

thyssenkrupp Quartier to be renamed the “ruhr tech kampus essen”

thyssenkrupp plans to continue developing its “thyssenkrupp Quartier” under a neutral name. The new name “ruhr tech kampus essen” is designed to highlight the continuous transformation of the company’s headquarters in Altendorf and the influx of external tenants to this area. The company’s declared aim is to make the Quartier one of the most sustainable innovation campuses in Germany and have it act as an international calling card for the Ruhr Region. The new “ruhr tech kampus essen” will serve as a role model for the future development of the Ruhr Region in terms of resource conservation, the environment and digitalization.

Since the Quartier’s was opened 13 years ago, the needs of the employees who work there have changed – both technically and physically. Corona has had a powerful impact on the work world and the way that we perform our jobs. Mobile work became a permanent part of employees’ workday for many months during the pandemic, and it will remain this way. The requirements of the office world have changed dramatically. As part of this evolution, fewer individual offices are needed, and more open project rooms and communication areas that facilitate constructive discussions are required.

Oliver Burkhard, the CHRO and Labor Director of thyssenkrupp AG, said: “Hybrid work models and modern room concepts have reduced thyssenkrupp’s space needs at the Quartier. At the same time, we have seen a rise in demand for areas where employees hold discussions and share knowledge in the business location of Essen. The attractiveness of the Quartier, the available infrastructure and the area’s integration into the city have prompted local technology companies to rent vacant space. As a result of this development, the Quartier will no longer be used exclusively by thyssenkrupp. The area is evolving from a single-company site to a bustling campus of cross-sector and cross-company collaboration in the heart of Essen.”

The opening of the area to such external users and brands as E.ON and Siemens will also involve a gradual modification of the area’s own brand identity. In a step-by-step process that will be carried out within an appropriate time- and cost-related framework, the identity of the thyssenkrupp-branded Quartier will change and reflect its new, more open role as “ruhr tech kampus essen”. The new name reflects the focal points of the business areas of thyssenkrupp and the external tenants and highlights the development of Essen as a technology center.

New tenants will benefit in many ways from the site. The Quartier's powerful image and the orientation of the individual buildings with a view of the central axis – in the second and first row – will serve as an address that will polish the tenants' own images as well. Even though the Quartier was designed with the thyssenkrupp brand in mind, the area's location and structure will enable it to perform this new, more diverse role. The multiple-building arrangement of the Quartier will enable thyssenkrupp to integrate external tenants into the area without abandoning its own presence. After all, thyssenkrupp's headquarters and other units in the buildings of "ruhr tech kampus essen" will continue to clearly identify the company's presence there in the future.

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