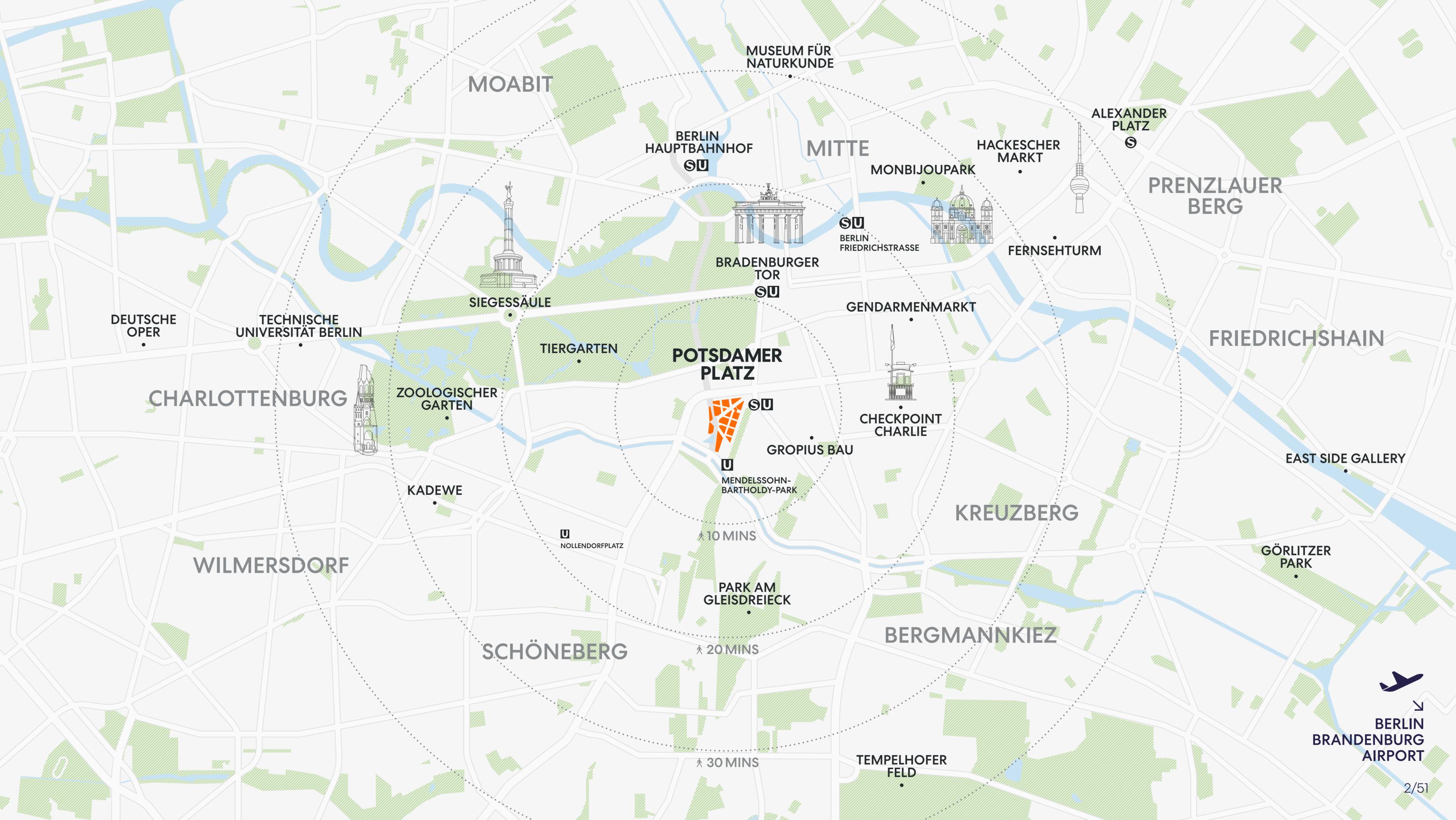


RETAIL

POTSDAMER PLATZ

Rental and Event Opportunities





MUSEUM FÜR
NATURKUNDE

MOABIT

BERLIN
HAUPTBAHNHOF
SU

MITTE

MONBIJOU PARK

HACKESCHER
MARKT

ALEXANDER
PLATZ
S

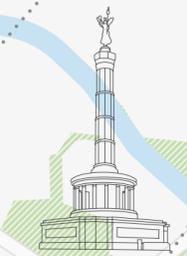
PRENZLAUER
BERG

BRADENBURGER
TOR
SU

BERLIN
FRIEDRICHSTRASSE
SU



FERNSEHTURM



SIEGESSÄULE

TIERGARTEN

POTSDAMER
PLATZ
SU

GENDARMENMARKT

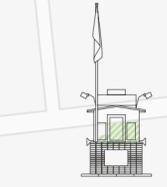
DEUTSCHE
OPER

TECHNISCHE
UNIVERSITÄT BERLIN

FRIEDRICHSHAIN

CHARLOTTENBURG

ZOOLOGISCHER
GARTEN



CHECKPOINT
CHARLIE

EAST SIDE GALLERY

KADEWE

GROPIUS BAU

MENDELSSOHN-
BARTHOLDY-PARK
U

KREUZBERG

WILMERSDORF

NOLLENDORFPLATZ
U

10 MINS

GÖRLITZER
PARK

PARK AM
GLEISDREIECK

SCHÖNEBERG

20 MINS

BERGMANNKIEZ



BERLIN
BRANDENBURG
AIRPORT

TEMPELHOFER
FELD

30 MINS

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.



SONY PICTURES | LinkedIn | ZENTIVA
 TOLL COLLECT service on the road | Sirius real estate | Freshfields
 Johnson & Johnson | illumina | BAIN & COMPANY
 Teleperformance | STRÖER | Aroundhome
 INDUSTRIOUS

REWE DEIN MARKT | McPaper | DEICHMANN | duo flagshipstore
 dm | NBA | pepco | Peek.Cloppenburg
 ONLY | Foot Locker | T.K.maxx | Hugendubel
 MUMUSO | INTERSPORT | snipes | Lovisa
 STREETS | KRASS

MAREDO | samurai's | Pizza Hut | THE ALCHEMIST
 weilands | MAXIM CAFE / BAR | FIVE GUYS
 FACIL | PAULANER | Golbice | MANIFESTO Market
 THE BARN | essenza | VQX
 Mando Tapes | Caffè e Gelato Berlin Potsdamer Platz

CINEMAXX | LIVE NATION | Internationale Filmfestspiele Berlin
 SPIELBANK BERLIN | LANET | CIRQUE DU SOLEIL
 THE MANDALA HOTEL | the upside down | PANORAMAPUNKT
 Gamestate | ShowSlot



