

EDITION N° 02/2017

BERLIN

to go

BUSINESS NEWS TO TAKE AWAY

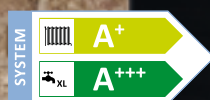
IN THE NEWS:

CITY OF FREEDOM



CREATIVE INDUSTRIES
STARTUP SCENE
#FREIHEITBERLIN

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DEAR READER,

Berlin is the city of freedom – a place where creativity, entrepreneurial spirit and joie de vivre determine the rhythm. Artists, designers, musicians and filmmakers from all over the world value Berlin as a stage, as an inspiration and as a city where creativity can be lived without any limitation. This spirit is reflected in the numbers as well; the creative industries are an important economic factor, with almost 190,000 Berliners working at over 28,000 companies in these sectors.

Berlin is an open, international city that takes a special approach to life in which every individual can realize their potential both personally and professionally according to their own wishes. Forty-two percent of the creatives working at Berlin startups come from abroad. This makes it the most international startup scene in Europe and contributes enormously to Berlin's established economic environment.

We hope you enjoy reading this issue of Berlin to go



Dr. Stefan Franzke
CEO Berlin Partner



LEGAL NOTICE

BERLIN to go

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Berlin erreichen!

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NETZWERK**

BOOMTOWN BERLIN

1 2 3

77,000 jobs in the digital economy

According to economists at the Investitionsbank Berlin (IBB), Berlin's gross domestic product in the first quarter of 2017 was 2.2% and thus considerably stronger than the average in Germany overall (+1.5%). The expected growth in the next couple of months will be driven mainly by business-related services, in particular in the digital economy and construction industry. More than 77,000 people are already working in Berlin's digital economy in jobs subject to social insurance contributions. In 2017, roughly 2,000 new jobs will be generated in the fintech sector alone. In 2016, Berlin-based fintechs received a total of €258 million in investment capital. That comprised 63% of the total amount invested in Germany in this area.

Employment continues to rise

In Berlin, the number of persons employed is growing rapidly. In March 2017, the capital had a total of 1.409 million people in jobs subject to social insurance contributions, which marks a 58,700 or 4.3% increase over the same month in the previous year. These numbers show that Berlin continues to have the highest growth rates in new jobs among all federal states. Germany as a whole reached a 2.4% increase in jobs. "We're seeing a strong growth dynamic especially in the service sector; for example, business-related services now have 15,400 and IT/communications have 8,800 additional jobs subject to social insurance," explains Ramona Pop, Berlin's Senator for Economics.

Berlin exporters enjoy great start to 2017

Berlin's very internationally oriented economy was in robust shape at the beginning of 2017. For example, economic output rose in the first quarter by 2.2% (German overall: +1.2%). Exports also developed especially well. In January, exports from Berlin were at €1.2 billion, which is already 10.7% higher than in the previous year. "Berlin has advantages in the production of those high-value capital goods that are urgently needed to expand infrastructure in the USA," explains Dr. Jürgen Allerkamp, IBB Management Board Chairman.

4

Shortage of skilled employees lowest in Berlin

According to a recent study of Berlin companies, Germany's much-lamented lack of skilled employees is the lowest nationwide in Berlin. As the Cologne Institute for Economic Research reported, in 2016, 35% of jobs were advertised in so-called bottleneck professions. "This means that companies in Berlin have the most relaxed environment in terms of the supply of skilled workers," the study noted. Berlin attracts thousands of new people each year, including many qualified workers.

5

Millions from GRW Fund for Investments in Berlin

In 2017, a total of €128 billion will be available for new investments from the GRW, a joint federal-state scheme for improving regional economic structures in Germany. "The outflow of funds and funding commitments up until now suggest that we can expect another successful investment year in 2017," notes Senator Ramona Pop. A good half of the funds will flow directly into support for Berlin companies. The other half will go towards investments in the economic structure.

6

Dr. Jürgen Allerkamp voted new Supervisory Board Chairman of Berlin Partner

On 11 May 2017, the Supervisory Board of Berlin Partner for Business and Technology chose Dr. Jürgen Allerkamp to become its new chairman. Allerkamp will take up the mantle from Dr. Andreas Eckert, who had led the body since 1 December 2014. Berlin's Senator for Economics, Energy and Enterprises and Deputy Chairman of Berlin Partner's Supervisory Board, Ramona Pop, thanked Dr. Eckert for guiding the company through its successful development in the past several years.

BERLIN – CITY OF FREEDOM

Berlin is a young woman taking the S-Bahn with Seppi, her pony; Berlin is tomatoes, lettuce and herbs growing in self-made plant beds at the former Tempelhof Airfield; and Berlin is a breakfast table on the subway platform at Kottbusser Tor, referred to as "Kotti." Indeed, whether it's ponies on a free ride, urban farming or brunch at Kotti, there are some things you can experience only in Berlin. Why here, you ask? Because it's Berlin. No matter what time of day, you can see and feel the city's unique lifestyle shaped by diversity, freedom and, above all, by Berliners themselves.

HOTSPOT FOR STARTUPS

Freedom is courage and involves being bold! The idea of taking a chance on new ventures is exactly what characterizes Berlin's economy. For example, the startup Native Instruments recently launched "Thrill," a revolutionary new tool that has the epic strength of an orchestra with an interface that allows one person to craft entire sound installations single-handedly. Why is Berlin the place where projects like these can get underway? Because Berlin is Germany's leader in startup investments. Last year, over €1 billion in venture capital flowed into promising business ideas here in the areas of technology and the creative industries.

ARTS & CULTURE

Creatives and culture professionals active in all sectors continue to flock to Berlin from all over the world. They come here to carry out unique projects, whether it's a performative installation made of sugar cubes or "The Haus," a temporary street art project on Nürnberger Straße. Artists know they can let give their talent free reign in the capital. Berlin makes it possible! People working together at creative and innovation labs, in workshops and co-working spaces guarantees a significant degree of flexibility and independence.



MISSION TO THE MOON

Berlin creates space for science but also for lateral thinkers, free thinkers and people who just think differently, which is why it's rightly regarded as a "brain city." The fact that a young company called Parttime Scientists is planning the first German moon landing from offices in Berlin-Mahlsdorf might sound like sci-fi to most; in reality, however, it's just one of many spectacular science projects underway in Berlin.

UNITED IN FREEDOM

Freedom is more than 180 nations living side-by-side in a city where everyone is free to pursue their aims and no one is alone. Indeed, many associations and organizations in Berlin work on behalf of people in need. These include innovative efforts such as the living-and-working project Sharehouse Refugio operated by Berlin's City Mission, but also the career mentoring program SINGA Germany, which supports people who have lost their homes or homeland, helping them to gain a foothold and visualize a future lived in peace and freedom in their new hometown of Berlin.

#FREIHEITBERLIN

A lifestyle shaped by freedom is the very essence of Berlin – its DNA, so to speak. The new *be* Berlin campaign takes up this unique spirit and displays it to the world. The campaign is designed to mark the 60th anniversary of the Treaty of Rome, which lay the cornerstone for the European Union. Under the motto #freiheitberlin, everyone is invited to experience the freedom and open space that Berlin provides, and all Berliners are encouraged to share what freedom means to them under the hashtag #freiheitberlin.

HOW DOES THE ORCHESTRA GET IN THE BOX?

