



etventure

## PRESS RELEASE

### **Friendsfactory by etventure Boards HafenCity**

### **New Innovation Campus for Startups and Established Companies in Hamburg**

- **February 2017 opening of Friendsfactory by etventure Hamburg**
- **A campus is being created to facilitate cooperation between companies and startups and serve as an innovation hub**
- **Over 2,500 square meters of modern office and event areas**

Berlin / Munich, October 27, 2016 – Inspiring, stylish, modern: in February 2017, Friendsfactory by etventure is opening its new Innovation Hub for startups and established companies in Hamburg's HafenCity district. It is now the second such location following the green light in August of this year for the joint venture of office lessor Friendsfactory and the digital consultant and startup builder etventure.

In addition to the office solution, Friendsfactory by etventure offers dedicated community management and creates a modern, forward-looking work environment, thereby providing the ideal meeting point for cooperation between established companies and startups.

### **HafenCity Hamburg is one of the most spectacular locations in Germany**

The new urban office of Friendsfactory by etventure is located in one of the trendiest quarters in Germany, directly across from the Elbe Philharmonic Hall. With 2,500 square meters and almost 40 offices, the interior of the office site is a continuation of the spectacular flair and atmosphere of HafenCity. In keeping with the harbor ambiance, the Friendsfactory by etventure welcomes its new Hamburg 'friends' with genuine shipping containers as conference rooms, a large event area, numerous workspaces, a lounge, showers and a fan shop in order to stay true to the look and feel of HafenCity.

"With Friendsfactory, we want to design the workplace of the future," says Gregor Gebhardt, Managing Director of Friendsfactory by etventure. "We don't believe in co-

working and so forth, so we're renting out single-tenant modern office spaces in combination with spaces for leisure and creative activities. The visions of a working world without a fixed workplace, the sort of thing offered by co-working spaces, don't line up with the needs of most employees." Having your own office is also a matter of security and familiarity, in addition to being important for building your own corporate identity and culture."

### **The innovation hub for the old and new economy in the Hanseatic city**

"In the future, facilitating collaborative networks will increasingly be a central concern," adds Laura Kohler, one of the other managing directors. "And in that context, we go beyond just leasing office space. With a managed community, we offer startups and companies a common platform and act as bridge builders and translators between the corporate and startup worlds. This leads to the creation of tangible new business, in addition to pure networking activities."

The business model of Friendsfactory by etventure unites the two strengths of the founding partners — the expertise in the digitization of companies, in company building and startup acceleration at etventure, and the twelve years of market experience in office leasing and a tenant network of 1,600 startups and companies on the part of Friendsfactory. In February, etventure will also move into the new HafenCity, Hamburg, location of Friendsfactory by etventure.

Inquiries are now being accepted for the new offices available for leasing.



Image caption: In February 2017, Friendsfactory by etventure will open a new Innovation Hub in the middle of Hamburg's Hafencity district.

**About etventure:**

“Only true entrepreneurs drive digital change.” Digital consultant and company builder etventure identifies, develops and tests approaches to digital business across various sectors of the economy. With its four business divisions – Startup Innovation, Corporate Innovation, Teams for Innovation, and Space for Innovation – etventure has mapped the entire value chain for innovative projects. Its corporate clients include Wüstenrot & Württembergische, Deutsche Bahn, Daimler Financial Services, Franz Haniel & Cie., the SMS group, Putzmeister, and steel distributor Klöckner. etventure was founded in 2010 by Managing Directors Philipp Depiereux, Philipp Herrmann, and Dr. Christian Lüdtké. The etventure team is made up of 200 digital experts and entrepreneurs based at locations in Berlin, Hamburg, Munich, Essen, Stuttgart, Hong Kong, London, New York, Paris and Zurich.  
[www.etventure.com](http://www.etventure.com).

**About Friendsfactory:**

Friendsfactory AG is the largest office-sharing community in Germany. It unites the professional business world with a creative network. Friendsfactory now leases modern offices at more than eight locations throughout Germany with the tagline “Arbeiten unter Freunden” (“Working among Friends”). The offices range in size from ten to 600 square meters. The added value for tenants consists of flexible lease contracts, an attractive price-performance ratio with an all-inclusive package, comprehensive customer service, and a large network that now boasts 1,600 ‘friends.’ Gregor Gebhardt, CEO of Friendsfactory, founded the company in 2004. His goal was to implement innovative real estate concepts, to establish spaces for creative ideas, and to develop an extensive network that Friendsfactory’s tenants can rely on. The company headquarters is in Munich.  
[www.friendsfactory.de](http://www.friendsfactory.de).

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