

ÜSTRA: DESIGN FOR LOCAL PUBLIC TRANSPORT INFRASTRUCTURE IN HANNOVER

RIDE THE DESIGN TICKET

HANNOVER HAS A LONG TRADITION FOR PLACING ART IN PUBLIC PLACES. IN 1974 FRENCH ARTIST NIKI DE SAINT PHALLE UNVEILED HER NOW LEGENDARY NAMAS IN HANNOVER CITY CENTRE, ON THE BANKS OF THE RIVER LEINE.

ÜSTRA, THE CITY'S PUBLIC TRANSPORT OPERATOR, PLAYS A LEADING ROLE IN MAKING PUBLIC AREAS IN HANNOVER COLOURFUL AND EXCITING. WORKS OF ART ARE INSTALLED IN THE CITY BASED ON PROPOSALS MADE BY PETER RUTHENBERG, THE COMPANY'S DESIGN CONSULTANT. THE OUTCOME IS THAT HANNOVER'S LOCAL PUBLIC TRANSPORT SYSTEM IS ONE OF THE MOST MODERN AND STYLISH IN THE WORLD.

ÜSTRA HAS DOTTED MANY INTERESTING AND UNUSUAL BUS AND TRAM STOPS AROUND THE CITY. BUSSTOPS ARE THE RESULT OF THE "INTERNATIONAL DESIGN PROJECT HANNOVER 1994", SPONSORED BY STIFTUNG NIEDERSACHSEN TOGETHER WITH TOTO-LOTTO-NIEDERSACHSEN, ÜSTRA AND A NUMBER OF PRIVATE SPONSORS.

ÜSTRA HAS CO-OPERATED MANY TIMES IN THE PAST WITH ACCLAIMED ARTISTS AND DESI-GNERS FROM ALL CORNERS OF THE GLOBE, SEEKING TO STIMULATE AND INNOVATIVE PUBLIC TRANSPORT AT A LOCAL LEVEL. LOOSELY FOLLOWING THE DICTATES OF "FORM FOLLOWS FUNCTION", A SERIES OF UNIQUE ARCHITECTURAL CONSTRUCTIONS AND DESIGNS HAVE RESHAPED HANNOVER'S CITYSCAPE INTO SOMETHING UNFORGETTABLE.

THE BUSES AND TRAMS, UNDERGROUND STATIONS AND BUSSTOPS ARE EACH AS INDIVIDUAL AS THE CITY FOR WHICH THEY WERE CREATED AND THE PEOPLE WHO USE THEM.

I VERY MUCH HOPE YOU ENJOY TAKING OUR DESIGN-ROUTE.

YOURS SINCERELY,

Dr. Heinrich Ganseforth ÜSTRA CEO

GETTING VOLL MOVING

ÜSTRA OPERATES ONE OF GERMANY'S TOP PUBLIC TRANSPORT SYSTEMS. COUNTING 162 MIL-LION PASSENGERS A YEAR, IT IS A HIGHLY SUCCESSFUL PROVIDER OF PUBLIC TRANSPORT SERVI-CES IN NIEDERSACHSEN. IT IS THE BIGGEST PARTNER IN GVH (GREATER HANNOVER TRANSPORT), HOLDING A 75 PER CENT SHARE. THE COMPANY HAS REAPED MANY NATIONAL AND INTERNATIONAL AWARDS FOR ITS OUTSTANDING SERVICES. INNOVATIONS AND DESIGNS.

Statistically speaking, each of Hannover's 525000 inhabitants travels with üstra's buses and trams on four of five days. The overall network, comprising 12 tram lines and 63 bus lines, has a length of 933.3 kilometres. In sum, the vehicles together cover a mileage equal to 931 times around the world.

For more information please check out www.uestra.de

DATED 09/2003







STADTBUS

JAMES IRVINE

This new bus, with its predominantly silver finish, is like a moving mirror: reflecting Hannover's buildings, trees, people. The shimmering silver body is bracketed by an orange base-line and an üstra-green roof. Hannover is the first city to boast a specifically designed bus. The inhabitants and passengers were involved in the design development phase, giving invaluable ideas and input to the designers and engineers. And by 1999 Hannover had its very own "bus of the future" (Süddeutsche Zeitung).

