

row[®]

Potsdam

**FUTURE
MADE IN
POTSDAM**



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FUTURE
MADE IN
POTSDAM

SMART SPACES

The **RAW Potsdam** project ushers in an exciting new era for this prime site alongside the railway line at Potsdam's main station. A landmark location is reinventing itself and becoming a **COMMUNICATIVE HUB** for work, everyday living, lifestyle, leisure and the arts.

The innovative and futuristic architecture **CREATES AN ARC FROM YESTERDAY TO TOMORROW** – in harmony with the working practices of the present and the future.

VIS

ION



RAW Potsdam is tailored to the needs of innovative companies and offers a high-quality, intelligently planned environment for safe workspaces and communal areas. **DIGITAL CONNECTIVITY** and **SMART BUILDING INFRASTRUCTURE** form this new **URBAN HUB** that abounds with dynamism, cosmopolitanism, mobility, interconnectedness, sense of community and consideration for people and resources.

RAW Potsdam – Friedrich-Engels-Strasse, 14473 Potsdam – is exceptionally convenient for users of public transport. Numerous e charging stations, bicycle racks and car parking spaces ensure unrestricted mobility for city dwellers.

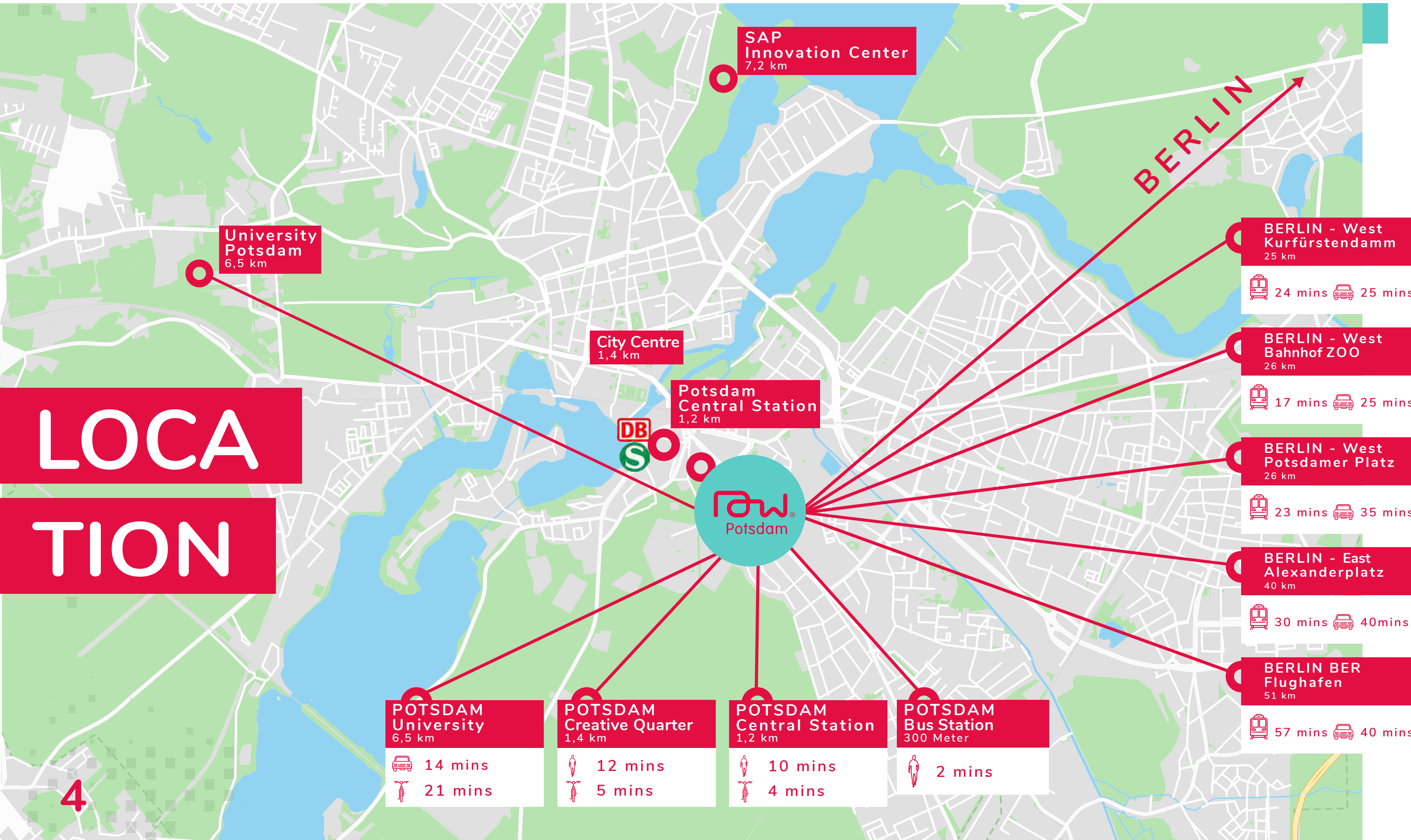
WELL CONNECTED



Potsdam is famed for its lakes, palaces and gardens, for its science and research facilities, and as the home of the media and film industry.

Potsdam's development is oriented towards the **FUTURE.**

LOCATION



HIST ORY

A PLACE WITH A HISTORY



1838

Prussia's first railway line – connecting Potsdam with today's Potsdamer Platz in Berlin.



1871

The railway repair works is renamed 'Reichsbahnausbesserungswerk' – RAW for short.



