



**be news
be story
be berlin**

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Fact sheet

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Sister city arrangement Berlin – Buenos Aires

Beside traditional areas of sister city cooperation such as urban development, environmental protection, transport, science cooperation and youth exchange, the relations between Berlin and Buenos Aires have developed in the areas decentralization, renewable energies and mobility. Topics such as social integration and civic engagement are becoming increasingly important. This does not only concern technical solutions, but also questions of sustainability as well as social and cultural change.

At the end of 2012, Berlin and Buenos Aires have entered into a climate partnership on the subject of sustainable energy management in public buildings. The goal of the climate partnership is to contribute to ensuring the urban quality of life by exchanging know-how in specific projects, thus jointly developing innovative solutions.

The subjects urban cultures of remembrance and remembrance education as well as identity and exile issues are increasingly gaining importance within the sister city relations. Within the scope of his visit, Berlin's Mayor Klaus Wowereit will open an exhibition with the title "250 years Jewish Hospital Berlin" in the Jewish Museum of Buenos Aires on April 1, 2014.

Berlin and Buenos Aires are UNESCO Cities of Design. Representatives of creative industries of both cities present their products and ideas at international design, fashion and music festivals and benefit from inspiring encounters. Young creative people from Buenos Aires have been enhancing the DMY International Design Festival Berlin with their creations from the South American metropolis for a number of years.

On the occasion of the 20-year-long existence of the sister city agreement, Berlin and Buenos Aires are implementing a series of events and activities in different spheres. Economic sectors that are important for both cities such as creative industries, start-ups, culture and tourism play an important role in the anniversary year.

Exhibition of the *be* Berlin Design Souvenir Competition “Your Idea for Berlin”

“Can we not improve it?” This is the question the capital's marketing campaign *be* Berlin has raised in the context of the design competition “Your Idea for Berlin” under the aegis of the Berliner designer Michael Michalsky and called Berlin's creative scene to design extraordinary souvenirs. A selection of 20 ideas out of 670 submissions is shown in a traveling exhibition which now makes a stop in Buenos Aires. The result of the presented drafts is convincing: fresh, creative and smart ideas for Berlin.

The exhibition “7 suitcases in Berlin” shows a day in a life of a tourist in Berlin. Seven huge wooden suitcases tell the stories of Berlin's visitors and their memories of the journey to the capital and its atmosphere. Five students of the Technical University of Berlin – Stage Design and Scenography have designed the exhibition to the competition.

Website and blog: <http://www.be.berlin.de/designcompetition>

Facebook page: <https://www.facebook.com/designsouveniraward?fref=ts>

DMY – International Design Festival Berlin

The design location Berlin stands for innovation and design thinking. These are the topics that are very appreciated in Buenos Aires and connect the sister cities with each other. The DMY is an actor from Berlin which has shaped the design capital Berlin in the best sense of the word. The DMY is the international design festival in Berlin with is unique in its form, content and message.

At the exhibition, the DMY interactively demonstrates the usability of products and even illustrates the ongoing manufacturing process. Beside the exhibition of design objects, a documentation of the single projects will be prepared which will outline the product's background to the visitor.

<http://dmy-berlin.com/>

Markthalle Neun

Berlin is considered to be the capital of the creative class which results in a significant economic potential for the city. In recent years, a creative scene has also emerged in the areas food production and refining in Berlin and Brandenburg. The Markthalle Neun (market hall nine) attempts to be a platform for this exciting scene and a connection between urban and rural areas.

At the same time, the Markthalle is a good example of successful “bottom-up” urban development. After years of agony, it has again become a lively neighborhood meeting point in the last two years. The residents were actively involved in the process. Both aspects, the potential of the food industry as well as the social impact of a marketplace in the quarter, will be demonstrated within the scope of the visit to Buenos Aires on the example of the development of Markthalle Neun.

<http://www.markthalleneun.de/>

IDBerlin

Art exhibition “NOBRAND. Icon and symbols of cultural identity. Buenos Aires – Berlin” with works by the designers Hernán Berdichevsky, Gustavo Contreras Dvorak and Gustavo Stecher. The main focus of IDBerlin lies on the restoration of the city identity throughout history and the memories of its residents as well as the exploration and definition of symbols and

iconized depictions that characterize it. On this basis, a project has been developed which comprehends the identity from a different perspective, a different place and with a much larger scope.

The joint project has been developed by urban dialogues from Berlin and Nobrand from Buenos Aires and received funds by the project fund Kulturprojekte Berlin Ltd. The IDBerlin project originates from the life experience of the artist Monica Segura Márquez, a Berliner and daughter of Chilean immigrants, who has always dealt with the issue of identity in her projects, and the Argentinian designer Gustavo Stecher, son of Jewish-Polish immigrants. His year-long work in the sphere of “Art and education” has helped incorporating the innovative design both in a cultural and a pedagogic context.

<http://www.imagenhb.com/>

LiCHTPiRATEN

The LiCHTPiRATEN have got together in 2006 as an artist group in Berlin. They trekked through Berlin with staged photographs, attracted attention in clubs, at exhibitions and festivals and traveled the world. But they have their roots in Berlin’s club culture: almost every weekend, they enrich Berlin’s creative industry with their light and/or sound. In their network, they interlink theater, festivals, music, galleries and free art installations as well as scene clubs (Sysiphos, Arenaclub, Admiralspalast, Ritter Butzke, Kater Holzig).

<http://www.lichtpiraten.net>

visitBerlin – Welcome to the German capital!

The German capital is rich – rich in culture. Visitors from all over the world can choose from a pool of 1,500 daily events. Berlin fascinates as a unique culture metropolis in the heart of Europe: here, an eventful history meets a lively art scene. Whether it is world renowned museums or avant-garde galleries, virtuoso orchestras or electro beats in trendy bars, popup restaurants, famous stages or open air acts – every day, every evening and every night in Berlin is an event!

The central event of the year 2014 is the 25th anniversary of the fall of the Berlin Wall. The capital presents a variety of events and exhibition on this subject throughout the year. In November, Berlin will remind of the former course of the border with a large-scale light installation. All visitors of the city will experience how history comes into light.

<http://www.visitberlin.de/en>

<https://www.facebook.com/Berlin>; <https://twitter.com/visitBerlin>

Berlin Partner for Business and Technology

Being a unique public private partnership, Berlin Partner for Business and Technology is represented both by the Senate of the state of Berlin and over 200 companies that are committed to their city. **Among Berlin-Partners are companies such as bpg Berlin Plakat GmbH, Flughafen Berlin Brandenburg GmbH, Immobilien Scout GmbH, IBB Investitionsbank Berlin, Ströer Deutsche Städte Medien GmbH, Vattenfall Europe Wärme GmbH and VIMN GmbH.** Together with these strong partners, Berlin Partner is able to implement the worldwide marketing for the German capital, for example with the help of the successful “be Berlin” campaign.

http://www.berlin-partner.de/index_en.htm

<http://www.be.berlin.de>