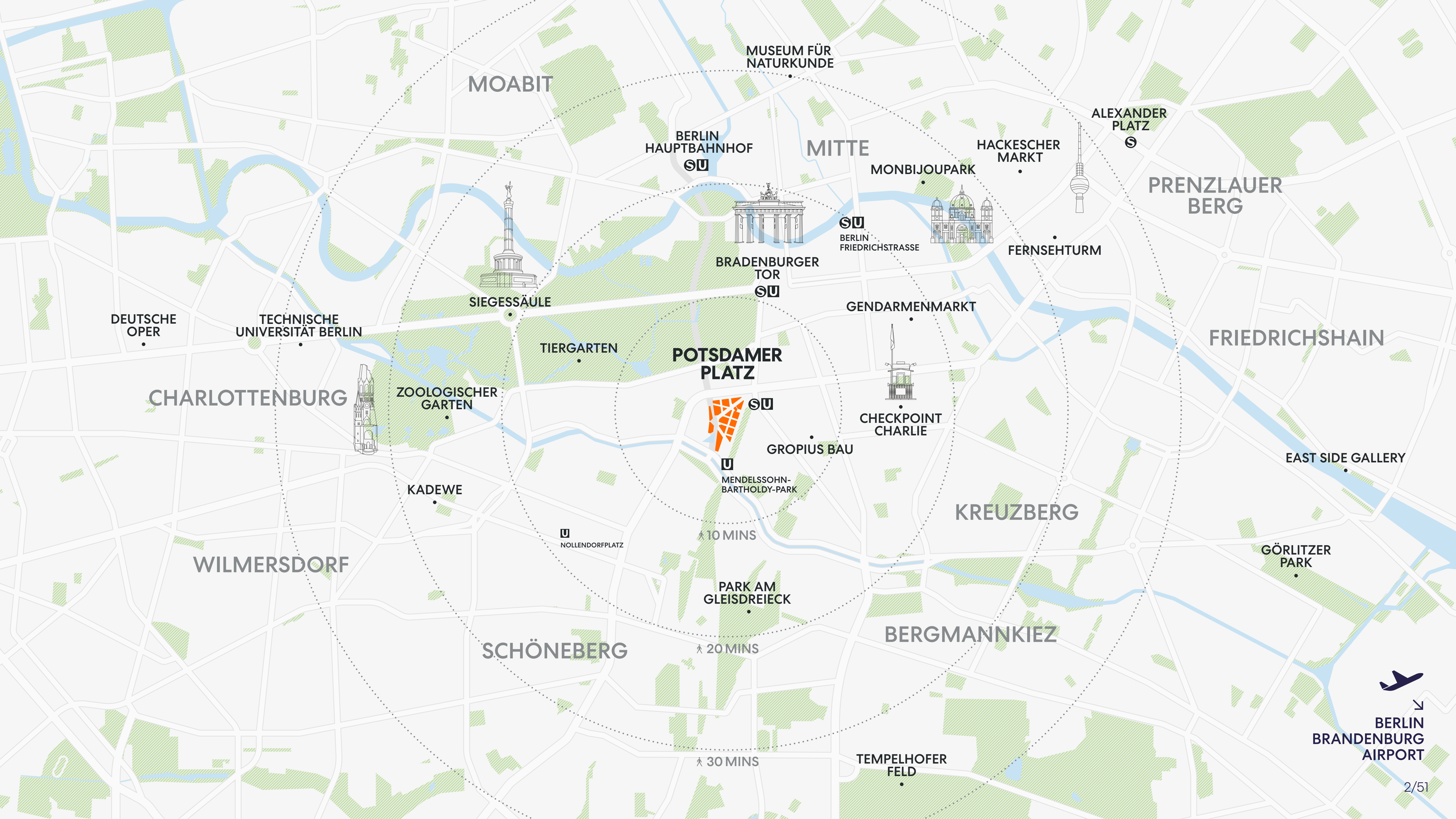


RETAIL

POTSDAMER PLATZ

Rental and Event Opportunities





MOABIT

MUSEUM FÜR
NATURKUNDE

BERLIN
HAUPTBAHNHOF
SU

MITTE

HACKESCHER
MARKT

ALEXANDER
PLATZ
S

PRENZLAUER
BERG

MONBIJOU PARK

FERNSEHTURM

BRADENBURGER
TOR
SU

SIEGESSÄULE

TIERGARTEN

POTSDAMER
PLATZ
SU

GENDARMENMARKT

CHECKPOINT
CHARLIE

GROPIUS BAU

MENDELSSOHN-
BARTHOLDY-PARK

10 MINS

PARK AM
GLEISDREIECK

20 MINS

30 MINS

SCHÖNEBERG

BERGMANNKIEZ

TEMPELHOFFER
FELD

FRIEDRICHSHAIN

EAST SIDE GALLERY

GÖRLITZER
PARK

BERLIN
BRANDENBURG
AIRPORT

Berlin's Most Dynamic Destination



Our Visitors

Potsdamer Platz is a new kind of urban centre in Berlin's dynamic community. An energetic place, comprised of Berliners, Office Workers and Tourists, attuned to what's happening now in global and local culture.

Contemporary Life

Embracing its iconic past while responding to the rhythms of contemporary life; Potsdamer Platz is where much loved local brands meet world-class entertainment and events.

>110,000

Visitors a day

~30,000

Employees at
Potsdamer Platz

54.1%

from Germany vs
45.9% International visitors



A Place To Work

Potsdamer Platz includes 130,000 sqm office space in total and offers workspace for 30,000 employees daily.









A Place To Shop

With The Playce, Potsdamer Platz offers Berlin's first "retailtainment" destination with new concept stores and some European exclusives.











A Place To Dine

With a total of 20 places to grab lunch or have a fine dining experience. Potsdamer Platz has an option for every moment of your day.











A Place To Experience

A place that offers exclusive and unexpected experiences alongside local classics, sparking interest and encouraging reconnection.











Be at the centre of it all

270k

m² total estate space

130k

m² office space

46k

m² retail space

300+

Residential units

2

Five star hotels

19

Cinema screens

World-class theatres

Berlin's largest casino

2k+

underground parking slots

Opportunity Spaces Around Potsdamer Platz

1. Fontaneplatz

Visual axis to the railway station PPL

2. Varian-Fry-Straße

Visual axis to The Playce and main road Potsdamer Str.

3. Voxstraße

(Between A2 and A3) Directly at the Cinemaxx cinema

4. Joseph-von Eichendorff-Gasse (East)

Side street of The Playce

5. Joseph-von Eichendorff-Gasse (West)

Side street of The Playce

6. Rudolph-von-Gneist-Gasse (East)

Side street of The Playce

7. Rudolph-von-Gneist-Gasse (West)

Side street of The Playce

8. North Entrance The Playce

Main entrance to the shopping centre

9. South entrance The Playce

Visual axis to MDP

10. Outdoor Stairs

Private Outdoor Stairs

11. Outdoor Stairs

Private Outdoor Stairs

12. Marlene-Dietrich-Platz

Private outdoor land (under the roof)

13. Atrium Eichhornstrasse 3

High indoor space located in the biggest office building on the estate

14. Event Hub Eichhornstrasse 3

Event Space with a kitchen and small terrace located on the 19th floor

15. Office Space Eichhornstrasse 3

Big open Office Space located next the the Atrium

16. Atrium Potsdamer Platz 1

Indoor space located in one of the most iconic skyscrapers in Berlin

17. Office Space Potsdamer Strasse 7

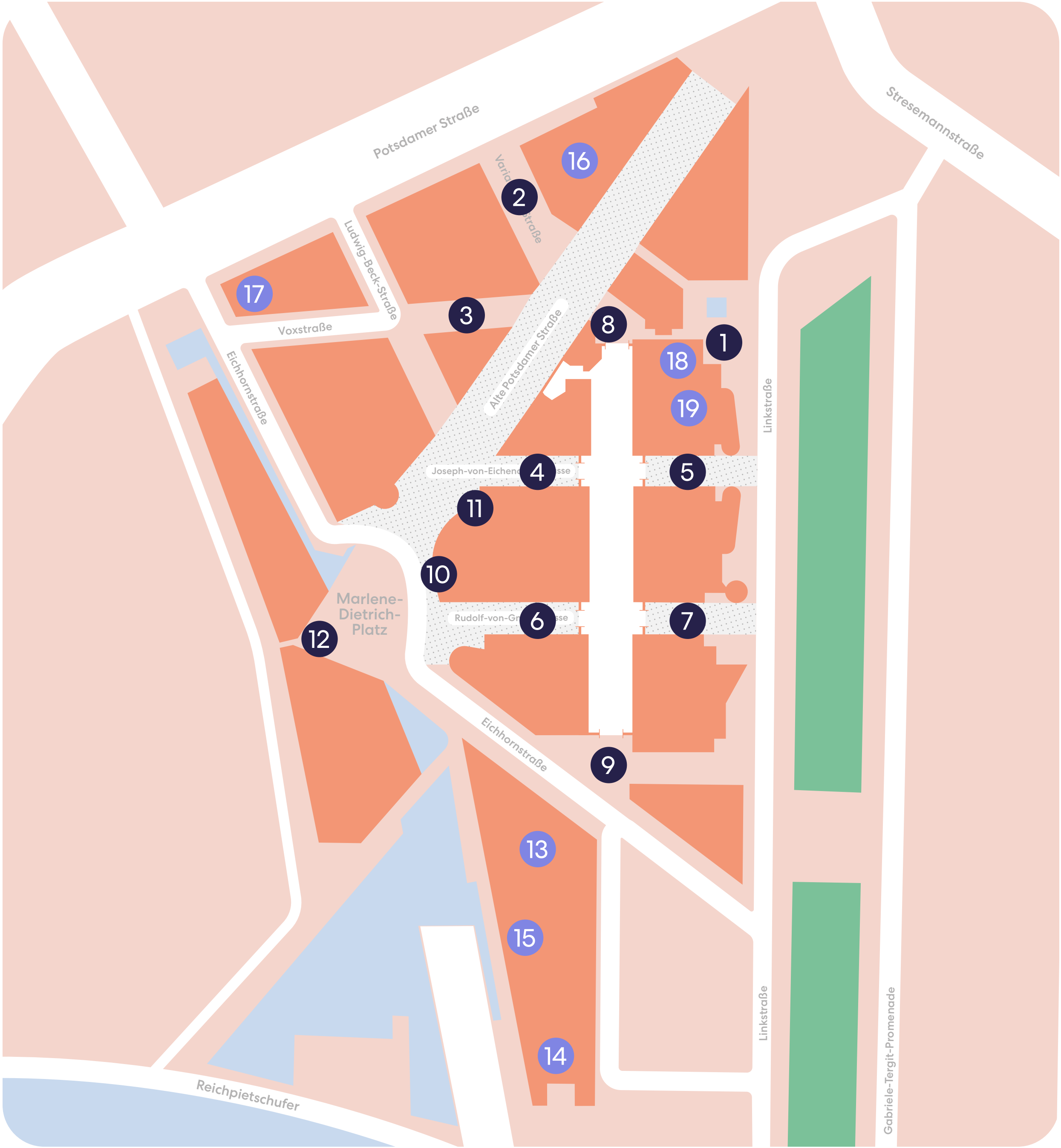
Office space with Tiergarten views and rooftop terrasse

