

Issue 1/10  
*Trip to Berlin*



Berlin, December 2009

*Dear readers, dear colleagues,*

The year 2009 will long remain a positive memory not only for Berliners, but also for guests from near and far. The events and festivities surrounding the twentieth anniversary of the fall of the Berlin Wall have once again placed the German capital in the limelight for the world public. With your work, you and your colleagues have substantially contributed to the success, as have those who conveyed an impression without being able to personally be present. For all of this, we would like to take this opportunity to give you our heartfelt thanks.

The pictures of the celebration at the Brandenburg Gate and the domino campaign have certainly awakened the wish in many readers, listeners, and viewers to pay a visit to our city in the near future. The year 2010 will once again offer a huge number of opportunities for this.

Starting out right in January, the Year of Science will be rung in within the framework of the Extended Museum Night (section 2.2.).

Two famous women will provide a rendezvous for the 2010 calendar of events: for the two hundredth anniversary of her death, exhibitions and tours are being set up in honor of Queen Luise of Prussia (sections 2.1. and 2.2.), while Frida Kahlo will be the main focus of a retrospective at the Martin Gropius Bau (section 6.1.).

Several VIPs are also to be expected on the red carpet of the Berlinale, which this year celebrates its sixtieth anniversary. The second Extended Opera and Theater Night will be held in April on stages both big and small (section 6.2.).

There is likewise lots of news to report from the epicurean world of Berlin, from star chefs to the hottest new restaurants on the scene (section 4.1.). How it is that visitors can get to know the design scene in the appropriate setting will be revealed to you in section 4.2.

The fact that all of this doesn't have to cost an arm and a leg is already known full well by those who use the Berlin WelcomeCard. We present its 2010 edition to you in section 1.2.

All representatives of the trade press are cordially invited to the Pow Wow in February, which this year will once again be jointly organized with our partner from Brandenburg (section 5.1).

The Press Team of Berlin Tourismus Marketing GmbH wishes you a successful start to the New Year and, as always, happy reading!

*With best regards,*

Christian Tänzler  
Berlin Tourismus Marketing GmbH  
Media Relations Manager/Press Spokesperson

## TABLE OF CONTENTS

Editorial .....	1
<b>I NEWS FROM BERLIN TOURISMUS MARKETING GMBH .....</b>	<b>3</b>
1.1. New Packages to Book at <a href="http://www.visitBerlin.de">www.visitBerlin.de</a> .....	3
1.2. BerlinWelcomeCard 2010 – A Lot of Berlin for a Little Money .....	3
1.3. New Publications from Berlin Tourismus Marketing GmbH .....	4
<b>II TOURIST BERLIN .....</b>	<b>6</b>
2.1. Event Highlights of 2010 .....	6
2.2. Short and Sweet: <i>Chocolate Extravaganza for Young and Old</i> ▪ <i>Extended Museum Night Devoted to Science</i> ▪ <i>Reopening of the Nikolaikirche</i> ▪ <i>New Show in Berlin's Wintergarten Varieté</i> ▪ <i>“The Wall Ride” – The Trabi Tour through Berlin</i> ▪ <i>Audience with Her Majesty</i> .....	7
2.3. Insider Tip: Music and Art at the Montagsbar .....	8
<b>III EVENTS .....</b>	<b>9</b>
3.1. For the spontaneous visitor: <i>Fashion Photography of Gundlach at the Martin Gropius Bau</i> ▪ <i>Play It Again: Sixtieth Anniversary of the Berlinale</i> .....	9
3.2. Cultural Highlights from January to March.....	9
3.3. Calendar of Events – January to March, 2010.....	11
3.4. Preview of Top Events April to December 2010 .....	12
<b>IV LODGING AND DINING .....</b>	<b>14</b>
4.1. Dining in Berlin: From Star-Rated Cuisine to Trendy Restaurants .....	14
4.2. Discover the Berlin Design Scene .....	15
<b>V TOPICS FOR THE TRADE PRESS .....</b>	<b>17</b>
5.1. Invitation to Berlin and Brandenburg .....	17
5.2. Berlin: An Engine of Science.....	17
<b>VI PREVIEW .....</b>	<b>18</b>
6.1. Frida Kahlo Retrospective in the Martin Gropius Bau.....	18
6.2. Second Extended Opera and Theater Night .....	18
6.3. New Documentation Center for the Topography of Terror.....	18

**I NEWS FROM BERLIN TOURISMUS MARKETING GMBH****1.1. New Packages to Book at [www.visitBerlin.de](http://www.visitBerlin.de)**

*Discover Berlin: Entertaining and a Good Price*

Several important anniversaries are taking place in the German capital in 2010, including the sixtieth anniversary of the Berlin International Film Festival, the two hundredth anniversary of the opening of Humboldt-Universität, and the three hundred year jubilee of Charité Universitätsmedizin Berlin. A trip to Berlin for these and other highlights is now more affordable than ever with the new tourist packages from Berlin Tourismus Marketing GmbH.

The package "Berlin Individuell", starting at 64 euros, provides the ideal basis for an unforgettable stay in Berlin. It includes two nights with breakfast in a hotel of the guest's choice as well as the Berlin WelcomeCard. The card allows forty-eight hours of free travel on the public transit system and discounts of up to 50 percent with 150 partners, including city tours, boat trips, and visits to the Television Tower, the Zoological Garden, three opera houses, theaters, museums, and numerous restaurants.

The package "Berlin on Stage" is sure to excite fans of musicals and shows. A two-night stay, a Berlin WelcomeCard, and a ticket for a show from Stage Entertainment GmbH are included. Visitors can choose between the musicals "Dirty Dancing" or "Schuh des Manitu" or experience the Blue Man Group live. The "Berlin on Stage" entertainment package is available starting at 149 euros per person, double occupancy.

Any of the packages can be booked at [www.visitBerlin.de](http://www.visitBerlin.de) or through the call center at +49 (30) 25 00 25.

(2,061 characters)

**1.2. Berlin WelcomeCard 2010 – A Lot of Berlin for a Little Money**

*The WelcomeCard, an "all-inclusive package" in itself, now offers even more discounts for inexpensive exploration of Berlin and a special edition for Potsdam.*

With the Berlin WelcomeCard 2010, visitors can enjoy added attractions and save even more in the German capital in the coming year. With a ticket for the local public transit system, the popular pass offers almost unlimited flexibility in the city. The more than 150 discounts that come with it also help visitors save money, and the convenient German-English guide, city maps, and insider tips provide a wealth of useful information.

Beginning in January 2010, the Berlin WelcomeCard will offer even more value. Those with a WelcomeCard will receive a discount of at least 25% off of cultural events, tourist activities, and restaurants. In addition to classics like the Television Tower at the Alexanderplatz, the Friedrichstadtpalast, or the Zoological Garden, there are new highlights this year: discounts to the newly opened "Picasso Story" exhibition, the Schönhausen Palace (now converted into a museum), and the Staatsballett Berlin.

