

Berlin, April 2007

## **The Cultural Metropolis of Berlin Presents Itself in 2007 with a New Campaign**

### **Part 2: Entertainment in All Facets**

Lifestyle and high culture, experiment and tradition: an unsurpassed offering of culture is Berlin's trademark. In upcoming years, the German capital – supported by the Senate of the state of Berlin – will move this core potential to the center of its marketing strategy with a large-scale campaign.

### **Berlin – The Entertainment Metropolis**

With 150 theaters and stages, three opera houses, and a multitude of variety and musical venues, Berlin possesses a unique abundance in different areas of entertainment. Like a kaleidoscope, the city on the Spree offers the entire stage spectrum every day from street theater to classical opera. Musical theater and variety showhouses such as the "Wintergarten" or the "Chamäleon" and numerous cabarets provide entertainment in all forms.

### **The renaissance of a Myth**

Beginning with Scheinbar ([www.scheinbar.de](http://www.scheinbar.de)), the springboard and talent crucible of Berlin's variety artists, and continuing on to the great variety houses, Berlin's entertainment stages offer an outstanding and multifaceted program. Both the Wintergarten ([www.wintergarten-variete.de](http://www.wintergarten-variete.de)) and the Chamäleon ([www.chamaeleonberlin.de](http://www.chamaeleonberlin.de)) variety houses astonish the public with their breathtaking artists, and the same holds true for Berlin's entire nightlife. The Friedrichstadtpalast ([www.friedrichstadtpalast.de](http://www.friedrichstadtpalast.de)), Europe's largest revue theater, is home to dance, chanson, and risqué performances as well as artistic elements and impressive pictures. The revue theater sets itself apart from other stages through the most modern and innovative stage technology and cuts an imposing figure through its spectacular scenery and costumes. Since March 2, visitors can be both convinced and impressed by

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a completely new show. “Rhythmus Berlin” shows the pulsating and dizzying yet still romantic hustle and bustle of the metropolis in sensational stage imagery, inviting the viewer on a very particular tour of Berlin.

A clear trend can be recognized here: Right now, the Berlin mythos of the Roaring Twenties is experiencing a Renaissance. What this term always especially implies is the glitz and glamour of light entertainment: the atmosphere and disreputable charm of the risqué “Kit-Kat Klub” that characterized 1930s Berlin in the film version of the musical *Cabaret* with Liza Minelli, the famous Haller revues in the Admiralspalast with the Tiller girls, and last but not least, the hair-raising acrobatic numbers in the legendary old Berlin Wintergarten.

In August 2006, the palette of temples of nightlife and amusement in Berlin was expanded by a new old institution: one of the hottest addresses in Berlin in the 1920s and 1930s was reopened. It now presents a varied selection that makes even jaded night owls and amusement specialists in the capital sit up and take notice: The “Admiralspalast” ([www.admiralspalast.de](http://www.admiralspalast.de)) on Friedrichstraße, which helped to shape the mythos of the age in the Roaring Twenties with ice revues, variety shows, and musical theater, and which until recently led a shadowy existence, has been reawakened to a new life.

### **Modern Entertainment: Musicals**

The gigantic success celebrated by the musical *Cabaret* in the nostalgic Mirror Tent in the Bar jeder Vernunft ([www.bar-jeder-vernunft.de](http://www.bar-jeder-vernunft.de)) clearly shows how Berlin’s both traditional and modern entertainment cultures can be successfully melded into a fortunate combination. And the grand-scale musical has also gained a foothold in Berlin at the splendid classical building of Theater des Westens ([www.stage-entertainment.de](http://www.stage-entertainment.de)): After *Les Misérables* and *The Three Musketeers*, *Tanz der Vampire*, Oscar-winner Roman Polanski’s musical parody of the horror genre, celebrated its premiere on December 10, 2006. New highlight at the Theater am

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Potsdamer Platz ([www.stage-entertainment.de](http://www.stage-entertainment.de)) will be the musical "Mamma Mia" starting October 2007.

### **New Trends in Entertainment Culture**

In addition to the rich and lengthy tradition of entertainment culture in Berlin, this is also the place to celebrate the successes of new, innovative, and sometimes even bold products in enthusiastic surroundings. It is also a place to set new trends. And in 2006, one of the most successful productions in Berlin, Blue Man Group, was able to greet its one millionth visitor in the Theater am Potsdamer Platz. That is reason enough for the blue men to set up their own auditorium: since February 2007, they have been fascinating visitors in the "Bluemax" ([www.stage-entertainment.de](http://www.stage-entertainment.de)), the former IMAX cinema on the Marlene Dietrich Platz, with their mix of comedy, artistry, colors, and music.

From vocal and jazz concerts at TIPI ([www.tipi-das-zelt.de](http://www.tipi-das-zelt.de)) to political satire at Distel ([www.distel-berlin.de](http://www.distel-berlin.de)) and Wühlmäusen am Theo ([www.wuehlmaeuse.de](http://www.wuehlmaeuse.de)) and from the Theater am Potsdamer Platz to the Las Vegas live show "Stars in Concert" at the Estrel Festival Center ([www.stars-in-concert.de](http://www.stars-in-concert.de)), now in its eighth successful year, to ladies and gentlemen trash pilots at BKA ([www.bka-theater.de](http://www.bka-theater.de)), the Berlin cabaret facility above the rooftops of Kreuzberg: Berlin offers fantastic entertainment with an unbelievably wealth of variety.

(8,558 characters)