

# Press Release

## Bikini Berlin revives City West

New, unconventional shopping hotspot between Zoo and the Kaiser Wilhelm Memorial Church

**14 January 2014** When the completely renovated Bikini Berlin opens on 3<sup>rd</sup> April, there will be a new tourist attraction on Breitscheidplatz. The redesigned building complex will give fashion labels and restaurateurs a platform to present their ideas. Innovative shopping concepts in 60 stores and 20 pop-up stores will be particularly attractive to trend-conscious visitors from abroad.

Burkhard Kieker, CEO of *visitBerlin*, remarks: "Berlin's West is on the rise. Bikini Berlin is an inspiration for our city and is a major gain for the City West. Bikini Berlin will appeal to an international, design-loving audience with its unconventional and urban Berlin sense of chic."

Following the opening of the Waldorf Astoria in January 2013 and the recently completed refurbishment of the Zoo Palast cinema, the renovation of Bikini Berlin is the third major construction project to be completed in the City West. In addition to the flagship stores and restaurants planned to open at Bikini Berlin soon, a design hotel by the 25hours Hotel Company will be moving into the directly adjacent small skyscraper from 31 January 2014 to offer an innovative hotel experience.

The name "Bikini Berlin" goes back to the time it was built in the 1950s. Locals dubbed it the "Bikini" because its architectural design gave the appearance of being two separate structures, like a bikini. The building complex has been undergoing a complete renovation from late 2010. One of its highlights is its new 7,000 m<sup>2</sup> green terrace, overlooking the zoo and open to the general public.

(Characters: 1,678)

### ***visitBerlin***

"We know Berlin". This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the German capital as a convention destination. After London and Paris, Berlin is third-most popular European city for tourism, with 24.9 million overnight stays in the German capital during 2012. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. Information on the capital city is available in 13 languages at [visitBerlin.de](http://visitBerlin.de).

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