



WHY TO CHOOSE BERLIN

Berlin – Germany’s No.1 meeting metropolis awaits you!

Why should your event take place in Berlin?

- ▶ Berlin offers an unusually diverse spectrum of trendy venues and locations.
- ▶ Berlin has one of the most state-of-the-art hotel landscapes in Europe with a total capacity of 76,000 beds.
- ▶ Berlin is the most reasonably priced European metropolis thanks to its extremely good value for money.
- ▶ Berlin is located in the heart of Europe and has excellent road, rail and air links to national and international cities.
- ▶ Berlin is a modern metropolis of world-class standing. It has undergone more changes in recent years than any other European capital and is still changing today.
- ▶ Berlin pleases visitors with its attractive tourism offering, its rich cultural landscape and well over one thousand events every day.
- ▶ Berlin built the first car race track in the world: AVUS.



BERLIN

Size: 891 km²

Population: 3.4 million

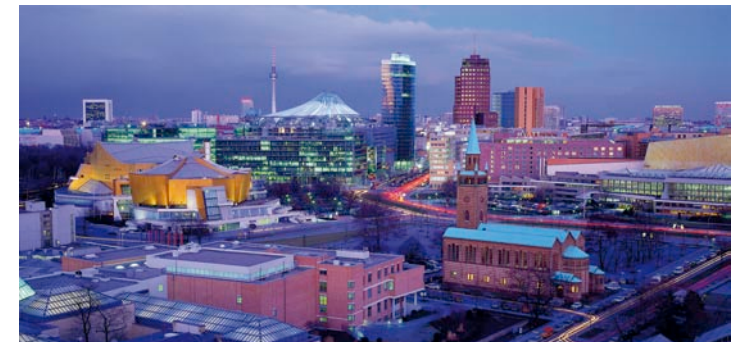
Local time: Central European Time



Berlin - City of Contrasts

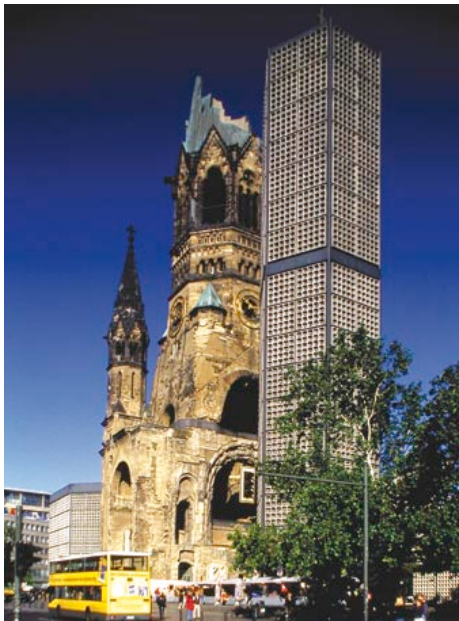
Berlin is the capital city of Germany since 1991 and one of the sixteen states of the Federal Republic of Germany. It is the heart of the Berlin-Brandenburg metropolitan region, located in northeastern Germany. With a population of 3.4 million in its city limits, Berlin is the country’s largest city, and the second most populous city in the European Union.

Berlin has many faces. Visitors can wander about the museum village of the earliest Berlin settlement, through the lovely villa district of Dahlem, or promenade and shop in the elegant shops along the famous Kurfürstendamm and Unter den Linden. They can enjoy the colourful counterculture scene in Kreuzberg or Prenzlauer Berg. Or discover the rustic village character of the outer districts. With its rivers, lakes, canals, islands, parks and forests, Berlin also offers many opportunities to enjoy nature and take a break from the hectic pace of big city life.



The Gedächtniskirche

The Memorial Church on Kurfürstendamm is a monument to peace and reconciliation, and the internationally famous symbol of Berlin's desire to rebuild itself in the aftermath of the war. The protestant Gedächtniskirche consists of an ensemble of church ruins and the modern buildings which surround it, and is consequently characterized by the stark contrast of history and modernity.



Checkpoint Charlie

Numerous legends and agent stories are told about Checkpoint Charlie. The former border crossing point between East and West Berlin was the place where Soviet and American tanks stood face to face, after the construction of the Wall in 1961. From 1961 to 1990, Checkpoint Charlie in the Friedrichstrasse was the only border crossing point for the Allies, foreigners, employees of the Permanent Representation and officials of the GDR.

The Reichstag

is the seat of the German Bundestag or federal government and, with its new dome, one of the Berlin's biggest crowd-draws. Its colorful past reflects the turbulence of German history since the 19th century. Before the renovation work began in 1994, the building became the stage for one of the most spectacular art events in Europe: it was wrapped by Christo and Jeanne Claude. The glass dome, which was at first the subject of great controversy, has now become one of the newest landmarks in the city. Since 1999 the Reichstag building has once again been the seat of the German Bundestag.