James Irvine (Born 1958 in London) prefers clean geometrical forms. He has lived and worked in Milan since 1984, initially as design consultant to the Olivetti Design Studio in Milan (with its directors Michele De Lucchi and Ettore Sottsass) and the Toshiba Design Centre in Tokyo. He opened his own design studio for furniture, lamps and technical products in 1988 in Milan. In 1999 he presented the New Stadtbus design for üstra, a testimony to "Milan Chic", with its reduced language of form and colour.

WWW JAMES-IRVINE COM







"GEHRY TOWER"
FRANK O. GEHRY
TRAM STATION "CLEVERTOR"
TRAM LINES 10, 17

HANNOVER'S STEINTOR IN THE SPIN OF THINGS: THE NEW GEHRY TOWER, FROM THE DRAWING BOARD OF STAR AMERICAN ARCHITECT FRANK O. GEHRY, IS NINE STORIES OF WORLD ARCHITECTURE IN THE CENTRE OF HANNOVER, AND JUST MAYBE HANNOVER'S NEW LANDMARK. THE STAINLESS STEEL SKIN OF THE GLEAMING SILVER TOWER SPIRALS SKYWARDS AT GOETHESTRASSE 13A. EACH STOREY OF THE BUILDING IS A LITTLE FURTHER ROUND A CLOCKWISE TURN, EACH OF THE FACADE'S ELEMENTS IS PART OF A 3D JIGSAW PUZZLE. ERECTED BETWEEN AUTUMN 1999 AND JUNE 2001, IT NOW PROVIDES 2,000 SOM OF OFFICE AND MEDIA SPACE.

GEHRY (BORN 1930 IN TORONTO) IS RESPONSIBLE NOT ONLY FOR THE WORLD'S LARGEST CONCERT HALL IN LOS ANGELES; HIS SMALLEST CONSTRUCTION IS A BUSSTOP IN HANNOVER, AT BRAUNSCHWEIGER PLATZ. HE IS ONE OF THE MOST AUDACIOUS AND SOUGHT AFTER ARCHITECTS OF THE PRESENT DAY, AND HAS COLLECTED MANY HUNDREDS OF AWARDS, INCLUDING THE HYATT FOUNDATION "PRITZKER ARCHITECTURE PRIZE". THE VITRA MUSEUM IN WEIL AM RHEIN (1989) QUICKLY DEVELOPED INTO A MUST FOR LOVERS OF NEW ARCHITECTURE. HIS HIGHLY UNCONVENTIONAL CONVERSION OF A CONVENTIONAL RESIDENTIAL PROPERTY IN SANTA MONICA (1977/78) ENJOYS WORLD RENOWN: GEHRY-HOUSE IS THE ICON OF DECONSTRUCTIVISM. GEHRY-TOWER (2001) GIVES HANNOVER A NEW LANDMARK, WWW.FRANK-GEHRY.COM





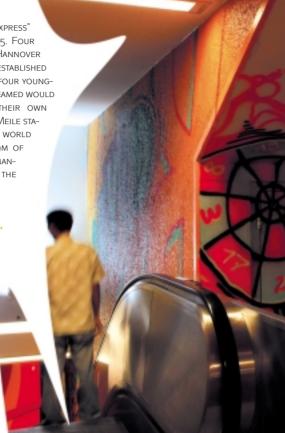
IT TOOK MASSIMO IOSA GHINI ONLY FIVE MONTHS TO CONVERT KRÖPCKE UNDERGROUND STATION (BUILT 1975) INTO A GLASS MOSAIC TEMPLE. 12,000 SQM OF WALL AND FLOOR ARE RESPLENDENT IN TINY GREEN AND YELLOW CERAMIC "PIXELS". A MATERIAL WHICH IS LONG-LASTING, COLOUR FAST AND — EQUALLY IMPORTANT — EASY TO CLEAN. KRÖPCKE STATION IS HANNOVER'S CENTRAL PUBLIC TRANSPORT HUB, WITH FOUR LEVELS AND TEN INTERSECTING LINES. IT IS USED EVERY DAY BY UP TO 110,000 PASSENGERS, GETTING IN, OUT AND TRANSFERRING IN THE MIDDLE OF A VERITABLE WORK OF ART.

