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

### **The Trend City of Berlin**

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.

The city as a destination has increasing international competition. Thus positioning and having a clearly defined niche are becoming all the more important. The unique combination of culture, lifestyle, and history – the tourist coordinates of the metropolis on the Spree River – is what characterizes Berlin in the international mind and sets it apart from competitors. Not only has the German capital experienced double-digit rates of increase in the number of guests in recent years, it also has a growing demand with cultural tourists and great foreign attendance at the major cultural institutions. Using this competitive advantage and also making use of the increasingly pronounced trend for tourist publicity is the vision, concern, and goal of the comprehensive cultural campaign that is planned for 2007 and subsequent years: the lasting positioning of Berlin as a cultural metropolis in the international marketing of destinations.

The center of the campaign – in addition to the image of the city as a lively cultural metropolis with a variety that is unique throughout Europe – will focus on the presentation of offerings for cultural tourism. The language of the target groups is of course not one-dimensionally oriented toward the classic “cultural tourist” in the narrow sense; rather, culture is presented as a more alive and more varied vehicle for motivation for experience-oriented trips to Berlin.

The cultural campaign is planned to be a measure that will last throughout the entire year. In order to also achieve lasting effects, it will first of all be laid out over three

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years. The topics and contents of the campaign will be oriented to the demand structure in the markets from which the tourists originate. The results of a survey carried out in the branch offices of the German National Tourist Board clearly demonstrate that Berlin is already broadly perceived internationally to a very high degree as a cultural metropolis; that is, the “Berlin” brand is already lastingly occupied with cultural topics and content. On the basis of these results and further indicators from the markets from which the tourists originate, the following core topics result for the cultural tourism campaign:

- **Trend city** (design, club scene, galleries, fashion, contemporary art, music scene)
- **Entertainment** in all facets
  - **Opera/classical music**
  - **Art** (museums, large-scale exhibition projects)
  - **Contemporary history**

Just how much variety lies behind these five core topics is what we would like to present to you in Trip to Berlin throughout the course of the coming year. In this issue, we would like to begin with the young, creative Berlin, the city of trends, of the scene, of the latest art. In short, Berlin as a pool of creativity at the heart of Europe.

### **Berlin – The Trend City!**

Berlin is a hip, trendsetting place! Whether it’s fashion and design, contemporary art and galleries, or the club and multimedia scenes: Berlin has its finger on the pulse of the times and represents the “state of the art” in every respect. This is where design, fashion, art, architecture, and music all meld together.

This lifestyle metropolis is a germ cell of creative trends. Even New York scene scouts pay visits to the German capital. Because this metropolis is still not finished and set in stone. Berlin is varied, young, and brazen – constantly undergoing a process of change.

### **A unique and varied club landscape is the invitation to discoveries and partying**

Constant change characterizes the Berlin nightlife to a very special degree: in the widely varied club landscape with a whole host of new party ideas and club concepts, there is constantly something to experience in the capital. In around 150

discotheques, bars, and clubs of the most varied of styles, the dancing and partying goes on until daybreak, primarily in the districts of Mitte, Prenzlauer Berg, Friedrichshain, and Kreuzberg. The venues range from old prefabricated slab buildings to noble designer venues to clubs in the cellar.

Numerous new openings complete the scene offering and are a constant stimulus for a new discoveries. Just a few of the new entries include “Tresor” on the Köpenicker Straße, “Ruderclub Mitte”, and the “Bassy Club” on the Senefelder Platz.

But old established clubs are also alluring with their extraordinary ideas and presentations. The Kulturbrauerei in the area between Schönhauser Allee and Danziger Straße in the district of Prenzlauer Berg combines clubs with different musical directions, bars, and restaurants all under a single roof ([www.kulturbrauerei-berlin.de](http://www.kulturbrauerei-berlin.de)). Every Saturday marks an occurrence of “Canteen Reading - the Summit Meeting of Berlin Stage Readings”. With this, Berlin’s very particular scene of unconventional story readers are presented live to their enthusiastic, mostly young public in a relaxed atmosphere. In the Weekend Club on the Alexanderplatz, for example, partying, dancing, and lounging take place high up on the twelfth floor ([www.week-end-berlin.de](http://www.week-end-berlin.de)). But this club in the Haus des Reisens is not just appealing because of its extraordinary location. It is also intriguing because of a mobile lounge landscape which, during the later hours, directs the focus onto the dance floor. For this unique special concept, the club was just recently presented with the Berlin Architecture Award. This prize is given every three years to architects and building proprietors of exemplary new architecture in Berlin.

