

PRESS RELEASE

## „Freiham Architecture“

The architects' plans for the new centerpiece of Freiham Nord



Munich, April 24, 2020 – The future center of the urban quarter Freiham Nord is considered the heart of a Europe-wide model project of urban development. The Rosa-Alscher Group acquired the four plots of land with a total floor space of 90,000 m<sup>2</sup> – two of these plots have in the meantime been sold to ISARIA Wohnbau AG, a Munich company specializing in residential buildings, here acting as a partner of the Rosa-Alscher Group. The Hamburg architects Störmer Murphy and Partners are responsible for the construction plans of the centerpiece of Freiham Nord around Mahatma Gandhi Square. The clearing of the sites has already been completed – so just before construction work begins is an ideal time to take a closer look at what the architects are planning.

### The gateway to Freiham Nord

In January 2019, Störmer Murphy and Partners had won the competition with their design plans. Their idea is to create an urban center that will become a representative gateway to the new urban quarter Freiham Nord – a vibrant and colorful neighborhood with a varied network of residential and office space as well as space for leisure, education and culture. Light-colored materials, wood and natural stone as well as the expressive, sculptural arcades around the central Mahatma Gandhi Square reflect this atmosphere and give the quarter a unique identity. A network of streets, squares, passages and private courtyards form varied public and private spaces, pathways and views. From a distance, the distinctive residential tower with its characteristic façade works as a landmark for the new urban quarter.

The masterplan is modelled on inner-city examples and shows a compact urban quarter with a variety of usages, lively streets in which you can find many shops, cafés and service providers. The center will also act as a focal point for people from outside Freiham. The inhabitants will be able to reach everything they need on a daily basis on

foot. At the same time, green inner courtyards and rooftop gardens with direct access from the apartments will offer them privacy and peaceful, individual open spaces. The acclaimed jury of experts, which company manager Alexander Rosa-Alscher was also a member of, was impressed by this concept: "This is a very impressive design and I think it could be a master stroke with the potential for writing urban design history in Munich."

### **With a focus on the people**

The architectural challenges are primarily in finding a meaningful balance between the wide-spread interests and needs of the future inhabitants, visitors and tradespeople, but at the same time adhering to high standards of designing aesthetically appealing, diverse and varied architecture. The architect Kasimir Alzweig highlights an important aspect: "Developing a design with arcades as a 'trade mark' for a new urban quarter is highly fascinating, from the first sketch to the technical realization. There is no standard solution. In a wider context, what appeals to us, is being able to contribute to an urban design that is attractive and fit for the future and that takes into account the opposing needs of private and public life. We want to give the center of this new urban quarter a unique architectural appearance that acts as an impulse for a colorful, urban life."

### **A prominent gateway**

Störmer Murphy and Partners' design offers a well-balanced mélange of individual shops, service providers and cafés, bars and restaurants. The overall architectural appearance of the urban quarter to the north of Bodensee-straße, however, also serves as a visual gateway to Freiham Nord. Construction work is expected to start in autumn 2020; completion is planned for 2023.

### **From Hamburg with Munich in view**

For the Hamburg architects, Freiham Nord is an unusual project. There are not many projects of this size in Germany. However, the renowned architects have Hamburg HafenCity right outside their door. It is currently the largest inner-city area of urban development in Europe and Störmer Murphy and Partners have already gained the experience of realizing several buildings there. Now they are planning the highest timber building in Germany in HafenCity: It is due to have 19 storeys with approximately 180 apartments.

### **About the Rosa-Alscher Group:**

The Rosa-Alscher Group has been realizing landmark architectural projects in Munich's cityscape for decades. The superior quality of construction creates real estate properties and investment values that are aesthetically appealing as well as functional and cost-effective. Planning entails highest precision for the affiliated offices SAM Architekten and SAM Plantech. From first drafts to detailed construction plans. Design and development is the second-most important pillar in the Rosa-Alscher Group: From acquisition of the plot of land to the handover of the sustainable, profitable real estate property, the projects are managed with passion and expertise. Realizing visions - that is what Alexander Rosa-Alscher achieves with his Group that is involved in all stages of construction of a building: Due to the company structure, all planning services can be offered single source, creating distinguishing architecture for the city.

### About Störmer Murphy and Partners

Störmer Murphy and Partners GbR is led by Kasimir Altzweig, Holger Jaedicke, Martin Murphy and Jan Störmer. The company was originally founded in 1990 as Alsop & Störmer Architects. Since that time, they have won numerous national and international architectural competitions, realized over 60 challenging projects for cultural and administrative buildings as well as hotels. They have won a series of architectural prizes. Currently around 40 architects work in the company that is located on Fleetinsel in Hamburg. Apart from the urban quarter Freiham, they are working on a timber high-rise building "Wildspitze" and the Hamburg city district Neuländer Quarree in the port of Hamburg-Harburg.

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