

BERLIN · POTSDAMER PLATZ

## ***Press release***

Beisheim Center  
Berlin □ Potsdamer Platz

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### **Exclusive living in the inner city**

***www.beisheim-center.com***

The unique view over Berlin, the close vicinity to first-class cultural facilities and shopping possibilities, the vast green of the Tiergarten directly on your doorstep: the location of the Beisheim Center on the Potsdamer Platz is exclusive and fulfils highest demands on modern living in the inner city.

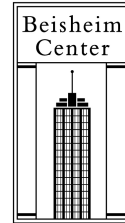
Only four years after the planning began, the Beisheim Center was inaugurated in January 2004. Apart from the 14 Tower Apartments and the 36 Parkside Apartments the building complex includes the hotels The Ritz-Carlton, Berlin and the Berlin Marriott Hotel as well as two office blocks.

The real estate combines architecture, service and location on the highest attainable level and thus creates a unique world of lifestyle and living. The apartments are Germany's first urban flats with a five-star plus hotel service. This concept originated in the United States of America, where it is known as »Residence with Hotel Service« or »Exclusive Condominium« and has been internationally successful for years. Residents in a first class property, often found in cosmopolitan locations, order the perfect service of a renowned hotel into their own home. By request of the resident the complete infrastructure of The Ritz-Carlton, Berlin, which belongs to the worldwide known hotel chain, can be used.

The apartments offer an extraordinary view from the Siegessäule, over the landscape garden Tiergarten, the Chancellor's office, the Reichstag and the Brandenburg Gate as well as the cupola of the German and French Dome on Gendarmenmarkt. During nocturnal hours the lights of the capital are very impressive.

The crowning glory of Berlin's urban development was the last central part of the Potsdamer Platz. The architecture of the Beisheim Center differs from its adjacent neighbours – Debis and Sony, where entertainment and shopping are the main attraction. Despite the vivacious surroundings on this busy square, the Beisheim Center combines a relaxing and natural habitat in a small quiet area.

Diversification and entertainment offer numerous cinemas, theatres and museums in closest vicinity. The Musical Theatre Berlin, the Kulturforum, which houses the Philharmonic Orchestra, the new National Gallery and the Art Gallery invite you to spend a visit. The shopping mall and the shops in the Sony Centre are fast becoming the trendiest places for shopping, similar to the known addresses: Unter den Linden, Friedrichstrasse and Kurfürstendamm.



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The Beisheim Center wants to impress by its modern urban architecture on a historical site. Clear lines and modern simplicity stand for the origins of timeless architecture – bricks and stone instead of steel and glass. The sculpture »Phoenix« by Israeli artist Gidon Graetz adorns the new »Inge-Beisheim-Square« giving the square its own identity and which can be seen from three directions.

The Tower Apartments above the Ritz-Carlton, Berlin offered exclusive apartments with approximately 285 square metres living space. The Parkside Apartments contain freehold apartments of approximately 150 to 312 square metres. Here several apartments can be joined together to make your individual living quarter.

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