1912

Construction of the approx. 10,000m2 NEUE HALLE. It is characterised by its clear lines and functionality, architectural features for which it is still celebrated all these many years later.



1939

The RAW workforce grows to 2,000. By 1939, it is Potsdam's largest industrial employer.



1988

RAW Potsdam celebrates its 150th anniversary.



1989

After the fall of the Berlin Wall, the volume of work gradually diminishes and RAW begins to trade under the name 'DB Regio-Werk' of Deutsche Bahn before it is eventually closed down for good.



1997

Construction of the new central station and demolition of the Ringlock shed. The NEUE HALLE and parts of the historic depot are given listed status.



The RAW Potsdam GmbH is founded.



2023

Construction work begins on RAW Potsdam

INNOVATIVE URBAN

“

DIALOGUE BETWEEN HISTORIC STRUCTURES AND NEW, INNOVATIVE BUILDINGS. YOU CAN FEEL THE DYNAMIC DEVELOPMENT THAT IS TAKING THE ORIGINAL RAW HALLE FORWARD INTO A NEW FUTURE WITH ACTIVE AND DIVERSE USES.

Jürgen Mayer H.

CON
CEPT



RAW Potsdam offers everything start-ups and existing companies need to launch and grow their business. State-of-the-art spatial planning, building technology, fibre optic connections, SD WAN solutions and smart building options facilitate a highly modern utilisation concept with flexible and innovative working, lecture theatres, commercial premises and catering spaces.

AMPLE SPACE FOR INNOVATION

CON
CEPT



FUTURE
MADE IN
POTSDAM



INNOVATIVE - AGILE - NETWORKED - SUSTAINABLE WORKING

“

WE DEVELOP A CONTEMPORARY APPROACH THAT IS RELEVANT TO THE LOCATION. OUR DESIGN TAKES WHAT ALREADY EXISTS AND EXTRAPOLATES FURTHER.

Jürgen Mayer H.

