

THE QUARTIER HEIDESTRASSE MAGAZINE

LIVING

Straight Edition

THE GREEN EUROPACITY

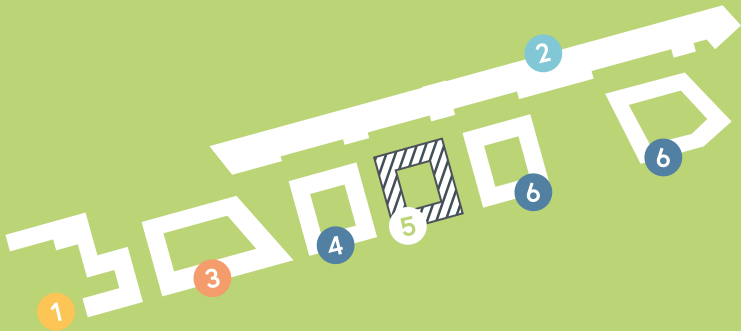
City on the outside,
nature on the inside



THE QUARTIER HEIDESTRASSE MAGAZINE

LIVING

QH Edition



85,000 m²
TOTAL PLOT AREA

295,000 m²
TOTAL GFA

266,350 m²
OFFICES AND RESIDENTIAL

28,650 m²
COMMERCIAL, HOTEL,
EATERIES AND CHILDCARE



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A NEW DISTRICT IS TAKING FORM
Living and working in Europacity



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HELLO STRAIGHT!



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WARM WELCOME

Dear readers,

It's great to finally get the chance to speak to you. On the following pages, we would like to show you how QH Straight – with its striking architecture and ideal mix of residential, retail, and commercial space – is creating a new highlight in the Quartier Heidestrasse and Europacity.

Learn more about the completely new neighbourhood taking shape in the middle of the capital, not far from Berlin's central station. It is a place which harmoniously combines living and working in the digital future. It truly embodies the variety the city is known for. The full spectrum of life has found a place to call home.

Step into Quartier Heidestrasse, and welcome to QH Straight. Enjoy the fascinating insights and inspirational stories.

THE NEW EUROPACITY OASIS

Urban. Sustainable.
Green.



A diverse mix of uses creates a lively neighbourhood.



NEIGHBOURHOOD OF THE FUTURE.

- PART OF THE NEW AND LIVELY QUARTIER HEIDESTRASSE AND EUROPACITY
- SUSTAINABLE, COMPREHENSIVELY PLANNED URBAN MASTERPLAN
- FOCUSED ON DIVERSITY, THE RIGHT MIX, IDENTITY, AND VITALITY
- TRAFFIC-CALMED ZONE AND A PLEASANT PLACE TO SPEND TIME (DELIVERY TRANSPORT, 30 KM/H SPEED LIMIT ACROSS THE ENTIRE NEIGHBOURHOOD)
- LIVELY MIX OF PLACES TO LIVE, WORK, AND EXPLORE



Hello Straight!

RETHINKING THE CITY



Where once long-distance trains such as the 'Hamburg Flyer' rattled past, today it's the ultra-fast internet that sets the tempo. Covering around 85,000 square metres, Quartier Heidestrasse is creating a small town of its own within the larger city. A real neighbourhood – one that combines living, working, and, leisure – in the middle of Berlin, in the middle of Europe.

QH Straight is in the middle of this new district, which will be completed in just a few years. At the heart of the residential building lies the central, lushly landscaped inner courtyard as a common focus point for residents that provides rich contrast to the surrounding urban space.

Living, working, and leisure – the famous Berlin mix is being catapulted into the 21st century right here. This is enhanced by a hotel, childcare facility, and coworking spaces in the new district, along with close proximity to the central railway station, e-mobility charging stations, and plenty of places to support every aspect of a connected and digital life. Quartier Heidestrasse is already set up to support the standards of tomorrow. For example, the mobile communications technology, which enhances the availability of all mobile networks right into commercial units is already 5G-ready. The QH Straight apartments also feature a smart home strategy, which will seamlessly connect building services, communications and interaction with service providers in the future. Talking of connections: a dedicated mobility concept will get people moving through carsharing and bike hire programmes.





Let's love life

QH STRAIGHT TURNS THE CITY INTO AN ADVENTURE PLAYGROUND

QH Straight is more than just a place to live and work, it's a place to embrace a new attitude to life – for all those who want an urban lifestyle and mindset without losing sight of nature.

QH Straight creates the kind of quality living space that has become a rarity in a city like Berlin. The building is cube-shaped with a large, square courtyard at its centre. It blends into the neighbourhood, while also standing out from the crowd with its façade design. The ground floor features retail space on the Heidestrasse side, while the traffic-calmed area

within the quarter is home to shops and studios. This all works together to cement the urban mix. Prestigious entrance halls with views into the green courtyard oasis create a harmonious transition between public and private spaces, from the city to the courtyard, and from the city to the home.

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KEY DETAILS AT A GLANCE:

- 131 RENTAL APARTMENTS
- 62 M² TO 153 M²
- 2 TO 4 ROOMS
- 1ST TO 6TH FLOOR
- LOGGIAS AND SOME COURTYARD-FACING BALCONIES
- GREEN COURTYARD OASIS EXCLUSIVELY FOR TENANTS

131 new 2- to 4-room apartments are taking shape right here, in the heart of the city. The majority are two- or three-room apartments. The apartments vary from around 62 to 153 square metres in size, all individually and intelligently designed. There are beautiful corner apartments, and floor-through apartments where the kitchen-dining-living area extends from the street side to the courtyard. Many living areas face onto the calm courtyard area. Everyone can find their ideal new residence.

