



A CITY WITHIN THE CITY



A PLACE OF OPPORTUNITIES



CREATIVE. INNOVATIVE. COLLABORATIVE.

The Center Potsdamer Platz is more than a location, just as Berlin is more than a city.

The spheres of new work, culture and community blend here to create a microcosm that never stops redefining itself. When it comes to shaping the future of urban life, we provide impetus and drive innovation as creative partners, enablers and incubators.

A KALEIDOSCOPE OF THE FUTURE.

The Center is a place for free spirits, visionaries and those who dare to rethink old ideas. A place where the future is tangible, where we create new trends and develop ideas for a better tomorrow. With our varied offer of food services, entertainment and urban culture, we create diversity and at the same time provide space for encounters, exchanges and well-being.

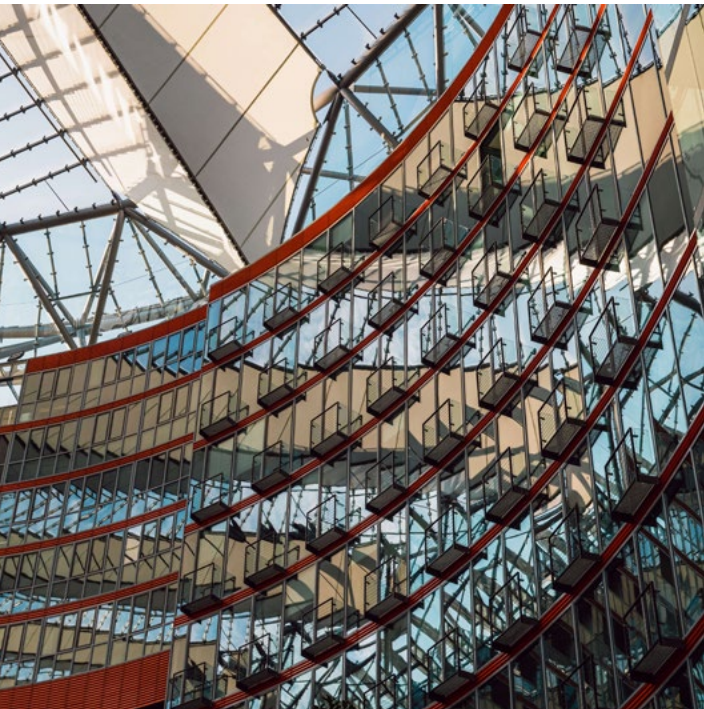
THE MORE THINGS CHANGE.

We love change, which is why we like to stay in motion. We rebuild and renovate, move with the times and change our perspectives. We create new things, are multioptional, creative and flexible: our spaces can be used in a range of different ways and offer the right solution for every occasion.



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SKY IS THE LIMIT

We can help you realise almost any idea. The Center Potsdamer Platz has a total of 6 event spaces, all of which can be used and designed individually, as well as a number of advertising spaces that can also be booked individually. Whether you want to host a film premiere, promote your brand or organise a special installation – The Center is the perfect stage for any brand and every product.



EVENTS

Public, corporate and private events: our spaces lend themselves to a diverse range of uses. We are happy to discuss your project. As a popular and highly frequented location, we can draw on more than 20 years of experience.



PROMOTION

Are you looking to advertise a product or service? We know which spaces in The Center Potsdamer Platz are best suited to your needs



EXHIBITIONS & INSTALLATIONS

The Center represents urban life like no other ensemble in town. Reason enough for us to help realise exhibitions, productions and installations.



TV AND FILM PRODUCTIONS

Besides being the German capital, Berlin is also an international film metropolis. So we are used to cameras rolling here at The Center: we rent out offices, loft apartments and an urban lifestyle to set the perfect scene.



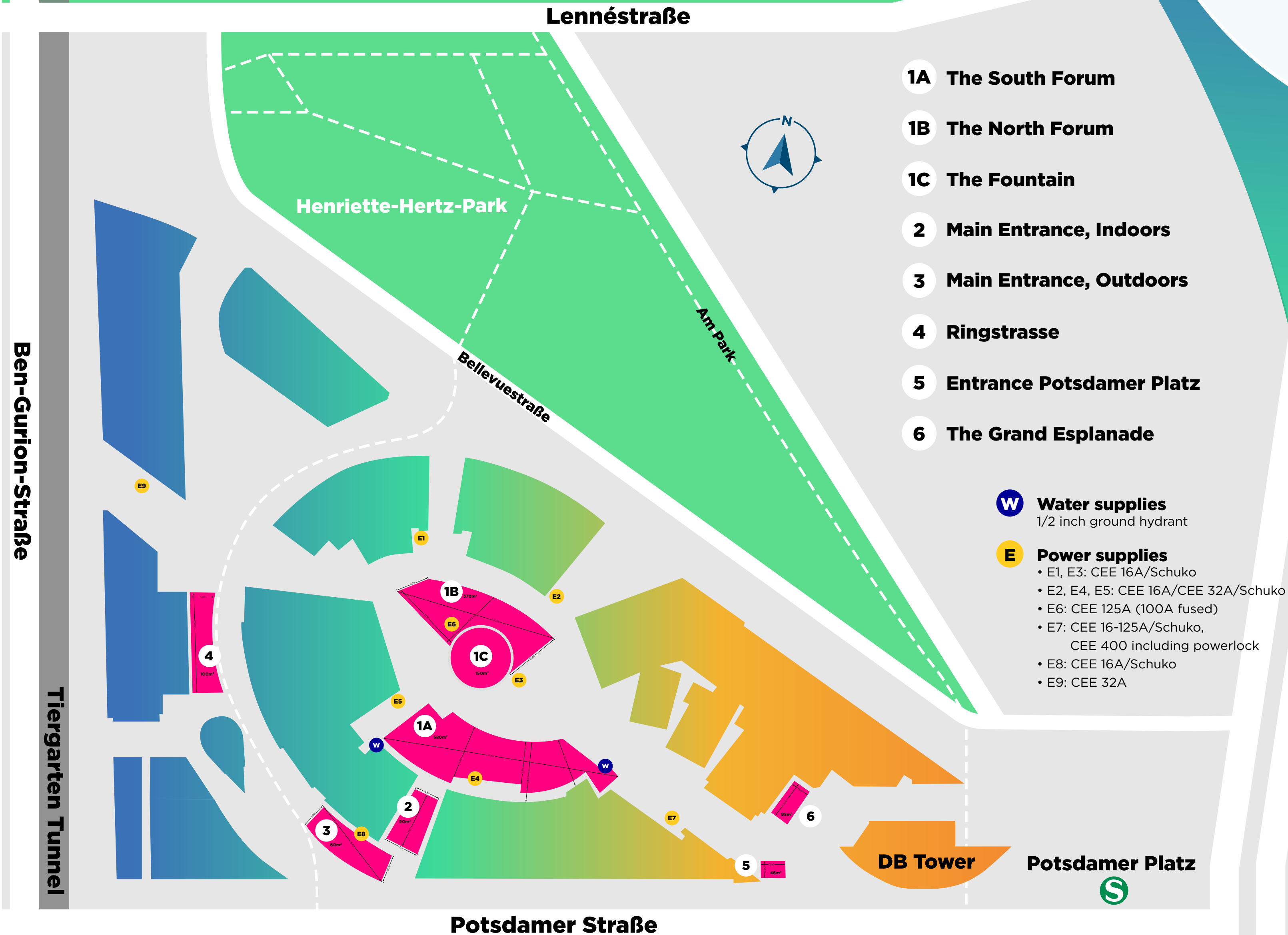
ADVERTISING SPACE

With 24,000 visitors per day, The Center offers attractive options to place your ads. From digital signage and customised constructions to conventional banners, the options are limitless.



EVENT SPACES

EVENT SPACES OVERVIEW





SPACE 1A: THE SOUTH FORUM

This section is to the south of the fountain and can be accessed via the main entrance to The Center on Potsdamer Strasse. Surrounded by shopping facilities and food services, the South Forum is highly frequented and thus one of the most popular areas. Depending on the purpose and scope of use, this space can be booked as a whole or in modules.