AN INNOVATIVE SPACE

THE ORIGINAL RAW HALLE

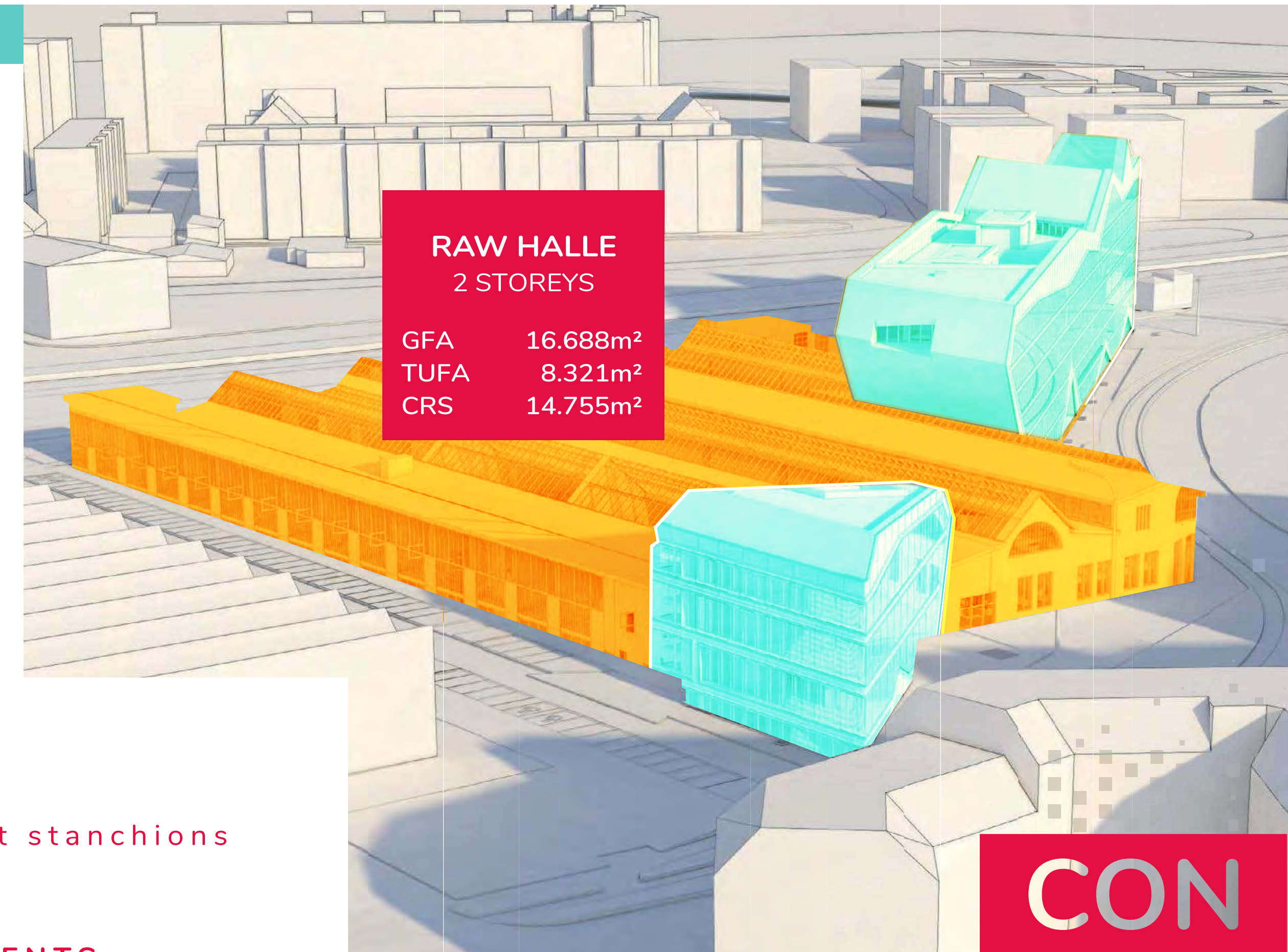
is a listed building that is being restored and converted into a creative hub with flexible offices and spacious communal/event areas.

CREATION of

- **AUDITORIUM** with lecture hall and stepped seating for around 500 people
- **OFFICE MODULES** two-storey, individually and flexibly expandable
- a variety of **SEMINAR** and **RESEARCH ROOMS**
- **COMMERCIAL** and **CATERING SPACES**