18. Office Space Linkstrasse 2

Office space with Potsdamer Platz views

19. Lobby Linkstrasse 2

Bright and modern Lobby Space, with escalators, glas Fassades and roof and indoor gardening



Outdoor Spaces



OUTDOOR

1. Fontaneplatz

Small square directly located in front of Haus Huth in between Linkstraße 2 und Potsdamer Platz 11

355 m²

| | |
|------------------|--|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | in front of famous Haus Huth, trees |
| Suitable for | advertising displays, signposting, promotion |



OUTDOOR

2. Varian-Fry-Straße

Private Street connecting Potsdamer Straße with Alte Potsdamer Straße and The Center with The Playce

50 m x 5 m

| | |
|------------------|---|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | connecting The Center (former Sony Center) and The Playce |
| Suitable for | advertising displays, signposting, promotion |



OUTDOOR

3. Voxstraße

Private Street in front of the Cinemaxx main entrance leading towards the main entrance of The Playce

35 m x 5 m

| | |
|------------------|---|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | direct connection to the North Entrance of The Playce |
| Suitable for | promotion, market stalls, advertising stands |



OUTDOOR

4. Joseph-von-Eichendorff Gasse (East)

Private Street connecting Linkstraße and The Playce via side entrance

40 m x 5 m

| | |
|------------------|---|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | entertainment focused location in between Lane7 and The Alchemist |
| Suitable for | promotion, market stalls, advertising stands |



OUTDOOR

5. Joseph-von-Eichendorff Gasse (West)

Private Street connecting Alte Potsdamer Platz and The Playce via side entrance

33 m x 5 m

| | |
|------------------|---|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | connecting The Playce with the public realm, next to Manifesto Market |
| Suitable for | promotion, market stalls, advertising stands |



OUTDOOR

6. Rudolf-von-Gneist Gasse (East)

Private Street connecting Linkstraße and The Playce via side entrance

40 m x 5 m

| | |
|------------------|--|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | two outdoor basketball halfcourts |
| Suitable for | promotion, market stalls, advertising stands |



OUTDOOR

7. Rudolf-von-Gneist Gasse (West)

Private Street connecting Alte Potsdamer Platz and The Playce via side entrance

50 m x 5 m

| | |
|------------------|--|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | direct access from Marlene-Dietrich-Platz (Spielbank, Cirque Du Soleil, Imax, Hyatt, Punchline Club) to The Playce |
| Suitable for | promotion, market stalls, advertising stands |



OUTDOOR

8. North Entrance The Playce

Small square directly at the northern main entrance of The Playce on private ground

approx. 120 m²

| | |
|------------------|--|
| Electricity | can be provided |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | public square in the center of the estate with the most footfall |
| Suitable for | promotion, market stalls, advertising stands |



OUTDOOR

9. South Entrance The Playce

Small square directly at the southern main entrance of The Playce on private ground

approx. 120 m²

| | |
|------------------|--|
| Electricity | can be provided |
| WC | public toilet in The Playce and Eichhornstraße 3 |
| Drinkable Water | can be provided |
| Waste Water | can be provided |
| Special Features | public square right at one of the main entrances of The Playce |
| Suitable for | promotion, market stalls, advertising stands |



OUTDOOR

10. Outdoor Stairs

Private Outdoor Stairs

approx. 75 m²

| | |
|------------------|--|
| Electricity | no |
| WC | public toilet in The Playce |
| Drinkable Water | no |
| Waste Water | no |
| Special Features | - |
| Suitable for | stair branding, photo shoots, movie location |



OUTDOOR

11. Outdoor Stairs

Private Outdoor Stairs

approx. 31 m²

| | |
|------------------|--|
| Electricity | no |
| WC | public toilet in The Playce |
| Drinkable Water | no |
| Waste Water | no |
| Special Features | Caro Amaya Artwork |
| Suitable for | stair branding, photo shoots, movie location |



OUTDOOR

12. Marlene-Dietrich-Platz

Private outdoor land (under the roof)

230 m²

| | |
|------------------|--|
| Electricity | can be provided |
| WC | public toilet in The Playce and Eichhornstraße 3 |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | huge outdoor area, cantilever roof, centered in between the main entertainment tenants |
| Suitable for | promotion, market stalls, advertising stands |



Indoor Spaces



13. Atrium Eichhornstrasse 3

High indoor space located in the biggest office building on the estate

80x14m (1.120 m²)

| | |
|------------------|--|
| Electricity | yes |
| WC | public Toilet at Eichhornstraße 3 |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | reception, 36 m ceiling height, event area for max. 1900 pax |
| Suitable for | events, promotion, photo shoots, movie location |



14. Event Hub Eichhornstrasse 3

Event Space with a kitchen and small terrace located on the 19th floor

749,55 m²

| | |
|------------------|--|
| Electricity | yes |
| WC | yes |
| Drinkable Water | yes |
| Waste Water | yes |
| Special Features | reception,event area for max. 199 pax |
| Suitable for | events, promotion, photo shoots, movie location |
| Disclaimer | not a fully equipped event location, all technical equipment self provided |

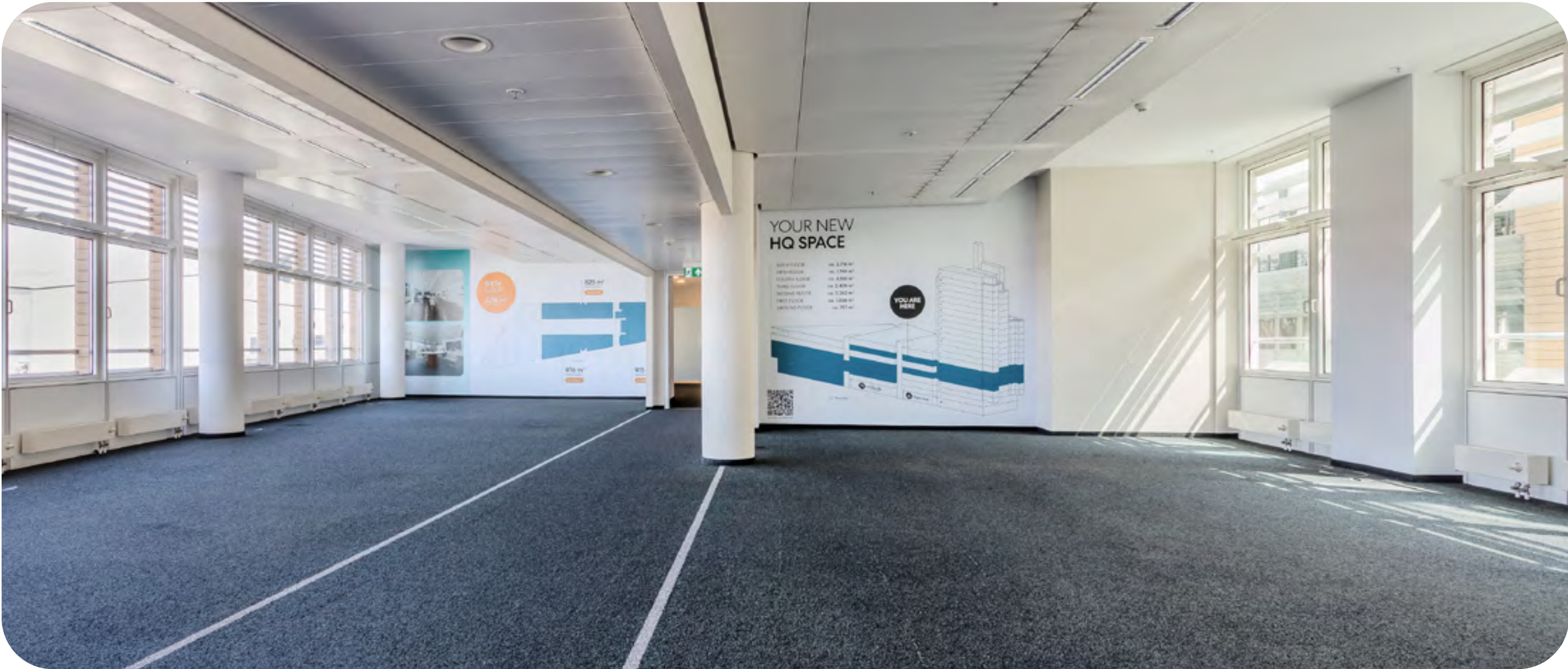


15. Office Space Eichhornstrasse 3

Big open Office Space located next the the Atrium

825 m²

| | |
|------------------|--|
| Electricity | yes |
| WC | yes |
| Drinkable Water | yes |
| Waste Water | yes |
| Special Features | office with wide open floor plan |
| Suitable for | events, promotion, photo shoots, movie location |
| Disclaimer | not a fully equipped event location, all technical equipment self provided |



16. Atrium Potsdamer Platz 1

Indoor space located in one of the most iconic skyscrapers in Berlin

313,83 m²

| | |
|------------------|--|
| Electricity | yes |
| WC | no public toilet |
| Drinkable Water | can be provided |
| Waste Water | yes |
| Special Features | reception,event area for max. 199 pax |
| Suitable for | events, promotion, photo shoots, movie location |
| Disclaimer | not a fully equipped event location, all technical equipment self provided |



17. Office Space Potsdamer Strasse 7

Office space with Tiergarten views and rooftop terrasse

1,187 m²

| | |
|------------------|--|
| Electricity | yes |
| WC | yes |
| Drinkable Water | yes |
| Waste Water | yes |
| Special Features | rooftop terrasse with Tiergarten views |
| Suitable for | events, promotion, photo shoots, movie location |
| Disclaimer | not a fully equipped event location, all technical equipment self provided |



