

Press release 14th October 2004

“The best thing I’ve ever done!”

When Berlin’s event organisers talk about the city’s prime event locations, one name keeps reappearing: “axica”, the exclusive Congress and Convention Centre on Pariser Platz in the immediate vicinity of the Brandenburg Gate.

The Pariser Platz area has long been setting architectural standards. To this day, representative government buildings and embassies are defining the face of the Platz. Since May 2001, the address of No. 3 Pariser Platz has been home to DZ BANK. This building is where the axica, a DZ BANK AG subsidiary, is operating an outstanding professional event location for conferences, meetings, symposiums and evening functions. The events to be experienced here are always of the exceptional kind. With this building and its interior design, star architect Frank O. Gehry has provided a highly individual response to the postmodern architecture dominating Pariser Platz - in his very own and unmistakable architectonic style. Many of Gehry’s buildings, which also include the American Center in Paris, the Vitra Design Museum in Weil am Rhein (Germany) and the Guggenheim Museum in Bilbao, have received significant prizes and awards.

Within the DZ BANK building, the architect has created a collection of imaginative spaces that are full of energy and dynamics. The Atrium of the light-flooded building is characterised by organic forms, and the biomorphic shape of the Plenum welcomes the guests into the space. This impressive conference theatre, featuring the latest in presentation technology, provides seating for up to 85 visitors – as well as inspiring one-of-a-kind event experiences. In the Forum, Auditorium, Foyer and the other conference spaces, the axica’s guests are again met by sophisticated architectural designs and state-of-the-art media presentation systems; these spaces are flexibly designed to accommodate individual requirements of any kind. The axica is an extraordinary event location, created for hosting conferences, conventions, symposiums, meetings, workshops and gala dinners.

The atmosphere of the building is defined by its outstanding design concept - take for example the grandeur and beauty of the arcade corridors, clad in Oregon pine, or the airiness of the glass sculptures created by the American designer Nikolas Weinstein for the spacious Forum, which accommodates up to 500 guests. The building’s overall impression is completed by Gehry’s friendly and

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light-hearted interior design of the Lounge, and by the unique dynamics created by the extensive 900-square-metre expanse of red carpet.

Every event staged here is accompanied by faultless service: teams of technicians ensure the smooth presentation of audiovisual media, and set-up teams are in place to guarantee the seamless and discreet implementation of all required materials and technical equipment. First-class chefs are available to entertain your discerning guests with a stimulating variety of culinary pleasures. The gastronomic offerings at the axica range from light refreshments to a full-scale dining menu. Guests and organisers alike can freely determine the number of courses and their thematic or seasonal character - an exclusivity to be experienced.

Philosophy and science, sculptural art and design – many disciplines have been brought together at this Pariser Platz location. The formula is “axica”: a carefully tailored symbiosis, where the historic Pariser Platz intersects with an exclusive event location. Framed beautifully by its location, the axica is providing a premium product that masterfully combines form and colour. To quote Frank O. Gehry: “The best thing I’ve ever done.”

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