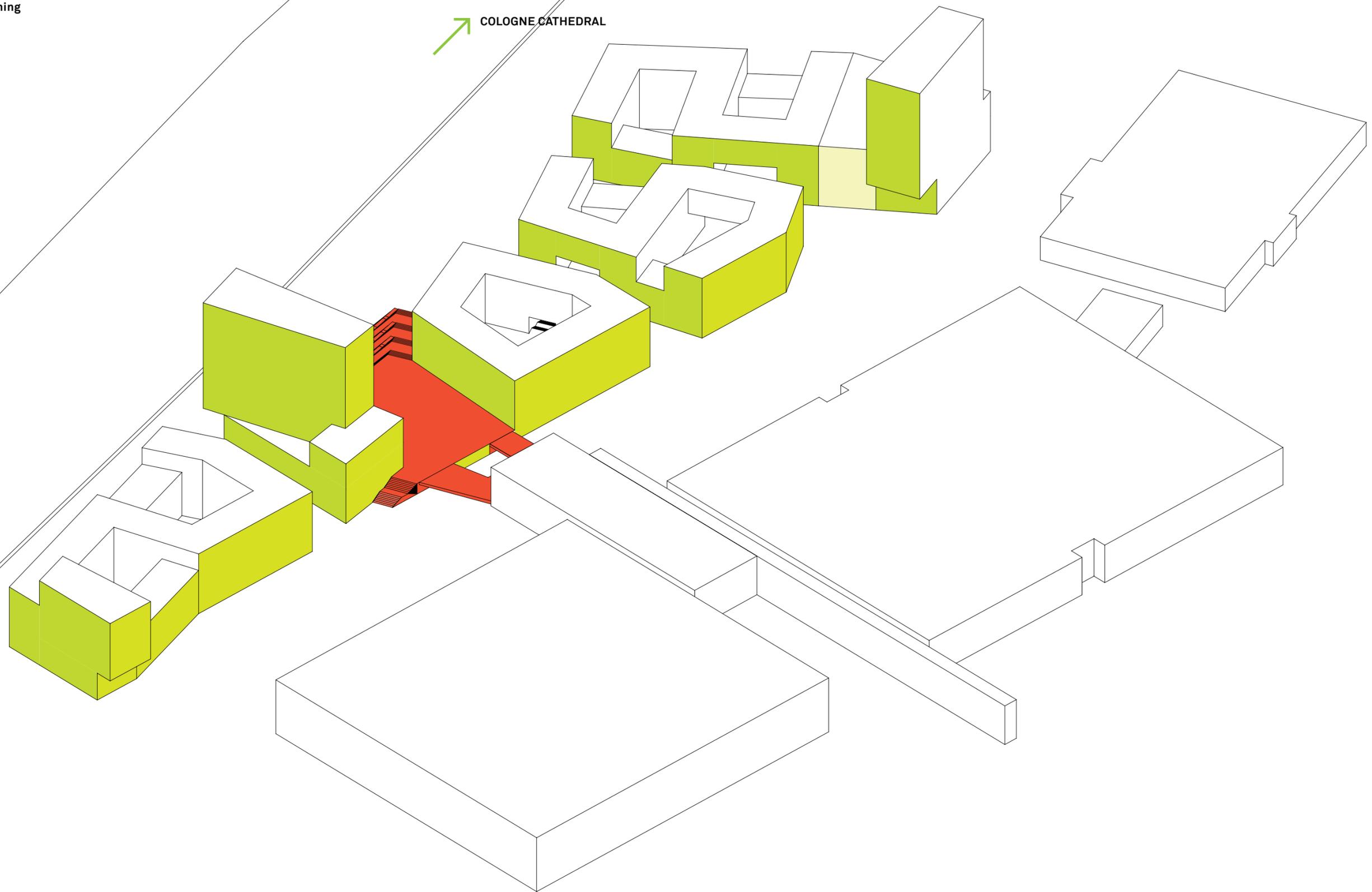
From the west, the urban concept offers excellent views of Cologne's city centre and cathedral. The detached, highest point at the Exhibition Plaza follows this principle with its elevated ground levels in the south and creates viewpoints, orientation and conciseness.

Exhibition Plaza

As "Primus Inter Pares" the substructured Exhibition Plaza forms the heart of the new district. A spacious area is being created for public use offering a view of Cologne's cathedral and a place in which to relax and unwind. The integrated use of space comprises an area to hold events and conferences, which can be utilised by koelnmesse as well as neighbouring occupants.



↑ COLOGNE CATHEDRAL



Layout and Address: North/East

The eastern side of the development forms a boundary with its ten storeys on Deutz-Mülheimer Straße / corner of Neue Barmer Straße that in turn form the entrance to the new neighbourhood. The building with its cantilever structure is one of the highlights that can be observed when approaching from the north side and blends in well with the design of the overall development.