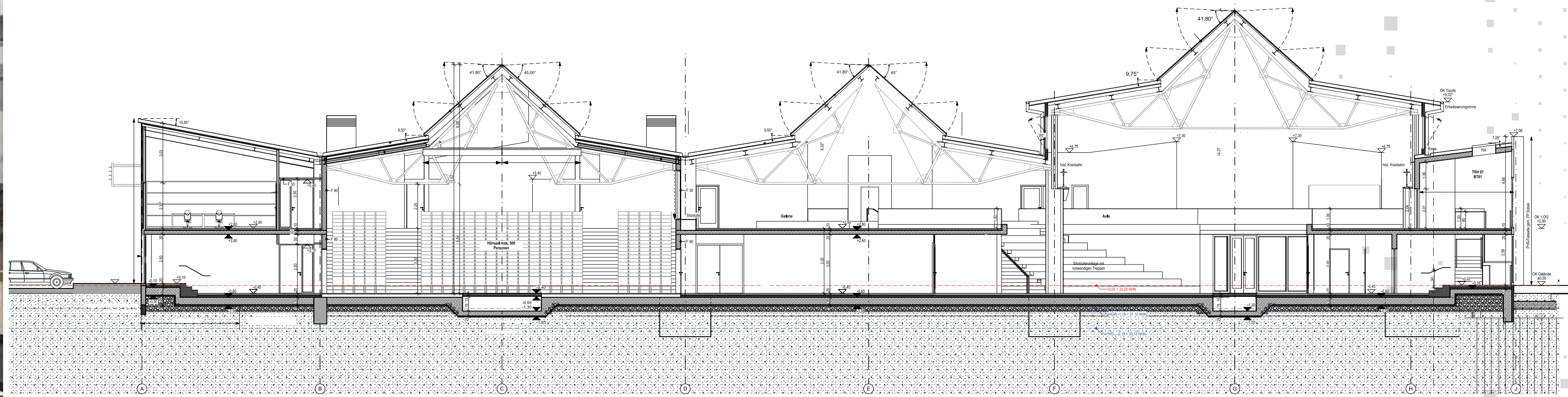
RENEWAL and EXTENSIVE REFURBISHMENT of the historic RAW HALLE

- **EXPOSED MASONRY** with original steel windows and support stanchions
- **CONCRETE FLOORS** and walls
- partial **OAK PARQUET FLOORING**
- **ORIGINAL SKYLIGHTS** with integrated **PHOTOVOLTAIC ELEMENTS**
- **RADIANT CEILING PANELS** for optimum temperature control



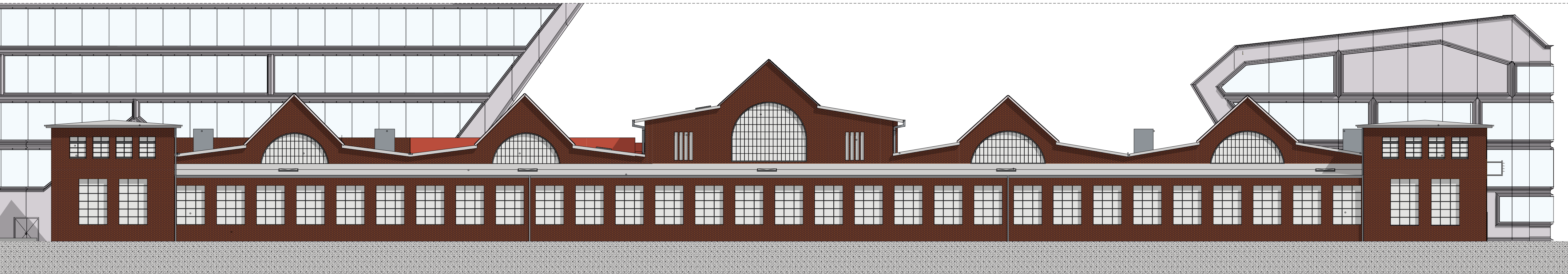
CON

CEPT



THE ORIGINAL RAW HALLE

CON
CEPT



NEW SPACE

Two modern blocks frame the **RAW HALLE** and form an exciting and contemporary contrast of architecture, materials and style. Between the historic **RAW HALLE** and the long **RIEGEL**, a connecting square with natural and historic elements is being created for a high-quality outdoor experience.

