

## **visitBerlin campaigns with "Übermut Project" and Berlin artists in New York's Central Park**

- **A Berlin roadshow through the USA**
- **In collaboration with the Federal Foreign Office and Hamburg Marketing**
- **Next stops: Paris, Teheran and Bangkok**

**Berlin, 24th October 2017** Last weekend, Berlin celebrated the end of a six-week US tour entitled "We Like America" with design workshops and cinema screenings in New York's Central Park.

### **Berlin meets Brooklyn**

Berlin artists and local residents met in Central Park to discuss the history, changes, advantages and challenges of creative districts. The "Spacebuster", an inflatable pavilion from artist and architect collective raumlaborberlin, served as the venue throughout the whole tour.

New York was the final destination of a roadshow throughout the US – the most important overseas market for Berlin tourism. Berlin artists travelled in the Spacebuster from the Chicago Architecture Biennale, via St. Louis and Cleveland, to New York. There were concerts, lectures, film screenings and workshops that dealt with the relevant themes of the individual locations and enabled an exchange and dialogue between residents and the actors. The events were rounded off by workshops with schools and universities.

### **"Übermut Project" takes the Berlin creative scene around the world**

"Übermut" is a project from *visitBerlin* in collaboration with Hamburg Marketing GmbH and sponsored by the Federal Foreign Office. Taking the two metropolises as its example, it aims to illustrate Germany's creative potential. The "Übermut Project" has led Berlin and Hamburg creatives to Hong Kong, Milan, Brighton, Amsterdam and the USA in recent months. The next stops are Paris, Tehran and Bangkok.

**Burkhard Kieker**, Managing Director of *visitBerlin*: "“Übermut` mirrors Berlin's spirit of freedom and provides a global stage for the German art and creative scene. Our initiative – independently of marketing campaigns and strategies – gives Berlin artists free artistic license when designing their projects. With this project, we are taking a new approach to marketing and are promoting Berlin in an authentic way."

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**Further information and photos are available at [about.visitBerlin.de](http://about.visitBerlin.de)**

# Press Information



## **visitBerlin**

"Firing the world up about Berlin." Berlin Tourismus & Kongress GmbH, operating under the trademark *visitBerlin*, has been pursuing its mission of promoting Berlin as a travel and meetings destination around the world since 1993. Berlin's welcoming more visitors than ever. In 2016, some 13 million visitors spent over 31 million nights in the city. Berlin is also very popular as a convention destination. For more than ten years, the German capital has been ranked among the top 5 destinations for international association meetings. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the *Berlin WelcomeCard*. *visitBerlin* operates Berlin Tourist Information Offices across the city and the Berlin Service Center, which can be reached by telephone at +49 (0) 30-25 00 25. Visitors can find all they need to know to plan their trip to Berlin on the city's official travel portal [visitBerlin.de](http://visitBerlin.de). To find out more about *visitBerlin*, go to [about.visitBerlin.de](http://about.visitBerlin.de)

## **Übermut Project**

The "Übermut Project" is a campaign in which *visitBerlin* and Hamburg Marketing send creatives from both cities on an inspiring journey. Übermut stands for good ideas arising from the interplay of freedom, cooperation and courage. Übermut leads to extraordinary, innovative and unconventional results. Above and beyond the image advertising, numerous partnerships with internationally renowned institutions have arisen from the campaign, including Goethe Institutes, the Pulitzer Arts Foundation, Storefront for Art and Architecture NYC, the Triennial of Photography in Hamburg, BASE Milano, Ars Electronica, Linz, and River City Bangkok.

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### **visitBerlin / Berlin Tourismus & Kongress GmbH**

Press Office  
Am Karlsbad 11  
10785 Berlin, Germany  
Fax: +49 (0)30 26 47 48 – 968

[press.visitBerlin.de](http://press.visitBerlin.de)  
[facebook.com/visitBerlin](https://facebook.com/visitBerlin)

### **Press contact**

Christian Tänzler, Media Relations Manager  
Tel.: +49 (0)30 26 47 48 – 912  
[christian.taenzler@visitBerlin.de](mailto:christian.taenzler@visitBerlin.de)

Anja Mikulla, Deputy Press Officer  
Tel.: +49 (0)30 26 47 48 – 903  
[anja.mikulla@visitBerlin.de](mailto:anja.mikulla@visitBerlin.de)