



Berlin – Capital of design and creativity

Climate of innovation in Germany's capital

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Berlin offers ideal conditions for creatives

Berlin is synonymous with constant flux and cosmopolitan lifestyles – both factors fostering the experimental and fuelling innovative ideas. The city is attracting growing numbers of creatives to live and work here, drawing their inspiration from the city's quite unique atmosphere. In Berlin, it all comes together – artistic freedom, exceptional exhibition spaces, global networks and an audience keenly interested in design.

Design – Made in Berlin

Berlin's creative scene has advanced to become a key economic and locational factor. The city is home to innumerable design studios for fashion, the graphic arts, jewellery and furniture. It also boasts numerous state-funded art colleges and private institutes offering a wide spectrum of courses in the design field. In fashion and clothing design, for example, the city has the largest number of facilities for training anywhere in Europe. Berlin is not only renowned for a modern, urban style in fashion and design, but also offers several creative centres for designers and design fans. The International Design Center Berlin (IDZ) functions as an interface between the creative scene, political sphere, business, society and culture. Aside from the creative centres, various networks and web portals provide key platforms for exchanges between designers – nowhere more in evidence than in the Create Berlin network. udk-berlin.de/startseite/, idz.de, create-berlin.de/home_de.html

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Staying in creative surroundings

People in creative fields looking for a home from home in Berlin are drawn to the Soho House in the Mitte district. Here, members can enjoy accommodation, workspaces, club spaces and even a rooftop pool during their Berlin stay. For the music branch, one of the hottest hotel tips is the Nhow in the seriously cool district of Friedrichshain. The distinctive hotel building, designed by Sergei Tchoban directly on the banks of the River Spree, is the only hotel in Europe with two sound studios available for guests to hire. The Hotel Michelberger is also ranked among the coolest places to stay in Berlin. Renowned interior architect and designer Werner Aisslinger revamped the rooms in an old heritage factory building with flea market chic to create an unconventional hotel with a special Berlin feeling. Aisslinger also designed the Hotel 25hours close to the Berlin Zoo Station, creating interiors on all floors and areas in the hotel to reflect Berlin's diversity and contrasts. sohohouse.com, nhow-berlin.com, michelbergerhotel.com/de/, 25hours-hotels.com/hotels/berlin/bikini-berlin

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Insights into design history

Berlin's museums also offer a wealth of historical and aesthetic insights into design and fashion. In Kreuzberg, the Berlinische Galerie showcases art and design from Berlin over the last 100 years. Visitors to the Kunstgewerbemuseum (Museum of Decorative Arts) at the Kulturforum can enjoy a journey through time exploring masterpieces of European fashion, design and arts and crafts from the Middle Ages to today. The Museum der Dinge presents industrial products from daily life. Here, the focus is on the Deutscher Werkbund, an association of artisans, designers, artists and architects inspired by the idea of the English Arts and Crafts Movement to similarly improve German industrial products. In the heritage Kulturbrauerei complex in Prenzlauer Berg, the Sammlung Industrielle Gestaltung (Industrial Design Collection) offers an overview of design history in the former East Germany.

berlinischegalerie.de/home/, smb.museum/museen-und-einrichtungen/kunstgewerbemuseum/home.html, museumderdinge.de, hdg.de/museum-in-der-kulturbrauerei/

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Explore exclusive designs and the latest trends

In Berlin's multifaceted creative scene, exhibition spaces have been created which, along with the innumerable art galleries, present the many different faces of modern design. The Apple Gallery and the Karena Schüssler Gallery, for example, specialise in contemporary design. The Direktorenhaus museum once housed the directors of the former Prussian mint. Today, this venue between Nikolai Quarter and Alexanderplatz is an attractive event venue for art and design. Berlin also showcases a series of events where design aficionados can marvel at the latest trends. Berlin Design Week, for example, presents the creative powers of Germany's capital city, while during the European Artistic Craft Days artisan craftworkers and designers in Berlin open their studios and workshops to the public. karenaschuessler.com, appel-design.com, direktorenhaus.com, <http://berlindesignweek.com>, <http://berlin.kunsthandwerkstage.de>

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Stylish shopping in Berlin's design outlets

At stilwerk, you can explore an entire mall dedicated to the best in interior design from top European manufacturers. Other locations for exclusive designer furniture include the Exil-Wohnmagazin, BoConcept and Moove. In Kreuzberg, the of/Berlin store specialises in sustainably manufactured products. Here, design fans can find a portfolio with everything from gourmet goodies to interior designs and ideas for gifts. Kult pur, also in Kreuzberg, is a small independent outlet with unusual design and craftwork by international designers working in fashion, interior design and exclusive accessories. That focus on the authentic and genuine is equally evident in Kult pur's selection of sustainable upcycling products and organic coffee.

stilwerk.com/de/, exil-wohnmagazin.de, boconcept.com/de-de/, ofberlin.com/de/, kult-pur.de

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More research information

More information and tips on Berlin as a capital of creativity and design:

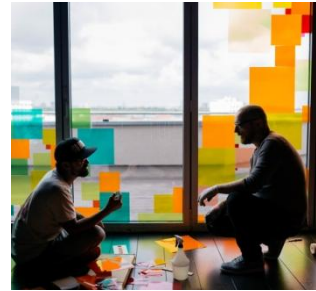
visitBerlin.de/mode-design

More research information / personal tips:

- › Explore Bauhaus architecture and design → visitBerlin.de/bauhaus-archiv-museum-fuer-gestaltung
- › Shop for original headgear → visitBerlin.de/captn-crop
- › Create your own perfumes → visitBerlin.de/frau-tonis-parfum
- › Green Fashion Tours Berlin → visitBerlin.de/green-fashion-tours-berlin
- › Marvel at handmade designer glasses → visitBerlin.de/ic-berlin
- › Take a look in the 'show window of the East' → visitBerlin.de/intershop-2000
- › Discover art treasures from daily life and high culture → visitBerlin.de/kunstgewerbemuseum-am-kulturforum
- › Fashion made by Michalsky → visitBerlin.de/michalsky-gallery
- › Shop for classic furniture designs and new contemporary finds → visitBerlin.de/minimum
- › Experience cutting-edge audio technologies → visitBerlin.de/raumfeld
- › Explore the world of everyday products and aesthetics → visitBerlin.de/werkbundarchiv-museum-der-dinge
- › Shop for selected design and artisan products → promobo.de
- › Creative City Berlin → creative-city-berlin.de
- › Large directory of Berlin's designers → designszeneberlin.de

Pictures

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