EXTENSIONS: KOPF and RIEGEL

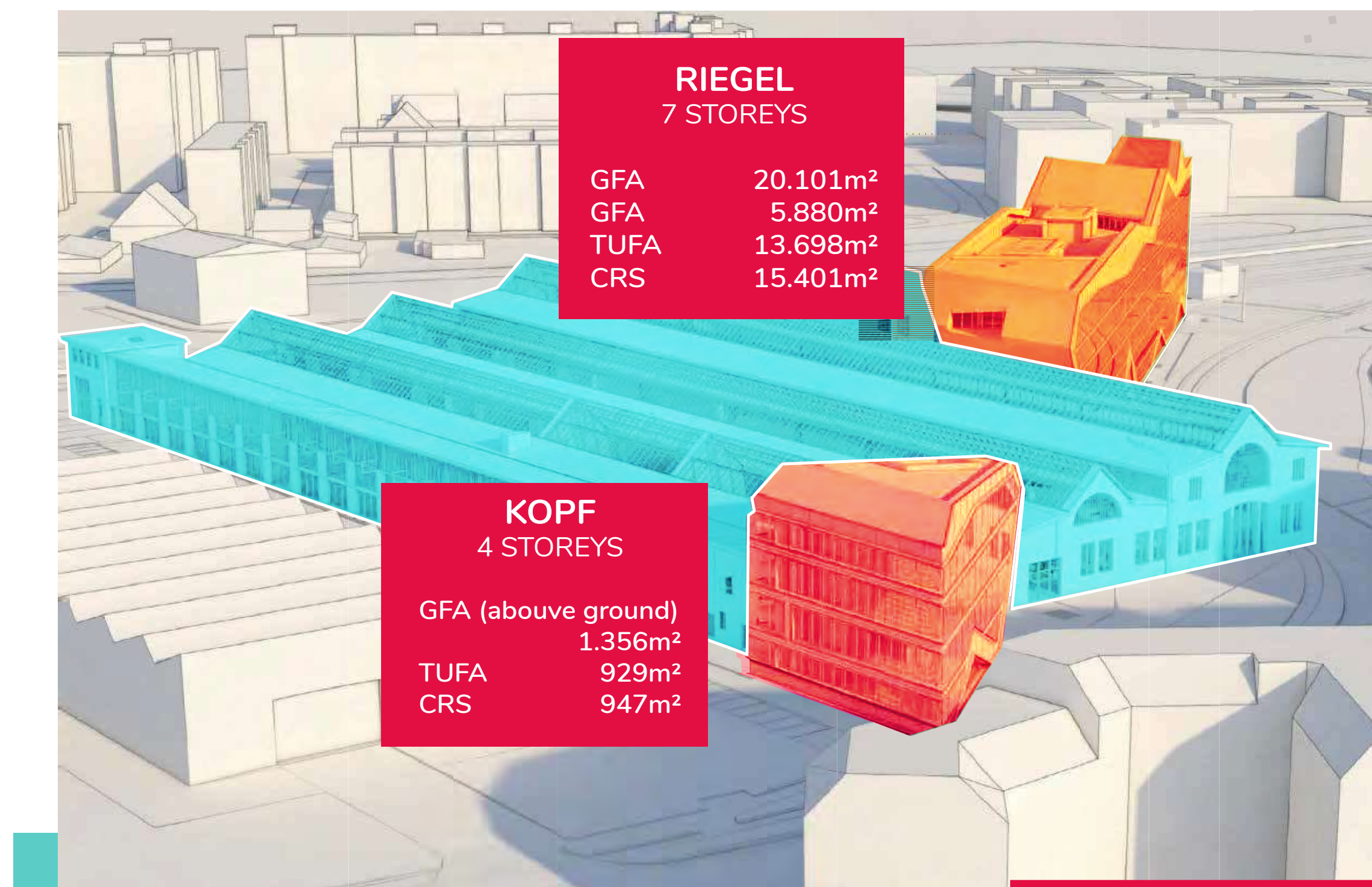
The new buildings alongside the Potsdam-Berlin railway line make a powerful statement that is visible from a long way off.

CREATION of

- **MODERN, LUXURY OFFICE SPACES** (200 - 840m² units) – two-storey units also possible via optional stair access
- **STATE-OF-THE-ART BUILDING TECHNOLOGY**
- **SUSTAINABLE USE AND PLANNING OF RESOURCES**
- **LARGE ROOF TERRACE** with greenery

The two **NEW BUILDINGS** feature:

- **DOUBLE FACADES** made of galvanised steel (zinc) with floor-to-ceiling aluminium windows
- **STEEL BEAMS**
- **CONCRETE WALLS and FLOORS** as well as parquet and carpet coverings in the meeting areas
- **SLANTED ROOFS** (roof pitches of 4° - 45°)
- **ROOF TERRACES WITH GREENERY**



CON
CEPT



FLOOR PLAN (Ground Floor)

