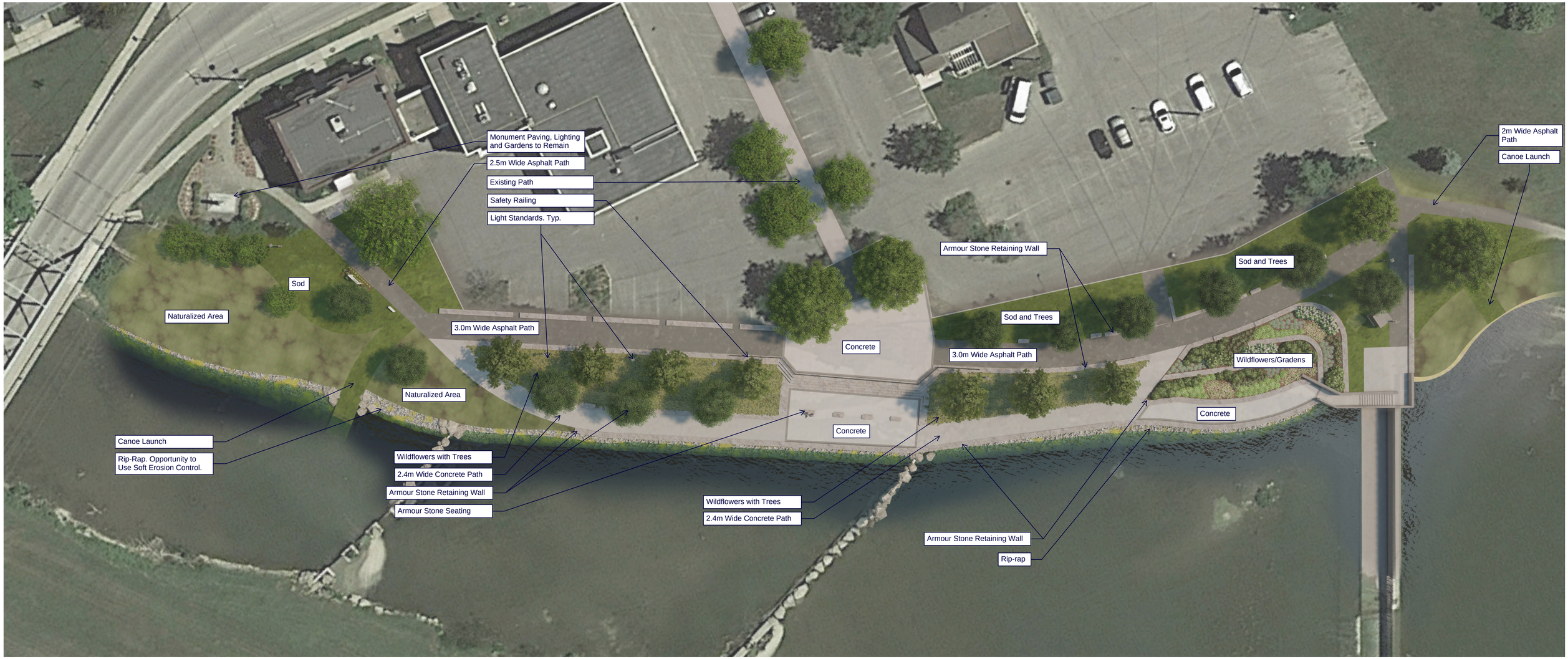NEW HAMBURG PROMENADE - CONCEPT