

# QUARREE Wandsbek

**Modern. Vital. Unique.**

QUARREE moves with the times – adapted to the needs of the people of Wandsbek.

**Large. Larger. Wandsbek.**

Wandsbek is the most populated district in Hamburg – and growing.

**Centre. Marketplace. Meeting point.**

Shopping, leisure and much more – the recipe for success: multi-use.



QUARREE  
WANDSBEK



# Welcome to Hamburg, to Wandsbek, to QUARREE



Since 1988, QUARREE has been the centre of Hamburg's most populous district. But it is more than that: it is a popular marketplace in the heart of Wandsbek. A place that is an integral part of people's lives. To ensure that this remains the case in the future, we have made QUARREE more vibrant and modern and adapted the tenant structure to the new needs of the population in Wandsbek. Because Wandsbek is growing and changing, and QUARREE is growing with it – in many ways.

Perhaps you too will be part of this growing success story in the future?

A handwritten signature in blue ink that reads "Kachroudi".

**ADEL KACHROUDI**  
Centre Manager

# Modern. Unique.

## **Comprehensive refurbishment**

Renovation & redesign in 2020/21;  
Investment: € 40 million

## **Structure**

41,000 m<sup>2</sup> gross floor area, > 90 shops,  
cafés and restaurants, multiplex cinema,  
gym, daycare centre, business school

## **Design**

Individual, bright, green & distinctive

## **Rating: excellent!**

The European Council of Shopping Places  
(ECSP) honoured the refurbishment of  
QUARREE 2023 with an award.

# Vital.





# Centrepiece: Fresh produce market

The greatest culinary diversity in  
Wandsbek in one place.



# Attractive Brands

A clear commitment to QUARREE:  
New tenants have moved in, existing  
tenants have modernised.

# Next Generation

Convinced by the location:  
Some family businesses have been  
in QUARREE for 37 years and have  
just handed over the business  
to the second generation.  
The successors bring a breath of fresh  
air and new ideas to the business.



The young Strangio family of  
Da Franco has modernised  
the facilities and adapted the  
range of options.

Snacks can also be stylish:  
Diana Kluckow from the  
Kluckow butcher's shop at  
her deli counter in the fresh  
produce market.



# Comfort & Service

The sophisticated design of the QUARREE creates a stylish atmosphere, consistent down to the smallest detail.



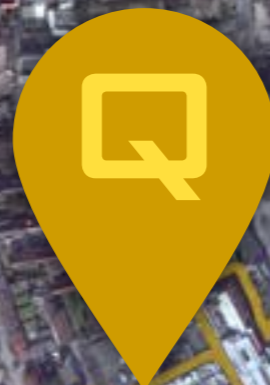
# Radiant external image

The LED screen on the exterior façade is unique in Germany in terms of size and image sharpness.



# Large. Larger. Wandsbek.

Wandsbek is Hamburg's most populated district. And right in the middle of it all: the QUARREE.



# Already, one in four Hamburg residents lives in Wandsbek.

The population has **grown steadily** over the past decades. On average, the population in the district of Wandsbek is growing by **approximately 2,000 people per year**.