RAW HALLE

Original building

- 01 AULA
- 02 UNIVERSITY
- 03 OFFICE
- 04 CATERING
- 05 LECTURE HALL / EVENTS
- 06 BUILDING SERVICES

RIEGEL

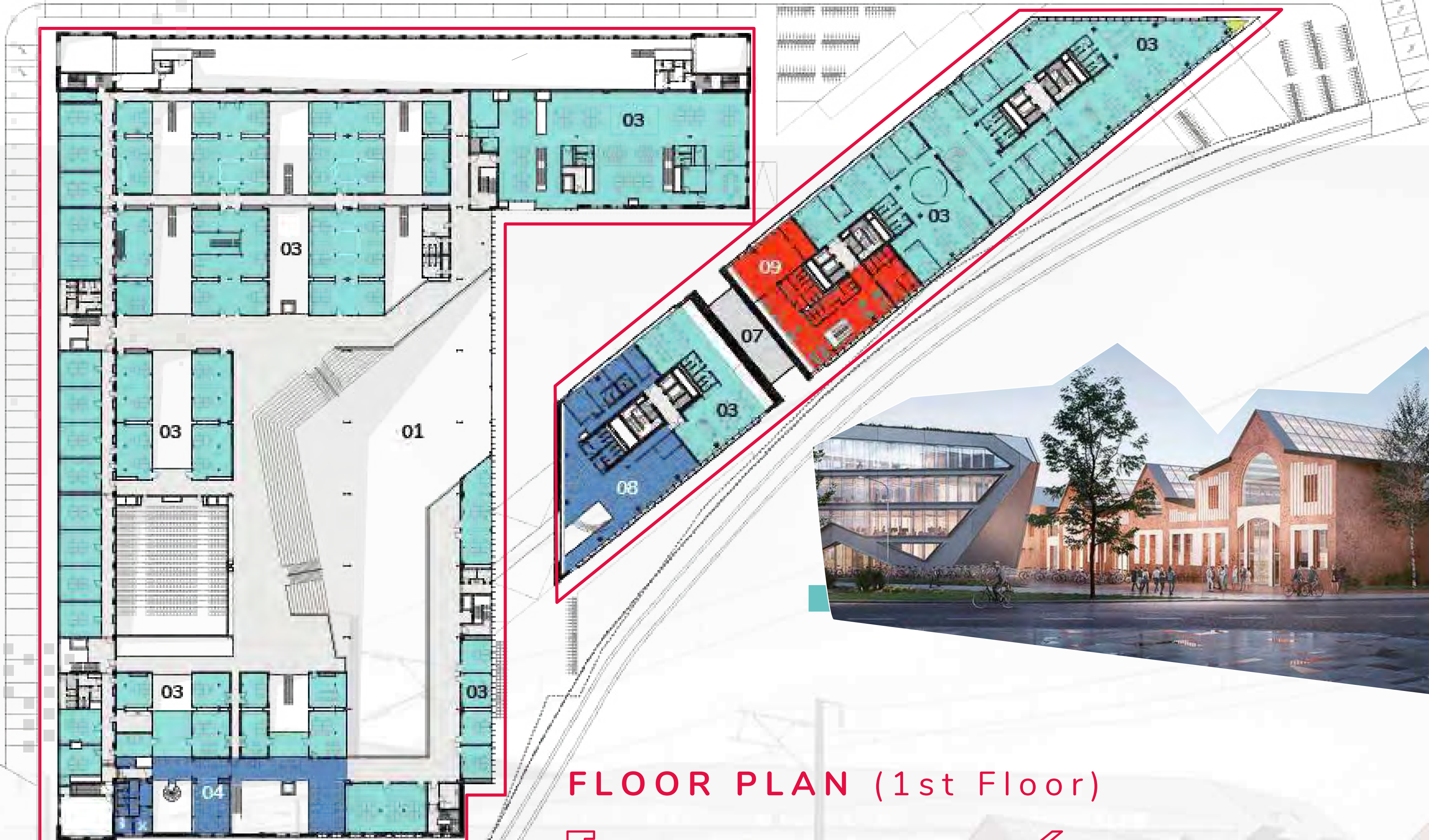
New block

- 07 FOYER
- 08 CATERING
- 09 GYM
- 10 RETAIL
- 11 BUILDING SERVICES

KOPF

New Block

- 11 BUILDING SERVICES
- 12 OFFICE



FLOOR PLAN (1st Floor)

RAW HALLE

Original building

- 01 AULA
- 03 OFFICE
- 04 CAFE/RESTAURANT

RIEGEL

New block

- 07 FOYER
- 08 CAFE/RESTAURANT
- 09 GYM
- 11 BUILDING SERVICES

KOPF

New block

- 12 OFFICE

REGENERATING NEW SPACES

J. MAYER.H und PARTNER was founded in 1996 by Jürgen Mayer H. in Berlin. The ARCHITECT TEAM was recruited in an international competition. Ethical standards and social integration go hand in hand with contextual and aesthetic impact.