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

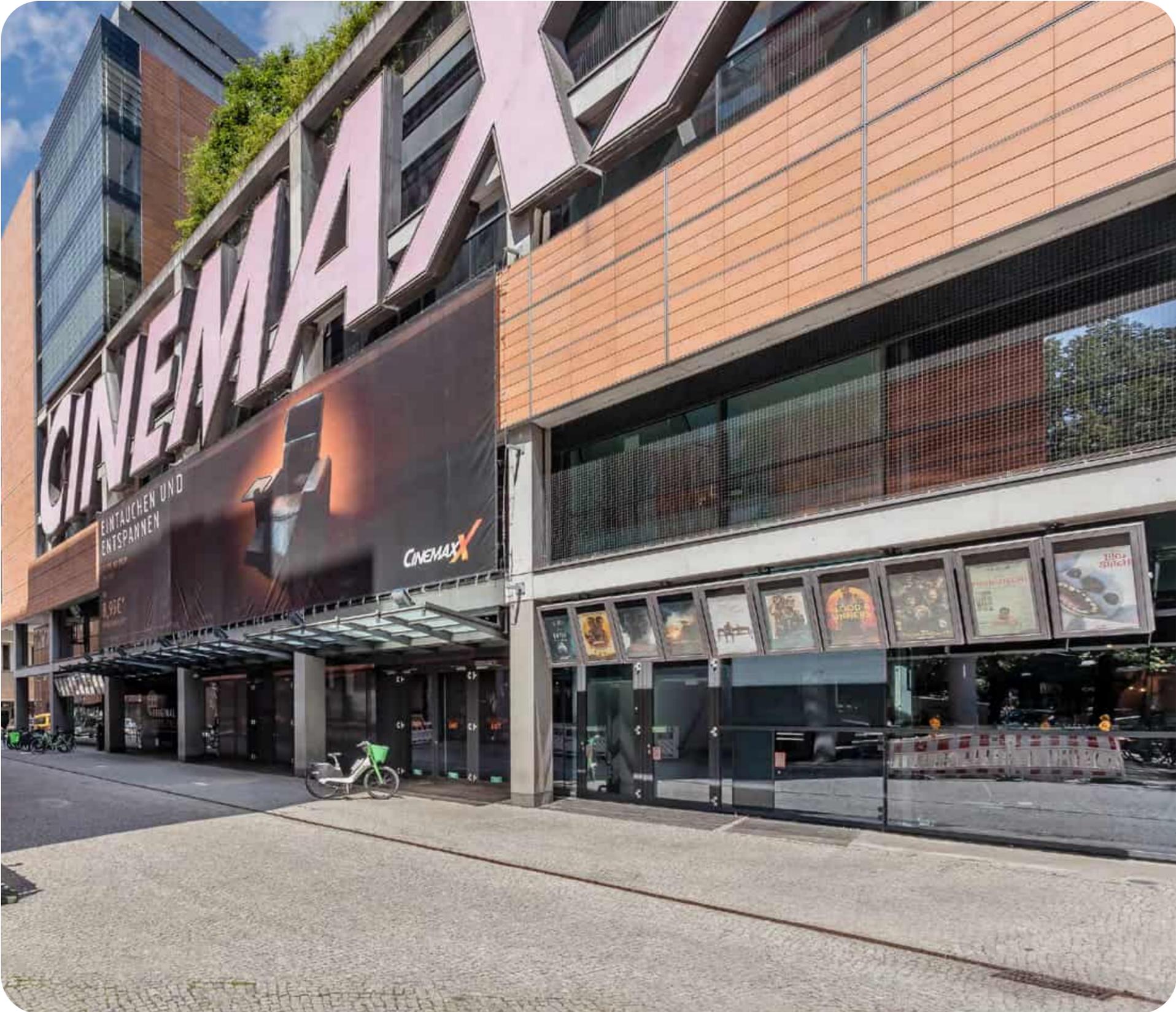
OUTDOOR

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

