



f r e i r a u m ü b e r b e r l i n

PANORAMA37
ALEXANDERPLATZ · BERLIN

freiraumfürweitblick
freiraumfürneues
freiraumfürprojekte
freiraumfürargumente
freiraumfürevents
freiraumfürkunst
freiraumfürideen



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freiraum – open space with a view

High above Alexanderplatz, Freiraum offers an unusual view of the world. Surprise your guests with a 360 degree panorama, an evocative vision embracing past and present chapters in the life of Berlin. From Alexanderplatz and Karl-Marx-Allee to the TV Tower and Red City Hall, Berlin Cathedral and Potsdamer Platz, Brandenburg Gate and Reichstag – while all these locations have their own stories to tell

about the varied history of Berlin, they also represent the spirit of change, new developments, and a city in flux. So much to see, so much to talk about. Inspired by the unique location, your guests are bound to be intrigued by your unusual choice of venue.

360°



freiraum – space for new ideas

Are you planning to present your latest fashion collection or beauty news, designer fashion or street fashion? Would you like to introduce a new product to your business partners, friends and representatives of the media or introduce them to important changes taking place in your company, political party, association or society? Would you like to stage an event with a long-lasting effect that still comes across as unconventional without protocol or “red carpet”? Freiraum gives you the freedom to choose

color and form, visuals and acoustics, cultured elegance or original charm, allowing you to create an atmosphere that provides just the right setting for your product or project. This is the perfect location for your creativity, knowhow and individual style to take center stage. Reachable in 30 seconds - with our express elevator.

30s



freiraum – showcasing your project

Freiraum is one special place – if you are tired of prefabs, have a taste for the unusual and love the element of surprise, this could just be the challenge you need. If you're considering taking a fresh approach to presenting your new product or large-scale project, this is the ideal location. For those wishing to showcase their media production with flair, this unique studio in the center of the capital has that special something. When it comes to the ultimate Berlin showcase for your product or project, there is no limit

to the possibilities Freiraum has to offer. Meanwhile down below, while broad city arteries cut their paths through the urban landscape like streams of lava, you can watch life pulsing by on Alexanderplatz, in the shopping emporiums and around the train station. You are right in the heart of this European capital, yet high above the big city hustle and bustle.

37th floor



freiraum – space for expression

Make a statement to the media, express your point of view on an issue of public interest or simply provide a select group of people with the opportunity to air their questions about people or happenings, events past or future, successes or setbacks. For those looking for a location with an off-the-wall ambience which stresses the importance of the themes and points of view being presented, that underlines

the mutual respect among the players involved thanks to the uniqueness of its location and presents a natural setting emphasizing an open-minded outlook on life and all its inherent challenges, Freiraum is the place. High above the heart of the city, a place that stands for composure and vision, detachment and overview.

400pers.



freiraum – ideal for events

Whether sun-drenched or shrouded by cloud, whether tinged with the unearthly red-orange glow of a glorious sunset or the blue hour just after – this is a special place in a special city offering an impressive interaction of light and color, form and composition, motion and tranquility, detachment and intimacy. The opportunity to give your special event a distinctive touch is all yours. The uniqueness of the loca-

tion is bound to amaze you, inspiring you to design concepts that are one of a kind. The spectacular impression your guests will take home will remain in their memory for a very long time. 120 m above the heart of Berlin.

