



Vattenfall opens stores at Fußgängerzone Gorkistraße / Tegel Quartier and Schultheiss Quartier

Berlin, 18th January 2022 – The energy company Vattenfall is expanding its presence in Berlin and will open two new stores at once at the HGHI-project Fußgängerzone Gorkistraße / Tegel Quartier in Berlin-Tegel and at Schultheiss Quartier in Berlin-Moabit. The 54 sqm large store at Schultheiss Quartier already opened its doors on January 11th 2022, whereas the 64 sqm large store at Fußgängerzone Gorkistraße / Tegel Quartier will probably open in February.

The new stores provide a wide range of offers and information in four different areas, giving the opening concept its name “4 good reasons for Vattenfall”: “Firstly customers can benefit from seeking advice in electricity and gas rates. They will learn about how to switch to green electricity and natural gas for instance”, says Ansgar Marchel, team leader Trade Marketing & Strategic Campaigns. “Secondly, the store employees will explain about the numerous smart home products and additionally about how to manage the daily life more sustainable, safer and comfortable with them, saving energy at the same time”.

A third pillar of the Vattenfall stores is the free rental service for cordless screwdrivers and bit sets, cable locators and power meters, in order to support people in the neighborhood during daily situations regarding relocation and do-it-yourself activities in a quick and easy way. Furthermore, the stores offer an insight into the “my highlights”-advantages by Vattenfall – from vouchers of cooperative partners, to raffles with prices like e-bikes, to free tickets for events in Hamburg or Berlin.

“At the stores we offer a modern, future oriented overall package. Here, customers can get to know and experience the world of Vattenfall. Our services and offers should make their life easier, so that they have more time for the important things in life”, says Orkan Cakir, Sales Manager Vattenfall Hamburg/Berlin

“Shopping made easy – comfortable, fast and consolidated! That is what our shopping centers stand for. We are happy to extend this wide range with a Vattenfall-store in two of our centers. Now, you can benefit from an on-site comprehensive, personal consultation as well as further helpful advantages by Vattenfall at Schultheiss Quartier and at Fußgängerzone Gorkistraße / Tegel Quartier”, says Harald Gerome Huth, owner and Managing Director of HGHI Holding GmbH.

A shopping street reinvents itself: about the HGHI-project Fußgängerzone Gorkistraße / Tegel Quartier

The unparallel project throughout Germany stands for the extensive modernisation and enhancement of the around 250 m long pedestrian area Fußgängerzone Gorkistraße, including the former shopping center “Tegel-Center”, the former shopping center “Hertie” as well as the long-standing market hall “Markthalle Tegel”. The revitalisation of the Fußgängerzone Gorkistraße is one of the biggest projects in the history of HGHI and consists of four different construction phases in total.

On a total floor area of around 90,000 sqm HGHI is building around 36,000 sqm retail space and 28,000 sqm office space. More than 80% of all rental spaces is already leased, a significant success for the project. Common retailers like REWE, P&C or dm as well as the office tenant Deutsche Rentenversicherung Bund are tenants at the HGHI project. In addition to the already existing brands, the new Fußgängerzone Gorkistraße / Tegel Quartier will offer a huge variety of shopping possibilities with more than 100 retail shops in total.

The shopping street is located in the north of Berlin, precisely the district Tegel, the lively center of the area Reinickendorf. The infrastructure links to Berlin transport network are excellent. In only 5 minutes by car you reach the motorway A111. The projects own car park provides around 320 parking spaces. Due to its immediate vicinity (1 minute by foot) to the railway and metro as well as numerous bus lines, the shopping street has an outstanding connection to the public transport service. And as cycling in the city is getting more and more attractive, HGHI created a covered parking space for bicycles with over 200 spaces in the direct vicinity to the project.

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In celebration of the partly finished project a soft opening already took place in July 2021 with the official inauguration and opening of some shops like REWE or dm. From autumn onwards this year customers will be able to go shopping in two thirds of all shops. The completion of the project is scheduled for 2022.

The project development with its new and versatile shopping possibilities will increase the attractiveness of the entire northern part of Berlin. For further information about the project please visit www.gorkistrasse.de.

“A small city within the city”: About Schultheiss Quartier

Opened in August 2018 on the former premises of the brewery Schultheiss Brauerei in the region of Berlin-Mitte, district Moabit, the multifunctional center Schultheiss Quartier comprises approximately 20,000 squaremeters of retail space, 25,000 squaremeters of office space, 8,500 squaremeters of hotel space, a versatile food court as well as a gym with a total area of 2,400 squaremeters and 400 parking spaces. “In the heart of Berlin-Mitte Schultheiss Quartier combines all aspects of urban living like work, shopping, hotel and entertainment in a unique atmosphere”, adds Harald Gerome Huth, Managing Director and CEO of HGHI Holding GmbH. The responsible architect Max Dudler likewise completes the description: “A small city within the city”.

The center Schultheiss Quartier is just about two kilometers away from Berlin central station and is optimally connected to the public transport by numerous bus and underground lines (underground line U9: station Turmstraße / bus lines: M27, TXL, 101, 123, 187).

Further information can be found on www.schultheissquartier.de or follow us on Instagram (@schultheiss_quartier) and Facebook (@SchultheissQuartier).

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