HARD FACTS

Size:	580 sq m
Power supply:	CEE 16A / CEE 32A / Schuko
Water supply:	available
Price:	upon request





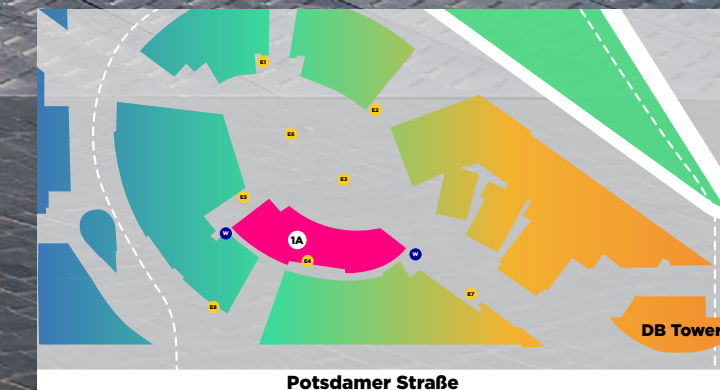
Filmhaus

STARBUCKS COFFEE

SONY
Immer im Fokus
Mit dem Licht-Augen-Autofokus können
Momente mehr verwirklicht werden
α
ALPHA
DIE ERSTE WAHL,
DER PROFI
SONY

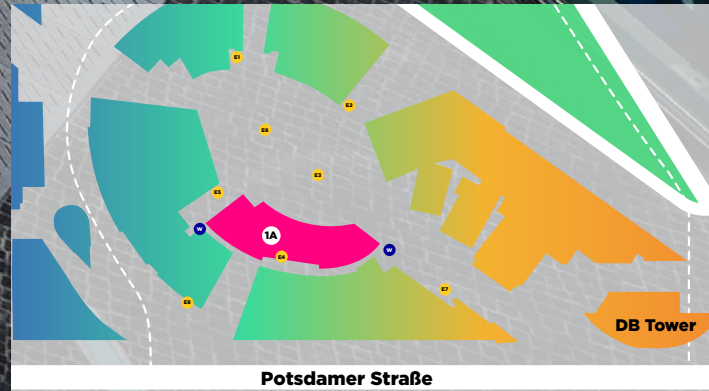
Haut nah
Ausstellung
Die Pläne
kostenlos
von 50 Jahre
Bau
1.10.20
3.5.21
Deutsche
Kinemathek

SPACE 1A:
THE SOUTH FORUM





SPACE 1A:
THE SOUTH FORUM





SPACE 1B: THE NORTH FORUM

This section is located to the north of the fountain, in the direction of Bellevuestrasse. The space is surrounded by a range of food services with outdoor seating and stretches from the cinema's entrance area to the Grand Esplanade. With a total of 620 sq m, this space can be used in a number of ways and can be booked as a whole or in modules

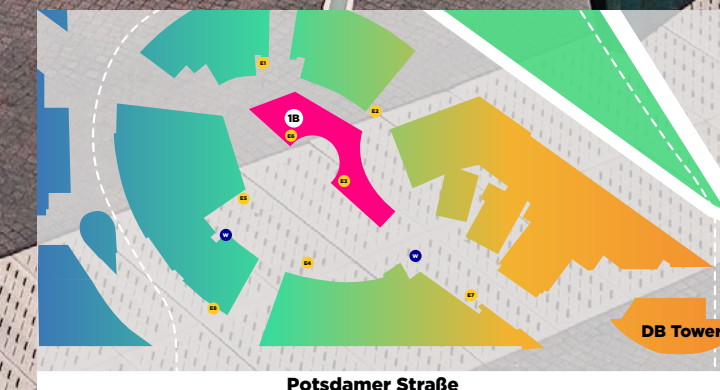
HARD FACTS

Size:	620 sq m
Power supply:	CEE 16A / CEE 32A / CEE 125A / Schuko
Water supply:	available upon request
Price::	





SPACE 1B:
THE NORTH FORUM



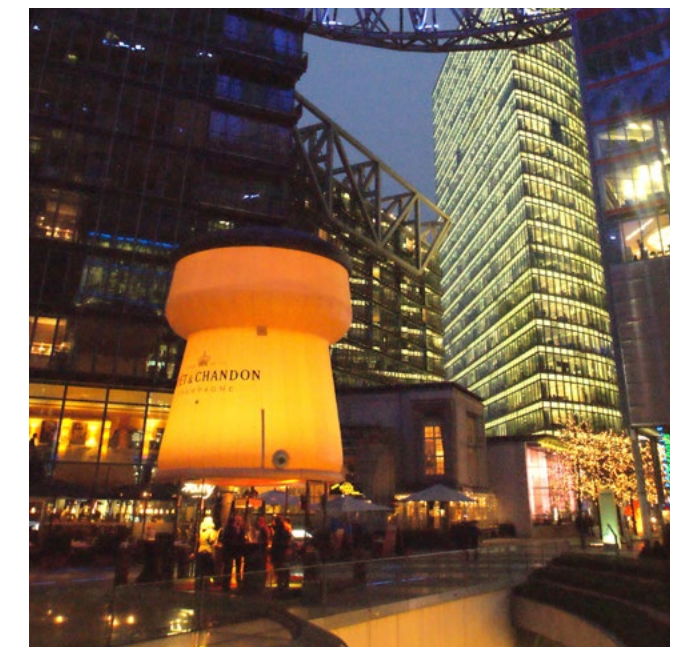
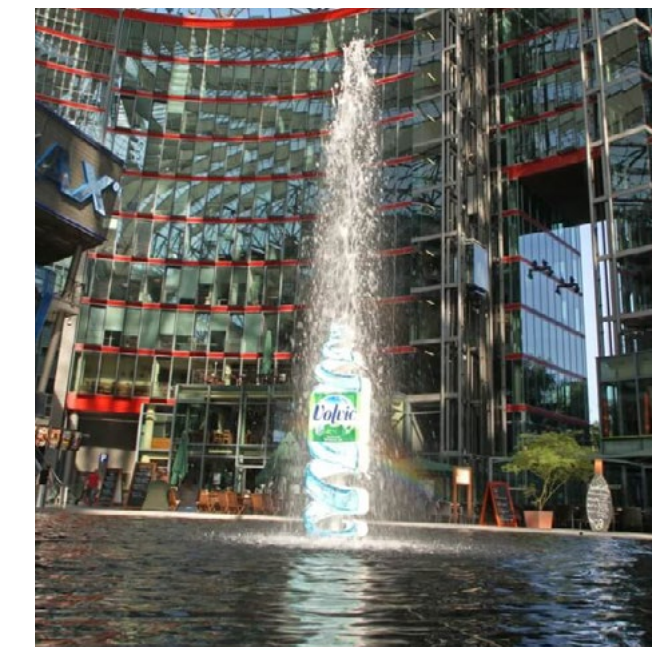