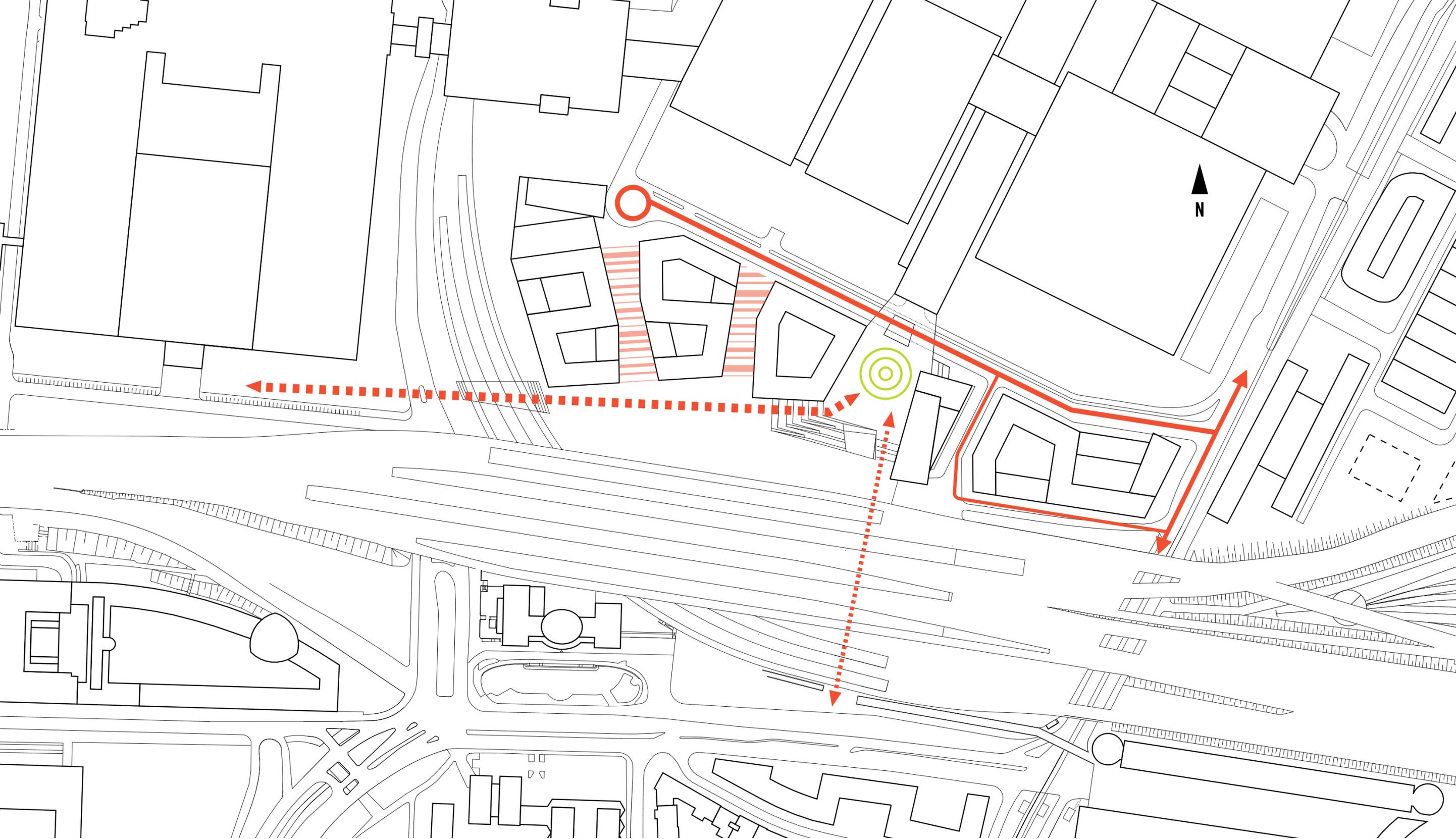
Along the access road, the façade design of the Exhibition Plaza analogous to the south side, with its protrusions and recesses accentuates the verticality and integrates the Exhibition Plaza into a public area. The remaining façades create a continuous feeling of movement thus creating a spacial contrast to the stringency of the Exhibition Hall façades. The highest point in the west, is complemented by the Exhibition Hall Tower and Cologne's cathedral.

Blocks

The urban planning concept in accordance with the development parameters envisages a seven-storey structure, which will intensify the impact of the architectural boundary within the ensemble and will thus create a well-balanced urban picture.

Highest Points

The highest points defined in the initial concept are to be accentuated by creating detached structures. Each structure in the vertical definition will blend in with its neighbour in order to create a design in harmony with the structures along a continuous street boundary near to Neue Barmer Straße.



Access

MesseCity Cologne can be easily reached by different transport modes from various sides. The site can be accessed by road from the north and by pedestrians from the south.

A street area lies only in the vicinity of Lennep Straße to the south of the eastern building development where access to potential hotel and congress facilities

of the highest point East or the Exhibition Plaza has been created, which enables traffic to flow in a loop in the area. All other connections mainly serve as pedestrian access and create via a simple network of paths, an ideal connection with MesseCity Cologne from the individual areas of koelnmesse, Deutz railway station and Cologne's city centre.