But it's not hard to feel at home in the apartments at QH Straight. Large window fronts fill the interiors with bright natural light. With the windowsills sitting at 40 centimetres, some have even been designed to provide a seat with a view. Exposed concrete ceilings give a loft-like feel. The spacious loggias and balconies expand the living space into the outdoors. The white-tiled bathrooms are similarly well-lit and inviting with their beautiful fittings. All apartments feature a modern built-in kitchen unit with a dishwasher, combined fridge and freezer, stove, sink, and timelessly beautiful linoleum in delicate shades of grey. Each apartment also has its own cellar space.



A two-storey underground car park under QH Straight and the adjacent Colonnades residential building provides parking and relieves car traffic from the surrounding streets. But the clear highlight is the green inner courtyard – only open to tenants and their guests. It is a calm oasis that allows people to quickly forget that they are still in the middle of the capital. A new kind of natural urban jungle that offers a surprising contrast to the surrounding metropolis. And despite this – the moment they step outside, they'll find all the day-to-day essentials right on their doorstep.

And QH Straight is smart: Building functions such as heating, lighting, and blinds can all be controlled remotely via the smart-home app, too. The processes inside the building are smart by nature: There are no barriers to access the underground parking, and billing is simple based on number plate recognition. It's just as easy to get from here into your apartment. Just take the lift up – or, if you need to collect a package, simply pop into the local package station on your way. That's the digital future – and it's ready for you to move in. Built for everyone who loves life.



In the heart of Berlin

LIVING WHERE THE CITY'S HEART BEATS

A location in the middle of the metropolis, and so close to the central railway station, ensures perfect connections for public transport, travel by car, and the airport. But the best part is that you can enjoy all the advantages of life in the capital within walking or cycling distance. Go out in Sprengekiez, relax at the Vabali spa, enjoy after-work drinks in the Zollpackhof, breathe out that city stress on the Panke cycle path, sample some culture in the Hamburger Bahnhof gallery, or take a stroll through the government district. It really has it all. You don't even have to pick just one – you can experience all this here every day at your leisure.



Welcome to the neighbourhood

A COSY NEIGHBOURHOOD
WITH EVERYTHING YOU NEED
AND LOVE

Cafés, shops, and leisure: Your unique capital city lifestyle starts right on your doorstep at QH Straight. Here are a few tips for in and around the new district – a place brimming with vitality and a sense of ease. Europacity is growing and offers many sources of inspiration and practical amenities.



OUR LOCAL TIPS

EATING AND DRINKING

1. Ein Moment – ice cream parlour
2. Exclusive Coffee Heidestrasse
3. REINHARD BÄR Restaurant und Café
4. Saigon River
5. Café Zuckersüß
6. The Fresh Seeds
7. Eiscafé di Russillo
8. Restaurant MEDITERRANEO
9. Kapitel 21
10. Zazza Moabit
11. Restaurant im Hamburger Bahnhof
12. Wildes Fräulein
13. L'Osteria Berlin Humboldthafen
14. Zollpackhof
15. Bar N°5
16. Paris-Moskau

ART & CULTURE

1. Hamburger Bahnhof
2. Museum für Naturkunde
3. Trauma Bar und Kino art centre
4. HAUS KUNST MITTE art gallery
5. Futurium
6. Deutsches Theater Berlin