Visitors using the Berlin WelcomeCard will also get discounts for various outings in the city, such as the customized bus tours of berlin trails or audio tours from Stadt im Ohr." For a timeout from the sightseeing agenda, there are restaurants and clubs with major savings from the WelcomeCard. Each month, extra perks will also be offered by a different "Partner of the Month". It could be the operators of the popular "video bus tour," for example, or the Legoland Discovery Center.

The pass also comes with a convenient pocket-sized city guide. This guide in both German and English introduces new highlights in the city, now with an even clearer, more user-friendly layout. As an added feature, it contains a calendar with the year's most important events. The maps guide visitors through the most popular areas of Berlin, such as the Potsdamer Platz or Friedrichstraße.

The Berlin WelcomeCard 2010 continues to be offered in versions that allow either 48 hours, 72 hours, or 5 days of free travel with the public transit system either just in Berlin (fare zones AB) including the surrounding area with Potsdam (fare zones ABC). The savings are considerable, especially for families. The version for zones ABC lets three children ride along at no extra cost. Those interested in cultural activities can supplement their WelcomeCard with the museum pass "Schaulust Museen Berlin".

The WelcomeCard 2010 is especially attractive for Berlin visitors planning a day's outing to Potsdam, with more than twenty-five discount offers available there for admission to sights, events, and city tours.

There is also a special edition of the WelcomeCard for Potsdam only. The guide for all the ABC variants is blue and has the same offers as the classic version of the city guide, which is red. Another new feature is that all of the guides now include maps of Potsdam (with the local public transit lines).

The WelcomeCard starts as low as 16.90 euros in the four infostores of Berlin Tourismus Marketing GmbH (Hauptbahnhof main railway station-North Entrance, Neues Kranzler Eck- Kurfürstendamm Passage, Brandenburg Gate-South Wing, Alexa Shopping Center-Alexanderplatz). The all-in-one ticket can also be ordered online at [www.berlin-welcomecard.de](http://www.berlin-welcomecard.de) or purchased at any ticket machine or point of sale of the transit authority Berliner Verkehrsbetriebe (BVG). It is also offered at the Berlin airports and numerous hotels. More information is available through the service hotline 030 / 25 00 25 and on the Internet at [www.visitBerlin.de](http://www.visitBerlin.de).

(3,792 characters)

### **1.3. New Publications from Berlin Tourismus Marketing GmbH**

#### *New City Guide: Berlin at a Glance in Five Different Languages*

Now hot off the presses, the new City Guide from Berlin Tourismus Marketing GmbH makes exploring Berlin on your own a stress-free, pleasurable experience. Printed in pocket format for easy handling,

this convenient and informative brochure is available in five languages: German, English, French, Spanish, and Italian.

A variety of basic information from A-Z makes it easier to prepare and plan any trip to Berlin. The guide includes practical tips on travel to the city, accommodations, and local transportation as well as information on sightseeing, cultural activities, shopping, and restaurants. Each chapter contains city maps, detailed information, and numerous insider tips.

With the City Guide, guests can easily find their way around. It also introduces the popular Berlin WelcomeCard – a pass allowing visitors to save money while getting around and discovering the city. The public transit system is described in detail, and the new City Guide also gives visitors an overview of various city tours: by bus, bicycle, boat, or on foot. The large number of recommendations makes choosing a restaurant a snap, and there are insider tips providing an impression of popular clubs and other aspects of Berlin nightlife. The information is rounded out by an overview of the most significant museums and a list of major cultural events.

(1,467 characters)

#### *BTM's New Hotel Guide Now Available*

The new hotel guide from Berlin Tourismus Marketing GmbH features a wealth of photographs and information printed in an attractive color layout. Entitled "Relax & Sleep – Hotel Guide 2010", the booklet is now available in German and English. In approximately 82 pages, all the partner hotels of BTM are listed in an easy-to-use format along with important details. With the new hotel guide, visitors to Berlin can easily select the best hotel for their stay in the city. Small icons convey information about distances, how to reach the hotels, and the furnishings.

As a new feature, the guide includes descriptions of the neighborhoods in which the hotels are located and information about special package deals. Visitors thus have the opportunity to book their trip to Berlin as a complete package if desired.

They can choose from among 350 hotels, hostels, and pensions.

*Reservations can be made for any of these partners of Berlin Tourismus GmbH using the BTM call center (Tel:+49/(0)30/250025) or on the Internet at*

*[www.visitberlin.de](http://www.visitberlin.de).*  
(1,082 characters)

*Trip to Berlin* is a free media service of:

**Berlin Tourismus Marketing GmbH**

Press Service and Public Relations

Am Karlsbad 11

D-10785 Berlin

Tel: +49 / (0)30 / 26 47 48 912

[presse@btm.de](mailto:presse@btm.de)

[www.visitBerlin.de](http://www.visitBerlin.de)

[www.press.berlin-tourism.de](http://www.press.berlin-tourism.de)

Charlottenburg District Court, Comp. Reg.  
48652

Tax ID no.

160 475 096

CEO/President: Burkhard Kieker

Person responsible under German press  
law: Christian Tänzler

Copywriting and editorial team: Susanne  
Schreiber; Susan Steudtemann

A sample copy is requested of any  
reproduction.

The contents of *Trip to Berlin* has been  
carefully researched. No guarantee can  
be assumed, however, for the accuracy of  
the information. Berlin Tourismus  
Marketing GmbH is neither responsible  
nor liable for the contents of Internet sites  
of third parties to which reference may be  
made in *Trip to Berlin*.

If you no longer wish to receive *Trip to  
Berlin* in the future, please e-mail us at  
[presse@btm.de](mailto:presse@btm.de) with a subject line of:  
unsubscribe Trip

**II TOURIST BERLIN****2.1. Event Highlights of 2010**

Historical, scientific, or with a touch of glitter and glamour – Berlin offers an unrivalled diversity of activities with around 1,500 events of various kinds scheduled every day. In February, for example, it's curtains up for the 60th Berlinale. The first Berlin International Film Festival had its premiere on June 6, 1951. Since then, thousands of international film stars have attended the festival, including such performers as Sophia Loren or Keanu Reeves. It has long been the largest film festival in the world open to the general public, and with nearly 20,000 trade visitors, including 4,000 journalists, it is also one of the most important events of the international film industry. No other festival has as close a bond with its audiences as the Berlinale. So from February 11 to 21, 2010, members of the public will play a very special role with personal stories and experiences from past Berlinales. The finest reminiscences will be published during the anniversary.

[www.berlinale.de](http://www.berlinale.de)

In honor of the two hundredth anniversary of the death of Prussian Queen Luise (1776-1810), the Prussian Palaces and Gardens Foundation will present three large exhibitions. At Charlottenburg Palace, on Pfaueninsel island in Berlin, and in the rural village Paretz in Brandenburg, visitors will encounter the beautiful and mighty "Miss Prussia" at the actual places where she lived her life and was laid to rest – in her homes, gardens, and in the mausoleum. More than two hundred paintings, sculptures, and historical documents concerning the life of the nobility will be exhibited in Charlottenburg Palace from March 6 to May 30, 2010, including masterpieces by Karl Friedrich Schinkel and Johann Gottfried Schadow. At the idyllic Pfaueninsel, one of the places where Queen Luise most enjoyed spending her time, contemporary artists are developing an innovative exhibition project. It can be viewed from May 1 to October 31, 2010.

