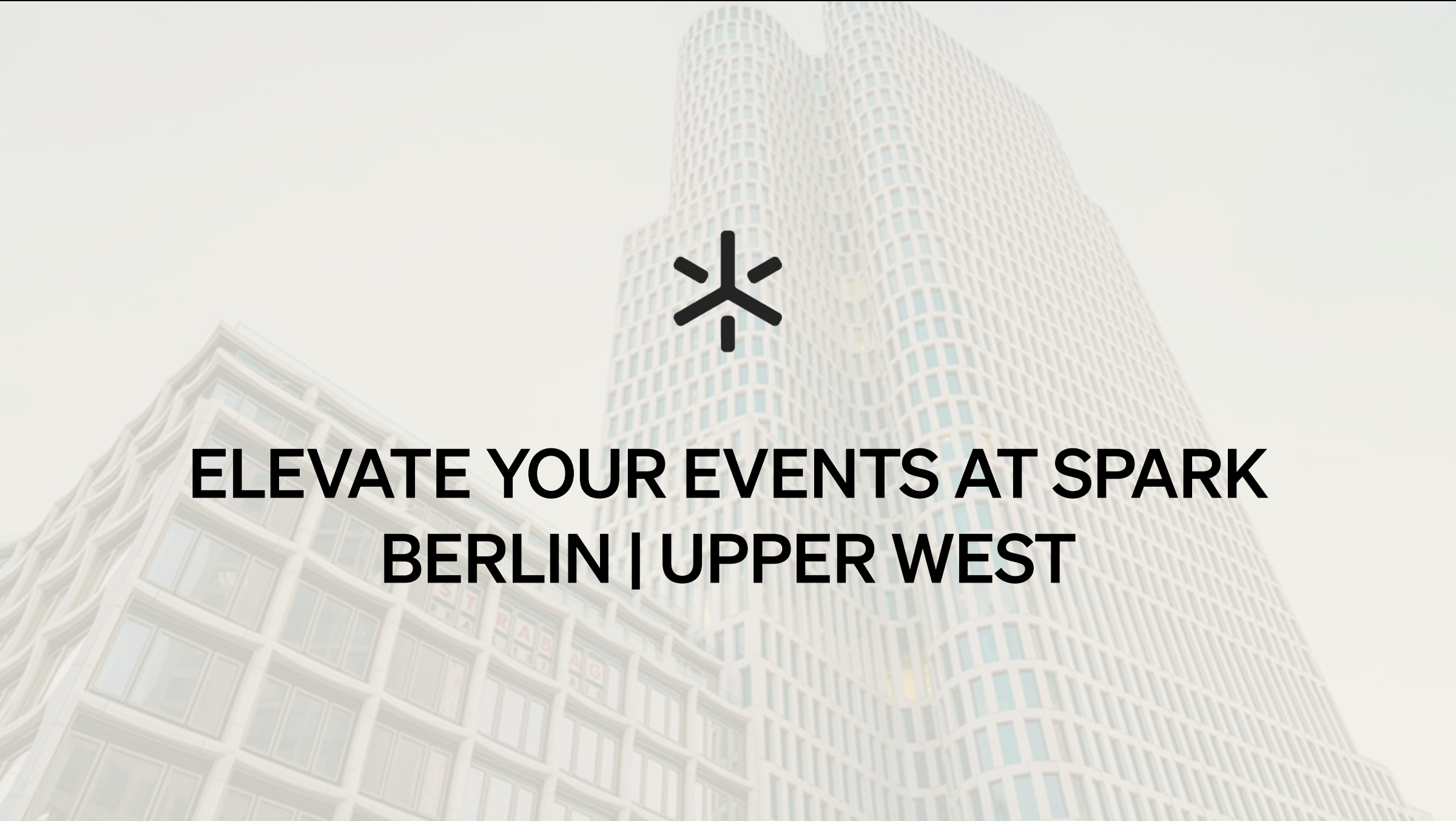
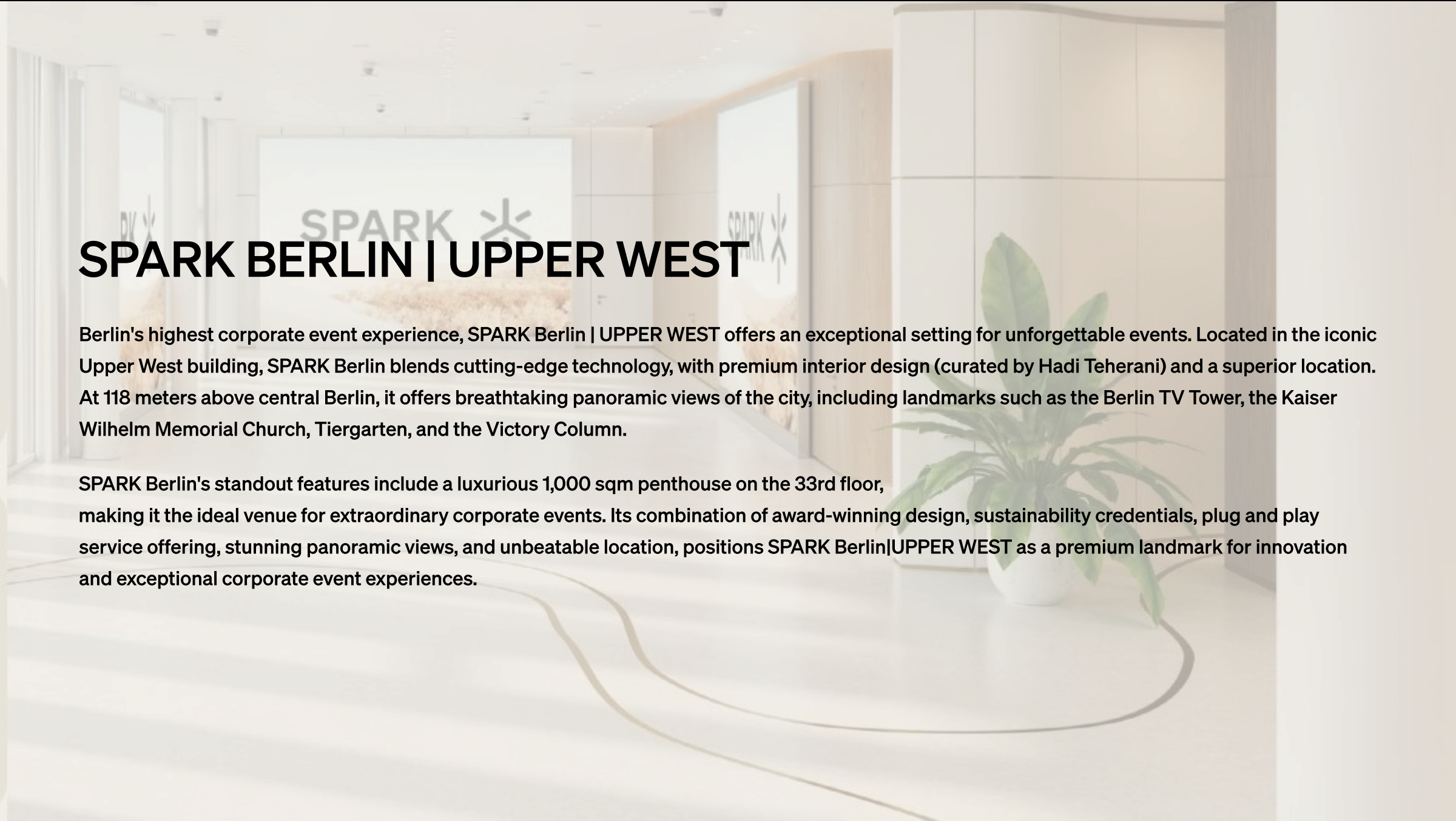