SPORT & LEISURE

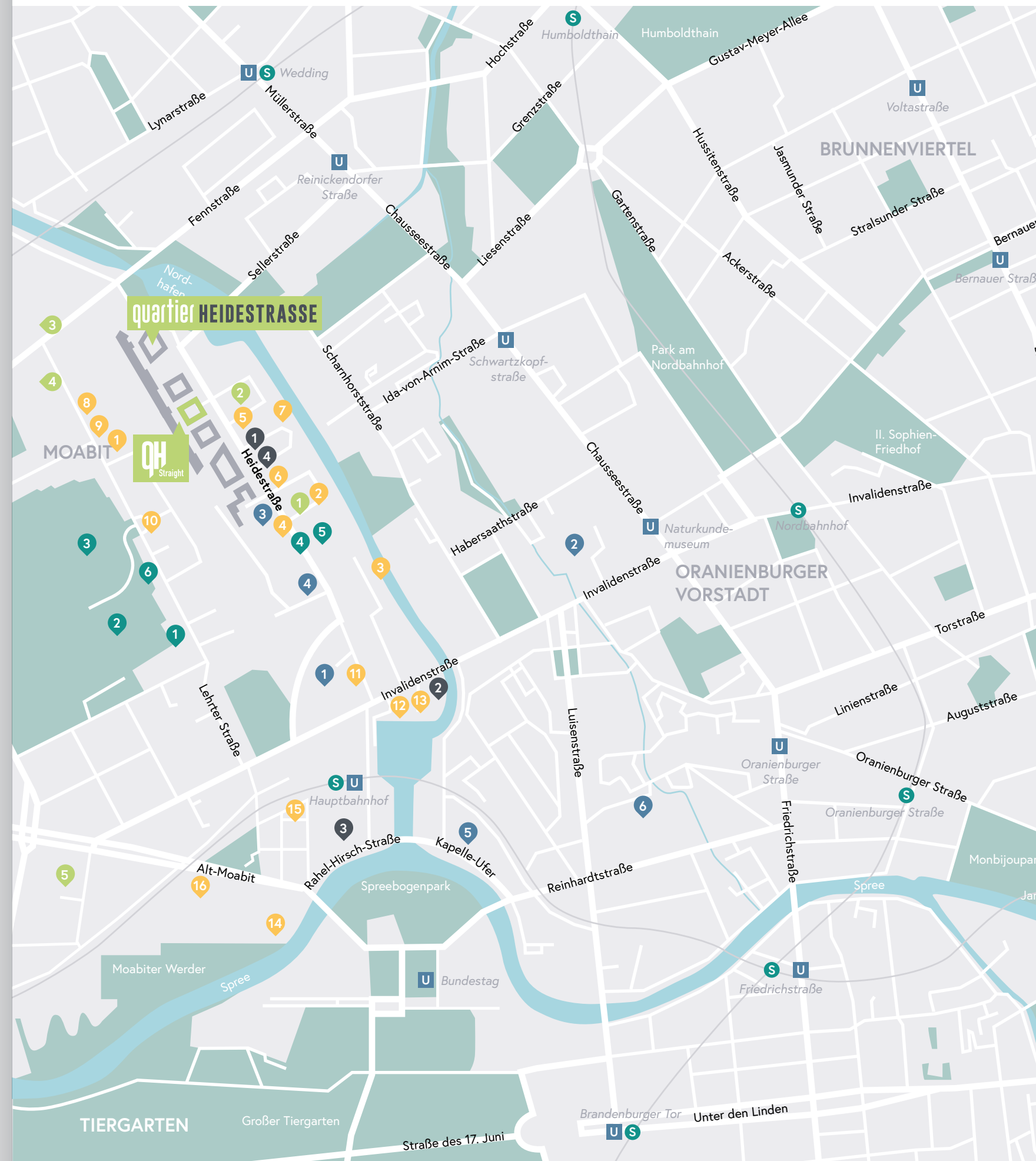
1. DAV Climbing Center Berlin
2. Vabali Spa
3. Fritz-Schloß-Park
4. CFM Crossfit Mitte
5. Cycle Room
6. Poststadion skate park

KINDERGARTENS & SCHOOLS

1. INA.KINDER.GARTEN Europacity
2. FRÖBEL-Kindergarten Wasserstadt
3. Theodor-Heuss-Schule
4. Hedwig-Dohm-Oberschule
5. Moabiter Grundschule

SHOPPING & SUPERMARKETS

1. REWE
2. dm-drogerie markt
3. Station shops
4. EDEKA Berlin Invalidenstrasse



Well built

ABOUT THE ARCHITECTURE

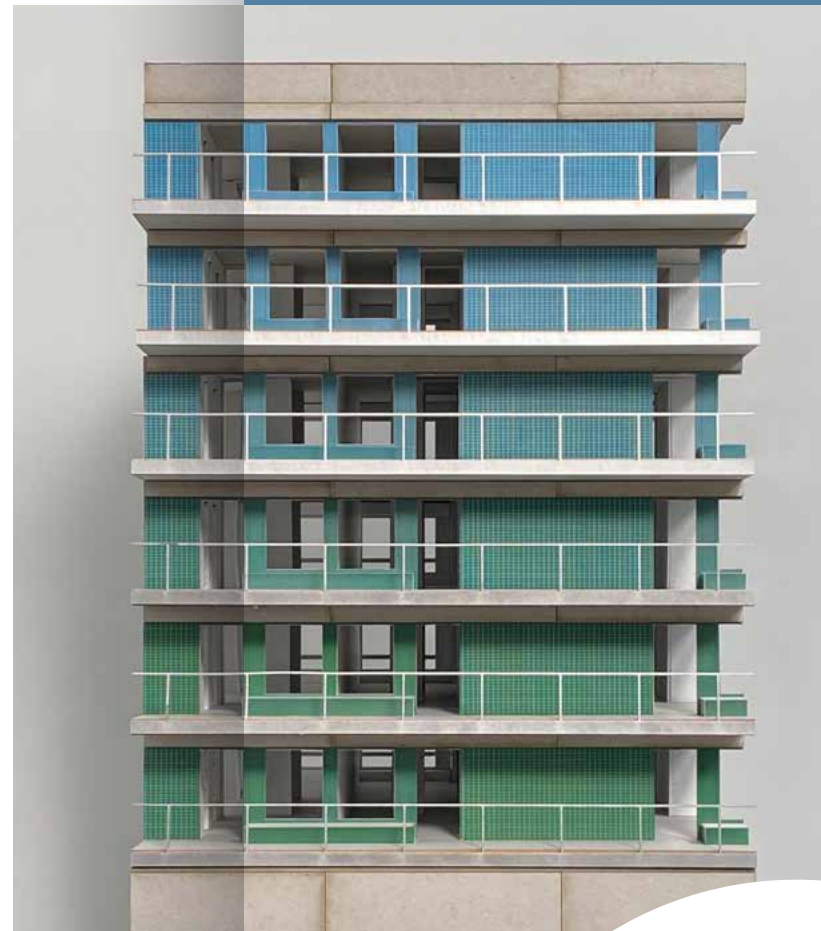


Architecture and nature in perfect symbiosis: The courtyard and its many plants contrast with the stone urban surroundings and the shared green retreat at the centre of the QH Straight apartments.