Text: Ines Hein

Photo: Native Instruments

Pushing the future of sound is Native Instruments' mission. Around the globe, computer-based music production relies on the virtual instruments of the Berlin-based company

Over the past two decades, the Kreuzberg-based digital instrument pioneer Native Instruments (NI) transformed from a niche startup into a global leader. A visit to the courtyards on Schlesische Straße at Berlin's Osthafen port can help trace the company's successful DNA.

In the industrial heart of Kreuzberg, one steps off the whirr of the early summer streets through a gate and into a shaded complex with five courtyards stretching to the banks of the Spree. Previously home to the 21st District Inspectors of Berlin's Gas Works and the Singer & Co. Sewing Machine company, NI established its headquarters here in 1999. The red-brick building with its white-rung windows still bears the mark of Germany's rapid industrial expansion in the early 20th century. Having tapped that tradition, Native Instruments has become a global leader in the music instrument sector.

The company creates virtual sound and rhythm solutions for musicians, DJs and producers in the form of software and hardware. Their spectrum ranges from samples, that is, original instrument

sounds, to highest-performance DJ software and groove boxes that form the basic rhythmic system of every music production. Everywhere from Burghausen to Bangalore, NI's product names – "Komplete," "Maschine" and "Traktor" – represent the innovative spirit associated with products "Made in Germany." Indeed, theirs is a successful pairing of technical expertise, tonal finesse, digital entrepreneurial spirit and that lifeblood that helps creative minds turn high performance into series manufacturing. The special thing about NI products is the absence of any ability to identify their origin: in other words, their sounds are so authentic that listeners don't notice they're listening to digital instruments.

"One important part of our success was the fact that in 2004, even though we started out as a software company, we began developing our own hardware," explains Tom Kurth, CLO and Executive Board Member at NI. "Musicians and composers prefer to work with instruments whose usability they're familiar with, so we merged the two and equipped the instrumental feel of keyboards and DJ controllers with thousands of digital functions." Technical advancements



set the pace for innovations such as these. The smaller the processors the larger the possibilities. The pressure to constantly develop and achieve success is enormous. NI's roughly 400 employees at its Berlin location work in 17 different office spaces in four buildings. Their office geography shows very clearly that growth is not a linear process. "Back in the day, you needed a label to produce an album professionally. Today, you can use our instruments and a common computer to produce a high-quality album that is marketable worldwide," notes Kurth, playing a couple of sound samples. Maximum sound brilliance in the smallest space possible.

Twenty-one years ago, NI was a startup consisting of seven founders. Back then, the concept of a "startup" didn't even exist. Today, with a team of 460 employees, the company counts among the "grown-ups" of the industry. The Berliners even have a number of satellites on the world map, including offices in L.A., Tokyo, Shenzhen, London and Paris. When they were starting out, it was very common for team members to go straight from work to the club - and sometimes from the club straight back to work the next morning. Today, the lives of many of their often long-term employees have changed; some are parents who start their workday at 8am and go straight to the

daycare center after work. In a city like Berlin, however, that doesn't affect the basic beat, just the general rhythm. The lifeblood of their joint endeavor has stayed the same. "We're definitely not the crazy music nerds we used to be, we see ourselves more as electronic pioneers. What motivates us to this day is the drive to define the future of virtual sound," argues Kurth. And NI has succeeded in doing just that. Today, English is the language spoken at the office, and the company has experts from over 30 countries on board helping them steer the course of the expanding company.

In 1999, one would have said those red-brick courtyards were in a no-man's-land on the periphery of Berlin; today, Schlesische Straße is the epicenter of the city's international club scene and creative avant-garde. Kurth is convinced that "a company like ours would not have been possible in any other city in Germany. Berlin has a type of freedom that doesn't exist elsewhere. It is a city with no social constraints and no curfews. People come together from all corners of the world. The freedom you find here creates fertile soil for creativity and innovation." From the looks of it, it appears that Native Instruments is opening a new chapter in the history of sound.

CURTAIN UP ON BERLIN!

Text: Eva Scharmann


Photo: Frédéric Batier/X Filme

The TV crime series “Babylon Berlin” brings 1920s Berlin back to life – and makes the city its biggest star

Berlin is brimming with art, culture and creativity. Today, people are drawn to the city for the same reasons artists, intellectuals and cosmopolitans flocked here in the 1920s. Back then, the capital region was already a film metropolis, generating a string of cinema classics. In Tom Tykwer’s new TV series “Babylon Berlin,” the city assumes a leading role once again, this time as a haven for people longing for freedom and an open society. The series will no doubt enhance the global appeal of Berlin’s film industry – and boost tourism as well.

Berlin, 1929. A city in a frenzy of pleasure and entertainment. A city of opposites where high society meets the underclass and friends and foes of the Weimar Republic fight each other on the streets. Raise the curtain on “Babylon Berlin,” the new TV series based on the novels of Volker Kutscher about a German detective named Gereon Rath. A collaboration between X Filme Creative Pool, ARD, Sky and Beta Film, the series depicts Berlin as the melting pot of its time. “Berlin was a magical city in that era, so it was clear it would play the leading role in the series,” notes Stefan Arndt, Managing Director of X Filme Creative Pool. With two seasons and a total of 16 episodes, the period drama was

co-directed by Tom Tykwer, Henk Handloegten and Achim von Borries and is the most expensive German-language series of all time. X Filme head Arndt is confident that “Babylon Berlin” – which will be broadcast starting on 13 October 2017 on Sky Atlantic and on ARD in 2018 – “will be a big hit that unites German audiences’ love of crime shows with one of the most exciting eras in German and Berlin history.” The series will no doubt have an international appeal; shot over the course of 180 days in Berlin, Brandenburg and North Rhine-Westphalia, it has already been sold to several European countries as well as to Netflix in the USA, the motherland of the recent boom in TV series.



Berliners and Brandenburgers have long since gotten used to seeing film crews on every corner. Last year, film teams spent more than 5,000 days shooting in the region – a new record. It’s an ideal mix of business and high-end cinema: Berlin is the number-one location for film and TV productions in Germany with over 3,800 companies and a workforce of roughly 36,000. According to a study by Berlin’s Senate Department for Economics, Energy and Enterprises, the total annual turnover of Berlin’s film and TV industry rose by 8 percent to €3.8 billion from 2012 to 2014. “Film productions cost a lot in terms of time, nerves and money,” says Arndt. The federal states of Berlin and Brandenburg allocate €20 million in funding annually to the regional film and TV industry. With an annual budget of roughly €30 million, the Medienboard Berlin-Brandenburg funds films and film-related projects and provides advice to filmmakers. The Medienboard is supporting the elaborate 1920s Berlin crime series both financially – by means of €1.5 million per season – as well as logistically.

Arndt singles out the “great support from the City of Berlin” for praise, noting that the direct link to Berlin’s Governing Mayor Michael Müller shows the extent to which the film industry in Berlin is given high priority. Kirsten Niehuus, head of film funding at the Medienboard, also emphasizes the importance of the film industry as an economic factor: “A series like ‘Babylon Berlin’ is a great job creator for the Berlin film and TV community, but it’s also an excellent means of promoting Berlin in a way that a traditional image campaign can’t achieve.” The series will also be showcased at the 50th anniversary of the Berlin-Los Angeles city partnership. A film gala will take place at the US premiere of “Babylon Berlin” on 6 October

2017 at the historic United Artists Theatre in L.A. A number of other events will celebrate the close relationship between the two cities.