Concise



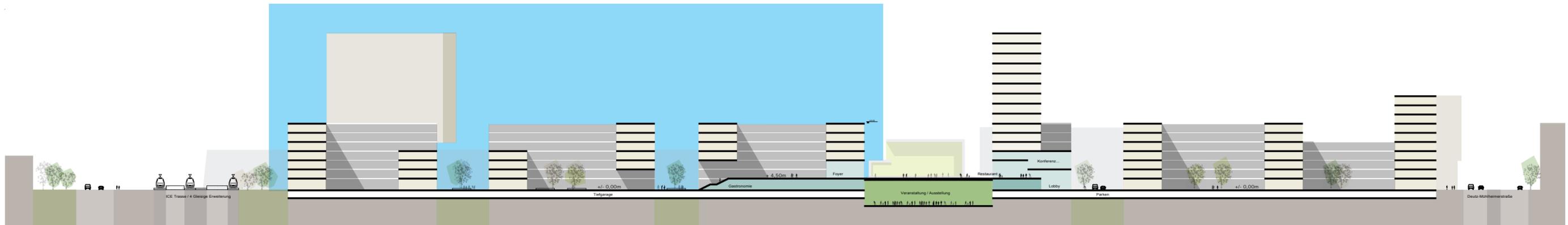
Prominent



Development Sites

The Exhibition Plaza located in the centre of the site, connects the eastern and western development sites and forms a lively district as a result of its public use of space. Accessed mainly via the Neue Barmer Straße in the north, the buildings form a distinctive address and internal areas that offer a very comfortable occupancy.

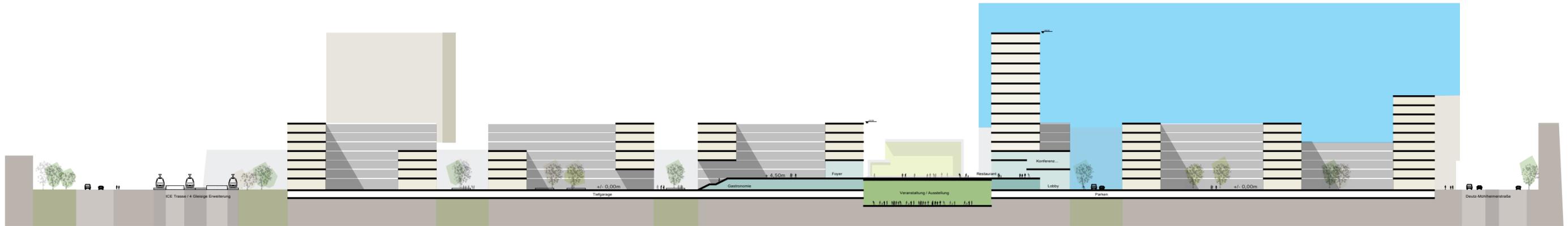
The diversity of the surrounding area continues with diverse spaces and ambiance in the urban concept.



Layout and Address: Western Plots

The western plot of the development is dominated by the public open space in the south and by the Neue Barmer Straße in the north. In order to connect these two areas of different character, the pathways are to be widened at each end so that the connected spaces will have a concise contour as well as a distinctive address. Underground parking access is planned via

Neue Barmer Straße. The street and plaza areas will predominantly remain free of vehicle traffic. An atrium as a unifying element functions as a representative entrance with a view of the Cologne's cathedral. Flushed with the adjacent highest point, the glass atrium forms a continuous edge, and thus a clear definition of the district to the railway line in the west.