Quartier Heidestrasse is part of one of the largest and most important urban development projects in Berlin's historic Mitte district. The aim of the project is to combine urban living and working with a modern twist, while also converting a part of the inner city into urgently needed, high-quality living space. Living and working in close proximity – that's the much-acclaimed Berlin mix. Quartier Heidestrasse is now taking Berlin's special mix to the next level and going digital.

Berlin-based architects ROBERTNEUN were commissioned with the planning of QH Straight. The result is an urban block surrounding a lushly landscaped inner courtyard with an almost Mediterranean feel. While urban life bustles beyond, visitors can enjoy an oasis of tranquillity with a pleasant microclimate in the inner courtyard. Sheltered spots are nestled within the dense greenery, offering a special quality for the apartments and ground-floor offices that open out into the space. The staggered heights of the vegetation create interesting views from all floors that change with the seasons. The courtyard façade's colourful, glazed clinker brick finish is an attractive reference to Berlin's once-industrial courtyards filled with various workshops and outbuildings.

ROBERTNEUN as an architectural firm specialises in urban planning and development and has gained experience working on award-winning projects, such as the redevelopment of a disused railway site on the southern end of Gleisdreieck park in Kreuzberg, known as Am Lokdepot.



Tom Friedrich and Nils Buschmann from ROBERTNEUN™ architects

The inner courtyard features an eye-catching colour scheme: Glazed clinker brick facings on the façade have a colour gradient that extends across all storeys, similar to the transitions of nature. The windows, plant troughs, and Venetian blinds are colour-coordinated to match.

It started with a brownfield site. Was that like a blank sheet of paper for you?

When you urbanise a former railway site, you actually have to reinvent the area. This raises the question of how to lay the foundation stones of such a neighbourhood – and how to establish those things that define a city: culture, diversity, and even history. After all, this isn't a greenfield site; we can, for example, use industrial materials that age well, such as concrete and brick, and work these in with what we find and the history of the area.

This creates a sense of identity almost automatically. The area immediately transforms into an authentic, organic part of the city.

QH Straight is located in the middle of the new Quartier Heidestrasse. How does the pulse of the city beat here?

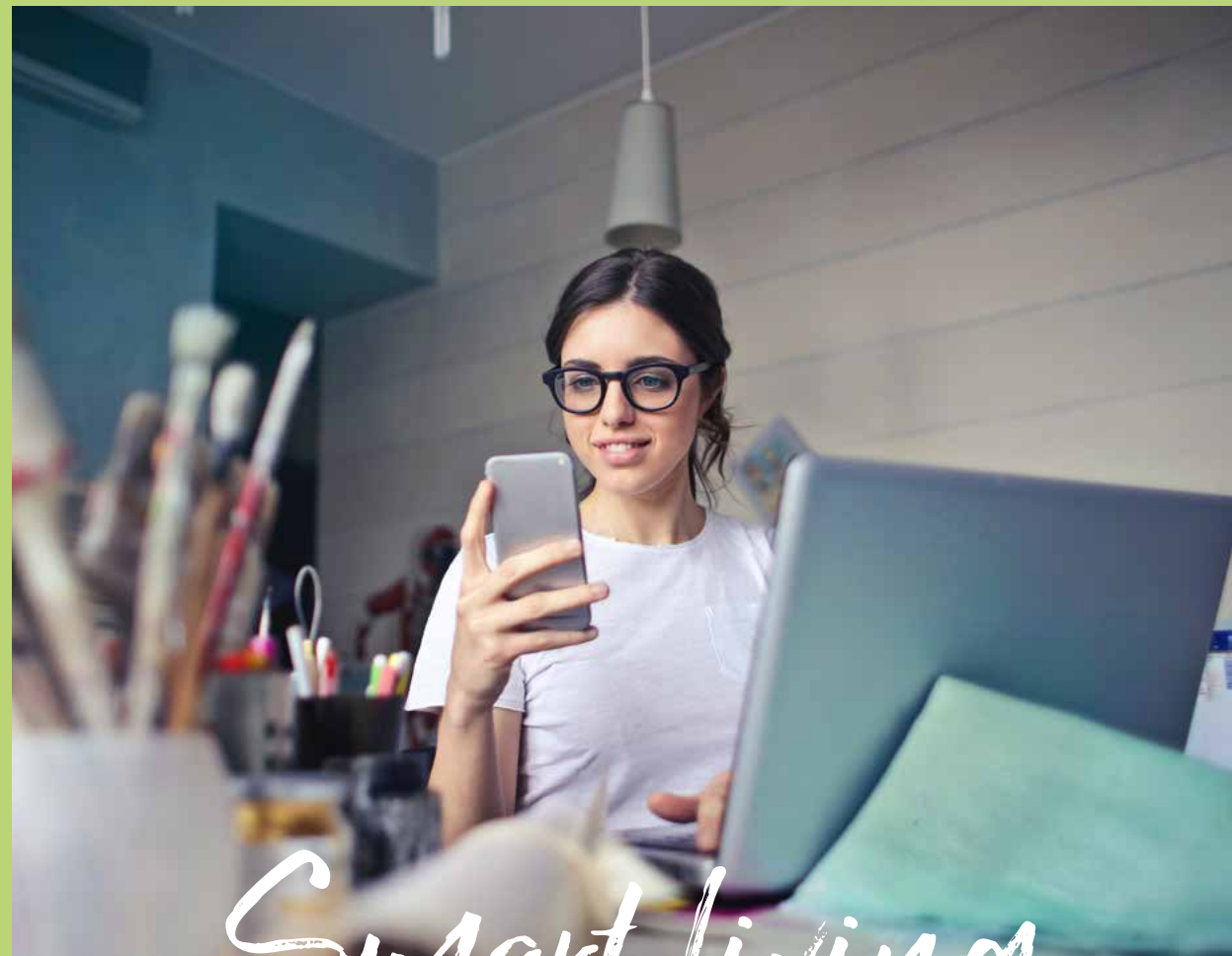
QH Straight is an urban hub, close to the central railway station and right in the middle of a colourful neighbourhood with a mix of homes, workplaces, and local amenities. This balanced mix makes everyday life interesting and easy. Everything is within easy reach, with a wide variety of shops, chemists, pharmacies, supermarkets, restaurants, and inviting street-side cafés. On the upper levels, apartments and offices are grouped around a courtyard. This unites the public urban space with places for private residential retreat. Everything is connected, forming part of the whole, and part of the city.