[www.spsq.de](http://www.spsq.de)

Around fifty Berlin stages will show what they have to offer during the "2nd Extended Opera and Theater Night". On April 10, theatergoers will have the opportunity to put together an unusual evening of entertainment for themselves. Everything is possible in one night, from puppet theater to youth performances, and from cabaret to opera. Shuttle buses on various routes will make it easier to travel between venues.

[www.berlin-buehnen.de/langenacht/](http://www.berlin-buehnen.de/langenacht/)

Between 1933 and 1945, the control centers of the Nazi police state and the SS were located in the heart of Berlin. This is recorded at the documentation site "Topography of Terror" on Niederkirchnerstraße. An extension to the site, including a new documentation center with exhibition areas and a library, will be open to the public on May 6, 2010. Outside, there is also a new canopied excavation with additional exhibits.

[www.topographie.de](http://www.topographie.de)

Forget about sleep: if you come to the German capital in September 2010 for the Berlin Music Days, you can look forward to a four-day action-packed club spectacle. Visitors will have the chance to dance and party to electronic music at the best Berlin clubs, including Berghain, WMF, and Watergate. With the Berlin Music Days, inaugurated in 2009, the world's party capital has created a week of music that looks set to become a fixture among the famous international music festivals.

[www.bermuda-berlin.de](http://www.bermuda-berlin.de)

Science will be a dominant motif in Berlin throughout all of 2010. The Charité and the Berlin-Brandenburgische Akademie der Wissenschaften will be celebrating their three hundredth anniversaries, the Humboldt university its two hundredth anniversary, and the Max Planck Society its one hundredth anniversary. More than 150 events have already been scheduled to celebrate these jubilees. The central event is the exhibition "World Knowledge: 300 Years of Science in Berlin" at the Martin Gropius Bau. Scheduled to run from September 24, 2010, to January 9, 2011, this exhibition is devoted to the history of

science in Berlin – a history of important scholars, Nobel Prize laureates and pioneering inventions.

[www.gropiusbau.de](http://www.gropiusbau.de)

(4,125 characters)

**2.2. Short and Sweet:** *Chocolate Extravaganza for Young and Old* ▪ *Extended Museum Night Devoted to Science* ▪ *Reopening of the Nikolaikirche* ▪ *New Show in Berlin's Wintergarten Varieté* ▪ *"The Wall Ride" – The Trabi Tour through Berlin* ▪ *Audience with Her Majesty*

### **Chocolate Extravaganza for Young and Old**

In mid-January 2010, the time will come for chocolate company Ritter Sport to open its "Bunte Schokowelt" site in Berlin. The new location will cover about 1,000 square meters, a place where everything revolves around the sweet seduction of chocolate. Visitors can not only buy chocolate but also sample it and learn everything they want to know about the delicious square-shaped chocolate bars for which the company is famous. If you're the sort of person who likes to experiment, you'll also have the opportunity to have a chocolatier prepare your very own chocolate for you. The young ones will have a great time too, of course. In a workshop, they can retrace the origins of chocolate and discover the secrets of cocoa production. Under the supervision of an instructor, the young visitors then create their own chocolate. Admission is free of charge. The "Bunte Schokowelt" (Colorful World of Chocolate) is open on weekends, too. Chocolate lovers can satisfy their craving beginning early next year at Französische Straße 24 in Berlin Mitte. More information is available on the Internet at [www.rittersport.de](http://www.rittersport.de).

(1,167 characters)

### **Extended Museum Night Devoted to Science**

Science and research are the central themes of the 26th Extended Museum Night, which takes place on January 30 from 6:00 P.M. to 2:00 A.M. On this evening, around sixty institutes in Berlin

will demonstrate that they also conduct research. They will present their latest projects or introduce their own scientific or scholarly work. The extensive program also offers guided tours, musical or literary presentations, and other performances. There will be shuttle bus connections between the individual event locations, and the central transit hub in front of the Rotes Rathaus will have information booths where visitors can buy last-minute tickets.

(693 characters)

### **Reopening of the Nikolaikirche**

On March 21, 2010, the recently restored Nikolaikirche will open with a new permanent exhibition. As the first parish church in Berlin, the Nikolaikirche has helped shape the eventful and turbulent history of Berlin. Used as a church until 1939, it was almost completely destroyed during the war. Since its restoration for the 750th anniversary of the founding of Berlin, it has been used as a museum devoted to the history of the city. With the completion of the lavish restoration efforts, the church can once again be seen in its full splendor and with all of its historical facets. In the "Beyersche Gruft" (Beyer Tomb), visitors can descend to the ground level of the period in which the city was founded. Through an "archeological window" in the church floor, remnants of a settlement can be seen beneath the foundations. The 800-year history of the church is also presented in a film. Multimedia exhibits and a large number of original artifacts – including liturgical items, Baroque sculptures, and the famous Zehdenicker Altartuch (Altar Cloth of Zehdenick) – illustrate not only the history of the building, but also the history of Berlin.

(1,189 characters)

### **New Show in Berlin's Wintergarten Varieté**

Beginning in early 2010, visitors can once again enjoy international variety performances, live music, and entertainment of the highest caliber at the Wintergarten Varieté Berlin. Following a

one-year pause, the legendary theater on Potsdamer Straße is currently experiencing a renaissance under a new operator. The first show, from January 29 to May 1, 2010, will present an imaginative, fast-paced program entitled “Die fabelhafte Varieté Show” [“The Fabulous Varieté Show”], featuring famed singer Meret Becker. Visitors will be treated to a colorful evening of song, live music, acrobatics, magic, and clownery. Fabulous dining can also be enjoyed during the performance. Shows are Wednesday to Saturday at 8:00 P.M. and Sunday at 6:00 P.M. Tickets start at 19.50 euros and can now be booked online and conveniently printed out at home.

(889 characters)

### **“The Wall Ride” – The Trabi Tour through Berlin**

The “Trabi Safari” is for people interested in getting a close-up view of history and experiencing the quintessential feel of the former East Germany. In the two-hour tour “The Wall Ride”, participants clatter through Berlin in a convoy of Trabants and get behind the wheel themselves. They drive to historically significant locations, hot spots of global politics, and places full of excitement and drama. Some of the highlights include the former “death strip” at Mauerpark, the East Side Gallery, and, of course, Checkpoint Charlie. Guests learn exciting facts about the Wall and other sights via wireless links and at the stops themselves. The tours are offered in English, German, Spanish and French and can be booked for prices starting at 79 euros.

The starting point for the tour is the Balloon Garden underneath the Welt balloon. More information is available at [www.thewallride.com](http://www.thewallride.com).

