

BERLIN · POTSDAMER PLATZ

Fact Sheet

Beisheim Center
Berlin · Potsdamer Platz

Object

Beisheim Center
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Internet

www.beisheim-center.com

Buildings

Tower Apartments

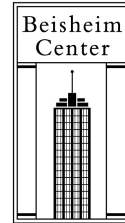
Potsdamer Platz 4
D-10785 Berlin

14 apartments of approximately 230 – 580 square metres
18 floors, the apartments are located on floor 12 to 18
Architects: Hilmer & Sattler und Albrecht, Munich/Berlin

Parkside Apartments

Am Park 4
D-10785 Berlin

36 apartments of approximately 150 – 312 square metres
10 floors
Four commercial units on ground level with approximate floor space of 870 square metres
Architects: David Chipperfield Architects, London/Berlin



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The Ritz-Carlton, Berlin

Potsdamer Platz 3
D-10785 Berlin
Telephone 0049 30 33 77 77
www.ritzcarlton.com

Five-star superior Hotel
11 floors, 302 rooms and suites
Architects: Hilmer & Sattler und Albrecht, Munich/Berlin

Berlin Marriott Hotel

Inge Beisheim Platz 1
D-10785 Berlin
Telephone 0049 30 22 00 00
www.marriott.com

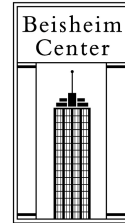
Five-star Hotel
10 floors, 379 rooms and suites
Architect: Prof. Bernd Albers, Berlin

Office building Berliner Freiheit 2

Berliner Freiheit 2
D-10785 Berlin
10 floors, 18 offices with variable layouts
6 shops on ground level between 100 and 240 square metres
Architects: Hilmer & Sattler und Albrecht, Munich/Berlin

Office building Ebertstraße 2

Ebertstraße 2
D-10785 Berlin
10 floors, 18 offices
2 shops on ground level at 123 and 136 square metres
Architects: Modersohn & Freiesleben, Berlin



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Location

The buildings are located in the centre of Berlin-Tiergarten on the Lenné Carrée, a first class area, north of the Potsdamer Platz. In close vicinity are the Sony Centre, the DaimlerChrysler Areal and the Leipziger Platz. North of the Beisheim Center Berlin's renowned Tiergarten Park starts with a surface of 519 are.

Government buildings, as Reichstag, Kanzleramt (Chancellor's official residence), Ministries, Ländervertretungen (Representation offices of all German counties) as well as numerous embassies are in walking distance.

Infrastructure

There are excellent connections to all important public transport vehicles: buses, Underground and S-Bahn (fast travelling over ground train). The Beisheim Center is reachable by Underground Line U2, S-Bahn S1, S2 and S25 (Postdamer Platz Station).

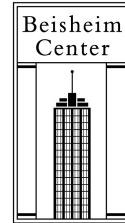
Underground Line U2 with direct connection to the station "Zoologischer Garten". The bus SFX travels directly to "Schönefeld" airport. The "Tegel" and "Tempelhof" airports can be reached via bus TXL, which stops at "Unter den Linden". One can also travel by means of Underground Line U6 from 'Stadtmitte' station. The international main station „Hauptbahnhof“ can be reached by train from the station „Potsdamer Platz“.

Architecture

The urbanisation of the last important area on the Potsdamer Platz is one of the final highlights in Berlin's landscaping. The Beisheim Center is a first class property and an impressive architectural bijou in one of Berlin's most sought-after areas and should be seen as an important addition to cosmopolitan life.

The Beisheim Center returns to the roots of modern urban architecture. The main features are clear and simple forms combining modernistic simplicity - bricks instead of steel and glass. The Beisheim Center, which is located on this newly developed square is to be seen as the concept of the "growing city". Regulations for urban development including Berlin's eaves level have been respected.

The flagship is the Tower Apartments, the 18 floor high-rising block on the southern point of the Lenné Carrée. Inlays, bay and oriel windows are important features in the cream coloured limestone. The Tower Apartments, the Ritz-Carlton, Berlin, the office building Berliner Freiheit 2, all designed by the architects Hilmer&Sattler und Albrecht, are a tribute to the elegant office buildings and the first skyscrapers of the Chicago School, closely marked by Louis Sullivan and William Le Baron Jenney.



