

Facts and Figures

Berlin has ...

... 1.4 million inhabitants under the age of 35

... 134,500 university-level students, 15.9% of whom are from abroad

... 20,000 university-level graduates per year

... 7,000 restaurants, bars, cafés and lounges

... 9 fashion schools ... 140 stages

... 450 galleries ... 700 fashion designers and labels

... 2,500 advertising, marketing and PR agencies in Berlin

... 5,000 companies active in the software and telecommunications industries in Berlin

... 2,200 companies active in the film and TV industries in Berlin-Brandenburg



Headquarters of Universal Music, MTV und VIVA



Medienwoche Berlin-Brandenburg

Media City

— Around-the-clock news emanates from the Government District as hundreds of German and foreign journalists work 24/7 at the Bundespressehaus (Federal Press House) and countless other editorial offices in the capital city. Berlin is home to rbb, MTV, VIVA and Deutsche Welle TV, as well as other prominent domestic and foreign broadcasters, such as ARD, ZDF, RTL, Sat.1, N24, CNN, BBC, RAI, France 2, Al-Jazeera, TRT-INT and the financial news service Bloomberg TV. Forty different radio broadcasters inform and entertain radio listeners in the capital region. The capital has 14 daily papers, four Sunday papers, three weekly newspapers, 15 city magazines, more than 75 ad papers and several national papers. In Berlin-Brandenburg, there are roughly 15,000 companies with over 150,000 employees working in media and communications – ideal professional conditions for young talent. Some 22,000 students are enrolled in the roughly 50 media- and communications-related programs at the region's institutes of higher learning.

The Berlin-Brandenburg region also holds tremendous attraction for the film and TV industries, with over 2,200 film and TV companies hard at work in the area. The Berlin-Adlershof Studio, Babelsberg Studio, and Berliner Union-Film each offer outstanding production facilities. Plus, more and more young filmmakers are discovering Berlin as a filming location. Each year, over 300 films are made here, all of which contribute to Berlin's top international reputation, including "The Pianist," "The Reader" and "Valkyrie." The region is also a major source of new ideas for German cinema and plays a prominent role in internationally successful films, such as "Run, Lola, Run," "Good Bye, Lenin," "The Lives of Others" and "Keinohrhasen."

www.bgnm.de | www.echopop.de | www.hfm-berlin.de | www.k7.com | www.kitty-yo.com | www.mtv.de | www.music-in-berlin.de | www.sonymusic.de | www.udk-berlin.de | www.universal-music.de | www.viva.tv | www.bbfc.de | www.berlinerunionfilm.de | www.dffb.de | www.medienboard.de | www.medienwoche.de | www.mediacity-adlershof.de | www.studio-babelsberg.com | www.ufa.de



Campus Studio: Up-and-coming filmmakers on location in the Potsdamer Platz Arkaden

Media Festivals

— Since 1950, the Berlin International Film Festival has been a major meeting place for filmmakers and actors from all over the world. With over 20,000 accredited visitors and more than 430,000 tickets sold, the "Berlinale" is truly a public celebration of cinema. In addition to the Berlinale's Golden and Silver Bears, the capital is also home to the Deutscher Filmpreis (German Film Awards) and the Europäischer Filmpreis (European Film Awards), which are conferred every two years. The First Steps Young Talent Award, which honors the best films produced by students graduating from German film schools, is highly prized. The Interfilm Short Film Festival provides insights into contemporary international short film. Furthermore, every September, Berlin hosts the IFA, the world's largest trade fair for consumer electronics, telecommunications and entertainment.

www.berlinale.de | www.deutscherfilmpreis.de | www.ifa-berlin.de | www.interfilm.de | www.prix-europa.de | www.sehsuechte.de



The "be Berlin" capital city marketing campaign

Advertising / PR

— Berlin is where the talent is. Roughly 2,500 advertising, marketing and PR agencies already take advantage of the creativity bursting in the capital. International networking agencies collaborate with established national representatives to create a strong and innovative advertising and PR industry. Aspiring ad men and women are also attracted to Berlin and especially to the Social and Business Communication Program at the University of the Arts (UdK). Industry highlights include the Berliner Werbekongress – Germany's largest recruiting trade fair for young talent – and the Art Directors Club Competition, which hands out its coveted "nail" awards in gold, silver, and bronze to the crème de la crème in world of German advertising every year. www.butter.de | www.heimat-berlin.com | www.incorporate.de | www.jk-kom.de | www.media-consulta.com | www.metadesign.de | www.publicis.de | www.s-f.com | www.shanghai-berlin.com

New Media

— Berlin played a decisive role in the Internet boom of the 1990s. These days, flagship companies, such as eBay, mobile.de and studivZ, continue to feel at home in the capital region. Among the over 5,000 software and telecommunications companies are many small and medium-size firms as well as several specialized service providers with highly developed IT and creative skills. For this and other reasons, Berlin is a major leader in the relatively young industries of computer gaming and mobile services. Berlin also offers excellent educational opportunities and training programs in new media and design, for example, with programs at the University of the Arts (UdK), the HTW University of Applied Science, the Berlin Weissensee School of Art and Design and the L4 Institute for Digital Communication. The Games Academy in Berlin is the first German-speaking educational facility designed specifically for the games industry. www.bvdw.org | www.games-academy.de | www.game-bundesverband.de | www.htw-berlin.de | www.interface-berlin.org | www.kh-berlin.de | www.l-4.de | www.metadesign.de | www.studivz.net | www.udk-berlin.de



Young

Berlin



TV Tower at Alexanderplatz

Boxhagener Platz



The "Badeschiff" in Treptow – A floating pool in the Spree River.