18. Office Space Linkstrasse 2

Office space with Potsdamer Platz views

494 m²

| | |
|------------------|--|
| Electricity | yes |
| WC | yes |
| Drinkable Water | yes |
| Waste Water | yes |
| Special Features | round office with glass walls and Potsdamer Platz views |
| Suitable for | events, promotion, photo shoots, movie location |
| Disclaimer | not a fully equipped event location, all technical equipment self provided |



19. Lobby Linkstrasse 2

Bright and modern Lobby Space, with escalators, glas Fassades and roof and indoor gardening

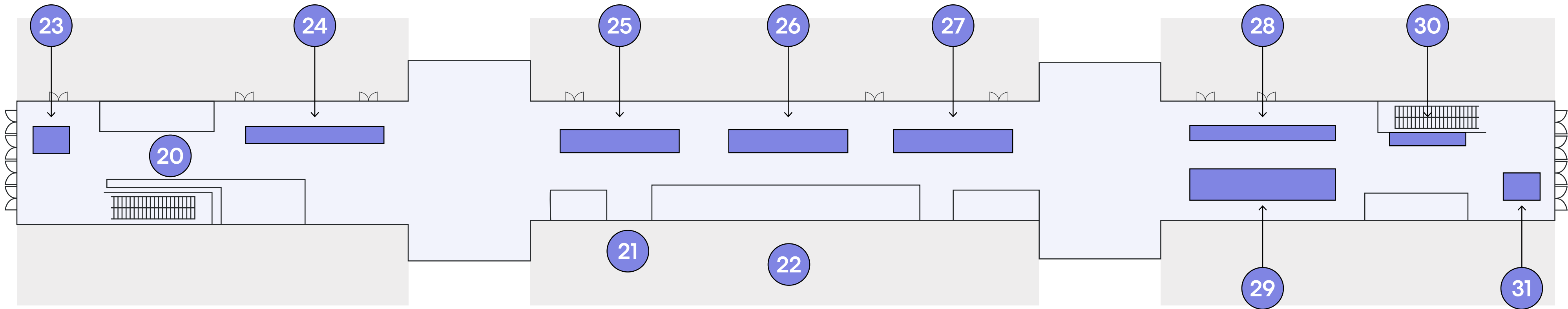
449,21 m²

| | |
|------------------|--|
| Electricity | yes |
| WC | no public toilet |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | Reception, two stories, escalators, indoor planting |
| Suitable for | Promotion, Photo Shoots, movie location |
| Disclaimer | not a fully equipped event location, all technical equipment self provided |

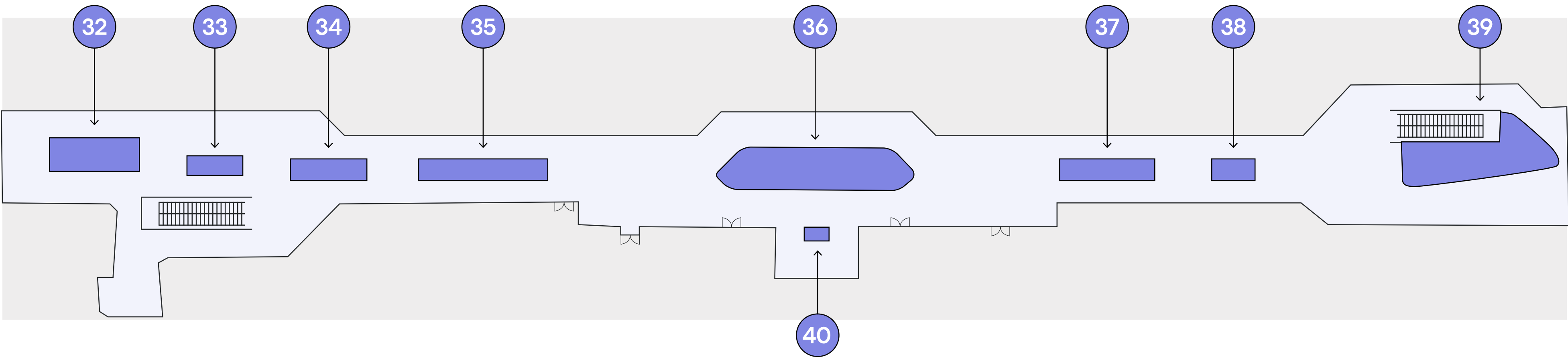


Opportunity Spaces Within The Playce

EG



UG



20. The Ceiling in The Playce

13m high glass ceiling

170 m x 11 m

| | |
|------------------|---|
| Special Features | various rigging points at the ceiling banners can be up to 8m long |
| Suitable for | promotion |



21. Pop Up Store

Empty Store located on the High Street next to Manifesto Market.

101,82 m²

| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | enclosed store, premium location on the High Street, balcony |
| Suitable for | pop up stores, workshop area, longterm rent |



22. Manifesto Market Stage

Stage at Manifesto Market, Berlins biggest Food Hub

11,52 m²

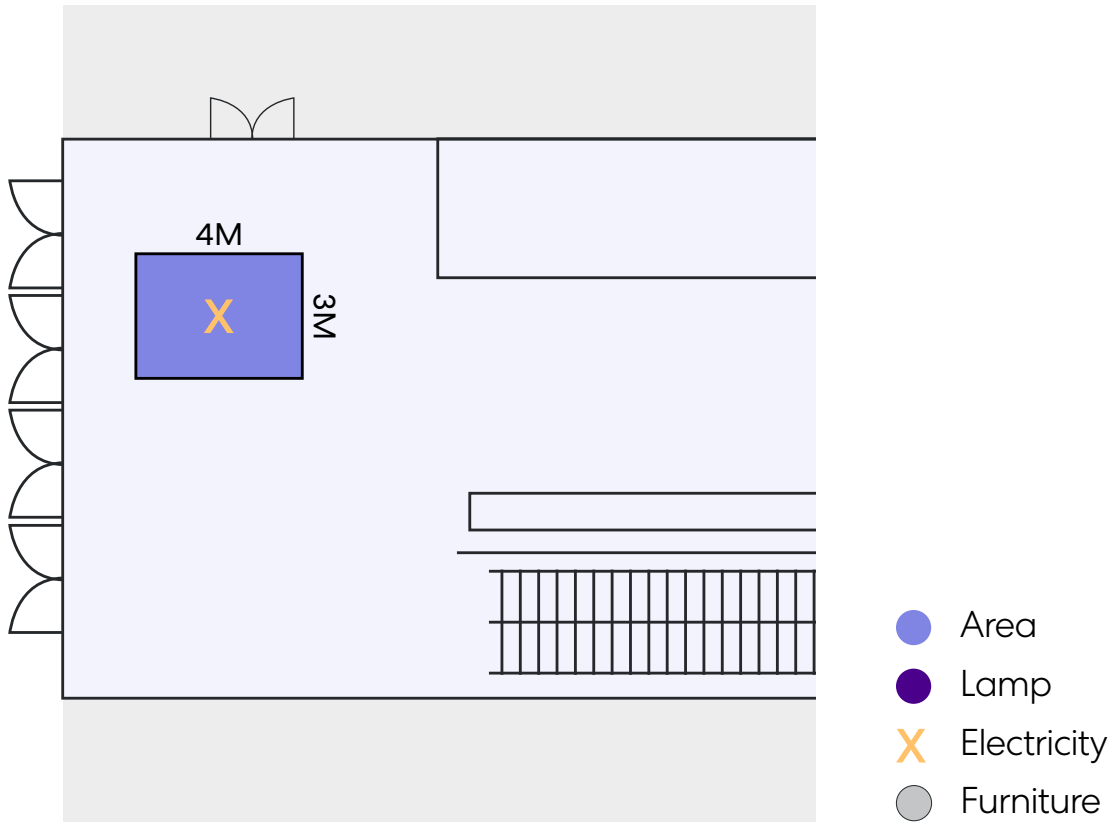
| | |
|------------------|---|
| Electricity | yes |
| WC | yes |
| Drinkable Water | no |
| Waste Water | yes |
| Special Features | stage, technical euqipment, sound system, huge screen above stage for branding moments / videos |
| Suitable for | concerts, stand-up-comedy, presentations |



23. Activation Area

Dedicated activation area on the High Street, close to the north entrance

3 m x 4 m (12 m²)



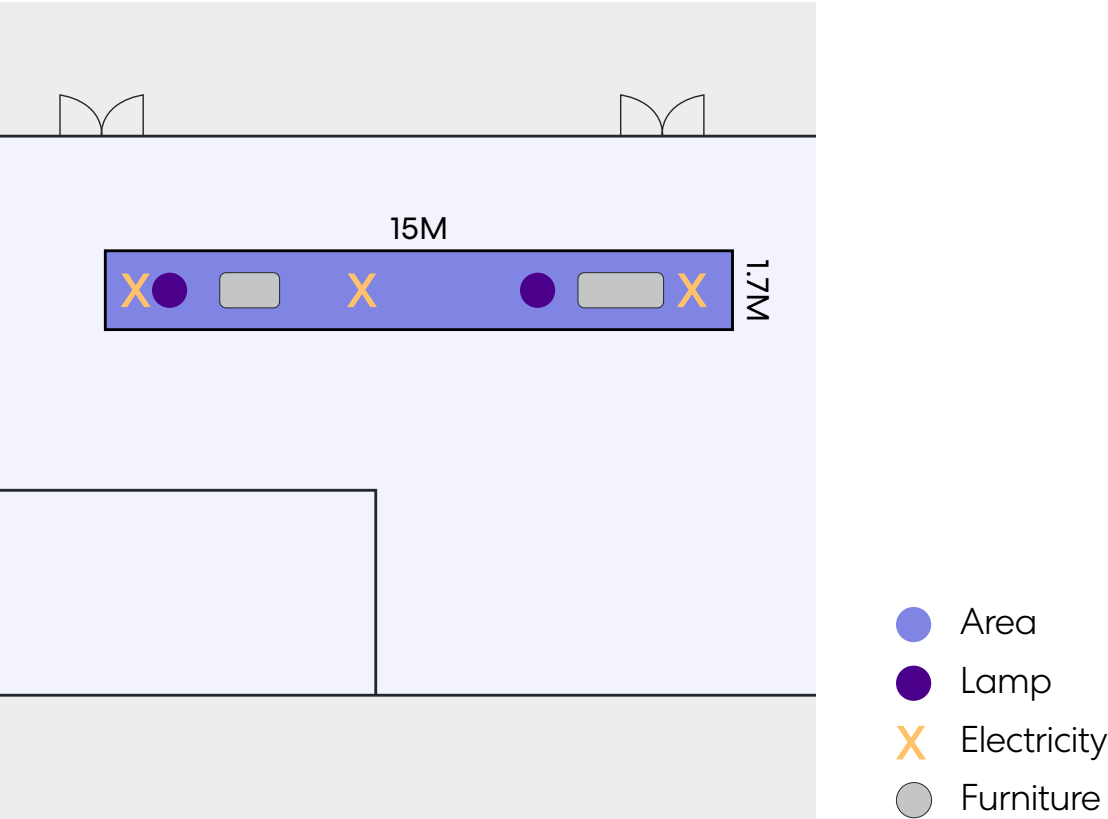
| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, market stalls, advertising stands |