Berlin’s nightlife has currently become an important cultural and economic factor, and its variety is unique in all of Germany. In 2000, Berlin’s clubs banded together into a network and founded the Club Commission, an association of club, party, and cultural events organizers ([www.clubcommission.de](http://www.clubcommission.de)). It is the first and, thus far, the only one of its kind in Germany.

## **Berlin's Architecture – A Sign of the Times!**

Berlin is an open book. The varied history of the metropolis is more clearly reflected in the cityscape here than in practically any other city. Anyone wishing to get to know the city and its history would best accomplish this by taking a stroll.

The chapters and pages of the book that is Berlin are the districts, squares, corners, streets, and buildings. They tell of Prussian splendor, created by the great master builders Schinkel or Stüler, and of the buildings from the era of rapid industrial expansion at the end of the nineteenth century when Berlin grew in just a few years to be a city with a population of over a million. The functionality of Bauhaus architecture shaped the metropolis in the 1920s. Postwar architecture, in turn, is a testimony of the division of the country and the city and the competition between the political systems in the East and West.

After reunification, there was a once in a lifetime opportunity for a city that had lost its center through wartime destruction to be able to be completely reshaped. And that occurred because the no man's land in the heart of Berlin – which was created by nearly forty years of division – was preserved. Even sixteen years after reunification, the German capital still is not "finished". But the "New Berlin" is clearly emphasizing the main points of the restructured Pariser Platz, the Potsdamer Platz, and the Leipziger Platz, the revived Friedrichstraße, and of course the scene districts of Prenzlauer Berg and Friedrichshain. What was formative for the newest development of the city was its regained function as a capital. This is visible in the new Government and Embassy Districts with the new and renovated embassy buildings, the representatives of the various German states, the institutions, and the associations. And large projects continue to be planned or realized. Examples of this include the restructuring of the Alexanderplatz, the new Central Railway Station, the new "Zoofenster", and the renovation of Museum Island.

The international forum and meeting place for architects and those interested in architecture is the Deutsche Architekturzentrum Berlin (German Centre for Architecture). The emphasis here is on international exchange ([www.daz.de](http://www.daz.de)).

**Berlin – UNESCO City of Design that draws creative spirits from all over the world.**

In any case, trends are being set not just in Berlin's architecture, but in the areas of fashion and design, as well! In January 2006, UNESCO selected Berlin as a "City of Design". Thus far, it is the only metropolis in Europe to be awarded this distinction. It has consequently been included in the global "Creative Cities Network" of that UN organization. In Berlin, the unfinished, the mood of euphoria, and the constant change are all sources of inspiration. Forward-looking architectural designs interweave with functional residential blocks, formerly fallow industrial lands with glitzy shopping districts. Berlin stands for a wealth of ideas and draws creative spirits from the entire world. Around 350 primarily youthful designers and creators have currently settled in the German capital. The employers of these creative minds are the creative industries: the music, media, art, fashion, and design sectors. The International Design Center Berlin (IDZ) takes responsibility for the networking of Berlin's creative industries with business ([www.idz.de](http://www.idz.de)). It functions both as a mediator between business and culture and as an international communications platform. At the same time, the IDZ views itself as a monitor for trends, new technologies, and societal developments.

On the other hand, the artistic minds in the city and important companies in Berlin's design landscape have joined together in the network "create berlin e.V." ([www.create-berlin.de](http://www.create-berlin.de)). The primary goal of this meta-network is the communication and continued boosting of the image of Berlin at the national and international level. "create berlin" stands for projects and activities that distinguish themselves through quality, professionalism, and the power of "Design Made in Berlin".