(946 characters)

### **Audience with Her Majesty**

Beautiful, intelligent and mysterious – the Prussian Queen Luise was a luminous figure of her time. In 2010, there will be a number of exhibitions, including in Charlottenburg Palace, to mark the two hundredth anniversary of the death of the

queen. In addition, those interested in history can take part in special guided tours related to Queen Luise and stroll in the footsteps of the nobility. The company “Frauentouren”, for example, offers the walking tour “Luise: the Most Beautiful Queen of the Hohenzollerns – Electresses, Queens, Empresses” which visits the Palais am Festungsgraben. In a different excursion, Elke Backhaus guides her guests through the German capital dressed in a historically authentic costume. During this tour, participants experience the private side of Queen Luise and simultaneously learn some interesting and amusing things about the Berlin of the eighteenth and nineteenth century. More information about the tours can be found at [www.frauentouren.de](http://www.frauentouren.de) and [www.louise-kult-tour.de](http://www.louise-kult-tour.de).

(1,045 characters)

### **2.3. Insider Tip: Music and Art at the Montagsbar**

Don’t wait until the weekend for a lively party – it’s possible on Monday, too. For proof, you can visit the Montagsbar in FRIEDRICHs, the restaurant at the Temporäre Kunsthalle Berlin. Visitors with an affinity for art and partying can close out their day here at a variety of hours. Artists act as DJs or entertain visitors with live music. The music varies depending upon the evening and the artist and covers a broad spectrum ranging from the 80s to electro. But the distinctive experience is only available on certain days, which is what makes the evenings at the Montagsbar so special. The next dates are from December 14 to January 4, from February 8 to March 8, and then starting April 5 on. Admission is free of charge.

[www.kunsthalle-berlin.com](http://www.kunsthalle-berlin.com)

(827 characters)

**III EVENTS****3.1. For the spontaneous visitor:**

*Fashion Photography of Gundlach at the Martin Gropius Bau* ▪ *Play It Again: Sixtieth Anniversary of the Berlinale*

**Fashion Photography of Gundlach at the Martin Gropius Bau**

In the exhibition “F.C. Gundlach: The Photographic Work”, which runs until March 14, 2010, the Martin Gropius Bau in Berlin presents a retrospective of the life's work of one of the most important fashion photographers. This presentation of Gundlach's oeuvre, the most extensive to date, comprises 350 exhibits. In addition to the classic fashion photographs and star portraits, it includes impressive travel reports by the artist from the 1960s in countries such as Argentina, Brazil, Peru, Japan, Cambodia, Thailand and Vietnam.

One special focus of the exhibition, though, is also Berlin itself. The city was one of the places most important to Gundlach, and it often served as a theme and inspiration for his photographs.

(788 characters)

**Play It Again: Sixtieth Anniversary of the Berlinale**

The Berlinale, the most popular film festival in the world open to the public, will celebrate its sixtieth anniversary next year with an unusual program. One particular focus will be the retrospectives. Under the motto “Play it again...!”, visitors can turn their gaze back on the six decades of the Berlinale. The most famous, most sensational, and most beautiful films in the history of the festival will be shown once more. These include *Breathless* from Jean-Luc Godard, which premiered in 1960, and Paul Thomas Anderson's *Magnolia*, which was awarded the Golden Bear in the year 2000.

The highlight for film aficionados is a screening of the entire, complete version of *Metropolis*, the first since 1927. The film was fully restored and will be shown in the Friedrichstadtpalast with musical

accompaniment by the Berlin Radio Symphony Orchestra.

The complete program and the films that will compete for the Golden and Silver Bears will be announced in mid-January.

(1,024 characters)

**3.2. Cultural Highlights from January to March**

Fashion shows, an art festival, dance, theater and music: Berlin has much to offer this winter, too. With highlights such as the 26th Extended Museum Night or the exhibition for the two hundredth anniversary of the death of Queen Luise of Prussia, the city comes through once more during the cold months of the year with distinctive offerings. The metropolis will also bask in the radiance and glamour of the Berlinale, which is celebrating its sixtieth birthday.

*Berlin Fashion Week & Bread and Butter*

As the new year gets underway, it is once again time for two large events that make fashion a dominant theme in Berlin. From January 20 to 22, 2010, the fashion show Bread and Butter will present street and urban wear with the motto “The Original”. The venue will once again be Berlin-Tempelhof Airport. The Mercedes Benz Fashion Week Berlin, on the other hand, will present the latest fashion lines at the Bebelplatz from January 20 to 23. In addition to established names, young fashion designers will also show their creations for the autumn and winter of 2010. A large number of trade visitors and prominent guests are expected.

[www.breadandbutter.com](http://www.breadandbutter.com),

[www.mercedes-benzfashionweek.com/](http://www.mercedes-benzfashionweek.com/)

*Transmediale*

Futurity now – that's the motto of Transmediale10, which runs from February 2 to 7 in the House of World Cultures. The festival is devoted to the development of new technologies in connection with art and culture. The program includes an exhibition, conferences, and live performances as well as workshops, film and video

programs, and a large number of partner events throughout Berlin.

[www.transmediale.de](http://www.transmediale.de)

*Tanzolymp – International Children's Dance Festival*

From February 17 to 21, dance enthusiasts can pursue their passion in the Russian House of Science and Culture. This is the venue for the international dance festival TANZOLYMP, which takes place with the motto "Dance as a Global Language". Children and young adults up to the age of twenty-one will have the opportunity to demonstrate their skills in workshops, seminars, and dance competitions. The highpoint of the festival is an international gala at which the best soloists and groups will perform for the public.

[www.tanzolymp.com](http://www.tanzolymp.com)

*100° Berlin Festival of Independent Theater*

Pay attention, theater fans: beginning on March 4, the theaters Hebbel am Ufer and Sophiensäle are putting on the festival 100°; the 7th Long Weekend of Independent Theater. For four days, independent performance and theater groups will show their talents on stages, in foyers, and even in dressing rooms and corridors. Every night after the performances, commentators will summarize their impressions of the day. Afterward, it's time to party and dance until dawn. As in previous years, a shuttle service will transport visitors between the performance locations, where they can see a total of 120 groups. Admission costs 16 euros per evening, or 11 euros with discount. A ticket for the whole festival is available for 44 euros, or 28 euros at the discount rate.

[www.hebbel-am-ufer.de](http://www.hebbel-am-ufer.de)

*MaerzMusik 2010 – Festival of Modern Music*

Another event sure to strike a pleasant chord is MaerzMusik2010, which is scheduled to present a broad range of contemporary music at around ten locations in Berlin. From March 19 to 28, established artists and up-and-coming

musicians from around the world will flock to Berlin to perform a packed program of works. The festival introduces a selection of new pieces that deal with the subjects of utopia, memory, and death. One especially popular feature is the nighttime series "Sonic Arts Lounge", which fascinates audiences with unusual performance styles and the latest facets of technology-based audio and image production. [www.berlinerfestspiele.de](http://www.berlinerfestspiele.de)

*Festtage 2010*

The Festtage 2010 at the Staatsoper and the Philharmonic is a highlight on the international music calendar. Next year, the festival runs from March 26 to April 5, and music lovers are sure to get their fill. There will be opera performances with star casting, and in particular, the program includes *Eugene Onegin* by Tchaikovsky, Verdi's *Simon Boccanegra*, and a classic of the Staatsoper Unter den Linden: Wagner's *Tristan und Isolde*. Orchestral concerts and lieder recitals can also be expected. The music directors are Daniel Barenboim and Pierre Boulez.

