

RETAIL

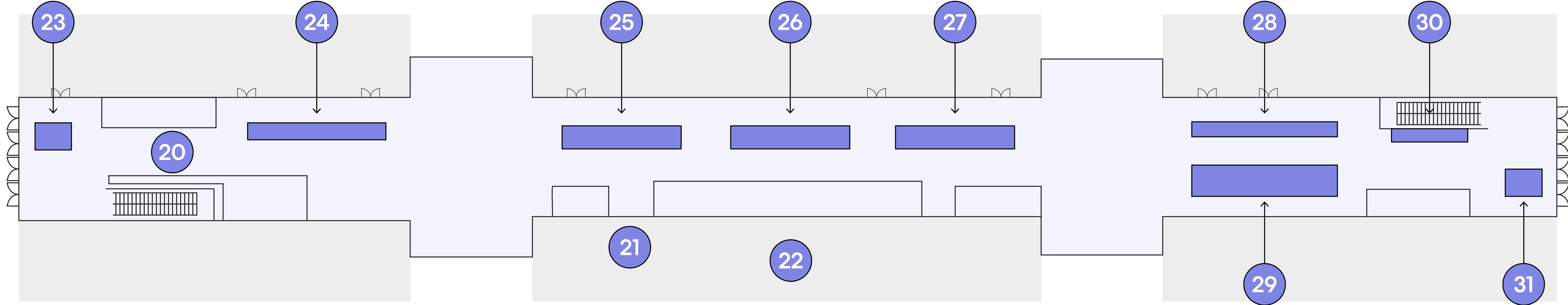
POTSDAMER PLATZ

Rental and Event Opportunities

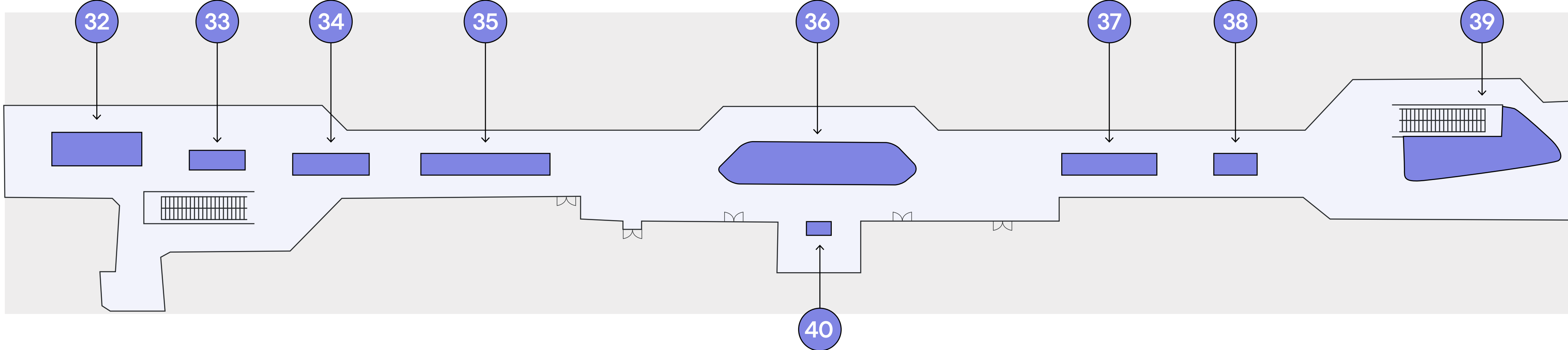


Opportunity Spaces Within The Playce

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

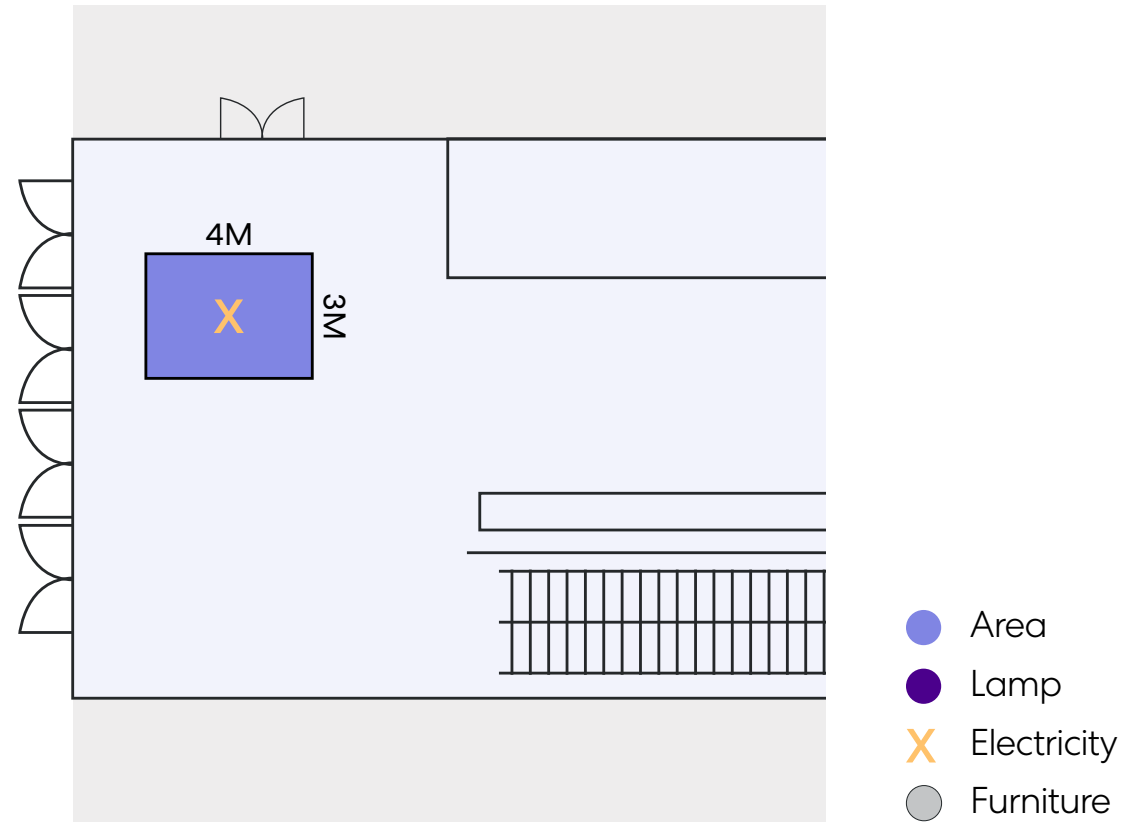


Electricity	yes
WC	yes
Drinkable Water	no
Waste Water	yes
Special Features	stage, technical equipment, sound system, huge screen above stage for branding moments / videos
Suitable for	concerts, stand-up-comedy, presentations