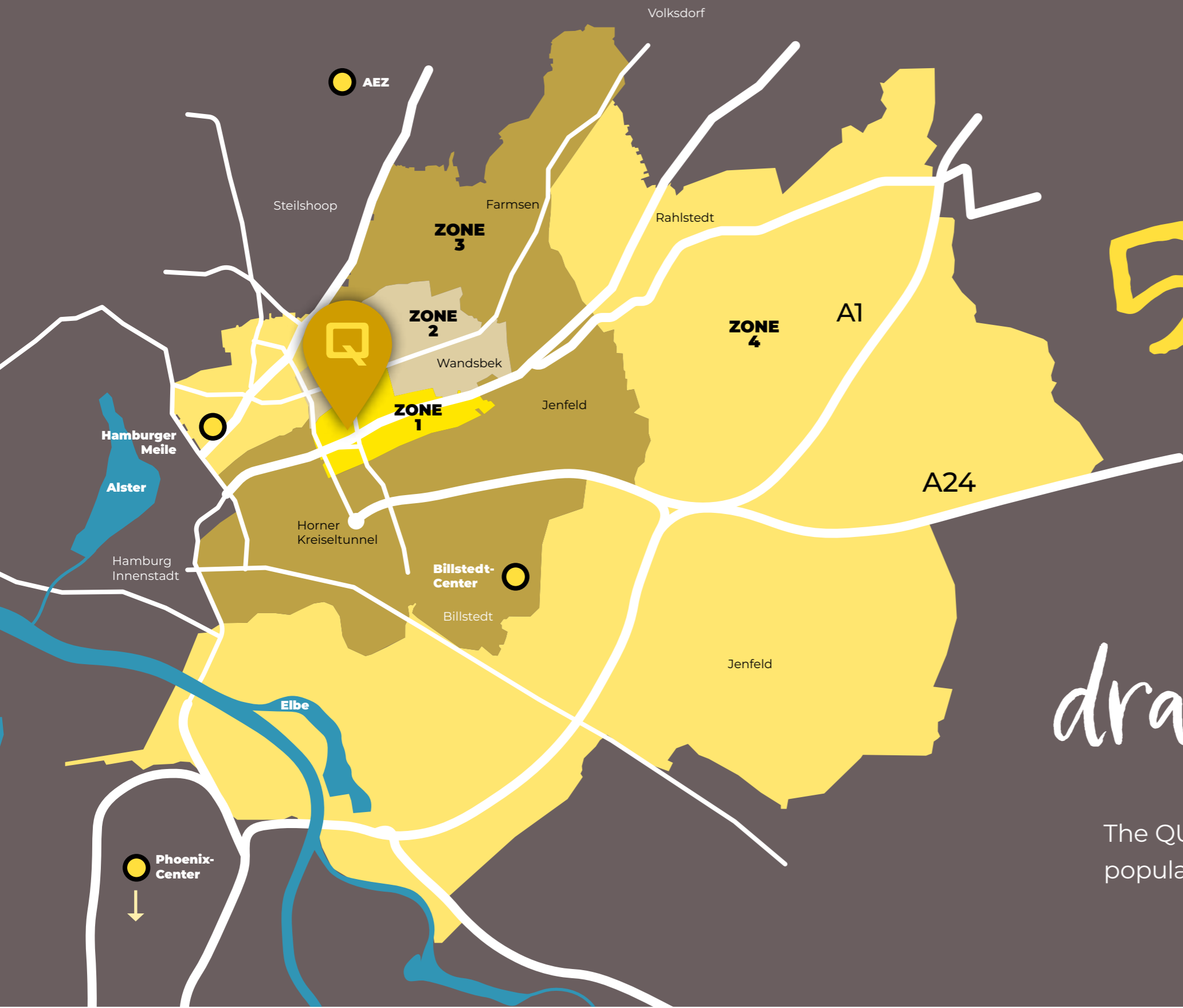
# Big City



## Top 20: Population

The district of Wandsbek ranks among Germany's largest metropolitan areas.

Rank	City	Population
1	Berlin	3.787.792
2	Hamburg	1.960.558
3	München	1.548.319
4	Köln	1.090.911
5	Frankfurt am Main	763.380
6	Stuttgart	633.241
7	Düsseldorf	624.527
8	Leipzig	620.173
9	Dortmund	586.919
10	Essen	582.760
11	Bremen	569.352
12	Dresden	561.408
13	Hannover	548.407
14	Nürnberg	540.280
15	Duisburg	496.855
<b>16</b>	<b>HH-Wandsbek</b>	<b>456.412</b>
17	Bochum	371.587
18	Wuppertal	353.590
19	Bielefeld	337.838
20	Bonn	333.448



524.267

Great drawing power

The QUARREE catchment area has a high population density and travel times are short.

● Shopping-Centres with over 25.000 m<sup>2</sup>

**ZONE 1:** 18,064 inhabitants  
Travel time up to 5 minutes

**ZONE 2:** 41,971 inhabitants  
Travel time 5-15 minutes

**ZONE 3:** 237,198 inhabitants  
Travel time 10-25 minutes

**ZONE 4:** 227,034 inhabitants  
Travel time 15-30 minutes

Source: GMA 2024

# Location. Location. Location.

QUARREE is easily accessible – quickly and conveniently.  
On foot, by bicycle, by car and by public transport.

Wandsbek Markt, the stop directly at QUARREE,  
is the busiest HVV transport hub in eastern Hamburg.

**On average, over 110,000 passengers board and alight at the Wandsbek Markt stop on weekdays!**

## Bus

- One of Hamburg's busiest bus stations – numerous lines running at high frequency.
- Direct, fast connections in all directions within the district and the city.

