

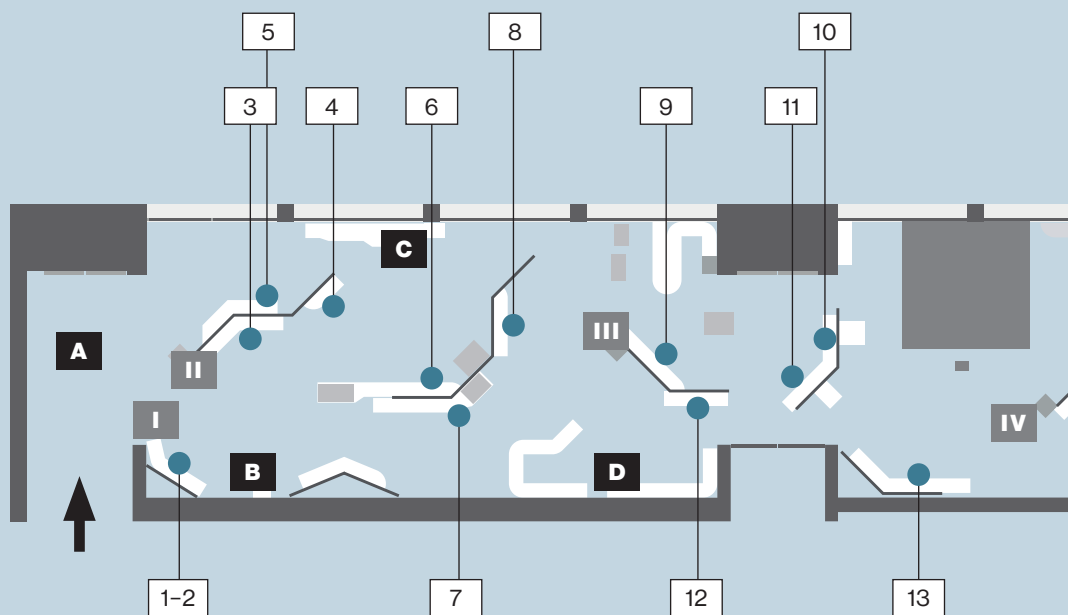
# **DIE NEUE HEIMAT**

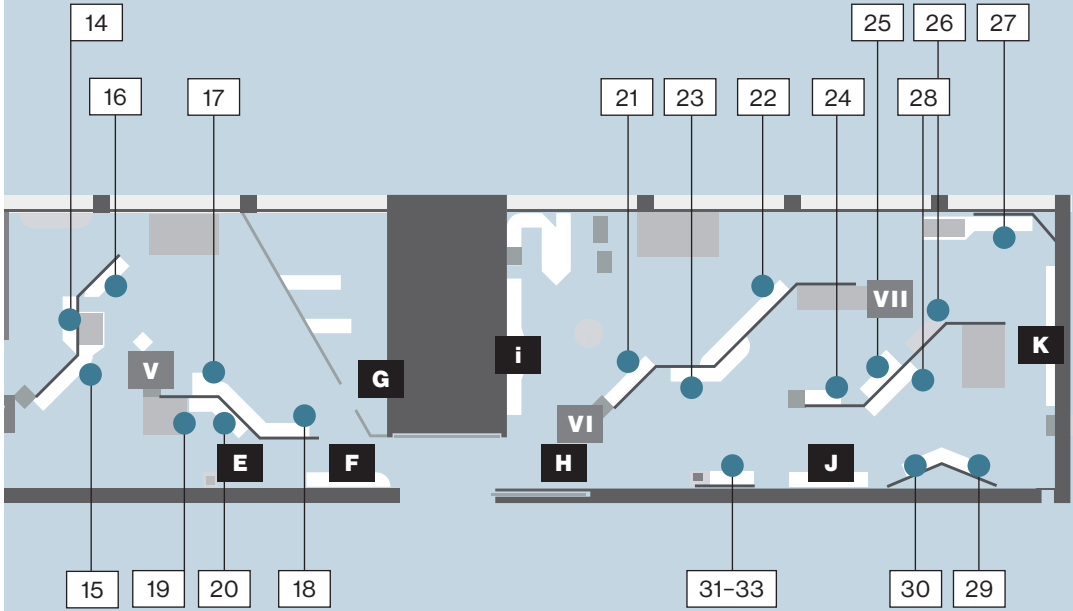
**[1950–1982]**

**A SOCIAL DEMOCRATIC UTOPIA  
AND ITS BUILDINGS**

**A.M.**

English





# A

## NEUE HEIMAT (1950–1982)

### A SOCIAL DEMOCRATIC UTOPIA AND ITS BUILDINGS

**N**EUE HEIMAT was the largest and most important non-state housing corporation in post-war Europe. Over a period of more than thirty years, the union-led company planned and built more than 400,000 apartments and has, from the 1960s onwards, realized numerous municipal and commercial buildings in Germany – the majority of which are still standing today.

Neue Heimat's projects can be regarded not only as a result of the entangled interplay between economic interests and politics, they were also an expression and reflection of the social history of the Federal Republic of Germany. Over the course of Germany's 'economic miracle', Neue Heimat succeeded in articulating the hope for a better life harboured by broad sections of the population. By implementing large-scale housing complexes which were predominantly conceived as social housing estates, the trade union-led corporation offered an effective tool to alleviate the housing shortage that still prevailed, even two decades after the Second World War had ended. Neue Heimat's programme was inherently connected to a vision of urban design that formatively influenced social processes: according to Albert Vietor, chairman of Neue Heimat's management board, "urban development had to resemble practical politics", and he described it as a "service to progress". The scandalous collapse of the corporation in the early 1980s sent shockwaves through West Germany and signalled the end of an era.

The buildings constructed by Neue Heimat reflect the developments and debates that influenced urban design theories from the 1950s to the 1980s, ranging from Hans Bernhard Reichow's "Organische Stadtbaukunst" ("The Organic Art of Building Cities"), to Alexander Mitscherlich's criticism of the "inhospitableness" of cities, to the call for more urbanity by way of high-density city planning. When it became apparent in the mid-1960s that the steady growth in residential construction would reach its limits, the company expanded its sphere of activity. With subsidiaries operating outside the non-profit sector, Neue Heimat succeeded in opening up new markets: it planned and built clinics as well as shopping and congress centres, and then became internationally active in countries such as France, Ghana, Mexico, and Venezuela.

Ever since the liquidation of Neue Heimat, there has been an instinctive tendency to associate the company's name solely with the negative reception of its large-scale building estates. For a long time, this has hindered a differentiated engagement with Neue Heimat's achievements. Given the dramatic escalation of the current housing market, it is of utmost importance to offer a critical reconsideration and reassessment of Neue Heimat's legacy: what has become of the – still touted – social democratic vision that promised “housing for all”?

This is the first time that the buildings and projects developed by Neue Heimat will be exemplarily presented in an architectural exhibition. A significant portion of the materials stems from the collections of the Hamburgisches Architekturarchiv, from collections at the Architekturmuseum TUM, and from WSB Bayern. Numerous newly produced interviews with contemporary witnesses document the history of Neue Heimat. Photographs by Herlinde Koelbl depict both residents and buildings of Neuperlach. Ulrike Myrzik and Manfred Jarisch portray the housing estates and large-scale projects from a contemporary perspective.

#### Impressum:

An exhibition by the Architekturmuseum TUM  
and the Hamburgisches Architekturarchiv  
in cooperation with the Museum für Hamburgische Geschichte.

Director: **Andres Lepik**

Curator: **Hilde Strobl**

Graphic: **Hannes Aechter, Berlin**

Exhibition Architecture: **José Ramos, Berlin**

Assistance: **Sina Brückner-Amin, Anna List**

Hamburgisches Architekturarchiv:

**Ullrich Schwarz with Norbert Baues and Karl H. Hoffmann**

Translations: **Jennifer Leetsch**

# B

## THE HOUSING CORPORATION NEUE HEIMAT

### CHRONOLOGY

#### 27.5.1926

The union-led Gemeinnützige Kleinwohnungsbaugesellschaft Groß-Hamburg mbH (GKB) is entered into the commercial register

#### 1933

All trade union assets are ousted. GKB is forcibly integrated into the German Labour Front (DAF) and renamed Neue Heimat Gemeinnützige Wohnungs- und Siedlungsgesellschaft mbH.