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 -

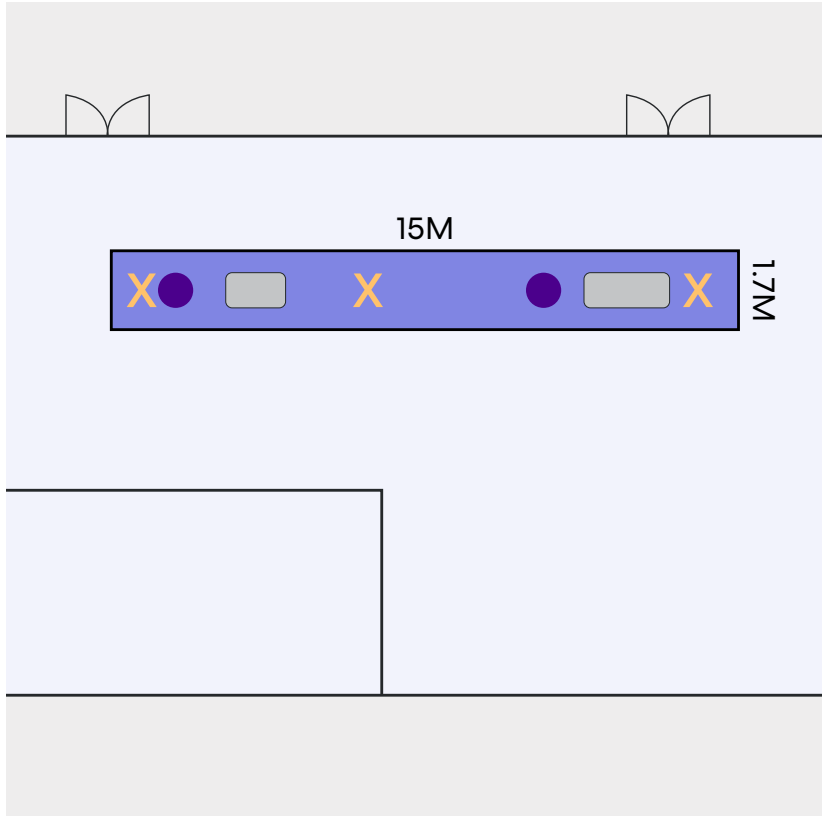
Suitable for promotion, market stalls, advertising stands



24. Furnishing Area

Small activation area in The Playce

1,7 m x 15 m² (25,51 m²)



- Area
- Lamp
- ✕ Electricity
- Furniture

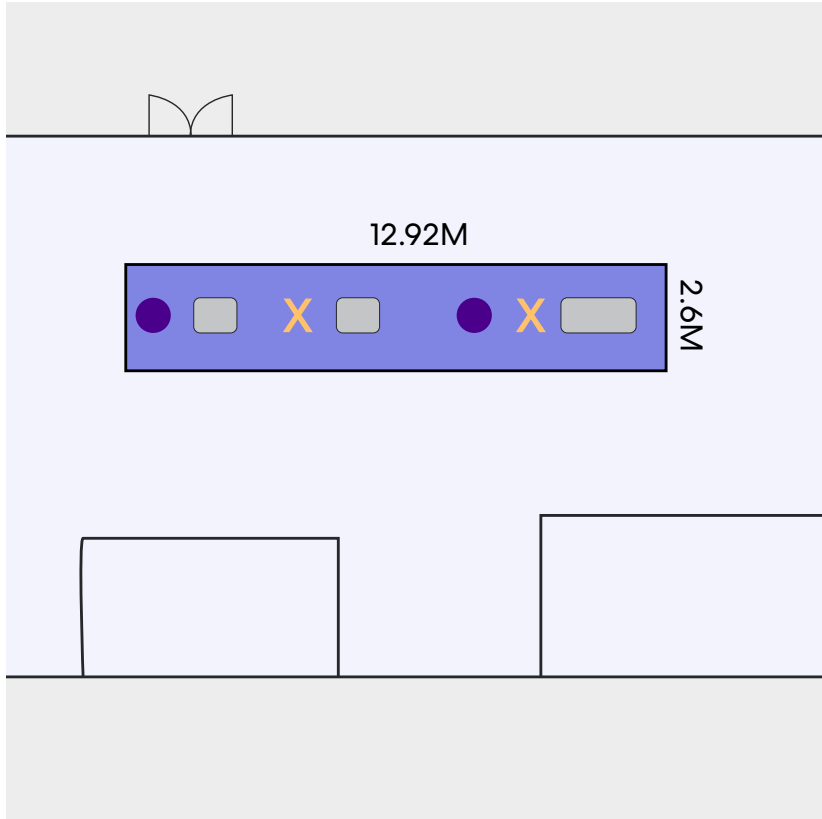
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



25. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



- Area
- Lamp
- ✕ Electricity
- Furniture

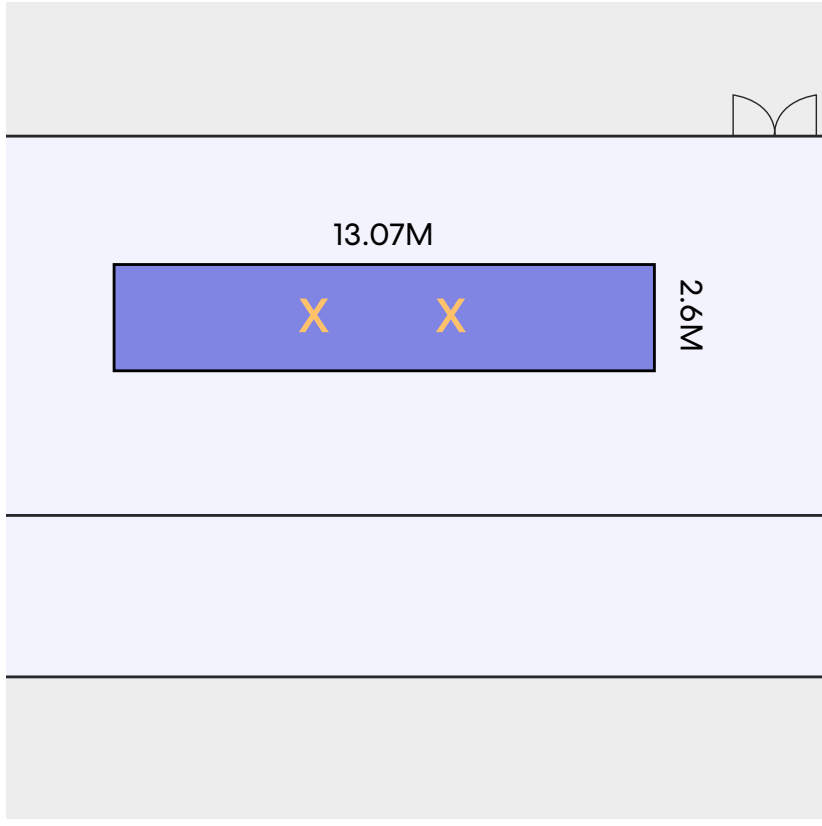
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