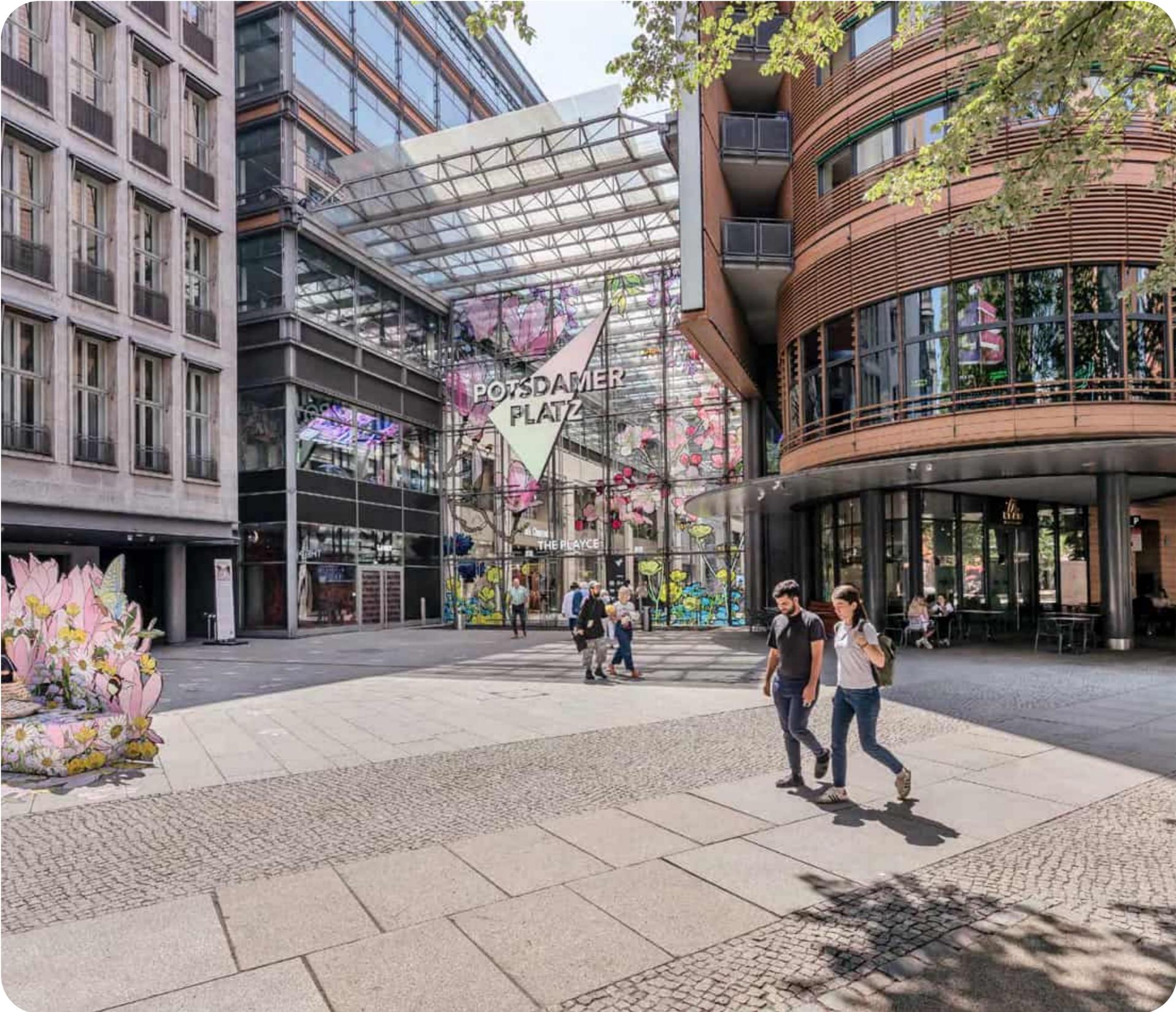
OUTDOOR

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

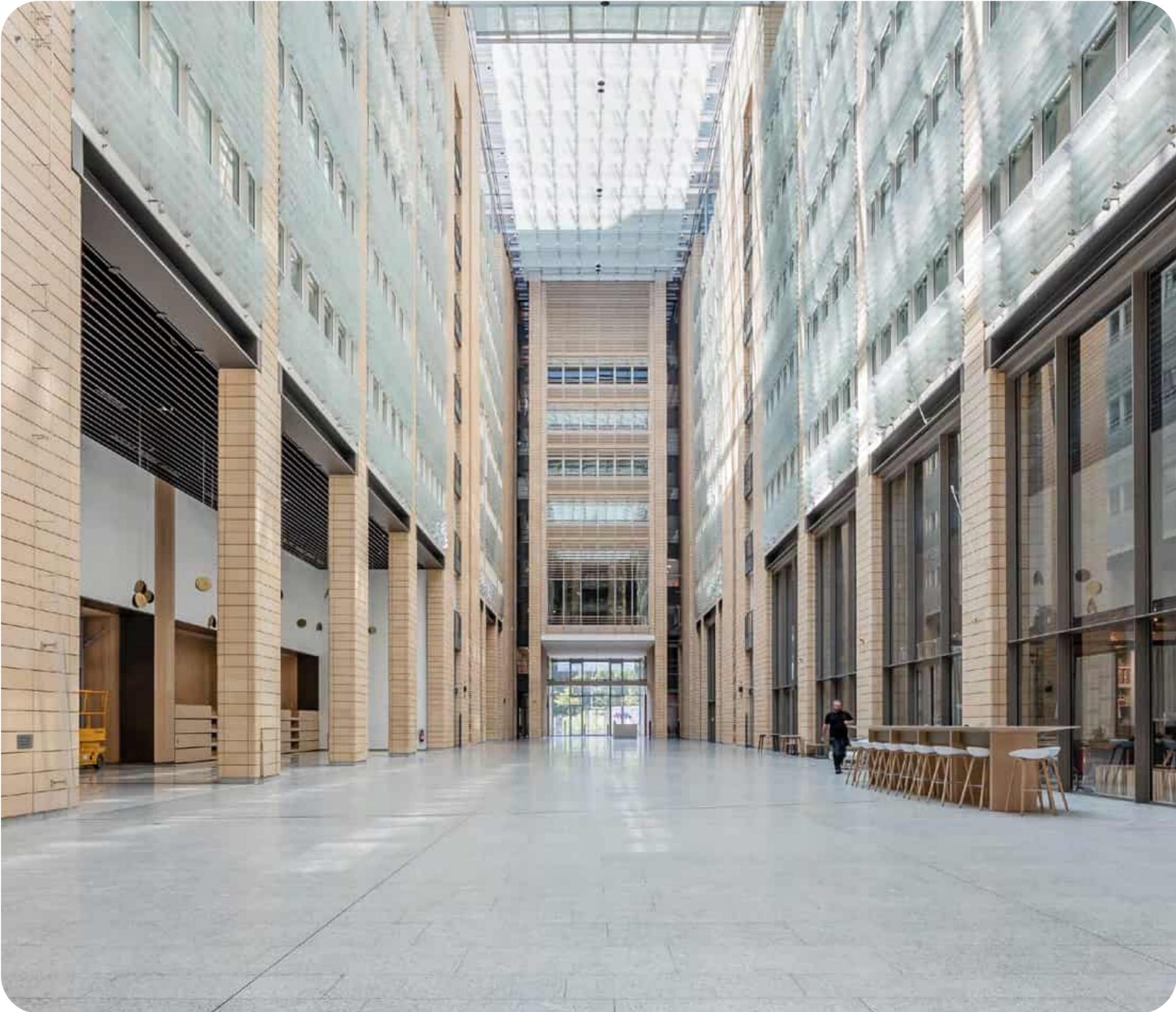


13. Atrium Eichhornstrasse 3

