

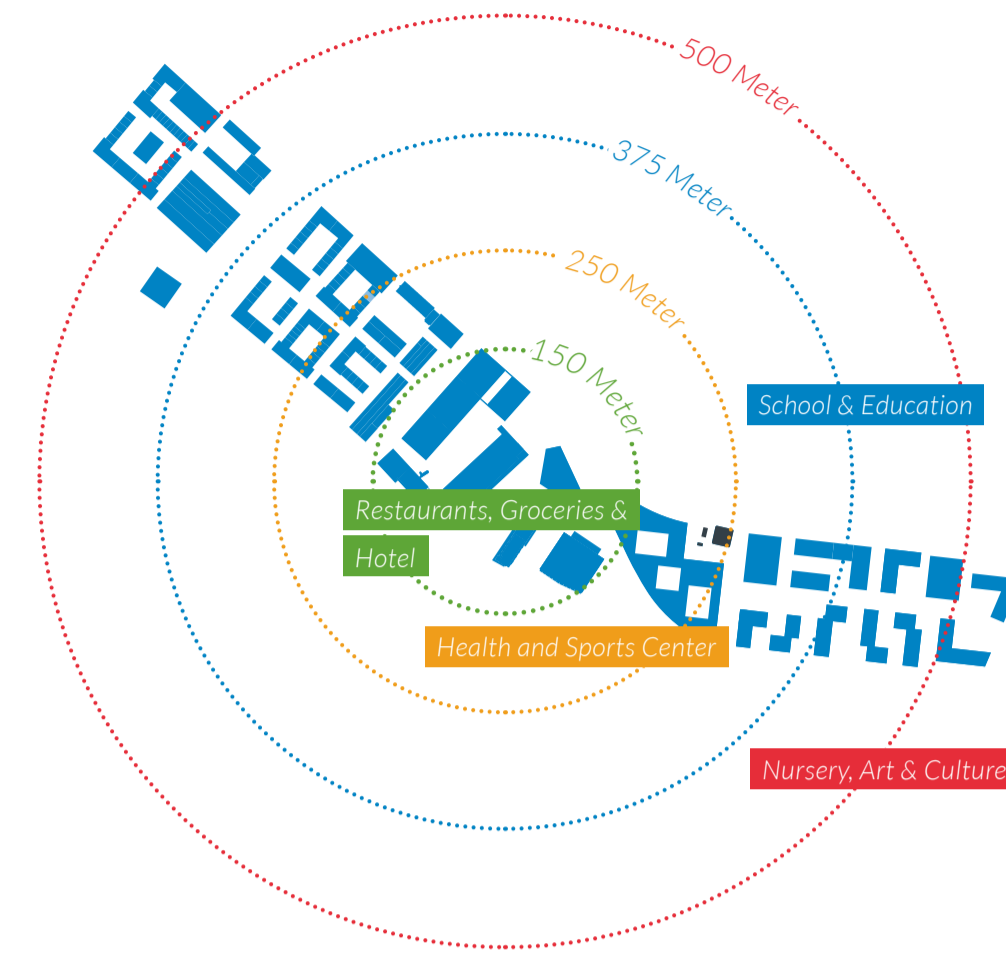
SHARING - AND MORE FOR ALL

How do we get the most out of a district for everyone? Through community spirit! This answer is one of the core ideas of our district development. Because a good life means being an active part of a community. And community means sharing – for example, spaces, time, and things. What we share: the cars in our own car-sharing scheme. Laundry room and workshop, ladder and bicycle, as we provide spaces and items with open concepts of use. In the cluster apartments of the Stephanitorhöfe, people live in smaller residential units and share larger communal areas. In a cooperative for residents and employees of the neighboring businesses, we consolidate service and participation opportunities.



SHORT DISTANCES

The shorter the distances, the easier everyday life becomes. That is why everything on the Überseeinsel is close by: school and nursery, food shops and restaurants, medical offices and sports centers, art and culture, green spaces – and even Bremen's city center.



On the Überseeinsel, you can find community, music, experiences, restaurants, and culture. Or you can retreat to places of tranquility.

TRANQUILITY

Green spaces between the buildings and away from the streets. Hidden niches. Courtyards and roof terraces. Parks and a traditional orchard. While life concentrates in some areas, in others you feel far removed from the hustle and bustle of the city.