The whole world is a comic strip. At least through the eyes of the shooting star of Italian art, Massimo Iosa Ghini (born 1959 near Bologna). Massimo started out drawing fast-action comics, and became famous as the designer of streamline sofas, aerodynamic sunglasses and crouching cupboards. Perhaps Italy's most famous contemporary designer, he co-founded the Bolidism Movement (derived from "bolide", a record-breaking car). He has drafted many avant-garde buildings, furniture and household articles for companies like Ferrari and üstra.

WWW.IOSAGHINI.IT

THE "HANNOVER – NEW YORK EXPRESS"
ART PROJECT KICKED OFF IN 1995. FOUR
YOUNG GRAFFITI ARTISTS FROM HANNOVER
JOINED THREE OF NEW YORK'S ESTABLISHED
SPRAYERS ON A TASK WHICH THE FOUR YOUNGSTERS PROBABLY NEVER EVEN DREAMED WOULD
EVER COME TRUE: SPRAYING THEIR OWN
UNDERGROUND STATION. LISTER MEILE STATION NOW FEATURES A GIGANTIC WORLD
OF GRAFFITI COVERING 1,500 SOM OF
WALL; SIMPLY THE LARGEST GERMANAMERICAN COMIC STRIP IN THE

"LISTER MEILE / SEDANSTRASSE"
UNDERGROUND STATION
VARIOUS GRAFFITI ARTISTS
TRAM LINES 3, 7, 9









ÜSTRA PLACED THE TASK OF REJUVENATING THE "MARKTHALLE"

UNDERGROUND STATION IN THE HANDS OF A SINGLE ARTIST,
BERLIN-BASED ELVIRA BACH. "COLUMN PAINTING" IS THE
NAME OF THE PROJECT, CONVERTING THE LOAD-BEARING
PILLARS SUPPORTING THE STATION'S ROOF INTO ART
WITH A MESSAGE. "ETERNAL WOMANHOOD" IS NOW
ALIVE AND WELL IN VIBRANT COLOURS IN
HANNOVER'S SUBSURFACE WORLD. THE WOMEN
DEPICTED ON THE FIVE COLUMNS COME FROM THE
"OTHER PLACES – EVERYWHERE" PROJECT,
SEPTEMBER 1995.

One of the "wild ones". Born 1951 in Neuenhain, she is part of the international art scene which dominated the 80s. Her key motif: sensual, self-confident and provocative women depicted in robust colours on large areas. She is usually her own model. One of the threads weaving through all her work is the search for and discovery of one's own self. In 1982, Elvira Bach accepted an invitation to documenta 7. It made her an international name. She has since had many international individual exhibitions. Elvira Bach lives and works in Berlin.





"STEINTOR" BUSSTOP ALESSANDRO MENDINI TRAM LINES 10, 17

ITALIAN ARCHITECT ALESSANDRO MENDINI CREATED A GIANT YELLOW-BLACK LEGO CONSTRUCTION AT STEINTOR, IN THE CENTRE OF HANNOVER. TWENTY METRES LONG, MASSIVE IN ITS PRESENCE, WITH CORNERS MARKED BY GOLDEN SPIRES, LOCALS CALL IT "THE FORTRESS"; CRITICS "POST-MODERN KITSCH". A LOT OF VISITORS FIND IT TO BE THE MOST STRIKING AND AUDACIOUS OF HANNOVER'S BUSSTOPS.

An artist of many facets: design, architecture, graphics, painting, literature. Mendini (born 1931 in Milan) is the multi-talented frontrunner of "Re-Design". He frequently takes existing objects and designs them "anew". His largest architectural project to date is the Groninger Museum of Modern Art. Much acclaimed works are displayed for example in the Museum of Modern Art, in New York's Metropolitan Museum and the Centre Pompidou in Paris. To be seen free of charge in Hannover: the Steintor BUSSTOP www.ateliermendinlit

"LEINAUSTRASSE" BUSSTOP ANDREAS BRANDOLINI TRAM LINE 10 BUS LINE 700

Hannover's Linden district is green and lively. At least the roof of the "Leinaustrasse" BUSSTOP is. Created by design professor Andreas Brandolini, famous for translating the profane into the surprising, and creating new effects. Witness his living room table in the form of a curry sausage, sofas made of Lego Bricks and his BUSSTOP with a green garden on its roof

Brandolini (Born 1951 in Taucha, Near Leipzig) is one of the pioneers and intellectual guiding forces behind the "New German Design" movement. His "German Living Room" was a highlight of documenta 8 in 1987: a table modelled on a giant curry sausage, with a Lego-brick sofa. He dominated the Berlin design scene of the 80s, opening the "Kaufhaus des Ostens" in 1982. In 1989 Brandolini took on a professorship at the College for Creative Art in Saarbrücken and is a visiting professor to the Royal College of Art in London. He is regarded as one of the most important "middle generation" German designers.