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

80x14m (1.120 m²)

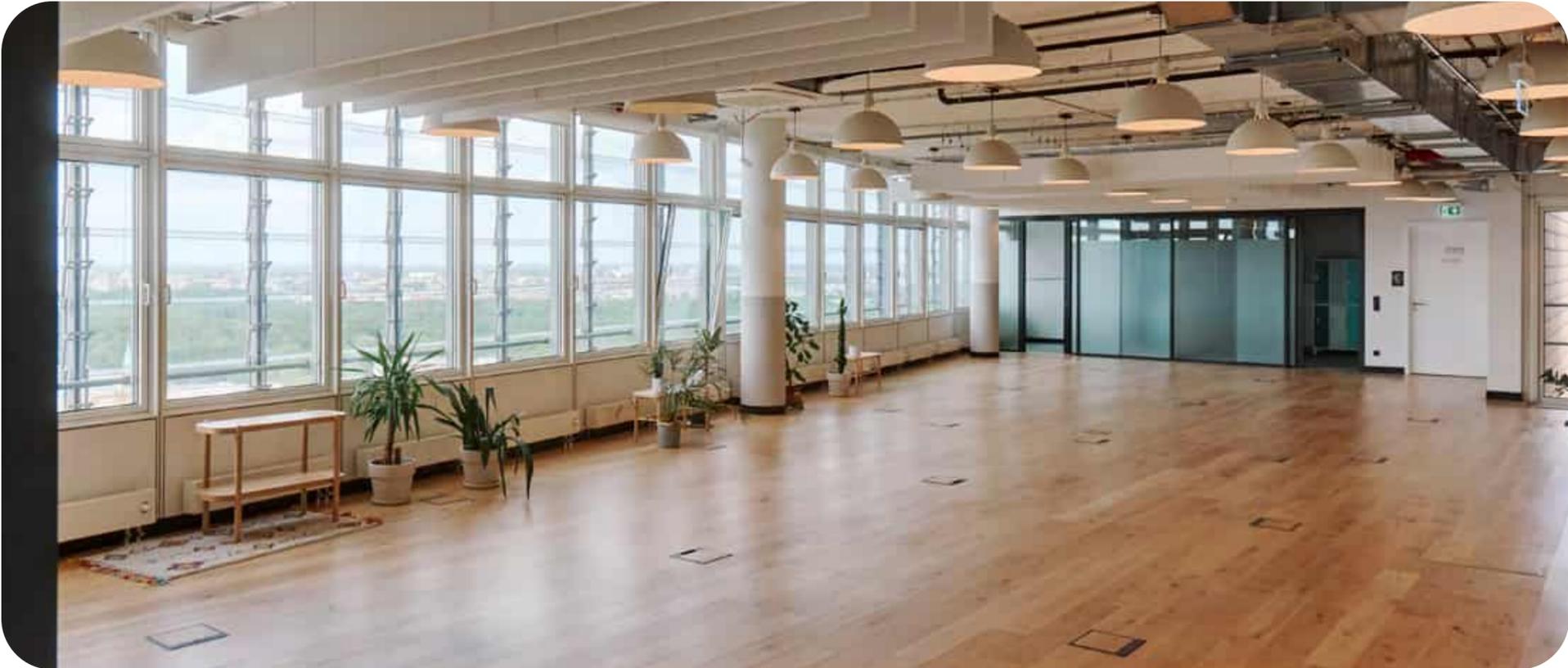
Electricity	yes
WC	public Toilet at Eichhornstraße 3
Drinkable Water	can be provided
Waste Water	no
Special Features	reception, 36 m ceiling height, event area for max. 1900 pax
Suitable for	events, promotion, photo shoots, movie location