QH STRAIGHT

- Urban architecture in the style of a contemporary apartment building
- Linear design language supported by concrete and aluminium
- Regular recesses give structure to the facade
 - Striking loggias add white and silver nuances to the colour spectrum
 - Spacious entrance areas open onto quiet intersecting streets
 - Contrast between streamlined architecture and lush nature
- Berlin-typical clinker brick courtyard architecture
 - Views from the entrance into the green courtyard retreat

» QH Straight is diverse and distinctive – as the heart of the neighbourhood and part of the city. «

Nils Buschmann,
CEO of ROBERTNEUN™ Architekten



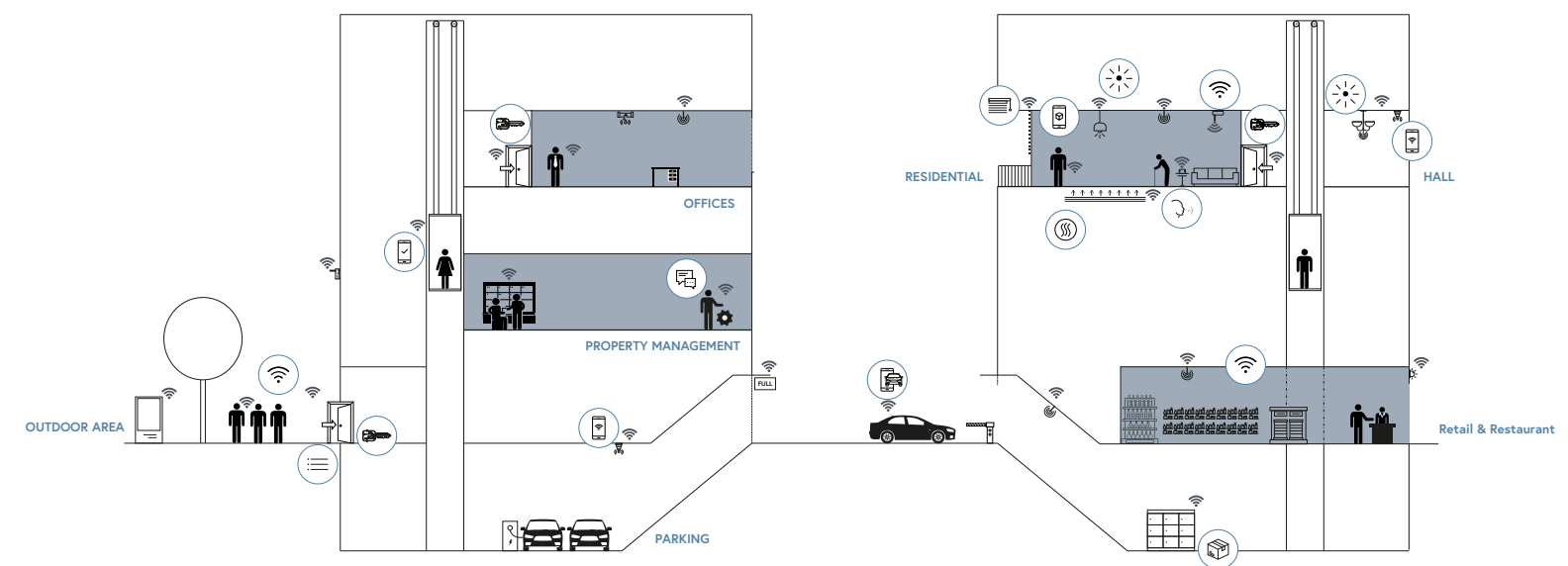
Smart living

DIGITAL FEATURES FOR REAL LIFE

Smart living is the future – especially here on Heidestrasse. Because everything will be connected – residents will be able to control all important building technology, such as heating, lighting, or blinds, via an app, even remotely. It is easy to communicate with the property management or caretaker via chat – just describe your concerns via your tablet or smartphone, any time of day or night. As soon as you drive into the underground parking, your car is identified as belonging to a resident based on its licence plate, and the smart parking assistance system will light up to guide your way to a free parking space. Quartier Heidestrasse is built around state-of-the-art technology. Naturally, you'll find high-speed internet and free Wi-Fi in all outdoor areas, and everything is ready for the latest 5G telecommunications standard.