"NIESCHLAGSTRASSE" BUSSTOP WOLFGANG LAUBERSHEIMER TRAM LINE 9 BUS LINES 131, 132, N32

Hannover's "Whispering Station" is perhaps not ideal for those newly in Love. Because the Cologne-based professor of design built this BUSSTOP with four giant speaker cones, which so efficiently reflect the spoken word that it can be easily heard and understood by someone standing up to fifty metres away. Sweet nothings are easily misunderstood.

PROFESSOR AT THE UNIVERSITY OF COLOGNE, WOLFGANG LAUBERSHEIMER (BORN 1955 IN BAD KREUZNACH) IS ONE OF GERMANY'S MOST DISTINGUISHED AVANT-GARDE DESIGNERS. TOGETHER WITH OTHER DESIGNERS AND ARTISTS, HE WAS A FOUNDER MEMBER IN 1992 OF "UNIKATE", A FURNITURE PRODUCTION COMPANY, AND IN 1985 OF THE "PENTAGON" GALLERY. THE "PENTAGON CASINO" WAS A HIGHLIGHT OF DOCUMENTA 8 IN KASSEL, PRAISED FOR ITS CONCEPTS FOR SEMI-PUBLIC AREAS. THE ÜSTRA BUSSTOP PRACTICES WHAT HE PREACHES: "I AM INTERESTED IN SIMPLE TECHNOLOGIES."







In Memorium: Moby Dick. The Roof of this BUSSTOP is a stylised whale fluke. It is no less than 12 metres wide, offering more than enough cover for those waiting for a bus. Berlin designer Heike Mühlhaus is known as a representative of the avant-garde. This work of art is anchored by a post sunk six metres into the ground, to stop it swimming away on the next tide.

"MASCHSEE /
SPRENGEL MUSEUM"
BUSSTOP
HEIKE MÜHLHAUS
BUS LINES 131, 132

Heike Mühlhaus (Born 1954 IN
Wiesbaden) has a style which is now
Perhaps the most copied in modern ceramics. Her spheroidal vessels and African-Inspired patterns
have left an strong impression. A "Berliner" by choice, she
studied design and ceramics. She manages the Berlin
"Cocktail" company where she also produces limited editions
of other renowned designers, such as fellow BUSSTOP
designers Massimo Iosa Ghini, Andreas Brandolini and
Jasper Morrison. In addition, she designs furniture and
"Herself": as for example Madonna, vamp or Barbie
Doll www.heikemijehi haus de







A TOUCH OF THE MEDITERRANEAN: THE BUSSTOP
DESIGNED BY THIS BARCELONA-BASED ARCHITECT AND
PAINTER APPEARS TO BE A FEATHER-WEIGHT CONSTRUCTION OF GLASS AND METAL. ELEGANCE AND SYMMETRY ARE THE PREDOMINANT ELEMENTS OF THIS SHELTER, WITH ITS UNUSUAL PAGODA ROOF, LOCATED DIRECTLY OPPOSITE HANNOVER'S CONGRESS CENTRE. A PLACE
WHERE ONE CAN NOW WAIT AND ENJOY AN UNHURRIED
MOMENT.

BLANCA (BORN 1941 IN BARCELONA) IS ARCHITECT, INTERIOR DESIGNER, PAINTER AND FURNITURE CREATOR. A POST-MODERNIST, OSCAR CAME TO FAME WITH HIS DESIGN FOR THE MAE-WEST HALL AT THE DALI MUSEUM (1975) AND HIS IMPRESSIVE RESTORATION OF THE BARCELONA CONCERT HALL. HE RECEIVED THE "IBERDISENO AWARD" FOR THE BEST SPANISH DESIGNS OF THE 80S. HARDLY SURPRISING SINCE, AS HE SAYS OF HIMSELF, HE WORKS "IN THE FACE OF GOD." OTHER THAN THAT HE CAN'T COOK AN OMELETTE. BUT HE HAS DESIGNED A BOOK-SHAPED HALOGEN SPOTLIGHT, A BUSSTOP FOR HANNOVER, APARTMENTS FOR THE OLYMPIC VILLAGE AND AN ENTIRE DISTRICT FOR THE JAPANESE CITY OF FUKUOKA.