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 terrace

1,187 m²

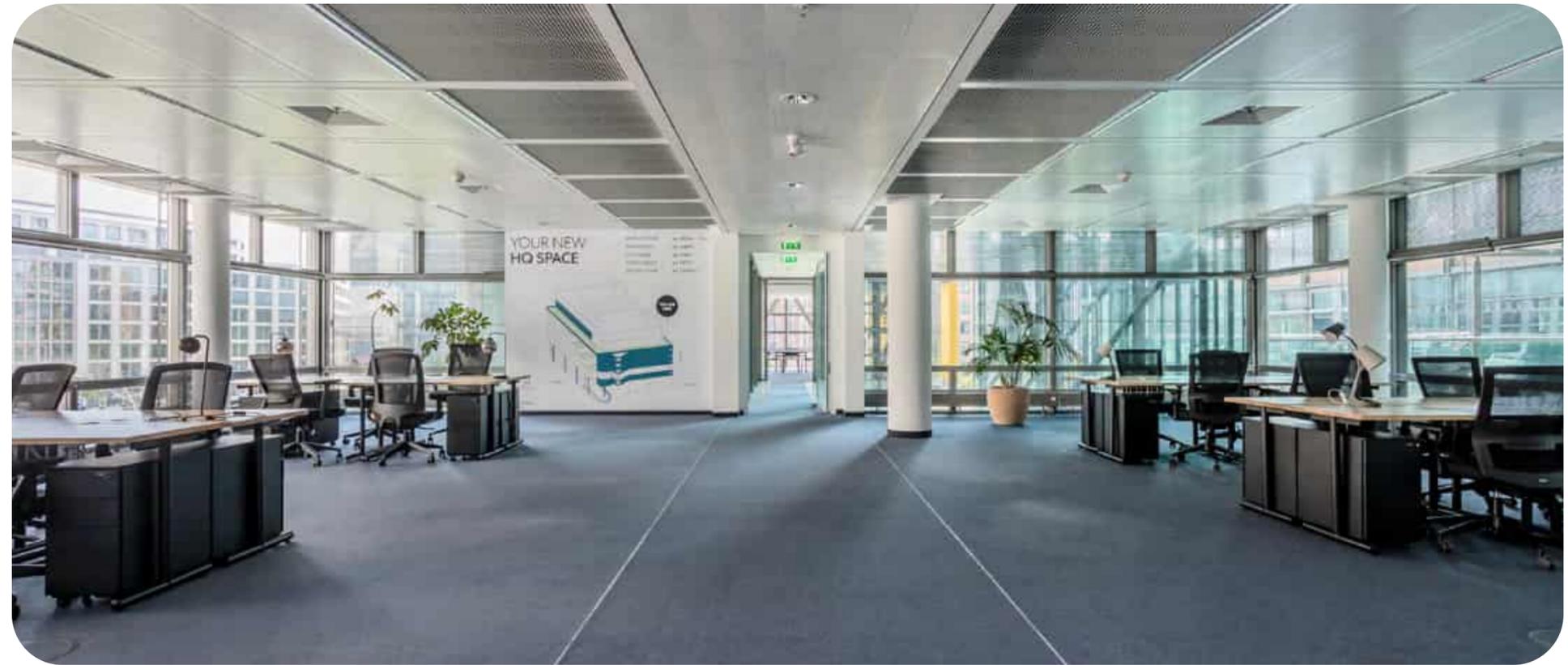


Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	rooftop terrasse with Tiergarten views
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equipped event location, all technical equipment self provided