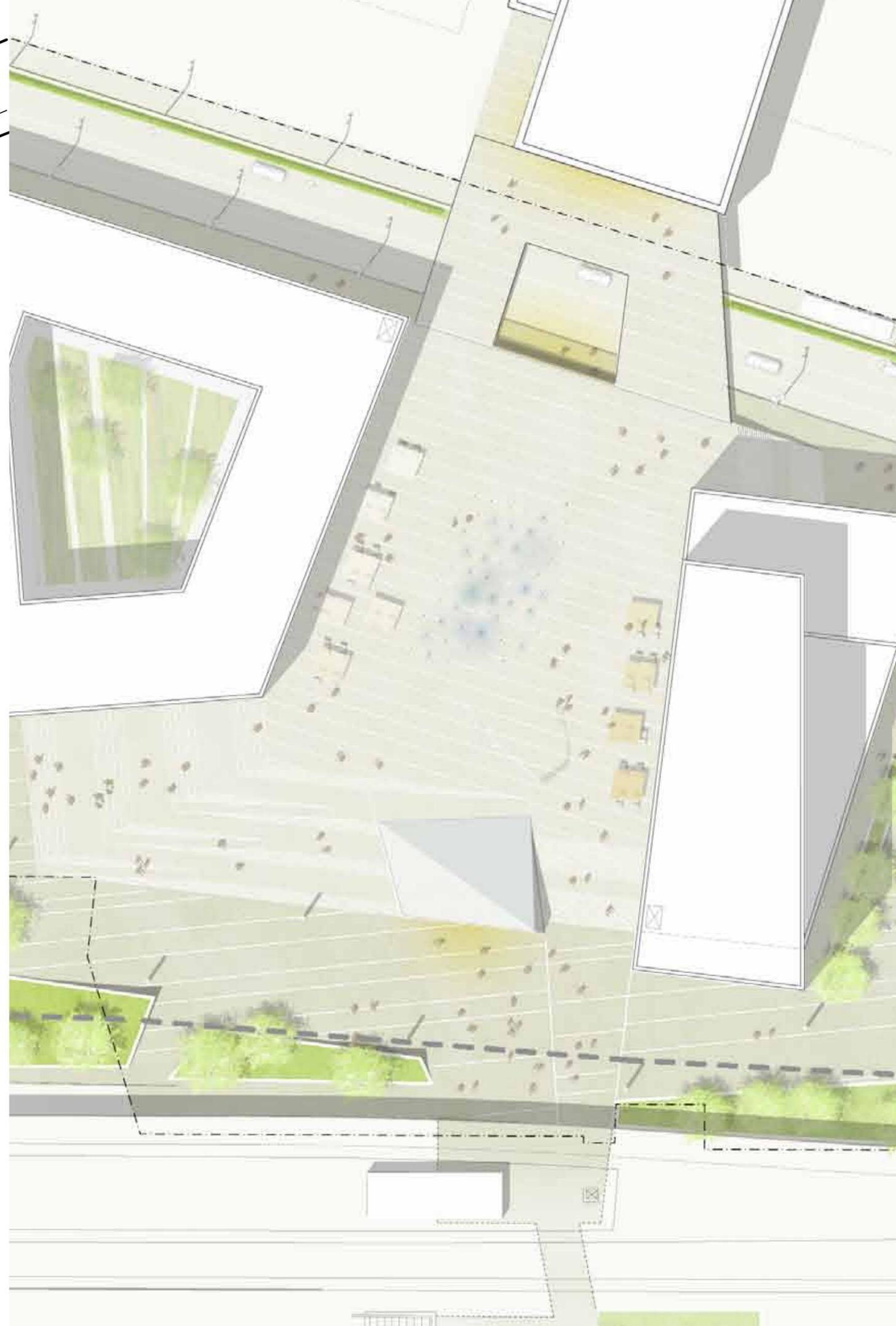
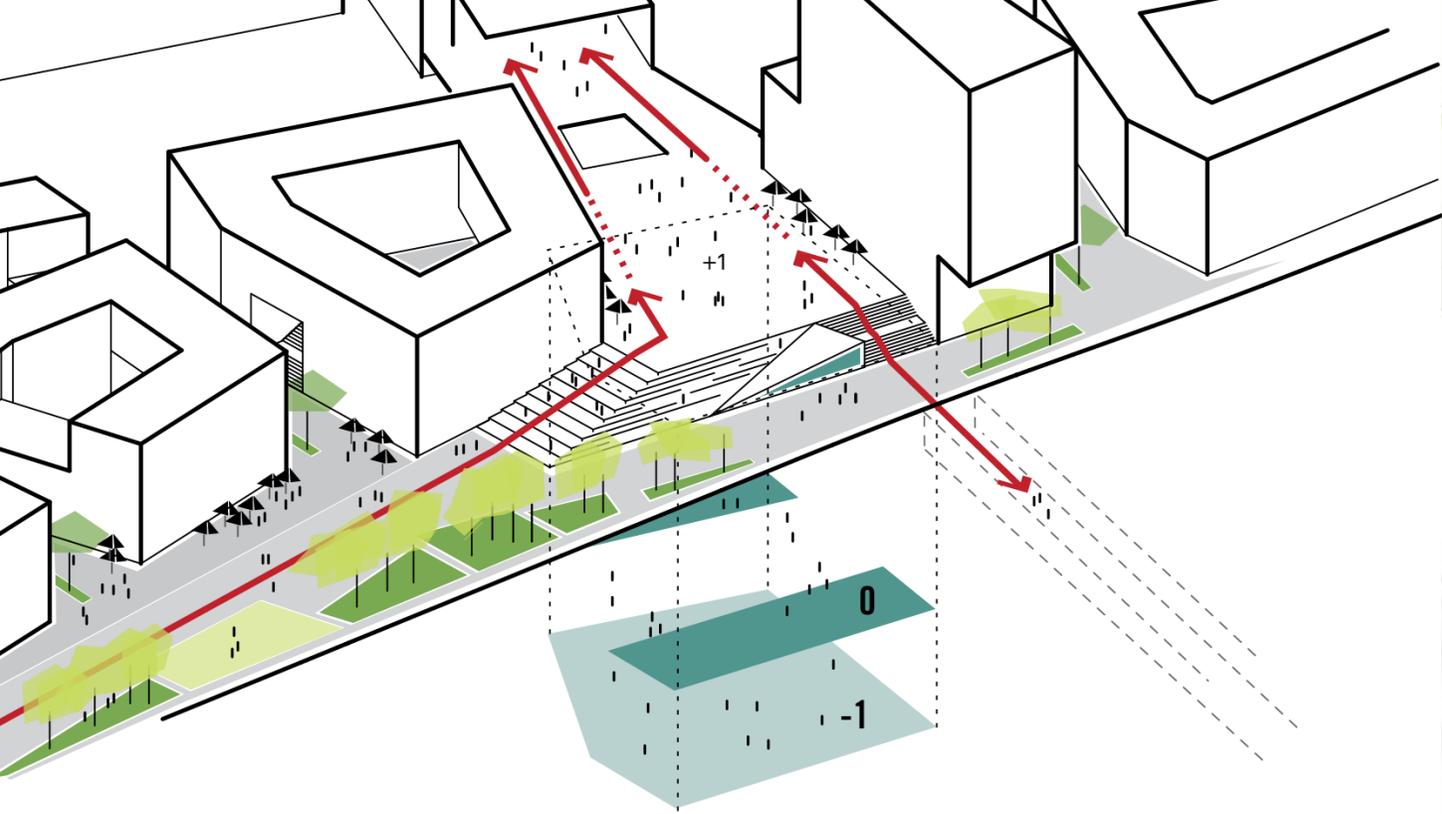