ELEVATE YOUR EVENTS AT SPARK BERLIN | UPPER WEST



UPPER WEST TOWERS

One of the first hybrid towers in Germany, combining hospitality, retail, hotel, and office use, UPPER WEST is a symbol of innovation and sophistication. Nestled in the heart of Berlin, next to Kurfürstendamm and Zoologischer Garten station, this architectural masterpiece was designed by the renowned architects LANG-HOF® and KSP ENGEL. The building has garnered numerous accolades, including the prestigious FIABCI Prix d'Excellence Germany (Gold, 2018) and the World Prix d'Excellence (2019), recognizing its outstanding design. With a commitment to sustainability, UPPER WEST proudly holds the esteemed DGNB Gold certification, which highlights its environmental quality, economic efficiency, and sociocultural impact.



SPARK BERLIN | UPPER WEST

Berlin's highest corporate event experience, SPARK Berlin | UPPER WEST offers an exceptional setting for unforgettable events. Located in the iconic Upper West building, SPARK Berlin blends cutting-edge technology, with premium interior design (curated by Hadi Teherani) and a superior location. At 118 meters above central Berlin, it offers breathtaking panoramic views of the city, including landmarks such as the Berlin TV Tower, the Kaiser Wilhelm Memorial Church, Tiergarten, and the Victory Column.

SPARK Berlin's standout features include a luxurious 1,000 sqm penthouse on the 33rd floor,
making it the ideal venue for extraordinary corporate events. Its combination of award-winning design, sustainability credentials, plug and play service offering, stunning panoramic views, and unbeatable location, positions SPARK Berlin|UPPER WEST as a premium landmark for innovation and exceptional corporate event experiences.

PLUG AND PLAY APPROACH

UNIQUE COMBINATION OF SPACES, SERVICES & TECHNOLOGY



SPACES

Beautifully designed venues



TECHNOLOGY

State-of-the-art event & broadcast tech



SERVICES

Innovative event, F&B, tech support

STRATEGIC PRESENCE IN PRIME BUSINESS DISTRICTS

By targeting premier business hubs (e.g., SPARK Frankfurt | JUNGHOF PLAZA, launched in 2022), SPARK meets a range of corporate needs—from launches and hybrid conferences to daily office solutions. Through our plug-and-play approach, we unite beautifully designed venues, innovative services (F&B, tech support), and state-of-the-art broadcast technology for seamless experiences.

