

Press Release of September 2010

ITS FIREWORKS FOR THE AXICA AT THE PREMIERE OF THE „LOCATION AWARDS“

The heavens above Berlin's Olympic Stadium were lit up red and silver (amongst other colours it must be said) on Friday after axica won the best "Designer Location " prize presented at the locationportale.de inaugural Location Awards ceremony in the Jesse Owens Lounge. That the event ran parallel to the Pyronale 2010 was purely coincidence, at least in the eyes of Christine Jost and Jule Schendler.

"We are delighted to receive this award on behalf of our team and our many thanks go out to all those who voted on-line for us!" said an excited Ms Schendler, axica's Senior Sales Manager. "It is an honour for us and further confirmation of the axica's status as one of Berlin's, if not Germany's, pre-eminent designer event locations, and the timing is especially good as this year we are celebrating our tenth anniversary" adds Ms Schendler proudly.

Prizes were awarded in six categories, whereby in each category the 3 finalists were chosen by on-line votes cast over the last two months. The winning entries were then selected by a panel of expert judges consisting of Manuela Thomsen from the DSGV, Uwe Buhrdorf from satisfify, Christian Seidenstücker from Joke Event, Lothar Biedermann from event partner magazine, Michael Hosang from IST and Hans Schriever from Schriever AG.

The celebrations went on late into the night and after the fireworks display, courtesy of the Pyronale 2010, the party moved on to a salubrious Berlin night club where the winners continued to dance on cloud nine!

THE AXICA

embodies one of Berlin's most exclusive conference and convention centres. Within Frank Gehry's inspiring architecture, he of Guggenheim Museum Bilbao fame, it is possible to host all manner of events from seminars, product presentations, receptions and gala dinners for up to 700 guests. The axica team is at your disposal providing support, ideas and advice for all culinary, decorative and design concepts for events both within the axica and at selected locations in the city.

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