

THE POWER OF FORGOTTEN SPACES

METHAMORPHOSES OF RUINS





















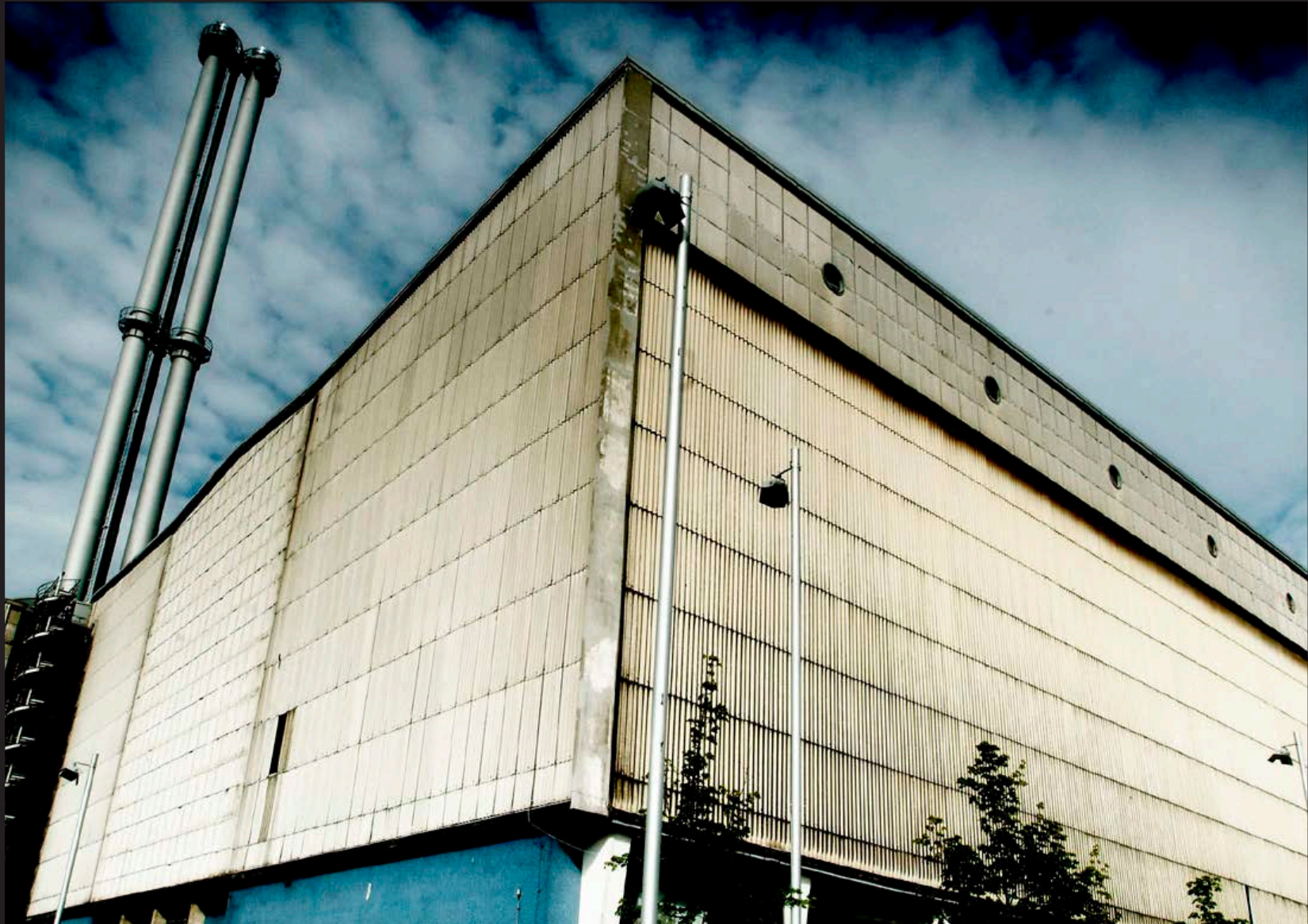




SPACE SEARCHING

KRAFTWERK MITTE
SINCE 2006





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1.5 Million People at the Love parade

**Kraftwerk
Berlin**



**HAPPY
LOCALS**



**DETROIT-BERLIN
CONNECTION**

The Fall of
the Berlin
Wall

TRESOR 1991 - 2005

since 2007

since 2013

1989

1999



1989 - 2003



2004 - 2010



2011 - 2013

HOLZMARKT

2014 - 2013

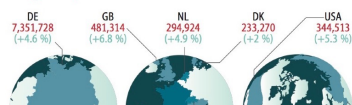
Sources: Amt für Statistik Berlin-Brandenburg (Berlin, February 2015) /
Herkunftsmerkmale Berlin: Sonderauswertung Qualitätsmonitor
Deutschland-Tourismus, dwif-Consulting GmbH (July 2014) /
Congress Statistics visitBerlin (ghh consult 2015, congress-berlin.net) /
visitBerlin.com

Berlin Visitors in 2014

The Top 10 Countries

More and more visitors to Berlin are coming from abroad, although the majority still comes from within Germany.