#### 1945

After the end of the war, Neue Heimat is placed under Allied trusteeship as a "former NSDAP asset". Wilhelm Radlof is appointed supervisory and managing trustee. 2,000 of the 4,300 apartments built by Neue Heimat were destroyed in the war.

#### 1.1.1950

Change of leadership at Neue Heimat Hamburg: Heinrich Plett becomes managing director, Albert Vietor commercial manager, and Walter Beyn technical manager.

#### 12.5.1950

Neue Heimat takes over the construction company Hansa mbH, Hamburg (later first called Neues Heim Gemeinnützige Wohnungsbaugesellschaft mbH, and then Neue Heimat Nord).

#### 16.5.1950

Neue Heimat acquires the stock company for Gemeinnütziger Kleinwohnungsbau (AGEKA), Hamburg.

#### 29.5.1952

The trade union audit committee for the British zone decides to apportion all Neue Heimat union assets (which had until then been controlled by the allies) to the invest-

ment and trust company of the German Federation of Trade Unions. The Advisory Board of Trustees becomes a Supervisory Board.

Election of Albin Karl, member of the managing federal board of the DGB, and Mathias Terhorst, managing director of the investment and trust company of the DGB.

#### 18.2.1953

Neue Heimat Bremen Gemeinnützige Wohnungs- und Siedlungsgesellschaft mbH, Bremen (GEWOBA) is integrated into the company.

#### SINCE 1954

Decision of the DGB Federal Executive Committee to incorporate all housing industry holdings into Neue Heimat Hamburg. Further integration of housing development companies from all federal states and larger cities followed in the next few years (see corporate structure) –the last being GEWOBA Gemeinnützige Siedlungsbau-gesellschaft mbH, Frankfurt am Main, in 1960.

#### 1954

Foundation of the company magazine "Neue Heimat. Monatshefte für neuzeitlichen Wohnungsbau."

#### 1.1.1960

Due to the integration of regional companies, Neue Heimat now comprises 27 subsidiaries and a housing stock of 110,000 apartments.

#### 2.5.1962

Foundation of Gewerbebauträger GmbH, Hamburg, which enables the company to operate beyond its non-profit obligations. It is limited to the construction of shopping centres.

**13.11.1962**

Foundation of the Gesellschaft Neue Heimat International (NHI), to expand the market abroad.

**14.1.1963**

Heinrich Plett dies. Albert Vietor becomes new Chairman of the Executive Board.

**1.8.1963**

Foundation of the Gesellschaft für Wohnungswesen e. V. (GEWOS) with seat in Hamburg. It is conducive to scientific pre-investigation of urban development projects.

**8.10.1963**

In Berlin-Spandau, the 200,000th Neue Heimat apartment is handed over to its tenant.

**9.4.1964**

Foundation of Neue Heimat Kommunal Gesellschaft zum Bau öffentlicher und sozialer Einrichtungen mbH, Hamburg.

**15.12.1967**

In Hamburg-Osdorf, the 300,000th Neue Heimat apartment is handed over to its tenant.

**13.6.1969**

Neue Heimat Städtebau GmbH Hamburg (NHS) is founded by the German Confederation of Trade Unions (DGB) and 13 of its affiliated individual regional trade unions. Original share capital: DM 10,000,000.

**11.7.1969**

Foundation of Gesellschaft für Industrieansiedlung mbH, Hamburg (holding company of Neue Heimat Städtebau Hamburg).

**5.5.1971**

MEDIPLAN Krankenhausplanungs-gesellschaft mbH, Munich is acquired by Neue Heimat Städtebau.

**14.6.1976**

The share capital of Neue Heimat Städtebau GmbH, Hamburg is increased from DM 40,000,000 to DM 60,000,000.

**1978**

Neue Heimat Nordrhein-Westfalen begins to sell apartments to insurance companies, investors and tenants.

**8.2.1982**

The magazine "Der Spiegel" publicises the "Neue Heimat scandal".

**1983**

Neue Heimat Städtebau intends to sell all real estate at home and abroad. The trade union-owned BGAG acquires the majority of Neue Heimat.

**1986**

A trustee handles Neue Heimat and sells its real estate holdings to the Berlin baker Horst Schiesser for the symbolic price of one DM. Because the banks do not support Schiesser, he has to transfer the property back after 2 months.

The German Bundestag sets up the Investigation Committee Neue Heimat.

Planned dissolution of Neue Heimat within 3 years. Neue Heimat sells entire regional companies to the Beteiligungsgesellschaft für Gemeinwirtschaft (BGAG).

**1987**

Regional companies sell the properties to state governments and to municipal and private housing companies: the City of Bremen takes over Neue Heimat Bremen (GEWOBA), the Landesentwicklungsgesellschaft

North Rhine-Westphalia acquires Neue Heimat NRW, the City of Hamburg purchases Neue Heimat Nord, and the Dobliger Group buys Neue Heimat Bayern.

**1991**

An investigative committee implemented by the Hamburg citizenry concludes that Neue Heimat has misappropriated DM 200 million of charitable funds. The liquidation of Neue Heimat cost the unions around DM 1 billion.



# HAMBURG

## NH ADMINISTRATION

On the occasion of the company's anniversary in 1960, Neue Heimat summarised its rise to success in their monthly magazine ("Monatsheft") as follows: "Starting out in a barrack, 10 years ago Neue Heimat Hamburg initiated a large-scale residential construction program of more than 100,000 apartments, which culminated and exceeded itself in the form of the [Hamburg-Hohenfelde] skyscraper". The high-rise administration building in Hamburg-Hohenfelde, which was internally usually referred to after its location as "Lübecker Straße", was designed by Ernst May and finalised by Diether Haase. The 14-storey building is characterised by its façade which showcases multi-coloured clinker bricks and green, vertically placed ceramic bands. The staircase on the south-east side of the building and the copper-clad oval meeting room on the roof are further elements that visually set it apart from other, more conventional office buildings. At the same time, it acts as a symbol to mark the way the company's position as a trade union has changed: through the portholes of their conference rooms, Neue Heimat's managing directors and chairmen were able to look down on the Alster and the Hamburg panorama, which had been considerably shaped by the company's constructions.

# MUNICH

## NH ADMINISTRATION

In 1971, the administration of Neue Heimat moved from its offices in Munich's Heßstraße to the new administration building in Neuperlach. Directly connected to the Plett Center, the complex was positioned on a raised plateau and adjacent to a central pedestrian axis. The inner courtyard of the square three-storey-high building extended upwards in terraces; positioned in its middle was a fountain by Blasí Gerg. The façades of the reinforced concrete skeleton construction were clad with polished concrete and bronze-coloured hard-anodised aluminium. After its erection, the kinetic sculpture "Space Churn with Spheres" by the American artist George Rickey – located in the public courtyard area between the administration building in the east and the Plett Center shops in the west – soon became Neuperlach's landmark. In addition, Neue Heimat Bayern proved its affinity to the arts by equipping the building with numerous works by artists such as Rupprecht Geiger to Sigmar Polke. WSB Bayern moved into the administrative headquarters in 1986 – the building was demolished in 2008.



# C

## THEORY OF THE CITY

### FROM THE ORGANIC CITY TO URBAN DENSITY

For the planning and design of Hamburg's garden cities Hohnerkamp and Farmsen, Neue Heimat engaged Hans Bernhard Reichow, author of "Organische Stadtbaukunst. Von der Großstadt zur Stadtlandschaft" ("The Organic Art of Building Towns") (1948); Reichow counts among the representatives of a style of urban planning that favoured so-called "city landscapes", characterised by generous green spaces, terraced gradations of building heights, and "organic" winding paths which branch out from main traffic routes. This approach was carried forward by notions of an "ordered and loose city" – organised into functional areas and neighbourhoods – which were prevalent in the works of Johannes Göderitz, Roland Rainer, and Hubert Hoffmann (1957).