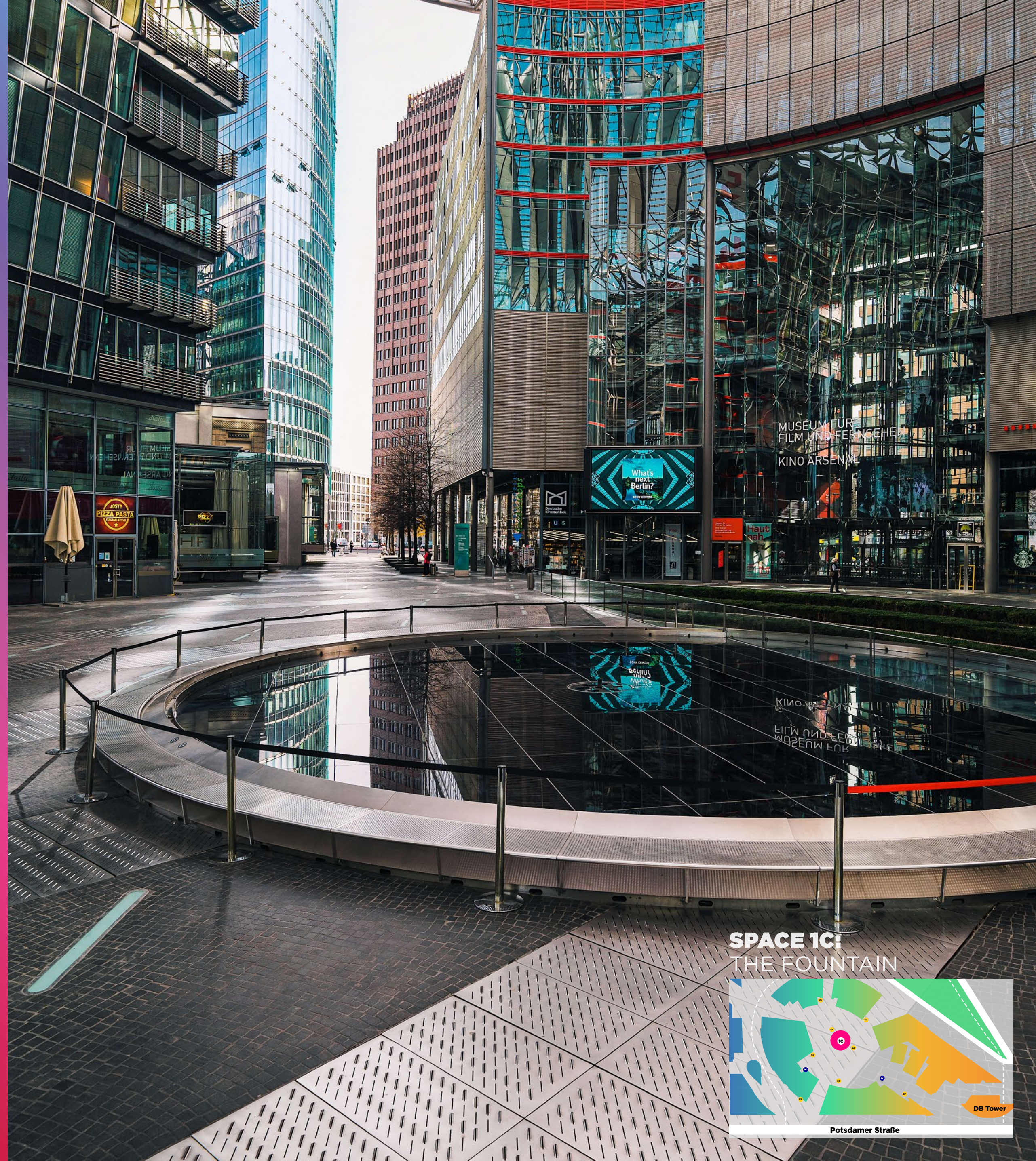
SPACE 1C THE FOUNTAIN

Our fountain is located at the centre of the Forum and is also available as an event space. Depending on the purpose and scope of the planned production, the fountain can be integrated as a whole or covered to create an accessible area.

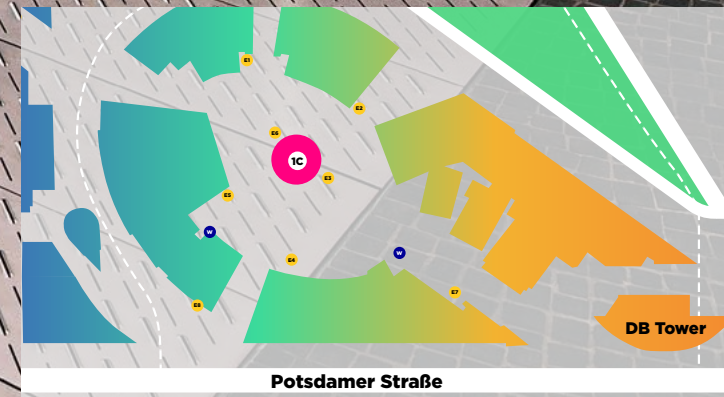
HARD FACTS

Size:	150 sq m
Power supply:	CEE 16A / CEE 125A / Schuko
Water supply:	available
Price::	upon request





SPACE 1C:
THE FOUNTAIN





HARD FACTS

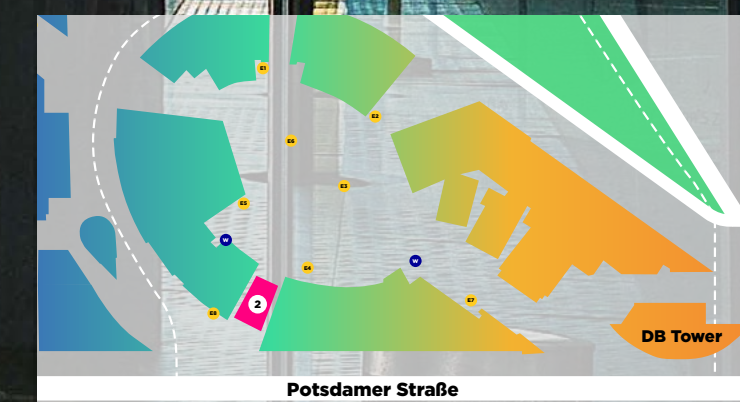
Size:	90 sq m
Power supply:	CEE 16A / Schuko
Water supply:	not available
Price:	upon request

SPACE 2: MAIN ENTRANCE, INDOORS

The Center's main entrance constitutes Space 2 and offers our visitors direct access to the centre via Potsdamer Strasse. The covered walkway offers protection against the elements and is highly frequented, making it a popular stand space for promotions



SPACE 2:
MAIN ENTRANCE,
INDOORS



SPACE 3: MAIN ENTRANCE, OUTDOORS

Space 3 is outdoors, situated immediately in front of the main entrance, with a direct connection to Potsdamer Strasse. The high number of passing customers means that this location is highly frequented, making it ideal for promotions, sales measures and product presentations.

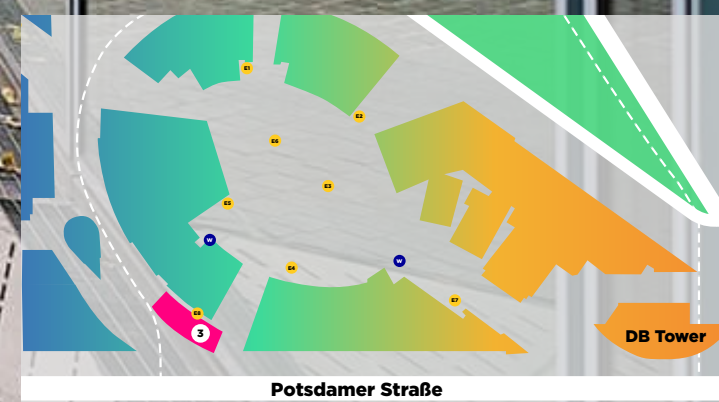


HARD FACTS

Size:	60 sq m
Power supply:	CEE 16A / Schuko
Water supply:	not available
Price:	upon request