ESMOD Berlin's graduating students show their work at the Arena in Treptow



Christopher Street Day



"Ars melancholiae" by Juan Kruz Diaz de Garaio Esnaola at the RADIALSYSTEM V



Ludwig Erhard Haus is home to Berlin Partner among many others

Young City

— Berlin doesn't just feel young; it is young. Roughly 40% of the city's residents are under 35. Berlin is home to Germans from all over the country plus more than a half million people from over 180 nations. Approximately 15.9% percent of the 134,500 students enrolled at the city's four universities, four art schools, seven universities of applied sciences and 19 private university-level schools are from foreign countries.

Berlin is an open and dynamic 21st century metropolis. Since the Wall fell in 1989, young and creative professionals have been reclaiming the city center and ushering in a new and exciting era with the help of original business ideas, innovative services and shops.
www.berlin.de | www.berlin.de/Berlin360 | www.berlin.de/stadttouren | www.berlin-partner.de/berlinkalender

Young Culture

— Berlin is a lab and workshop for young, independent culture. This is where innovative aesthetic forms of expression and original business ideas are tested and put into practice. New art spaces, clubs, media agencies and festivals are constantly emerging. The scene thrives on crossovers among various cultural fields, including performance art, theater, film, writing, music, labels, choreography, architecture, clubs, design, fine art and photography. Young professionals from all of these disciplines are closely connected and collaborate on projects. This mixture makes the young cultural scene in Berlin incredibly interesting and innovative. Berlin is one of only three cities worldwide to be designated a UNESCO "City of Design" and accepted into the worldwide Creative Cities Network.

www.berlindesign.net | www.create-berlin.de | www.designpool-berlin.de | www.idz.de | www.medianet-bb.de

Lifestyle

— In Berlin, nightlife and lifestyle go hand in hand. New trends are constantly being discovered and original fashion and music styles established. The city's more than 7,000 restaurants, bars, cafés and clubs offer plenty of opportunities for leisure and fun on a 24/7 basis. The vibrant districts at the very center of Berlin, in particular, are now major attractions for Berliners and visitors from all over the world. Music is especially important to the lifestyle here. For example, the independent scene that flourished as a result of the popularity of techno music, which was performed in abandoned buildings, basements and clubs, led to a lifestyle that has had an indelible influence on entire city districts. Offbeat boutiques, underground labels, original cafés and bars, ateliers, workshops and agencies spring up in trendy areas where creative young professionals work by day and dance by night. The districts around Hackesche Höfe, Kastanienallee and Simon-Dach-Strasse are only a few examples of the areas vibrating with an exciting tempo. Above all, the scene is dominated by a tremendous openness towards a variety of lifestyles and, in fact, many of the latest trends have their roots in Berlin's gay and lesbian communities.

www.berlin030.de | www.berlinonline.de/clubs-und-nightlife | www.berlinmagazin.com | www.out-in-berlin.com | www.prinz.de/berlin | www.siegessaerule.de | www.tip-berlin.de | www.zitty.de

Fashion

— Fashionable club wear is a Berlin specialty. Urban chic from young fashion designers is yet another area of expertise. Roughly 700 young designers and labels continue to set new trends in Berlin, while the next generation of creative designers is being trained at the city's nine fashion schools, including the University of the Arts (UdK), the Weissensee Kunsthochschule Berlin School of Art, the Lette Verein, the EsmoD and many more. A number of fashion fairs and industry networks consistently attract to Berlin an international audience of professional buyers, agencies and the biggest names in the fashion industry. Highlights of the Berlin fashion calendar are the Berlin Fashion Week, the PREMIUM, the Bread & Butter and the Walk of Fashion.

www.berlinomat.com | www.breadandbutter.com | www.fashion-week-berlin.com | www.kh-berlin.de | www.lette-verein.de | www.modesearch.de | www.premiumexhibitions.de | www.walk-of-fashion.de

Club Culture

— The capital's vibrant club scene has a tremendous influence on young Berlin. More than 200 bars, clubs and lounges keep the city's pulse beating strong. Drawn to districts such as Mitte, Prenzlauer Berg, Friedrichshain and Kreuzberg, the alternative scene is constantly on the move, seeking out the latest hot "places to be." Old cellar vaults, car repair shops and abandoned factories provide the spaces for young Berlin to dance the night away. And clubs such as Tresor, Sage Club, 90 Grad and Maria am Ostbahnhof continue to set international standards. Events featuring cutting-edge Eastern European artists of all genres are also very popular, especially in the former East Berlin districts, which are home to clubs such as "Kaffee Burger", Café Moskau and "Club der polnischen Versager." Many of these venues feature wild lineups that include readings, exhibitions and light installations.

