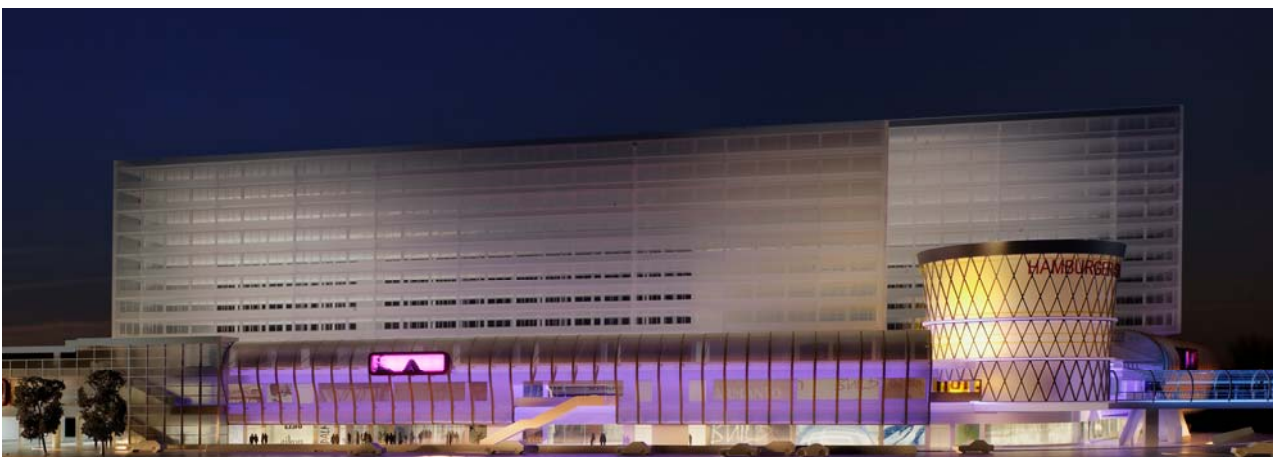


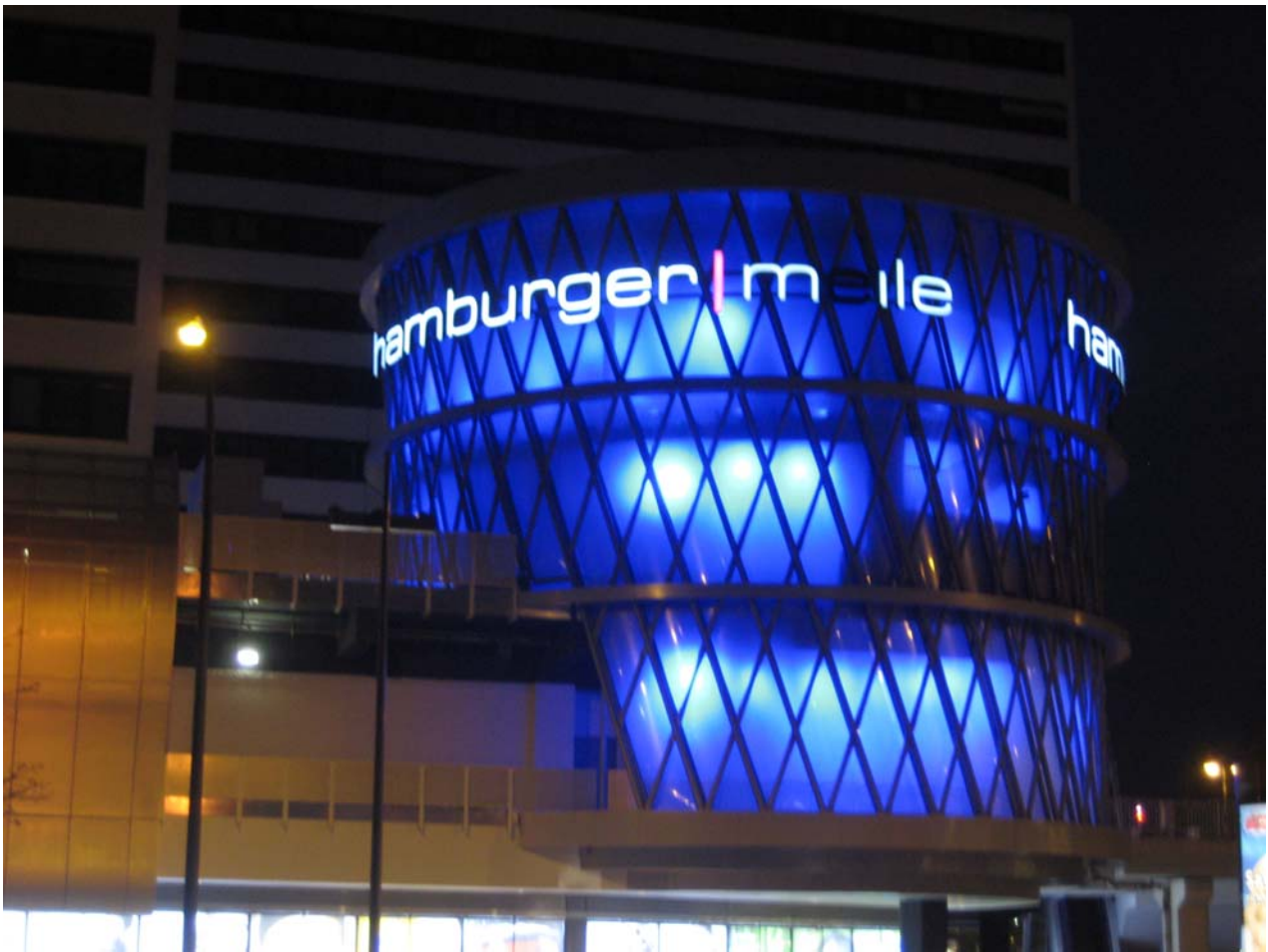
ETFE Facade Cladding for so-called Media Tower / Shopping Centre "Hamburger Meile", Hamburg



Successful Revival of a Shopping-Centre Rich in Tradition

The shopping centre built in 1970 at Hamburger Straße was modernised and redesigned from scratch and EUR 200 million were spent. With a futuristic facade as well as a light-flooded mall in modern design, the centre is to regain its former attractiveness. At the end of April 2010, the northern extension of the shopping promenade - now 600 metres long - was opened. The Media Tower - clad with cushions of ETFE film - represents a particularly striking highlight of architecture - above all when illuminated in colour.





Project Data

Architect	ECE Projektmanagement GmbH & Co.KG, Hamburg
Planning of the load-bearing structure for the membrane	Teschner Ingenieure und Architekten, Kosel
ETFE facade surface	650 qm
Year of construction	2009 / 2010
Design	<p>Two-layer cushions of ETFE film are applied to clad the facade of the so-called Media Tower. The cushions' substructure is a steel construction consisting of straight edge girders forming a hyperboloid of rotational symmetry. In this form, distances and twisting of the edge girders are always identical such that the basic geometry of the cushions is always the same. Merely the different lengths of the cushions result in different geometries.</p> <p>In principle, all the cushions are always positioned between the straight edge girders and they are attached to the substructure by means of aluminium welting profiles.</p>



The facade surface is formed out of 45 cushions having 4 different geometries.

Both film layers have a thickness of 250 μm and are flame resistant according to DIN 4102 B1

- 50% of the external film are printed with an irregular dot pattern
- the internal film has a mat light-grey shade



By way of a particular cutting-to-size and processing technology, the film is given a spatial shape. The forces resulting from wind and pre-stressing are introduced into the supporting structure through appropriately designed detail points.