

ART CENTER BERLIN FRIEDRICHSTRASSE

www.art-center-berlin.de

An excellent presentation in Berlin

Present your company in a unique and distinctive environment

Make new contacts at one of the best addresses in the German capital

Enhance your company's image with the original concept of the Art Center Berlin

The worldwide interest in the metropolis Berlin is growing constantly. Many companies consider Berlin as the ideal place to make new contacts, to launch new products or public effective presentations. Therefore the Art Center Berlin Friedrichstraße is offering you the perfect possibilities:

The Art Center is Berlin's large exhibition house for international art. The exclusive building impresses with its transparent unique architecture, presentable rooms and attractive views onto the pulsating life of the Friedrichstraße, the Spree, and the roofs of the city including the synagogue, TV Tower, Bode-Museum, and the Berlin cathedral. The trademark of the building is the light-flooded atrium and its 10m wide and 23m high waterfall wall. With its 6 floors and more than 3.000 sqm exhibition area the Art Center established itself since the opening in June 2005 as an outstanding forum for presentations.

The Art Center is situated in the center of Berlin, opposite the Friedrichstadtpalast, Europe's largest revue theatre. An advantage of location is guaranteed by the optimal transport connections with subway (U-Bahn), urban railway (S-Bahn), tram (Straßenbahn), shipping pier and railway service as well as the fact that the centres of politics, economy, media and culture are all nearby. The new Berliner Hauptbahnhof (Berlin main station), the airports Tegel and Schönefeld can be reached easily. Numerous touristic highlights like the museum island, the gallery quarter in the Oranienburgerstraße, the Brandenburg Gate and Unter den Linden, the Reichstag, and the embassy and government district, as well as some of Germany's most important media institutions like ARD, ZDF, RTL, sat1, news agencies and some of Berlin's most exclusive hotels can be reached on foot.

It is commonly known that the combination of economy and art has a positive influence on the image building of companies. The Art Center offers companies to make use of this positive effect:

In the context of top-class art exhibitions the firms can use the Art Center as a temporary business location at one of the first addresses in Berlin. Here the firms can call attention to themselves and also use the exhibition rooms for corporate contacts and meetings as well as press conferences. The Art Center has very presentable exhibition floors with a size of about 450 sqm each. The u-shaped exhibition room is characterized by its high transparency to the atrium and the Friedrichstraße.

Whether it is an event or a vernissage, there are many possibilities for interesting encounters with well known representatives from politics, economy, associations, business and culture institutions in a relaxed atmosphere surrounded by high quality art. Exclusively for our cooperation partners we will make it possible to arrange a meeting with business partners during the time of the cooperation, during which the whole building with all the current exhibitions and invited guests can be used. If desired we will get some service offers from our in-house gastronomy or other good value suppliers and offerings for a musical supporting programme.

For a public effective arrangement of the company presence the Art Center offers agency services and will book according to the budget plan of the cooperation partner for example promotional appearances in different medias, or we can organise the city-wide distribution of flyers as well as a presence on a up to 60 sqm sized banner facing the Friedrichstraße (opposite the Friedrichstadtpalast). Provided texts and pictures could be edited by us and used for press releases or published on our website. Through our constant presence also on berlin.de, the official website of the capital, we reach a large public and generate many accesses to our website. We will support during the organisation of a campaign and as well during the stay and possible meetings or events in the Art Center.

A cooperation in the context of a 4-week exhibition project could already be realised with a cost sharing of about 9.500,-€ plus VAT. If the exhibition includes pieces for sale, the Art Center would share the agreed and in galleries common selling commission of about 30 to 50%. That means if the sales revenue is 40.000,-€ and the selling commission 50% the cooperation partner would get 10.000,-€.

Exhibitions of all kind of genres from sculpture, painting, video art and photography to installations and kinetic art attracted many visitors. Alone the exhibition Leonardo da Vinci's inventions was seen by more than 50.000 visitors.

For the exhibition we submit project proposals, but as a matter of course we are open to any suggestions, like for example exhibitions of typical art from the homeland of the cooperation partner. In this context it might be possible to get an institutional contribution from the country of origin. From vanguard, contemporary art to design and fashion - all is possible.

Have you already thought of making new contacts and entering new business segments in Berlin? Become a cooperation partner of the Art Center Berlin. We will help you to a successful start in the capital.



Contact:

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