120m

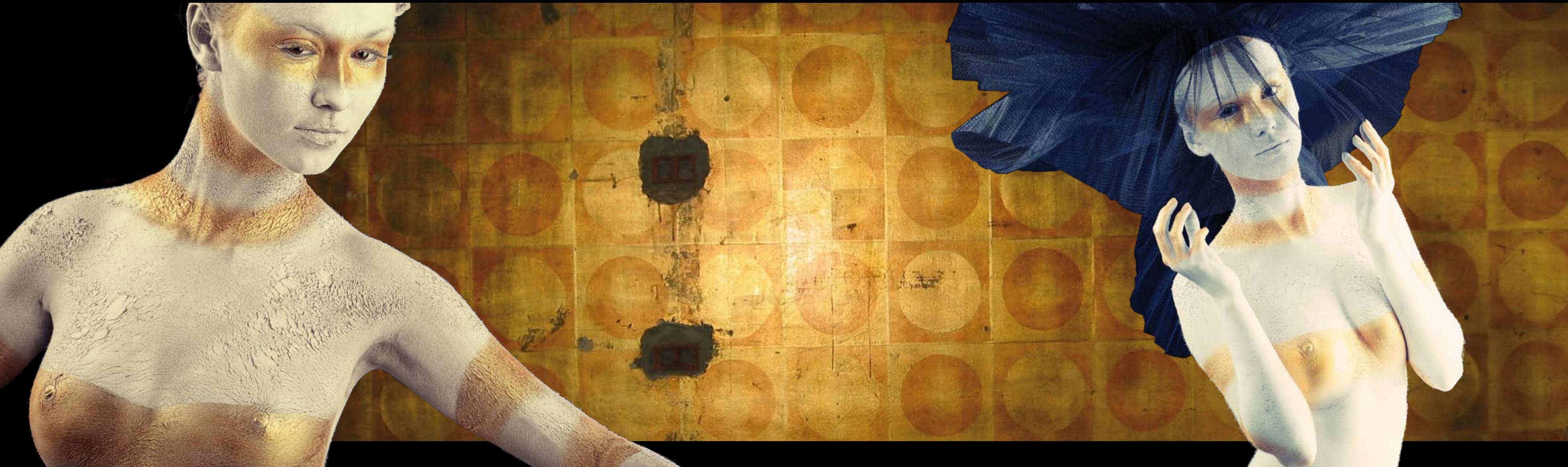


freiraum – room for art

Be it painting, fine arts, photography or arts and crafts, the neutral background Freiraum has to offer provides just the right contrast to bring out those hidden depths in your masterpieces. The provisional, at times mysterious character along with the rough building-site ambience of the location perfectly contrast the beauty and elegance art often seeks to objectify. Whether you are an exhibitor, gallery owner,

artist, patron or collector, the innumerable possibilities offered by Freiraum facilitate the presentation of exhibits in spectacular style, placing them at the center of attention right in the heart of the city. Available 365 days a year.

365d

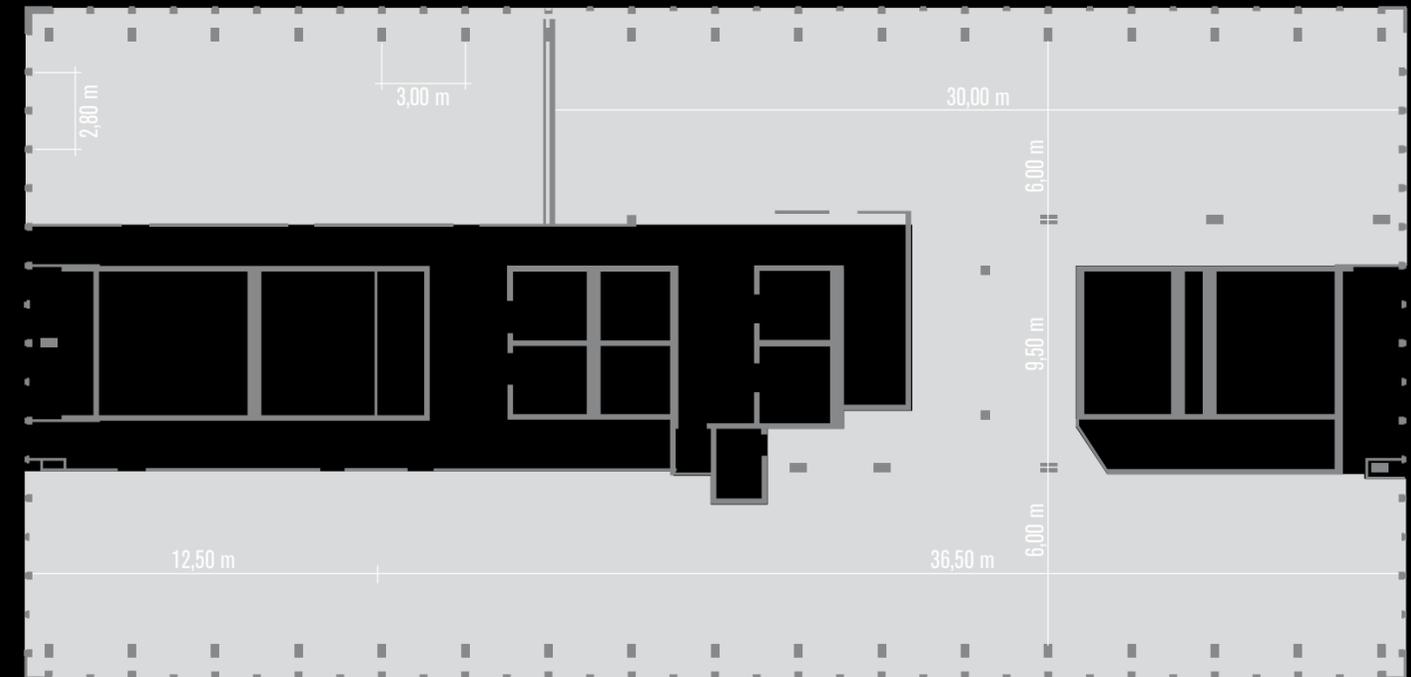
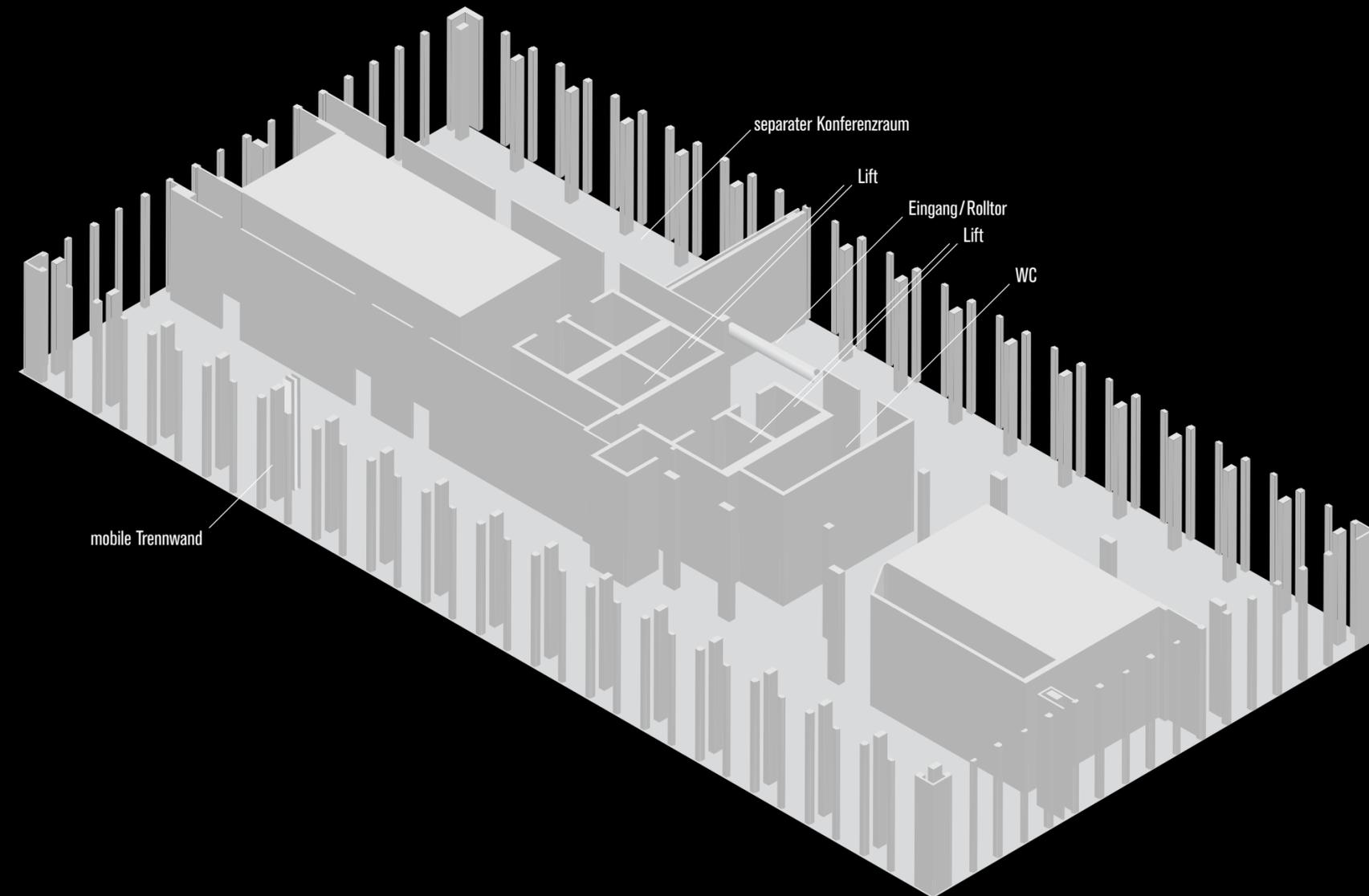