Layout and Address: Eastern Plots

Two buildings are located on the eastern plot. The development on Deutz-Mülheimer Straße accentuates the entrance to the neighbourhood with its the ten-storey structure and the cantilever design pointing northwards. The spacious façades facing the Cologne's cathedral clearly distinguish the special location, providing both high-quality space for offices and hotels directly adjacent to the exhibition hall entrance. In addition, the proximity

to the Exhibition Plaza as a flexible event centre enables a close functional and spatial link between these two properties. Catering facilities are envisaged for the first floor, which will stimulate the atmosphere within the Exhibition Plaza. Lenneper Straße to the south of the development offers separate access to the entire eastern plot. By returning the lower floors of the highest point on two sides, a prestigious address will be attained.



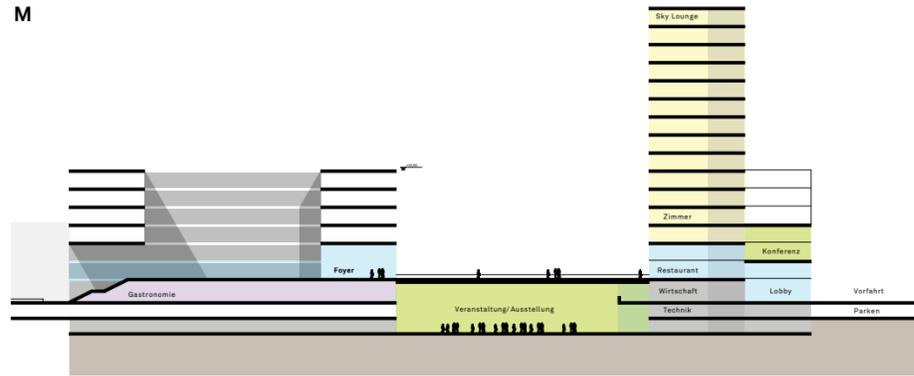


Exhibition Plaza

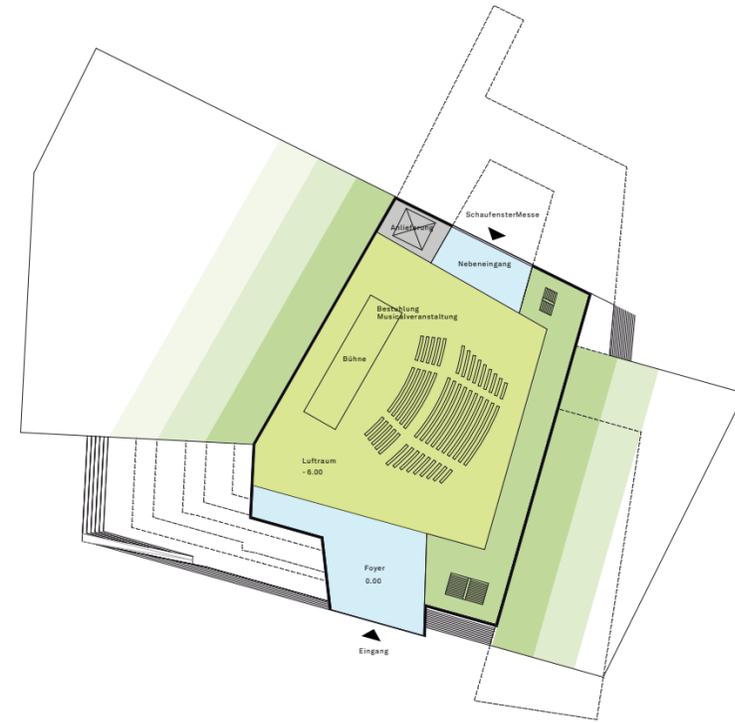
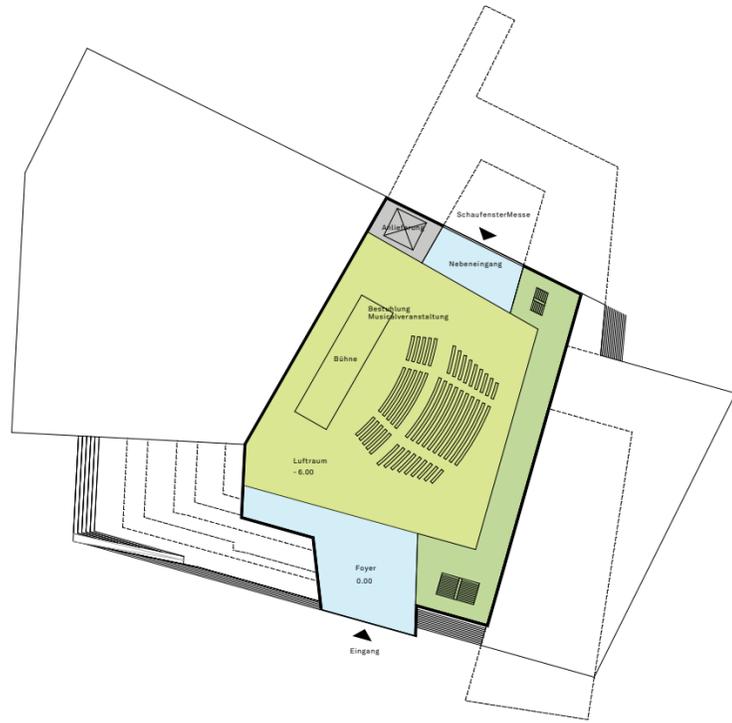
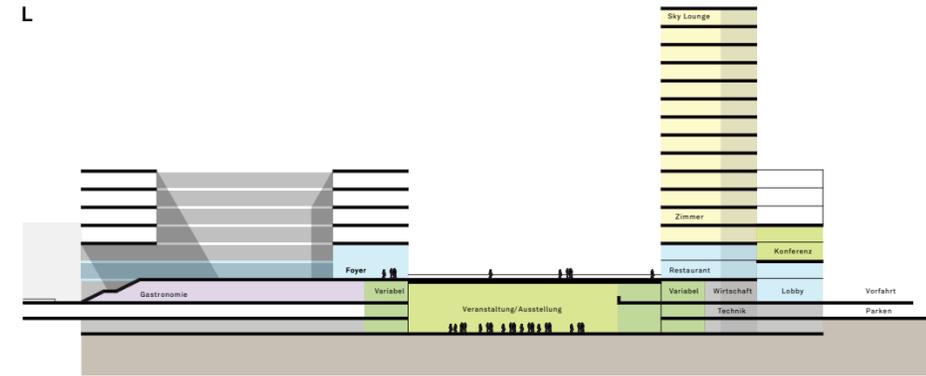
The new MesseCity Cologne district particularly stands out as a result of its diverse surroundings. The exhibition halls in the north, the Deutz railway station in the south and Cologne's city centre in the west. The Exhibition Plaza, as the interface within this spectrum, creates a contentual and spatial link. As a public space with a very pleasant atmosphere, it is the pivot and hub for routes between the railway station, exhibition halls and the city as well as a traverse within the office landscape with space for gastronomic facilities. The event area within the lower levels of the Exhi-