26. Furnishing Area

Small activation area in The Playce

2,6 m x 13,07 m² (33,98 m²)



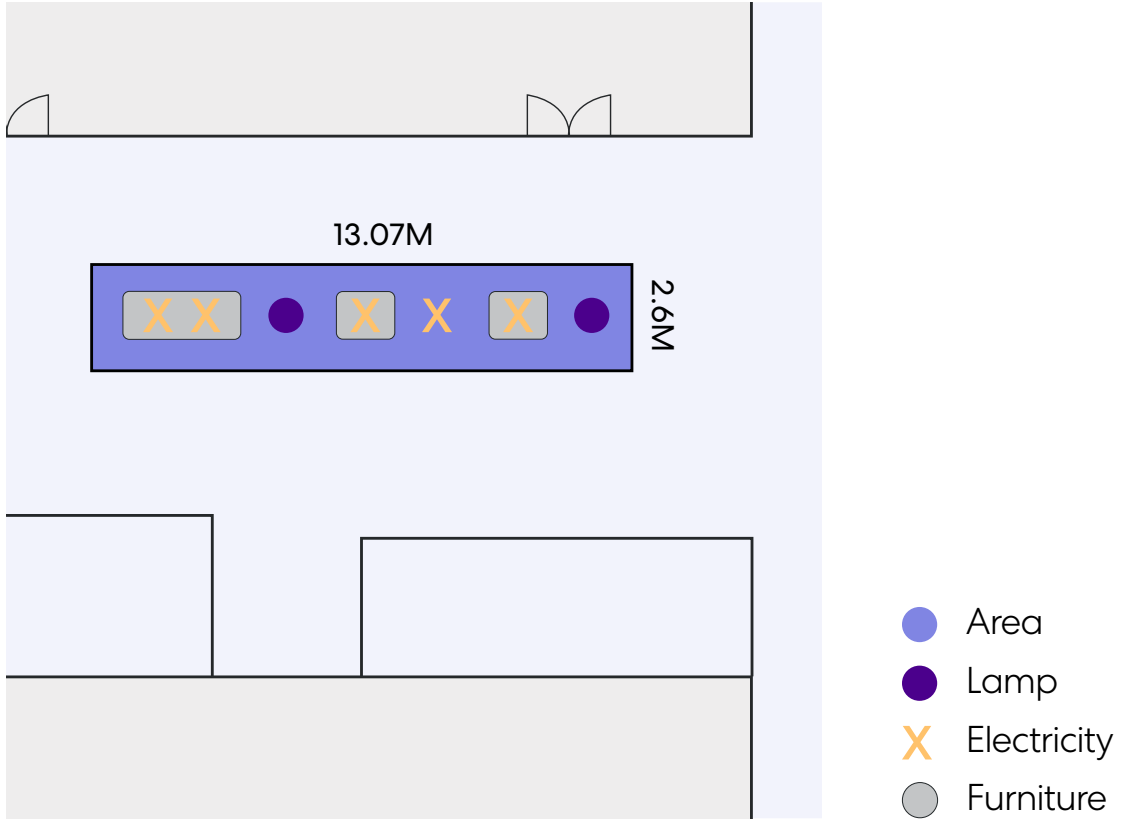
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



27. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



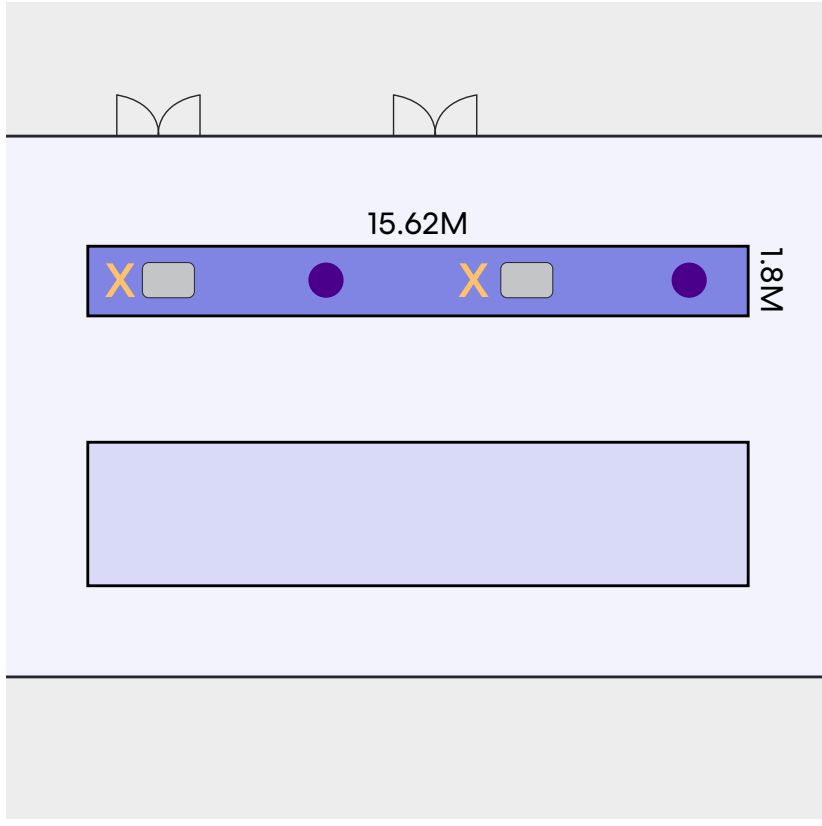
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



28. Furnishing Area

Small activation area in The Playce

1,8 m x 15,62 m² (28,125 m²)