The Berlin and Brandenburg region continues to exert a strong magnetic appeal on producers from all over the world. “Babylon Berlin” also makes use of the area as an attractive backdrop: “From Alexanderplatz and Potsdamer Platz all the way to Wannsee – the heroes in our series are always on the move throughout the city,” notes Arndt. In addition to shooting at original sites, X Filme worked with Studio Babelsberg to launch an ambitious project designed to faithfully reproduce the look of Berlin in 1929: “In 2016, our production designer Uli Hanisch created a ‘New Berlin Street’ for Studio Babelsberg that made it possible to shoot several different street scenes,” explains Arndt. Germany’s capital region has a long history of cinema excellence: the Studio Babelsberg film production company was founded back in 1912, and there were also film studios in Weißensee and Woltersdorf in the 1910s and 1920s. Cinema classics like “Nosferatu,” “Metropolis” and “M.” were made here at the time. Today, the region is entering a new golden era of film. Berlin and Brandenburg are the venue for several tradeshows and film festivals, including the Berlinale, as well as important film and TV production sites. In addition to Studio Babelsberg, the Adlershof Media City is the largest connected media location in Berlin. According to Medienboard head Niehuus, Berlin and Brandenburg will continue to be a sought-after address for the ongoing series boom: “Among others, the end-of-the-world drama ‘8 Tage’ (8 Days) is in the works in Berlin, and Christian Alvart’s new Netflix series ‘Dogs of Berlin’ is also on the starting block.”

CREATIVE I

From apps and design workshops to film and media agencies – Berlin inspires new ideas and provides space for many facets of the creative industries

Text: Simone Fendler

THE “NEW, OLD” BERLINER UNION FILM CAMPUS

With its great view of the famous Tempelhof Airfield, the Berliner Union Film Campus has been one of Berlin’s most prominent film and TV production sites for over 100 years. Popular contemporary TV shows, including “Circus Halli-Galli,” “Ku’Damm 56” and the children’s series “Siebenstein”

are made on the very spot where Marlene Dietrich and Liza Minnelli once shot their award-winning film classics. With clients and partners such as YouTube Space Berlin, the Met Film School and Cinephon, the campus is set to grow even further and continue to be a major player on Berlin’s film and TV scene. The campus’ future strategy includes the expansion

of sound post-production and a strong focus on international projects. Indeed, the team is eager to create an even more versatile space for the most creative minds in the industry, for example, by means of joint content-development projects and opening up the site to further creative sectors, such as the games industry.



INDUSTRIES

STREAMWERKE – ONLINE-FIRST CONTENT FOR THE MEDIA LANDSCAPE OF TOMORROW

Young people are watching less and less linear TV, choosing instead to consume content on-demand from their mobile devices via Facebook, YouTube and the like. Accessing this target group thus involves creating great content, professional social media management and pursuing a strategy to cover all relevant channels. Kreuzberg-based Streamwerke is a production company for online-first content that specializes in tackling these challenges. As a private business startup in the ZDF

group, Streamwerke is already networked with one of the largest and most renowned media houses in Europe. At the same time, it can also produce freely for any other clients. The company was founded a year ago and has grown to two dozen creatives and strategists. Clients receive a comprehensive package that includes consulting, format development, production, post-production, editorial management and distribution strategies.

HAHN FILM AG – ANIMATED FILMS FOR YOUNG AND OLD

Hahn Film was founded by Gerhard Hahn in 1980 and has been at home in Berlin since 1986. Hahn Film AG belongs to the Hahn Group, which bundles a number of companies involved in the value chain ranging from artistic development and media products to film produc-

tion and marketing. Hahn's core business is the development and production of children's animated TV series for international markets, but it also handles 360-degree branding, such as for the plush dolls – called "Sorgenfresser" ("worry eaters") – created by Gerhard Hahn; roughly four million of these zipper-mouthed dolls have been sold already and a TV series is currently in production. The work being done at the Hahn Film studio in Prenzlauer Berg is a harmonious reflection of today's Berlin: young creatives from all over the world work here in English – and even sometimes in German.

DIGISITTER – THE APP FOR FAMILY-FRIENDLY COMPANIES

A business trip, a closed daycare center or a sick child – it's always a complex and time-consuming task for parents and companies to coordinate childcare with business-related appointments. DigiSitter combines a mobile app for working parents with a dashboard for HR departments that make it possible to reduce the coordination process by roughly 30%. The app gives parents access to 24/7 childcare at one click. DigiSitter works like a smart Doodle for childcare. The Web dashboard for HR department enables data-based compatibili-

Image graphic: iStock.com/Bplanet



ty monitoring as well as precise target-group-specific interaction with parents employed in the company. Berlin-based DigiSitter received funding from F-LANE, the Vodafone acceleration program for high-potential digital impact ventures focusing on female empowerment, which is also the first European program targeting female tech founders in particular.

REDBUBBLE – GLOBAL MARKETPLACE FOR ARTISTS

Redbubble.de, the creative online marketplace spotlighting the work of more than 400,000 independent artists, opened its European headquarters in Berlin in 2017. The move signals the company's increasing focus on international growth. From their offices in Berlin, REDBUBBLE will provide consulting services to artists and clients while also fostering regional marketing and coordinating local production partners. Founded in Melbourne in 2006, the Redbubble marketplace gathers creative minds who sell unique designs on high-quality products, such as clothing, stationery, bags, wall art and more. Redbubble gives its customers a chance to show the world who they really are and what they care about. The company's goal is to create the largest market for independent artists and thus generate more creativity in the world.

SERVICEPLAN OPENS HOUSE OF COMMUNICATION

On a site where babies once came into the world, people are today instead giving birth to creative ideas and innovative

communication concepts. The Serviceplan Gruppe coordinates its services in Berlin in a "House of Communication" and will soon move into the Charité's former Women's Clinic at the Forum Museumsinsel in Mitte. In addition to the Serviceplan agencies, the House of Communication will also be home to Steinbeis University, Media-plus, Plan.Net, hmmmh, Saint Elmo's and bemorrow, as well as roughly 170 copywriters, art directors, editors, social media experts, designers, developers, PR specialists, sustainability experts and policy consultants. Their direct neighbors include galleries, startups and global players such as Google and YouTube, thus making the creative environment even more inspiring. Plus, the rooftop of the Bauhaus-style building has an unbeatable view.

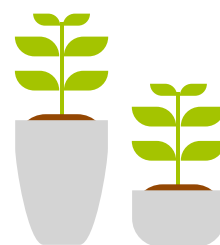
TAYLOR JAMES – CREATIVE PRODUCTION HOUSE OPENS SATELLITE IN BERLIN

Daily operations at the Taylor James production house include automobiles created entirely on computers for TV campaigns and perfectly animated individual parts of a luxury watch for a film advertisement. Founded in London in 1999, and now with five satellites across the globe, Taylor James works with clients from several sectors to plan exciting advertising productions and implement them from start to post-production finish. Thanks to its offices in Berlin, clients in Germany are able to easily access the very digital-production expertise that made Taylor James one of the most important global pro-

viders in the field. Any agencies or brands looking to unite effectiveness and planning security with maximum quality, creativity and aesthetics in the field of production now have a new address to turn to in Berlin.