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

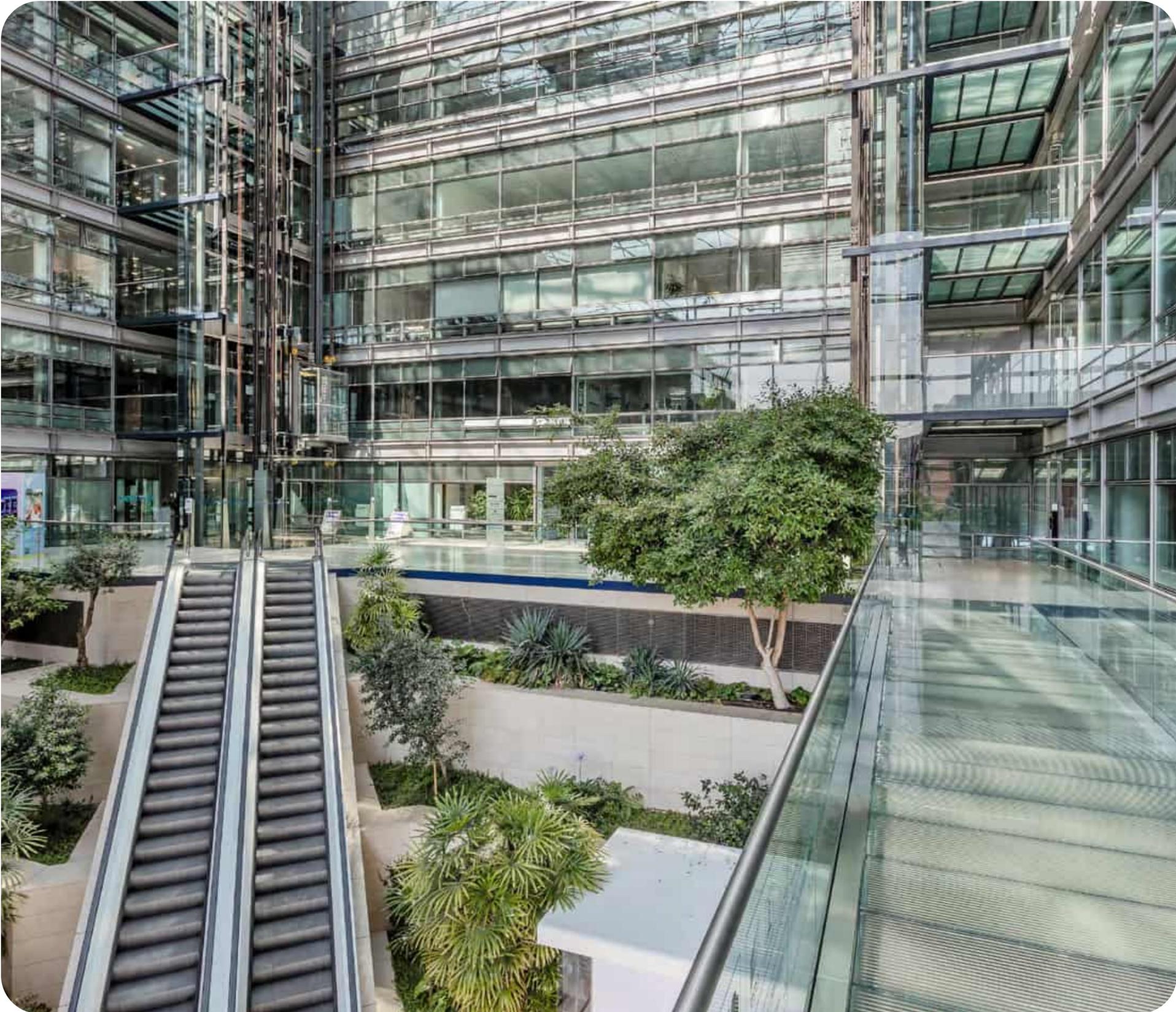


19. Lobby Linkstrasse 2

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



Our Supplier Partnership

SECURITY

APLEONA

FACILITY MANAGEMENT

 **WISAG**

CLEANING SERVICES

SASSE 



Contact Us For Rental Opportunities

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The Playce



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