UNPARALLELED EVENT & BROADCAST EXPERIENCES

At SPARK Berlin | Upper West, we deliver transformative events, helping leading brands reach their full potential. Our synergy of Spaces, Services, and Technology ensures immersive conferences, memorable showcases, and cutting-edge hybrid events.

EMPOWERING BUSINESSES FOR GROWTH

We enable organizations to showcase products, captivate audiences, and host immersive conferences—fueling business success. By uniting exceptional venues, advanced services, and top-tier tech, SPARK helps businesses thrive.



TIERGARTEN SALON

WHERE BERLIN'S SKYLINE TAKES CENTER STAGE

The Tiergarten Salon is a versatile space that boasts an impressive 180-degree view overlooking Berlin's iconic Memorial Church. Its floor-to-ceiling windows showcase the city's skyline in all its glory, while the open-plan design creates a setting that seamlessly combines style and functionality.

KEY FEATURES

LED Wall: Perfect for dynamic presentations, branding, or immersive visuals.

Lounge Furniture: Ideal for relaxed networking, intimate workshops, or breakout discussions.

Premium Bar: Adds a sophisticated touch to receptions, get-togethers, and culinary moments.

Flexible Floorplan: The Tiergarten Salon's thoughtful design promotes effortless networking and integrates smoothly with the rest of the venue, making it an excellent choice for conference breaks, workshops, or celebratory events.





ONE TABLE

A CULINARY EXPERIENCE TAILORED TO YOUR EVENT

At SPARK Berlin, ONE Table goes beyond catering—it's integral to your event. This open-concept kitchen and dining area merges contemporary design with panoramic Tiergarten views, creating a stunning backdrop for receptions, gala dinners, or any conference break.

KEY FEATURES

Open Kitchen: Ideal for live cooking demos or interactive food stations.

Versatile Dining Options: Seamlessly adapts to seated dinners, cocktail receptions, or buffet setups.

Premium Catering Services: Curated menus and top-tier service tailored to your needs. The thoughtful layout encourages networking and integrates effortlessly with the venue.



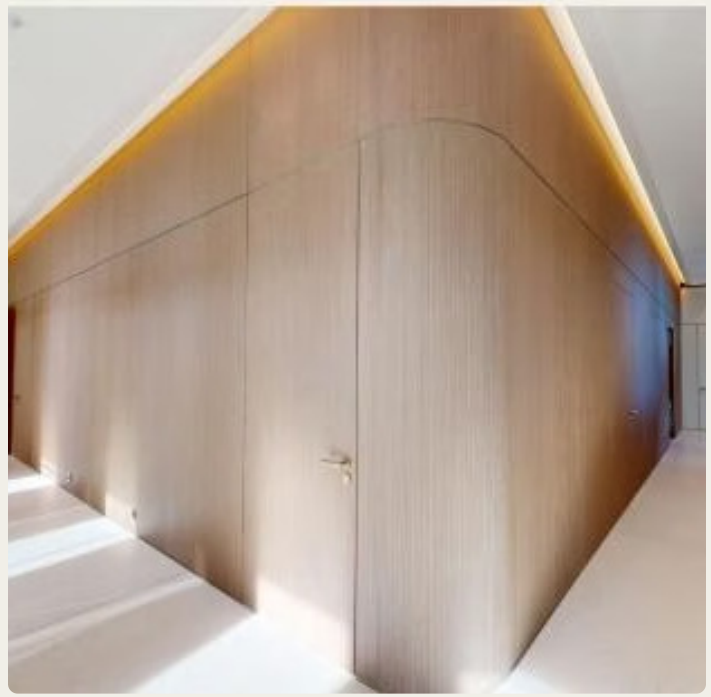
RECEPTION AREA

WHERE THE SPARK EXPERIENCE BEGINS

At SPARK Upper West, every journey begins in an impressive Reception Area, thoughtfully designed to set the perfect tone. Guests benefit from a private entrance on the 33rd floor—accessible via a dedicated elevator from the lobby—offering discretion and exclusivity. This entrance can also be customized to reflect the client's corporate identity, creating a seamless branding opportunity. Together, the Reception Area and private entry deliver a professional, welcoming first impression, setting the stage for unforgettable events.








BOARD ROOM

PREMIUM INTERIOR DESIGN

ELEGANTLY CURATED BY HADI TEHERANI ARCHITECTS TO ENHANCE EVERY GUEST EXPERIENCE









FLOORPLAN

SPACES DESIGNED TO ELEVATE EVERY EXPERIENCE

OVERVIEW

1. Tiergarten Salon
2. Club Room
3. Board Room
4. Sky Lounge
5. Situation Room
6. ONE Table