bition Plaza can be used for musical and theatrical performances, corporate events and conventions. If required, the areas can also be connected to one another. The spacious opening to the bridge offers views and allows a natural source of light into the internal area. By means of access on both sides via the stairway from the north and south, a public space can be linked at different levels. These access options as well as the diversity of spatial use within the internal area stimulate both a lively atmosphere and provide an interconnection of the eastern and western areas.

M



L



Exhibition Plaza Plots

The Exhibition Plaza as a spacial centre of the new district is characterised in its contentual design by the adjacent surroundings. It is a diverse usable space, which is able to be used for different purposes such as a musical or congress hall to use as a transfer space for exhibitions. The concept of the area foresees variants of differing scales. Common to both is the

accessible roof-top area and the glass lobbies located in the north and south. In order to develop its full potential, the koelnmesse company is to be involved in the further coordination regarding the segments for use already presented.

M

This variant, accessible via a deeper underground connection foresees the construction of a two-storey hall with a one-sided connecting gallery. The rooms located below the gallery can be used as an extension area to the main hall and offer a wide range of exhibition possibilities to tiered room-sizes suitable for the use of conferences.

L

Compared to the previous variant, an option is planned for a functional intersection to the adjacent buildings. In the case of a potential space usage for hotels of the highest point in the east and of large-scale user in the west, a functional and spatial connection with the changing use of space for events, musicals and congresses is planned.