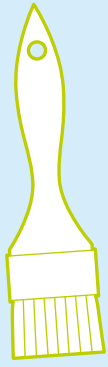
MARA MEA – FUNCTIONAL & CHARMING DIAPER BAGS

mara mea creates products for a new generation of moms and has a clear vision of what today's women and mothers want their diaper bags, maternity wear and accessories to look like, that is, multifunctional gear with high design standards that will be there before, during and after your baby is in diapers. For mara mea, moms are more than just mothers; first and foremost, they are modern women with expectations relating to design, functionality and wearability. mara mea develops timeless and trendy products to suit exactly these needs. The mara mea team gains inspiration for their individual designs from trips to foreign countries and exploring new cultures. Clear, functional cuts and fine graphic details drawn from Europe combine with extravagant ethnic prints and embroideries from all over the world and guarantee that urban, trendy yet timeless mix that characterizes mara mea.



DID YOU KNOW THAT ...

... Berlin is one of the most innovative production centers for art?

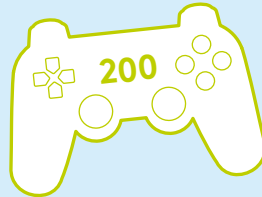
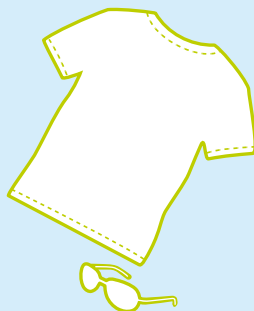


6,000

Berlin's 3,000 exhibitions hosted by 350 galleries and around 100 project spaces represent more than 6,000 artists from all over the world, making Berlin Europe's largest gallery location. The 100,000 visitors that attended last year's Berlin Art Week set yet another record.

... Berlin's fashion industry features a total of 2,500 companies?

... and employs 22,800 individuals? The success of Berlin Fashion Week brings the capital over €120 million in additional economic output each season. In January, 200,000 professionals visited the city. From 2009 to 2013, revenue from Berlin's fashion industry rose 117% to around €3.8 billion.



... Berlin's gaming industry is the most productive in Germany?

It also shows the strongest growth nationwide. In addition to around 200 companies, Berlin is also home to the industry's most important associations, institutions and specialized educational centers, making it the industry's most concentrated and diverse location in Germany.

... 2,400 authors from 121 countries have participated in the Berlin International Literature Festival?

Since its founding in 2001 by the engineer and cultural manager Ulrich Schreiber, the festival has been one of the key gathering spots for literati from all over the world. Its vast scope spans prose, poetry, conversations with authors, political discussions, literature for young readers and film adaptations of literature.

... the Athens on the Spree is the capital of design?

In 2006 Berlin was honored by UNESCO as a "City of Design." Ever since, the design metropolis has been a member of the UNESCO Creative Cities Network, along with cities such as Buenos Aires, Montreal and Shanghai.



... Berlin hosts hundreds of music events every day?

Over recent years, the city's influx of large companies, its creative mid-market music scene, its multifaceted club culture and the hundreds of daily performances, concerts and events with international resonance have established Berlin as the music capital of Germany.



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20 YEARS

WHEN HOLLYWOOD SPEAKS GERMAN

Text: Eva Scharmann

Dubbing boosts the enjoyment of films. One of the largest and longstanding film dubbing companies in Germany hails from Berlin

Quiet on the set, please, and ... action! High concentration meets creativity at the studios of Berliner Synchron GmbH, a dubbing company where more than 8,000 films and TV series have been "synchronized" for German audiences since the company was founded in 1949. In this conversation with Berlin to go, Marcus Dröscher, who heads up the venerable Berlin-based company together with his co-Managing Director Dr. Martina Berninger, explains how the company's founder, Wenzel Lüdecke, revolutionized the dubbing process in postwar Germany. Dröscher also tells us what it takes to make George Clooney sound "typically German."

WHAT PROMPTED THE MUNICH-BASED FILM PRODUCER WENZEL LÜDECKE TO FOUND A FILM DUBBING COMPANY IN BERLIN IN 1949?

Marcus Dröscher (MD): That was the year the Allies removed import restrictions for foreign companies. Lüdecke recognized the growing need for dubbing in the film industry and founded Berliner Synchron in Lankwitz. He was the only person to acquire permission from the occupying forces to dub British and American films for German audiences. This gave Berliner Synchron a strong monopoly position for over a decade - and allowed us to make film history!

WHICH CINEMA CLASSICS DID BERLINER SYNCHRON DUB?

MD: Some examples would be Hitchcock's masterpieces "Rear Window" and "The Birds." Cult films such as "The Godfather" and "Star Wars" were also dubbed in our studios. Lüdecke revolutionized the German dubbing sector by standardizing and professionalizing the process. To this day, we have an excellent reputation worldwide and are one of the largest dubbing companies in Germany. There are only three other dubbing companies with a similarly broad spread as us.

UNLIKE IN OTHER EU COUNTRIES, ALMOST ALL FILMS IN GERMANY ARE DUBBED. WHY IS THIS?

MD: There are historical reasons for this. After WWII, Germany had little experience with foreign languages. German audiences did not fare well with subtitles. It took a while for people here to get used to dubbed films. Today, they wouldn't do without them. A film in a language that's not your mother tongue will inevitably limit your understanding, and that needlessly diminishes your enjoyment of the film.



HOW DO YOU EVALUATE WHETHER A FILM IS DUBBED WELL OR NOT?

MD: Basically, audiences have to be made to believe that Angelina Jolie and George Clooney are actually speaking German. It's not just a question of finding the right expressions and slang; rather, the goal is to translate American culture into German culture. It is a creative process that requires a lot of tact and experience. For example, we were very successful with the Hip-Hop film "Straight Outta Compton" and received a lot of praise from the film's target group.

WHAT STEPS ARE INVOLVED IN DUBBING A FILM?

MD: The first thing we do is create a rough translation. After that, the dialogue script is written in a lip-synch version. Then the recording process starts and the dubbing actors do their work in a studio together with a director, editor and sound engineer. That is followed by editing processes in which the voices are edited and any necessary effects are added; for example, if the scene takes place in a church, the voices and sounds will have to have a "hall" effect. Project managers are in charge of the whole process and act as the interface between our team and the clients, that is, the distributors who take care of things like dubbing on behalf of film production companies.

THERE IS A TREMENDOUS DEMAND FOR TALENT IN THE FILM INDUSTRY AT THE MOMENT. DOES BERLIN GIVE YOU AN ADVANTAGE IN THAT RESPECT?

MD: Absolutely! Berlin is the creative capital of Germany, so we have access here to a pool of 3,000 dubbing artists, authors and directors. We also have two directors as permanent employees, which allows us to ensure a high level of flexibility in our work.

YOUR INDUSTRY IS SUBJECT TO CONSTANT CHANGE. AS A DUBBING COMPANY, HOW DO YOU STAY AT THE TOP OF THE FIELD?

MD: We maintain a very open and enthusiastic attitude towards new ideas and innovations. For example, we got involved in digitization at a very early stage; by 2009, we had already fully digitized our recording ateliers and installed a server-based fiber optic network with 35 audio workstations. At our new offices on the EUREF Campus in Berlin-Schöneberg, which we moved into in March of this year, we continue to advance along this path. With the help of a new digital work environment, we will soon be able to offer our clients the ability to directly track our work on their projects.