[www.staatsoper-berlin.de](http://www.staatsoper-berlin.de)

(4,393 characters)

### 3.3. Calendar of Events – January to March, 2010

From	To	Event	Organizer
01/03/10	01/13/10	Tanztage Berlin; location: Sophiensaele	Tanztage Berlin GbR <a href="http://www.tanztage.de">www.tanztage.de</a>
01/15/10	01/24/10	International Green Week Berlin 2010; location: Exhibition Center	Messe Berlin GmbH <a href="http://www.messe-berlin.de">www.messe-berlin.de</a>
01/20/10	01/22/10	Bread & Butter, Fashion and Lifestyle Tradeshow; location: Tempelhof Airport	Bread and Butter Berlin <a href="http://www.breadandbutter.com">www.breadandbutter.com</a>
01/22/10	04/25/10	Exhibition: The Complete Metropolis; location: Museum für Film und Fernsehen	Deutsche Kinemathek <a href="http://www.deutsche-kinemathek.de">www.deutsche-kinemathek.de</a>
01/20/10	01/23/10	Berlin Fashion Week; location: Bebelplatz, The Station, various showrooms	<a href="http://www.berlin-fashionweek.de">www.berlin-fashionweek.de</a> <a href="http://www.mercedes-benzfashionweek.com">www.mercedes-benzfashionweek.com</a>
01/28/10	02/02/10	99th Berlin Six Day Race; location: Velodrome	Sechs-Tage-Rennen GmbH <a href="http://www.sechstagerennen-berlin.de">www.sechstagerennen-berlin.de</a>
01/30/10	01/30/10	26th Extended Museum Night	Kulturprojekte Berlin GmbH <a href="http://www.lange-nacht-der-museen.de">www.lange-nacht-der-museen.de</a>
02/02/10	02/07/10	Transmediale 10; location: House of World Cultures	transmediale <a href="http://www.transmediale.de">www.transmediale.de</a>
02/05/10	07/05/10	Pow Wow Berlin Brandenburg	Berlin Tourismus Marketing <a href="http://www.berlin-pow-wow.de">www.berlin-pow-wow.de</a>
02/11/10	02/21/10	60th International Film Festival Berlin–Berlinale; location: Berlinale Palast, Friedrichstadtpalast, and others	Internationale Filmfestspiele Berlin, <a href="http://www.berlinale.de">www.berlinale.de</a>
02/17/10	02/21/10	7th Tanzolymp – international children's dance festival; location: Universität der Künste	PraBes Time Production <a href="http://www.tanzolymp.com">www.tanzolymp.com</a>
02/23/10	03/14/10	Holiday on Ice: Energia; location: Tempodrom	Stage Entertainment <a href="http://www.stage-entertainment.de">www.stage-entertainment.de</a>
03/04/10	03/07/10	100° Berlin festival of independent theater; location: Hebbel am Ufer	Hebbel am Ufer <a href="http://www.hebbel-am-ufer.de">www.hebbel-am-ufer.de</a>
03/06/10	05/30/10	Exhibition: Luise: The Life and Myth of the Queen; location: Charlottenburg Palace	Stiftung Preußische Schlösser und Gärten <a href="http://www.spsg.de">www.spsg.de</a>
03/10/10	03/14/10	ITB Berlin 2010: International Tourism Exchange; location: Exhibition Center and ICC Berlin	Messe Berlin GmbH <a href="http://www.messe-berlin.de">www.messe-berlin.de</a>
03/19/10	03/28/10	MaerzMusik 2010; location: various event locations	Berliner Festspiele <a href="http://www.berlinerfestspiele.de">www.berlinerfestspiele.de</a>
03/21/10	03/21/10	Reopening of the Nikolaikirche	Stiftung Stadtmuseum Berlin <a href="http://www.stadtmuseum.de">www.stadtmuseum.de</a>
03/26/10	04/05/10	Festtage 2010; location: Staatsoper, Philharmonic Hall	Staatsoper Unter den Linden <a href="http://www.staatsoper-berlin.de">www.staatsoper-berlin.de</a>

