

Press Release of 21. October 2010

TALK OF THE TOWN!

"Celebrating ten years of finest events" was the motto for the anniversary celebrations in the axica on the 8th October 2010. In the building, located right next to the iconic Brandenburg Gate and designed by world renowned architect Frank O. Gehry, 300 invited guests from across the globe partied until the early hours.

The show kicked-off with an impressive light show staged by axica's technical partner satisfy leading seamlessly into the audio-fireworks created by the "Drum Connection".

Managing Directors Jochen A. Lohmar and Friedhelm Leschinger, both clearly moved by the occasion, took to the specially created „X" shaped stage to deliver their own review of the last ten years before talking positively about future challenges and in particular the increased focus on off-site catering.

Traditional and unconventional food from the axica. CATERING team; within a building famed for its contrasts and contradictions, four colour co-ordinated live cooking stations catered to the guests' every desire. Similarly co-ordinated cocktails prepared by the Barracuda Bar rounded off the evening nicely.

Further musical entertainment was provided by the specially formed band for the gig, the "axica all stars ", featuring Nina Hill and Jaimi Faulkner, who rocked the stage and raised the temperature. Keeping the dance floor filled were DJ Eis together with VJ ZooZooZoom who took the "dance on the wild side" into the early hours.

"Its been a fantastic 10 years and this evening was the ideal opportunity to extend our warmest thanks to those who have supported us, whether client or supplier, and to look forward together to a rosy future", explained Managing Director Jochen A. Lohmar, who has been at the helm since day one.

AXICA

The axica embodies Berlin's most exclusive congress and conventions centre. Within the outstanding architecture created by award winning architect Frank Gehry, conferences, award ceremonies and gala dinners for up to 700 guests can take place.

The axica team accompanies each event from conception to completion and advises on the best suitable technical, decor and culinary solutions for your event both within the axica and at other selected venues in Berlin.

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