NEIGHBOURHOOD STREET

John & Will
SECHOTEL BY GÜLDSCHIEDEN



REISLAGER

LIFE

VITAMINLAGER
RESTAURANT & CAFE

KELLOGG PIER
with ice rink

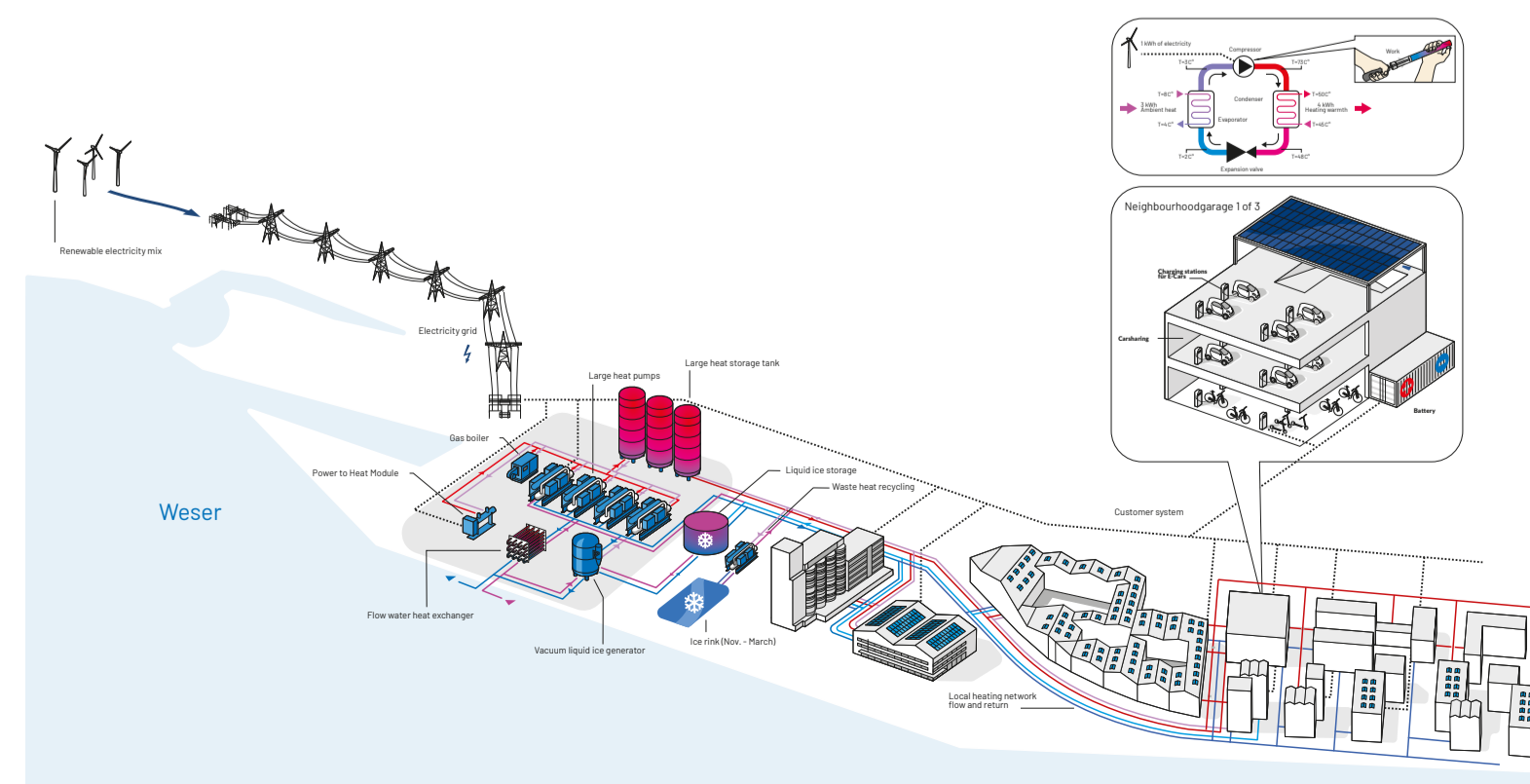
Le Mann di Napoli Le Sorelle di Mann

ENERGY

Perhaps the most innovative energy concept in Europe has been developed on the Überseeinsel. Using a heat exchanger, we extract the energy for heating and cooling from the water of the River Weser. Now, we only need to use electricity to heat or cool the water to the desired temperature using a heat pump. We source this electricity almost exclusively from the sustainable sources of sun and wind. But what happens when the wind drops, or the sky is overcast? For these times, during sunny and windy periods, we store huge amounts of hot and cold water in insulated thermal storage tanks, thereby decoupling electricity consumption from electricity generation. Our energy concept not only provides heating and cooling more affordably and sustainably, but it is also fun: a swimming pool and an ice-skating rink are part of our district heating and cooling network.