### 3.4. Preview of Top Events April to December 2010

From	To	Event	Organizer
04/10/10	04/10/10	2nd Extended Opera and Theater Night, location: numerous opera houses and theaters in Berlin	Kulturprojekte Berlin GmbH <a href="http://www.kulturprojekte-berlin.de">www.kulturprojekte-berlin.de</a>
04/14/10	04/21/10	achtung berlin – new berlin film award; location: Babylon and Passage cinemas	achtung berlin <a href="http://www.achtungberlin.de">www.achtungberlin.de</a>
04/30/10	05/02/10	Gallery Weekend Berlin 2010; location: various galleries	Gallery Weekend Berlin <a href="http://www.gallery-weekend-berlin.de">www.gallery-weekend-berlin.de</a>
04/30/10	08/09/10	Exhibition: Frida Kahlo – Retrospective; location: Martin Gropius Bau	Berliner Festspiele <a href="http://www.martin-gropius-bau.de">www.martin-gropius-bau.de</a>
05/07/10	05/23/10	Theatertreffen 2010 theater festival; location: various theaters	Berliner Festspiele <a href="http://www.berlinerfestspiele.de">www.berlinerfestspiele.de</a>
05/07/10	05/07/10	Opening of the Topography of Terror documentation center	Topographie des Terrors <a href="http://www.topographie.de">www.topographie.de</a>
05/21/10	05/24/10	Carnival of Cultures with street parade; location: Blücherplatz, Berlin-Kreuzberg	Werkstatt der Kulturen <a href="http://www.karneval-der-kulturen.de">www.karneval-der-kulturen.de</a>
05/26/10	05/30/10	DMY International Design Festival Berlin; location: Arena Treptow and others	DMY – Design Mai Youngsters <a href="http://www.dmy-berlin.com">http://www.dmy-berlin.com</a>
06/05/10	06/05/10	Extended Science Night in Berlin and Potsdam 2009; location: research institutions and others	Kuratorium Lange Nacht der Wissenschaften/con gressa GmbH; <a href="http://www.langenachtderwissenschaft.de">www.langenachtderwissenschaft.de</a>
06/05/10	06/06/10	Staatsoper For All; location: Bebelplatz	Staatsoper Unter den Linden <a href="http://www.staatsoper-berlin.de">www.staatsoper-berlin.de</a>
06/06/10	08/29/10	8th Sandsation Festival 2010, location: Hauptbahnhof main railway station	SANDSATION GmbH <a href="http://www.sandsation.de">www.sandsation.de</a>
06/08/10	06/13/10	ILA Berlin Air Show; location: Schönefeld Airport	Messe Berlin GmbH <a href="http://www.messe-berlin.de">www.messe-berlin.de</a>
06/11/10	08/08/10	6th berlin biennale; location: KW Institute for Contemporary Art and other locations	berlin biennale <a href="http://bb6.berlinbiennial.de">bb6.berlinbiennial.de</a>
06/19/10	06/19/10	CSD – Christopher Street Day; location: Kurfürstendamm through Potsdamer Platz to Victory Column	Berliner CSD e.V. <a href="http://www.csd-berlin.de">www.csd-berlin.de</a>
06/21/10	06/21/10	Fête de la Musique: International Music Day; location: various event locations	La Fete Company <a href="http://www.fetedelamusique.de">www.fetedelamusique.de</a>
06/25/10	10/24/10	Exhibition: Fortress and Power in the Middle Ages; location: German Historical Museum	Deutsches Historisches Museum <a href="http://www.dhm.de">www.dhm.de</a>
06/26/10	07/11/10	FIFA Fan Fest 2010: Street festival with live transmissions of the FIFA World Cup 2010 in South Africa	ArGe Fanmeile (Compact Team, Wohlthat Entertainment und K.I.T. GmbH)
07/10/10	07/10/10	All Nations Festival; location: various embassies	BGiB-Berliner Gesellschaft für Internationale Begegnungen <a href="http://www.BGiB.org">www.BGiB.org</a>
07.07.10	09.07.10	Bread & Butter. Leading International Fair for Street and Urban Wear; location: Flughafen Tempelhof	Bread and Butter Berlin, <a href="http://www.breadandbutter.com">www.breadandbutter.com</a>
07/13/10	07/18/10	Komische Oper Festiva; location: Komische Oper Berlin	Komische Oper Berlin <a href="http://www.komische-oper-berlin.de">www.komische-oper-berlin.de</a>
07/15/10	07/20/10	Classic Open Air; location: Gendarmenmarkt	Media OnLine <a href="http://www.classicopenair.de">www.classicopenair.de</a>
08/06/10	08/22/10	Young Euro Classic; location: Konzerthaus	Deutscher Freundeskreis europäischer Jugendorchester <a href="http://www.young-euro-classic.de">www.young-euro-classic.de</a>
08/18/10	08/22/10	Open Air Klassik Sommer; location; Kulturbrauerei	Eightball Veranstaltungs GmbH, <a href="http://www.kulturbrauerei.de">www.kulturbrauerei.de</a>
08/23/10	08/29/10	Historiale 2010: The Roaring Twenties; location: various squares and museums	Historiale e.V. <a href="http://www.historiale.de">www.historiale.de</a>
08/26/10	09/05/10	24th Jewish Cultural Festival	kulturdienst: GmbH <a href="http://www.kulturdienst.com">http://www.kulturdienst.com</a>
08/28/10	08/28/10	Extended Museum Night	Kulturprojekte Berlin GmbH <a href="http://www.lange-nacht-der-museen.de">www.lange-nacht-der-museen.de</a>
09/03/10	09/19/10	Musikfest Berlin 10; location: Philharmonic Hall, Haus der Berliner Festspiele and others	Berliner Festspiele und Stiftung Berliner Philharmoniker

From	To	Event	Organizer
			<a href="http://www.berlinerfestspiele.de">www.berlinerfestspiele.de</a>
09/03/10	09/04/10	Pyronale; location: Maifeld at the Olympic Stadium	Pyronale Events GmbH <a href="http://www.pyronale.biz">www.pyronale.biz</a>
09/03/10	09/08/10	IFA – Berlin international consumer electronics tradeshow; location: Exhibition Center	Messe Berlin GmbH <a href="http://www.messe-berlin.de">www.messe-berlin.de</a>
09/15/10	09/26/10	10th Berlin International Literature Festival; location: various event locations	Berliner Festspiele <a href="http://www.literaturfestival.com">www.literaturfestival.com</a>
09/24/10	01/09/11	Exhibition: WeltWissen: Three Hundred Years of Science in Berlin; location: Martin Gropius Bau	Berliner Festspiele <a href="http://www.martin-gropius-bau.de">www.martin-gropius-bau.de</a>
09/25/10	09/26/10	36th real Berlin Marathon; start: Straße des 17. Juni	scc events <a href="http://www.scc-events.com">www.scc-events.com</a>
10/07/10	10/10/10	art forum berlin – the international art fair; location: Exhibition Center	Messe Berlin GmbH <a href="http://www.art-forum-berlin.de">www.art-forum-berlin.de</a>
10/13/10	10/24/10	Festival of Lights: Berlin Cathedral, Television Tower, and others	City Stiftung Berlin <a href="http://www.festival-of-lights.de">www.festival-of-lights.de</a>
10/15/10	11/28/10	4th European Photography Month Berlin; location: various galleries and museums	Kulturprojekte Berlin <a href="http://www.kulturprojekte-berlin.de">www.kulturprojekte-berlin.de</a>
11/04/10	11/07/10	JazzFest Berlin 10; location: Haus der Berliner Festspiele, Quasimodo, and others	Berliner Festspiele <a href="http://www.berlinerfestspiele.de">www.berlinerfestspiele.de</a>
12/31/10	12/31/10	New Year's Eve Party at the Brandenburg Gate	KIT GmbH <a href="http://www.silvester-in-berlin.de">www.silvester-in-berlin.de</a>

The Berliner Calendar of Events is updated daily and can be found on the Internet at [www.visitBerlin.de](http://www.visitBerlin.de)

**IV LODGING AND DINING****4.1. Dining in Berlin: From Star-Rated Cuisine to Trendy Restaurants***Thirteen Michelin Stars for the German Capital*

Good news for gourmets: in its latest issue, the Michelin Guide has awarded a total of thirteen gourmet stars to restaurants in Berlin. The capital has thus succeeded in maintaining its status as a top-notch city for fine cuisine. The absolute front-runner remains Christian Lohse, chef of the restaurant **Fischers Fritz** in the hotel The Regent at the Gendarmenmarkt, who retains his two Michelin stars. The native Westphalian, who learned the art of cooking in France, among other places, was also awarded 19 of 20 possible points by the French restaurant guide *Gault Millau*. The rationale: "There is no one in Berlin who cooks better, with more subtlety and imagination, or with such tasteful products."

Two restaurants in Berlin joined the ranks of star-rated establishments in 2010. One star went to the imaginative avant-garde cuisine of Daniel Achilles, the chef and co-owner of the restaurant **Reinstoff** in the Mitte district, which opened in March 2009. The other star was regained by Finland native Sauli Kempainen, chef of the **Quadriga** at the hotel Brandenburger Hof. Recognition was accorded once again to the achievements of Tim Raue, who reinterprets the art of Chinese, Japanese, and other Asian cuisine at **Ma Tim Raue** in the Adlon Palais.