## Underground

- U1, Wandsbek Markt stop, every 5 minutes (towards Norderstedt & towards Großhandsdorf/Ohlstedt)

## Bicycle

- Cycle route 7 runs past QUARREE. Another is in the planning stage.
- There are plenty of bicycle parking spaces available at the centre.

## S-Bahn

- S1, S11, Wandsbeker Chaussee stop, every 10 minutes (towards Poppenbüttel/Airport & towards Wedel/City Centre)
- The S4 (in progress) offers a new connection to the Hamburg area.

## Car

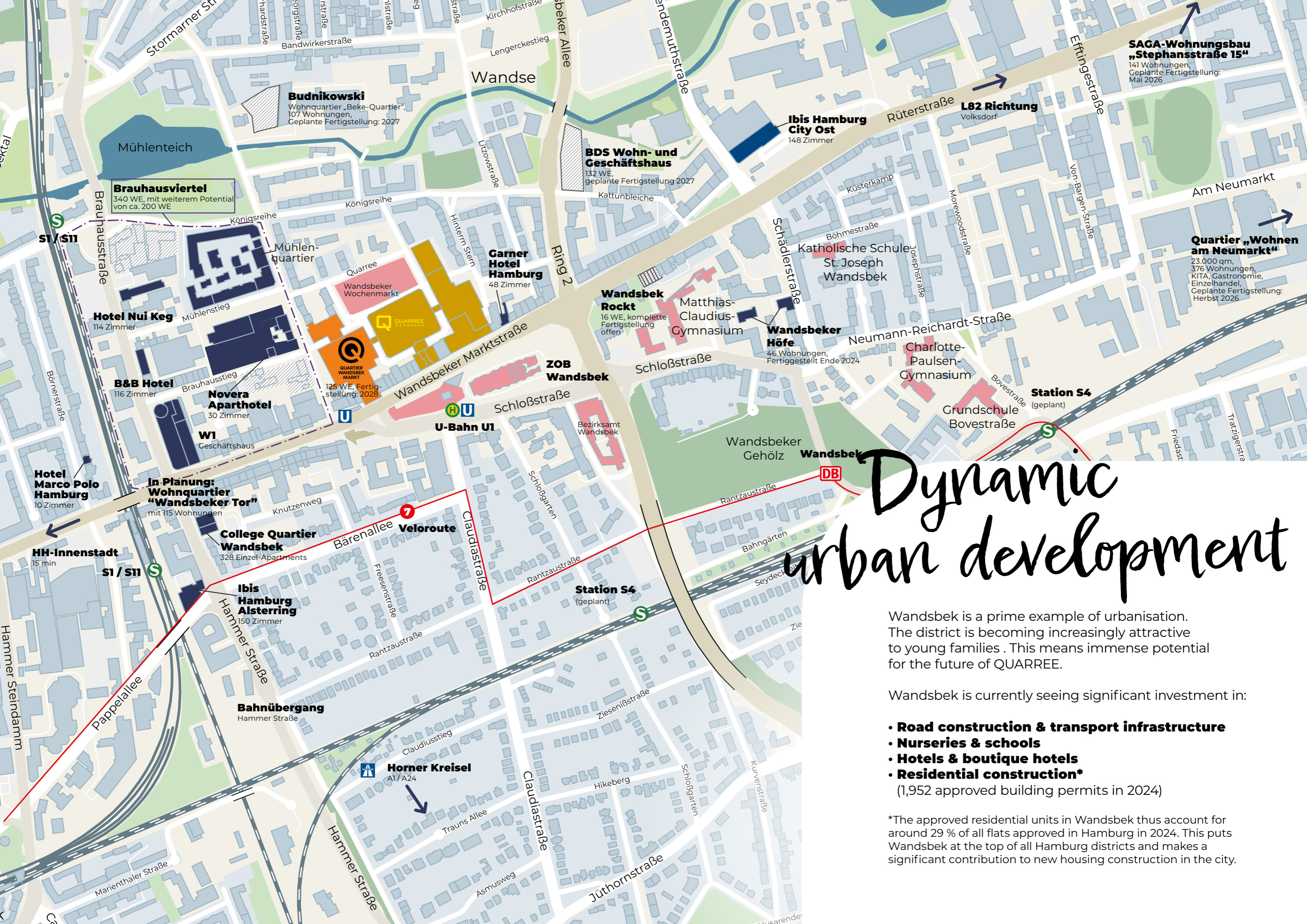
- The QUARREE is only 10 minutes away from the motorway.
- Wandsbeker Marktstraße is one of Hamburg's main traffic arteries.
- 2 parking garages with over 950 parking spaces.