24. Furnishing Area

Small activation area in The Playce

1,7 m x 15 m² (25,51 m²)



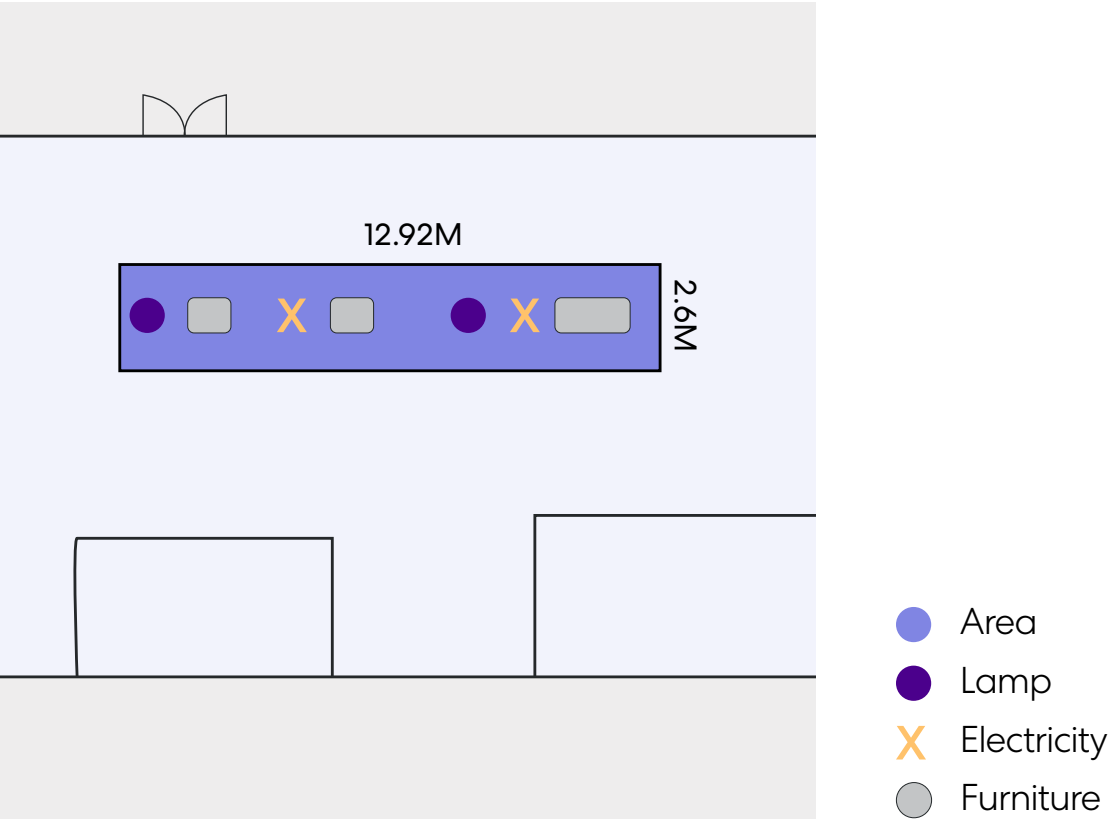
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



25. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



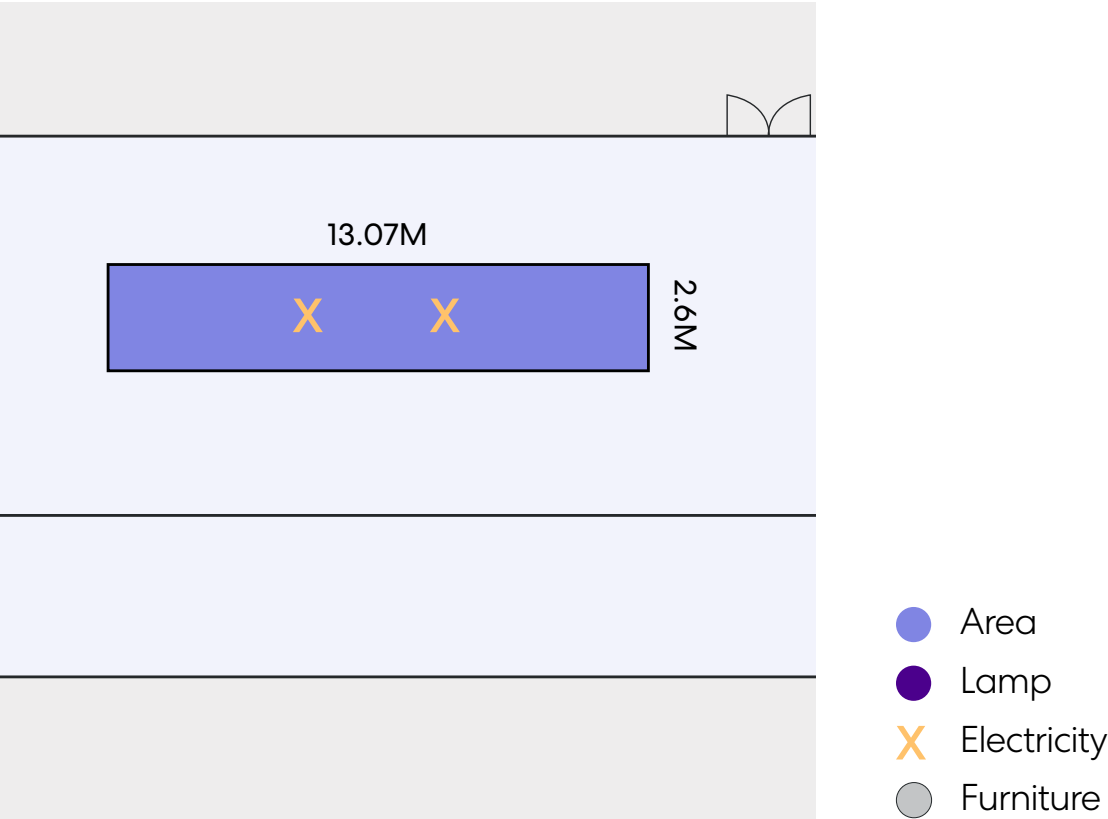
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



26. Furnishing Area

Small activation area in The Playce

2,6 m x 13,07 m² (33,98 m²)



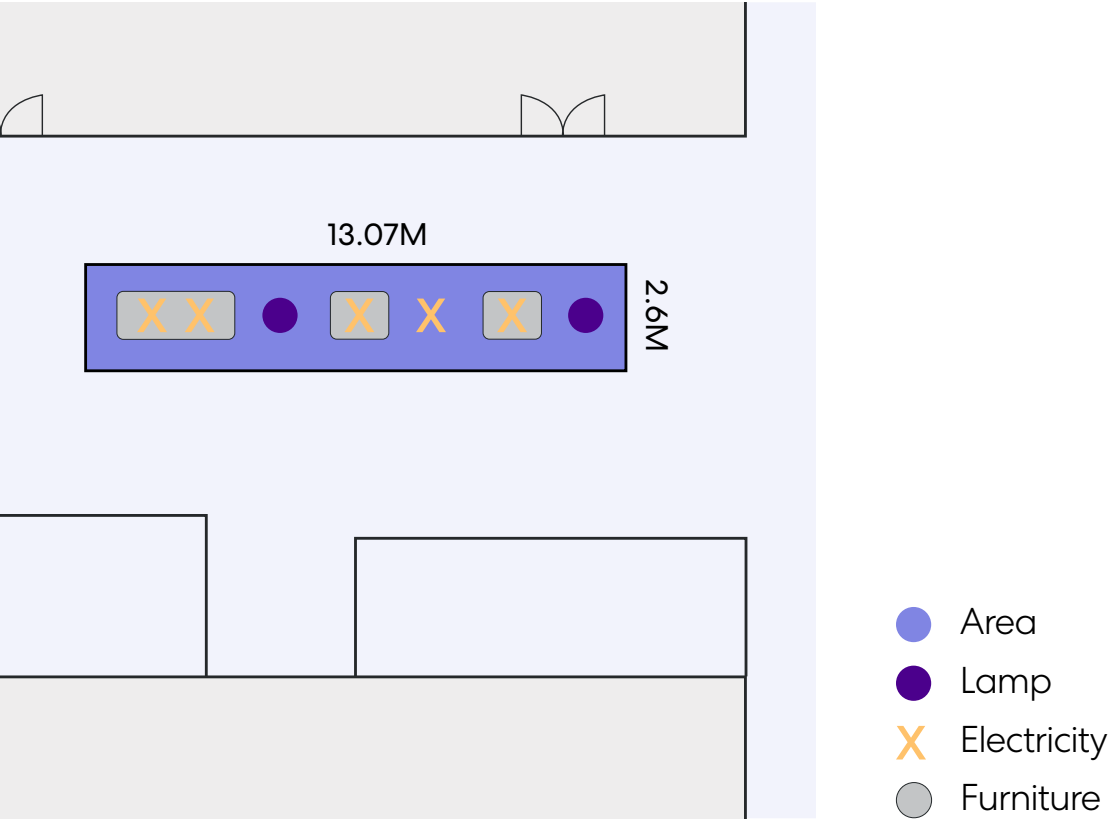
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



27. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



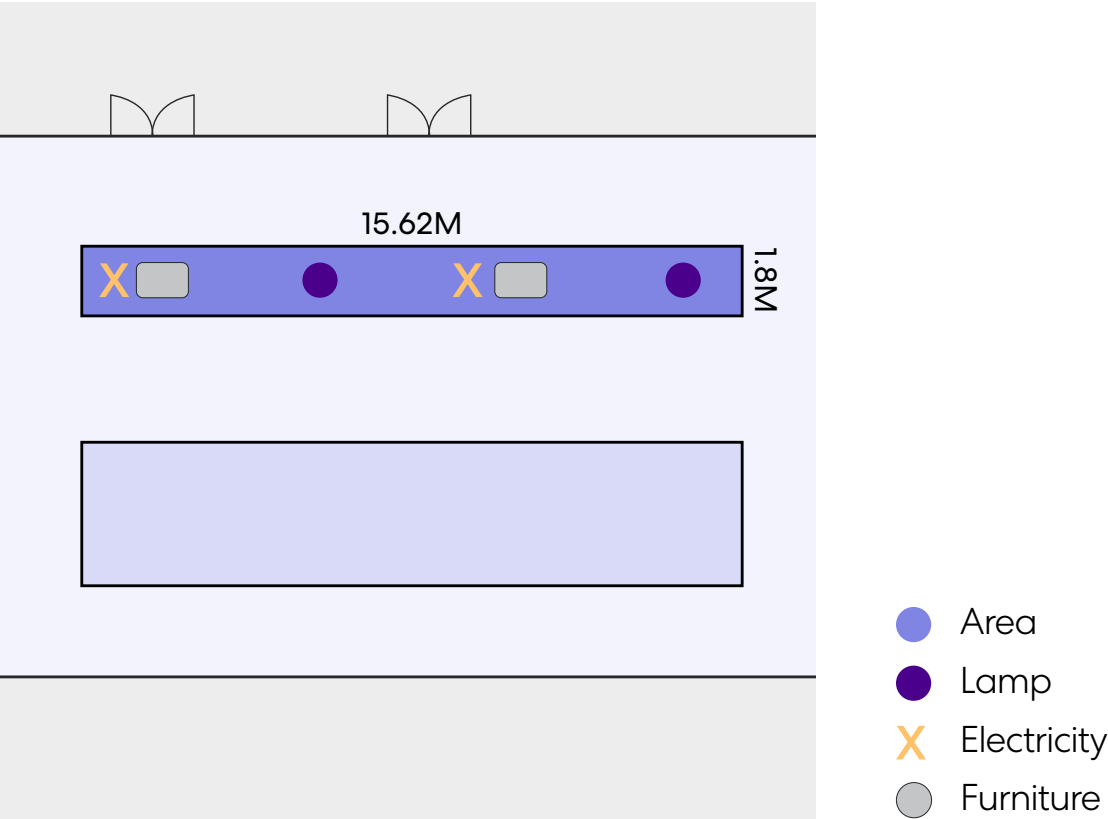
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



28. Furnishing Area

Small activation area in The Playce

1,8 m x 15,62 m² (28,125 m²)



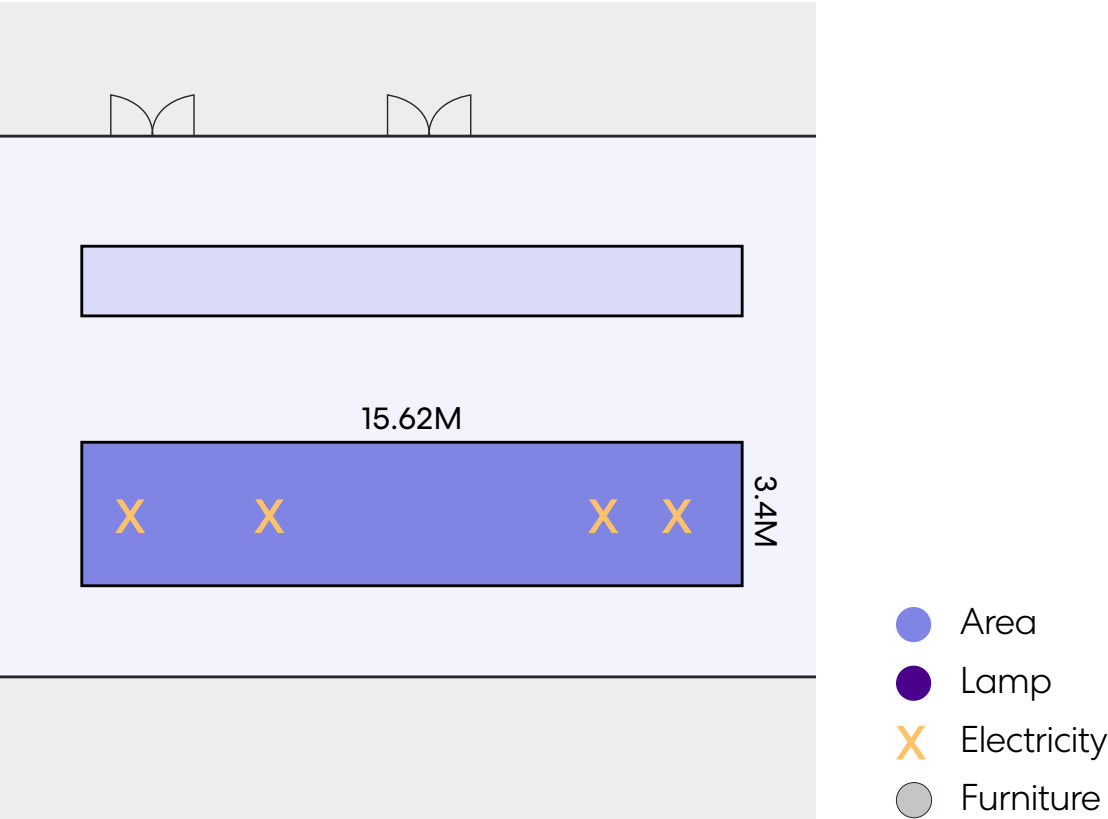
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



29. Furnishing Area

Small activation area in The Playce

3,4 m x 15,62 m² (53,125 m²)



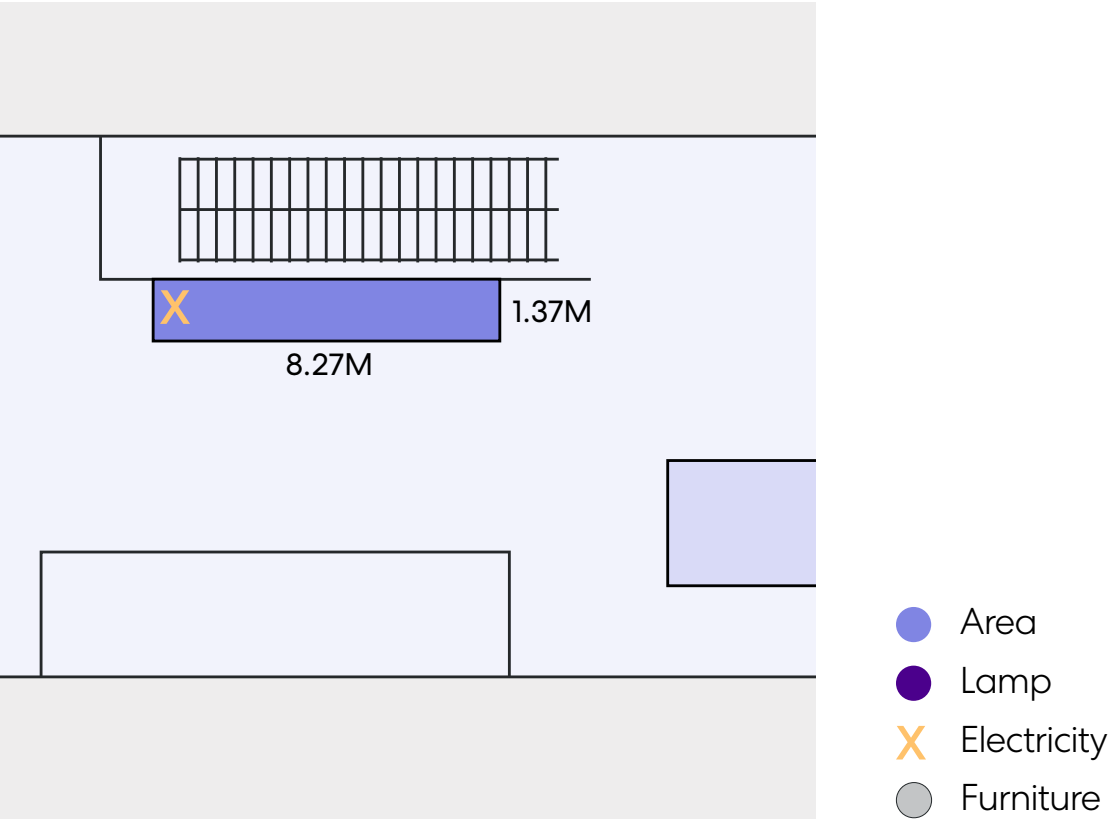
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



30. Furnishing Area

Small activation area in The Playce

1,37 m x 8,27 m² (11,37 m²)



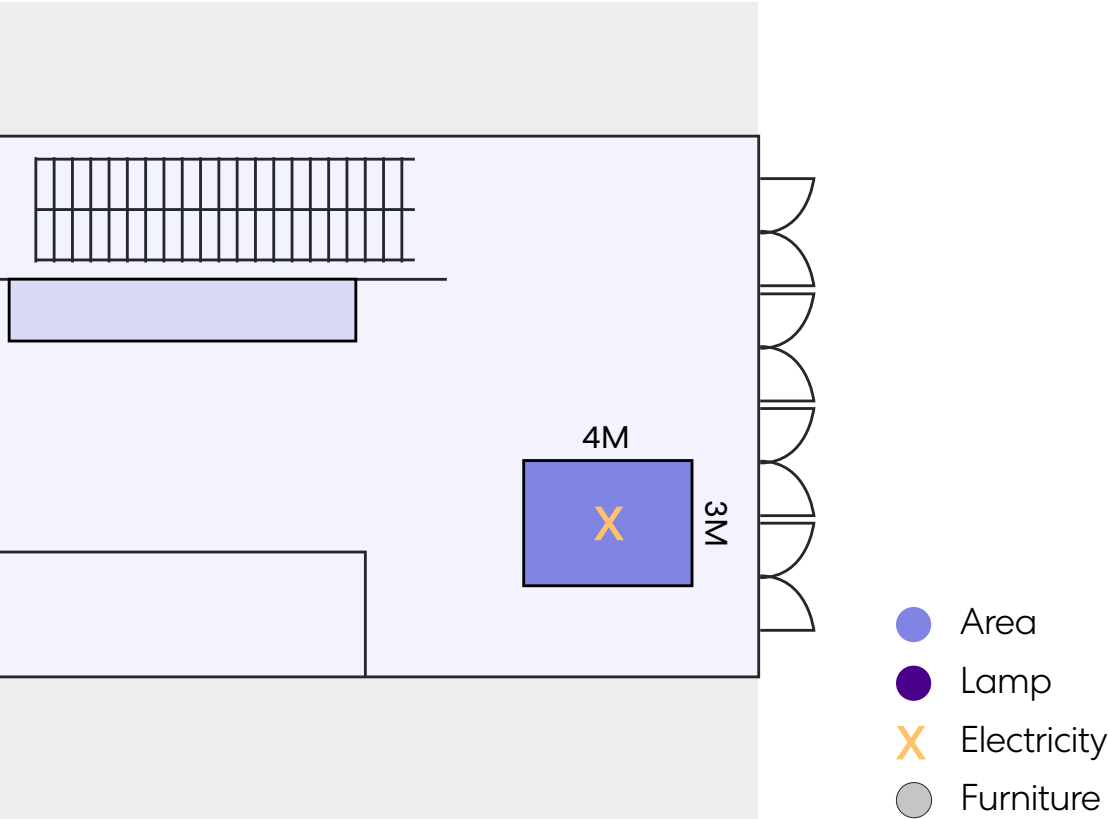
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