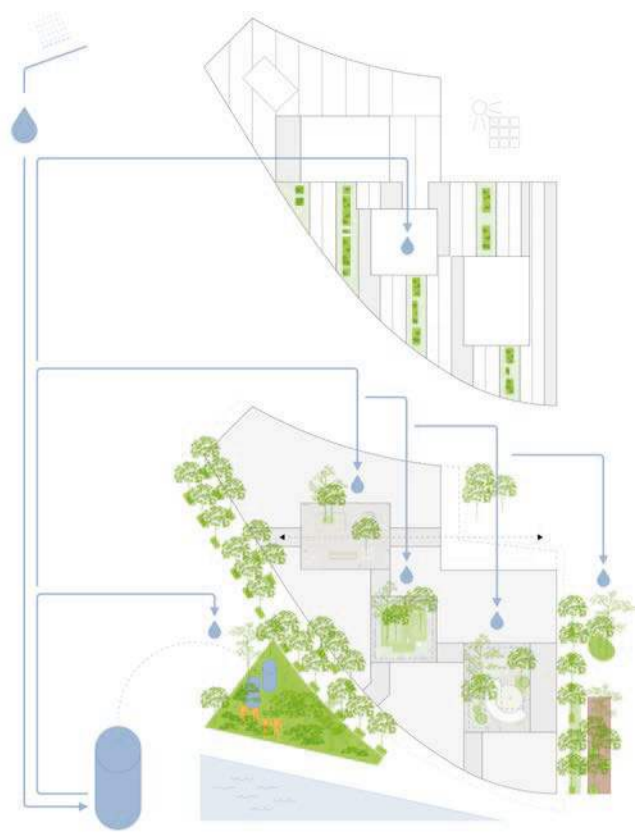
More information on the energy concept:

→ More information: www.stadt-energie-speicher.de/en/ueberseeinsel



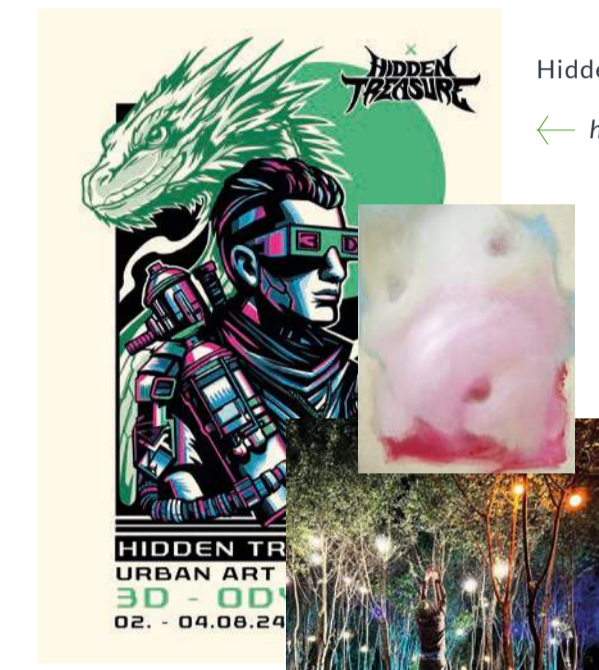
INFILTRATION

We manage typical Bremen rainy weather and extreme weather events with a combination of infiltration, evaporation, and utilization. We are breaking up as many sealed surfaces as possible to channel rainwater into the ground. We are planting as much greenery as possible so that water can evaporate. And we collect rainwater to use it for irrigating plants.



DISAPPEAR

An underground system with access points located as centrally as possible allows rubbish, and thus odours and soiling, to disappear beneath the ground.