www.90grad.com | www.berghain.de | www.clubdervisionaere.com | www.clubmaria.de | www.clubmoskau.com | www.iconberlin.de | www.kaffeeburger.de | www.polnischeversager.de | www.rosis-berlin.de | www.sage-club.de | www.so36.de | www.tresorberlin.de | www.water-gate.de | www.week-end-berlin.de

Festivals

— Every summer, a number of prominent festivals transform Berlin into one big open-air stage. Whether it's world music, rock, pop, cinema, street festivals or theater, there's always something for everyone. Every year, the colorful gay and lesbian parade on Christopher Street Day (CSD) attracts thousands of visitors from throughout Germany and abroad to the capital. People from over 70 nations participate in the annual Carnival of Cultures, a colorful street festival and carnival parade. The Fête de la Musique music festival marks the beginning of the summer each year in Berlin. The Museum Island Festival at the Lustgarten opposite the Altes Museum offers a diverse program of workshops, dance, readings, games and sports all through the summer.
www.berlin-partner.de/berlinkalender | www.csd-berlin.de | www.fetedelamusique.de | www.karneval-der-kulturen.de | www.museumsinsel festival.info

Literature

— Berlin's literary scene is multifaceted and includes readings in Berlin literary houses, literary get-togethers in clubs and major events such as the Berlin International Literary Festival, the Berlin Märchentage (Fairy Tale Days) and the Berlin Poetry Festival. From Noble Prize laureates to underground poets – more than 500 writers call Berlin home, including such prominent names as Ingo Schulze, Julia Franck, Sven Regener and Wladimir Kaminer. A total of 300 publishing houses have their headquarters here, including such major industry players as Suhrkamp, Axel Springer, Cornelsen, de Gruyter and Ullstein. With roughly 9,000 first editions published in Berlin each year, the capital is now the most important publishing city in Germany's.
www.lcb.de | www.literaturfestival.com | www.literaturhaus-berlin.de | www.literaturwerkstatt.org | www.maerchenland-ev.de

Theater | Dance

— Young theater fans really get their money's worth in Berlin. Every day, the curtains rise at over 140 stages and "off theaters" on classical theater, musicals, experimental theater and variété. Innovative theater locations include the Radialsystem V, Volksbühne am Rosa-Luxemburg-Platz, Schaubühne am Lehniner Platz and Hebbel am Ufer (HAU). Also known for their innovative productions are Pfefferberg, Prater, Sophiensaele, Tanzwerkstatt Berlin and ufaFabrik Berlin. Every May, the large theater houses participate in the internationally renowned Theatertreffen Berlin. Yet another highlight is Tanz im August, a major international dance festival in Berlin.

www.berlin-buehnen.de | www.berlinerfestspiele.de | www.hebbel-am-ufer.de | www.pfefferberg.de | www.radialsystem.de | www.schaubuehne.de | www.sophiensaele.com | www.tanzwerkstatt.bkv.org | www.tanzimaugust.de | www.ufafabrik.de | www.volksbuehne-berlin.de

Art

— The tremendous public and media attention generated by events such as the Berlin Biennale for Contemporary Art and the Art Forum Berlin prove that Berlin has developed into a prominent international center for contemporary art. Art enthusiasts are treated to more than 180 museums and collections as well as a young and internationally networked gallery scene. Over 450 galleries exhibit a broad range of art ranging stylistically from classical modernism to experimental works. Art appreciation is often accompanied by performances, readings, multimedia shows and performances. A special highlight of the Berlin art scene is the popular Long Night of Museums.

www.art-forum-berlin.de | www.berlinbiennale.de | www.berliner-galerien.de | www.lange-nacht-der-museen.de

Business

— Berlin is the capital of young talent and a major testing ground for new products and services. The driving forces behind these trends are the 20,000 annual graduates of Berlin's many university-level educational facilities. These graduates represent the next generation of qualified professionals in media, music, IT and communication, biotech, transport, medical tech and environmental technology. Berlin also offers excellent conditions for service providers, such as technology-oriented companies. Europe's most modern technology park is located in southeastern Berlin at the Adlershof City of Science, Technology and Media, where science and business work hand in hand. At the Berlin-Buch Campus in the city's northern end, one finds Germany's highest concentration of clinics, biomedical institutes and young and innovative biotech companies. A number of innovators and founders' centers also support and promote young companies from all branches. The first stop for companies interested in setting up operations in the region is Berlin Partner, a private-public agency that provides comprehensive business development and foreign trade support from one convenient source.

www.berlin-partner.de | www.businesslocationcenter.de | www.campus-berlin-buch.de | www.messe-berlin.de | www.projektzukunft.berlin.de | www.technologiestiftung-berlin.de | www.wista.de