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**THE ECKWERK**  
**LIMITED SPACE –**  
**UNLIMITED**  
**EXCHANGE**

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**SOMETIMES  
YOU HAVE TO  
SAY NO**

**NO TO UNFAIR METHODS  
AND WASTE OF RESOURCES.**

**NO TO UNLIMITED GROWTH  
AND THROW-AWAY MENTALITY.**

**NO TO EGOISM  
AND PROFIT MAXIMISATION  
AT THE COST OF OTHERS.**

**NO TO RIGID THOUGHT PATTERNS  
AND RESIGNATION.**

**HOWEVER,  
WE PREFER TO  
SAY YES**

YES TO COURAGE AND ACTION.

YES TO EXPERIMENTS  
AND FREE SPACES.

YES TO SUSTAINABILITY  
AND ECOLOGICAL RATIONALITY.

YES TO TECHNOLOGICAL  
DEVELOPMENT AND SCIENCE.

YES TO IDEA EXCHANGE,  
PARTICIPATION AND INNOVATION.

YES TO ECONOMIC VITALITY AND  
SOCIAL ADDED VALUE.

**THEREFORE OUR DREAM OF WORKING  
AND LIVING LOOKS AS FOLLOWS:**

The building will basically  
never be finished.

And the architect never satisfied.

We do not create property.

The building does not care about  
common sense of beauty.

One is rarely alone.

Who does not participate,  
will not get a space.

There are constantly people involved  
here that we do not know.

On the roof, fish and vegetables  
are cultivated.

Whoever has a good idea,  
shares it with others.

Whoever only cares about money,  
is in the wrong place.

Stagnation is frowned upon.

And still, people cue up to live  
and work here.

**WELCOME TO THE ECKWERK!**

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# THE FUTURE STARTS HERE!

It has never been that easy to change the world as it is today. We want to start here and now.

That is why we are creating a place where we invite the most talented and motivated people to jointly work on sustainable answers to social, economic and ecological questions.

**The Eckwerk should be a place where we promote responsible economic activity. We prefer sharing instead of owning, the common interests in dealing with each other instead of the separating aspects – and if we seek funding models, they need to be fair.**

We do not know whether we will find a solution to every problem, but we know that we need to start the search. With the Eckwerk we invest in time and space to support projects that the world really needs. Advancement, as we understand, must mean more than just making money. That being said, whoever does something valuable with us, should be able to live from it.

The solutions that are sought are sometimes complicated, sometimes large, sometimes complex and certainly never to be found by an individual. Therefore, in the Eckwerk we believe in the productive power of synergy and cooperation. We believe also in the power of innovation that is based on ideas that are shared without fear, and with conviction, with everyone. Success, for us, is reflected in the value for the entire system and not in maximized profit.

The old dogmas of aggressive competition as well as patent and copyright law, profit maximization and knowledge for the sake of power and control prevent improvements and real progress. Therefore, these dogmas have no place in the Eckwerk.

We are creating a highly communicative meeting place: a mixture of a productive technology center and an inspiring space to live with rents deliberately kept affordable. The Eckwerk connects the most promising potential from the start-up scene, academia and businesses with the zest and the courage of the Berlin club and art scene, and at the same time with professional business structures. We support, in our view, meaningful and sustainable IT as well as real social business.

In the Eckwerk we will create a consistent and cross-border connection between work and life. We are exploring new opportunities that are of interest and motivating for open minds from all around the world.

# THE BUILDING



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## THE BUILDING

How it looks.

How it feels.

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**The Eckwerk is radically conceived by the people** who live and work here. Their needs, their dreams, their demands set the standard for architects, not vice versa. We challenge the usual standards for space, facades and climate.

**The Eckwerk is no place for stagnation** because a constant flow of ideas and energy is to be guaranteed. Constantly new people are joining in to work and live here. Others make room, leaving the Eckwerk again because they have become too big or leaving their room to others as planned. **New allocations and spaces** should be possible at any time. **The temporary** is the great constant of this architecture.

The Eckwerk is not a place of private space and isolation, but a place of **conscious public**. No one should search for the quickest way out of here; it's about spontaneous encounters, which should be possible at any time – between students and start-up teams, between craftspeople and philosophers, entrepreneurs and visitors. Public rooms and paths make their way through the complex from different axes and emphasize its openness and transparency.