31. Activation Area

Dedicated activation area on the High Street, close to the south entrance

3 m x 4 m (12 m²)



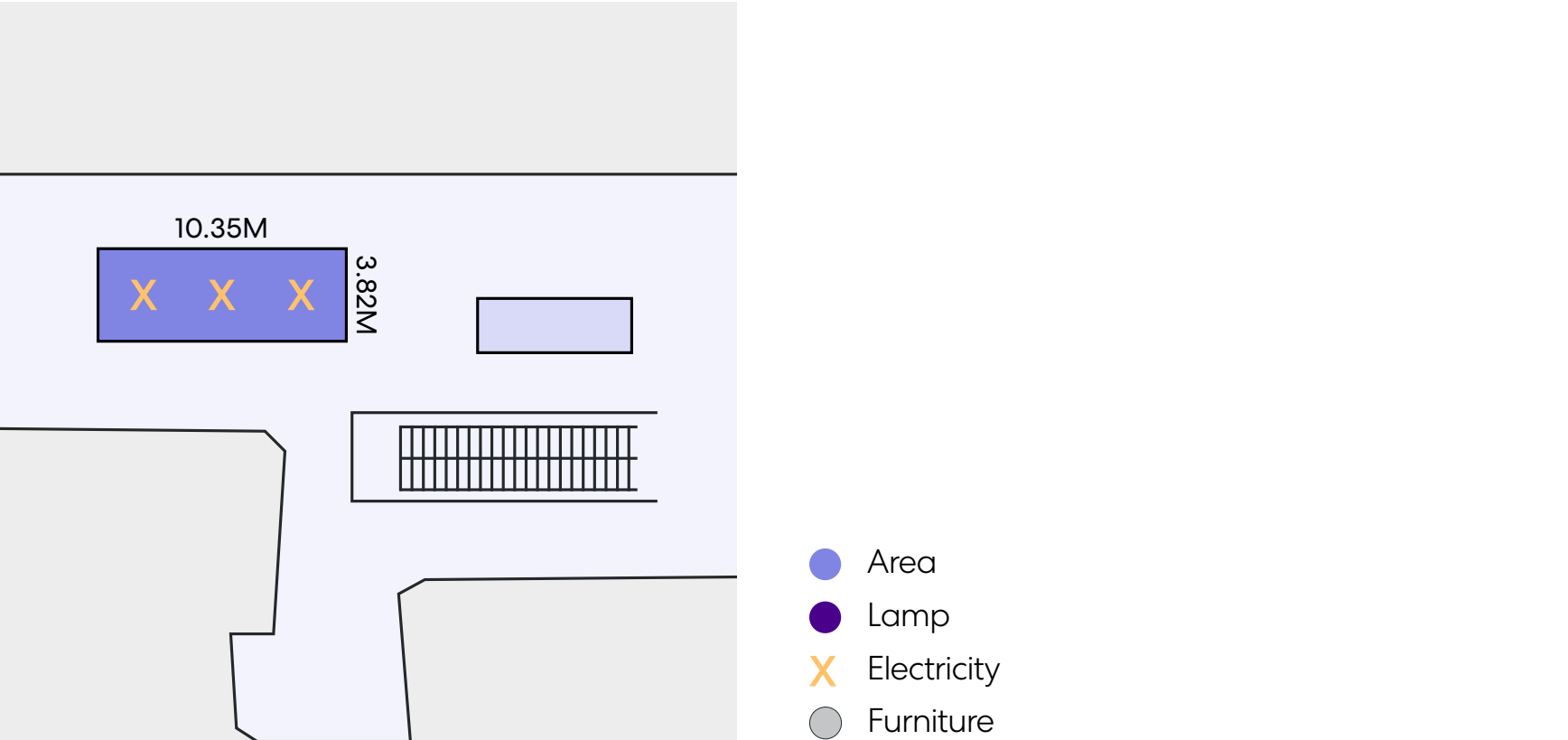
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be self provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



32. Activation Area

Dedicated activation area on the Shopping Street

3,82 m x 10,25 m² (39,95 m²)



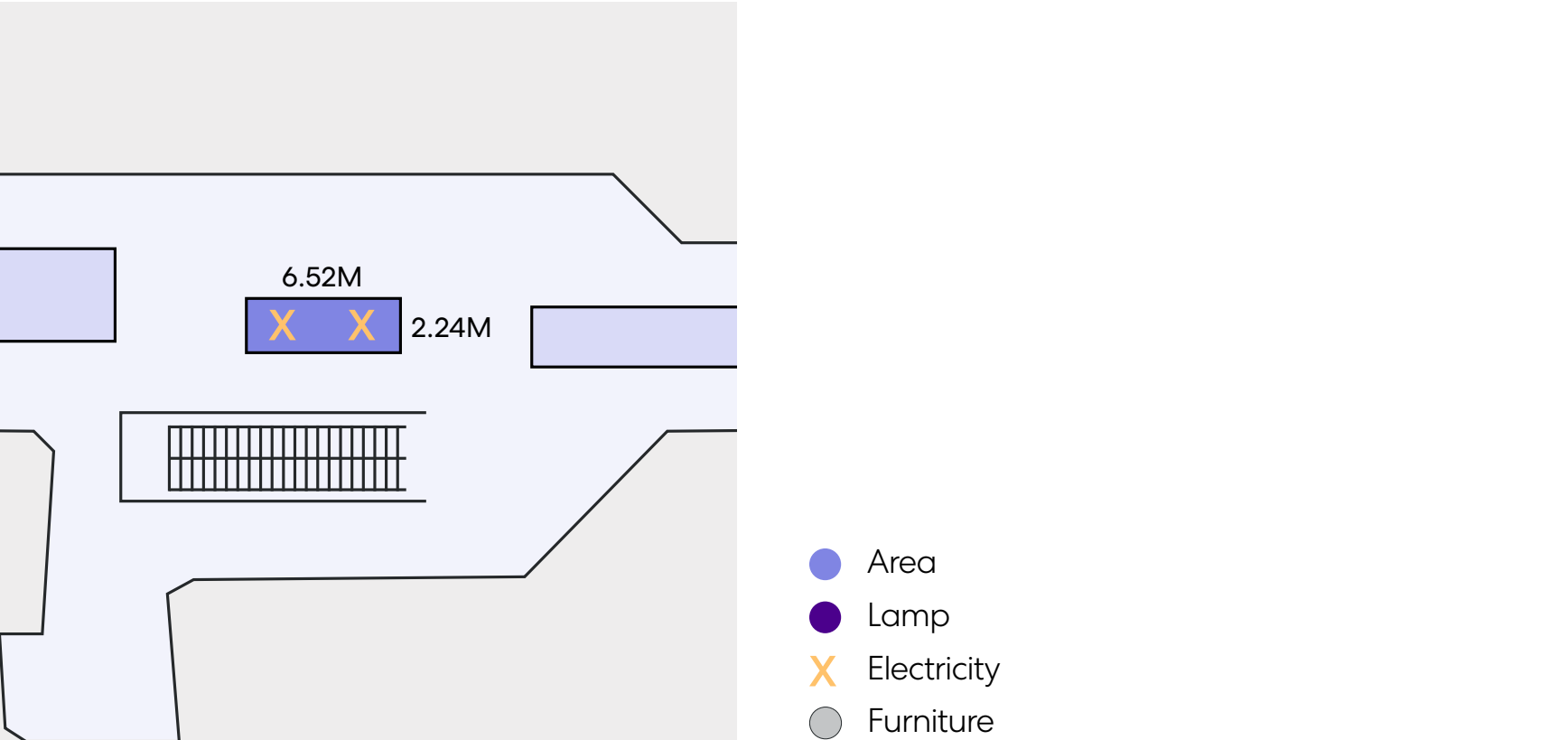
| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | yes |
| Waste Water | yes |
| Special Features | - |
| Suitable for | promotion, market stalls, advertising stands |



33. Activation Area

Dedicated activation area on the Shopping Street

2,42 m x 6,52 m² (14,65 m²)