Hidden Treasure
← hidden-treasure-festival.de

Kollegas Ateliers & Werkstätten
← emeskard.de

ART & CULTURE

How do we strengthen the identity of a new district? And how do we ensure that people identify with a place? With architecture of all kinds. With people of all kinds. And with art and culture. This has already established itself on the site today and will continue to find spaces and venues on the Überseeinsel in the future.

Freizeitklinik
↑ freizeitklinik.de

Signum Quartett
↑ signumquartet.com

ILLUMINATE

Light creates safety and atmosphere – and with it, quality of life. With precise light direction and intelligent control systems, we reduce energy consumption and light pollution. We choose colour temperatures that are less attractive to nocturnal insects. And on special evenings, we activate the highlight of our lighting concept – and bathe the district in colour.



MOBILITY

Our streets should, first and foremost, belong to children. They should be able to play here safely and freely, just like they used to. A romantic notion? Of course! That is why we are consistently making it a reality. Alongside all the playgrounds and green spaces, our internal district street is one of the large play areas – and in good weather, a living room for everyone. This only works if traffic stays out. We guide cyclists through the district on dedicated routes, and cars park in our „mobility hubs,” from which the final few meters for people and luggage are organized – for example, with cargo bikes.

ÜBERSEEINSEL
A new city district for Bremen

Would you like to become part of the Überseeinsel someday – as a resident or with a business? Let us know your wishes now. We will inform you of the possibilities in due course.

→ kontakt@ueberseeinsel.de



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↓ QUARTIERE

Three of the Überseeinsel's five quarters are already in the concrete planning and implementation phase: Stephanitor in the east, with its special mix of residential and office buildings, a health center, swimming pool, and small-scale commercial units. The Kellogg-Pier in the middle as a central, public point of attraction with a hotel, gastronomy, and office spaces. And in the west, the Kellogg-Höfe, near the schools, characterized by a unique mixture of existing buildings, new builds, and open spaces with distinct characteristics.

→ More information: <https://www.denkmalstadt.de/projektueberseeinsel>

↓ STEPHANITOR



MOBILITÄTSSPEICHER (MOBILITY HUB)

In the Überseeinsel's car-free transport concept, the three Mobilitätsspeicher are key aspects, alongside underground car parks: Here, in addition to car parking spaces with charging infrastructure, you will also find bicycle parking spaces, car-sharing services, and a micro-mobility service with e-scooters, e-mopeds, bicycles, and e-cargo bikes.

→ Project status *Mobilitätsspeicher 01: under construction*

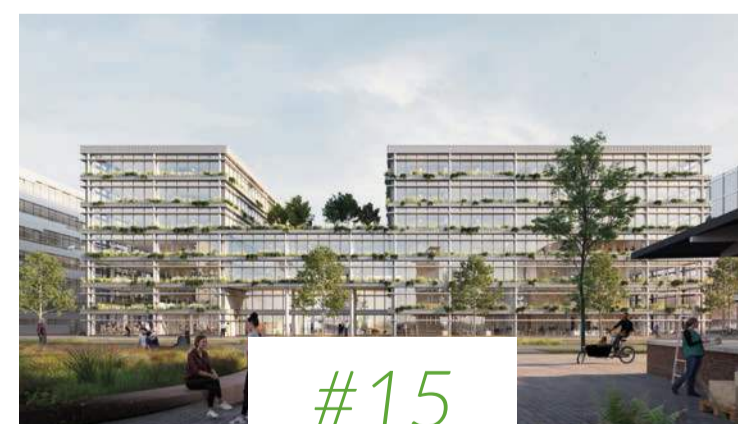


WPD-CAMPUS

The three office buildings Lee, Luv, and Bora house the corporate headquarters of wpd, wpd wind manager, and Deutsche Wind Technik. The newest building, Bora, also includes a nursery.

→ Project status *Lee and Luv: completed 2015*

→ Project status *Bora: completed 2024*



GRØN

Grøn is a sustainable office building with an area of approx. 9,500 m².

Outside, a rainwater retention tank ensures the sustainable irrigation of the façade's greenery. The centerpiece is a roof garden on the 4th floor.

→ Project status: *under construction, completion 2026*

↓ KELLOGG-PIER



John & Will

117 hotel rooms in the tubes of the former grain silo: This is the John & Will Silo-Hotel by Guldsmiden - with views of the Weser from every floor, meeting rooms, and a tower suite on the roof.