SPACE 3:
MAIN ENTRANCE,
OUTDOORS



Potsdamer Straße

DB Tower



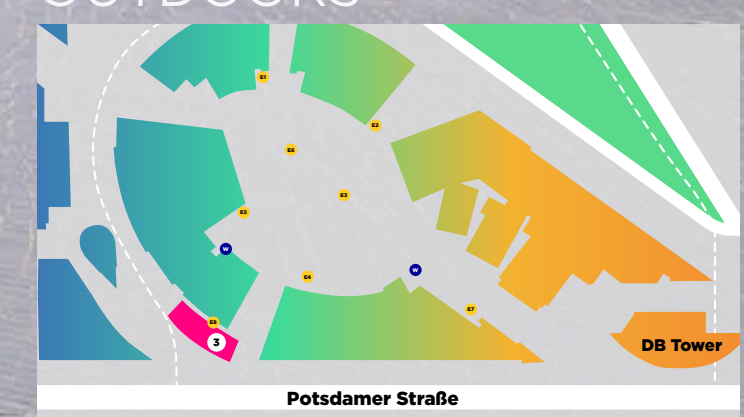
IMAX

Sony Store
Berlin

Deutsche
Kinemathek



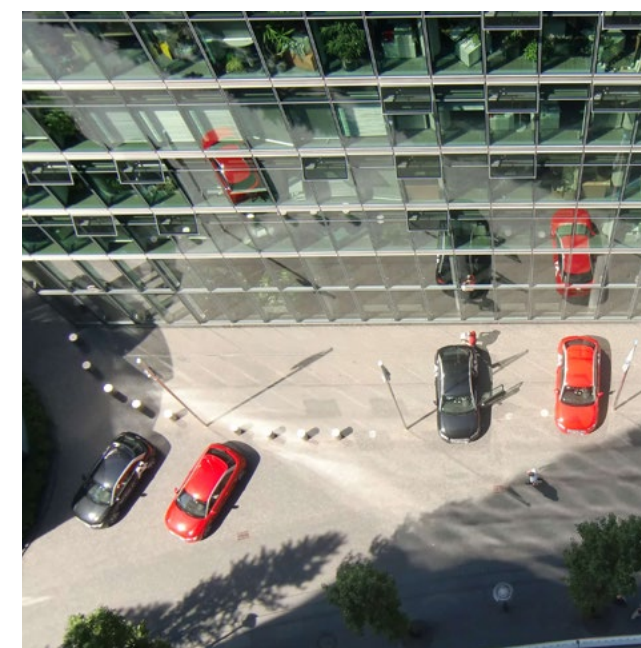
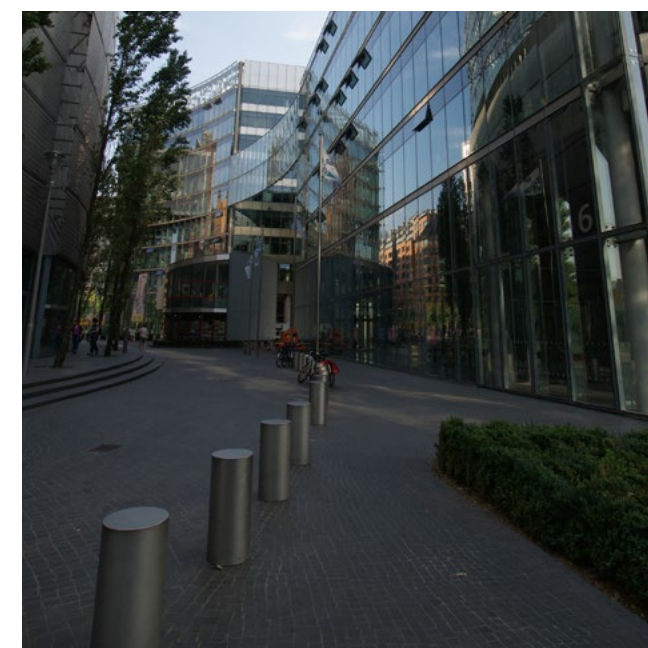
SPACE 3:
MAIN ENTRANCE,
OUTDOORS





SPACE 4: RINGSTRASSE

Surrounded by office buildings, our quieter Space 4 is situated on the wide ring road between Potsdamer Strasse and Bellevuestrasse. With its variety of green areas and trees, Ringstrasse is a place of calm where passers-by can linger for a while.