# Right in the middle!

With a population density of 6,446 inhabitants per square kilometre, Wandsbek is one of the most densely populated districts in Hamburg – well above the city average of 2,467 inhabitants per square kilometre.

\*Source: Statistik-Nord.



# Dynamic urban development

Wandsbek is a prime example of urbanisation. The district is becoming increasingly attractive to young families. This means immense potential for the future of QUARREE.

Wandsbek is currently seeing significant investment in:

- **Road construction & transport infrastructure**
- **Nurseries & schools**
- **Hotels & boutique hotels**
- **Residential construction\***  
(1,952 approved building permits in 2024)

\*The approved residential units in Wandsbek thus account for around 29 % of all flats approved in Hamburg in 2024. This puts Wandsbek at the top of all Hamburg districts and makes a significant contribution to new housing construction in the city.

# Centre. Market place. Meeting point.

The QUARREE is much more than just a shopping centre. It is an urban quarter and a meeting point. A neighbourhood and family centre. The wide selection of tenants ranging from major brands to small private businesses meets the most diverse needs.

And thanks to the multi-use concept, it is a central drop-in centre for the residents of this district. All of this makes the QUARREE a vibrant market place in the middle of Wandsbek – right where everything is happening.





# It's all about the mix

The QUARREE offers a unique mix of international labels and locally unique stores.



# Fashion

Attractive tenants are a perfect match for the new Wandsbek population.

Well-known anchor tenants such as Anson's and C&A, H&M and TK Maxx have great drawing power. Owner-run shops complete the range of goods with their concepts for individualists.



**Anson's**  
**C&A**  
**Calzedonia**  
**Camp David & Soccx**  
**H&M**  
**Jack & Jones**  
**Only**  
**Rieker**  
**Tamaris**  
**TK Maxx**  
**u.a.**

**Aust**  
**SCHUH BODE**  
**TE**  
**KinderKompanie**



„ At KinderKompanie, we want to brighten up the day for young and old alike – with lovingly selected clothing, toys and shoes. For us, QUARREE is more than just a place to shop: it is part of our everyday life – and that of many families we have been accompanying for a long time.. “

**Elke Rosenfeldt**  
KinderKompanie



„ My Kreativmarkt Hamburg has been in Wandsbek since I first opened it. I have deep roots here. I love sharing my passion in all things creative with people. “

**Martin Burhenne**  
Kreativmarkt Hamburg

**Bijou Brigitte**  
**Christ**  
**Depot**  
**Douglas**  
**Hair Trend**  
**Lovisa**  
**Mister Spex**  
**Rituals**  
**Studioline**  
**Thalia**  
**WMF**  
**u.a.**



# Lifestyle & Family

One-stop shopping – that’s probably the perfect way to describe the success of the QUARREE. Because here, you can get it all.

From jewellery, beauty and gifts to children’s fashion, creativity and toys to household goods and books: the wide range of products on offer at QUARREE appeals to all generations. And in addition to the familiar and tried-and-tested, there are always surprising offers to browse and discover.

**GameBros!**  
**Kreativmarkt Hamburg**  
**Toys for FUN**



# Freshness TO GO

Something for every taste, every day, every occasion. And the QUARREE offers everything we need in our daily lives too – from a large supermarket, to a pharmacy, to fine foods.

The QUARREE's fresh foods market is like a local weekly market, just better: it offers an impressive range of regional and exotic products, six days a week, all day long, and under cover. And not only that: small eateries with character and charm offer meals and snacks from all over the world for that quick lunchtime break and more.

Here too, the aim is to "Support Your Locals" in the best possible sense. Many tenants are from Wandsbek, have been closely associated with the QUARREE for years and run their business with passion and a personal touch. From Wandsbekers for Wandsbek.

