



## **Three Partners And A Convincing Concept New operators for Heinrich Hertz Tower**

Hamburg, 3 June 2020 – A consortium of three partners has agreed to operate Hamburg's TV tower jointly: Ramp106 GmbH, the organisers of the OMR Festival; Home United, a co-infrastructure project developer; and the city's biggest event organiser, Hamburg Messe und Congress GmbH. What all three have in common is that their headquarters are located in Hamburg, quite close to the city's tallest building. Under a joint umbrella organisation, the partners are planning to once again make the former TV tower, called Heinrich-Hertz-Turm, an attractive site for visitors and a favourite destination within the famous port city. The declared objective of all three operators is to reactivate Hamburg's landmark and unlock the potential it harbours for the benefit of both, the citizens and visitors of Hamburg. Apart from opening the viewing platform to the general public, the three partners mainly want to create flexible opportunities for a wide variety of interested groups to use the tower for many different purposes.

### **Philipp Westermeyer, founder of OMR - Ramp106 GmbH:**

"We are extremely proud to be part of this project and to join hands with our two partners to awaken the TV tower to new life. Our approach will be to make the tower available for a multitude of different ideas and interested parties while contributing projects on a variety of topics ourselves. What will certainly help is the fact that through the OMR Festival we have built a highly visible, well-attended major event over the past years that has strong links to the business world, the SMB sector as well as the culture and fine arts scene."

### **Tomislav Karajica, founder and Managing Partner of Home United:**

"First of all, to me personally as a Hamburg boy it is a huge honour to be involved in bringing a major landmark of this city back to life. For Home United as a part of this constellation the task couldn't be more fitting. We focus on innovative development concepts for real estate, especially property with very special profiles. The operators share a common understanding in this regard. We channel content from local and interregional partners into the existing infrastructure, which not only consists of the architectural spaces but also includes digital elements and a platform concept, i.e. we want to operate continuously, reaching out to audiences and telling stories in a constant flow. Together with our joint-venture partners Hamburg Messe und Congress (HMC) and Online Marketing Rockstars (OMR), we are in an excellent position to come up with new and fascinating themes and utilise the TV tower in many different ways, interlinking the analogue and digital worlds at this very special venue in Hamburg."

### **Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH:**

"As a Hamburg-based company located in the immediate vicinity of the TV tower we really want this great landmark of our city to become an attractive destination once again, not only for the people of Hamburg but also for their guests as well as event organisers and tourists. Three great – and very different – partners have joined hands, each contributing its own strengths to make sure the Heinrich Hertz Tower will again be perceived as a symbol of our wonderful city, both nationally and internationally. I am very much looking forward to our future cooperation with Ramp 106 and Home United. This partnership harbours plenty of potential."

You are welcome to use our photos and video footage in your publications, indicating the source: Hamburg Messe und Congress GmbH / Home United / OMR - Ramp106 GmbH:  
<https://www.dropbox.com/s/ronjs9bho4g7dpz/%23telemichel.zip?dl=0>



## Contact

Karsten Broockmann  
Corporate press officer / Director PR department  
Hamburg Messe und Congress GmbH  
ph.: +49 (0)40 / 3569-2090  
fax: +49 (0)40 / 3569-2099  
E-mail: [karsten.broockmann@hamburg-messe.de](mailto:karsten.broockmann@hamburg-messe.de)  
[www.hamburg-messe.com](http://www.hamburg-messe.com)  
[www.the-new-cch.com](http://www.the-new-cch.com)

Peter Berg  
Spokesperson, Home United  
ph.: +49 170-4657712  
E-mail: [presse@homeunited.de](mailto:presse@homeunited.de)  
[www.homeunited.de](http://www.homeunited.de)

Nicole Platzer  
PR Manager  
OMR - Ramp106 GmbH  
ph.: +49 40 209 310 896  
E-mail: [nicole.platzer@omr.com](mailto:nicole.platzer@omr.com)  
[www.OMR.com](http://www.OMR.com)

### **Data Privacy Notice:**

*You may at any time object to the processing of your data for the purposes indicated above, or revoke your consent to such processing, by going to [datenschutz@hamburg-messe.de](mailto:datenschutz@hamburg-messe.de). For further information on the protection of your data please read our Data Privacy Policy at <http://hamburg-messe.de/datenschutz>. You may also use the same link to contact our Data Protection Officer.*