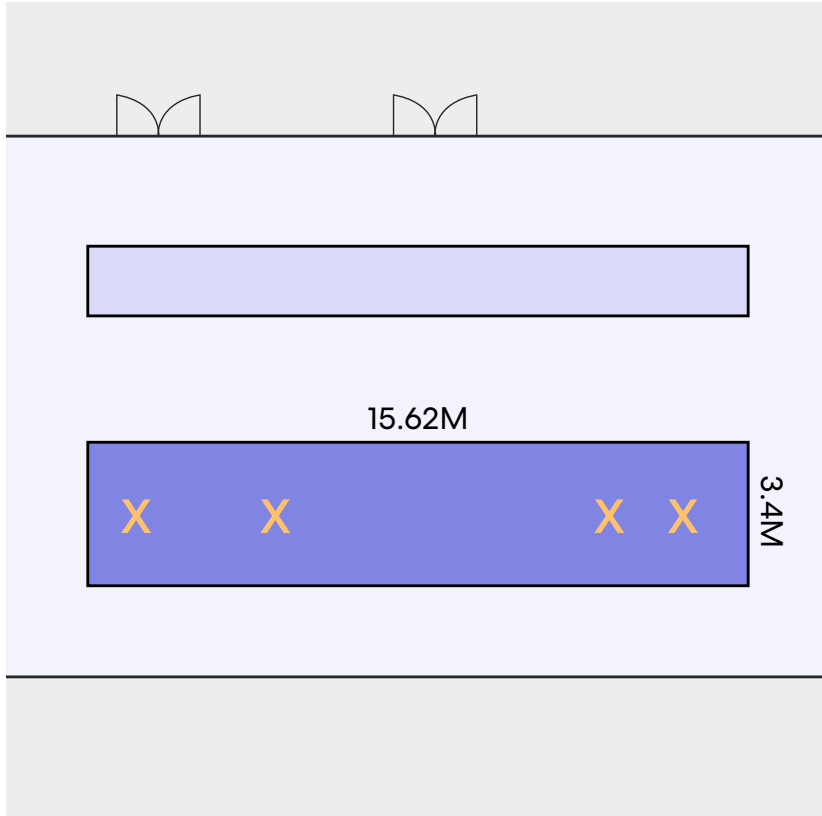
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



29. Furnishing Area

Small activation area in The Playce

3,4 m x 15,62 m² (53,125 m²)



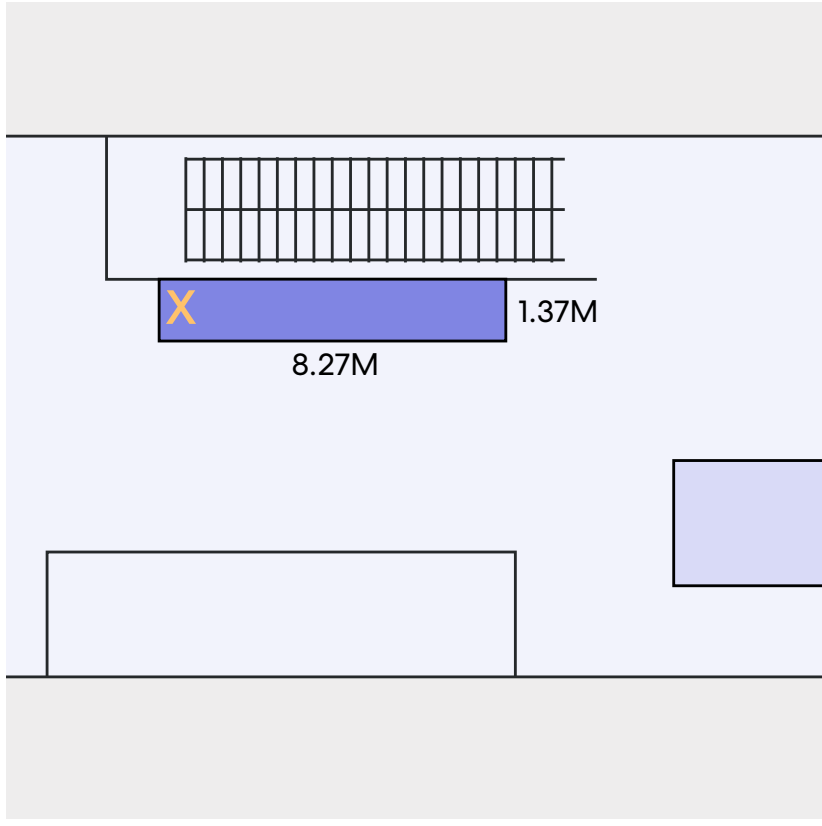
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



30. Furnishing Area

Small activation area in The Playce

1,37 m x 8,27 m² (11,37 m²)



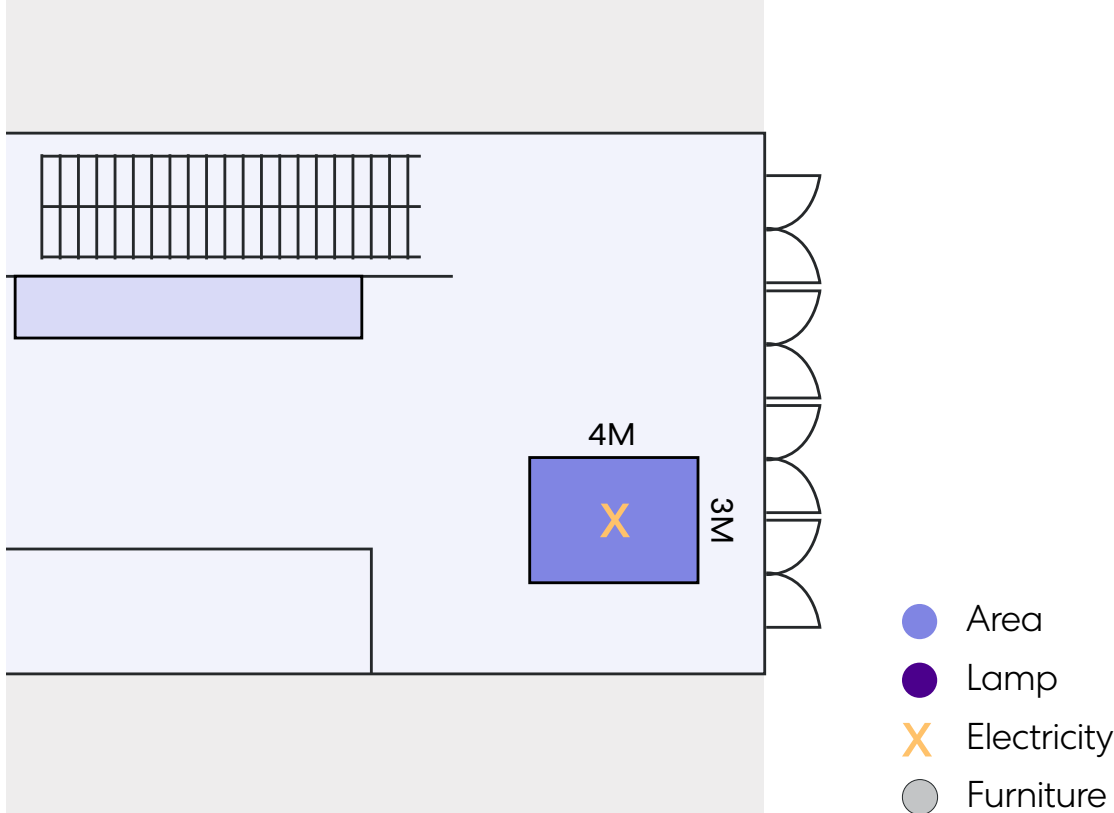
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