Restaurants that defended their stars in the current Michelin Guide and impressed the demanding inspectors with culinary masterpieces also included **Facil**, **First Floor**, **Gabriele**, **Hugos**, **Lorenz Adlon**, **Margaux**, **Weinbar Rutz**, and **Vau**.

*Trendsetters and Newcomers: Trendy Restaurants in Berlin*

Trendy restaurants in Berlin are often found at unusual locations. Take **Cookies Cream**, for example. This one is well hidden in a courtyard next to the Komische Oper. Visitors reach the restaurant via an

underground parking lot and a dark staircase. Those who find the right route are rewarded with elegant vegetarian dishes like Parmesan dumplings with coriander carrots.

The **Rodeo**, which offers a mixture of fine dining and underground restaurant, is not very easy to find either. Guests walk through a dark courtyard and climb an old staircase to reach the magnificent domed hall with elegantly set tables. The menu includes complete prix fixe meals or individual dishes like porcini potato strudel on Savoy cabbage in a truffle cream sauce. After dining to their satisfaction, guests can immediately begin enjoying the nightlife in Berlin. Starting at 11:00 P.M., the Rodeo becomes one of the most popular clubs in the city.

Relaxation, food and drink, and dancing are all possible at one spot in the "big size" club and restaurant **Spindler & Klatt** in Kreuzberg. This converted industrial site, a former granary in a bakery for army provisions, has a charming interior with natural steel and a cozy atmosphere. Visitors enjoy Asian crossover cuisine as they gracefully dine here on lounge sofas while admiring the view of the Spree River. Afterward, they can relax on the 600 square meter terrace or join the party in the club.

For an out-and-out trashy time, there's the club **White Trash**, with high-volume music ranging from rock to schmaltz. With its eclectic array of fast food and more, the menu provides a sound basis for going on to booze the night away. And celebrities can appreciate that, too: a few years ago, even Mick Jagger was spotted having a burger here.

Chic and modern is the impression made by the newly opened **Luchs** in the hotel Lux Eleven in Mitte. The cuisine is Italian with a touch of South Tyrol. Guests can expect pasta served fresh every day with creative fillings, like the ravioli made in-house and stuffed with venison, plums, and ricotta over a red wine sauce. A breakfast buffet is offered in the morning, and inexpensive, quick dishes are served at lunchtime.

The practice of grilling, common during the summer evenings on lawns and at campsites and parks, has become well

established in fine restaurants, too. The new grill restaurants have little in common with the steakhouses of the old school, however. Instead, they feature modern interior architecture, high-quality ingredients and urbane glamour. The **Grill Royal** at Schiffbauerdamm, a popular restaurant among those in the know, has long had a reputation for serving excellent cuisine.

At the gallery **Zagreus Projekt**, guests can enjoy menus that match the art. Food thus becomes a part of the performances. When, for example, the artists Yudi Noor and Bohman Jamari build original Indonesian living quarters from wood, there is a sumptuous Indonesian *rijsttafel* at the center table with stuffed duck and vegetable curry.

(4.703 characters)

## 4.2. Discover the Berlin Design Scene

### *Hotels in the German Capital Attract Visitors with Special Packages*

Travelers looking for extravagant atmosphere combined with comfortable furnishings for their stay in Berlin are sure to be pleased with their choices in the most varied hotel scene in all of Europe. The hotel sector of this design capital treats guests from around the world to innovative accommodation concepts, puristic or unusual design, and modern interiors. In the past year, two establishments in Berlin were rated among the top ten boutique and designer hotels in Germany. Out of two hundred such hotels in the country, visitors rated the Lux 11 in Mitte and the hotel Otto in Schöneberg among the top five at the Internet portal Trivago, a forum for hotel price comparisons. The capital outperformed other major cities such as Munich and Frankfurt as the only city to place two of its hotels on the list of top lodging spots. ([www.trivago.de](http://www.trivago.de))

In the spring of 2010, the Soho House Berlin opens in the Mitte district. The Soho House aims to serve as a meeting place for creative minds: the primary target group is artists from the media, art, and fashion sectors. Posh club-hotels of this sort already exist in London and New

York, and the Soho in Berlin will be the first of its kind in Germany. Spacious apartments, modern conference rooms, and a luxurious wellness area are currently being built in the former “Haus der Einheit” in Berlin, a building under historical preservation. On the second floor, the study of former East German President Wilhelm Pieck is being faithfully reconstructed in its original form. With the exception of the exclusive club area, the Soho House Berlin will also be accessible to non-members and fans of the creative scene.

With regard to design, though, the hotels in Berlin have much more to offer than overnight stays in the usual boutique or designer hotels with artistically presented ambience or inimitable architecture. Some of the hotels of the German capital offer exclusive packages aimed at those who love beautiful things and want to explore the diversity of the young design scene in Berlin. These include special packages revolving around art, architecture, and fashion.

### *Excursions through Berlin Galleries*

The “Art à la carte” package of the three Berlin art’otels is aimed at enthusiasts of design and art. Among other features, it includes a two night stay with breakfast and a tour of the exhibition at the hotel. Each of the three hotels is devoted to a certain artist. Visitors to the German capital can choose from among Vostell, Baselitz, and Warhol. The package also includes a tour of the Berlin art and cultural scene tailored to the individual interests of the guest, with a cost of 109 or 119 euros per night per room.

The hotel Bleibtreu Berlin is inviting all “lovers of beautiful things” to either a gallery tour or a visit to the antique shops of the City West section of Berlin. The weekend package also includes a two night stay with an extensive breakfast buffet, a day pass for Berlin’s local public transit in the AB zone, and a personally tailored, three-hour tour with the art and culture experts of GoArt! During the extensive stroll, design enthusiasts will experience a very special side of the city and learn not only exciting insider

information about contemporary art and new design, but also all kinds of interesting details about the history of the district being visited. Included in the price (€532 for a double room) is the three-course meal in the nearby restaurant Weinrot, which will be the perfect conclusion to an eventful day. (For reservations or questions, call +49-(0)30-884 74-333 or send an e-mail to: [info@bleibtreu.com](mailto:info@bleibtreu.com)).

The Grand Hyatt Berlin has also put together an attractive package for the design and art enthusiasts among its customers. With the “Explore” package, visitors can choose between a two-hour guided tour through Berlin’s diverse gallery scene or a visit to a current exhibition. The hotel handles all the organization of the individual tours and visits. The cost of admission and an exhibition catalog are included in the package price, which starts at 275 euros for a single room and 330 euros for a double room. Through January 2010, guests can choose between a visit to the Thomas Demand exhibition at the New National Gallery or the Emil Nolde exhibition at the Berlin branch of the Nolde Stiftung Sebüll. The package is rounded out with a one night stay, including breakfast, and free admission to the Club Olympus Spa & Fitness as well as late check-out times on the weekend.