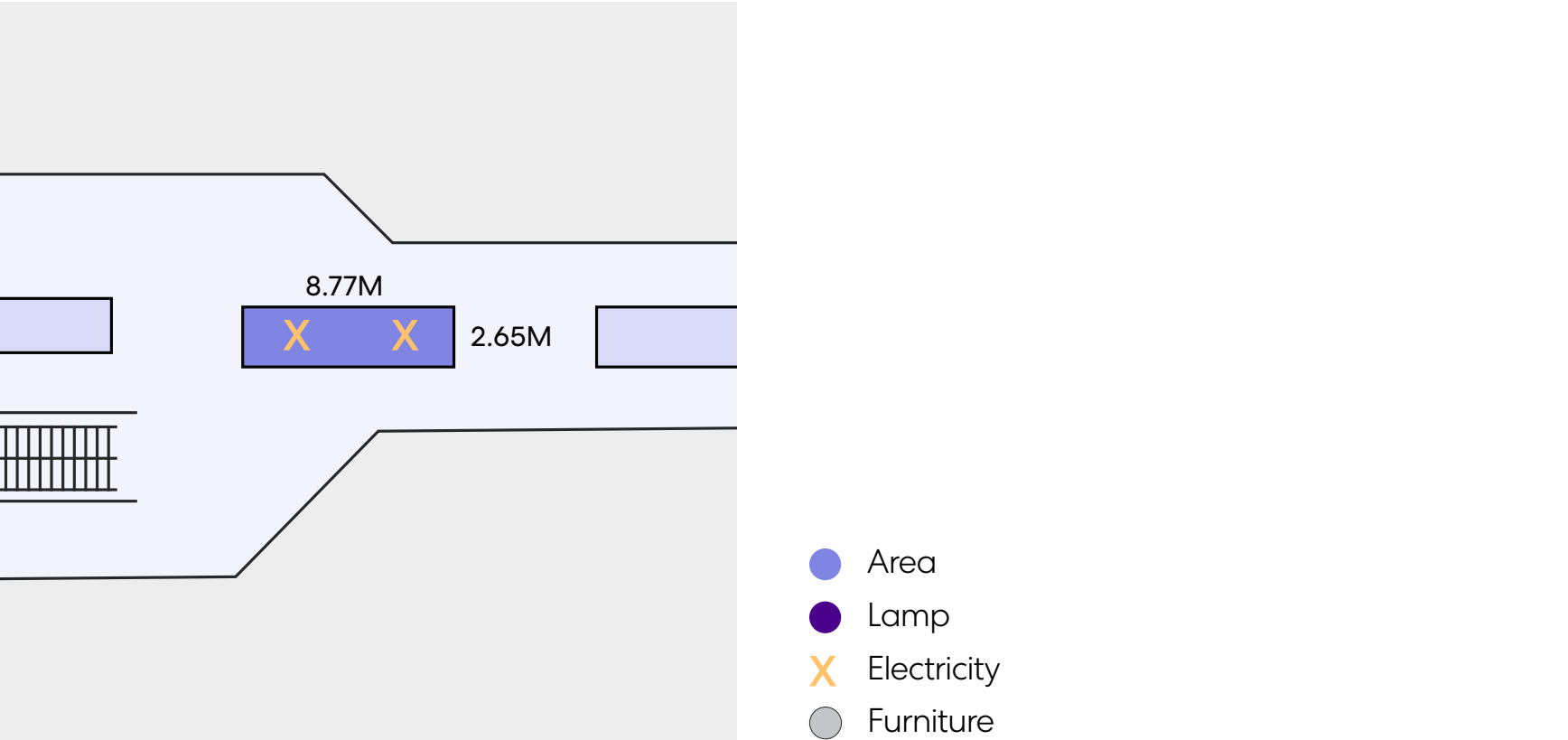
| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, market stalls, advertising stands |



34. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 8,77 m² (23,25 m²)



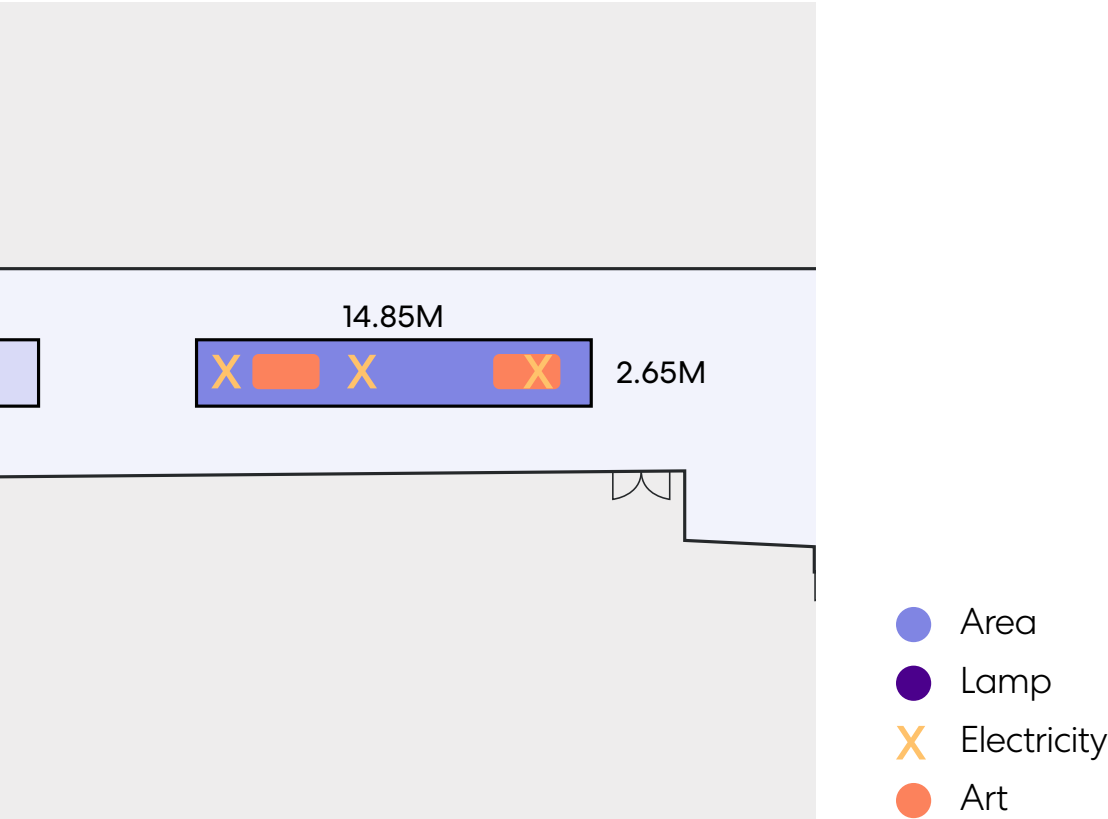
| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, market stalls, advertising stands |



35. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 14,85 m² (39,38 m²)



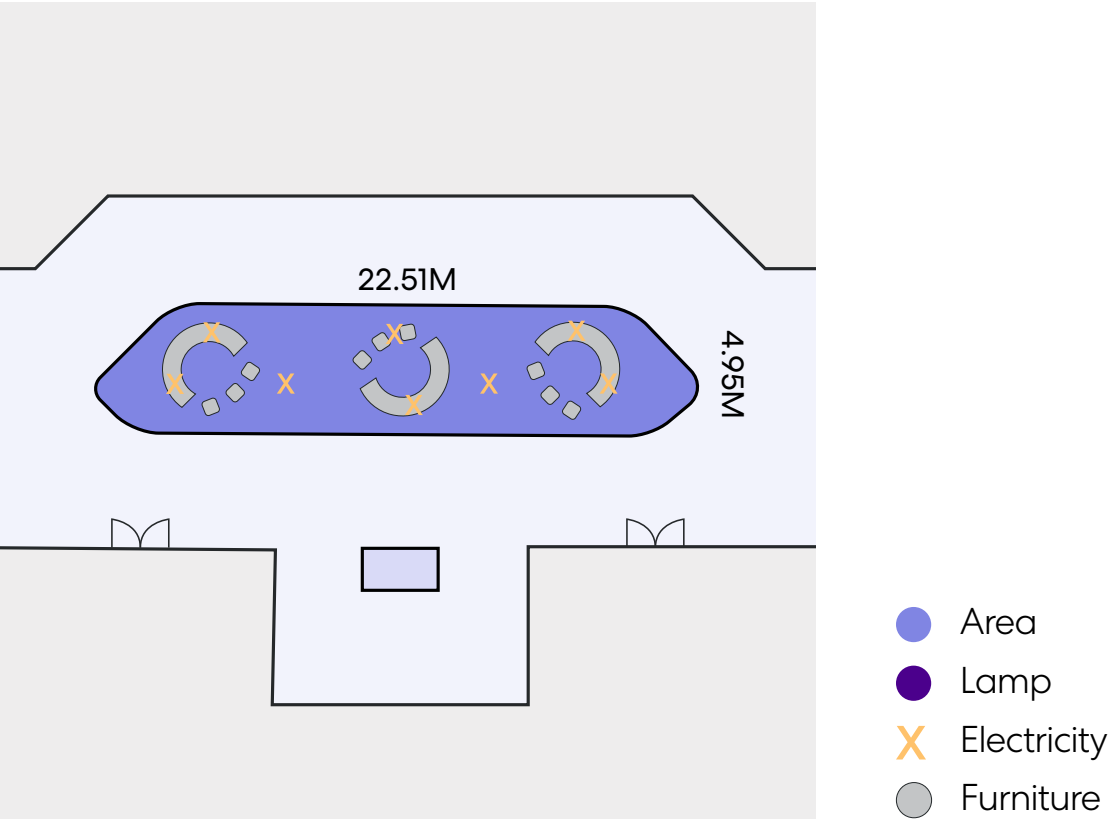
| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, market stalls, advertising stands |



36. Lounge

Small activation area in The Playce

4,95 m x 22,51 m (111,4 m²)



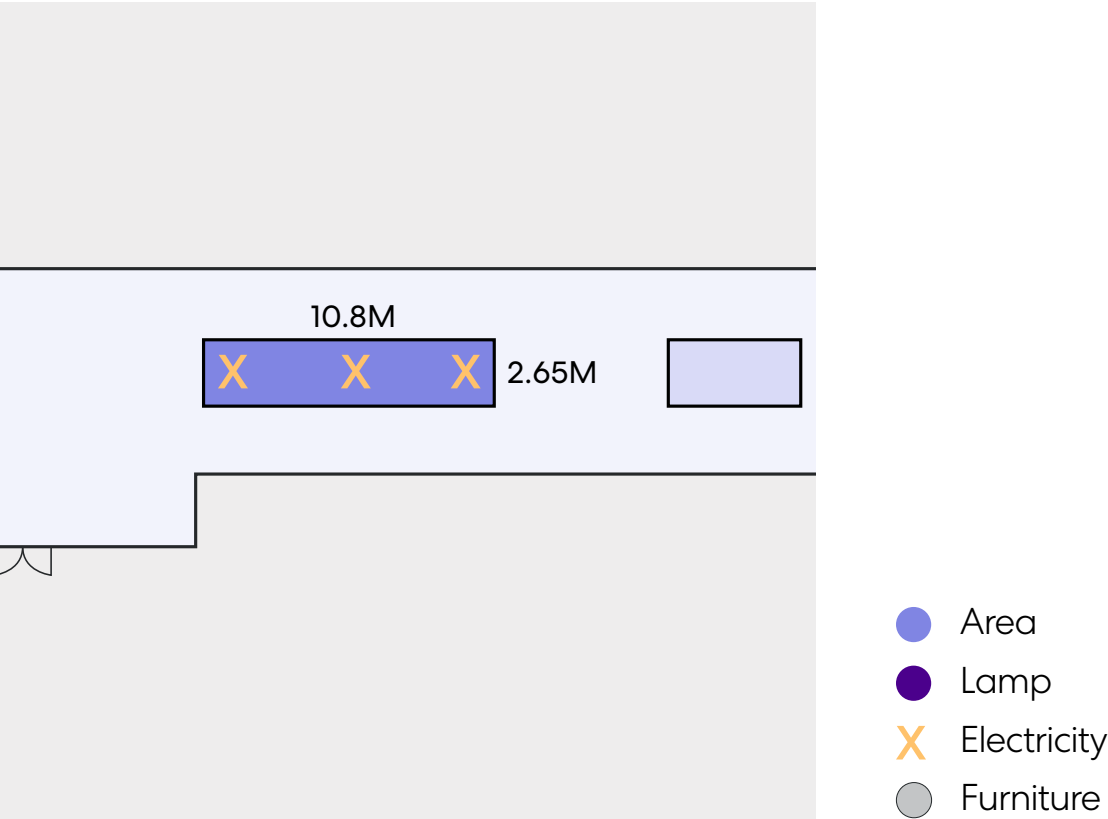
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



37. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 10,8 m² (28,62 m²)



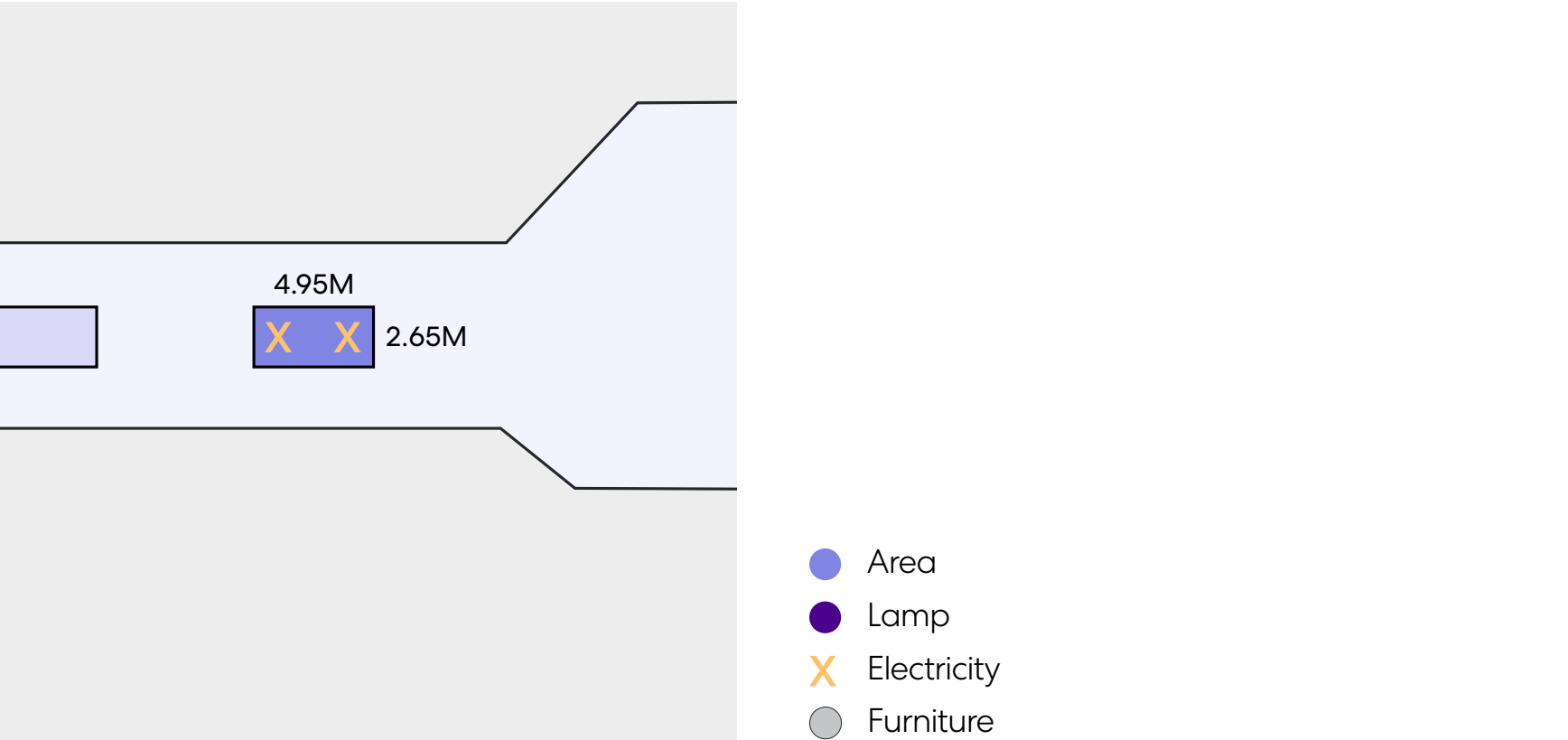
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



38. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 4,95 m² (13,12 m²)



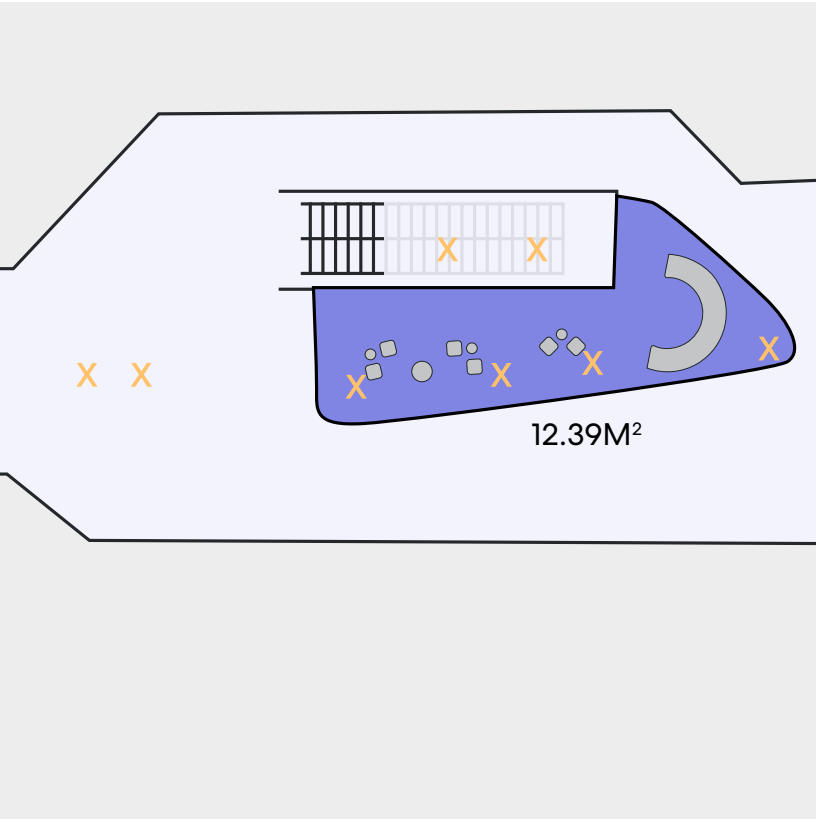
| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, market stalls, advertising stands |



39. Lounge

Small activation area in The Playce

approx. 99 m²



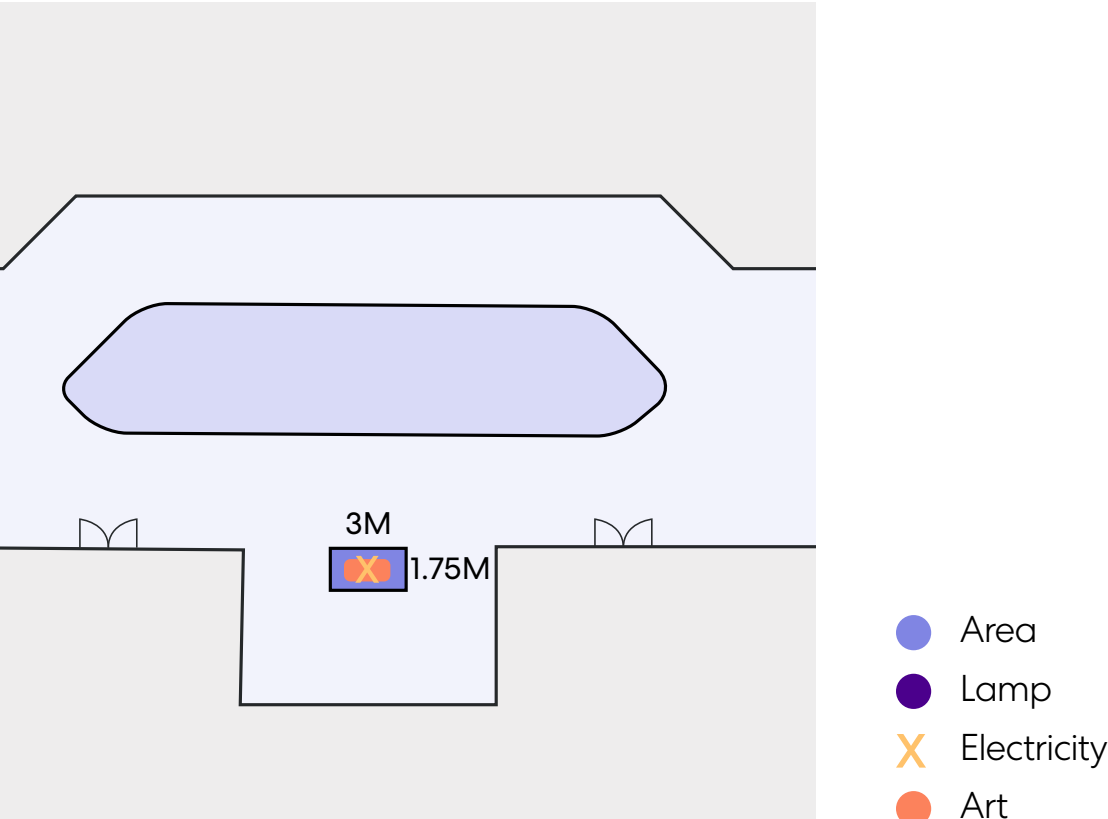
| | |
|------------------|-------------------------------|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, advertising stands |



40. Activation Area

Dedicated activation area on the Shopping Street

1,75 m x 3 m (5,25 m²)



| | |
|------------------|--|
| Electricity | yes |
| WC | public toilet in The Playce |
| Drinkable Water | can be provided |
| Waste Water | no |
| Special Features | - |
| Suitable for | promotion, market stalls, advertising stands |



Our Supplier Partnership

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Contact Us For Rental Opportunities

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