



*Neuer Wall, Hamburg*

## ELEGANT AND EXCLUSIVE PROMENADE

### *Concept*

As a result of our redesign, the Neuer Wall street has been transformed back into an exclusive boulevard: it is one of the ten leading luxury shopping streets in Europe and is at the same time a distinctive and attractive meeting place for all Hamburg residents and guests to the city.

With its newly-structured street and enlarged boulevard areas, the Neuer Wall is presented as an elegant urban space with a dash of Hanseatic reserve. At the same time, the light granite on the broad sidewalks and the paved intersections give it a Mediterranean flair.

The street is given a touch of green with large plant pots that have been allocated to the individual entrances to the stores.

The extensive measures have been made possible by the establishment of Hamburg's first Business Improvement District (BID).

### *Client*

OTTO WULFF BAUUNTERNEHMUNG GMBH & CO. KG,  
HAMBURG

### *Project period*

2004-2006

### *Size*

8.500 m<sup>2</sup>

### *Type*

PUBLIC SPACES & SQUARES

### *Location*

HAMBURG, GERMANY

### *Competition*

1. PRIZE „REDESIGN NEUER WALL“, 2004

### *Realisation*

WES & PARTNER

### *Partner*

### CONTACT

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*Publications*

Daily newspaper „Hamburger Morgenpost“ **Selbst ist der Kaufmann: Alles neu am Neuen Wall**

Author: Christopher Peter

Morgenpost Publishers GmbH, 02.06.2006

Daily newspaper „Die Welt“ **Neuer Wall präsentiert sein neues Gesicht**

Author: Gisela Reiners

Axel Springer Media Impact GmbH & Co. KG, 02.06.2006

Daily newspaper „Hamburger Abendblatt“ **Tiffany & Co. ziehen an den Neuen Wall**

Author: Klaus-Christian Schulze-Schlichtegroll

Zeitungsgruppe Hamburg GmbH, 02.06.2006

Trade journal „Garten + Landschaft“ **Stadt und Wirtschaft entwickeln**

Author: Robert Pütz

Callwey Publishers, 3/2013

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WES GmbH  
LandschaftsArchitektur (LandscapeArchitecture)

### Managing Shareholders:

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Wolfgang Betz  
Michael Kaschke  
Henrike Wehberg-Krafft

### Managing Director:

Claus Rödding

District court Hamburg HRB 100420

Person responsible for content according to  
§ 55 Abs. 2 RStV: Wolfgang Betz (address as above)

The rules of professional conduct are specified in:

- (1) Chamber of Construction Law Hamburg  
(BauKaG HH)
- (2) Implementing regulations for Chamber of  
Construction Law (DVO BauKaG HH)
- (3) Main statute of Hamburg Chamber of Architects

The professional regulations can be viewed and  
accessed via the website of the Hamburg Chamber of  
Architects [www.akhh.de](http://www.akhh.de) / Section: Recht (legal issues).

The legal occupational title "Landschaftsarchitekt"  
(landscape architect) was awarded to WES & Partner  
GbR in Germany following their entry in the list of ar-  
chitects of the Hamburg Chamber of Architects.

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(Hamburg Chamber of Architects)

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## *Links to photographers*

Photos + site plan: WES LandschaftsArchitektur  
[www.wes-la.de](http://www.wes-la.de)

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