Due to the growing number of conflicts and neighbourhood disputes in the increasingly large-scale housing estates, protesting citizens as well as urban theorists and sociologists demanded proactive housing policies in accordance with social concerns. Prompted by Jane Jacobs' "Death and Life of Great American Cities" (1963), Germany saw itself confronted with public debates which not only centred around how society was influenced by architecture but also in how far urban society was affected by high-density city planning. Neue Heimat reacted to the public change of course and referred to the social psychologist Alexander Mitscherlich's critique of the 'inhospitable city' in "Die Unwirtlichkeit unserer Städte. Anstiftung zum Unfrieden" (1965); from the outset on, Mitscherlich was involved in the planning of the large Heidelberg Emmertsgrund housing estate and was also called in as a consultant for the development of Neuperlach.

# D

## NEUE HEIMAT'S MEDIA

### FROM COMPANY MAGAZINE TO ADVERTISING FILMS

The company-own magazine "Neue Heimat Monatshefte für neuzeitlichen Wohnungsbau" ("Neue Heimat Monthly Issues for Modern Housing"), which was published from 1954 onwards, was launched by the head of the planning department, Ernst May, who initially also took care of the magazine as

editor-in-chief. As a glossy publication, it was aimed at an audience beyond Neue Heimat, providing information about the company's construction projects, and addressing an expert audience.

The inclusion of studies and tenant surveys conducted by the company's own research centre "GEWOS" demonstrated that it also served as a research magazine. In addition to independent journalists and architects such as Hans-Bernhard Reichow, Victor Gruen, Martin Schwonke, Hans-Paul Bahrdt, and Alexander Mitscherlich, the editors and executives of the company were among the authors, too. The latest apartment design recommendations and international reports highlighted contemporary lifestyles and cosmopolitanism: in effect, Neue Heimat had a finger on the pulse of the time.

The magazine charted current trends prevalent in the discourse on urban development and discussed key concepts ranging from the garden city to large-scale housing estates to urban redevelopment measures. After the corruption scandal in 1982, the magazine was renamed "Stadt" ("City"), only appeared quarterly, and was then discontinued in 1986 with the dissolution of the corporation.

Neue Heimat produced numerous advertising films. Until the 1960s, they underscored the company's social mission: to create apartments for a better life in a new home. This promised young families in particular to live in nature, with modern designs, and technical comfort and progress. Life in Neue Heimat settlements was promoted as a counter-image to living in emergency apartments and Nissen huts in the inner cities which were still marked by the effects of war up until the 1960s.

By integrating regional subsidiaries throughout Germany and by expanding into international activities as well as public and commercial buildings, the company evolved into a major corporation. Numerous explanatory films, mostly accompanied by pop music and so-called "hostesses", served to showcase the company's far-reaching achievements.

# E

## NEUE HEIMAT IN GREEN

LANDSCAPING, PLAYGROUNDS,  
AND PRIVATE GARDENS

How much garden fits into a city was not only explored by way of “organically” designed settlements such as Hamburg Hohnerkamp, Munich Bogenhausen, or Kassel Auefeld. Although these garden cities already carry their agendas in their names, landscape design plays a decisive role in almost all Neue Heimat estates. Playgrounds and leisure spaces were to guarantee the prosperity of these new cities from the outset and they were to ensure that these (re)constructed living environments would be able to do something that an accumulation of inorganic material could not: to grow.

Here, an increasingly functional separation and zoning of green spaces can be noticed: from the 1960s onwards, residential areas included private gardens along parcelled-out single-family houses, public communal areas situated between apartment buildings, and decorative greenery to screen balconies from view. Notions of heterogeneous large-scale housing estates brought about infrastructurally-ordered outdoor areas, which featured mixed functions and were available for the entire neighbourhood.

# F

## INTERIEUR

MODERNISATION FROM WALLPAPER  
TO KITCHEN CUPBOARDS

Urban planning principles based on functional segregation were also sought to be applied to interior spaces. Unnecessary or even superfluous space, such as the “parlour” stemming from a time even before the First World War, was to be avoided from now on. Processes like the standardisation of furniture production and the implementation of materials such as plastic supported an initially hesitant, then far more wide-ranging modernisation and functionalisation of the private home. Modular elements found in kitchen furnishings – such as the “Kombinationsküche Neue Heimat” designed by architect Ingeborg Spengelin – were advertised on

a “sample sheet” in the very first volume of Neue Heimat's monthly magazine. Wallpapers, tiles, floors, international furniture design, and indoor plants were likewise presented here. For its interior designs, Neue Heimat regularly commissioned renowned architects such as Arne Jacobsen and Wilhelm Wagenfeld.

Despite the modernisation of aesthetic form, a functional separation of living and working areas according to gender remained the rule. In addition to mother and father, the child was now also given a play area, which was kept away from the “ordered” adult world. Where, on the one hand, attempts were made to overcome old-fashioned conventions, the traditional role models of the bourgeois nuclear family were simultaneously upheld.

## G

### **NEUE HEIMAT'S LARGE HOUSING ESTATES**

2018

In 2018, the photographers Ulrike Myrzik and Manfred Jarisch documented fourteen large Neue Heimat housing estates which had changed ownership after the company's demise. Having aged considerable, these formerly “new cities” can now be seen from two sides – as popular places to live as well as social trouble spots.

Whether resident, employee, or social worker: everyone has their own unique relationship to these settlements. Drawing from numerous encounters, Myrzik & Jarisch created protocols which were then sounded by the voice-over artist Katja Bürkle.

# H

## NEUE HEIMAT'S LARGE-SCALE PROJECTS

2018

Neue Heimat's large-scale housing estates have a negative image, as do its modular university, hospital, and administrative building structures, or its over-sized large-scale projects such as the Congress Centrum Hamburg or the ICC in Berlin. But the fact that individual buildings of Neue Heimat – such as the Neutra settlement in Walldorf (1986), the Aalto skyscraper (1998), the garden city of Farmsen (2003), and Aachen's university hospital (2008) – have been placed under preservation orders, attests to a current change in perspective. For other buildings, such as the ICC Berlin, the status of protection is still being discussed.

Recent studies on Neue Vahr in Bremen and on Munich Neuperlach have re-defined the parameters of large-scale housing estates and thus provide the opportunity to further develop existing structures.

The underlying criticism levelled at buildings which date from the heyday of Neue Heimat – between the mid-1960s and the end of the 1970s – was caused not only by the way in which they were constructed, but also by the visible consequences resulting from the ongoing industrialisation of building manufacture, as the growing possibilities offered by industrial construction were accompanied by an increase in the scale of construction output. These dimensions, in turn, determined aspects of economic efficiency as well as aesthetic parameters depending on material and technology.

# i

## NEUE HEIMAT INTERNATIONAL

AMBASSADOR OF GERMANY

The subsidiary Neue Heimat International (NHI) was founded in 1962 and, from today's perspective, represents the result of an unconditional willingness to expand and a sense of commitment to what was now a well-established brand. As the construction capacity in Germany seemed to be

exhausted for the moment, the company decided to export residential construction to markets abroad. NHI found its most important partner in France: by 1974, around 12,000 apartments had been built there. Other projects were realised together with partner companies in Italy, Israel, Venezuela, Brazil and Mexico, including apartments, holiday complexes, office buildings, hotel complexes and convention centres, such as the famous Congress Centre in Monaco.

NHI was involved in development aid projects in newly-independent African countries such as Ghana and Tanzania. Overall, NHI failed due to various factors: aspects such as the lack of financial support, misjudgements of the local situation, difficulties in implementation, but also a lack of public awareness led to the end of the initiative in the mid-1970s.

In view of its construction activities in Europe and on individual emerging markets, the economic viability of NHI was disproportionate to its commitment and effort and remained a loss-making business.