Contacting building management services, adjusting settings in your apartment, accessing the neighbourhood app, or everyday things such as ordering a pizza or reserving a table at a local restaurant – digital solutions that can be accessed via smartphone or tablet are part of life in Quartier Heidestrasse. Why? So there's more time for real life.

THE DIGITAL FUTURE IS ALREADY HERE AT QH STRAIGHT



- | | | | |
|--|---|--|--|
| | SMART VIDEO INTERCOM | | PROPERTY MANAGEMENT TICKET SYSTEM |
| | DIGITAL ACCESS CONTROL FOR APARTMENTS (OPTIONAL) | | HIGH-SPEED INTERNET |
| | PACKAGE STATION INFO ACCESSIBLE BY SMARTPHONE | | FREE OUTDOOR WI-FI |
| | CONTROL LIGHTING VIA APP | | SMART PARKING SPACE MANAGEMENT, INCLUDING E-MOBILITY |
| | CONTROL BLINDS VIA APP | | COMMUNICATE WITH OTHER QUARTIER HEIDESTRASSE RESIDENTS |
| | CONTROL HEATING VIA APP | | MOVEMENT SENSORS IN STAIRWELLS |
| | TRANSPARENT ONLINE TRACKING OF ENERGY CONSUMPTION | | READY FOR THE 5G TELECOMMUNICATIONS STANDARD |
| | VOICE CONTROL OF SMART BUILDING COMPONENTS* | | |

*assuming the tenant has a compatible voice assistant tool. Google Home is not supported.

AN URBAN JUNGLE IN THE HOME



An essential part of interior design: a view into the green outdoors.



- THE COURTYARD OASIS**
- TYPICAL BERLIN COURTYARD ARCHITECTURE WITH GLAZED CLINKER BRICKS
 - CLINKER BRICK FAÇADE WITH A GRADIENT ACROSS MULTIPLE FLOORS
 - SOPHISTICATED GREENERY CONCEPT: THE COURTYARD AS A GENUINE URBAN JUNGLE
 - A UNIQUE SPOT TO SPEND TIME IN – EXCLUSIVELY FOR TENANTS
 - A SMALL SURROUNDING WALL AND LOUNGE FURNITURE PROVIDE PLACES TO SIT
 - WATER AND ROCK: THE BOULDER FOUNTAIN PROVIDES A CALMING SOUNDSCAPE
 - PROFESSIONALLY LANDSCAPED PATH AND LIGHTING CONCEPT

Space to enjoy life

SPACE FOR CREATIVITY

These are the things that create a sense of comfort: light, space, and good style. Fluid floor plans, ceilings made from stylish exposed concrete, high-quality linoleum flooring and cosy window seats create a harmonious home atmosphere, which is rounded off by smooth walls, bathrooms adorned with elegant white tiles that gleam with timeless beauty, and details that follow a carefully selected home fittings concept. And then there's the view into the vibrant green courtyard, making life in QH Straight a real urban adventure.

Not just any home: it's MY home! If this is your way of thinking, you'll find exactly what you need at QH Straight. Tailored to the needs of people who love open spaces just like they love their privacy. Built for people who value tangible quality, living in urban environments yet wishing to feel close to nature.

What do you expect from life at QH Straight? Granted, you can expect a lot and won't be disappointed!



Rent,
move in,
enjoy.

QH STRAIGHT WILL BE A BEAUTY

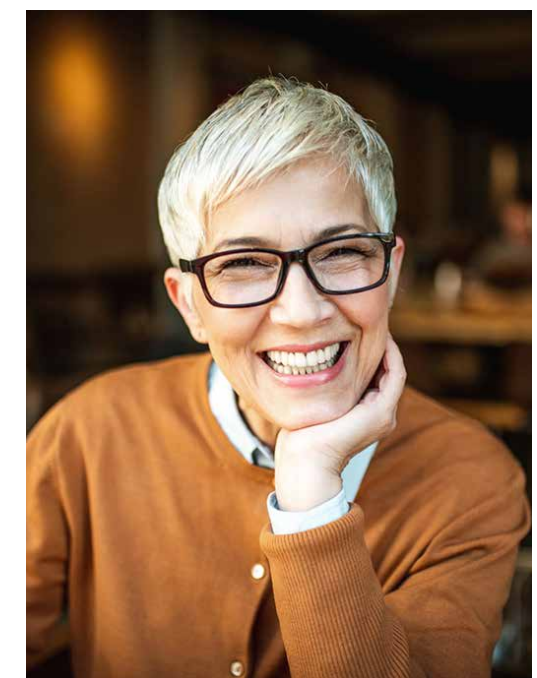


The features and fittings of QH Straight
have been curated with love and care.