BERLIN · POTSDAMER PLATZ

The Parkside Apartments of David Chipperfield, Architects London/Berlin, combine the tradition of the “*Steinernen Berlin*”. Parallels can be drawn to Le Corbusier and the Bauhaus movement, whose architectural language is transported into the 21st century by Chipperfield. The Parkside Apartment building with its limestone façade carries the signature of David Chipperfield and stands for modern urban architecture.

Another architect, Professor Bernd Albers of Berlin, designed the Marriott Hotel. This building is made of limestone and shows a vertical structured façade. The inside sports an impressive atrium, from which the different rooms and suites can be reached.

The office building on Ebertstrasse is designed by Modersohn & Freiesleben, Berlin. The symmetrical quarry stone façade is covered with Verde Salvan, thus giving an irregular structure with a charming colour range. The parapets are made of floral ornaments, copied from a drawing by Louis Sullivan.

Service concept

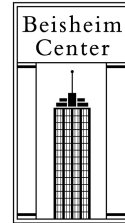
The apartments in the Beisheim Center are an exclusive town living quarter, which supply a five-star plus hotel service.

This concept, originating in the United States, is known as “Residence with Hotel Service” or “Exclusive Condominium”. For many years this arrangement has been in much demand in the US and Asia. The occupants of a first class property in a cosmopolitan surrounding use the complete service of an excellent hotel for their own comfort in their own home. The Beisheim Center can now offer this concept for the very first time in Germany through the “Ritz-Carlton Hotel Berlin”, one of the leading hotels in the world.

Selling agent

Zabel & Frassek
Immobilienberatung GmbH
Walter-Benjamin-Platz 6
D-10629 Berlin
info@zuf-immobilien.de

Purchasing prices upon request



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Structure of object and its use

Freehold dwellings – in total, approximately 13,500 square metres

The Tower Apartments host 14 exclusive apartments with approximately 300 square metres each. The Parkside Apartments offer 36 flats between 150 and 312 square metres living space, here several apartments can be joined.

Rental spaces

Rental areas for business are offered in different sizes for small and big entrepreneurs.

Retail and Gastronomy/ in total, approximate size 2,100 square metres

Individual spaces for retail and gastronomy are located on ground floor of the office building, hotels and Parkside Apartments.

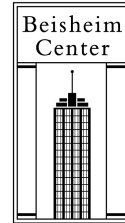
Technical Details

Latest technology in the building provides most up-to-date standard. The high flexibility of the apartments allows for any individual interior. As well as windows, sound absorbing air conditioning systems in each apartment allow for complete airing of the rooms twice per hour. The windows are well insulated and integrate electronic blinds. Latest technology for all aspects in electric, security and communications systems has been used.

Via one common port can be controlled the building technology. A display next to the entrance door shows a layout of the apartment and appliances such as lamps, video equipment, blinds, air conditioning or under-floor heating, which can be monitored and switched on by simple touch. This system can be personalised for each occupant.

Copy – free of charge, Specimen copy requested
Information, text and photographic material (digital) can be obtained from

Presse Beisheim Center
com berlin.Agentur für Communication
Auguste-Viktoria-Straße 64, 14199 Berlin
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Telefax ++ 49 / (0)30 / 30 87 86-20
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Architects

*Tower Apartments, The Ritz-Carlton, Berlin
Office Building Berliner Freiheit 2*

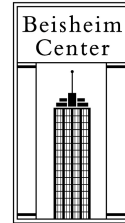
Hilmer & Sattler und Albrecht

The architects Heinz Hilmer, born 1936 in Münster, and Christoph Sattler, born 1938 in Munich, have been successfully working together since the late 60's. Their first office was opened in Munich in 1974. Thomas Albrecht, born 1960 in Munich, started working with them in 1986 and became a partner of the firm Hilmer & Sattler und Albrecht in 1994. For the Beisheim Center, Hilmer & Sattler und Albrecht designed the Tower Apartments, the Ritz-Carlton as well as the office building Berliner Freiheit 2.