31. Activation Area

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

3 m x 4 m (12 m²)



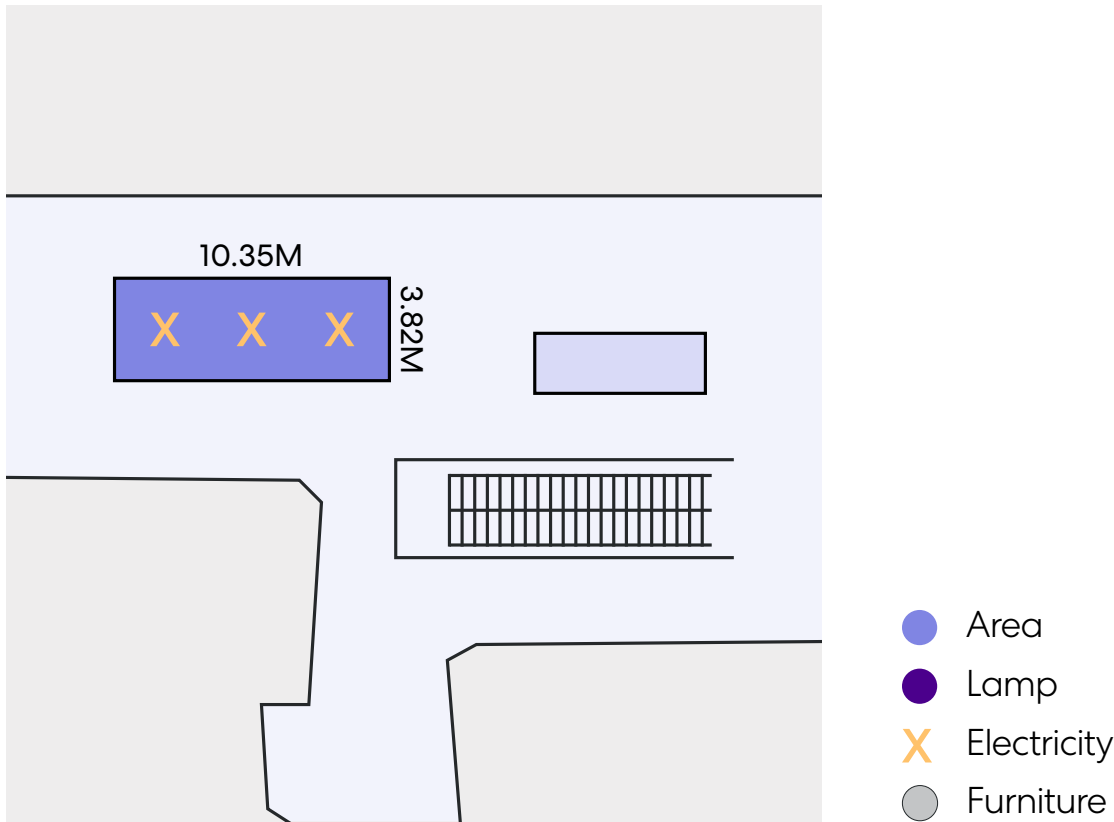
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



32. Activation Area

Dedicated activation area on the Shopping Street

3,82 m x 10,25 m² (39,95 m²)



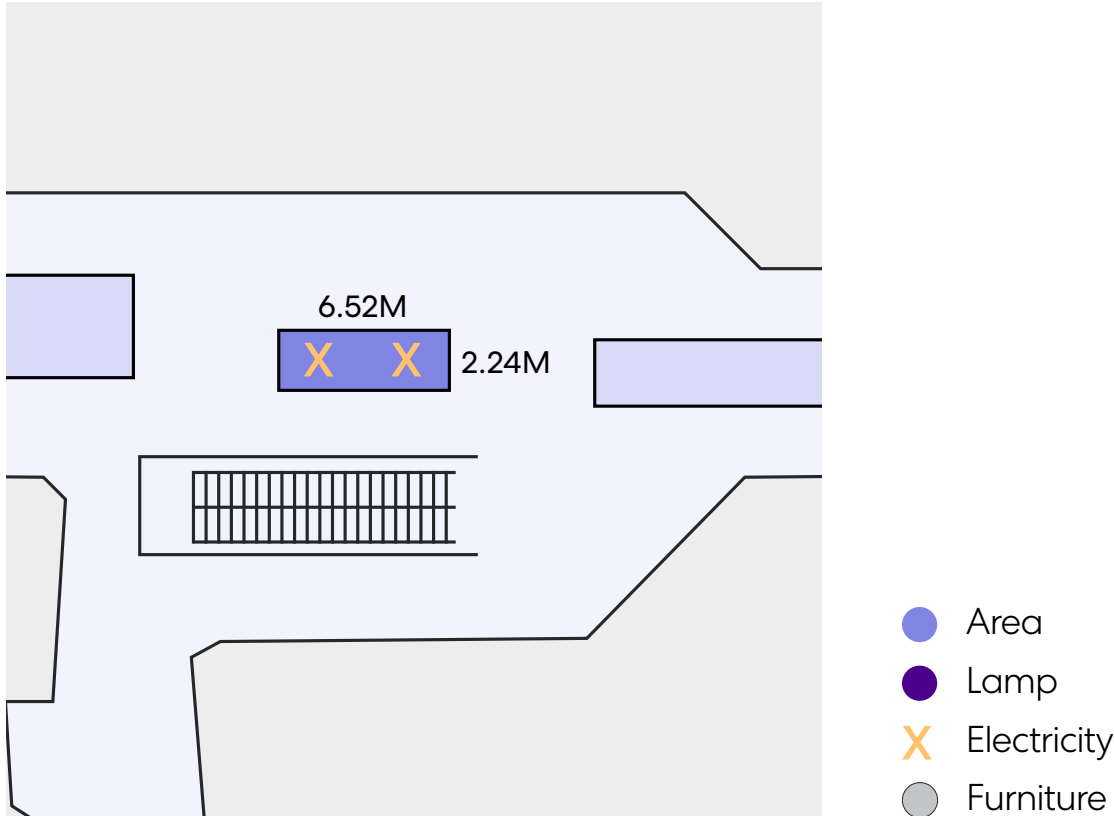
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	yes
Waste Water	yes
Special Features	-
Suitable for	promotion, market stalls, advertising stands