Change in comparison to 2013 in brackets.



45 is the oldest average age
of visitors from a single country (the US).

42.6 is the average age
of German visitors to

Spending per Day

Berlin visitors add
money to the economy

232 €
convention
visitors who stay
overnight

204.70 €
tourists who
stay overnight

35.70 €
day-trippers

28.7 million
overnight stays
+ 6.5 %
11.9 million visitors + 4.8 %

Berlin, Berlin, we're going to Berlin!

In recent years, the German capital has become a magnet for tourists. Compared to the previous year, Berlin welcomed 546,000 more guests in 2014.

43.6 %

come from abroad

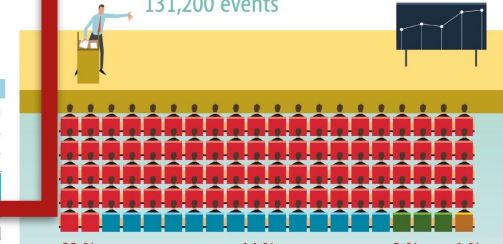
56.4 %

of overnight stays

Convention Attendees

People attending conferences and meetings account for one in four overnight stays spent in hotels in Berlin. Most participants come from Germany.

10.93 million participants
7 million overnight stays
131,200 events



1.9 days

is the average length of an event

15 %
Medicine, Science
and Research
11 %
Trade, Banking
and Insurance

Top Industries

28.700.000 x 232 €

= € 6.658.400.000

= \$ 7 billion turn over

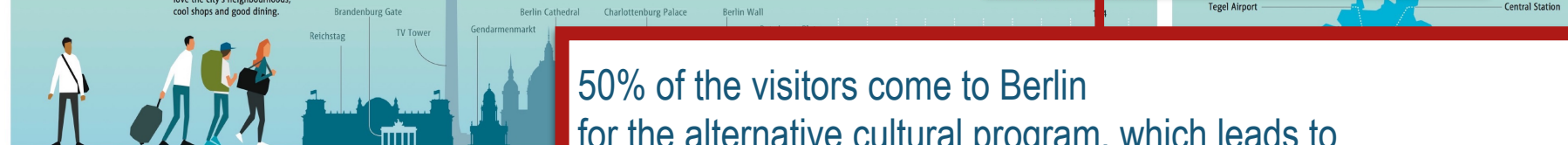
Top Sights

The classics are visited
especially by first-time visitors.

People in
in autumn
than a million guests in each of these months.

88 %
of Indians who have come to
Berlin did so on recommendation
of their friends.

Arabs and Asians appreciate how
green Berlin is. Scandinavians like
to keep up on top of trends and
love the city's neighbourhoods,
cool shops and good dining.



Top Topics

Berlin's Lifestyle
Enjoy the special flair.

Berlin Wall
Experience history up close at the East Side
Gallery and the Berlin Wall Memorial.

Dining and Shopping Options
37% of Russian guests and 38% of Swiss
guests especially appreciate these.

50% of the visitors come to Berlin
for the alternative cultural program, which leads to
14 Million x 232 € = 3,4 Billion € turn over

on visitBerlin.com or in one of the Berlin Tourist Information Offices.

DETROIT

2014

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A person wearing a hat and a backpack is riding a bicycle across a street. In the background is a wall covered in various graffiti tags and drawings, including a large figure of a person. The scene is set in an urban environment with a traffic light visible in the upper left.

HAPPY LOCALS

DETROIT-BERLIN CONNECTION

SUBCULTURAL EXCHANGE FOR URBAN DEVELOPMENT

FRIDAY, MAY 23RD 2014
4:00 PM MOCAD 4454 WOODWARD AVE, DETROIT

MOCA DETROIT electronic beats C3 be:live! Barryride HOLITANK WOMEX C: N model D MOCAD

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DETROIT-BERLIN CONNECTION

SUBCULTURAL EXCHANGE FOR URBAN DEVELOPMENT

Public workshop and discussion about Fisher Body Plant 21

Presentations by Dimitri Hegemann of Tresor and Kraftwerk Berlin and Mario Husten of Holzmarkt Berlin. Discussion and audience participation moderated by Walter Wasacz. The talk will focus on the “one-room strategy” and how repurposing “abandoned spaces of desire” have helped transform Berlin into a hub of creative activity.

**Saturday,
Nov. 29, 2014
4–6 p.m.**

**Trinosophes
1464 Gratiot
Eastern Market
Detroit, MI**



TRINOSOPHES

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Instead of nurturing and growing plants and food to sustain a community, we are growing culture. This is also a sort of food: a food for brains and imagination, which, in my opinion, is vitally important for the growth and development of the city and the neighbourhood.

(Steve Hughes)



DETROIT-BERLIN CONNECTION

SUBCULTURAL EXCHANGE FOR URBAN DEVELOPMENT

www.detroitberlin.de