Research: **Karl H. Hoffmann (HAA)**

## J

# CONSTRUCTION TECHNOLOGY

## FROM ASSEMBLY CONSTRUCTION SYSTEMS TO SLIPFORMING PROCESSES

Due to the considerable demand for housing to be built as quickly as possible, the large housing construction projects of the first three post-war decades demanded a rationalisation of the construction process. Initially, serial production techniques of the early 20th century were adopted, further developed, and then implemented on a larger scale. Modular construction systems involving a manageable number of standardised construction elements, which were prefabricated industrially and assembled on site, made it possible to shorten construction times and thus reduce costs. Due to centralised purchases of large quantities, Neue Heimat was also in a position to negotiate favourable purchase prices for the necessary building materials. For this purpose, it took over the Union-Baubedarfs-Gesellschaft (UBG) together with the Großeinkaufsgesellschaft der deutschen Konsumgenossenschaften in 1954.

Using systems such as Durisol or Coignet, assembly elements were produced in prefabrication facilities, the number of which rose rapidly until 1970. If none was in the immediate vicinity, field factories had to be set up.

At the same time, various formwork techniques were used directly on site from the mid-1960s onwards. While climbing and sliding formwork was increasingly used for tall buildings and in especially for the construction of installation and staircase cores, the bulkhead construction method in particular supported the use of formwork carriages or movable formwork elements.

## K

# THE NEUE HEIMAT SCANDAL

## MEDIA REPORTS

A report in the magazine "Der Spiegel" on February 8th, 1982 revealed a misappropriation scandal: board members of Neue Heimat had embezzled funds worth millions. The systematic defraudation of not least also public funds (because of Neue Heimat's non-profit nature) was carried out via implementing excessively high heating and ancillary costs. These were accounted for by companies which in turn were owned by straw men deployed by board members. At the same time, it was made public that the company was heavily indebted. Albert Vietor was dismissed.

In 1986, Neue Heimat was handled by a trustee and its huge property holdings were sold to the Berlin baker Horst Schiesser for the symbolic price of one DM. A short while later, Schiesser had to transfer the holdings back to the trade union holding company. The final liquidation was carried out by the respective regional companies which, between 1987 and 1990, transferred the properties to state governments and to municipal as well as private housing companies. The process cost the trade unions billions of DM.

The abolition of non-profit housing in 1988 as part of the Tax Reform Act was not least a reaction to Neue Heimat's fraud scandal.

# TRADITION AND NEW BEGINNINGS IN THE POST-WAR PERIOD

## THE RECONSTRUCTION OF HOUSING ESTATES

### 1

#### HAMBURG BARMBEK-NORD

During the time following the currency reform and the First Housing Act, the reconstruction of housing estates was at the forefront of the *Neue Heimat*'s endeavours. From 1950 onwards, the housing association largely restored one of its "own" quarters in Barmbek-Nord, which had been planned by Fritz Schumacher, Hermann Höger and others under the auspices of its predecessor, the *Gemeinnützige Kleinwohnungsbaugesellschaft* (GKB), between 1926 and 1931. Only 5.2 percent of the apartments had remained intact during the war. Apart from simplifying functions and façade ornaments and dividing up apartments, the reconstruction followed the model of the heavily damaged original estate. Utilising slipform construction, in 1953/54 Walter Beyn and Erich Knerlich built a 14-storey residential high-rise building on Habichtplatz, right in the middle of the reconstructed quarter. The brick ensemble was listed as a historic building even before first refurbishments were carried out in 1978–1981.

### 2

#### HAMBURG VEDDEL

The working-class housing estate on Veddel, an Elbe island in the harbour area, which was built in the late 1920s, can be counted among the „old stock“ of *Neue Heimat* Hamburg. In order to provide for the growing demand for housing, the *Gemeinnützige Kleinwohnungsbau m.b.H. Groß-Hamburg* was founded in 1926. On Veddel, it built the first ever subsidized large-scale housing estate. The development of the area was based on a general plan by Fritz Schumacher. In addition to further efforts for urban development, the agenda specified building block sizes as well as a uniform use of clinker for façade designs.

After the housing association was co-opted and taken over by the German Labour Front (DAF) in 1933, the construction on Veddel came to a standstill. During the Second World War, more than a third of the apartments on Veddel were destroyed. By 1952, the buildings were rebuilt ac-



cording to the original plans; visually, the reconstructed parts of the estate barely differ from its former substance. Between 1979 and 1985, the housing complex Veddel was extensively refurbished.

## II

# AN ANTITHESIS TO URBAN LIVING

FROM THE GARDEN CITY TO THE “ORDERED AND LOOSE CITY”

## 3

### HAMBURG GARDEN CITY HOHNERKAMP

Hohnerkamp was the first large-scale estate project post-1945 that was situated outside of the frames of state-subsidized housing and it was the first *Neue Heimat* garden city. Here, Hans B. Reichow for the first implemented concepts developed in his book “Organische Stadtbaukunst” (“The Organic Art of Building Towns”) (1948) – with neighbourhoods embedded into their landscape surroundings and with curved, intertwined roads. Situated on a gentle slope, the “terrace town” consists of 2-, 3- and 6-storey single-family, row and high-rise houses. The landscape architect Gustav Lüttge planned generous green community areas as well as private gardens “which would shape after-work hours”. Reichow had qualified in a competition for rationalised construction methods advertised by the Marshall Plan administration, which then led Heinrich Plett to contact him. The bedrooms, however, caused critique, because they were so tiny that residents were only able to exit them via two doors; they were dubbed so-called “Moltke rooms”: “march divided, sleep united”. The garden city has been subject to a “milieu preservation” order since 1987, after a tenant initiative successfully opposed attempts to partially sell the estate.

## 4

### KASSEL GARDEN CITY AUEFELD

Kassel was severely destroyed during the Second World War and its first major “rebuilding project” was the garden city Auefeld, which covers 165,000 square meters of the so-called Südstadt. The development plans, which GEWO BAG developed together with the architect Heinz Graaf and with Kassel’s municipal planning and building control office, followed the model of an urban landscape divided into neighbourhoods and loosened up by green spaces.

Multi-storey rental blocks, a single-family housing complex, and 4 to 5-storey high circular-plan houses which dominate the cityscape, fan out around a square with church, school, shops and launderette towards the south. To the east, a three-storey retirement home adjoins an allotment garden area. While for the single-family houses an ideas contest was announced, the multi-family apartments – each encompassing one to four rooms – were planned by GE-WOBAG. The housing estate was financed without the use of public funds. Because of the “modern welfare culture” implemented there, this model estate attracted attention throughout Germany; it also functioned as a role model due to the designs that were developed for its private residential housing complexes. In 2001, the Auefeld housing estate was placed under a preservation order.

## 5

### MUNICH PARKSTADT BOGENHAUSEN

As the first self-contained residential complex in Bavaria, Parkstadt Bogenhausen was conceived as a reaction to the ongoing housing shortage after the Second World War. Especially in Munich additional living space was urgently needed: in 1951, for example, council housing accounted for 85 percent of all new home constructions; it amounted to 50 percent until 1953, and to about 30 percent in the following years.

The funds for the project on the edge of Bogenhausen's stately home neighbourhood can primarily be traced to the European Recovery Programme and to the building contractors' own equity capital. Neue Heimat described the project's implementation as a “result of the struggle between architects, engineers and financiers” – despite being funded by way of „independent“ financing, the price per square metre was supposed to stay below the level of subsidised residential construction. Following the principles of an interlinked and open city, Alfred Reich planned generous green spaces. The settlement was designed to support the working middle classes and to provide them with a comfortable place to live. Regarded as one of the prototypical residential complexes of its time, Parkstadt Bogenhausen is now listed on Bavaria's monument protection register.

## 6

### BREMEN NEUE VAHR

The planning of Neue Vahr goes back to the „Gesetz zur Behebung der Wohnungsnot im Lande Bremen“ (a law implemented to remedy the housing shortage in the State of Bremen) passed by the Bremen Parliament in 1956.

Since it was not possible to build the required number of flats in areas full of rubble and debris post-Second World War, it was decided to expand the city on previously undeveloped land on its outskirts. In order to complete such a major task within the planned time frame, GEWOBA commissioned a group of architects which not only included May and Reichow, but also the Bremen architects Max Säume and Günther Hafemann.