- ALDI**
- arko Kaffee & Confiserie**
- Blume 2000**
- JUNGE, die Bäckerei**
- Reformhaus Engelhardt**
- Tchibo**
- u.a.**

- Fleischerei Kluckow**
- Jolly Fish**
- Springer Bio-Backwerk**
- Rohde frisch und fruchtig**



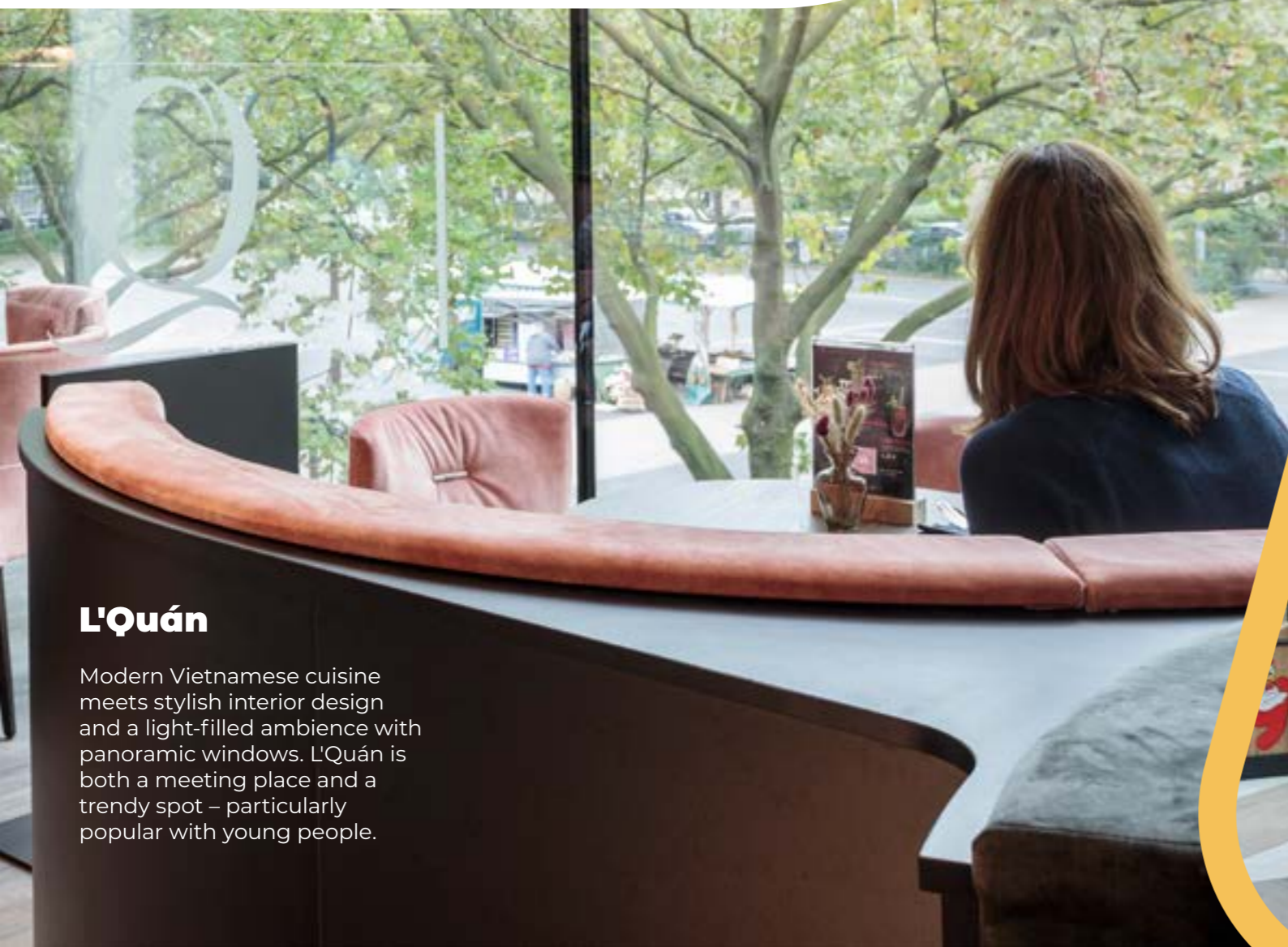
„ I live in Wandsbek, I love Wandsbek – and I’ve been in the QUARREE for 33 years, making sure that the people of Wandsbek get enough delicious vitamins. I’m proud of this. “

**Britta Rohde**  
Frisch & Fruchtig, GoFräsh

# Get together and enjoy

At QUARREE, visitors can expect an extraordinary variety of culinary offerings – from quick snacks and takeaway options to cosy dining on site.