WHAT MADE YOU DECIDE TO MOVE TO THE EUREF CAMPUS AFTER OVER 60 YEARS AT YOUR TRADITIONAL HOME IN LANKWITZ?

MD: We are indeed a company with a long tradition, but we also always have our eyes set on the future. On the EUREF Campus, we benefit directly from that unique startup spirit that characterizes Berlin. There are so many young and innovative companies hard at work here. Lots of ideas emerge from our exchange with them, and those ideas will always be very interesting to Berliner Synchron. I'm looking forward to seeing what we come up with!

Berliner Synchron's core business in Berlin and Munich will always be film and TV dubbing. But the company also works with the partner No Limits Media to create barrier-free film versions. In the field of corporate media, the company team of over 60 employees also works with companies to enhance their acoustic brand management. Together with the subsidiary Edition M Berliner Synchron offers full-service solutions in the area of post-production as well. Since the takeover by S&L Mediengruppe in 2016, the area of entertainment marketing rounds out the company portfolio.

A BIT OF BERLIN IN YOUR WALLET

Bogen Electronic GmbH is a company with a long tradition. Produced in Berlin, delivered to the entire world – quality “Made in Berlin”

Interview: Christin Berges



CEO Dr. Torsten Becker on tape recorders, the engineer-to-engineer principle and Berlin Partner’s support for traditional companies.

DR. BECKER, BOGEN’S COMPANY HISTORY IS CLOSELY TIED TO BERLIN’S. HOW HAS YOUR COMPANY BEEN INFLUENCED BY ITS LOCATION?

DR. TORSTEN BECKER (TB): The firm was founded in 1951 to produce magnetic tape recording heads for the American radio station in Berlin. In the first years after the division of the city, goods from the USA could not be delivered quickly enough. Mr. Bogen, an expert in audiotape technology, was able to undertake intensive research and development and establish a company in Zehlendorf that grew from 1 to 380 employees within 20 years. In the years that followed, the company underwent several changes, especially due to Asian companies’ ability to manufacture large quantities of goods at significantly lower cost and our own reposi-

tioning in light of the dwindling significance of cassettes. In 1989, Bogen moved out of the big Bogen building in Zehlendorf and into a new, smaller location.

TODAY, BOGEN PRODUCES MAGNETIC HEADS AT ITS BERLIN LOCATION AND ALSO OFFERS MAGNETIC MEASUREMENT SOLUTIONS. DO WE EVER ENCOUNTER YOUR PRODUCTS IN OUR DAILY LIVES?

TB: BOGEN is in your wallet, for example, if that’s where you keep your ATM card or credit card. The brown stripes on the back side of the card are magnetic, which allow it to store information transferred by our magnetic heads. This information can be read magnetically in shops so you can buy things with your card. And years ago you could see us in almost every home, when we were making magnetic heads for cassette recorders. Digitization has meant that everyone streams their music these days, so we no longer need cassettes.

AND MAGNETIC MEASUREMENT SOLUTIONS – WHEN DO THESE COME INTO PLAY?

TB: When you’re driving your car and suddenly slam on the brakes, your ABS system makes sure your wheels don’t lock. So, the ABS system must know the rotational velocity of the wheels, which can be calculated using magnetic measurement technology. I’m always astounded at all the different potential applications for magnetic measurement: elevators, motors and robots are just a few. Even Walt Disney controls their animated

characters in amusement parks using our measurement technology, which allows the figures to move their arms into a certain position and to nod their heads.

HOW DO YOU MEET ALL THE INDIVIDUAL REQUIREMENTS OF YOUR PRODUCTS?

TB: We're typically called on when there are exciting problems to solve using new products. As a subcontractor for specialized companies, we have clients all of the world - in Silicon Valley, China, Europe and elsewhere. We work in accordance with the engineer-to-engineer principle, meaning that we develop individual solutions together with our clients within the scope of their product development.

WHAT IS THE GREATEST ADVANTAGE BERLIN OFFERS YOUR COMPANY?

TB: The Berlin job market offers loads of skilled personnel and has very good universities and other educational institutions, so it's rather easy to find suitable applicants for open positions. And if Berlin isn't able to provide the applicants we need, the city is so appealing that it's almost effortless to convince applicants from elsewhere to move to Berlin.

BERLIN PARTNER HAS BEEN SUPPORTING BOGEN FOR SEVERAL YEARS. WHAT DO YOU LIKE MOST ABOUT THE SERVICE?

TB: In the last few years we've had a lot of ideas and Berlin Partner has been an outstanding guide in leading us to the right sort of funding for them. In cooperation with Berlin Partner we were able to clear the way for our plans and achieve great things in a very short amount of time. This has been true with both local and Europe-wide projects.

IN ONE OF THE PROJECTS YOU WERE PROMOTED BY THE EU SUPPORT PROGRAM, HORIZON 2020. WHAT CAN YOU ACHIEVE THROUGH THIS PROJECT?

TB: We're experimenting with our products in application areas where magnetic measurement technology has not previously been employed. In certain applications, optical measuring has formerly been favored over magnetic measurement. In our tuMaPos project we're creating a new product line with the same precision as optical measurement, but using magnetism instead, which is more straightforward and less expensive. In this project we're collaborating with Portuguese experts, who are Europe's technology specialists in this field.

CORPORATE SERVICES

Our corporate services focus on Berlin firms with growth and innovation potential. With experienced key account managers with a focus on industry and 12 project managers for Berlin's medium-sized companies and startups, who are integrated locally into district economic promotion initiatives, our corporate services cast a wide net. The goal is to actively offer the City-State of Berlin's entire economic support package of services to companies and to guide them through their investment strategies. Around 1,600 companies are currently being supported by our corporate services, which see themselves not only as problem solvers and consultants, but also as networkers with service partners at the local and state level. Location, talent and promotion - expanding companies receive assistance in managing the classic questions surrounding growth.

SERVICES FROM A SINGLE SOURCE

- Location consulting and support in finding real estate
- Knowledge and technology transfer
- Information on funding opportunities and financing methods
- Support in the recruiting and qualification of skilled workers
- Administrative liaison services and permit management
- Assistance during internationalization
- Support with assuring location viability



IDEAS NEED PATIENCE AND PERSEVERANCE

Dagmar Nedbal, Mastercard's Vice President Marketing Central Europe, on her company's innovation strategy



MS. NEDBAL, MASTERCARD HAS TWO MAIN OFFICES IN GERMANY, IN FRANKFURT/MAIN AND MUNICH. YOU'RE ALSO ACTIVE IN THE CAPITAL AS A BERLIN PARTNER. HOW IMPORTANT IS BERLIN TO YOUR COMPANY?

DAGMAR NEDBAL (DN): Berlin is important to us for a variety of reasons. It's a hotspot for the fintech industry, which means that key startups such as N26 and solarisBank are active here. Another thing that's attractive to us is our physical proximity and close networking with innovators in the industry. We consider ourselves to be drivers of innovation. Mastercard recently placed seventh on Fortune's 2016 "Change the World" list, which is a ranking of companies committed to finding positive solutions to social issues. We want to foster change, design innovation and give our customers services that simplify their lives. And, naturally, Berlin plays a key role in this process.

IN WHAT WAY?

DN: Berlin is open, creative and eager to experiment. The fintech industry and other innovative sectors are at home in Berlin because people here are always willing to try new things. While the capital's DNA is indeed inspired by creativity, a high level of diversity and tolerance, sometimes Berlin's contradictory nature is exactly what constitutes its undeniable attraction. I feel it every time I'm here on a visit.