One of these projects is DESIGNMAI – the Berlin International Design Festival which will be held in May ([www.designmai.de](http://www.designmai.de)). Since 2003, DESIGNMAI has annually presented the most innovative design trends in the world and their champions in Berlin. The festival stimulates the international exchange of design and cooperation without borders, thus taking into account the UNESCO distinction "City of Design". It consists of exhibitions, workshops, discussions, and showroom presentations and is attended every year by more than 100,000 collectors, journalists, and people

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interested in design. And the newest (fashion) trends of tomorrow are thrown in free of charge! It is especially in the area of fashion that the cosmopolitan city of Berlin in no way lags behind Paris, Milan, London, or Barcelona. Because the spectrum ranges from haute couture in individual pieces to small-scale runs and off-the-rack lines to urban and streetwear. As a result of this, the city on the Spree has gone on to become a fashion Mecca and is a magnet for a whole host of tradeshows, such as “Premium”.

One example of a guarantor for Berlin fashion and design is the berlinomat ([www.berlinomat.com](http://www.berlinomat.com)). This shop in the trendy Friedrichshain district brings together the creations of more than 150 Berlin designers all under one roof, including clothing, jewelry, and sunglasses, as well as design accessories and furniture.

### **Popkomm, Berlinale, and Live Concerts**

The fact that Berlin sets the tone in the matter of trends is also shown by the latest developments in the film and media sector. Dynamic companies like MTV and Universal have recently set up shop in the city on the Spree, convincingly demonstrating how closely integrated fashion, media, and trends are.

“Popkomm”, one of the largest and most important tradeshows for music and entertainment in all of Europe, left the city of Cologne where the event had been held for several years and returned to Berlin in 2004 ([www.popkomm.de](http://www.popkomm.de)). Every February, Berlin turned into the temporary capital of the international film world. The Berlinale, Berlin’s International Film Festival will take place around the Potsdamer Platz ([www.berlinale.de](http://www.berlinale.de)). Around 350 films of all genres, primarily world premiers and European premiers, will be shown here and will compete for prizes.

The concurrent tradeshow “European Film Market (EFM)” guarantees that every year, the Berlinale attracts more than 19,000 visitors from the sector coming from more than 120 countries, at least 3,800 of whom are journalists ([www.berlinale.de/de/filmmarkt/efm\\_news/03\\_a\\_EFM\\_News.html](http://www.berlinale.de/de/filmmarkt/efm_news/03_a_EFM_News.html)). With more than 180,000 tickets sold, the Berlin Film Festival is not just a trade gathering, but also the world’s largest public festival. Art, glamour, parties, and business are closely intertwined over the course of the two weeks. And that includes a glimpse of the stars

on the red carpet! Furthermore, Berlin offers all fans of film and music substantial opportunities to enjoy live music. Whether it's concerts with the greats of pop and rock in famous open-air arenas (such as the Olympic Stadium, the Waldbühne, or the Wulheide), indoor locations (such as the Columbiahalle, the Arena, or the Velodrome), or small stages welcoming both newcomers and established musicians of all styles – Berlin's live music scene is colorful, varied, and has something for every taste.

### **Today's Art for Tomorrow's Collections**

In recent years, the German capital has provided an enormous impetus for artists from all over the world. The degree to which Berlin as a location for galleries has gained international significance is demonstrated by ART FORUM BERLIN, the international trade fair for contemporary art ([www.art-forum-berlin.de](http://www.art-forum-berlin.de)). Within a space of just ten years, it has developed into one of the leading art fairs in all of Europe, serving as a sort of seismograph for new trends and innovative art beyond the traditional art trade. This is where Berlin turns into a talent maker and a workshop for art in which trends are set and new stars are born. Artists of all genres and from practically every country live in Berlin, and the gallery landscape is continuing to burgeon at lightening speed. After the gallery areas in the Mitte and Prenzlauer Berg districts, Brunnenstraße and Potsdamer Straße are also currently booming. This is where new galleries are springing up like mushrooms, presenting "the new art of today for the collections of tomorrow". Art in the eye of the beholder is also the main focus of transmediale – the Festival of Art and Digital Culture ([www.transmediale.de](http://www.transmediale.de)). "transmediale" presents advanced artistic positions on the cultural effects of new technologies, viewing media technology as cultural techniques to which one must be adapted so that with them, it will be possible to understand, criticize, and shape our society of today.

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