33. Activation Area

Dedicated activation area on the Shopping Street

2,42 m x 6,52 m² (14,65 m²)



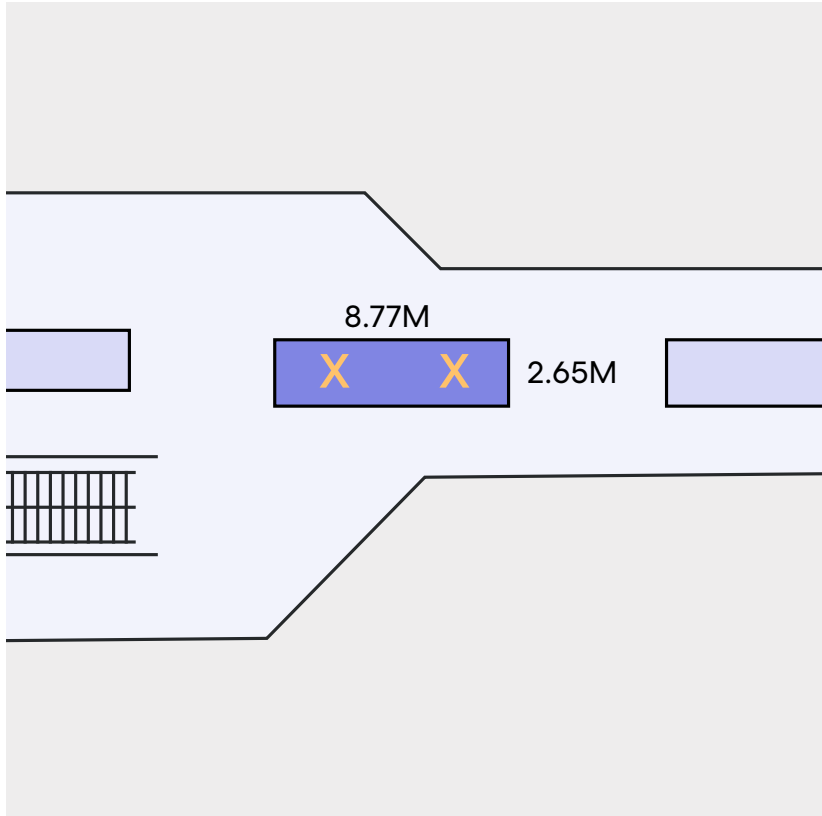
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



34. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 8,77 m² (23,25 m²)



- Area
- Lamp
- ✕ Electricity
- Furniture

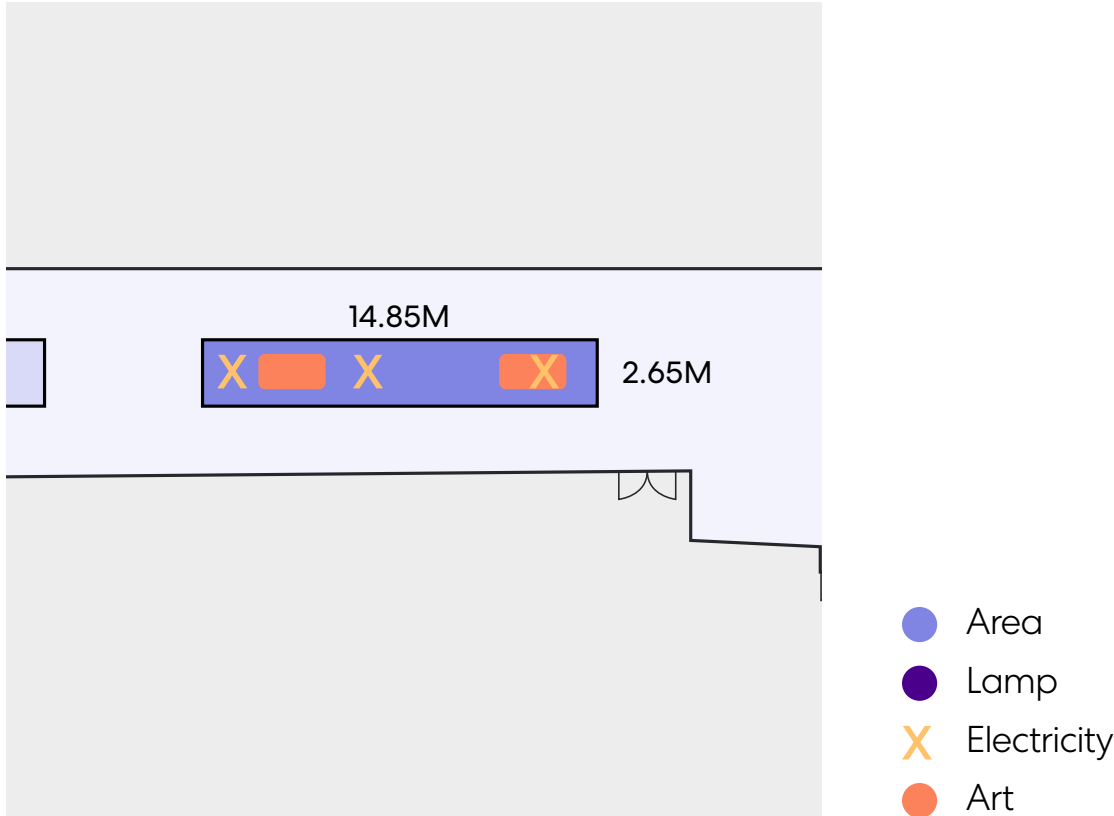
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



35. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 14,85 m² (39,38 m²)