The Spree riverbank walk, stipulated in the citizen-initiated referendum "Spree riverbank for all", will meander through the building in the form of publicly accessible areas.



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# THE TEMPORARY IS THE GREAT CONSTANT IN THIS ARCHITECTURE



## THE BUILDING

How green it shall be.  
And how useful.



**Nature and the city are not opposites for us.** We want to live and work in a pleasant, healthy atmosphere, an environment that promotes productive interaction.

**We believe in overdevelopment.**

We will build a lot more ways and paths as obviously needed - the floors and buildings are connected by bridges. In doing this, we want to show how you can turn even a massive building into an attractive and a motivating place to live.

**Stairs will be turned into vegetated mountain paths,** roofs and terraces to gardens and **interior spaces into oases.** Additionally, facades, windows and building parts should all look different in a pleasant way and at the same time have more than one function. Change and variation for residents and guests is just as important a goal as high energy awareness.

**On the roof top** we will use up to 2000 square meters for fish farming and vegetable cultivation, according to the latest standards ("aquaponics"). This project will set new standards in regionality and closed circuits.



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## THE BUILDING

Which building materials shall be used. And how economically efficient it will be.

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The Eckwerk is a living space that inspires its users and feels comfortable. Therefore, the **latest findings and technologies from science and construction industry** will be implemented in order to establish a **low-emission, near-natural and energy-efficient home**.

The building should be able to present an overall positive energy balance **within ten years**.

**As many stories as possible should be constructed of wood**, an **intelligent thermal management system** ensures the right temperature, **waste and wastewater cycles are optimized**, soundproofing, insulation and ventilation systems should take into account the latest scientific findings to be **as energy efficient as possible**.

Natural raw materials such as clay and hemp will be preferred. Part of the waste reduction concept are also long-term measures such as food co-ops and common stocks.

The Eckwerk can be designed according to the needs of its residents and its substantive goals, because it is **beyond the expected speculation** in relation to land and buildings. This is possible through a specific owner and operator structure. The Eckwerk will never be about serving the interests of profit maximization.

However, economic efficiency will be a part of the Eckwerk's functionality, because it is the very basis of independence. Employed assets should be preserved, that of the investors as well as one's own.



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# A LIVING ENVIRONMENT THAT INSPIRES ITS USERS AND FEELS COMFORTABLE



# THE LOCATION







THE CURRENT VIEW OF THE HOLZMARKT





IN THE FUTURE: THE VILLAGE ON THE HOLZMARKT

# THE LOCATION

## Berlin



**The Spirit of Berlin:** Berlin inspires with its **rugged charm of the provisional**, with its **conceptual and spatial free zones** and with rents that are still affordable in the European and German comparison. Berlin is compelling because of its **openness, transparency and permeability**: Everything that is different and new, has a chance here.

For decades, this spirit has attracted **pioneers of the unconventional**. Berlin now has one of the liveliest and most productive sub-cultures of the world. With the **courage**, the **spirit of innovation** and **entrepreneurship**, these people have always created worlds **beyond established ways**. Wild places, which then became known internationally.

Berlin is the center of the **national creative industry** and thus attracts international counterparts.

*“Berlin is the most important location in continental Europe for the digital economy and Internet start-ups.”*

*Neelie Kroes, EU-Commissioner for the digital agenda*

Berlin is Germany’s biggest and most popular student city

Berlin is the third biggest tourist magnet in Europe following London and Paris

39

UNIVERSITIES AND COLLEGES

9.9 MIO.

GUESTS PER YEAR

777

SCHOOLS

22 MIO.

OVERNIGHT STAYS

160,000

STUDENTS  
(WINTER SEMESTER 2012/13)



# THE LOCATION

## Holzmarkt – the new urban quarter by the Spree



The Eckwerk is located in the northern part of the project "Holzmarkt". **Here in Friedrichshain-Kreuzberg, the Spree has long been contested.** The major investors project "**Media Spree**" with its dense, lifeless business development was **rejected** by the population in a referendum. Their goal was: "**Spree riverbank for all.**"

The Holzmarkt takes this decision seriously. Under this name, a new village will now be built, which is organized as a cooperative and where the community interest counts. **Only half of the proposed area** in the development plan will be developed; a large part of the gained free spaces will remain public – and space will remain affordable. Craftspeople, artists and creative people will work together on their dreams here.