Whether fresh bowls, Vietnamese cuisine, Italian classics or sweet temptations – there is something for every generation and every taste. Owner-managed concepts, creative culinary ideas and a relaxed atmosphere make all the difference.



## L'Quán

Modern Vietnamese cuisine meets stylish interior design and a light-filled ambience with panoramic windows. L'Quán is both a meeting place and a trendy spot – particularly popular with young people.

## Ristorante Da Franco

The Italian soul of the centre for 37 years – with a large fan base. Authentic, charming, rich in tradition. For many Wandsbek residents, Da Franco has long since become an institution.



## Café Amaya

Whether breakfast, lunch, cake or dinner: Amaya is a place of well-being and a living room in the middle of the centre at any time of day – delicious, relaxed and warmly run.



# Our newcomer

## Your Fried Chicken

New to the centre – and already in high demand: Your Fried Chicken serves up crispy chicken specialities from the high-pressure air fryer. Fresh, modern and with the best view of the atrium.



# Multi-Use

Trend researchers and futurologists love referring to shopping centres as lifestyle hubs and hybrid concepts. The recommended recipe for future success: a mix of retail, food & beverage, entertainment, educational offerings, and health and wellness services.

The QUARREE adopted this multi-use concept decades ago and has been committed to it ever since.



# Leisure & Sport

For fitness enthusiasts and film fans alike: QUARREE is always a good choice when it comes to leisure activities – and a visit is always an experience.



## CINEMAXX

- Modern movie experience
- Comfortable recliners
- State-of-the-art sound system

## XTRAFIT

- Premium fitness at discount prices
- Modern and stylish
- Perfect for the new Wandsbek
- QUARREE is the first Hamburg location of this young Cologne-based fitness enterprise



# Kindergarten & university

Keeping close to customers is not only about location. Shopping malls of the future must offer more than that to attract people. And this is precisely what the QUARREE has been doing for years.

The QUARREE forms a regular part of the daily lives of more than 1,000 students, children and parents. Because this is where they learn, play, shop and more.

So, potential customers not only virtually live on the doorstep of the QUARREE, they also visit it on a daily basis.



120  
children

Fröbel-Kindergarten



# Health & more.

Last but not least: a dentist and a variety of offices also have their premises in the QUARREE, as does a blood donation service.

In addition, the centre responds to needs as and when they arise and offers residents convenient services in a single location: when Covid was at its worst, a temporary Covid testing site and a permanent vaccination centre were set up here.

For 33 years now, the QUARREE has constantly kept up with the times for the people of Wandsbek – and proven to be a great location for the tenants.

1.100

Students  
NBS – Northern  
Business School



# Floorplan

**3rd floor**  
 NBS - Northern Business School  
 Blood donation service  
 FRÖBEL-Kindergarten

**2nd floor**

**1st floor**

**Ground floor**

**Basement**

- Fashion & Lifestyle
- Persönlicher Bedarf
- Frischemarkt / Aldi / Budni
- Gastronomiebereich
- Freizeit



# Future? It is getting serious.

Change always brings new opportunities – especially when it is as well planned as in the heart of Wandsbek. Right next to QUARREE, the Wandsbek Markt district is currently being built – a visionary urban development project with a wide range of uses: residential, shopping, gastronomy and event hall, citizen services.

Where the Karstadt department store once served generations of Hamburg residents, space is now being created for what will define Wandsbek tomorrow. Initial construction work is already underway – and a new urban centre will soon be emerging.

For QUARREE, this development sends a strong signal: the entire surrounding area is continuing to grow in importance – and with it, the location itself.



# Transformation and development

The Wandsbek Markt district is creating a new part of the city right next to QUARREE.

Living, working, shopping, dining and culture come together here in one place – open, green and urban in design. The quarter blends harmoniously into the cityscape, with arcades, green roofs and lively courtyards. The renovated historic façade preserves a distinctive piece of Wandsbek's history and integrates it into the new development. A project that is transforming Wandsbek and strengthening the location in the long term.

Bird's-eye view of the planned neighbourhood with diverse uses and modern urban space.



Further information at:  
[www.quartier-wandsbek-markt.de](http://www.quartier-wandsbek-markt.de)

# Get in contact!



Visit the B2B portal  
of QUARREE Wandsbek

[quarree.de/center-infos/b2b/](https://quarree.de/center-infos/b2b/)  
Password: **B2B1233**

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## Do you have any questions?

Please feel free to contact us.

We look forward to  
hearing from you!

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