FEATURES AND FITTINGS

- HIGH-QUALITY, LIGHT- TO MID-GREY LINOLEUM FLOOR
- LOFT-LIKE AESTHETIC WITH EXPOSED CONCRETE CEILINGS
- LIVING AREA WALLS ARE SMOOTHED AND PAINTED
- MOSTLY FLOOR-THROUGH APARTMENTS
- MANY LIVING AREAS FACE ONTO THE CALM COURTYARD
- LARGE WINDOWS, SOME BUILT WITH WINDOW SEATS
- BUILT-IN KITCHEN WITH DISHWASHER, COMBINED FRIDGE/FREEZER, AND STOVE COOKER
- HIGH-QUALITY BATHROOM CERAMICS
- COORDINATED AND CLEAN: WHITE BATHROOM TILES AND GROUT
- UNDERFLOOR HEATING FOR COSY WARMTH
- INTEGRATED SMART HOME FUNCTIONS
- OUTDOOR WI-FI



With all the variety of life

EXAMPLE LAYOUTS



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APARTMENT TYPE 9A | 2 ROOMS

Apartment nos. 17, 19, 21, 39, 41, 43, 61, 63, 65, 83, 85, 87, 105, 107, 109, 126, 128, 130

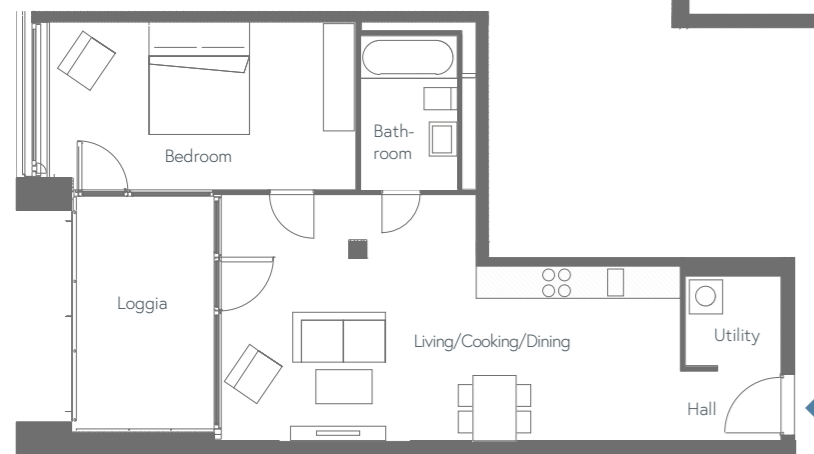
Living	13.99 m ²
Cooking	7.24 m ²
Dining	15.55 m ²
Bedroom	14.18 m ²
Bathroom	4.62 m ²
Utility	2.78 m ²
Net living area	58.36 m ²
Loggia (real area: 8.94 m ²)	4.47 m ²
Total living area	62.83 m²



APARTMENT TYPE 3A | 2 ROOMS

Apartment nos. 8, 30, 52, 74, 96

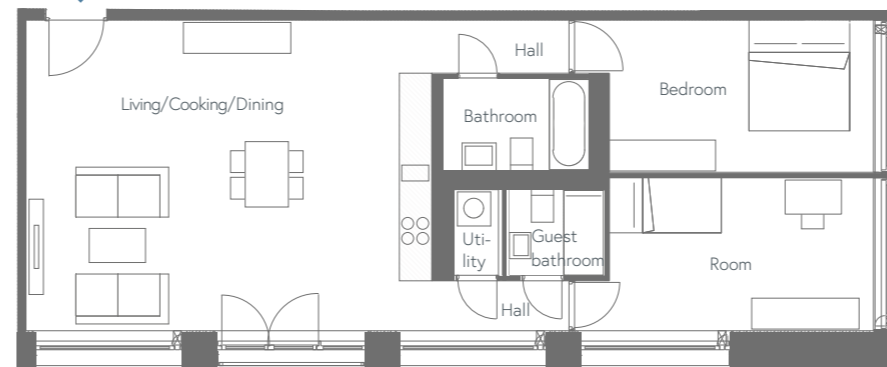
Living/Cooking/Dining	34.05 m ²
Bedroom	17.98 m ²
Bathroom	5.67 m ²
Hall	2.45 m ²
Utility	3.10 m ²
Net living area	63.25 m ²
Loggia (real area: 11.55 m ²)	5.78 m ²
Total living area	69.03 m²



APARTMENT TYPE 4B | 3 ROOMS

Apartment nos. 14, 36, 58, 80, 102, 123

Living/Cooking/Dining	44.21 m ²
Bedroom	15.05 m ²
Room	14.91 m ²
Bathroom	4.55 m ²
Guest bathroom	2.64 m ²
Hall	4.81 m ²
Utility	1.32 m ²
Total living area	87.49 m²