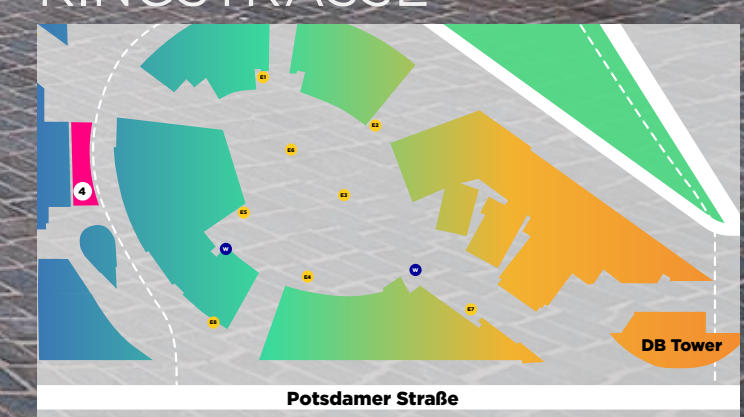


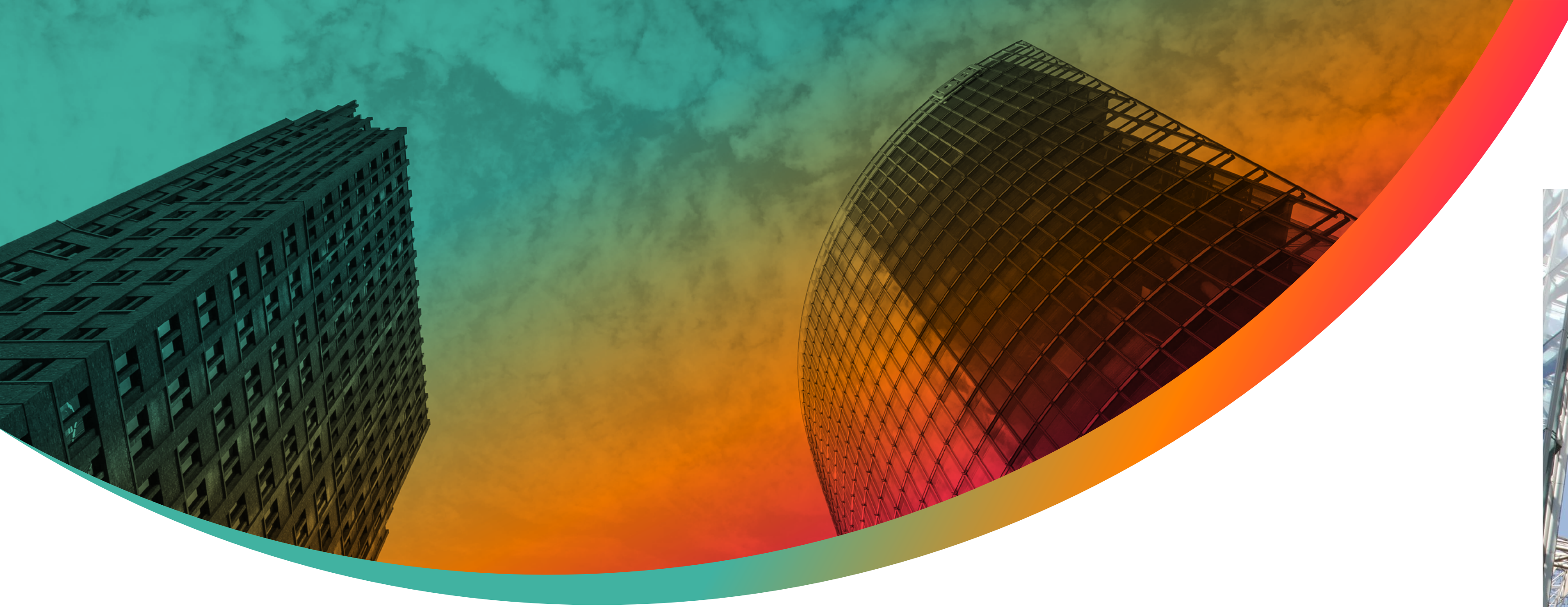
HARD FACTS

Size:	100 sq m
Power supply:	E9
Water supply:	not available
Price:	upon request



SPACE 4:
RINGSTRASSE



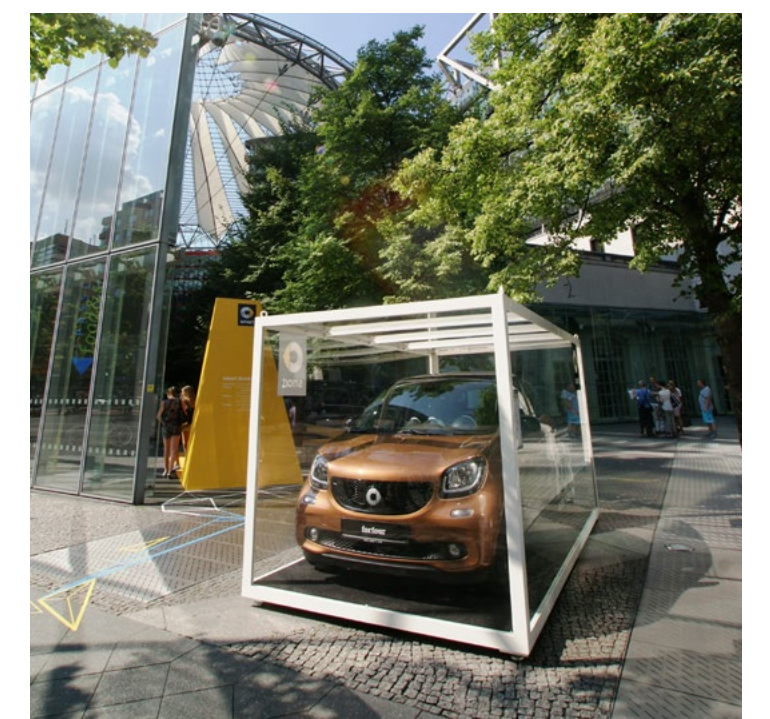
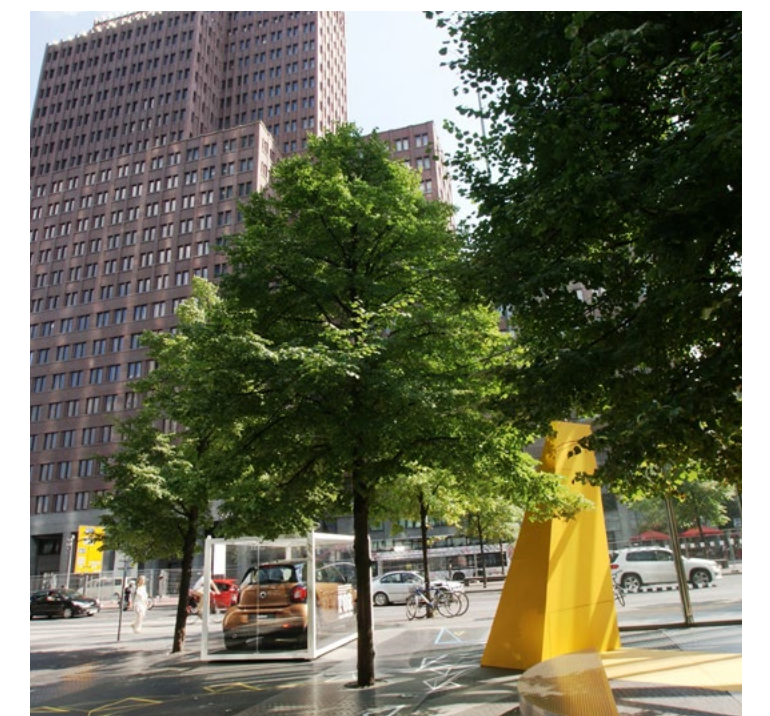


SPACE 5: POTSDAMER PLATZ ENTRANCE

Space 5 is located immediately next to the Bahn Tower, right by the entrance on Potsdamer Platz. Small yet exquisite, this space is protected from the wind and extremely visible thanks to its direct access to Potsdamer Strasse, while its proximity to Potsdamer Platz station means it is highly frequented.

HARD FACTS

Size:	46 sq m
Power supply:	E7
Water supply:	not available
Prize:	upon request

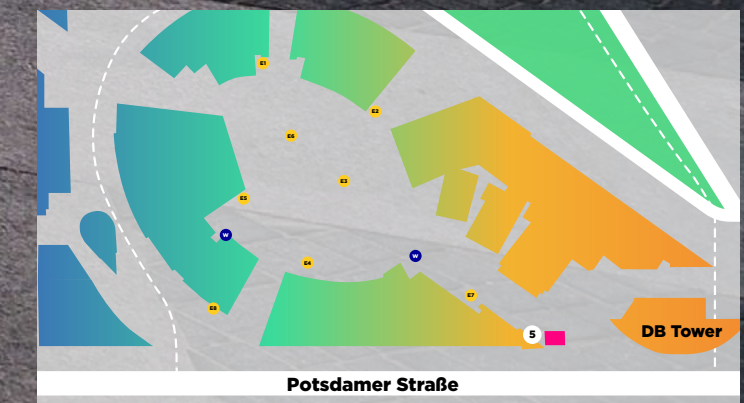




DUNKIN' DONUTS
COFFEE & MORE

PASSEELLE
food&shops

SPACE 5:
POTSDAMER PLATZ
ENTRANCE



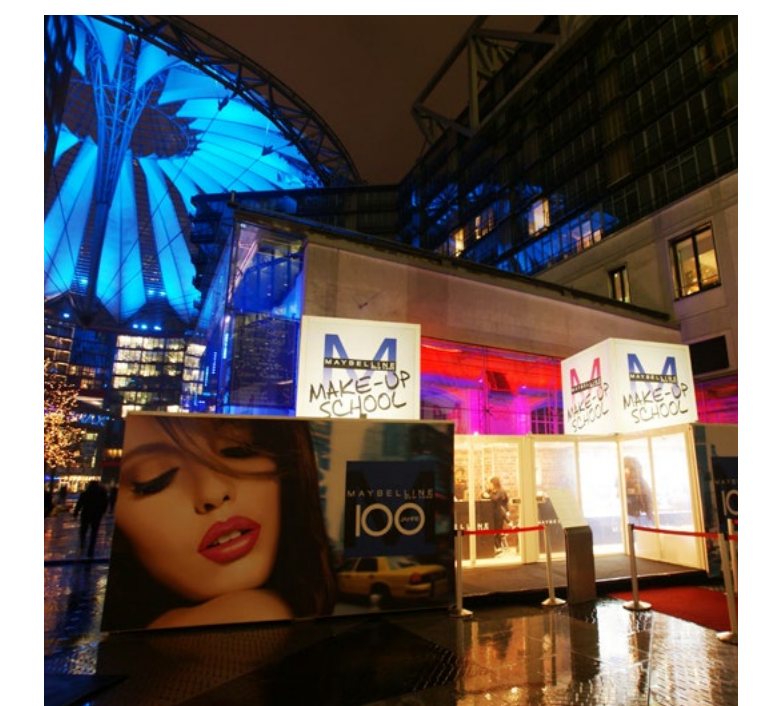
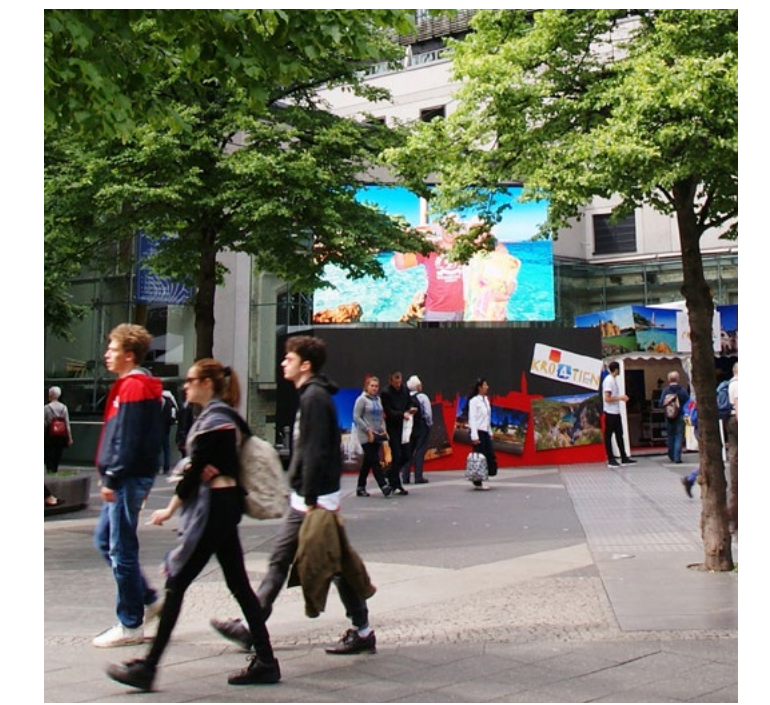
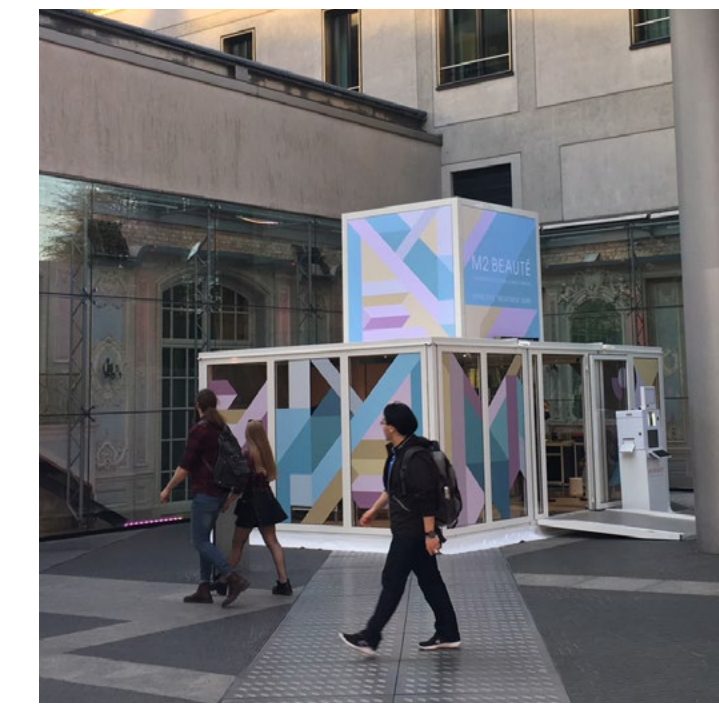