References:

Selection of different buildings as well as urban development planning in Berlin

- _ National Gallery Berlin
- _ Development plan Potsdamer Platz/ Leipziger Platz
- _ Conversion of „Neue Wache“
- _ Refurbishment of „Stülerbau“ into Picasso Museum „Sammlung Berggruen“
- _ General refurbishment of “Martin-Gropius-Bau”
- _ General restoration “Altes Museum”



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Parkside Apartments

David Chipperfield Architects

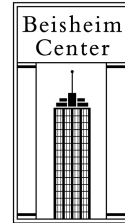
In 1984 David Chipperfield founded the “David Chipperfield Architects” office in London. Since then, projects in Europe, the United States and Japan have been realised. Projects range from furniture design, public and private buildings to urban planning. In 1987 David Chipperfield opened a subsidiary in Japan, which was followed by offices in New York and Berlin in 1998.

David Chipperfield was born in 1953 in London and after his studies joined the Architectural Association Members in the offices of Richard Rogers and Norman Foster. Chipperfield interprets the classic modern style in a new manner by using Le Corbusier’s outlines. Additionally, he combines traditional and modern Japanese influences. The outcome is simple, minimalist and highly individualistic.

Guest lecturer at Harvard University, Cambridge/Mass., the University of Nepal, the Royal College of Art in London, the University of Graz (Austria), the Polytechnic College of Lausanne, the Technical University of Stuttgart et al, he also is member of the Architectural Foundation in London. For the Beisheim Center on Henriette-Herz-Park, David Chipperfield designed the Parkside Apartments.

References

- _ Development Plan for the “Berliner Museumsinsel”
- _ Reconstruction of the “Neue Museum”, Berlin
- _ River and Rowing Museum, Henley-on-Thames
- _ Ernstings Service-Center, Coesfeld-Lette
- _ Dolce & Gabbana stores worldwide



BERLIN · POTSDAMER PLATZ

Berlin Marriott Hotel

Professor Bernd Albers

1957 born in Coesfeld, Bernd Albers received his degree in architecture in 1987 at the Technical University of Berlin. He then worked for Prof. Hans Kollhoff at the ETH Zurich. Subsequently, he opened an office there. Since 1990 he has established himself in Berlin where he has become a member of the “Chamber of Architects”. Additionally he became member of the BDA and a chair at the “Fachhochschule Postdam” for Design and Building Construction. For the Beisheim Center he designed the “Berlin Marriott Hotel”.

References:

In Berlin and Brandenburg Professor Albers realised several houses and shops around the “Wasserstadt Spandauer See”. He developed the overall planning for the new town “Biesdorf-Süd”. From 1996 until 1999 he was a co-responsible for the planning of the inner city of Berlin. He has designed several projects and participated in different competitions in Germany, Austria, Switzerland, Italy, France and Slovenia.

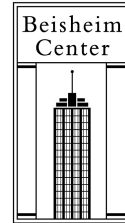
Office building Ebertstraße 2

Modersohn & Freiesleben

The architects Antje Freiesleben and Johannes Modersohn opened their office “Modersohn & Freiesleben” in 1994. Antje Freiesleben, born 1965, studied at the UDK Berlin, where she is now a scientific co-worker. Johannes Modersohn, born 1961, studied at the TU Berlin and then became project leader with the office of Hilmer & Sattler Berlin. He is member of the “Chamber of Architects”, Berlin and Lower Saxony as well as member of the BDA. He lectures at the Technical University of Bremen. For the Beisheim Center Modersohn & Freiesleben designed the office building Ebertstraße 2,.

References:

Together with the office of Hilmer & Sattler und Albrecht, Modersohn and Freiesleben designed the station “Potsdamer Platz”, which was opened in 2000.



BERLIN · POTSDAMER PLATZ

Interior Designer

The Ritz-Carlton, Berlin, Tower Apartments

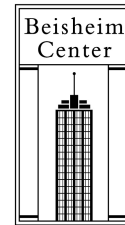
Peter Silling

Peter Silling, born in 1964 in Münster, started his company “Hotel Interior Design” (HID) in 1990. He has become one of the most successful interior designers in Europe for upmarket and luxury hotels by combining design and interior architecture. He now employs 33 members of staff in his offices in New York, Hong Kong and Cologne.

For the Beisheim Center Peter Silling designed the interior of the “Ritz-Carlton Berlin” and the public areas in the Tower Apartments.

