

Press Release of August 2011

FOR YOU WE WILL ROLL OUT THE (NEW) RED CARPET!

The trademark of the axica

According to Wikipedia a "red carpet" is described as follows: "A red carpet is mostly a long carpet rolled out, upon which important or prominent VIPs (Stars, senior political figures etc.) walk. Red carpets are frequently to be found in entrance areas to special occasions and receptions as well as at airports and are used to emphasize the importance of the person or persons walking upon it." At the axica we consider all our guests to be VIPs from those attending scientific symposiums, political debates to exclusive dinners. Indeed German Chancellor Angela Merkel, amongst others, recently graced our red carpet with their presence on the occasion of the "Petersberger Dialogue," a significant event for the discussion of environmental issues which took place here in the beginning of July and received wide press coverage. However, once the conference had ended and the last guest had left we also bade our farewells to the carpet. It was taken out and replaced as part of the summer renovation programme. This year includes the complete renewal of the floor covering for axica's 1200m² event space.

„Each year we take advantage of the quieter summer months to clean and maintain the building, literally from top to bottom, including any necessary repair work and improvements that need to be done. The around 100,000 guests that have attended the hundreds of events held here over the last years have obviously left their mark, nowhere more evident so than on the carpet itself! Our red carpet is not only a fundamental design element but an axica trademark which can also be seen in our logo. It is extremely important to us that what is laid before the feet of our guests reflects the overall quality of the axica." Comments Jochen A. Lohmar, Managing Director of the axica. He adds "We are looking forward to the coming events in autumn, giving us once more the opportunity to welcome guests from the world of politics, industry and arts and for them to experience the axica as an impeccable event location."

THE AXICA

Embodies Berlin's most exclusive Congress and Conference Centre. Within the stunning architecture from world renowned Frank O. Gehry a wide range of events are held for up to 700 guests including conferences, award ceremonies and gala dinners.

The axica Team accompanies each event from idea to implementation and creates technical, decorative and culinary concepts for in the axica as well as at further selected event locations in Berlin.

2.133 signs

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