SPACE 6: THE GRAND ESPLANADE

Space 6 is also located in the immediate vicinity of the Bahn Tower, right next to the historic halls of the Grand Esplanade. Situated in the Potsdamer Platz entrance area, this location is highly frequented and offers a wide range of utilisation options.

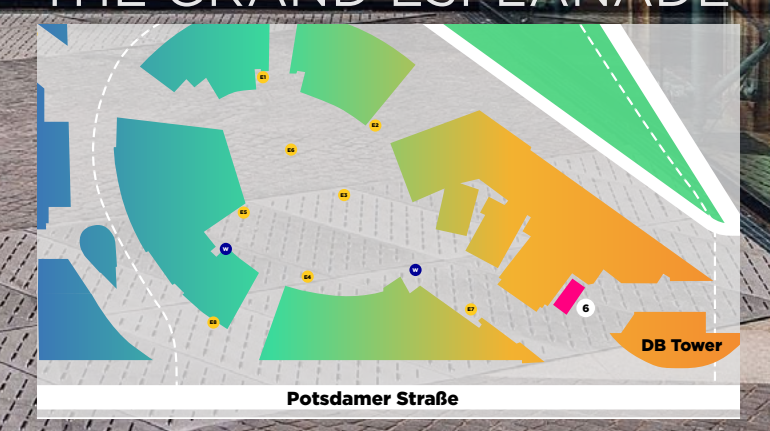
HARD FACTS

Size:	95 sq m
Power supply:	not available
Water supply::	not available
Price:	upon request





SPACE 6:
THE GRAND ESPLANADE



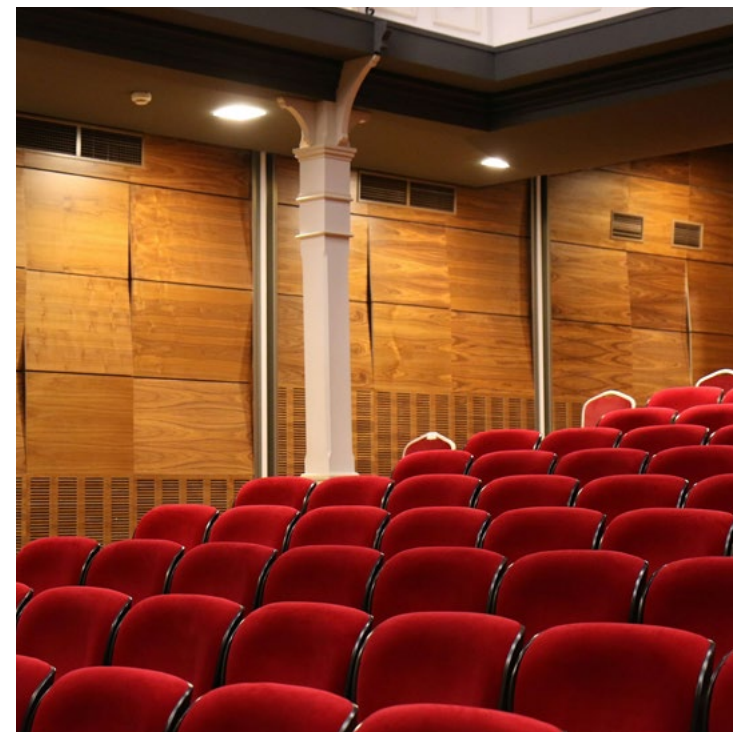
FURTHER SPACES AVAILABLE UPON REQUEST

Besides the outdoor areas previously mentioned, The Center Potsdamer Platz offers further venues and indoor locations, all of which we are happy to book through our partners and tenants.



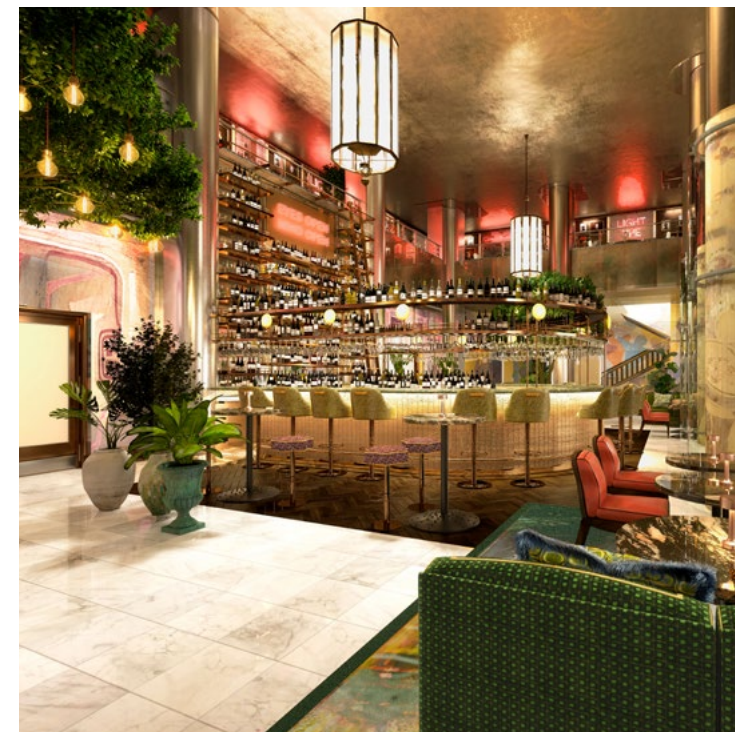
THE FILMHAUS

Home to the Arsenal Cinema, the Deutsche Kinemathek and the German Film and Television Academy. Selected venues within the Filmhaus can be booked for seminars, workshops, receptions and smaller events.



CINEMA AUDITORIUMS

The former Cinestar IMAX offers cinema auditoriums in a range of sizes, which can be booked exclusively for various events, including film festivals and premieres.



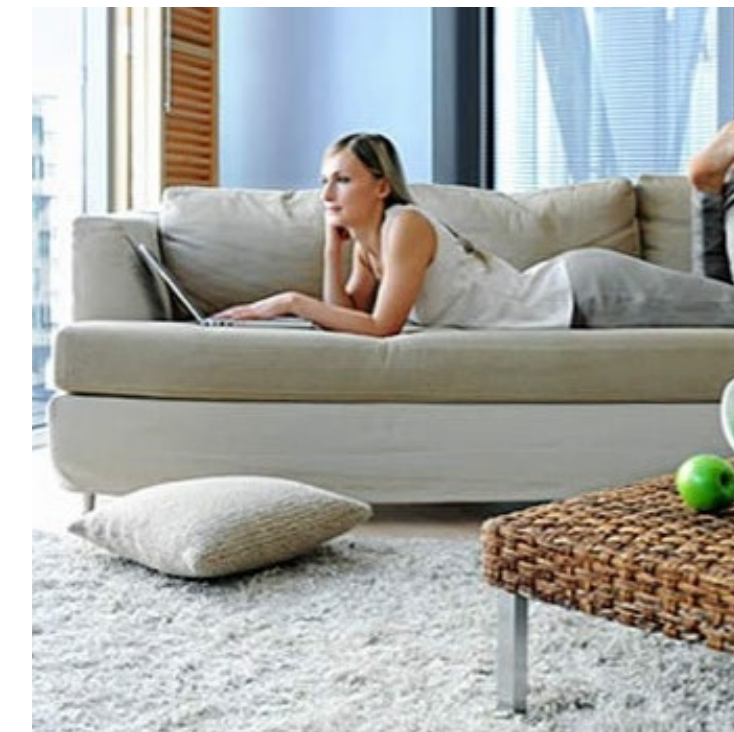
THE GRAND ESPLANADE

The Grand Esplanade represents the historic part of The Center: in the 1920s, this former hotel was frequented by renowned artists of the era. Today, its historic halls are used as catering and event spaces



RESTAURANTS

Our food service facilities can also be booked for exclusive events. Whether you are planning a Christmas party or a corporate dinner, we are happy to help you find the right venue for any occasion.