References:

- _ Hotel Villa Vita Parc (Algarve/ Portugal)
- _ Hotel Romazzino (Sardinia/ Italy)
- _ Viktoria-Jungfrau Grand Hotel (Interlaken/ Switzerland)
- _ Grandhotel Schloss Bensberg (Cologne/ Germany)
- _ Breidenbacher Hof (Düsseldorf/ Germany)
- _ Main Plaza Tower (Frankfurt/ Germany)
- _ Conversion of a 15th century monastery into a hotel (Liège/ Belgium)



BERLIN · POTSDAMER PLATZ

History

Potsdamer Platz

Embedded between Tiergarten, Berlin-Mitte and Kreuzberg, between the City West and City Ost, the Potsdamer Platz is one of the most spectacular places in Europe.

The Potsdamer Platz was built around 1825 outside the City of Berlin. Developed as a crossroad it lead to the Tiergarten, Charlottenburg Castle, the Brandenburg Gate and the King's residence in Potsdam. When the city walls were pulled down, the area, which was still rather rural, became a sought-after area for well-to-do people. Restaurants, hotels, coffee houses and other establishments opened and the square became the pulsating centre of the young capital. After WW1 one could find the first illuminated advertisement and in 1924 the first known traffic light was put up in order to regulate the traffic on the most travelled square in Europe.

During the Second World War the Potsdamer und Leipziger Platz were heavily bombarded and completely destroyed. During Berlin's occupation, the Potsdamer Platz became the sectors frontier, where Tiergarten (British zone), Berlin-Mitte (USSR zone) and Kreuzberg (American sector) met. When the Berlin Wall was built, the Potsdamer Platz slowly became a desolated area. The station of Potsdamer Platz was only travelled through with no stop.

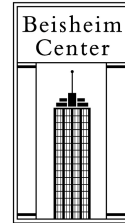
The redevelopment of the Potsdamer Platz is based on a tender, which was won by the architects Hilmer & Sattler. The redeveloped area consisted of 480,000 square metres, starting at the Lenné Carrée in the North down to the Landwehrkanal in the South. With the Beisheim Center, which can be seen as the "icing on the cake", four major developments stand on it: Sony Centre, DaimlerChrysler Areal, Beisheim Center and Octogon buildings on the Leipziger Platz.

Potsdamer Platz today

The Potsdamer Platz is in closest vicinity to governmental buildings and is a first class address in Berlin. As a business location it is interesting for international corporations, political decision-makers and embassies.

Already today the Potsdamer Platz has become one of the most fascinating areas for strolling and shopping, next to Unter den Linden, Friedrichstrasse, Kurfürstendamm and Tauentzien.

Especially in the Art and Entertainment world the Potsdamer Platz has established itself. Cinemas, the annual Film Festival "Berlinale", Film Museum with the Marlene Dietrich exhibition, the Musical Theatre as well as the Kulturforum, home of the famous "Berliner Philharmoniker", the new National Gallery, art galleries are all in walking distance.



BERLIN · POTSDAMER PLATZ

The Ritz-Carlton, Berlin

In the Beisheim Center, the Ritz-Carlton Company LLC opened a luxury hotel of a five-star superior category. It has 302 rooms and suites.

Peter Silling has paid homage to the late German empire. Finest materials combined with perfect workmanship, furniture, especially designed for the Ritz-Carlton Berlin, make a stay worthwhile and unforgettable. Close attention has been paid to the lighting concept in order to create perfect harmony. Hand-cut crystals in lamps and chandeliers, especially designed for the hotel, sparkle and bathe Silling's design in the most wonderful light. There are the gourmet-restaurant »Vitrum« and the french Brasserie »Desbrosses«

The Ritz-Carlton Hotel Company LLC runs 54 hotels and resorts. They are located in North America, South America, in the Caribbean, Middle East, Northern Africa and Asia.

Berlin Marriott Hotel

The Berlin Marriott Hotel, a five-star category, has 379 rooms and suites, 72 Executives Rooms and 8 Junior Suites as well as the President Suite. Following the footsteps of Alice Marriott, the design mainly consists of mahogany and cherry woods combined with floral design in order to create a warm atmosphere. There are the american style restaurant »Midtown Grill« and the »Exchange bar & lobby«. The Health Club offers sauna, swimming pool and fitness room. The conference area of 900 square metres hosts a ballroom of 610 square metres.

Marriott International Inc with headquarters in Washington DC is a renowned hotel chain with nearly 2,600 hotels in 68 countries worldwide. They employ 129,000 people. Their brands include Marriott, JW Marriott, The Ritz-Carlton, Renaissance, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn, Springhill Suites, Executive Apartments and Ramada International.