There are no monotonous skyscrapers, but lower, charming ensembles. **Neither walls nor fences will keep the citizens away from the village or the shore.**

The "Mörchenpark", the market, the creative village, the club and the restaurant dominate the district, which will remain fragmented in order to ensure diversity. **Continuous changes** will bring new energy and talents to the Holzmarkt.

The village is a deliberate counterpoint to the massive Eckwerk. Both are interdependent and enrich each other.





## THE LOCATION

### Holzmarkt – the three areas

**The Eckwerk** is a place to communicate and to meet, a productive mix of a progressive technology center and inspiring living environment. Here the boundaries between life and work are redefined and the power of synergies, cooperations and innovations are used.

**The village** is characterized by small-scale structure and diversity. Creativity, passion, courage and tolerance find their home here. Craftspeople, artists and entrepreneurs support each other in huts and halls; retail, restaurants and bars cover a major part of the daily needs.

**The Hotel** is an important part of the Holzmarkt. Every room is unique and individually designed by an artist. There are different offers from bunks to suites. Some rooms are planned for short-term rent, others for long-term stays in Berlin.



# THE PEOPLE





# THE PEOPLE

Together we are strong. Who will and should be part of the Eckwerk?



**Everyone wants to be in Berlin.** This is a good thing. In the Eckwerk we want to bring together the most prolific and inspiring forces. **Students, founders, artists, researchers, entrepreneurs, programmers and craftspeople** - from the city, from the country side, from all around the world.

**Only those who really want something** will be allowed to join in here. We welcome all those who have an idea, a project or a talent that benefits others, makes the world better and more livable. Admission is decided by a board that is committed to this vision. This body is incorruptible because neither financial standing nor the highest bid decides. Places are limited and an acceptance is already recognition and an award.

**Any idea that is developed here can be used by everyone.** Whoever wants to join in the Eckwerk must refrain from aggressive patent and copyright law enforcement.

From the little things of everyday life, to the development of financial models, **professionals from various fields** are there to advise and assist young entrepreneurs. Thus, the creative minds can fully focus on their creative power.

There will be five areas that define the spirit and function of the Eckwerk; these are interwoven and complementary:

- + **Space for young minds (Students, designers, researchers)**
- + **Space for young businesses**
- + **Space for debate and exchange of ideas**
- + **Space for services**
- + **Space for food**

We are also open for companies belonging to the new and old economy and provide them with space and opportunity to share knowledge cross-generationally.



**ANY IDEA  
THAT IS  
DEVELOPED  
HERE CAN BE  
USED BY  
EVERYONE**

# THE PEOPLE

Space for young minds  
(Students, Creative People, Researchers)



**The main idea is: limited Space. Unlimited Exchange.**

Berlin is an attractive city for international students and science, where affordable housing is increasingly in demand.

Students or researchers who come with an **exciting project**, a **good idea** or an **important talent** get a place to live and work in the Eckwerk. Sustainability, innovation and the practical use of their concerns are more important than a matriculation certificate.

Any stay in the Eckwerk is **temporary**; stagnation leads to crystallization and inertia. Whoever moves out, forms a new node in the extended network. Even if an idea in the Eckwerk did not work out, we appreciate the experience that everyone has gained.

A responsible, efficient use of resources can best be reached in **flexible living communities** and variable residential clusters. The **individual private area is restricted to the necessary minimum** to ensure that the benefits of shared use of infrastructure such as washing machines, televisions and kitchens are used to a maximum extent.

**Vacancy is contrary to the spirit of the Eckwerk.** Blocking space is undesirable. Intermediate rent and sublet, for example when the user is traveling, is possible at any time. The sharing of space is efficient and saves resources.

**Concerning the rent**, our goal is covering costs, not profit maximization; contributions are **socially differentiated** if needed.





# THE PEOPLE

## Space for young companies



Anyone who wants to implement or further develop an idea will find the perfect infrastructure here. Young entrepreneurs meet qualified talent in the hallways, in the **common areas** or **co-working spaces** for an inspiring exchange and help for the next step. That can be the search for a **fair funding model** or the concretization of an idea in a **modeling workshop**.