The planning team laid out five neighbourhoods, the inhabitant numbers of each roughly corresponding to the catchment areas of local schools. In the middle of the estate, the architects devised a shopping centre with a skyscraper. With a height of 65 metres, the asymmetrical fan-shaped high-rise building by Alvar Aalto, which has been listed on the monument protection register since 1998, marks the estate's heart and acts as a trademark of Neue Vahr.

The green spaces and watercourses designed by Karl-August Orf were intended to give the entire settlement the character of a garden city. However, the sheer size of Neue Vahr and its use of residential skyscrapers, marked a turning point in post-war housing design – from the garden city to the large housing estates of the 1960s.

## 7

### **HAMBURG NEU-ALTONA**

From 1954 onwards, Ernst May led the first urban development project of Neue Heimat Hamburg. Its aims were to clear away any remaining rubble, to demolish still-standing buildings, and to reconstruct the district of Altona, 60 percent of which had been severely war-damaged.

Commercial developments were to be set apart from the project's residential development, consisting of block and circular-plan houses which were staggered in height and width. A shopping street simultaneously served as a pedestrian zone. May also incorporated both the Jewish cemetery and the North cemetery into a green ring which then separated the Neustadt from the harbour and from St. Pauli. This park design followed the concept of an interlinked and open city.

Considering approaches to urban planning, „Neu-Altona“ posed a task that May and his staff tackled in line with prevailing notions of modern construction. His plans served as the epitome for an extensive post-war renewal of inner-city areas, for which the term „area redevelopment“ was then later used. They symbolise the rejection of old concepts of urban space, turning instead towards residential areas designed according to the principles of orderly suburban settlements.

## 8

### MUNICH AM HASENBERGL

To alleviate the housing shortage, in 1959 the Munich city council decided to build Am Hasenberg, a housing estate on the northern outskirts of the city. The estate was expedited with a subsidisation of 96 percent, which lay well above the average for social housing in the city.

Based on a scheme developed by Neue Heimat Bayern, the architects worked with the planning departments and property developers to draw up a construction plan. This plan followed the principle of an interlinked and open city: a road from which individual cul-de-sacs branch off forms a loop that runs through the settlement. This settlement is divided into four neighbourhoods and encompasses a green area, including the "Hasenberg", a slightly elevated hill. The three 15-storey skyscrapers create an architectural emphasis within the cityscape. The 1- to 4-room apartments were furnished with central heating, a balcony, and fully-equipped bathrooms and kitchens.

The settlement with 5,593 residential units was built between 1960 and 1965. GEWOG built 1,450 apartments, followed by 1,732 apartments in Hasenberg-Süd in 1968, and another 1,555 apartments in the north-east section of the estate. At the end of the 1990s, Am Hasenberg was included in the "Soziale Stadt" (social city) programme, as well as extensively renovated and re-densified.



## "FLATS, FLATS, AND MORE FLATS"

HOMOGENOUS STRUCTURES, SEPARATION  
OF FUNCTIONS, AND NEIGHBOURHOODS

## 9

### STUTTGART FASANENHOF – FASAN I

In May 1960, GEWOG Stuttgart, a subsidiary of Neue Heimat, commissioned four architectural firms to develop designs for a new high-rise building complex on Solferinoweg. The committee of experts unanimously recommended Josef Lehmbruck's and Wilhelm Tiedje's project "Wohnhochhaus für Bausparer" which included plans for 202 condominiums. A 21-storey flat slab high-rise building, called „Fasan I“, had a phased south façade and was

one of 3 residential high-rises located in the Fasanenhof estate. The estate's construction on municipal grounds had been decided upon in 1958 in order to create living space for 10,000 people. To meet demands for continuous daylight exposure and noise protection, all living rooms and bedrooms were aligned southwards.

In the end, the apartments could not be completed on schedule. Neue Heimat did not commission Lehmbruck and Tiedje again for the neighbouring complex „Fasan II“ (1964/65), but instead gave the task to the architects Otto Jäger and Werner Müller, who had not won in the initial 1960 competition. The third high-rise complex, called „Salute“, was designed by Hans Scharoun.

## 10

### **NÜRNBERG LANGWASSER, NACHBARSCHAFT U**

Nürnberg-Langwasser originated in 1957 as a “prototype” for the satellite towns located to the south-east of the city. This was the city's response to around 100,000 people seeking housing; in 1955, Nürnberg announced a competition for the construction project, which was won by Franz Reichel and Albin Hennig. Expanding the initial construction plans, throughout 1960 and 1963 individual houses were replaced by multi-storey apartments and high-rise residential buildings were added. Departing from the schematic realisation of the 1956 competition result, the project thus grew into a much more condensed urban area.

In Nachbarschaft U, a neighbourhood that is densely populated, roughly about the same amount of multi-storey social housing estates mingle with one- to two-storey homes in row and corner house format. A central ring road – along which schools, a kindergarten, churches, playgrounds, and a community centre are located – embraces the estate's green area. In 1990, following the dissolution of Neue Heimat Bayern, the “Bayerische Städte und Wohnungsbau GmbH” (later “Wohnungs- und Siedlungsbau Bayern GmbH & Co OHG”, or “WSB Bayern” for short) took over the properties.

## 11

### **DARMSTADT KRANICHSTEIN**

Kranichstein housing estate was created as a reaction to the high number of people commuting into Darmstadt. Gewobag Frankfurt became the sole project executing agency for the estate's first construction phase, which comprised 1,540 rental apartments and 167 private homes.

When planning began, May had already developed the estate's subdivision into four large landscape areas, each constituted by 10 to 14-storey high-rise slab blocks. Areas dedicated to commercial and service industry purposes were thought to install Kranichstein as a „real“, because partly autonomous, satellite town. A business and cultural centre was planned on the southern shore of the lake, while community facilities such as schools, kindergardens, churches and a retirement home were to be built on the western and northern shores.

Soon after constructions began, the main features of the design concept were called into question, such as its inadequately designed ground-floor levels and the proximity between the high-rise buildings, which stood too closely together. In addition to the so-called „Solitär“, a high-rise building with 18 floors, and a tiered U-shaped area in the satellite town's south, May erected a separate circular multi-storey car park. Only the southern construction section was completed according to May's ideas, while all other sections followed new urban development concepts after repeated re-planning attempts.

## 12

### KIEL METTENHOF

The handover of the ten-millionth apartment built in the Federal Republic of Germany was celebrated in Kiel Mettenhof in 1967. *Neue Heimat* had acquired the Mettenhof property in 1960. Together with the planning bureau, the head architect of Neue Heimat, Hans Konwiarz, had created the draft for the proposed commuter town. The goal of realizing 1.000 apartments per year required the use of prefabricated building systems, the production for which was set up directly on site. The clear separation of living, working, traffic and leisure spaces is reflected in the cell-like structure of the estate: eight residential districts are divided into individual neighborhoods by green areas and arranged around the main middle axis; they could be reached by cul-de-sacs with limited through-traffic. Located right next to the centre, which consists of commercial buildings, schools and sports facilities, the „white giant“, a residential high-rise complex, constitutes the guiding landmark of Mettenhof. Because 83.9 percent of the estate fell under the category of subsidized housing, the tenants' social structure emerged as very homogenous. In 1999, the city of Kiel initiated the inclusion of Mettenhof into its urban development program, titled „Social City“.

# IV

## **“IF YOU WANT, YOU CAN ORDER AN ENTIRE CITY FROM US.”**

THE AUTONOMOUS LARGE-SCALE ESTATE FOR THE MASSES

### 13

#### **MUNICH NEUPERLACH NORD, NORD-EAST, EAST**

To build “a city for the future” – that was the declared aim of the so-called “relief town” Perlach, the largest urban development project implemented in the Federal Republic of Germany.

The “Arbeitsgemeinschaft Stadtentwicklungsplan” (a working group for urban development), appointed by the City of Munich at the beginning of 1961, presented a development model for Perlach from which the City Planning Office under Egon Hartmann’s direction then developed a structural plan from 1963 onwards. In April 1963, Neue Heimat Bayern was engaged as the administrative body responsible for these measures and thus not only contributed to the overall concept but also oversaw property development and construction processes. Initially utilised for agriculture, the construction grounds consisted of 500 individual plots owned by 160 private owners. Properties whose owners did not participate in the voluntary reallocation process were acquired by Neue Heimat Bayern, more specifically by the housing association Terrafinanz.