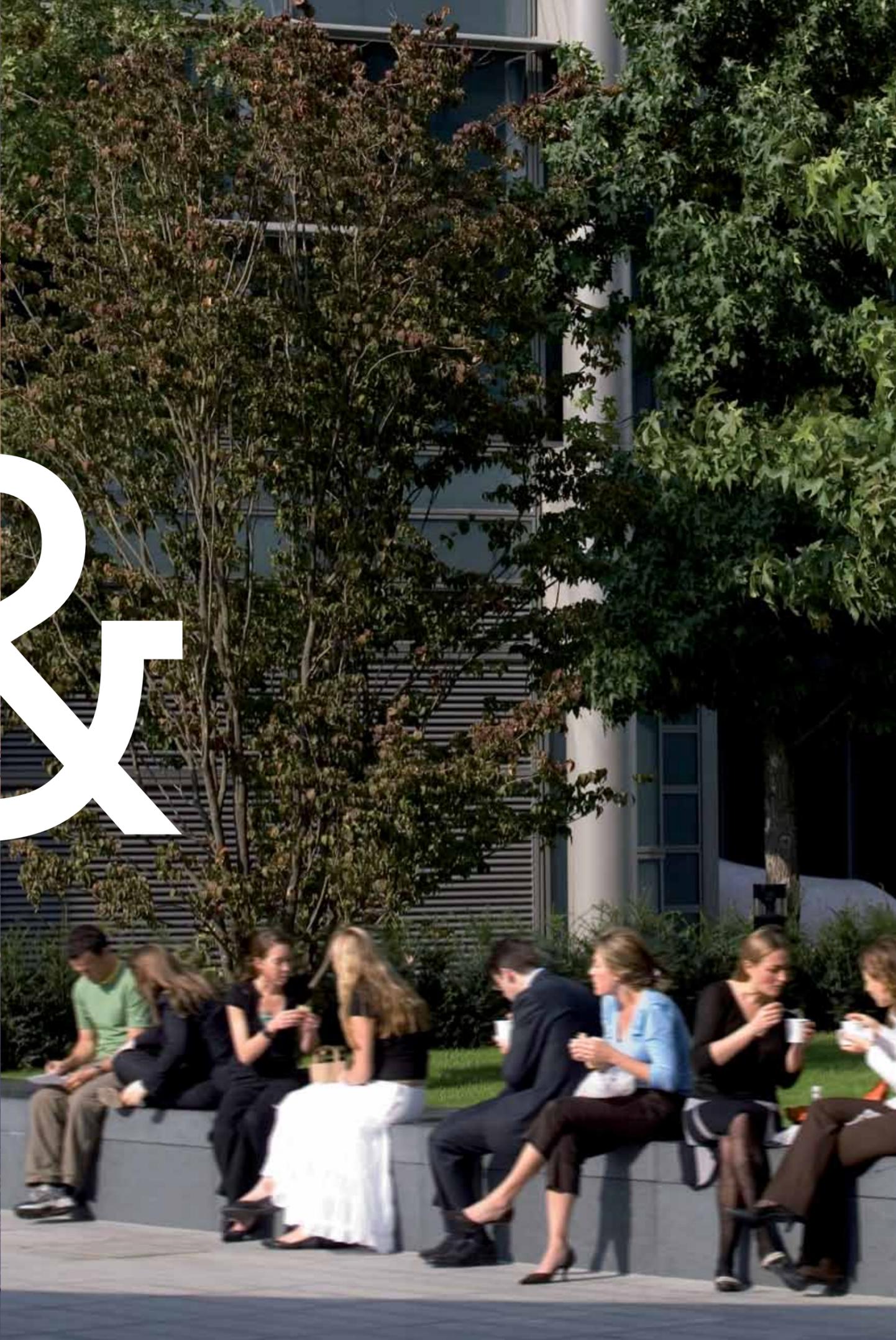
Relaxing



Natural



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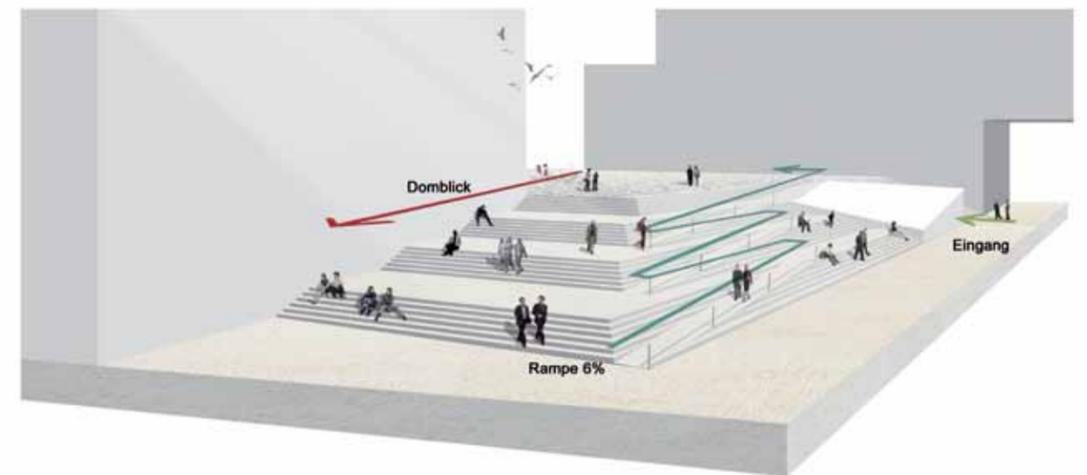


Open Space

The open space concept describes a versatile external area referring to the new development and thus creates a balanced urban overall picture. With regard to the configuration of various partial areas, the design focuses on an interplay of the most diverse parameters and uses of space.