ARCH ITECTS



CURRENT PROJECTS

- ZIPPER – RKM 740 TOWER | mixed use, high-rise, Düsseldorf
- EAST SIDE CUBES | office building, Berlin
- VOLTAIR | office building, Berlin
- ELEMENTS | mixed-use office and residential, Berlin
- IGZ HEADQUARTERS | Falkenberg
- FOM UNIVERSITY | Düsseldorf
- LAW COURTS | Hasselt, Belgium
- METROPOL PARASOL | Redevelopment of the Plaza de la Encarnacion, Seville, Spain
- JOH3 | residential building, Berlin
- LAZIKA PIER SCULPTURE | Georgien
- AIRPORT MESTIA | Mestia
- BORDER CHECKPOINT | Sarpi

WE BUILD TODAY FOR TOMORROW

The renovation and refurbishment of the elaborate original facades and the addition of the two new extensions are consistent with the goals of the modern construction industry.

SUSTA

INABI

LITY



The economical use of resources and energy together with the careful consideration of business and human needs are the basis of planning and execution (excerpt):

- **PHOTOVOLTAIC SYSTEMS** integrated into the large roof glazing in the **RAW HALLE**
- **SOLAR PANELS**
- **CLIMATIC BUFFER ZONES**
- Two-layer façades with natural ventilation and automatic, external sunshades
- **RADIANT CEILING PANELS**
- **EFFICIENT BUILDING TECHNOLOGY**
- **ROOF TERRACES WITH GREENERY**
- **ALGAE BIOREACTOR**
- **GEOTHERMAL ENERGY**



SERV ICES

RAW Potsdam offers a
SMART SERVICE CONCEPT

KEEP YOUR BUSINESS GOING



- MULTILINGUAL RECEPTION SERVICE
- CENTRAL POST AND PARCEL OFFICE
- CLEANING AND WASTE DISPOSAL
- JANITORIAL SERVICES
- STORAGE AREAS individual and temporary
- ACCESS AND SECURITY SYSTEMS
- COFFEE AND CONFERENCE CATERING
- EVENT SPACES also for large meetings and conferences
- TRAVEL BOOKING CENTRE
- WAGE ACCOUNTING
- TAX ADVISORY SERVICE

and much more besides



BUILDING

- Individually tailored office space from 200m² upwards
- On-demand bookable office space & conference rooms
- Generously laid out communal areas
- Planted roof terrace & inner courtyard
- Ceiling height above 3 metres
- Barrier-free access

ARCHITECTURE

- Modern, sustainable and innovative design
- Open and flexible interior
- Historic brick façade and futuristic steel construction
- Large glass surfaces for admitting natural daylight

DNGB GOLD CERTIFICATION applied for

RENTABLE SPACE

RAW HALLE

	m ²
Atrium with auditorium	2,669
Event areas	1,198
Office & Co-Working	9,408
Catering	1,487
Rentable area	14,762

RIEGEL

Office	12,815
Catering	1,055
Commercial	1,531
Lettable area	15,401

KOPF

Office	947
Other	272

(bicycle room, storage)

Lettable Space	1,219
Total office space	23,170
Catering	2,542
University	2,669
Events area	1,198

TOTAL LETTABLE AREA	31,382
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INFRASTRUCTURE

HIGH-END TECHNOLOGY

- Modern building technology
- Fibre optic connection and redundancy technologies
- Energy-efficient LED lighting
- Digital services (access, booking, catering etc.)
- 283 car parking spaces with 32 e-charging points
- 673 parking spaces for bikes, e-bikes and cargo bikes

SUSTAINABILITY

- Careful use and awareness of resources and energy
- Highest ecological standards and integrated system design
- Use of photovoltaic system & geothermal energy
- Climatic buffer zones
- Natural ventilation
- Radiant ceiling panels for optimum temperature control

FACTS

KEY

CON TACT



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