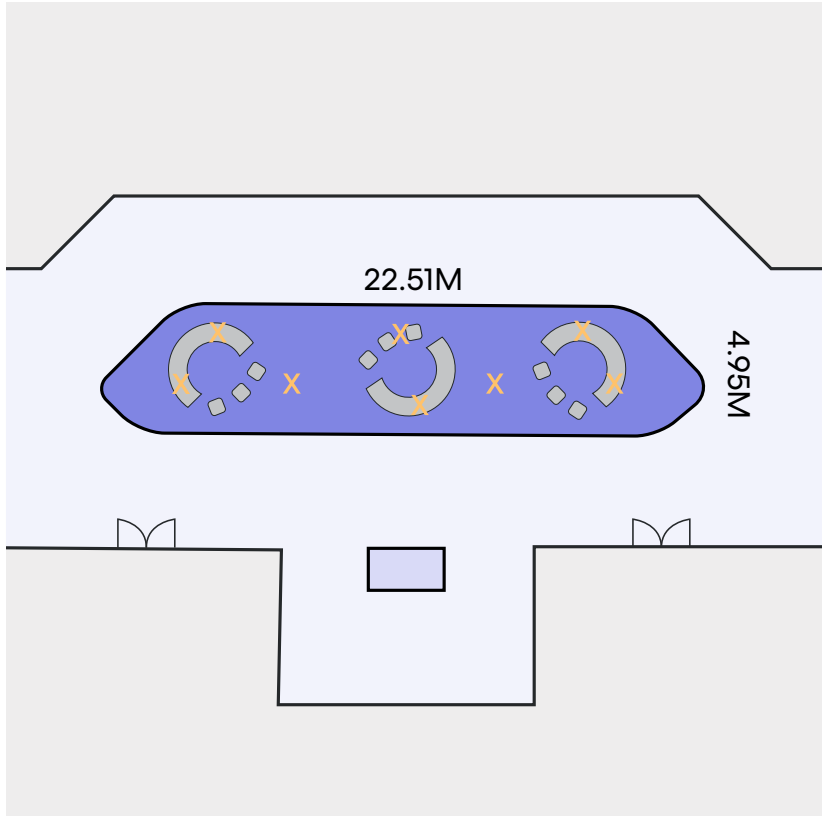
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



36. Lounge

Small activation area in The Playce

4,95 m x 22,51 m (111,4 m²)



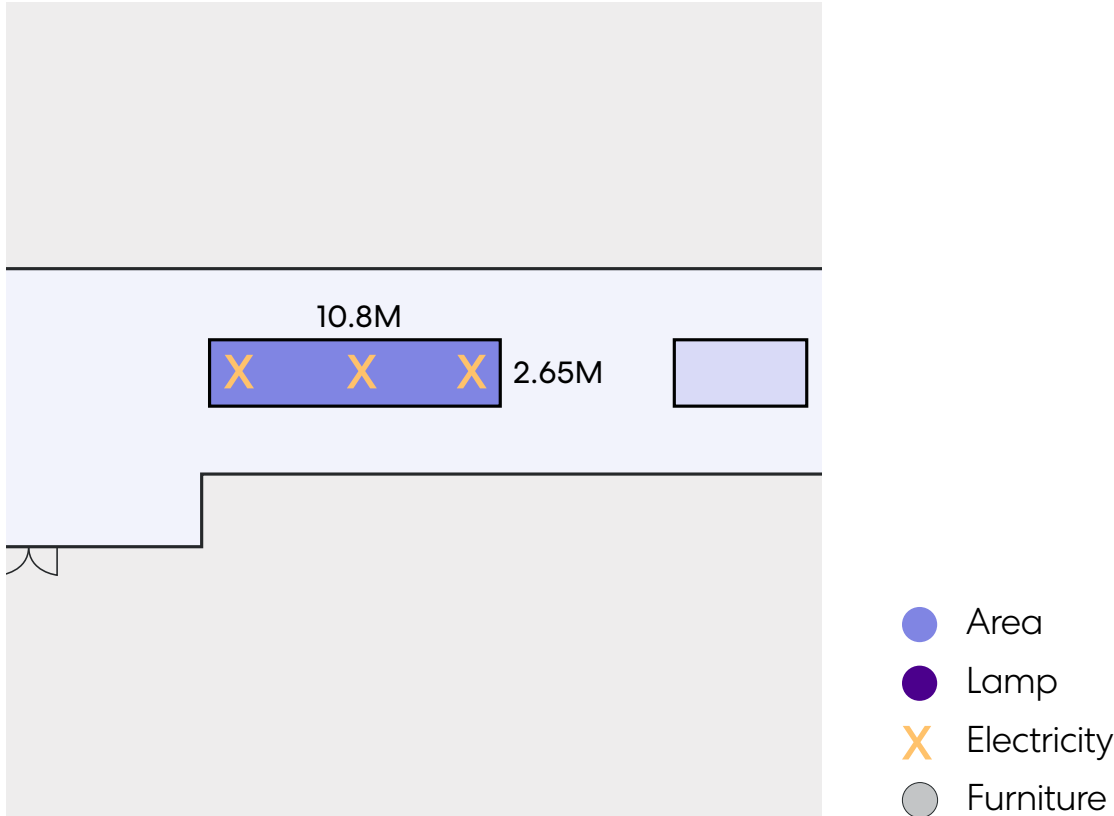
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



37. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 10,8 m² (28,62 m²)



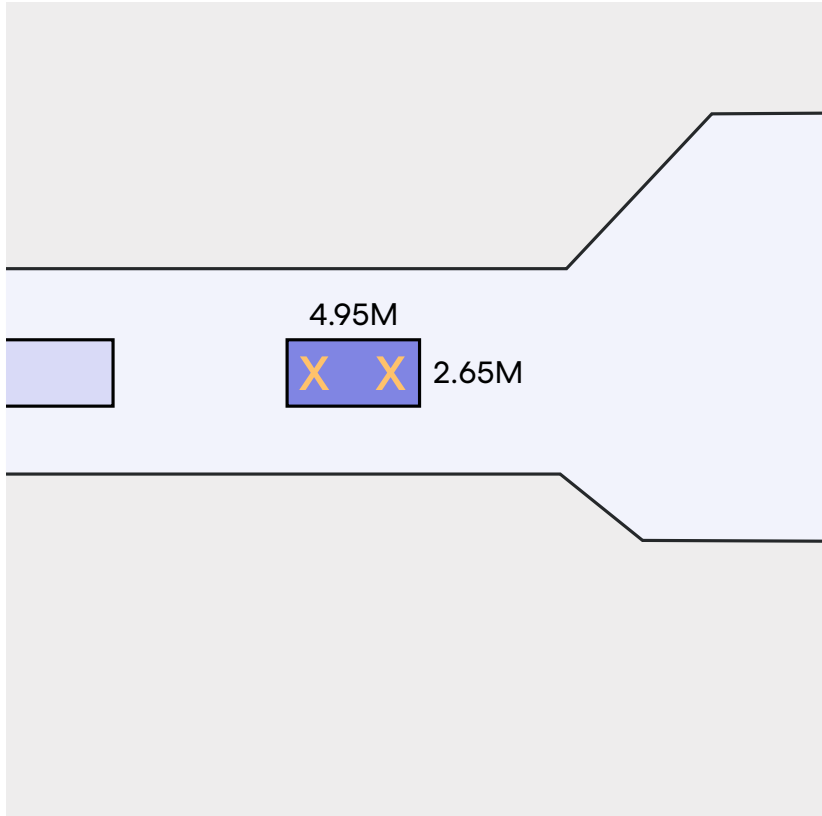
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