BERLIN IS ONE OF THE CITIES IN YOUR PRICELESS CITIES PROGRAM. WHAT DOES THAT INVOLVE?

DN: The Priceless Cities program offers Mastercard customers a special added value, no matter whether they're at home in a city or just visiting. We show them the most beautiful metropolises in the world from a fresh perspective. We open doors that would otherwise be shut and convey the city in such a way that even longstanding residents are surprised. We offer extraordinary discoveries together with select partners. In Berlin, the spectrum ranges from private BBQ dinners on penthouse terraces to nighttime museum tours and exclusive workshops in guitar design.

HOW DO YOU FIND THESE INSIDER TIPS?

DN: We cooperate with networks such as Berlin Partner and local agencies that know exactly how their city lives and breathes. Together with them, we select on-site partner companies who then bring in their own ideas and contribute in a way that goes beyond any ordinary standard. We always keep our network philosophy in mind: good partners generating innovative offers that give our customers extraordinary experiences.

KEYWORD INNOVATION. HOW DO YOU ENSURE THE CONTINUOUS DEVELOPMENT OF YOUR PRODUCTS AND SERVICES?

DN: We founded our Mastercard Labs think tank years ago so that we could work with tech experts, especially with individuals who think entirely “out of the box” and work to develop highly unconventional ideas. We make sure they have a high degree of freedom and support them in moving in all different directions. This is exactly what innovation is: a non-linear process.

WHAT EMERGES FROM THIS COOPERATION?

DN: Much of what you see on the market today is the result of collaboration and innovation: for example, biometric processes, AI and one of our milestones, contactless payment. Last year, we

worked together with Decision Intelligence to introduce an authorization service that uses AI to enable secure shopping – just one of many things generated by the Mastercard Lab. Our innovation strategy focuses on providing the most comfortable solutions possible for consumers; ones that combine the largest possible decision-making freedom with the greatest level of security. Sometimes it takes a while before developments like these are truly accepted on the market. Transformation takes time, and good ideas need confidence, patience and perseverance. This is the currency of our success.

THANK YOU VERY MUCH!

Interview: Ines Hein

**ALMOST 1 IN 3 PEOPLE
DIE FROM
CARDIOVASCULAR DISEASE** | **OUR SCIENTISTS
WON'T
ACCEPT THAT**



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Science For A Better Life

A CITY WITHIN THE CAPITAL

FACTS:
 Inhabitants: 394,816
 Area: 10,307 ha
 Companies: 20,568

Berlin's most populated district Pankow is a Mecca for families and creative minds, but also a hub for the biotech and medical sectors

The area we know today as Pankow was created in 2001 by merging the former districts of Pankow, Prenzlauer Berg and Weißensee. With roughly 103 km of space spread out over 13 sub-districts, it is the second-largest district in Berlin, stretching from the east of the city at Alexanderplatz all the way to Buch, the northernmost part of Berlin. Pankow is characterized by a heterogeneous economic structure with innovative cores: Prenzlauer Berg has a concentration of small and medium-sized creative companies working in the fields of information and communications technology as well as the media and music industries, all of whom value the area's mix of work, lifestyle and culture; for its part, Wilhelmsruh has Pankow-Park, a center of expertise for rail vehicle construction, energy engineering as well as the modern training facility of ABB Training; Buch is a leading biotech and healthcare region with an innovative research campus for biomedicine and medical technology; and Weißensee is home to traditional craftsmanship, mechanical engineering, small enterprises and art industries.



therapies. Campus Buch is home to high-caliber scientific institutes, such as the Max Delbrück Center for Molecular Medicine (MDC), the Leibniz Institute for Molecular Pharmacology, a number of hospitals and specialized clinics as well as the Biotechpark, which features an innovation and founder's center alongside roughly 50 companies. Among the many future-oriented projects here are the Experimental and Clinical Research Center, a joint translational clinical research center, and the Berlin Institute for Health Research (BIG), which was founded in 2013 and connects the research done at the MDC with the clinical research of the Charité.

HOTSPOT FOR BIOMEDICINE

Once the largest "hospital city" in Europe, the district of Buch is still a top location for biomedicine today. The area's close physical and substantive proximity among research institutes, clinics and biotech companies enables a strong interdisciplinary scientific exchange in terms of research into diseases, the development of new drugs, patient-oriented clinical research and the transfer of biomedical knowledge into new products and

NEW IDEAS ON OLD BREWERY COMPLEXES

Pankow is the district in Berlin with the largest share of small, traditional craftsmanship companies per 100 inhabitants. It offers entrepreneurs and young companies a diversity of spaces to realize ideas. Creative companies active in the areas of communication, media and IT will discover highly unique spaces in an historically

LOCATION ADVANTAGES

- With roughly 400,000 residents, it's Berlin's most populous district
- Diverse and high-performance economic structure
- Berlin-Buch: Germany's leading biotech location
- Attractive, centrally located area for craftsmanship, high-tech, logistics, production and services
- Active and dynamic cultural industries
- Attractive residential area
- Proximity to research, educational and development facilities
- Good transport connections via A 114 at the Berliner Ring

protected ambiance, whether it's the Pfefferberg complex on the grounds of the former Pfefferberg Brewery, the cooperative commercial area at Königsstadt Brewery, the Backfabrik on the site of a former large-scale bakery or the Bötzow Brewery revitalized by Otto Bock HealthCare on Prenzlauer Allee.



FOR FAMILIES, CULTURE FANS & TOURISTS

Thanks to all the renovated, turn-of-the-century buildings, all the clubs and cafés and the child-friendly infrastructure, Pankow is a magnet for families, especially to the area known as Prenzlauer Berg. But fans of music, culture and sports also continue to be drawn to the district. The selection

of things to do is vast – from events at the Kulturbrauerei and Pfefferberg complexes, concerts and sports at the Max-Schmeling-Halle and in the Velodrom, or small, minimal happenings at the Musikbrauerei, Willner-Brauerei or in the RaumErweiterungs-Halle (REH) on Kopenhagener Straße. The most popular places for tourists to visit are Kollwitzplatz, Helmholtzplatz, the Mauerpark and Kastanienallee, each with their own special flair. History buffs are invited to discover moving stories at Schloss and Park Schönhausen, Rykestraße Synagoge and at both of the Jewish cemeteries in Weißensee and on Schönhauser Allee.



HIDDEN CHAMPION

sifin diagnostics gmbh, which calls Berliner Allee in Weißensee home, specializes in the manufacturing of monoclonal antibodies and has a leading market position in the diagnostics industry. sifin diagnostics emerged out of the former GDR's State Institute for Immune Specimens and Nutrient Media. Since its privatization in 1992, the company has enjoyed constant growth. Today, it offers more than 600 standard products in blood group serology, microbiology and immunology, many of which are in great demand in Europe and Asia and give the company a high export share.

Text: Anke Templiner

Borough Advisor, Berlin-Pankow

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CREATIVE SITE WITH AN INDUSTRIAL CHARM

Far away from the usual Prenzlauer Berg hotspots, the “Industriebahn Berlin” is an art and commercial complex in Weißensee that has emerged over the years as a unique creative location representing (sub-)culture and artistic, handcrafted trades.