freiraum – freedom to be creative

The right kind of space is required to develop new ideas and unconventional projects, space free from structure and pattern that inspires the right creativity and originality to reach the intended target group. With 800 m² of floor space, Freiraum has exactly this and more to offer: a space that stimulates creative thought and inspires original concepts. The room, with its raw concrete walls and lack of intrusive

furnishing, suggests a work in progress, mirroring the city that surrounds it. Freiraum is the flexible platform where original design and furnishing concepts can find expression; from evocative surroundings inspiring individuality and imagination to a spectacular arena for all manner of unusual and idiosyncratic projects.

800m²



i n f o r m a t i o n

The Park Inn by Radisson Berlin Alexanderplatz leases its entire 37th floor for both short- and long-term use. The room has a floor space of 800 m². There are no permanent furnishings, the walls are unpainted and are not wallpapered. Parts of the ceiling are without paneling. Customers have the freedom to furnish and design the room in their own unique way to suit their particular event. 120 m above the ground, floor-level windows offer a panoramic view of the city and its distinctive architecture, from

the center of town all the way to the outskirts. The necessary supply lines and sanitary facilities are available. On request, the Park Inn by Radisson Berlin Alexanderplatz can also supply all necessary furniture. Top quality full catering services can be provided by the hotel. External catering can also be arranged.

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Alexanderplatz 7
10178 Berlin

phone: 0049 (0)30 2389 - 2389
fax: 0049 (0)30 2389 - 4551

mail: freiraum@panorama37.de