38. Activation Area

Dedicated activation area on the Shopping Street

2,65 m x 4,95 m² (13,12 m²)



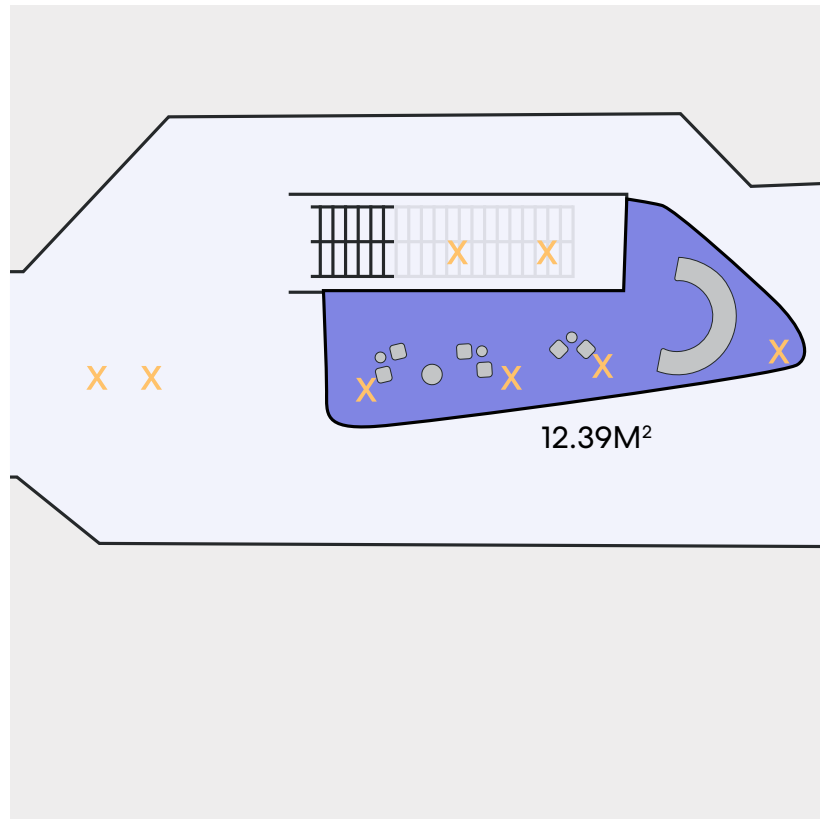
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



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 -

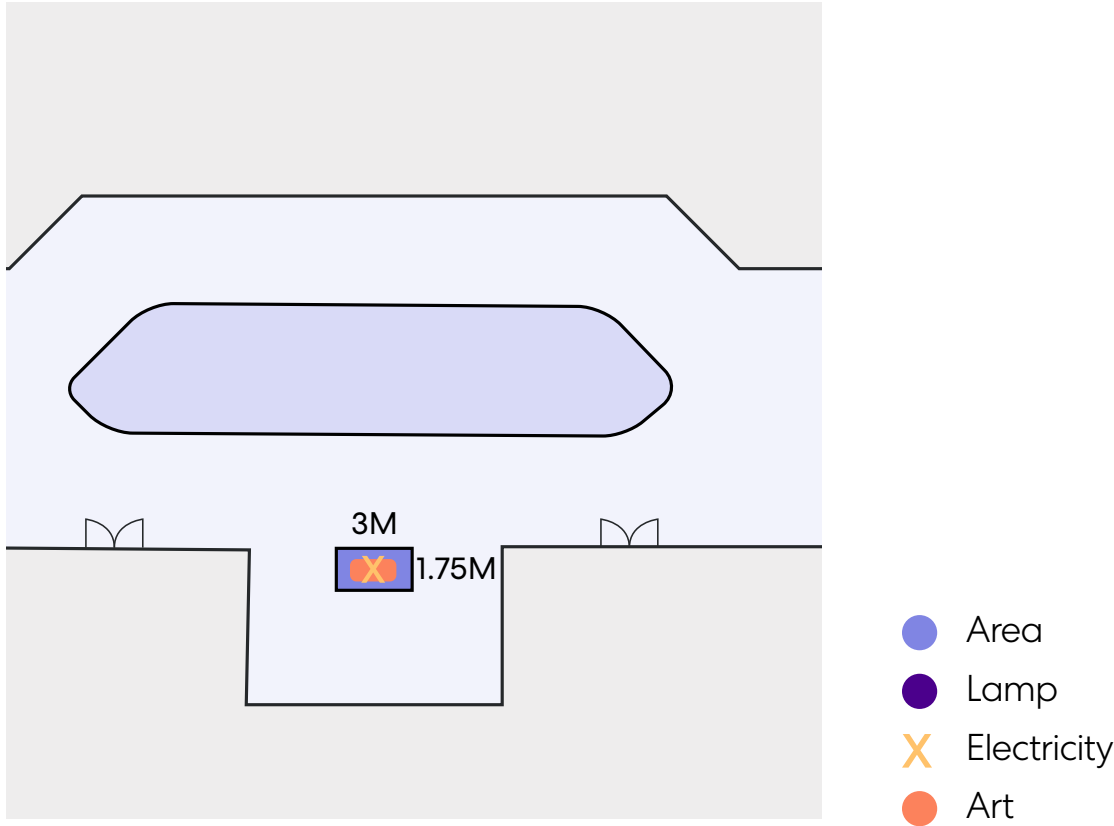
Suitable for promotion, advertising stands



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