In 1967, the foundation stone was laid for the first construction plots in the north, northeast and east of the territory. Neue Heimat Bayern had planned the different sections with their extensive green areas and multi-storey residential rows without any design competitions and had been able to complete them by 1975 based on the structure and zoning plan.

#### **MUNICH NEUPERLACH CENTRE**

In 1967, Bernt Lauter won the international ideas competition tendered for the city centre of Neuperlach: his designs conceptualised a “residential ring”, a closed structure with a diameter of approx. 450 m which demarcates the city centre and encompasses a spacious park area. On the east side of the residential ring, two funnel-shaped multi-storey wings open out into the surrounding quarters. This “clasp” was to house residential and office spaces and inside of the ring a pedestrian glass-covered area including a market hall was to be built.

The area running along the north-south axis below was supposed to include a shopping centre and the district centre. Below surface, an access road as well as an underground train station led right into the centre. However, what ensued where several revision phases led by Bernt Lauter, Manfred Zimmer, and a planning team from Neue Heimat Bayern. A citizen information centre with an interactive model (1:1000) was built in an air dome in 1969, and then moved to an office building opposite of Neue Heimat headquarters in 1971. Even before the foundation stone for the residential ring was laid in 1974, the plans for the “clasp” had been abandoned: instead of a densely-built urban centre, the new designs envisaged an “additive” procedure, i.e. individual buildings by different contractors built next to each other. In the end, only the PEP shopping centre, which opened in 1981, was realised.

## 14

### LÜBECK BUNTEKUH

Between 1961 and 1963, Neue Heimat successively purchased land west of Lübeck's city centre, in order to build a large residential complex for 8,000 residents. The following guiding criteria informed Hans Konwiarz's conceptualisations, who was the planning manager of Neue Heimat Kiel: a rationalised construction method, the separation of functions, a balanced mix of different residential types, the integration of green spaces, and a systematic infrastructural provision. Three corners of the estate are marked by a 9-storey high-rise residential building, whilst the tallest 14-storey residential building is located right in the centre, near the community areas. The skyscraper's façades, just like those of the other low-rise apartment blocks, are structured by double fold lines; additionally, to encompass generous green spaces, the buildings are organised in curved formation instead of rigorous rows.

At the outset of the 1980s, the estate's social structure – with one-third of its housing subsidised – began to change: with the dissolution of Neue Heimat, some of the apartments were sold to individual independent buyers and three-quarters of the estate were distributed among seven housing companies, including the municipal Trave mbH.

## 15

### FRANKFURT NORDWESTSTADT

In the architectural competition for the Nordweststadt in 1959, Walter Schwagenscheidt and Tassilo Sittmann came in with only third place, but were commissioned for planning the initial foundational structure and for



carrying out smaller, individual construction tasks. In the south, this new district adjoins to Siedlung Römerstadt, which was built under May's *New Frankfurt* public housing programme. This neighbourhood connects to both Schwagenscheidt's and May's history: after his term as a city council ended in 1930, May – together with a team that also included Schwagenscheidt – was called to the USSR in order to build new cities. What underlies these endeavours in Russia are notions of the so-called "Raumgruppe", a spatial ordering system which is used as a formative social element in urban planning and was developed in Schwagenscheidt's monograph "Die Raumstadt" ("The Spatial City") (1949). In Nordweststadt, the goal was to achieve social unity by way of a heterogeneous cityscape. Here, houses of different size, height and with varying living contingents are grouped in staggered cross-formations. Green areas with playgrounds between them serve as leisure centres.

## 16

### **MANNHEIM VOGELSTANG**

When it was first designed, Vogelstang could be counted as the largest municipal construction project in Baden-Wuerttemberg. In order to counteract the housing shortage which consisted of 17,000 people looking for a place to live, GEWOG Stuttgart offered to implement a large-scale housing project to Mannheim's city administration. Based on the experience with already existing large-scale estates, Vogelstang was not to be split up into individual neighbourhood quarters but was rather supposed to address a mixed social demographic. In 1964, the Mannheim planning committee submitted a development plan; constructions began in the same year.

The district with its 5,553 apartments and houses becomes more densely populated when moving from the periphery to the city centre: one the outer edges, one can find single-family and terraced houses. The decision not to build in rows and to instead use a honeycomb-shaped design structure for the estate's 4-storey central building provided more variation for the district's public spaces – framed courtyards alternate with open green spaces and quarry ponds as well as sports facilities towards the south of the complex. A central nodal point is formed by an elevated row of shops which are located above the tram tracks. This new neighbourhood was designed for pedestrians and its traffic routing therefore did not provide for the possibility of passing through Vogelstang by car. Access thus could only be gained from the outside and routes ended in cul-de-sacs.

# V

## RETURN TO THE CITY!

FROM AREA REHABILITATION TO  
THE REDEVELOPMENT OF CITY CENTRES

### 17

#### HAMBURG ALSTERZENTRUM

The idea of an "Alster-Manhattan" was met with general approval from Hamburg citizens, city representatives, and the press. The fact that large numbers of historical buildings were to be demolished was widely accepted. The new designs developed for the St. Georg quarter wanted to completely convert an area of 19 hectares, reaching all the way to the Outer Alster Lake. Among the new buildings were 5 terraced towers, whose forms tapered upwards and which were to hold up to 6,500 apartments for 20,000 people, three times the number of already existing apartments. For the tower foundations, the design conceptualised an open wreath-like structure holding commercial sections for the first 4 floors, with residential sections not to begin until the 5th floor. The area inside of the wreath was to provide 470,000 square metres of space for commercial areas and a shopping centre. The pedestrian level led to the banks of the Alster, where terraces and resting places were to be used for leisure.

The submitted design served as a working model and, pending approval by the Senate and citizens, was to be tendered via an international architectural competition. However, the project failed because the 300 retailers located in St. Georg as well as the tradesmen located in the city centre opposed the plans for such a radical urban renewal. In 1971, the concepts for the "Alsterzentrum" were ultimately abandoned. The Gänsberg quarter (17th/18th century) in Fürth's old town had been spared the destruction of the war and its narrow alleys and simple, unrefurbished houses were first used as shelters by war returnees and refugees, and later by guest workers.

### 18

#### FÜRTH GÄNSBERG QUARTER

An all-encompassing "area redevelopment plan" was to effect a complete rehaul of the quarter and was funded as a model project by the state. Therefore, the city council decided to ban all new construction or alteration plans in 1958 in order to be able to demolish all houses in the redevelopment area.

The city was also granted pre-emptive rights in the sale of land. The redevelopment plan devised by Alexander von Branca (1965) intended wide streets, a loosened perimeter development, as well as a central pedestrian zone. In 1969, the city of Fürth commissioned Neue Heimat Bayern to carry out the redevelopment: as a consequence, 850 households and 126 businesses were resettled, and the old town centre lay fallow. In 1978, rising doubts regarding the compatibility of modern urban planning with the historical old town structure initiated a new development plan. Neue Heimat therefore adapted its new building plans to correspond better to the old town's architecture; Neue Heimat conceived of "more urban, more comfortable design forms" such as bay windows, saddle roofs, and divided windows. With funds distributed via the "Städtebauförderungsgesetz" (Urban Development Promotion Act), by 1980 Neue Heimat had also modernised the few remaining old buildings. The quality of living thus improved considerably, but in the process of redevelopment, the social fabric of the original Gänsberg quarter had been completely lost.