A protected monument today, the building ensemble on the former Industriebahnstraße was originally the site of Ziehl-Abegg-Elektrizitätsgesellschaft, an electricity company founded in 1910 that produced special electric engines until World War II. Also, the first airships to cross the ocean were equipped with transducers made by

Ziehl-Abegg. Prior to German reunification, the complex was home to VEB Isokond, a company specializing in capacitors.

After the fall of the Berlin Wall, the complex lay idle until the core engine production hall transformed into a concert and event location called “Die Halle.” From 1991 to 1993, it was the site of the Mayday featuring famous techno DJs such as Westbam, Sven Väth and Marusha. In other words, the site counts among the leading birthplaces of the Berlin techno scene and acts as a symbol of the wild 1990s. In addition to techno events, bands such as Kraftwerk, Motörhead, Red



BERLIN ART INSTITUTE (BAI)

Driven by the innovative concept of creating an international and contemporary art school and residence, the BAI is now an independent site of artistic education and training in Berlin. Founded by Stephanie Jünemann and Ralf Schmitt, the BAI generates its partners from out of a large pool of artists, all the while seeking to organize a broad and flexible range of courses and programs designed to fit the needs of participants operating with a flat hierarchy. In addition, the BAI also launched a residence program that allows students to exchange ideas, receive support and gain access to the art metropolis Berlin.



LEM STUDIOS

This collective of audiovisual artists concentrates mostly on designing immersive, audiovisual spaces and settings. They are active in a wide variety of independent commercial projects from acoustic scenography (World Expo Shanghai) and stage visuals and music compositions (Deutsches Theater) all the way to their own independent music and art projects.

Several studios and commercial enterprises cluster around the “Motorwerk” event location at “Industriebahn Berlin”

Hot Chili Peppers and the Ramones also played here. Today, the site is called “Motorwerk” and used especially as a location for corporate events, exhibitions and presentations. For example, it was the site of “Germany’s Next Topmodel” and the Maybelline Show as part of the Berlin Fashion Week. It is also where well-known companies such as Porsche present their products.

In the past year, a number of artists, agencies and small craftsmanship operations have set up shop in the vicinity of the Motorwerk. Roughly 80 renters working in the cultural and creative industries are now transforming the old industrial

complex into a vibrant location. One of the new inhabitants, the Berlin Art Institute - an innovative, independent art school with a residency program that links international artists with Berlin’s art scene - is having a particular effect on the location. In addition to several creative agencies, a number of traditional handcraft operations and manufacturers have also settled at the Industriebahn Berlin. Whether art glassware, gilding, carpentry, photo ateliers, make-up designers or a scooter shop, the Industriebahn Berlin thrives on the mixture.

Text: Anke Templiner



VOLLHOLZGUT

The carpenter’s workshop known as Vollholzgut manufactures customized solid-wood furniture designed and implemented according to each client’s specific wishes. The young team led by carpenter Martin Ferner specializes in furniture with natural surfaces, organic forms and bio-connect wood compounds containing no metal. They also use only high-quality deciduous trees from the region.



GOLDSACHS

As a trained gilder and the owner of Goldsachs, Michelle Sachs feels very strongly about preserving the traditional craft of gilding and fostering the ongoing development of techniques and the creation of new surfaces. At Goldsachs, she refines foundations of all kinds with metal-leaf made of gold, silver, copper and platinum. Especially impressive are her gilded walls and canvases as well as her gold processing on glass. Goldsachs is currently involved in the new gold-plating and restoration of Berlin’s State Opera House.



CAPITAL OF FREEDOM

In 2017, Berlin is one thing above all: an international magnet. Everyone wants to come to Berlin – artists, creative minds, young people, senior citizens, major global economic players and the young guns driving the startup scene.

What sets the city apart is the sense of freedom that finds expression in a highly unique Berlin way of life. Free, because it's rich in physical space that can be shaped and molded. Free in the

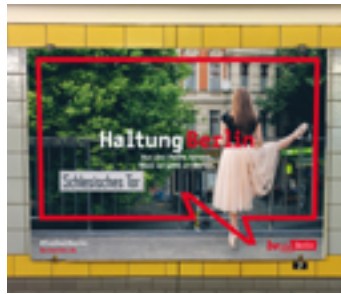
sense of an open and inspiring atmosphere where people can evolve and decide how they want to live. Berlin is indeed the capital of freedom: this statement was confirmed by an infratest dimap study commissioned by Berlin Partner in early 2017 in which four out of five Berliners associated their city with freedom. Berlin also continues to be seen internationally as representing the freedom shaped by the fall of the Berlin Wall and reunification.

→ Campaign launch at the Brandenburg Gate and quotes displayed throughout the city



Fotos: spring brand ideas

←
Campaign motif:
Berlin is
"done with walls"



→
Other campaign motifs throughout
the city

Sixty-four percent of international respondents associate Berlin with the Peaceful Revolution of 1989. In early March 2017, drawing on this special sense of freedom, the *be* Berlin campaign launched an initiative that invites Berliners to engage in a dialogue about what freedom means to them. Under the hashtag #FreiheitBerlin, Berliners and visitors can upload their personal statements on freedom in the form of pictures, quotes, drawings and the like. In April 2017, the *be* Berlin campaign translated Berliners' different sentiments into motifs and displayed them online and throughout the city with the claim "Weil es geht in Berlin" ("Because you can in Berlin"). Today, an increasing number of personalities are getting involved with their own freedom statements and stories, including Michael Michalsky, Mo Asumang, Olivia Jones, Sascha from Boss Hoss, Die Beginner and Maite Kelly.

This year, Berlin-based companies and institutions will also get involved with their own initiatives: for example, Deutsche Bahn will send an S-Bahn through Berlin to act as a freedom ambassador every day starting in July. Osram will use their own high-tech to light up a large installation that makes freedom shine; and during the Festival of Lights, Galeria Kaufhof will display its commitment to freedom on an entire building. Tip and Zitty magazines will be asking their readers what freedom means to them in their district.

On an international level, the campaign will celebrate this year's city-partnership anniversaries with Los Angeles, Paris and Brussels by fostering a dialogue on freedom. For example, *be* Berlin will travel with different Berlin players to Brussels in September 2017 for the 25th city anniversary.



In addition to a photo exhibition with freedom ambassadors from both partner cities, there will also be events in the areas of business, science, culture, cuisine and music. In October 2017, *be* Berlin will visit Los Angeles to celebrate the 50th anniversary of their city partnership. The goal is to generate an inspiring exchange about the concept of freedom with an exhibition and a mixed program of film, music, art, technology and cuisine. To close out the event, Berlin will gift L.A., its partner city, a "longtable" to mark a wonderful moment of freedom.

→
Bettina Rust
at the ECHO
2017 with Die
Beginner and
Olivia Jones



SISTER CITIES FO

What do Berlin and Los Angeles have in common? ideas can be explored without restrictions, ideologi

They are both places where today's artists, scientists, writers, tech entrepreneurs and creatives want to be most to work on ideas. They are places of creation that enrich people all over the world. And in 2017, Los Angeles and

Berlin are celebrating 50 years of being sister cities. It is not only their long, shared history that links the two cities to one another, but also a certain spiritual kinship, which is revealed in the statements from the cities' two mayors.