Based on the knowledge that young entrepreneurs quickly start floundering due to **requirements of bureaucracy and infrastructure**, these areas are covered by the Eckwerk when needed. This includes **administration** and **accounting**, qualified **legal and tax support**, as well as shared **IT infrastructure**. This makes the purchase of own equipment unnecessary.

**The same holds true for young entrepreneurs; anyone who develops an idea here makes it available for everyone in the Eckwerk.** We reject an aggressive interpretation of copyright and patent law. However, whoever comes here to work out a particular idea, which they had before, will be able to do that.



# THE PEOPLE

Space for debates  
and idea exchange



The idea of "**Spree riverbank for all**" was once the starting point for citizen protests against the original construction plans. At the core of these protests were sharing, participation, communication, creativity, participation and a wealth of fresh ideas.

This **energy** and the **will to work together to create something new**, will continue to live in the large rooms of the Eckwerk. This means that students, creative minds and researchers find space to develop their ideas. Furthermore, the Eckwerk offers rooms where they can exchange ideas in workshops and camps.





# THE PEOPLE

## Services



In the Eckwerk, **multifunctional rooms** are available in which service providers can offer their services for a certain time in case it is needed, but in which they cannot settle permanently.

These may be service providers such as consultants in the fields of law, tax, or financing that **support academic researchers and founders on the business side**. However, it could also be **model and prototype builders** who help drive the realization of projects.

In addition, there will be companies that provide a **wide range of food, beverages and everyday items** in organic supermarkets or restaurants. Prerequisite: Their products have been produced according to the principles of sustainability and efficient resource use. This of course includes the sale and processing of the products from the roof of the Eckwerk.



# THE INITIATORS

Who does what?  
And who decides?

It's about **fairness, transparency, participation** and **control**, to strike a balance between **creativity and capital**.

The Genossenschaft für urbane Kreativität (Cooperative for urban creativity) and the Holzmarkt plus eG decide together with the property owner, who will become building contractor. They will establish an operating company and select partners who bring professionalism and experience in addition to new ideas.

**The Holzmarkt plus eG is idea generator and project developer.** It is responsible for the district management and secures the neighborhood character. It is a body of initiators, creative minds, citizens and investors.

**The Genossenschaft für urbane Kreativität** concentrates potential for the support of creative city development ideas, realizes investments and sustainable business models that support the (self-) organization of investors.



# IT'S ABOUT THE BALANCE BETWEEN CREATIVITY AND CAPITAL



## DER CLUB

### Where it all began

25

**On and off the dance floor is where it once all began.** In 2004 the first wooden huts were built on the Holzmarkt, which under the name **Bar 25** made **club history** up until 2011 far beyond the borders of Berlin.

This place was much more than just a place to celebrate. It was a mixture of fantasy and reality; a **melting pot** for the representatives of various subcultures who make up the spirit of Berlin. Here people met outside the norm: **Ravers** and **students**, **creative people** and **IT professionals**, **artists** and **nerds**, **philosophers** and **founders**, **authors** and **inventors**. Here they were allowed to be different. Here they had the freedom to inspire and encourage each other, not just have ideas but to put them into practice on the spot.

Here the spirit of the innovative and creative scene of Berlin, which had formed over many years through many different projects and subcultures (and continuously developed), found a new home. Later, this lively and productive mélange moved to the opposite shore into the **KaterHolzig** that has ever since been the new venue and energy source.

**Under the same name, but with a new garment**, the club will settle on the Holzmarkt and open up a new chapter, bringing together, as well as inspiring, like-minded people from all over the world once again.



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# A POSITIVE ENERGY BALANCE WITHIN 10 YEARS

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## THE ECKWERK

### Numbers, Data, Facts

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#### **6,000 square meters is the size of property**

35,000 square meters is the floor area  
allowed by the development plan

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#### **500 students will live here**

50% of all areas will be used commercially

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#### **900 days will be the regular residence time of a tenant**

2,000 square meters of roof area will be used  
for fish farming and vegetable cultivation („Aquaponic“)

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#### **24 hours per day doors will be open**

10 years and the building will have a positive energy balance

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#### **Asset-preserving yield**

Priceless added value

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