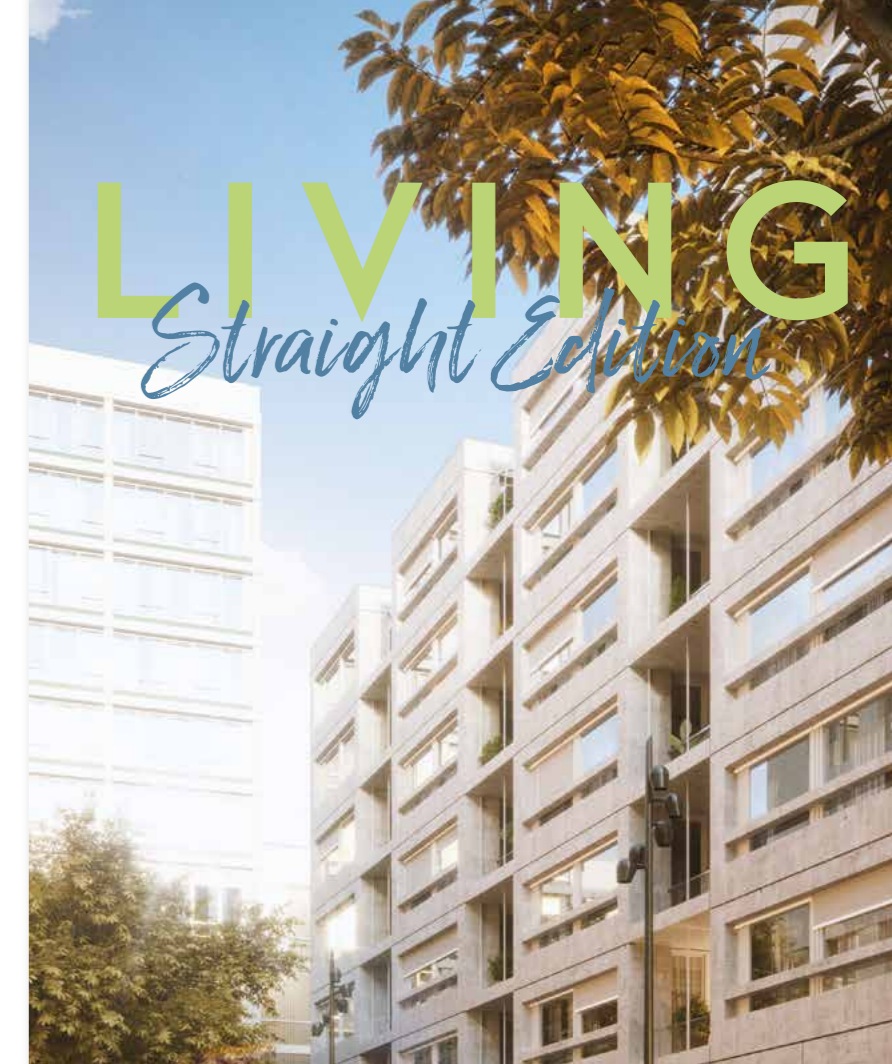


APARTMENT TYPE 6 | 4 ROOM

Apartment nos. 11, 33, 55, 77, 99, 120

Living	17.47 m ²
Cooking	8.28 m ²
Dining	17.17 m ²
Bedroom	13.22 m ²
Room 1	13.64 m ²
Room 2	13.08 m ²
Room 3	10.00 m ²
Bathroom	4.63 m ²
Guest bathroom	3.12 m ²
Hall	7.42 m ²
Utility	1.75 m ²
Net living area	109.78 m ²
Balcony (real area: 4.94 m ²)	2.47 m ²
Total living area	112.25 m²

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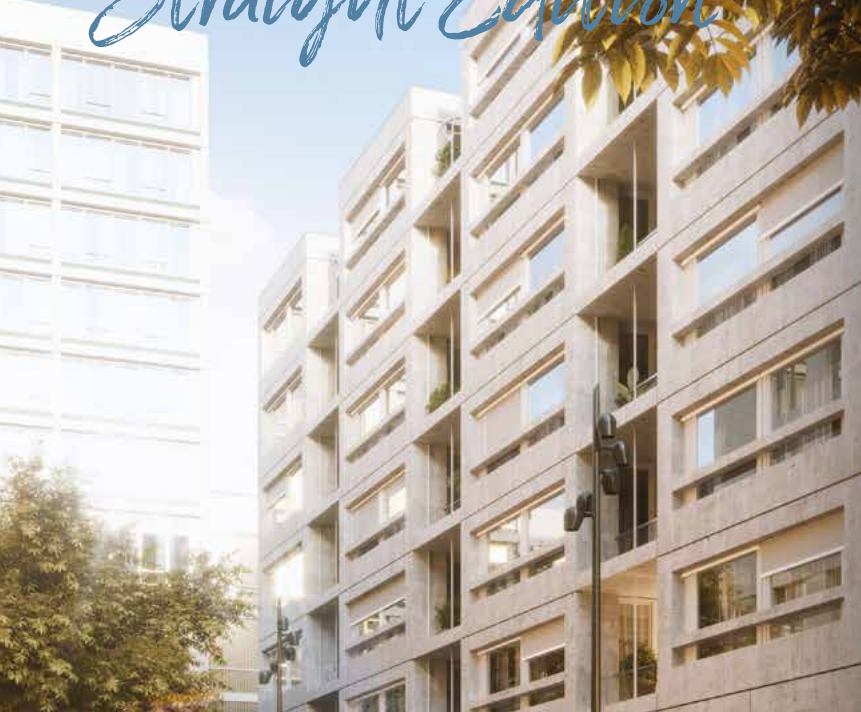
MY NEW APARTMENT

Take your pick. Then move right in!



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MY NEW APARTMENT

Take your pick. Then move right in!



Let's talk

WELCOME HOME

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DISCLAIMER

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RENTAL

allod. Immobilien- und Vermögensverwaltungsges.

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a later stage of planning. Slight deviations in area are possible within any given floor plan type. Due to technical requirements, it may be necessary to encase specific areas or suspend ceilings in kitchens, bathrooms, toilets, and utility rooms as needed. Terraces, balconies, and loggias are calculated as 50% of their total area. The furniture shown is not included in the rental price. Version: June 2023

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PORTRAITS

ROBERTNEUN ARCHITECTS