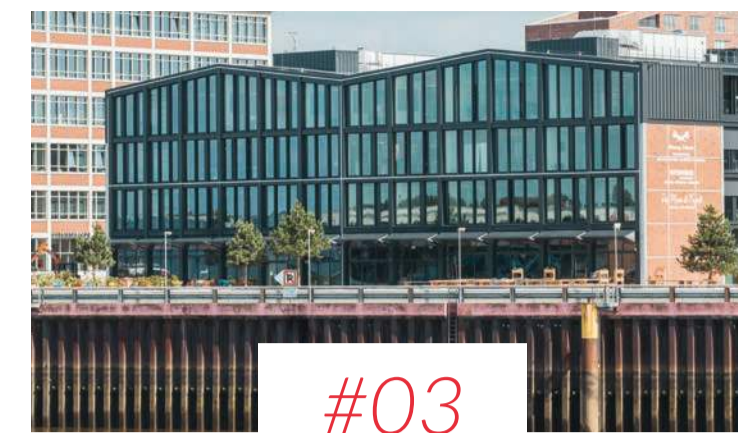
→ Project status: *completed 2024*



VITAMINLAGER (VITAMIN-STORE)

The silo's annexe houses the Vitaminlager Restaurant & Café and three conference rooms on the ground floor. Above: four office loft floors and one floor for daily rentals.

→ Project status: *completed 2024*



REISLAGER (RICE-STORE)

The new Reislager was built on the foundation of the old building. Exciting gastronomy has settled on the ground floor. The floors above serve as the corporate headquarters for the Brüning Group.

→ Project status: *completed 2024*

↓ KELLOGG-HÖFE



SPORTZENTRUM (SPORTS CENTRE)

Bremen 1860 will operate a sports center with eight halls across two floors.

→ Project status: *in planning*



KOLLEGG'S ATELIER'S & WERKSTÄTTEN (KOLLEGG'S STUDIOS & WORKSHOPS)

About 150 artists have found a creative home in an old industrial building that has developed organically over time. The goal is for them to be able to work and stay there for the long term.

→ Project status: *existing building*



KLIMA-CAMPUS (CLIMATE CAMPUS)

Bremen's Klima-Campus, a training and further education center for transformation and innovation in climate protection, is being established in the old shipyard halls.

→ Project status: *construction starts 2027*



FLAKES-FABRIK (FLAKES-FACORY)

Clear structures and a vibrant concept: The Flakes-Fabrik will form the backbone of the Kellogg-Höfe. The architecture of the upper floors allows life, work, and social encounters to flow into one another. The ground floor houses logistics, local amenities, and workshops.

→ Project status: *construction starts 2026*



MASCHINEN- UND KESSELHAUS (ENGINE AND BOILER HOUSE)

25 flats with direct views of the Weser and winter gardens are being created in the adjacent buildings. A new, external staircase complements their industrial architecture. The basement also plays an important role: It houses the energy center for the entire Überseeinsel.

→ Project status *energy centre: completed*

→ Project status *residential building: construction starts 2027*



WOHNGEWÄCHSHAUS (RESIDENTIAL-GREENHOUSE)

Building affordably, energy-efficiently, and aesthetically: These parameters are united in the Wohngewächshaus. The 25 subsidized flats are heated only from their core - the resulting waste heat is used for plant growth in the greenhouse on the roof.

→ Project status: *under construction, completion 2027*



WERKTURM (POWER-TOWER)

The commercial high-rise of the Kellogg-Höfe supplies its own electricity all year round: thanks to its power plant facade with full photovoltaic coverage on the southeast side.

→ Project status: *construction starts 2027*



ATELIER TERRASSEN (ATELIER TERRACES)

In the building on the western edge of the Kellogg-Höfe, 100 residential units will be realized, a high proportion of which will be subsidized. Stair-like terraces create outdoor areas, for example, for a sun deck and a „woodland patch on the roof“. Inside, there are flexible floor plans and, in the lower plinth, ateliers with a gallery level.

→ Project status: *construction starts 2026*



SCHULE (SCHOOL)

Learning within historic walls: Children are now taught in the former Kellogg's administration building. The integrative all-day school features, among other things, an indoor activity room and a canteen.

→ Project status: *completed*