#### *Design and Architecture Lovers Out And About*

For enthusiasts of architectural design, the ArchitekTOUR package of Hotel Otto in the Charlottenburg district is just the right thing. In addition to two nights in one of the premium double rooms, including breakfast, the package includes an architectural audio guide. With the borrowed iPods, guests can modify the tour according to taste and set the starting point, pace and the breaks themselves. The roughly two-hour walk leads to Prussian architectural monuments, modern architecture, and into the nooks and crannies of urban courtyards. Narrated by Berlin-based insiders, the audio guide tells some fascinating stories and also imparts a great many helpful tips. The package is rounded out with an

accompanying city map, a 48-hour Berlin Welcome Card for the AB zone, and bottled water and fruit in the rooms. Subject to availability, the package can be booked for €179 per person, double occupancy; the single-room supplement is €50.

#### *Excursion into the Fashion Scene*

Berlin is considered a fashion capital and is famous for its young designer scene. For those interested in seeing the hot spots of Berlin fashion and design, the “Up-and-Coming Fashion” package of Arcotel Velvet is just the right thing. A personal shopping coach who is well versed in design and fashion history will accompany the guests through fashion ateliers, popular showrooms, and exclusive boutiques. After all, who could be better at expounding upon the subject of design in the fashion scene than the creative minds themselves? Following this distinctly out-of-the-ordinary two-hour shopping trip, there is an “after-shopping cocktail” in the award-winning Velvet Lounge. The package includes one night in a Velvet Comfort room and the breakfast buffet in the hotel restaurant Lutter & Wegner and costs 154 euros per person, double occupancy.

(6,517 characters)

**V TOPICS FOR THE TRADE PRESS****5.1. Invitation to Berlin and Brandenburg**

*February 5 - 7, 2010: The Latest Trends in Travel at the Pow Wow Berlin Brandenburg*

The tourism industry will be introduced to the latest travel trends and new tourist offerings – ranging from culture and shopping to the most modern hotel scene in Europe – at the Pow Wow Berlin-Brandenburg from February 5 to 7, 2010. In the coming year, this well-known workshop for the travel sector will be celebrating its tenth anniversary, and the gathering will be organized jointly on this occasion by Berlin Tourismus Marketing GmbH (BTM) and Tourismus Marketing Brandenburg (TMB).

The new exhibitor duo is backing fresh ideas and a new concept: suppliers will introduce themselves in open lounges, and there will be an attractive newcomer package for young service providers in the tourism sector. The event will be held at the STATION Berlin, a former postal freight depot near the Potsdamer Platz. STATION, which recently hosted the fashion trade show Premium, is a venue that offers both visitors and exhibitors not just outstanding modes of presentation, but also a great many opportunities for personal interaction. During a variety of visits, new city tours, and two large evening events, Pow Wow visitors will get an up-close experience of what Berlin and Brandenburg have to offer.

For the anniversary, approximately 300 select trade visitors from more than thirty countries have been invited: tour bus operators, travel agencies, incentive organizers, corporate travel offices and, starting in 2010, also customers with meetings and events of up to a hundred people. Registration is now possible at [www.berlin-pow-wow.de](http://www.berlin-pow-wow.de).

(1,673 characters)

**5.2. Berlin: An Engine of Science**

In 2010, national and international attention will be focused on Berlin as a capital of science. The Charité and the

Berlin-Brandenburgische Akademie der Wissenschaften will be celebrating their three hundredth anniversaries, the Humboldt University its two hundredth anniversary, and the Max Planck Society its one hundredth anniversary. Together, they are extending an invitation to a year of commemoration, one devoted not only to the past but also to the future of Berlin as Europe's largest and most modern center of scientific inquiry. More than 150 special events are already scheduled for the year. From October 6 to 15, 2010, for example, the institutions celebrating anniversaries are inviting the public to a week of jubilee activities. In addition to conferences and exhibitions, the program includes concerts, theater performances, and other festivities.

The year has special importance for conference tourism in Berlin. Travel-industry decision-makers from around the world will get acquainted with the attractive and varied scientific center of Berlin. The city already hosts more technical and medical conferences than any other metropolis in the world. Each year, just the conference "Orthopaedics and Trauma Surgery" alone at the International Congress Center brings 10,000 specialists to the German capital. The year devoted to the theme "Berlin: Capital of Science" intends to consolidate this leading position and further enhance the international reputation of Berlin as a venue for scientific events.

The appeal of the German capital for scientific conferences is on one hand based upon its numerous institutions of education and research. On the other hand, Berlin also offers the most modern hotel scene in Europe, a multitude of extraordinary event locations, and very good transportation links, offering conference organizers the ideal framework for their events.

More information about Berlin, both as a center of science and a conference venue, can be found online at [www.wissenschaftberlin2010.de](http://www.wissenschaftberlin2010.de) or [www.berlin-convention-office.com](http://www.berlin-convention-office.com).

(2,108 characters)

**VI PREVIEW****6.2. Frida Kahlo Retrospective in the Martin Gropius Bau**

Colorful paintings with tragic subjects: the works of Mexican artist Frida Kahlo are both fascinating and dismaying. She was able to combine the dazzling culture of her native country with her own traumatic experiences better than any other artist in the first half of the twentieth century. Beginning on April 30, 2010, around 120 paintings and drawings by the artist will be shown in the Martin Gropius Bau in Berlin. In addition, at “Frida Kahlo – Retrospective”, Kahlo’s last work will be on public display for the first time. The exhibition runs through August 9, 2010.

(630 characters)

**6.2. Second Extended Opera and Theater Night**

Because of the great rush of visitors this year, the Extended Opera and Theater Night will take place for the second time in April 2010. With just one ticket (€15.00, discounted rate: €10.00), guests can visit up to sixty different Berlin stages and get a glimpse of current productions, attend rehearsals, and peek behind the scenes within the framework of thirty minute programs. Shuttle buses will run on several routes to bring visitors to the venues, and accompanying guides will provide information about available seating capacities and explain program items. Advance booking of tickets begins in March 2010 at the participating theaters and opera houses, box offices, the BERLIN infostores, and online at [www.berlin-buehnen.de](http://www.berlin-buehnen.de).

(779 characters)

**6.3. New Documentation Center for the Topography of Terror**

The redesign of the “Topography of Terror” site will conclude with the opening of the new documentation center on May 6, 2010. From then on, history will be conveyed even more vividly at the historic site, where the control centers of the

Gestapo, the SS, and the Reichssicherheitshauptamt were located during the Third Reich.

Evidence of the former use of the area, which can be explored in a walking tour, can be seen in basement walls and foundation pieces of the destroyed buildings, as well as in the copse of locust trees and the autodrome tracks. A newly designed open-air exhibition documents the “History of Berlin during National Socialism”. Henceforth, the new building will house the reworked documentary report entitled “SS, Gestapo und Reichssicherheitshauptamt auf dem Prinz-Albrecht-Gelände”. The exhibits include texts, photographs, documents, and computer animations. The new documentation center also has rooms for temporary exhibitions, a library, conference rooms, and offices.

[www.topographie.de](http://www.topographie.de)

(1,082 characters)