Los Angeles is a city of dreams, a place of boundless creativity and world-changing ideas. Its history is defined by those who have come here from

around the globe to follow their dreams and make them reality, and their contributions range from Hollywood, skateboards, and the electric guitar to the internet, the space shuttle, and the Mars Rover. These dreams could not come true without freedom – the freedom to be who you are, to live how you choose,

to experiment, to create, to innovate, to do things you can't do anywhere else. In L.A., we stand for tolerance, inclusion, respect for the rights and dignity of all people, and celebration of our shared humanity – and we affirm those values at every opportunity.

These shared values are what bind Los Angeles and Berlin and have served as the foundation of our long partnership. Berlin was one of our earliest Sister Cities and I look forward to a continued collaboration that elevates both cities as models of innovation, cooperation, solidarity and tolerance.
– Eric Garcetti, Mayor of Los Angeles

R 50 YEARS

They are both places where new, groundbreaking ideas or limitations



Berlin lives and loves freedom. We Berliners will never forget that peace and freedom are not a matter of course. They must be demanded and defended again and again!

who comes to Berlin can sense this. Whether you're a tourist, a startup founder, a creative professional or a research scientist – in Berlin, ideas become possibilities.

Like Berlin, Los Angeles is a place of longing that is famous for its many possibilities. In both cities, you can pursue your dreams and collaborate with others. Berlin emigrants from the film industry founded the Berlin – Los Angeles sister city relationship 50 years ago. What was true then is still valid today: the cities of dreams are and will remain Los Angeles and Berlin. – Michael Müller, Governing Mayor of Berlin

The Wall divided our city for decades. The loss of freedom is still a painful memory that spurs Berliners to be active in promoting openness and tolerance towards others. Our city is united by a shared longing to live and love as we wish. Everyone

Berlin: spring brand ideas, Photograph: Olof Heine; Portrait: M. Müller, Joachim Gern

More information on the 50th anniversary of the Berlin-Los Angeles sister city partnership can be found at www.berlin-losangeles.com, the partnership's digital home and a meeting point for Berliners and Angelenos. The website posts information on events and stories told by compelling individuals from the world of art, culture, music, business, food and film.

EAT ART – THE ART OF THE EPHEMERAL

“Look, but don’t touch” is usually the golden rule in museums. When experiencing Kristiane Kegelmann’s art installations, however, that rule is the first to go. She invites visitors to discover her sculptures using all of our senses, including sight, smell and especially taste. “I work with ephemeral and edible materials; chocolate is a medium I often use,” says Kegelmann. Her art consists of small, thin and hollow bodies made of chocolate and filled with fruit jelly or vegetables or salad. “Something has to happen in your mouth, caused either by a harmonious taste or a contrast, perhaps in the consistency or a sweet versus sour.”

“It was clear to me early on that Berlin was the city in which I could realize this type of work”

In order to be able to create an installation out of individual parts, she uses concrete, wood and steel elements that enhance, categorize and complement the edible parts. Upon first glance, viewers cannot tell the difference between what is edible what is not. Indeed, Kegelmann always works with structures and refines her chocolate wrappers with paint-like or cracked surfaces that appe-

ar strikingly similar to metal or stone. Her guests are often hesitant at first, she notes, probably because eating art is not an everyday experience. And yet it is precisely this process – the transformation of the work of art – that forms part of Kegelmann’s aesthetic understanding. She uses her sculptures to pose the question as to whether the value of a work of art can lie in its ephemeral nature. “Anything we experience with all of our senses is something special – it stays in our mind. It is an experience and not just one sculpture among many.” After the edible part of the artwork is experienced, the remaining concrete, glass or metal elements represent the finished work of art that can be put on exhibition and recall something that once was.

The idea of making art out of edible elements came to Kegelmann in Vienna, where she was working in a Patisserie. “It was clear to me early on that Berlin was the only city in the German-speaking world where I could realize this type of work,” she says, noting that the city’s atmosphere is relaxed and open and people are accessible and enthusiastic about trying new things. In all of her work, she places special value on the quality and origin of her edible materials. “I would love to be able to work solely with products from the region, but that’s impossible with chocolate.”

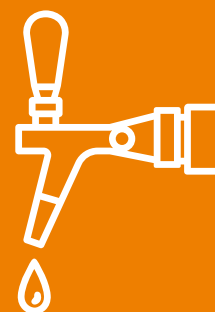


She presents her works of art at exhibitions but also at corporate events and family celebrations. Each model is handcrafted individually and, depending on the effort involved, can take from one to two months. At her atelier in Prenzlauer Berg, which was completed in March, she gives workshops on different themes. Participants can try their hand at chocolate art, but also learn techniques and get to know other foodies. At the end of each workshop, the group gets to savor the tiny works of art together and each participant is allowed to take something home – in keeping with the motto: look, touch and enjoy.

Text: Christin Berges

MECCA OF MICROBREWERIES

Berlin – The Capital of Beer Startups



India pale ale, porter or SHIPA – it's hard to imagine the German capital without craft beer. Having begun in the USA, the craft beer wave has now veritably soaked Germany. The number of breweries in Berlin and Brandenburg has more than doubled over the past 20 years. Just since 2006 the number has grown from 38 to 65. "The main cause has been the burgeoning craft beer scene in Berlin," reported the Deutsche Brauer-Bund (German Brewers Federation) to the Deutsche Presse-Agentur (German Press Agency). Over the past year, the number of breweries nationwide has risen by 16 to make a total of 1,408 brewing sites – the largest single-year increase since reunification.

CREATIVE MICROBREWERIES IN BERLIN

The road beer, beer in a late-night grocer, at open-air concerts, in parks, pubs, bars and clubs – craft beer is in harmony with consumers' desire for individuality. IPA, red beer, stout, porter, lager – not only are the varieties of beer creative, but the craft beer startups are guided by their very own philosophy. Take, for example, Quartiermeister from Berlin-Kreuzberg. The idea that civic engagement should be fun and bring people together was a driving force behind Sebastian Jacob founding of Quartiermeister as a student in 2009 – beer for the hood. With its profits from craft beer sales, Quartiermeister supports social projects in the neighborhood. BRLO – the Old Slavonic root word of the name "Berlin" – is also committed to social projects in Berlin. In 2014, fellow university students Katharina Kurz and Christian Laase founded the craft beer

label BRLO, and the BRLO BRWHOUSE at Gleisdreieck has since become a brewery, restaurant, bar and beer garden all in one. In 2015, the beer enthusiasts and startup professionals Uli Erleben, Finn Age Hänsel, Robin Weber and Michèle Hengst founded the Berliner Berg brewery, which is named for its perch atop Neukölln's Rollberg neighborhood. The young brewery would like to reintroduce the tradition of artisanal brewing to Berlin and Germany while combining traditional brewing expertise with the ideas of the craft beer movement; one result already on the market is its modern version of the Berliner Weiße.

MORE THAN JUST HOPS, MALT, YEAST AND WATER

The term "craft beer" denotes beer that is produced artisanally, without additives and in small batches by an independent, regional brewery. Since the 1970s, craft beer has been a flourishing trend that originated with home brewers and is emanating from North America. In 2015, there were more than 4,000 craft breweries in the USA. In the past five years, the idea of craft beer has caught on in Europe as well – from England to Scandinavia, Italy, Spain and Germany. The German craft beer scene continues to grow steadily, especially in Berlin. Craft beer dovetails with the new food culture, which prioritizes quality over quantity, the proximity of producer to consumer, transparency and authenticity.

*Federal Office of Statistics

Text: Anna Knüpfung



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