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Press Release

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be Berlin presents itself in Buenos Aires

Berlin and Buenos Aires have been sister cities for 20 years. On this occasion, Berlin's Mayor Klaus Wowereit and his counterpart, Francisco Cabrera, will today open the ten-day exhibition "Berlin LIVE: Berlin meets Buenos Aires", initiated by the capital's marketing campaign *be Berlin*, in the design center of Buenos Aires (CMD). The project is also supported by *visitBerlin*, the Goethe-Institut and the German Embassy in Buenos Aires as well as selected actors from Berlin and Buenos Aires.

The exhibition begins with a soiree where the Berliner Lichtpiraten together with Argentinian tango artists will present a spectacular light and sound performance in the old fish market hall of the CMD. The CMD will be the location for exciting exhibition and cooperation projects from Berlin and Buenos Aires till April 9. The IDBerlin, for instance, will show an art exhibition with the title "Icon and symbols of cultural identity". The Markthalle Neun from Kreuzberg will present its extraordinary project of food production and urban development and the International Design Festival Berlin DMY will exhibit design objects "made in Berlin".

Klaus Wowereit commented on the occasion of the exhibition opening: "The sister city agreement is most vividly expressed by cultural exchange. Here, we directly witness how two different cultures inspire each other and discover similarities. Both cities benefit from this mutual interest in the spheres of tourism and economic cooperation."

Christine Carboni, who, in her capacity as the head of the capital city marketing at Berlin Partner for Business and Technology, is in charge of the *be Berlin* campaign, said: "Buenos Aires welcomed us with open arms. Even here, far away from home, the brand Berlin has an enormous appeal – almost like a pop star. We are happy that we were able to bring the Berlin feeling as a gift to Buenos Aires. We present the creative and design location which is a particular strength of Berlin's economy."

Burkhard Kieker, CEO of *visitBerlin*: "Argentina is a future market for Berlin's tourism sector. We are happy that this event in the capital Buenos Aires will encourage more Argentinians to discover Berlin. The German capital stands for freedom, creativity and the lightness of being – and it is very popular. It took Berlin only a few years to establish itself among the top three destinations in Europe together with London and Paris."