Structure of the Open Space Concept



Public Area – East/ West Connection

The chosen concept is divided into three topographical segments of varying intensity.

The public areas to the south are essentially an assembly of plazas and grassed areas, where the shapes created reflect the geometry of the façade design, thus in harmony with the project design. The individually sculptured grassed areas offer seating possibilities and the continuity of the landscaped area is intermingled with a small area of space allowing playground facilities for children.

The Paths to the North/South Connection Central Exhibition Plaza

The paths on the western plot complement the public open spaces. Lines of trees direct the visitor to the area in the south and offer additional seating possibilities. Flowerbeds mark a place to relax and unwind and are planted at varying distances allowing unimpeded access between the buildings.

The Exhibition Plaza is orientated towards the views of the new building blocks and forms the focus of the design. The south entrance to the Exhibition Halls includes an imposing forecourt as a result of this spacial extension. In addition to external catering facilities, the Exhibition Plaza will be enlivened by central water fountains, which can be turned off on whenever there is a high volume of visitors. This will contribute to the universal and flexible use of the forecourt.

The symbiosis of steps and ramps on the edge of the Exhibition Plaza not only serve as unimpeded access, but also invites visitors to enjoy the view of the Cologne's cathedral. There is also the option to to install a lift in the adjacent buildings to the Exhibition Balcony.

Attractive

&

Timeless



Marketing & Outlook

The realisation of the MesseCity Cologne development project offers a unique opportunity to develop the previously untapped potential of Cologne's limited useable space today. The attraction of the exhibition halls and the appeal of the new development with a view of the Cologne's cathedral benefit the planned hotel and conference use and will also attract renowned companies.

At the end of this process, a successful development project will be completed for Cologne that will enrich the city's life.

The Messe City Köln GmbH & Co. KG is supported by two experienced partners:



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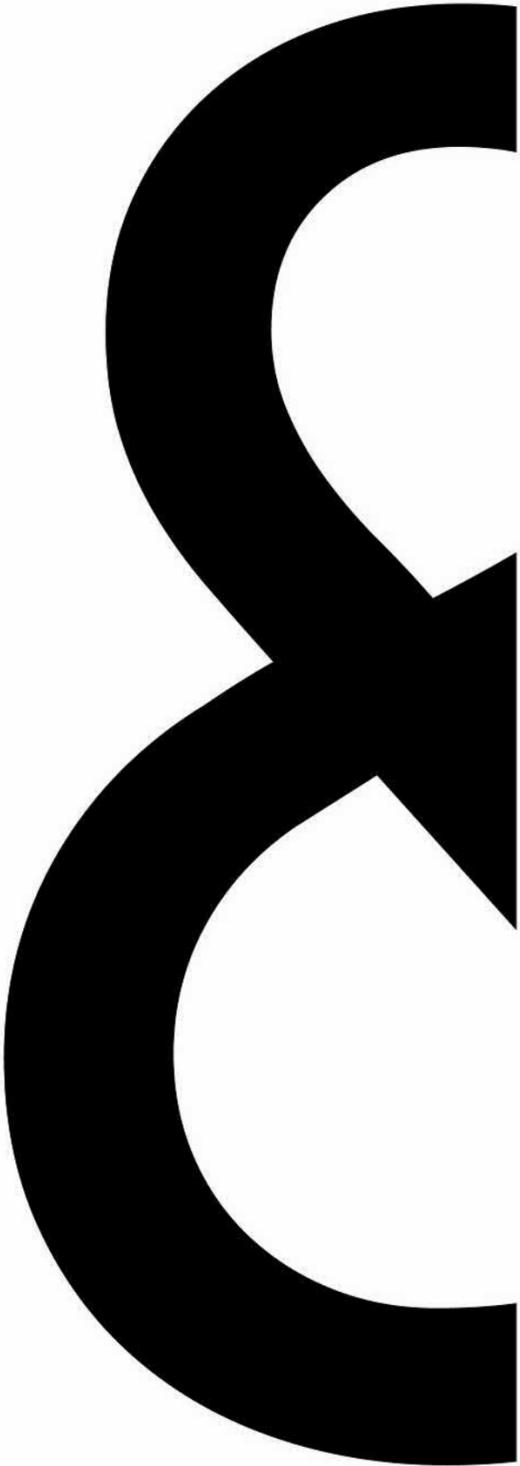
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