## 19

### **HAMELN RESTAURATION OF THE OLD TOWN CENTRE**

The restoration of Hameln's old town centre under the auspices of GEWOS and Neue Heimat Bremen is often described as the successful implementation of a "gentle urban renewal". The fact that the old town centre of Hameln could have fallen victim to extensive demolitions is shown by the GEWOS inventory of 1968: more than a third of the apartments were noted to be in a state of decay. In the same year, Hameln became a state pilot project and received one million DM as start-up aid. The area within Wallstraße was to be optimised for traffic and commerce, and pedestrian zones were to be separated from trafficable roads. The first planning concept also proposed the gutting of building blocks and the construction of new apartments within these newly created spaces. Only after the second revision round, plans to demolish about one fifth of the building substance were abandoned. Eventually, the citizens' initiative "Vereinigung Hamelner Bürger zur Erhaltung ihrer Altstadt e. V." and the city of Hameln agreed on gutting four blocks, but Neue Heimat instead decided on creating green spaces, playgrounds, and parking lots.

## 20

### **KARLSRUHE DÖRFLE**

Already in 1925, there were plans to renovate the very densely-populated Dörfle area to the southeast of Karlsruhe's old town. After the area had hardly been damaged in the Second World War and the inhabitants were exposed

to unsustainable living conditions in dilapidated houses, the city of Karlsruhe decided to renovate in 1959: a multi-lane street was to cut across the quarter and high-rise buildings were to be built throughout the whole area.

The city already owned 74 percent of the building land but was burdened with immense costs due to the purchases. It became apparent that the scale of the project would clearly exceed not only the city's funds but also the federal government's funding. In order to be able to realise the large-scale project, the city of Karlsruhe engaged Neue Heimat Baden-Württemberg as the property developer. Instead of following through with a wide-ranging area redevelopment, emphasis was now placed on the preservation of existing structures and monuments. Heinz Hilmer and Christoph Sattler convinced with their concept of perimeter block development, which envisaged the interlocking of clearly defined streets and squares. Although the "wound" of Fritz-Erler-Strasse could not be completely healed, the quarter which was built around it is closely linked to the old buildings of the eastern part of Dörfle. Since 1973, many of the old houses there have been renovated as well.

## VI

### CONTINUE LIVING AS USUAL?

#### PILOT HOUSING ESTATES AND CIVIC PARTICIPATION

## 21

#### HEIDELBERG EMMERTSGRUND

The building site on the slope of the Königsstuhl massif was sold to Neue Heimat in 1967; they were consequently awarded the development contract for the construction of an extensive housing estate. The development and construction of Emmertsgrund coincided with the culmination of Neue Heimat's large-scale housing estate construction throughout the country – a period in which Neue Heimat's designs were criticised as not urban enough and when a change of course seemed necessary. Within the frameworks of what was then perceived as a showcase project, the city of Heidelberg and Neue Heimat Baden-Württemberg dared to experiment and tried to unite theory, science and urban planning. In January 1968, they formulated a preliminary agenda based on a GEWOS report and taking into account Alexander Mitscherlich's approach to urban theory, they commissioned six groups of architects to prepare a portfolio for the planning and construction of the proj-

ect. Mitscherlich proposed a system of net-like structures, which would link together scattered utility installations. The decision was made in favour of a development concept put forth by Fred Angerer and Alexander von Branca which envisaged a dense urban structure consisting of narrow streets and a generous square as a communicative centre. Due to the economic downturn, demand for housing significantly decreased. Therefore, socio-structural considerations were given less prevalence than initially planned – and Heidelberg-Emmertsgund was never perceived as urban by the general public.

## 22

### **HAMBURG MÜMMELMANNSBERG**

A local SPD-governed committee was responsible for the impetus behind the creation of a large housing estate with 7,200 apartments for those affected by the flood disaster of 1962 in Hamburg's Billstedt district. Although the building authorities rejected the project, Neue Heimat purchased the land in 1965. The architectural competition was won by the "Werkgemeinschaft Freie Architekten". The development plans for the first construction phase were ready in February 1970, the foundation stone was laid in September, and the first apartments were available in January 1972. For the second construction phase of the estate, a detailed design catalogue was drawn up to accompany the development plan.

The Mümmelmannsberg estate is characterised by a north-south central axis which acts as the main traffic route and which also leads through the commercial centre. Characteristic for this estate is its perimeter block development, constituted by courtyards and low-storey buildings. In Mümmelmannsberg, Neue Heimat experimented with technical and participatory strategies and approached tenants with concrete measures during the realisation phase. However, the settlement's reputation was damaged even before completion by reports of construction defects and an unfinished infrastructure. It was not until 1990 that Mümmelmannsberg was connected to the Hamburg subway network and what was once thought to be an ambitious shopping centre is now completely deserted.

## 23

### **KASSEL DOCUMENTA URBANA**

The idea for the "Versuchs- und Vergleichsbauvorhaben" (an experimental and comparative building project) on the Kassel Dönche, which was created for documenta 7 in 1982, can be traced back to documenta

founder Arnold Bode. His 1967 proposal to focus on the “world of the living human being” as part of a “documenta urbana” was taken up again in 1978. A 12-hectare site was to encompass dense forms of housing mixed with public spaces and characterised by a mixture of social milieus. An advisory board of experts mustered by the city of Kassel invited 9 architects to partake in an architectural competition. But instead of competing against each other, they joined forces and, under the team leadership of Inken and Hinrich Baller, developed an overall urban planning concept that brought together individual and distinct residential building designs. The project and its unconventional approach were characterised by a variety of façade designs, flexible apartment layouts, and the participation of future residents who were approached during the planning and construction phases. In this participatory model, Neue Heimat saw an opportunity to improve its by-now poor public image. When problems arose with the financing, however, the concept fell through. From then on, all public subsidies were invested in the construction of a so-called “Wohnschlange” (a snake-like structure of interlinked buildings) and only two thirds of the initially-planned social housing estate were built. Nevertheless, the documenta urbana was an important impulse for furthering Kassel's urban development and functioned as the testing ground for new and innovative building forms.

## VII

### **FROM UNIVERSITIES TO HOSPITALS AND SHOPPING MALLS – „WE TAKE ON EVERYTHING.“**

NEUE HEIMAT KOMMUNAL AND NEUE HEIMAT STÄDTEBAU

## 24

### **LAATZEN LEINE-SHOPPING CENTRE**

Neue Heimat had already acquired a property for 16 million DM from the city of Laatzen in 1966. But it was not until 1971 that planning began for a regional centre which was to help relieve the overcrowded inner city of Hanover. Within a dense residential area designated for 30,000 people, a shopping centre was built in addition to public facilities. Together, these complexes formed a new city centre through which Laatzen advanced to a medium-sized town.

On 8 November 1973, the 200-metre-long shopping promenade – sections

of which had been expanded into squares – opened its doors. Escalators and ramps allowed visitors to circulate through the building complex. As in many other shopping centres, green areas intended to evoke the impression of a city centre. To integrate the LEZ into its surroundings, the entire city centre was covered by a roof and fully air-conditioned. In this structure, the LEZ formed the central axis from which all other facilities could be accessed. The many delegations from various countries (including Canada, Poland and Denmark) which have visited Laatzen's new city centre show how progressive it was for its time.

## 25

### **HAMBURG CCH**

In 1969, the Hamburg City Council decided to create a so-called centre of superlatives, including a hotel. A site at Dammtor station was appointed as the central location. Neue Heimat Kommunal took over the project's complete planning and execution process at an agreed fixed price of 130 million DM and guaranteed its completion for the International Horticultural Exhibition (IGA) in 1973. The 4-storey conference complex offered congress participants direct access to the hotel. Special emphasis was placed on technical facilities and acoustics: the main hall of the CCH was equipped with a system that enabled simultaneous translation for interpreters, the folded roof and the sound-absorbing insulating glass provided good acoustics.

The CCH was handed over on 31 December 1972 and the Loews Plaza Hotel opened in March 1973. At the time of its construction, the CCH was the largest congress centre in Europe, but was surpassed by the Palais des Congrès de Paris in 1974 and by the ICC Berlin in 1979. While the hotel continues to operate, parts of the congress centre were demolished in 2018 and are to be replaced with a new extension by 2020.