FLATS

Exclusive loft apartments are located on the upper floors of The Center Potsdamer Platz; upon request, these can be booked for events or as film sets.



OFFICES

Upon request, our modern offices can be booked for workshops, meetings and conferences as well as for film and photo shoots.



ADVERTISING SPACE

DIGITAL SIGNAGE & ADVERTISING SPACE

With around 24,000 visitors per day, roughly 3,500 employees and more than 300 occupants, The Center Potsdamer Platz is one of the most highly frequented locations in Berlin, making it the perfect place to broadcast your brand message effectively and in a targeted manner. We offer three different advertising spaces, all of which are visible from all sides of the Forum.

For the technical requirements for each space, please turn to page 28.



DIGITAL SCREEN

Our LED video screen is located between the Filmhaus and the Grand Esplanade, directly opposite the outdoor seating areas of our food service facilities. With around 28 sq m, the screen offers a range of options for moving picture productions



BANNER SPACE 1: CEILING SUSPENSION

Thanks to the unique architecture of the roof structure, we can suspend banners from the ceiling directly above the centre of the Forum. With a total of 30 sq m, this space is clearly visible from all sides of the Forum, while it's prominent placement means it is sure to catch every eye.



BANNER SPACE 2: FILM POSTER

The cinema's facade offers space for banners of approx. 14 sq m. Upon request, we can also offer this option on other facades within The Center. We have provided detailed measurements and production requirements later in this document



SPECIAL FORMS OF ADVERTISING

The Center Potsdamer Platz can also accommodate special forms of advertising and installations. Our experts are happy to help find the right solution for you.



TECHNICAL DATA & PRICES

FOR ORGANISERS

FLOOR LOADS

SLW 30 (total weight of lorry 30 t, max. wheel load 5 t, 16.7 kN per sq m)

Lorries may only enter the indoor area after prior registration and with a total weight of max. 3.5 t. For lorries with a total weight exceeding 3.5 t, load distribution plates are mandatory.

POWER

- 1 x CEE 16 125 A (max. 400 A)
- 5 x CEE 16 A, CEE 32 A
- 2 x Schuko 16 A
- 1 x CEE 125 A

WATER

3 x 1/2 inch water connections ground hydrant (not for drinking)

TOILETS

Public toilets with baby-changing station

LIGHT EMISSIONS

Types, locations and alignment need to be agreed with The Center in advance.

NOISE EMISSIONS

The following emissions are permitted during the event in accordance with the Technical Instructions on Noise Protection (TA Lärm):

- Daytime (6 a.m. to 10 p.m.): 60 dB(A)
- Night-time (10 p.m. to 6 a.m.): 45 dB(A)
- Higher emissions require approval from the Berlin environmental protection department;
- Deadline for applications: 8 weeks prior to the event

ACCESS

Via Potsdamer Strasse, Bellevuestrasse and The Center loading dock (Reichspietschufer, max. 40 t); goods lifts available; access to the Forum via the access road for the fire brigade and upon agreement

ASSEMBLY AND DISMANTLING

On workdays in the time between 7 a.m. and 10 p.m. in accordance with TA Lärm

LED VIDEO SCREEN

RESOLUTION

- Format: 16:9
- Full HD/1080 p: 1920 x 1080 pixels
- “small” Full HD/720 p: 1280 x 720 pixels

PLUG & PLAY

- Signals: HD-SDI; SD-SDI, DVI-D & HDMI
- 32 Mbit/s max. download speed, 2 Mbit/s upload speed

STILLS

- Full HD recommended: 1920 x 1080
- Lowest resolution: 608 x 352
- File formats: JPEG, PNG (incl. alpha channel)
- does not support GIF, TIFF, PSD, EPS, PICT, PDF, PPT
- Colour model: RGB at 72 dpi

VIDEO

- Format: MPEG 4 (file endings: .m4v, .mp4)
- Codec: H.264, 25 fps
- Data rate: max. 20 Mbit/s

LIVE STREAMING

- Live video signal provided
- Display websites
- Integrate content via direct server access (e.g. FTP)

ADVERTISING SPACE

- Big poster space directly under the roof, 3 m x 10 m
- Advertising space in the fountain, approx. 15 m in diameter
- Roof illuminations in corporate colours
- Various special advertising spaces



MEDIA DATA

Visitors / day: 20.000 - 24.000
Visitors / year: 7,1 million

Share Age groups:
< 18: 17,4 %
18 - 24: 14,2 %
25 - 34: 17,5 %
35 - 44: 13,5 %
45 - 54: 12,5 %
55 - 64: 10,6 %
65+: 14,1 %

Tourists: 51 %
Employed persons: 49 %

Residents: 300+
Employees within The Center: 5.500

Average age: 38 Jahre
Average household income: 69.000 Euro
University degree or higher: 51 %

Source: Ubermedia (Nov 2018 to Nov 2019)

PRICES

If you are interested in one of our spaces,
please contact:

Anneke Hasenritter
The Center Potsdamer Platz
Oxford Properties Group
event.berlin@forum-event.de

DIGITAL SCREEN
0,20 EUR / second

BANNER SPACE 1: ROOF SUSPENSION
upon request

BANNER SPACE 2: FILM POSTER
upon request

SPECIAL FORMS OF ADVERTISING
upon request

SERVICES

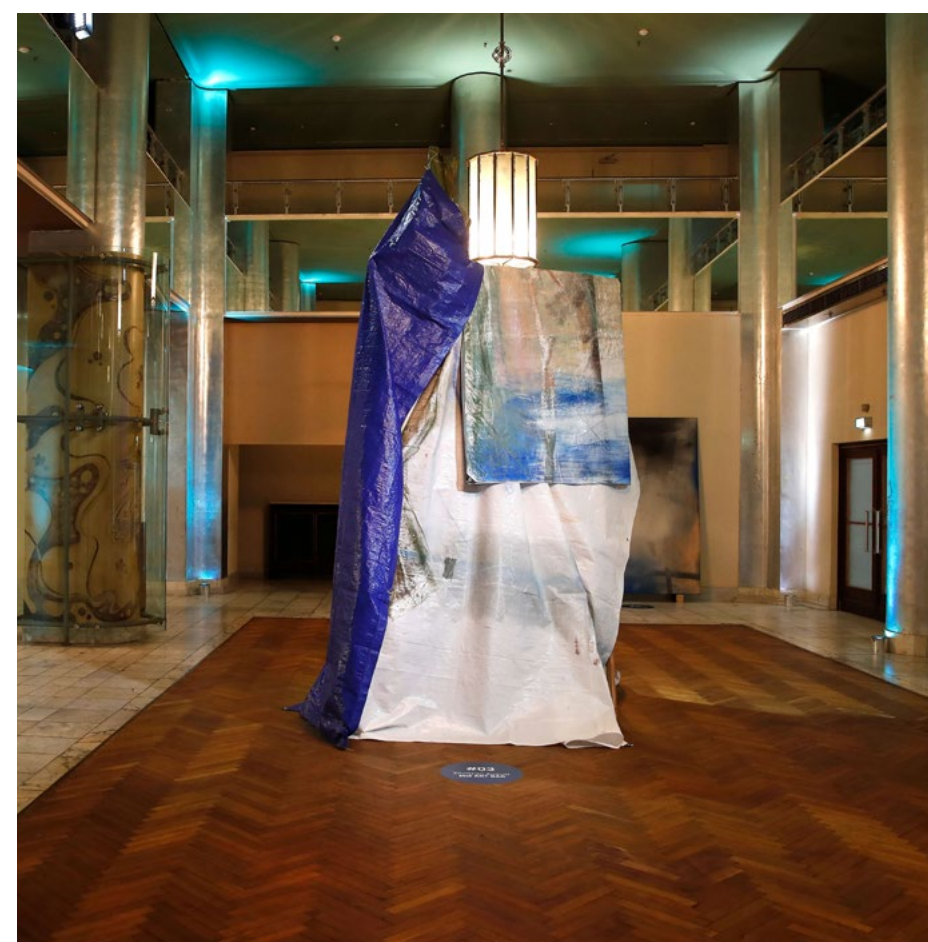


YOUR ONE-STOP SHOP

The Center Potsdamer Platz event team can tell you all you need to know about the wide range of options our various event spaces have to offer, and they have tremendous expertise in event management to boot.

