

Press Release 2010

## X YEARS AXICA

The axica Congress and Convention Centre on the Pariser Platz 3 is ten years old!

Germany's most exclusive back stage area!

Great names such as U2, Status Quo, Peter Fox or Herbert Groenemeyer have graced the building with their presence over the last years, either receiving awards or using it as an exclusive back stage area for the legendary concerts held at the Brandenburg Gate.

Live 8, the Football World Championships 2006 or the MTV Awards have all helped show Berlin in its best light, and the axica was never far from the centre of the action. From dressing rooms to rehearsal rooms – the axica could provide the right atmosphere for the performers to be in top form when it counted. And talking of being in top form, the marathon runners taking part in the World Athletic Championships 2009 even crossed our threshold, after first crossing the line, to do their doping controls.

Pariser Platz 3 is mostly associated with exclusive events where national and international guests from the world of politics, diplomacy, industry, or even Royalty, feel at home. The axica team helps implement more than 150 events a year, not only within our own hallowed walls but also increasingly at other selected venues in Berlin.

Leading figures of state including Horst Koehler, Dr. Angela Merkel, Prof. Dr. Roman Herzog, Dr. Richard von Weizaecker, Gerhard Schroeder, Queen Beatrix from the Netherlands, the Norwegian King and Queen, HRH Harald V. and Sonja, John Major, Madeleine Albright, Valéry Giscard D'Estaing and Shimon Peres have all discussed here important contemporary issues or held memorable speeches.

The names of leaders from industry and media who have held symposiums, conferences and receptions here, not to include private celebrations, are simply too numerous to mention.

Alongside clients from Great Britain, USA, France, Spain and Italy, the axica has also welcomed guests from the Arab Emirates, Mexico, Chile and Israel.

At the heart of the city!

Thousands of people visit daily the Brandenburg Gate and increasingly more and more of those take the time and effort to see for themselves the stunning work of the Californian architect Frank Gehry.

Buildings such as the American Center in Paris and the Guggenheim Museum in Bilbao catapulted Gehry into international limelight and whilst the man himself remains very modest, his buildings are uncompromisingly extravagant. But when it

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comes to having favourites he still considers the DZ BANK building, wherein the axica lies, to be, "The best thing I've ever done". In truth, an Opus Magnum of a building, charged with energy and innovation.

On days when no events are taking place visitors can enter the foyer to take a glimpse for themselves at some of Frank Gehry's genius. Typically the axica receives up to 900 visitors a day which when you do the math over the ten years adds up to a startling 3 million!

Upon entering one is immediately aware of the tension between the geometric and biomorphic forms. The curvaceous glass roof enables the atrium to be flooded with natural daylight which permeates the conference rooms; the Forum, Foyer, Plenum, and the Gehry Lounge.

From choice of materials, to the use of light and colour and layout of rooms, Frank Gehry has left nothing to chance or coincidence and always uppermost in his mind is the utilisation of the space as facilitator for personal interaction. He has created an open house for people to follow common aims and objectives, to encourage team work and to enhance the working experience. One is almost obliged to be inspired and to change one's perspective within. An ideal place for the creation of new ideas.

#### Following passions

The board of the DZ BANK formed the axica, a fifteen-headed team led by joint Managing Directors Jochen A. Lohmar and Friedhelm Leschinger and made it responsible for developing an appropriate mid and long term sustainable strategy for running the building as an event location. From the beginning, the axica team has placed emphasis on adding value whether in terms of individuality, service, quality and last but not least a passion for what they do!

The result of which is a business model based on providing a consistently high quality. One-stop-shopping for exclusive events, able to offer advice on conceptual, organisational, culinary and technical aspects.

Since opening the axica has played host to more than 1,000 events, further evidence of the trust placed in the team by professional event organisers the world over.

Events Director Nathalie Dahmann-Harbecke has been there from the very beginning and who has, together with her highly motivated team, the daily balancing act of being able to meet the increasingly demanding requirements of the clients against the boundaries placed on them by the architectural constraints. Team spirit and the strong empathy shared with the product have contributed to a continuity and loyalty of the staff rarely found today. A passion for design, an

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awareness of trends and the nose for a good fit is which sets the team apart.

#### CATERING ACROSS THE WHOLE OF BERLIN

Communication, conversation and interaction are the key elements of every event. Carefully prepared and well presented food grease the wheels of a smooth running occasion and serve as stimuli for the exchanging of opinions. At our client's request the axica has extended its services to include off-site catering. Under the motto „Fascination at first glance“ axica Catering Services can provide the culinary accompaniment at further selected locations in Berlin. Naturally, the unique standards and style of the axica remain the same: An appropriate location for each event and the creation of an individual concept.

The address Pariser Platz 3 remains however the hub of our activities: Berlin is at Europe's centre of gravity and the political centre of one of Europe's most powerful parliaments. The meeting of axis was the original inspiration for the company name and once you have visited the building the colour on the company logo will need no further explanation...

The axica team sees a bright future and looks forward eagerly to the coming challenges.

5.163 signs

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