"AEGIDIENTORPLATZ" BUSSTOP
JASPER MORRISON
TRAM LINES 1, 2, 4, 5, 6, 8, 10, 11, 17
BUS LINES 120, 131, 132, N20

A STEEL CONSTRUCTION, PERHAPS THE MOST UNPRETENTIOUS OF ALL THE BUSSTOPS. BUT ALL THE MORE FUNCTIONAL FOR THAT. WITH A ROOF AND THREE SIDES, IT PROVIDES EXCELLENT SHELTER FROM THE ELEMENTS. WHEN THE BUS COMES IT CAN BE SEEN EASILY THROUGH THE GLASS SIDE WALL. "THE PUBLIC IS THE CUSTOMER", EXPLAINS JASPER. AN APPROACH WHICH ÜSTRA FOUND VERY PERSUASIVE: YEARS LATER THEY COMMISSIONED THIS BRITISH ARTIST TO DESIGN THE CITY'S NEW I RT TRAMS

MORE INFORMATION
UNDER STADTBAHN (LRT TRAM)
OR WWW.JASPERMORRISON.COM







MASSIMO IOSA GHINI'S BUSSTOP STANDS PROUD ON FRIEDRICHSWALL, A FUTURISTIC, GREEN "BOAT OF THE AIR". IT IS IN FRESH CONTRAST TO THE VENERABLE ARCHITECTURE OF THE WANGENHEIM-PALAIS. TODAY HOME TO THE MINISTRY OF ECONO-MICS. A CONCEPT WHICH LATER FARNED MASSIMO. IOSA GHINI THE COMMISSION TO LEAD THE TEAM TASKED WITH REVAMPING HANNOVER'S CRUCIAL UNDERGROUND STATION AT KRÖPCKE READY FOR THE NEXT MILLENNIUM.

MORE INFORMATIONEN UNDER "KRÖPCKE" UNDERGROUND STATION OR WWW IOSAGHINI IT





CLEVERTOR (GEHRY TOWER)

FRANK O. GEHRY



Kröpcke



LISTER MEILE/ SEDANSTRASSE

VERSCHIEDENE GRAFFITI-KÜNSTLEI



MARKTHALLE

ELVIRA BACI



STEINTOR

ALESSANDRO MENDINI



LEINAUSTRASSE

Andreas Brandolini



NIESCHLAGSTRASSE

Wolfgang Laubersheimer



KÖNIGSWORTHER PLATZ

TTORE SOTTSASS



MASCHSEE / SPRENGEL-MUSEUM

HEIKE MUHLHAUS



HANNOVER CONGRESS CENTRUM

OSCAR TUSQUETS BLANCA



BRAUNSCHWEIGER PLATZ

Frank O. Gehr

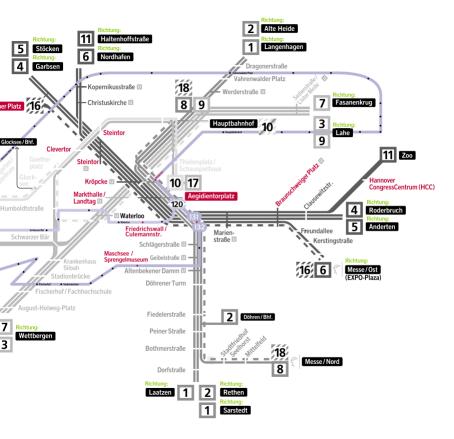


AEGIDIENTORPLATZ

JASPER MORRISON



FRIEDRICHSWALL / CULEMANNSTRASSE MASSIMO IOSA GHINI Richtung:
Ahlem 10 10 10 120 Richtung:
Richtung:
Richtung:
Richtung:
Wallensteinstraße
Wallensteinstraße



üstra

Jasper Morrison · James Irvine · Frank O. Gehry · Massimo Iosa Ghini · Elvira Bach · Alessandro Mendini · Andreas Brandolini · Wolfgang Laubersheimer Ettore Sottsass · Heike Mühlhaus · Oscar Tusquets Blanca