We are happy to support you from the development of your initial idea to technical planning and realisation, with an offer that ranges from organising catering and transportation to providing technical and safety-relevant services.

As competent and creative partners, we are happy to discuss your individual needs with you.



IDEAS & CONCEPTS

Are you planning an event and have yet to find the right idea to realise it? Our team of concept developers and designers can help you find the right idea for your theme.

CATERING

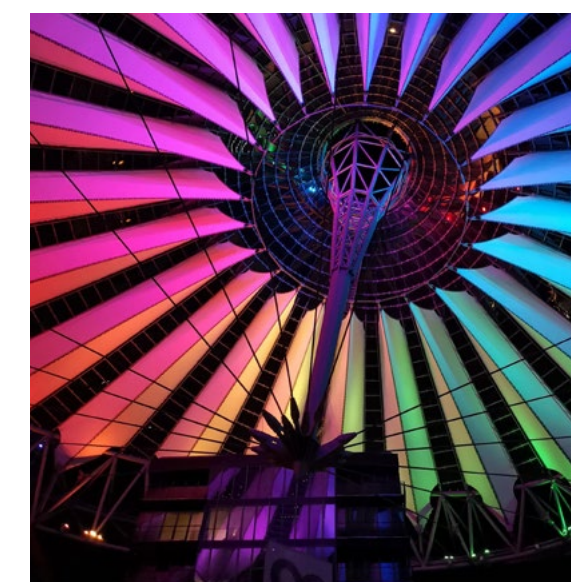
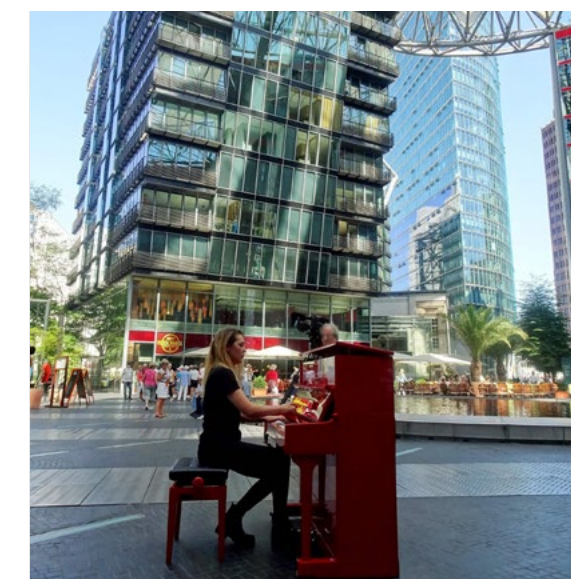
Whether you prefer finger food, traditional or flying buffets, our F&B experts are happy to help you choose the perfect catering for your event and will put together the right offer of food and beverages.

TECHNOLOGY

Our in-house technicians have light installations off pat. Our team is also happy to provide professional advice and support around construction and suspension points.

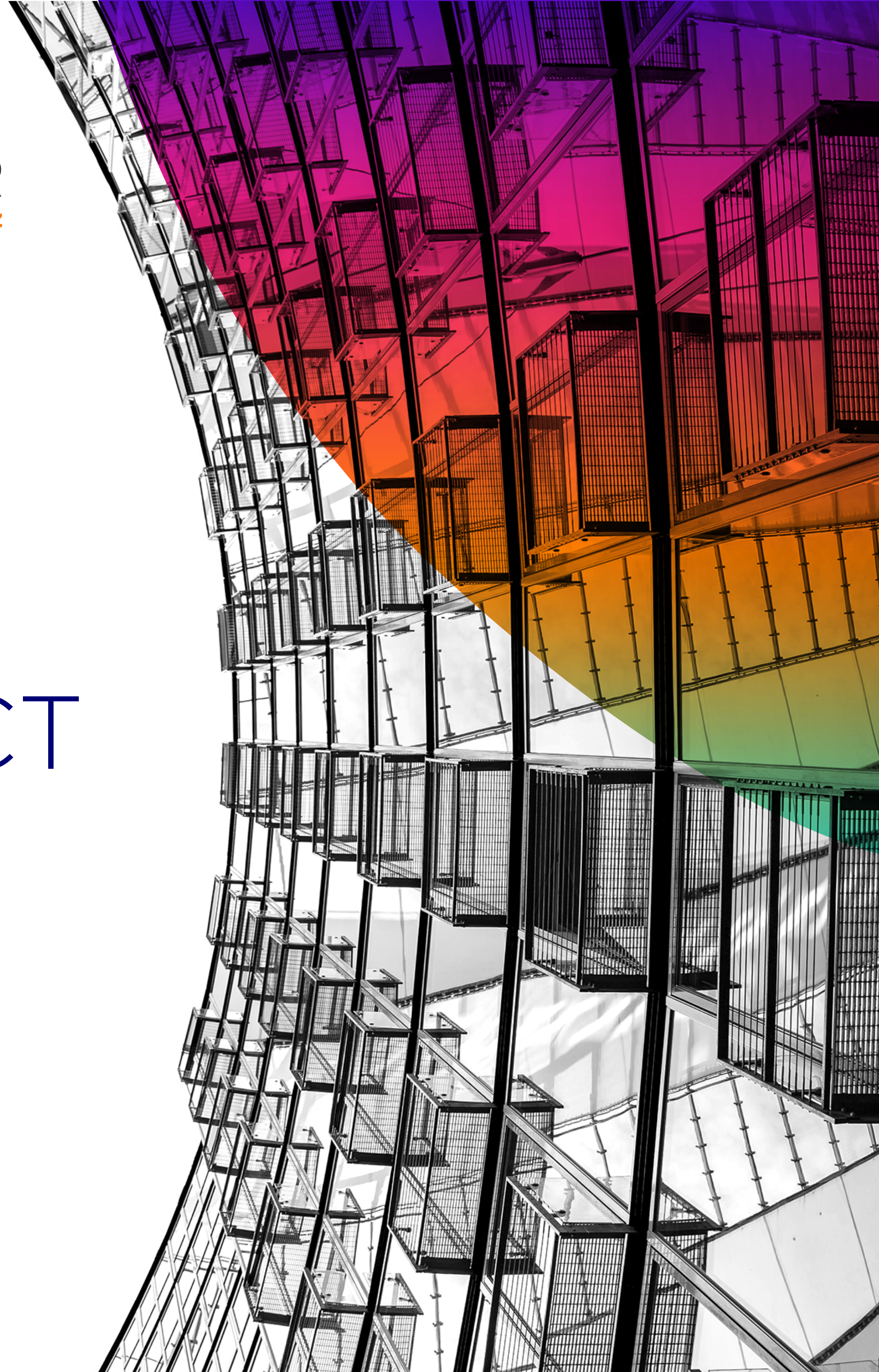
SHUTTLES

Are you planning to provide transportation to take your guests home or back to their hotels after an exclusive event? Contact us – we are happy to refer you to the right partners for fleets and staff.





CONTACT



Please send any enquiries to:

Anneke Hasenritter
The Center Potsdamer Platz
Oxford Properties Group
event.berlin@forum-event.de

PHOTO CREDITS:
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