The Federal Chancellery

is one of the most impressive pieces of architecture in the new government precinct. This large white edifice is part of the "ribbon of government" that stretches across the Spree, and it also stands in architectonic dialogue with the historic Reichstag building.

On September 6, 1991, the people of Germany decided that Berlin should be the capital city of the reunified country.

The Chancellor's reception area is airy and transparent, and offers a wonderful view of the Tiergarten, especially from the balconies. State guests are received in the Ehrenhof ("courtyard of honour"), for which the Spanish artist Eduardo Chillida designed a monumental iron sculpture, entitled "Berlin".



Schloss Charlottenburg,

the largest and most beautiful palace in Berlin, is a shining example of baroque architecture.

It was built from 1695–99 as a summer residence for Sophie Charlotte, the consort of Elector Friedrich III., to plans by Johann Arnold Nering and Martin Grünberg, though at first only the central part was actually built.



Museum Island

Berlin's world-famous Museum Island is wedged between the river Spree and Kupfergraben. The buildings on the island accommodate the archaeological collections and the art of the 19th century.



During the Second World War, up to seventy percent of the museum buildings were destroyed. Even today, the buildings still suffer from the results of war damage. Also in 1999, the Museum Island was added to the UNESCO World Cultural Heritage list. With the ceremonial re-opening of the Bode Museum with the Sculpture Collection, the Museum of Byzantine Art, the Numismatic Collection and works from the Gemäldegalerie - Old Master Paintings in 2006 the restoration of the Museum Island reached a significant milestone.



Pergamonmuseum

The Pergamon Museum was built between 1910 and 1930 under the supervision of Ludwig Hoffmann, working according to designs by Alfred Messel. Insufficient foundations soon led to damages in the building structure and the building had to be demolished even before the outbreak of the First World War.

The new, larger Pergamon Museum was conceived as a „Dreiflügelanlage“. Today, it accommodates three separate museums: the Collection of Classical Antiquities, occupying the architectural halls and the sculpture wing, the Museum of the Ancient Near East and the Museum of Islamic Art. The monumental reconstruction of archaeological building ensembles - such as the Pergamon Altar, the Market Gate of Miletus and the Ishtar Gate.

Bode-Museum

The museum was opened in 1904. During the Second World War much of the building, especially the dome, suffered great damages.

Beginning in the 1950s, step by step the museum was reconstructed and put back into use. In the 1990s, general restoration began with the first parts of reconstruction work; in August 2000 construction works for the basic restoration followed. The Numismatic Collection has been open to visitors at the Bode Museum since 22 October 2004, opened on the occasion of its 100th anniversary.

On 19 October 2006, the Bode Museum was re-opened in its entirety, displaying the Sculpture Collection, the Numismatic Collection and works from the Gemäldegalerie - Old Master Paintings.



KaDeWe

Berlin would be unimaginable without the Department Store of the West. The largest department store on the European continent is more than a well-stocked shopping paradise: KaDeWe is a legend.



A visit to the grocery store and delicatessen on the top floor should not be missed. This is where well-to-do Berliners can be seen feasting on champagne and oysters.

In 1929 two more floors were added to the five-story department store. The KaDeWe was again extensively enlarged in the nineties and an impressive rooftop with a winter garden was added.

Kurfürstendamm and Tauentzienstraße

The upper part of Kurfürstendamm and the following Tauentzienstraße are a shopping paradise.

Walking from the Adenauerplatz the boulevard is converting into a more exclusive and tranquil zone. Big trademarks just like Jil Sander or Yves Saint Laurent have their fashion shops at that area.

The byroads of Kurfürstendamm form a perfect detour for their rich offer of small shops with extraordinary products. The streets with their splendid architecture on Uhlandstraße and Ludwig-Kirch-Platz also invite to relax in the many picturesque cafés and restaurants.



Friedrichstraße

Friedrichstrasse is spreading a flair of the twenties. With its newly decorated buildings, exclusive offices and coffee shops one can experience a breeze of New York life spirit in the heart of Berlin. There are numerous designer boutiques like Prada and Gucci, as well as the luxurious department store Galleries Lafayette.

Potsdamer Platz Arkaden

At the new heart of Berlin, the Potsdamer Platz, a shopping mall has been built. Potsdamer Platz Arkaden combine shops of textiles, design objects, shoes, and more at three floors in an architecturally modern atmosphere. Right beside the shopping centre many cinemas, restaurants, cafés, the musical theatre and a casino are tempting to extend a stay at Potsdamer Platz until midnight.



Located near to Potsdamer Platz Arkaden the Sony Center enthral some eight million visitors every year. Seven steel and glass structures and a light-flooded plaza spanned by a spectacular roof offer space for a modern lifestyle: Entertainment and events, cafés and restaurants, working and living in the middle of the German capital.