## 26

### **MUNICH OEZ**

Around 25,000 people attended the 1972 opening ceremony for the "Olympia Einkaufszentrum" in Munich – Europe's largest, fully roofed and air-conditioned shopping mall. On two floors and a gallery, shops were organised as anchor tenants, and numerous plants and fountains were intended to convey a market-like impression. Situated northwest of the Olympic grounds, the shopping centre also comprises two 11-storey apartment blocks, most of which were to accommodate journalists during the XX. Olympic Summer Games. The department store located in the eastern part of the centre was initially to be used as a press centre. This dual function turned out to be not very profitable for Neue Heimat, as the press centre had no longer any use

after the Games ended. Nevertheless, the "Olympia Einkaufszentrum" was regarded as a showcase project in Neue Heimat's catalogue of commercial buildings and served as a model for later projects such as Leine Shopping Centre.

## 27

### **BERLIN INTERNATIONAL CONGRESS CENTRE**

On 2 April 1979, the International Congress Centre in West Berlin opened its doors with a ceremonial act. As early as 1965, there had been an architectural competition for a multifunctional building to be constructed on the exhibition grounds close to the Radio Tower. The winners, Ralf Schüler and Ursulina Schüler-Witte, had proposed a hexagonal building that remained unrealised. It was not until the autumn of 1968 that the Senate appointed a planning commission and determined a new location between Messedamm and city motorway. In 1971, the architects submitted a completely new design. They had conceived a design with more than 80 vertically-aligned event rooms which shared a stage layout in between them, one of which could accommodate 5,000 visitors. Planned as a house within a house, the roof and the aluminium façade consist of a cantilevered half-timbered structure which rests on the stairwells. In 1970, the building contractor had signed Neue Heimat which was responsible for project management and for supervising costs and deadlines. During the construction period, criticism arose regarding the explosion in construction costs which increased from the original 160 million to just under one billion DM. The ICC closed down in 2014.

## 28

### **AACHEN UNIVERSITY HOSPITAL**

The University Hospital Aachen became one of most well-known hospital buildings due to the superlatives used to describe it – such as "largest construction site in Europe" and "largest building in Europe" – as well as due to its functionalist appearance and its dominant colour scheme. The headlines started in the late 1970s: the building price increased threefold and, as a consequence, the state government, Neue Heimat Städtebau, and the architects involved tried to point fingers at each other. The medical faculty of RWTH Aachen University was founded in 1967 as a result of a decision made by the state government of North Rhine-Westphalia. With the passing of the University Zoning Law, the HFG (Hochschulbau- und Finanzierungsgesellschaft),



a building and financing association, was established in 1969. Neue Heimat Städtebau took over the coordination and put together the planning team. In order to be able to begin construction quickly even without a concrete schedule, a “synchronous procedure for programming, planning and construction processes” was adopted – this was to ensure early completion and to provide sufficient flexibility regarding future use. A neutral shell was created which consisted of hall-like areas, which could be utilised gradually and flexibly. The contract for the complex planning and operational procedures was awarded to Mediplan, a Neue Heimat hospital construction company.

Having started the process of moving in in 1983, the hospital was officially opened in 1985. In 2008, it was listed in North Rhine-Westphalia's register as one of its most recent landmarks.

## 29

### **BERLIN HOSPITAL URBAN**

In 1961, the district of Kreuzberg commissioned Peter Poelzig to conceive the framework for a new hospital building which was to provide main medical care, while long-term treatment was to take place in the already existing historic buildings. After the Berlin Senate approved of the plans in April 1962, the architectural contract was signed in July of the same year. The federal state of Berlin arranged an implementation contract with Neue Heimat Kommunal, setting down a price of DM 78 million and a fixed deadline.

The new building included a flat-roofed, three-storey treatment wing as well as a nine-storey inpatient care complex, which could be accessed via a vertical connection. The V-shaped inpatient building had three nursing wards on each floor. The flat-roofed treatment wing was erected with a steel skeleton construction, the inpatient complex with a reinforced concrete bulkhead construction. At the 1968 topping out ceremony, Berlin's mayor Klaus Schütz celebrated the city's first new municipal hospital building in 60 years.

## 30

### **KASSEL POLYTECHNIC UNIVERSITY**

The AVZ (Aufbau- und Verfügungszentrum) was the first location for Kassel's polytechnic university, founded by Hesse's ministry of education and cultural affairs on 18 June 1970. After the federal government granted funding, the state government pursued the idea of merging the existing technical

colleges and libraries. Having tendered the construction project, Neue Heimat Städtebau Südwest was chosen as a cooperation partner. The contract included an area of 7500 square metres, which was to be built and ready within eight months. The first students enrolled in October 1971.

In 1973 and 1974, the AVZ was extended and a second and third construction section of approximately the same size were added. All projects were sustained by Neue Heimat, both in terms of costs and planning services. Having been subject to several different interim uses by the university, the buildings are now operated by the departments for vocational education, natural sciences and mathematics.

## 31

### **BONN SPD PARTY HEADQUARTER**

Bonn had always been provisional, but in the early 1970s it became the seat of the federal government – and the construction of a new SPD party headquarter was to replace earlier accommodation in the so-called “barracks” which had been in use since 1951. After the party’s decision in 1973, Neue Heimat Städtebau was awarded the contract as a general contractor and completed the new building in the shortest possible time: the modular construction units were completed within budget and on time in just 16 months. In his opening speech, Willy Brand praised the new building, which offered “all the prerequisites for us to be able to do our work here even more effectively than under earlier, increasingly cramped conditions”. In 1996, the SPD’s party headquarters were moved to the Willy-Brandt-Haus in Berlin.

## 32

### **MUNICH BR HIGH-RISE BUILDING**

Since the already existing BR (Bavarian Broadcasting) building, which was designed by Richard Riemerschmid, could no longer meet growing demands for technical equipment and offices, a new building was to be constructed on nearby Arnulfstraße. As the demand for more space was expected to increase even further, the construction designs planned for flexible use. The floor plan of the 19-storey high-rise building consists of two L-shaped wings which are accessible via separate foyers on the ground floor. The façades of the skeleton building are fronted by horizontal parapet elements, which serve as installation channels for the fully air-conditioned building and which were moved to the outside to save space. In 1972, Neue Heimat Städtebau

Bayern concluded a contract with the BR for the planned high-rise construction and developed a financing concept: "Bavarian Broadcasting awards a 35-year ground lease to GVA Grundstücksverwaltung Arnulfstraße GmbH, a subsidiary of Neue Heimat Städtebau Hamburg. The GVA is constructing the administration building under its own control. One half of the building will be occupied by Bavarian Broadcasting at the contractually agreed rent. The other parts of the building are to be rented out independently. In the long term, however, Bavarian Broadcasting may rent additional space and thus gradually 'grow into' the new building." (NHM 6/1975)

## 33

### **FRANKFURT BANK FÜR GEMEINWIRTSCHAFT**

After the building on Mainzer Landstraße in Frankfurt am Main, which had been in use since 1964, was no longer sufficient for the steadily growing Bank für Gemeinwirtschaft, the bank acquired several plots of land close to Theaterplatz, opposite of the Städtische Bühnen (what today is Willy-Brandt-Platz).

Here, Richard Heil planned a 148-metre-high building which not only provided office space, but which on its lowest three floors also offered to its visitors and employees a "commercial gallery" and a "leisure landscape" with shops and restaurants. The building thus was supposed to act as a link between the high-rise commercial buildings of Taunusanlage and the pedestrian zones of Frankfurt's city centre. The basement held parking spaces on three floors as well as a direct link to the Frankfurt underground. In 1993, the BfG moved into smaller premises. After doing some renovation work, from 1998 to 2014 the European Central Bank used the high-rise building, which was consequently renamed "Eurotower". Following further refurbishments, the building has been used by the European Banking Supervisory Authority since 2015.

**NEUE HEIMAT (1950–1982):  
A SOCIAL DEMOCRATIC UTOPIA AND ITS BUILDINGS**

An exhibition presented by the Architekturmuseum der TUM and the Hamburgisches Architekturarchiv of the Architektenkammer Hamburg in co-operation with the Museum für Hamburgische Geschichte. The exhibition will be on view from June 27 to October 6, 2019 at the Museum für Hamburgische Geschichte. The exhibition will be accompanied by a program of events: [www.architekturmuseum.de](http://www.architekturmuseum.de) | An academic conference will be held at the TUM on April 26, 2019.